| Design Document [TEMPLATE] | | mm|dd|yyyy  **Name** | | --- | |
| --- | --- | --- |

| **1**  **App Info** |  | | Tentative Title: | |  | | --- | --- | --- | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | |  | Education & Training | | --- | --- | | | |  | Utilities & Reference | | --- | --- | |
| |  | Social & Networking | | --- | --- | | | |  | Media & Entertainment | | --- | --- | |
| |  | Productivity & Collaboration | | --- | --- | | | |  | Gaming | | --- | --- | |
| |  | Art & Creativity | | --- | --- | | | |  | Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | --- | --- | |
|  | | This App will be available on: | [ mobile, | console, | desktop, | VR, | web, | other ] | | --- | --- | | | |

| **2**  **Pitch** |  | In this app, users will:   |  | | | --- | --- | | |
| --- | --- | --- | --- | --- | --- |
|  | The target audience / personas for this app include:   |  | | | --- | --- | | |

| **3**  **Concept Sketch & Inspiration** |  |  | | |
| --- | --- | --- | --- | --- |

| **4**  **Features** |  | | When the user: | | | | The result is: | | | | --- | --- | --- | --- | --- | --- | --- | |  | | , | |  | | | |  | | , | |  | | | |  | | , | |  | | | |  | | , | |  | | | |  | | , | |  | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

| **5**  **Accessibility** |  | In order to make this app accessible to as many users as possible:   |  | | | --- | --- | | |
| --- | --- | --- | --- | --- | --- |

| **6**  **Timeline** |  | |  | | Milestone | | Date | | --- | --- | --- | --- | --- | | 1 | |  | |  | | 2 | |  | |  | | 3 | |  | |  | | 4 | |  | |  | | 5 | |  | |  | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

| **7**  **Backlog features** |  | |  | | | --- | --- | | | |
| --- | --- | --- | --- | --- | --- | --- |