



The iPatch, Apple's version of Google glasses ;-)

Apps!! and
Idea generation -
Where do we
begin?



Apps for Good

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What are you going to do?

- Come up with a problem *you* want to solve and an app to create a solution
- Make your own prototypes and learn how to build apps
- Turn your app into a successful product
- Create a pitch presentation to present in public



Your task ahead

- You will need to **solve** many problems
- You will need to be **creative**
- You should find it **challenging**
- You will **fail** and that is good, **learn** from your failure
- Success will depend on working effectively as a whole **team**
- This is **your** project, you get out what you put in

Web apps



[▶ Accessibility](#) [▶ Help & Contact](#) [▶ Sitemap](#)

Search:

Home	Live travel news	Getting around	Tickets	Road users	Corporate	Business & partners
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[Live Bus Departures](#)

[★ My Stops](#) [Text version](#)

View live bus departures from a stop of your choice

Enter one of the following: street, postcode, route number or bus stop code



Tip - Click Add to My Stops [★](#) to save a stop for future reference

Native apps



Know your tool kit



Location services



Purchase channel



Touch screen and internal sensors (shake, draw, layout)



Multimedia (audio, video, stream live)

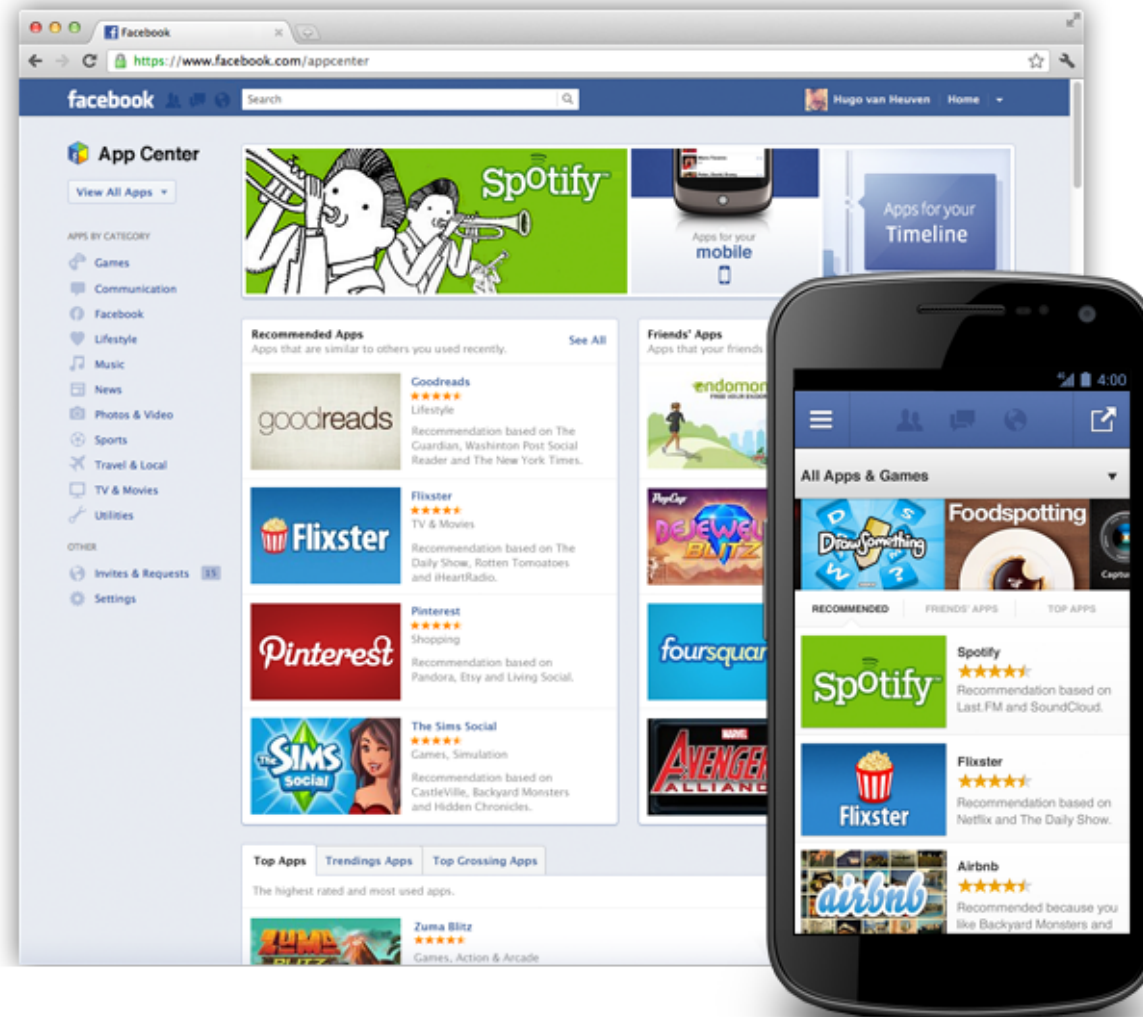


Notifications



Connect

Facebook apps – social apps



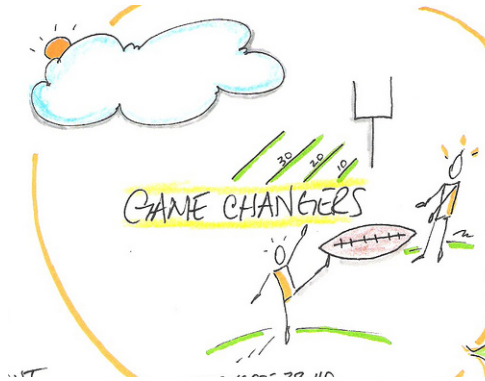
So Let's Start Brainstorming...

First Question:

1) What Apps do you use?

Where do great ideas come from?

Revolutionary



Evolutionary



Problem Solving



Problem-solving ideas



- Simple solution to a common problem
- Task based
- Make life easier/ more enjoyable

ASK: What apps make your life easier?
So we can find great ideas, hiding within
problems that we face on a regular basis.

Problem-solving example

- Problem: Missing or snoozing your alarm and waking up late in the morning
- Key insight: you wake-up, but don't physically get up
- Solution: a social alarm, where your BuzzerBuddy reminds you

<https://play.google.com/store/apps/details?id=com.buzzer.buddies>



Evolutionary ideas



Make an existing idea better, take it to the next level

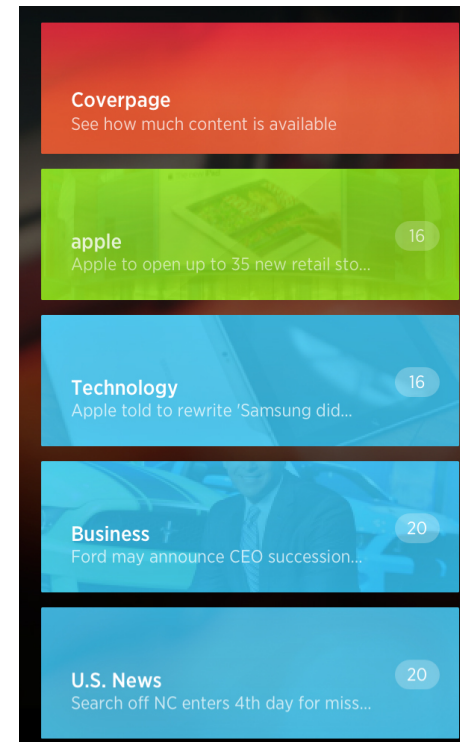
+ Could also be a “Mash Up” taking a feature from one program and putting it in another app.

Evolutionary example

- Question: People read newspapers and use news apps. How can this experience be improved?
- Answer: A free, fast, convenient, and easy way to browse news articles, allowing you to quickly scan the news you want to see, before diving into the full article.



Summly



Revolutionary ideas

- Game changing
- Few and far between
- Inspired by new innovations in hardware functionality



Location services



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Notifications



Connect

Revolutionary example



Google maps

We're a
**Favorite
Place**
on Google



Location
services

Brainstorming Our Ideas

The Second Question:

**What problems do you think we
can solve with our Apps?**

Where do I start?



Interests and passions



Current apps, platforms and features



Daily routines



Friends, family and community

Think big!



We will use a pipeline to refine...



Big issues – small problems

Hobby/interest – basketball

I want to find out when my local games are available
I want to find replacement players at short notice

Issue – Health

How do I know if I'm overweight?
How can I eat healthy?
How do I make sure I keep exercising?

Daily routine – Before school

I want to wake up on time
I want to know my quickest route that day



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