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.

# Proposal B: Messenger application with enhanced Avatars

## The Pitch:

Online friends often feel closer when they play games together.

*While taking part in shared activities and pursuing a shared goal is often a part of this, sometimes even existing in a shared space, and feeling like they have a “body” and exist in a world together.*

What I would like to create is a piece of software that allows users to feel “present” in the same space. The format I have in mind for this is a smaller textbox, with a space behind and above the textbox to display larger user avatars. This is inspired by the “Visual Novel” genre of video game.

The messenger application should allow commands to change the avatars to display different emotions and be expressive, to allow users to express themselves.

I believe that by being able to really connect with their own avatar, and talking with another person who is doing the same, users will feel more connected to each other, too.

## Challenges:

The amount of both human resources (moderation, maintenance) and computer resources will increase dramatically if the application takes off.

## Functionality:

* There needs to be functionality to friend users, and to block users
* There needs to be the functionality to send messages to friends.
* Ideally, I would like to have a system to allow users to create their own avatars from customisable parts.
* An option to upload avatars with different states would be useful, too.

## Why I care about this project:

A lot of people around the world are lonely, and it’s bad for their physical and mental health. I think that this project has the potential to address a small fraction of that – which is more than nothing. I think this could also make a cool outlet for creative expression for online roleplayers – which is a big market of really passionate people.

## How this application can be profitable:

Provide people with a useful tool, and hopefully they will want to support it.

Furthermore, people often are willing to spend money on cosmetic customisation in online environments, including both games and messenger apps, and this application would include elements of both. Therefore, allowing users to make small payments in order to access additional cosmetic assets could potentially be extremely profitable.