

# App Canvas

A simple framework to design apps people open daily and understand why users stay or leave.

App Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Behavior

### Micro-Persona

Who opens this every day  
(in a real-life moment)?

### Daily Trigger

What real-life moment makes them  
pull out their phone?

### D1 Aha

What happens in the first 30  
seconds that makes them think  
"this is exactly what I needed"?

## Product

### D1 Deletion Trigger

What kills the app on Day 1?  
Why do they quit instantly?

### Core Loop

What loop makes them come back  
daily?  
Trigger→Action→Reward→Repeat

### Core Magic Lever

What makes your app 10x better  
than anything else?

## Execution

### Cold Start Strategy

How do you deliver the D1 Aha  
with 0 users/content?

### Monet-after-Aha

How do you make money after  
users are hooked?

### Why Install?

Why download this app instead  
of using web or competitors?

## Growth & Revenue

### Growth Loop

How does one user bring in more  
users?

### North Star Metric

What single metric predicts  
long-term success?

### Revenue Engine

How does usage turn into money  
at scale?