Sandra Ambriz
CS402 – Mobile Application Development
Homework 2
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App Idea #1: Makeup Collection Journal

1. Search the app store and list any applications that might compete with your app and list 3 ways you can make your app better than those.

Beautistics: makeup bag, beauty tracker, budgets is an app that provides the user with the ability to add items that they buy, along with their expiration date. The app tracks money spent, provides budget assistance, and alarms for when products are about to expire.
My app can be made better by providing these features (alongside the preexisting features):
1. logging of what products were used each day
2. specifics of the palette shades used (such as with eyeshadow, blush, etc.)
3. allow the user to include images
4. alert the user of what products have not been used recently

Pinterest is not an app that I would directly correlate with the ability to track the makeup products I purchase. However, research revealed that the app can allow the user to make a board for their makeup collection, or a board for every product they own.
My app can be made better by providing these features:
1. makeup expiration dates
2. a spreadsheet-like feature
3. alerting the user of soon-to-be expired products
4. money statistics
5. ability to scan barcodes or labels

Sortly: Inventory Simplified is an app that can be used for keeping track of inventory. However, it is not directly linked to makeup products and seems to target businesses.
My app can be made better by providing these features:
1. centering the user experience on a makeup/beauty focused app layout
2. allow the user to log what products they use each day
3. alert user of expiring products

2. Describe the general audience each app will be for. This can be a demographic, people working in a certain industry or any description of a group that'll use your app. Please be specific.

The general audience for this app will be people who regularly purchase makeup, or beauty care, products such as makeup artists, beauty salon owners, or makeup enthusiasts. In particular, I want the app to target everyday women who want to log their makeup purchases, their product's expiration date, and their beauty spending habits.

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3. Find and list any competing products on iOS, Android or web apps, and describe why your app would be better for your audience.

Competing applications were found on Google Play and were described above. There doesn't seem to be an application that serves the needs that I aspire to meet with my application. Some apps that are used to track inventory do exist, but they lack features that I want my application to implement and do not target the same audience. Therefore, the only competing applications that I was able to find have already been named and discussed in question one.

4. Describe each app idea's main feature and which mobile technologies it will require (GPS, camera, database (server or embedded), Bluetooth, internet, etc).

- User register/login – server database, internet
- User uploading images of their products – server database, internet
- User adding purchases – server database, internet
- User adding purchase cost – server database, internet
- User adding purchases' expiration dates – server database, internet
- User keeping a daily journal of what product they used – server database, internet
- User stats on most used product, least used product, spending habits – server database, internet

5. List a price for the app and why you think it's justified. Free is ok but please explain why. Also include additional revenue models, if applicable, like ad revenue.

The app will be free. Having the app as free can be justified because the purpose of the app is for users to track their own beauty purchases. Having a free app can allow users to download the app and decide if they want to use it or not. If users are not regularly interacting with the application, I do not expect any negative repercussions. Unlike a social app where interactive users are more valuable, my application will only benefit the direct user. If my app had a fee attached to it then I expect only active users would make that purchase. I would use a revenue ad model to make a profit.

App Idea #2: Alternative Longer Route Navigation App

1. Search the app store and list any applications that might compete with your app and list 3 ways you can make your app better than those.

Navigation & Maps: shortcut is a navigation app but does not offer the longest path.
How my app can be made better:
1. automatically provide the user with the longest route to their destination
2. provide the user with scenery options

3. allow the user to favorite certain routes
4. allow user to play their music from app
5. navigate without internet connection

Maps – Navigate & Explore is Google's navigation app.
How my app can be made better by:
1. automatically setting to take the user through the longest route
2. allowing user to select type of scenery/environment
3. allowing user to favorite their scenery/environment
4. allowing user to play music from app
5. alerting user of traffic disturbances
6. navigating without internet connection

Waze – GPS, Maps, Traffic Alerts & Live Navigation is another fastest route navigation app.
My app can be made better by:
1. providing the user with safe, longest path to their destination
2. allowing user to favorite certain routes
3. suggesting previously used routes to user
4. navigating without internet connection

Sygic GPS Navigation & Maps is a navigation app that also chooses the shortest route and works offline.
My app can be made better by:
1. allowing user to play music
2. suggesting routes to user based on previous routes taken
3. suggesting longest route to user
4. allowing user to choose scenery type

2. Describe the general audience each app will be for. This can be a demographic, people working in a certain industry or any description of a group that'll use your app. Please be specific.

The general audience for this app will be people who regularly use GPS systems when taking routes. It will also target people who find driving relaxing, or as a manner of destressing in certain situations. This app will allow the user to take the longest route to their destination.

3. Find and list any competing products on iOS, Android or web apps, and describe why your app would be better for your audience.

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The major competing products have already been listed. There are many map and navigation apps but none of the ones that I found share the same core goal with mine. The applications that were found all aim to provide the user with the shortest route to their destination, while avoiding any hazards or traffic obstructions. However, I want my app to automatically choose the longest route to their destination and allow the user to choose the scenery.

4. Describe each app idea's main feature and which mobile technologies it will require (GPS, camera, database (server or embedded), Bluetooth, internet, etc).

- Longest route - GPS
- Track current location - GPS
- Allow user to choose scenery type – server database
- Allow user to favorite routes – server database
- Allow user to listen to music – internet
- Allow user to navigate offline

5. List a price for the app and why you think it's justified. Free is ok but please explain why. Also include additional revenue models, if applicable, like ad revenue.

I want this app to be free. Again, I do not believe this app requires the user interaction that might come from an app that has a price. This app would serve each specific user's needs and I don't expect the user to interact with it on a daily basis, but rather only when they feel it is needed. I would use an ad revenue model to make a profit.

App Idea #3: Meet Others for Food App

1. Search the app store and list any applications that might compete with your app and list 3 ways you can make your app better than those.

Eatwith – Food experiences is an application that allows users to register themselves are guests, or simply users. Users can meet hosts and the host is in charge of organizing the meeting.
Ways my app can improve:
1. Target local audiences (this targets travelers)
2. Allow users to agree on a restaurant to meet at, instead of having one person be responsible
3. Emphasize that users only need to interact for the duration of their breakfast/lunch/dinner

Meet & Eat is an application that is designed for people to meet strangers and eat, though it seems to be targeting those who wish to use it as a dating app.
Ways my app can improve:
1. Target people who simply want to not eat alone
2. Disable the dating aspect

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3. Emphasize that the app can be used for short-term socialization, during the duration of their breakfast, lunch, dinner

Food.social is an application that allows people to meet based on their culinary interests. It targets chefs, hosts, and basic users. It can be used to organize social events centered around food.
Ways my app can improve:
1. Emphasize that the app is not centered around culinary interest, but rather around the interest of not eating alone
2. Disable ability to organize events, since I want the users to not feel committed to further interaction
3. Emphasize that the user is intended for the everyday person

2. Describe the general audience each app will be for. This can be a demographic, people working in a certain industry or any description of a group that'll use your app. Please be specific.

The target audience will be everyday people who may regularly find themselves eating alone. It will target individuals who are social and/or willing to meet others to eat.

3. Find and list any competing products on iOS, Android or web apps, and describe why your app would be better for your audience.

The competitors that I found have already been listed above. There already seems to exist apps that serve the intended purpose of my app. I want the app to target all people who are willing to meet others for food. However, I do not intend for my app to be used as a dating app. I want it to be used by people who want to make new friends, simply find someone to eat with, and not necessarily based around one's culinary interests.

4. Describe each app idea's main feature and which mobile technologies it will require (GPS, camera, database (server or embedded), Bluetooth, internet, etc).

- Register/login users – server database
- Track current location - GPS
- Find closest restaurants – GPS, internet
- Find people (other users) nearby – internet, GPS
- User profiles – server database
- Allow user to add images – server database
- Allow user to include bio – server database

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5. List a price for the app and why you think it's justified. Free is ok but please explain why. Also include additional revenue models, if applicable, like ad revenue.

Free but may require additional purchases. This app will rely on user interaction. The purpose is for users to use the app and meet for food. Therefore, the app's success rests on the level of interaction the users have with the app. However, having a free easy-accessible app will increase downloads and registered user numbers. Having an influx of users can help the app gain traction. Some features can be made accessible to members who pay an upgrade fee. Perhaps only paying users can create detailed profiles and add friends, etc.