

1. One idea I came up with while listening to others surveys responses during class was based around the expense tracker app. I believe the app would be better to just worry about conversion rates and finding out how much total money you have between accounts in different countries. It would be very important to avoid any taxes as you would need to be a tax expert in order to create a good app revolving around it. With many Americans being immigrates, it would make sense they have multiple bank and financial accounts in different countries so an app that is able to easily link financials and convert them into a single currency would be very beneficial for the user. It could also be beneficial for the app to be able to take expenses in one account and convert them to the other account so they can see how much they are spending in one screen.

2. It is hard to find a nice balance between a free app and still the need to be compensated. There are a couple ways to find a nice balance and one of those ways is to build a loyal following and release merchandise. Loyal fans would buy merchandise which would lead to the company being compensated as you can normally mark up merchandise to a high profit level. Another way is to have a great base app but have features behind a paywall for a couple features that go above and beyond. That would allow most of your customer base to still use the app/website for free. Lastly, one could partner with other apps or websites and get rewarded for how much traffic you direct to those sites. Also, having a good social media presence could lead to your company getting rewarded for views.

3. I believe TikTok has a fantastic UI/UX. What makes it so good is the ease of use of the platform. TikTok is a very sharing and creating social media platform. TikTok knows its main purpose very well and doesn't try to do anything extra. The videos will auto play five times before it moves onto the next video. All you need to do to like a video is click anywhere on the screen twice and all you need to do to move onto the next video is swipe up and down. You can also share videos with your friends very easily, can leave comments on videos very easily and get you own personalized video feed by swiping left and then it is just your friends videos.

4. I believe it has. I have to travel for work and my idea for creating a website that calculates whether you should book a direct flight or a layover due total cost of the trip. Because while taking layovers can be cheaper but not if the first flight gets delayed and causes you to miss the second flight then it is a waste of hours which is a waste of money for a person and a company. Based on the last month of a certain flight you should be able to see how often a certain flight has been delayed and how long and how often they have been cancelled outright. Using this percentage and a user input value of how much they value an hour of their time you can calculate how much money is at risk and then add it to the layover price to be able to compare it with the direct flight value. This is a need for a lot of people and there is nothing like it on the market yet.