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ATLS 4120  
iPhone App  
Milestone 1

- Description of your app including your app's inspiration and goal.

Baking Converter: an app that allows you to easily convert measurements in baking, from cups to tablespoons, ounces to liters and everything in between.

- Define your app's intended audience. Who will be using your app? What problem is your app solving for them?

My app's intended audience is anyone who bakes and needs to convert measurements quickly and easily while in the kitchen.

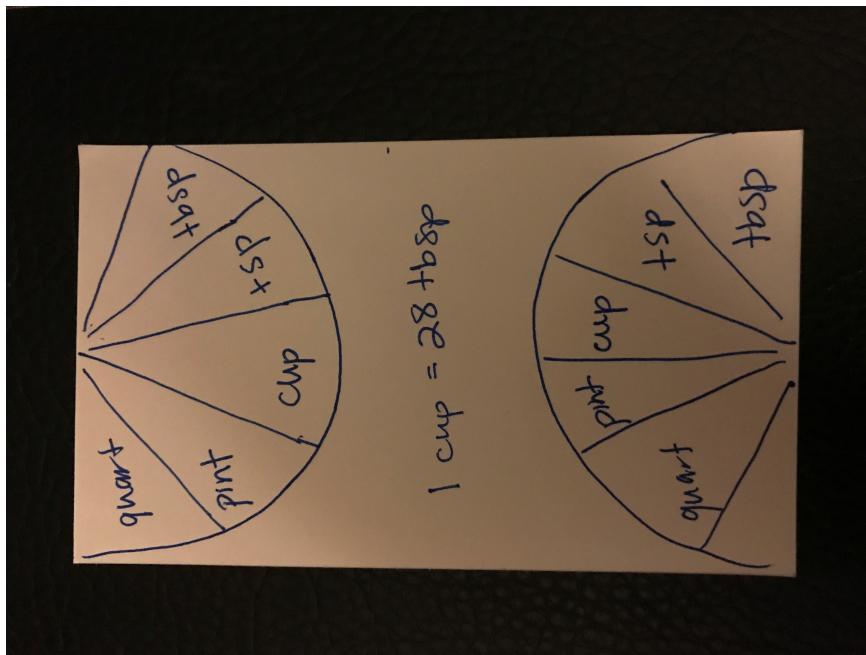
Do some research -- do similar apps exist?

Yes, there are a few that do this. Most of the apps I found are pretty ugly, and some of them are very confusing to use. I plan on using two wheel pickers to allow the user to select the measurement she needs and the measurement she needs to convert, which then calculates the results. While the functionality of my app will be the similar, the look will be clean, colorful and simple. I plan for the look of my app will be more aesthetically pleasing than the ones I have seen.

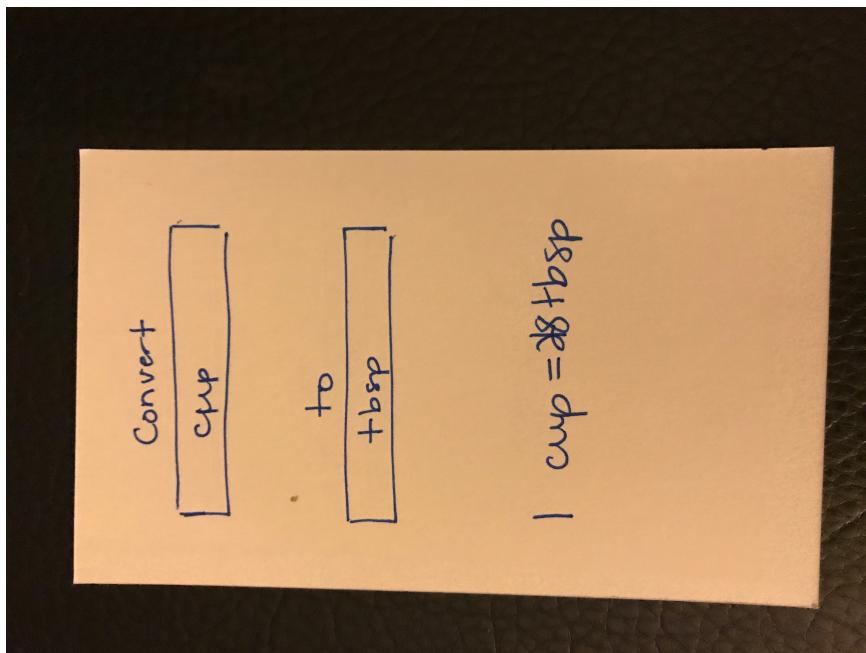
- Where will you get any content needed for your app? This could include text, formulas, whatever your app requires.

Any design images I will design myself in Photoshop or Illustrator.  
Any fonts I need, I will download and load into my Xcode project.

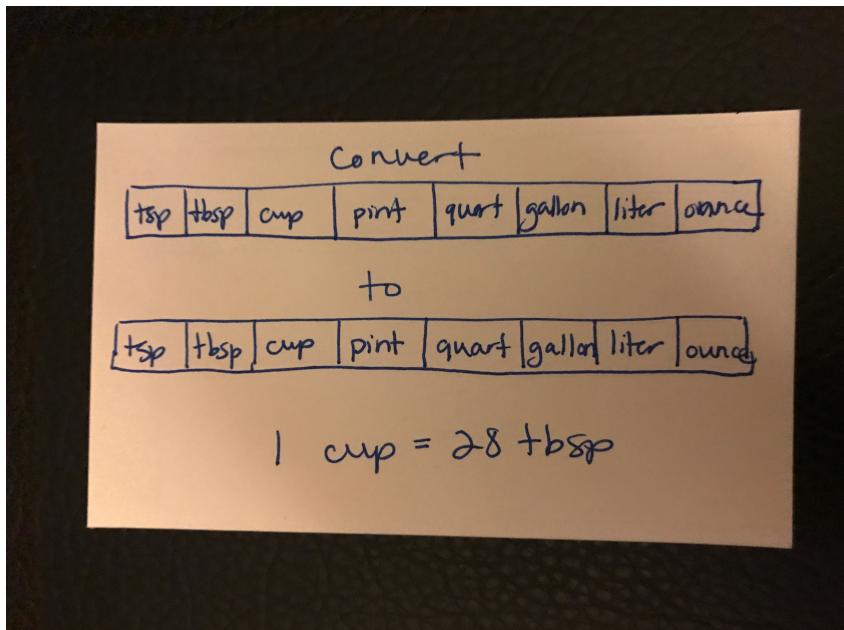
- Include a digital version of your paper prototype (below)



Idea #1: a spinning wheel picker. I'm unsure how to program this right now, but it's my first choice for the design. You spill the top and bottom to the desired conversion and it posts in the middle of the page.



Idea #2: a simple, double picker. You spill the top and bottom to the desired conversion and it posts at the bottom of the page.



Idea #3: a simple selector. You tap the top and bottom to the desired conversion and it posts at the bottom of the page.