WEB504 Framework customisation proposals and analysis.

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# Proposal A: Neurodiverse-friendly Planner application

## The Pitch:

A lot of planner applications are designed to cater to a more typical audience who will interact with the application in certain ways. Some people with neurodivergent conditions, such as autism, ADHD, dyslexia, etc, might not find these applications useful.

*These applications could be a lot more user-friendly to people in these edge cases. The people this application targets may need such an application, and simply be struggling to use existing planner apps because many are designed for a different target audience.*

## Challenges:

As this application needs to be successful with its niche audience to be useful, the struggles and pain points that potential users face when using existing planner applications **must** be a foremost point of research.

## Functionality:

The functionality of the application should include a clock, a calendar, timers and reminders, and must be user-friendly both as a web application and on mobile devices.

## Why I care about this project:

I’m autistic myself and struggle to use every planner app that I’ve tried, and I’ve tried a lot of planner applications.

While I’m not making this application only for myself, as a potential user of the same app, I would like to put my best food forward and help all potential users of the application.

## How this application can be profitable:

I believe that it would be best to use a “freemium” model in this case.

* The application could host inobtrusive advertisements.
* Users could pay a small amount of money to turn off advertisements.
* Users could pay a small amount of money to enable additional non-core features of the site.