

## COURSE

# INTRODUCTION TO APP DEVELOPMENT



## SESSION 3

# SCREENING IDEAS

## MODULE 2

# IDEA GENERATION

# Objectives

## CORE

- 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

- 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

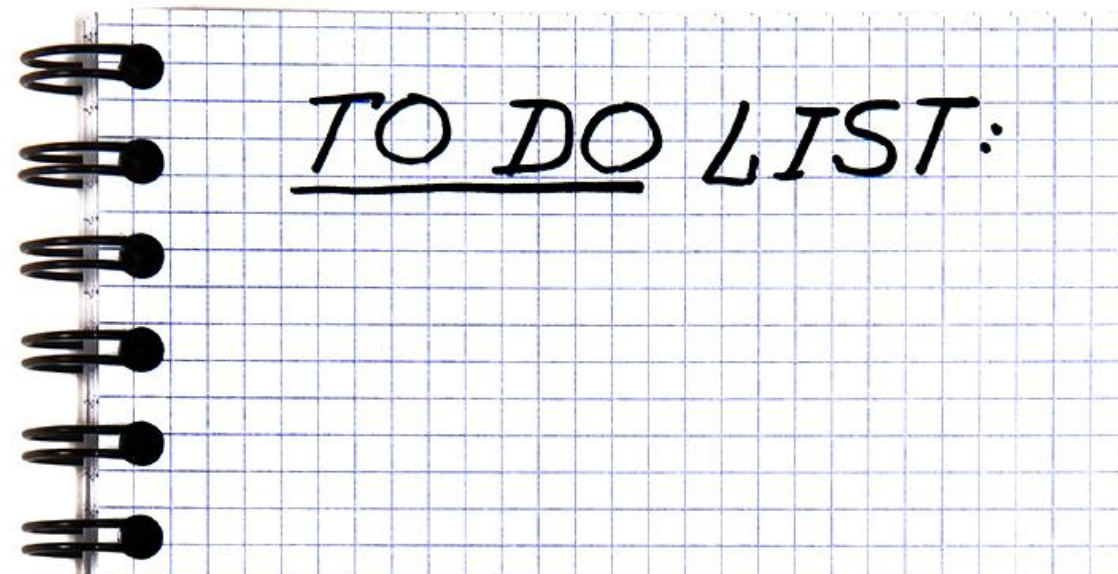
# Session activities

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



## 2.4 – Filter through problems

### Activity

If you're going to invest time in designing an app, you need to be sure your problem is worth solving.

For each problems you've identified, consider how many people it impacts, and how much it impacts people's lives. Plot each problem in the grid.

Problems bottom left are unlikely to be successful.



**ACTIVITY 2.4**

**FILTER THROUGH PROBLEMS**

**MODULE 2**

**IDEA GENERATION**



*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**

## 2.5 – Conduct market research

### Activity

There's little point in designing an app that offers something someone else is already doing well – so make sure you know who your competitors are.

Go onto the app stores and search for apps that are similar to your ideas. For example, if your app helps dog walkers, search for “dog walking” and see what comes up.

### Competitors

A competitor is anyone whose app solves a similar or the same problem as your own.


## ACTIVITY 2.5

### CONDUCT MARKET RESEARCH

## MODULE 2

### IDEA GENERATION



<b>App idea</b>		Number of similar apps <input type="checkbox"/> None <input type="checkbox"/> Up to 5 <input type="checkbox"/> More than 5	
<b>For the existing app closest to your app idea complete the following</b>			
Name of app	Price	Number of downloads	App rating 
Target user	Features meeting user needs	App reviews	

There's little point in designing an app that offers something someone else is already doing well. You need to make sure you know who your competitors are. Divide your mini elevator pitches amongst your team. For each, find related apps that are already available.

**NAME**

## 2.6 – Narrow to 3 elevator pitches

### Activity

Based on your work so far, focus in on three elevator pitches to take forward. Choose the strongest ideas, or start to eliminate ideas.

### You might eliminate ideas because:

- Not a large market for the app
- They are not technically feasible
- Plenty of similar apps might exist







## 2.7 – Choose an idea to take forward

### Activity

Decide which of your ideas to develop into an app.

Rewrite your chosen app idea as a mini elevator pitch.

Grade each app idea based on the criteria provided. Circle or tick the app idea you have chosen to take forward.



## ACTIVITY 2.7

### CHOOSE AN IDEA TO TAKE FORWARD

## MODULE 2

### IDEA GENERATION



App idea 1	App idea 2	App idea 3																																																												
<p>App name</p>   <p>Number of people affected</p> <table border="1" data-bbox="143 778 748 826"><tr><td></td><td></td><td></td><td></td><td></td></tr></table> <p>Level of impact on people's lives</p> <table border="1" data-bbox="143 963 748 1011"><tr><td></td><td></td><td></td><td></td><td></td></tr></table> <p>Technical feasibility of idea</p> <table border="1" data-bbox="143 1149 748 1197"><tr><td></td><td></td><td></td><td></td><td></td></tr></table> <p>Understanding of the problem</p> <table border="1" data-bbox="143 1334 748 1382"><tr><td></td><td></td><td></td><td></td><td></td></tr></table>																					<p>App name</p>   <p>Number of people affected</p> <table border="1" data-bbox="815 778 1420 826"><tr><td></td><td></td><td></td><td></td><td></td></tr></table> <p>Level of impact on people's lives</p> <table border="1" data-bbox="815 963 1420 1011"><tr><td></td><td></td><td></td><td></td><td></td></tr></table> <p>Technical feasibility of idea</p> <table border="1" data-bbox="815 1149 1420 1197"><tr><td></td><td></td><td></td><td></td><td></td></tr></table> <p>Understanding of the problem</p> <table border="1" data-bbox="815 1334 1420 1382"><tr><td></td><td></td><td></td><td></td><td></td></tr></table>																					<p>App name</p>   <p>Number of people affected</p> <table border="1" data-bbox="1487 778 2092 826"><tr><td></td><td></td><td></td><td></td><td></td></tr></table> <p>Level of impact on people's lives</p> <table border="1" data-bbox="1487 963 2092 1011"><tr><td></td><td></td><td></td><td></td><td></td></tr></table> <p>Technical feasibility of idea</p> <table border="1" data-bbox="1487 1149 2092 1197"><tr><td></td><td></td><td></td><td></td><td></td></tr></table> <p>Understanding of the problem</p> <table border="1" data-bbox="1487 1334 2092 1382"><tr><td></td><td></td><td></td><td></td><td></td></tr></table>																				
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**NAME**

**NEXT SESSION...**



**SESSION 4**

**GET TO KNOW  
YOUR USERS**

**MODULE 3**

**SCOPING**