

МИНИСТЕРСТВО ОБРАЗОВАНИЯ РЕСПУБЛИКИ БЕЛАРУСЬ  
Учреждение образования  
«Витебский государственный технологический университет»

**АНГЛИЙСКИЙ ЯЗЫК  
В ПРОФЕССИОНАЛЬНОЙ ДЕЯТЕЛЬНОСТИ**

Рабочая тетрадь для практических работ  
для студентов специальности  
6-05-0611-01 «Информационные системы и технологии»

Витебск  
2025

УДК 811.111

Составитель:

С. С. Костырева

Одобрено кафедрой «Иностранные языки»  
УО «ВГТУ», протокол № 10 от 15.05.2025.

Рекомендовано к изданию редакционно-издательским советом  
УО «ВГТУ», протокол № 9 от 28.05.2025.

**Английский язык в профессиональной деятельности** : рабочая тетрадь  
для практических работ / сост. С. С. Костырева. – Витебск : УО «ВГТУ», 2025. –  
56 с.

Рабочая тетрадь для практических работ по специальности 6-05-0611-01  
«Информационные системы и технологии» содержит практические задания, направленные на  
формирование у студентов умений проектировать, реализовывать и оценивать программные  
продукты. В рабочей тетради структурированно изложены ключевые этапы создания  
приложений, включая разработку обычных и мобильных приложений, а также навыки  
написания описания и обзора приложений.

УДК 811.111

© УО «ВГТУ», 2025

## **Содержание**

<b>UNIT 1. DEVELOPING AN APPLICATION</b>	<b>4</b>
<b>UNIT 2. DEVELOPING A MOBILE APPLICATION</b>	<b>11</b>
<b>UNIT 3. APPS OVERVIEW</b>	<b>22</b>
<b>UNIT 4. WRITING AN APP DESCRIPTION</b>	<b>34</b>
<b>UNIT 5. AN APP REVIEW</b>	<b>47</b>

## UNIT 1

### DEVELOPING AN APPLICATION

#### *Ex.1. Read the text.*

To begin you need a good **computer** with solid **components**. Having the right **hardware** will help you to develop quality **software** that works without crashing. When choosing your setup, consider both the design and functionality of each component, as a well-designed system with robust functionality ensures efficient development and reliable performance.

Here are some rules to follow when building a new app:

1. The **data** for the application should be stored in a relational **database**.
2. Customers should be able to buy the application on the **Internet**.
3. The software should work without any extra **peripherals**.
4. The program should be designed to work with or without a solid network connection.

By following these simple rules, you can write great applications that work for everyone. Focusing on both design and functionality from the start will help your app stand out and meet the needs of a wide range of users.

#### *Ex.2. Answer the questions.*

1. What are the key hardware requirements mentioned for developing a quality application, and why are they important?

---

---

---

---

2. How does storing data in a relational database contribute to the overall functionality and reliability of an application?

---

---

---

---

3. What considerations should be made to ensure that customers can successfully purchase the application online?

---

---

---

---

4. In what ways can an application be designed to function effectively without requiring extra peripherals?

---

---

---

---

5. Why is it essential for software to operate with or without a solid network connection, and what strategies can developers implement to achieve this?

---

---

---

---

**Ex.3. Study the vocabulary. Match the words (A) and their meanings (B).**

A	B
1) network	a) any device internal to a computer, such as a hard disk drive, a USB port, or a motherboard
2) computer	b) software optimized to perform a specific task such as word processing, accounting, or web browsing
3) database	c) literally meaning 'that which is given', this term refers to raw information of any kind
4) component	d) the largest known network, connecting millions of computers around the world
5) data	e) an organized, electronic collection of information, optimized for fast access, and typically consisting of rows, columns, indexes, and keys
6) hardware	f) a connected group of computers, capable of sharing resources with each other
7) app (application)	g) an electronic device which stores and processes information
8) Internet	h) physical items which make up a computer system, including: monitors, keyboards, hard drives, and RAM

**Ex.4. Choose the correct option to complete the sentences.**

1. Examples of popular \_\_\_\_\_ include Microsoft Word, Adobe Photoshop, and Mozilla Firefox.

2. A hardware geek is constantly upgrading \_\_\_\_\_ in his computer to achieve more performance.

3. A \_\_\_\_\_ needs to be replaced or upgraded regularly or it will become obsolete.

4. The network administrator was fired when he lost all the company \_\_\_\_\_ by accidentally formatting the wrong hard disk drive array.
5. The international company stored their customer information in a central \_\_\_\_\_ in Brussels.
6. \_\_\_\_\_ today has become such a commodity that it's often more expensive to repair it than to replace it.
7. Some people refer to the \_\_\_\_\_ as an information superhighway.
8. The company \_\_\_\_\_ consisted of 3 servers, 95 workstations, and 10 printers.

***Ex.5. Answer the questions.***

1. When did you start learning English? What is the hardest part about learning English? How good is your spoken and written English?

---

---

---

---

---

---

---

---

---

---

---

---

2. How good are your IT skills? What is your best IT skill? Describe what you want in your IT career.

---

---

---

---

---

---

---

---

---

---

---

---

**Ex.6. Match the words on the left with their correct definitions on the right.**

Word	Definition
1. Application	A. A system that stores data in a structured format
2. Relational Database	B. A software program designed to perform specific tasks
3. Peripheral	C. An external device connected to a computer
4. Network Connection	D. A link that allows devices to communicate with each other

**Ex.7. Complete the sentences using the words below:**

**application, peripherals, relational database, network connection, customers**

1. To ensure a smooth user experience, an \_\_\_\_\_ should be designed to work without additional hardware like printers or scanners.
2. A \_\_\_\_\_ is essential for storing and managing data effectively within the application.
3. When developing software, it's important to consider how \_\_\_\_\_ will purchase and interact with your product online.
4. An application that does not rely on a solid \_\_\_\_\_ can still function in offline mode.
5. The term \_\_\_\_\_ refers to any software program created for specific tasks or functions.

**Ex.8. Identify synonyms and antonyms for the following words from the text.**

1. **Develop**  
Synonym: \_\_\_\_\_ Antonym: \_\_\_\_\_
2. **Quality**  
Synonym: \_\_\_\_\_ Antonym: \_\_\_\_\_
3. **Store**  
Synonym: \_\_\_\_\_ Antonym: \_\_\_\_\_
4. **Functionality**  
Synonym: \_\_\_\_\_ Antonym: \_\_\_\_\_
5. **Design**  
Synonym: \_\_\_\_\_ Antonym: \_\_\_\_\_

***Ex.9. Use the following words in the sentences that relate to software development.***

1. Application:\_\_\_\_\_

\_\_\_\_\_

2. Database:\_\_\_\_\_

\_\_\_\_\_

3. Peripheral:\_\_\_\_\_

\_\_\_\_\_

4. Network:\_\_\_\_\_

\_\_\_\_\_

5. Customers:\_\_\_\_\_

\_\_\_\_\_

***Ex.10. Develop the following sentences with 2 – 3 sentences of your own.***

1. The new application we developed has received positive feedback from users.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. We chose a relational database because it offers better data integrity and management.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



3. The software should be able to run without requiring any peripherals like a mouse or keyboard.

---

---

---

---

---

---

4. A stable network is crucial for cloud-based applications to function effectively.

---

---

---

---

---

---

5. Understanding our customers' needs is essential for creating a successful application.

---

---

---

---

---

---

***Ex.11. Fill in the blanks with the correct form of the verb in parentheses.***

1. To begin, you \_\_\_\_\_ (need) a good computer with solid components.

2. Having the right hardware \_\_\_\_\_ (help) you to develop quality software that works without crashing.

3. A well-designed system \_\_\_\_\_ (ensure) efficient development and reliable performance.

4. The data for the application \_\_\_\_\_ (should/store) in a relational database.

5. Customers \_\_\_\_\_ (should/be) able to buy the app on the Internet through a reputable store.

6. The program \_\_\_\_\_ (design) to work with or without a solid network connection.

7. The software \_\_\_\_\_ (must/work) without extra peripherals to maintain full functionality.

8. The program \_\_\_\_\_ (should/design) to work offline or online.

9. Following these rules \_\_\_\_\_ (help) you create applications that work for everyone.
10. Focusing on design and functionality \_\_\_\_\_ (make) your app stand out.
11. Developers \_\_\_\_\_ (must/consider) both hardware and software requirements before starting.
12. Developers \_\_\_\_\_ (should/test) the software thoroughly to avoid crashes.
13. The program's offline functionality \_\_\_\_\_ (require) careful design planning.
14. Users \_\_\_\_\_ (expect) seamless performance when buying from an online store.
15. Without proper hardware, the software \_\_\_\_\_ (might/fail) under heavy workloads.

**Ex.12. Rearrange the following words to form grammatically correct sentences.**

1. application / should / customers / buy / able / my / to / Internet / on / the.

---

---

---

2. without / peripherals / extra / work / should / the / software.

---

---

---

3. rules / follow / when / building / new / a / app / you / need / to.

---

---

---

4. designed / should / program / network connection / solid / a / work / with or without.

---

---

---

5. quality software / help / right hardware / develop / you / to.

---

---

---

***Ex.13. Add punctuation where necessary in the following sentences.***

1. To begin you need a good computer with solid components
2. Having the right hardware will help you to develop quality software that works without crashing
3. Here are some rules to follow when building a new app
4. Customers should be able to buy my application on the Internet
5. The program should be designed to work with or without a solid network connection

***Ex.14. Complete the sentences using the correct conditional form (zero, first, or second conditional).***

1. If customers \_\_\_\_\_ (have) issues purchasing online, they can contact support.
2. If an application \_\_\_\_\_ (not work) without peripherals, it may limit its usability.
3. If I \_\_\_\_\_ (develop) an app, I would ensure it meets all requirements.
4. If we store data in a relational database, we \_\_\_\_\_ (ensure) better data integrity.
5. If users \_\_\_\_\_ (not have) a stable network connection, they might experience problems.

## **UNIT 2**

### **DEVELOPING A MOBILE APPLICATION**

***Ex.1. Read the text.***

#### **Developing a Mobile Application: A Step-by-Step Guide**

In today's digital age, developing a mobile application can be a rewarding venture, whether for personal use, business purposes, or as a startup project. The process involves several key steps that ensure the final product is functional, user-friendly, and meets the needs of its target audience. Here's a comprehensive guide to help you navigate the application development process.

#### **Step 1: Idea Generation and Research**

The first step in developing an application is to brainstorm ideas. Consider what problem your app will solve or what unique features it will offer. Conduct market research to analyze existing applications and identify gaps in the market.

Understanding your target audience is crucial; gather insights about their preferences and pain points.

### **Step 2: Planning and Design**

Once you have a solid idea, it's time to plan your application. Create a detailed outline that includes the app's features, functionalities, and user interface (UI) design. Wireframes are useful tools at this stage, allowing you to visualize the layout and flow of the app. Focus on creating an intuitive user experience (UX) that makes navigation seamless.

### **Step 3: Choosing the Right Technology**

Selecting the right technology stack is vital for your app's performance and scalability. Decide whether you want to develop a native app (specific to iOS or Android), a hybrid app (cross-platform), or a web application. Each option has its pros and cons, so consider factors like budget, timeline, and target audience when making your choice.

### **Step 4: Development**

With planning and technology in place, you can begin the development phase. This involves writing code for both the front-end (what users see) and back-end (server-side functionality) of the application. Use no-code/low-code platforms that allow for easier app creation.

### **Step 5: Testing**

Testing is a critical step in the development process. Conduct thorough testing to identify bugs and ensure that all features function as intended. Use both automated testing tools and manual testing methods to cover various scenarios. Gather feedback from beta testers to refine the app before its official launch.

### **Step 6: Launching the Application**

Once testing is complete and any necessary adjustments have been made, it's time to launch your application. Choose an appropriate platform for distribution, such as the Apple App Store or Google Play Store. Prepare marketing strategies to promote your app effectively; consider social media campaigns, influencer partnerships, and press releases.

### **Step 7: Post-Launch Support and Updates**

After launching your application, monitor its performance closely. Gather user feedback to identify areas for improvement and potential new features. Regular updates are essential for fixing bugs, enhancing security, and keeping users engaged with fresh content.

### **Conclusion**

Developing an application is an exciting journey that requires creativity, technical skills, and strategic planning. By following these steps – from idea generation to post-launch support – you can create an app that not only meets user

needs but also stands out in a competitive market. Embrace the challenges along the way, and remember that continuous learning is key to successful app development!

***Ex.2. Answer the questions.***

1. What is the first step in developing a mobile application, and why is it important to conduct market research during this phase?

---

---

---

---

---

2. During the planning and design stage, what tools can help visualize the app's layout and user flow?

---

---

---

---

---

3. What factors should you consider when choosing the technology stack for your mobile app?

---

---

---

---

---

4. Why is it important to decide between developing a native, hybrid, or web application early in the process?

---

---

---

---

---

5. In the development phase, what are the main differences between front-end and back-end development tasks?

---

---

---

---

---

---

---

6. What are some advantages of using no-code or low-code platforms for app development, especially for non-developers?

---

---

---

---

---

---

---

7. Why is thorough testing necessary before launching a mobile application, and what types of testing should be performed?

---

---

---

---

---

---

---

8. What platforms are commonly used for launching a new mobile application to the public?

---

---

---

---

---

9. After launching the application, what steps should be taken to ensure ongoing user satisfaction and app improvement?

---

---

---

---

---

10. How can regular updates and post-launch support benefit the long-term success of a mobile application?

---

---

---

---

---

---

**Ex.3. Match the words on the left with related terms or phrases on the right.**

Word	Related Term
1. Application	A. User Experience
2. Development	B. Software Engineering
3. Interface	C. Mobile App
4. Testing	D. Quality Assurance
5. Launch	E. Deployment

**Ex.4. Complete the sentences using the words below:**

**prototype    feedback    scalability    user interface (UI)    bug**

1. \_\_\_\_\_ is an important consideration when designing an application to accommodate future growth.
2. After several rounds of testing, we identified a \_\_\_\_\_ that caused the app to crash unexpectedly.
3. Gathering user \_\_\_\_\_ is essential for improving the app's features and usability.
4. The \_\_\_\_\_ should be intuitive and visually appealing to enhance user engagement.
5. We created a \_\_\_\_\_ of the application to test its core functionalities before full development.

**Ex.5. Use the following vocabulary words in sentences related to app development.**

1. Prototype: \_\_\_\_\_

---

---

2. Feedback: \_\_\_\_\_

---

---

3. Scalability:\_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
4. User Interface (UI):\_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
5. Bug:\_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

***Ex.6. Identify and correct the grammatical mistakes in the following sentences.***

1. The application need to be tested thoroughly before launch.
2. Users feedback is crucial for improving the app.
3. If we will gather enough data, we can make informed decisions.
4. The developer has been working on this project since two months.
5. Users should be able to access the application without any issues.

***Ex.7. Complete the sentences using the correct verb tense (simple present, present continuous, or present perfect).***

1. The team \_\_\_\_\_ (work) on developing a new feature for the app this week.
2. Users \_\_\_\_\_ (report) bugs in the latest version of the application.
3. We \_\_\_\_\_ (launch) our app last month and have received positive feedback since then.
4. The developers \_\_\_\_\_ (test) the application thoroughly before releasing it to users.
5. I \_\_\_\_\_ (not see) any major issues in the prototype so far.

***Ex.8. Write a short paragraph in response to one of the following prompts.***

1. Discuss the importance of user feedback in the app development process and how it can influence future updates.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



---

---

2. Describe a feature you believe every mobile application should have and explain why it is essential for user experience.

---

---

---

---

---

---

---

---

---

---

3. Share your thoughts on the challenges developers face when launching an application and how they can overcome these challenges.

---

---

---

---

---

---

---

---

---

---

*Ex.9. Imagine that you are a developer presenting an app idea to a potential investor, write a review (150 – 200 words) of a mobile application you frequently use or recently tried out, focusing on its strengths and weaknesses, user interface, and overall experience.*

**Example Structure for Review:**

**§ 1. Introduction**

- **App Name and Developer:** What is the app called? Who developed it?
- **Purpose:** What does the app aim to do? What problem does it solve or what need does it fulfill?
- **Target Audience:** Who is the app designed for (students, professionals, general public, etc.)?

- **Platform and Availability:** On which devices or operating systems is the app available (iOS, Android, web, etc.)?
- **Brief Overview:** How does the app work in general terms?

•

## § 2. Strengths

- **User Interface & Design:** Is the app visually appealing? Is it easy to navigate?
- **Features:** What are the standout features? (e.g., notifications, customization, integrations, analytics, etc.)
- **Performance:** Does the app run smoothly? Are there any noticeable bugs or crashes?
- **Ease of Use:** Is it easy for new users to get started? Are instructions or tutorials provided?
- **Innovation:** Does the app offer anything unique or innovative compared to competitors?
- **Support & Updates:** Is there good customer support? Are updates frequent and useful?
- **Value:** Does the app offer good value for its price? Are there useful features in the free version?

•

---

---

---

---

---

### § 3. Weaknesses

- **Limitations:** Are there important features missing? Are any features difficult to use?
- **Bugs/Glitches:** Have you experienced any technical issues?
- **Performance Issues:** Does the app lag, crash, or drain battery?
- **Learning Curve:** Is it difficult to learn how to use the app?
- **Pricing:** Is the app expensive? Is the free version too limited?
- **Ads/In-App Purchases:** Are there intrusive ads or aggressive prompts to purchase?
- **Accessibility:** Are there any issues for users with disabilities?
- **Privacy/Security:** Are there concerns about data privacy or security?

[illegible]

## § 4. Conclusion

- **Overall Impression:** What is your overall opinion of the app?
- **Best Use Cases:** Who would benefit most from the app?
- **Comparison:** How does it stack up against similar apps?
- **Recommendation:** Would you recommend the app? Why or why not?
- **Final Thoughts:** Any last comments, tips, or warnings for potential users?

---

---

---

---

*Ex.10. As the potential investor, sum up the info about the app you've been offered to finance. Use 'Investor Summary Framework' to organize your findings.*

## **Investor Summary Framework**

### **1. App Overview**

**Name & Category:** What is the app called, and what industry does it serve?

**Core Value Proposition:** What problem does it solve, and how is it better than existing solutions?

**Current Stage:** Is it a prototype, MVP, or fully launched? What's the user traction (e.g., downloads, revenue)?

### **2. Target Audience**

**Demographics:** Age, location, income level, and tech-savviness of users.

**User Pain Points:** What specific frustrations or needs does the app address?

**Market Validation:** Has the audience been tested (e.g., surveys, beta testing)?

### **3. Features & Technology**

**Key Functionalities:** What are the app's core features? Are there any patented or proprietary technologies?

**Scalability:** Can the app handle growth (e.g., server infrastructure, codebase)?

**Security:** How is user data protected?

### **4. Market Analysis**

**Competitors:** Who are the direct/indirect competitors? What's the app's competitive edge?

**Market Trends:** Is the industry growing?

### **5. Monetization Strategy**

**Revenue Streams:** Subscriptions, ads, freemium, or enterprise licensing?

**Pricing Model:** How does pricing compare to competitors? What's the average revenue per user (ARPU)?

**Partnerships:** Are there collaborations with brands, influencers, or platforms?

### **6. Team & Roadmap**

**Founder Expertise:** What's the team's background (e.g., prior startups, industry experience)?

**Development Timeline:** What features are planned for the next 12–18 months?

**Hiring Needs:** What roles are critical to scale (e.g., engineers, marketers)?

## 7. Risks & Mitigation

**Market Risks:** What if demand shifts (e.g., new competitors, tech disruptions)?

**Operational Risks:** Can the team deliver on time? Are there supply-chain dependencies?

[illegible]

**Ex.11. Write 10 questions to find out more about the app's features, target audience, and market potential.**

[illegible]

---

---

---

---

---

## UNIT 3 APPS OVERVIEW

### Merchant story: Sval Gear



***Ex.1. Read the text and its translation.***

<p>Sval Gear, a Scandinavian outdoor and adventure sports brand, has successfully operated their Shopify store for several years. However, they have inventory management issues, slow order fulfillment processes, and the need for improved customer service tools.</p> <p>Your goal is to recommend effective strategies that will enable Sval Gear to meet rising demand while maintaining a high-quality customer experience.</p>	<p>Компания Sval Gear, скандинавский бренд для активного отдыха и экстремальных видов спорта, уже несколько лет успешно управляет своим магазином Shopify. Однако у них есть проблемы с управлением запасами, медленный процесс выполнения заказов и необходимость в улучшенных инструментах обслуживания клиентов.</p> <p>Ваша цель – рекомендовать эффективные стратегии, которые позволят Sval Gear удовлетворять растущий спрос, сохраняя при этом высокое качество обслуживания клиентов.</p>
--	--

***Ex.2. Answer the questions.***

1. What are two key benefits of using Shopify's built-in inventory management tools for a store like Sval Gear?

---

---

---

---

---

---

---

---

2. How can regular inventory audits help Sval Gear address their inventory management issues?

---

---

---

---

---

---

---

---

3. Why is it important for Sval Gear to set up accurate SKU tracking and multi-location inventory management in Shopify?

---

---

---

---

---

---

---

---

4. What strategies can Sval Gear use to prevent both overstocking and stockouts as they scale their operations?

---

---

---

---

---

---

---

---

5. How could improving inventory management positively impact Sval Gear's order fulfillment speed and customer satisfaction?

---

---

---

---

---

---

---

---

---

---

**Ex 3. Complete the following sentences with the correct vocabulary. Choose words from the following list: inventory management, traffic, payment gateway, shipping, customer support, checkout, time-consuming.**

1. Sval Gear needs to improve their \_\_\_\_\_ to prevent stockouts.
2. The recent launch of the viral snowboard led to a significant increase in website \_\_\_\_\_.
3. To enhance customer service, Sval Gear should implement a more efficient \_\_\_\_\_ system.
4. Sval Gear struggles with \_\_\_\_\_ because their online and in-store stock levels are not synchronized.
5. The slow order fulfillment process could lead to delays during peak holiday \_\_\_\_\_.
6. To improve customer experience, Sval Gear needs tools for optimizing the \_\_\_\_\_ process.
7. Their manual processes for inventory updates are \_\_\_\_\_ and prone to errors.

**Ex 4. Match vocabulary related to e-commerce with their definitions.**

Vocabulary	Definitions
1. Inventory Management	A. Software or systems used to support customer inquiries and issues.
2. Order Fulfillment	B. The final step in the online purchasing process where customers confirm their orders.
3. Customer Service Tools	C. The process of expanding business operations to meet increased demand.
4. Payment Gateway	D. The overall perception of a company by its customers based on interactions.
5. Checkout Process	E. The process of managing the stock of goods.
6. Customer Experience	F. The process of preparing and delivering orders to customers.
7. Scaling Operations	G. The system through which customers pay for their purchases online.



**Ex.5. Write why each term is important for Sval Gear's operations.**

**Share**

---

---

---

**Export**

---

---

---

**Rewrite**

---

---

---

**Ex.6. Read the text and its translation.**

<b>Traffic spikes and site performance</b>	<b>Увеличение посещаемости и производительности сайта</b>
<p>Sval Gear, a Scandinavian brand rooted in Nordic culture and connected to the outdoors and adventure sports, have been running their Shopify store for a few years. As they gear up for the busy holiday season, they've encountered challenges with their current tech setup, especially after the recent launch of a viral snowboard that significantly boosted traffic.</p> <p>This has underscored the need to improve their operations to meet demand and maintain a seamless customer experience.</p>	<p>Скандинавский бренд Sval Gear, основанный на нормандской культуре и связанный с отдыхом на природе и экстремальными видами спорта, уже несколько лет управляет своим магазином Shopify. Готовясь к напряженному сезону отпусков, они столкнулись с проблемами, связанными с их текущей технической настройкой, особенно после недавнего запуска популярного сноуборда, который значительно увеличил трафик.</p> <p>Это подчеркнуло необходимость совершенствования их деятельности для удовлетворения спроса и обеспечения бесперебойного обслуживания клиентов.</p>

**Ex.7. Answer the following questions based on the text about Sval Gear's experience with traffic spikes and site performance.**

1. What event caused Sval Gear to experience a significant increase in website traffic?

---

---

---

---

2. Why is it important for Sval Gear to improve their operations during the holiday season?

---

---

---

---

3. What are two potential risks for an online store when it faces a sudden spike in traffic?

---

---

---

---

***Ex.8. Match each challenge with the most appropriate solution used by successful Shopify stores during high-traffic periods.***

Challenge	Solution Options
A. Slow site speed	1. Enable a Content Delivery Network (CDN)
B. Checkout process bottlenecks	2. Streamline and optimize the checkout flow
C. Unprepared for sudden traffic surge	3. Run load tests and monitor site performance

***Ex.9. Read each statement and decide if it is TRUE or FALSE according to the text.***

1. Upgrading to Shopify Plus can help a store to handle massive traffic spikes.
2. Optimizing images and reducing unused scripts are unnecessary for site speed.

3. Running load tests before big events can help identify weak points in a store's infrastructure.

4. A slow checkout process does not affect customer experience during high-traffic periods.

5. Using a CDN can improve site performance for international customers.

***Ex.10. Read the text and its translation.***

<b>Key challenges</b>	<b>Основные проблемы</b>
<ul style="list-style-type: none"><li>◦ Inventory management: They struggle to keep their online and in-store inventory in sync, leading to overselling and stockouts</li><li>◦ Order fulfillment: Their order processing and shipping workflows are slow, which could cause major issues during peak holiday traffic</li><li>◦ Customer experience: With increased site traffic, they need better tools for customer service, optimizing checkout, and engaging customers after purchase</li><li>◦ Scaling operations: Their manual processes for inventory updates, returns management, and sales tracking are time-consuming and prone to errors</li></ul>	<ul style="list-style-type: none"><li>◦ Управление запасами: им сложно синхронизировать свои онлайн-запасы и запасы в магазинах, что приводит к перепродажам и нехватке товаров на складе</li><li>◦ Выполнение заказов: их рабочие процессы обработки заказов и доставки выполняются медленно, что может вызвать серьезные проблемы во время пикового трафика в праздничные дни</li><li>◦ Качество обслуживания клиентов: с увеличением посещаемости сайта им требуются более совершенные инструменты для обслуживания клиентов, оптимизации оформления заказа и привлечения клиентов после покупки</li><li>◦ Масштабирование операций: ручные процессы обновления запасов, управления возвратами и отслеживания продаж отнимают много времени и часто приводят к ошибкам</li></ul>

***Ex.11. Match each challenge to the most effective solution from the list below.***

<b>Challenges</b>	<b>Potential Solutions</b>
1. Inventory syncing issues	A. Implement an automated inventory management system (e.g., Shopify POS integration).
2. Slow order fulfillment	B. Use third-party logistics (3PL) providers for faster shipping.



**1. What can Sval Gear do to improve communication during high demand periods?**

---

---

---

---

---

---

---

---

**2. What immediate action should Sval Gear take to stabilize inventory?**

---

---

---

---

---

---

---

---

**3. How could automation improve their order fulfillment workflow?**

---

---

---

---

---

---

---

---

**4. What tool could help retain customers affected by cancellations?**

---

---

---

---

---

---

---

---

***Ex.14. Develop and launch a customer communication plan that proactively informs buyers about order status, potential delays, and alternative product options to enhance transparency and maintain customer satisfaction during peak sales periods.***



<ul style="list-style-type: none"> <li>• Compliance: Privacy and security are essential, and any third-party apps or custom solutions must integrate with Shopify's data protection standard</li> </ul>	<p>продукта или в периоды интенсивных покупок</p> <ul style="list-style-type: none"> <li>• Соответствие требованиям: конфиденциальность и безопасность имеют важное значение, и любые сторонние приложения или пользовательские решения должны быть интегрированы со стандартом защиты данных Shopify</li> </ul>
---	--

***Ex.16. Match the following terms with their definitions.***

Term	Definition
1. Scalability 2. Compliance 3. Streamline 4. Implementation 5. Functionality	A. The ability of a system to handle increased load without compromising performance. B. The process of putting a plan or system into action. C. The act of conforming to a standard or regulation. D. The quality or state of being able to perform a specific task or set of tasks. E. To make a process more efficient by simplifying or eliminating unnecessary steps.

***Ex.17. Here are seven discussion issues related to Sval Gear's challenges and your role as a developer.***

**1. Balancing Cost and Functionality:**

- How can Sval Gear balance the cost of implementing new solutions with the need for advanced functionality to improve operations?

---

---

---

---

---

---

---

---

---

---

## 2. Ensuring Scalability:

- What strategies can be employed to ensure that any new tools or apps can handle traffic surges during peak shopping periods?

---

---

---

---

---

---

---

---

## 3. Meeting Compliance Standards:

- How can Sval Gear ensure that third-party apps or custom solutions comply with Shopify's data protection standards?

---

---

---

---

---

---

---

---

## 4. Quick Implementation:

- What steps can be taken to ensure quick implementation of new solutions before the holiday season?

---

---

---

---

---

---

---

---



**5. Inventory Management Solutions:**

- What app-based tools or custom solutions could be used to improve inventory management and prevent overselling and stockouts?

---

---

---

---

---

---

---

---

---

---

**6. Enhancing Customer Experience:**

- How can Sval Gear use technology to enhance customer service, optimize checkout processes, and engage customers post-purchase?

---

---

---

---

---

---

---

---

---

---

**7. Custom vs. Public Apps:**

- When should Sval Gear opt for custom-built solutions versus leveraging existing public apps from the Shopify App Store?

---

---

---

---

---

---

---

---

---

---

## UNIT 4

### WRITING AN APP DESCRIPTION

#### *Ex.1. Read the text.*

A great description can make your app stand out and help encourage customers to download it. Here are some tips for making your app's description the best it can be.

- **Grab attention in the first few sentences.** The beginning of your description is the most important, so make sure it grabs and holds attention. Start with the value prop: why should potential customers take the time and money to get your app? What is the benefit to choosing your app over another? In one or two sentences, using plain and clear language, explain your app's unique appeal and why someone would want it.

- **Make it easy to learn about your app.** After your initial hook, describe additional benefits, in-app purchase opportunities, and other details about your app that customers will want to know. Make sure you include any disclosures or information that you are required to provide under the law in the markets where you are distributing your app.

- **Use lists and short paragraphs.** Potential customers may just take a quick glance at your app's description. Breaking up the content by using short paragraphs and lists makes it easier to scan.

#### **Note**

Adding a list of product features can also help to quickly show what your app does. This list appears directly below the app description.

- **Avoid dry language.** Write your description using engaging language. Be sure the wording clearly describes what your app does, but say it in a way that doesn't sound boring. For many apps, a casual and friendly tone works well.

- **Use a length that is just right.** A good description reads quickly, but also includes enough info to get the reader interested and explain what the app does. A complex app will need more sentences to describe it; a simple app may need only a few. In most cases the right length is somewhere over 200 words, but well under 3000.

- **Be clear about free trials and add-ons.** If you offer a free trial of your app, be sure to explain how that trial works, so that customers understand which features are limited. It's also a good idea to mention what types of add-ons are available, particularly if they have significant impacts on your app's functionality.

- **Use standard capitalization and punctuation.** Descriptions in all caps, or those that have unusual punctuation, can be hard to read.

- **Don't forget to check the spelling and grammar.** A description with lots of misspelled words or mangled sentences doesn't reflect well on the quality of your app. Be sure to review your description (or have someone else take a look) to check for errors.

- **Don't include links or info that belongs elsewhere.** URLs that you enter in the description field won't be clickable, so don't try to add links for things like your privacy policy or support website. Instead, add these in the designated areas of the **Properties** page of your submission.

- **Don't use HTML tags.** HTML or other code will not be rendered. Your description needs to be plain text only.

- **Get ideas by reviewing descriptions of similar apps in the Store.** Take a look at how other developers describe their apps. This also helps you figure out what you can emphasize that is different about your app.

***Ex.2. Choose the correct option.***

**What is the main purpose of the text?**

1. To explain how to design an app interface
2. To give tips on writing an effective app description
3. To describe how to code an app
4. To teach how to market an app on social media

***Ex.3. Mark the following statements as *True* or *False* based on the text.***

1. The beginning of an app description should quickly grab the reader's attention.
2. Using long paragraphs helps customers understand the app better.
3. It's important to explain free trials and add-ons clearly in the description.
4. Including URLs in the description field is recommended.
5. Using casual and friendly language can make the description more engaging.

***Ex.4. Complete the sentences with words or phrases from the text.***

1. A good app description should use \_\_\_\_\_ and \_\_\_\_\_ paragraphs to make it easier to scan.
2. The description should be between \_\_\_\_\_ and \_\_\_\_\_ words long in most cases.

3. Avoid using \_\_\_\_\_ or unusual punctuation because it can make the description hard to read.
4. If your app offers a free trial, explain how the trial works and which features are \_\_\_\_\_.
5. Instead of adding links in the description, put URLs in the \_\_\_\_\_ page of your submission.

***Ex.5. Answer the following questions in one or two sentences.***

1. Why is it important to grab attention in the first few sentences of an app description?

---

---

---

---

---

---

---

2. What tone is recommended for many app descriptions to keep readers interested?

---

---

---

---

---

---

---

3. Why should you avoid including HTML tags in your app description?

---

---

---

---

---

---

---

4. How can reviewing descriptions of similar apps help you?

---

---

---

---

---

---

---

***Ex.6. Match the vocabulary word to its meaning based on the text.***

Word	Meaning
1) engaging	A. Easy to read and understand
2) disclosures	B. Information you are required to provide
3) casual	C. Friendly and informal in style
4) scan	D. To look quickly over something
5) emphasize	E. To give special importance to something

***Ex.7. Rewrite the following sentences using your own words but keep the same meaning.***

1. "Use lists and short paragraphs to make your description easier to scan."

---

---

---

---

---

2. "Don't forget to check the spelling and grammar to make your description look professional."

---

---

---

---

---

3. "Explain free trials clearly so customers know which features are limited."

---

---

---

---

---

---

***Ex.8. Write 2-3 sentences that could serve as the hook (the first few sentences) of an app description. Use clear and simple language to explain the app's unique appeal and why someone should download it.***

---

---

---

---

---

---

---

---

---

---

***Ex.9. Answer the following questions.***

1. Why is the opening of an app description considered the most important part? How can it influence a potential customer's decision?

---

---

---

---

---

2. What are the advantages and disadvantages of using lists and short paragraphs in app descriptions?

---

---

---

---

---

---

3. How does the tone of the description (casual vs. formal) affect the way users perceive an app?

---

---

---

---

---

4. Why is it important to clearly explain free trials and add-ons in an app description?

---

---

---

---

5. What problems might arise from including URLs or HTML tags in an app description?

---

---

---

---

6. How can reviewing descriptions of similar apps help developers improve their own app descriptions?

---

---

---

---

7. What role does spelling and grammar play in shaping a user's impression of an app's quality?

---

---

---

---

8. How can an app description balance being informative without becoming too long or overwhelming?

---

---

---

---

---

9. In what ways can legal disclosures impact the content and tone of an app description?

---

---

---

---

---

10. How might cultural differences or different market regulations affect how app descriptions should be written for global distribution?

---

---

---

---

---

***Ex.10. Give an example of the app that fits the following description.***

**The application:**

- is a feature-rich application
  - is a reliable and well-designed cloud storage app
  - is first-to-market
  - is free to download, with a paid version that includes additional benefits like extra storage
  - is subscription-based
  - is the world's leading service app
  - stands out from the competition
- 
- 
- 
- 
- 
- 
- 
- 
- 
-



---

---

***Ex.11. Read the app description.***

Discover the world's leading cloud storage app that sets the standard for reliability and design. Our feature-rich application was first to market, offering users a seamless and secure way to store and access their files anytime, anywhere. Download the app for free and enjoy essential storage features right away. For those who need more space and additional benefits, our affordable subscription plan provides extra storage and premium services tailored to your needs. Trusted by millions worldwide, this app stands out from the competition by combining cutting-edge technology with user-friendly design. Join the community of satisfied users and experience why we're the top choice for cloud storage.

***Ex.12. Answer the following questions based on the app description.***

1. What makes this cloud storage app stand out from its competitors?
2. What does the app offer to users who download it for free?
3. How does the subscription plan enhance the app experience?
4. Why is the app described as "feature-rich"?
5. What two qualities does the app set the standard for?

***Ex.13. Match the words or phrases from the text with their meanings.***

Word / Phrase	Meaning
1) feature-rich	a) easy to use and understand
2) first to market	b) offers many useful functions or features
3) seamless	c) the earliest product introduced in a market
4) subscription plan	d) a smooth and uninterrupted experience
5) user-friendly	d) a payment model with regular fees

***Ex.14. Decide if the following statements based on the text are TRUE or FALSE.***

1. The app requires payment before you can download it.
2. Millions of people trust this app worldwide.
3. The app offers a secure way to store and access files.
4. The subscription plan is expensive and not tailored to user needs.

5. The app was the first of its kind to enter the market.

**Ex.15. Complete the sentences using words or phrases from the text.**

1. The app is known as the world's \_\_\_\_\_ cloud storage app.
2. Users can download the app \_\_\_\_\_ and start using essential features immediately.
3. The subscription plan provides \_\_\_\_\_ storage and premium services.
4. The app combines cutting-edge technology with \_\_\_\_\_ design.
5. It offers a \_\_\_\_\_ and \_\_\_\_\_ way to store and access files.

**Ex.16. Rewrite the following sentences in your own words without changing the meaning.**

1. “Our feature-rich application was first to market, offering users a seamless and secure way to store and access their files anytime, anywhere.”

---

---

---

---

2. “Trusted by millions worldwide, this app stands out from the competition by combining cutting-edge technology with user-friendly design.”

---

---

---

---

**Ex.17. Read the app description.**

When living with roommates **keeping track of chores** can be a **hassle** (*морочка*) and housework can **pile up** fast. No one likes **Lane chore charts** and maid services are too expensive. So often one roommate ends up **picking up the slack** (*восполнить пробел*). But not anymore!

Introducing *Cohabit*, a **brand-new way** to organize chores for roommates. *Cohabit* **turns chores into a game**. Whenever there is a chore to be done, roommates **are rewarded for** completing it. **Play for** pride or for money and watch the points **pile up**.

To start, create a game, add the chores around your apartment and invite your roommates. You can track who does what chores around the apartment and watch your apartment get cleaner right from your phone. Completing the chore is easy and quick, just select the chore, **take a before picture** in the app, then **take an after picture**. When you're done, pictures are removed from your phone, once your **chore is submitted**. It's that simple! **Keep the trash talk** where it belongs in the in-app messaging system.

With *Cohabit* roommates finally **get the recognition and reward** that they deserve, and everyone is happy to live in a cleaner apartment.

To learn more, check out cohab done IT or download the app now.

*Ex.18. Answer the following questions based on the text.*

1. What problem does Cohabit solve for roommates?

---

---

---

---

---

---

---

---

2. How does Cohabit make doing chores more engaging?

---

---

---

---

---

---

3. What steps do users need to take to start using Cohabit?

---

---

---

---

---

---

4. How does the app track chore completion?

---

---

---

---

---

---

5. What feature allows roommates to communicate within the app?

---

---

---

---

**Ex.19. Match these words or phrases from the text to their meanings.**

Word/Phrase	Meaning
1) hassle	a) to do extra work to make up for someone else
2) pile up	b) a situation that is annoying or causes problems
3) pick up the slack	c) to accumulate or increase quickly
4) recognition	d) to get credit or acknowledgment for something done
5) trash talk	e) teasing or boastful talk, often to provoke rivals

**Ex.20. Decide if the following statements are TRUE or FALSE.**

1. Cohabit requires users to pay before they can use any features.
2. Users can earn points for completing chores in Cohabit.
3. The app deletes before and after photos of chores from your phone after submission.
4. Cohabit only works if you have hired a maid service.
5. The app allows you to play for pride or for money.

**Ex.21. Put these steps for using Cohabit in the correct order (number them 1–5).**

- \_\_\_ Take a before picture in the app.
- \_\_\_ Create a game and add chores.
- \_\_\_ Invite your roommates.
- \_\_\_ Take an after picture.
- \_\_\_ Submit the completed chore.

**Ex.22. Match each vocabulary phrase to its correct definition.**

Phrase	Definition
A. keeping track of chores B. a hassle C. pile up D. pick up the slack E. be rewarded for F. take a before picture G. get the recognition and reward H. turn chores into a game	1. To make a boring task more fun by adding competition or prizes 2. To receive credit or acknowledgment for your efforts 3. To monitor or record who does which housework 4. To do extra work because others are not doing their share 5. To receive something positive, like points or prizes, after doing something 6. To take a photo before starting a task 7. When tasks accumulate and become overwhelming 8. Something that is annoying or causes problems

**Ex.23. Complete the sentences with the correct vocabulary phrase from the list:**

1. If you don't do your laundry regularly, it will \_\_\_\_\_ quickly.
2. In Cohabit, you can \_\_\_\_\_ and see who has done which tasks.
3. When one roommate is away, someone else usually has to \_\_\_\_\_.
4. With Cohabit, you \_\_\_\_\_ for every chore you complete.
5. Before you start cleaning, remember to \_\_\_\_\_ in the app.

**Ex.24. Use each of the following phrases in your own sentence. Make sure the meaning is clear from the context.**

1. a brand-new way

---



---



---

2. play for

---



---



---

3. submit a chore

---



---



---

4. keep the trash talk

---

---

---

5. lane chore charts

---

---

---

***Ex.25. Imagine you are recommending Cohabit to a friend who struggles with unbalanced chores at home. Write 3–4 sentences explaining how the app works and why it would help your friend’s situation.***

---

---

---

---

---

---

---

---

---

---

---

---

***Ex.26. Imagine you are the marketing manager for this app. Write a short advertisement (3-4 sentences) that highlights the app’s key features and encourages people to download it.***

---

---

---

---

---

---

---

---

---

---

---

---

## UNIT 5

### AN APP REVIEW

**Ex.1. Match each word to the correct definition.**

- |                  |                     |
|------------------|---------------------|
| a) accurate      | h) difficult-to-use |
| b) efficient     | i) incorrect        |
| c) handy         | j) old              |
| d) high-quality  | k) poor quality     |
| e) secure        | l) time-consuming   |
| f) up-to-date    | m) unsafe           |
| g) user-friendly | n) useless          |

1. \_\_\_\_\_ : easy to use or understand
2. \_\_\_\_\_ : not safe; dangerous
3. \_\_\_\_\_ : producing good results without wasting time or resources
4. \_\_\_\_\_ : not correct; wrong
5. \_\_\_\_\_ : outdated; not new

**Ex.2. Complete the sentences with the correct word.**

1. The new software is very \_\_\_\_\_; even beginners can use it easily.
2. This report is \_\_\_\_\_, so we need to check the data again.
3. Carrying a pocketknife is \_\_\_\_\_ when camping.
4. The machine is \_\_\_\_\_ and often breaks down.
5. Updating your antivirus program keeps your computer \_\_\_\_\_.

**Ex.3. For each word write one synonym and one antonym.**

**Example: accurate**

Synonym: precise

Antonym: incorrect

**1. Efficient**

Synonym: \_\_\_\_\_

Antonym: \_\_\_\_\_

**2. Handy**

Synonym: \_\_\_\_\_

Antonym: \_\_\_\_\_

**3. Secure**

Synonym: \_\_\_\_\_

Antonym: \_\_\_\_\_

**4. Old**

Synonym: \_\_\_\_\_

Antonym: \_\_\_\_\_

**5. Useless**

Synonym: \_\_\_\_\_

Antonym: \_\_\_\_\_

**Ex.4. Sort the following words into two categories: Positive (P)/Negative (N).**

- |                 |                    |
|-----------------|--------------------|
| • accurate      | • efficient        |
| • poor quality  | • time-consuming   |
| • user-friendly | • high-quality     |
| • up-to-date    | • useless          |
| • unsafe        | • difficult-to-use |

**Ex.5. Use each word in your own sentence.**

1. Secure

---

---

2. Old

---

---

3. Time-consuming

---

---

4. User-friendly

---

---

5. Incorrect

---

---

6. High-quality

---

---

7. Efficient

---

---



**Ex.6. Match the word with the meaning.**

Word	Meaning
1) accurate	A. Free from mistakes; exact
2) efficient	B. Achieves maximum productivity
3) handy	C. Convenient to use
4) high-quality	D. Superior in standard or excellence
5) secure	E. Safe from danger or loss
6) up-to-date	F. Current; not outdated
7) user-friendly	G. Easy for people to use
8) difficult-to-use	H. Hard to operate or understand
9) incorrect	I. Not right; mistaken
10)old	J. Not new; aged
11)poor quality	K. Inferior; not well made
12)time-consuming	L. Takes a lot of time
13)unsafe	M. Not safe; dangerous
14)useless	N. Not helpful or functional

**Ex.7. Read the App Description. Add more information about its features and benefits.**

*"Discover the easiest way to organize your daily tasks with TaskMaster! Our app helps you stay productive and stress-free by offering simple, user-friendly tools designed just for you."*

---

---

---

---

---

---

---

---

---

---

---

---

---

**Ex.8. Rewrite the App Description.**

Below is a basic app description. Rewrite it using at least five vocabulary words from the list to make the description more appealing and professional.

*"This app is easy to use but sometimes slow. It helps you do tasks but sometimes has mistakes. It is not very safe."*

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**Ex.9. Complete the app description by filling in the blanks with the correct vocabulary word from the list in Ex. 8.**

*"Our new app is \_\_\_\_\_ and \_\_\_\_\_, making it perfect for beginners. It offers \_\_\_\_\_ updates to keep your data \_\_\_\_\_. Unlike other apps, it is \_\_\_\_\_ and protects your information."*

**Ex.10. Read the following app reviews and underline the vocabulary word that describes the problem or strength of the app.**

1. "The interface is very \_\_\_\_\_; I had no trouble navigating it."
2. "The app is \_\_\_\_\_ and crashes often."

3. "Some information shown was \_\_\_\_\_, which caused confusion."
4. "It's a \_\_\_\_\_ process to upload files, which wastes a lot of time."
5. "The app keeps my data \_\_\_\_\_, so I feel safe using it."

**Ex.11. Match each vocabulary word to an app feature or quality it best describes.**

- accurate
- efficient
- user-friendly
- time-consuming
- secure

**Features:**

- |   |       |
|---|-------|
| A. Fast loading times and quick task completion | _____ |
| B. Easy navigation and simple design            | _____ |
| C. Correct and reliable data output             | _____ |
| D. Protects user data from hackers              | _____ |
| E. Takes a long time to perform tasks           | _____ |

**Ex.12. Write 3 – 4 persuasive sentences for an app description using each of the following words: difficult-to-use , handy, high-quality, up-to-date, useless.**

*Example:*

*"Our app offers handy tools that simplify your daily routine. Discover the power of simplicity with our app-designed to streamline your daily tasks and save you valuable time. With intuitive, handy tools at your fingertips, managing your routine has never been easier or more efficient. Experience effortless organization and boost your productivity every day!"*

1. handy

---

---

---

---

---

---

---

2. high-quality

---

---

---

---

---

---

---

3. difficult-to-use

---

---

---

---

---

---

---

4. up-to-date

---

---

---

---

---

---

---

5. useless

---

---

---

---

---

---

---

***Ex.13. Study the arrangement of the phrases for describing different apps, grouped by functionality and audience. Mention the apps you know of each type.***

**Content Creation & Editing**

- *The application allows creators to break longer videos up into sections, that way viewers can jump to the “chapters” they want to view and skip past segments that don’t interest them.*
- *The application allows users to collaborate on different devices to create group videos.*
- *The application makes everyone look a bit better looking on camera.*

- *The application makes it easy to capture videos and photos that would automatically disappear within 24-hours.*

### **E-Commerce & Shopping**

- *The application allows users to select products they wish to return and process those returns directly from the app.*
- *The application lets users make a purchase with a single click, assuming they've already uploaded their credit card and address information.*
- *The application makes it easy to buy, review, and return products around the world.*
- *The application allows users to connect with brands they love and browse new products for sale.*
- *The application helps businesses stay relevant and competitive.*

### **Social & Community**

- *The application allows users to share and discover new music.*
- *The application allows users to download the songs they like and listen without an internet connection.*
- *The application allows users to subscribe to a favourite creator's channel with one click.*
- *The application makes it a powerful channel for advertisers trying to reach those segments.*
- *The application offers an easy way to connect through images and videos.*
- *The application makes it easy to access their content and do the things they want to do directly from their smartphones and tablets.*

### **Productivity & Tools**

- *The application allows users to create secured links to documents they want to share with a handful of people.*
- *The application makes it easy to share files with teams or store important documents on the cloud for future access.*
- *The application helps users save and share videos, articles, and emails to their smartphones.*

### **Location & Accessibility**

- *The application allows users to drop pins in precise locations and gives them the option to make their location known to the driver.*
- *The application allows users to share their live location with friends.*
- *The application makes it easy to find the precise accommodation you want.*

**Ex.14.** *Describe an application you would like to develop that meets the core needs of your target audience and reflects your creativity and preferred development style. The final product should be user-friendly, engaging, and scalable.*

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

*Ex.15. Answer the questions tailored for an app developer, blending personal insights with tech-focused curiosity.*

1. What coding problem or design challenge are you thinking about at this very moment?
2. Do you prefer working on personal coding projects or outdoor activities in your free time?
3. How are you feeling about your current project's progress or challenges?
4. Do you fuel your coding sessions with a specific breakfast routine or coffee habit?

5. Is your workspace set up to minimize distractions or spark creativity?
6. Do you listen to music or podcasts while coding, and what's your go-to genre?
7. Do you dedicate weekends to side projects, learning new frameworks, or unplugging entirely?
8. What's your team's communication style, and how does collaboration flow?
9. Do evenings involve debugging, brainstorming, or strict work-life boundaries?
10. Are there any tech meetups or hackathons happening nearby that inspire you?
11. Do you have hobbies that directly influence your coding creativity (e.g., gaming, 3D printing)?
12. Are you reading any tech blogs, documentation, or books that are shaping your current work?
13. Are you binge-watching tech talks or tutorials alongside your usual shows?
14. Do you celebrate app launches or milestones on your birthday?
15. How do recent tech advancements or cybersecurity news impact your development priorities?
16. Do sci-fi movies or tech documentaries inspire your app design philosophy?
17. Are you learning a new programming language or tool to stay ahead in your field?
18. Do you use fitness apps or ergonomic setups to stay healthy during long coding sessions?
19. Is your favorite way to unwind coding-related or completely tech-free?
20. Are you optimizing apps for energy efficiency or sustainability in your projects?

Учебное издание

## АНГЛИЙСКИЙ ЯЗЫК В ПРОФЕССИОНАЛЬНОЙ ДЕЯТЕЛЬНОСТИ

Рабочая тетрадь для практических работ

Составитель:  
Костырева Светлана Степановна

Редактор *О.В. Измайлович*  
Корректор *О.В. Измайлович*  
Компьютерная верстка *С.С. Костырева*

---

Подписано к печати 04.06.2025. Формат 60x90<sup>1/16</sup>. Усл. печ. листов 3,5.  
Уч.-изд. листов 5,0. Тираж 50 экз. Заказ № 114.

Учреждение образования «Витебский государственный технологический университет»  
210038, г. Витебск, Московский пр., 72.

Отпечатано на ризографе учреждения образования

«Витебский государственный технологический университет».

Свидетельство о государственной регистрации издателя, изготовителя,  
распространителя печатных изданий № 1/172 от 12 февраля 2014 г.

Свидетельство о государственной регистрации издателя, изготовителя,  
распространителя печатных изданий № 3/1497 от 30 мая 2017 г.