1. Poetry Widget  
   a. A lot of the poetry applications on the play store are pretty heavy on the UI, and also accesses old poetry. I Would make this a very light weight app that is dynamic, generating poetry on the spot. Plus making the poetry based on the location of the user adds an element that other poetry applications lack.  
   b. This application would appeal to poets, hipsters, people interested in NLP and machine learning too. It is more academic but could appeal to a niche crowd of cyber poets.  
   c. The main feature of this application is the generation of machine learned poetry using seed values garnered from gps locations. This makes sure that the poetry produced is unique, and will be drawing upon the phone’s gps abilities. Optional expansion to take a picture with the poem, and save both to device.  
   d. Free is probably the best price for this app, considering that almost all the poetry applications listed in the play store are free, and poetry itself isn’t a particularly lucrative   
   production.
2. I-Ching Reader  
   a. There are an incredible amount of i-ching readers on the play store, and in some ways it is difficult to think of ways to trump what is there. However what might be interesting is one that is less focused on specific questions and one that runs more as a background process, charting outcomes based on gsp and time, and then producing a graph that shows the frequency. More of a scientific approach, a sort of pattern recognition software based on the book of changes. I think with a solid design it could stand out as well. While there are a lot of apps for them, most of them have pretty poor design.  
   b. This would appeal a lot to scientists, statisticians, those leaning more towards the scientific side of the i-ching, though of course divination is popular among many people. Housewives, teenagers, new agers, and so on. Could potentially have a very wide audience.  
   c. Heavily based on databased, most likely on the device itself. Maybe use GPS as a sort of seed value for random number generation. Might be cool to have that information stored online. Have multiple users running the program and gathering sequences based on location and time. The main feature would be the charting of hexagrams in particular locations. I-Ching is a 6bit system of divination, but in this context would be used more for scientific study. To locate patterns in repetition of particular outcomes in particular areas.

d. Also free. There is an incredible inundation of these types of programs. Maybe with enough polish it could be sold for a dollar.

1. Zhan Zhuang Timer  
   a. There are a lot of apps that are similar to this one, but none that are exactly it. This is a great thing. It’s a form of tai-chi based exercise. Would be easy to market with slick design, built in instructions, and tools for both the beginning and advanced practitioner. There are under 50 apps in the store that deal with this material.  
   b. A moderate audience, mostly those interested in either martial arts, yoga, alternative medicine. Those interested in Traditional Chinese Medicine as well.  
   c. Pretty light on the outside resources, could definitely benefit from some access to the internet. Ability to write to system. A database that tracks progress. Maybe some sort of peripheral access to fit bits? That could be cool. The main purpose of this app is to provide a platform for those practicing or wanting to learn Zhan Zhuang that can teach them. It is a style of exercise like yoga that requires the holding of certain postures. The app could include diagrams of those postures, a timer for how long to hold them, a work out planner that queues up these postures, and links to further information.   
   d. Most of these apps are free, so it wouldn’t be too difficult to make money on this one. Though of course, if there are a lot of free apps and only one or two paid for apps, it might be less appealing. I would probably set it at free.