

PROJECT

DATE

[Empty box for project name]

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### APP CONCEPT

- Do you need to develop the solution more?
- Does the solution have a sense of clarity?
- Can you easily describe the idea in 2 minutes? 2 sentences?

### EXISTING APPS

- Do you have a clear picture about your competitors and similar apps?
- Do you have a clear picture of the features of the apps your competitors develop?



### TANGIBLE & MEASURABLE GOALS

- Do you have tangible & approachable goals?
- Are the goals measurable?
- Do you feel that they are clear?
- Do you have goals along the way towards the big goal?

### USER ACQUISITION

- Do you know how to hook new users?
- Do you know how to reach out to your target group?



### CORE FEATURES

- Which are the core features of the app?
- Do you know how to prioritize the development of the different features?

### APP DISCOVERY

- How will users find the app?
- How to make your app easily distinguishable in the search?
- How will users easily find the app in app store?



### TARGET GROUP

- Did you understand the target group?
- Have you been understood by them?

## METHODKIT

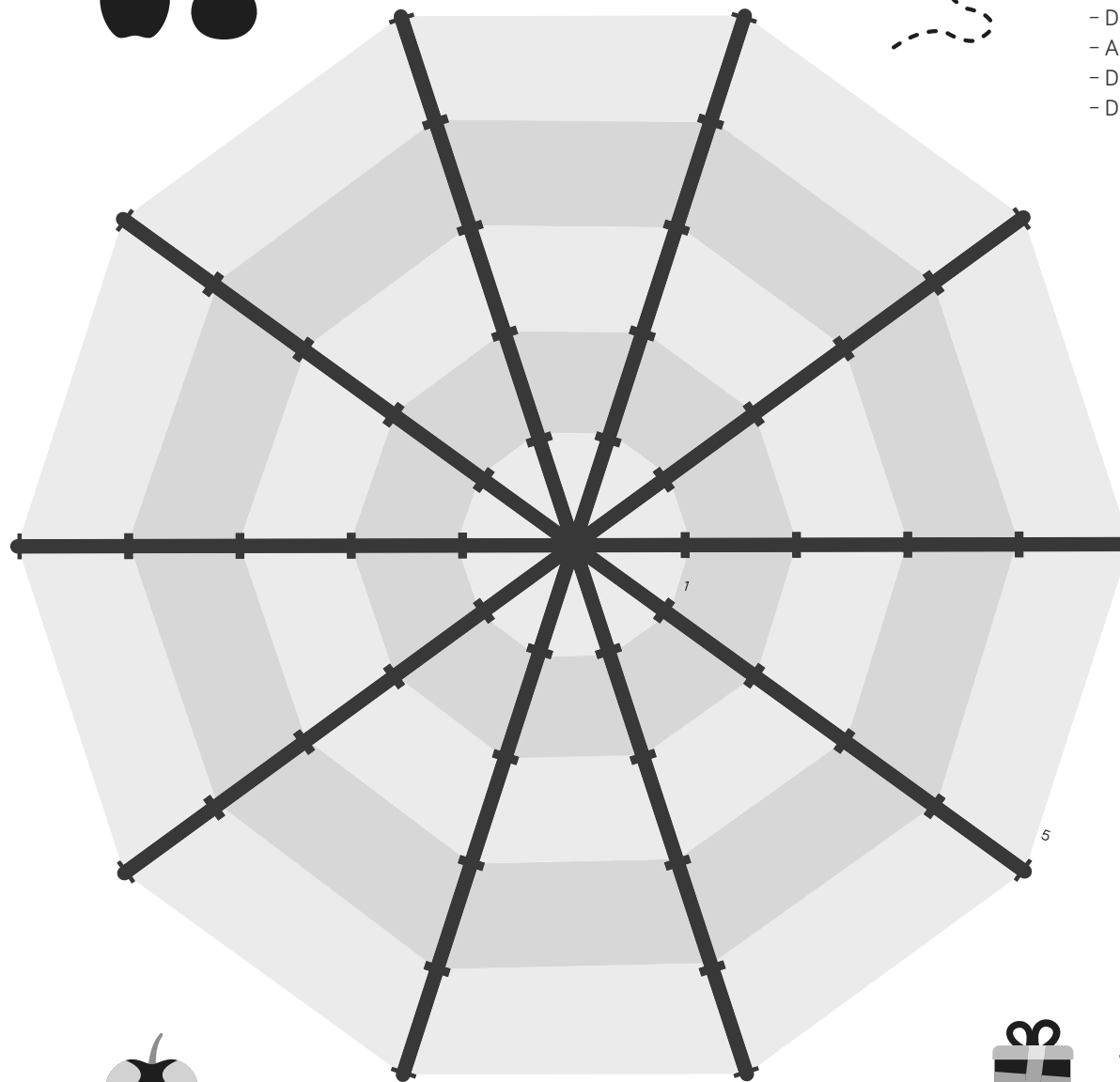
SPLASH EVALUATION FOR APP DEVELOPMENT

#### RATE CLARITY & STATE OF EACH ASPECT.

(1) BEING PROBLEMATIC SITUATION OR HAVING UNCLARITY.

(5) HAVING CLARITY & BEING IN A BENEFICIAL SITUATION.

v.1 MORE INFO AT: [HTTP://METHODKIT.COM/](http://methodkit.com/)



### MINIMUM VIABLE PRODUCT

- Did you define the simplest yet working version of your app?



### CHARACTERISTICS

- Which identifying features will the app have?
- Which design style & user experience will your app offer?



### VALUE

- Do you know which value your app provides to your target group?
- Can you easily describe your value proposition in 2 minutes? 2 sentences?