

*All - will be able to plan and design an App for a tablet or smart phone*

*Most - will be able to explain how this App helps customers solve a problem*

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06/06/2020

# What makes an idea any good?

# What are these inventions for?



...and why didn't they work?

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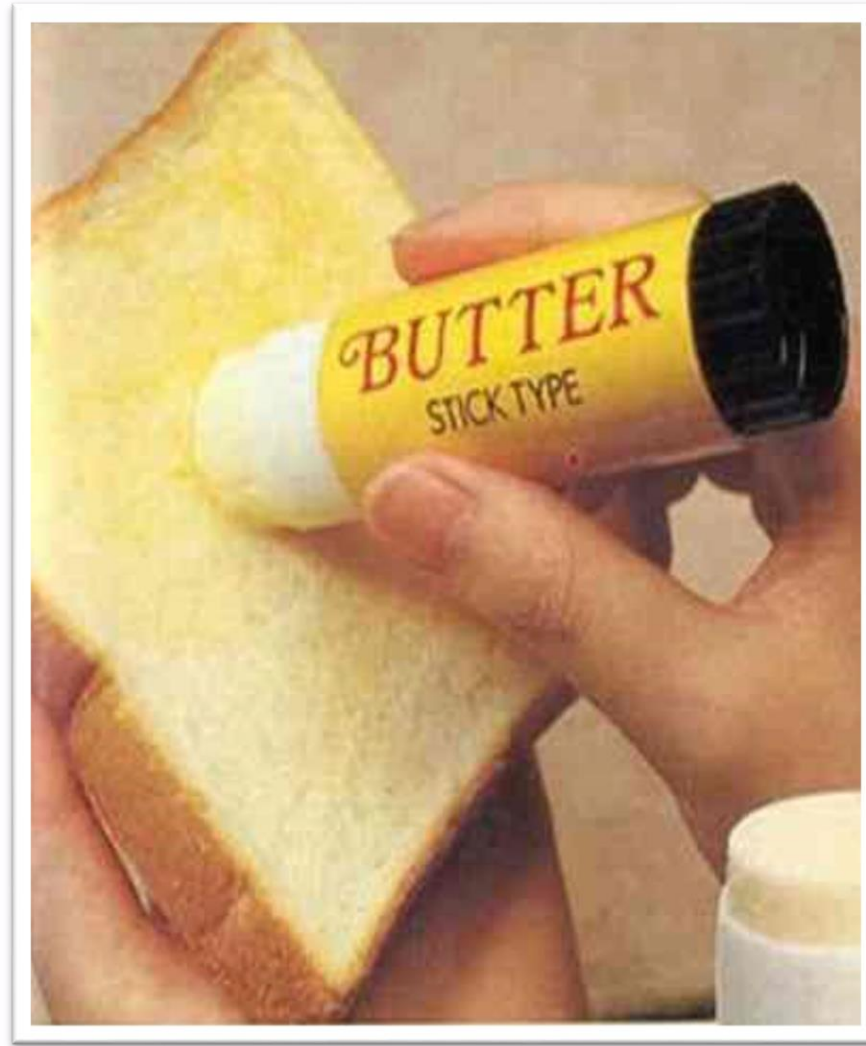
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# Good ideas solve problems

One of the main reasons that these ideas failed was because customers didn't need them.

The most successful businesses solve a problem – this way customers will be desperate to pay for their products and services.



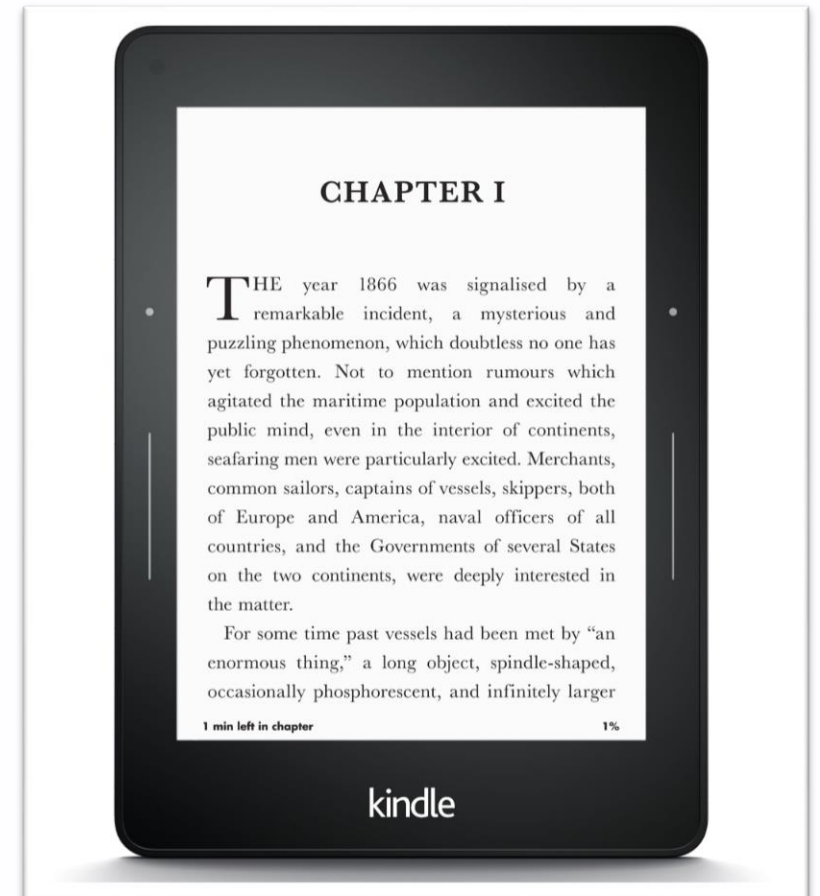
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# What problems did these solve?



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What are the problems that you face everyday?

Come up with a list of things that you consider to be a problem.

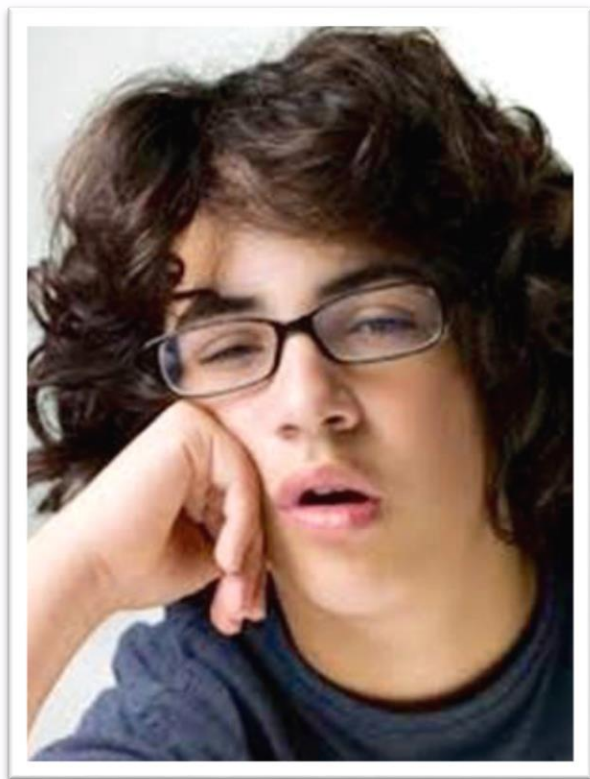
These could be small problems that affect your current everyday lives to huge global problems that could change the world.



# What are the problems people face everyday?



# What are the problems that you face everyday?





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# How can you turn these problems into money?

I want you to try and solve one of these problems by planning and designing an idea for an App for phones and tablets.



# Types of Apps

1. Time wasters



2. Everyday



3. Occasional



# What is the marketing mix?

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**How a business combines its product and its price, and uses promotion and the place of sale in order to be successful.**

# The 4Ps of the marketing mix

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**Product:** The good or service that the customer obtains

**Price:** How much the customer is paying for the product



**Place:** How the product is distributed to the customer

**Promotion:** How the customer is found and persuaded to buy the product

# Linking the elements

Consider how the song said that these 4Ps worked together. For Ferrari the 4Ps might look like this:

- **Product** – a very high quality car
- **Price** – due to the product, a high price is charged
- **Place** – showrooms are in affluent towns & cities and are state of the art
- **Promotion** – Ferrari continue to sponsor Formula 1



Which P is most important to Ferrari?

If any of the Ps did not work, this would affect the branding of the business.



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# Activity 1

Explain what your App will do, how it will solve the problem(s) that you've identified?

**Which types of App will yours be?**  
Timewaster? Everyday? Occasional?  
**What type of person will buy your App?** Age, gender etc.

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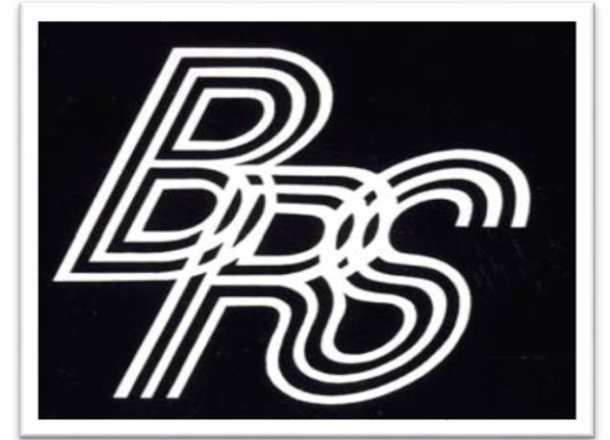
## Activity 2

You need to come up with a name for your App. This needs to be catchy – something that people will remember and that suggests what it does.

You also need to come up with a price to charge for it. You can choose whatever price you want but you must think about the problem it's solving and who is going to buy it. For example, can the target audience afford it?

BackRub

Google



AuctionWeb

ebay



BlackBerry

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## Activity 3

Design the look of the App – what it's going to look like on the home screen of a phone or tablet.

Think about the types of colours that will make it stand out from the crowd and also fit in well with the type of customer that will buy it.

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## Activity 4

- Please think about the 4P's of your APP. (you may have completed these on the previous activities)
- Product – what it looks like/ what it does
- Price – how much you will charge and why?
- Place – how will people buy it, what platform can they use it on?
- Promotion – How are you going to let customers know about the new app, how will you advertise it?



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## Activity 5

- Finally... have you got any competitors?
- Find out what this means if you are unsure?
- How can you beat the competition?

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