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## Student App Worksheet

App development goes beyond learning to code, market, and design your app. It also sharpens your brainstorming and social entrepreneurship skills to help you be more successful in the future. This worksheet is designed to help you define your idea, so you can create a lasting and beneficial experience for your users.

### **What?** Tell us about your app idea.

*It's important to know not only what you want your app to do, but also what kind of app it is and how it would be categorized. In the space provided below, answer the following questions: What does your app do? What makes it unique or stand apart from other solutions? What is its primary purpose? (Entertainment, education, productivity, social networking, etc.)*

### **Who?** Describe the people who are likely to use your app. (Be specific.)

*Knowing as much about your audience as possible will help you create a solution more people want with a better user experience. Is your audience of a certain age or gender affiliation? Do they live in a particular area, and/or face a similar challenge?*



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## **Why?** Why do you want to create this app?

Building something that solves a problem or makes a task easier will make sure your app gets used by your audience for a long time. Think about why does your app exist? Why does your audience need this app? What problem does it solve?

## **Where?** Where are people going to be using your app?

*Understanding when and where your audience will use your app will help you ensure it works as intended. Think about if your app will be localized only to Ontario? Does it pertain only to specific places like grocery stores, or movie theaters? Can you use it offline?*

## **How?** How does your app work?

*Thinking through the steps of how your audience will interact and use your app will help you determine what iOS features are essential to include. Will it require features like GPS location, Wi-Fi connection, Bluetooth, speech recognition, use of the camera or notifications, etc.?*