

# Digital Creators' Challenge Session 3 - 5 Minute Lesson Plan

## The BIG picture?

In this session, students will start to identify the needs of potential users and define a the minimum viable product (MVP) - i.e. the first version of their app

### Objectives

**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

### Key words

User profile, needs, features, MVP

## Key messages

- In order to produce a successful app you need to fully understand the needs of your user

## Engagement

- Students create a profile for a potential user of their app

## Differentiation

- Template available for the user profile

## AfL

- Discussion of reasons for selecting features for MVP

## Learning episodes

