

Understanding how to create an app prototype for your student enterprise project.



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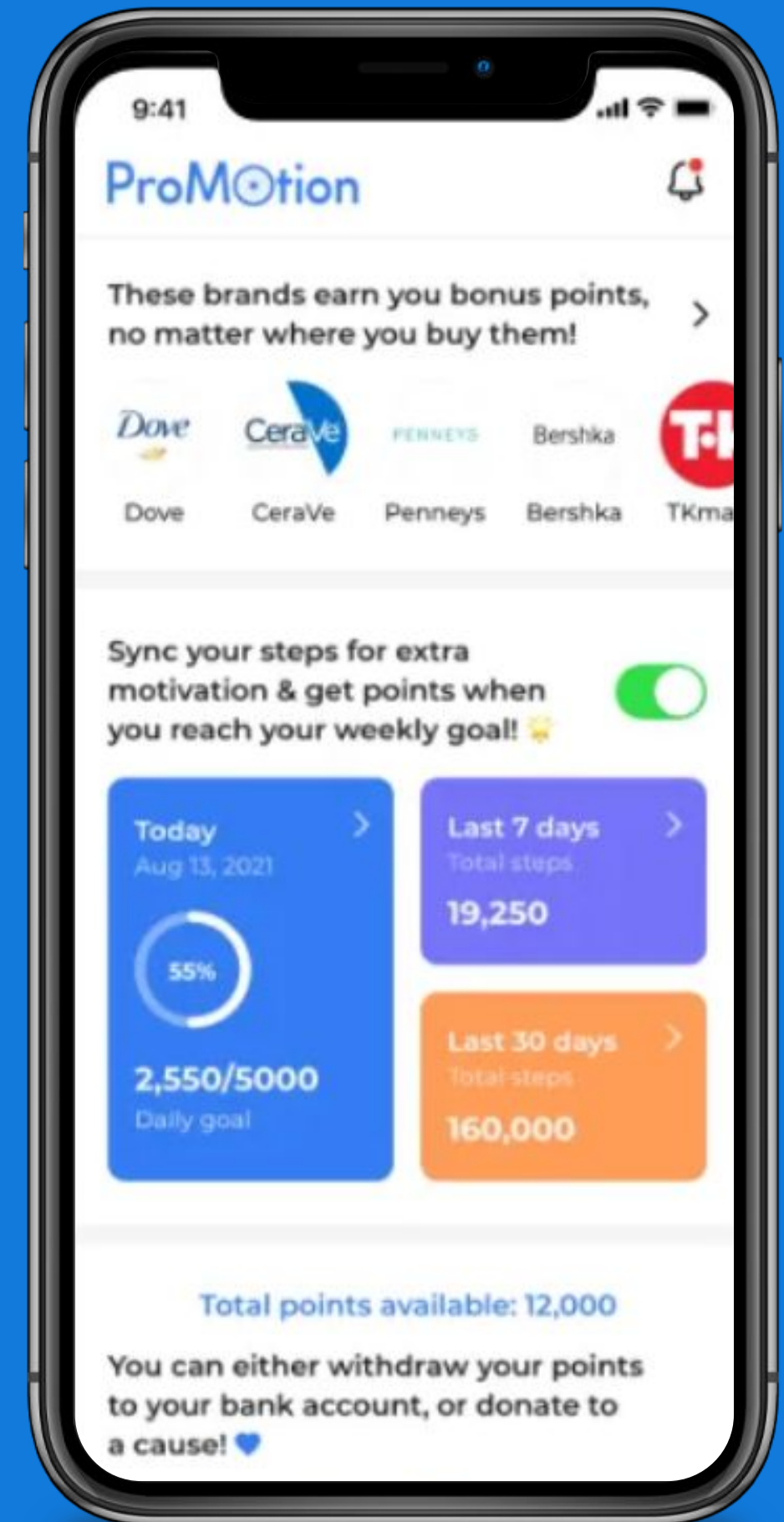


In collaboration with our tech partner **Square Root Solutions**, we are delighted to give students/teachers the opportunity to explore the world of app development as part of the **Student Enterprise Programme 23/24**.



What is an App Prototype (MVP)?

An App Prototype is an application that looks exactly like a real app. It has all the features, graphics, and content that a real app would have but without the functionality. It is a quick way to show what your actual app would look like.



How can I use an MVP in My Student Enterprise?

You can use an MVP as a feature of your student enterprise, something that will support your main product or service.

It's important to understand that a prototype is only for display purposes and that it will not have the full functionality behind it to take orders, bookings etc.



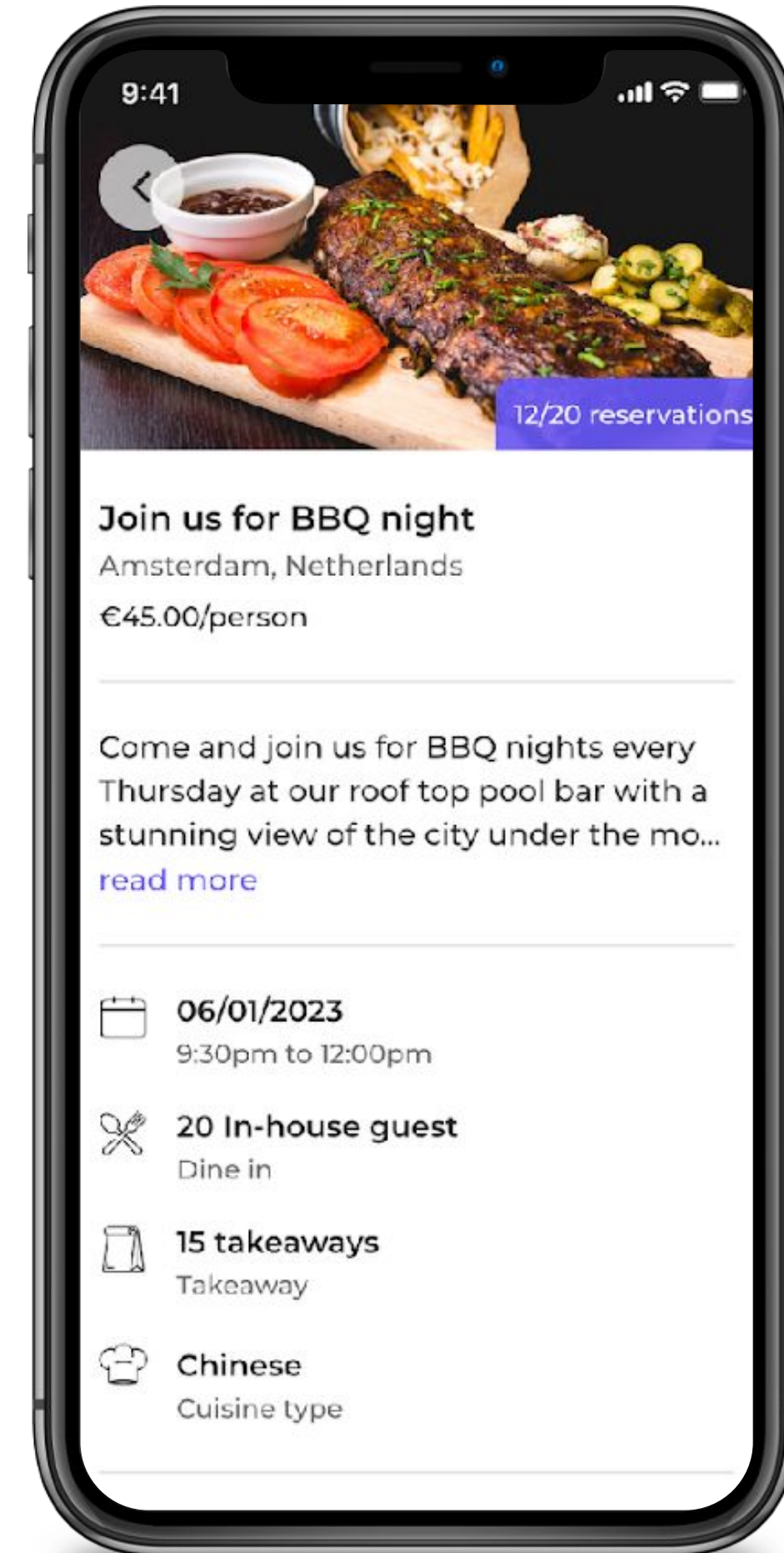
Let's understand with examples

- ◆ **If your student enterprise is an event planning service**

In this case, your prototype could be an app that details the kind of events you organise and allows customers to book an event.

- ◆ **If your student enterprise is a food-based business**

In this case, your app prototype/MVP could allow customers to place orders, get recipes etc.



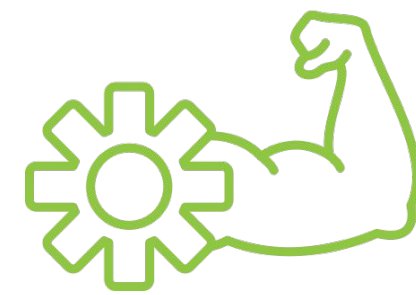
Why create an MVP for my Student Enterprise?



You can easily learn and develop key I.T. skills that will help you in the near future

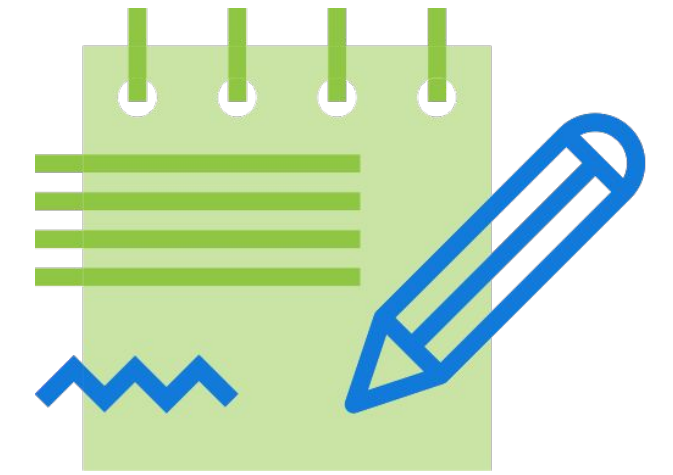


Go that extra mile and show the judges what your actual app would look like and what it could do



If you are good at tech or have an interest to learn, this is a really fun and rewarding task to work on

10-Step guide to get started



Step 1

Think about how an app could support/benefit your business idea – what could it add to your business or how can it improve the customer experience?

Step 2

Make a list of what the app will allow your customers to do, e.g. book an event, order a product etc.

Step 3

List the things your customers will want to do on the app. Then, think about the layout - how many screens, what type of buttons

Step 4

Sketch what each screen in your app will look like



Step 5

Show your sketches to family and friends, and ask for feedback on how you can improve them

Step 6

Build a basic Prototype. Make a simple version of your app with the main things it needs to work using the following free applications:

Marvel

Canva

PowerPoint

Step 7

Now conduct user testing (applicable for Marvel apps). Ask friends or classmates to use your app. See if they find it easy or if they get stuck anywhere.



Step 8

Iterate and Improve! Use feedback from your friends to improve your app. Fix anything that's confusing or doesn't work right.

Step 9

Finalise your design! Once your app works well, think about colours, fonts, and images to make it look nice.

Step 10

Present your prototype to the judges at County/National Final and to your customers

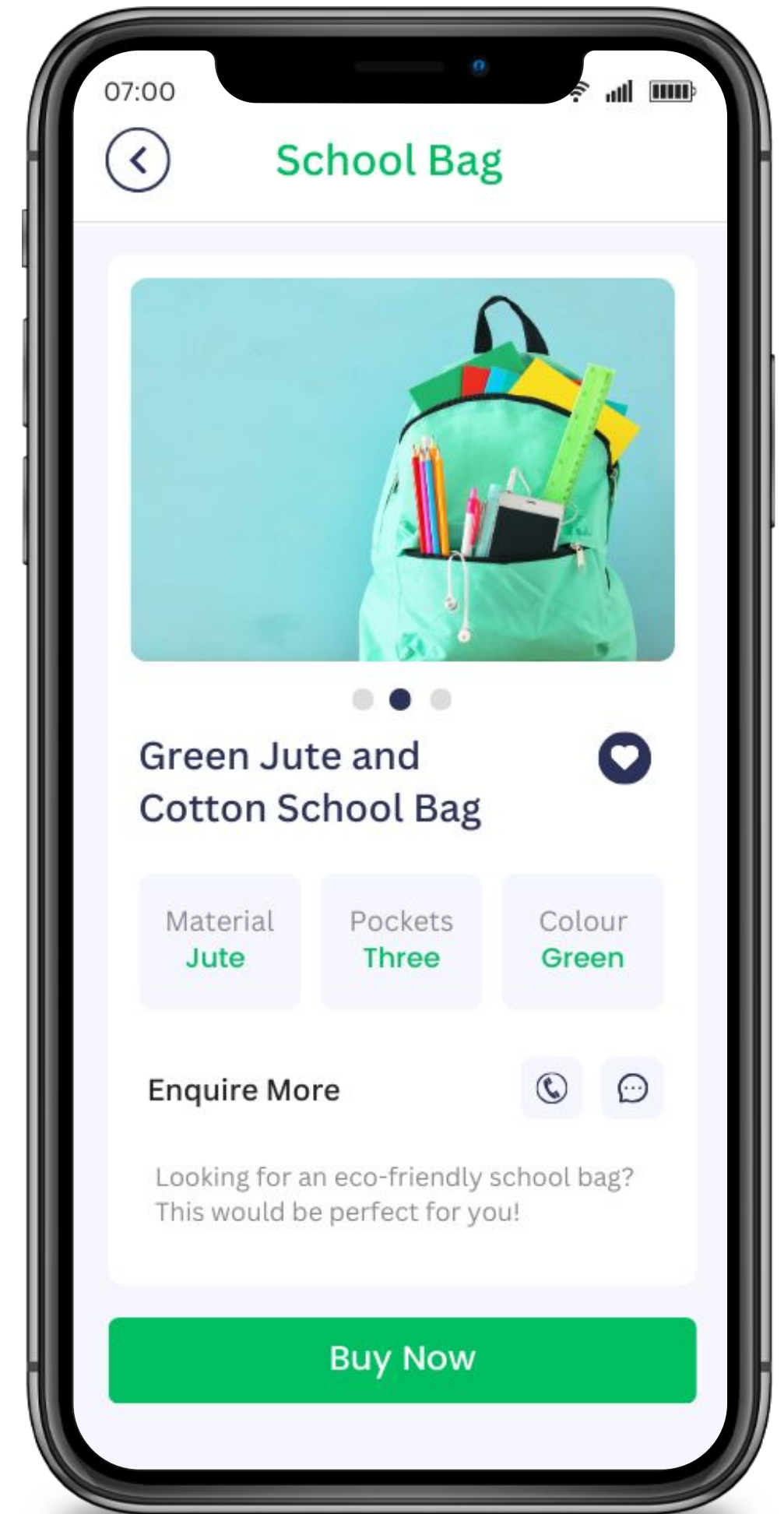
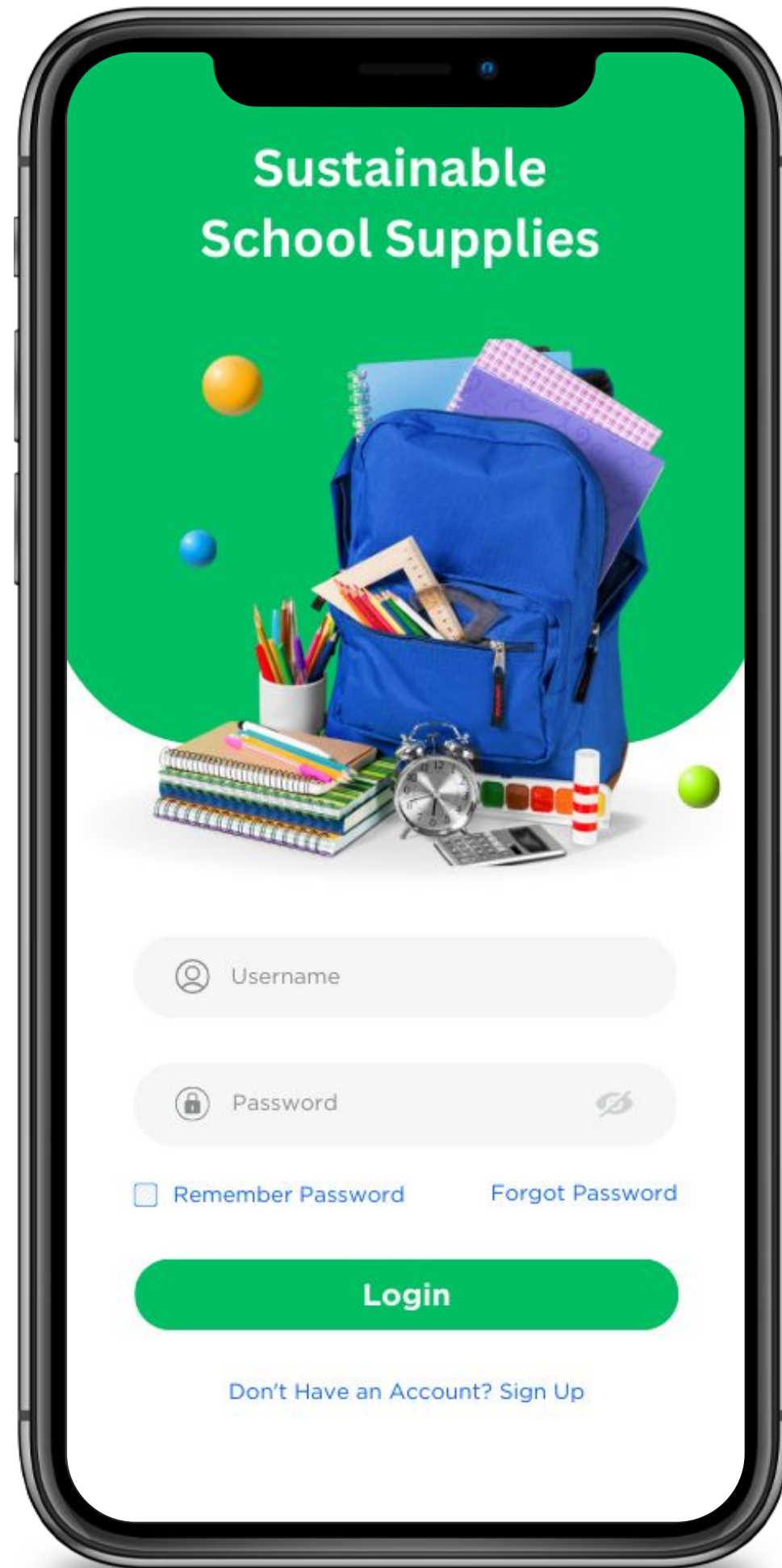
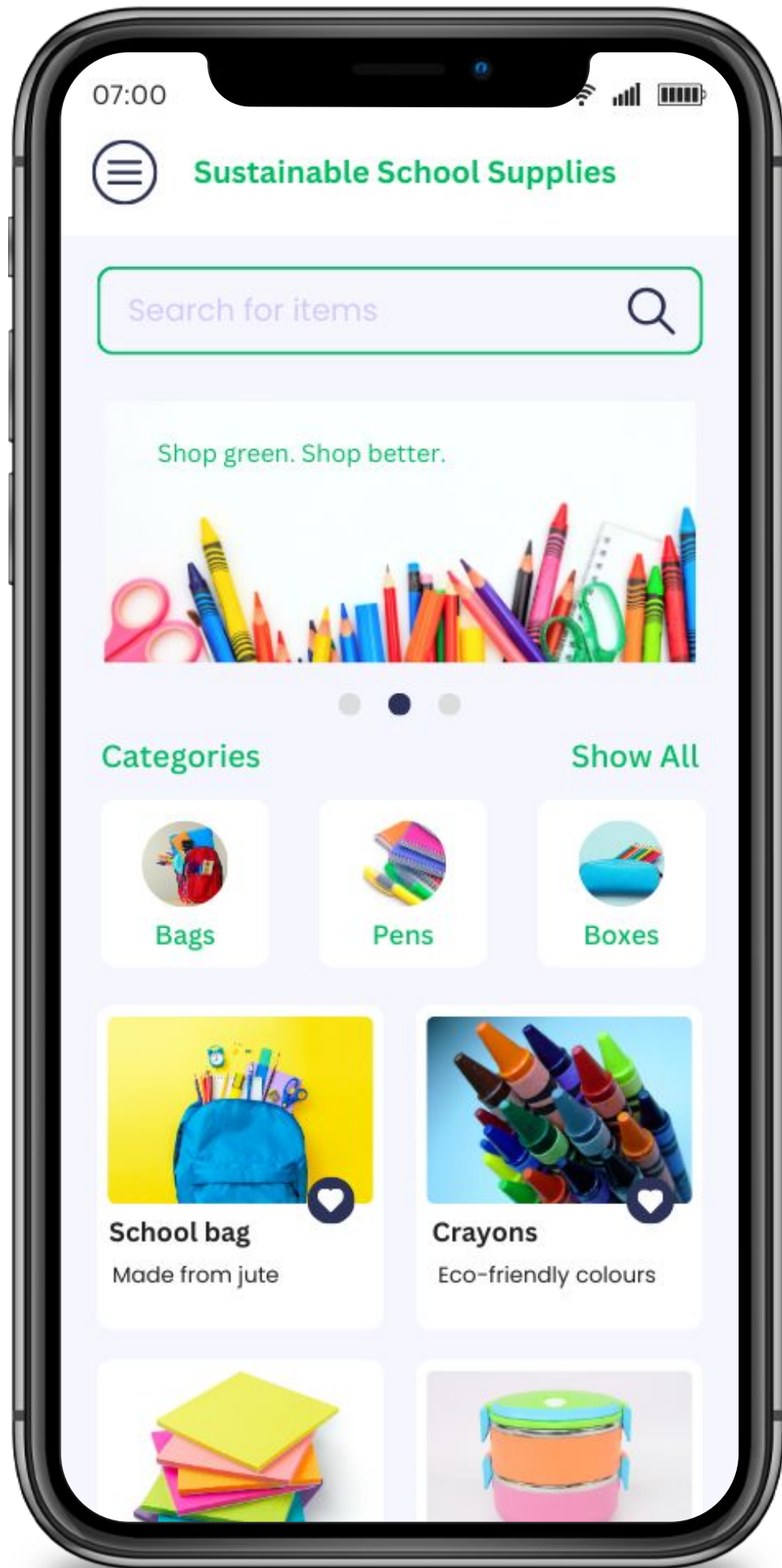


Screen design examples with video tutorials

For example

A group of students sets up a mini company selling back to school supplies made from sustainable or recycled materials. They sell items such as bags, notepads, pens, lunch boxes and more.

They sell these at school, to friends, at some local retail outlets. Now, they have decided to design an app prototype for their setup.

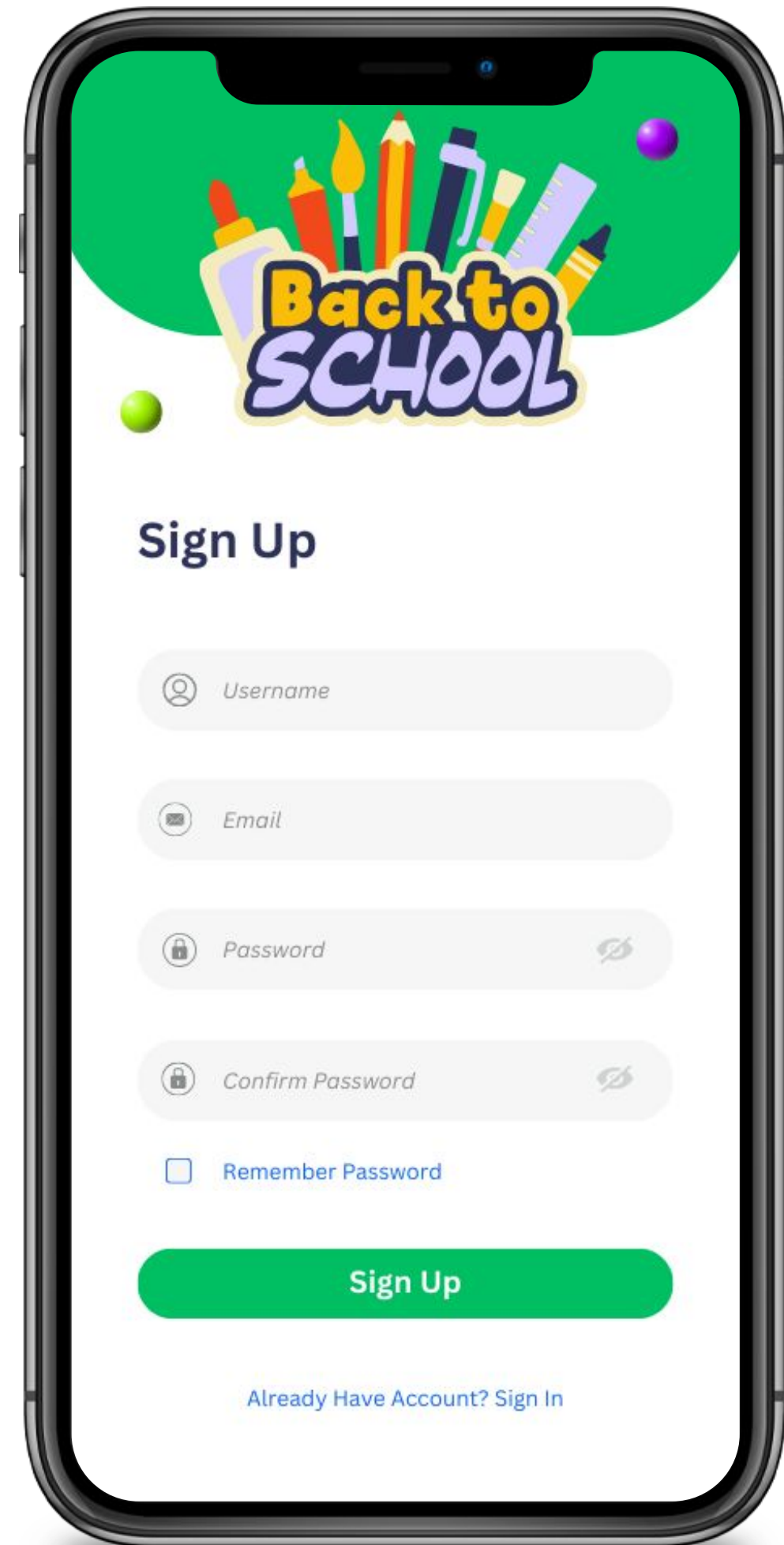


Wondering how they created these screen designs?

Let's see how such designs can be set up using the [free Marvel App](#).

Want to turn those designs into a simple prototype?

Let's see how you can do that using the same [Marvel App](#).



This step-by-step guide is the key to transforming your app idea into an MVP

Best of luck on your Student Enterprise journey!



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