SPLASH EVALUATION FOR APP DEVELOPMENT

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?

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

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?

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?

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?

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

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

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

PROJECT

DATE

RATe CLARITY & STATE OF EACH ASPECT.
(1) BEING PROBLEMATIC SITUATION OR HAVING UNCLEARITY.
(5) HAVING CLARITY & BEING IN A BENEFICIAL SITUATION.

v.1 MORE INFO AT HTTP://METHODKIT.COM/