



DEVELOPING YOUR APP >

Session plan



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SOMETHING

ENTERPRISE PROJECTS

AT A GLANCE

This is the second session in the Digital Creativity unit. In this session learners will start to develop their ideas for applications to address the SDG they chose in the previous session. They will be introduced to the concept of iterative development in the context of application design and how they can pitch their ideas in a professional context. This session was made with the support of Apple and was created by Coventry University.



LLN OPPORTUNITIES

- ✓ Discussing and applying new concepts
- ✓ Discussing and writing down project ideas



MATERIALS

- ✓ Iteration information sheet
- ✓ Developing your app worksheet
- ✓ Pitching presentation
- ✓ Computer with internet access to play videos

LEARNING OUTCOMES

- ✓ Collaborate in a team to develop an idea for an application that addresses an SDG
- ✓ Understand iteration and the digital application development process

ACTIVITIES

ACTIVITY	TIME	PAGE
<u>Understanding iterative development</u>	15 minutes	<u>03</u>
<u>Developing your ideas</u>	25-30 minutes	<u>04</u>
<u>The pitch process</u>	20-30 minutes	<u>05</u>
<u>Wrap up</u>	5-10 minutes	<u>06</u>

WHO CREATED THIS SESSION?

Dr Bianca Wright is Associate Professor and Curriculum Lead: Immersive in Coventry University's Faculty of Arts and Humanities. Bianca has worked on a range of projects in academia and industry, most recently focusing on immersive technologies and digital skills development. Coventry University's Faculty of Arts and Humanities aims to experiment in, and share digital and immersive cultural practice across, teaching and learning, community and industry engagement and research, through an ambitious programme of digital projects in augmented reality, virtual reality and digital praxis.



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UNDERSTANDING ITERATIVE DEVELOPMENT



TIME REQUIRED

15 minutes



MATERIALS

- ✓ Iteration information sheet

ACTIVITY STEPS

1. Introduce the session by explaining to learners that they will be exploring how digital products, including applications (apps), are developed using an iterative cycle.

Iteration is a process of making, testing and refining and it is used to develop products, particularly digital products. This cycle of making, testing and refining is repeated several times in order to make the product better. Companies use iterative cycles to ensure that their products work in the most efficient and effective way for their users.

2. Give the learners a copy of the 'Iteration information sheet' and work through it with them:
 - Can they think of examples of a similar process that they have used?



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DEVELOPING YOUR IDEAS >



TIME REQUIRED

25-30 minutes



MATERIALS

- ✓ Developing your app worksheet
- ✓ Ideation worksheet (from session 1)

ACTIVITY STEPS >

1. Hand out the 'Developing your app worksheet' to the learners. They need to use it to develop their app ideas, considering the different aspects of a mobile app that are listed on the worksheet. They should refer to the 'Ideation worksheet' they completed in session 1 and build on the ideas they have.
2. The worksheet asks them to define specific aspects of how their app will work and explain the features of the app. Circulate between groups and offer support where needed.
3. You may want to encourage learners to share their initial app ideas with the rest of the group at this point. This could also help ensure that learners are on the right track and their app ideas are relevant, appropriate and address a SDG.



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THE PITCH PROCESS >



TIME REQUIRED

20-30 minutes



MATERIALS

- ✓ Pitching presentation
- ✓ How to successfully pitch your mobile app video: <https://www.youtube.com/watch?v=wwv0cpv7gP8>
- ✓ Shark Tank video: <https://www.youtube.com/watch?v=5iKitGJeAZ4>

ACTIVITY STEPS >

1. Tell the learners that they will be pitching and demonstrating their app ideas in a presentation in the final session for this topic (session 4 of this unit). A pitch is a presentation that sells your idea. It is used in many different contexts within business and industry such as to obtain funding to make a new product. In this case they are pitching their idea for a tech for good application.

2. Ask the learners if they have heard the word 'pitch' before in the context of business and if they know what it means.

Explain that a pitch is a presentation that sells your idea. It is used in many different contexts within business and industry, including to get money/funding to make a new product. In this case, they will imagine they are pitching their Tech for Good app idea to encourage a businessperson/entrepreneur to fund them.

3. Use the Pitching presentation to explain best practice in pitching their Tech for Good app.
4. If you have access to the internet, play the learners the 'How to successfully pitch your mobile app' and 'Shark Tank' videos.
5. After playing the videos, encourage learners to discuss what was good about the example pitch in the 'Shark Tank' video, and if they think it could be improved in any way.

Points to help guide discussion could focus on:

- Good body language
- The structure of the pitch/presentation
- Whether the key points of the app idea were communicated
- How they responded to questions from the investors



WRAP UP >



TIME REQUIRED

5 minutes

ACTIVITY STEPS >

1. Discuss with the learners what they learned about iterative development of digital products.
2. Ensure learners feel confident about what their app is and its features as they will be prototyping their app in the next session.

If you think your learners need extra time finalising their app ideas or would be interested in continuing to work on the project in their own time, encourage them to continue developing their ideas/ plans in preparation for the next session.



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