

# Lesson 1: Introduction to Mobile Apps

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# What is an App?

- **Dictionary:** *A computer program used for a particular type of job or problem.*



# Who is Building Apps?

Short Answer?

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Short Answer: **Everyone!**

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Short Answer: **Everyone!**

Longer Answer: Start-up companies, large companies, big businesses, small businesses, Government, Universities, schools, kids, **you!**

# How do Apps get Built?



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Ideas



~~Plan~~



~~Calculate~~



~~Build~~

Ideas



## Ideas

- Anyone can have an idea.
- The idea is **not** the app.

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## Ideas

- Anyone can have an idea.
- The idea is **not** the app.
- The idea is **not** the product.
- The idea alone will **not** make money.

**Ideas represent an opportunity  
for solving a problem, not the  
actual solution!**

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**Facebook**

**Dropbox**

**McDonald's**

# Ideas - History

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## Facebook

*I want to easily stay in  
touch with my friends  
after uni.*



## Dropbox

## McDonald's



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*I want to easily stay in touch with my friends after uni.*



## Dropbox

*I want to access my files away from my computer.*



## McDonald's

# Ideas - History

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*I want to access my files away from my computer.*



## McDonald's

*I don't want to have to use a knife and fork to eat.*



# Discussion

## Discussion (15 mins)

In small groups, partners or on your own, discuss what makes a good idea. Make some notes to share.

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Think about:

- What criteria does the idea have to have to be effective?
- How do you meet these criteria?
- After the idea, how would you implement it?

## Experimenting with Existing Apps (20 mins)

Follow the instructions for Apps - Lesson 1 at [scott3142.com/btec/](http://scott3142.com/btec/)

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*Experiment with the app code. Change it, break it, see what happens. Make mistakes and fix them. Remember **Read-Search-Ask!***