**Project Knowledge Quiz**

**Mobile App Design**

**3/26/30**

1. What is the name of our company?
2. What is our App name?
3. Why did we choose this name?
4. What is our mission statement?
5. This was a statement from the director of the program about our business idea… *“I’m very interested to see how this project progresses! My main concern is that the customizations you create are based less on looks and more on feature/functionality. It sounds like a great idea but during my next visit I'd love to see a detailed, prioritized list of features you intend to include, so that I can get a better understanding of what your final product is and how innovative it is compared to your competitors. Keep up the good work!”*
	1. How can we solve her main concern? If you don’t know the exact answer come up with one that you think will work for us.
	2. What features do we plan to include? If you don’t know the exact answer come up with one that you think will work for us.
	3. How are we different than competitors? If you don’t know the exact answer come up with one that you think will work for us.
6. Who is our target audience?
7. What did the director of the program mean with this statement? “*Experimentation and/or market testing is planned to be a strong support.”*
8. What have you been doing to date for this project?
9. What is the theme of this year’s project?
10. How do we incorporate the theme into our project?
11. Look at the PowerPoint in the Mobile App drive. Look at the section on what calendar you can do for you. Pick the two parts that you think make this app innovative or set us apart from other calendar apps. Name one thing that you would like to see our app do that is not already stated.