

## Digital Creators' Challenge Design an App SoW

| Session                        | Learning Objectives  | Learning Outcomes   | Activities  |
|--------------------------------|--|---|---|
| <b>1.) Launch</b>              | <p><b>CORE</b><br/>Identify everyday problems in your local community which could be solved by a mobile app<br/>Understand how to utilise mobile device features in the design of an app</p> <p><b>CHALLENGE</b><br/>Be able to expand and develop initial ideas to create a better understanding of the problem to be solved<br/>Understand the real-world relevance of this course to the skills and careers of the future</p> | A list of possible problems affecting the local community   | <p>Launch<br/>Set challenge</p> <p><b>Activity 1</b><br/>- Review existing apps</p> <p><b>Activity 2</b><br/>- Spot possible problems</p>                       |
| <b>2.) Selecting a problem</b> | <p><b>CORE</b><br/>Be able to compare the impact and appeal of different app ideas</p> <p><b>CHALLENGE</b><br/>Be able to critically evaluate app ideas and select the strongest to take forward</p>   | Draft elevator pitch for the selected problem               | <p><b>Activity 3</b><br/>- Filter through problems</p> <p><b>Activity 4</b><br/>- Draft elevator pitch</p> <p><b>Activity 5</b><br/>- Tech industry careers</p> |
| <b>3.) Meeting user needs</b>  | <p><b>CORE</b></p>   | <p>A user profile<br/>A list of features to be included</p> | <p><b>Activity 6</b><br/>- Create a user profile</p>  |

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|                                  | <p>Be able to identify the needs of a specific user</p> <p>Be able to develop a range of features that meet user needs</p> <p><b>CHALLENGE</b></p> <p>Be able to evaluate a range of potential features and decide on the strongest to take forward</p>                                    | <p>in the first version of the app (MVP)</p>                                   | <p><b>Activity 7</b></p> <ul style="list-style-type: none"> <li>- List user needs and features</li> </ul> <p><b>Activity 8</b></p> <ul style="list-style-type: none"> <li>- Evaluate product features</li> </ul> |
| <p><b>4.) Design screens</b></p> | <p><b>CORE</b></p> <p>Understand how the design of your app can affect the user experience</p> <p>Be able to use prototyping tools to create screens for your app</p> <p><b>CHALLENGE</b></p> <p>Be able to improve the user experience of your app by considering its design and flow</p> | <p>Paper screen designs</p> <p>Electronic screen designs created in AppLab</p> | <p><b>Activity 9</b></p> <ul style="list-style-type: none"> <li>- Design a paper prototype</li> </ul> <p><b>Activity 10</b></p> <ul style="list-style-type: none"> <li>- Build App Lab prototype</li> </ul>      |
| <p><b>5.) Pitch it</b></p>       | <p><b>CORE</b></p> <p>Understand how to present your ideas effectively</p> <p><b>CHALLENGE</b></p> <p>Be able to summarise the key points of your app in a short presentation</p>  | <p>Pitch presentation</p> <p>Delivered pitch</p>                               | <p><b>Activity 11</b></p> <ul style="list-style-type: none"> <li>- Prepare your pitch</li> </ul> <p>Practice and deliver your pitch</p>  |