

THE DIGITAL CREATORS' CHALLENGE:

CONNECTING YOU WITH THE CAREERS OF TOMORROW



**The Digital
Creators' Challenge**

**Connecting you to
the careers of tomorrow**



DESIGN AN APP SESSION 3 - MEETING USER NEEDS

Last Session



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In the last session you:

- Reviewed your app ideas and decided which to take forward
- Drew up a mini elevator pitch explaining your app idea to potential investors
- Explored different careers in the tech industry





CORE

- Be able to identify the needs of a specific user
- Be able to develop a range of features that meet user needs

CHALLENGE

- Be able to evaluate a range of potential features and decide on the strongest to take forward

Session Activities

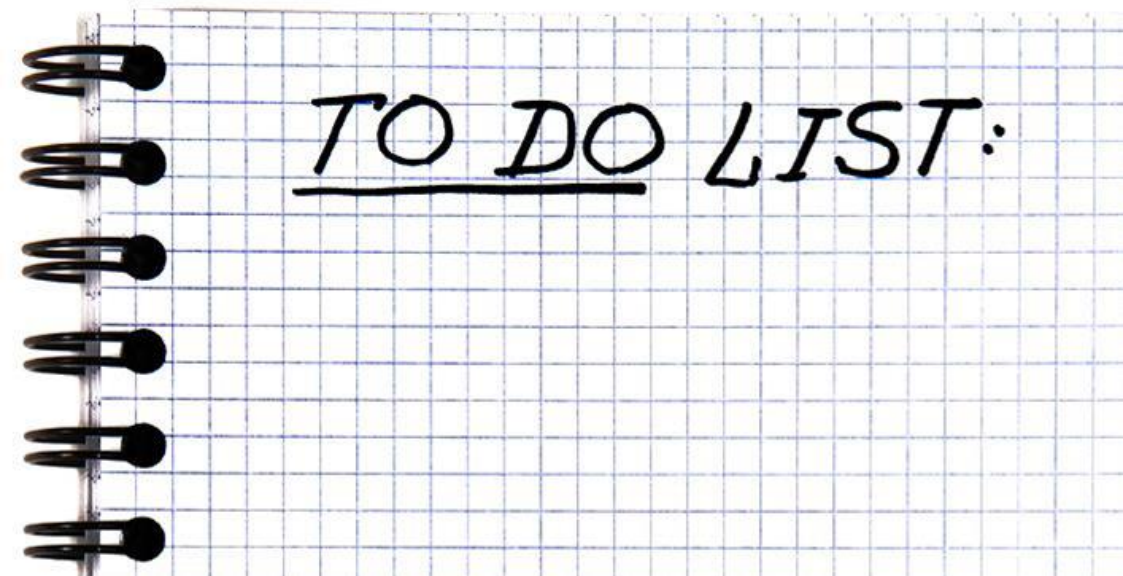


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Apps
for
Good

- Activity 6 - Create a user profile
- Activity 7 - List user needs and features
- Activity 8 - Evaluate product features



Activity 6 – Create a User Profile



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User profiles

To make sure your app's features are fit for purpose you need to have a good idea of who your user is. A user profile captures basic details about the person you are designing for.

Activity

Create a user profile by thinking of people you know who might be target users. Unless your target audience is teenagers try to think of someone who is very different from yourself.



Activity 7 – List User Needs and Features



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Functions

Through different features, apps let users do many things: from playing games, to socialising, to booking flights.

Activity

What needs does your user have and what app features could help these needs? For example, if your user needs to make an appointment, your app might require a booking system feature.



ACTIVITY 7

LIST USER NEEDS AND FEATURES

COURSE

DESIGN AN APP IN A DAY

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.



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Activity 8 – Evaluate Product Features



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What is a minimum viable product?

This first version of your app should be a minimum viable product, known as an MVP.

When building a new app, developers will often focus on building the most essential features first, to avoid wasting time and money building extra features that they think (but are not sure) users will like.

This way, they can provide users with a sample app including the most important features, get early feedback, and update it later with other features that users want.

Activity 8 – Evaluate Product Features



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Activity

Plot your features on the 2x2 grid.

- Write the most useful features near the top of the page, and least useful features lower down.
- If you think a feature will be easy to implement, write it on the right. If challenging, write it on the left.
- Think about the data your app needs for the different features - how easy will it be to obtain that data?



Activity 8 – Evaluate Product Features



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Easy to implement?

Think about the technology:

- Have you seen similar features implemented in lots of other apps?
- Can you think of a way to simplify the functionality e.g. a phrase bank instead of instant translation?

Think about the data your app needs:

- Is it easy to get hold of e.g. publically shared data such as public transport timetables?
- Is it commercially sensitive or restricted information that could be hard to obtain e.g. health records?
- Can your users enter the information easily themselves?

ACTIVITY 8

EVALUATE PRODUCT FEATURES

COURSE

DESIGN AN APP IN A DAY

Features to simplify

Most useful features

MVP features

Hard to implement

Easy to implement

Non-essential features

Least useful features

For future versions

You need an app that has at least one essential feature for your user, and that feature needs to be technically feasible. Review your list of possible features and decide where on this grid they belong. Are these features essential? Are they technically feasible? Can you obtain the data?



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Activity 8 – Evaluate Product Features



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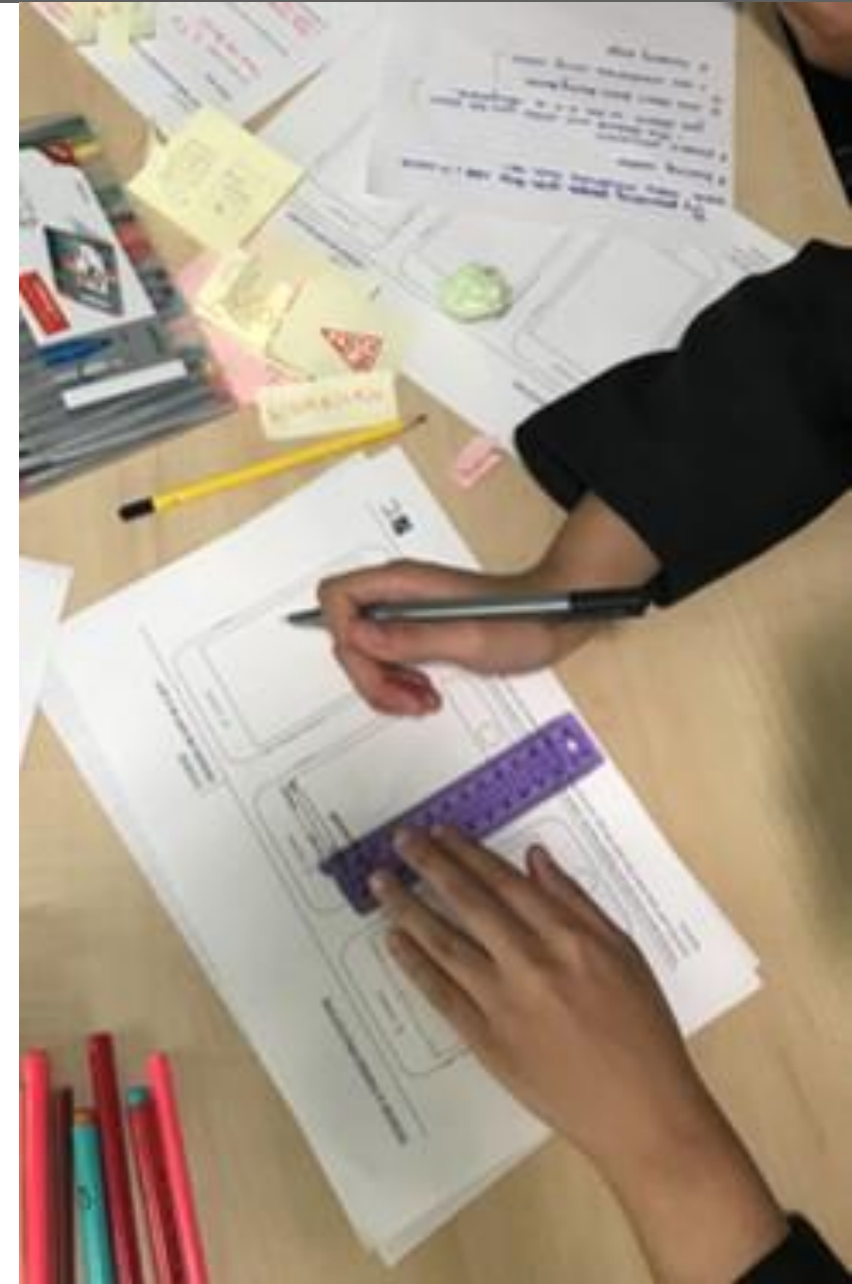


Review your product features grid and decide which features to include in your MVP (Minimum Viable Product).

Include the most useful features that you think will be easy to implement. Aim for three or four features to develop in your first release.

Remember you can include other features in later releases once you have had user feedback on your MVP.

Be prepared to share your ideas with the rest of the group.



NEXT SESSION...

*Remember to keep
your student
workbook & bring it
to the next session*



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DESIGN AN APP SESSION 4 - SCREEN DESIGN

Using These Materials



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