



# ENGLISH

## Chapter 19 Session A

**5th**  
SECONDARY

**VIRTUAL WORLD**  
Developing Products

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 **SACO OLIVEROS**

7

## Virtual World



## Motivating Strategy

M

**Mashable**  
explains

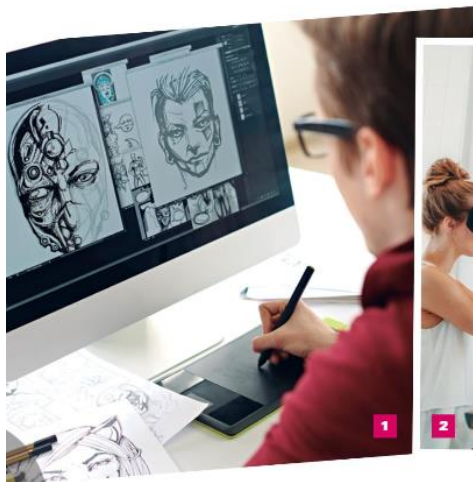


## Developing Products

- 1 Look at the words in the box. Which activities can you see in pictures 1 and 2?

design a prototype	test out the product
give a demonstration	develop the product
improve the design	develop a concept
research an idea	manufacture a product
solve any problems	analyze the results
do market research	invent characters

Invent characters- Test out the product



2

61

Listen and repeat the words in the box.



### 3 Complete the text with words in activity 1.

Designing a new computer game has many steps. First, you need to **a** develop the concept. What is the game about? Who is in it? Who is it for? Once this is clear, then you have to **b** research your idea and **c** invent the characters. Next you work on the computer and **d** design a prototype game. After this, you can **e** test out the game and make sure it works. If there are any problems, then you can **f** solve



them. After that you can use the prototype to **g** do some market research. You can also **h** give a demonstration and see if people like the product. Then you **i** analyze the results of the research and demonstrations and **j** improve the design. You **k** develop the product until it is ready to be sold, and then you can **l** manufacture it and sell the final game.



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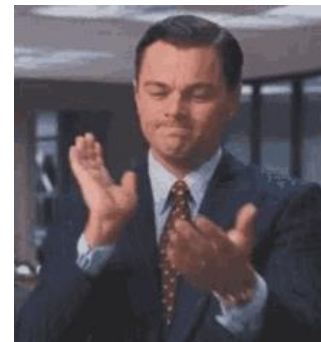
Listen to David, James and Rachel. What is Rachel doing?

Testing out a computer game.



**5** Listen again. Then write T for *true* or F for *false*.

- a ☐ F David thinks that testing out a computer game isn't an important part of designing a game.
- b ☐ T Rachel says the most important part of developing a new product is developing the concept.
- c ☐ F James thinks improving the design is less important than solving any problems.
- d ☐ T David asks Rachel to give a demonstration.







## READING 1

- 1 Read the title and observe the picture.  
What do you think the text is about?

Anvitha Vijay -  
an Amazing  
App Developer

Personal answer



2 Read the first paragraph and answer:

*Smartkins Animals* is the name of ...

- a ☐ an online platform.  
 b ☒ an app about animals.



## Anvitha Vijay - an Amazing App Developer

**Anvitha Vijay**, a smart and energetic 9 year-old student in Melbourne, Australia, is the youngest app developer to have ever attended the annual Worldwide Developer

Conference in San Francisco, USA. She created an app to teach animals names called *Smartkins Animals* and applied to be selected for one of the coveted scholarships to attend the WWDC in 2016. To her delight, she was accepted and had the chance to meet fellow developers from all over the world who were really impressed with her.

The WWDC organizers invite 350 high school and college students to go to the conference for free, but primary school students are an exception. At the conference, scholarship winners can attend coding and programming sessions, mingle with app developers, exchange information, and learn from veterans, an experience they consider life changing.

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Anvitha said she was really excited about this opportunity. "It was like a dream to be here and meet so many people. I've just touched the tip of the iceberg in coding, there's so much to learn."



She explained to curious reporters that she started coding when she was only 7. She used to watch several instructional videos related to coding and was inspired by her younger sister. She said thinking of her sister motivated her to develop her own app to teach kids how to identify the names of animals. Young children seem to be an important part of Anvitha's life. She explained that besides *Smartkins Animals*, she's a fan of the *White Tiles 4*, which was created in China in 2014 and whose target audience is also young children. Anvitha impressed conference attendees, who said she worked like a professional developer in the WWDC in 2016. Apart from being really concentrated on what she was doing, she also had her own business cards, with her name and a motto: "I want to make a difference in people's lives through technology."

Anvitha hopes she will be very successful in her career in coding. "I want to be an innovator, to build things that people will love and benefit from," she said.



- 3  63 Read and listen. Then write T for *true* or F for *false*. Correct the false sentences.

a F Anvitha Vijay applied for a college scholarship.

She applied for a conference scholarship.

b F Only students from primary school are invited to attend the conference.

High school and college students are invited to attend the conference. Primary school students are an exception.

c T At the WWDC, participants do practical activities.



d T Anvitha's motivation to develop her first app was her sister.

e T Anvitha wants to innovate in technology.

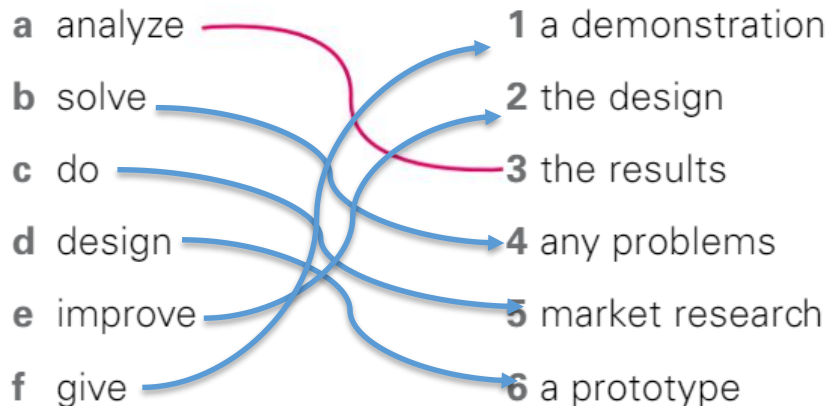
**4** Find words a-f in the text and match them with definitions 1-6.

- |   |          |          |   |                                      |
|---|----------|----------|---|--------------------------------------|
| a | <b>5</b> | coveted  | 1 | people with a lot of experience      |
| b | <b>4</b> | delight  | 2 | mix                                  |
| c | <b>2</b> | mingle   | 3 | help                                 |
| d | <b>1</b> | veterans | 4 | immense happiness                    |
| e | <b>6</b> | motto    | 5 | greatly wanted                       |
| f | <b>3</b> | benefit  | 6 | an affirmation of a principle or aim |



## Developing Products

- 1 Match the beginnings with the endings to make phrases.



## 2 Complete the verbs with the vowels.

d e v e l o p a concept

a r e s e a r c h an idea

b t e s t o u t the product

c i n v e n t characters

d m a n u f a c t u r e  
a product

e d e v e l o p the product

## 3 Match four of the phrases in activities 1 and 2 with the pictures. Write them under the correct picture.

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Analyze the results



Test out the product



Give a demonstration



Do market research

- 4** A company wants to develop a new gadget. Order the steps in its development from 1-8. 1 is the first step.

- a** design a prototype
- b** test out the product
- c** research an idea
- d** improve the design
- e** manufacture the gadget
- f** develop the product
- g** solve any problems
- h** develop a concept

3

6

2

4

8

5

7

1





**5** Match the sentences with the phrases in the box.

~~develop a concept~~   develop the product  
improve the design   invent characters  
test out a product

I am thinking of ideas for a new game for cell phones. develop a concept

a My boss says the company wants to continue working on my game. Develop the product

b Last week my colleague asked me to try out a game which she is working on. Test out the product

c Some of the graphics were difficult to see but he has now made them a lot better. Improve the design

d I'm still thinking about the look and style of the hero and the enemies. Invent characters

**AWESOME!**



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