

Digital Creators' Challenge

Lesson Primer – Session 2

Please note, click [here](#) to access downloadable Powerpoint versions of the Classroom Presentation slides, Follow On Content & Student Workbook.

1. What you need to know about running this lesson

Practical Issues

Activity 3 - Filter through problems requires students to plot the problems they have identified according to how many people it impact and how much of an impact the problem has. If students have written the problems they have identified during activity 2 on post-it notes the grid can be reproduced on a flipchart or white board so that students can discuss the placing of each problem.

If time permits, it is useful for the students to present their mini elevator pitch to the rest of the class and answer questions on their pitch.

The Vodafone careers video can be used as part of a discussion on different careers within the tech industry. As an extension students could spend some time researching careers and entry routes.

2. Key information and terminology you'll need

The filtering problems activity classifies problems into one of these four quadrants

Game changing ideas - These are app that lots of people would use and which have significant impact. These are few and far between - the first social media apps would be an example

Mass market ideas - These are apps that may not have a significant impact but that lots of people will want to use - Pokemon Go might fall into this category.

Niche ideas - These apps may not be used by a lot of people but those who do will rely on them. Examples of this category would be MooCall or TecSOS

Low appeal ideas - these are the ones to avoid - they are unlikely to be successful