

**BTEC Technicals Level 2: Digital Applications Development (Unit 7)**

**Q: What is a Digital Application?**

For three digital applications of your choice, fill out the sections below. You do not need to write anything more than short sentences after each bullet point.

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| **Application Name** | **What does it do?** | **How does it make money?** | **What is its Unique Selling Point (USP) or why has it beaten its competition?** |
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**Q: What makes a good idea?**

Talking about what makes a good idea, fill out the sections below. You do not need to write anything more than short sentences after each bullet point.

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| **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?** |
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