Mobile App Development Strategy Discussion

1. Role-Play Dialogue (Approximately 10 minutes)

Scenario: The IT department and product managers discuss mobile app development strategies.

Participants:

- **Emma (Product Manager)**
- **James (IT Manager)**
- **Sophia (Marketing Manager)**

Dialogue:

Emma: Thank you for joining today's discussion. We need to refine our mobile app development strategy. If we develop a user-friendly app, then we could increase customer engagement.

James: I agree. User experience is crucial. We should focus on a clean interface and smooth navigation. Have we analyzed customer feedback?

Sophia: Yes, we have. The data suggests that 70% of users abandon apps with complicated registration processes. Simplifying this could improve retention.

Emma: That's a great point. If we integrate social media login options, we might reduce friction and boost user retention.

James: We also need to ensure app stability. If we conduct thorough beta testing, we can minimize bugs and enhance performance.

Sophia: Absolutely. And we must consider mobile responsiveness. If the app doesn't function well across various devices, we could lose potential users.

Emma: Agreed. Let's assign specific tasks: IT will work on stability and design, and marketing will handle user engagement strategies. Let's review progress in two weeks.

James: Sounds good. We'll start prototyping immediately.

Sophia: I'll prepare a marketing survey to gather more insights.

Emma: Great. Let's make this app a success!

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2. Comprehension Questions and Sample Answers (Approximately 5 minutes)

1. **What is the main goal of developing a user-friendly mobile app?**
   Sample Answer: The goal is to increase customer engagement by providing a better user experience.

2. **Why is simplifying the registration process important?**
   Sample Answer: Simplifying registration reduces user abandonment and improves retention rates.

3. **What action does the IT department need to take?**
   Sample Answer: The IT team needs to ensure app stability by conducting beta testing and improving responsiveness.

4. **How does social media login help in app development?**
   Sample Answer: Social media login reduces friction in the registration process, making it easier for users to access the app.

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3. Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review the dialogue, key vocabulary (mobile app, user-friendly, engagement), and grammar points (modal verbs and conditionals).

- Be ready to explain additional details if needed.

Introduction (2–3 minutes):

- Warm-up discussion: "What features make a mobile app successful?"

- Introduce lesson objectives: understanding business discussions on app development.

Reading & Analysis (10 minutes):

- Have the student read the dialogue aloud.

- Focus on pronunciation, intonation, and the natural flow of conversation.

- Highlight key grammar points (e.g., conditional sentences and modal verbs).

Comprehension Check (5 minutes):

- Ask comprehension questions and provide immediate feedback.

Role-Play Practice (Remaining Time):

- Conduct a role-play session: The teacher plays the manager, and the student plays the IT or marketing role.

- Encourage the use of targeted vocabulary and grammar structures.

Wrap-Up (2–3 minutes):

- Summarize key vocabulary and grammar points.

- Assign homework: "Write a short proposal on improving mobile app usability using modal verbs and conditionals."