MOBILE APP
DEVELOPMENT

• MAD STARTER PACK •

Why Attend Live ?

What makes live interactive courses so powerful in helping students achieve their goals. Here at Shaw Academy we have 3 simple ingredients that are changing the face of education and ensuring that each and every one of our students succeed. Our live lesson's are built and delivered using the simple formula of Engagement, Improvement and Completion

Engagement

To master any subject and get ahead you need access to industry professionals and the most up to date information delivered in an engaging environment. Our live interactive webinars allow you to engage live with masters level industry professional educators who will motivate you and guide you through the course. You can get involved in live discussions on trending topics, ask questions and receive highly contextualized personalized answers, all in real time.

Improvement

At Shaw Academy our ethos is Everything Gets Better Every Time. This means we improve our courses continuously from lesson to lesson. For you as a student this is invaluable, it means every live webinar is delivering the most up to date information in the industry. We also use a data driven and analytics approach to improvement to always ensure we are delivering the content and skills that you want and need.

Completion

Engaging lessons and rich cutting edge content delivered in an exciting way, guides you to through your course and ensures that you achieve your goals and master your subject. Our simple formula for delivering high quality education in an affordable and accessible way means you are over 10 times more likely to complete their course than any other online learning platform. Our students succeed!

APP DESIGN DOCUMENT

A Single Sentence that captures what the App does.
The Elevator Pitch, if you were going up a single floor in your building. This is the Problem that your App is going to Solve.
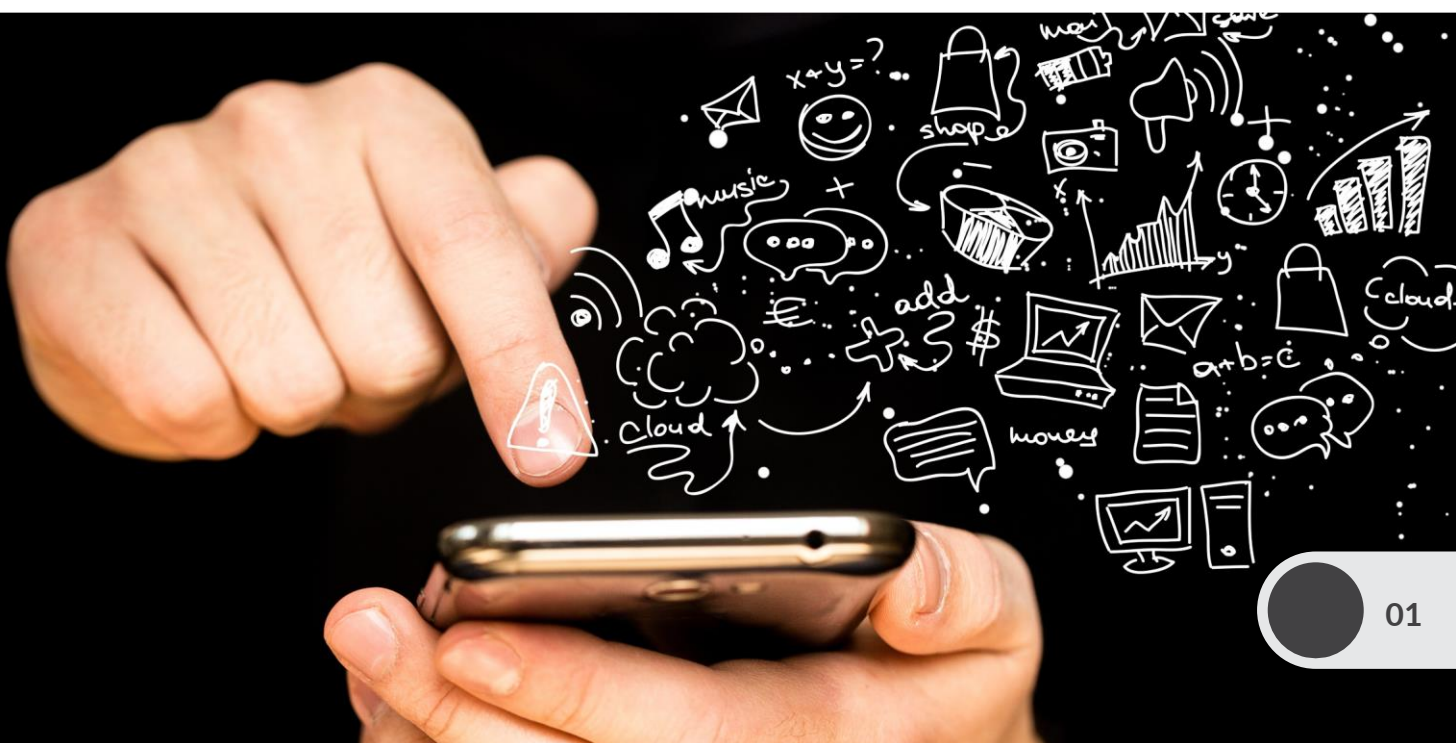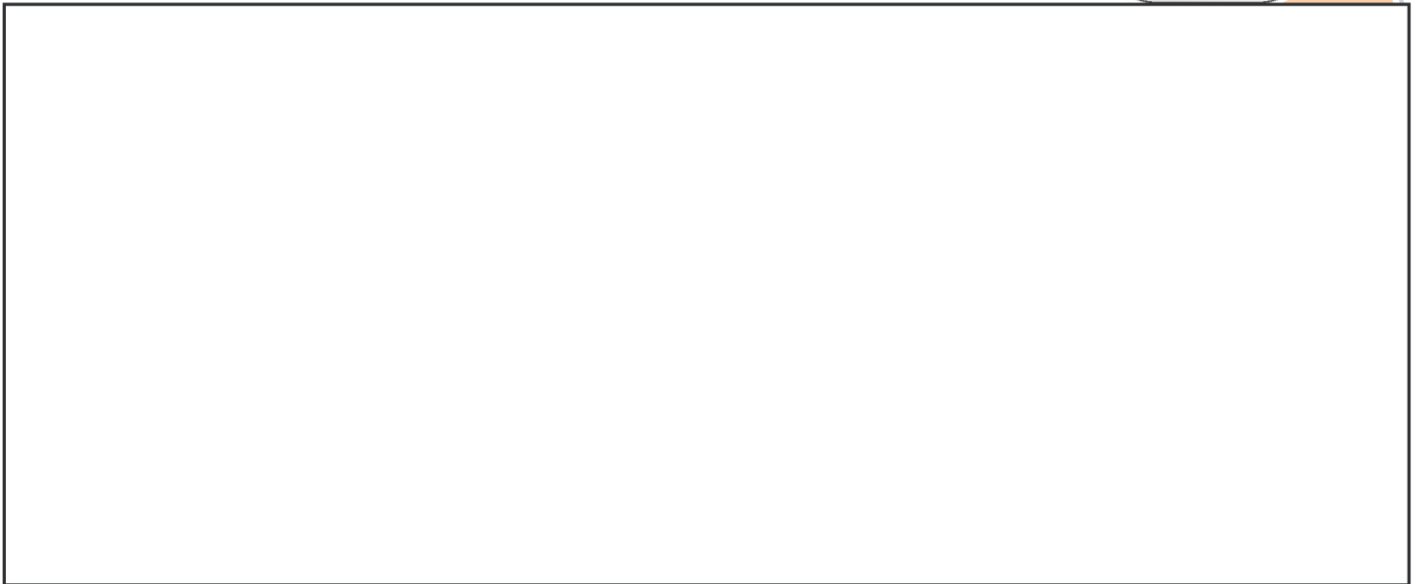
AUDIENCE

It's a User-Centric World out there. You need to stay focused on who is going to use your app. Creating a Profile can pretty much come from yourself or if you are lucky enough to have someone in mind to use the app, you can ask them directly what they make of it as you are developing the app.

This is just a few paragraphs to act as a useful reminder as to who your app is aimed at. It will help you to get into the mindset of the user when prototyping or testing your App Idea. Not all users will have the same goals or needs that the app can provide. A general rule of thumb is to keep their needs and wants simplified for design conflicts and insights to the Apps Structure.

THE EXPERIENCE

A few paragraphs on what it's like to use the App. This will come later in the Design stages as you can text your Prototype. Use this early testing stage to get an idea of what the look and the feel will be, the core features and the accessibility of everything. This is also used to remind yourself of what experience you want the user to achieve
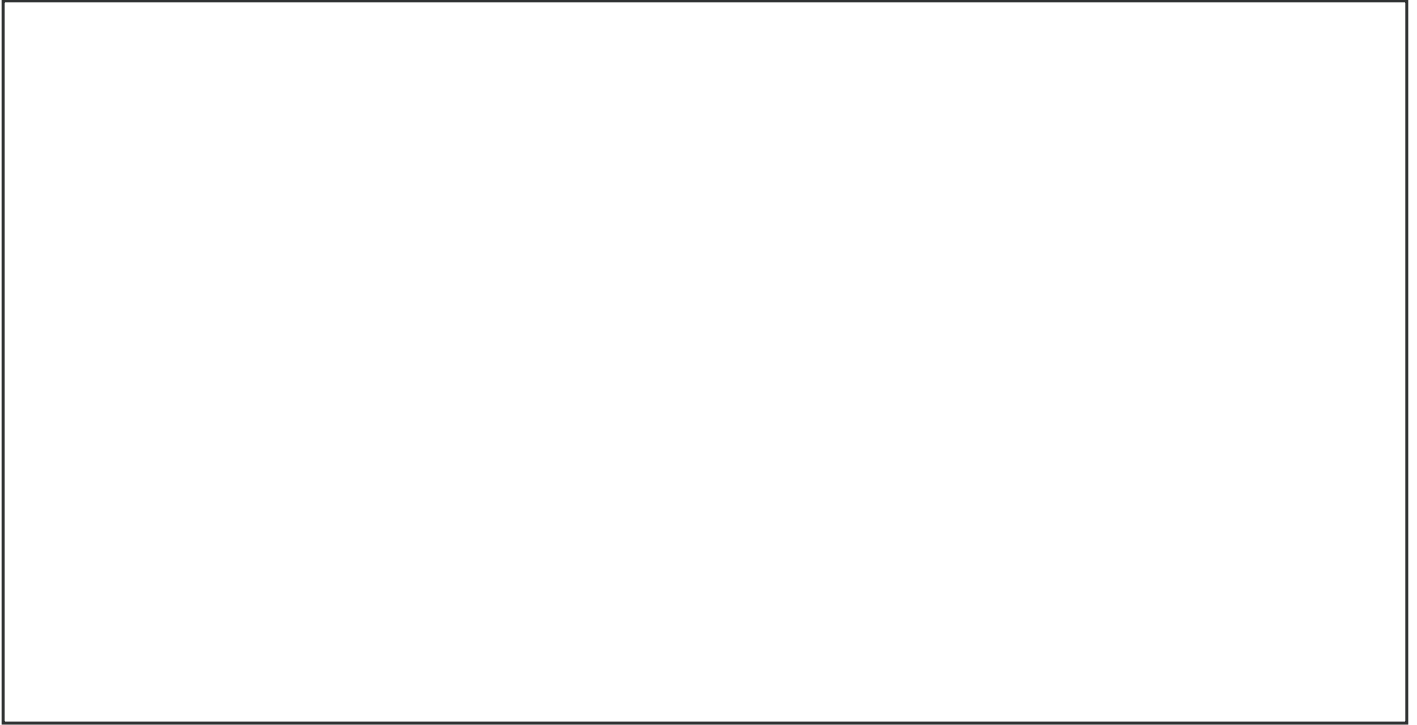
HOW WILL IT BE USED

It seems vitally important to consider when and where a user will be interacting with your App. Context Prototyping will be helpful with this. Detail a few scenarios you think when the app will be used and use them to test the features in detail. Are your Users in a Rush? Are they able to make mistakes? The App must be tailored to complement experiences and allow for the environment they are in. Perhaps if the user will be at home mostly, more immersive absorbing color schemes should be used to keep the User entertained.

FEATURES

For the Final Section of the Document I would recommend listing out all the core features of the App. Detail their functionality and add suggestions on how they might work. Anything remaining can be updated to the Document as Development and user feedback becomes available throughout the Development Process.
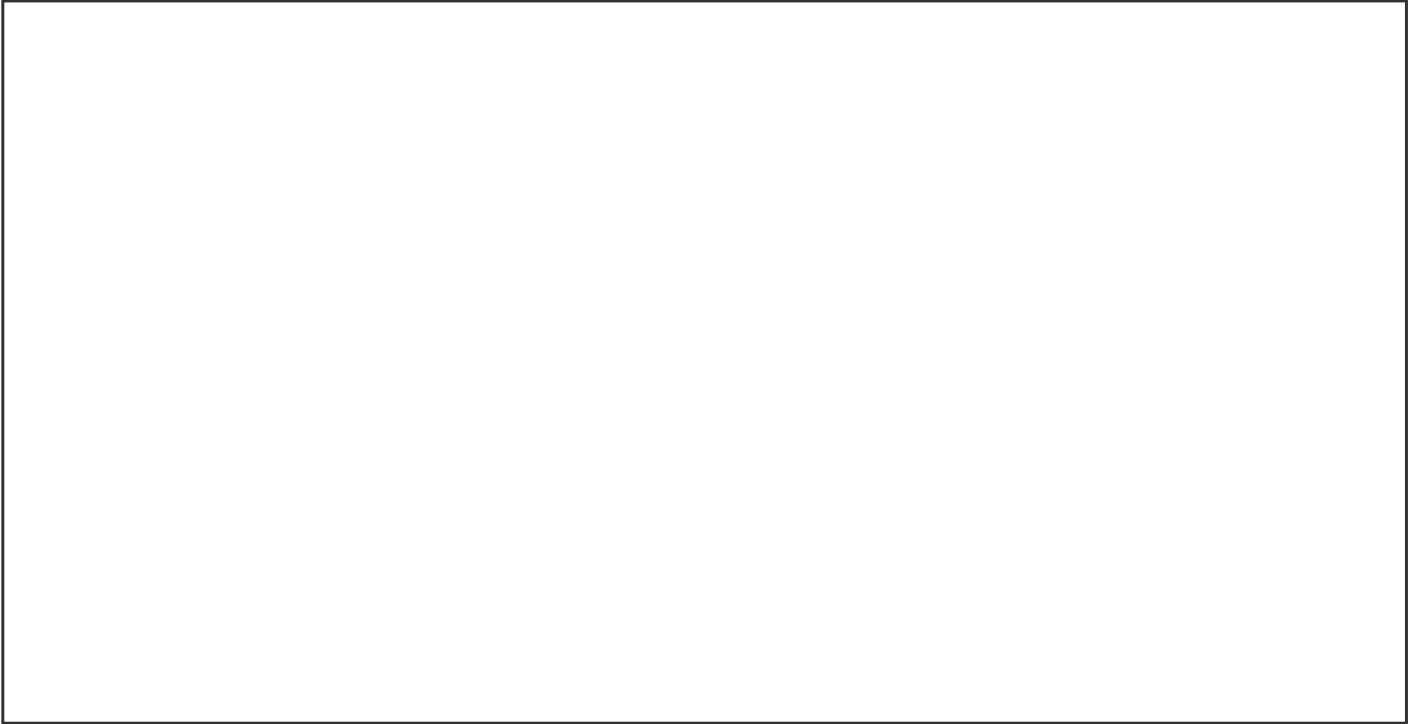
USER FEEDBACK – ADDITIONAL OBSERVATIONS