



# METHODKIT<sup>®</sup>

APP DEVELOPMENT CANVAS

MORE INFO AT:  
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DATE \_\_\_\_\_ VERSION \_\_\_\_\_ NOTES BY \_\_\_\_\_



## APP CONCEPT

DESCRIPTION OF YOUR CONCEPT

Large grey rounded rectangular area for describing the app concept.



## MVP

WHAT IS THE SIMPLEST VERSION OF YOUR CONCEPT?

Large grey rounded rectangular area for describing the Minimum Viable Product (MVP).

## APP ICON

Large rounded square area for drawing the app icon.

DRAW HERE

## APP NAME

Horizontal grey rounded rectangular area for the app name.



## TEAM

Horizontal grey rounded rectangular area for team information.



## QUESTION

WHICH QUESTION ARE YOU SOLVING AND WHY IS IT URGENT?

Large grey rounded rectangular area for describing the question being solved.



## PLATFORM(S)

Horizontal grey rounded rectangular area for platform(s).



## LANGUAGE(S)

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## PRICE TIER (\$)

Horizontal grey rounded rectangular area for price tier.



## BUDGET

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## TARGET GROUP

THE AUDIENCE YOU AIM TO TARGET

Large grey rounded rectangular area for describing the target group.



## CHARACTERISTICS

IDENTIFYING FEATURES OF THE APP

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## EXISTING APPS

SIMILAR APPS & COMPETITORS

Large grey rounded rectangular area for listing similar apps and competitors.



## SUCCESS FACTORS

FACTORS THAT WILL HELP YOU SUCCEED

Large grey rounded rectangular area for identifying success factors.



## CORE FUNCTIONS

CORE FEATURES OF YOUR APP AND IN WHICH ORDER THEY SHOULD BE PRIORITIZED.

Large grey rounded rectangular area for prioritizing core functions.



## APP DISCOVERY

HOW WILL USERS FIND THE APP?

Large grey rounded rectangular area for describing app discovery methods.



## DISCARDS

WHICH APP(S) OR SOLUTIONS WILL USERS LEAVE BEHIND FOR YOURS?

Large grey rounded rectangular area for identifying solutions users will leave behind.



## VISION

THE FLUFFY VISION ON THE HORIZON

Large grey rounded rectangular area for describing the fluffy vision on the horizon.