

U4L09 Activity Guide - Market Research



Misconception Alert

The goal of this research is to help you decide the topic, the target user group, and the type of app you want to create. You are not yet making decisions about what the individual screens of your app will look like.

Finding Similar Apps

Fill in the information below on the apps that you find during your research. For each app you find, you'll need to identify who the target users might be, what you liked about the app (and therefore might use for inspiration in your own) and what you didn't like.

Name of App	Who is the target user? How are their needs met?	I liked...	I didn't like...

Brainstorming App Ideas

Brainstorm with your team potential ideas for your app. When you've found an idea that the team can agree on, document it here. **Focus on the minimum set of features** that will allow you to prototype and test your core idea.

Team App Idea:

Apps used for Inspiration:

App Name and URL	Features