

1. TARGET AUDIENCE

Who potentially, is using the organization’s product/service?

(Describe the market demographics. Possible differentiators include:

Gender, Age, Education, Race, Relationship Status, Income Levels, Hobbies, etc).

The market is comprised of ___??_ main segments

(Three are shown below, you can add or subtract as needed).

Primary Target: (_____ %)

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-
-

Secondary Target: (_____ %)

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Tertiary (mass-market) Target: (_____ %)

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-
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2. TONE AND MANNER

Personality

Describe the app’s ideal personality/attributes (Ex. Imaginative, Eccentric, Clever, Untamed)

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Visual

What design tools will you use to convey the text images provided? (Consider audience and purpose)

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Who is the app for?

When will the market use the app?

Where will it be used? (Think local, national, international, etc.).

Why would using the app be beneficial to the market?

Identify the mobile mindset: the app is for those... Microtasking, local, bored

What are the very basics that users of your app need?

Concept Paragraph:

Optional - sketch main icon/logo



