



## Screening Initial Ideas

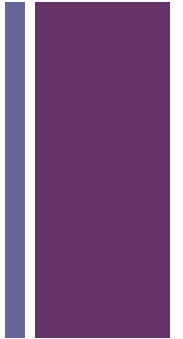
Organizing & Examining your 4-5 best ideas to better understand them and be able to create a succinct Pitch for each

# + Application Platforms:

## Pick what is best for your App

- **Computer Applications** (i.e. Java programs) – familiar to what we have been doing in class, but limited in usage
- **Native Apps** – take full advantage of device’s features, but limited to that device or require redesign on others.
- **Web Apps** (HTML5, CSS3 & JavaScript) – can be designed to work on the browser of a multiple devices: computers, mobile devices & tablets.
- **Hybrid Apps:** uses HTML5 and JavaScript, that is wrapped inside a thin native container that provides access to native platform features.
- **Social Media Apps:** within various platforms, but difficult to develop within our high school due to security.
- More details on at:

[https://developer.salesforce.com/page/Native,\\_HTML5,\\_or\\_Hybrid:\\_Understanding\\_Your\\_Mobile\\_Application\\_Development\\_Options](https://developer.salesforce.com/page/Native,_HTML5,_or_Hybrid:_Understanding_Your_Mobile_Application_Development_Options)



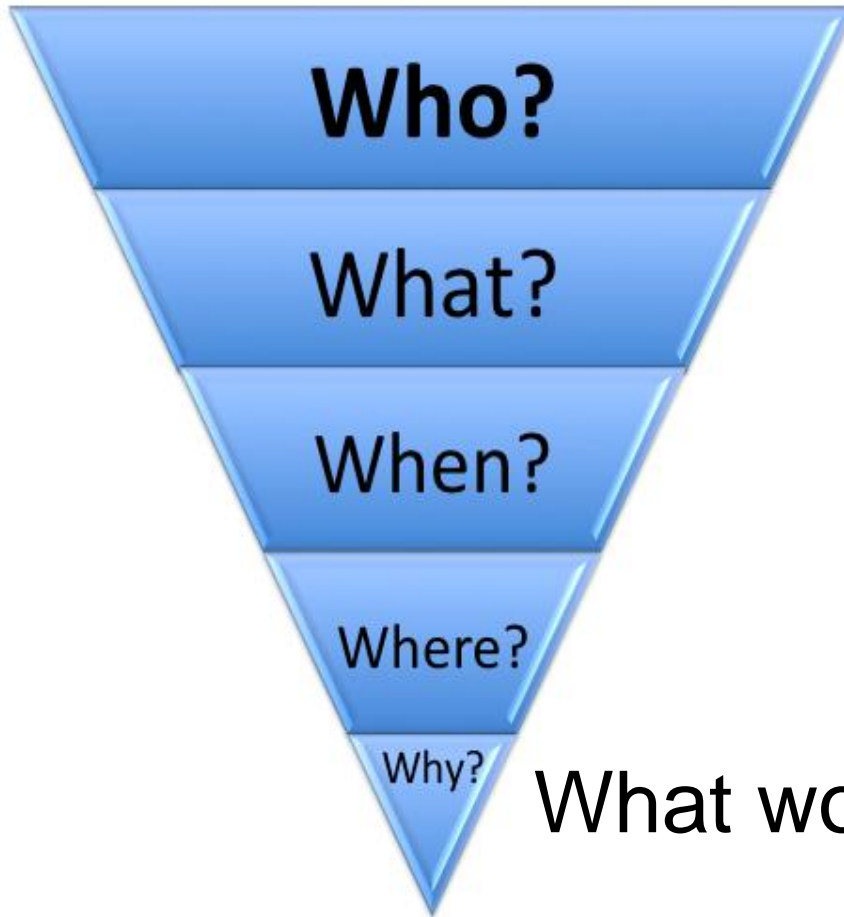
# + Screening your Ideas:

## Selecting “A Few Good Apps”

- Share your ideas with your group, discuss them, see if others can help you initially develop them to better understand how they could be useful
- Examine them by considering:
  - How has this problem been solved or task performed without computer, what are the steps normally taken to solve it?
  - Uncover the Who, What, When, Where & Why of the problem – does this help you specify just how it will help?
  - How significant are these aspects of the problem: Regularity, Cost, Severity, Predictability, & Popularity
  - Try Acting them out: role play can expose other dimensions and is fun.
- Use these insights along with your team’s passions to select a handful of ideas to consider.



# + What are the 5 W's



What would its Headline be?



# Read All About it



- Headlines - Getting at the real story



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# + Significant Aspects of your Project Ideas – Vex Mapping

**Familiar**

**Frequent**

**Specific**

**Irritant**

**Expensive**

**Unpredictable**



# Vex Factors – SPS Voting App

Familiar

Who needs to vote in Student Elections?

Frequent

When was the last we had an election?

Specific

Needs to do Elections and could do Polls

Irritant

It is difficult to tally votes and prone to error.

Expensive

Time is the main cost of Student Elections.

Unpredictable

Elections are regular, but Polling could be used as needed.



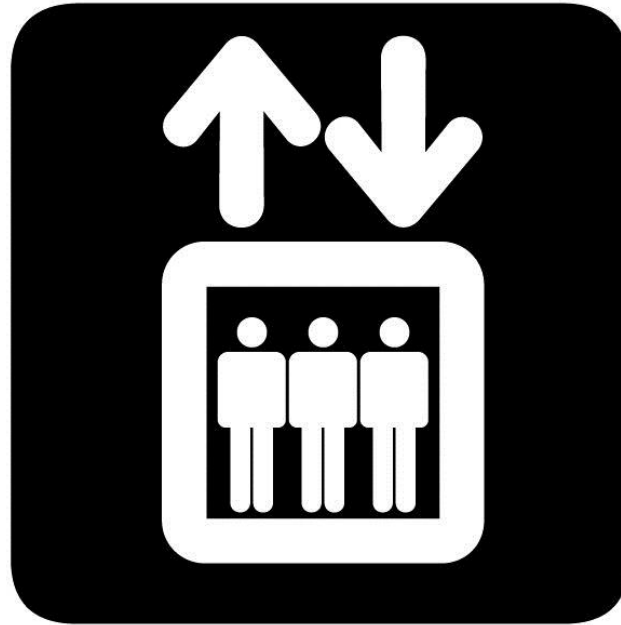
# + Acting Out the Problem



- Determine the series of events that may occur for the problem to better understand it.



# + Mini Elevator Pitch (starter)



## Problem Fill in the Blanks:

My team, [team name], is developing [platform idea] to help [target audience] [solve a problem] [with secret sauce]



# Key Step: The Elevator Pitch



- Develop a short “Elevator Pitch” for your project ideas. A 30-60 second pitch that could be delivered during an elevator ride to a potential investor.
- These should include:
  - The problem the application will solve
  - What platform do you intend to build it in
  - Specifically who are the intended users
  - What is the major innovation you are providing to solve the problem.
- This should be short enough to sell your idea. Refining it will help you determine its value.
- Examples at: <http://www.garfieldcs.com/apps-club-apps-for-good/our-garfield-apps-spring-2014/>



# Periodic Mentor Feedback!



- Professional feedback regularly along the way is very important, and we have our daily TEALS mentors available as well as additional professionals that can help out.
- Being required to explain your ideas to others helps you better formalize and understand them yourself and can improve your design before you even meet.
- Mentors provide the view from industry and help identify your projects' strengths, ideas for improvement, areas where you may need to research more details and additional resources.
- These meetings also acts as a regular reality check.