

Challenge Statement

Every business wants to grow their customer base, brand recognition, sales, and revenue. All of these things are possible with a mobile application, which also enables organisations to discover numerous prospects for growth and produce large income. The number of people using smartphones today is rapidly increasing.

Currently, it's estimated that mobile phones are used by about 80% of the population. And they use their mobile devices to fulfil their daily demands, whether it be ordering a taxi, doing their shopping, buying tickets online, or anything else. Therefore, companies believe that using mobile applications is the greatest way to find new clients.

A huge retail outlet owner has approached you build a simple app for them. The goal of their app is to increase their presence online and cater to more customers. Being a young App development specialist you along with your team has to build a prototype of an innovative App that has a list of items for the user where he can place an order. The retail outlet owner is also very particular about the User Interface and the User Experience while using the app. If the owner is satisfied with your prototype he will place an order with you.

Plan/Create/Test

1. Discuss with your team and understand the user requirements.
2. With your team, brainstorm ideas regarding what you wish to build. Discuss and develop a design, sketch and label it in detail.
3. Follow your plan and build your prototype as you create a potential solution.
4. Once it is created, test your model to evaluate the effectiveness of the solution.

Improve

After discussing and evaluating your results as a group, discuss ways that you could improve your work. Try to make at least one improvement and check if it was beneficial.

Class Discussion/Wrap-Up

1. Present your solutions to the class and discuss the concept behind each prototype.



2. Compare your design to those of other groups. How did your design compare with other groups? What were the things you did differently and what aspects would you like to improve in your prototype?
3. Evaluate the project that has the best User Interface and the User Experience, understand the factors behind the successful output and why?

Explore More

1. What do you think are the advantages and disadvantages of Apps?
2. What do you think will happen if there are no Apps in our lives?

