**I. Opportunity Identification (20%)**

1. ~~Justification of the opportunity: Detail the market needs that your app aims to satisfy;~~ **~~done (Dimitri and Vittorio)~~**
2. Definition of the potential market: Use data to justify the size of your current and future market. *facebook insights?*  
    Provide the sources that you used. If you used any code, please provide it; **~~(Dimitri and Vittorio)~~**
3. ~~Identification of competitors: Identify the main apps that address the same or similar markets.~~**~~done(Dimitri and Vittorio)~~**

**II. Idea Definition (40%)**

1. Definition of the app goals and key performance metrics;**~~(Dimitri and Vittorio)~~**
2. ~~Definition of the personas: Who are the customers that you mean to serve? Identify the different tiers of your potential customers. Clearly describe the way they interact with the process you want to innovate, their needs and pain points.~~   
   Provide evidence of the data that you used. If you used any code to conduct observation, please provide the code. (Emanuele and Martina)
3. Describe the current customer journey and detail how you will improve it.  
   (Emanuele and Martina)
4. Novelty of the idea: Perform the idea-creativity algorithm to assess the innovativeness of your idea compared to similar apps identified in point 3. Please provide the code that you used. **we have the code ready.** (Enrica and Ma)

**III. Idea Development(20%)**

1. Definition of the data to use in the app: Detail where you will find the data for your app. If you will be using publicly available data, such as Twitter, Google Maps, Spotify ... please provide the code that you will use to obtain this data. If you will use private data (e.g., athletes’ sleep time) you need to collect some of this data. In any case, you need to provide the code that represents the backbone of your app.  
   **~~(Dimitri and Emanuele)~~**
2. Prototyping: Provide a prototype of your app, according to what was discussed in class.  
   (Enrica and Ma)

**IV. IdeaLaunch(15%)**

*Extra credit (1 point)*:Google campaign and provide analytics for your page. (Enrica and Martina)

Launching the product: Who could be the influencers that you would contact to advertise your app? Please use the script discussed in class to answer this question. (Vittorio and Ma)

**V. Privacy and Ethics (5%)**

1. Privacy considerations: Answer the following question: If someone accessed my app data, what could they infer from it? (Emanuele and Martina)
2. Ethics: Identify the cases in which your app could run into ethical problems. Outline them and explain how you could address these issues.(Emanuele and Martina)