Team Name _____ Period _____ Date _____

Activity Guide - Market Research

Finding Similar Apps

Use the internet to find apps that have a similar topic to the one you chose with your team. Fill in the information below on the apps that you find during your research. For each app you find, you'll need to identify who the target users might be, what you liked about the app (and therefore might use for inspiration in your own app), and what you didn't like.

Misconception Alert

The goal of this research is to help you decide the topic, the target user group, and the type of app you want to create. You are not yet making decisions about what the individual screens of your app will look like.

Name of App What it does	Who is the target user? How are their needs met?	I liked...	I didn't like...

Brainstorming App Ideas

Brainstorm with your team potential ideas for your app. When you've found an idea that the team can agree on, document it here. **Focus on the minimum set of features** that will allow you to prototype and test your core idea.

Team App Idea:

Apps used for Inspiration:

App Name and URL	Features