



THIS WORKBOOK BELONGS TO:

# Student Workbook For Sessions 1 - 5

VODAFONE FOUNDATION  
THE DIGITAL CREATORS' CHALLENGE:  
**DESIGN AN APP**



**The Digital  
Creators' Challenge**

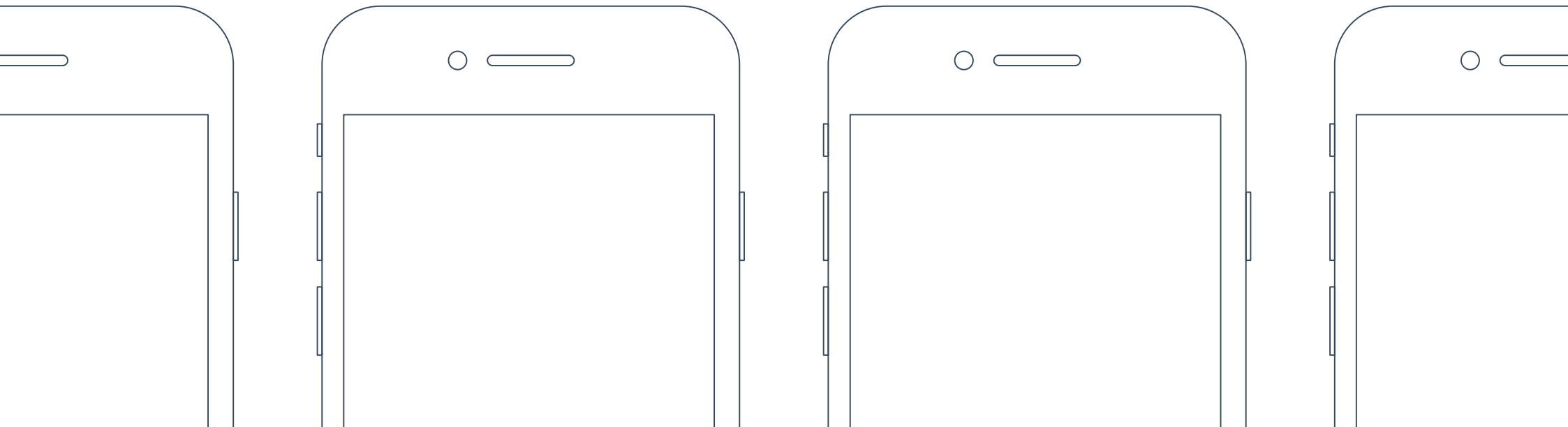


**Connecting you to  
the careers of tomorrow**



# Welcome

**In this project, you and your team will work together to design an app that solves a problem you care about.**



# COURSE ACTIVITIES

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**Activity 1** – [Review existing apps](#)

**Activity 2** – [Spot possible problems](#)

**Activity 3** – [Filter through problems](#)

**Activity 4** – [Draft mini elevator pitch](#)

**Activity 5** – [Careers talk](#)

**Activity 6** – [Create a user profile](#)

**Activity 7** – [List user needs and features](#)

**Activity 8** – [Evaluate product features](#)

**Activity 9** – [Design a paper prototype](#)

**Activity 10** – Build App Lab prototype

**Activity 11** – [Prepare your pitch](#)

## ACTIVITY 1

### REVIEW EXISTING APPS

## COURSE

### DIGITAL CREATORS' CHALLENGE

<b>Moocall</b>	<b>Name of your app:</b>
<b>What it does</b>          <b>Problem it solves</b>          <b>Who the app is aimed at</b>          <b>Phone features used</b>	<b>What it does</b>          <b>Problem it solves</b>          <b>Who the app is aimed at</b>          <b>Phone features used</b>

To help you understand what type of problems apps can solve, think about an app you have used. Make a note of what the app does, the problem the app is solving, who it's for, and the phone features it uses.



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## ACTIVITY 2

### SPOT POSSIBLE PROBLEMS

## COURSE

### DIGITAL CREATORS' CHALLENGE

<b>Things I would like to be different in my local community or my life</b>	<b>Things I wish more people knew about or understood better</b>
<b>Someone or something I worry about</b>	<b>Ways I can break down barriers and make tech more accessible to all</b>

Use this sheet to jot down your ideas before discussing them with the rest of your team.

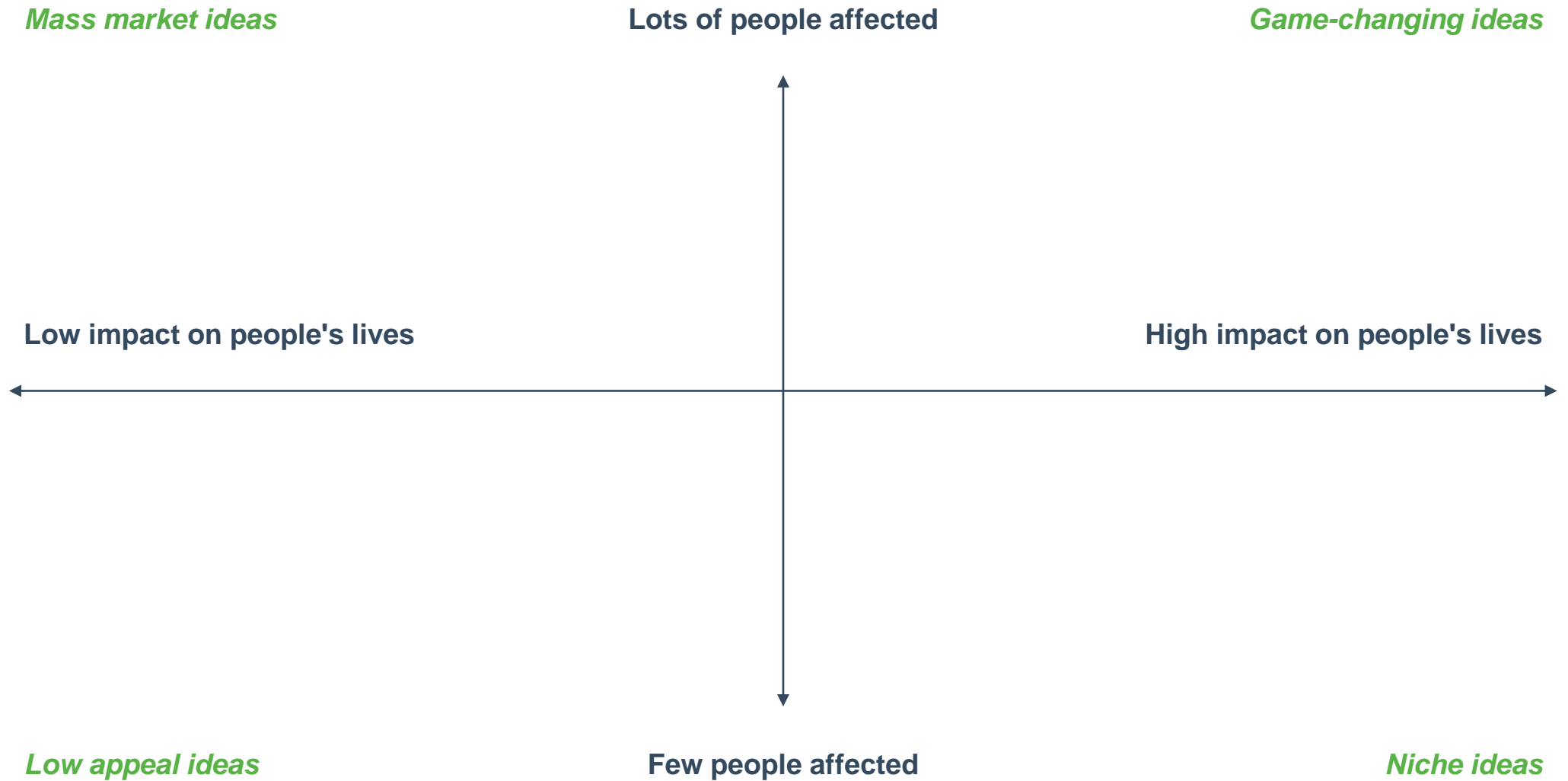


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**ACTIVITY 3**  
**FILTER THROUGH PROBLEMS**

**COURSE**  
**DIGITAL CREATORS' CHALLENGE**



If you're going to invest time in designing an app, you need to be sure your problem is worth solving. For the problems you've identified, consider how many people it impacts and level of impact, then plot each problem in the 2x2 grid. Problems bottom left on the grid are unlikely to be successful.



## ACTIVITY 4

### DRAFT MINI ELEVATOR PITCHES

## COURSE

### DIGITAL CREATORS' CHALLENGE

<b>Pitch idea</b>	
Our team is called...	
We're creating an app aimed at...	<i>(the target user)</i>
to help them to...	<i>(the problem / challenge)</i>
by providing them with...	<i>(the possible solution)</i>

Turn problems into product ideas with a mini 'elevator pitch'. As an example, "Our team is called Zen Studio. We're creating an app aimed at students to help them to wake up earlier by providing them with incentives to get up."



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## ACTIVITY 5

### TECH INDUSTRY CAREERS

## COURSE

### DIGITAL CREATORS' CHALLENGE

#### Careers I am interested in

#### Future Jobs Finder suggested jobs

#### Questions / further research

Use this sheet to jot down your ideas and questions about future careers.



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## ACTIVITY 7

### LIST USER NEEDS AND FEATURES

## COURSE

### DIGITAL CREATORS' CHALLENGE

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 features that could meet those needs.



## ACTIVITY 8

### EVALUATE PRODUCT FEATURES

## COURSE

### DIGITAL CREATORS' CHALLENGE

*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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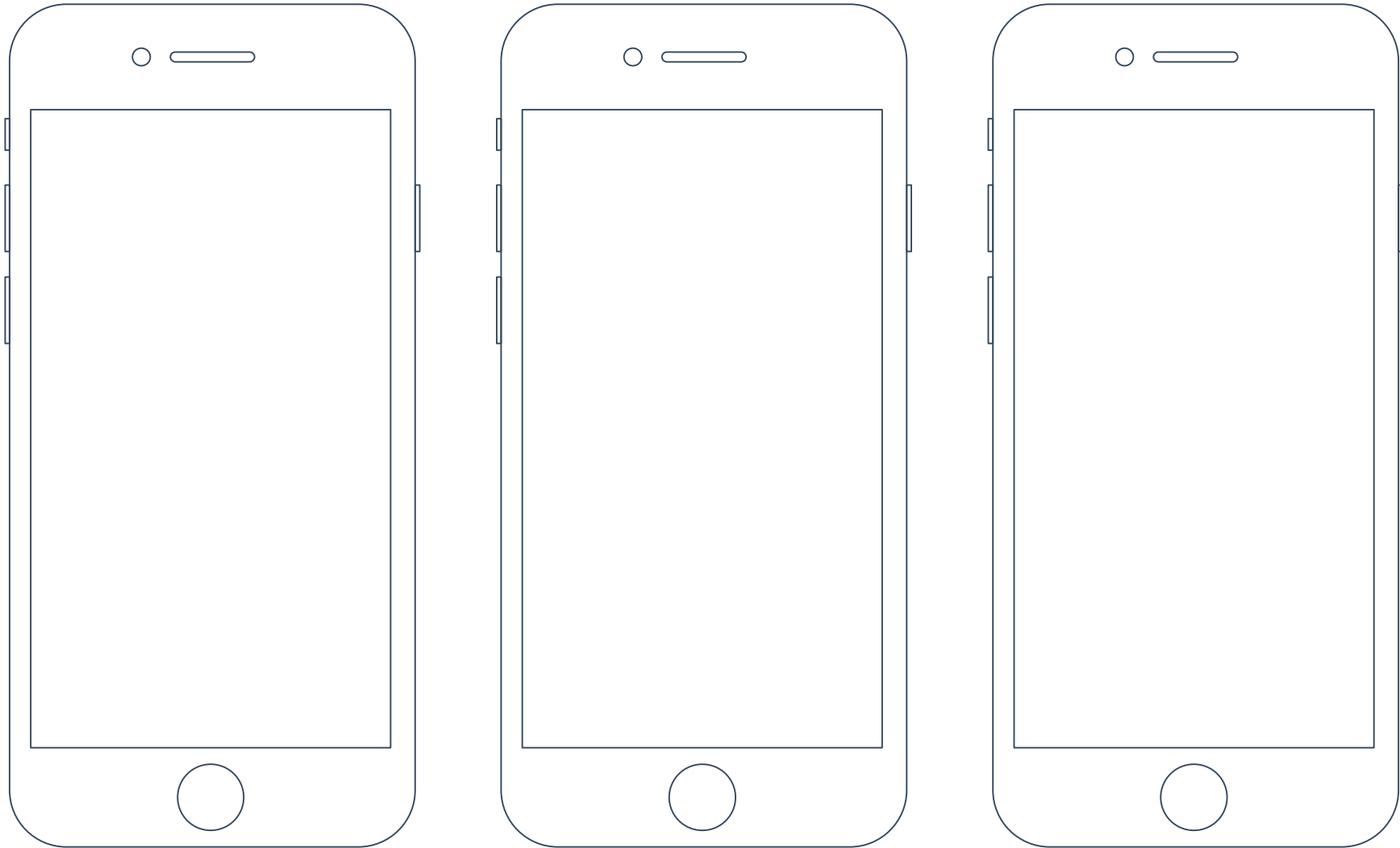


## ACTIVITY 9

### DESIGN A PAPER PROTOTYPE

## COURSE

### DIGITAL CREATORS' CHALLENGE



Thinking about essential and feasible features, sketch out how you want your screens to look. Consider what the user sees when they open the app, and how they move through screens and use important features.

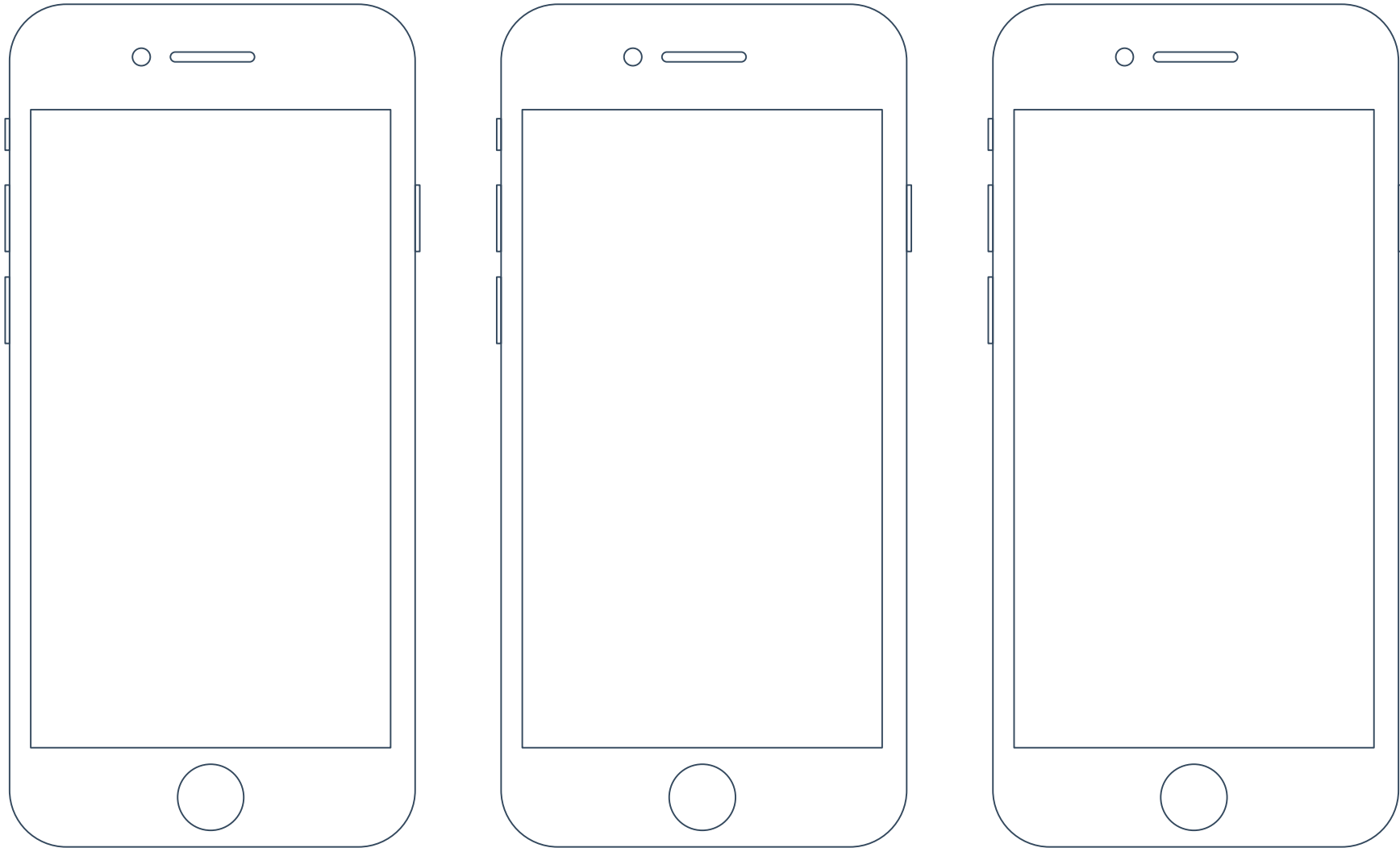


## ACTIVITY 9

### DESIGN A PAPER PROTOTYPE

## COURSE

### DIGITAL CREATORS' CHALLENGE



Thinking about essential and feasible features, sketch out how you want your screens to look. Consider what the user sees when they open the app, and how they move through screens and use important features.



## ACTIVITY 11

### PREPARE YOUR PITCH

## COURSE

### DIGITAL CREATORS' CHALLENGE

App name and slogan	Our problem	Our app
Team member _____ Notes:	Team member _____ Notes:	Team member _____ Notes:
Our prototype	Target users	Conclusion
Team member _____ Notes:	Team member _____ Notes:	Team member _____ Notes:

It is now time to tell people about your app idea. Telling other people about your product and persuading them to buy it is known as pitching. Use this worksheet to divide up the presentation and allocate sections to each member of the team.



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**OPTIONAL ACTIVITY**  
**AGREE TEAM VALUES**

**COURSE**  
**DIGITAL CREATORS' CHALLENGE**

<p><b>User-centred</b></p> <p>Having the needs of the person who will be using the product as the most important or focal element.</p>	<p><b>Innovative</b></p> <p>Featuring something new or advanced, through original and creative thinking.</p>	<p><b>Curious</b></p> <p>Eager to know or learn something. This could be about people, places, or things around you.</p>
<p><b>Creative</b></p> <p>Creating something through good imagination or original ideas, or through mixing existing ideas.</p>	<p><b>Collaborative</b></p> <p>Working well as a team, or with other teams, to successfully achieve something.</p>	<p><b>Business-savvy</b></p> <p>Shrewd and knowledgeable about business, and having common sense and good judgement.</p>
<p><b>Ethical</b></p> <p>Avoiding activities or organizations that do harm to people or the environment.</p>	<p><b>Passionate</b></p> <p>Caring deeply about something. This could be about an idea or the thing you are creating.</p>	<p><b>Hard-working</b></p> <p>Working with energy, being committed, and doing your best to achieve something.</p>

Which of these team values are most important to your team? Discuss with the rest of the team and tick the five which best represent your values.



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# Ace, course complete!

**Making great apps requires hard work and constant improvement. App development is a journey. Where will your journey end?**

To develop your app idea further check out the resources at the App Lab website:

<https://studio.code.org/s/applab-intro/stage/1/puzzle/1>





# Using these materials

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