

Lesson 1: Introduction to Mobile Apps

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Cambridge Technicals IT: Creating Mobile Applications for Business (Unit 14)

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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?

Who is Building Apps?

Short Answer: **Everyone!**

Who is Building Apps?

Short Answer: **Everyone!**

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

How do Apps get Built?

Ideas



Plan



Calculate



Build

How do Apps get Built?

Ideas



~~Plan~~



~~Calculate~~



~~Build~~

Ideas

Ideas

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

Ideas

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- The idea is **not** the app.
- The idea is **not** the product.

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!

- Every invention we know of comes from an idea.

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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

Ideas - History

- Every invention we know of comes from an idea.
- The idea was usually to fill a *niche* in the market.

Facebook

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

- Every invention we know of comes from an idea.
- The idea was usually to fill a *niche* in the market.

Facebook

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

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.

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/ocr/

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