

App Scoping Day Goals:

We are now going to Scope TWO (2) of your App ideas. Eventually your team will be assembling details in a Word document for your team's primary App idea with the following you are working on today. Please make sure to be gathering these "Key Insights" for both the Marketplace (other apps similar) and your Users to interview later.

Document Header:

At the top of your pages please make sure to include:

- 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)

You will be recording these for TWO of your App Ideas today, later we will narrow it down to one and more formally document it. For today fill out our paperwork and keep it assembled together for your team. Thanks!

1. **Problem Statement** (You should already have this)

A clear, concise statement describing the problem your app will solve. Brief, no more than two sentences.

2. **Elevator pitch** (we will constantly update this and eventually record 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 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. **Users to Survey**

Who are your main target users?. How many different groups of users are there (think of everyone who will use your App, including those that provide information as well as those who access & read it)? Is it a niche (small) audience or mass market? **What questions do you want to ask to understand their key goals/needs of your App??**

6. **List of User Interview Questions:**

Simply that a short list of questions your team will ask potential users to help guide the design of your App. Interviews should likely take only a few minutes.

5. **Initial Sequence & Survey Map**

A basic flow outlining of how your app will work, so you can reference it and interview your users to gain insight to their key needs, that should become key goals of your App.