

## Using Appy Pie Platform/App in Developing Mobile Application to Teach English Courses for Undergraduate Students in Malaysia

### INNOVATORS DETAILS:

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FACULTY/CENTRE/ORGANIZATION:

The app has numerous features that are beneficial to many people, including university students.

The development of mobile apps using the Appy Pie platform will boost English learning, among other benefits.

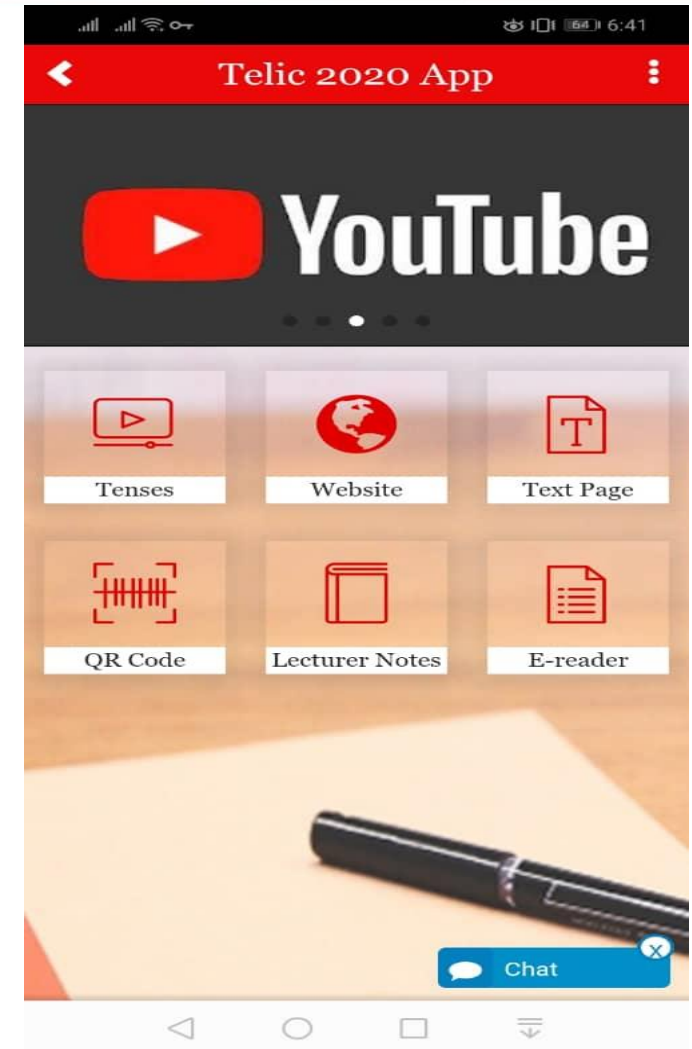


## No Code Application Development Platform – Appy Pie

Mobile app development from scratch takes far too long and pushes some of the greatest app ideas (with lower business returns) to the backburner. Low code and no code development help make mobile application development 10 times faster.

# OBJECTIVES

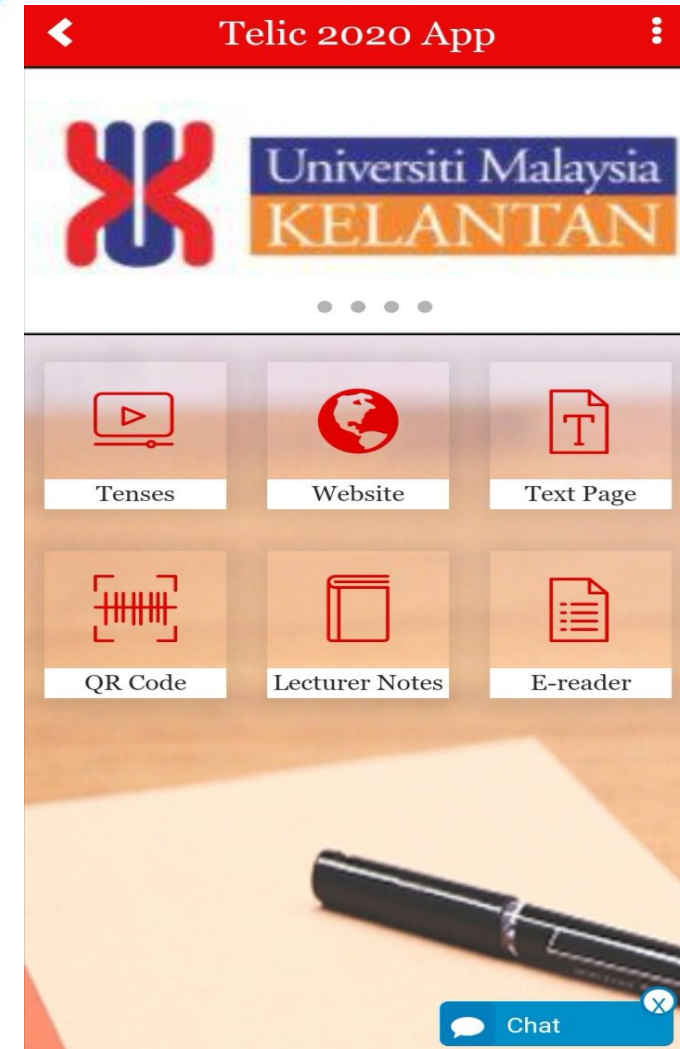
1. To decrease the communication gap between students and the institutions
2. To enhance English learning in the institution by allowing undergraduate students to think innovatively with the aid of the app



## VALUE ADDED

The app's software is generally easy to use, making the Malaysian undergraduate students, regardless of experience to access and use it.

The other value-added concerning the app is that it has buildup features that allow the students to engage in group discussions at their homes.

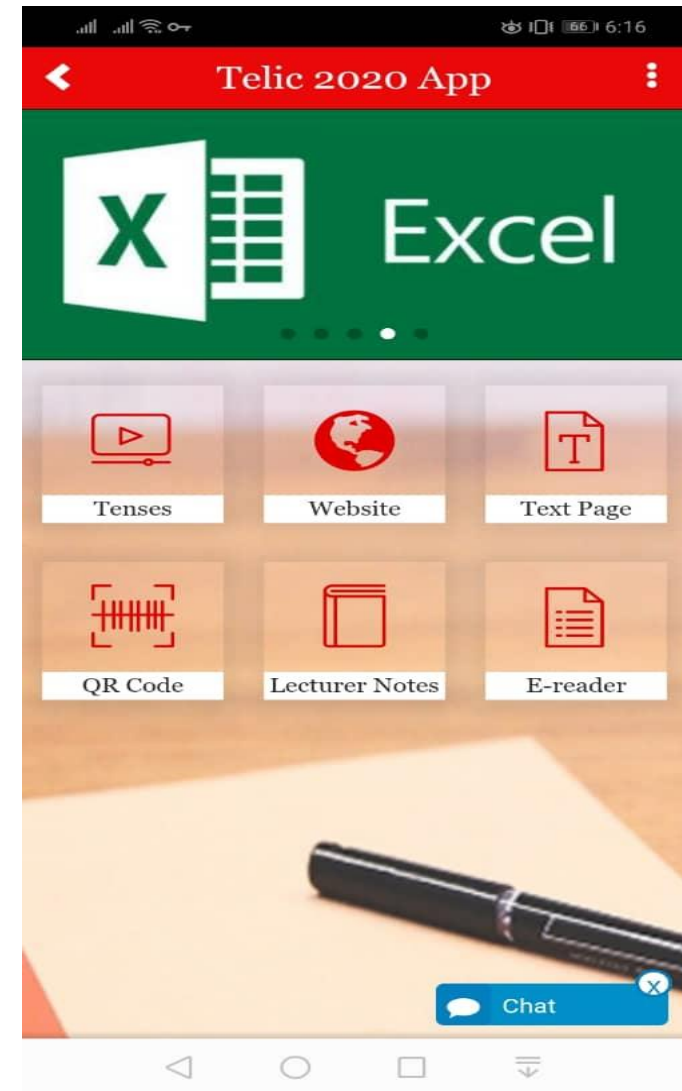


# USEFULNESS

Nowadays, university students are very fond of online studying.

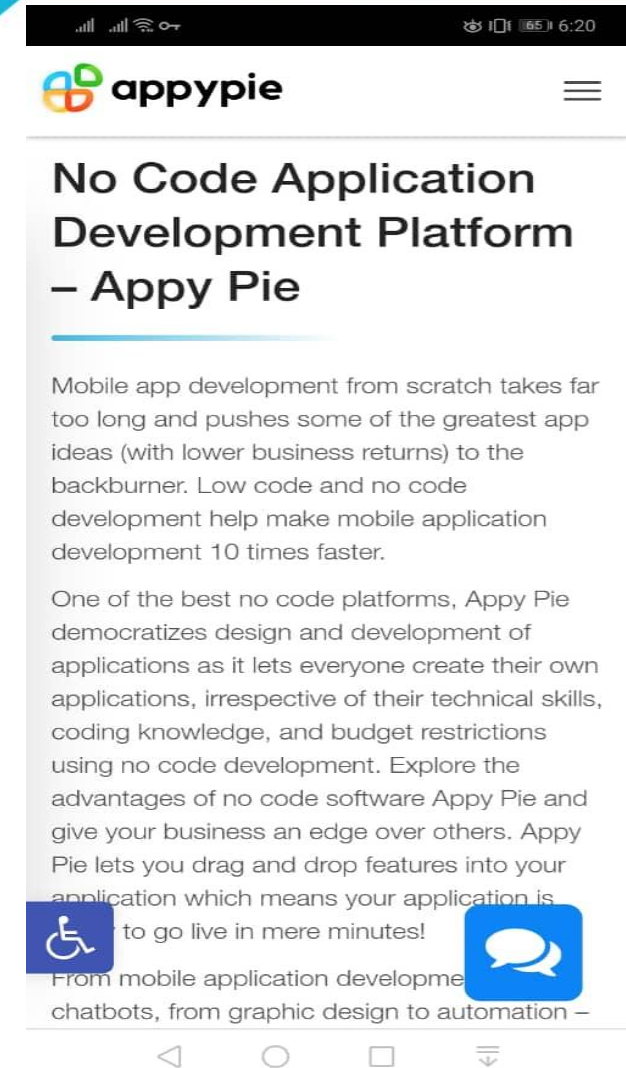
This is where library apps and book search apps come in pictures.

The software will help the Malaysian undergraduates to search for suitable books in the app.





1. Application can be put into Google Playstore and Apple Appstore for wider use beyond UMK.
2. Possibility to include subscription content to increase cashflow for further application development, maintenance and marketing.



# RECOGNITION

Appy Pie is one of the recognized app developed by Gartner.

Liaising with the company will not only lift the Malaysian institution brand globally but also enhance the learning of English courses across the country.



## Mobile application development with Appy Pie

Until recently, mobile app development was considered an option only for the big players in any industry. This created a growth barrier for companies with smaller budgets, preventing them from venturing into mobile application development. The solution presented itself in the form of low code and no code platforms.