PROJECT 5

Design and New Media ARTD6115
Launch: Mo 13/12/21
Submission: Mo 17/01/22

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APP360

"the cursed animosity of inanimate objects"

John Ruskin 1819-1900

Aim

The aim of this project is to give you the opportunity to bring together all that you have learned so far on the module, in order to create high fidelity prototypes of a potential smartphone app that meets the requirements of an imaginary design competition.
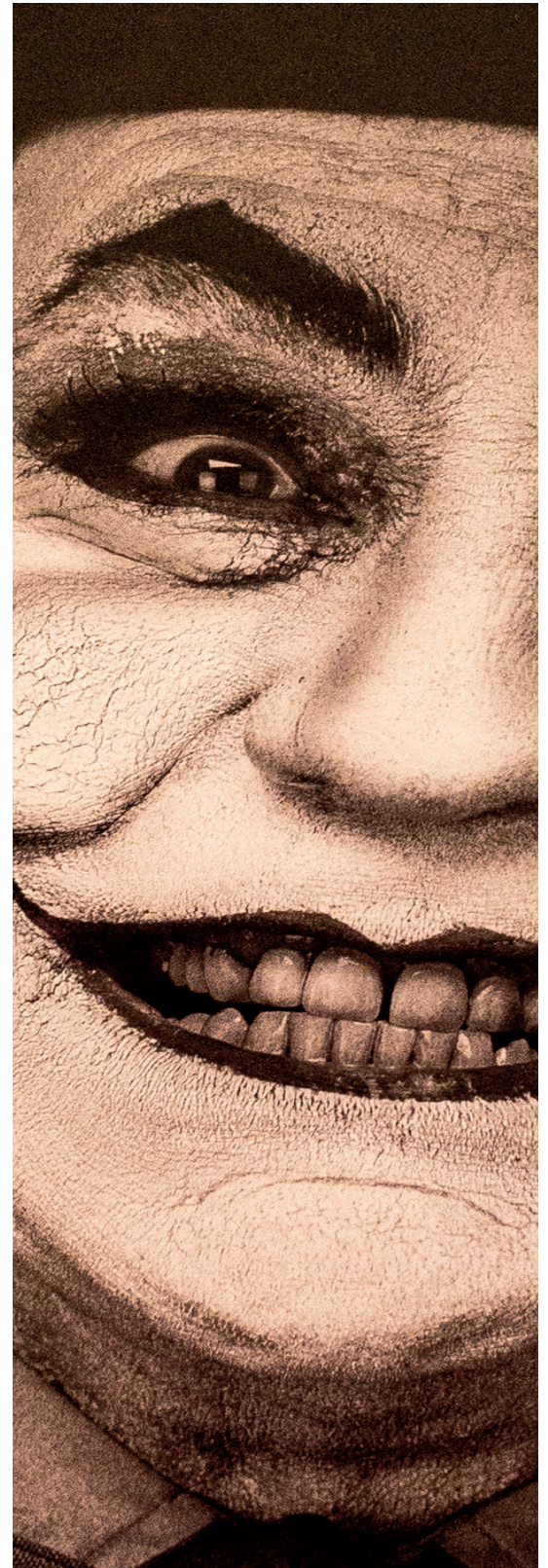
Introduction

This final project of the module, is an incremental step up from the earlier projects for a number of reasons. You will be developing a prototype mock up of a smartphone app and working through all the stages of an iterative design process. You will also be setting your own brief, in that you will need to identify your own target for the app. Finally, you will be applying some elements of psychology and design theory to your final product.

Brief

Imagine you are applying for a six month internship with a leading design studio. Applications for this position will be numerous and highly competitive, so the studio have decided to base selection on a design competition.

To enter the competition you must design a smartphone app for an appliance or other machine in common usage amongst international students in the UK. Having identified a suitable machine, you will need to develop your ideas for the app using user-research and ideation through to lo- and hi-fidelity prototyping of the final product. Testing will need to be done and an iterative design process undertaken. The competition hosts will also want to see the process that underpins the evolution of your ideas.

To be successful, your app needs to be differentiated from other

competition entries. With this in mind, the studio are looking for novelty, functionality and practicality. As well as these characteristics, a successful competition entry will be usable, useful and introduce an emotional element into the design. Most of all, the studio will expect you to demonstrate your creativity and to stand out from the crowd with compelling, relevant ideas.

Submission to the competition, is by a pdf document (up to 10 screens) with annotated images which should include links to a short testing video and a video of the app, either as a walkthrough of features or as a speculative scenario of the app in action.

Outputs

Submission for this project is in the form of a pdf document that meets all the requirements of the imaginary competition. These include:

- predominantly visual submission;
- user research;
- ideation;
- wireframes;
- pixel-perfect mock-ups;
- evidence of testing - video (link via pdf);
- walkthrough of app or speculative scenario (link via pdf);
- relevant process.

Limit your pdf document to no more than 10 screens / pages. Submit via your portfolio website.

Guidance notes

- Your user group is international students in the UK. Use yourself and others as typical target users.

- Spend some time identifying a machine that could potentially interact with a smartphone. Try to avoid the obvious and, instead, look for the unusual or different.

- Design for only one specific smartphone eg iPhone iOS or Samsung Galaxy Android etc.

- Technical details relating to connecting machines to the Internet or other devices are not part of this brief, and the current lack of connectedness of the machine you choose is not an issue. It is sufficient that connection would be feasible at some point in the future. Most suitable machines you identify will be powered by electricity, although connection of non-electrical devices is potentially possible through the addition of electrical control and

sensors.

- Put into practice the skills and knowledge you have learned from the previous projects on the module. Start with the goals of the competition and the wants and needs of typical members of the user groups. Use your models of the user group to help identify a suitable machine for the project. Create ideas using sketches and use various techniques to turn rough ideas in potential solutions. Use lo-fidelity prototypes (wireframes, wire thumbs etc) to try out solutions and test with typical users. Refine your solutions with reworked wireframes and test again. Turn your chosen wireframe solution into hi-fidelity, pixel-perfect, mock-ups of screens.

- Whilst maintaining efficient functionality and usability, bring elements of emotion into your design. For example, make boring tasks fun or otherwise emotionally satisfying. Use humour, movement, colour, or gamification to create a bond between user and app. Use typography and colour to engage the user. Read around the theories of emotional design and humans design.

- Don't over complicate your final app, often the simplest designs and functional capabilities work the best.

- Present your competition entry in an organised manner. You final pdf submission should be well-designed, predominantly visual and at the best standard as you can do. The content should be comprehensive, suitably structured and findable. The pdf should include clickable links to relevant videos - use Vimeo or YouTube to host them.

- Give your app a name and include your own name and details on the pdf.