

# Ideation Report Template

Project Title

## 1. Introduction

- A brief introduction to your website/application idea. State the goals of the project.
- The values / benefits (tangible and intangible) this application can bring to a company/organization/end-user.

## 2. Expected List of Features

- A brief list of features that you expect your application to support.
- Brief justifications for including these features.

## 3. Market Survey

- Do a survey of the Web and Apple Store and Google Play Store to find about five web sites and/or applications that might have similar ideas as yours.
- Briefly compare the features of these applications with your application idea.

## 4. References

- Give references to any material / websites / books etc. relevant to your application idea
  - Give the links to the websites and applications on the Apple Store and Google Play Store relevant to your idea, that you listed in the section above.
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