Idea

What problem do you want to solve with your app?
How do other apps solve that problem?
How will your app solve that problem?
How will you validate that your app actually solves the problem?

User Personas

Who are you building your app for? Write down specifics for 2-3 personas.
Where can you find people in your target audience to test your app?
What questions can you ask when interviewing potential users during your prototyping process?
Write down the feedback you get from interviewing potential users.

Features

What makes your app uniquely useful for solving the problem?
What 2-5 features are required for your minimum viable product?
What features might be interesting to build into future versions?

Workflow

Think about your app as a series of related screens.
Can you draw a birds-eye map of your app screens?
What does the user tap on to travel from screen-to-screen?
Relate each screen to one or more ViewControllers.

Models

What data do you need in order to build your features?
Will the data be generated by the user or fetched from a web service?
Will your data be persisted?
What relationships must exist between different types of data?
List all model objects with properties and initializers.

Views

What views do you need to create to meet each feature in your app?
How will the data of your app be displayed?
How will you capture input from the user?
Write down or draw the view hierarchy you'll build for each scene.

Controllers

What view controllers will you create for your app? What custom functionality will exist on each one?
What model controllers will you need to manage data in your app?
What other helper controllers will you build to simplify your code and follow MVC best practices?
Write out properites and method signatures for each controller object.