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Software Development – Winter Semester

**SUBJECT:** \_\_\_\_\_

**Assignment #1**

**[Come up with an app idea]**

**PRESENTE TO:** \_\_\_\_\_

Laemmel, Ralf

[Professor & Doctor]

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## Pick an startup company you are familiar with.

As a generation growing in an environment surrounded by the technology, it is not surprising to learn an all-new vocabulary emerging from funny experience with those technologies:

Butt calling

Drunk texting

Surfing

Photoshopped

Cookies

All those words with a twisted meaning that, for us, makes sense. Why?

Well it is obvious that those technologies how well implemented in our daily routine and it makes it “normal” and really accessible from a user point of view. When we think about it, smartphones are now a growing industry that outgrowth the sales of computer, which makes it a suitable substitute with unique features. (Like its size, its portability, and its ease to be used!)

Because it takes more space in the daily lifestyle a few issues emerged from its presence. The Start-up we selected has target one of these issues and developed an associated app in order to offer to the user a suitable fix to the problem. The underlining problem was that people, after drinking a few alcoholic beverage and a tendency to “Drunk Dial” a few of the person in the contact list of their cellphone, which could lead to undesired situations (or very unprofessional outcomes!). An developer, named Cuttlefish, decided to tackle this issue and came with an app which would enable you to block any contact you want to prevent the undesired situation where you drunk call you boss after a few shots. This app has then been take over by Apple.inc and is now available in the AppStore under the name “Don’t Dial for Iphone” for \$0.99.<sup>1</sup>

This concept inspired us to create a similar App in a different context.

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<sup>1</sup> [On line] <http://allwomenstalk.com/apps-to-prevent-drunk-dialing/5/>

## Come up with an app idea related to the startup.

After our team discussion, we came up with an emerging industry where there is a lot of Start-Up that are growing from as the market requirements are not strongly define yet. This means that a lot of different companies and entrepreneurs' tries to create a benchmark technology that would be well endorse by all the users and that would make them the new market leader. We considered the E-Learning industry and the entire surrounding tech attached to it (i.e. online classes, numeric material content ...and so one).

Like the process followed by Cuttlefish, we identified a problem in our daily class in university. The cellphone, even if it could bring highly effective options to a class, is more then often a greater source of distraction against which a user can't really fight! It is why our team of young developers offer a new student wise alternative to get the best of their school experience. As students ourselves, we know how time consuming school can be sometimes and we propose our user to make the most out of their every class by controlling and monitoring the access to their technological devices, mainly cellphones and computer, to stay alert. Studies has shown how import the active stimulation in class is to help retain a greater part of the presentation and how harmful is the usage of technologies as it breaks that said stimulation process.

By the simple installation of our knew App: "Stay-Alert!" we strongly think that a student can achieve better success in school and in all other learning environment context by simply setting up a few restrictions in its phone and paying attention to what is going on! You don't think so, you think you would crack and go around the app, Not that easily! A fall-safe option is in place in the app which prevent you to make changes in the settings for the times schedule (which can be he lent of a class.) Don't worry, in the event you would really need to activate restricted functions, a code would be generated to one of your peer and you would need to ask him the key to unlock your device. What a shame you will be if your explanation is that you need to creep someone's Facebook during class time.

Well that's it for now and stay post for further information and updates from your new school advisors,

Liebe groß

Prepare a very short presentation of the app idea.

THE KNEW APP

BY : YOUR DEVELOPPERS

STOP WITH THOSE JUNK FOR YOUR MIND, BE ALERT, STAY FOCUS...STAY-ALERT!



**STAY-ALERT!**

## Personal Ethics Statement

### [Group Assignment]

By signing this Statement, I am attesting to the fact that I have reviewed not only work, but the work of my colleagues, in its entirety.

I attest to the fact that my own work in this project meets all of the rules of quotation and referencing in use at the Telfer School of Management at the University of Ottawa, as well as adheres to the fraud policies as outlined in the Academic Regulations in the University's Undergraduate Studies Calendar. I further attest that I have knowledge of and have respected the "Beware of Plagiarism" brochure found on the Telfer School of Management's doc-depot site. To the best of my knowledge, I also believe that each of my group colleagues has also met the rules of quotation and referencing aforementioned in this Statement. I understand that if my group assignment is submitted without a signed copy of this Personal Ethics Statement from each group member, it will be interpreted by the Telfer School at the missing student(s) signature is confirmation of non-participation of the aforementioned student(s) in the required work.

1	<div>Signature</div> <div>Last Name (Print), Name</div>	<div>Date</div> <div>Student Number</div>
2	<div>Signature</div> <div>Last Name (Print), Name</div>	<div>Date</div> <div>Student Number</div>
3	<div>Signature</div> <div>Last Name (Print), Name</div>	<div>Date</div> <div>Student Number</div>

## References