

Think Big Workshop

App your idea!



The world of apps.

Cellphone apps are a relatively new, but highly successful phenomenon.

1998



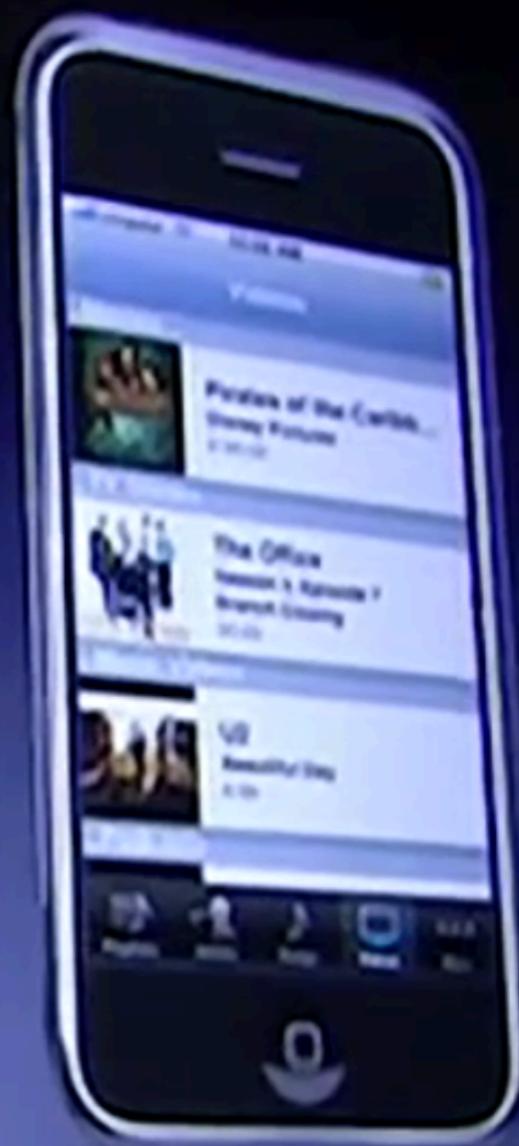
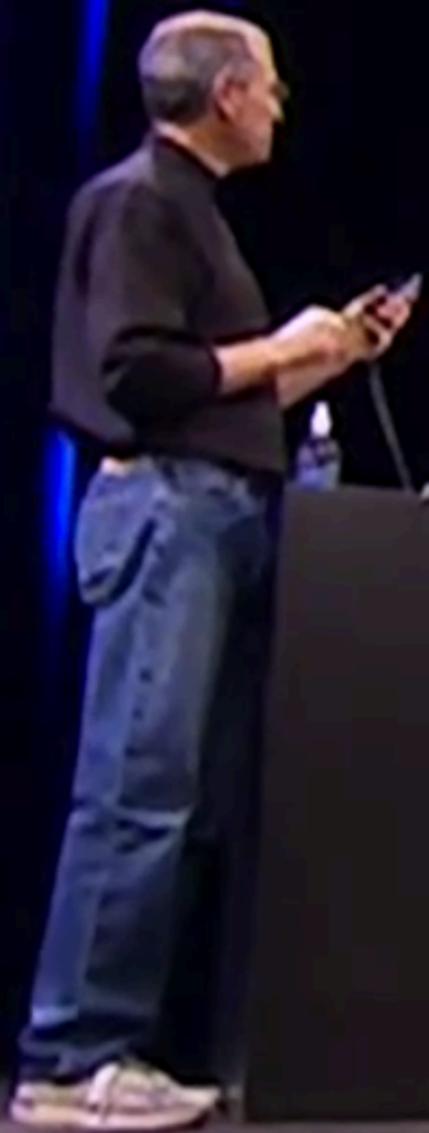
Address Book

Calculator

Calender

Texting

2007



Steve Jobs - 2007 iPhone Presentation
<http://www.youtube.com/watch?v=6uW-E496FXg>



Today



symbian
OS



Google Play
ca. 650.000 Apps

App Store
ca. 650.000 Apps

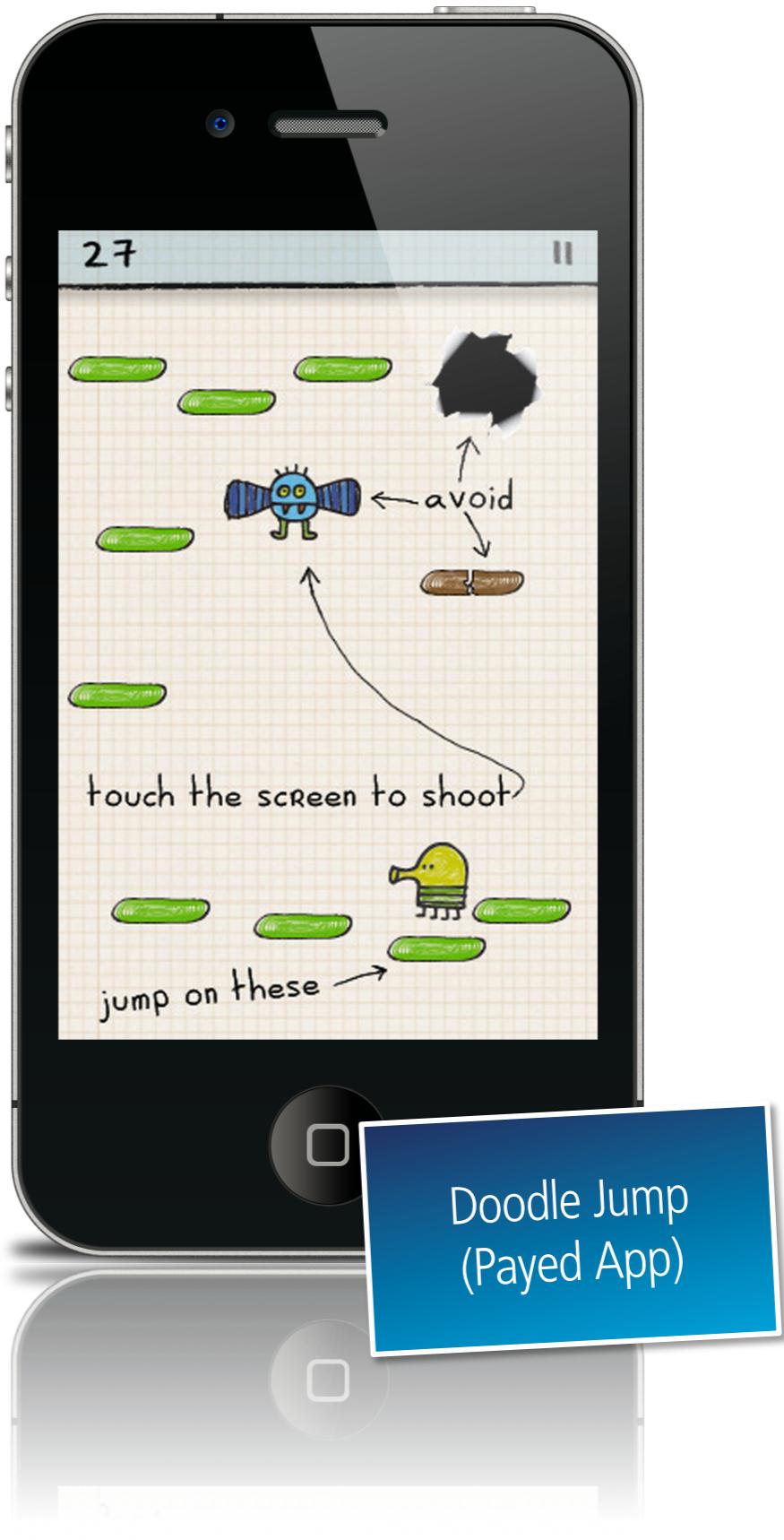
Windows Phone
Marketplace
ca. 100.000 Apps

Nokia Store
ca. 140.000 Apps

Blackberry App
World
ca. 100.000 Apps



Everything the
heart desires

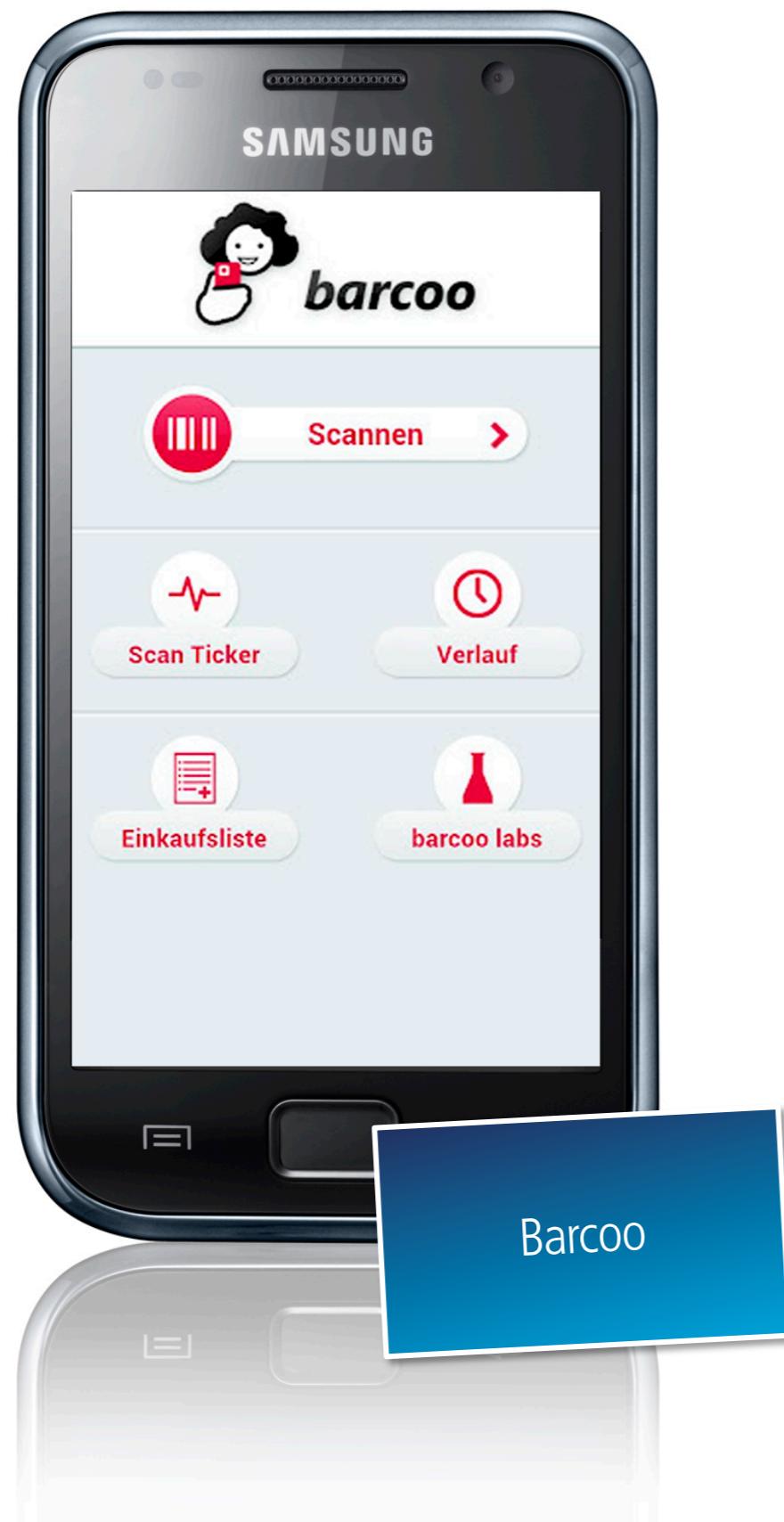




I am rich

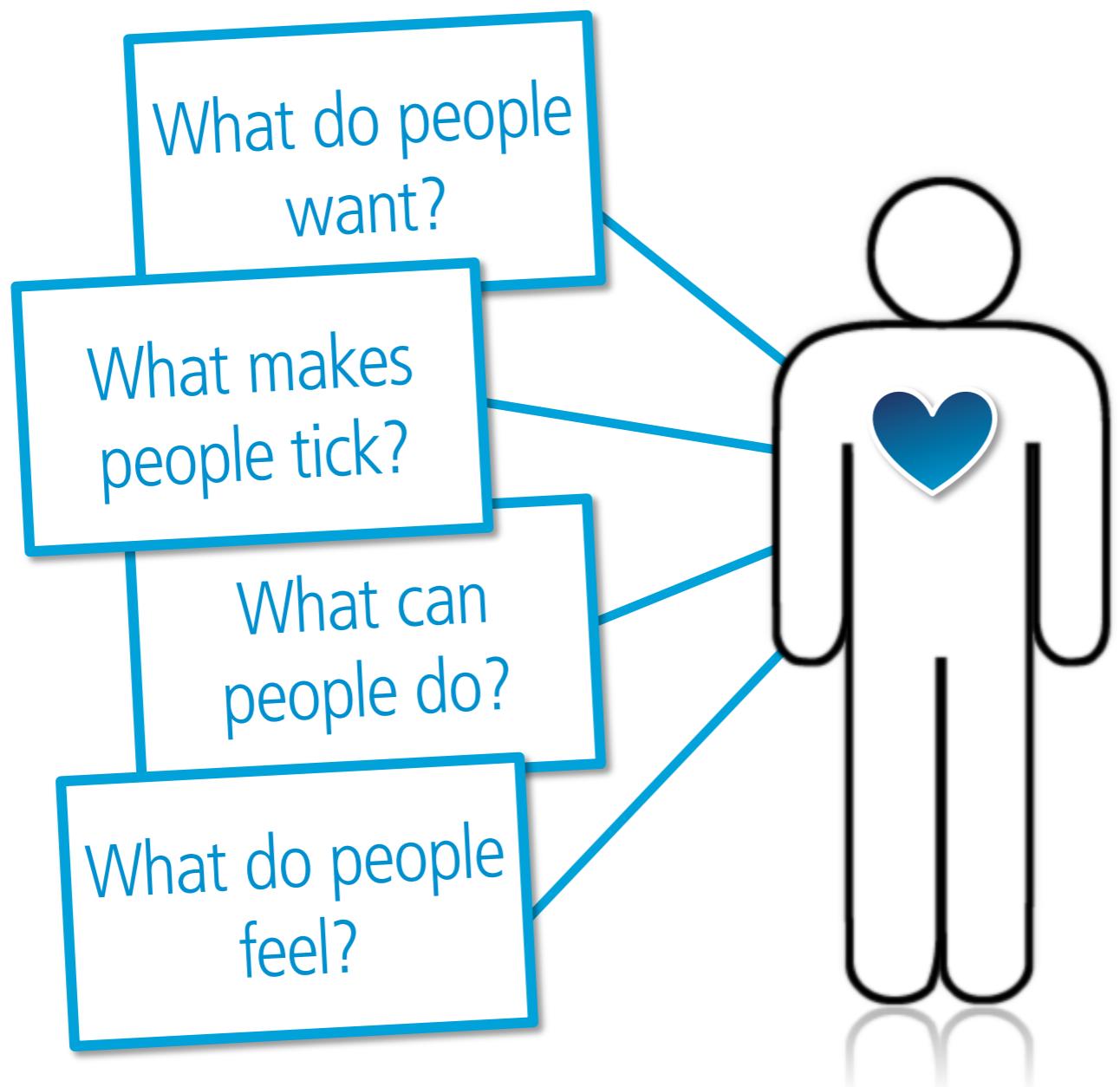


LOL Cats

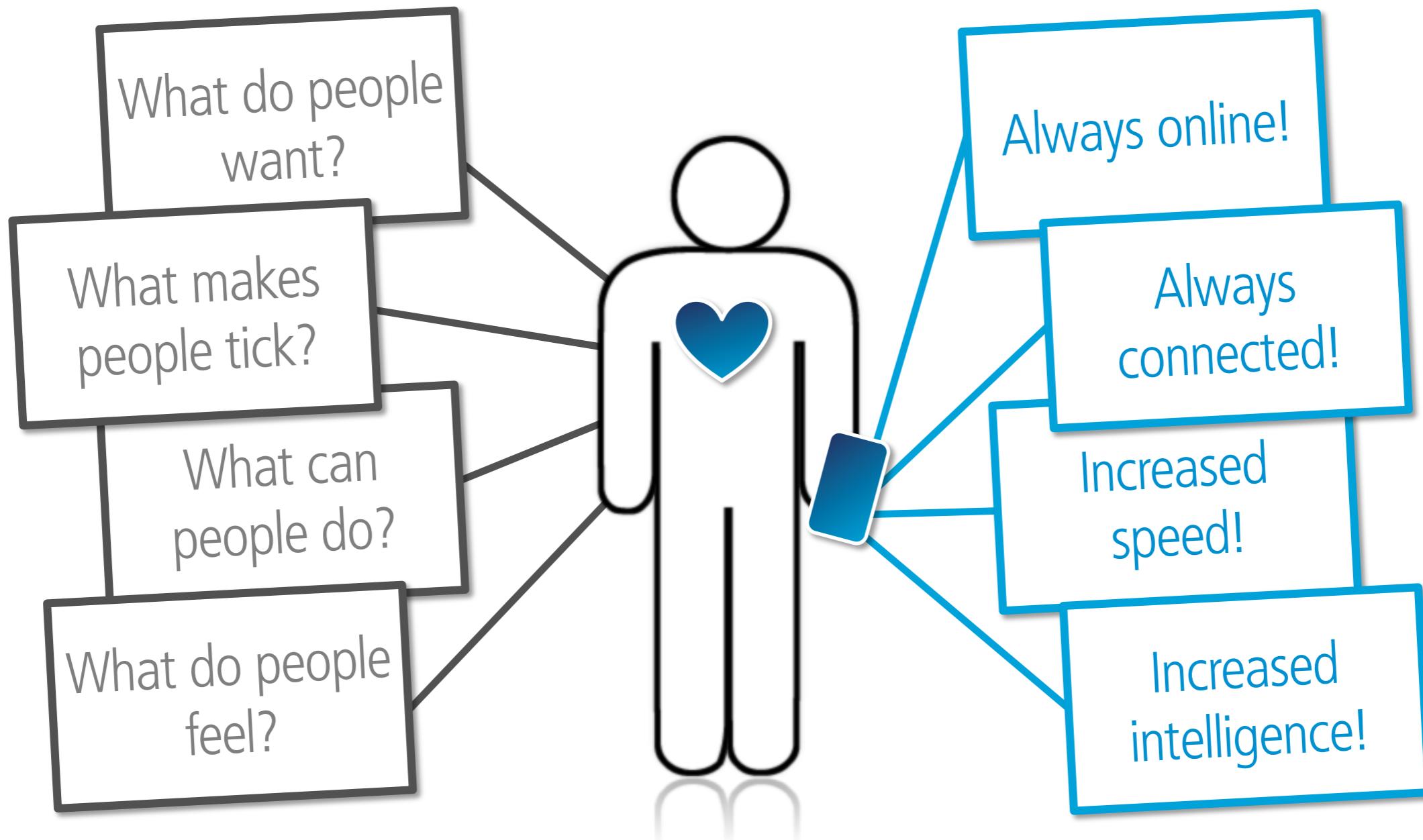


They all have one thing in common...

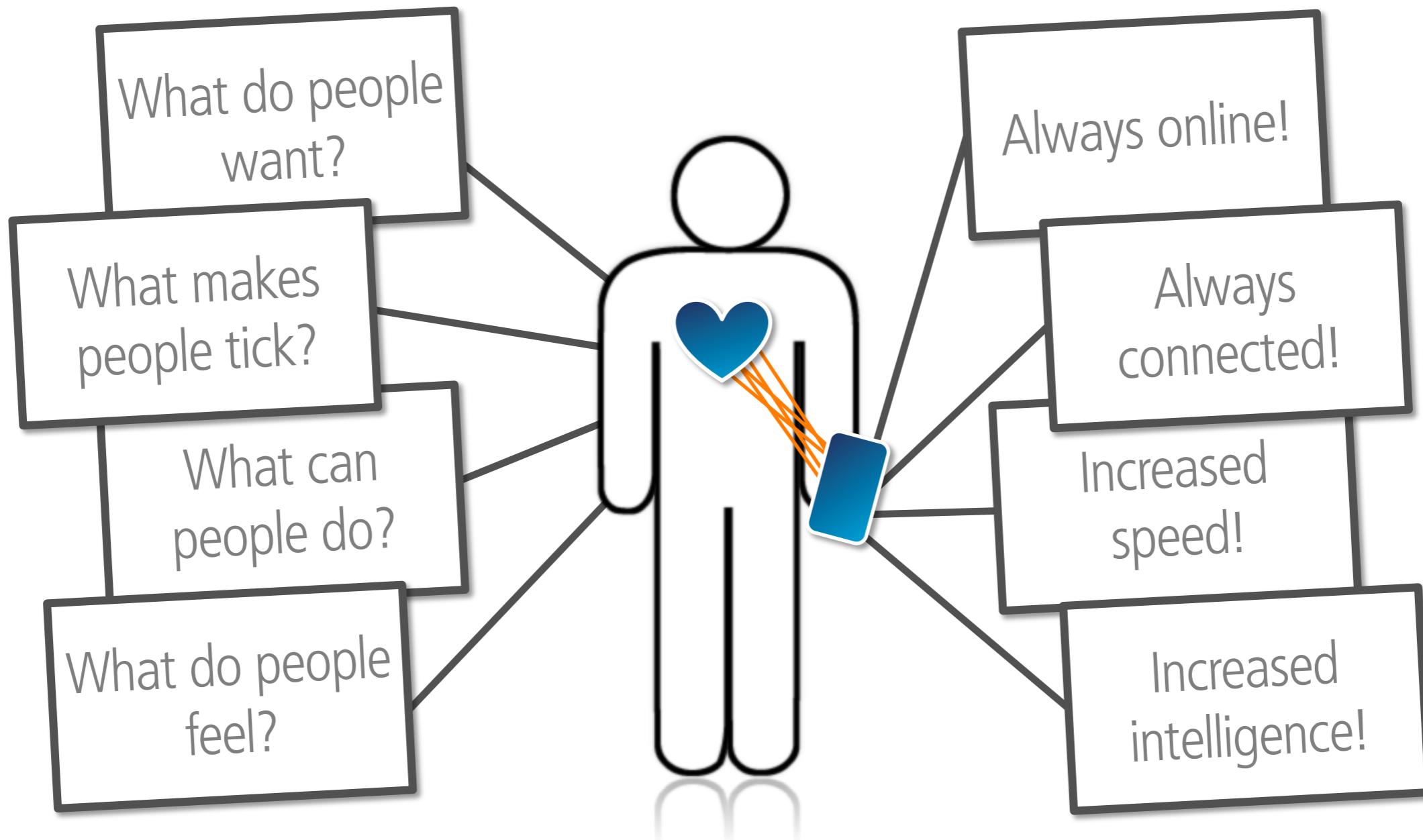
It's always about the people.



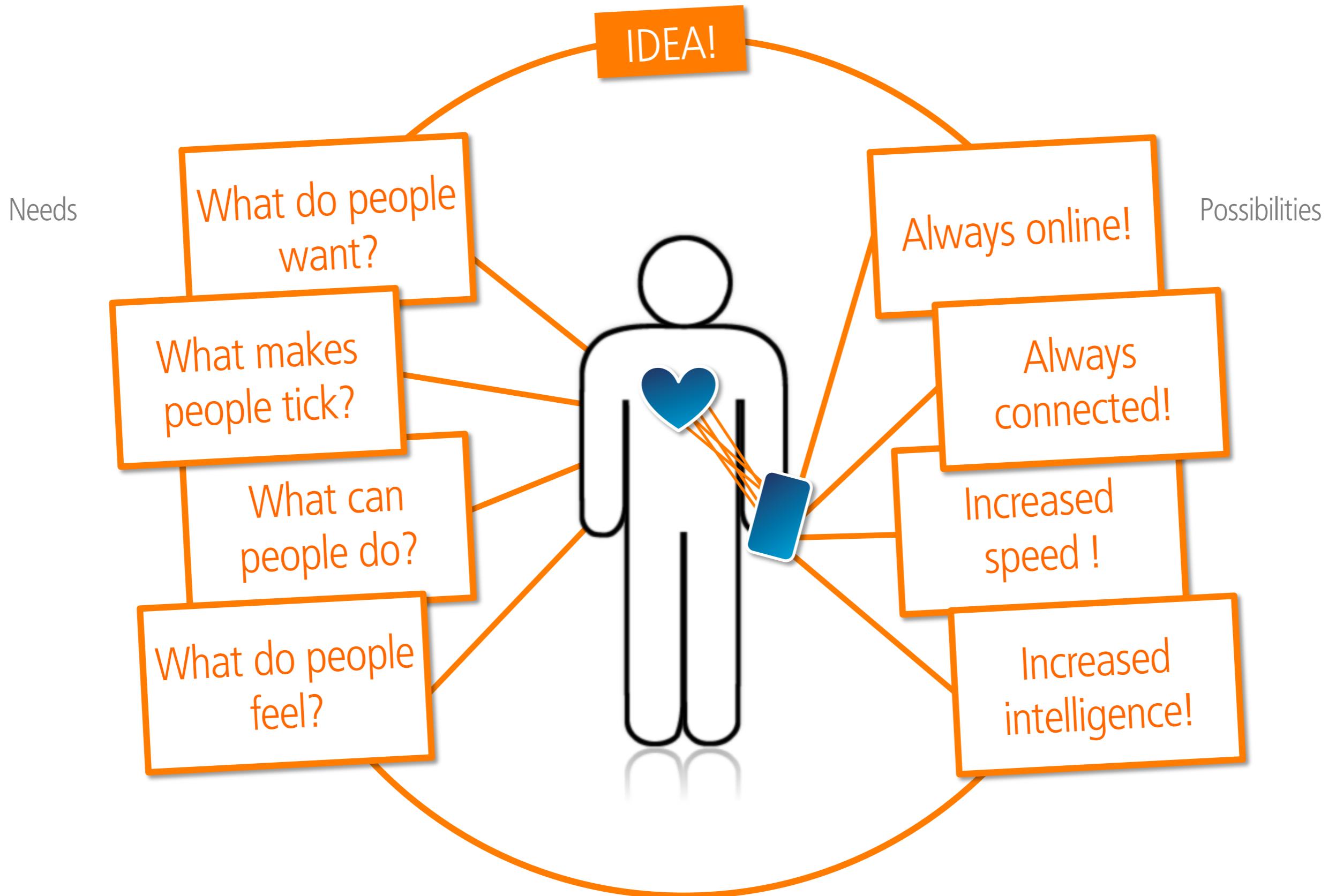
The Need.



The Possibilities.



Bring them together.



Bring them together.

How to arrive at ideas.

Ideas can't be brought.
Ideas come...

Pipi  Box





Through a creative process, lure in ideas and make them strong.

Step 01:

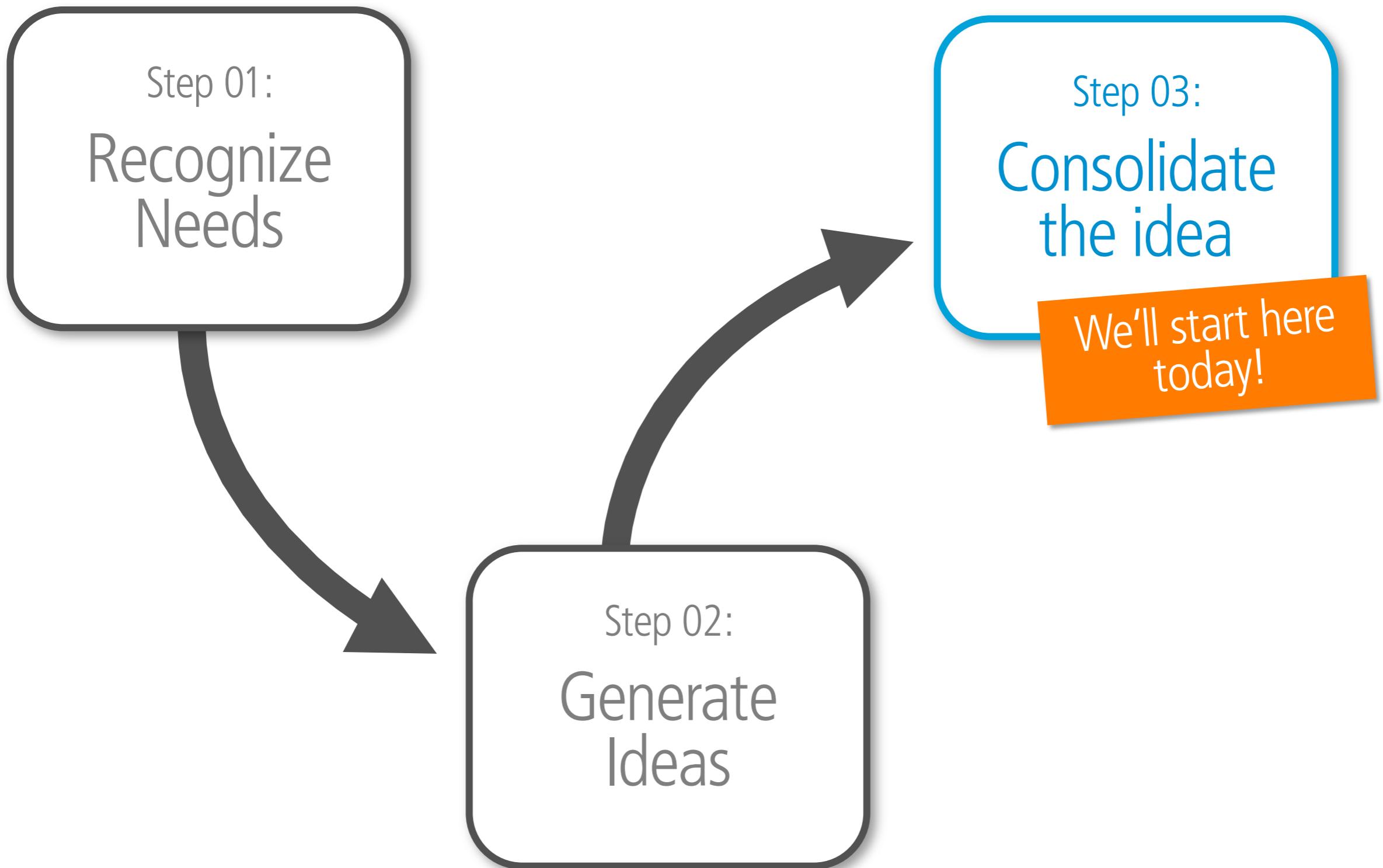
Recognize Needs

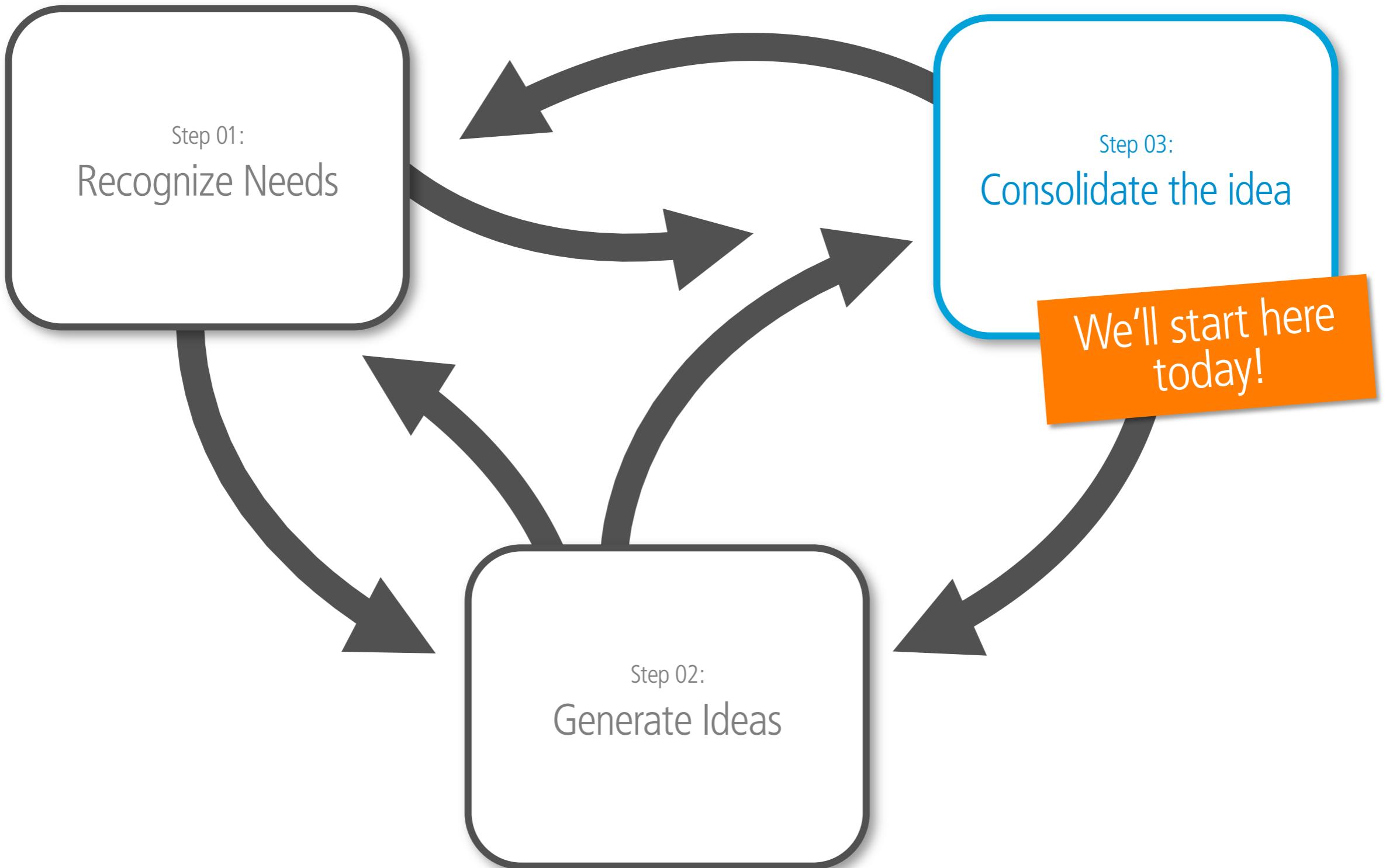
- Think of your own experiences.
- Active research in interesting topics.
- Go back to the experiences of others.
- Make a list.

Step 01: Recognize Needs

- **Goal:** Simple solutions to a problem.
- **REMEMBER:** Keep it loose.
- **Find a partner to brainstorm with.**
- **Important:** There are no „buts“ or critiques during brainstorming.
- **TIP:** Change your perspective, identify contradictions.

Step 02: Generate Ideas





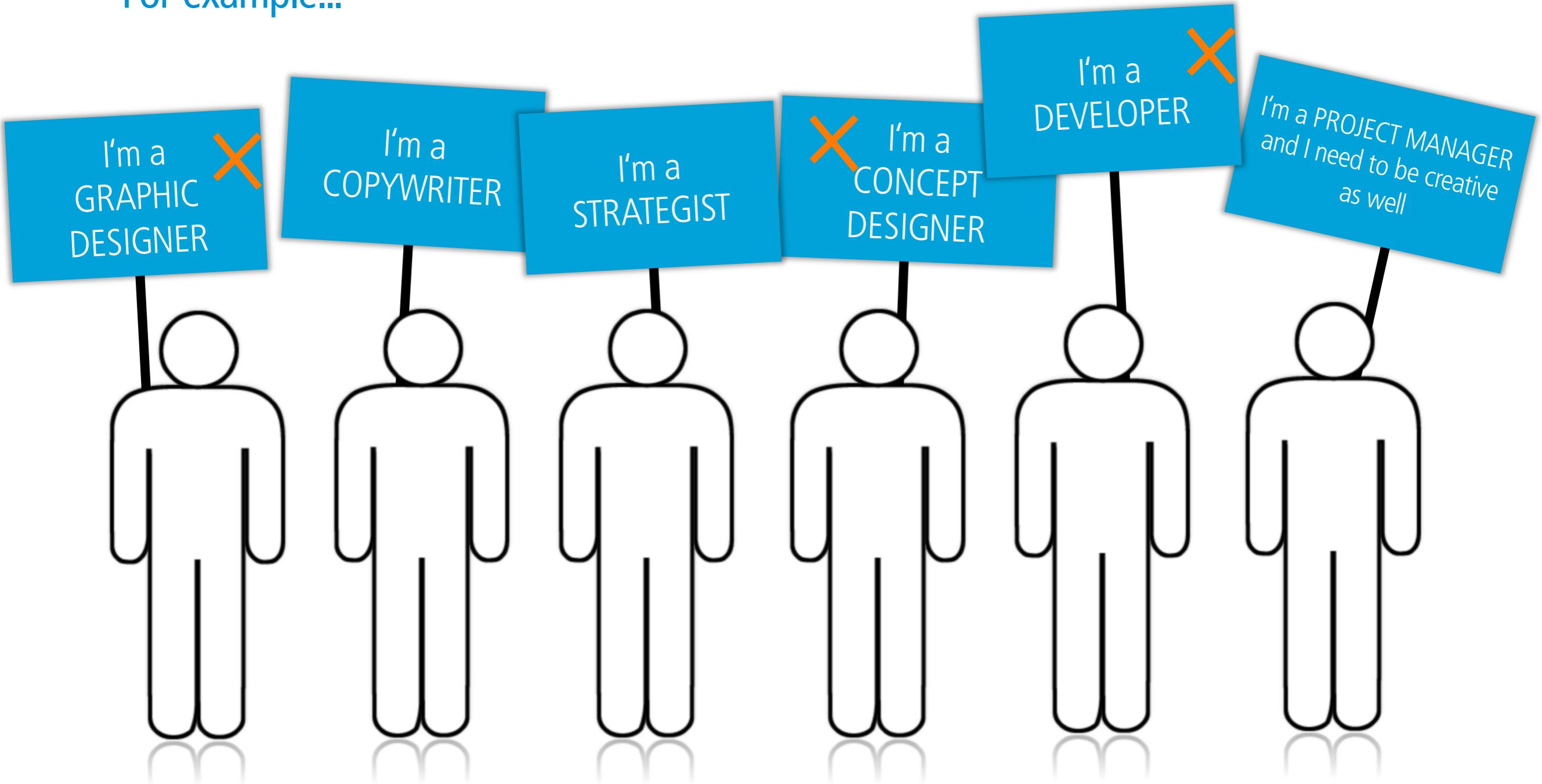
Who's going to do it?

You!

And everyone that is important for your idea.

Examples of creative occupations...

For example...



And of course everyone else that develops new apps.

 Concept, design und programming will be their own stations in the workshop.

Step 01: The Idea

Goal:
Get to the heart of the ideas!

For this we'll have 4, maybe 5 stations...



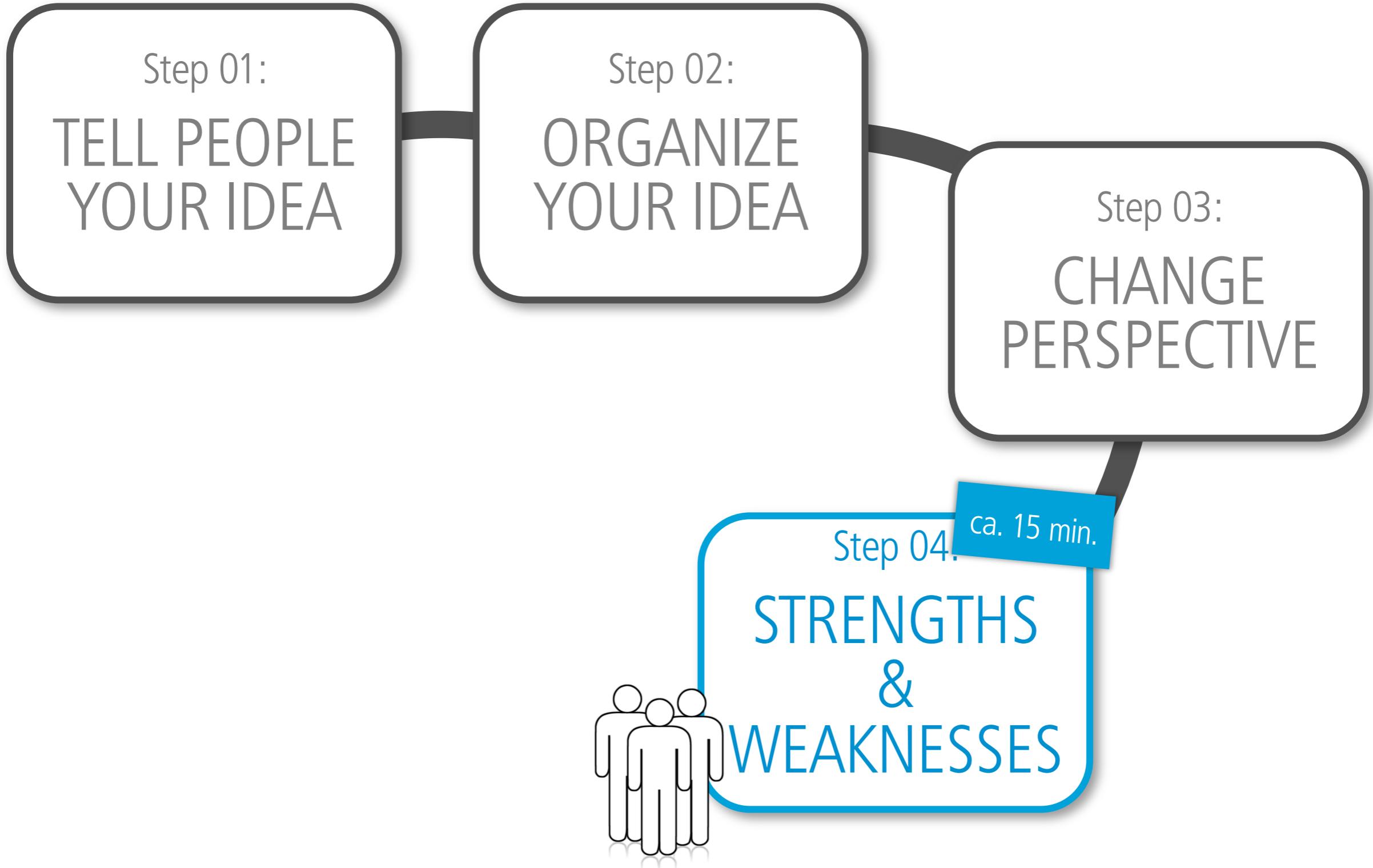
For this we'll have 4, maybe 5 stations...



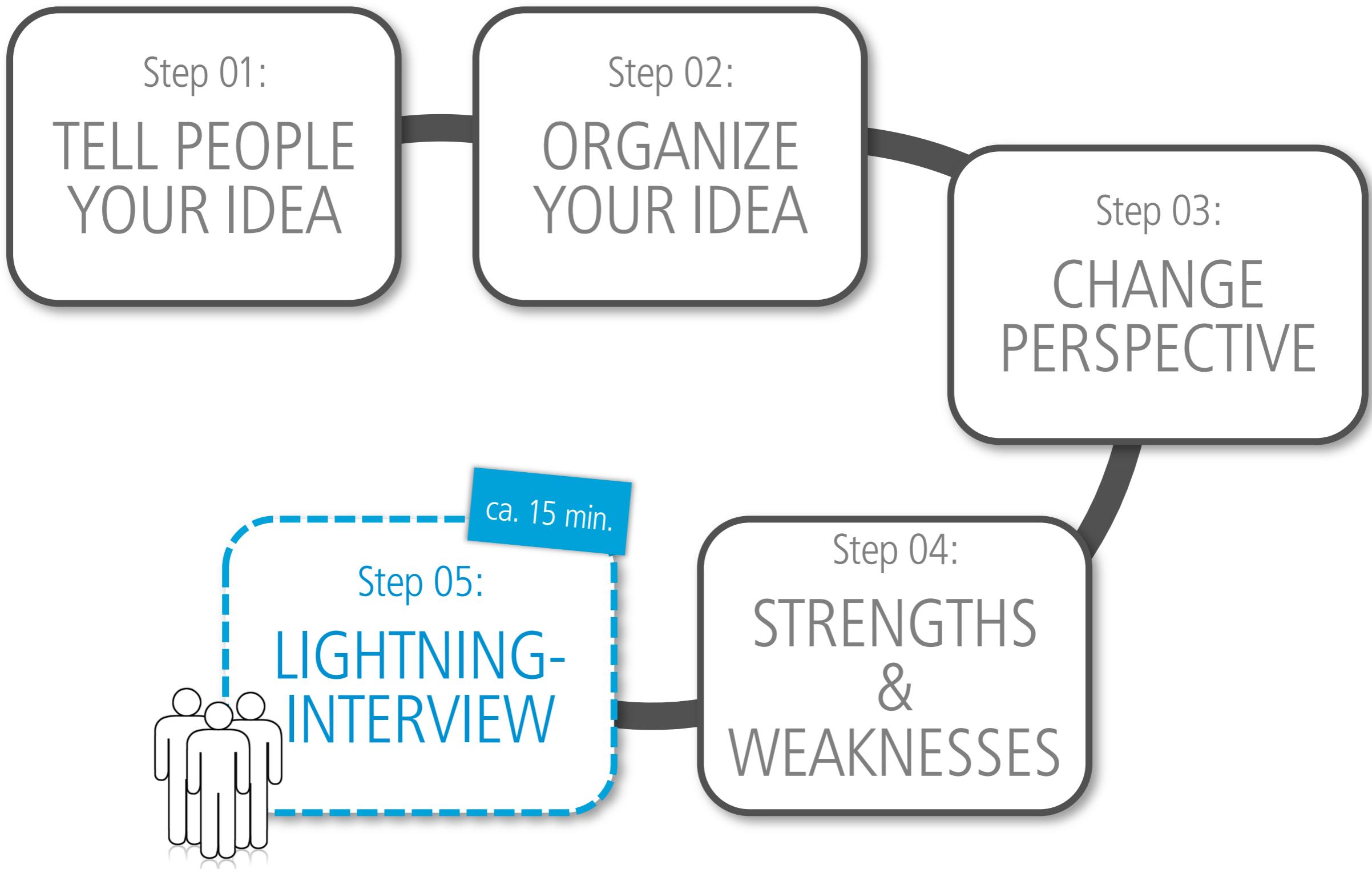
For this we'll have 4, maybe 5 stations...



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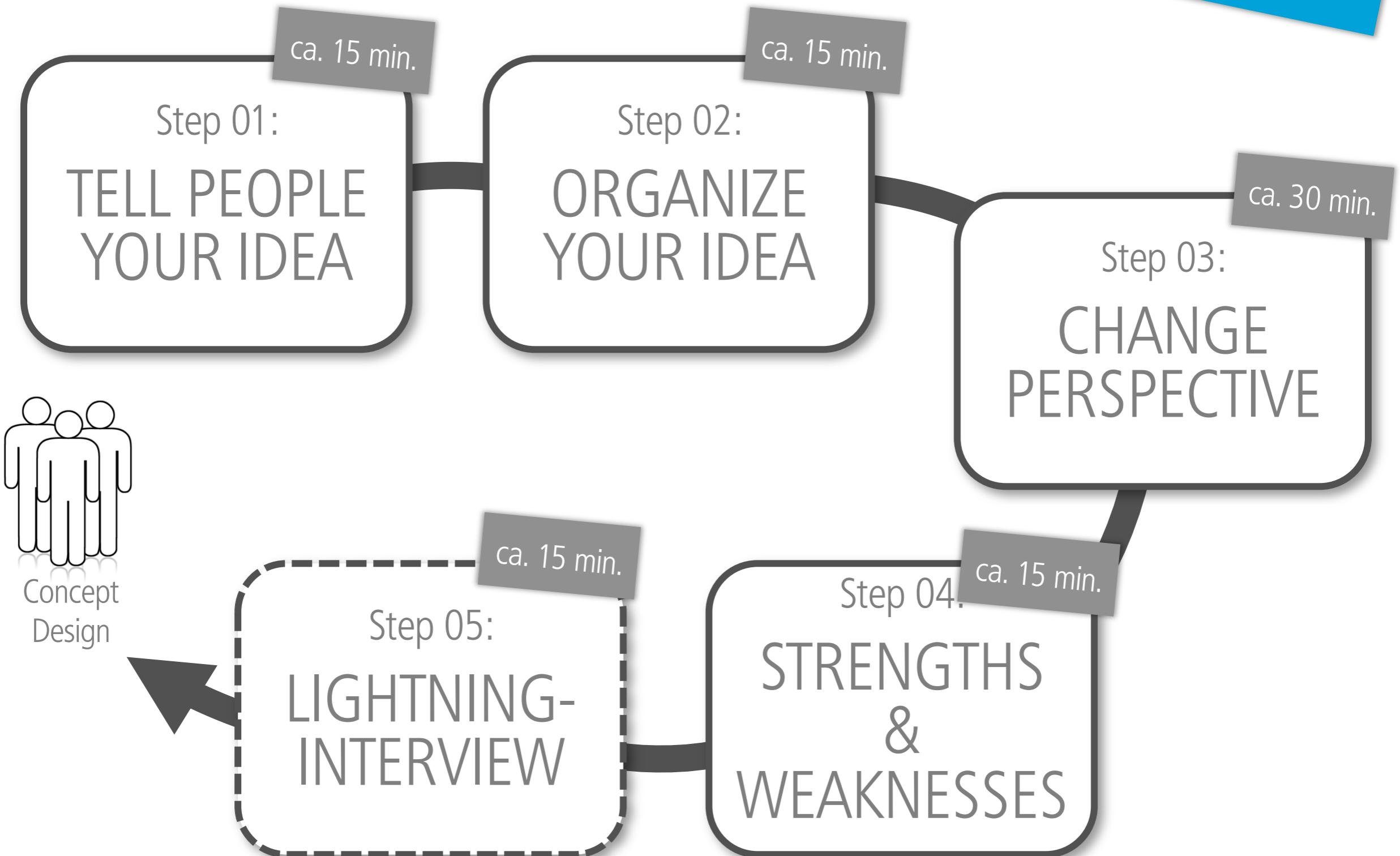


For this we'll have 4, maybe 5 stations...



For this we'll have 4, maybe 5 stations...

In total
ca. 90 min.



Station 01: The Idea

Goal: Modifying and improving your idea!

Approach:

Step 01 [ca. 15 min.] – Sharing the idea

- Share your idea within your group.

Step 02 [ca. 15 min.] – Classifying the idea

- Locate your idea on the pre-printed matrix according to the parameters on the axes. You may also use the flipchart.

Step 03 [ca. 30 min.] – Changing the perspective

- Role play – distribute the coloured scarfs and play your role according to the colour of your scarf. While doing so write down all strengths and weaknesses on the flipchart provided or pin them to the wall. Make sure to swap roles from time to time

Yellow: The all-out optimist! – Sees everything positive.

Black: The all-out pessimist! – Sees everything negative.

Blue: The visionary! Sees the great potentials of the idea.

Step 04 [ca. 15 min.] – Strengths and weaknesses

- Every member of your group takes 5 glue dots to mark those strengths and/or weaknesses they find particularly relevant.

Step 05 [ca. 15 min.] – Flash-interview

- As a team, present your idea (2 minutes max) to somebody outside of your group and observe their reaction.

Central Questions:

- Does your idea have the potential to supply a central need?
 - Which need would that be?
- Would you use the app yourself?
 - If not, why not?
- How easily can your idea be implemented?
- What is the core of your idea?
- Are there any comparable ideas?
- What is special about your idea?

Checklist:

- What are the strengths of your idea?
- What are the weaknesses of your idea?

Hints:

- Keep an eye on the time.
- Don't get stuck with details.
- Bullet points suffice.
- Take breaks between the steps to clear your mind.
- Assume different roles and look from different perspectives.





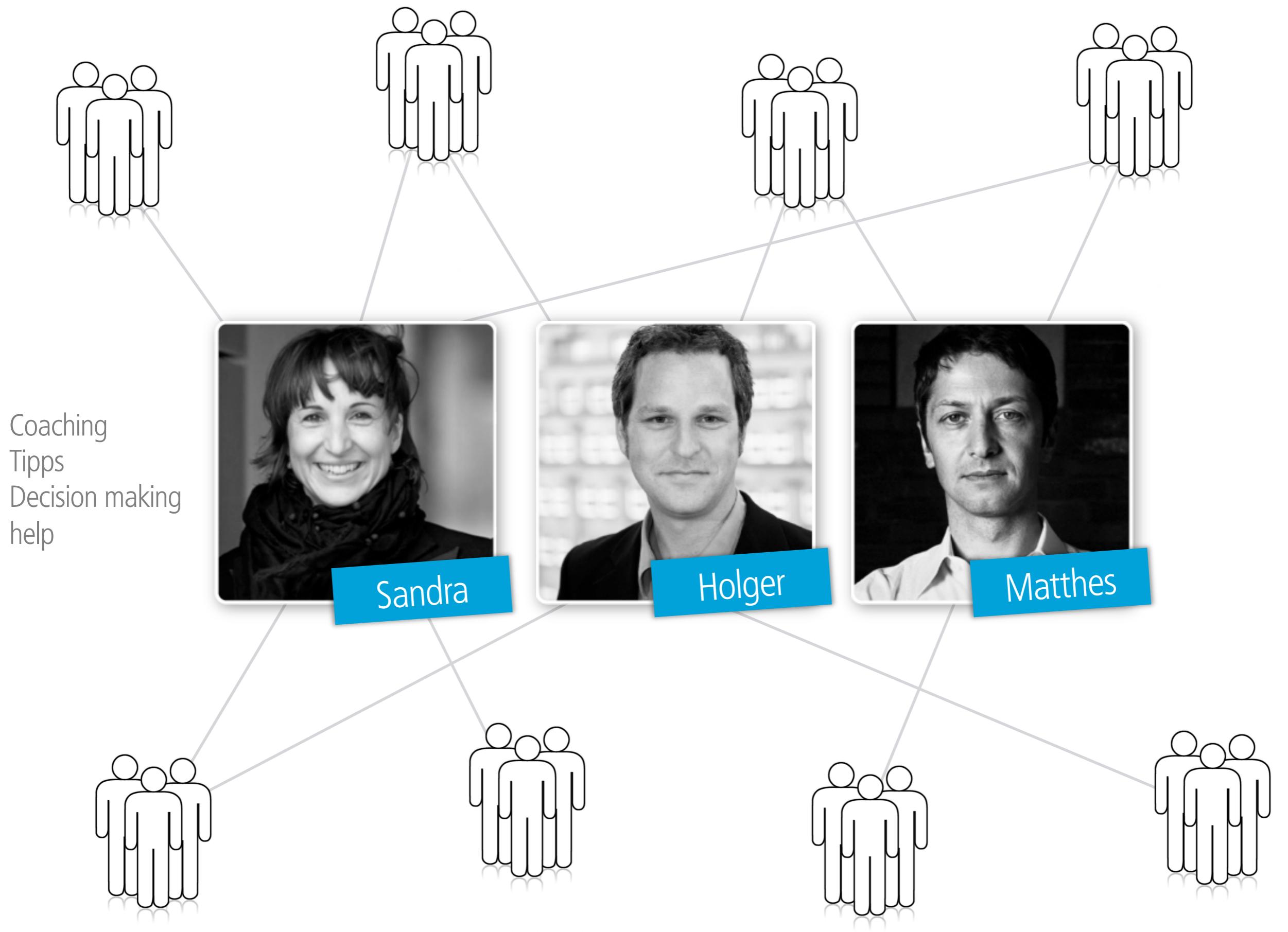
Sandra

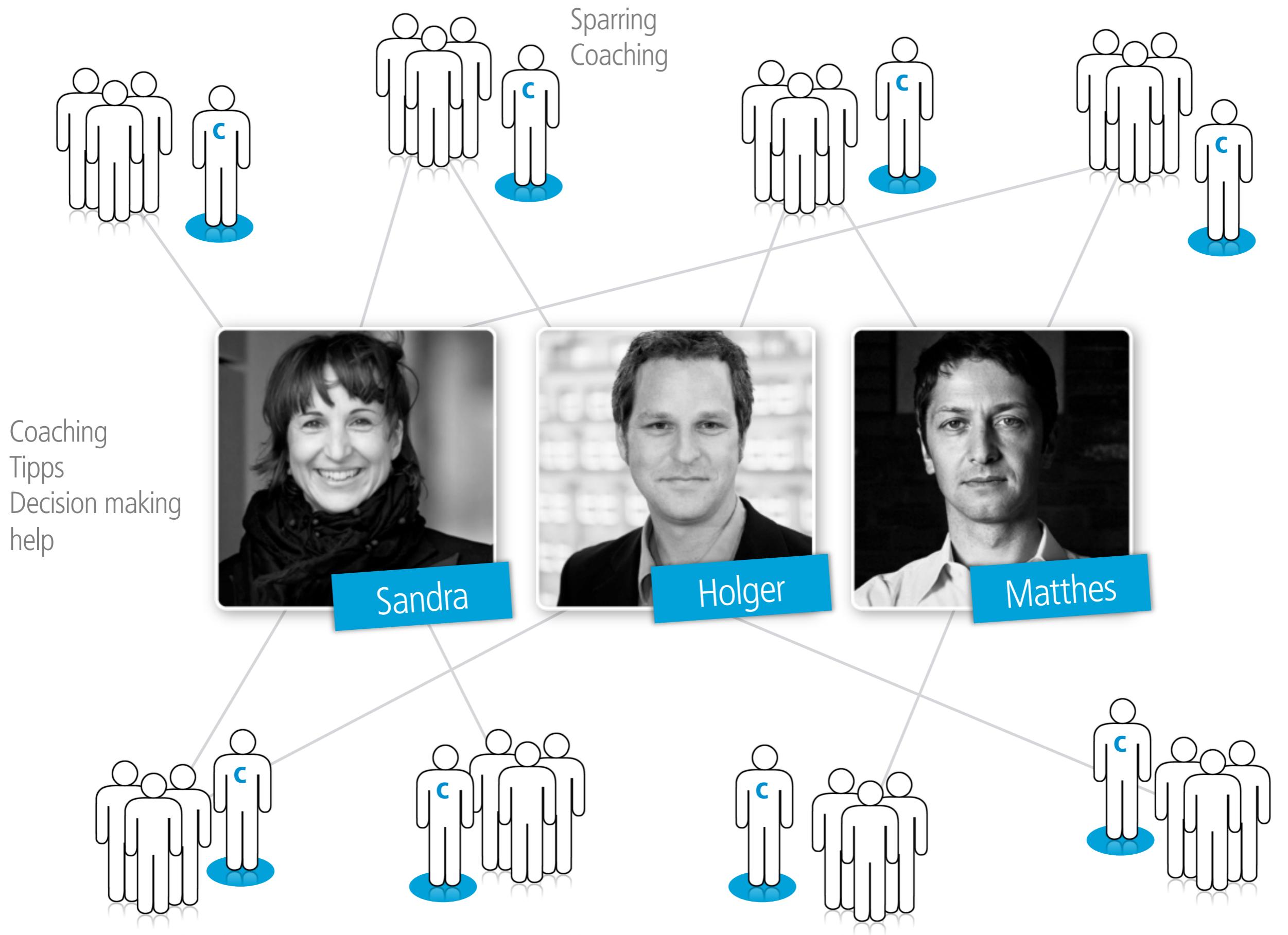


Holger



Matthes







Let's go! ☺