



MAKE
SCHOOL

APPS BRAINSTORMING DAY 2

TODAY

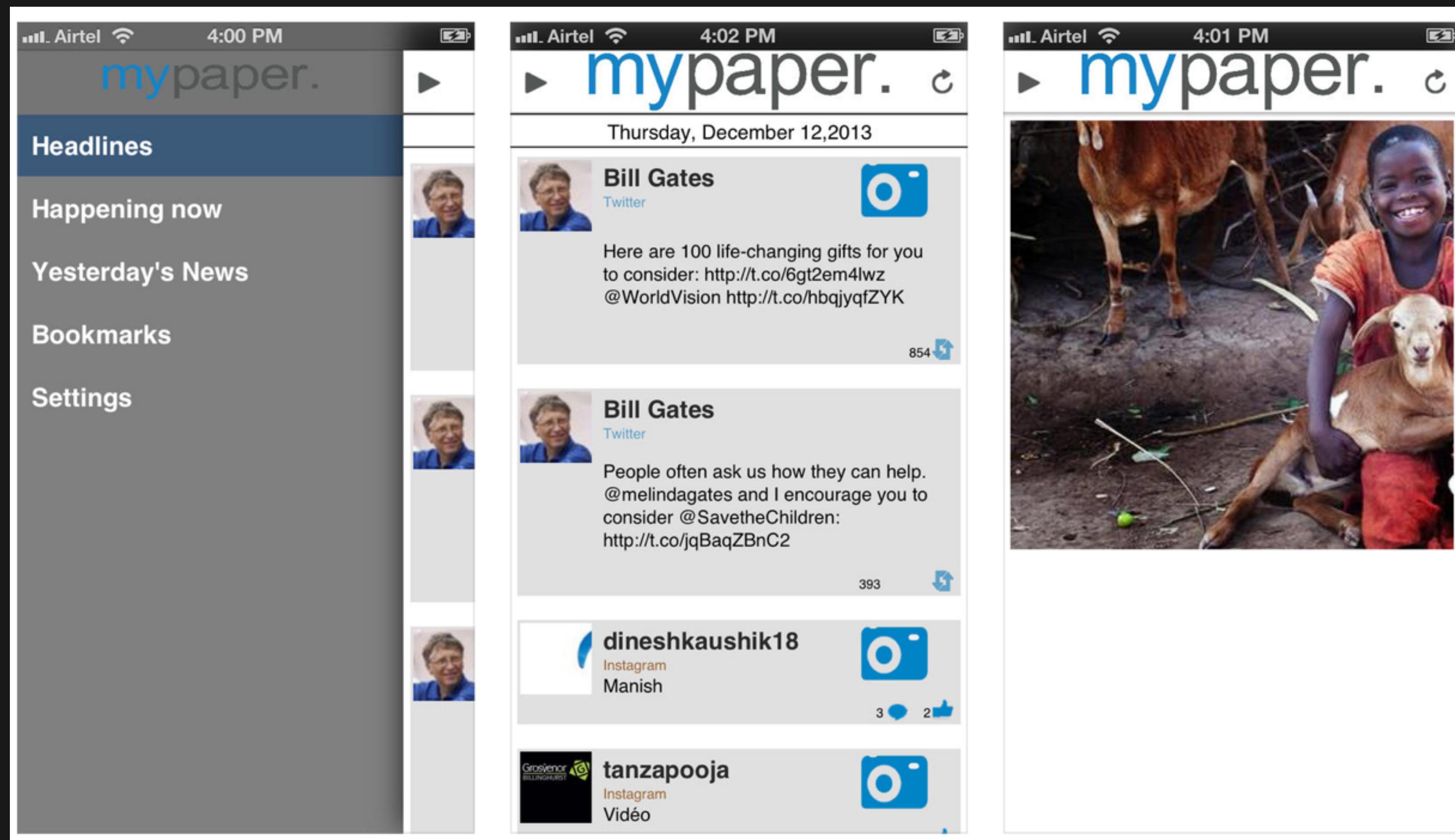
Idea Evaluation

Creating an MVP

WHAT TO AVOID...

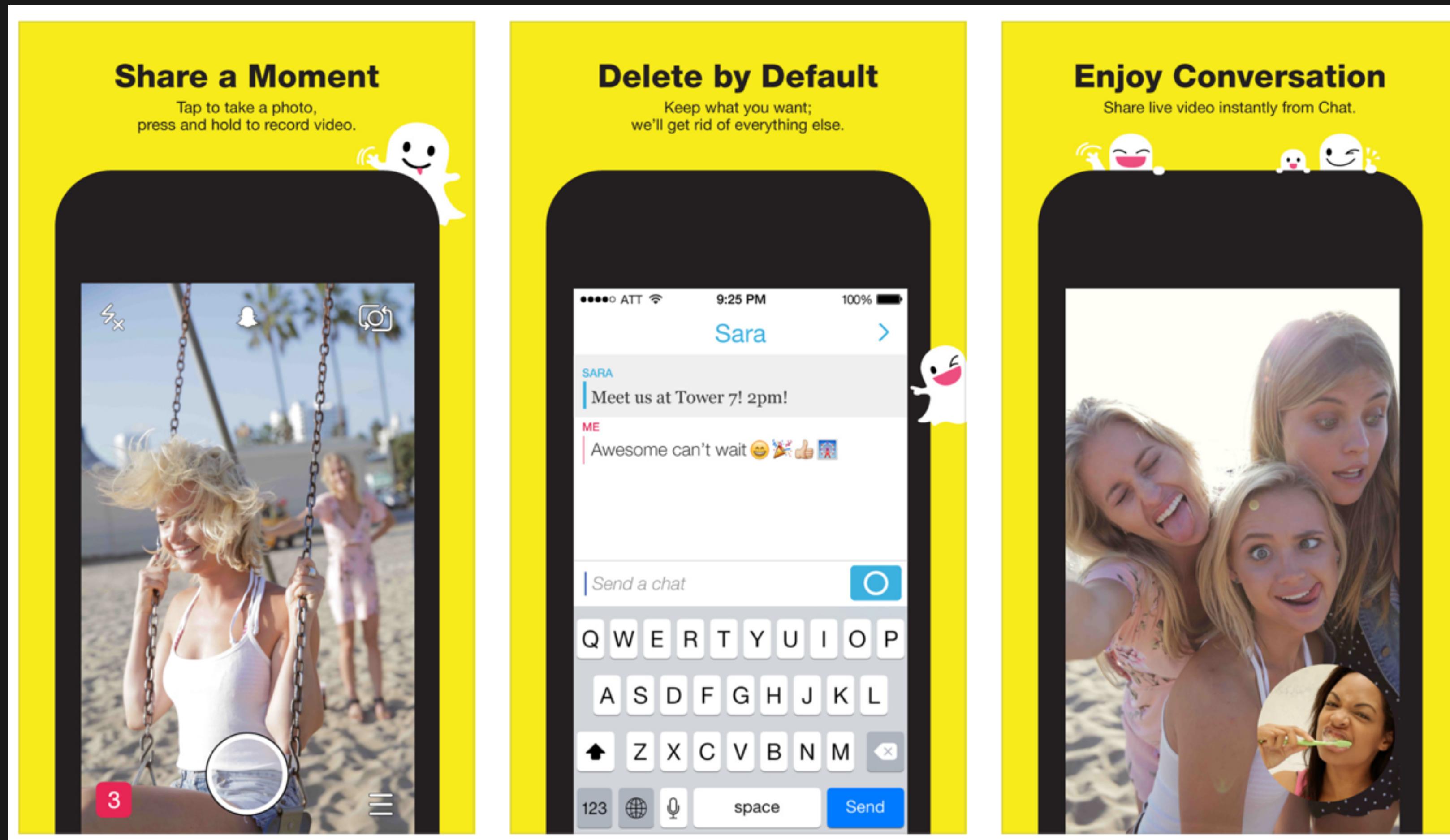


SOLVING A FAKE PROBLEM



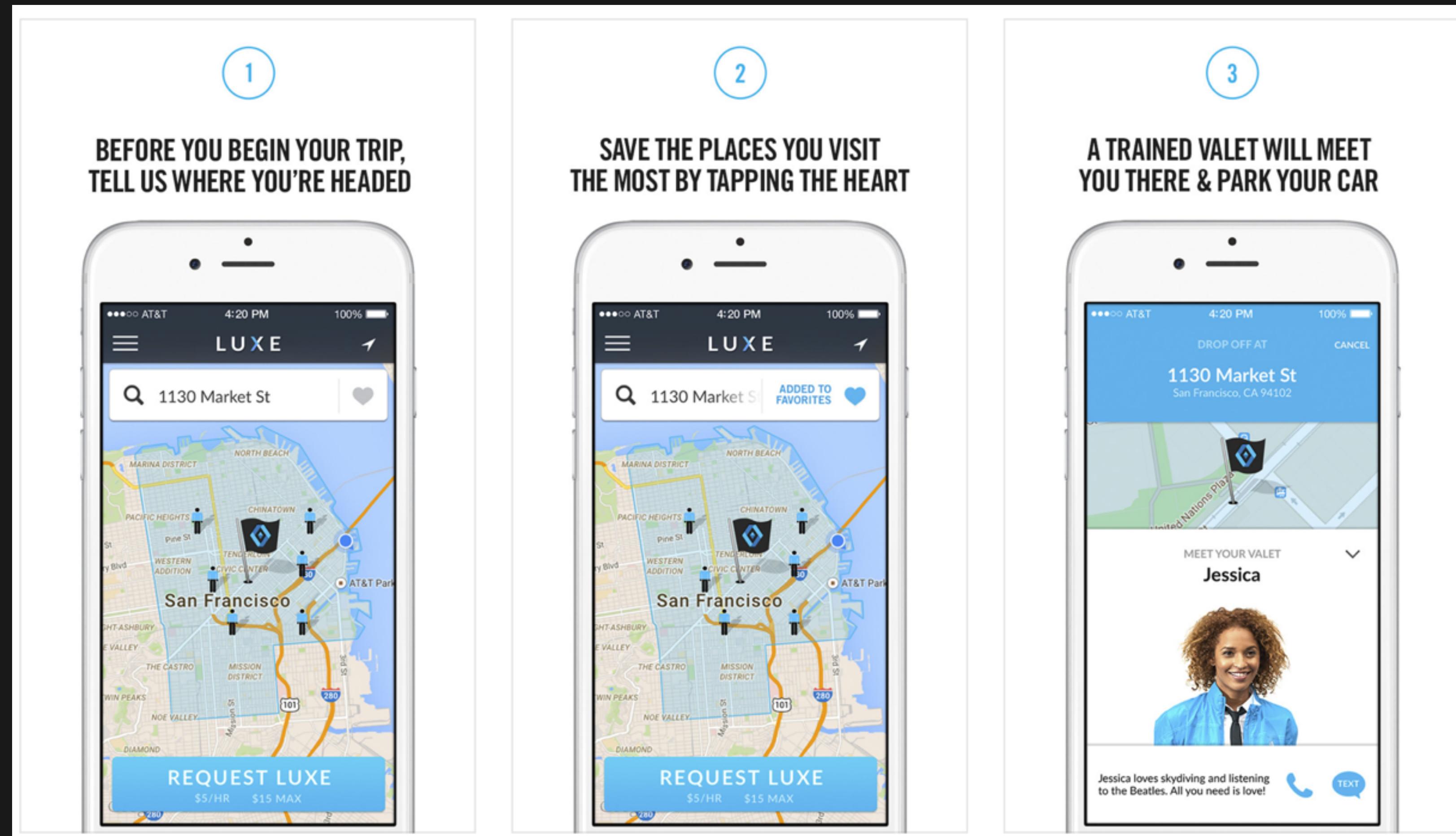
Creating a solution without a problem

CREATING A SOCIAL NETWORK



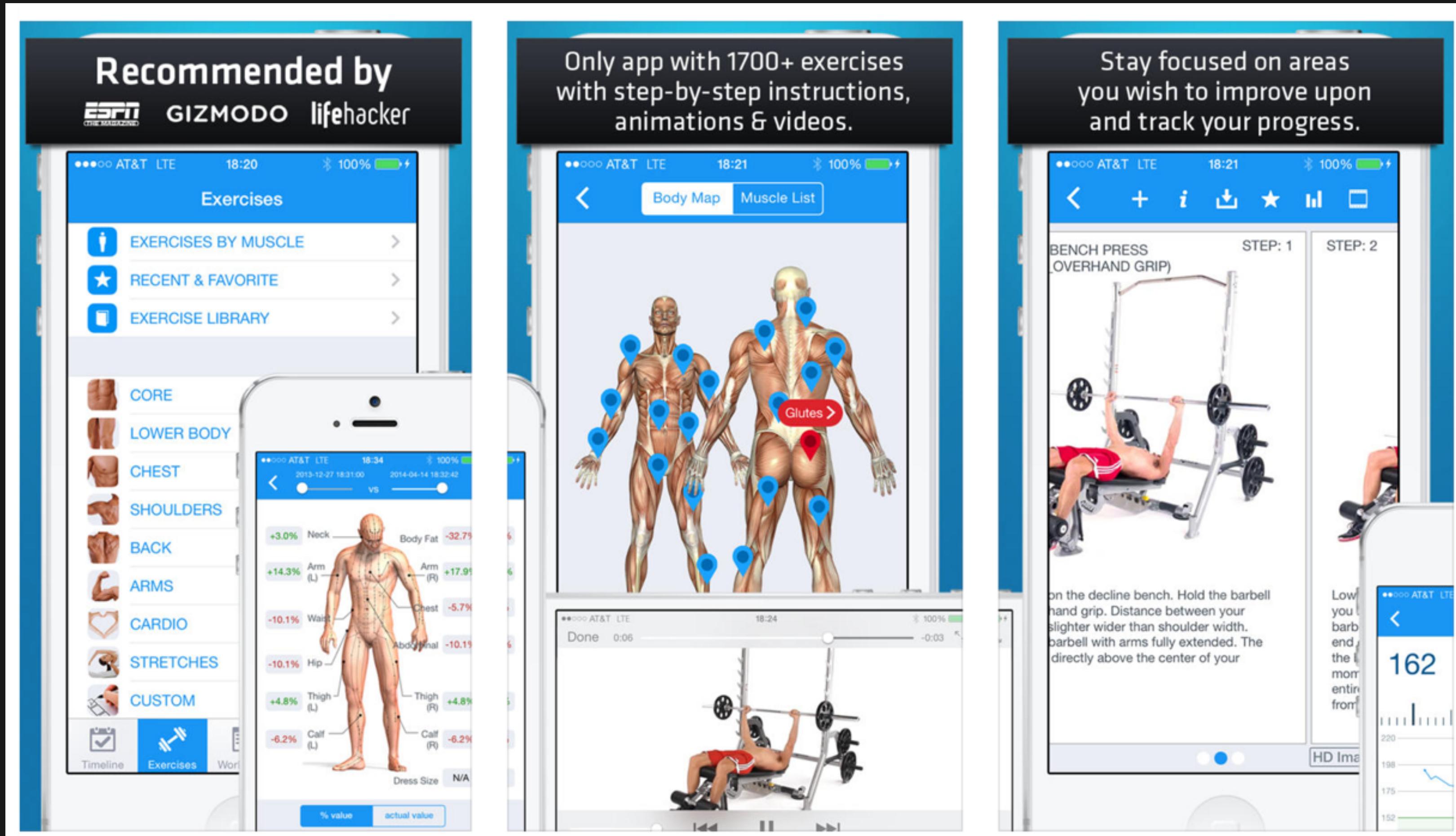
Difficult to obtain a critical userbase

ON-DEMAND ECONOMY



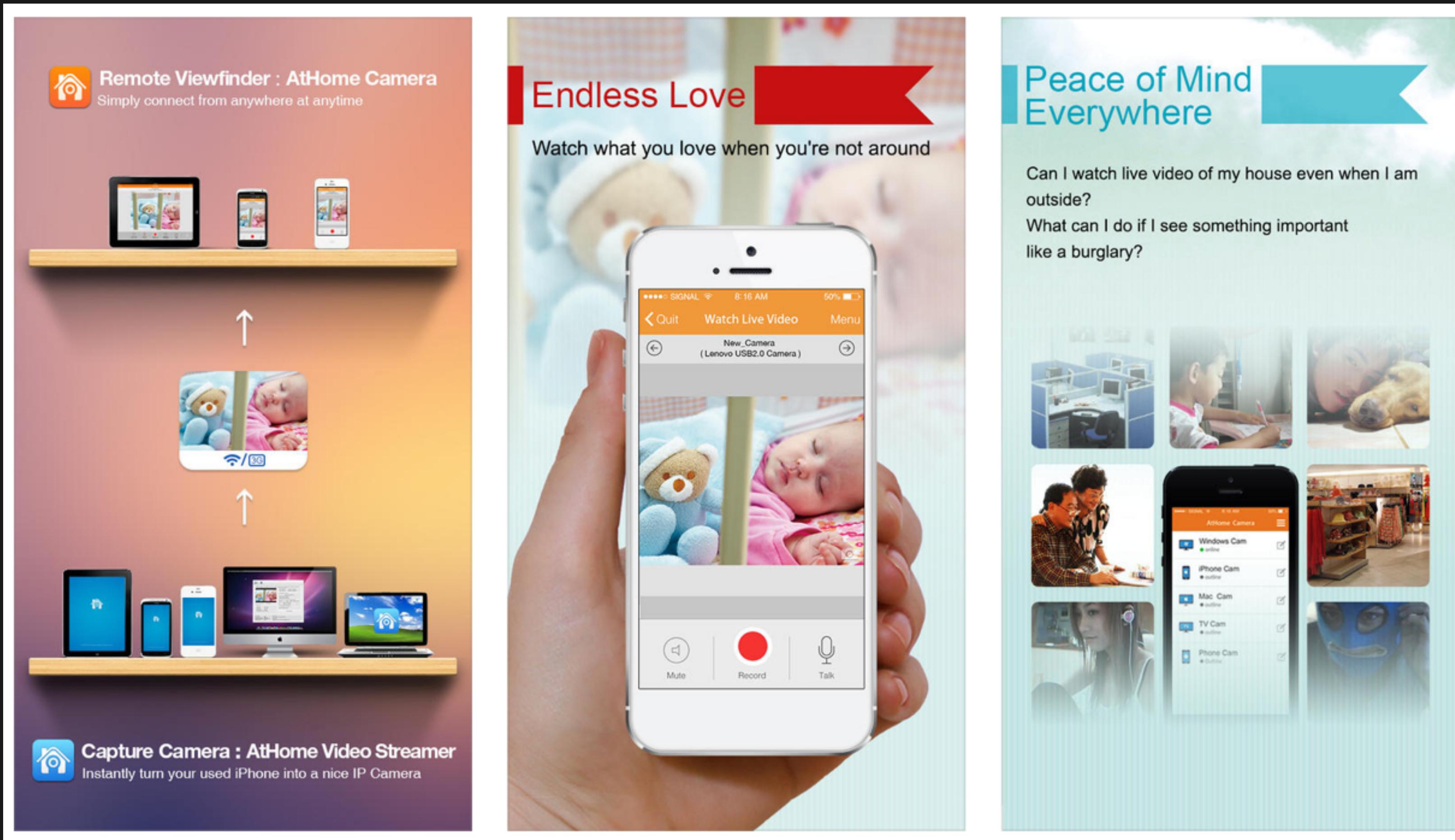
Much more about logistics than app itself

HEAVY CONTENT CREATION



Very time consuming!

UNDERESTIMATING TECHNICAL DIFFICULTY



WHAT TO AVOID...

Solving a fake problem

Creating a social network

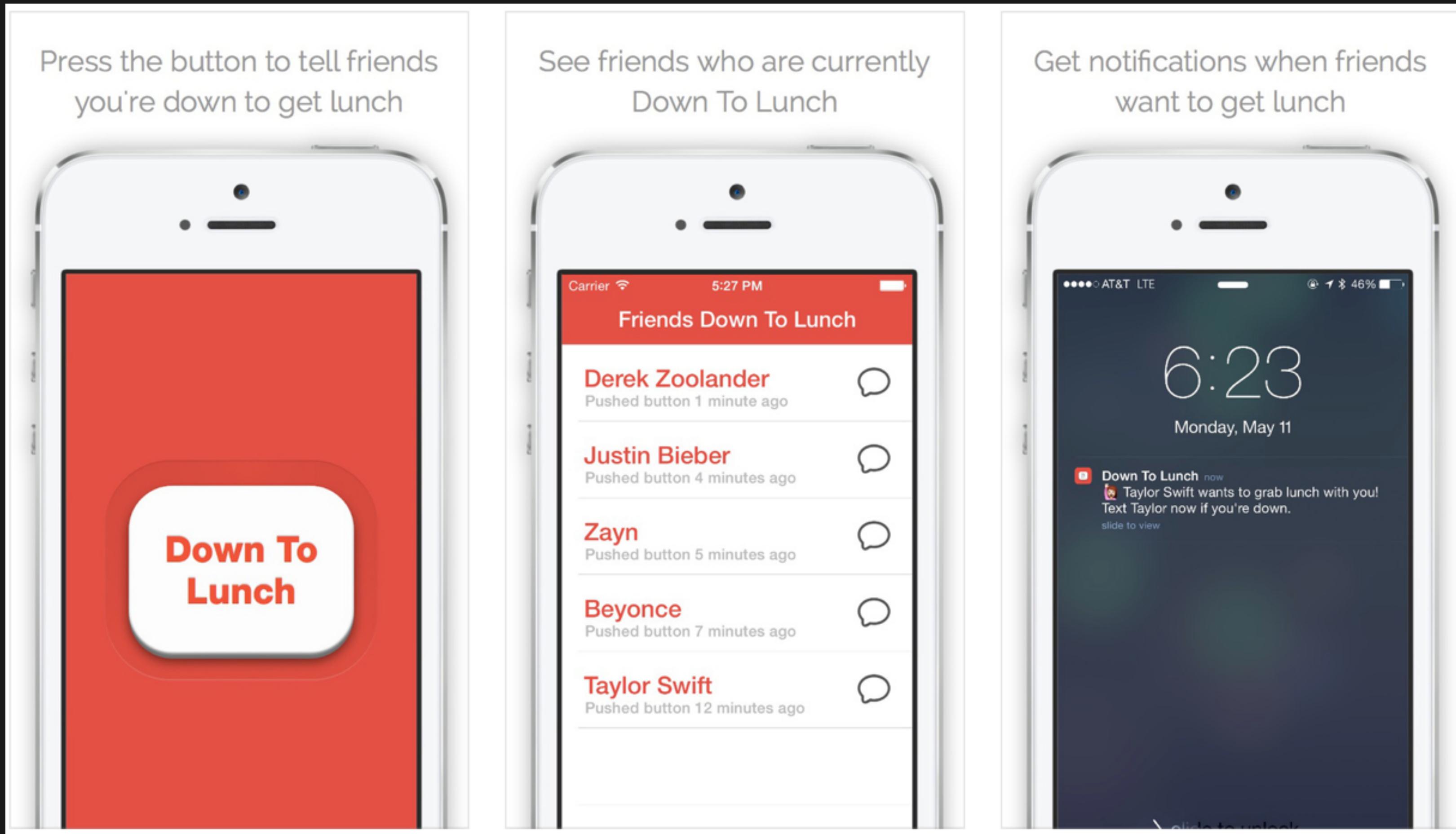
On-demand economy

Heavy content creation

Underestimating technical difficulty

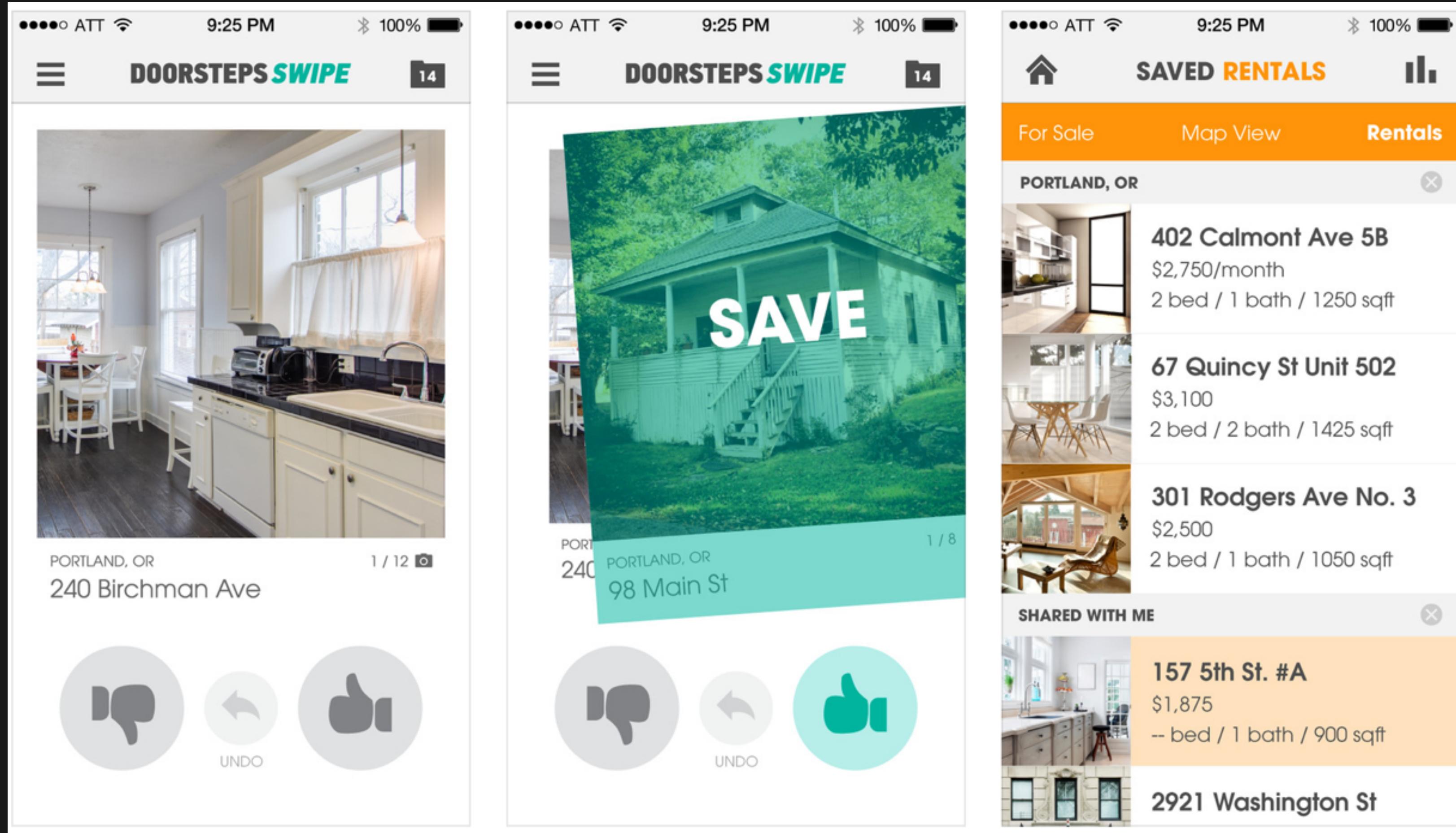
WHAT TO DO...

FOCUS ON KEY FEATURES



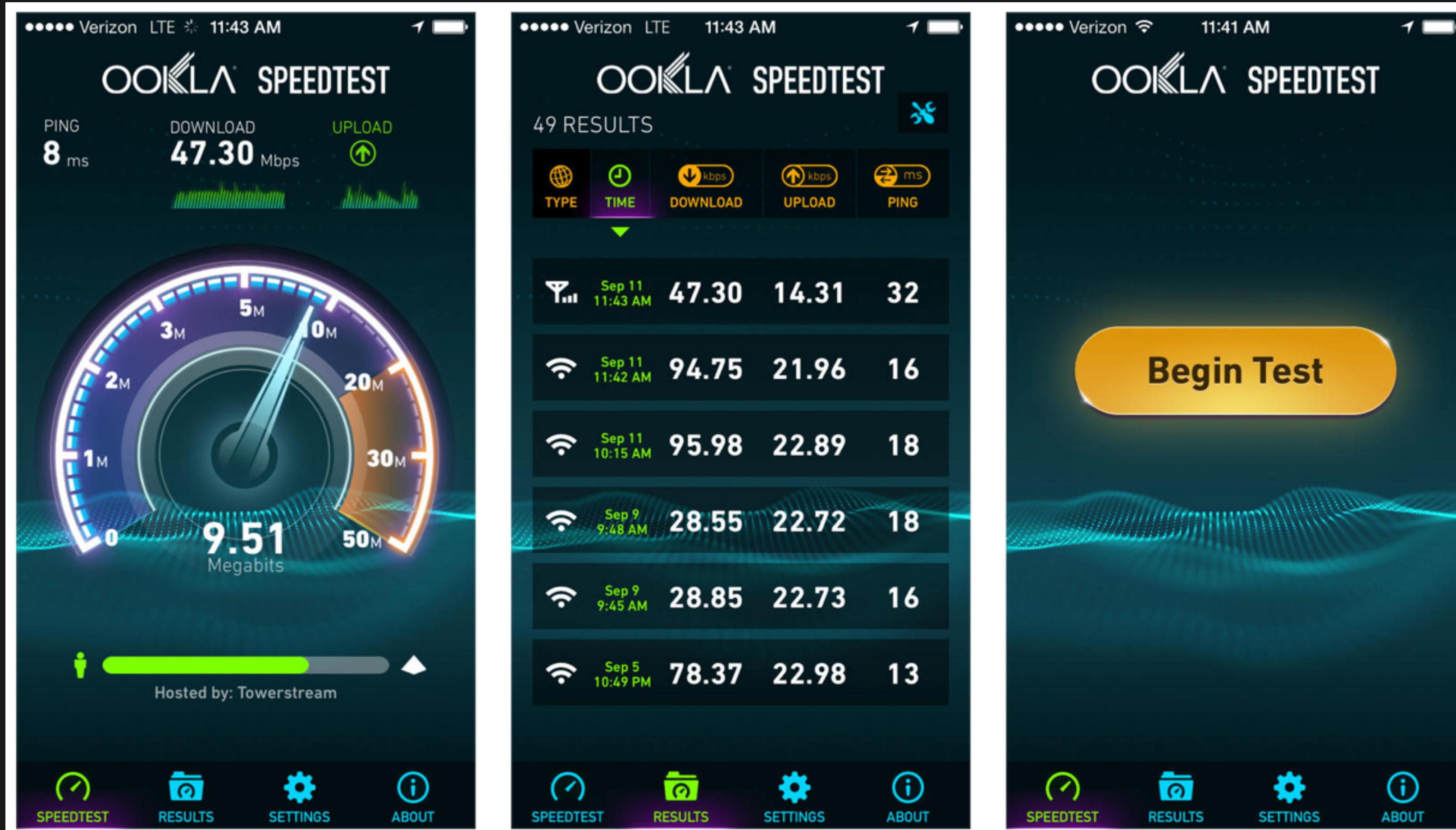
Purpose: see what friends want to get lunch

MINIMIZE CHOICE



Two options: like & don't like

LARGE TARGET MARKET



Target market: everyone who connects to the Internet

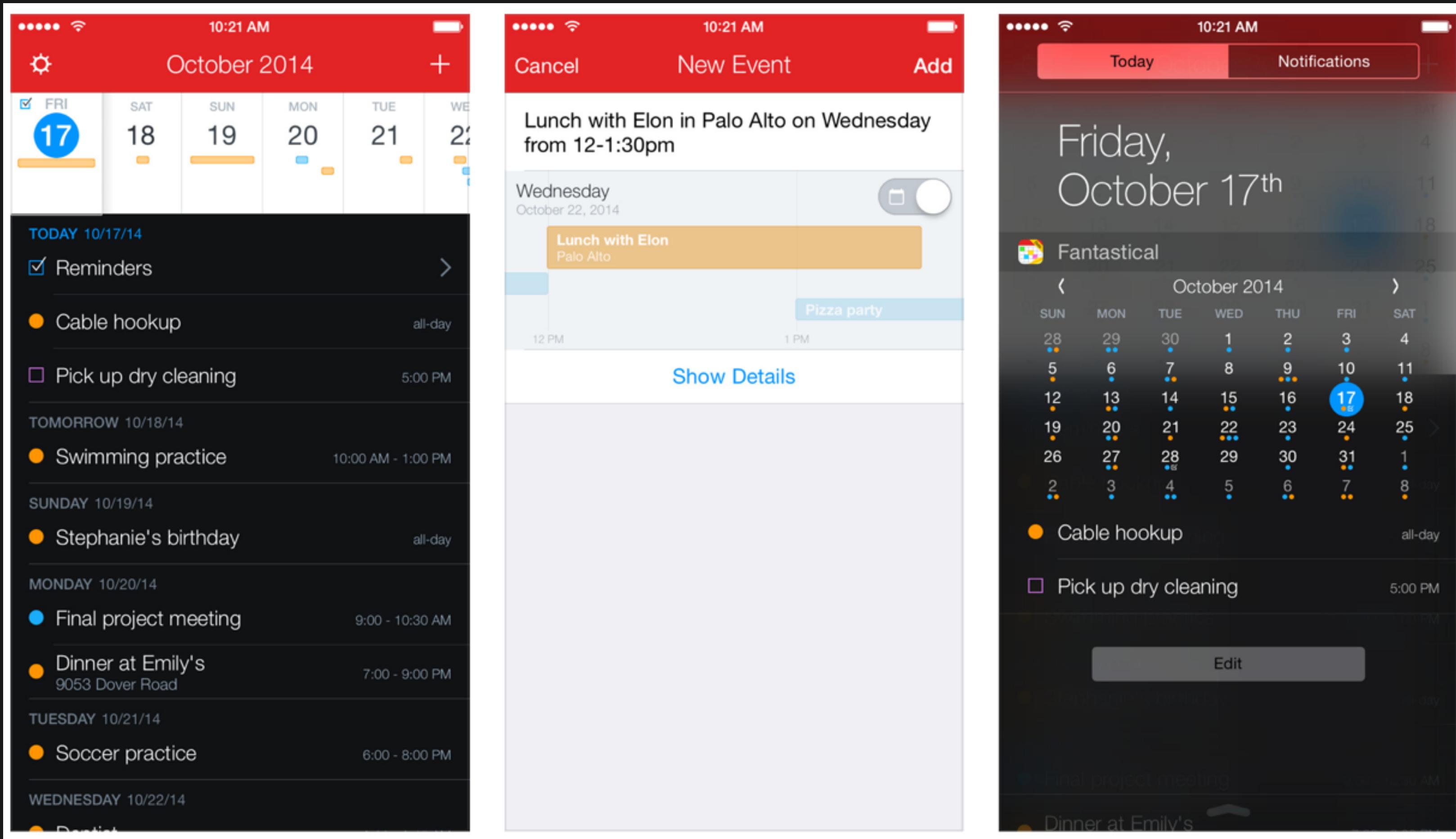
HARDWARE CAPABILITIES

The image displays three screenshots of the Cardiio app, illustrating how it utilizes the iPhone's hardware:

- Left Screenshot:** Shows a hand holding an iPhone with the Cardiio app open. The app interface includes a large circular sensor on the back of the phone. Text at the top reads "Track Your Heart Rate. Simple & Accurate." and "new Supports Apple Health." Below the phone is a blurred background image of autumn leaves.
- Middle Screenshot:** A detailed view of the app's "Insight" screen. It features a "YOUR LIFE EXPECTANCY" section with a bar chart comparing the user's potential life expectancy (86 years) to a kangaroo's (9 years). A "PRO" badge is visible in the top right corner. Below this is a "HOW YOU STACK UP" section showing the user's heart rate (77 bpm) is 19% lower than the average person in the USA (62 bpm). It also includes an "ENDURANCE SCORE (VO₂ MAX)" section with a battery icon and a value of 43.5 ml/min/kg, labeled as "ABOVE AVERAGE".
- Right Screenshot:** A split-screen view. The left side shows a person holding the iPhone with the front camera facing their face, with text explaining that the app uses the front camera to measure heart rate by analyzing reflected light. The right side shows a finger covering the rear camera lens, with text explaining that the rear camera is used for measurement. Both sides feature icons for "Insight", "Measure", "Workout", and "Settings".

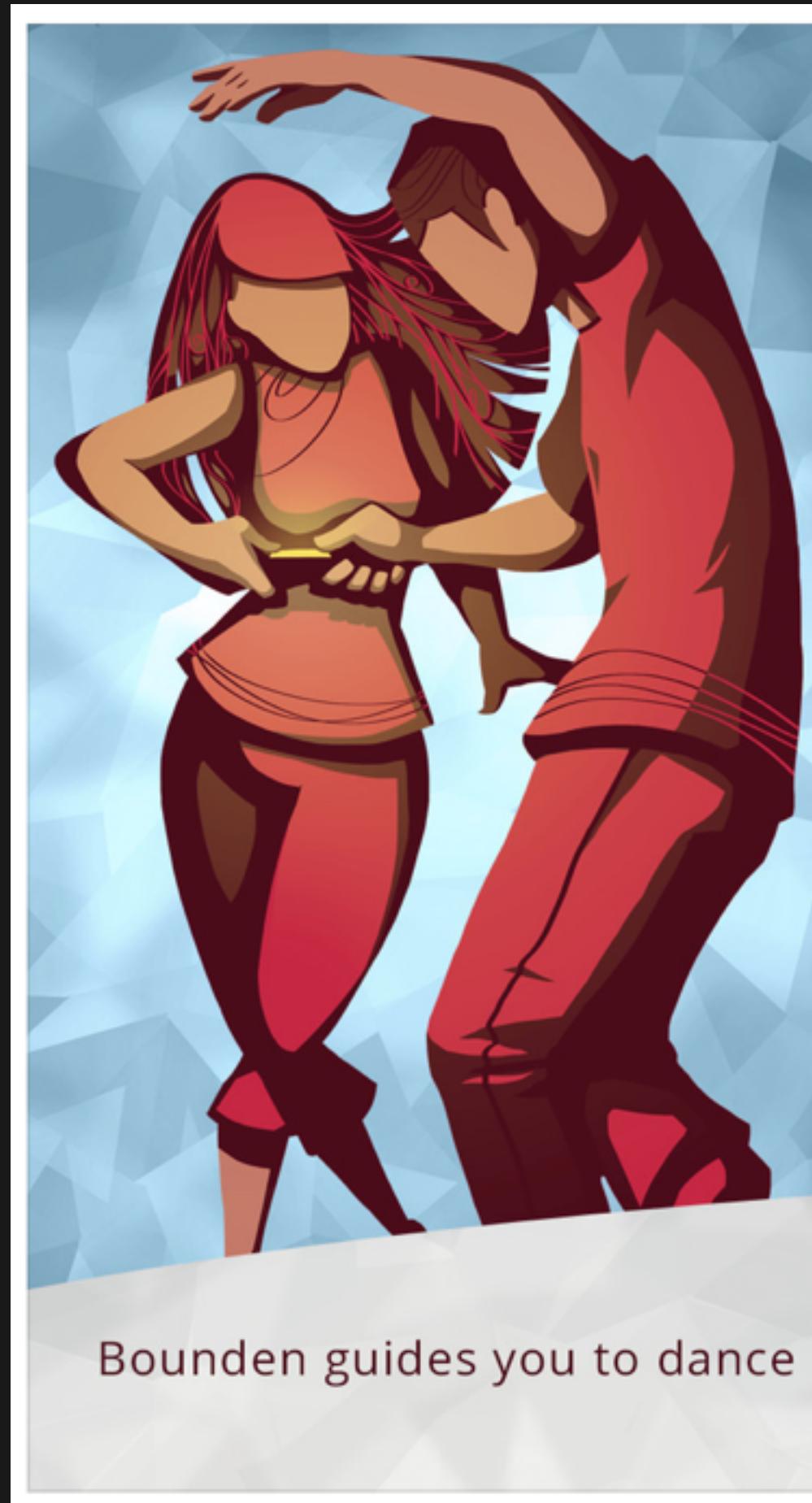
Make use of the iPhone's camera, gyroscope and more!

FOCUS ON DESIGN & UI

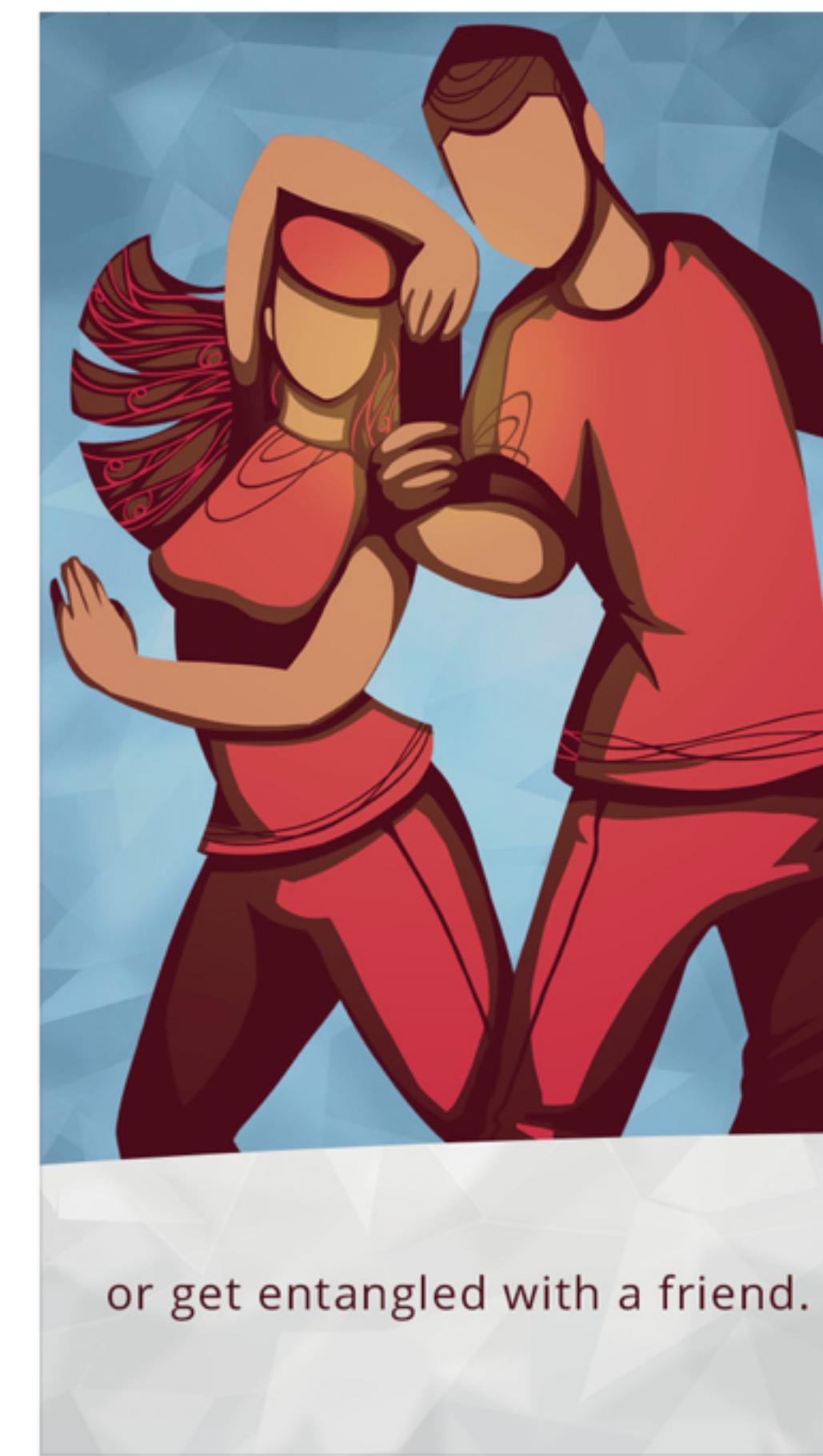


Create an app that's so beautiful that it will make users want to touch and use it

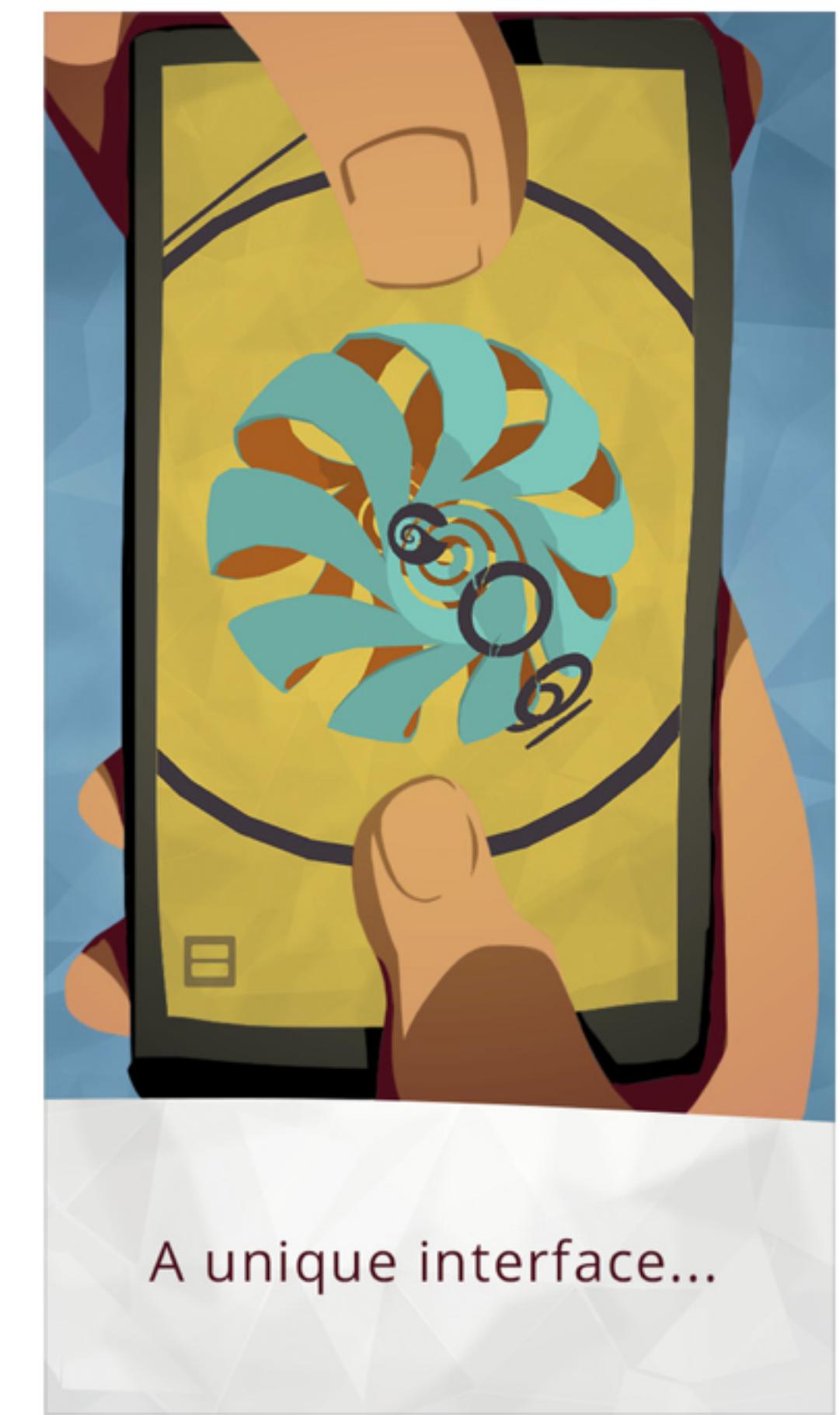
BE CREATIVE



Bounden guides you to dance



or get entangled with a friend.



A unique interface...

Make use of your iPhone in unexpected ways

WHAT TO DO...

Focus on key features

Minimize choice

Target market, know your users

Design an incredible UI

Be creative

EVALUATION ACTIVITY

1. Have people worked on this before?
2. Does this exist?
3. How many people does this affect?
4. How big of a problem does it solve for them?
5. How often do they use it?
6. How technically complex is this idea?
7. Is there a simple version of the idea that doesn't solve the full problem?
8. Is this something you personally would use?

SWITCH PARTNERS!

EVALUATION ACTIVITY

1. Have people worked on this before?
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WHAT IS AN MVP

Minimum Viable Product

Highest return on investment vs risk

Term first coined and defined by Frank
Robinson

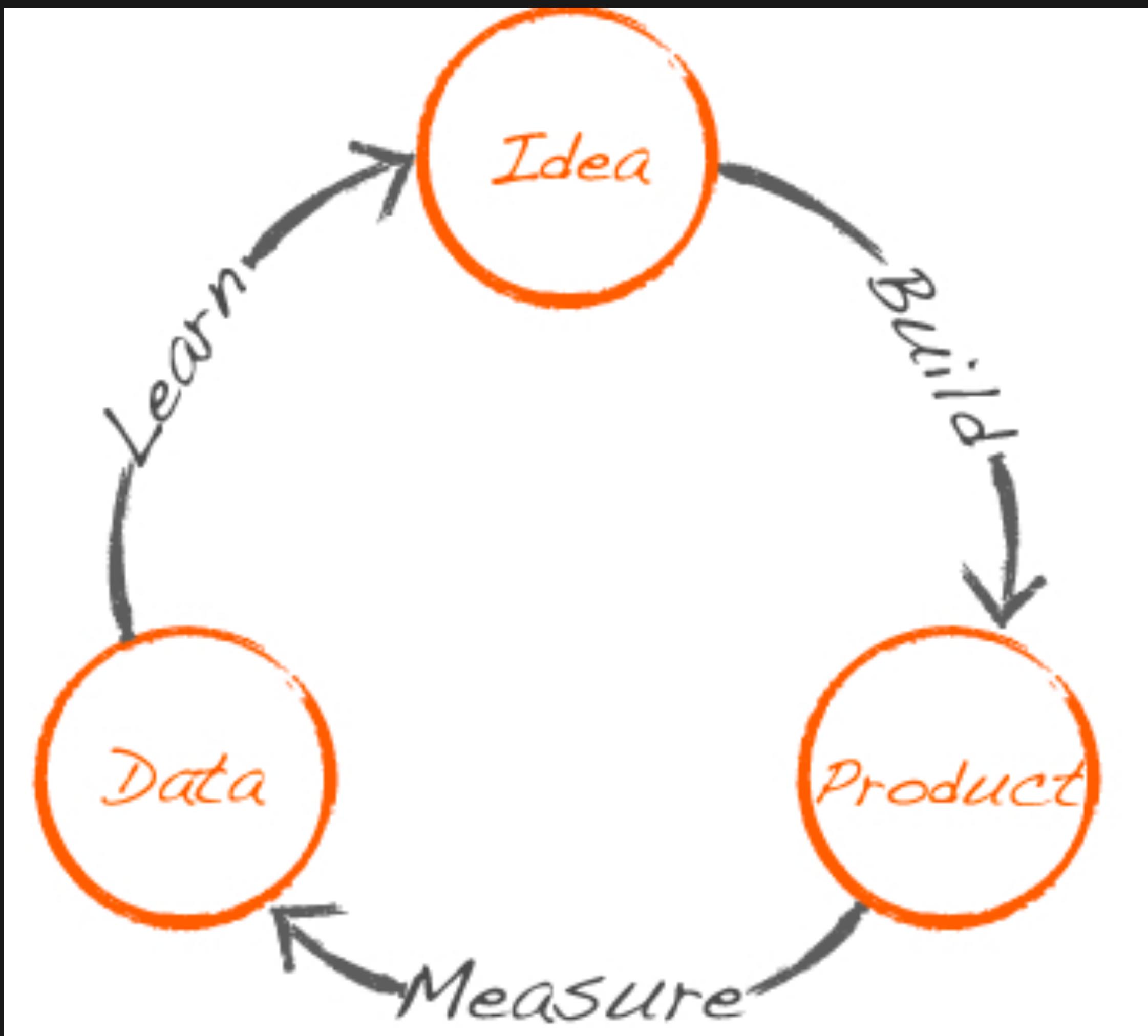
MVP DEFINED

Minimum: The product contains only the core features, nothing else

Viable: The product has the ability to create value for users and thus to also establish a user base

Product: You're shipping a product!

LEARN, BUILD, MEASURE LOOP



WHAT DOES IT LOOK LIKE

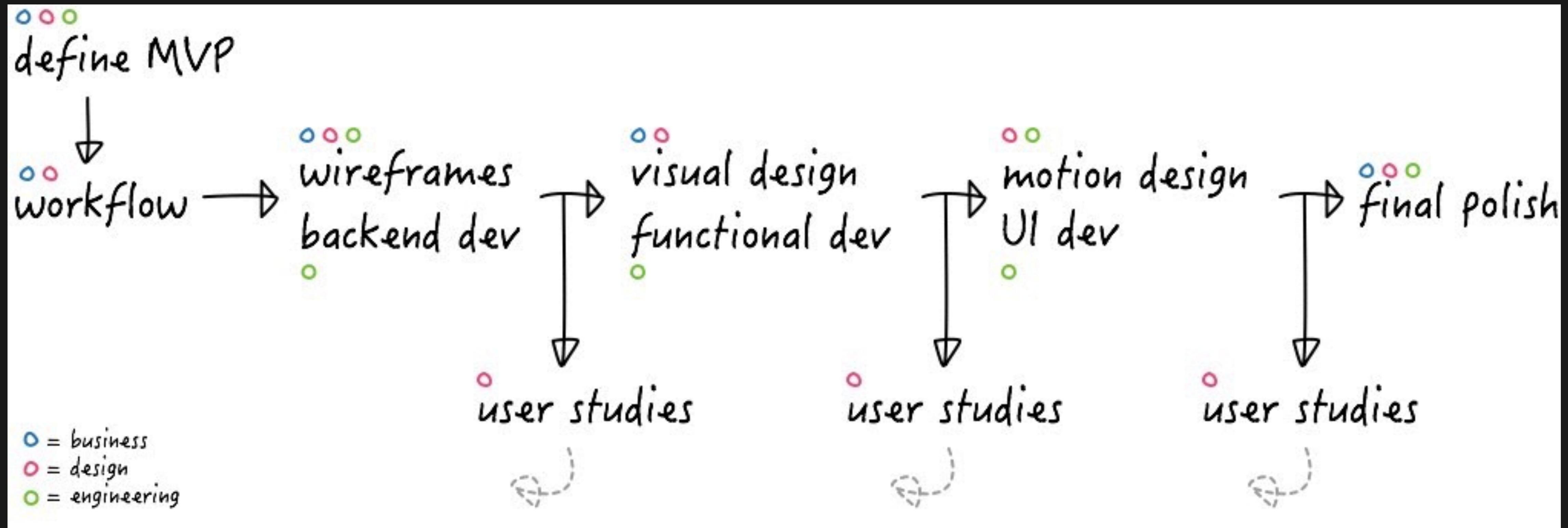
Define the problem very well

Focus on top 1-2 key features

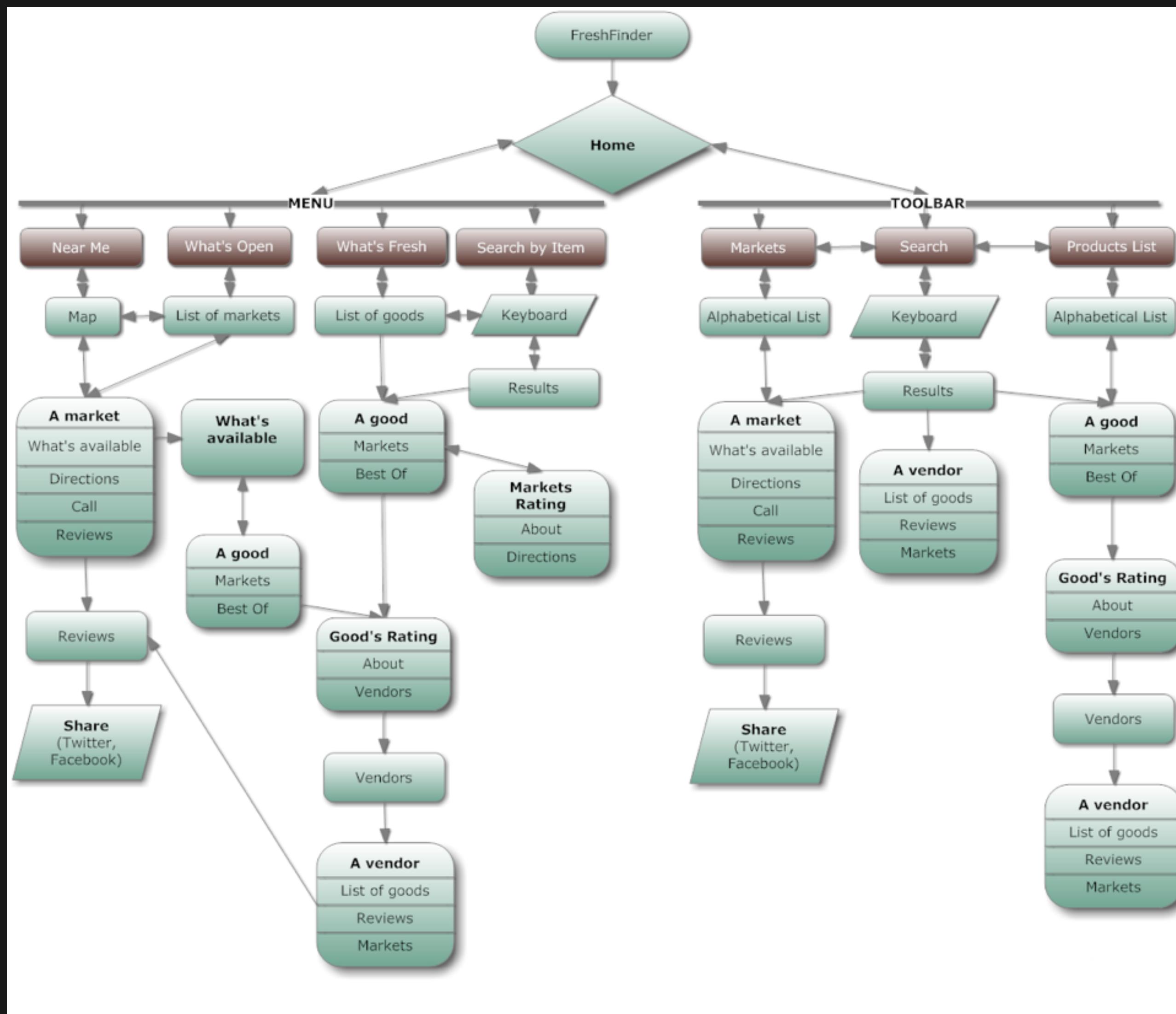
Don't worry about the minor details

Get it out in front of users & get feedback!

EVERYTHING STARTS WITH THE MVP



INFORMATION ARCHITECTURE



MARKET RESEARCH

Competitor Analysis

	The Trainline (uk)	Citymapper (London/NY)	Bus Mate (London)	O2 Train Travel (uk)	Hailo (London) (black taxis)	Our Product/Service
Features	<ul style="list-style-type: none"> Journey planner Buy tickets Live departures Train times Personal accounts 	<ul style="list-style-type: none"> Locates; bus stops, train stations, national rail stations, cycle docks, rail maps, tube maps, area map, Line status Favourites Get me home Get me somewhere My places 	<ul style="list-style-type: none"> Nearest bus stops Nearest bus route Bus arrival reminders "tell me when im here" Search bus routes for postcodes/areas/landmarks 	<ul style="list-style-type: none"> Journey planner Buy tickets Previous/current tickets O2 wallet 	<ul style="list-style-type: none"> Hail a taxi Pay via app Track where your driver is, shows waiting time Register 	
Grossing	<ul style="list-style-type: none"> 1,000,000+ downloads 	<ul style="list-style-type: none"> 50,000+ downloads 	<ul style="list-style-type: none"> 100,000+ downloads 	<ul style="list-style-type: none"> 50,000+ downloads 	<ul style="list-style-type: none"> 100,000+ downloads 	
Price	Free	Free	Free	Free	Free	
Feedback	<ul style="list-style-type: none"> 3.9 user rating on 2654 voting 	<ul style="list-style-type: none"> 4.8 user rating on 959 voting 	<ul style="list-style-type: none"> 4.3 user rating on 779 voting 	<ul style="list-style-type: none"> 3.5 user rating on 70 voting 	<ul style="list-style-type: none"> 4.8 user rating on 8787 voting 	

DEFINING YOUR MVP

1. Enumerate and expand on core features
2. Create an information architecture flowchart
3. Define your technical scope
4. Define and research your potential users
5. Market research & value propositions
6. APIs, SDKs, frameworks

MVP ACTIVITY

Find a partner, each person brainstorms 3 MVPs for 3 of their ideas

DEFINING YOUR MVP

1. Enumerate and expand on core features
2. Create an information architecture flowchart
3. Define your technical scope
4. Define and research your target market
5. Market research & value propositions (iTunes App Store, AppAnnie.com, CrunchBase, Google Consumer Barometer)
6. APIs, SDKs, frameworks

HW

Continue working on MVP-ifyng your top 3
ideas

Read Design Document Info

Make simple Design Documents