

Final App Project

Objectives

This assignment is to design a mobile application, and to do user research on that mobile application. There will also be a presentation of your app concept and design on the final day of class.

1. Please email me the app idea and get approval for it before turning in the assignment. Generally speaking, you should probably have your app idea by November 19, or you will find it difficult to complete this assignment.
2. Create a first draft paper prototype of the main screens in the application. Generally speaking, this will probably be between 5 and 10 screens. You may either draw on paper, or use a tool like Balsamiq Mockups to create low-fidelity prototypes.
3. Talk to at least three different potential users about your prototype. Please have these users provide feedback about your idea, the screens, and what improvements or changes they would offer. I would suggest either having someone else take notes, or recording their feedback on a voice recorder. Summarize their feedback.
4. Create a second draft of the paper prototype based on the user's feedback. Include a discussion of what you changed and why. This is probably the most important part of this project.
5. Come up with a name for your app that isn't already in use on the Apple App Store. Price out a domain name for the app.
6. Find five apps or web sites that someone could use to accomplish the same thing as your app idea. For instance, if you came up with an app that shows where to get a pour over coffee, Yelp might be an app that someone could use. Explain how your app could be an improvement. It's ok to assume that you will have users create data in your app for you.
7. Create a logo for your mobile application, for instance with an app icon design kit from MediaLoot.
8. Choose a color scheme for your app, for instance from Adobe Color.
9. Create two high-fidelity screens in Photoshop, Adobe xD, or a similar tool. These should use your color scheme, representative photos or user interface elements, custom fonts, and look very similar to what the app would look like. For instance - a screen for the coffee store map, and a screen for a coffee store. These should use realistic data.
10. Final Presentation in class - you have ten minutes in class to show off your app idea and designs to the rest of the class. Please include your user research. This should be a presentation, so you may need to take photos of your paper prototypes and include them.

Prerequisites

No prerequisites needed.

Grading Evaluation

Name	Points	Description
App Idea is Preapproved	5	Your app idea was approved by Jeff before you turned in the assignment.
First Draft Paper Prototype	10	There are 5-10 screens as either paper prototypes or low fidelity mockups for the first draft.
User Research	15	There is a summary of the feedback from at least three users, including any constructive suggestions.
Second Draft Paper Prototype	15	The second draft paper prototype shows an evolution from the first draft based on the user research. There is a narrative discussion of why changes were made.
App Name	5	The app name is available in the App Store.
Competitive Research	10	There are five substitute apps or web sites for this app idea, and a description of how to improve on them for your use case.
Logo	5	There is an app icon for your project that you created.
Color Scheme	5	There is a color scheme for your app project.
High Fidelity Screens	10	There are two high-fidelity screens, and they look similar to an iOS app, with realistic data, and the app's color scheme.
In Class Presentation	20	This is subjective, and will be graded on creativity and effort.
100		

