

Video sample here

<https://www.speak-today.com/tj/app-imagine.mp4>

(1.5mb)

Training worksheets on FOLLOWING pages

# ClearMind



- 1 - What is the app for?
- 2 - What is the age group, and why that age group?
- 3 - What special features does it have?
- 4 - What does its GUI look like?
- 5 - How does the app support (monetize) itself?



# DogSleeper



- 1 - What is the app for?
- 2 - What is the age group, and why that age group?
- 3 - What special features does it have?
- 4 - What does its GUI look like?
- 5 - How does the app support (monetize) itself?

# HomeExpress



- 1 - What is the app for?
- 2 - What is the age group, and why that age group?
- 3 - What special features does it have?
- 4 - What does its GUI look like?
- 5 - How does the app support (monetize) itself?



# JustLuck



- 1 - What is the app for?
- 2 - What is the age group, and why that age group?
- 3 - What special features does it have?
- 4 - What does its GUI look like?
- 5 - How does the app support (monetize) itself?

# NeighborWatch



- 1 - What is the app for?
- 2 - What is the age group, and why that age group?
- 3 - What special features does it have?
- 4 - What does its GUI look like?
- 5 - How does the app support (monetize) itself?



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# Spring Car



- What is the app for?
- 2 - What is the age group, and why that age group?
- 3 - What special features does it have?
- 4 - What does its GUI look like?
- 5 - How does the app support (monetize) itself?

## USEFUL VOCABULARY:

action bar

adware

affiliate marketing

authentication

B2C (biz2consumer)

brick and mortar

buyer persona

credit card integration

cross-platform

device compatibility

dropdown menu

e-commerce

encryption

evaluation

functionality

live chat

monetization

motion sensors

navigation bar

notifications

payment gateway

premium

progress bar

real-time chat

shopping cart

subscription

UI (user interface)

UX (user experience)

widget

wireless carrier

## YOUR NOTES:

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