

Think Big Workshop

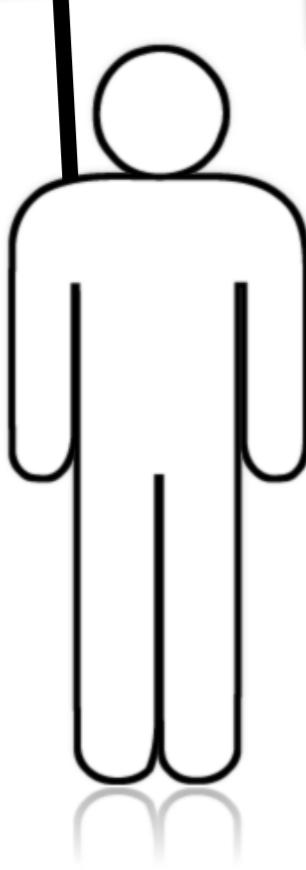
App your idea!



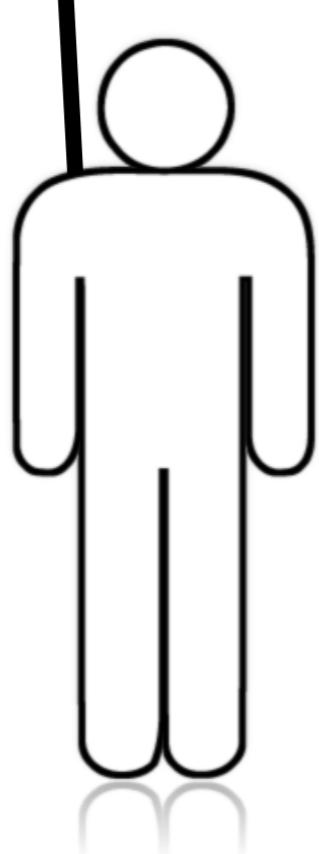
The Concept

First, a look into career fields in the conceptual design
for a smartphone-App...

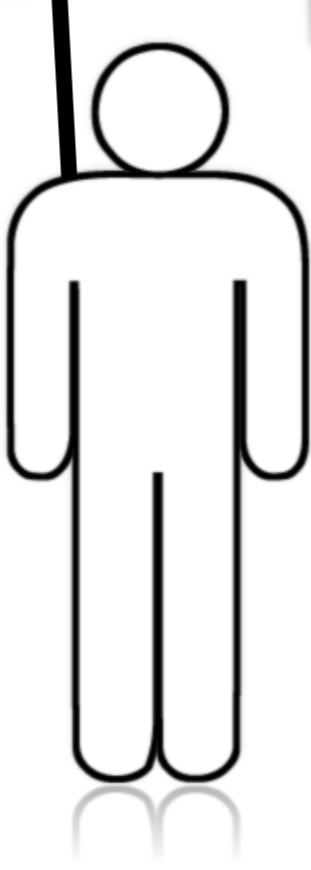
Content Developer



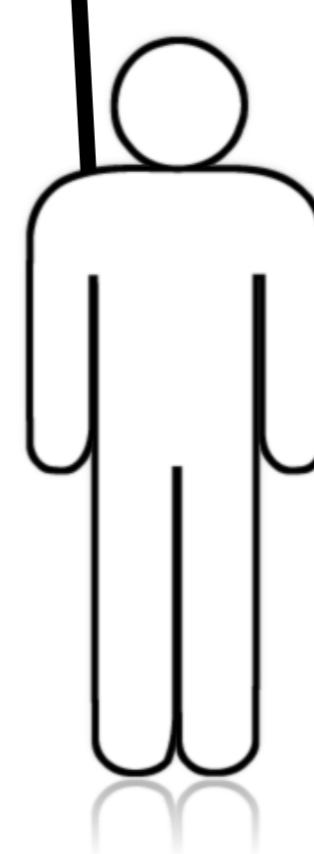
Information Architect



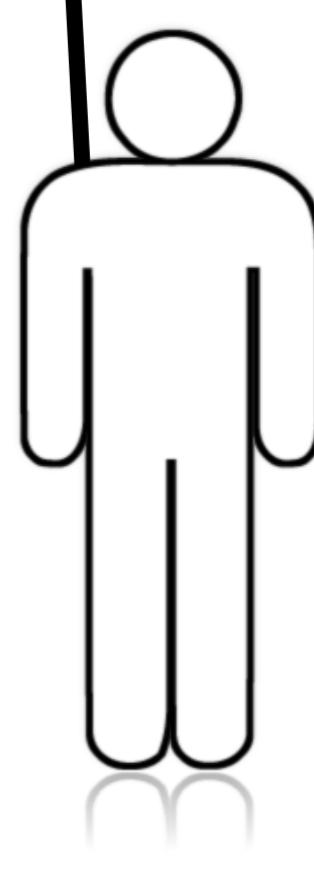
Planner



(Concept-) Designer



Technical Concept Developer



- Structure the creation.
- Locate and determine content, function, and effect.
- Create the basis for implementations.

- Logic of use.
- Connect function and content in a user-friendly manner.

- Specialist for the needs of the people.
- Use research, studies, and statistics as a basis.
- Strategic development.

- Define tonality and optics as a basis for further development.

- Bring the technical aspects together.
- Sound out opportunities, innovations, and potential.

Aspects of Concept

Why do we actually need a concept?

The result of a concept is a description or a prototype, which serves as a basis for further development.

Component 01:
CONTENT

e.g.
videos, text, all forms of
information

Component 02:
FUNCTION

e.g.
annotate, share etc.,
navigation through the
app

Component 03:
EFFECT

e.g.
fun, pride, orientation,
relationship building etc.

CONCEPT



Two conditions must be met before all else ...

Firstly:
A GREAT IDEA!

We have one!

Secondly:

THE NEEDS OF THE PEOPLE!

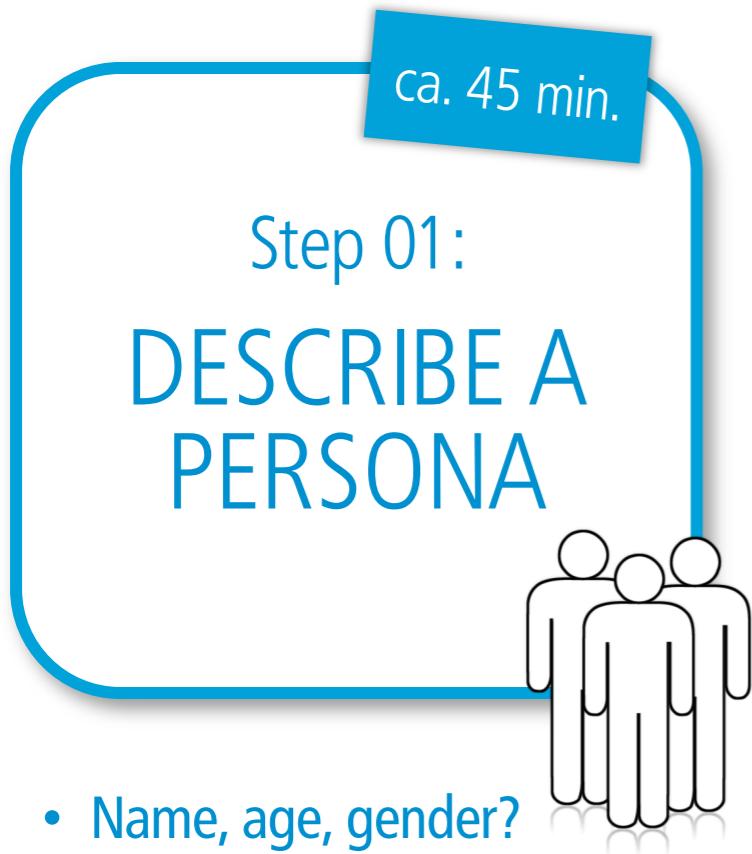
comes next!

Station 02: The Concept

Goal:

A SIMPLE PROTOTYPE

We have 3 steps for this...



- Name, age, gender?
- Description of their characteristics.
- Description of their living environment (habitat).

Persona

IDEA NAME

„Doctor's Place“



CHARACTERISTICS:

Character?

- Curious
- Deliberate
- Harmony Loving

Moral concept?

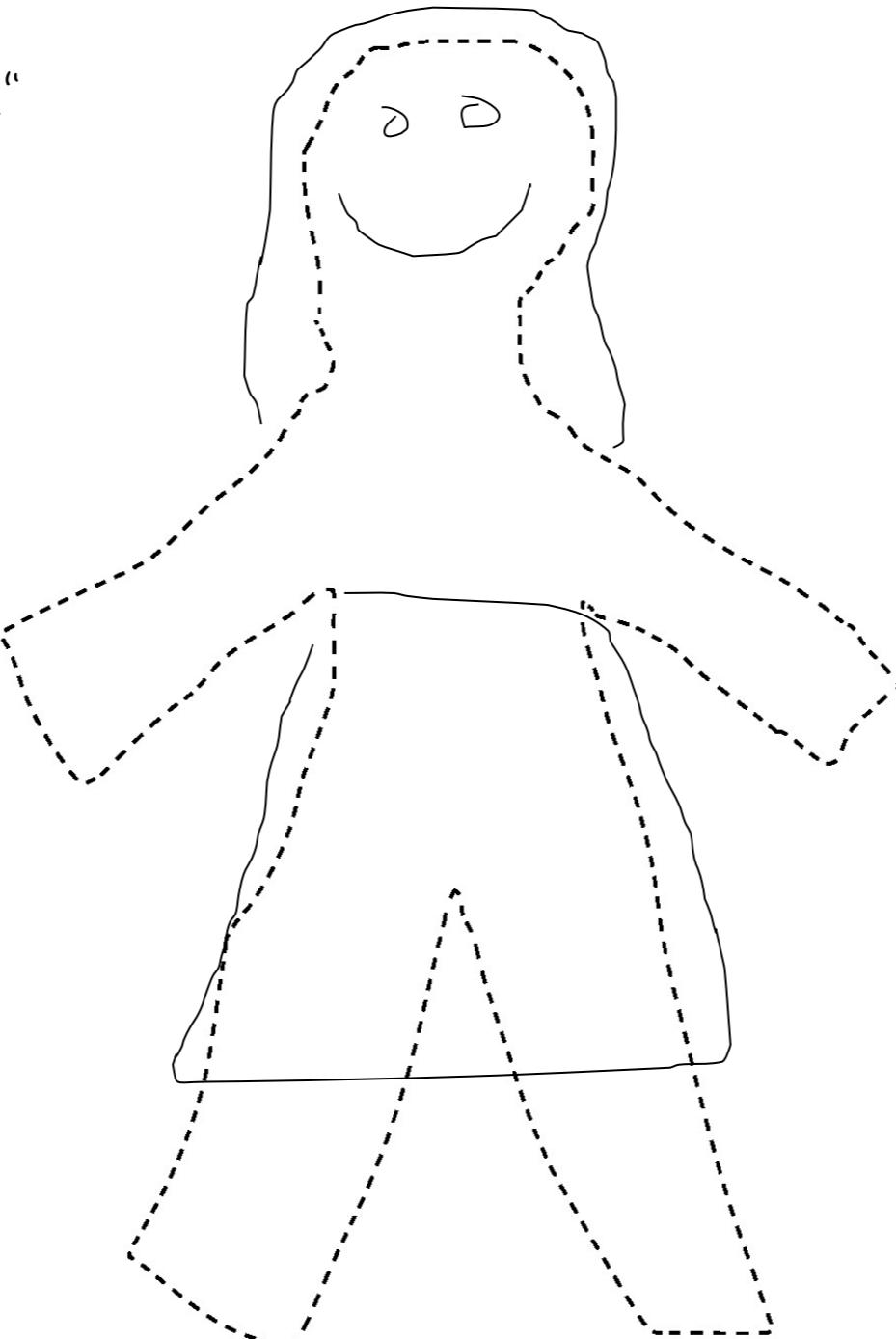
- Her family comes before her career
- Social self-understanding

Usage (Media)?

- goes on the Internet every morning
- Uses her smartphone intensively for her organization

Hobbies?

- Yoga and family



NAME: Mary
AGE: 38
GENDER: Female

ENVIRONMENT:

Locations?

- Lives in the surrounding area of a big city in Germany

Mobility?

- Drives the family's second car

Social Life?

- Married, with kids
- Maintains contact with other family and friends

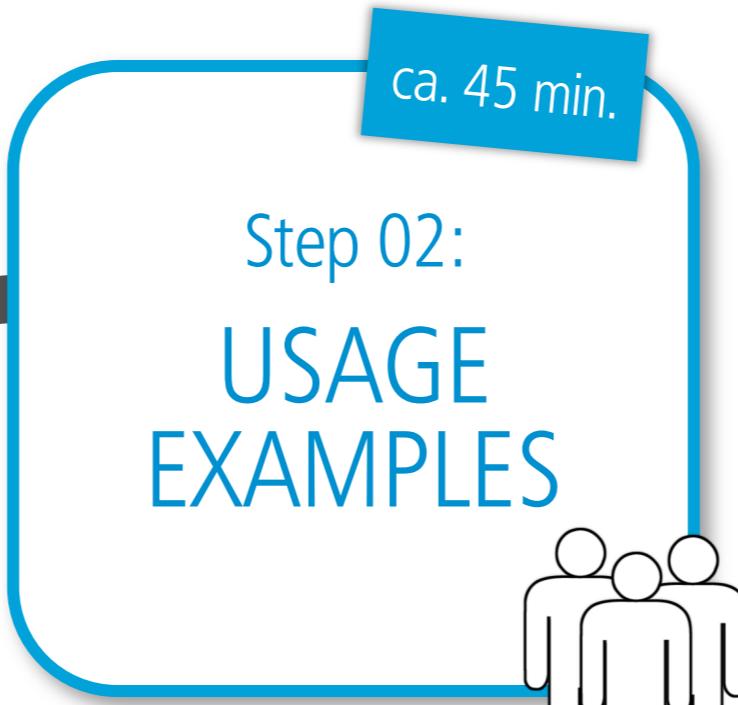
Income?

- Secure family income
- Middle class

Dazu machen wir 3 Schritte ...



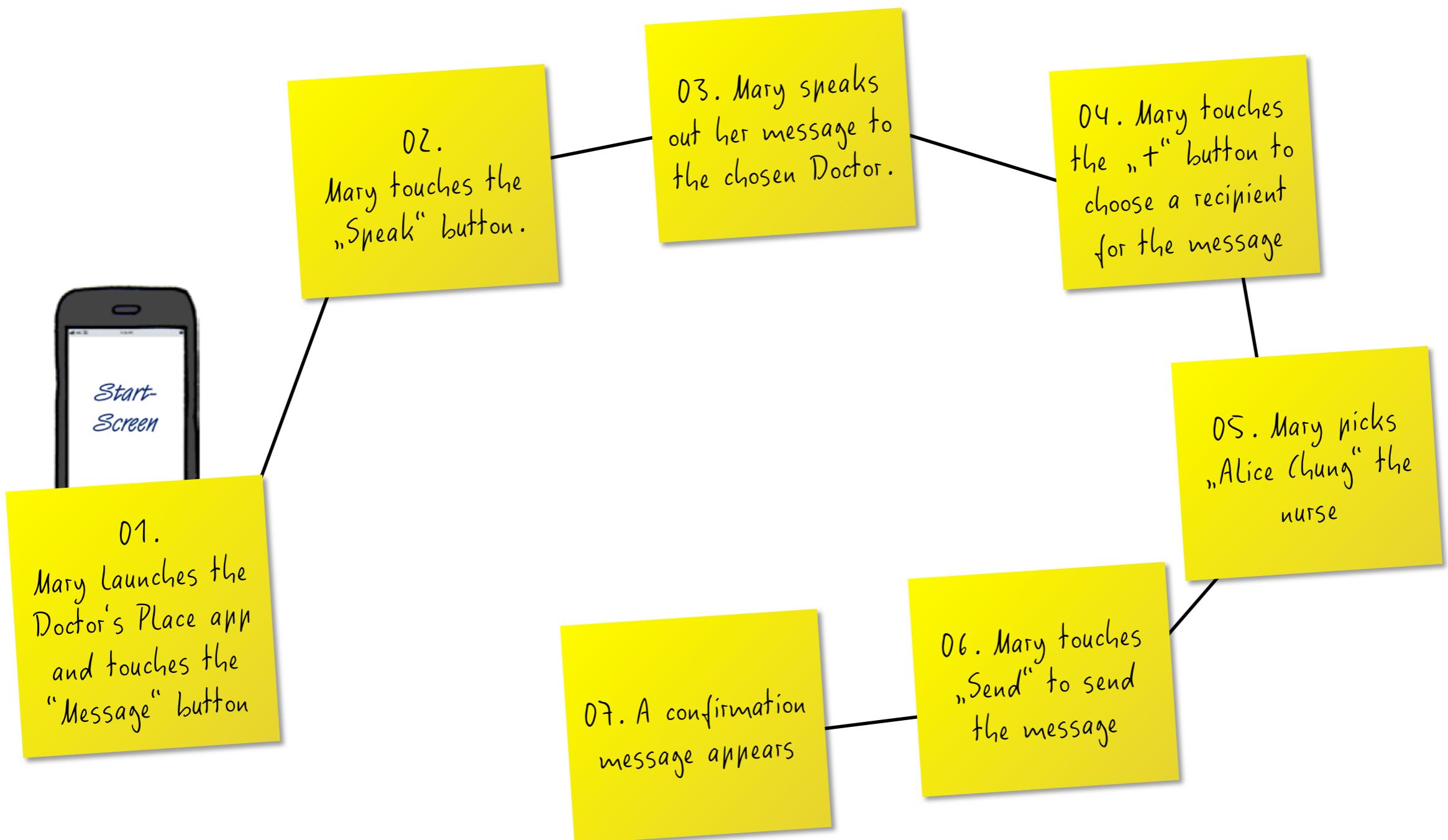
- Name, age, gender?
- Description of their characteristics.
- Description of their environment (habitat).



- Description of a „trip“ through the app
- Document the individual steps
- Which content and features play a roll in the trip?

Journey-Vordruck

NAME DER IDEE:



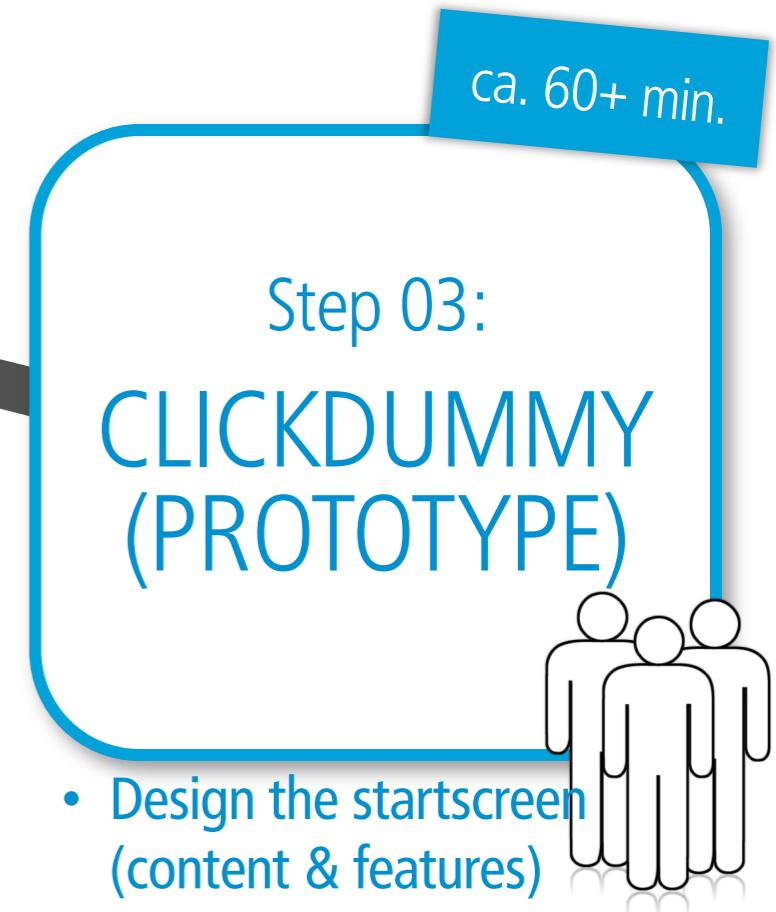
Dazu machen wir 3 Schritte ...



- Name, age, gender?
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- Description of a „trip“ through the app.
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- Design the startscreen (content & features)
- Design further screens in the trip (content & features)
- Balsamiq and scribble with pencil and paper as you go along

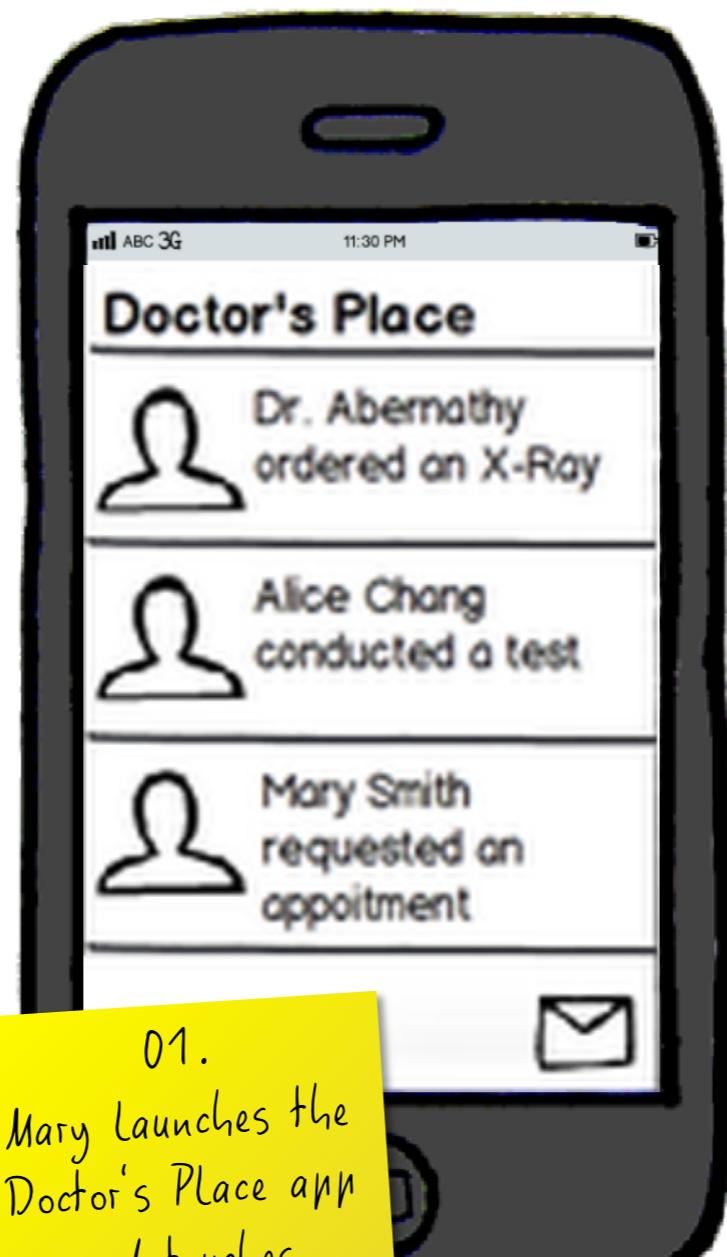
Dummy-Vordruck

NAME DER IDEE:

„Doctor's Place“

INHALTE:

List with the names
of doctors

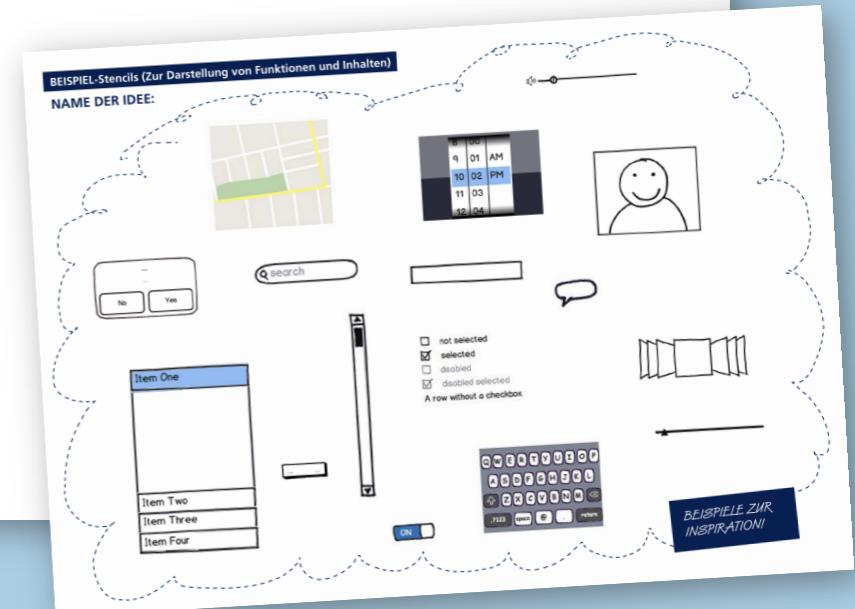


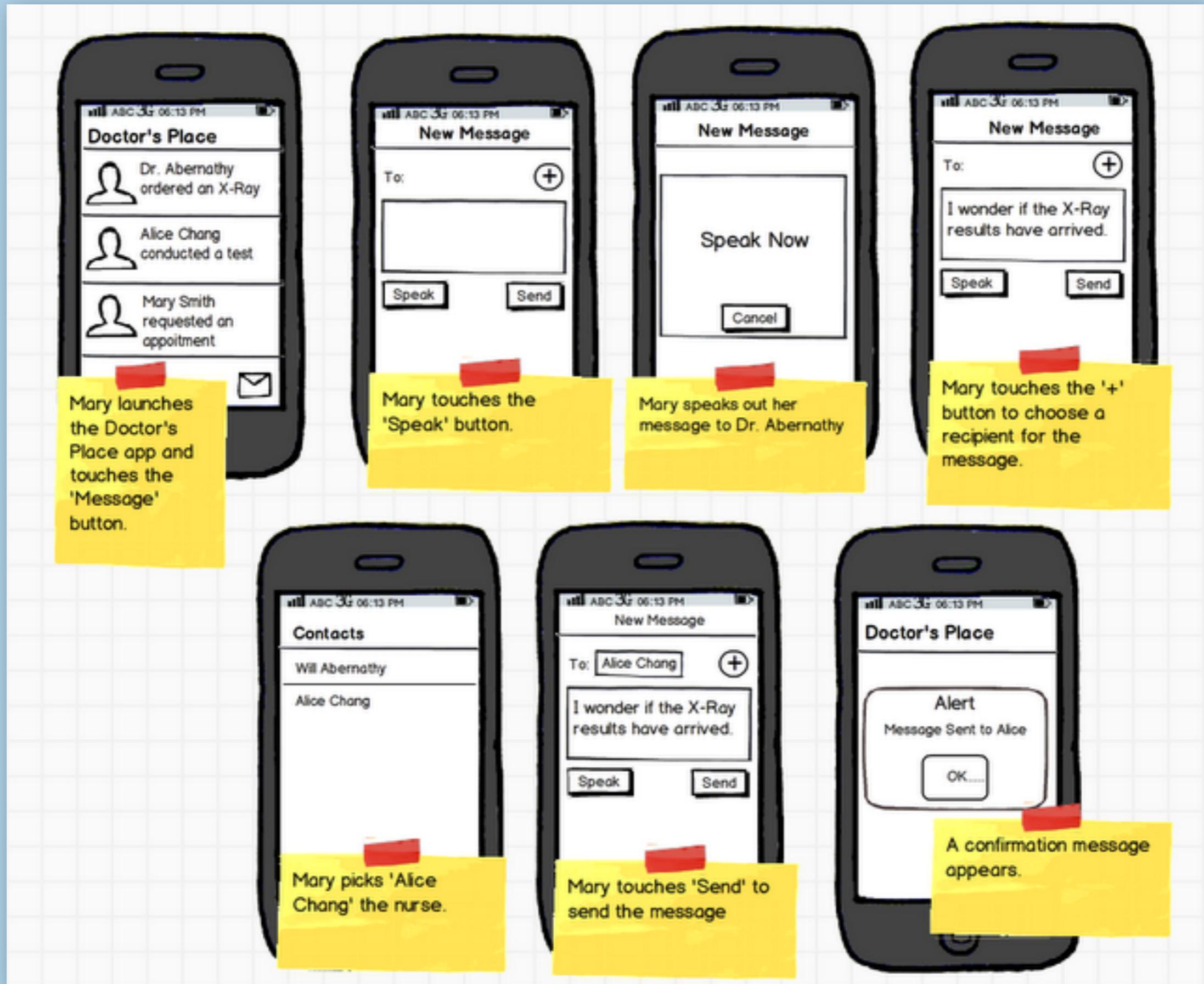
01.
Mary Launches the
Doctor's Place app
and touches
the "Message"
button

SCREEN-NAME: SCREEN 01 -
Startscreen

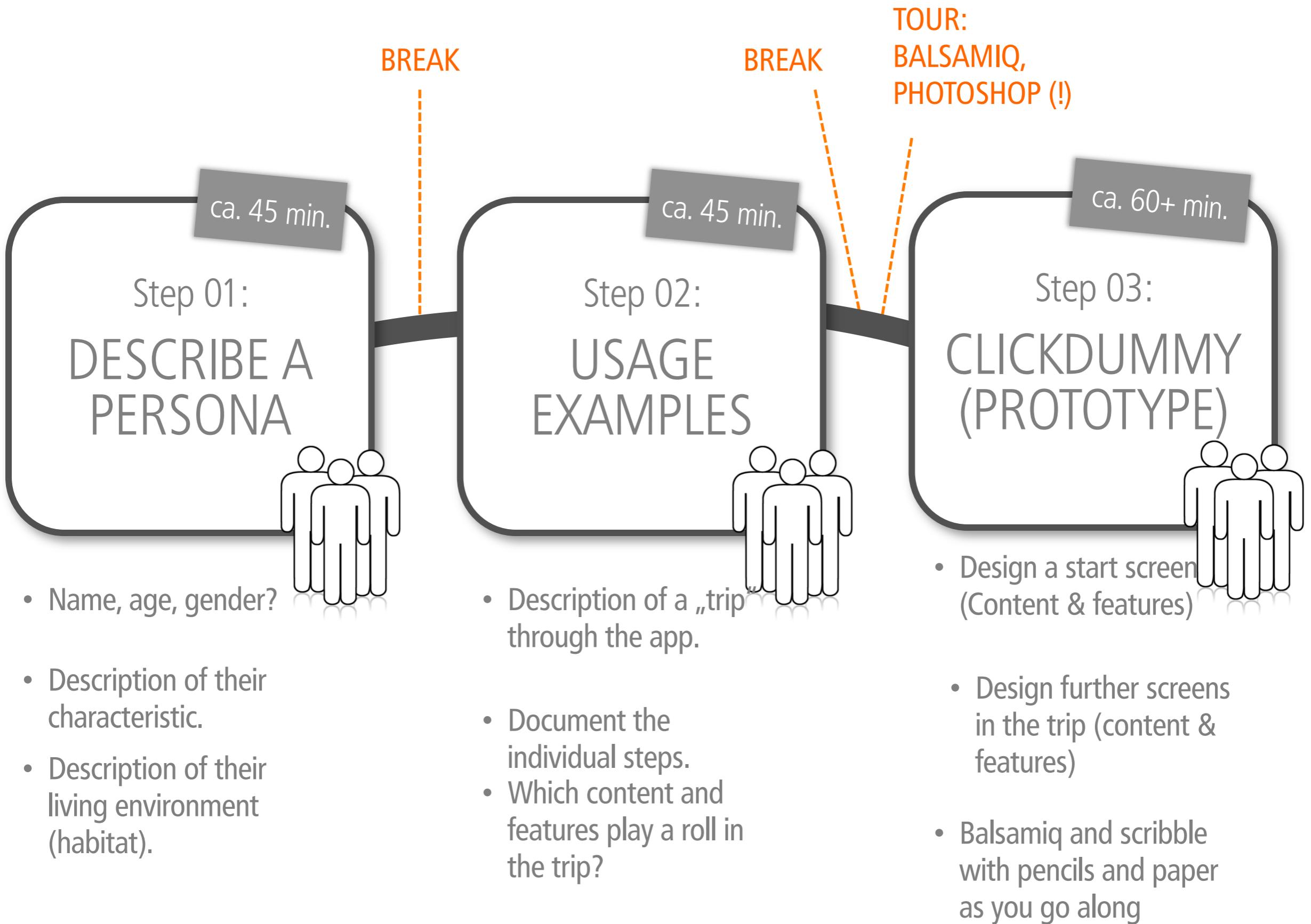
FUNKTIONEN:

- Select a doctor
Write them a
message





Dazu machen wir 3 Schritte ...





Station 02: The Concept

Goal: Create a prototype on the basis of your idea!

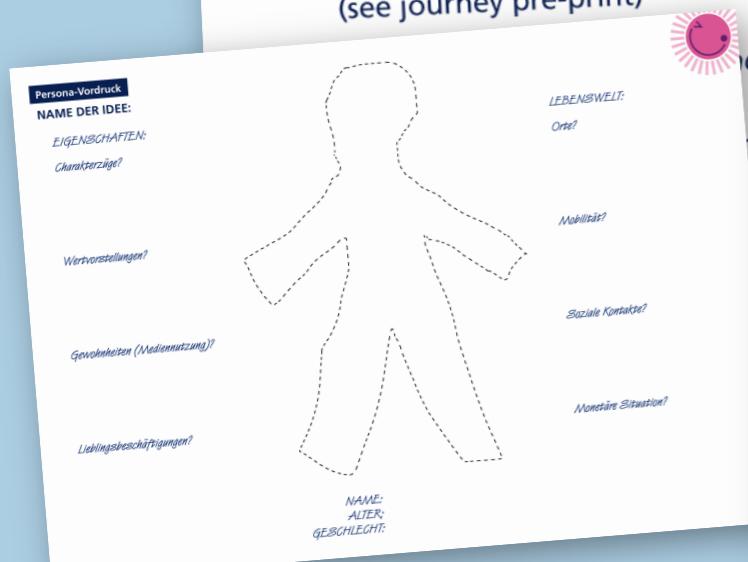
Approach:

Step 01 [ca. 45 min.] – Persona

- Make up a virtual representative of your target audience.
- Make bullet points of the characteristics of that person.
(see persona pre-print)
- In bulletpoints, describe the world your person lives in.

Step 02 [ca. 45 min.] – Utilisation

- Come up with ONE example of how the person from Step 01 would use the app. (see journey pre-print)
- Sketch the steps on the pre-print or the provided flipchart.
(see journey pre-print)
- Which features play a role in the steps?
(see journey pre-print)



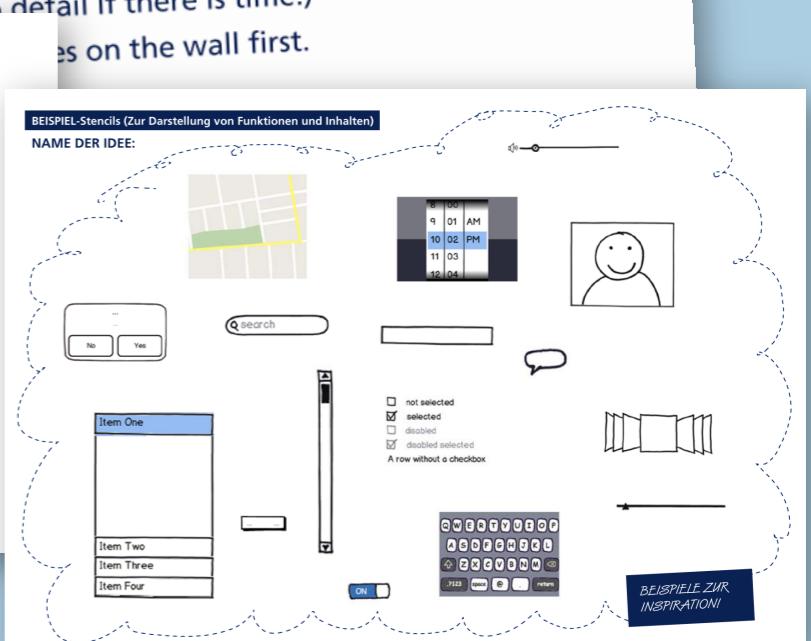
- Once all steps have been created in Balsamiq, link them to a click-dummy so you can click through the journey once again.
- Now it's time to test, improve and work up your app.

Central Questions:

- Does your app have the effect you desire?
- Does your app actually supply the original need?
- Does the usability fit the habits of your persona?
- How easily can the app be utilised? Is there a way to make it even easier?

Hints:

- It's not about the looks! It's the content that counts.
- K.I.S.S. – Keep it solid and simple!
(Further into detail if there is time.)





Let's go! ☺