

## Basic Outline of the Concept Presentation

1) Title, Motto (single line), Representative Image

2) Short Description (up to 100 words) and a preliminary sketch of a Launch Icon (iTunes style)

3) Environment where the app will be used - Computer Manipulated Photograph

How your app fits into proposed environment and used by target audience. How it can be used and how target audience can benefit from the use of your app.

Ex. Picture of the child holding an iPad too close, adult interacting with a smart phone on the streets of Chicago, driver looking at the traffic, etc.

4) Objectives (3-6)

5) Market

Technology, Consumer Trends, Interviews with Consumers, Citations from Recent Publications

6) Competitive analysis

Titles, Short description, Characteristics, Outcomes, Reviews, Differences, Similarities

List at least three apps that might compete with yours and describe how your app differs from the competition. What are the major strengths and weaknesses of these apps, and what advantages does your app have over the competition?

If you feel that no other apps are sufficiently similar (e.g., yours is a new subject previously covered primarily in publications), then please list related apps the same audience would be likely to buy. This will give a sense of how to position your app in the marketing.

7) Hypothesis

Problem Statement and Definition

8) Key Features

Unique technology or features that sets your app apart from other apps on the market. How your app is different and why.

9) Wireframe of the home screen – Labeled and with Details

10) Flowchart of the UX (Broken into smaller legible slides)

### 11) Audience

- Who is the primary audience for your app?
- What background knowledge or prerequisites will viewers need?
- If your app is developed primarily for a professional group, identify the profession or industry, relevant job titles, and how the app will be used.
- If your app satisfies an educational need, list the typical school(s), department(s), institutions(s) or another educational settings.
- Is there a significant international audience for your app?
- What societies, associations, or consumer groups would your app appeal to?
- Are there any companies or organizations that may be interested in using your app?

### 12) Benefits

Clearly articulated benefits as they relate to your target audience needs

### 13) Production

- For which device do you expect to release your app?
- What distributor will use for marketing? (iTunes, GooglePlay, etc.)
- Will your app include any supplementary features (e.g., accompanying website, downloadable source code, solutions manual)?