



Name

Date

Project 2 Planning Form

Instructions

Complete this form to help you organize the information you will need to create your mobile app business profile. Your profile will help define your target market and refine your app idea. By writing down information about your app and its features in a formalized way, you will have a better understanding of the product you are trying to build. This information may also be helpful later when creating marketing materials.

Part 1: Differentiating Your App

Before developing the details of your app idea, it will be useful to understand what differentiates your idea from others on the market. Even if your idea is very similar to existing apps, things like new features, a simplified approach, or a motivated target market could be enough to differentiate your idea.

1. Research the app store to identify 5 apps that are similar to your own. Review each app's profile page and list what you think its strengths and weaknesses are.

App Name	Strengths <i>Ex: Colorful graphics, large user network, fun photo filter options</i>	Weaknesses <i>Ex: Complicated design, no customizable settings, overly formal visual style</i>

2. In the space provided, write 2-3 sentences that describe what makes your app unique compared to existing apps on the market.

3. In the space provided, brainstorm 5-7 words or phrases that describe the style, approach, look and feel, or vibe of your mobile app. For example, “youthful,” “energetic,” “colorful,” “professional,” etc.

4. Review the example customer profile below for the fictional marathon training app “Run Buddy,” whose target market might include young professionals in cities or towns who are interested in fitness or outdoor activities.

Customer Profile	
Age	<i>Run Buddy is most likely to appeal to users aged 16-45 (approximately) who are likely to train for a marathon. It may also appeal to users of other ages who are interested in physical fitness.</i>
Family size	<i>Run Buddy will appeal to users of any family size, but primarily to users who are able to dedicate time to training.</i>
Gender	<i>Run Buddy will appeal to users of any gender.</i>
Ethnicity	<i>Run Buddy will appeal to users of any ethnicity.</i>
Income	<i>Run Buddy will appeal to users of any income level who are able to purchase running equipment and entries to marathons.</i>
Occupation	<i>Run Buddy will appeal to users of any occupation, but primarily to those who are able to devote time outside of normal work hours to train.</i>
Interests	<i>Run Buddy is most likely to appeal to users who are interested in running, training, physical fitness, sports, or other outdoor activities.</i>
Location	<i>Run Buddy is most likely to appeal to users in cities or towns that host marathons, or to users training for marathons in other locations.</i>

5. Considering the style of your app as well as what it provides to users, use your imagination to complete the customer profile below with information about your target market.

Customer Profile	
Age	
Family size	
Gender	
Ethnicity	
Income	
Occupation	
Interests	
Location	

Part 2: Refining Your App Idea

Now that you have a better understanding of who your target market is and what differentiates your mobile app from its competition, answer the following questions to develop a description and list of features for your app.

6. In 2-3 sentences, provide the name you have decided to use for your mobile app and explain why you feel the name you have chosen will be successful.

7. In 4-5 sentences, write the official description of your app below. Be sure to capture the appeal of your app, the problem it helps solve, and describe what the app will help users do. If necessary, research app profile pages on the app store to review other app descriptions.

8. In the table below, list 5 features your app will include, for example photo filters, message posting, multiplayer gameplay, music playlists, etc. In the description column, write 1-2 sentences describing each feature. If necessary, research app store pages on the app store to review other app features.

Feature	Description