Apps for Good Full Course Framework Overview 2015/2016

The Apps for Good Full Course Framework is made up of five modules. Each module contains a series of topics designed to reflect how real-life professionals build digital products, taking students from coming up with an idea through to building and launching a solution.

Module One – Crash course in app development

Here, students will get a feel of what's to come in the rest of course. While a comparatively short module, it allows students to overcome any misconceptions they have about apps and to understand that they will be working together to drive their own ideas forward.

Learning Outcomes:

- Students will gain a basic understanding of the different types of apps available to a consumer and an understanding of using apps as products
- Students will understand the Apps for Good process and the benefits of working in a team

Module Two – Idea generation and screening

In Module Two, students embrace their creative side to generate their pipeline of app ideas. Students are encouraged to think of everyday problems they encounter that can be overcome by using mobile apps. Once teams have agreed on a selection of app ideas, they carry out some basic market research, speak to industry Experts and tweak their ideas accordingly.

Learning Outcomes:

- Students will be able to identify gaps in market or consumer problems that could be solved with an application
- Students will be able to carry out basic market research and evaluate their ideas for viability

Module Three – Scoping

Module Three is all about students testing their ideas and narrowing them down to the most viable. Students are encouraged to investigate in depth who their competitors are and to really get to know their users. By the end of this module, students' ideas are ready to be developed into a prototype.

Learning Outcomes:

- Students will be able to articulate and demonstrate that their app idea will provide value for their target users
- Students will be able to define the steps required to best solve the problem for their user in terms of features and producing wireframes

Module Four – Product development

Here, students get hands on and start building their prototypes! Students will gain an enhanced understanding of prototype software and they will be able to choose the best tool to build a basic version of their app. Students are encouraged to consider user experience and a viable business model for their product.

Learning Outcomes:

- Students will be able to work collaboratively on designing and producing a prototype by focusing on the simplest technical solution
- Students will be able to gather user feedback from their prototype and refine solutions
- Students will have considered how to communicate the value of their product and reach out to and acquire their first 1,000 users

Module Five – Pitch and competition

Now students start taking their product outside of the classroom. Teams will consider how to market their app and how to pitch the app to potential investors and interested parties. Students in the UK have the opportunity to enter our Apps for Good Awards where they will pitch their app to industry professionals for the chance to have their app launched on to the market.

Learning Outcomes:

- Students will be able to identify and clearly and succinctly communicate the key selling points of their app
- Students will understand that this is the beginning rather than the end of their journey