**Platform**

While discussing the platform for developing this software, 4 platforms were come up, which are PC (macOS/Windows), mobile terminal (iOS or Android), web and WeChat miniApp.

**WeChat miniApp**

Advantage:

WeChat is a widely used application, users can access this software easily and conveniently.

Disadvantage:

The screen size for mobile device is too small, so users might not be able to see the animation clearly.

**Web**

Advantage:

Same as WeChat miniApp, user can use this software easily using web without installing anything. Besides, it can be used on any devices that have a browser and link to network.

Disadvantage:

User privacy might a problem. ‘User guide’ part for new user and ‘history’ part will be included in this software, so if this software is going to be built on web, cookies must be needed. As a web-tracking and information-gathering technology, users’ personal information can be easily gained without being informed by cookies (Janice, Burke, 2011).

**PC**

Advantage:

Software can be used on user’s local computer, there is no need to link to the network. Also, installation and employment are easy. According to the questionnaire result, PC is more welcomed among students, our stakeholder.

Disadvantage:

Computer is not that easy-carry as mobiles and other portable devices.

Windows/macOS:

Another potential user group is teacher at University of Nottingham Ningbo, China. Besides, computers in this school all use Windows system. Therefore, platform is temporarily decided to be Windows.

**Mobile terminal**

Advantage:

Same as PC, software can be used without network.

Disadvantage:

Mobile’s screen size is small. According to questionnaire, users seem to prefer PC.

Reference:

**Online Privacy Concerns Associated with Cookies, Flash Cookies, and Web Beacons**

**Janice C. Sipior, Burke T. Ward &Ruben A. Mendo**

~~Indicative of users’ concerns regarding privacy in Web use are the results of a recent poll by Zogby International, which revealed that 80 percent of consumers are either “somewhat” or “very” concerned about online tracking for the purpose of advertising (Schiller).~~

~~Schiller, K. 2010 . Companies reacting to consumers’ views . EContent , October 1 , 8 – 9 . [Google Scholar]~~

~~Cookies, Flash cookies, and beacons, which are Web-tracking and information-gathering technologies, enable personal information to easily be obtained from Web users, often without their knowledge.~~

~~the surreptitious nature of its acquisition coupled with no indication of its intended use may raise privacy concerns regarding the acceptability of such invasions to Web use.~~