

Challenge 1.2 - Sketch Your App Idea

You probably have ideas for apps, but if you don't write them down they won't go anywhere. I want you to take some time to get your nagging idea onto paper so that we can move forward.

Note: At this point I don't want you to censor your ideas. If you have something, write it down. When I'm inspired (sometimes at 3am!) I can get the idea on paper, relax, and go back to sleep.



Draw your idea

1. Make a sketch. It doesn't matter if you "can't draw."
2. We need to extract what you are thinking so that we can improve the idea and iterate on it.

Describe your idea

1. Add notes to your sketches, fill in the blanks so that you can explain it.
2. Make lists for features that you want to create. A list can help you think about related ideas. Next, make additional sketches to support your features list.
3. How would the most important features work?
4. How would you explain your idea to a 5th grader?

Iterate and improve

1. Would it make more sense if you added finger gestures, accelerometer input, push notifications, or verbal cues? (i.e. Google the iPhone iOS 7.0 SDK for supported technology)
2. Can you reduce the number of taps to complete an action?
3. Can you redraw your original sketch so that it flows better?
4. Finger prototype with your sketches. Use your imagination and pretend that you're using the app on paper.

Bonus 1: Share your idea with a friend and get feedback.

Bonus 2: Incorporate feedback into your idea and share it on Facebook or Twitter #myiPhoneApp