Apps for Good
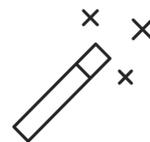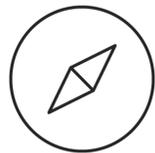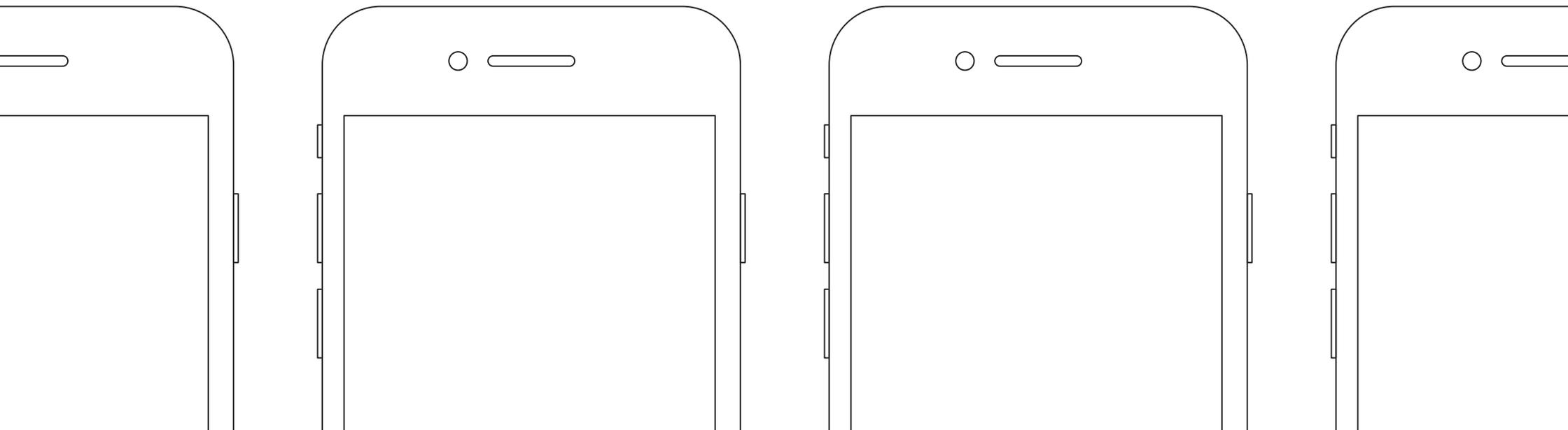
Student workbook

DESIGN AN APP IN A DAY

Welcome

In this project, you and your team will work together to design an app that solves a problem you care about.

PROJECT ACTIVITIES

Activity 1 – Agree team values

Activity 2 – Review existing apps

Activity 3 – Spot possible problems

Activity 4 – Filter through problems

Activity 5 – Draft mini elevator pitch

Activity 6 – Create a user profile

Activity 7 – List user needs and features

Activity 8 – Map out the data process

Activity 9 – Evaluate product features

Activity 10 – Design a paper prototype

Activity 11 – Prepare your pitch

User-centred

Having the needs of the person who will be using the product as the most important or focal element.

Innovative

Featuring something new or advanced, through original and creative thinking.

Curious

Eager to know or learn something. This could be about people, places, or things around you.

Creative

Creating something through good imagination or original ideas, or through mixing existing ideas.

Collaborative

Working well as a team, or with other teams, to successfully achieve something.

Business-savvy

Shrewd and knowledgeable about business, and having common sense and good judgement.

Ethical

Avoiding activities or organizations that do harm to people or the environment.

Passionate

Caring deeply about something. This could be about an idea or the thing you are creating.

Hard-working

Working with energy, being committed, and doing your best to achieve something.

Which of these team values are most important to your team? Discuss with the rest of the team and tick the five which best represent your values.

NAME

App 1	App 2
What it does	What it does
Problem it solves	Problem it solves
Who the app is aimed at	Who the app is aimed at
Phone features used	Phone features used

To help you understand what type of problems apps can solve think about two different apps you have used. For each app make a note of the problem the app is solving, who it's for, and the phone features it uses.

NAME

My problems and issues	Family and friends	Wider community

Designing a successful app starts with finding a real problem that needs a solution. Brainstorm problem ideas with your team and record them here.

NAME

Mass market ideas

Lots of people affected

Game-changing ideas

Low impact on people's lives

High impact on people's lives

Low appeal ideas

Few people affected

Niche ideas

If you're going to invest time in designing an app, you need to be sure your problem is worth solving. For the problems you've identified, consider how many people it impacts, and level of impact, then plot each problem in the 2x2 grid. Problems bottom left are unlikely to be successful.

NAME

Pitch idea
Our team is called...
We're creating an app aimed at...   *(the target user)*
to help them to...   *(the problem / challenge)*
by providing them with...   *(the possible solution)*

Turn problems into product ideas with a mini 'elevator pitch'. As an example. "Our team is called Zen Studio. We're creating an app aimed at students to help them to wake up earlier by providing them with incentives to get up."

NAME

Basic details	Drivers	App preferences
Name	Key goals of the user	Favourite app and why
Age		
Occupation	Big frustrations of the user	Least favourite app and why
Location		

To make sure your app's features are fit for purpose, you need to have a very clear idea of who your user is and what they want. A user profile helps you capture basic details about the person you are designing for.

NAME

LIST USER NEEDS AND FEATURES

DESIGN AN APP IN A DAY

User need	User need	User need
Feature idea	Feature idea	Feature idea
User need	User need	User need
Feature idea	Feature idea	Feature idea

Explore your user's needs in more detail. Try to come up with ideas for features that could meet those needs.

NAME

DATA INPUT	PROCESS	OUTPUT
What data do you need for the desired output? Is it user data, or external data, or both?	What do you need to do to the input data to achieve the desired output?	**Starting here**, what is the desired output of your app?

Approach the problem in the following order: (1) What is the desired data output? (2) What is the required data input for this output? (3) What happens to the input data to get the desired output? What process does it undergo?
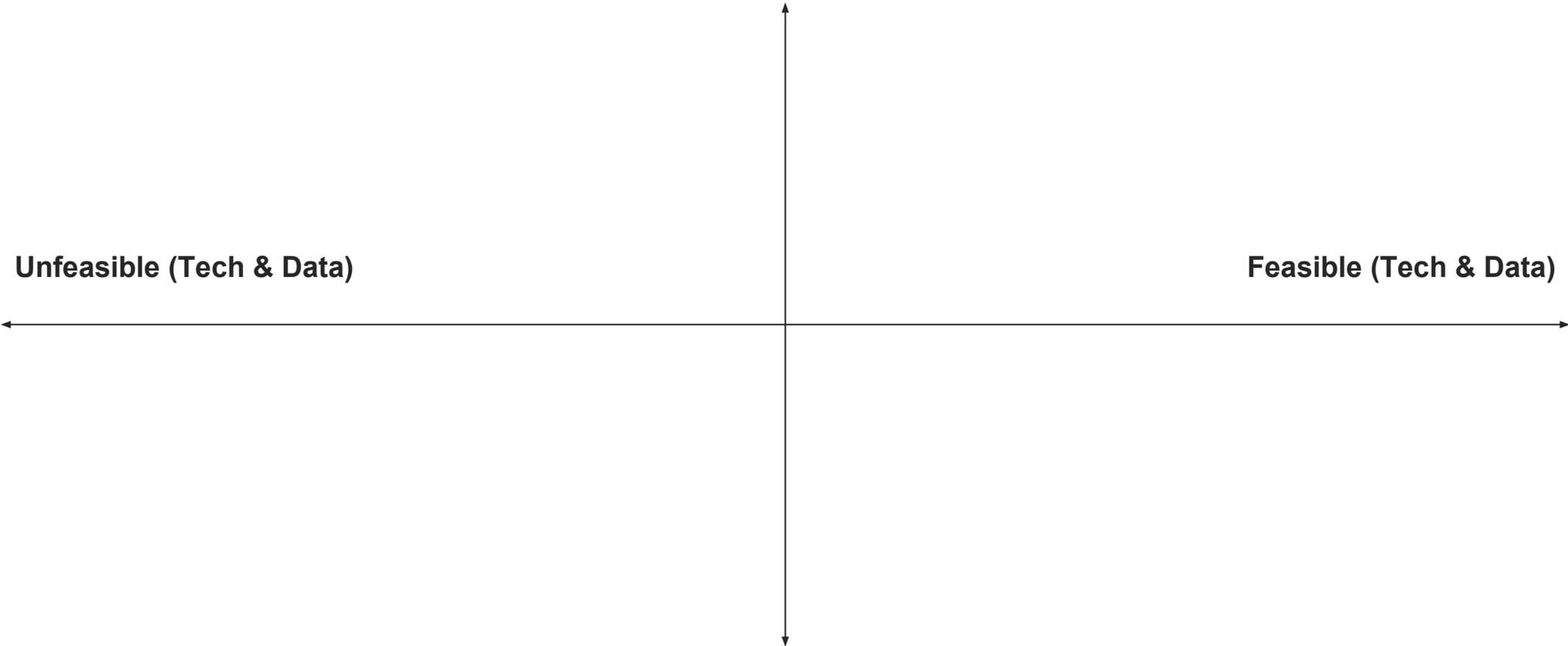
NAME

Features to simplify

Most useful features

MVP features

Unfeasible (Tech & Data)

Feasible (Tech & Data)

Non-essential features

Least useful features

For future versions

You need an app that has at least one essential feature for your user, and that feature needs to be technically feasible. Review your list of possible features and decide where on this grid they belong. Are these features essential? Are they technically feasible? Can you obtain the data?
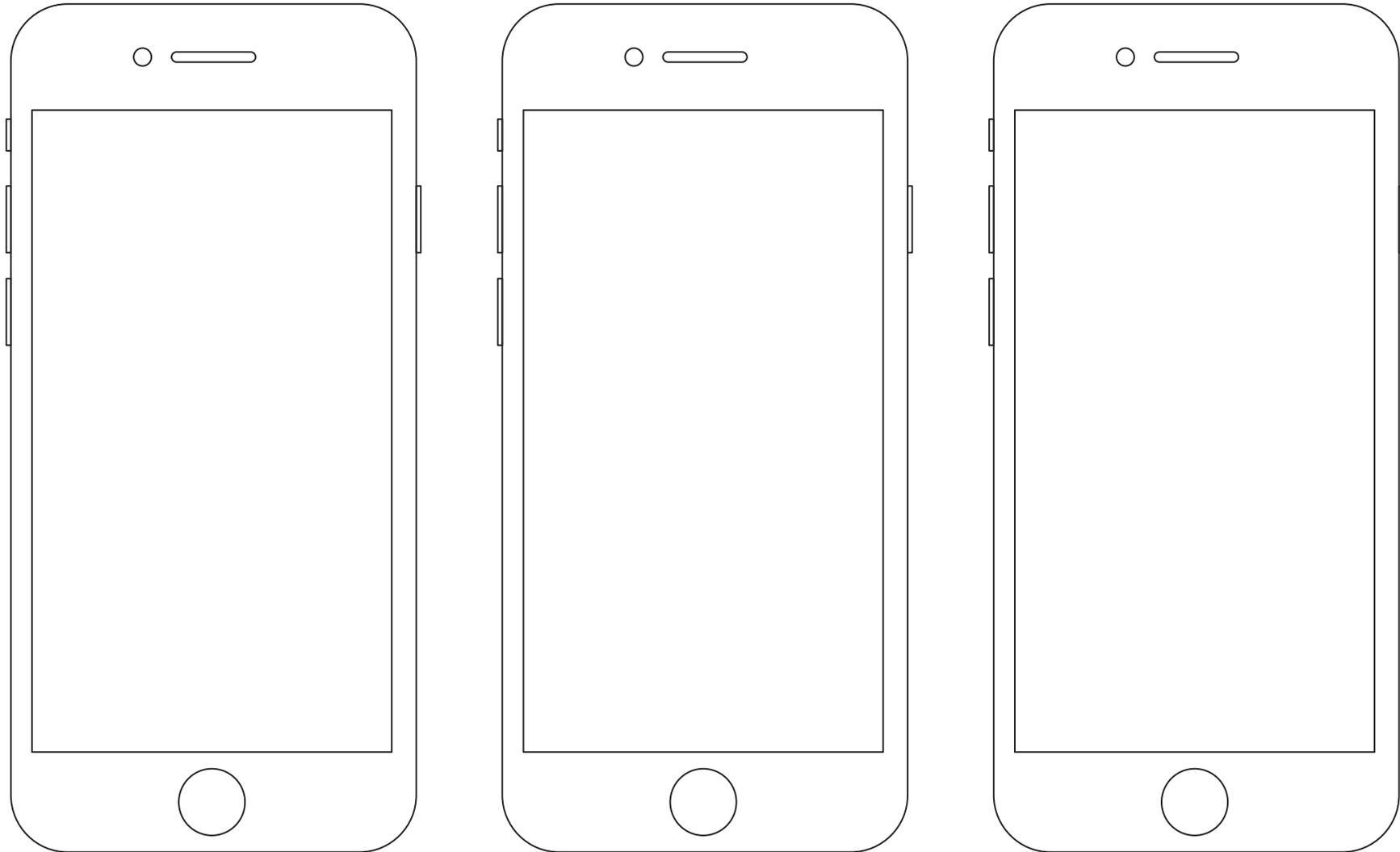
NAME

Thinking about essential and feasible features, sketch out how you want your screens to look. Consider what the user sees when they open the app, and how they move through screens and use important features.

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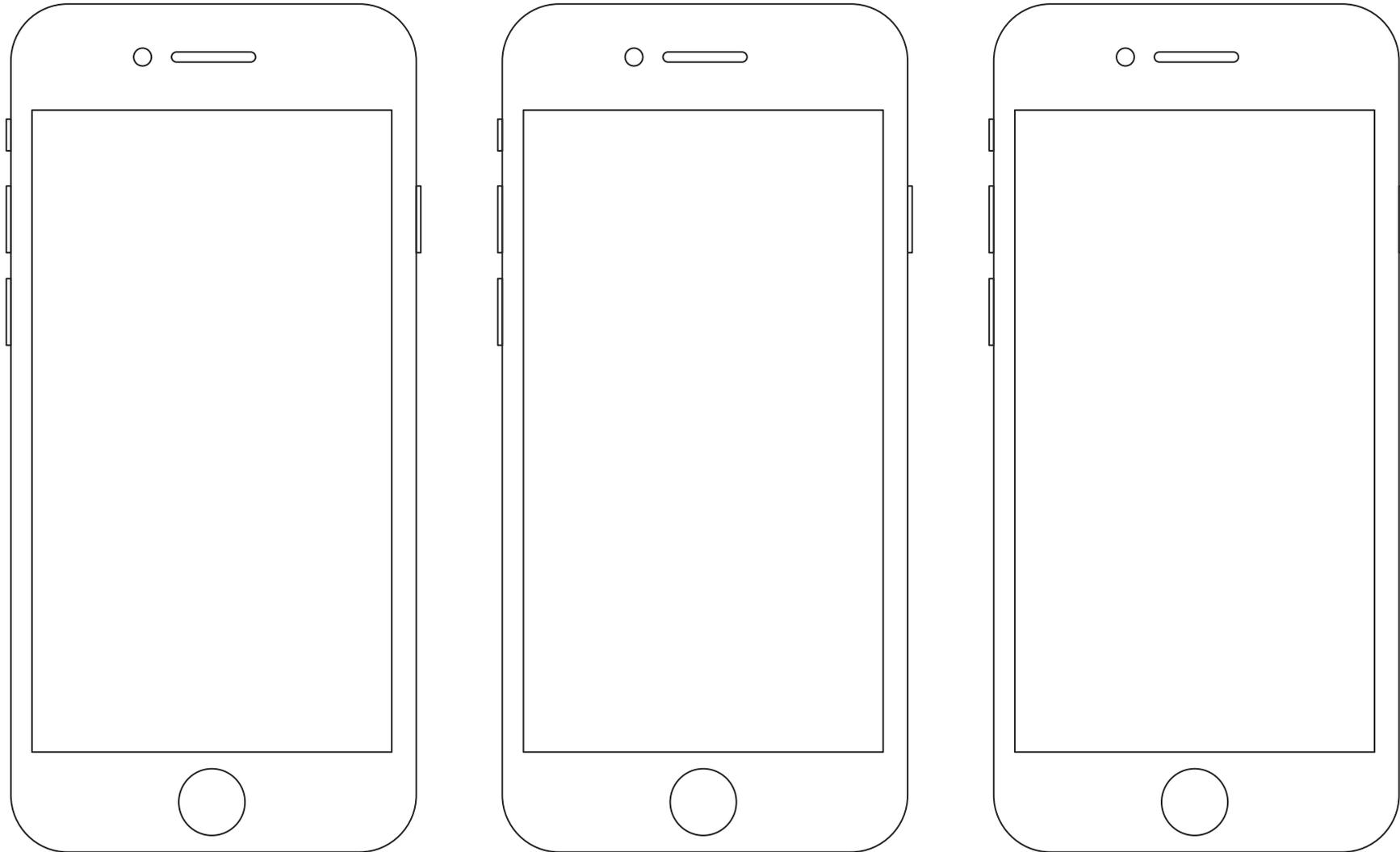
NAME

App name and slogan	Our problem	Our app
Team member _____ Notes:	Team member _____ Notes:	Team member _____ Notes:
Our prototype	**Target users**	**Conclusion**
Team member _____ Notes:	Team member _____ Notes:	Team member _____ Notes:

It is now time to tell people about your app idea. Telling other people about your product and persuading them to buy it is known as pitching. Use this worksheet to divide up the presentation and allocate sections to each member of the team.

NAME

Ace, course complete!

Making great apps requires hard work and constant improvement. App development is a journey. Where will your journey end?

To develop your app idea further check out these great tools:

- https://marvelapp.com/
- http://appinventor.mit.edu/explore/front.html
- https://code.org/educate/applab

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