

Mobile Apps Development for Journalists

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School of Journalism

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Agenda

- Product Design
- User Research
- Prototyping/Feedback Exercise in Class
- In Class Time for Assignments

Product Design

- <https://medium.com/hubspot-product/explain-it-like-im-5-what-is-a-product-designer-121aad98c047>
- <https://uxplanet.org/understand-your-future-role-be-a-product-designer-dc3ad0e70f5f>
- <https://dribbble.com/stories/2019/01/30/what-is-product-design>

User Research - Before Prototype

- Talk to potential users!
- Start by asking them how they solve a problem now
- Get them to explain the process they use
- Figure out what makes it tough
- Can also have them use competing apps

User Research - With Paper Prototype or Wireframes

- Ask them how they would expect to move from one screen to the next
- Ask them what they would be missing
- Have them verbally describe their thought process as if they were using the app
- Ask them to point out areas where they are confused

User Research - with a Working App

- Try not to lead them with statements like "Ok, type in your email address, then click register" - let them figure it out
- Get the users to verbalize what they are thinking
- They will probably be very nice (after all, you built this) and tell you they will use it, but that might not be true

In class Exercise

- Your app idea - design an app that takes the list of classes that someone has already taken, asks them for their major(s) and minor(s), and then plans out their final semesters
- Assume that some system can get the list of classes they've taken, the ones they need, and the ones that are offered in the future.
- Use Balsamiq or paper to design as many screens as you need
- Let's do this as either teams or one person

User Research

- Find some of the other students in the class
- Practice your user research skills on them - get their feedback - take notes!
- Try and get at least two people that weren't on your team

Revising your prototype

- Revise your prototype to take into account the feedback
- Then let's show them off in class as a demo

Let's pick a new app idea!

- Any suggestions?
- Same exercise