Part 1: Conceptualize

Brainstorm concepts that connect with your own interests and passions.

Is there a common problem (your audience experiences) that could be solved with your app?

i.e. this could be an app about cooking ... sports ... politics ... travel ... helping others ...

Write out a list of possible apps from your interests and narrow down the concept that seems the best candidate to become an app.

**Job Finder**

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**Music App**

**Public Transport App (MY MTA)**

**Security Camera**

**Uber**

**GIF Finder App**

Communication ( Like Skype / Discord )

Game App

Game seller app ( Like Gamestop)

Song Finder

Travel Guide

Food App

Yelp

WebMD

Credit Score

Planner

Bank App

Identify goal of site. Why would a user visit your app and what’s their

take-away? How are they actively using your app? What’s your log line to

describe the app in a few words?

The idea that I will be choosing is a job finder app. Users will visit my app find an opportunity and will leave with a job. The log line for my app is,

- What are precedents of this concept? What apps already exist with this

theme or goal? How will yours be different and stand out from others? Identity

at least 2 examples of precedents.

- Create a design mood board based on your concept. Include fonts and

color palette swatches that stem from your inspiration