

## Assignment 1 Market Research & Analysis

### Description

#### 1) Current Market Overview and Other Available Apps.

The goal of this exercise is to take a deep dive into your problem domain, and thoroughly understand what's out there that may compete with your solution hypothesis, or inform your solution-direction. You should organize your approach to this "competitive audit" by looking at: products directly in the space, or near/adjacent spaces; articles covering trends in solving similar problems; new uses of technology in solving similar problems; consumer insight into these issues. Focus only on iOS and Android apps, as these will help you narrow down your search.

#### 2) Competitive analysis

When you find solutions that are close to our problem domain, review them carefully, and describe them in terms of their components: Titles (what is the naming strategy?); provide short descriptions of how they solve the problem; list any key features or innovations; look for and describe strengths & weaknesses. As much as possible, provide screenshots capturing what you are critiquing.

In addition to this, it's important to download and try as many apps which have similar objectives. You should also look at other apps currently used in the same field. And look for and show us apps that simply inspire you from a design & useability point of view. List three to five apps that might compete with yours, have similar features, address, audience or similar objectives. If you feel that no other apps are sufficiently similar (e.g., yours is a new subject previously covered primarily in publications), then please list related apps the same audience would be likely to buy. This will give us a sense of how to position your app in the market.

### Requirements

#### Include the following:

What are the major strengths and weaknesses of these apps, and what advantages could your app have over the competition?

Of the three to five that you are reviewing, chose the one you feel is strongest from a design perspective, and be able to discuss the items below:

Ease of use (intuitive nature of the GUI)

Flow of content (navigation)

Design of menu features

Compatibility of design with content and audience

Color and typography

Symbols and icons

Administrative functions (navigation bars, toolbars, alerts, etc)