

Ryan Vavruska
COMP 5130: Internet and Web Systems I
Homework 1

Based on the reports of my fellow classmates, some new ideas for apps that I have come up with are similar to ones that I had come up with. The one thing that was highlighted during the discussion is that people are more likely to lean towards apps that make their everyday life easier, rather than ones that offer convenience every now and then. With this in mind, it is easy to look at apps that allow you to register your car keys and then GPS track them for example, or ones that help you track earnings and tell you the tax implications of living in other countries while you work in the U.S. An application idea I really like is one that allows you to create a shopping list and compares prices to ones in the area for each item. This could even be done in store, where the application allows you to scan the barcode of an item in store and then compares it to other stores in your area to make sure you're getting a decent price. A way for app developers to get compensated rather than with ads and charging the customer is to put a monetary incentive on the service provider. For example, in an application where you are allowing customers to book restaurant reservations from an app, the app developer could charge restaurants a small percentage of profits from that booking that they helped secure, or charge restaurants for the ability to prioritize their listing to the top of the list of establishments. In a modern world, where ads are the majority of the profit on the web, another option is to put ads in the background and incentivize the user watching ads. Be it unlocking some type of currency in the app, or watching an ad disables ads for a predetermined amount of time. This incentivizes the user with something so that the app developer can still make money.

An app that offers an excellent UI/UX is Discord. Discord offers a very intuitive UI where everything is easy to navigate at all times. The application also allows any user to create their own discord server free of charge. In order to make money, discord allows users to upgrade their server to a premium server or upgrade their account to a premium account. These add some nice-to-have features to discord that are no way required to enjoy the application. At all times you are able to see your server list and quickly swap between servers to read chats/chat in voice on all servers. It has a clean direct messaging interface as well. Because of these features, I feel as though discord is an application that has a very clean UI/UX. An app idea that I want to work on as a project idea for this course is a shopping list app. The discussions on ways to monetize the application as well as UI concerns are all things to take into consideration. There are already many shopping list applications on the market, but I feel as though I can make a better one that has a more intuitive user interface as well as features that may be lacking or behind a paywall in other applications.