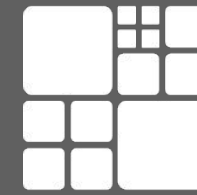


## COURSE

# INTRODUCTION TO APP DEVELOPMENT



Apps  
for  
Good

## SESSION 1

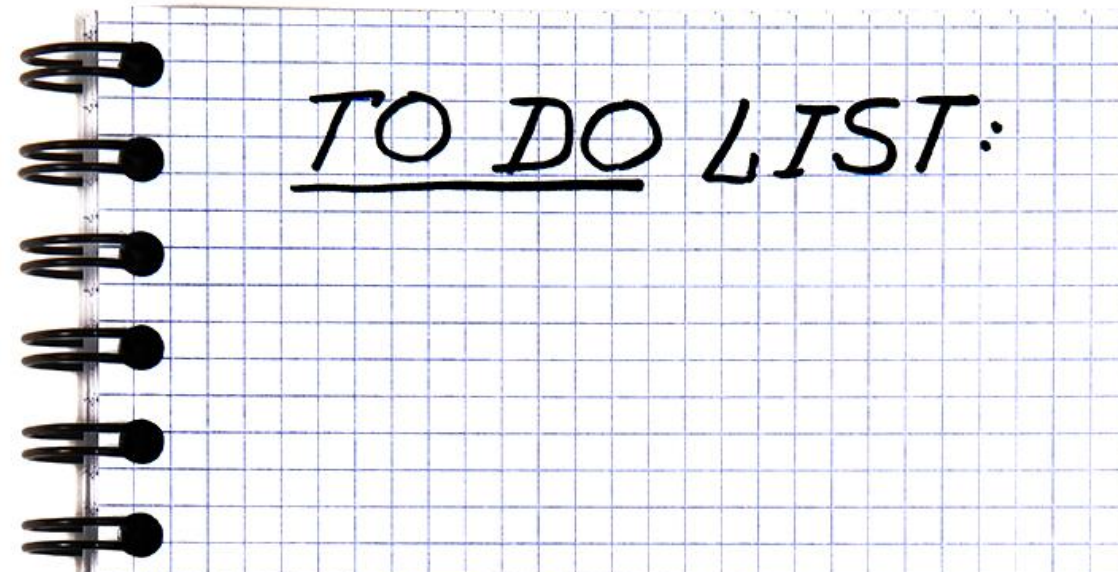
# KICK-OFF

## MODULE 1

# CRASH COURSE

# Contents

- 1 – About the course
- 2 – The Lean Startup – *Video*
- 3 – Build, Measure, Learn
- 4 – Case study: Zappos
- 5 – Apps for Good awards



# 1 – About the course

Over the next few weeks, you and your teammates will set up your own startup company.

## You will:

- Work together to design and build an app that solves a problem.
- Back up your idea with market research and consult users.
- Design and create an app prototype and pitch it.



## 2 – What is the Lean Startup?

Watch the the video: [The Lean Startup?](#)



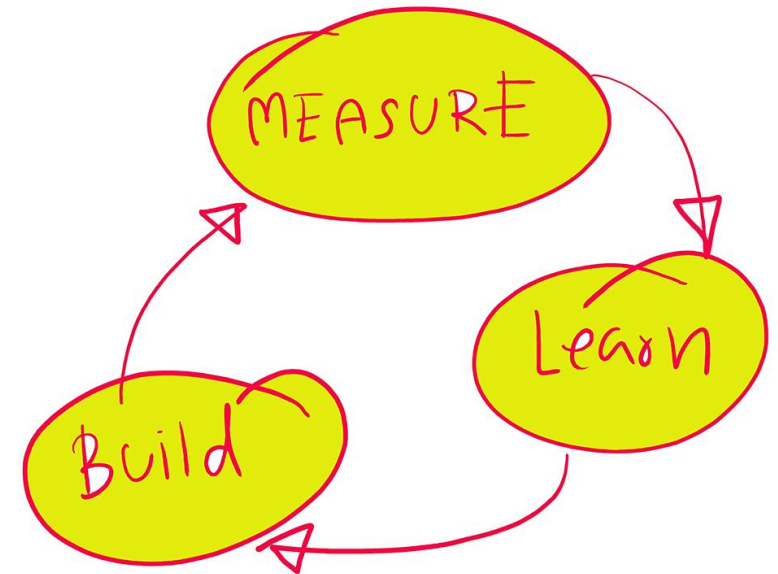
# 3 – Build, Measure, Learn

**Build** – Develop a product quickly, with minimum features, known as a Minimum Viable Product (MVP).

**Measure** – Test your product and gain feedback from users.

**Learn** – Make changes to your product based on feedback.

**Repeat** – Repeat the process as many times as necessary to produce your final product, known as iteration.



## 4 – Case study: Zappos

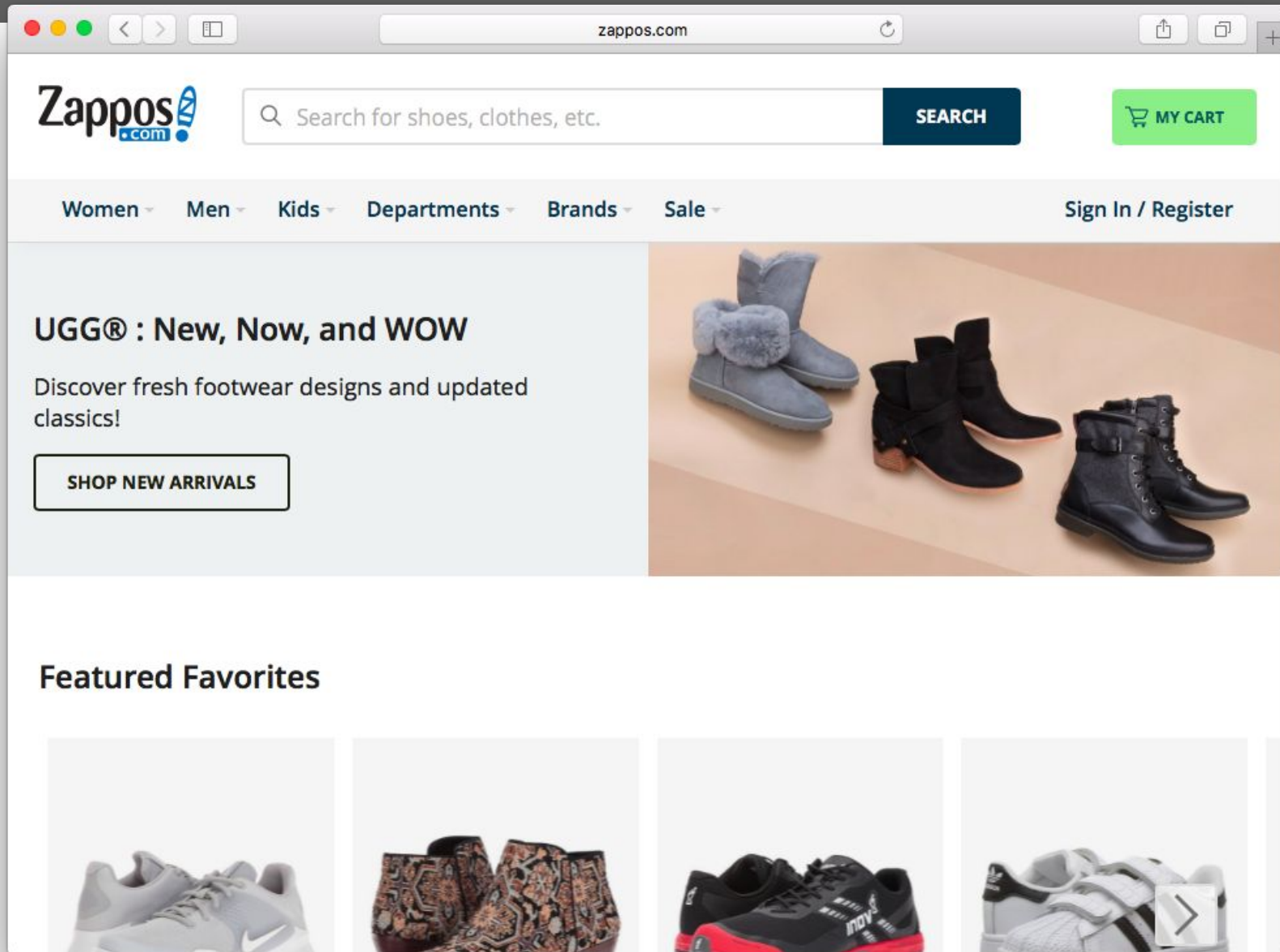
[Zappos.com](https://www.zappos.com) is the world's largest online shoe store with annual sales in excess of \$1 billion.

Founder Nick Swinmurn had a **hypothesis** that customers were ready and willing to buy shoes online.

**To test the hypothesis**, Nick began by asking local shoe stores if he could take pictures of their stock. He posted the pictures online and went back to the store to buy the shoes at full price if a customer bought them online.

From this very simple test he was able to observe, interact and learn from real customers.

# 4 – Case study: Zappos



# 5 – Apps for Good awards

## National awards

Completing this course gives you an opportunity to enter the annual Apps for Good national awards.

## Finalists

Finalists are invited to London to pitch their ideas to a panel of industry Experts.

Regional and local events also allow you to showcase your ideas.





# 5 – Apps for Good awards



**NEXT SESSION...**



**SESSION 1**

**LAUNCH**

**MODULE 1**

**CRASH  
COURSE**