



App Idea Checklist

App Name: _____

App Category: GAME | ENTERTAINMENT | UTILITY | CAMERA/VIDEO | OTHER

App Type: _____ (freemium, casual , social, etc.)

Company Name: _____

Website(s): _____

Price: _____

Top In App Purchases:

How would you rate this app on the following:

Fun/Entertaining 1 2 3 4 5 6 7 8 9 10
Notes: _____

Intuitive 1 2 3 4 5 6 7 8 9 10
Notes: _____

Engaging 1 2 3 4 5 6 7 8 9 10
Notes: _____

Addictive 1 2 3 4 5 6 7 8 9 10
Notes: _____

Value 1 2 3 4 5 6 7 8 9 10
Notes: _____

Cross-Cultural 1 2 3 4 5 6 7 8 9 10
Notes: _____

Great Graphics/Sounds 1 2 3 4 5 6 7 8 9 10
Notes: _____

Viral 1 2 3 4 5 6 7 8 9 10
Notes: _____