

Assignment Title: Reflections, ideas, and planning

1. Based on the reports of your fellow classmates during our last below are some of the interesting observations/ideas:
 - There is need to research on the target audience for all/any application being developed
 - Also need to focus on having the customer in focus i.e., the application should be usable by all
 - As a student discussed about forgetting items, an app that can provide reminders based on location or user with list of relevant items.
2. Several people mentioned the “conflict” between the desire to have a free app, and developers’ desire (and need) to get compensated. Can you suggest any ways by which developers can reap their creativity’s and efforts’ rewards without alienating their “customer base” by inundating with ads and/or charging them.
 - Getting sponsorships or grants if the app has a social impact
 - Have a lite version of the app with limited features
 - Possibly provide subscription model like AmazonPrime
 - Minimal Ads that do not interfere or interrupt the use of app (Example: Product placement in videos/art)
3. Please point to any app/software/website that offers in your opinion an excellent UI/UX. Briefly explain in what ways you find its UI/UX to be so good.
 - Spotify: Great Color scheme, Customized content and minimal input to be provided
 - AirBnB: Simple, multiple filters, important details about each listing is displayed on search result page
 - GPay: Fast transaction, multiple ways to transfer money are displayed on home page using icons that are readable, can use it as chat too

4. Have last class's discussions and/or items #1-3 gotten you closer toward a page / app you would like to pursue as a project for this course? Please discuss briefly.

While I have not finalized on the topic for the project, the #1-3 has gotten me closer in deciding

- it made me think about factors that need to be considered before starting the project.
- The ideas that focused on a target group was something that I had not considered earlier but it is something that I will not research upon
- Importance of UI/UX in any applications
- Additionally, it opened my mind about finding solutions that are built upon simplicity and efficiency.