* **Describe the design and purpose of the app you selected**. Begin by looking at the app overall and think about what primary task the app has been created to help users achieve. Identify the overarching goal you believe the app was created for. Also discuss the design elements that lead you to draw this conclusion. Think about what the app looks like and how that signifies to users what the app will enable them to do.
* **Identify the user needs that the app is designed to address**. You should identify at least three needs the app helps users address. Each app’s overall purpose, which you have already looked at, is supported by smaller tasks a user can do within the app. For example, a maps app may have the overall goal of providing location information to a user. This might be supported by how it identifies local restaurants or offers directions from one address to another via varying pathways. Think about the following questions as you craft your response:
  + What users does this app serve?
  + What might a user want to accomplish with this app?
  + How does the app support those user goals?
  + Is the app trying to persuade a user to take an action?
  + What is the app’s business objective?
* **Explain what specific features the app has tailored to meet its users’ needs**. After you have thought about the user needs that the app addresses, look at the design elements or features which were created to support them. Ask yourself, are there clear buttons that allow users to take actions? Does the screen’s layout allow users to effectively navigate content? Think about all the smaller details that make up the app’s interface and consider how those individual components operate in a way that is effective for users.
* **Discuss what user information would be helpful for an app developer to know before designing**. The analysis you just completed relied on assumptions about who the user is, but the app developer would need to have a much more detailed concept of the user based on research and data. If you were the one responsible for designing the app you selected, what information would you want to know about your users’ goals, needs, and experiences?

**Option 2: Event Tracking App**

This application will be used to track the dates and times of upcoming events. This application must include the following:

* A database with at least two tables, one to store the event details and one to store user logins and passwords
* A screen for logging into the app. Note that this should also be used to create a login if the user has never logged in before
* A screen, with a grid, that displays all upcoming events
* A mechanism by which the user can add and remove events from the database
* A mechanism by which the user can enter the time and general information of a specific event
* A mechanism by which the application will notify the user on the day that an event has been scheduled