



Name

Date

Project 1 Planning Form

Instructions

To begin your entrepreneurial journey, complete this form as you research the mobile app market and develop your own unique app idea. After arriving at your own app idea, you will submit a proposal email to your instructor seeking approval to pursue your mobile app business and continue working on the projects in this simulation.

Part 1: Researching Mobile Apps

1. List **5 mobile apps** that you use often or are familiar with. Then, describe what specific things each app offers to users. For example: Instagram allows users to post photos, add filters, and follow friends; Spotify allows users to play music, search for artists, and discover playlists based on genres or themes.

Mobile App	Things Users Can Do

2. Browse the Apple App Store and Google Play Store and answer the following questions.

a. List at least 5 apps that are featured on the main page of the app stores.

b. What do these apps have in common and how are they different?

c. Which apps stand out to you as interesting and why?

3. Review the list of **App Categories** at the end of this planning form. Browse the app store and in the spaces provided on the App Categories list, write 2 additional apps that fit into each category.

4. Search the app store using 5 keywords based on your own interests, for example: strategy games, dance, drums, Boston Celtics, fashion, dogs, pop music, crafts, etc. In the table below, list the 5 keywords you used in your search and two of the most interesting apps that you found.

Keyword	App 1	App 2

Part 2: Developing an App Idea

It's now time to come up with your own app idea by identifying a specific *problem* in the real world and developing a creative *solution* to address that problem.

As you consider ideas for your own app, read the following examples of popular mobile apps and how they solve or address specific problems.

Problem	Solution	App
People need rides from one location to another and it can be difficult to find taxis on demand, or too expensive to rent a car or pay for a driver.	An app that allows users to request a ride from nearly any location and have an affordable transportation option within minutes.	Uber
People love sharing experiences they are having—such as meals, concerts, and vacations—with their friends in the moment.	An app that allows users to instantly post photos from their camera to document their lives and share with their friends.	Instagram
People are unsure what new games are popular and the types of gamers active in the community.	An app that allows users to watch live videos of their friends or popular gamers playing new video games.	Twitch

5. In the space provided, list the problem you have identified and the solution that your app idea will provide.

Hint: If you need help identifying an app idea, consider ideas related to your own interests and hobbies. You may also try identifying problems and solutions related to activities you do on a daily or weekly basis, such as walking the dog, practicing a sport, or shopping for clothes. If you still need an idea, search the internet for “new app ideas.”

Problem	Solution

6. List the 1 app category your mobile app will be listed under. Use the **App Category** list at the end of this planning form to choose the category that best matches your app idea.

7. In the space provided, list 4-5 keywords that best describe the topic of your app.

8. In the space provided, list 3 *possible* names you could use for your mobile app.

Part 3: Seeking Approval for Your App Idea

Now that you have identified an idea for a mobile app, you will write an email to your instructor seeking approval to pursue your mobile app business. Complete the questions below to compose your email message.

9. In 2-3 sentences, write the first paragraph of your email explaining that you are seeking approval to pursue your mobile app idea. Include your initial 3 ideas for the name of your app as well.

10. In 4-5 sentences, write the second paragraph of your email describing the idea behind your mobile app. Be sure to describe the problem and solution that you identified and how you arrived at that idea.

11. In 4-5 sentences, write the third paragraph of your email describing your app's category and keywords. Explain why you selected this category and the 5 keywords that you chose. Be sure to indicate that you are attaching your Project 1 Planning Form to the email for your instructor to review and are awaiting their reply indicating their approval.

App Categories



Business & Finance

Apps that help businesses run more smoothly and collaborate efficiently, or help both businesses and individuals manage all aspects of their financial lives.

Keywords: financial transactions, banking, investing, budgeting, taxes, job search, virtual meetings, document scanning, retirement planning, team communications

Examples: Zoom, Google Meet, LinkedIn, ZipRecruiter, Slack, PayPal, Venmo, Robinhood, TurboTax, Bank of America

App 1

App 2



Education

Apps that provide instruction or feature interactive educational information and learning on a specific skill or subject area.

Keywords: vocabulary, foreign language, test prep, crafts, pet training, study guides, flash cards, note taking, markup tools, music instruction, professional development, graphing calculators, tutoring

Examples: Google Classroom, Khan Academy, Coursera, SAT Prep, Duolingo, Quizlet, Notability, Yousician, Lumosity, Sky Guide

App 1

App 2



Food & Drink

Apps that provide cooking instruction, reviews, or recommendations for businesses or products related to food and beverages.

Keywords: recipes, cooking guides, restaurant reviews, dietary information, celebrity chefs, kitchen guides, grocery deliveries, meal kits, meal planning, restaurant rewards

Examples: DoorDash, Uber Eats, Grubhub, Instacart, Yelp, NYT Cooking, Yummly, McDonald's, Starbucks

App 1

App 2



Games

Apps that offer interactive entertainment and gaming for one or more players.

Keywords: puzzles, board games, card games, role playing, strategy, action/adventure, racing

Examples: Minecraft, Monopoly, Angry Birds, Crossy Road, Candy Crush, Clash of Clans, Pokémon GO, Genshin Impact, Among Us!

App 1

App 2



Health & Fitness

Apps related to medical information and health management, including healthy lifestyles and physical fitness.

Keywords: workout training, running, cycling, health tracking, exercise planning, pedometers, weight loss, calorie counters, sleep aids, stress management, anatomy, medical records

Examples: Peloton, Map My Run, Nike Run Club, Fitplan, Noom, Portal, Glo, WaterMinder, SWEAT, Yoga Studio, Calm, MyFitnessPal

App 1

App 2



Music & Entertainment

Apps featuring information related to art, music, TV, or movies, including services designed to entertain users with streaming audio and video content.

Keywords: video streaming services, ticketing services, art creation, radio, music recording, music videos, fan clubs, gallery guides, sketch pads, playlists

Examples: HBO Max, Disney+, Hulu, Netflix, Xbox, Pandora, Spotify, SoundCloud, Auto-Tune Mobile

App 1

App 2



News & Books

Apps that provide interactive, written content including news information from periodicals and other publications relating to a variety of topics or interests.

Keywords: eReaders, news outlets, magazines, comics, trade publications, podcast apps, audiobooks, book reviews, police scanners

Examples: The New York Times, AP News, HuffPost, BuzzFeed, Bloomberg, National Geographic, TIME Magazine, Overcast, Citizen, Medium, Libby, Goodreads, DC Comics, Audible, Amazon Kindle

App 1

App 2



Photo & Video

Apps used to produce digital graphics or record, edit, organize, and share photos and videos.

Keywords: camera effects, picture or video editing, filters, image sharing and printing, drawing, illustration, photo collages, meme makers, stickers

Examples: Google Photos, iMovie, GIF Maker, Shutterfly, Afterlight, Avatarify, Canva, Impresso, Photoshop Express

App 1

App 2



Productivity & Utilities

Apps that help users find useful information or solve a specific problem, including ways to make tasks more organized and efficient.

Keywords: calendars, task management, notes, dictionaries, thesauruses, research and reference tools, weather, organizers, shopping lists, file sharing, email clients, smart remotes, password managers, alarm clocks

Examples: Microsoft Word, Gmail, Dropbox, Evernote, Grammarly, Universal TV Remote, 1Password, Bitmoji, myAT&T, AdBlock, Wikipedia, Ancestry

App 1

App 2



Shopping

Apps built around purchasing products or providing an engaging and interactive shopping experience.

Keywords: coupons, virtual marketplaces, product reviews and comparisons, store apps, shopping guides

Examples: Etsy, Pinterest, Groupon, Amazon Shopping, Walmart, Target, Nike, IKEA Place, Mercari, craigslist

App 1

App 2



Social Networking

Apps that aim to bring users together and connect individuals through text, voice, photos, videos, and more.

Keywords: communication, text or voice messaging, dating, photo sharing, hobby communities, neighborhood networks, chat

Examples: TikTok, Facebook, Messenger, Tumblr, WhatsApp, Discord, Nextdoor, Houseparty, Skype, IRL

App 1

App 2



Sports

Apps that provide information about professional or amateur sports and help facilitate other recreational activities.

Keywords: fantasy sports, pro sports team apps, fan communities, scores, statistics, sports news, game streaming, golf GPS, sports training, hiking maps, recreational league apps, digital trading cards

Examples: ESPN, NBA, Yahoo Fantasy, The Athletic, Bleacher Report, SwingVision, Hudl, Appito

App 1

App 2



Travel & Navigation

Apps that help users navigate and move around their hometown or the world, whether walking, driving, flying, or traveling.

Keywords: maps, flight tracking, time zone clocks, travel guides, public transportation, map bookmarking, hotels, travel planning

Examples: Airbnb, KAYAK, Foursquare, Lyft, Uber, Expedia, United Airlines, Hilton Honors, Hertz Car Rentals, Google Earth, National Park Service

App 1

App 2
