



MOBILE APP DESIGN

Identify a current website or analog service **that would be better suited as a mobile app**. Your selection can't already have a mobile app. You may design for iOS, Android or Windows Platforms. (iOS or android recommended)

App Developer Resources (for reference)

- iOS: <https://developer.apple.com/ios/>
- Android: <https://developer.android.com/design/index.html> —and— Google Material <https://material.io/guidelines/material-design/introduction.html>
- Windows: <https://developer.microsoft.com/en-us/windows/apps/design>
- **Use presets for these platforms via XD or Sketch, demo with XD or Invision**

Goal:

Final app submission will be a video capture of a functioning prototype that demonstrates the core functional component of the app. If you are building out a large scale app, full functionality demonstration is not required, but prototype demonstration should show proof of full viability.

Process:

- Research—experience inventory, analyze competitors, look at developer info for platforms / choose OS platform
- Planning—pencil wireframes, digital wireframes
- Design—app icon development, branding assets, interface design
- Presentation—demonstrate viability with functioning prototype

Deliverables:

- App icon design mocked up on home screen
- Functioning prototype video
- Digital PDF of user experience inventory

Schedule (subject to change)

02/06)

Launch project, begin UX inventory sheet and research

HOMEWORK: Complete UX inventory sheet for next class

02/08)

Review UX inventory sheets, discuss, brainstorm possible clients and platforms in class

HOMEWORK: Nail down OS choice and client and perform competitive analysis, begin pencil wireframing and app icon design

02/13)

In class work day, pencil wireframes and app icon design

HOMEWORK: Finish pencil wireframes and build out digital wireframes with XD or Sketch (NO design / branding elements)

02/15)

Work on digital wireframes in class—FINISH by end of class

HOMEWORK: FINISH App icon, polish wireframes and export as pdf pages to show next class—begin interface design buildout

02/20)

Feedback on finished icons, review wireframe PDFs , check in on interface designs

HOMEWORK: Work on interface design

02/22)

Interface design workday

HOMEWORK: Continue work on interface design

02/27)

NO CLASS, Jarred Traveling

HOMEWORK: Finish digital prototype and app icon home screen, don't forget to include a PDF of UX inventory sheet, create video

03/01)

Project due per specs listed

App Design | User Experience Inventory Sheet

Evaluate the top three apps you use on your mobile device in the following areas. Provide at least a full two sentence answer for each question. Write out in a text editor of your choice and save as a PDF. Do a full evaluation for each app.

1) What is the name of the app and how would you categorize this app in terms of what service it provides? (select a category and provided two sentence answer)

*** Full list of categories on the apple app store list:**

- AR Apps
- Books / Reading
- Magazine and Newspapers
- Business
- Education
- Entertainment
- Finance
- Food and Drink
- Health and Fitness
- Kids
- Lifestyle
- Medical
- Music
- Navigation
- News
- Photo and Video
- Productivity
- Reference
- Shopping
- Social Networking
- Sports
- Travel
- Utilities
- Weather

2) What makes this app useful to you?

3) Describe the experience of using this app, does the designed framework make it easier or harder than it should be?

4) Is this app aesthetically pleasing? Why or why not?

5) How is the content generated for this app? Does it pull dynamic data from another source, is content user generated, is there a static set of information, etc...