



InnovateSTEM Workshop 2024

2024 Program Schedule

9/14/24

Registration Deadline

Application and Waiver Forms Due

9/21/24

Session 1

Introduction and app ideation

9/28/24

Session 2

App design and development in Thinkable

10/5/24

Session 3

Packaging your app

10/12/24

Session 4

Creating a presentation to showcase your app

10/19/24

Session 5

Record your 3-minute video submission, edit it and finalize it

Session 1: An Introduction to App Ideation

What problem are you trying to solve?

“I have an idea for an app that will make it easier/more fun/etc. for people to...”

- Do your research
 - What App Store category would your app fit into?
 - What similar apps already exist?

- Narrow your audience
 - Define a more specific segment of target users your app will be suited for
 - This is where “user personas” come in
- Identify your minimum viable product (MVP)
 - Which essential features does your app need at launch?
- Make a go-to-market plan
 - Identify key channels
 - Utilize trends
 - How can social media help accelerate your visibility?

Session 2: Introduction to App Design

No-Code App Building using Thinkable

Visual, block-based programming will help build the foundations for computer science concepts

— Understanding the Platform

- Components and Blocks

— Playing with Variables

- App Variables
- Stored Variables
- Cloud Variables

— Translating with Data Sources

- CRUD functions:
 - Create
 - Read
 - Update
 - Delete

— Learning through remixing

- [What's for lunch?](#)
- [Countdown Timer](#)
- [Meditation Sounds](#)
- [Not Laptop](#)

Session 3: Developing your app

No-Code App Building using Thinkable

Visual, block-based programming will help build the foundations for computer science concepts

— Outline your app idea

- Brainstorm topics you care about
- Identify any opportunities where an app could help
 - Reflect on different experiences users could have

— Build a story map

- Which essential features does your app need at launch?
 - Define each step a user will take to get a birds-eye view

— Wireframing your app

- Draw out the screen for each step in your map
 - What components must be included at each stage?

— Develop in Thinkable

- Use skills from last class to bring your vision to life!

Session 4: Showcasing your app

Successfully Pitch Your New App

How can you show off your app in its best light?

- Start off with your elevator pitch
 1. Explain what the app does
 2. Convey your USP – “Unique Selling Proposition”
 3. Engage the listener
- Determine your product-market fit
 - How does your app perfectly fit what your target audience needs?
- Demo your prototype
 - This is where your Thunkable app finally gets its spotlight!
- Call to Action
 - What should your audience take away from your presentation?

Sources: [The Beginner's Guide to How to Pitch an App Idea](#), [“I Have an Idea for an App”](#)