All - will be able to plan and design an App for a tablet or smart phone

Most - will be able to explain how this App helps customers solve a problem

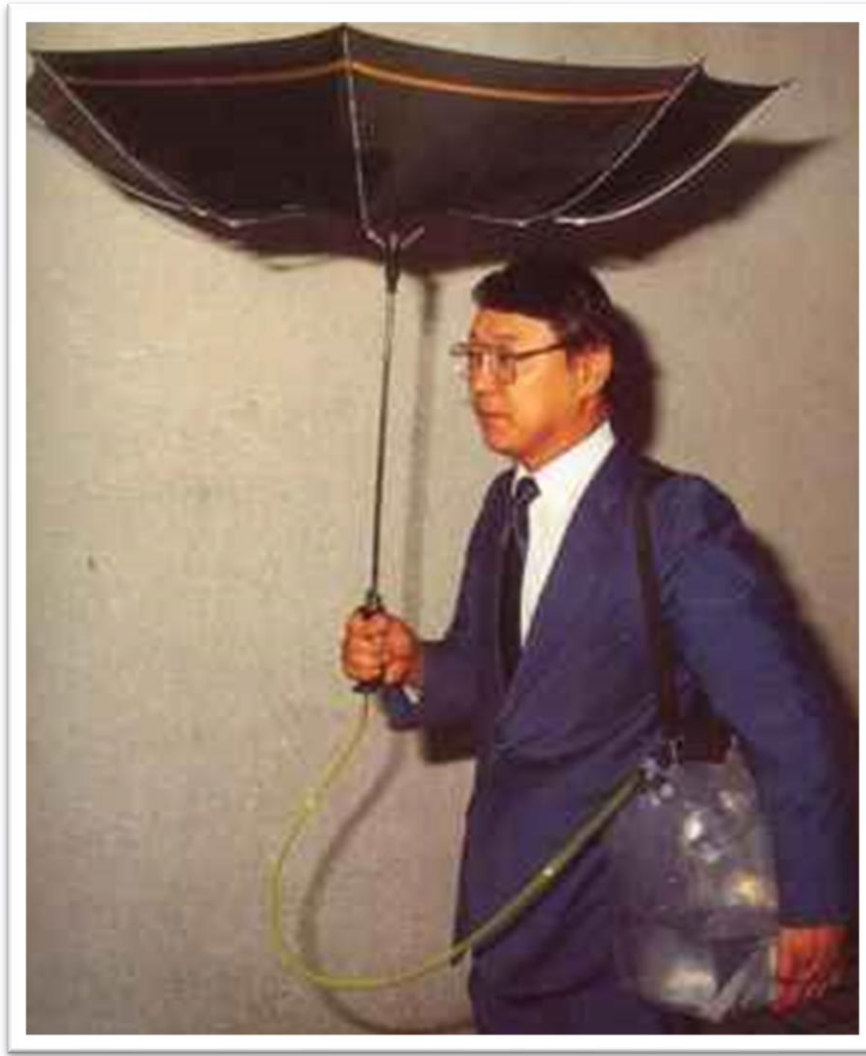Some - will be able to justify the price and marketing designs chosen

16/06/2020

What makes an idea any good?

What are these inventions for?

…and why didn't they work?

What are these inventions for?

...and why didn't they work?

What are these inventions for?

...and why didn't they work?

What are these inventions for?
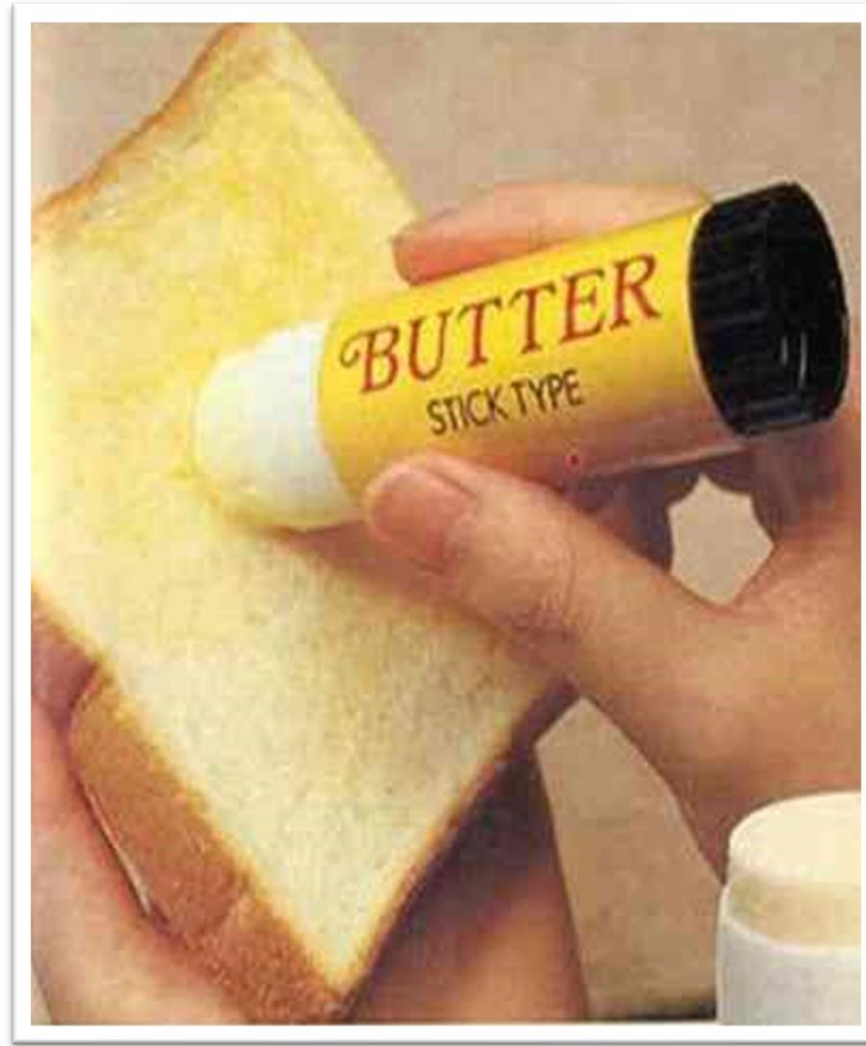

...and why didn't they work?

What are these inventions for?

...and why didn't they work?

What are these inventions for?

…and why didn't they work?

What are these inventions for?

...and why didn't they work?

What are these inventions for?

…and why didn't they work?

What are these inventions for?

...and why didn't they work?

What are these inventions for?

...and why didn't they work?

Good ideas solve problems

All - will be able to plan and design an App for a tablet or smart phone

Most - will be able to explain how this App helps customers solve a problem

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

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.
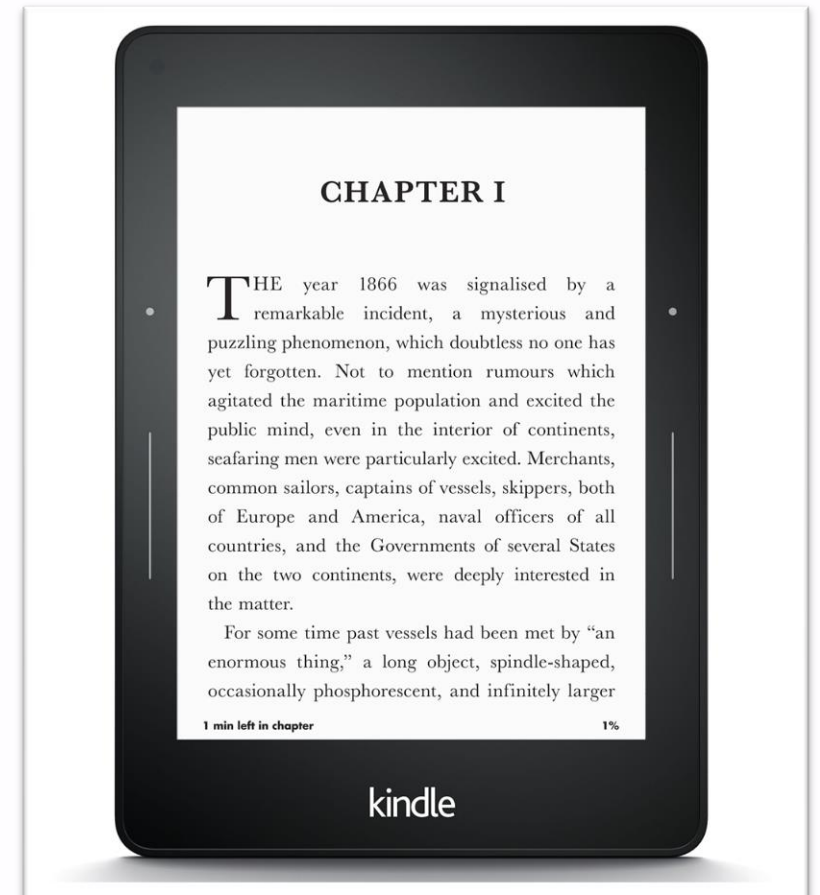
Good ideas solve problems

All - will be able to plan and design an App for a tablet or smart phone

Most - will be able to explain how this App helps customers solve a problem

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

Good ideas solve problems

All - will be able to plan and design an App for a tablet or smart phone

Most - will be able to explain how this App helps customers solve a problem

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

What problems did these solve?

All - will be able to plan and design an App for a tablet or smart phone

Most - will be able to explain how this App helps customers solve a problem

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

What are the problems that you face everyday?

All - will be able to plan and design an App for a tablet or smart phone

Most - will be able to explain how this App helps customers solve a problem

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

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

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

What are the problems that you face everyday?

What are the problems that you face everyday?

All - will be able to plan and design an App for a tablet or smart phone

Most - will be able to explain how this App helps customers solve a problem

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

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

Activity 1

All - will be able to plan and design an App for a tablet or smart phone

Most - will be able to explain how this App helps customers solve a problem

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

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.

Activity 2

All - will be able to plan and design an App for a tablet or smart phone

Most - will be able to explain how this App helps customers solve a problem

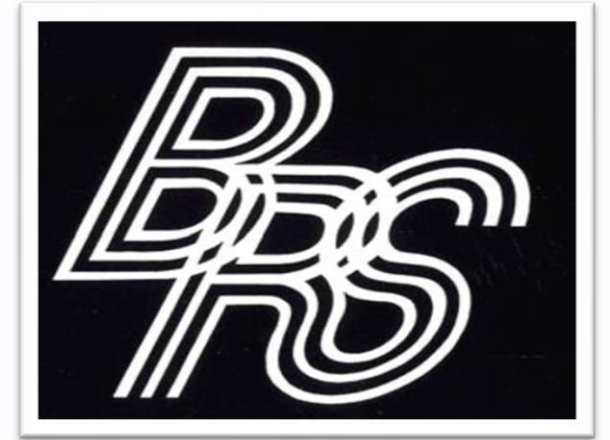*Some - will be able to justify the price and marketing designs chosen*

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

You also need to come up with a price 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.

Activity 3

All - will be able to plan and design an App for a tablet or smart phone

Most - will be able to explain how this App helps customers solve a problem

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

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 types of colours that will make it stand out from the crowd and also fit in well with the type of customer that will buy it.

All - will be able to plan and design an App for a tablet or smart phone

Most - will be able to explain how this App helps customers solve a problem

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

16/06/2020

What makes an idea any good?