

## COURSE

# INTRODUCTION TO APP DEVELOPMENT



## SESSION 2

# WHAT'S YOUR PROBLEM?

## MODULE 2

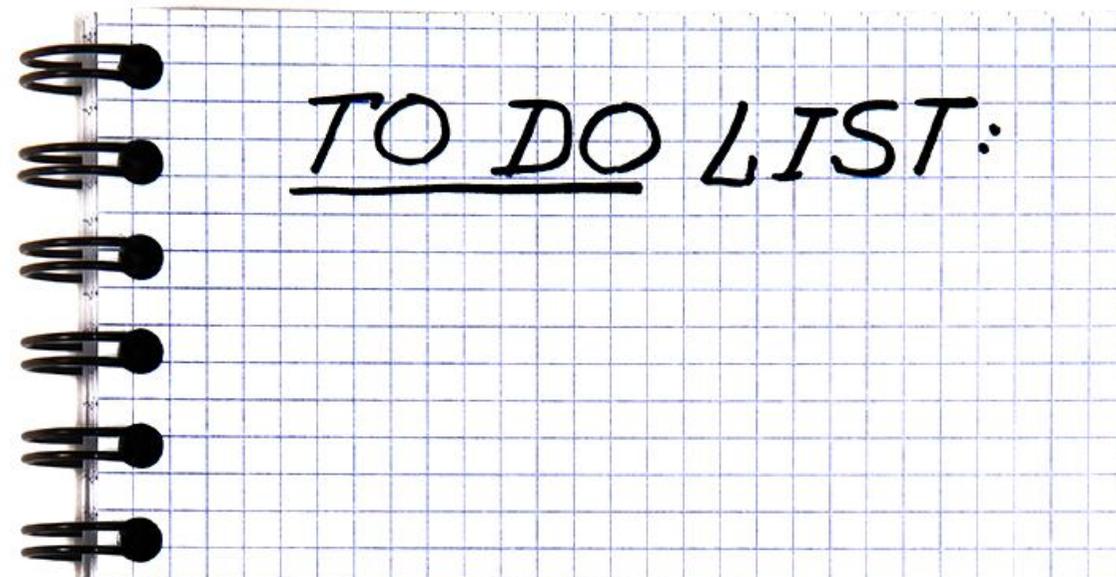
# IDEA GENERATION

# Session activities

2.1 – Spot possible problems

2.2 – Explore problems using the 5 Ws

2.3 – Draft mini elevator pitches



# Objectives

## CORE

- Identify everyday problems which could be solved by a mobile app

## CHALLENGE

- Be able to expand and develop initial ideas to create a better understanding of the problem to be solved
- Be able to convey the key concepts of your app idea in a 30 second pitch

## 2.1 – Spot possible problems

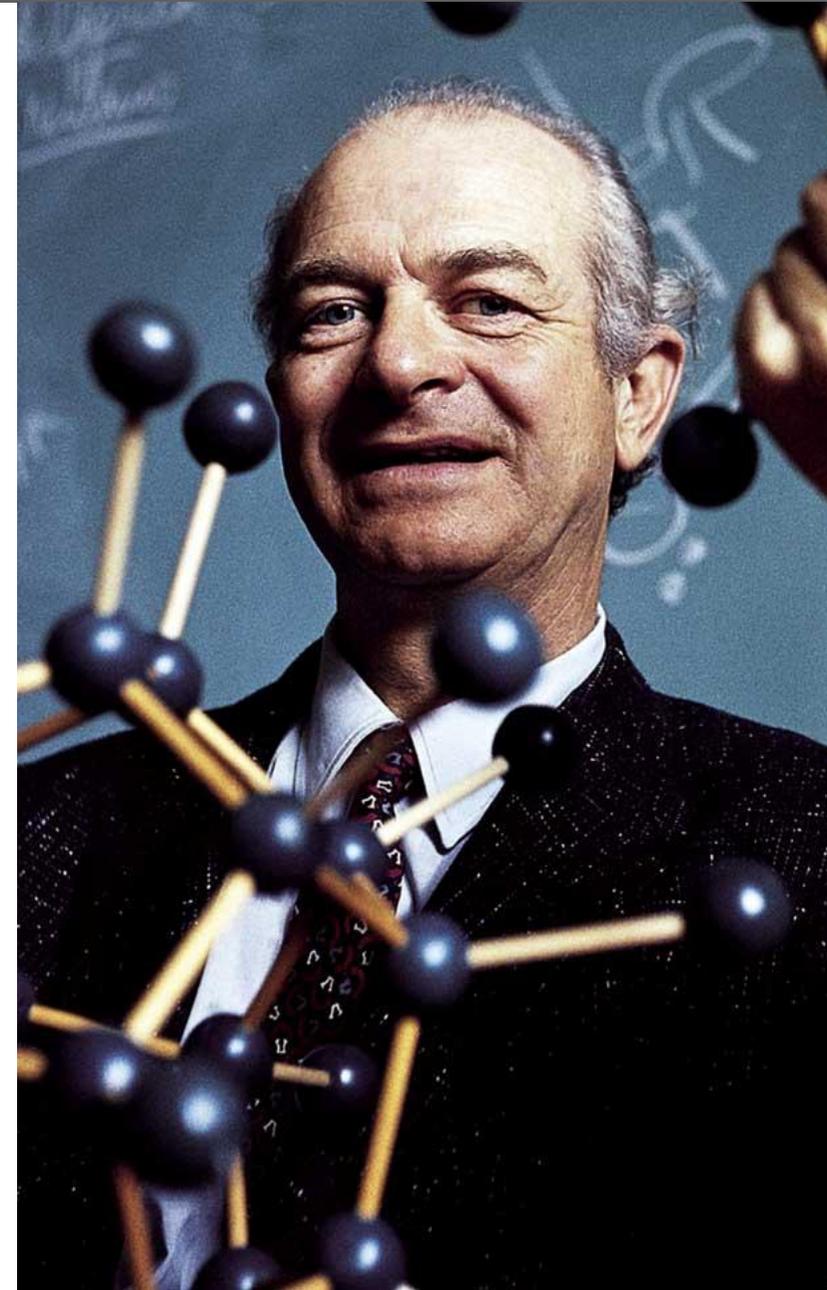
### Go broad

Think of as many problems as you can that could be solved with an app.

Be creative! Some problems will seem small, some will be big and ambitious. Write them all down.

*“The best way to have a good idea is to have lots of ideas.”*

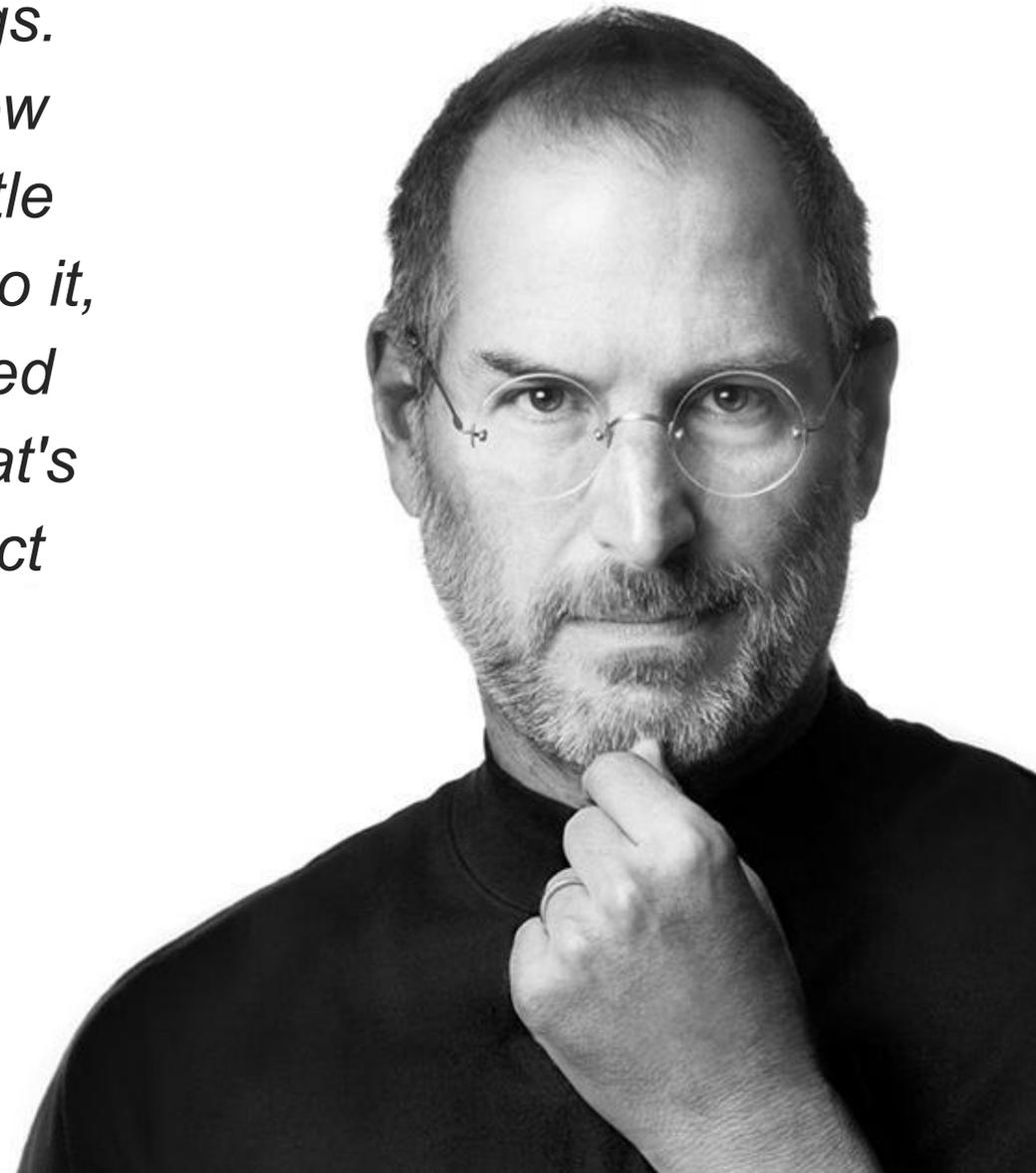
**Linus Pauling, Nobel Prize winner**



## 2.1 – Spot possible problems

*“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while. That's because they were able to connect experiences they've had and synthesize new things.”*

**Steve Jobs, CEO of Apple**



## 2.1 – Spot possible problems

### Activity

It's now time to start working with your team to brainstorm ideas for problems that need solving.

### Problems might:

- Be connected to your hobbies, interests, or passions
- Affect communities you belong to

It is worth having a quick check at this stage to see if the market is already full of apps addressing the problem you have identified.

## ACTIVITY 2.1

### SPOT POSSIBLE PROBLEMS

## MODULE 2

### IDEA GENERATION



Problem	Problem	Problem
Who it affects  <input type="checkbox"/> MANY APPS SOLVE THIS PROBLEM	Who it affects  <input type="checkbox"/> MANY APPS SOLVE THIS PROBLEM	Who it affects  <input type="checkbox"/> MANY APPS SOLVE THIS PROBLEM
Problem	Problem	Problem
Who it affects  <input type="checkbox"/> MANY APPS SOLVE THIS PROBLEM	Who it affects  <input type="checkbox"/> MANY APPS SOLVE THIS PROBLEM	Who it affects  <input type="checkbox"/> MANY APPS SOLVE THIS PROBLEM

Designing a successful app starts with finding a real problem that needs a solution. Brainstorm problem ideas with your team and record them here. It is worth having a quick check at this stage to see if whether the market is already full of apps addressing the problem you have identified.

**NAME**

## 2.2 – Explore problems using the 5 Ws

### The 5 Ws technique

Journalists use the 5 Ws technique when writing headlines to tell a story in just a few words.

**Who** is affected?

**What** is the problem?

**Where** does the problem take place?

**When** does the problem happen?

**Why** is it a problem?



## 2.2 – Explore problems using the 5 Ws

### Activity

Now that you have a list of possible problems, it is time to make sure you understand the full story behind them. Use the 5 Ws template to make sure you understand the story behind the problems you have identified.

Aim to have at least three possible problems that your team are interested in working on.



## ACTIVITY 2.2

### EXPLORE PROBLEMS USING THE 5 WS

## MODULE 2

### IDEA GENERATION



Problem	Who?	What?
Where?	When?	Why?

You'll need to understand the problems you've identified inside and out. Divide your problem ideas up amongst your team and note down the 5Ws below for each.

**NAME**

## 2.3 – Draft mini elevator pitches

### Activity

Imagine you had 30 seconds in an elevator with a potential investor. What would you tell them about your idea and would you be to communicate this in just 30 seconds?

Don't worry about getting your pitches perfect at this stage.

### Example

*Our team is called Zen Studio. We're creating a native app aimed at students to help them to wake up earlier by providing them with incentives to get up.*

## ACTIVITY 2.3

### DRAFT MINI ELEVATOR PITCHES

## MODULE 2

### IDEA GENERATION



<b>Pitch idea</b>	
Our team is called...	
We're creating...	<i>(the type of app)</i>
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 a native app aimed at students to help them to wake up earlier by providing them with incentives to get up."

**NAME**

**NEXT SESSION...**



**SESSION 3**

**SCREENING  
IDEAS**

**MODULE 2**

**IDEA  
GENERATION**