Mobile App

Description
Students will work through the design process to produce a demo mobile app for the iOS platform (Apple iPhone / iPod / iPad devices).

Why iOS?
The mobile app industry stretches far beyond the Apple ecosystem but developers who cater to all markets usually start with the iOS system because of its long standing consistency.

Process
Find / Develop a Topic
Keep in mind your individual interests, areas that might benefit from mobile app technology, and existing processes that might be improved with a mobile app. Narrow your direction down to 3. We will discuss your 3 directions as a class and help each other formulate a solid idea to pursue.

Please keep in mind these projects can develop into great portfolio pieces, choose a serious topic that you would be proud to discuss during a job interview. You want to be able to demonstrate your creative abilities and research driven design decisions.

Research
Once a topic has been agreed upon and seems promising, now its time to research. Research can come in many forms (see the *Basic Design Research* and *Design Process* lectures). Making use of the different methods previously discussed, develop the concept, functions, and justification of your app. Support your project with facts, figures, numbers, statistics, etc...

Try to answer a few questions with this research:
- Why does there need to be an app for this?
- Who would use this?
- Identify competitors
- Can your research inform your aesthetic decisions?

Creative Brief
Develop a creative brief based on your research to help inform the aesthetic, brand and visual consistency of your app. Refer to the *Creative Brief* lecture for a guide on what to include in this document.

Wire-frame
Its important to go through many iterations during the design process. Use the wire-framing and sketching phase to get all your ideas out—good and bad. Once you've decided on a structural direction, get a bit more specific with your wire-frames and use them as a skeleton for your design.

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Paper Prototype
Take your wire-frames and test their usability. By building a paper prototype, not only can you iron out the structure of your website, you can test its functionality.
- Develop a few scenarios in which people would use your app.
- Define major tasks that can be accomplished during the user testing.
- You might consider video taping these sessions for future review and ease of testing for working individually (traditionally the paper prototyping process is done with at least 3 people; facilitator, the "computer", and a note-taker).

Design
Design your app —based on your research, creative brief, wire frames, and paper prototype usability testing. The majority of this app should be developed with vector graphics —using Adobe Illustrator or InDesign. Exceptions can be made to use Photoshop as long as it's appropriate to the desired end result.

For those that are not comfortable with the Adobe Creative Suite software, please be as proactive as possible with asking questions. I also suggest that you stay on task, or ahead of task, so that you have enough time to hurdle your software learning curve.

Mock-up + Demo
Using Keynote, mock-up the way the app interacts with the user (see demo). Go through the major features of the app and highlight their use. Think of this as a movie trailer for your app, a brief demo of what the app can do and why someone might want to buy it.

Present
Discuss your app and its functions. Play through your Keynote demo/mock-up. Be prepared to discuss your process:
- Research
- Creative Decisions
- What you learned from your process
- What you would change

Project Grade Breakdown
On Schedule	=	10%
Concept	=	10%
Research	=	20%
User Testing	=	20%
Design	=	40%

Project Schedule
Tentative schedule, changes will be made based on the needs and priorities of the class.

Week 6	9/30	Project Introduction
	10/2	Topic Discussion
	10/4	**No Class**
Week 7	10/7	Research + DUE: **Topic**
	10/9	Research + Wire-framing
	10/11	Wire-framing + Paper Prototyping Lecture
Week 8	10/14	Paper Prototyping + DUE: **Wire-frame V1**
	10/16	User Testing
	10/18	DUE: **Wire-frame Revised After User Testing**
Week 9	10/21	Design Critique
	10/23	Design Critique
	10/25	Design Critique
Week 10	10/28	Design Critique
	10/30	Design Critique
	11/1	DUE: **iPad and iPhone app Design Final**
Week 11	11/4	Keynote Mock-up
	11/6	Keynote Mock-up
	11/8	Keynote Mock-up
Week 12	11/11	Keynote Mock-up
	11/13	Keynote Mock-up
	11/15	Keynote Mock-up
Week 13	11/18	Keynote Mock-up
	11/20	DUE: **Final Presentation**