❏ **1) Brand Standards**
- brand colors (RGB, CMYK, Hex and Pantone) and logo standards (logo in full color, logo in all black or white) (Minimum three sentences)

❏ **2) Client Interview Summary**
- Minimum seven sentences. Review your notes from client presentation.

❏ **3) List Three Similar Apps**
- Download and critique other apps. Show screenshots, determine pros and cons.

- Overview of features in three currently existing academic medical apps

❏ **4) Overview of features in three currently existing academic medical apps**
- Outline Multiple Markets

❏ **5) Determine Target Market:**
- Key target & breakdown of sub-markets

- All market %s must equal 100%

❏ **6) Potential Users Interview Summaries**
- *One to two interviews needed*

❏ **7) Concept/Rational for App Statement**

❏ **8) Flowchart Display (with Flowchart Statement)**

❏ **9) Outline: Main and Secondary Features**
- A title for each feature

- Each explained with three sentences

- Structure the Features into Two Groups: Main & Secondary

❏ **10) Prototype Overview Statement**
- Place the Prototype Overview statement with your low-fidelity images

❏ **11) User Thought Process Statement**

❏ **12) Link to InVision Low Fidelity Prototype**
- Sample: *https://invis.io/N2TKK1IWTAZ*

❏ **13) Conclusion Statement from First Usability Test**

❏ **14) Human Factors restrictions statement**

❏ **15) Screen Grid Statement and Sample**

❏ **16) Navigation model with explanation**

❏ **17) Typography Statement Standards and Sample**

❏ **18) App Icon/Logo with explanation**

❏ **19) Color Pallet *(contrast is key)* and Statement**

❏ **20) Main Icons (in standard sizes) with explanation**

❏ **21) Secondary Icons (in standard sizes) with explanation**

❏ **22) Onboarding system (with explanation)**

❏ **23) High Fidelity Prototype Samples and Statement** (Show 20 sample screens by end of term).

❏ **24) Controls and Dialogs Samples & Statement**

❏ **25) Alerts and Confirmations Samples & Statement**

❏ **26) UI Design Patterns Statement**

❏ **27) UX Strategy Summary (with explanation)**

❏ **28) Findings Statement from Second Usability Test**

❏ **29) Conclusion Paragraph**

❏ **30) Link to InVision High Fidelity Prototype**