

## INSTITUTION'S INNOVATION COUNCIL MOE'S INNOVATION CELL

**Institute Name:**

Manipal Academy of Higher Education

**Title of the Innovation/Prototype:**

To develop a 'Birthday Planner' iOS app for managing and coordinating birthday events and reminders.

**Team Lead Name:**

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**Team Lead Gender:**

Male

**FY of Development:**

2022-23

**Developed as part of:**

Academic Requirement/Study Project

**Innovation Type:**

Product

**TRL LEVEL:**

2

**Theme:**

Software - Mobile App Development,

**Define the problem and its relevance to today's market / society / industry need:**

The problem addressed by the iOS app is the increasingly busy lives of individuals, which often result in forgetting or inadequately planning birthday celebrations for loved ones. This app's relevance lies in its ability to streamline and enhance birthday event organization and reminders, catering to the modern need for efficient time management and meaningful social connections. It aligns with the broader market trend of mobile apps that simplify and enhance everyday life.

**Describe the Solution / Proposed / Developed:**

The solution will follow the Model-View-Controller software architecture pattern and adhere to software engineering principles, encompassing the complete app design and development life cycle, including rigorous testing before deployment. The core functionality entails managing birthday dates and providing timely reminders for upcoming birthdays, ensuring users never miss sending wishes or planning celebrations. The app addresses the challenge of efficiently managing and celebrating birthdays, enhancing personal connections and fostering memorable moments.

**Explain the uniqueness and distinctive features of the (product / process / service) solution:**

The developed solution is a user-friendly iOS app, leveraging Swift, designed to manage and coordinate birthday celebrations effectively. It offers features such as setting reminders for upcoming birthdays, creating event plans, importing contacts, and accessing a calendar view for a comprehensive overview of important dates. Users can further personalize their experience by changing the interface color of the app. A countdown timer is prominently displayed to heighten anticipation, building excitement as the birthday celebration approaches.

**How your proposed / developed (product / process / service) solution is different from similar kind of product by the competitors if any:**

Our proposed solution stands out from similar competitor products by offering features that were previously missing in this category. It provides a user-friendly approach to managing birthday events, combining features such as contact import, interface customization, and a gift preferences text area. The countdown timer adds an element of excitement, building anticipation leading up to the celebration.

**Is there any IP or Patentable Component associated with the Solution?:**

No

**Has the Solution Received any Innovation Grant/Seefund Support?:**

No

**Are there any Recognitions (National/International) Obtained by the Solution?:**

No

**\*Is the Solution Commercialized either through Technology Transfer or Enterprise Development/Startup?:**

No

**Had the Solution Received any Pre-Incubation/Incubation Support?:**

No

**Video URL:**

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**Innovation Photograph:**

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