Module 2:

Screening and selecting ideas

Apps for Good
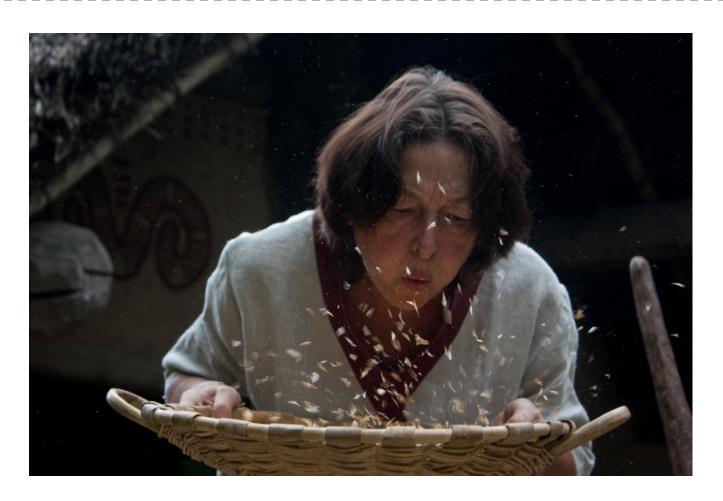Powered by cdi

Separate the wheat from the chaff

- Key is Viability – whether or not your ideas have good potential to succeed

Your mission

- Undertake basic market research for each of your ideas

- Screen your ideas

- Select 2-3 ideas to take forward to the next stage

Screening questions

Evaluate initial ideas for viability and decide which ones you want to investigate further:

Answer the following questions: yes +1, no -1

- Will your app be different to anything else out there?
- Will your app appeal to a specific audience?
- Will your app have specific stand-out features?
- Will your app compete in an established market ?
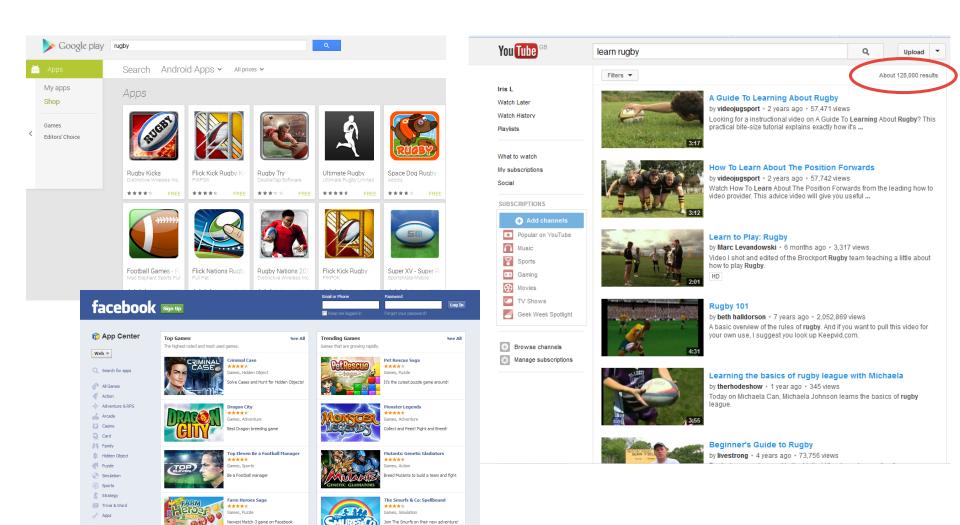- Are you really, really excited by your app idea?

What would your granny do?

Looking at current solutions

Selection & back-up

Choose your first string and alternates

Identify your:

- Users
- Competition
- Solution – technology and data

Prioritize what more you need to know for our next step - SCOPING