# **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?

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Short Answer: **Everyone!** 

## Who is Building Apps?

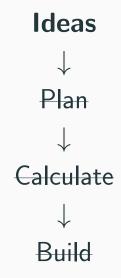
Short Answer: **Everyone!** 

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

# How do Apps get Built?



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

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- 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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Dropbox	McDonald's
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Facebook Dropbox McDonald's

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



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#### **Facebook**

#### **Dropbox**

McDonald's

I want to easily stay in touch with my friends after uni. I want to access my files away from my computer.





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#### **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 Exisiting 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!

9