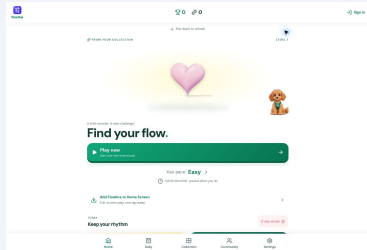


Your first app concept canvas

Explain the app before choosing a technology.



FROM THE SETLY PROJECT LIBRARY

A real project screenshot for visual inspiration. Follow the written steps for your own business.

YOUR ACTION PLAN

- 1 Name one primary user and a frequent problem they experience.
- 2 Describe how that person solves it today.
- 3 Write the shortest useful journey your app could offer.
- 4 Identify one assumption to validate before building the full product.

EXAMPLE - ILLUSTRATIVE

A neighborhood service app might start with requesting a repair rather than a complete social network.

CHECK YOUR RESULT

Can you explain the app's useful outcome in one sentence?

Your first app concept canvas

Use the prompts below to make this resource specific to your business. Save a local copy after completing it. Keep passwords and private customer data out of this worksheet.

Primary user:

Problem:

Current workaround:

Core journey:

Riskiest assumption:

DONE WHEN

Can you explain the app's useful outcome in one sentence?

FURTHER READING

[Apple App Review Guidelines](#)

Independent Setly planning resource. Platform settings and requirements can change; use the linked official help for current configuration details.