Apps for Good Final Details

Your AfG Document Details

Here is the final set of Details to include in your App's Document. This last version needs to include changes based on feedback from the Expert Session and your MVP review. Again update it in your Word Document for final review (Balsamiq is separate)

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** 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. **Minimum Viable Product** (MVP)
What is the key minimum feature set that you will need to build to make your App successful. Integrate feedback from the Expert session and also from our MVP exercises & discussions.

6. **Wireframes** of MVP
Detailed diagrams demonstrating the core functionality of the app. Students can use either paper, PowerPoint, **Balsamiq mock-ups,** Prototyper or similar prototyping tool

Additional Optional Material that is good to have:

Scenario Map
A basic storyboard outlining how your app will work (We can take a photo of your Map and add it to the the document.)

Any others you suggestions??

To be Added Later for the Competition:
Accomplished in After school Apps Club (if you decide to compete)
7. **Business Model**
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?