Project Name

Project Member 1, Member 2, …  
Version #

# Summary of Project

*(Base this summary on the pitch)*

# Project Analysis

## Value Proposition

*(What are the pain points or problems you’re addressing? For whom? If possible, cite facts that support your claim that these are real pain points/problems to address)*

## Primary Purpose

*(Summarize the purpose of the project – could be something focused on the benefit of the target audience, your customers, your “company,” or even public good)*

## Target Audience

*(State your target demographic, be as specific as you can. Why are you targeting this demographic? How do you plan you reach it?)*

## Success Criteria

*(How will you know whether your app was successful? Financial gain? User satisfaction? Market share? Public good? How will you measure the success?)*

## Competitor Analysis

*(Summarize strengths/weaknesses of your competitors as compared to you – does not have to be in-depth, focus on things that relate directly to your purpose and value prop)*

## Monetization Model

*(Briefly propose a monetization model)*

# Initial Design

*The purpose of this section is to define the “Minimum Viable Product” (MVP). It may also be useful to call out the scope and expected/known limitations for your product here.*

## UI/UX Design

*(Call out important UI/UX components to have an MVP – does not have to be polished, but should keep the audience, purpose, and value prop in mind)*

## Technical Architecture

*(What are the necessary components to support an MVP? Data structures? Storage considerations? Web/cloud interactions? Be sure to put in some thoughts as to how to measure your success here. Call out dependencies on 3rd party services/APIs here, too)*

# Challenges and Open Questions

*Identify technical challenges that may come up (e.g. hardware limitations, access to data/services, performance issues, etc.) and propose some solutions to the identified challenges. Also include questions on matters that you are unsure/unclear about that requires feedback from peers, users, or additional research.*