Homework 3

1) MirrorMonster – AR Hygiene
    a. 30 char count
    b. Alternatives:
        i. MirrorMonst[AR]–Hygiene App
            1. Clever marketing? Probably not.
        ii. MirrorMonst[AR]-AR Hygiene App
            1. Thinking it would be beneficial to have AR in the title but not in []
               in case the search does not use AR as a search keyword.
            2. Also too many characters…

2) Personal hygiene with an interactive twist!
    a. Alternatives:
        i. Healthy Habits, Healthy Self
        ii. Build Fun Healthy Habits
        iii. Make Personal Care Fun!
        iv. Hygiene Habits Made Easy

3) While personal hygiene, such as brushing your teeth or washing your hands, may be
   second nature to you, many children and adults find difficulty when trying to complete
   these tasks. Factors such as age, culture, environment and special needs can impact
   how people take care of themselves on a daily basis. MirrorMonster seeks to change
   that by utilizing innovative technologies, such as augmented reality (AR) and machine
   learning (ML), to create an interactive experience designed to increase focus and reduce
   anxiety while teaching healthy habits and self-confidence. The goal of our app is to
   improve the lives of people who face these issues as well as the caretakers and family
   members that assist them.

    a. For this "pitch" I included AR and ML mainly for their power of being buzzwords
       to investors and tech enthusiasts. Similar to when blockchain was first becoming
       "popular", AR and ML seem to have a similar pull on various industries and can
       lead to large investments. Unlike blockchain however, I believe AR/ML have
       more practical applications in people's daily lives and tools that they currently
       use or may use in the future (such as this app).

4)   Black view is an AVPlayer that links to an animated tutorial video already created.
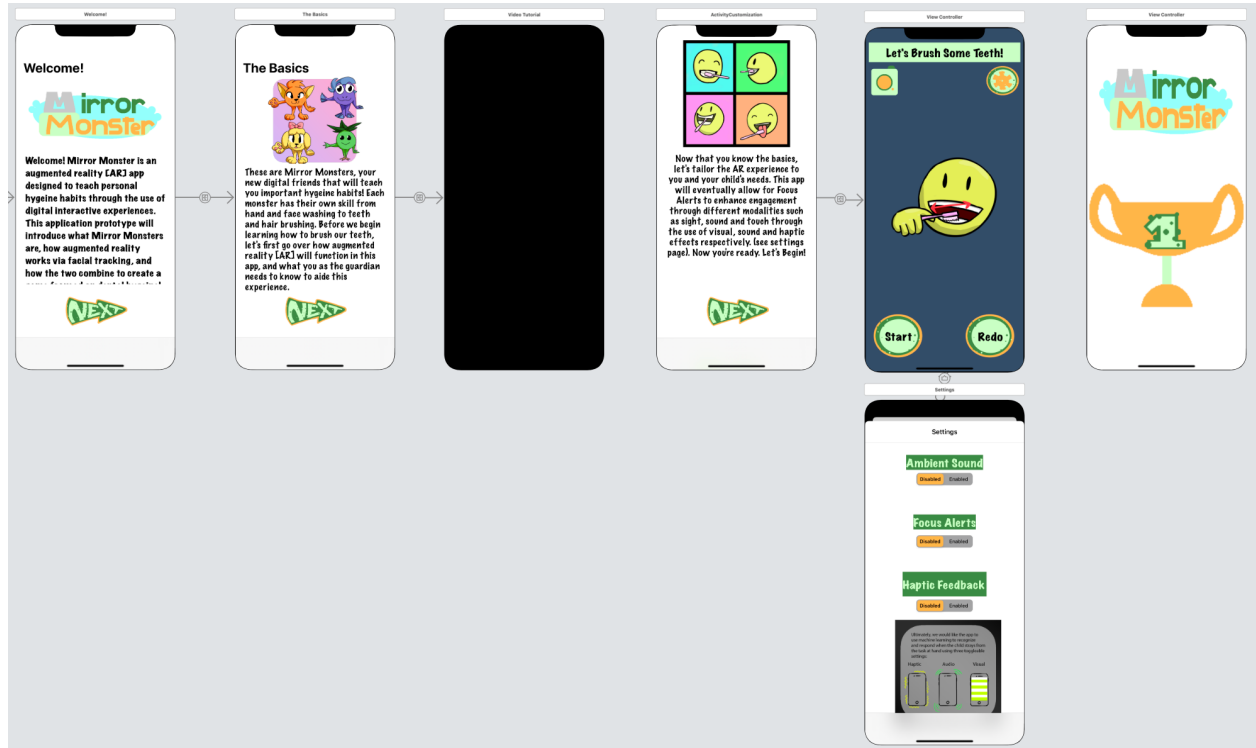
Additional Assets:
     Animated instruction gifs during brushing activity.   Launch screen storyboard,
                                                                                    interested in making it animated.
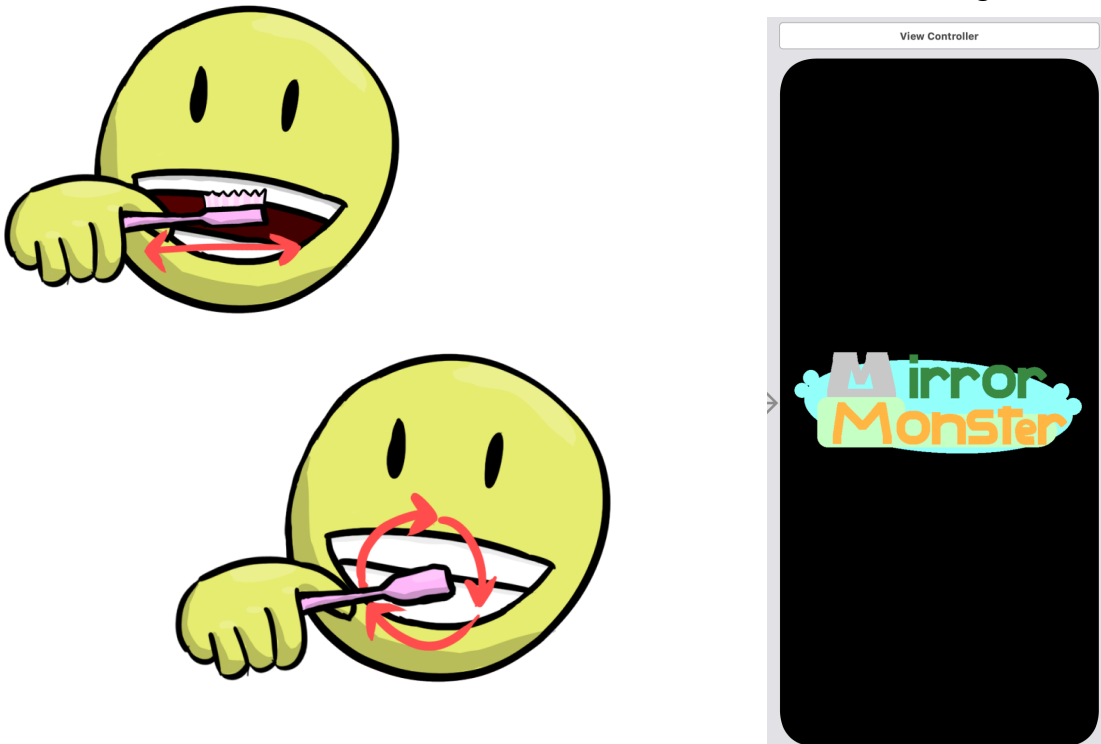
5) Considering adding an [AR] badge or viewfinder outline (similar to brackets i.e. [MM]) to highlight AR features. This asset is already scaled properly for AppIcon 2x – need to export a 3x version for larger displays. Interested in allowing the user to change the AppIcon to a monster asset (monster face icon) that can be unlocked and set in the app settings – not sure how difficult this is though.

6) Primary: Education   Sub-Category: Health & Fitness
   a. Considered classifying under Kids category but this might alienate older users, or possibly only suggest app to certain age groups when in reality the app could be used by anyone – such as those with special needs or disability. Not sure how the age-bands work for kids apps (if an app is set to 6-8 age-band how will that impact discovery for younger and older users? Especially if using a child AppleID on the device)
   b. While there isn't an AR app category, I think having AR in the title of the app and listed as a feature will aid in discovery and the chance of being listed in top charts or featured on the Today page under an AR article will be greater than a standard app.

7) bathroom,brush,habit,hygiene,hygeine,kids,mirror,personal care,special needs,toothbrush,wash hands
   a. Including common typo in keyword list and connected words (i.e. personal care)
   b. 99 char count