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| Design Document [TEMPLATE] | |  | | --- | | mm|dd|yyyy  **Name** | |

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| **1**  **App Info** |  | |  |  |  | | --- | --- | --- | | Tentative Title: | |  | | | |
|  | |  |  | | --- | --- | |  | Education & Training | | | |  |  | | --- | --- | |  | Utilities & Reference | |
| |  |  | | --- | --- | |  | Social & Networking | | | |  |  | | --- | --- | |  | Media & Entertainment | |
| |  |  | | --- | --- | |  | Productivity & Collaboration | | | |  |  | | --- | --- | |  | Gaming | |
| |  |  | | --- | --- | |  | Art & Creativity | | | |  |  | | --- | --- | |  | Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
|  | |  |  | | --- | --- | | This App will be available on: | [ mobile, | console, | desktop, | VR, | web, | other ] | | | |

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| **2**  **Pitch** |  | In this app, users will:   |  |  | | --- | --- | |  | | | |
|  | The target audience / personas for this app include:   |  |  | | --- | --- | |  | | | |

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| **3**  **Concept Sketch & Inspiration** |  |  | | |

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| **4**  **Features** |  | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | When the user: | | | | The result is: | | | |  | | , | |  | | | |  | | , | |  | | | |  | | , | |  | | | |  | | , | |  | | | |  | | , | |  | | | | | |

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| **5**  **Accessibility** |  | In order to make this app accessible to as many users as possible:   |  |  | | --- | --- | |  | | | |

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| **6**  **Timeline** |  | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | | Milestone | | Date | | 1 | |  | |  | | 2 | |  | |  | | 3 | |  | |  | | 4 | |  | |  | | 5 | |  | |  | | | |

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| **7**  **Backlog features** |  | |  |  | | --- | --- | |  | | | | |