DESIGNLI

Launching an App: Define Your Objectives & Conduct User Research

DEFINING YOUR OBJECTIVE

Goal Definition

Briefly describe what you hope to accomplish through your app.

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Questions to Answer

- ○ Which features will I include?
- ○ What type of business model will I use?
- ○ How will I market my app?
- ○ Who is my target audience?

UNDERSTANDING YOUR AUDIENCE

User Research

Determine which of the following methods you will use to understand your target audience.

- ○ **user interviews**
- ○ **surveys**
- ○ **user personas**
- ○ **other** _____

Questions to Answer

- ○ What are their demographics?
- ○ How old are they?
- ○ Where do they live?
- ○ What are their interests?
- ○ What are their pain points?
- ○ What apps do they currently use?