App Development 2

App Concept Note

Now that you know about data collection, visualization, and correlation, you're going to develop an idea for a habit-tracking app. Health or habit tracking apps help people develop healthy habits. Users can set fitness goals, track nutrition, exercise, sleep, or even moods. They can also share progress on social media to encourage healthy behavior changes. You can either use the topic you used for your personal tracker systems or create an entirely new app.

Create a concept note and pitch to share with the troop about your app. In business, a pitch is a presentation seeking support from people to invest in a new or buy a new product. It can be an email, letter, or even a conversation. Sometimes a presentation is called a "sales pitch," because it's more like a commercial. The goal is to try to get a user to buy a product. For today's pitch, think about TV commercials — they focus on selling a product in 15 - 30 seconds. You want your pitch to be short, but exciting enough to convince someone to fund your app or download it.

As you develop the prototype for your app, use your app team's data sets and correlations (from Step Four) to inform your design decisions. For example, start by looking at all of your team's data sets to determine the habit you want your app to focus on.

Name of app: _____

One-sentence tagline that tells the audience about the purpose of the app:

_____

List what data is collected and explain how the data is collected.

This can be based on a data collection system you've already created, or you can create a new (and elaborate!) way to collect data.

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Describe how the app will help the user.

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App Features

For example, you might include ways to share your data with friends, create reports for yourself, etc. List what data is collected and explain how the data is collected.

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The User Interface (UI) are the visual elements of a program through which a user controls or communicates with an app. Create a logo for your app below and sketch out the UI for your app's landing page on blank sheets of paper to show how it might look on a device screen.