

INFO2040

SD: Mobile Application Design

Project 2

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Introduction

I was assigned the task of developing a proposal and design for a web application that would contain desirable features and content for a virtual conference network. The idea behind this application is to still acquire the positive impacts of real conferences but at the reduction of cost, effort and resources for the company. This project will allow me to further develop my understanding of the design process and all that entails and my application prototyping skills. It will also introduce me to a new concept such as developing personas, and how to conduct viable market research surveys.

Description

This will be a business application for a software development company that will stimulate a virtual conference with clients and interested parties. The application will allow users to communicate on a variety of business topics such as logistics, supply-chain management, software development, IT infrastructure and human resources. The purpose of this application is to expand the company's mutually beneficial connections with its current and potential future clients. The business purpose of these virtual conferences through the application will help the company work smarter and generate the right organization actions to create what the clients really want and need. This application would be extremely desirable for the startup company as it would help obtain valuable information without the necessary time and resources needed to create annual face-to-face conferences. Furthermore, it can provide educational opportunities with exposure to a constant variety of points of views, new ideas and trends that can impact future results. It would create the opportunity for networking with peers which may create or uncover ideas and inspirations. Finally, the application may also bring in new potential clients and suppliers. The ability to access information that allows your business to discover new products or services that may be necessary to stay competitive in the market.

Desirable features of the application would include the ability to organize and create webinars, support forums, live chats, blog hosting, schedule live events such as talks or mixers, and potentially grow a network of clients who may be interested professionals and students. Future goals of the application may be to eventually designate free and paid features and access. It could also implement a subscription based service for certain features such as blog hosting. Including students within the network of the application is also beneficial as it could allow the company access to potential future employees with innovative ideas. It can also allow entrance towards future potential clients that already know of your company's reputation and existence because of the application, which may therefore provide the company first accessibility.

Research

Survey

1. How likely is it that you would create an account and use this new application?

Not At All Likely

Extremely Likely

0	1	2	3	4	5	6	7	8	9
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2. What is your first reaction to the idea of the application?

- ☐ Very Positive
- ☐ Somewhat Positive
- ☐ Neutral
- ☐ Somewhat negative
- ☐ Very negative

3. How innovative is the Application?

- ☐ Extremely innovative
- ☐ Very innovative
- ☐ Not so innovative
- ☐ Not at all innovative

4. In your own words, what are the potential things that you might like about this new application?

5. In your own words, what are some features or topics you would most like to see included to improve this new application?

6. Do you have any other comments, questions, or concerns?

Email

Dear Valued Clients,

We are in the process of developing a new and innovative application that will allow us to create a network/virtual conference that will include a wide variety of features. These features may encompass webinars, forums, live chats, blog hosting, scheduled talks, mixers and events. Furthermore, interesting business topics will be tackled such as logistics, supply-chain management, software development, IT infrastructure and human resources. You will also have the opportunity to create an account and be a part of the network. We are extremely excited about this project and would also appreciate some valuable feedback from you. If you have some free time, this short survey we created will acquire some general information about your position on this application and any feedback you would like to add. Thank you for your continuing support!

Technical Issues

Hardware Features

- Wireless connection via Wi-Fi or LTE so the user can access the features of the application

Input Controls or Display Features


- The application will need the ability to adapt to different screen sizes and orientations
- Touch-screen ability
- Understandable error exceptions shall be displayed when they occur
- The application will have video display features for the webinars
- The application will have messaging features for the live chat

Constraints or Advantages with Context

- Time - the application will determine when posts have been made specific to date and time along with live events/chats which will have a start date and time.

Personas - Part I

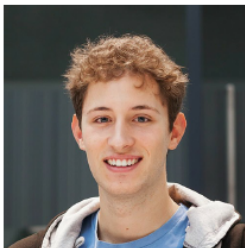
Student Persona

Made With  The new way to create, manage and share visual documents and presentations.

[Learn More](#)

Steve Johnson

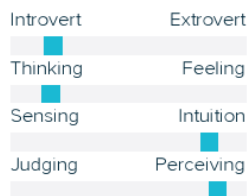
Xtensio



"Always code as if the guy who ends up maintaining your code will be a violent psychopath who knows where you live."

Age: 21
Work: Student
Family: Single
Location: Kitchener, ON
Character: The Programmer

Personality



Logical

Problem Solver

Clever

Goals

- Graduate from Post-Secondary School
- Become extremely successful by the age of 30
- Grow a strong industry reputation

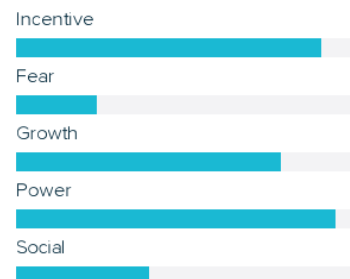
Frustrations

- Disabusing people of the notion that you're actually not a wizard.
- 1-2% people know what you are really doing.
- Poor communication.

Bio

Steve is a current student with a computer science major that enjoys music and movies. He is very tech savvy and spends a large amount of time on his mobile device. Information provided quickly and accurately is very important to Steve so he can make quick decisions that will lead to ideal results. Steve is looking to get his foot into the programming industry by making network connections.

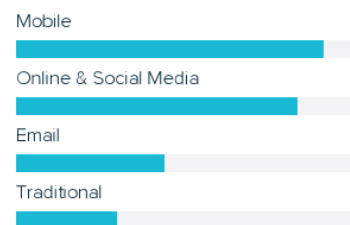
Motivation



Brands & Influencers



Preferred Channels



Established Persona

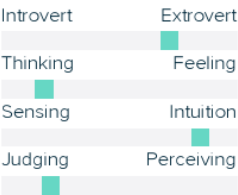
David Robertson



"Success is not final, failure is not fatal. It is the courage to continue that counts."

Age: 41
Work: Business Operations Manager
Family: Married
Location: Toronto, ON
Character: The Analytic

Personality



- Persistence
- Toughness
- Thick Skin

Goals

- Capture a bigger market share.
- Retired within the next 20 years.
- Reducing franchise fees by 25 percent for the next six months.

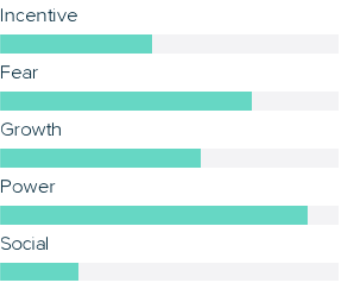
Frustrations

- Not being able to get a clear answer.
- Not understanding why a product or service is not progressing the way it was projected to.
- Preparation time for conferences.

Bio

David is an extremely busy business operations manager that oversees the daily operations of the company to ensure goals are achieved. David likes efficient ways to monitor the services that meets the expectations and needs of customers and clients. As a result he frequently uses business applications to gain valuable important data. The relationship and contact with who he operates with is vital to David.

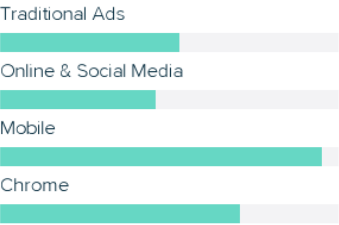
Motivation



Brands & Influencers





Preferred Channels



Mid-Tier Persona

Jessica James





"A quotation that captures this user's personality "

Age: 28
Work: Financial Advisor
Family: Single
Location: Ottawa, ON
Character: The Advisor

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Curiosity

Professional

Ambitious

Dependable

Goals

- Help Clients remove emotion.
- To be Promoted within 2 years.
- To get more leads and grow her business.

Frustrations

- Unrealistic client expectations.
- Competing with more established financial advisors.
- Limited events for social and business interaction.



Bio


Jessica is an extremely talented financial advisor that is slowly growing her reputation within the industry. She enjoys helping others with their financial issues and questions. Jessica prefers real life interaction but knows technology is changing the way business is done today. As a result, continuing to interact with people is extremely important for Jessica to develop potential business relationships.


Motivation

Incentive	
Fear	
Growth	
Power	
Social	

Brands & Influencers







Preferred Channels

Mobile	
Social Networks	
Real Life	
E-Commerce	

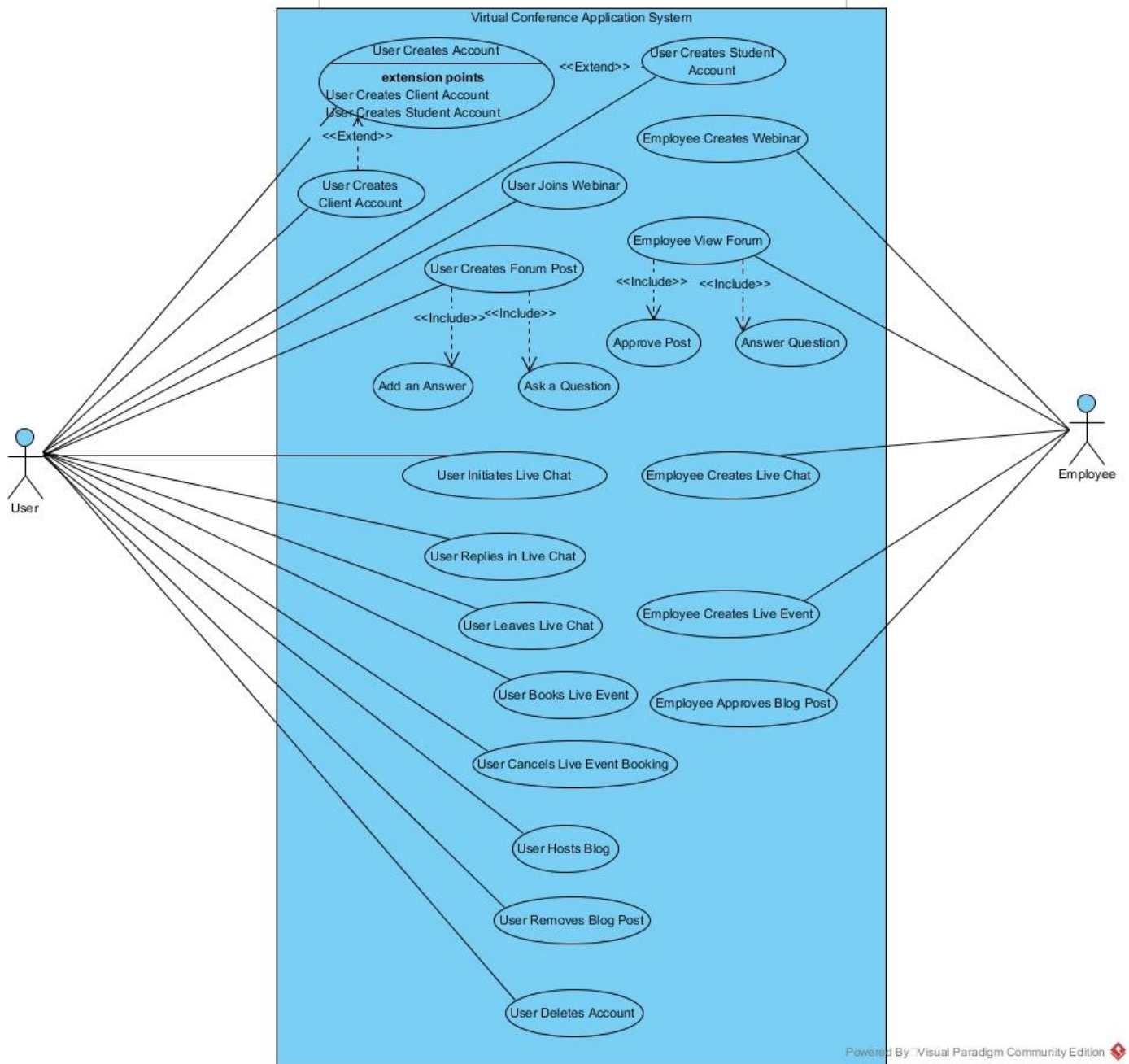
Personas - Part II

	David Robertson Business Operations Manager	Jessica James Financial Advisor	Steve Johnson Programming Student	Weighted Sum
Weight (%)	60	30	10	
Weight (0 to 1)	0.6	0.3	0.1	
Webinars	3	3	2	2.6
Support Forums	2	3	2	2.3
Live Chats	4	4	3	3.7
Host Blogs	1	2	5	2.6
Live Talks, Mixers, Events	5	5	4	4.7

Based on the statistical data calculated from the three individual personas we can make some general conclusions. First, even though blog hosting is scored relatively low it may be the only feature that could potentially generate income for the company from students. Having the blog hosting as a monthly subscription paid service would allow the company to generate an income and also provide students a platform to display their ideas and thoughts to potential future employers. This could allow students to generate network connections that may not be typically anywhere found anywhere else. Live chats with personal could be part of a premium package feature that is only offered to past and current clients of the company. Live talks, mixers and events still appear to be the most popular feature due to the personal interaction and the ability to grow ones network. Members of the application will be able to attend if they book in advance. Finally, support forms seems to be the lowest rated feature due to the fact the current and past clients may use the live chats to help with any issues they are having and students are not a potential client yet so they won't have much current need for them. Therefore, this may be an unnecessary feature but one that could still be useful. If an answer is not needed right away, or general questions, or all live chats are currently busy or offline, the support forums can act as another alternative for clientele to receive help.

Use Cases

Virtual Conference Application Use Case Diagram



Desktop Versions Use Cases

Use Case 1	User Creates Account
Primary Actor	User
Scope	Virtual Conference System
Level	User Goal
Description	When a new user wishes to create an account to access the features of the virtual conference application.
Precondition(s)	New User that has not been recorded in the database has been received.
Minimal Guarantee(s)	Information about the new User is not recorded into the database.
Success Guarantee(s)	Information about the new User is recorded into the database.
Main Success Scenario/Flow	<ol style="list-style-type: none"> 1. User initiates creating a new Account in the system. 2. User enters personal and contact information. 3. User enters email address. The system checks to make sure the email address is unique and new to the system. 4. User enters username. The system checks to make sure the username is unique and new to the system. 5. User will select (student, client or interested party) option. 6. The User completes creating a new account record. 7. The system saves all added information about the new User and adds it to the database.
Extensions / Alternate Flows	<ol style="list-style-type: none"> 2.1 User enters invalid or non-unique email address for account and is prompted to re-enter email address. 3.1 User enters non-unique username and is prompted to re-enter username. 5.1 If student option is selected User is redirected to Student Use Case. 5.2 If client option is selected User is redirected to Client Use Case.
Related Information	

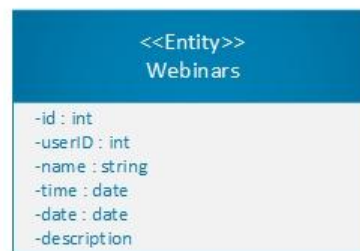
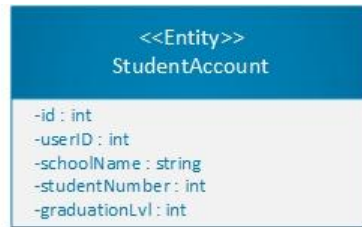
Use Case 2	User Initiates Live Chat
Primary Actor	User
Scope	Virtual Conference System
Level	User Goal
Description	When a user initializes a live Chat through the virtual conference application.
Precondition(s)	New Live Chat has not been initiated by the User.
Minimal Guarantee(s)	Information about the Live Chat is not recorded into the database and the user is not connected.
Success Guarantee(s)	Information about the Live Chat is recorded into the database and the user is connected.
Main Success Scenario/Flow	<ol style="list-style-type: none"> 1. User initiates creating a new Live Chat in the system. 2. User enters account information. 3. User enters details for reason behind using live chat. 4. Once information is entered the option to start live chat must be selected. 5. System validates User's account information and establishes connection with employee.
Extensions / Alternate Flows	<ol style="list-style-type: none"> 1.1 Initiation failed due to Live Chat being offline and the use case is terminated. 2.1 User entered incorrect or non-valid account details and is prompted to re-enter account information. 4.1 User cancels rather than starting live chat. The use case terminates. 5.1 System cannot establish connection and the use case terminates.
Related Information	

Mobile Versions Use Cases

Use Case 3	User Asks A Forum Question
Primary Actor	User
Scope	Virtual Conference System
Level	User Goal
Description	A User wishes to ask a general question by creating a new Forum Post in the application.
Precondition(s)	Include: User Creates Forum Post User has an account and must be logged in.
Minimal Guarantee(s)	Information within the forum post is not recorded into the database and not displayed through the application.
Success Guarantee(s)	Information within the forum post is recorded and saved into the database and can be accessed through the application.
Main Success Scenario/Flow	<ol style="list-style-type: none"> 1. User creates descriptive title that has a correlation to the topic of the post. 2. User enters the product/application subject they may be having difficulties with. 3. User lists the current version of the product/application. 4. User explains in details the issue they are currently having with the product / application. 5. User explains the desired behaviour of the product / application. 6. User explains the steps to replicate the issue that is currently happening. 7. User attaches any photos or links to the forum posting. 8. User selects the option to be notified of any responses to posting. 9. User completes reading over detail entered for question posting and selects the option to submit the post. 10. The system saves all added information within the posting and adds it to the database. 11. The user is redirected towards to the home page of the forums.
Extensions / Alternate Flows	9. The user cancels rather than submitting the post. The use case terminates.
Related Information	User Creates Forum Post

Use Case 4	User Books Live Event
Primary Actor	User
Scope	Other
Level	User Goal
Description	User wishes to join a live event that has been created already in the application.
Precondition(s)	User has an account, logged in and is eligible to join a live event on specified date and time.
Minimal Guarantee(s)	User has not joined the live event.
Success Guarantee(s)	User has joined and booked a slot for the live event.
Main Success Scenario/Flow	<ol style="list-style-type: none"> 1. User initiates joining a live event. 2. User selects an available live event from the list of events available. 3. User completes reading over the live event details and accepts terms/decides to attend event. 4. The systems alert's the user asking them to confirm attendance to event. 5. The system saves the information about the user attending the live event and notifies the company that a participant will be attending the event. 6. The system will send a confirmation email to the user detailing the date/time of the live event. 7. The user terminates joining a live event.
Extensions / Alternate Flows	4.1 The user cancels rather than joining live event. The use case terminates.
Related Information	

Entities



Content Plans

Create Account Screen

1. Status Bar

- Cell Signal
- Wi-Fi Signal
- Time

- Bluetooth
- Battery Life Percentage
- Battery

2. Logo Panel

- Logo

3. Account Form Panel

- Title
- First Name
- Last Name
- Username
- Email
- Age
- Password
- Radio Button Tabs to Select Account Type (Student/Client/Interested Party)
- Continue Button

Live Chat Screen

1. Status Bar

- Cell Signal
- Wi-Fi Signal
- Time
- Bluetooth
- Battery Life Percentage
- Battery

2. Header

- Title

3. Live Chat Form Panel

- First Name
- Last Name
- Email
- Username
- Reasons to Chat
- Start Live Chat Button

4. Bottom Navigation Bar

- Menu Button/Text
- Forums Button/Text
- Events Button/Text
- Live Chat Button/Text
- Setting Button/Text

Ask a Question Forum Post Screen

1. Status Bar

- Cell Signal
- Wi-Fi Signal
- Time
- Bluetooth
- Battery Life Percentage
- Battery

2. Forum Post Question Panel

- Title
- Post Title
- Post Subject
- Post Version
- Post Description
- File or Image Attach Button
- Notify me for responses to this posting checkbox
- Post Button

3. Bottom Navigation Bar

- Menu Button/Text
- Forums Button/Text
- Events Button/Text
- Live Chat Button/Text
- Setting Button/Text

Live Events Screen

1. Status Bar

- Cell Signal
- Wi-Fi Signal
- Time
- Bluetooth

- Battery Life Percentage
- Battery

2. Header

- Title
- Search Bar

3. Live Events Panel

- Picture
- Title
- Date
- Type
- Size
- Scroll Down Icon

4. Bottom Navigation Bar

- Menu Button/Text
- Forums Button/Text
- Events Button/Text
- Live Chat Button/Text
- Setting Button/Text

Specific Live Event Screen

1. Status Bar

- Cell Signal
- Wi-Fi Signal
- Time
- Bluetooth
- Battery Life Percentage
- Battery

2. Header

- Title
- Search Bar

3. Live Event Info Panel

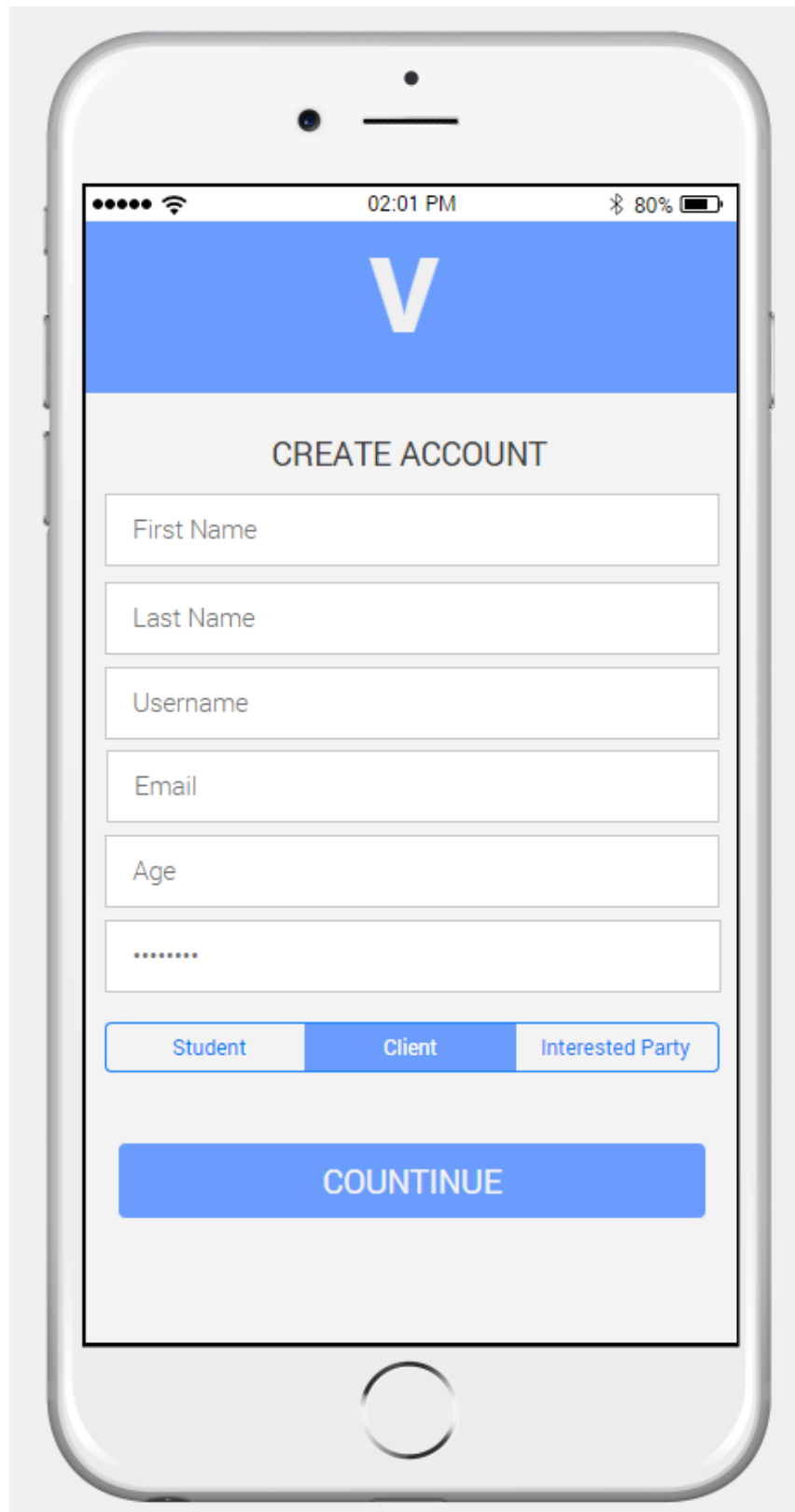
- Title
- Picture
- Date

- Type
- Size
- Space
- Description
- I Accept the terms and Conditions Radio Button
- Attend Button

4. Bottom Navigation Bar

- Menu Button/Text
- Forums Button/Text
- Events Button/Text
- Live Chat Button/Text
- Setting Button/Text

Prototypes



A mobile app prototype for account creation. The screen features a blue header with a white 'V' logo. Below the header, the title 'CREATE ACCOUNT' is centered. The form consists of six input fields: 'First Name', 'Last Name', 'Username', 'Email', 'Age', and a password field represented by seven dots. At the bottom of the form, there are three radio buttons labeled 'Student', 'Client', and 'Interested Party', with 'Client' selected. A large blue 'COUNTINUE' button is positioned at the bottom of the screen. The phone's status bar at the top shows the time as 02:01 PM, 80% battery, and Bluetooth connectivity.

02:01 PM 80%

V

CREATE ACCOUNT

First Name

Last Name

Username

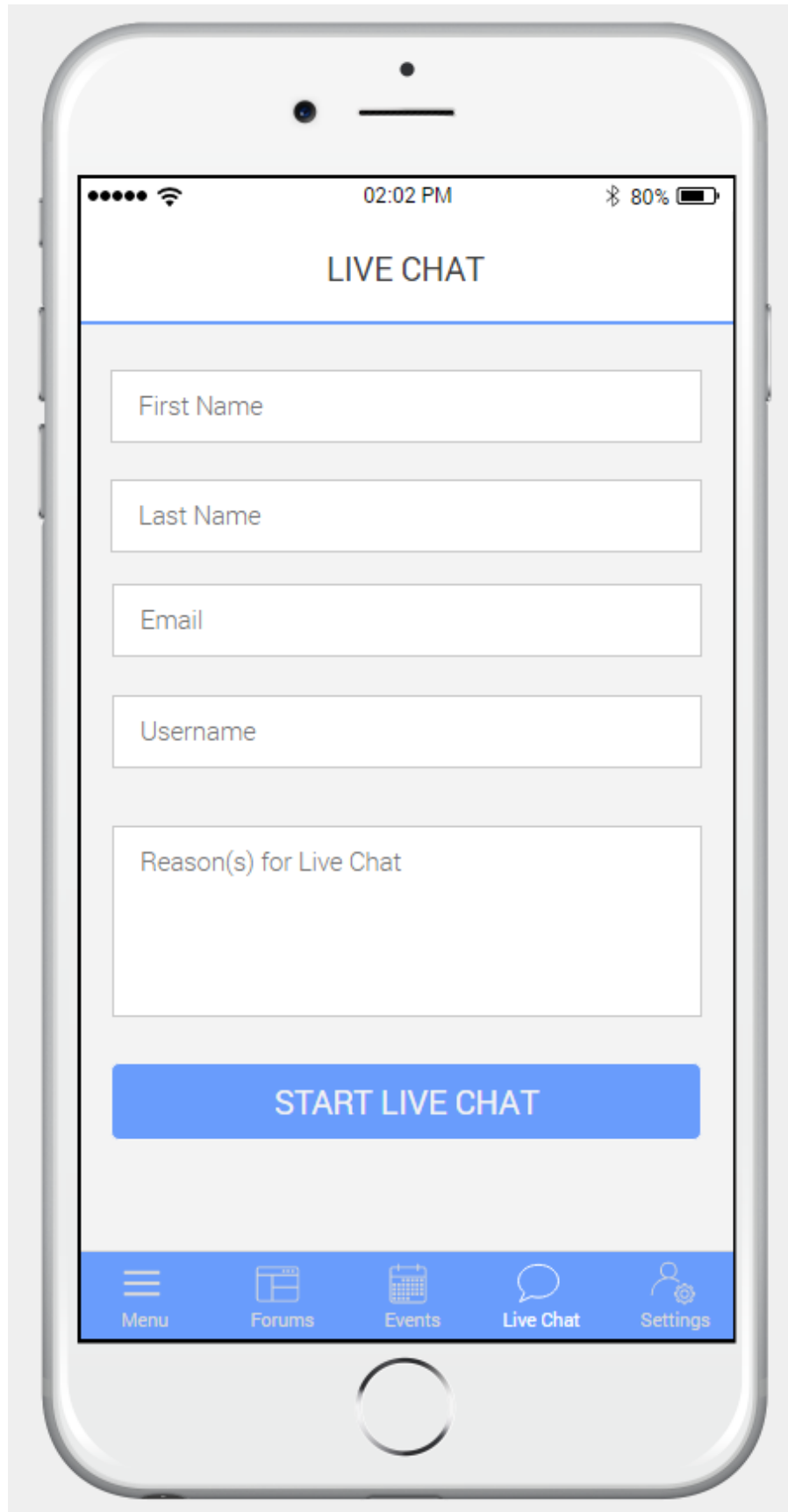
Email

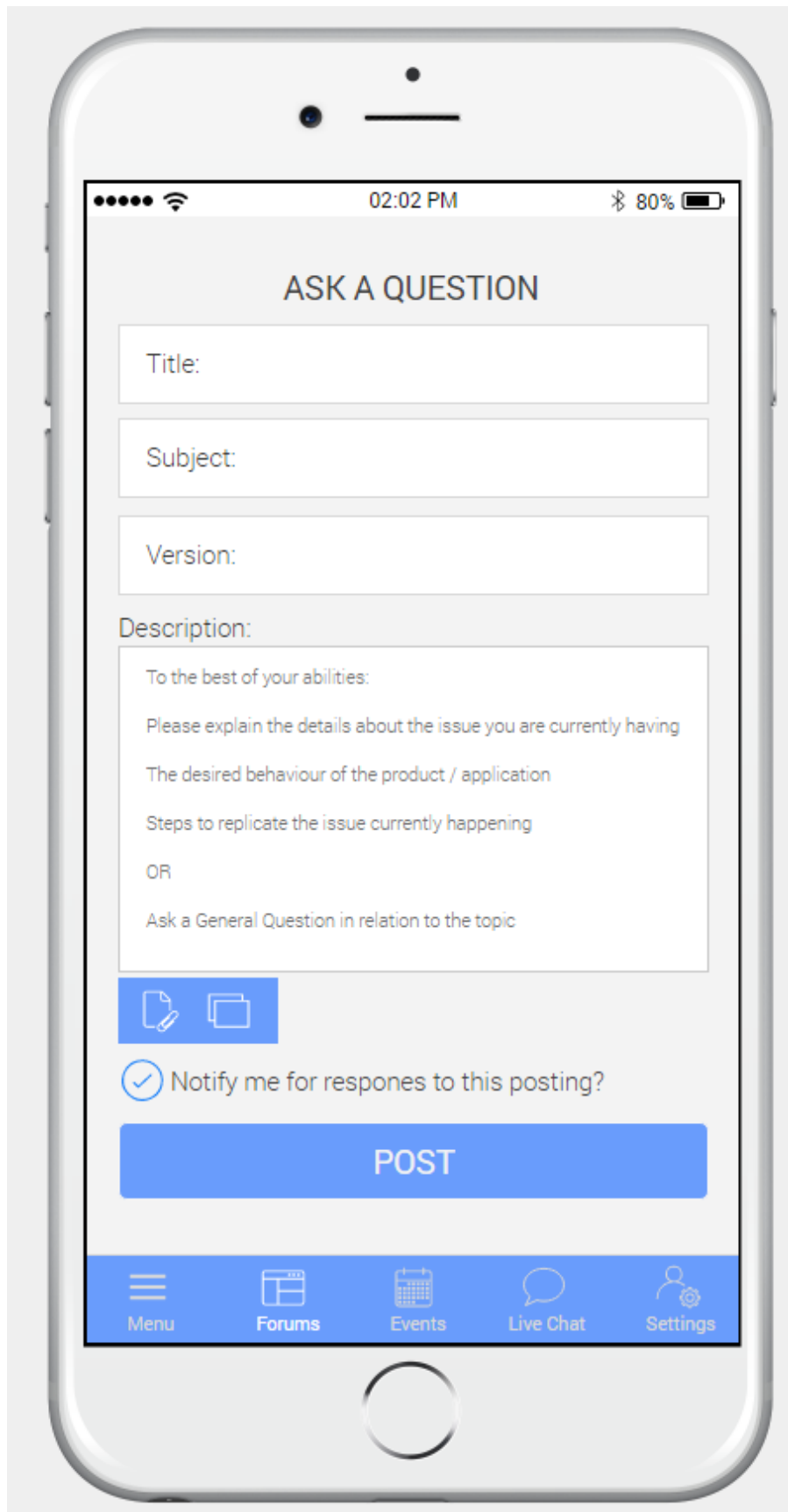
Age

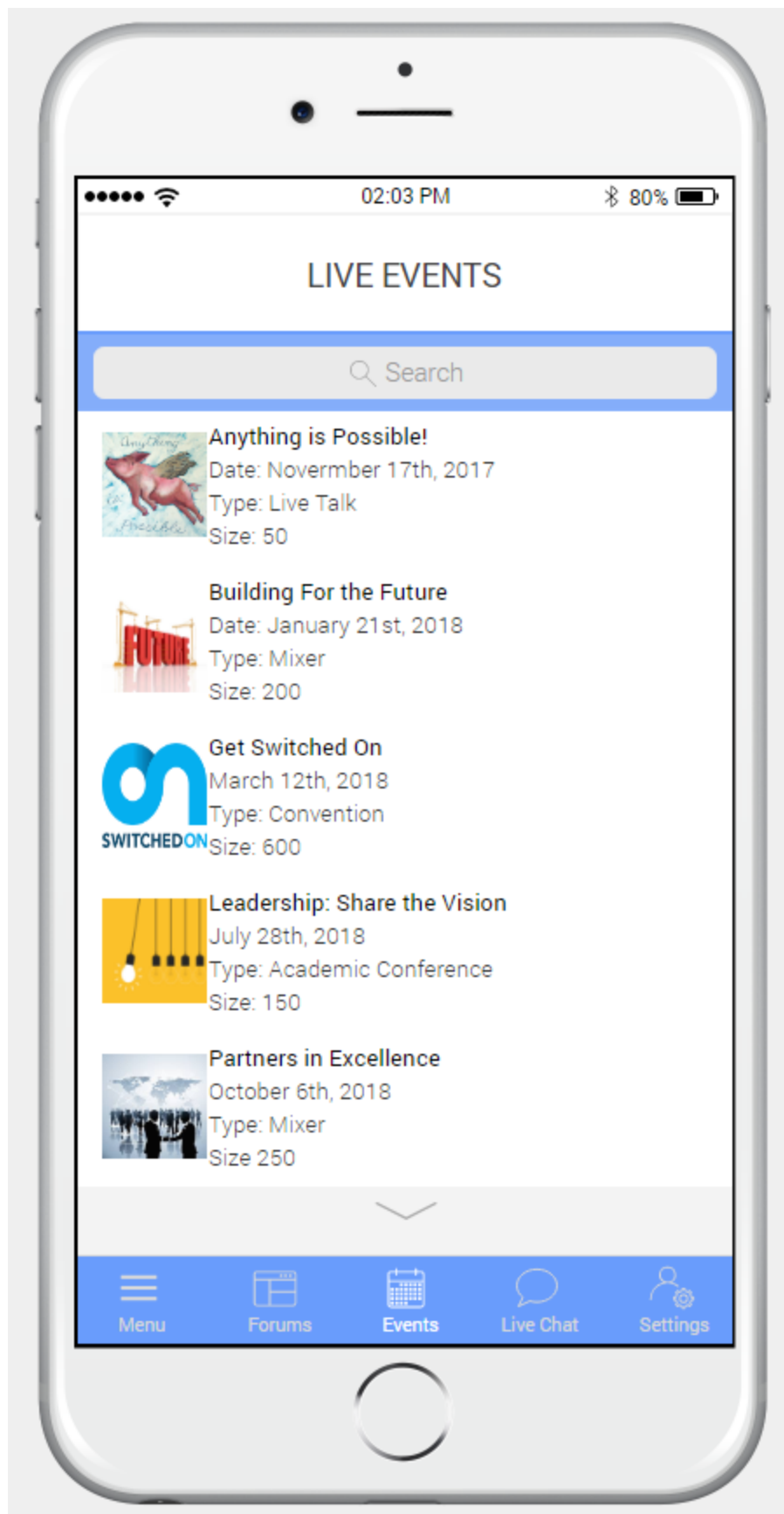
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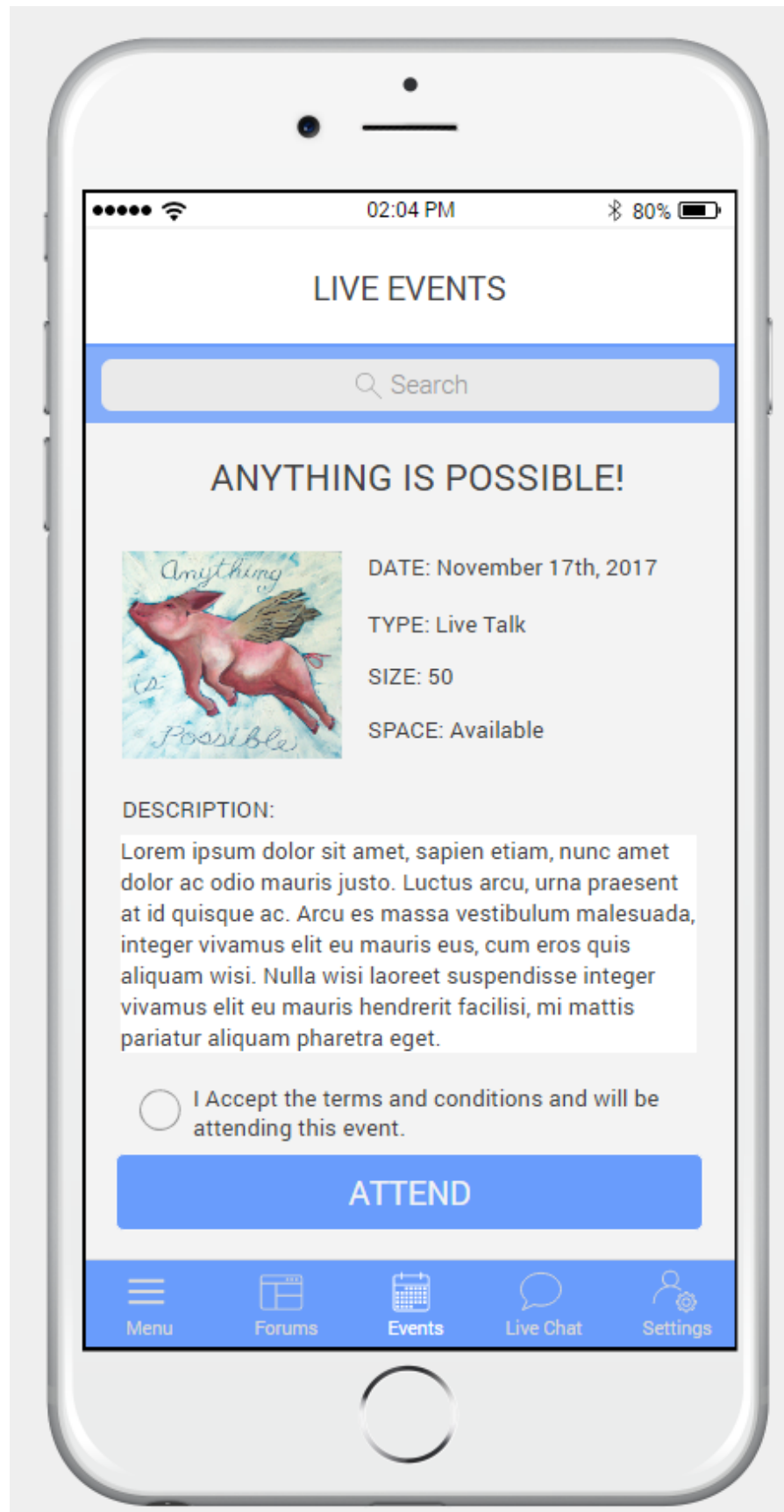
Student Client Interested Party

COUNTINUE









Conclusion

The proposal and design concepts represent the first installment for the virtual conference network application. The design incorporated all the desirable features while still maintaining an easy user experience. The main color scheme involves a light blue due to the psychology of that colour being linked to creativity. We wanted the company to reflect its creativity onto the clientele and user base. Furthermore, prototypes for the menu icon/screen will allow the user to access unseen features in the main navigation bar such as webinars and blog hosting. The prototype for the account settings screen will contain all the user's account information such as account type, password, email, username, and possible payment information. These options will all be editable and the user will have the option to delete their account if they so wish. Further research and testing will allow for a second installment which could produce even more desirable results.