

Ideas for Today's Resources

Tees Valley is home to some of the fastest growing technology companies in the country. Many are based in Middlesbrough which is building new offices and facilities every year to try and keep up with demand, while other towns in the area also have amazing digital hubs. One of the most common ways that children use technology is through an app. This resource focusses on the design and thought processes behind an app and is more an enterprise activity as a coding one.

Using the videos

The video is the stimulus and outlines the main focussed task.

Discussion points:

- What problem is the app solving
- Who is this aimed at?
- What does it do that other apps can't?
- Why would someone pick your app instead of any other?
- Could an app solve a real world problem (UN SDGs)?

Tasks and outcomes

The basic outcome is to think about product design. This approach underpins lots of thought processes in industry settings for designing any new product.

Task suggestions include:

- Use the downloadable resources available on the Spark website from Apps for Good. The presentation will guide you through the design process one step at a time
- Design a logo for your new app
- Create an app based game using Scratch (links and tutorial on the Spark website)
- Create a flyer to sell your app to potential customers. Use the ideas from the app planner resource so that your flyer has an appropriate audience focus.



Your app logo?