



CS4GA Design and App Challenge Design Brief Format

Project Description: *(In your own words, provide a brief but detailed description of your App and Design project. Provide a brief background on why you decided to develop the submitted App. Give details of your participation, including your role if you worked with a project team. Describe the design process used.)*

- *App Development Participant details such as name and/or team members name, grade, and school.*
- *Name of App*
- *Detailed description*
- *Background information*
- *Market viability- market landscape and competitors*
- *Why should someone use your App.*

Target Audience: *(Give a description of the end user)*

Criteria and Constraints: *(Give short description of limitations experienced during the design. Also, list criteria or “must haves” for the App.)*

Design Process: *(Give short description of the design process including pitfalls and how you overcame them.)*

Closing Statement: *(Give a brief description of next steps or future plans)*