VC 313 – IS: Mobile App Design

Cazenovia College – Spring 2019 | Mondays 5:00 pm – 5:30 pm
Professor Brian Hauser | 108 Reisman Hall

Project 3: Game App

Due Date: 5/06/19

PROJECT BRIEF

Rich Interactive Applications are stand-alone interactive programs that don't rely on streaming data to function.They are characterized by having "known" data and are completely self- contained. Examples of these types of projects are video games, some tablet and smart phone applications, educational DVDs/CDs and movie menus on DVDs.

Game design layouts differ from other interactive environments because the designs usually change dynamically with user interaction and can incorporate three-dimensional and motion- based elements.

Children's games focus on three basic components: literacy, affordance and experience. If the interaction is unclear, children will either touch/click everything or give up quickly. The window to capture a child's attention is small. Therefore, interactions need to be simple and clear. Children's only interactive experience is typically printed books. For this reason, simple page- based navigation is a solid metaphor to use.

Your challenge is to design and develop an Android game for toddlers in the form of a tablet application. Your target audience is toddlers aged (2-5).You will focus on a subset of this group, to really target learning or play at a specific development stage.

The subsets are:
Toddlers (aged 18mos - 2 years) | Preschoolers (aged 3-4 years) | Pre-K (aged 4-5 years)

THINGS TO CONSIDER:
• Use of clear navigation or interaction (think large icons/buttons)
• Children are developing coordination - don't make interactions too difficult! • Bright colors attract little people's attention
• Sounds are usually a hit
• Children like to look at other children or themselves

REQUIRED PROJECT COMPONENTS:

RESEARCH:

• Market Research (competition analysis)
• Visual Research
• User Research (include personas and scenarios - 3 AND 3X3)

DESIGN DEVELOPMENT:

• Site Map
• Wireframes
• Prototype (created in MIT AppInventor)
• User–Testing (using focus group)

PRESENTATION:

- Marketing Display with app icon, screens and description
- Final App exported as .apk file

Turn your apk file in along with your documented process. Your paper process should be turned in to your instructor in a pocket folder with your name on it.

You will present your solution to the independent study group on 5/06. Be prepared to review your process [all of the steps above] as well as tap through your app as one of your intended users would. Discuss how your unique users informed each of your decisions along the way. Also discuss the decisions you made when modifying your content and structure.

EVALUATION RUBRIC

RESEARCH (10 POINTS TOTAL)
MARKET (5 POINTS)
VISUAL (5 POINTS)
USER RESEARCH (10 POINTS)
SITE MAP (5 POINTS)
WIREFRAMES (10 POINTS)
USER TESTING (10 POINTS)
CONCEPT (10 POINTS)
USER LITERACY (10 POINTS)
USER AFFORDANCE (10 POINTS)
USER EXPERIENCE (10 POINTS)
VISUAL DESIGN/FORM (10 POINTS)
PRESENTATION (5 POINTS)