Apps for Good Document Details

Below are the sections for your team's Apps For Good Document, which we have already started. There should be a Word document for your team's primary App idea with these details created in our class folders, named clearly.
For our Expert visit Wednesday, Dec 11th, you will be need to have completed sections 1 – 5 and have a good start on your Wireframes in Balsamiq to present.
You have already created most of this material, but before you present it, you will want to review it and make it more presentable to the Amazon Engineers who will be providing you with feedback.

If you want to review good examples, you can look at the Apps for Good website's Finalist and Winning Apps pages – these should help clarify what is expected:
Finalist Projects: http://www.appsforgood.org/public/finalist-teams
2013 Winning Apps: http://www.appsforgood.org/public/winners
(Note: SCQA stands for Situation – Complication – Question – Answer, a good exercise you may want to add)

Document Header:
At the top of the first page state:
- App Name (You may want to put this in the Header of the document along with your team name # number)
- Team Name and Number
- Class Name and Period (i.e. Intro to CS, Period 3)
- Team Members (first names ONLY please)

Each of these sections should follow in this order. Feel free to drop the numbers but keep the section titles.

1. **Problem Statement**   (Adding this one today, you should have created this in earlier exercises)
A clear, concise statement describing the problem your app will solve. Brief, no more than two sentences

2. **Elevator pitch** (we will later make this into a video)
You've just stepped into an elevator with a VIP who could potentially invest in your app. You have one minute on the way up to convince them, how would you sell your app?

3. **Key Insights – from your Market & User Research**
Outline the key insights from your research. Key insight should cover: what alternatives are already out there (competing apps, non-app solutions) and research from users on why these alternatives are not good enough in addressing the problem. Ideally, each insight should include the following: an assumption statement, research method, insight statement and corresponding data.

4. **User Personas**
A detailed summary of your main target user groups. How many are there? Niche audience or mass market? What are each one's characteristics (age, lifestyle etc) and key goals

5. **Scenario Map** – we will be creating that today
A basic storyboard outlining how your app will work (A photo or scanned image)

6. **Wireframes** – we will be starting today in Balsamiq
Detailed diagrams demonstrating the core functionality of the app. Students can use either paper, PowerPoint, **Balsamiq mock-ups,** Prototyper or similar prototyping tool

7. **Business Model** (We will do this later, don't worry about it now)
Students need to consider:
- How their app will add value to their customers?
- How their app will generate revenue (if applicable)?
- How customers will find out about their app?
- Who are their key partners?

Take a moment to talk among your team to determine who will be presenting this material next week. I encourage you to have all team members present a portion of the material to gain the experience. Also be prepare any technical questions you may have for your App, and be prepared to answer thier questions about your decisions and choices. This should be a great experience to see what it really takes to create a successful application.