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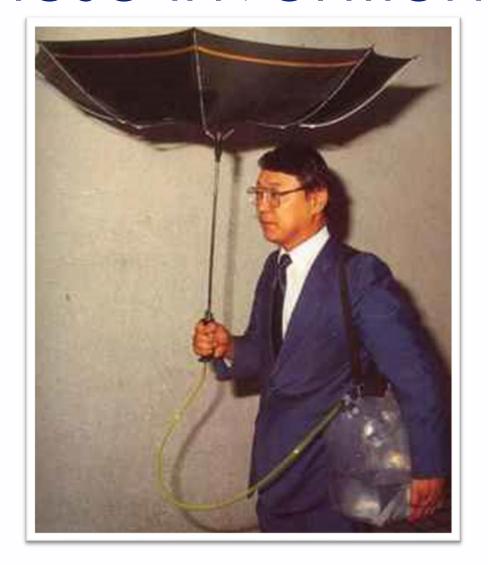
Some - will be able to justify the price and marketing designs chosen

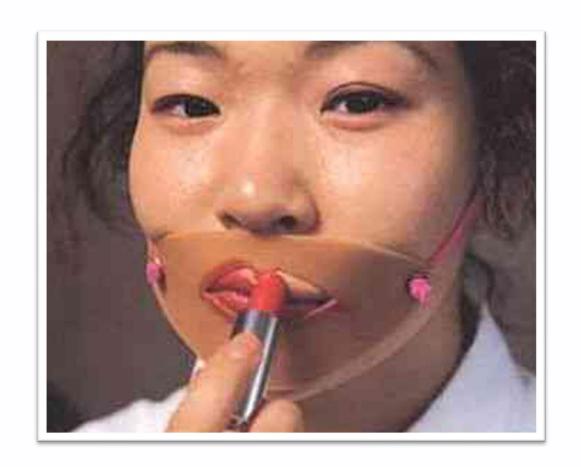
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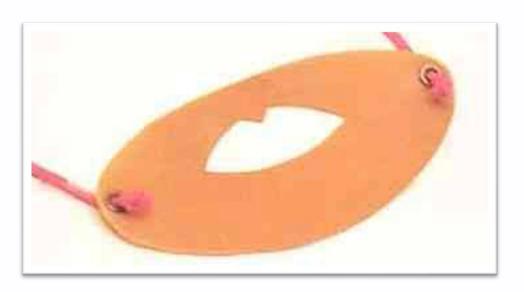
What makes an idea any doods



...and why didn't they work?



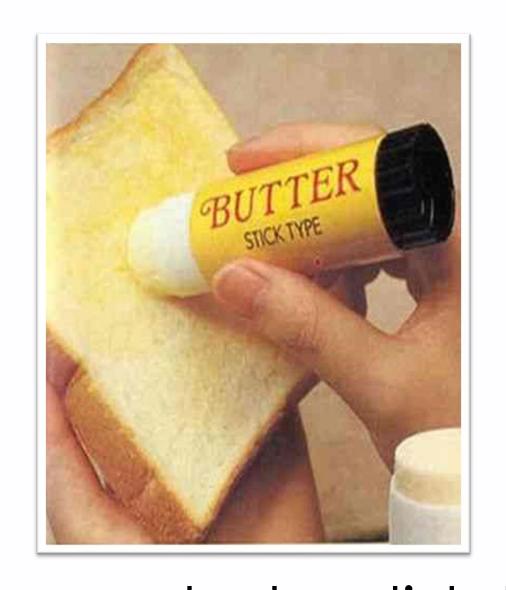






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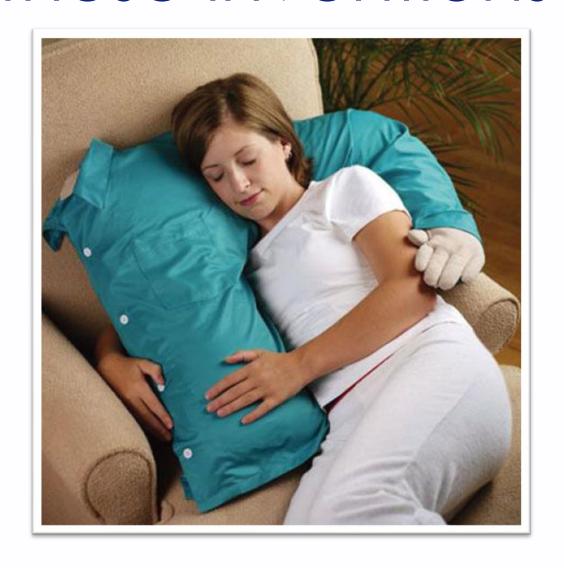


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...and why didn't they work?

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Good ideas solve problems

One of the main reasons that these ideas failed was because customers didn't need them.

The most successful businesses solve a problem – this way customers will be desperate to pay for their products and services.

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Good ideas solve problems



CHAPTER I

THE year 1866 was signalised by a remarkable incident, a mysterious and puzzling phenomenon, which doubtless no one has yet forgotten. Not to mention rumours which agitated the maritime population and excited the public mind, even in the interior of continents, seafaring men were particularly excited. Merchants, common sailors, captains of vessels, skippers, both of Europe and America, naval officers of all countries, and the Governments of several States on the two continents, were deeply interested in the matter.

For some time past vessels had been met by "an enormous thing," a long object, spindle-shaped, occasionally phosphorescent, and infinitely larger

1 min left in chapter

kindle

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Good ideas solve problems



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What problems did these solve?





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What are the problems that you face everyday?

Working in your groups come up with a <u>list of things that you consider to</u> be a <u>problem</u>.

These could be <u>small problems</u> that affect your current everyday lives to <u>huge global problems</u> that could change the world.

What are the problems that you face everyday?

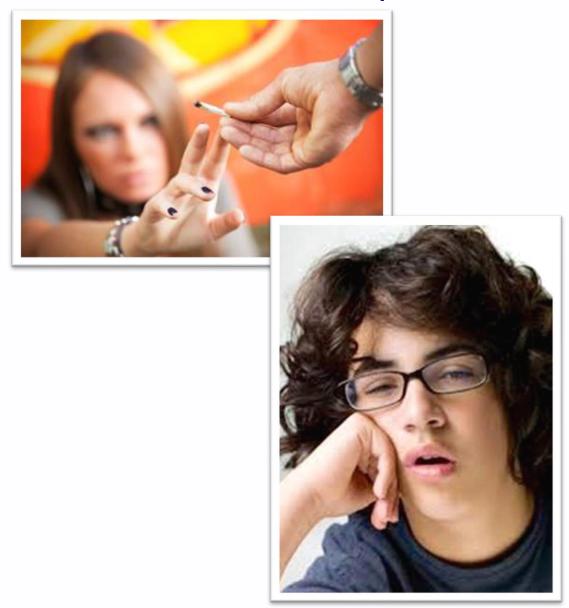








What are the problems that you face everyday?







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How can you turn these problems into money?

I want you to try and solve one of these problems by planning and designing an idea for an App for phones and tablets.



Types of Apps

1. Time wasters



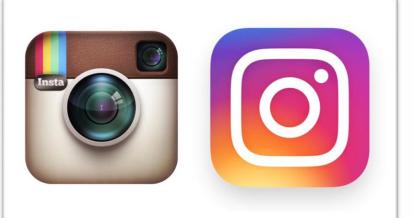
2. Everyday



3. Occasional









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Activity 1

In your groups explain what your App will do, how it will solve the problem(s) that you've identified.

Which types of App will yours be? Timewaster? Everyday? Occasional? What type of person will buy your App? Age, gender etc.

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Activity 2

You need to come up with <u>a name for your App</u>. This needs to be catchy – something that people will remember and that suggests what it does.

You also need to come up with a <u>price</u> to charge for it. You can choose whatever price you want but you must think about the problem it's solving and who is going to buy it.

BackRub Google















*** BlackBerry.

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Activity 3

Design the look of the App – what it's going to look like on the home screen of a phone of tablet.

Think about the <u>types of colours</u> that will make it stand out from the crowd and also fit in well with <u>the type of customer that will buy it</u>.

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