Application Definition Statement

A concise, concrete declaration of the app’s main purpose and its intended audience

Purpose or Main Intent

*Define the intent of your application in detail.*

Create a responsive web application that allows users to search and favorite progressive rock and metal bands.

Description of Intended Audience

*Define your target audience. Include general characteristics as well task oriented goals.*

Core Functionality

*Define core functionality of the application. Consider workflow and how required tools assist in main intent of the application.*

Feature Set

*List all required functions / tools the application must have in order for user to complete their intended task.*

Nice to Have

*List all extra functionality / tools the application could contain that would make the task easier, improve the experience and /or separate it from other similar web apps.*

Primary Persona

|  |  |
| --- | --- |
| John Doe  :::image files:persona-placeholder.jpg | “Input a quote that outlines the personas main use of your application.”  Provide a brief description of typical workflow user currently engages in. |

|  |  |  |
| --- | --- | --- |
| Characteristics | Influencers | Pain Points |
| Age:  Education:  Job Title:  Tech Familiarity:  Tech Usage:  Platform: | *In this section, outline the personas concerns and why they would use this web service.* | *In this section, outline any major issues or problems with current workflow.* |

|  |  |
| --- | --- |
| Scenarios | |
| **Goal:**  List primary goal persona is trying to accomplish |  |
| **Goal:**  List secondary goal persona is trying to accomplish (if applicable) |  |

Secondary Persona

|  |  |
| --- | --- |
| John Doe  :::image files:persona-placeholder.jpg | “Input a quote that outlines the personas main use of your application.”  Provide a brief description of typical workflow user currently engages in. |

|  |  |  |
| --- | --- | --- |
| Characteristics | Influencers | Pain Points |
| Age:  Education:  Job Title:  Tech Familiarity:  Tech Usage:  Platform: | *In this section, outline the personas concerns and why they would use this web service.* | *In this section, outline any major issues or problems with current workflow.* |

|  |  |
| --- | --- |
| Scenarios | |
| **Goal:**  List primary goal persona is trying to accomplish |  |
| **Goal:**  List secondary goal persona is trying to accomplish (if applicable) |  |

Use Case Diagram

*Insert use case diagram created in OmniGraffle.*

Heuristics Evaluation Sheet

Pick a similar web app and evaluate the design.

|  |  |
| --- | --- |
| Heuristic |  |
| **Visibility of app status**  Does the app keep users informed about what is going on, through appropriate feedback? | *FOR EACH HEURISTIC: If the heuristic is demonstrated in the app’s design, use this space to explain where and how?* |
| **User control & freedom**  Users often choose app functions by mistake and will need a clearly marked “emergency exit.” Does the app contain safe exploration features? (back, cancel, undo) |  |
| **Error prevention**  Does the app eliminate error-prone conditions and present users with a confirmation option? |  |
| **Consistency & Standards**  Users should not have to wonder whether different words, situations, or actions mean the same thing. |  |
| **Recognition rather than recall**  Minimize the user’s memory load by making objects, actions, and options visible. |  |
| **Flexibility & efficiency of use**  Reduce the number of steps required by anticipating user needs and enabling customization. |  |
| **Aesthetics & screen design**  Screens should not contain information which is irrelevant or rarely needed |  |
| **Help users recognize, diagnose, & recover from errors**  Error messages should be expressed in plain language precisely indicating the problem and solution |  |

Heuristics Evaluation Sheet

A method for conducting quick and easy, low cost evaluations of user interface designs. Pick a similar service and evaluate its design.

|  |  |
| --- | --- |
| Heuristic |  |
| **Add your own Heuristic**  If the App can be evaluated using another heuristic, feel free to add to this list. |  |
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