

The Mobile App Project Canvas (ver. 1.0)

Project Name

CONCEPT <i>Describe the idea of the app you want to create</i> 		OBJECTIVES & PURPOSES <i>What goal do you want to achieve with this project? Remember: it must be measurable and shared with the team</i> 		VALUES <i>What creates a real value for your user and which ties him to your product? Focus on max 3 values and focus your app around themes. Delete what doesn't create value.</i> 	
PERSONAS <i>Describe the archetype of the users who will use your app.</i> 	PROBLEMS TO SOLVE <i>Weaknesses of the current / similar solution. What is not working? What are the critical points?</i> 	COMPONENTS <i>What are the main modules that make up the app? Put all the features in a well defined component.</i> 		FEATURES <i>What the app should do? What services are provided? List all the features your users expect to find Collect all ideas and then select those that allow you to better reach the goal.</i> 	
		MILESTONES <i>Define the roadmap of the project. Start from the MVP and then scale.</i> 			
STAKEHOLDERS <i>Who need to be involved in the project? What is their role and who makes the decisions? In Enterprise Projects the stakeholders can be many, beware!</i> 	RISKS <i>Every project has risks, knowing which at the beginning allows to mitigating them. What could go wrong and not help achieve the goal?</i> 	DELIVERABLES <i>What will the team have to produce? In addition to the app you could have a UI prototype, a middleware, a launch plan, documentation ...</i> 			
APP NAME :)	CONTEXT OF USAGE & COVERAGE <i>Where will the app be used? With full WiFi/4G signal or offline mode?</i>	TECHNOLOGY Native, HTML, Hybrid, ...	PLATFORM, OS, ... Which device and operating system?	ORIENTATION Portrait, Landscape or both	RELEASE Public Marketplace or Enterprise App Store?