# <Name of App> <Name of Developer>

## App definition statement

This is a concise definition of your app's purpose (elevator pitch). Resources: [Apple](http://www.apple.com/business/accelerator/plan/define-your-app.html) and in the [Human Interface Guidelines](https://developer.apple.com/library/ios/documentation/userexperience/conceptual/mobilehig/Process.html).

## Key Features

* 3 – 5 core features (filter this list through the user profile)

## Technology Items (at least 2)

* iOS and/or 3rd party classes and frameworks

## User Profile

Target audience could include gender, age range, interests, etc.

## Competitor Research

Look at apps that are similar. What do users what that they aren’t getting? What makes yours better?

## Other supported features

* You may also want to include other features

## Wireframes