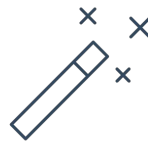
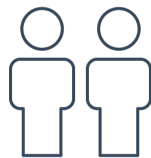




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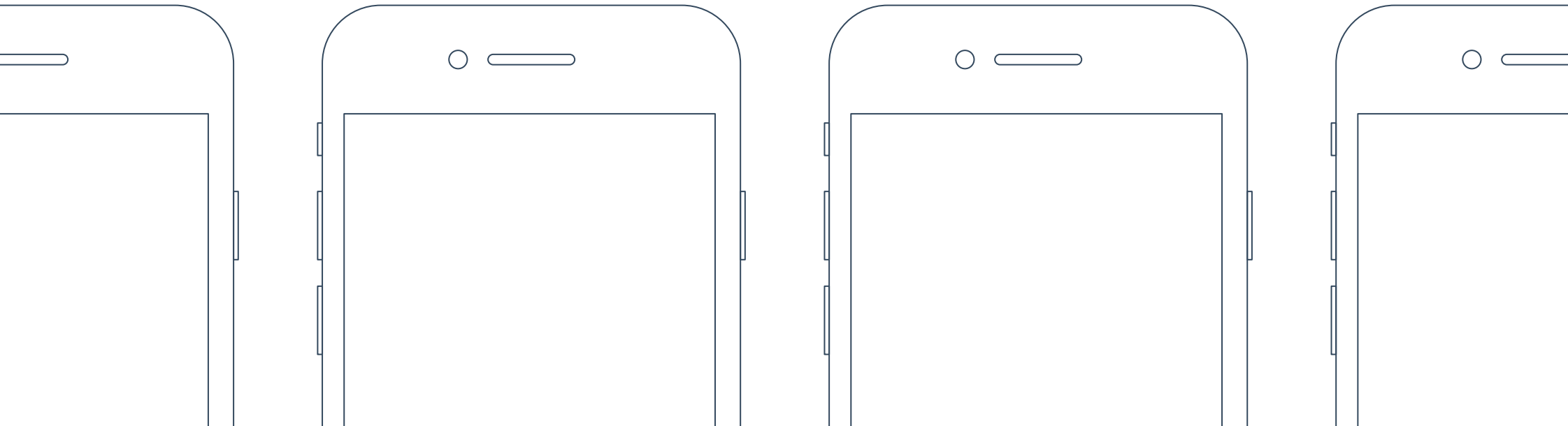
**Student workbook**

# 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

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**Activity 1** – [Review existing apps](#)

**Activity 2** – [Identify your communities](#)

**Activity 3** – [Spot possible problems](#)

**Activity 4** – [Filter through problems](#)

**Activity 5** – [Brainstorm solutions](#)

**Activity 6** – [Draft mini elevator pitch](#)

**Activity 7** – [Create a user profile](#)

**Activity 8** – [List user needs and features](#)

**Activity 9** – [Develop an MVP](#)

**Activity 10** – [Design a paper prototype](#)

**Activity 11** – [Prepare your pitch](#)

## ACTIVITY 1

### REVIEW EXISTING APPS

## COURSE

### DESIGN AN APP IN A DAY

Example - Shazam	Your App (name) -
<p><b>What it does</b></p> <p><i>Captures a sample of audio and identifies it by comparing with files in the app's database.</i></p> <p><b>Problem it solves</b></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><b>Who the app is aimed at</b></p> <p><i>Young people of either gender who like music</i></p> <p><b>Phone features used</b></p> <ul style="list-style-type: none"><li>● <i>Microphone</i></li><li>● <i>Touch screen</i></li><li>● <i>Connectivity / Cloud storage</i></li></ul>	<p><b>What it does</b></p> <p><b>Problem it solves</b></p> <p><b>Who the app is aimed at</b></p> <p><b>Phone features used</b></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.

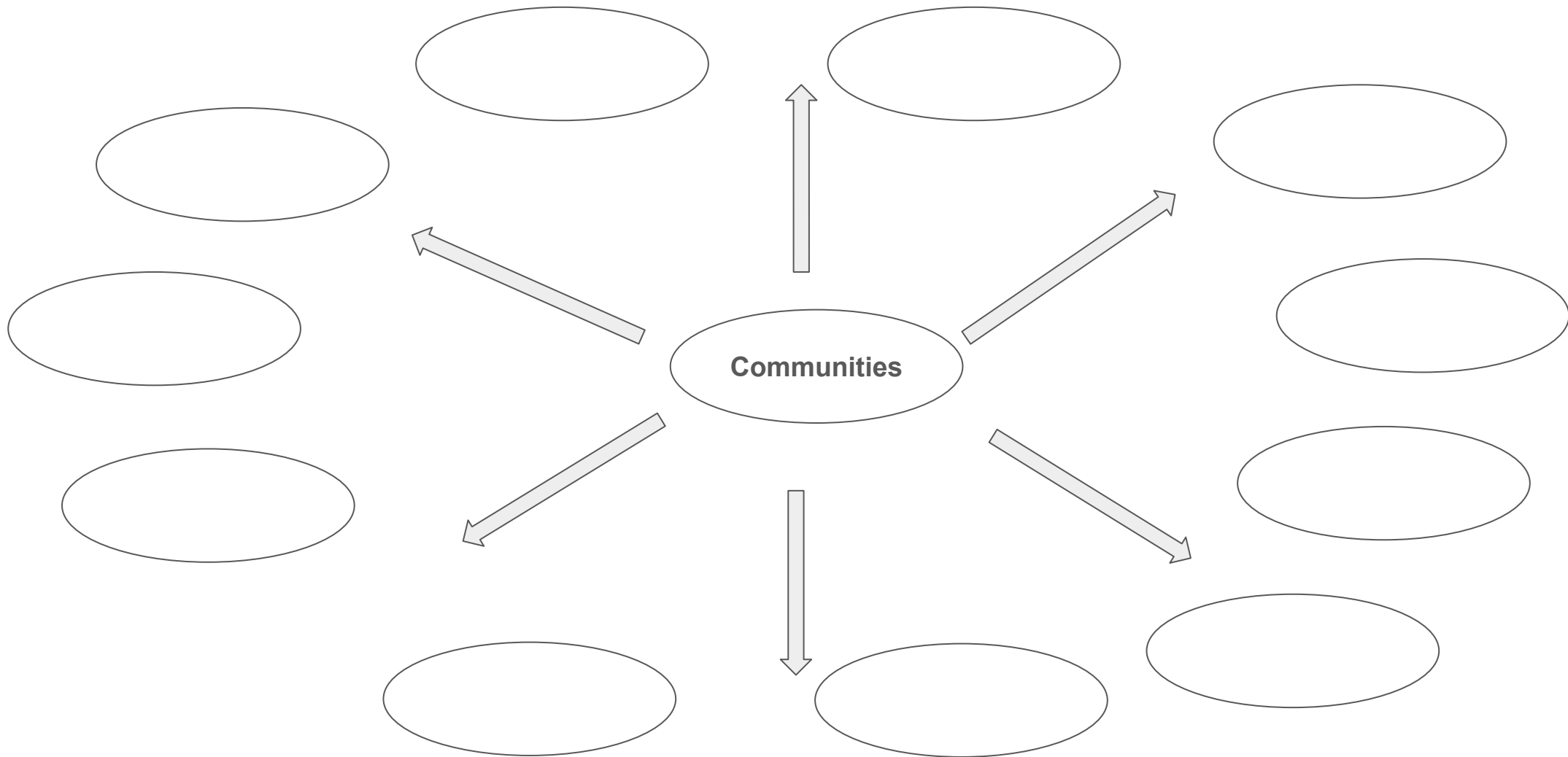
NAME

## ACTIVITY 2

### IDENTIFY YOUR COMMUNITIES

## COURSE

### DESIGN AN APP IN A DAY



Use this page to draw out your mindmap of the communities you belong to

NAME

### ACTIVITY 3

#### SPOT POSSIBLE PROBLEMS

### COURSE

#### DESIGN AN APP IN A DAY

Community 1 -	Community 2 -
Community 3 -	Community 4 -

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

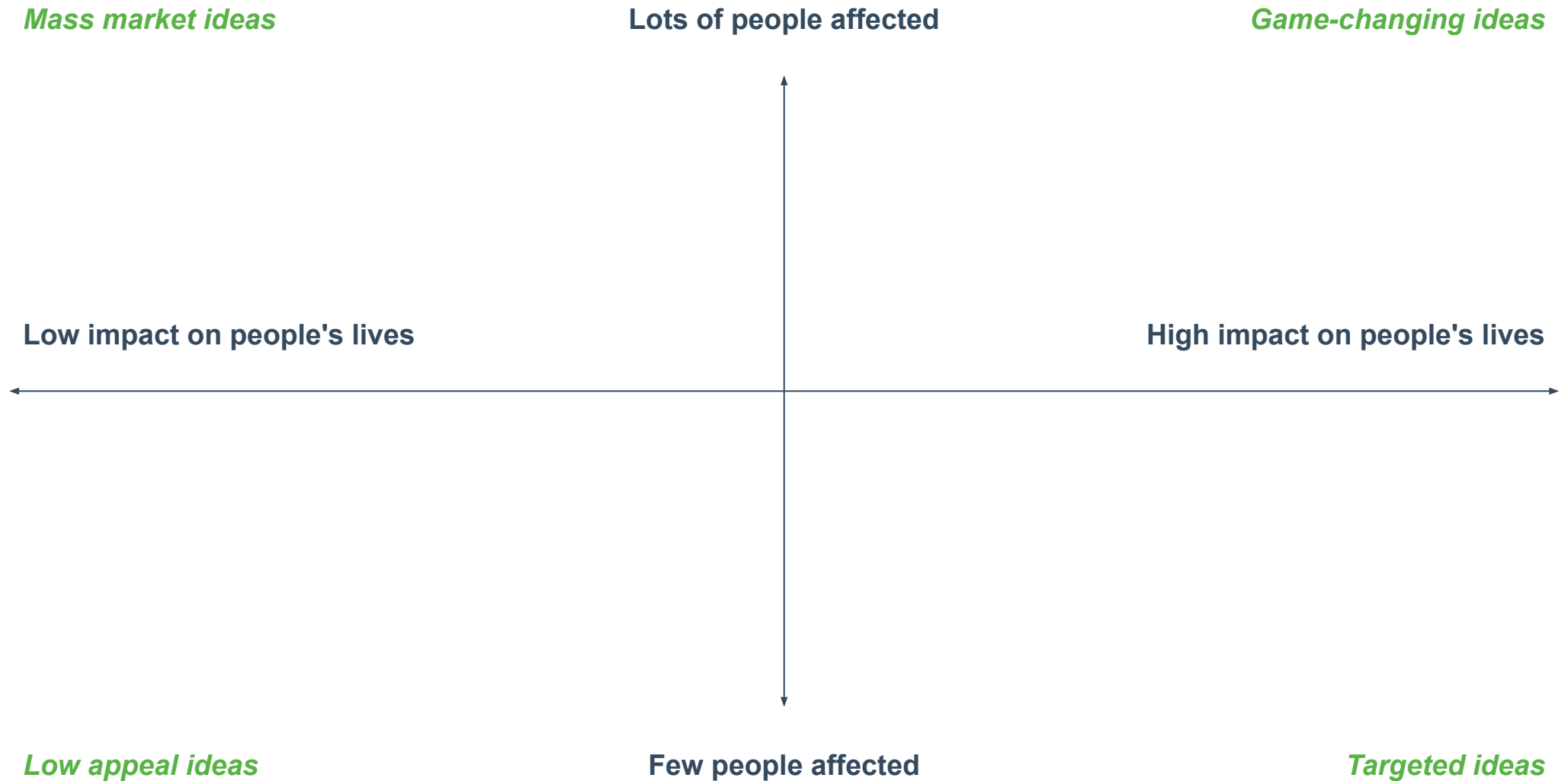
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## ACTIVITY 4

### FILTER THROUGH PROBLEMS

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### DESIGN AN APP IN A DAY



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

### BRAINSTORM SOLUTIONS

## COURSE

### DESIGN AN APP IN A DAY

What is causing the problem?

What ideas does this generate to solve the problem?

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

NAME



## ACTIVITY 6

### DRAFT MINI ELEVATOR PITCH

## COURSE

### DESIGN AN APP IN A DAY

Pitch idea	
Our team is called...	
We're creating an app aimed at...	<i>(the sort of person who would use the app)</i>
to help them to...	<i>(the problem / challenge)</i>
by providing them with...	<i>(how the app could help solve the problem)</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."

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## ACTIVITY 7

### CREATE A USER PROFILE

## COURSE

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Basic details	Drivers	App preferences
Name	What does the user want to be able to do?	What app features would they find helpful or appealing?
Age		
Occupation	What is stopping the user from doing this?	What features would stop them using an app?
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 8

### LIST USER NEEDS AND FEATURES

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 feature that could meet those needs.

## COURSE

### DESIGN AN APP IN A DAY

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ACTIVITY 9  
DEVELOP AN MVP

COURSE  
DESIGN AN APP IN A DAY

App name	Rank its importance	Data required and source?	Include in MVP?
Feature			

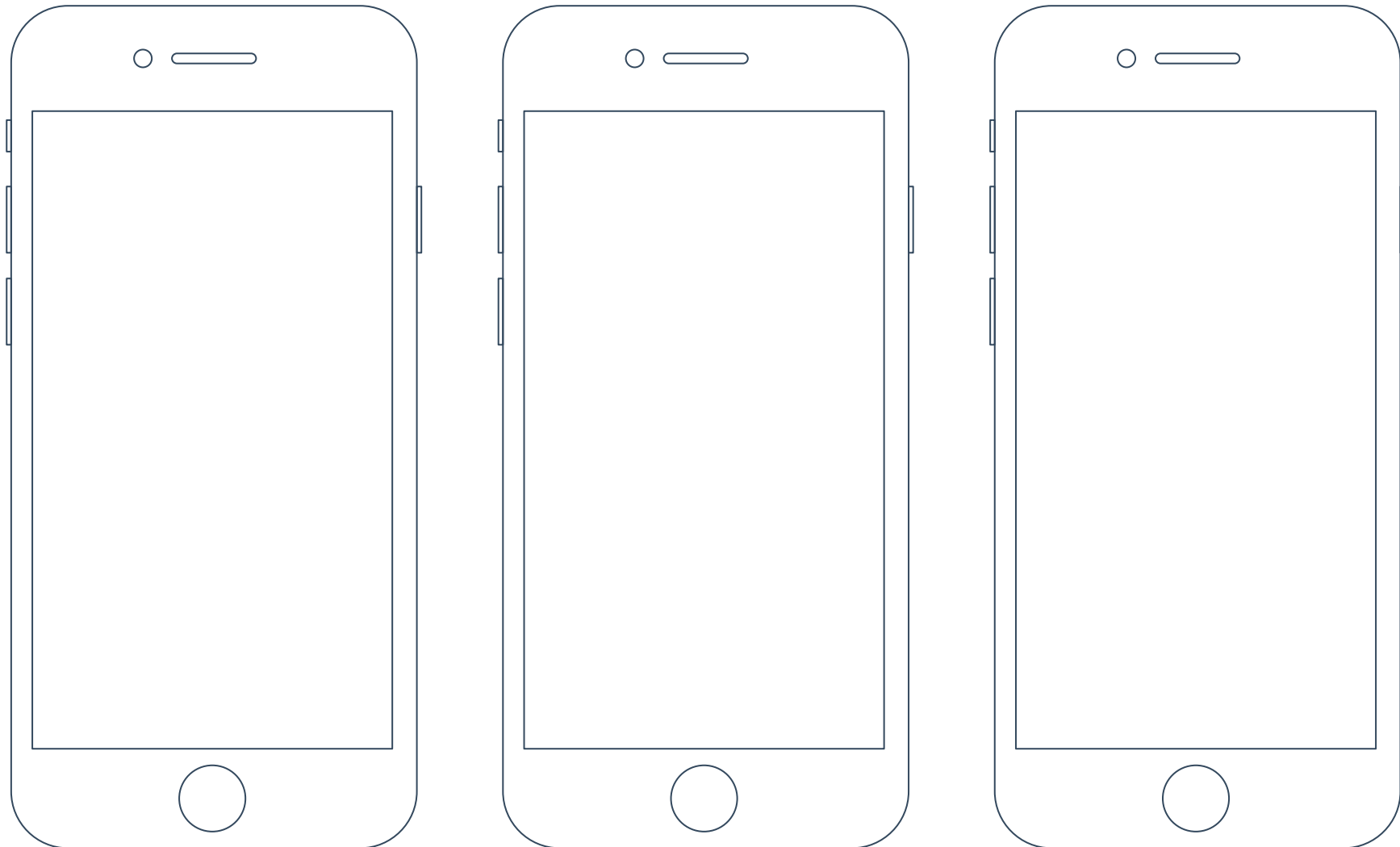
Use this worksheet to review the potential features of your app and decide whether to include them in your MVP

NAME



**ACTIVITY 10**  
**PAPER DESIGNS**

**COURSE**  
**DESIGN AN APP IN A DAY**

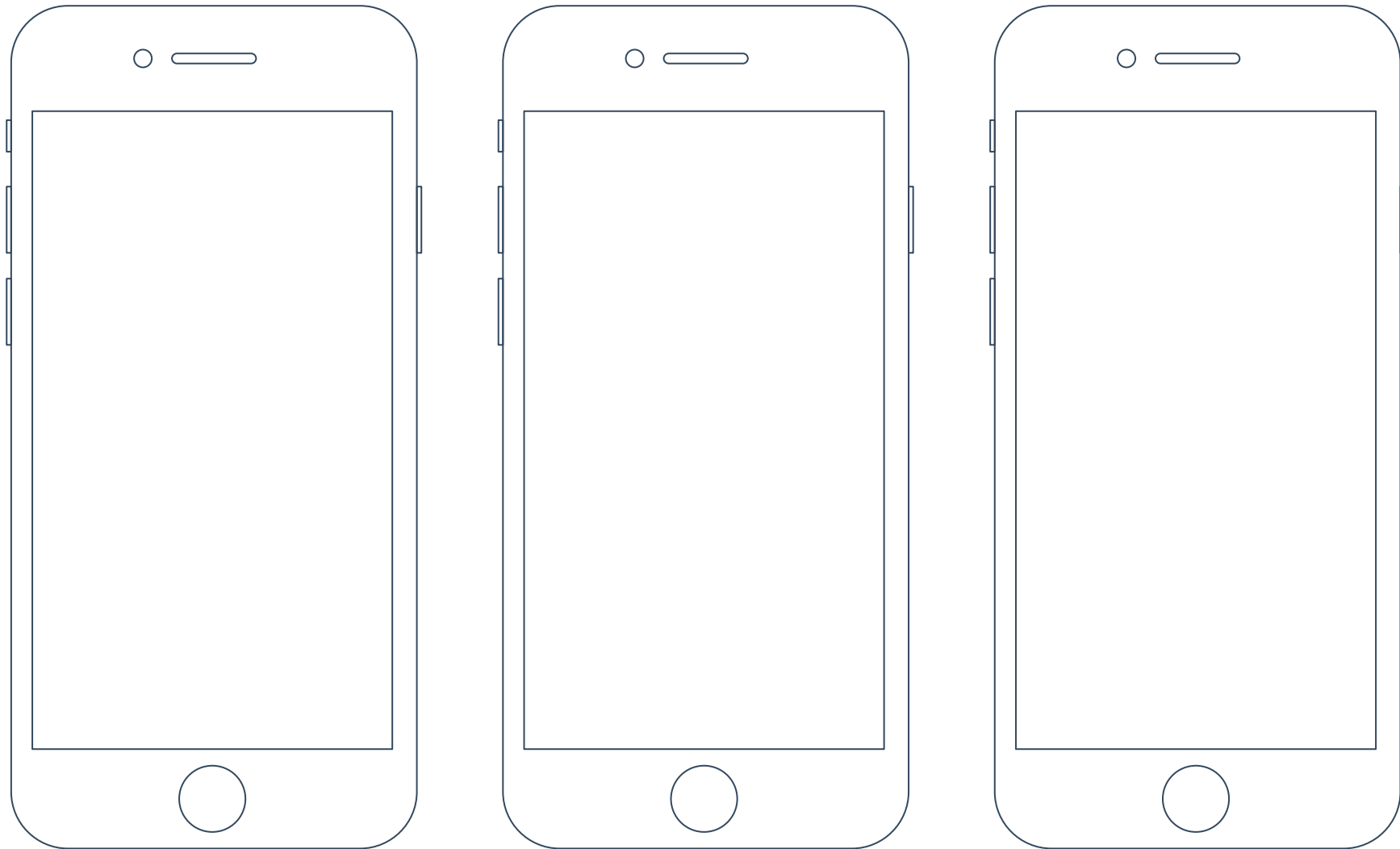


Thinking about essential and feasible features, sketch out how you want your screens to look. Consider what the user sees when they open the app, and how they move through screens and use important features.

**NAME**

**ACTIVITY 10**  
**PAPER DESIGNS**

**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.

**NAME**

## ACTIVITY 11

### PREPARE YOUR PITCH

## COURSE

### DESIGN AN APP IN A DAY

App name and slogan	Our problem	Our solution
Team member _____  Notes:	Team member _____  Notes:	Team member _____  Notes:
Our prototype / paper designs	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

**OPTIONAL ACTIVITY 1**  
**AGREE TEAM VALUES**

**COURSE**  
**DESIGN AN APP IN A DAY**

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



## OPTIONAL ACTIVITY 2

### MAP OUT THE DATA PROCESSES

## COURSE

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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?	<b>Starting here</b> , 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

# 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>

# Using these materials

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