

WEEK 1 - ASSIGNMENT : an app of my own

APP NAME - Safelock

TAG LINE - provides a safer freedom

DESCRIPTION - My app guarantees safety and privacy of apps, files and photos/videos from other users of the phone except the owner.

the owner of the phone can safeguard his confidential files without any worry. other apps can be locked or hidden from my app to maintain secrecy.

my app solves this problem of securing files etc. present on the phone.

FUNCTIONS - 1. safelock will lock the apps selected with a pin, pattern or fingerprint to provide security.

2. there's a app hider option to hide the app inside safelock and can be uninstalled on the phone and still use other apps inside safelock

3. safelock also has a vault and can store photos and videos inside the app with back up option on cloud storage.

4. there's also camouflage mode where the safelock icon and name can be changed and won't be recognized as an app locker.

USERS - 1. Tony, 22, app developer, goes to university, stays with friends in a flat, does not like to share confidential information related to his work.

being an app developer tony would like to maintain confidentiality and keep various files hidden and locked to secure it, and living with young people who know their way around to operate phones needs a smart way to secure files, thus safelock will be helpful.

2. Rowan, 17, studying in school, supervised by guardians, likes to play games on phone, guardians don't like him playing games, so he can use safelock.

3. Tina, 19, university student, loves social media, stays in hostel, prefers to keep her social media accounts safe and lock it.

4. Camil, 20, photography student, loves taking photos, keeps his photos safe and backed up in safelock.

GOALS - 1. user friendly, easy to use.

2. privacy and a safer freedom.

3. safe and no loss of data.

4. pocket friendly premium packages to offer many more facilities.

5. brand exposure.

Lorem ipsum

SIMILAR APPS - 1. Applock - locks the apps with a pin/pattern.

2. vault - hides photos and videos.

3. app hider - hide apps

