PROJECT 2

MOBILE APPLICATION

PROJECT REQUIREMENTS

PROMO VIDEO:

1 minute minimum

music (copywrite free)

made with after effects

*smaller demos in Adobe XD

PROCESS PDF:

concept + rationale

contextual research

data collection

user goals

user flow (scenarios)

moodboard / identity / wordlist

sketches / wireframes

paper prototype /usability testing

visual design comps

final visual designs

EVALUATION

Strength and extensiveness of contextual and user research.

Process and level of alternative explorations demonstrated by evolution of preliminary alternatives.

Overall collaboration and contribution to the project.

Efficacy of final solution to meet user's goals and quality of final team presentation.

OBJECTIVE

You will be designing and developing a mobile application prototype for a given brief that is a selection from current and past international Design & Art Direction Student Awards (D&AD) and Royal Society of the Arts Student Awards (RSA). Providing real world clients, the briefs range in design problems and final product solutions. The final prototype will be an animated video that demonstrates the interactions, features, effectiveness and branding of the application.

- Create a forward thinking and functional interactive mobile service that can make a real difference to the users personal or professional life relating to your corporation. What tool can benefit or promote your corporation? What tool can benefit the end consumers/audience of your corporation?

- Utilize the mobile aspect of your application. Today most things are going mobile. For many people the mobile phone is the first thing that they interact with in the morning, and one of the last objects they use before going to sleep at night. What are the benefits of your application being mobile? What makes it different from a website found on the desktop?

- Have a social aspect of some degree to the application. Services and products today almost always have a social aspect that gives the user control, gives them a voice, connects them. The social aspect is not about finding information as much, but about sharing and creating it ourselves.

- Think about the functionality of the service. How can the casual user become proficient? Successful services tend to be relatively intuitive to use.

- Your project needs a fresh perspective on the types of services that mobile devices can offer. The service you create may not be immediately feasible, we are also looking for work that can be created as technology develops.

PROCESS

The process of interaction design is clearly defined in order to produce the best solutions. You will begin by researching your topic and defining your requirements, then continue your research to understand the users' needs and desires. You will also begin product development by brainstorming concepts that meet the requirements of the project and the goals of the users. You will then turn that into a prototype with visual design that you will continuously test for usability and desirability with users throughout the product's development. Documenting your entire process is a major factor in interaction design because it allows you to justify the reasoning behind your solution. Be sure to show all of your process in your process .pdf and present your solution during the final video presentation.

PROJECT PHASES

PHASE 1: DEFINE AND RESEARCH
    Define requirements, contextual research, user research (survey and/or interviews), user goals, scenarios

PHASE 2: CONCEPT DEVELOPMENT AND PRODUCT DESIGN
    Brainstorming, sketching, product development, visual research, content organization

PHASE 3: BUILD AND IMPLEMENT
    Prototype, visual design, identity

PHASE 4: TESTING AND REFINEMENTS
    Usability testing and result analysis