Project Proposal ⚡

BEFORE YOU SUBMIT THIS ASSIGNMENT

You must first register as a team on Canvas before you submit this assignment. To become a team in Canvas,

- Click the People menu on the left.
- Then you should see two tabs: Everyone and Groups. Click on the Groups tab.
- Scroll down to find a group named Project [number] that shows 0 students in it. Click "JOIN" for that group. (If you see "SWITCH TO" instead of "JOIN" before you have joined a project group, stop and contact us for help. A screenshot of the entire window will help us help you.) It is important that you join a group with 0 students in it.
- You are now in the group you just joined. Contact your other group members and tell them the name of the group you joined, and they should all join that same group. (Obviously, it won't show 0 students in it when they are joining because you are now in the group.)

After EVERYONE in your group has joined the group, one member of the group can submit this assignment. If another person from the group also submits the assignment, it will replace the first submission, so don't do that unless you really mean to replace the first submission.

Submission:

Review the **project requirements** (https://northeastern.instructure.com/courses/149802/pages/project-requirements) again. Submit a written proposal including the following information for your proposed app:

- App name (Max 30 characters, including spaces)
- App description exactly as it would potentially appear on an app store (Max 4000 characters, including spaces, usually much less). This description should:
  - Be appropriate for the app store.
  - Describe the app succinctly and catch someone's attention.
  - Communicate what is interesting/novel about the app.
  - Have no typos or awkward language: this reduces your credibility dramatically.
- A slogan or promotional saying that would appear on the app store (Max 80 characters, including spaces)
- Who are your target users of the application?
  - Be specific. Don't say "Kids", say "Kids ages 4-6", or "Kids age 3", or "Adults who play many action games."
    - You may hope that all kids (or all adults) will use your app, but focusing on a particular target group will guide your design choices.
- UI sketches (high-level and rough - using **pen and paper/tablet**) for your main screens to clarify your idea.
    - **How to Sketch a UI for Non-Designers** (https://www.youtube.com/watch?v=X2CbeBojKVM)
    - **UI/UX sketching techniques 101** (https://uxdesign.cc/ui-ux-sketching-techniques-101-7e91d854ae3d)
  - In your sketches, show:
    - how your app will use camera and user's location
    - how your app does all CRUD operations on the database
    - where user can schedule a notification and for what purpose
- Answer the following questions:
  - What problem/task(s)/need does the application help the users address?
  - What three current apps on the app store would be your closest competitors?
    - You will need to search around and try out apps to figure this out
  - Why will your app be better than or different from the competitors?
  - Go through some of the reviews of these competitors apps on app stores. What common themes do you see when you browse the reviews?
  - What is innovative about your app idea? What will be particularly surprising or elegant about the concept?
  - What about your app will keep people engaged using it for a long time, even once the novelty wears off?
  - What are the top potential weaknesses of your application idea and how will you address them?
  - What is a third-party API you will use in the app? If you haven't finalized it what are some choices that you are considering?

Do:

- Aim for innovation but exploit/address the qualities that make an app engaging and usable.
- Use the unique functionality of mobile devices
- Iterate a few times with friends to try and improve the idea before you turn it in
- Remember that you are proposing to implement what you propose — keep it ambitious but manageable
- Be ready to change and improve your idea as you iterate during the semester. If you completely change, let me know, but improving and tuning your idea is a good thing.

Do NOT:

- Propose to reimplement an app that is already on the app store. If you start by envisioning an app that ends similar to something in the store, that may be inevitable, but don't start with something in the store and make a few tweaks to be different.
- Oversimplify the behavior of your users or underestimate the difficulty of achieving behavior change
- Assume that your users will do things that are not fun or immediately useful for long periods of time, or that someone will make them do those things.
- Assume that your users have a lot of free time and that they will make major changes to their lifestyle just to use your app
- Propose ideas that require a large amount of high-quality content to be generated in order to be interesting (unless you will be able to generate example content to be used to evaluate your project)
- Propose ideas that require access to databases of content that you will not be able to obtain access to. Please be careful about this one.

This is worth 10% of your project grade.