

All about designing apps

Guide to interactive activity

Introduction

This interactive activity will introduce your child to the different steps involved in creating an app, including the financial implications. They will work through three sections: a pre-activity quiz, followed by the interactive activity, and finishing with a post-activity quiz.

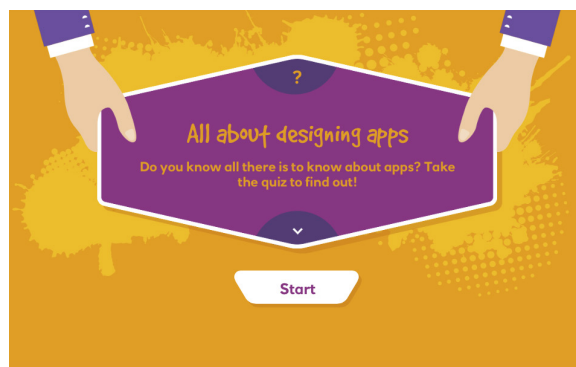
Guide

Your child will be asked five initial questions and will choose the correct answer from the four multiple choice options. They will be congratulated for selecting the correct answer(s). If an incorrect response is selected then the right answer will be highlighted. Questions will focus around apps. Afterwards they will be able to work through an interactive activity exploring this topic in more detail.

These days there are apps for almost everything – gaming, chats, photo editing, banking, keeping fit and to check the weather. After completing the pre-activity quiz your child will progress through the interactive activity and read information relating to apps from the initial idea all the way through to completion.

They will be able to learn more about each of the following areas:

- Research
- Costs
- Options
- Design
- Development
- Maintenance



Let your child pick which area they would like to learn about first. They will be able to work through the others later. When exploring each area, discuss with your child whether they have their own idea for an app. If they do, allow them to explain the idea to you:

- How would it work?
- Who/how would it be created?
- How could the app could earn them money?

This activity will allow children to find out about and consider areas they may find challenging or not have very much information about.

If your child doesn't have an idea for an app, you may want to help them think about what app they could design:

- What do they like?
- What are they interested in?
- What apps have they seen that they liked?

Each of the areas focuses on a different element needed to create a successful app.

Research

Research for any business idea is essential and there are multiple ways in which research can

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be carried out. One of those is checking reviews. Discuss with your child what can be learnt by reading reviews of apps already on the market. Specifically look at the examples given in the interactive activity. How could reviews such as these help your child create a successful app?

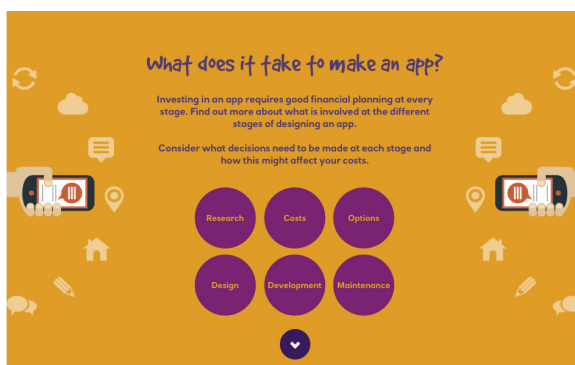
To support your child further in this area you may want to discuss:

- What types of research have they carried out previously?
- How could they research one of their own app design ideas?

Costs

Considering how much can be invested and how much profit could be made will help ensure the app is good value for money. Explore the idea that if money is used to create an app that doesn't make any, or at least enough money to cover the costs, then they will be operating at a loss. There are lots of things to consider that may affect how successful an app is. Your child can read through some of those influences covered in the interactive activity. When considering their own app you could discuss with your child:

- Will it need to work on multiple platforms? iPhone, Android, Chrome, Safari etc.
- Will it need to link to other websites?
- How will you promote and maintain your app?



Options

Discuss what type of app your child would like to create or view an app they use regularly:

- What particular features does the app have?
- Why does it have/need those features?

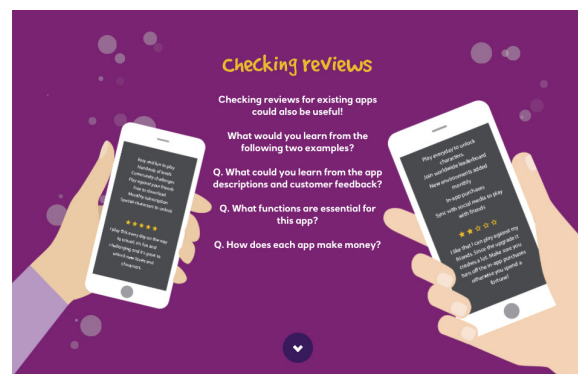
- Is there a similar app that has different features? Why?

Design

Spend time with your child exploring some of their most used apps. Discuss the designs used: colours, shapes, fonts etc. Does it appear differently when viewed on different devices?

Development

Developing an app takes time and specific skills. Discuss with your child how confident they are at coding. Would this be a skill they would like to develop?



Maintenance

Discuss with your child how they will maintain their app:

- How will customers find out about the app?
- Will there be any cost involved in promoting the app?
- The operating systems for different platforms are updated regularly. Will there be a cost involved in updating your app so it continues to work?
- How will you plan to maintain your app?

Once your child has read through and discussed the information presented, they can work through the post-activity quiz, using the knowledge they have gained to answer the questions.