



TECH + PROCESS: APP

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 three sentence answer for each question. Write out in a text editor of your choice and save as a PDF. Bring a hard copy to class. 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 pulled from 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...

Create a mobile app that serves as a helpful product and / or service utility for users. The type of product or service is up to you. This being said, you'll be responsible for creating a new product / service, branding and gathering content, and planning + designing the app. A minimum of 5 screens need to be designed fully from header to footer, although you may have inactive links for more pages should you feel they need to exist. Total number of pages will be determined during your planning process. You may design for the OS platform of your choice—please build to spec accordingly.

At least 2 out of the five pages need to perform the following functions:

- *Guide a user through a semi-detailed–detailed action (I.E. Upload a photo, create a profile, inputting specific data, etc...)*
- *Create user profile graphics and show how they are integrated (look at apps you currently have a profile on)*

Things You Can Do:

- Make up a totally new product / service concept and name
- Create a new identity for it
- Create your own tone—original content through writing, illustration, photography, etc...
- Gather/ re-appropriate content from multiple sources for your app as needed (careful here)

Things You Can't Do:

- Re-brand and re-build an existing app
- Use all stock imagery
- All content used is appropriated from a single, existing source

Final Deliverables—submitted via dropbox, google drive or on hard drive:

- Process folder with all process sketches (including wireframes)
- A folder of PNG exports of all pages, header to footer
- A demo video or link of working prototype for mobile and desktop—you choose presets for what devices to design for based on perceived needs. If your prototyping software supports responsive layout, please provide demonstration and exports of mobile and desktop layouts
- An app icon mocked up on the mobile device running the mobile OS platform of your choice

Wireframing Recommendations:

- BY HAND: Use ruler and pencil on tabloid size paper—grid background page templates from a UI KIT is helpful—SKETCH NEATLY!
- DIGITAL: Use prototyping software or illustrator, 1 color only, no design, just structure and content location

Software Recommendations for Final Design:

- Adobe XD + AfterEffects (for demo video)
- Sketch + Principal + InvisionApp
- Invision Studio + InvisionApp

UI Kit Use Recommended, but not Required

- *What is it?* <https://www.invisionapp.com/design-defined/ui-kit/>

App Developer Resources (for reference)

- *iOS:* <https://developer.apple.com/ios/>
 - *Android:* <https://developer.android.com/design/index.html>
 - *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 with prototyping software—you can also use UI Kits for the OS platforms as well!**

SCHEDULE:

* Progress on all **FORMAL ITERATION REVIEWS** will be recorded and factored into final grade for project.
If student is unprepared for review, up to 10 points can be deducted from final grade per review

STRESS POINT :

M 02/11) ! — —JOB TALK, MEET IN LOBBY OF FAC AT 11:45 AM-12:45 PM, ATTENDANCE REQUIRED— —!

—Launch project, begin UX inventory sheet and research

HOMEWORK: Complete UX inventory sheet for next class, initial brainstorming for product / service ideas, names, etc...suggest mind mapping, list making, etc...

W 02/13)

FORMAL ITERATION DAY

—Review + collect UX inventory sheets, discuss, brainstorm possible ideas and platforms in class

HOMEWORK: Nail down OS choice, product / service name, perform competitive analysis, begin screen overview diagram (like a sitemap), content collection/generation, and branding

M 02/18) ! — —JOB TALK, MEET IN LOBBY OF FAC AT 11:45 AM-12:45 PM, ATTENDANCE REQUIRED— —!

—In-class work time

HOMEWORK: Finalize screen overview diagram (like a sitemap) and print, refine, content collection/generation, and branding

W 02/20) ! — —JOB TALK, MEET IN LOBBY OF FAC AT 11:45 AM-12:45 PM, ATTENDANCE REQUIRED— —!

(Friday 2.22–Saturday 02.23 = Ligature. Attendance to show and lectures highly recommended)

FORMAL ITERATION DAY

—Collect screen diagrams, in-class work time—finalize branding, content generation / collection

HOMEWORK: finalize branding, content generation / collection

M 02/25)

—Desk visits to check on branding and content, begin wireframes—low and high fidelity required for this project

HOMEWORK: Finalize low fidelity wireframes (recommend doing low fidelity by hand), start work on high fidelity wireframe buildout

W 02/27)

FORMAL ITERATION DAY

—In-class work time—work to finalize high fidelity wireframes BY THE END OF CLASS

HOMEWORK: Begin final prototype build from high fidelity wireframes

03/04-03/06) NO CLASS, Spring break

M 03/11)

—In class workday, desk check-ins on final prototype build progress

HOMEWORK work on final prototype

W 03/13)

FORMAL ITERATION DAY

—Small group check-ins on working prototype—should be working finished version, only adjusting details

HOMEWORK: Finish project—check deliverables list on brief for final submission

03/18)

Project due per specs listed