



ENTERPRISE PROJECTS

PROTOTYPING YOUR APP >

Session plan



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AT A GLANCE

This is the third session in the Digital Creativity unit. In this session, learners will learn about prototyping in the context of mobile app development. They will find out how to create a simple paper prototype of their app. This session was made with the support of Apple and was created by Coventry University.



LLN OPPORTUNITIES

- ✓ Discussing and writing presentation ideas
- ✓ Rehearsing public speaking



MATERIALS

- ✓ Prototyping presentation
- ✓ Building a paper prototype instructions
- ✓ Paper prototyping video
- ✓ Craft materials listed on page 4
- ✓ Structuring your pitch worksheet
- ✓ Computer with internet access to play videos

LEARNING OUTCOMES

- ✓ Understand prototyping as part of the digital application development process
- ✓ Create a paper prototype for their mobile app

ACTIVITIES

ACTIVITY	TIME	PAGE
<u>What is a prototype?</u>	15 minutes	<u>03</u>
<u>Paper prototyping</u>	45+ minutes	<u>04</u>
<u>Preparing your pitch</u>	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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WHAT IS A PROTOTYPE? >



TIME REQUIRED

15 minutes



MATERIALS

- ✓ Prototyping presentation
- ✓ What is prototyping?
video: https://www.youtube.com/watch?v=_1bOaNSy5XY

ACTIVITY STEPS >

1. Start the session by getting each group to summarise what their app idea is in one sentence and present back to the rest of the group.
2. Remind the learners that in the last session you looked at pitching and that they are going to be pitching their app. See if they remember what it means and remind them that it's usually a presentation in which someone explains their business idea for investment.
3. Tell the learners that one part of their pitch will be demonstrating their app in prototype form. Ask the learners if they have heard the word 'prototype' before and if they know what it means.

Explain that a prototype is an early example of something to show and test how it works. It is not the final product, but it demonstrates how a product would work.

4. Show the learners the video on prototyping and, using the 'Prototyping presentation', explain the different types of prototypes that are used in developing an app.



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PAPER PROTOTYPING >



TIME REQUIRED

45+ minutes



MATERIALS

- ✓ Paper prototyping video
- ✓ Pre-made example paper prototype (see step 2)
- ✓ Paper prototype templates
- ✓ Building a paper prototype instructions
- ✓ Paper, scissors, recycled craft items (e.g. egg cartons or lolly sticks), post-it notes

ACTIVITY STEPS >

1. Show the group the 'Paper prototyping video'. After the video, ensure that learners are clear on what paper prototyping is. You may want to go over the explanation in the box below.

A paper prototype is a simple way to show how an app works without needing to use any digital technology at all. It is a good way to design an app because it lets you work out where the problems might be before doing any of the technical work.

It also provides a low-cost way to show your idea. Paper prototyping is used in the development of digital products, particularly during the pitch process.

2. Demonstrate the example paper prototype. Note that you will need to have created your own example of a paper prototype to show them. Refer to the instructions for how to create one.
3. Hand out several copies of the mobile app prototyping template and the craft supplies. Tell the learners that they will now be creating their own paper prototype for their app. They will test their prototypes with each other in the next activity.

FURTHER RESOURCES

- Additional paper prototyping video: <https://www.youtube.com/watch?v=JMjozqJS44M>
- Digital prototyping video: <https://www.youtube.com/watch?v=KWGBGTGryFk&t=0s>
- Native prototyping video: <https://www.youtube.com/watch?v=lusOgox4xMI&t=0s>
- Paper prototyping from the Interaction Design Museum: <https://www.interaction-design.org/literature/topics/paper-prototyping>



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PREPARING YOUR PITCH >



TIME REQUIRED

30+ minutes



MATERIALS

- ✓ Paper prototype
- ✓ Structuring your pitch worksheet

ACTIVITY STEPS >

1. The learners need to plan their pitch, including using their paper prototype to demonstrate their app. To start the planning, ask the learners to test their paper prototype on each other and use the feedback they collect to refine it for the final presentation.

Remind them of the idea of iteration, where we make, test and then refine the product. How has the feedback from their peers helped them to make a better prototype?

2. Explain that each group member should be assigned a task in the pitch. For example, one member may be responsible for introducing the group and the project, another for explaining the paper prototype and another for explaining the features and benefits of the app.
3. Hand out the 'Structuring your pitch worksheet'. Ask the learners to plan their pitch presentation using the worksheet and the tips on pitching discussed in the previous session. You may want to revisit the Pitching presentation that you went through in the previous session.
4. Encourage the groups to practise their pitches together so they are ready to present to the larger group.



WRAP UP >

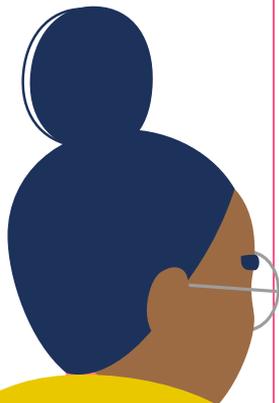


TIME REQUIRED

5 minutes

ACTIVITY STEPS >

1. Discuss with the learners what they learned about prototyping and the different kinds of prototyping that are used in the development of products:
 - How did they find the process of paper prototyping?
 - What did they find challenging?
2. If possible, groups should rehearse their presentations ready for their pitches in the next session.



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