Burns in the Sun: App Ideas and Critique

**Tasha’s Ideas**

Idea 1:

1. This app is trolling, but in a positive way. This app would be set up to look like a dating site and it would have a deceiving title, such as “Meet hot singles in your area”. This would entice the user to click on the website. This app takes the user to a page that says “That hot single is you” or some other affirmation. This website would be coded with c# and the visual assets would be made in unity. There would be a map that shows the location of the user (the hot single) at the time they enter the website. Data would be stored s3.
2. There are several competitor sites that are actual dating sites such as Singles, Wild Free, Hinge, and Plenty of Fish. The competitor apps that do similar things would be apps that give affirmations such as Daily Affirmation, My Affirmations, I am - Daily affirmation, and Affirmations.
3. This app is different from its competitors because it catches the user off guard. When a user looks for a dating app or an affirmation app they are looking for those intentionally for the most part. However there are many people who aren’t looking for affirmations. So this app will say something nice at an unexpected time for the user.
4. The main competitors apps are all free so this app would be free as well.
5. Time frame:Note this time frames are flexible
   1. Planning March 23 - April 2
   2. Coding & Visual prototype April 2 - 12
   3. Visual assets April 12 - April 22
   4. Testing/getting onto server April 22 - May 1
6. This app will target lonely and/or sad people, people who are lonely (the ones that look for dating apps)
7. If a customer came to me with this app idea I think it would take me a month to finish the app and I would charge them 15$/hr, which is cheaper than the minimum that is usually charged.

Idea 2:

1. This app would be a shopping assistant app that would help the user plan their errands trip. The way this app would work is the user would select which stores they wanted to go to then a map and route would be generated based on the users preference. The program used for this would be C# or Java. The data would be stored in s3.
2. A competitor app for this would be Multi Route Planner.
3. Multi Route Planner and my app share many common characteristics however on my app would take into account the busy times of the store and plan the route so the user can avoid those busy times (if they so choose)
4. The majority of map and route planning apps are free so this one would be free as well.
5. Time frame:Note this time frames are flexible
   1. Planning March 23 - April 2
   2. Coding & Visual prototype April 2 - 12
   3. Visual assets April 12 - April 22
   4. Testing/getting onto server April 22 - May 1
6. The main demographic for this app would be busy people, such as parents, office workers, etc.
7. If a customer came to me to make this app I would want 20$/hr and I would say it would take three months to make.

John’s Feedback of Tasha’s apps

1. I like the first app in terms of simplicity but feel the impact may be a bit low and return users would be few. Maybe adding some variance or extra layer to it.
2. It would be cool if we can make it price match and plan your purchase based on which is cheaper. (Favorite)

Pam’s Feedback on Tasha’s apps

1. The first app could act as a confidence booster. Creating it would be simple, but we would need to add more depth to it.
2. This app would be awesome. I always get lost no matter how many times I go to the same store. John’s idea of a price match system would be awesome; having some kind of access to ratings on products would be a neat addition as well. (Favorite)

**John’s Ideas**

Idea 1:

1. Event share app. This app would allow someone to create appointments, meetings, or events and share them to others with the time and location.
2. Regular google calendar
3. They don't allow you to share specific events.
4. Free with advertising and limited number of events. Paid would have unlimited events.
5. Probably 3 months to get a working prototype, 6 months for polishing, 1 year for bug fixes.
6. People organizing events or meetings, those who want to join those events / meetings.
7. About $10,000 per developer with no maintenance.

Idea 2:

1. Street art app. Keep track of where you walk and draw on the map. Saves pictures on the phone. Wish would be to make art viewable to other users in the area.
2. OK GO Range Rover GPS app.
3. Does Not have drawing capabilities, like fill or color choices.
4. Free with advertising.
5. 2 months to get a working prototype, 4 months to complete, and 1 year for bug fixes.
6. People wanting to make art, and connecting that art with their own world.
7. $40 dollars an hour for development and upkeep.

Tasha’s Critique(of John’s Apps):

Idea 1: This is a solid idea that sounds simple to develop. It also seems useful and practical. However I wonder what demographic will have an easy time using the app, would someone who’s older or who’s not technologically savvy be able to figure out this app quickly (will it’s functions be intuitive).

Idea 2: This sounds like a fun app that could help others network. However, will the developers themselves go out and find the street art or will the street art be posted onto the app by others and integrated into the app's data.

Conclusion: I think if I had to choose between the apps I would choose the street art app.

Pam’s Critique(on John’s Apps):

Idea 1: Having an app for the sole purpose of setting up appointments/ meetings with others would be awesome. There’s probably several other competitors out there, but we could make ours user friendly and for the main functionality of creating meeting times and inviting others.

Idea 2: Sometimes when I’m walking around downtown, I see a neat looking place that I don’t have time to check out. By the time I get a chance to go again, I forget where and what the place was called. The street art app could make for quick / easy notes to mark places on the map. I think the street art should not be shared between other users if I’m understanding the app’s purpose correctly.

Conclusion: I’m a huge fan of the meeting app.

**Pam’s Ideas**

Idea 1:

1. My first app idea would allow you to create a personal schedule. Whether it be for classes, appointments, workouts, etc., the general structure would be simple and allow one to add an activity to a schedule that would include the day, time, and place.
2. Google calendar
3. It’ll be user friendly and visually simplistic so all age groups are comfortable and capable of using the app.
4. The app would be free because the app’s main competitor is free.
5. Time schedule:
   1. Planning March 23 - April 2
   2. Coding & Visual prototype April 2 - 12
   3. Visual assets April 12 - April 22
   4. Testing/getting onto server April 22 - May 1
6. Anyone with a schedule that could include school, sports, workouts, jobs, etc.
7. I would charge $30 an hour.

Idea 2:

1. It’s easy to lose track of time in this day-in-age. My second idea is an app that would remind you to take a break as well as give you encouraging notifications throughout the day. The user would notify the app when they start doing an activity such as homework or watching tv. When a certain amount of time passes, the user will be notified to take a break by either getting up to walk around or get a snack. The encouraging notifications is where google maps will be implemented; the user will be able to enter in their place of school or work so that every time they go to that location, an encouraging notification chimes that tells them to have a great day or something of that stature.
2. Apple watch
3. This app will also send users encouraging notifications.
4. It will be free because apps seeking to help people should be free.
5. Time Schedule:
   1. Planning March 23 - April 2
   2. Coding & Visual prototype April 2 - 12
   3. Visual assets April 12 - April 22
   4. Testing/getting onto server April 22 - May 1
6. This app will target anyone who’s seeking self - care and encouragement that are most likely enrolled in school and employed.
7. I will charge $30 an hour.

John’s feedback

1. That may be a good merge with my first idea for scheduling. Like it.
2. I think there is some fun things we can do with this like maybe have a notification that says “PUT DOWN YOUR PHONE” We could merge this with tasha’s love yourself app. (Like this one the most)

Tasha's Feedback:

1. The first idea seems like it would be simple to do and useful.
2. The second one sounds awesome cause I feel like many people forget to relax which can be very bad for health and work productivity. I feel like we could combine your second idea with my love yourself app or something. I think the second app is my favorite of yours.

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Pam’s Top Two:

1. John’s meeting app. It’s applicable to the activities and busy lives of today. This app would be extremely helpful to a wide variety of people
2. I’d like to see Tasha’s trolling app and my break app combined as means to encourage people to engage in self care. This combo has strong potential to help a wide range of people as well.

Tasha’s Top Two:

1. I think the second app idea and my trolling app combined would be a fun app. I feel like there are a lot of apps to help remind of stuff you need to do but not enough to remind you to chill.
2. I also like John's street art app idea because I feel like it could be a fun thing for people to do (look for street art) and it could potentially help budding artists attract the attention of other people.

John’s Top Two:

1. I like the take a break app combined with tasha’s love yourself app. It seems reasonable to make given our time and fun to do.
2. My meeting app combined with Pam’s planner. Feel like it will have the highest impact.