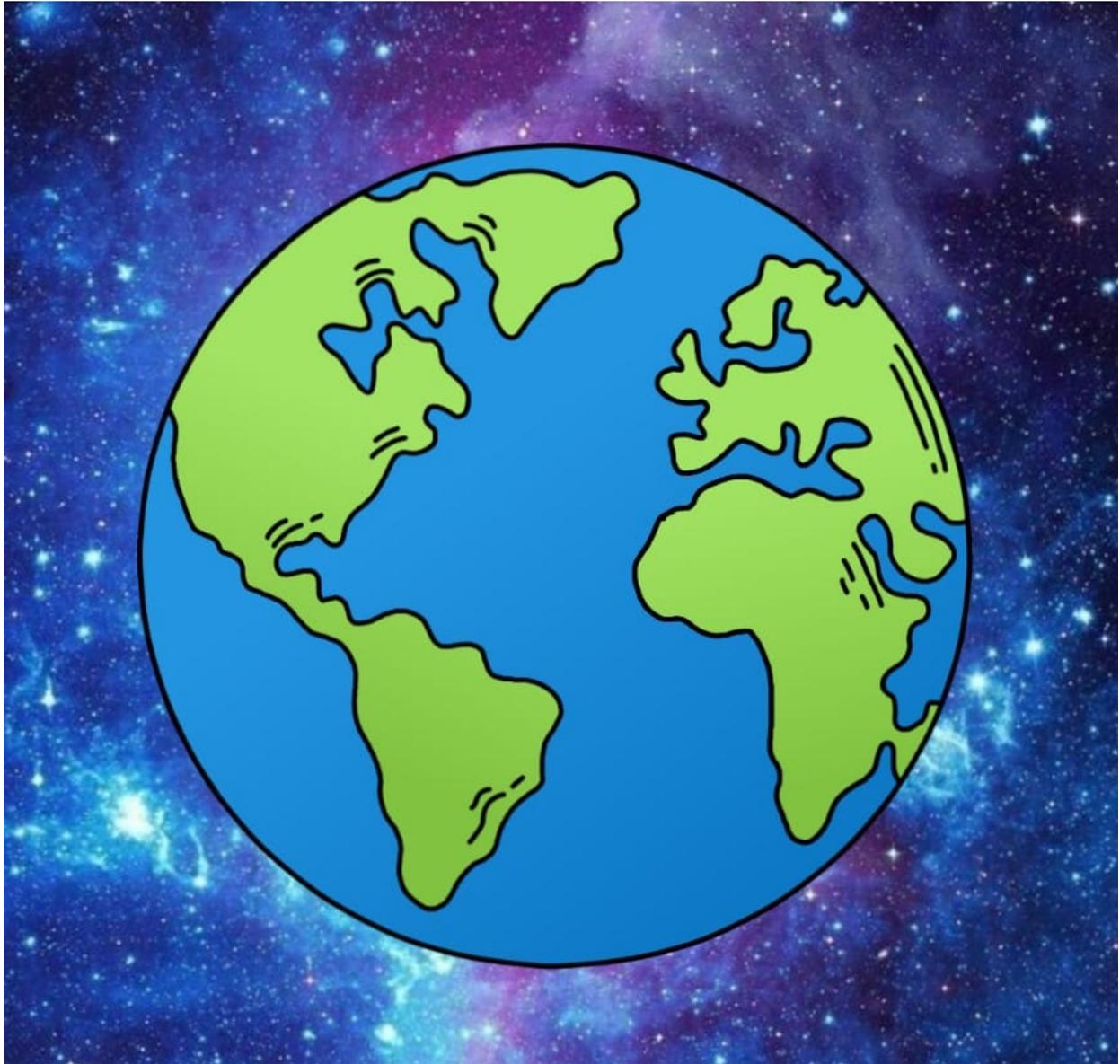


# Hope XXL project: Probbles

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*5V, 18-02-2021*



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## Description

### *Short description of the project*

We want to create an app for (young) adults all over the world who are interested in discussing world problems. These world problems reach from climate change to race and gender inequality to consumerism, social media, bullying and much more. The main purpose is to help the users share their thoughts on global issues and educate themselves on problems going on in the world around them.

In the app, there will be different channels concerning the different world problems. These channels will be standard in the app, but users can request new topics if they like. In the channel, there will be links to charities that relate to the topic of the channel. People can join the channel that they are interested in and start discussions or share their opinion. There will also be a private chat function in which you can message people you have met in a channel to have a private conversation with them. Users can make new, international friends with this function. The users can stay anonymous if they like, but they can also share their social media accounts for instance on their profile.

## Probbles

*Why did we choose Probbles as the name for our app?*

Probbles is the name of our app, it is a composition of the words 'problems' and 'troubles'. We chose for this name, since on our platform people will discuss global issues with each other. They will be talking about problems such as climate change, refugees, gender inequality, nuclear security and human rights, which fits the words problems and troubles.

Probbles is a short name and therefore it's easy to pronounce, it sounds really nice and it's easy to remember.

Moreover it has our name initials, Lotte, Eimear and Sara, which makes it feel personal. Having our initials included makes us proud, because we worked really hard on our project and were able to come up with this idea. We all would love to execute this project and see it actually being used by people all around the world.

## Relevancy

*What's the relevancy of the project?*

Especially nowadays, it is important for people to communicate with each other and talk to each other about world problems. Many of us feel like these problems (such as climate change, refugees, gender inequality) have been put aside for now, because our main focus has been on solving the corona pandemic. However, these problems have not just disappeared, and it is important that we acknowledge this and talk about it.

Many events have taken place in the year of 2020 and 2021 that can directly be linked to global issues.

Take for example the Black Lives Matter Movement, that started growing immensely after several people of colour were unjustly killed by policemen at the start of 2020. Huge protests throughout the United States were taking place, in which people were demanding “a world where black lives are no longer systematically targeted for demise”<sup>1</sup>

Or the coup in Myanmar, where people are taking to the streets to fight and protest against the armed forces that have seized power and the new military dictator<sup>2</sup>. This military coup harms the terms of democracy in Myanmar.

In addition to that, last year we saw a global health crisis, as the corona virus hit the world and influenced millions of lives.

Many more events have happened in the past years that are still very relevant and a point of discussion in everyday conversations. Our platform would allow people to talk about these issues and educate themselves on newly occurring events that can be related to world problems.

## Inspiration

*Where did you get your idea from?*

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<sup>1</sup> [About - Black Lives Matter](#)

<sup>2</sup> [Myanmar coup: What is happening and why? - BBC News](#)

We are all very interested in ongoing problems and situations in the world. In 2020, many things have happened that relate to the SDG's we have connected to our project. Such as the Black Lives Matter protests, the coup in Myanmar, the humanitarian crisis in Yemen, a worldwide pandemic that has influenced billions of lives, the ongoing civil war in Syria and climate change. Some of these topics have been discussed in the previous paragraph: 'relevancy'.

We noticed that because of the worldwide pandemic, some of these problems have been consistently held back in conversations, and not talked about as much as they generally might have been discussed. This was concerning for us, as many of these problems affect our daily lives and those of millions of others.

Thus, we decided we wanted to create an app, in which people can discuss these world problems and educate themselves on what is really going on in the world. The app is also a way for people to meet others that have the same political view, or have the same interests in general.

## Relation to Sustainable Development Goals

*To which SDG's is your project related? Give an explanation of how it is related*

We have found that our project is related to four of the seventeen Sustainable Development Goals: SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 10 (Reduced Inequalities) and SDG 13 (Climate Action). In the following paragraph, we will explain why and how these Sustainable Development Goals are related to our project.

### **Sustainable Development Goal 4: Quality Education**

SDG 4 is Quality Education. The United Nations have added a little more detailed description, saying that SDG 4 is here to: “ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”.<sup>3</sup>

Because of the platform we will create, people can receive an extra informal education. They can educate themselves on ongoing world problems and international dilemmas. This education can especially be received through other people’s experiences and personal stories and knowledge. Because this education is not by means of any teachers or schools, it is informal education, however, it will promote lifelong learning opportunities for everyone that uses our platform.

### **Sustainable Development Goal 5: Gender Equality**

The main importance of this Sustainable Development Goal is described by the United Nations as follows: “Achieve gender equality and empower all women and girls”<sup>4</sup>

Our platform will cover multiple serious world problems, such as, but not limited to, gender inequality in work environments, families and schools. Talking about such topics might not immediately be of direct consequence to all the women in the world, however it might empower those who use our platform. Inspiring stories of women, maybe even women in completely different cultures, can be shared. These can help others that struggle standing up to males in their surroundings or in any other circumstances.

### **Sustainable Development Goal 10: Reduced Inequalities**

The United Nations states that the importance of this Sustainable Development Goal lies in: “reducing inequality within and among countries”.<sup>5</sup>

Furthermore, the United Nations specifies what these inequalities are. They are mainly focussed on income inequality, between different groups of the population in countries and between countries. Before COVID-19, income inequality was falling in some countries, however, the COVID-19 implications have caused the most vulnerable groups (e.g. refugees) to be hit the hardest by this pandemic. On our platform people can discuss this problem, and also share ideas with others, that might help decrease inequality in their local region. This can be done by e.g. donating money to charities that help migrants find a home.

### **Sustainable Development Goal 13: Climate Action**

The last Sustainable Development Goal our platform can be connected to is SDG 13, which is generally described as a goal made for the promotion of: “taking urgent action to combat climate change and its impacts.”<sup>6</sup>

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<sup>3</sup> [Goal 4 | Department of Economic and Social Affairs \(un.org\)](#)

<sup>4</sup> [Goal 5 | Department of Economic and Social Affairs \(un.org\)](#)

<sup>5</sup> [Goal 10 | Department of Economic and Social Affairs \(un.org\)](#)

On our platform people can discuss climate change, and how they have experienced it in their surroundings/countries. Of course some countries experience climate change very differently from other countries, and it would be very interesting if people were able to compare their personal experience with climate change. In addition to that, people that live nearby each other would be able to make contacts on the platform and even organise some cleaning projects, in which they, for example, clean plastic litter of the streets

## Research - additional information

We had a couple of questions concerning our platform, so we decided to do some extended research. One of our questions was: “How can we attract users to use our app?” which was answered by Eimear. Another question we had was: “what other apps/platforms already

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<sup>6</sup> [Goal 13 | Department of Economic and Social Affairs \(un.org\)](#)

exist, and what can we do that would make our app better/different from the apps that possibly already exist?" which was answered by Sara.

### ***How to attract users***

*In the following bullet points we have given a summary of what is important to do when trying to attract users.*

- It is very important to focus on app store optimization: the main focus should be on keyword and conversion rate optimization.<sup>7</sup> If the app is put under the right keywords in the app store, so it will correctly match what users are looking for, it will have good consequences and probably give us a bigger user basis.
- It is also very important to have a memorable and creative title. This will be the first thing people see when our app appears in the app store, and it is important we leave a good first impression.
- It is essential to select an appealing icon and describe the app in about 5 keywords that will appear in the app store and that customers might search for. These should briefly describe our app as good as possible., that shortly describe our app, but also think about what type of words our 'customers' would type in the search bar in the app store, and maybe make those our keywords as well. In addition to that a short but clear description is necessary.
- It is also substantial to use social media. However, we should think about what type of social media our users would mainly use. Because our target audience will consist of (young) adults, promoting our app on snapchat and instagram would be most successful.
- Something that is also relevant, is to research the methods of app discovery. According to the image<sup>8</sup> in the appendix that shows us some useful statistics, 51 percent of methods of app discovery is because friends and family are using the app. So personal relationships and personal expansion of the app, and hereby creating a user basis, would really work.
- Another thing that would help us attract more users, is if we make sure to have some good reviews. We can do this by asking people we know to use the app and give their honest opinions on it. Apparently, apps with reviews (positive ones, but also just any type of reviews in general) are downloaded more often.
- It is also very important to take a look at adding foreign languages. as we want this app to become international. With this we give users the option to also have the app in e.g. Arabic (because some people might not be as educated in the English language as others). The professional term for this is the localisation of an app.<sup>9</sup>
- Another thing that would really help attract more users is to develop a public relations strategy<sup>10</sup>. We could email bloggers, company blogs and specialized content platforms. If our app relates to their content, and if we can convince them that promoting our app will be useful for their readers, some might agree to promote us and help us gain more users.

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<sup>7</sup> [5 Ways to Attract Users to Your App | Bronto](#)

<sup>8</sup> [7 Ways to Attract App Users | Clutch.co](#) - see appendix A

<sup>9</sup> [7 Steps to Attract Users to Your Mobile App | by Denys Kravchenko | Better Marketing | Medium](#)

<sup>10</sup> [7 Ways to Attract App Users | Clutch.co](#)

- Lastly, adding screenshots and short videos displaying the app is very important. This shows what the users can expect when downloading the app, and also gives us an opportunity to show off our organised layout. In addition to that, a lot of people hate reading long and boring descriptions. So, we should keep it to a short description and provide screenshots<sup>11</sup> that back up our description and give the readers a visual of our app before they actually download it.

### **Other apps and platforms**

*In the following paragraph, we have given a summary of what other apps exist that might be similar to our idea, and what the downsides of those apps are.*

“**Helponymous** allows users to anonymously share feelings, advice and conversations which helps one to find comfort and support within a community.”<sup>12</sup>

The app allows you to post your troubles/questions, support posts, like posts and chat with other users. Since it’s an anonymous platform there are a few avatars the user can choose from (some cost money). The app works perfectly fine, has a nice layout (minimalistic yet cute) and isn’t chaotic at all. Since users themselves can’t create new topics, however they can suggest new topics to helponymous. The app mainly focuses on mental health issues and feelings.

The downside of the app is that you have to subscribe to them. This gives you the ability to follow multiple topics and join the conversation, send unlimited direct messages, posts and comments, chat whenever you want about any topic and save your data (daily mood tracker, journal etc). Monthly costs are 14.99 US dollars or weekly 4.99 US dollars.

**Reddit** is a network of communities based on people’s interest. You can find communities you are interested in, and become part of an online community. “Reddit is home to thousands of communities, endless conversation, and authentic human connection. Whether you’re into breaking news, sports, TV fan theories, or a never-ending stream of the internet’s cutest animals, there’s a community on Reddit for you.”<sup>13</sup>

The issue with Reddit is that the app has a feature where people can create their own channels. This leads to having a lot of channels, some even have the same topic and therefore it’s really chaotic. Another problem is that the majority of the things that are being shared are memes about the situation. Occasionally you’ll find some links being shared and some thoughts or troubles. Unfortunately, there is either way no ‘real’ discussion going on or it’s quite on a small scale. If you are lucky there are 17- 120 comments on a post and if not you have none or 1.

“Life can be full of challenges, struggles and open-ended questions. We created **Lyf** so you don’t have to face them alone. No matter what your struggle or interest, our judgement-free community is here to offer support.”<sup>14</sup> Lyf is an app similar to helponymous but it covers more

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<sup>11</sup> [How To Attract More Users To A Mobile App - Globeinform \(globeinform.com\)](https://www.globeinform.com/)

<sup>12</sup> [https://nl.pinterest.com/helponymous/ created/](https://nl.pinterest.com/helponymous/)

<sup>13</sup> <https://www.redditinc.com/>

<sup>14</sup> <https://lyf.app/>

aspects, so you can talk about basically anything from aspirations to parenting and spirituality to even impacting the world.

These themes are really broad so it is hard to finetune your feed. The app has a basic layout, however template pictures are really big which is irritating. Whereas helponymous which is completely anonymous, Lyf does give you the opportunity to share your own name, have a bio, choose your own profile picture and even add people as friends. The 'impacting the world' theme mainly is about the COVID-19 situation and the lockdown, vaccines and social life at the moment.

**HearMe** is an app which allows you to have a chat with a 'Listener'. "We all need someone to talk to. HearMe anonymously connects you with an empathetic Listener in under a minute, 24 hours a day - for free. Take charge of your mental health."<sup>15</sup> Fun Fact; the University of Minnesota and Mississippi use the app, their students can login through a different tab. Anyways, the app is pretty basic. It's mainly to chat with others and vent, share, talk, reconnect etc, and there is a function to track your emotional journey. You can volunteer and become a so-called Listener, according to their website Listeners have access to a wealth of educational content so that their empathy skills are ready for you (I haven't tried volunteering yet so idk so that is).

**Tapatalk** is a mobile community platform/online forum "trusted by hundreds of thousands communities worldwide. Start a new community today or connect your community with our mobile app. It's the infrastructure and service you need to build a great community." "Whether you're starting a new community, migrating your community, or simply want to activate Tapatalk Mobile App with your existing forum, Tapatalk is absolutely free for you and your members - or select our Basic Plan (\$5/mo) or Premium Plan (\$10/mo) to get more control of your branding and advertisement that is right for your community."<sup>16</sup> The app allows you to subscribe to discussions you are interested in and has a chat function. Tapatalk is quite complicated with the whole reward based stuff they do, because you can support people through a digital currency. If you choose the VIP Program (hosting your own forum) you will get fairly paid ++ if you display ads. To be honest this sounds pretty trashy. The layout could use some maintenance, the orange colour is kinda ugly/bland and the tabs could be smaller. It's too broad, there are a lot of topics and the app keeps on recommending new topics, which have nothing to do with your interests. Lastly they keep sending push notifications, which is annoying and you must have an account otherwise you can't join the forum.

**Quora** is an app where you can ask questions and get answers from other users, this app also has a up- and downvoted system and you can even share the questions. "We want to connect the people who have knowledge to the people who need it, to bring together people with different perspectives so they can understand each other better, and to empower everyone to share their knowledge for the benefit of the rest of the world."<sup>17</sup> There are some good discussions going on here, since it all starts with a question and then people share their opinions and perspectives on the matter. The app is really serious

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<sup>15</sup> <https://www.hearme.app/>

<sup>16</sup> <https://r.tapatalk.com/introduction>

<sup>17</sup> [Quora - Een plek om kennis te delen en de wereld beter te begrijpen](#)

compared to Reddit (memes). The app also has a finetune feature so you can only follow and see stuff you are interested in.

### ***What our app will contain:***

*As a conclusion of the last paragraph (“other apps and platforms”), we have made a short list that defines what our app will contain. Many of the things in the list down below are improvements of disadvantages in the apps described in the above paragraph.*

- The app will contain a galaxy themed color palette, as can be seen on our logo.
- Readable tabs and pictures, that are not too big
- Users will not be able to create their own channels, but they can request new topics.
- There will be no paid subscription, the app will be free.
- No advertisements.
- The app will be anonymous, though people can have a bio and share their socials if they want to (however, the information will be minimalistic).
- The app will have a ban function. With this, users can report a post when it is violent, hate provoking, hurtful or indecent.
- The app will have a chat function.
- The app will also have a share function, so people can share posts with their close friends.
- Communities in the app should be well organised, so it is easy for people to find the topics they are interested in.
- The topics list should not be a very long or chaotic list, it should be easy to go through.
- It is important to have a special place within the app where we recommend apps, charities and links to petitions, such as, but not limited to: change.org, Charity Miles, Helponymous and Lyf.
- Privacy Policy.
- Terms of Use.
- Cookies, no third-party cookies, no permanent/tracking cookies, session cookies and first-party analytic cookies.
- The app should contain an option that allows push notifications.
- The app should contain a “Raising awareness” community board, each month there will be a different board that raises awareness for a special cause. The cause will depend on what months it is.
- The Personal Identifiable Information will not be collected in our app.

## Requirements for execution

In order to execute our project, the app has to be created of course. There are different options for this<sup>18</sup>:

- Learn how to code it by yourself, which is the most time consuming but is also cost-free;
- Hire a freelancer. This costs approximately \$30-150 per hour.
- Hire an app development company. This is the most expensive option, so if we were to execute the project, we would not choose this option.
- Partner with a programmer, which is a very good option, but we do have to find a programmer who wants to work with us without getting paid.
- Use an app builder. This costs about \$5-150 per month. It basically works the same as an app development company, but in this case you pay per month. The downside of this is that you will always be bound to costs as long as you want the app to function.
- Buy a template and customize it or pay someone to customize it. There are also free templates available. The disadvantage of this is that it might not look as professional as you want.

If we were to code the app ourselves, we would have to follow these steps<sup>19</sup>:

1. Learn about target users: what do we need to offer them, focus on the core function, understand the final goal.
2. Create a basic layout: what do you see when you open the app, what does each button do etc. This is a very important step! Make sure everything makes sense and all features are included.
3. Start defining the back end (processes in the background of the app that makes it function properly. This is not visible for the users) of the app. App builders can provide free easy tools for this.
4. Learn the programming language: Java is the most used one
5. Learn how to set up a code to run
6. Learn how to set up an environment that will let you work efficiently → Android studio
7. Learn version control. The most common version is Git (free tool that saves revisions of your code). For us personally it will be useful to use GitHub, so we can all work on the app from different devices.
8. Find out what exactly you need to learn to create the app: what's useful for you and what not? Plan on what you want to learn when. Learn these through a method that you personally like: YouTube tutorials, or an online course for example. Create a reference guide so you know where to find which information.
9. Review everything you've learnt frequently.
10. Very important: do not start with the foundation of the app, but work on smaller projects! If you don't do this, you will be left with no solid foundation for your app, which will make it unsafe to use.
11. Learn how to finish the app and you're done!

## Dilemmas

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<sup>18</sup> <https://codewithchris.com/how-to-make-iphone-apps-with-no-programming-experience/#7-make-the-app-with-one-of-these-options>

<sup>19</sup> <https://buildfire.com/learn-to-code-mobile-app-fast/>

We have to create an appealing working app, as mentioned before in the research, that could be through hiring a freelancer, using an app builder, buying a readymade template or simply doing it ourselves.

We have to make sure our Intellectual Property (IP), --includes any and all work that is created in the process of developing, marketing and selling something-- is protected.<sup>20</sup> When it comes to app development, the source code, designs, graphics, app name, app icon and any written content within the app would be considered IP.<sup>21</sup> We can protect our IP through copyright, trademarks or by registering our app, which will validate our ownership.

We also need to be aware of the privacy of users, though the app is mainly anonymous there should be a clear Privacy Policy. Creating a Privacy Policy doesn't seem too hard, since you can even get free templates.<sup>22</sup>

We won't be collecting any Personally Identifiable Information (PII) --names, email addresses, locations, birthdays, phone numbers-- so that will make it a lot easier. We should get someone to create good Terms of Use and Privacy and Policy so they meet the requirements of the EU General Data Protection Regulation (GDPR) and the specific rules for children's privacy rules. Keeping in mind that children do no longer need parental consent once they're aged over 16 (in some EU countries this age limit might be as low as 13). Controls to check parental consent have to be effective, for example by using a verification message sent to a parent's email address.<sup>23</sup> Our app is mostly meant for teenagers and (young)adults, so it won't be that much of an issue, however we don't want to risk anything. Moreover, we want our app to be used globally, which means that we have to adapt our policy to the laws of the respective countries.

Lastly we also have cookies, analytic cookies, which would help us understand how people use the app and how we could improve it. They can be placed within the app without needing consent from the user, since it does not harm their privacy. These cookies could help us in understanding our users needs. Third-party cookies and tracking cookies won't be necessary because we don't really need their information to finetune their feed (they'll do that themselves) and we don't want to show ads.<sup>24</sup>

Another dilemma is that we have to keep the app running. After creating the app we should make sure that we get a solid user base (see research: additional information) and that the content is not repetitive. Aside from the regular bug fixes we should include new features such as interesting facts, news articles, recommendations to other apps, quotes and have a "raising awareness" board (depending on the month).

The lack of user interest means decrease in popularity, which leads to the decrease of downloads and ultimately the end of the app. So we have to make sure it does not die, or all the hard work will go in vain.<sup>25</sup>

In conclusion let us try not to get sued and keep the app running :)

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<sup>20</sup> <https://appempire.com/top-5-legal-issues-facing-app-developers/>

<sup>21</sup> <https://appempire.com/top-5-legal-issues-facing-app-developers/>

<sup>22</sup> <https://privacypolicyvoorbeeld.nl/>

<sup>23</sup> [https://europa.eu/youreurope/citizens/consumers/internet-telecoms/data-protection-online-privacy/index\\_en.htm#shortcut-3](https://europa.eu/youreurope/citizens/consumers/internet-telecoms/data-protection-online-privacy/index_en.htm#shortcut-3)

<sup>24</sup> <https://www.internetcreation.net/what-are-cookies-how-does-it-affect-me/>

<sup>25</sup> <https://businesstown.com/keep-users-engaged-mobile-app/>

# Global potential

Having an app that talks about problems such as refugees, climate change, healthcare, water shortage, maintaining democracy, gender inequality et cetera are problems without boundaries, everyone can relate to at least some of the issues, hence they are called global issues.

Secondly apps can be used by a global audience since they are easily accessible with an internet connection and English writing skills —>e.g. tiktok, helponymous, Snapchat, Reddit, Instagram, so it's possible for us to get the app a global user base.

Additionally, the more users we have the merrier it will be and you'll be able to get different perspectives on issues, solutions or ideas you didn't think of before. Global issues can only be solved when we work together as one. The United Nations aims to maintain international peace and security, to develop friendly relations among nations, to achieve international co-operation in solving international problems of an economic, social, cultural, or humanitarian character, and in promoting and encouraging respect for human rights and for fundamental freedoms for all without distinction as to race, sex, language, or religion and to be a centre for harmonizing the actions of nations in the attainment of these common ends. Which further pushes the point that together we'll be able to create the best solutions to problems, peace and security.<sup>26</sup>

## Progress

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<sup>26</sup> <https://www.un.org/en/sections/un-charter/chapter-i/index.html>

*What progress have you made? Write down the date and what you have done.*

**Date: 21-01-2021**

During a Teams meeting with our group we brainstormed about a subject. We decided that we wanted to focus on our own age group and we also wanted to do something that was related to us personally and that we were genuinely interested in. The first idea was a platform on mental health, but we decided that we wanted to make it broader than that. This is how we came up with the idea to also include other global issues. We filled in the questions from the reader and handed them in to Mr Verhoeven.

**Date: 29-01-2021**

For this lesson, we handed in the following questions about our project to Mr Verhoeven, so that Sylvain Thöni could help us answer them: how can we reach people internationally and get them to download our app? Can we earn money with this app so we can donate it to charities? And is it doable for us to make the app? During the lesson, we received feedback and our questions were answered. He advised us to add two more SDG's and he questioned how mental health and the other subjects were related. We explained that mental health is, in our opinion, also a global issue, just like the other subjects for our app. He really liked the idea of giving users the ability to stay anonymous, so of course we want to keep it that way.

**Date: 11-02-2021**

Our group met up in Teams again to do further research on our project. We decided that we had to figure out how to attract users, how to create an app and we wanted to do more research on any apps that are already available that resemble our idea. We each did research into one of these.

**Date: 12-02-2021**

We had a Teams meeting with Mr Verhoeven to discuss our project further. We talked about the research we had done the day before and came to the conclusion that it was doable for us to make the app, but it would take a lot of time and effort. A better option might be to get Hope XXL involved, they might be able to bring us into contact with someone who knows how to create an app and wants to help us, or they could financially support us so we are able to pay someone to make it for us. We also decided that one of those two would probably be a better option than to do it ourselves, as this would give the app a more professional look so it will be more attractive to users.

**Date: 16-02-2021**

We had a Teams meeting with our group again in order to finish the project. We made a list of things we still had to get done and divided the tasks. We worked on our tasks individually and almost finished the project.

**Date: 18-02-2021**

We had a Teams meeting with our group in order to finish the project. We came up with a name for the project and created a logo. We also made a PowerPoint and a script for our presentation. Lastly, we read through our paper to check for any mistakes and to finalize it.

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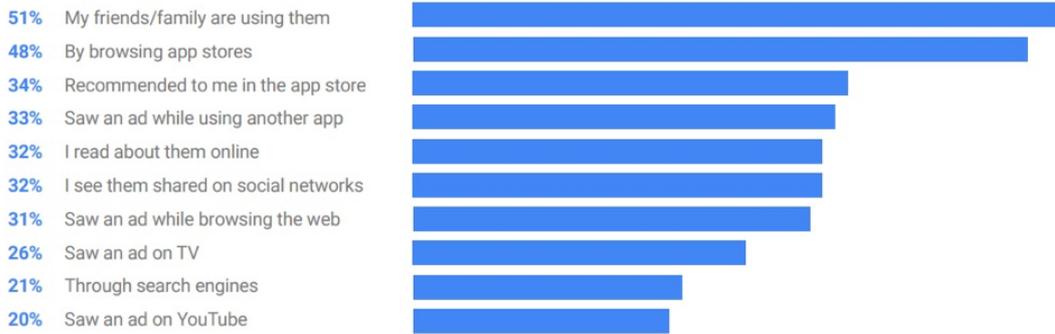
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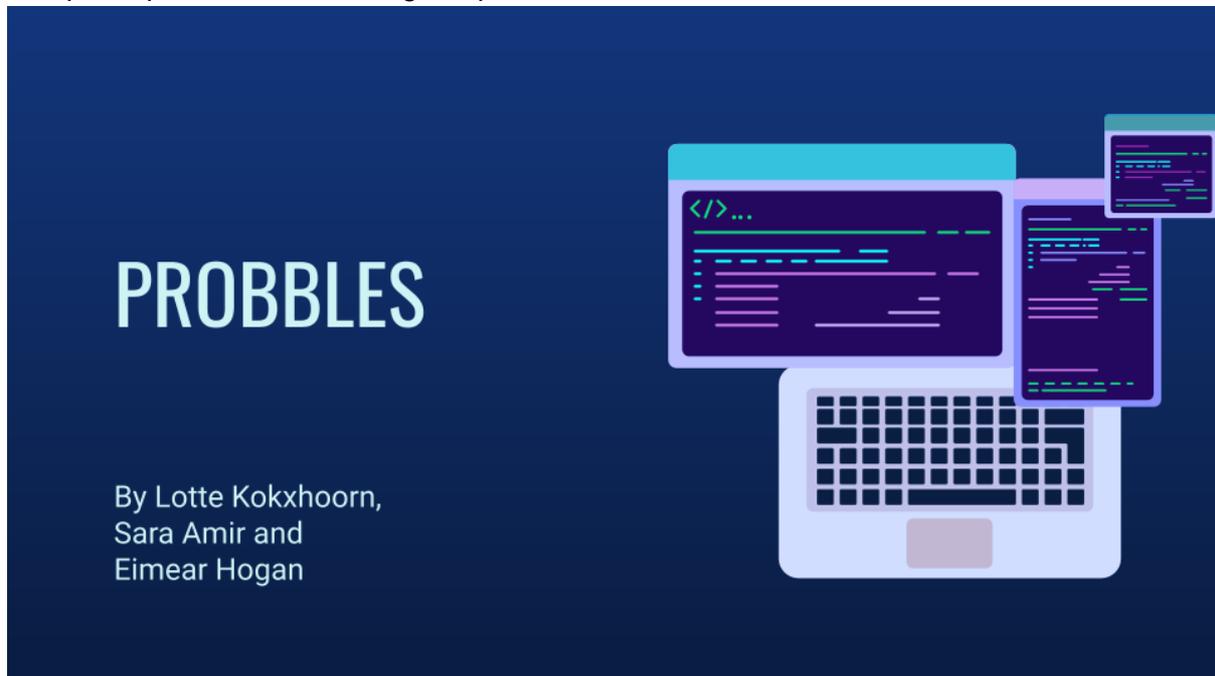
## Appendix

Appendix A:

### Top methods of app discovery



The powerpoint we used during our presentation:



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01

## Brief Introduction





PROBBLES

## Our App

- (Young) adults
- Global issues
- Channels
- Private chat

# 02

## RELEVANCY





## Why is Problems relevant?



Our platform allows people to discuss world problems, some of which have shaped 2020/2021:

- The Black Lives Matter Movement - inequality
- The coup in Myanmar - democracy
- The Corona pandemic - global health threat

Many more events have happened in the past years that are still very relevant and a point of discussion in everyday conversations.



## 03

### THE SUSTAINABLE DEVELOPMENT GOALS



## To what SDG's is our project related?

Sustainable Development  
Goal 4

Quality Education

Sustainable Development  
Goal 5

Gender Equality

Sustainable Development  
Goal 10

Reduced Inequalities

Sustainable Development  
Goal 13

Climate Action

04  
ADDITIONAL  
RESEARCH



## How can we attract users?

- Focus on app store optimization
- Use social media to attract more users
- (Positive) reviews in the app store
- Localise the app
- Develop a public relation strategy
- Research the methods of app discovery...



## TOP METHODS OF APP DISCOVERY:



## What is already out there?



### REDDIT

A network of communities based on people's interests



### QUORA

An app where you can ask questions, which are answered by other users



### HELPLYONYMOUS

An app that allows users to anonymously share feelings, advice and conversations

## THEM VS US - why will we be better?

### THEM

- Paid subscription
- Unnecessary emails
- Long lists of channels
- Non-serious debates
- Bland colour palettes
- Large tabs

### US

- Mainly anonymous
- No paid-subscription, ads or emails
- Chat, share, and banfunction
- Channels (recommend)
- Push Notifications
- 'Raising Awareness' board
- Minimalistic yet eye catching

# 05

## CREATING AN APP



### Creating an app





# 06

## DILEMMAS



## PROBLEMS VS POSSIBLE SOLUTIONS



### PROBLEM

- Our Intellectual Property
- Privacy of the users
- Keep the app running



### SOLUTION

- Protect our IP
- Meet all requirements of the EU General Data Protection Regulation and other specific privacy rules for children
- "Raising awareness" community board, change.org, news articles etc.

THANK  
YOU FOR  
LISTENING