

The App



Apple introduced the App Store via an iTunes update in July 2008. Since then over 15 billion apps have been downloaded and is now worth around \$ 7.08 billion.

People know the more common apps such as Angry Birds and Around Me, but can you work out what the following apps do?

- **Drunk Dialler (59p):** a solution to people who are drunk with mobile phones
- **Annoy-a-Teen (59p):** a solution to help shop owners with trouble teenagers
- **iBeer (99p):** a useful application when you are thirsty on the move
- **Honey It's Me! (£1.99) :** A useful app for single people



What is your favourite app on the market?

What apps would you recommend to others?

What is the strangest app you have heard of?

Strange Apps

<http://www.youtube.com/watch?v=D83xNRXxO8U>

Make notes about each (7 in total) that you hear about:

1) Name:

Description:

5) Name:

Description:

2) Name:

Description:

6) Name:

Description:

3) Name:

Description:

7) Name:

Description:

4) Name:

Description:

A

Read the names and look at the pictures of the following apps. With a partner, try to guess what each app does? Then read the description on the right. Look at the words in **bold**. A synonym of the original word has been incorrectly used. What is the original word? E.g. **divide** (synonym) = **share** (original word)

All Recipes Dinner Spinner



This app has many features as you can do some really fun things with it. One of the most common things to happen when a new recipe is discovered is to **divide** it with all of your friends. You may remember the days when friends exchanged recipes on index cards. Well those days are over with the Allrecipes app for iPhone. Recipes can be saved in a favourite's folder, shared with friends, and even new recipes can be uploaded. In order to make sure that the recipes are any good, there is a rating system in place. This rating system **exploits** real users who actually cook and make the food that the recipes are based on.

iFitness App



iFitness provides images of people performing over 300 exercises and shows exercise moves to work specific parts of the body. In the app you **modestly** choose a target area of the body that you would like to work on and the app will direct you step by step in accomplishing the exercise correctly. iFitness makes it very easy to create an exercise routine as you can add or take away exercises that fit your daily schedule and strength abilities.

One of the most powerful things about this application is that it gives you the ability to **road** your progress so you can see exactly how much you have done and where you need to go. This can all be accomplished with the simple tap of the finger to pull up schedule history and see what is going on in your exercise life. The app is clean and beautifully designed.

Would you buy this app? Why / Why not?

Can you find any problems with the app?

B

Read the names and look at the pictures of the following apps. With a partner, try to guess what each app does? Then read the description on the right. Look at the words in **bold**. A synonym of the original word has been incorrectly used. What is the original word? E.g. **divide** (synonym) = **share** (original word)

eWallet



Don't take **dangers** with your passwords, account info, card numbers, or IDs. Keep them protected, secure, and easy to access in eWallet®. Your passwords are very important - just think about it. All your money, your bank accounts, financial info, health info, credit cards, insurance, and everything else you need to keep private is **guarded** by passwords. They're not just for email, Facebook and Twitter.

eWallet lets you synchronize (with optional PC or Mac version) and back up your info:

Would you buy this app? Why / Why not?

Can you find any problems with the app?



Today our friends over at Ghostly International are **throwing** the GHOSTLY DISCOVERY iPhone app — a free application available through the iTunes store that allows you to create a personalized streaming radio station from a **assortment** of music sources based on your musical mood (yellow ghost = energetic, blue = laid back) and style preferences (digital/organic, faster/slower).

The app enables the user to listen to a variety of different music groups and store these in the “ghost library.”

Would you buy this app? Why / Why not?

Can you find any problems with the app?

Design an App

You work for the app design company “App’s for life.” You have been asked to come up with a new app for the market.

Your market research has highlighted the following areas in which to create an app:

- Mothers don’t have enough time to buy, prepare and cook the evening meal for the family.
- Men either forget or can’t be bothered to buy a card for their wife’s anniversary and birthday
- People are tired of being lonely and want to meet new people to start a relationship with.
- People find it difficult to measure things exactly when they are out, perhaps viewing a new house or flat.
- Walkers and tree lovers are embarrassed by their lack of leaf knowledge. They always want to know what type of leaf they see and which tree it fell from.

Answer Key – Guess the App

[Drunk Dialer](#) (59p): Drinking and dialling after a night on the tiles is never advisable, especially if your iPhone address book is full of the telephone numbers of former lovers and people with whom you have a grievance. This clever app requires the user of the iPhone to hold the device steady while they dial a number; if you're swaying drunkenly, then tapping in a telephone number will be nigh-on impossible

[Annoy-a-Teen](#) (59p): For years now, corner shops and fast food restaurants plagued by gangs of hoodies have been [using high-frequency sounds](#), heard only by youngsters, to keep teenagers away from their premises. Now users of the iPhone and iPod touch can get the sound on their device too.

iBeer is a virtual beer glass filled with beer. As you tilt the beer and "drink" it, it slowly disappears.



Savvy South Korean programmers have released an iPhone app that gives lonesome cell phone owners regular messages from a digital girlfriend named Mina.

The "**Honey It's Me!**" app sells for \$1.99 and offers Korean-speaking men four daily video calls from a winsome 20-something model who has recorded 100 messages, including "Are you still sleeping? Time for breakfast!" and "Good night, sweet dreams"

App Lesson Plan – Teacher's Notes

An exciting lesson which guarantees discussion and a variety of language use, the App lesson starts with a prediction based activity, guess the app. The participants then look at some of the stranger apps on the market, followed by a reading task of 4 apps. Finally the participants get the chance to create their own app. Ideal for Upper Intermediate or Advanced groups, but I have done this successfully with lower levels.

Important Information:

Aim: To develop reading and listening skills and present ideas to a group of people.

Level: (Intermediate), Upper-Intermediate and Advanced.

Length of Lesson: 2 hours

Number of Participants required: 2+ for stages 1 - 5 and 4+ for stages 1 - 6

Lesson Plan Stages

- 1) There are a few ways to start this lesson. I use the following method:

This business started in July 2008 = 5 points

It is a subsidiary of one of the biggest companies in the world = 4 points

It helps us in our everyday lives in different situations = 3 points

Popular brands include Angry Birds and around me = 2 points

Their feature on Smartphones and require just a touch of a button = 1 point

Read each sentence from 5 points to 1 point and the participants must try to guess what the topic of the lesson is after each sentence. The participant(s) who gets the answer with the highest points wins.

- 2) Once the participants have worked out the topic of the lesson, it's time to engage them in a prediction based activity. There are 4 apps to predict and the participants have the name and a small description to help them. In pairs or groups, the participants try to work out what each app does. (Answers are on Page 6). Monitor and review once all participants have discussed each app. A nice review tactic is to listen to each pair or groups answer and then say the correct answer at the end.
- 3) The teacher now leads a class discussion on apps using the discussion questions at the bottom of page 1. This can be done as pair work, but there is quite a lot of pair work to come later in the lesson. End with a conversation eliciting some of the stranger apps on the market (**use the "Ex-girlfriend radar" to help**). This leads nicely into the listening (stage 4).
- 4) **Listening Exercise – Video from YouTube – 5 minutes 38 seconds.** This listening is rather difficult but there is a video with visuals of the app to help. Play the video once and ask participants to make notes on the name and a small description of what the app does, as laid out on page 2. Let the participants discuss their answers in pairs and then play the video once more to check answers. Check the answers as a class and then use this information to discuss **1) which apps are useful and which are a waste of money? And 2) why are gimmick apps like these so popular?**

- 5) Participants will now read about 4 more popular apps on the market. Divide the participants into pairs A and B. Give Participant A worksheet A and Participant B worksheet B. Ask the participants to cover the description on the right, leaving just the name and the picture showing. In pairs, the participants predict what the app does. Then participant A reads the 2 descriptions on worksheet A and participant B reads the 2 descriptions on worksheet B.

Once they have read the descriptions, the two participants tell each other about the apps they have just read.

Next, participant A and B (now working together) read through the 4 descriptions. The words in **bold** are incorrect synonyms of the correct words and the participants must work together to work out what the original word is. For example:

*“when a new recipe is discovered is to **divide** it with all of your friends”
= when a new recipe is discovered is to **share** it with all of your friends (**correct answer**)*

The answers are as follows:

All recipes dinner spinner

divide → share

exploits → uses

iFitness App

modestly → simply

road → track

eWallet

dangers → risks

guarded → protected

Ghostly Discovery

throwing → launching

assortment → selection

Highlight the mistakes and why they have been made. Explain the correct use of the synonym, for example:

exploits = to treat someone unfairly in order to get some benefit for yourself.

6) The participants now work together to create a new app. Tell the participants that they now work for “App’s for life” and have been asked to develop a new app. In my experience, participants get very creative and can create an app without any of the ideas provided on page 5. However I give the participants these situations with the added option to create an app from scratch.

Group the participants into 3 or 4. Give them the situations on page 5 and ask them to choose 1 (as mentioned, participants are more than welcome to use their own ideas). Together, participants develop an app using the following criteria:

Target Market Cost Function USP (unique selling point)

Name

If appropriate, give the participants creative material (poster paper, board markers, etc.) as this will give more effectiveness to the presentation at the end. Tell the participants they will present their ideas to the rest of the class at the end.

Monitor and talk to the participants about their ideas and correct language where necessary.

Once the participants have discussed and written up their ideas, ask each group to present their ideas and invite questions from other groups. Make a note of language errors for delayed error correction. Once each group has presented, write all the names of the apps on the chart at the end, a nice conclusion of their creativity and the participants can vote on which app would be the most successful in the market.