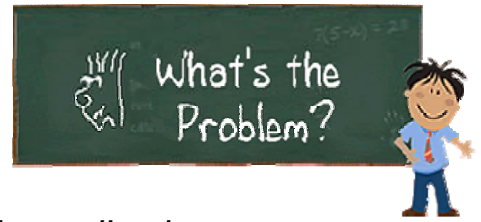


Teacher Instructions:



Problem Scenario: *Designing an App*

The Main Problem: *Every day, hundreds of new mobile applications—or “apps”—are created for smart phones and tablets. You are a developer hoping to design a new app that will become a hit. What will this new app do, how will the user interact with it, and who will be its target audience?*

Your students will be viewing this problem from an **integrated** perspective.



What will be the next great mobile app?

Students will review popular mobile apps, as well as tips for coming up with new ideas, and design their own mobile app.

Step ①

**Review
Stimulus
Items**

Stimulus Item #1 — “We Love Apps” (infographic)

Stimulus Item #2— “New Award-Winning Apps” (samples)

Stimulus Item #3— “Tips for New Ideas” (list)

***Students should take notes as they review the Stimulus Items*

Step ②

**Classroom
Discussion**

Lead a **class discussion** about issues related to the topic. You are being provided a sheet to help you guide the classroom discussion.

Step ③

**Student
Response**

Extended Responses: Have students answer the following questions. Remind students to use information from the Stimulus Items to support their response.

1. What major factors play a role in determining whether a mobile app becomes popular or not?
2. If your goal is to create a very popular mobile app with loyal users, what should it be? Support your answer.

****students should have access to their notes as they enter their answers*

****students may also have access to the Stimulus Items as they enter their answers*

EXTENDED PRODUCT (Optional): Divide students into small groups, and have each group **prepare a “pitch” for a new mobile app** to a software company (in this case, their fellow students) who is looking to create a new app that will be a hit with smart phone and/or tablet users. Students must decide what the app will do, how the user will interact with it, and who the intended audience will be. The pitch should only be 3 to 4 minutes long, and should explain why this app will find a loyal audience and grow in popularity. Have the class vote on which app they’d like to develop.

Step ④

Analysis

Rubrics to grade student entries have been provided, and all questions have been mapped to the content standards.