

# Digital Creators' Challenge

## Lesson Primer – Session 3

**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

Students can use post-it notes and flip chart paper for activity 8 - Evaluate product features.

#### Technical issues

Computers are not required for this lesson

### 2. Key information and terminology you'll need

#### User profile

- Giving the typical user a name, age, location etc helps to visualise them as a real person
- Understanding the goals and frustrations of a user will help to clarify what it is about the problem that is most important to provide solutions for.
- Understanding what apps they would like and dislike helps to identify features to include or exclude from their app. For example they may like the social media connectivity of an app such as instagram but dislike frequent notifications from a fitness app.

#### User needs

The aim of this activity is to make sure that students identify potential features that meet users needs rather than focusing on features they personally like.

#### Evaluate product features

This activity aims to narrow down the list of potential features to those which are most useful and easiest to implement and which can form the first release of the app being developed.

If a feature is difficult to implement, there may be a way to achieve some of the same functionality in a simpler way. For instance a translation app using voice recognition would

be complex to implement but a library of common phrases would be much easier to implement.