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CS 402

Assignment 3

Idea 1:

1. A game app that can play games to test your brain in different aspects such as number memory, reaction time, visual memory
2. Audience: Every age; people that are interested in testing/training their ability (cognitive).
3. Competitor: <https://apps.apple.com/gb/app/magic-benchmark/id1116397647>. On AppStore there is this app that has similar concept, but it is very buggy and has no server database feature.
4. Features: number memory game that increase the number length by 1 after each level (3 days); a game that require you to tap as fast when the screen changes color to record your reaction time (3 days), and the finding-matching-pairs-of-images game (1 week), high score of each game as a server database to compare with people on the "leaderboard".
5. Revenue model: \$0.99 to buy, since the games is not that engaging for user to play over and over every day, so using free app + ads model is not worth it.

Idea 2:

1. A reminder app that uses GPS to allow you to tag your to-do thing to a location and the whole app is map-based.
2. Audience: working adults, college students, people who are very busy with their schedules, especially those that travel a lot from places to places.
3. Competitor: Checkmark 2 (<https://apps.apple.com/us/app/checkmark-2/id825863849?ls=1>)
4. Features: This reminder app allows user to tap on a location to set the to-do things, set alarm timer for them, set timer to a location-based reminder (ex: set alarm 1 hour after you arrive home to remind you to do laundry), road-tracking feature.
5. Revenue model: \$3.99 to buy, because an app for work should be a one-time purchase rather than making users watch Ads, and that's a fair price for an app like this in my opinion.

Idea 3:

1. A game based on Gobblet Gobblers, a more complex version of Tic Tac Toe, that you can play against bot or another player.
2. Audience: every age, mainly for kids, teenagers and for parents.

3. Competitor: couldn't find one.
4. Features: a game based on board game Gobblet Gobblers (<https://www.amazon.com/Blue-Orange-103-Gobblet-Gobblers/dp/B001TMXDMK>) with bot feature (kind of AI) (a month), and with a player versus player feature (4 days).
5. Revenue model: \$5 to buy, I think this is a great and attractive strategy game, especially for kids and for parenting, and the idea is simple and very close to everyone like Tic Tac Toe.