

VC 313 – IS: Mobile App Design

Cazenovia College – Spring 2019
Professor Brian Hauser

Mondays 5:00 pm – 6:00 pm
108 Reisman Hall

Project 1: App Re-Design

Due Date: 2/25/19

PROJECT BRIEF

Your challenge is to redesign an existing iPhone App. This redesign should focus on the app's features and functions, not on its visual design. It can be a utility, a business app, a musical instrument, a social/ location aware app, educational tools, a reference app, etc. It cannot be a game app. You will analyze your chosen app and redesign it according to usability principles and with your end-user in mind. You can add or take away features. You can use existing art from the app or create new, based upon what you determine is successful/unsuccessful.

METHOD

RESEARCH

Complete a competition analysis, analyzing at least three similar apps, document this. Conduct user research including a minimum of three personas; nine scenarios [three tasks for each persona] and visual research.

ORGANIZE YOUR CONTENT

Organize your content by developing task flows for your scenarios. Using your task flows, develop a site map. Next, define your navigation depending on content and user needs. Edit your content and navigation based upon user needs.

PLAN YOUR APP

Once you have your content defined, site mapped and navigation defined, you are ready to create wireframes. Develop wireframes that define the function and basic placement of elements on your page.

MOCKUP YOUR SITE

After your wireframe has been approved, you are ready to create a visual mockup of your app in Photoshop.

PROTOTYPE

Once your visual mockups of your sites have been created in Photoshop, you are ready to make them interactive. Export your visual mockups and bring them into InVision. Make them interactive.

USER FEEDBACK AND TESTING

Using the methods we discussed in class, find members of your target audience to do user testing. Use your tasks and scenarios created at the start of this project as a starting point for your user testing. Get feedback from at least five users and document this user testing/ feedback. Use direct observation to monitor your user's success/failure of completing given tasks. Use your feedback and testing to make corrections to your prototype.

MARKET YOUR APP

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Determine which screens best represent the improved content and functions of your app and will make users want it. Explain what is new and improved. Create a layout of these as if they were being viewed in the Apple App Store. Print this out and mount it on black presentation board with a one inch margin for display during your presentation.

PRESENTATION

Export your corrected InVision prototype as both pdf and html files. Turn your files in via WeTransfer by 2/25 at 5pm. Make sure your files are in a folder labelled with your initials and course number.

EVALUATION RUBRIC (each worth 4 points)

RESEARCH
ORGANIZE
WIREFRAMES
USER FEEDBACK
FUNCTION
USABILITY PRINCIPLES
FEATURES
NAVIGATION
VISUAL FORM/DESIGN
PRESENTATION