



THIS WORKBOOK BELONGS TO:

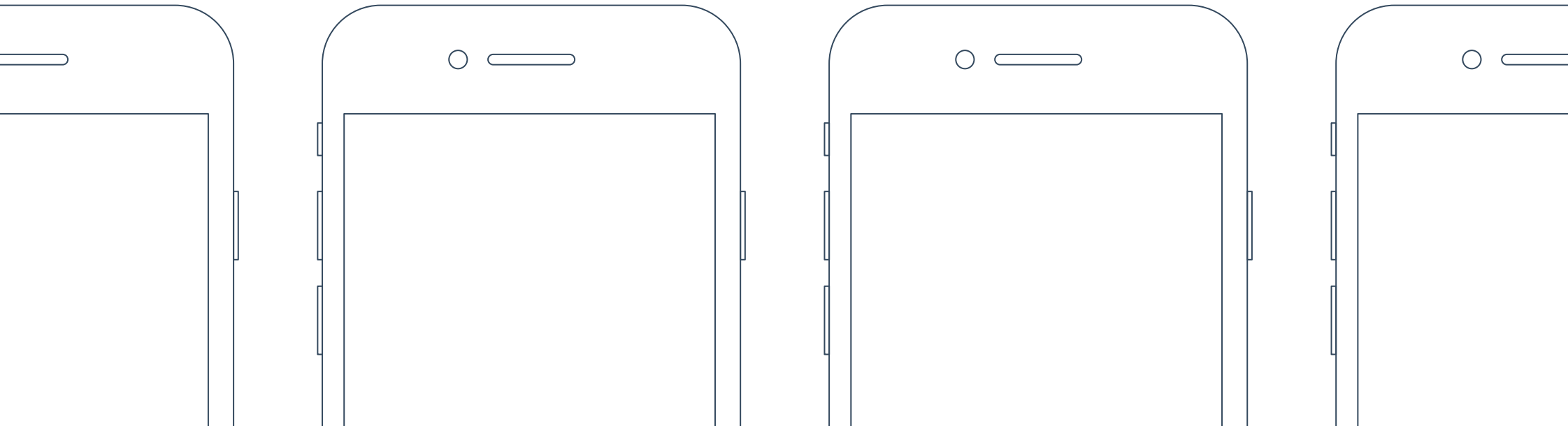
Student workbook

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.



DESIGN AN APP IN A DAY

COURSE 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](#)

ACTIVITY 1

AGREE TEAM VALUES

COURSE

DESIGN AN APP IN A DAY

<h3>User-centred</h3> <p>Having the needs of the person who will be using the product as the most important or focal element.</p>	<h3>Innovative</h3> <p>Featuring something new or advanced, through original and creative thinking.</p>	<h3>Curious</h3> <p>Eager to know or learn something. This could be about people, places, or things around you.</p>
<h3>Creative</h3> <p>Creating something through good imagination or original ideas, or through mixing existing ideas.</p>	<h3>Collaborative</h3> <p>Working well as a team, or with other teams, to successfully achieve something.</p>	<h3>Business-savvy</h3> <p>Shrewd and knowledgeable about business, and having common sense and good judgement.</p>
<h3>Ethical</h3> <p>Avoiding activities or organizations that do harm to people or the environment.</p>	<h3>Passionate</h3> <p>Caring deeply about something. This could be about an idea or the thing you are creating.</p>	<h3>Hard-working</h3> <p>Working with energy, being committed, and doing your best to achieve something.</p>

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

ACTIVITY 2

REVIEW EXISTING APPS

COURSE

DESIGN AN APP IN A DAY

Example - Shazam	Your App (name) -
<p>What it does</p> <p><i>Captures a sample of audio and identifies it by comparing with files in the app's database.</i></p> <p>Problem it solves</p> <p><i>People hear a song (in a film or TV programme) and don't know what it is or who it is by.</i></p> <p>Who the app is aimed at</p> <p><i>Young people of either gender who like music</i></p> <p>Phone features used</p> <ul style="list-style-type: none">● <i>Microphone</i>● <i>Touch screen</i>● <i>Connectivity / Cloud storage</i>	<p>What it does</p> <p>Problem it solves</p> <p>Who the app is aimed at</p> <p>Phone features used</p>

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

NAME

ACTIVITY 3

SPOT POSSIBLE PROBLEMS

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Think through your average day – what frustrations or issues do you encounter?	Things that I would like to be different in my local community or my life
Things that I wish more people knew about or understood better	Someone or something I worry about

Use this sheet to jot down your ideas before discussing them with the rest of your team..

NAME



ACTIVITY 4

FILTER THROUGH PROBLEMS

COURSE

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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



ACTIVITY 5

DRAFT MINI ELEVATOR PITCHES

COURSE

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

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



ACTIVITY 6

CREATE A USER PROFILE

COURSE

DESIGN AN APP IN A DAY

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

ACTIVITY 7

LIST USER NEEDS AND FEATURES

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User need	User need	User need
Feature ideas	Feature ideas	Feature ideas
User need	User need	User need
Feature ideas	Feature ideas	Feature ideas

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

NAME

ACTIVITY 8

MAP OUT THE DATA PROCESSES

COURSE

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

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?

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ACTIVITY 9

EVALUATE PRODUCT FEATURES

COURSE

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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

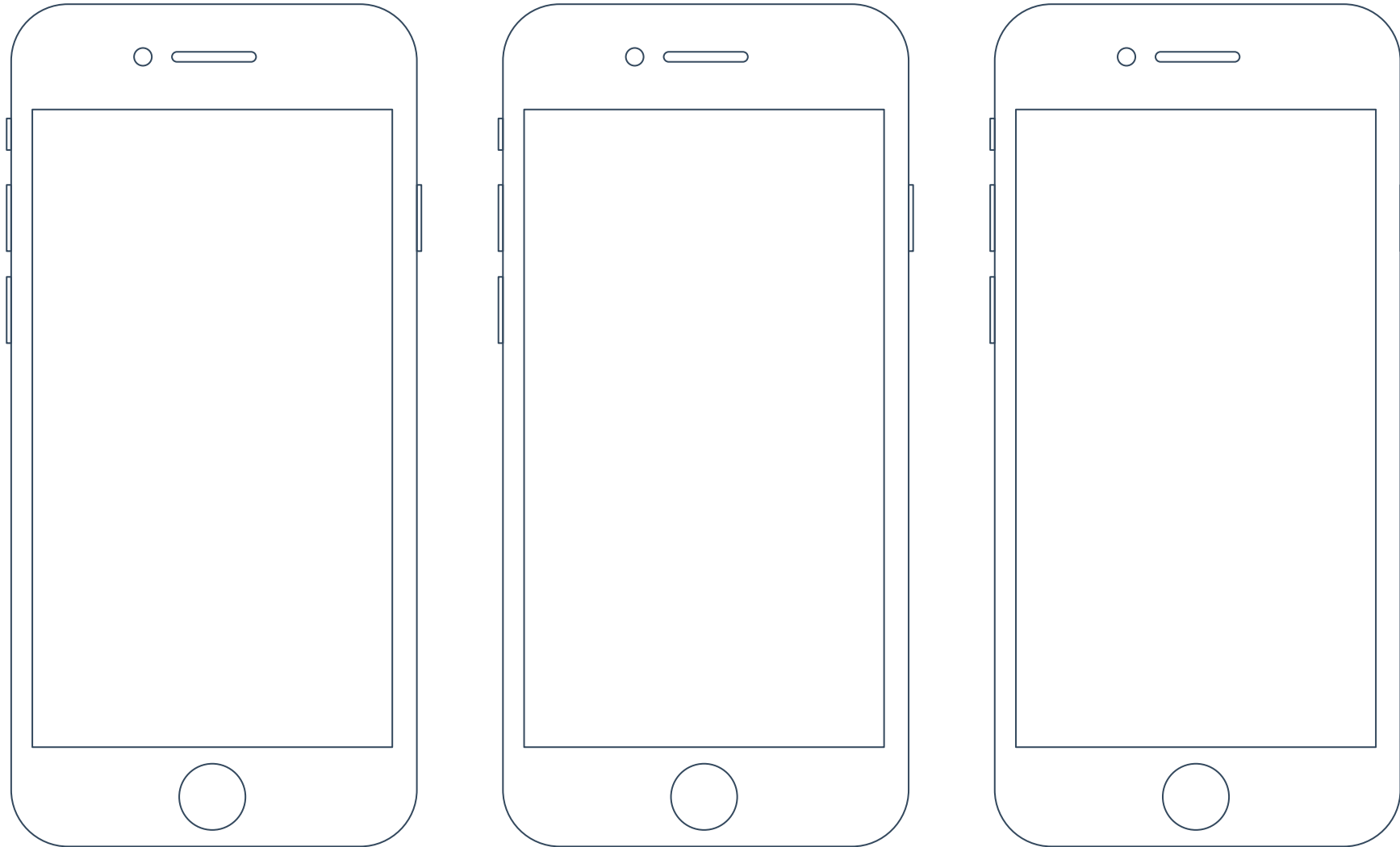


ACTIVITY 10

DESIGN A PAPER PROTOTYPE

COURSE

DESIGN AN APP IN A DAY



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.

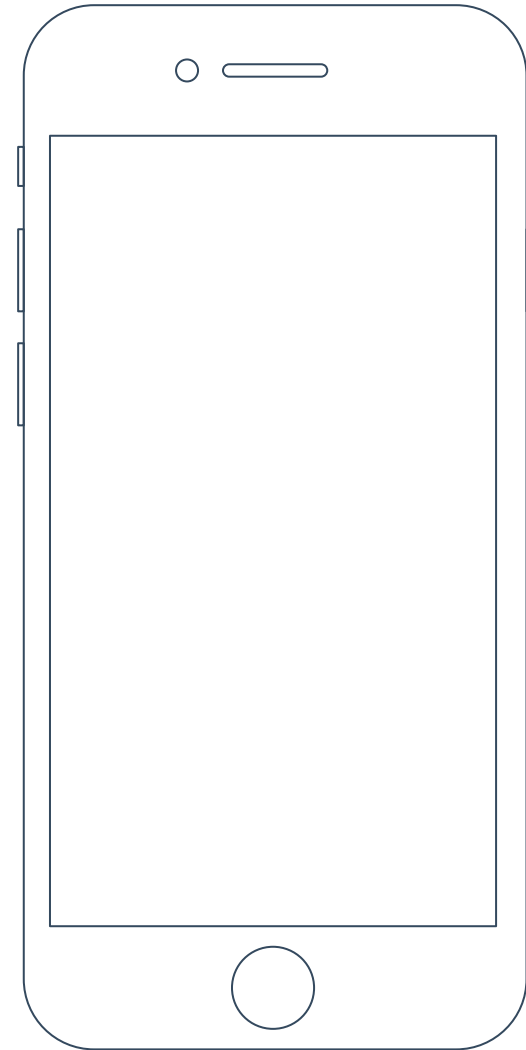
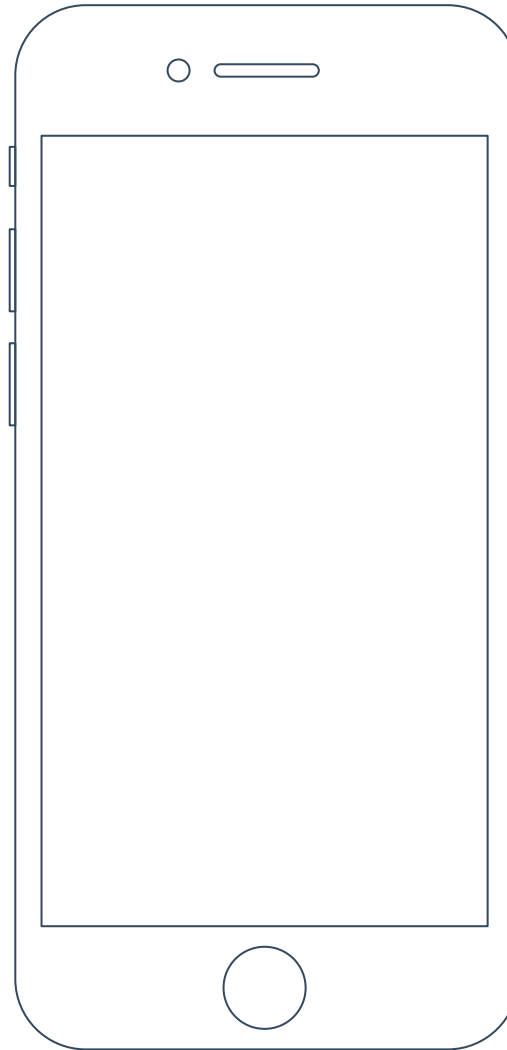
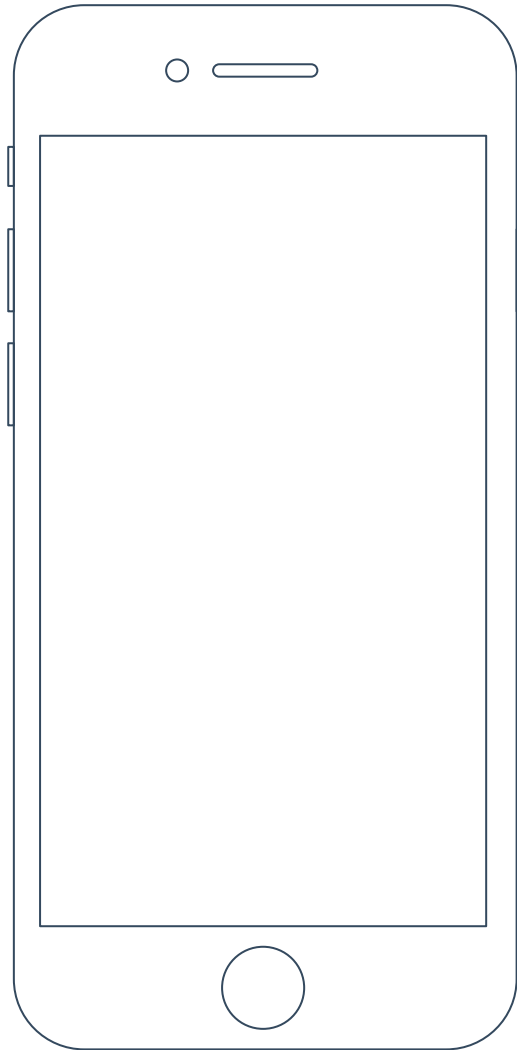
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ACTIVITY 11

PREPARE YOUR PITCH

COURSE

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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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