# Design it, code it, pitch it

I lag om 3-4 kommer ni att utveckla en app för Apple i SwiftUI. Appen ska lösa ett problem, ta bort ett hinder eller transformera data.

Ni ska också förbereda en pitchvideo eller presentation där ni säljer in er app framför en skolpanel. 5 lag kommer väljas ut att få pitcha framför en jury på Apples huvudkontor i Stockholm senare i vår.

Vinnaren kommer att få licens att publicera appen.

[Video](#)

**Design, build and pitch an Apple platform app that does one thing beautifully.**

| Solves a Problem | Removes a Barrier | Transforms Data |

## Design it

- Keynote
- SF Symbols
- Icon Composer

## Code it

- Swift 6
- SwiftUI
- Xcode ML

## Pitch it

- Keynote
- iMovie

▶ **Dot Dev Swift Pitch 2026**
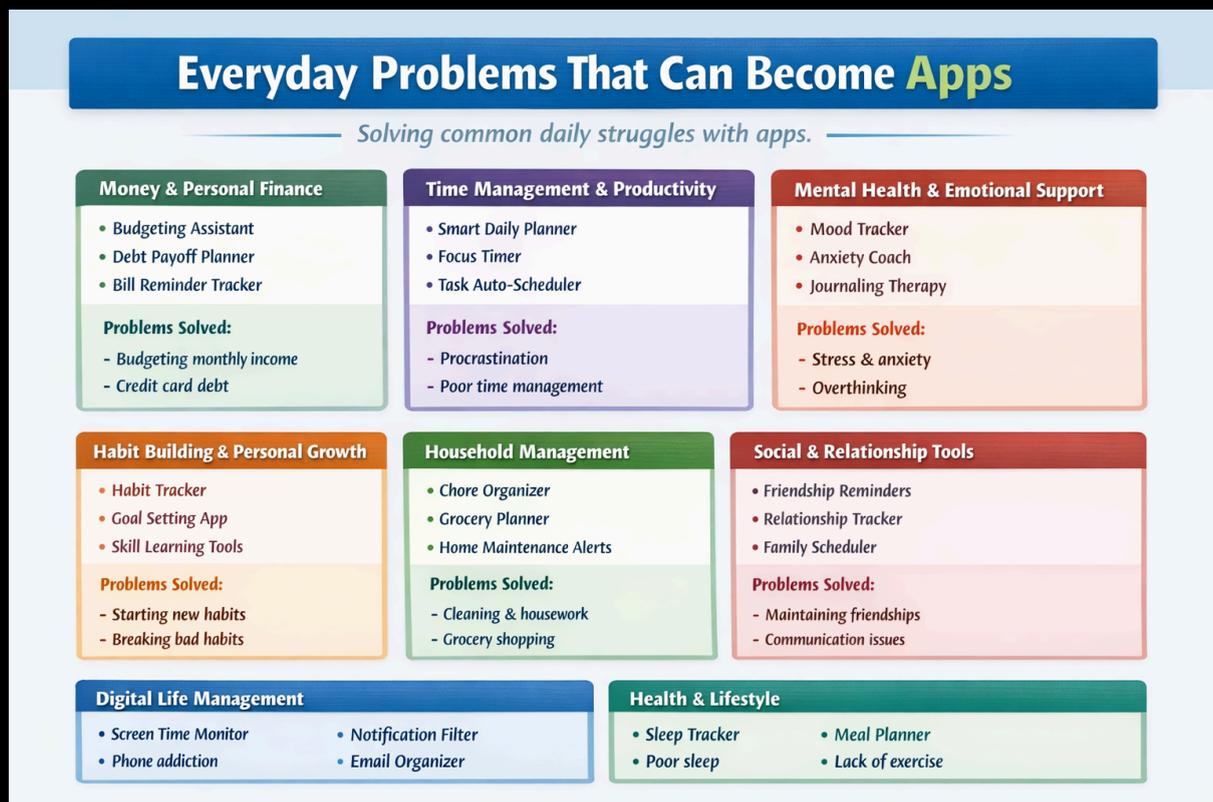
| Kick-Off | Bootcamp | Pitch | Vote | Pitch |

### Starting off small- Finding a problem to solve:

We asked AI to give us a list of the 100 most common everyday life issues. Perhaps it could spark an idea for you. A good app helps people to become more efficient and motivated. It can save time or effort for someone or make someone feel less stressed in this hectic world.



# Top 100 Everyday Issues People Deal With

## Money & Financial Stress

1. Paying rent or mortgage

2. Rising cost of living

3. Unexpected expenses

4. Credit card debt

5. Saving for retirement

6. Budgeting monthly income

7. Medical bills

8. Student loan debt

9. Emergency savings

10. Paying for childcare

## Work & Career Problems

11. Job dissatisfaction

12. Burnout

13. Lack of work-life balance

14. Difficult boss

15. Office politics

16. Job insecurity

17. Low salary

18. Long working hours

19. Career uncertainty

20. Feeling undervalued at work

## Time & Productivity

21. Not enough time in the day

22. Procrastination

23. Distractions (phone/social media)

24. Poor time management

25. Overcommitment

26. Difficulty prioritizing tasks

27. Multitasking stress

28. Fatigue reducing productivity

29. Work piling up

30. Constant interruptions

## Mental Health & Emotional Struggles

31. Stress

32. Anxiety

33. Overthinking

34. Depression

35. Loneliness

36. Lack of motivation

37. Low self-esteem

38. Emotional exhaustion

39. Fear of failure

40. Imposter syndrome

## Physical Health

41. Poor sleep

42. Lack of exercise

43. Weight management

44. Chronic pain

45. Back and neck pain

46. Eye strain from screens

47. Headaches

48. Poor diet

49. Lack of energy

50. Preventive healthcare neglect

## Relationships & Social Life

51. Communication problems

52. Relationship conflict

53. Divorce or breakups

54. Parenting challenges

55. Generational family conflict

56. Maintaining friendships

57. Trust issues

58. Jealousy

59. Feeling unsupported

60. Social isolation

## Household & Daily Living

61. Cleaning and housework

62. Home maintenance

63. Cooking meals daily

64. Laundry

65. Grocery shopping

66. Clutter and organization

67. Managing bills

68. Technology problems at home

69. Pet care responsibilities

70. Running errands

## Technology & Digital Life

71. Too much screen time

72. Phone addiction

73. Privacy concerns online

74. Password management

75. Information overload

76. Email overload

77. Constant notifications

78. Tech troubleshooting

79. Social media comparison

80. Digital burnout

## Personal Growth & Life Direction

81. Lack of purpose

82. Setting goals

83. Fear of change

84. Starting new habits

85. Breaking bad habits

86. Self-discipline

87. Learning new skills

88. Confidence in decision-making

89. Finding meaning in work

90. Life transitions

## External Stressors & Environment

91. Traffic and commuting

92. Bureaucracy and paperwork

93. Inflation and economic uncertainty

94. Housing availability

95. Climate and environmental concerns

96. Safety concerns

97. Political polarization

98. Community disconnection

99. Noise and crowded living

100.    Uncertainty about the future