



100-Word App Description

Now it's time to write the app store description for your app! Here are some suggestions:

1. *Aim for as close to 100 words as you can.*
2. *Try to address each of the questions below in your description.*
3. *You can use bullet points or phrases to answer each question but strive for full sentences if you can.*
4. *Think about a future user of your app as you write — your goal is to get them to click that Install button and download your app!*

Use these questions to help guide your 100-word description:

- *Why did you create this app?*
- *What is unique about your app?*
- *What need do you think your app is meeting for people?*
- *How does your app meet that need?*
- *Who is your target consumer, and why would they want to use your app?*

Presentation Notes

1. The name of my app is
2. My app is designed for (who is your audience?)
3. In a nutshell, my app (what does your app do?)
4. If I were to keep working on this app, I would want to
 - a.*

b.

c.