1. What is the purpose of the application?

This application will offer a fun graphical user interface to help drunk people determine when a more appropriate time to drive would be. It is not to be taken seriously as that could lead to harm and would most definitely put users in danger. This is more of a joke app that would use legitimate math to approximate BAC and offer an amount of time until “sober.” This app is supposed to be for fun, so it is not attempting to calculate BAC better than a breathalyzer. It will come with a disclaimer, but will hopefully help people of all age become more aware of their decisions relating to alcohol consumption. This may include but is not limited to driving while intoxicated, how many drinks you have had in an evening/week/month/year, how much you have spent on alcohol, and how many calories you have consumed. With a constant BAC, users may choose to pace themselves as they learn to equate a number with their subjective feeling of intoxication.

1. What are your goals for the application (specific and measurable goals)?

When I was younger, there were a few times that I had to take the keys away from one of my friends to prevent them from driving drunk. This apparently happens all the time. This app would offer the user’s approximate blood alcohol content, but also give an approximation of how long until the user is relatively sober, obviously with room for error. A user would know before they went to sleep whether they were going to wake up still intoxicated. I want to have multiple screens that prompt the user for information such as how many drinks, what kind of drinks, what proof the alcohol was (with the option to skip, defaulting to 80 proof), in what duration were the drinks consumed, how long since the last drink, and how much the user weighs. After all of this information is entered, and algorithm in the background will estimate the user’s blood alcohol content and provide information on how long the person will remain drunk. There will be a statistics page offering more detail after a given amount of time.

1. Who is the target audience (users of the application, specifically)?

The target demographic for this app is for people over the age of 21 that enjoy alcohol. Since the app is oriented towards those who drink to excess, a more specific target audience is college students, male and female, of any industry, a hobby of drinking, any income level, and really any education level. My customers are drunk.

1. Who are the competitors?

The real competitors are actual breathalyzers that give you a more accurate measure of BAC. I want to do something similar, but make it a little more colorful and accessible. After a quick google search, there are two competitors. AlcoDroid and Drive After. AlcoDroid did it much better than mine, and Drive After apparently is not user friendly. I will be in the middle.

1. What other risks could affect the success of the application?

I need more money.

My app is not reliant on external data. All data is input by the user and all the math happens in the background. I have not thought of any services to offer customers. This app will be free to download. The competitors both have ads and offer in app purchases. It is not apparent what these purchases are, but I will find out and possibly add features to mine. I suppose it would not be a bad idea to offer in app purchases since everyone using the app will have lower inhibitions! I do not have any help. That combined with a weak knowledge of Android Studio will lead me to keep this app simple.

1. What is the timeline for the application development?

I have three weeks to make this app along with another, more complicated app in a language that I do not know. I think I can do this, mainly because I scrapped all of my more difficult ideas for this one because it is most similar to what we have done thus far in the textbook. The rest of the suggested responses for this question do not apply to a school project as far as I can tell.

1. What is the most important benefit of the application (value to the audience)?

The most important value to users is avoiding getting a DUI. If this app can help consumers of alcohol make even slightly better decisions when it comes to their safety and the safety of others, than it will be a success. I know I can’t stop people from driving drunk, but if they are willing to take a minute to think about it, I have made a small victory.