

From Idea to App: Intro to Tech Product Development

1. Welcome & Overview

Welcome to *From Idea to App*



Hi, I'm Adrian — Product Strategist, Founder, and Builder with 10 years of experience

Founder - 30 Days of Product

Startup Studio - Help Founders go from idea to Launch

- Built 3 startups from scratch
- Worked at early-stage startups
- Ran product development at a \$100M company

Today's Goal: Learn how to take your own app idea and turn it into a real product using simple steps

You'll walk away with:

- A clear app idea
- A defined problem and solution
- A simple roadmap to get started



2. Why Apps? Why Now?

You Don't Need to Be a Tech Genius

- 1** AI + no-code has dramatically reduced the cost of building apps
- 2** What once cost hundreds of thousands can now be built for thousands or less
- 3** You don't need to code to get started. Just a clear idea and the right tools

Examples: Startups Built by Non-Technical Founders



Rent the Runway

Jennifer Hyman



Bumble

Whitney Wolfe Herd



Airbnb

Brian Chesky (designer)



Stitch Fix

Katrina Lake



Product Hunt

Ryan Hoover

3. The App Creation Journey

From Problem to Product

Here's the 5-stage journey most apps follow:



Focus Today: Problem and Solution

4. Step 1: Define the Problem

Every App Starts With a Problem

- 1 What's frustrating, broken, or missing for your user?
- 2 Great apps fix real, everyday challenges
- 3 Example: "It's hard to find a consistent gym partner who matches my fitness level and schedule."



📝 **Activity:** Write your problem in one clear sentence

5. Step 2: Shape the Solution

How Does Your App Solve It?



- 1 Describe what your app does in plain language
- 2 Make sure it directly addresses the problem
- 3 Example: "An app that helps people find compatible gym partners nearby based on schedule, fitness goals, and experience level."

 **Activity:** Write your one-sentence solution

6. Know Your Customer

Who Are You Building For?

1 Who feels the pain of the problem you identified?

2 What are their habits, frustrations, and goals?

3 A focused user = a better product

e.g 25-40 year old working professionals in metro cities in the US

Who: Lack of consistency or accountability with solo workouts

and want to: Build muscle, lose bodyfat, stay motivated, reach health goals faster



📄 **Activity:** Fill out your ideal customer persona

7. Map the Features

What Will Your App Actually Do?

What tasks will your app help users complete?

Start with your core 3–5 features

Example:

- Create a fitness profile
- Match with partners by location and preferences
- Schedule sessions
- Chat or message in-app
- Track workouts or shared goals

📄 **Activity:** List your top 3–5 features

📄 **Activity:** Review and refine your worksheet

8. Bring It Together

Your Idea Blueprint

At this point, you have:

- A real-world problem
- A clear solution
- A defined audience
- A feature list

9. What Comes After This?

The Next Phase: Design & Build

Start by sketching screens or using design tools

Iterate your design with feedback

Then build using no-code, AI, or developer support

10. Tools to Explore

Tools to Help You Design & Build

Tools to Design:

- Figma
- Stitch
- UiZard
- AI App
- AI Builder

Tools to Build:

- Glide (*no-code*)
- Adalo (*no-code*)
- Bubble (*no-code, advanced workflows*)
- Bolt.new (*AI-powered*)
- Base44 (*AI-powered*)
- VO.dev (*AI-powered*)
- Lovable.dev (*AI-powered*)
- HeyBoss AI (*AI-powered*)

11. Q&A + Idea Share

Let's Hear From You

- Share your app idea
- Get feedback
- Every idea starts messy, what matters is momentum

12. What's Next?

Keep Building After Today

- Keep refining your idea using the worksheet
- Test with real people
- Explore tools from today's deck
- Follow me on LinkedIn or visit 30daysofproduct.com