Title (Name of App) Preview

1 liner description

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Version 1. Name. Date.
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Design History

Summary

This is a change listing quickly describing each major version and changes. Use this to keep in mind what steps you have taken to this stage of the app cycle, in order to avoid overlapping or repeating previous design changes. For example:

• November 2016 – Added more information to the app design document
• August 2014 – Cleaned up the design cycle and created a user guide to the ADD
• June 2013 – Created the app design document

* * *

Also, when it comes to the rest of the document, text with red is meant to be edited for your document. It serves as a guide in what each part means, and what you should do with them.
**App Overview**

The App Overview is the two pages that you would show potential investors or non-technical people.

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**App Concept**

Try to describe the app you are making in two to three sentences tops, as if you are pitching it.

**Feature Set**

What are the features of the app? As in, what is so special about it, what is the added flavor to the existing app market for this app with this app.

**Genre**

What is the genre that the app belongs to?

**Target Audience**

Who is your target audience? If you say something like “everybody”, you should think about changing careers. Every app and game has a target audience, and it applies to a secondary audience at the same time. Put both of these down here.

**App Flow Summary**

How does the user move through the app. Explain it through framing interface and the app itself.

**Look and Feel**

What is the basic look and feel of the app? What is the visual style? For instance:

*This app is a mix between the social dynamic feeds of Facebook with an interactive Foursquare meet-up map to see what is going on at meeting points in Boston. The art style is clean architecture lines with zesty orange.*

**Project Scope**
The project scope is the summary of the entire App Project. How long it would take, the life-cycle parts, what your monetization method is, and all of that jazz.

**Estimated Project Life-Cycle**

How many parts to the project are needed? What do you think the time you need for the development is compared to the research and design.

**Number of Screens**

How many screens are going be in the app?

**Monetization Method**

How are you going make your money?

**Etc.**

Don't go too overboard, since the App Overview is supposed to be the Lite version of your ADD.
App Play and Mechanics

App Play

Put in a quick description about the app play here. What do you use it for? Posting your food? Checking up on local services?

App Progression

How does the user progress through the different screens in the app? A lot of this stuff might seem really intuitive to you as the app idea creator, but all the same it is really important to put it down into writing. It avoids mishaps later on (coming from experience).

Reward Structure

What is the reward structure behind the app? Do you get currency from interacting with it, or do you get some other kind of reward? It doesn't need to be a physical reward mind, but the user has to come out for the better somehow with using your app. Otherwise why use it?

Objectives

What are the objectives behind the app. This is separate from the reward scheme of how the user is rewarded for using your app, but instead outlines how the atypical user will use your app.

Play Flow (First Time User)

How do the app play through for your first time users? If you are going be throwing out tutorials at the user, that stuff will get annoying if you have to keep seeing it. Which would lead to the second play flow chart below.

Play Flow (Returning User)

How do the app play through for your returning users? Do they skip the login screen and go directly to the home? If you have steps where the user needs to punch in payment details, do you show them that form again? Put that flow chart here.

Mechanics

What are the mechanics behind the app?

Actions

Just describe the general actions that would be used in your app in the details below.

Switches and Buttons

Are you going to have people press buttons or use sliders? Put that here so the developers and designers know what to make.

Purchasing

If there are any purchasing behaviors in your app, explain that here.

Interacting
How are the users going to interact with the app? Is it by automatically geo-tagging? Or is it by pressing buttons? Or is it by swiping on the screen? Or are you going super fancy and waving your hand in your air?

**Logging On / Logging Off**
How are users going to log on and off? If you are going to include an auto gmail login, you have to have a way to manually log out or log in. Explain that stuff here.

**Economy**
What is the economy of the app? How does it work? Do you get coins as a reward? Or do you purchase extra stuff with money each time? Or do you purchase coins and use the coins for everything?

**Screen Flow**
The screen flow chart is more of the graphic way of how each screen moves between each other. Feel free to add a link to an external site here or something for your team. But at the same time it's always good to have something on paper.

**Screen Flow Chart**
A graphical description of how each screen is related to every other.

**Screen Descriptions**
What is the purpose of each screen?

**Main Menu Screen**
Explain the main menu screen. What goes here? Where can I go from here? How did I get here.

**Options Screen**
Explain the options screen. What goes here? Where can I go from here? How did I get here. How do I get back to where I was?

**Etc.**
As you have more screens, put the explanations for them here. Remember, do not leave things to “intuition”. Intuition will make you lose time getting your app to release. Especially if you have team members who join in late, look back and see the screen and think wtf.

**App Options**

What are the options and how do they affect app play and mechanics? Options can be like having a night-time mode where the screen goes dark with white text. Or it could be something like having auto sharing.

**Returning Users and Saving**

Does the app save if users come back? Or allows them to take back their most recent changes? Things like that go here.
Cheats and Easter Eggs

Have any cheats, or hidden easter eggs for the users? Put those here.