

SEPTEMBER 17, 2019

ASSIGNMENT 3

CS 497: Mobile App Development

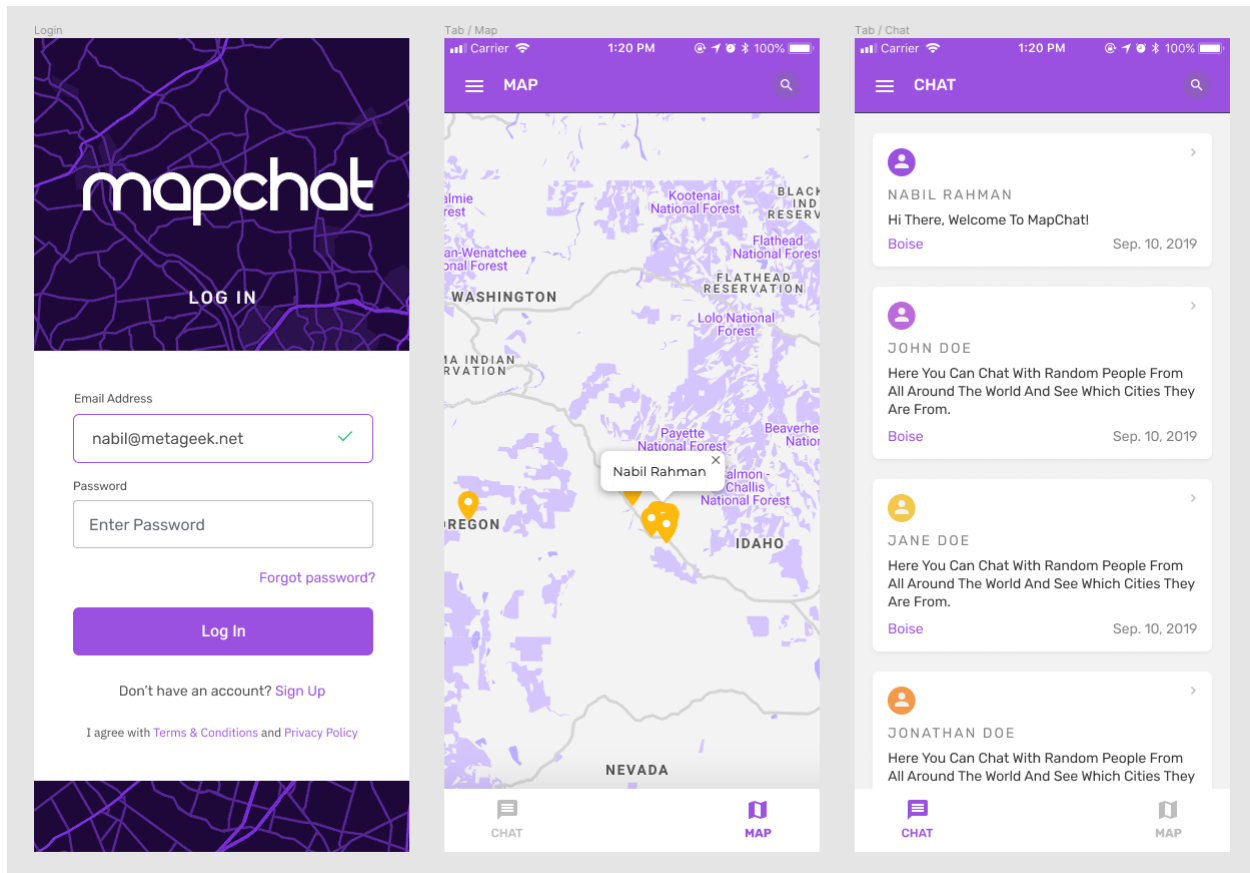
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FALL 2019

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MapChat



MapChat is a location-based chatting application that lets you talk to people from all around the world. MapChat focuses on real-time interaction with people who don't know each other. A common use case of the app could be to make new friends in your area or have a conversation with someone at the same event as you. You can also tap into the local knowledge of someone from somewhere else before you arrive on holiday in a foreign country perhaps.

Features

Description	Time estimation
Chat real-time with people in a common group.	110 hours
See other people's locations, more specifically which cities they are from.	160 hours
Share your location using GPS.	120 hours
Create your profile along with your own avatar.	100 hours

Competitors

1. Life360
<https://apps.apple.com/us/app/life360-find-family-friends/id384830320>
2. Safe24: Find Friends & Phones
<https://apps.apple.com/us/app/safe24-find-friends-phones/id1348649804>
3. F Circle - Location Finder
<https://apps.apple.com/us/app/f-circle-location-finder/id1395341331>

Revenue Model

Free Lite version/Paid Pro version

The app is going to have a lite version and a pro version. The lite version will only have minimal functionalities and will include ads. The pro version will consist of all the features and will have no ad.

As far as I have seen, almost all the chatting apps are free. All those apps generate revenue through subscription, in-app purchase, etc. So, to keep up with the competitors, I will have to offer the app for free with ads. However, I will also have a pro version of the app which can be bought for ~\$2. The lite version will influence the users to buy the pro version.

MailTask

With MailTask, you will be able to write an email and schedule it to be sent automatically at the perfect time. Just write the messages as you normally would, then click the 'Send' button. Use the calendar picker or the text box to tell MailTask when to send your message. It will take it from there.

Features

Description	Time estimation
Log in using common email platforms (Gmail, Yahoo, Outlook etc.)	150 hours
Write emails and schedule for later	170 hours
Choose the date from a calendar picker	130 hours
Create your profile along with your own avatar.	100 hours

Competitors

1. Email Client - Boomerang Mail
<https://apps.apple.com/us/app/email-client-boomerang-mail/id1236906322>
2. Polymail
<https://apps.apple.com/us/app/polymail/id1082058386>
3. Spark - Email App by Readdle
<https://apps.apple.com/us/app/spark-email-app-by-readdle/id997102246>

Revenue Model

Paid

Since it's going to be a productivity-based app, I think the targeted audience for this app will be willing to pay a few bucks for an app that saves a lot of their time. The app will be priced at ~\$3.

BookMan

BookMan is a book management app that gives you access to your entire book catalog, anywhere. Using BookMan is fun and easy, allowing you to quickly find any book in your library, share your favorite books, and keep track of borrowed and lent books.

Features

Description	Time estimation
Seamlessly sync your library across all your devices using iCloud	210 hours
Keep track of where the books are, and which books the users borrowed	150 hours
Read Ebooks using the beautifully designed reader	130 hours
Share Ebooks	140 hours

Competitors

1. Bookly - Read More
<https://apps.apple.com/us/app/bookly-read-more/id1085047737>
2. Litsy
<https://apps.apple.com/us/app/litsy/id1037017919>
3. Leio
<https://apps.apple.com/us/app/leio/id1072022080>

Revenue Model

Free Lite version/Paid Pro version

The app is going to have a lite version and a pro version. The lite version will only have the basic features and will contain ads. The users will be able to unlock all the features by buying the pro version of the app.

I did some research on the app store and noticed that almost all the eBook reading and managing apps are free. All those apps generate revenue through subscription, in-app purchase, or ads. So, to keep up with the

competitors, I will have to offer the app for free with ads. However, I will also have a pro version of the app which can be bought for ~\$2. The lite version will influence the users to buy the pro version.