

Create an app in 10 sessions

Session	Learning Objectives	Learning Outcomes	Workbook Activities
MODULE 1 – CRASH COURSE			
Session 1 Launch	Core <ul style="list-style-type: none"> Understand the importance of teamwork when building an app Be able to identify the tools available on mobile devices Understand what is meant by a prototype Challenge <ul style="list-style-type: none"> Be able to create a prototype of an existing app using appropriate software 	Signed co-founder agreements Wireframe prototype of an existing app	1.1 – Enter project details 1.2 – Sign the co-founder agreement 1.3 – Understand team roles 1.4 – Agree team roles 1.5 – Review existing apps 1.6 – Create a wireframe prototype 1.7 – Think about your world
MODULE 2 – IDEA GENERATION			
Session 2 What's Your Problem?	Core <ul style="list-style-type: none"> Identify everyday problems which could be solved by a mobile app Challenge <ul style="list-style-type: none"> Be able to expand and develop initial ideas to create a better understanding of the problem to be solved Be able to convey the key concepts of your app idea in a 30 second pitch 	At least three app ideas to take on to the next session	2.1 – Spot possible problems 2.2 – Explore problems using the 5 Ws 2.3 – Draft mini elevator pitches
Session 3 Screening Ideas	Core <ul style="list-style-type: none"> Gain a better understanding of potential obstacles that your app ideas could face in the existing market Be able to convey the key concepts of your app idea in a 30 second pitch Challenge <ul style="list-style-type: none"> Be able to critically evaluate app ideas and select the strongest to take forward Understand the apps market and be able to identify your main competitors 	Competitor research for similar existing apps Elevator pitches for 3 strongest app ideas	2.4 – Filter through problems 2.5 – Conduct market research 2.6 – Narrow to 3 elevator pitches 2.7 – Choose an idea to take forward

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MODULE 3 – SCOPING			
Session 4 Get to know your users	Core <ul style="list-style-type: none"> Gain a better understanding of the current market for your app Be able to develop an effective survey to find out more about your user Challenge <ul style="list-style-type: none"> Be able to plan and carry out effective research into your potential users Be able to develop user profiles based on your research 	User profile of a typical user Completed user surveys	3.1 – Create a user profile 3.2 – List user needs and features 3.3 – Conduct a user survey
MODULE 4 – PRODUCT DEVELOPMENT			
Session 5 MVP planning	Core <ul style="list-style-type: none"> Gain a better understanding of the technical requirements of your app Understand where your data will come from Challenge <ul style="list-style-type: none"> Be able to define your minimum viable product (MVP) Be able to adjust your app designs to ensure that they are technically feasible 	Updated user profile	4.1 – Evaluate product features 4.2 – Assess data requirements
Session 6 MVP design	Core <ul style="list-style-type: none"> Be able to draw wireframes and create paper prototypes Challenge <ul style="list-style-type: none"> Understand how the design of your app can affect the user experience Be able to improve the user experience of your app by considering its design and flow 	Wireframes & paper prototypes	4.3 – Design MVP
Session 7 Build MVP	Core <ul style="list-style-type: none"> Be able to build a prototype of your app using your chosen tools Challenge <ul style="list-style-type: none"> Be able to evaluate the features of the prototyping tool you have used 	Technical prototype of app	4.4 – Reflect on prototyping tool
Session 8 User testing	Core <ul style="list-style-type: none"> Understand the importance of testing in the app development lifecycle 	Feedback from potential users	4.5 – Plan a user test 4.6 – Conduct a user test

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	<p>Challenge</p> <ul style="list-style-type: none"> Be able to act on the feedback received to improve the functionality and usability of your technical prototype 		
<p>Session 9 Who will pay?</p>	<p>Core</p> <ul style="list-style-type: none"> Understand the range of different business models available Understand how to generate revenue from your app <p>Challenge</p> <ul style="list-style-type: none"> Be able to identify the best revenue stream for your app 	Decision made on most appropriate business model for app	4.7 – Develop the business model
MODULE 5 – PITCH			
<p>Session 10 Pitch it</p>	<p>Core</p> <ul style="list-style-type: none"> Understand how to present your ideas effectively <p>Challenge</p> <ul style="list-style-type: none"> Be able to summarise the key points of your app in a short presentation 	Completed pitch	5.1 – Prepare your pitch 5.2 – Reflect on your project