

Create an App

for Your Target Market

1. Answer the following questions about your market that is printed on the index card.
 - a. What are their needs?
 - b. What do they like to do? (wants)
 - c. What do they like to have? (wants)
 - d. What don't they like to do that you can make easier?
 - e. What problems can you solve for them?
2. What are current market trends and lifestyle changes for this group?
3. Now brainstorm with your group about an app that meets their wants and needs and/or solves problems for them.
4. Create an app page complete with an app name, logo, and description of what it does for your target market and a price and draw it on the flipchart paper. Be prepared to present your idea as a group in front of the club and tell why this app will achieve your mission of making your target market's life better.