

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 2 - SELECTING A PROBLEM

Last Session



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Apps
for
Good

In the last session you:

- Found out about the Digital Creators' Challenge
- Got into teams
- Explored mobile phone features
- Reviewed some existing apps
- Brainstormed ideas for problems that could be helped by an app



Session Objectives



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CORE

- Be able to compare the impact and appeal of different app ideas

CHALLENGE

- Be able to critically evaluate app ideas and select the strongest to take forward

Session Activities

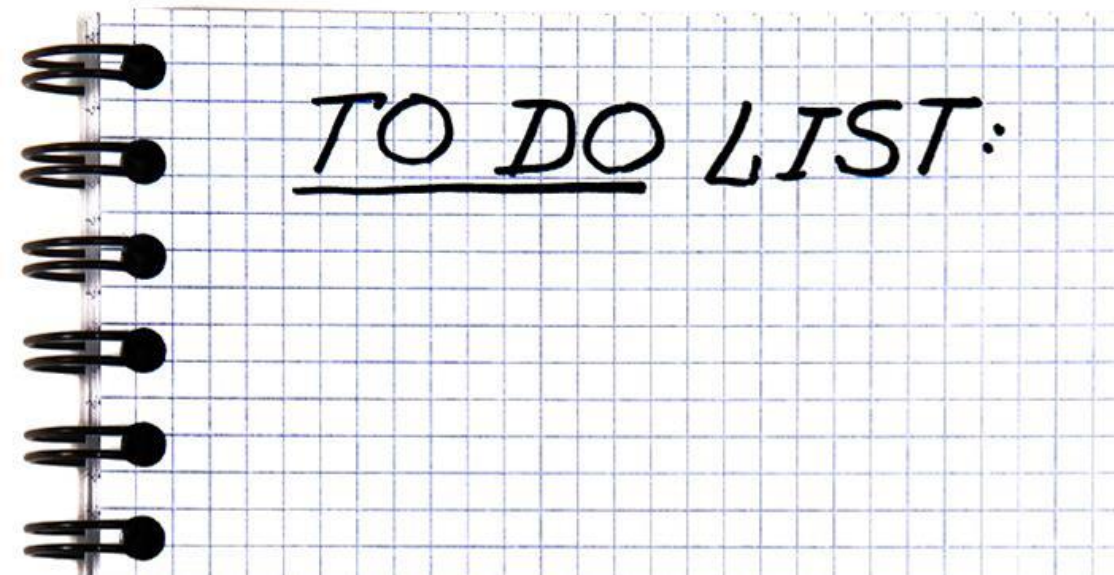


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- Activity 3 - Filter through problems
- Activity 4 - Draft elevator pitch
- Activity 5 - Explore careers



Activity 3 – Filter Through Problems



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Activity

If you're going to invest time in designing an app, you need to be sure your problem is worth solving.

For each problem you've identified, consider how many people it impacts, and how much it impacts people's lives (how disruptive it is and/or how often it happens). Plot each problem on the *Activity 3* grid in your workbook.



Activity 3 - Filter Through Problems



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Game changing ideas - These are apps 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

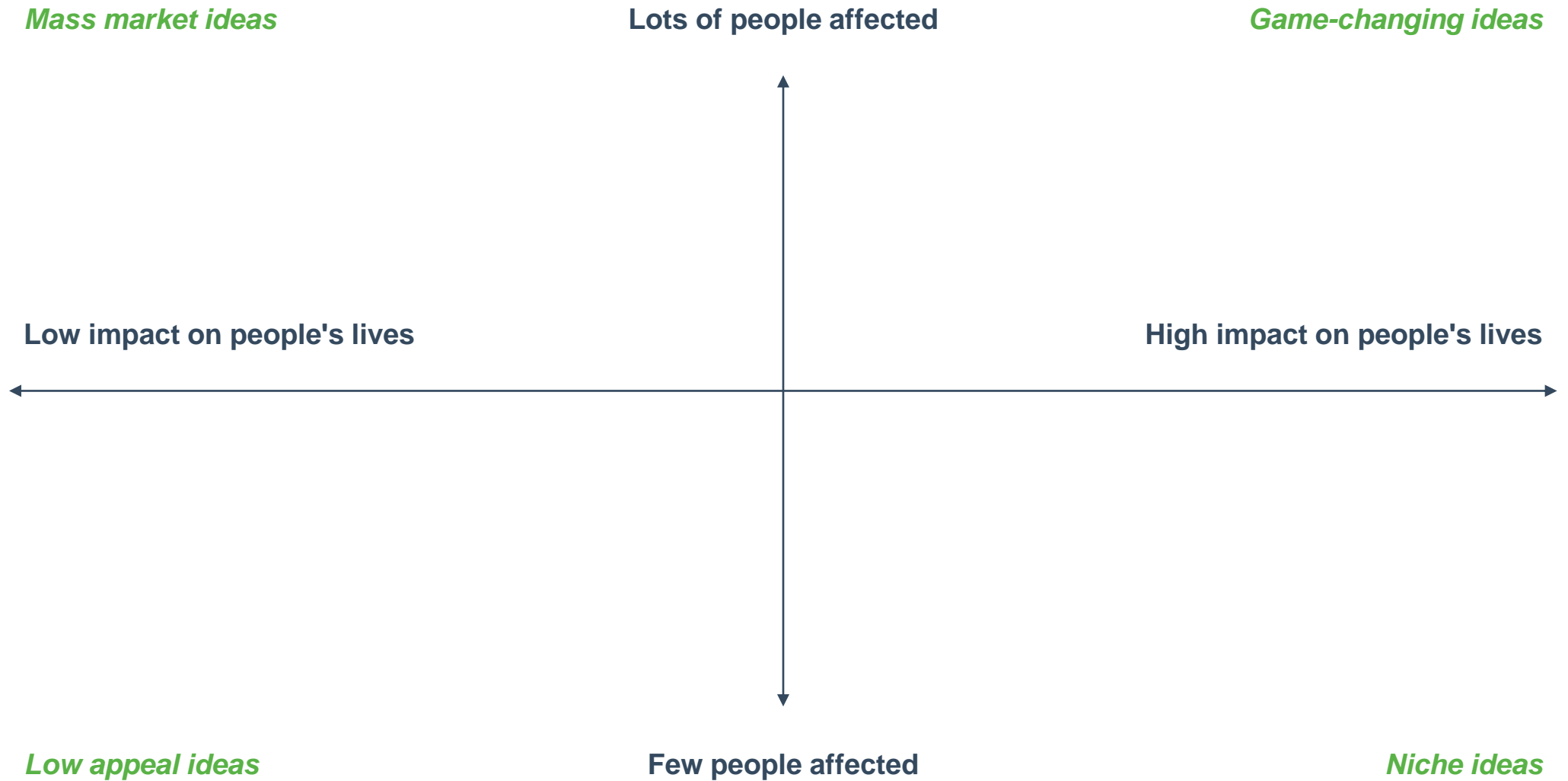
Mass market ideas - These are apps that may not have a significant impact but that lots of people will want to use - Pokemon Go might fall into this category.

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

ACTIVITY 3
FILTER THROUGH PROBLEMS

COURSE
DESIGN AN APP IN A DAY



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 3 – Filter Through Problems



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Activity

Using your grid to help you it's time pick the idea that you want to take forward in the design process.

Step 1: Each member of the team places a dot next to next to a maximum of three ideas they feel really passionate about taking forward.

Step 2: If necessary, have a second round of voting to to select between the two highest scoring ideas.

Activity 4 – Draft a Mini Elevator Pitch



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Activity

Now you have decided which idea to take forward, imagine you had 30 seconds in an elevator with a potential investor. What would you tell them about your idea and would you be able to communicate this in just 30 seconds?

Don't worry about getting your pitch perfect at this stage.

If you finish early practice delivering your pitch

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.

ACTIVITY 4

DRAFT MINI ELEVATOR PITCHES

COURSE

DESIGN AN APP IN A DAY

Pitch idea	
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 4 – Draft a Mini Elevator Pitch



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Each team now needs to present their elevator pitch to the rest of the group.

Be prepared to answer any questions the other teams may have.



Activity 5 – Tech Industry Careers



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This [video](#) (9 minutes 45s) features Vodafone employees describing their job roles and giving advice on how to develop a career in the tech industry.



Future Jobs Finder



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This Vodafone tool

<https://futurejobsfinder.vodafone.com/>

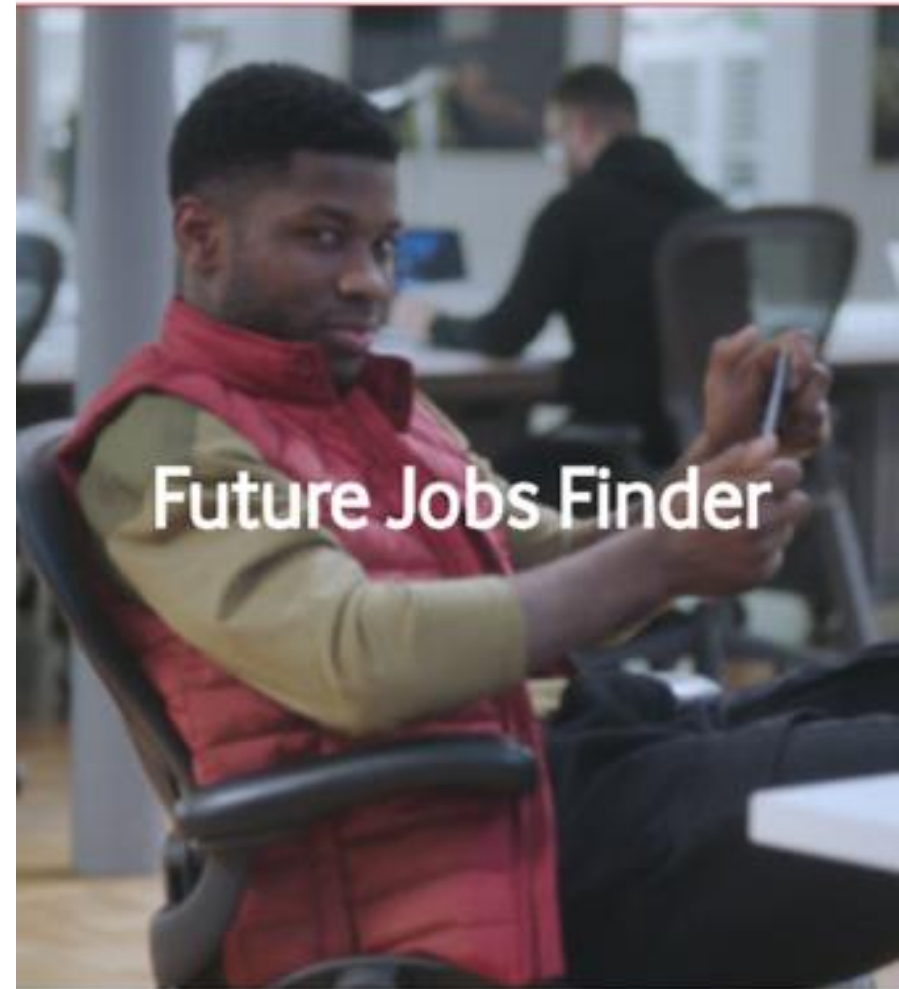
asks you a series of questions about:

- Your abilities
- Your activities
- Your behaviours

It then recommends five tech jobs that you may be interested in and shows you current jobs and courses available for each role.

Try out this tool and use the following worksheet to make notes on careers you may be interested in.

Future Jobs Finder



Want to find a digital career?

ACTIVITY 5

TECH INDUSTRY CAREERS

COURSE

DESIGN AN APP IN A DAY

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.



NEXT SESSION...

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



DESIGN AN APP SESSION 3 - MEETING USER NEEDS

Using These Materials



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