

# MARKET RESEARCH DATA

Answer the below questions to find your market stand and to identify your competitor's market reach and offerings.

RESEARCH QUESTIONS	MY ANSWERS
Who is my competitor?	
What is their strategy?	
What are their strengths and weaknesses?	
What are their customers reviews on social media and on other platforms?	
What is their unique selling point?	

# APP CORE PURPOSE

Write down your answers to identify the mobile application's core purpose and the key functionality that has to perform

QUESTIONS	MY ANSWERS
What will be my app's key functionality?	
Why would my audience want to use my application?	
Which business goals will I help my customers to achieve?	
What kind of people will benefit from it? (this will give the target audience)	
Where will I find that kind of people? (Your Pitch ground)	

What are the painful problems are faced by my target audience?	
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With this sheets you can now start choosing the type of the application and the platform for your development phase.