

# Apps Lab

## Idea Creation

# 01

Trendy v smart cities a mobility téme / Michal Štencl, Sygic  
UX & UI basics / Martin Krupa, ui42, SUXA  
Problem definition / Butterfly Effect labmaster  
Design process & user research / Michal Blažej, LB, SUXA  
Lean canvas & competition analysis / Butterfly Effect labmaster  
How to match your team hardskills / several mentors  
Pitch your concept - workshop / Walid O. El Cheikh  
How to look at mobility data / Radim Cmar, Sygic  
Creating my development plan / Simona Socratousova, Tomáš Pešek  
Personal development view - intro presentation / Martina Gallovičová  
Teamwork - Legoman / Lucia Šicková, Martina Gallovičová

### Case Studies

Eponea - How to identify business opportunity  
Sensoneo - Validácia biznis nápadu  
HB Rreavis - Smart Parking Trends  
GoSpace - Smart Parking use-case



### Mentorings:

Personal development session



## Market research

# 02

Business Research / Adam Marek, Viamo, Sygic  
Technical research / Peter Paulis, min60  
Geo open data / Martin Tuchyna  
Monetization best practice / Roman Paulen, Sygic  
Team identity & team canvas / Tomáš Pešek ICF coach, Martina Gallovičová  
Skill tree setup / Martina Gallovičová, labmastri  
Project management best practice / Martin Hvožd'ara  
AppAnnie basics / Roman Paulen, Sygic  
Open data / Ján Gondol  
Sprint & agile vývoj / Martin Hvožd'ara, Sygic  
Hybridné apps / Wezeo  
Android best practice/ Miro Kacera, Sygic  
iOS best practice / Boris Bielik  
Sygic platforma / Frantisek Volek, Sygic

### Case-studies

BeeSafe - validácia biznis nápadu

### Mentorings:

Progress mentoring,  
UX mentoring,  
problem definition mentoring,  
Business potential mentoring  
Personal development session  
Developers session



# Concept

# 03

Paper prototyping / Miška Kočiová, Sygic, SUXA  
Persony a user journey / Miška Kočiová, Sygic, SUXA  
Workshop prototypovania / Jozef Benko, 2Fresh  
Business model & monetization / Roman Paulen, Sygic  
UX procesy - ako začať a neskončiť  
MVP final documentation  
Internet of things & smart cities workshop  
UI patterns / Maroš Holly, Sygic  
Sketch a developeri  
UX/UI workshop best tools / Miška Kočiová, Sygic, SUXA  
Azure introduction

## Mentoring

Hypotézy a ich validácia  
Testing with HubHub members  
Testing with LEAF participants  
Testing with Pixel Federation employees  
Project leading mentoring  
UX / UI mentoring  
Gamification mentoring  
Developers session

## Case-studies

LiveAgent - How to identify business opportunity  
Tatrabanka - Mobilné platby  
Mentegram - Vstup na zahraničný trh



# Development

# 04

BAiOS - meet me in Sygic  
Scrum in development phase by Boris Bielik  
Visualisation workshop / Michaela Fulleková  
Digital brand of your apps / Michal Pastier, Zaragura, Exponea  
Opendata hack / Ján Gondol  
Scrum & project leading best practice / Martin Hvožd'ara  
Marketing launch mobilnej appky  
Release iOS apps best practice / Boris Bielik  
Release android apps best practice / Miro Hvožd'ara  
Launch appky na store z UI pohľadu / Maroš Holly

## Mentoring

UI mentoring  
Business mentoring  
Developers session  
Project management mentoring  
Backend development mentoring

## Case Study:

Parkio - the market entry  
Finstat - riadenie tímov a rast



# Market Entry

# 05

Low budget marketing pre launch digital produktu

ASO - možnosti user acquisition

Marketing launch best practice / Janka Knoppova

Landing page pre launch digital produktu / Zuzka Lehocká

How to scale your B2B business internationally

## UI Mentoring

Marketing mentoring

ASO mentoring

UI mentoring

Developers session



## Case Studies:

Finstat - Ako čítať dáta o firmách / Filip Glasa

Crowdfunding - Ako ho využiť pri podnikaní / Culcharge



# Run

# 06

Ako zaujať investora investora / Neulogy

Ako si založiť firmu - legal minimum

Crowdfunding a ďalšie formy financovania

ASO v praxi

Analytika - čo merať a ako to vyhodnotiť

## Mentoring

presentation skills mentoring

personal development mentoring



# Games Lab

## Idea Creation

# 01

Pixel Federation story / Šimon Šicko, Lucia Šicko

Board game hackaton / Martin Jaššo

Market research basic principles / Matej Lančarič

Game design research basic principles / Martin Jaššo

Conception basic principles / Pavel Doležal

Planning basic principles / Martin Jaššo

Prototyping / Martin Jaššo

Playtesting basic principles / Jozef Vančo

Intro to storytelling / Ján-Litecký Šveda

Networking / mentori

Pitch your concept / Walid O. El Cheikh

Teamwork - Legoman Lucia Šicková, Martina Gallovičová

Diggy's adventure mobile launch / Matej Lančarič



### Case Studies

Exponea - How to identify business opportunity

Button blast case study / Pavel Doležal

Galactic junk league case Study / Martin Gajarský, Tatiana Zacharovská

### Mentoring:

Game design mentoring



## Market Research

# 02

Creating my development plan / Simona Socratousova, Tomáš Pešek

How neuroscience and UX can impact design / Celia Hodent

Free to Play Game Design Basics / Ondrej Turza

ARM model / Viktor Gregor

Team identity & team canvas / Tomáš Pešek, Martina Gallovičová

Production guide / Pavol Doležal

Player types basics, MDA, system design basics / Alexander Pavelek

Player psychology / Jakub Remiar

Možnosti podpory FPU pre začínajúcich herných vývojárov / Marian Ferko

Android best practice/ Miro Kacera, Sygic

iOS best practice / Boris Bielik

Market research Tools / Jakub Remiar

### Case-studies

BeeSafe - validácia biznis nápadu

### Mentorings:

Game design mentoring



# Concept

# 03

Game deconstruction / Jakub Remiar

Ako v hrách vytvoriť správne emócie / Tatiana Zacharovská

Concept document / Jakub Remiar

App Annie workshop / Jakub Remiar

Ako nerobiť startup a indie game dev / Michal Ferko

New Zoo tool intro / Michal Grňo

Team coaching / koučovia ICF

Grafické štýly a ich produkčne súvislosti / Daniel Radocha

## Mentoring

Testing with HubHub members

Testing with LEAF participants

Testing with Pixel Federation employees

Game design mentoring

Graphic design mentoring

Development mentoring

## Case-studies

LiveAgent - How to identify business opportunity

Pixel Federation - How to design game

# Prototyping

# 04

Scrum in development phase / Boris Bielik

Visualisation workshop / Michaela Fulleková

Digital brand of your apps / Michal Pastier, Zaragura, Exponea

Release iOS apps best practice / Boris Bielik

Release android apps best practice / Miro Kacera

Konzultácia moodboardov / Tatiana Zacharovská

Visual storytelling / Tatu Petersen Jesen

User testing / Jozef Vančo

Team work vs art ego / Michal Ivan

Lean v game developmente / Gábor Szénási

Art direction / Tatiana Zacharovská

Prototyping best practices / Marián Kuruc

EQ for game designers / Martin Jasso

Flow in games / Martin Jasso

Juicing games in teams / Marián Kuruc

SCRUM / Martin Jasso

## Mentoring:

Game design mentoring

Graphic design mentoring

Development mentoring

## Case Study:

OAMK game lab story / Ruben Ohmachts



# Vertical Slice

# 05

Low budget marketing pre launch digital produktu

ASO - Možnosti user acquisition

How to scale your B2B business internationally

App Annie workshop / Jakub Remiar

Personal development students - mentors matching

Zo zakulisia Pixel hiringu / Martina Gallovičová

Data-driven game launch - maximizing the odds of success / Ivan Trančík

## **Mentoring:**

Game design mentoring

Graphic design mentoring

Development mentoring

## **Case Studies:**

Crowdfunding - Ako ho využiť pri podnikaní / Culcharge



# Game Lab Playable

# 06

Analytics and marketing strategies / Ivan Trančík

Soft launch marketing strategies / Matej Lančarič

Data visualization / Peter Dižo

Soft launching game

Marketing with match making / Filip Fischer

Marketing through analysis Dex / Michal Grňo

Player psychology - social whales / Jakub Remiar

Statistics basics / Michal Grňo

Community management / several mentors

System design for beginners

Ako zaujať investora / Neulogy

## **Mentoring:**

Game design mentoring

Graphic design mentoring

Development mentoring

## **Case studies:**

Kickresume - How to create good CV / Peter Ďuriš

