



Technovation 
CANADA

Unit 3 – Branding

Last Week: Market Research

➡ Share with the group

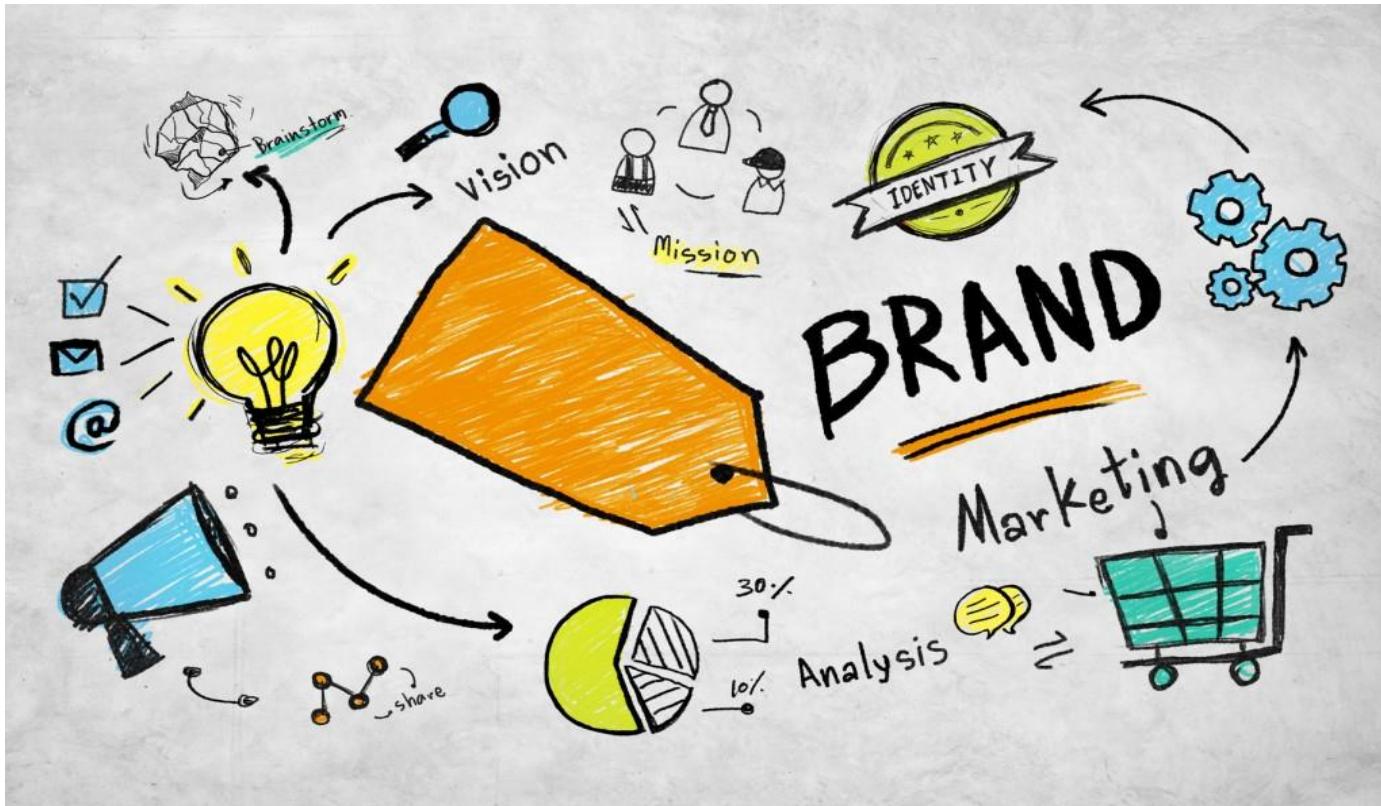
- Surveys
- Competition
- App and business



Learning Objectives

- ➔ Identify the voice, values, and vision of your brand
- ➔ Integrate your brand into your business
- ➔ Conditional loops and processing in App Inventor

Branding



What's in a brand?

"A person has a soul. A product has a brand." -
Jennifer Kinon, Designer and Cofounder of OCD

- ➡ Your **brand** is what people think about you
- ➡ Factual (e.g. it comes in a purple and orange box)
- ➡ Emotional (e.g. it's romantic).

<http://www.forbes.com/sites/jerrymclaughlin/2011/12/21/what-is-a-brand-anyway/#7bcd32202aa4>

Brands you Know

- ➡ Think about brands that you know
 - What is their logo?
 - What do they sell?
 - How do they make you feel?



The Importance of Branding

- ➡ Makes the product easy to recognize through visual cues (logo, color theme)
- ➡ Gives a voice and personality to your product
- ➡ Builds relationship and memories with customers

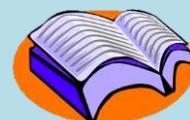
Designing Your Brand

- ➡ Customer Benefits: What problem are you trying to solve for customers?
- ➡ Target Customers: Who are they?
 - **Demographics** characteristics of a given population.
 - For example: age, gender, location, race, ethnicity, language, education, religion, income, etc.
 - **Psychographics** personality, values, opinions, attitudes, interests, and lifestyles.
 - For example: health conscious, busy, highly organized, family oriented, environmentally conscious, social, homebody, nerdy, etc.

Activity

- ➡ Who are we and who are we not
- ➡ Write down adjectives about your business
- ➡ Sort them into who we are, who we are not, not applicable

- ➡ 5 minutes



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your *workbook*

Naming Your Business

- ➡ What makes a good name and what makes a bad name?
- ➡ Catchy, memorable – doesn't have to be a real word
 - Apple, Google, Microsoft, Facebook



Positioning



Positioning Statement

- ➡ A **positioning statement** is a concise description of your customer as well as a compelling picture of how you want your customer to perceive your brand.

Elements of Positioning

➡ Why your target market should buy your product:

- Your Product and Why It's Special
- Your Target Market and Why You Love Them
- Why You are Better than Competitors
- The Promise Your Brand Makes and Why People Should Believe You

Sample Positioning Statements



Volvo: For upscale American families, Volvo is the family automobile that offers maximum safety.

Home Depot: The hardware department store for do-it-yourselfers.

Zipcar: To urban-dwelling, educated techno-savvy customers, when you use Zipcar car-sharing service instead of owning a car, you save money while reducing your carbon footprint.

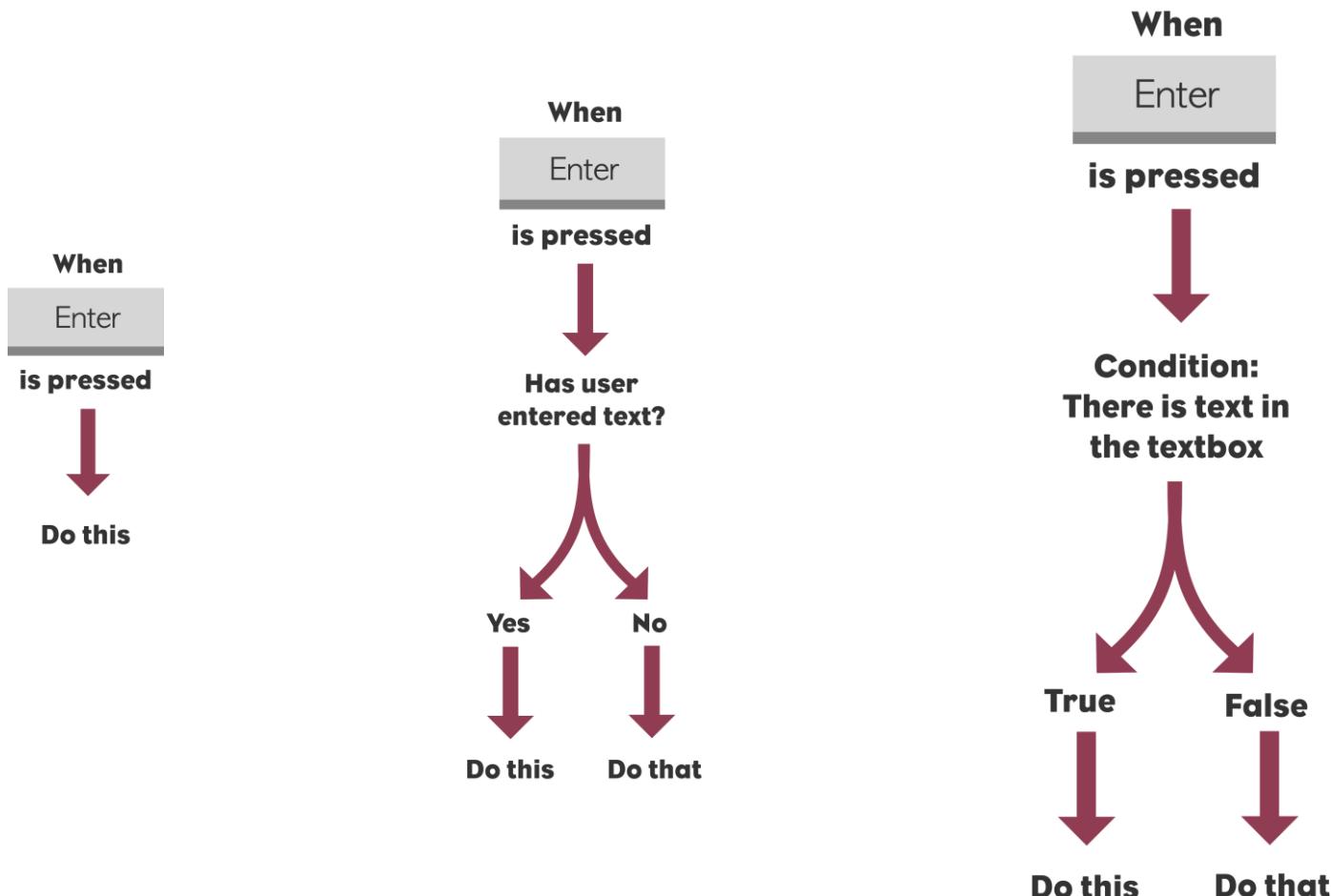
Reflection

- ➡ **Marketing** - try to convince people to want and to buy what you have to sell
- ➡ **Positioning statement** - is a short description of your customer, product and how you want to be seen by the customer
- ➡ **Customers** - the people who you want to buy your product – who they are, what they value

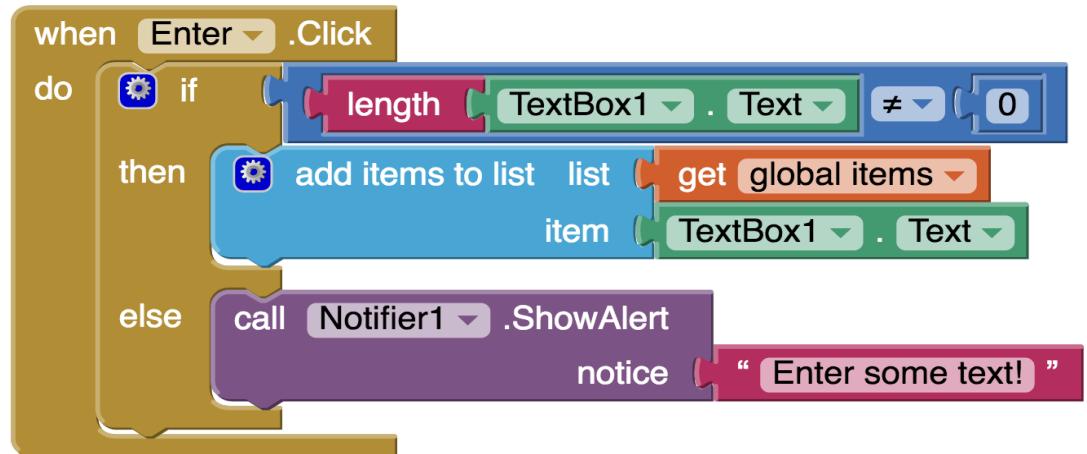
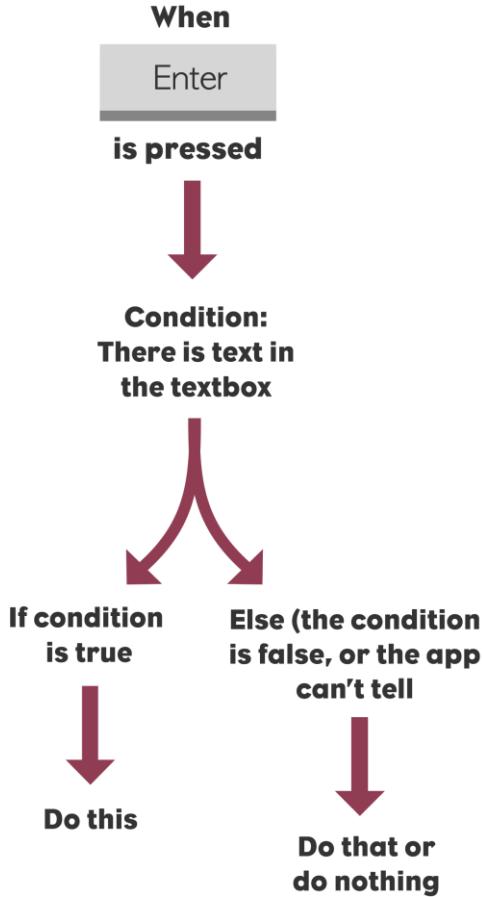
App Inventor

- ➔ Learn about conditional statements and how to write them
- ➔ Learn how to use logic operators in your code
- ➔ Learn how to use for and while loops
- ➔ Create an app that searches a database

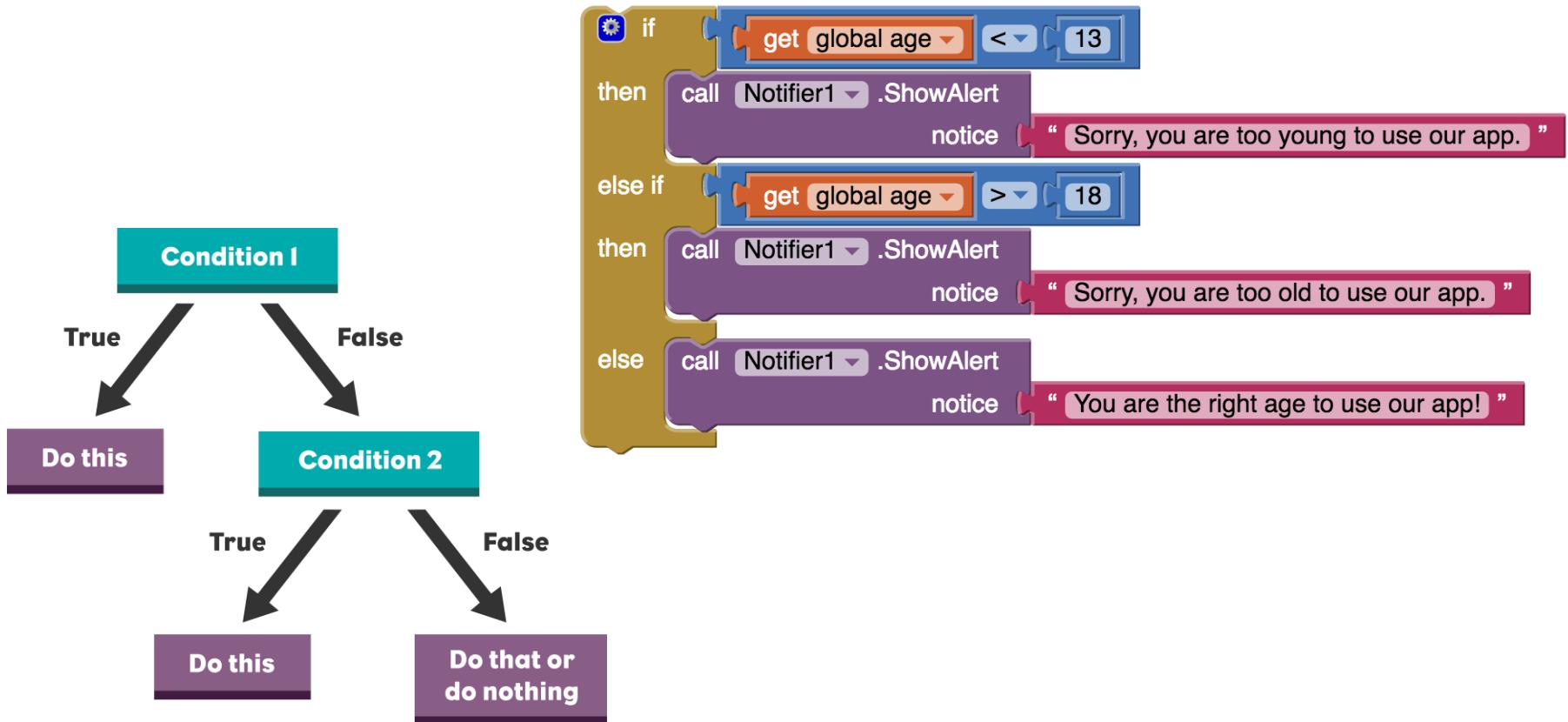
Conditional logic



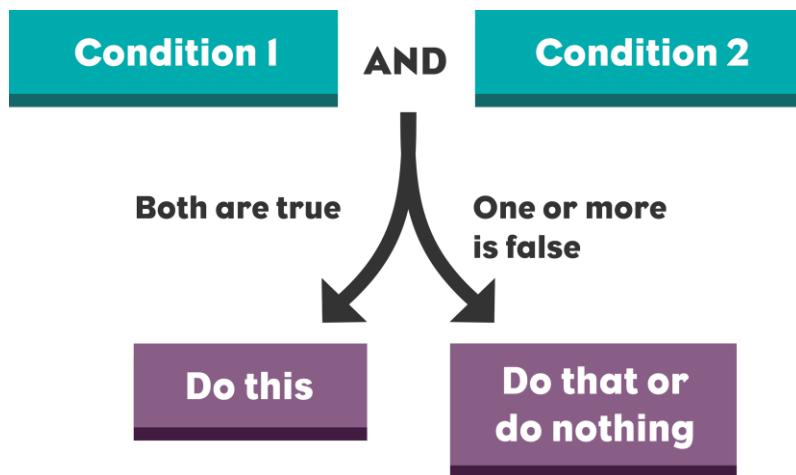
What it looks like in code



Example: Checking for Age



Checking Multiple Conditions

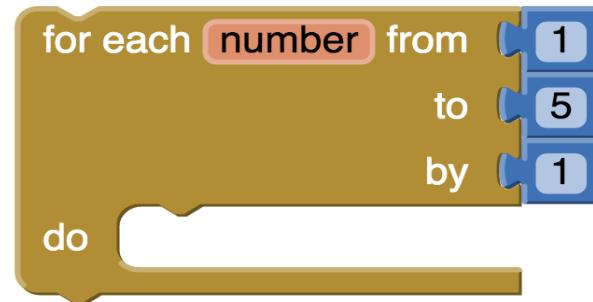


- Logging into social media:
If (the username is correct) **AND** (the password is correct) ---> then allow the user to log in
- Losing a game:
 - (If time runs out) **OR** (the player loses all their lives) ---> then the player loses
- Showing search results
 - (If the title matches) **OR** (the description matches) ---> show it in the search results



Loops

- ➡ While loops will continue to do something until a condition you set is no longer true, and for loops will do something a certain number of times.

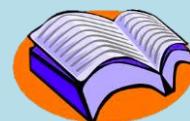


Create a database app

- ➡ Create an app that allows the user to search a database of information and view their results.
- ➡ The database should contain names and descriptions of famous people, places, movies, music, or anything else you want.
- ➡ Make sure you have at least three entries in your database.

Next Steps

- ➡ Use your market research to think about how to market your app
- ➡ Come up with a name for your company and product
- ➡ Create your positioning statement



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your *workbook*