

# VC 313 – IS: Mobile App Design

Cazenovia College – Spring 2019  
Professor Brian Hauser

Mondays 5:00 pm – 5:30 pm  
108 Reisman Hall

---

## Project 2: Functional/Creative App

**Due Date:** 2/25/19

### PROJECT BRIEF

Your challenge is to design a new iPhone App. 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. Try to solve a problem or invent something that the world needs a solution for. Keep in mind what you have learned about simplicity and function in app designs. You will analyze the app market and design it according to usability principles and with your end-user in mind. Think about what features and functions will best benefit your audience and make their lives easier/better. Include the design for your app icon and preview screens as would be seen in the App Store (including a short text description) with your final solution. Remember that this will be the face of your app and be a factor in people's decision of whether or not to purchase your app.

### METHOD

#### **RESEARCH**

Complete a competitive analysis, analyzing at least three similar apps in your category. 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 completed, 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 in the lectures, 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.

# VC 313 – IS: Mobile App Design

Cazenovia College – Spring 2019  
Professor Brian Hauser

Mondays 5:00 pm – 5:30 pm  
108 Reisman Hall

---

## **MARKET YOUR APP**

Develop a name, description and icon for your app. Determine which screens best represent the content and functions of your app and will make users want it. 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 along with your documented process. Make sure your files are in a folder labelled with initials, course number and project name. Compress the files and send to me digitally via WeTransfer to [behauser@cazenovia.edu](mailto:behauser@cazenovia.edu) by the due date.

## **EVALUATION RUBRIC (each worth 4 points)**

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