My app would be like Pinterest, but it would be created not to fragment people's attention. The app would be situated where the user is frequently asked questions about topics they may want to see. The user would begin their process through the app by requesting a series of questions about things they're interested in, and then content will be shown to them based on their responses. The information that will be shown comes from user-generated content or explicit paid content. All the data delivered to the user requires their consent, which will result in a perfectly user-controlled/tailored app.

 I chose the area of attention because I have felt the feeling of my attention span weakening. It's an awful feeling to be in an environment where attention and critical thought are fundamental to a college student's survival, and I have inflicted this handicap upon myself. I am pretty ashamed of the problem because it is detrimental to my future. It truly is draining to think that an app is manipulating me, and that is why I wanted to create an app that places 100% of the power on the user.

This app would be merely a guide to creation. I want it to be a one-stop shop for users not to feel dissatisfied and seek ideas elsewhere. Focusing on one app aids in attention retention, "A meta-analysis of several dozen research studies indicates that higher levels of switching between different media channels are significantly linked to lower levels of both working memory and long-term memory." This design plan will address the attention problem built and be a humane way to usurp big tech platforms. The ability to become everything my target audience wants while maintaining their mental health would distinguish this app from mainstream media.

This app is catered to a community that is mindful of the effects of social media on people but doesn't want to write off the concept as a whole. Most people know how social media and tech can damage us, and anyone connected to the internet is susceptible to harm. I believe that a lot of people can understand this ledger of harms quote "The mere presence of your smartphone, even when it is turned off and face down, drains your attention." We all feel unimportant and distracted by just the existence of the item. That is why I am focusing so heavily on trying to make this app everything the user needs. If the user can get what they want fast and efficiently, they won't feel the need to go back on their phone and keep looking because every idea they just thought had their best interest in mind. So any health-conscious user should sympathize with this app.

The costs of such an app would not be slim. Trying to take on a giant like Pinterest would require a lot of human capital, but that may change if a team that shares my beliefs of humane tech could be assembled. I would aim for a meager environmental cost as one of the first goals I would implement is acquiring a B-Corporation certification. If I care about people in any way, I need to worry about the world we live in. The only high cost I could foresee is the pushback from existing tech giants. No company wants to be exposed about how they exploit their users (hence Facebook), so there is a chance that larger organizations could lobby politicians to try and prevent the progress of this app.