

## APP IDEAS

### 1. **Dram Thoughts:**

An application that allows the user to record their thoughts and tasting notes for whiskeys they have sampled, and to log their collection of these samples or bottles they currently own. The user will be able to take a picture of the bottle/dram, add a numerical rating, pen notes, and update their log over time in the future. Another feature will be a link to distiller.com to pull up user reviews and scores from their site using the distiller.com api.

There are a few other apps that are somewhat similar on android and ios. One is called “Whiskey Log”. The reviews for this app indicate it is buggy and crashes often, that information has been lost from the main server, and that there are limited searching/filtering options. Another popular app is “Whiskey Suggest” which is an application that provides information about whiskeys and where to buy them. This app also suggests new whiskeys to try based on preferences. There are numerous apps that offer information about specific whiskeys such as the Distiller.com app. Another app, that is more similar to my idea is “Whisky App”. As they put it, their app will “find the right bottle of alcohol, get advice... and access to your lists and ratings.”

I can improve upon each of these apps. First by building an application that is free from bugs that will crash the application, or lose users submissions. My initial thought would be to use an embedded database so user submitted information is stored locally. This may reduce the risk of information ever being permanently lost. I would also have options to filter by the type of whiskey and then offer a search bar to locate specific logs. I would offer dozens of classic whiskey cocktail recipes and tips on ways to prepare and enjoy different whiskeys. I would like to incorporate a “check in” option for users that buy a single pour at an establishment, so they can pin where they had their dram. Lastly, I would be providing the user ratings and tasting profiles through distiller.com which is a leading resource in whiskey opinions.

The demographic I would be targeting covers an enormous spectrum. There are passionate bourbon lovers in their 20’s-30’s that are newer to the scene, and there are many in their +30’s that have been a fan already and love the what the popularity has done to variety and availability of new products. Mostly men, but still many women drink whiskey. Bourbon and American whiskey are popular in America, blended whiskey in Canada, Scotch in Scotland, Irish whiskey in Ireland; at the same time all of these different styles of whiskey are popular in all of these locations, to some degree. This market is wide open right now. My focus will be on making an app that has a clean, modern look that is not focused on catering to one age group. I would like it to be simple and aesthetically pleasing to all users as whiskey should not make anyone feel less welcome than another.

The technologies this app would use would be the camera, so the user could take a picture of their sample in order to post it to a specific log. I would use the GPS if a user wanted to pin their location. I would need to have an embedded database to store the user's submissions. The main functionality of the app would run locally. To use the distiller api for external review, the user will need internet access.

The price of this app would start out low or even free. If it started out free, it would be to build a user base and get some positive reviews uploaded. I would then increase the price to \$0.99, as I feel this is affordable for most, and insinuates to the user that this app has value. As the user base grows, and more features are added I could see moving the price up a little higher even, resting at about \$3.99, and I feel that this is justified because many desired whiskeys and related products can be very expensive, and whiskey drinkers are typically not afraid to spend money on their experience if they believe it is worth it. I would not seek ad revenue as I do not want this type of product to be impacted by ads; I would rather let the user buy it and enjoy a clean application. (The name is still a work in progress)

## **2. Magic Rules:**

This app would offer the user one main functionality, to provide rules context to Magic the Gathering (MTG) playing card interactions. MTG is a collectable card game that involves building a deck of cards to use in competition against another players' deck of cards. Each card has a list of specific rules that govern its abilities and how it interacts during gameplay. There are about 20,000 unique cards currently in use. This can lead to many confusing scenarios in which the outcome is not explicitly clear. At this point the player will often have to call a "judge" if they are at an event that offers such support. A judge is an individual hired for an event that has passed specific tests and obtained certification validating their expert knowledge of the game. However, most of the time, players are sitting around a kitchen table and there is not a judge available. In these cases, they go online and read through the rules text for the specific cards in play, along with gameplay rule.

I had thought of this idea without researching the competition, and I wanted to call the app "MTG Rules", but on the android store they have an app with this name already. It is the only competition. All other MTG apps provide unrelated value, such as "life counter" apps (keeps score), deck building apps, and card pricing guides.

I believe I can build an app that offers the user more features over the competition. First I would have multiple options for information to be provided, a beginner and intermediate mode, and a quick list. This would offer a beginner less rules text that would be easier to understand. I read in the reviews that this was a problem with the competitions app, it provided too many rules on one subject and was confusing to newer players. However, players that are not new want to read all of the rules because they are only needing help when complex interactions occur. I would include a list of the most common, confusing interactions as a useful "quick reference" guide. This would offer the newer users a very fast option to verify gameplays without having to search anything, but rather just scroll down the list. There are many common misconceptions that could be added. Lastly, the other feature that would be unique to my app would be that it would also include the rules text for every individual card,

not just gameplay rules. This is handy when the user has not yet entered into a confusing interaction, and wants to verify if it would provide the result they desire, but are not familiar with the opponent's cards.

MTG has grown to become a very popular game and continues to grow. HasBro made \$2.4 billion in net revenue in 2018. There are players that range across all age groups, but mostly are focused in the 12-40 years of age demographic. It has mostly male player but is advertised to anyone willing to give it a try. There are many powerful female characters in the game and the demographic of its player base is becoming more diverse with time. I would design my app in the spirit of MTG which is a fantasy, gender non-specific style. It by nature is designed to appeal to a younger audience but many adults enjoy this type of entertainment as well.

I would have to use a database, and I believe an embedded database would be best to ensure quicker response times. I would also use internet technology for advertising. The list of mobile technology required for this idea is small, which will make it a less desirable concept to use for the final project, but I believe this would be a useful product, none the less. I would eventually have to require the user to have a data plan allowing internet access in order to make a profit from this app.

The price point for this type of app would be \$0. There already exist many MTG apps that provide their users with a lot of value, and they are free. I would want to follow this model. I feel that this user base rallies behind user friendly products and being free seems to be a big factor. I would then rely on ad revenue to make a profit, once my user base has grown.

### **3. Spy Phone:**

This app would give the user the option to leave the camera in a locked or stand-by mode, with the screen off, and to be recording when motion or sound is detected. There would be no indication that the camera is recording. The user could also select an option to let the phone record constantly. Another feature I would include would be GPS tracking so the user could turn on GPS and record where the phone has traveled.

There is not a lot of competition I could find. There are many "hidden camera detectors" and HD Camera apps, but none of them are marketed as a tool to use one's phone for spying. I feel like this would be a desirable product with very little competition.

What would set my app apart from the other camera apps is that mine would be marketed as a spying device. The marketing alone will create a unique product. Many camera apps are advertised as still-photography cameras, and I would design the product to use the camera for video, or a timed stop-motion style of recording. Along with video, the app would be able to just record audio alone, or alongside video. I would also incorporate GPS tracking, making a product that is an "all in one spying device". Again, I found zero products that use the keyword "spy" and are not used for detecting some type of spying device.

I would incorporate the use of many mobile technologies, including the camera, the microphone, and GPS. I believe that I would have to use a database to store the results and once again I would use an embedded database.

The demographic for this device would be individuals 18+ years of age, and any other category. It would be useful for anyone who has suspicions about anything ongoing in a shared environment.

I would set a price point of free with in-app purchases. This version would have a short user-friendly trial period to allow the user to try it without ads, and then I would incorporate heavy advertising. The user would then have the option to pay \$4.99 and have no advertising. If built well, I could see the user being willing to pay ~\$5 for a spying device that works as advertised, especially if they have confirmed that it works first hand.