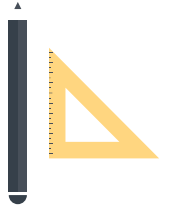


EID Emerging Interface Design: Research & Sketches



Course Director: Sabrina Wood

Overview:

For this course, you will be designing interfaces for an app that a user accesses through a phone, tablet, and watch. This week you will be focusing on research and sketching screens for your app.



Due Date:

Please check FSO for all due dates. This assignment should be completed and uploaded to FSO before the next scheduled class.



Estimated Time:

Beginner: 5-10 hours
Intermediate: 3-6 hours
Advanced: 2-4 hours



Grading Rubric:

Please review the grading rubric

Level of Difficulty:



Objectives:

1. Comprehend workflow and the design process
 - Research: 1. Analysis of existing apps 2. Outlining the role of the client 3. Identifying user needs 4. Brainstorming, e.g., word-mapping
 - Sketching: 1. Generating several options 2. Fine-tuning concrete ideas
2. Classify how content and information is grouped and structured
3. Design for contextual awareness on the appropriate device
4. Adhere to the mobile first mindset
5. Demonstrate visual consistency through design and organizational principles:
 - Contrast, alignment, repetition, balance, emphasis, proportion, harmony, unity, variety flow, similarity, continuation, closure, proximity, etc.

Resources:

Phone:

- <https://developer.apple.com/design/human-interface-guidelines/ios/visual-design/adaptivity-and-layout/>
- <https://design.google/resources/>

Wearables:


- <https://designguidelines.withgoogle.com/wearos/system-overview/interaction-types.html>
- <http://developer.android.com/design/downloads/index.html>
- <https://developer.apple.com/watch/human-interface-guidelines/>

Templates:

- *Sketching templates* — <http://bit.ly/1svnqQ3>

Part 1—Research:

Research Requirements: This entire first project will be compiled/presented in your Adobe Spark Page and should include the following:

- Your name and the brand name visible in the top section
 - Headers to divide the different sections, e.g., sitemap, sketches, etc.
 - Typed (in Spark) research of 3 apps and personal reflections (try and synthesize this information)
 - Screenshots of the apps you researched highlighting the four requirements for the project
 - Hand-drawn or software generated sitemap
 - Easily deciphered scanned sketches with good contrast
 - Paper Prototype Testing
1. Begin by reading all related HIG documentation (under the resource section on the previous page)
 2. Next, select one existing app type from the list below and then research 3 or more existing apps of that kind (promotional highlights in Google Play and iTunes app stores or download).
 - Golf Caddy
 - Paleo or Whole 30 Diet
 - Car Maintenance
 - Geo-caching
 - Fertility or Farm Breeding
 - Car Sharing (College)
-  **Note:** Take screenshots and then note the following observations (if applicable) as well as answer the queries listed below:
- Mood/Feel
 - Dominant and subordinate colors
 - Main features/Navigational choices/ Steps to accomplish users goal
 - Principles of design and Visual hierarchy
 - Typeface styles or selections and sizes
 - Illustrations, images, videos, icons, data visualizations
 - Do the apps follow the mobile first mindset?
 - Were the interfaces designed for context and the content purposeful?
 - Did the design demonstrate continuity?
 - How did the design aid the user experience?
3. Next, consider and record how your app will be different from the competition.
 4. Finally to conclude the research stage, create a word-map (optional) and then write out steps to accomplish user goals with a sitemap (required).

Part 2—Sketching:

1. Next, note the four main requirements for your project and then sketch (by hand) ideas on how you could best show the information needed in your app visually and structurally.
2. Finally, sketch (by hand) on printed device templates various hi-fi examples for each device (phone, tablet, and watch). Label each screen based on its primary function, e.g., Login Screen, Edit Profile, etc. Be sure to include the four project requirements below in your sketches.



Note: Although it is not a requirement to draw every screen, please provide sketches that show step-by-step how to accomplish the user goal(s) you highlighted.



Remember: To do beneficial paper prototype testing, try and include specific content (hi-fi) for your app rather than generic labels or filler text.

4 Requirements:

- action (selection, confirmation, etc.)
- custom icons
- notification or alert
- data visualization

Basic wireframe components:

- logo placeholder
- tabs, menus, drop down select and buttons
- loading bar or spinner
- image placeholder(s) and video placeholder(s)
- search field and icon and alert icon
- backward and forward and plus and minus icons
- check box(es)
- text (generic labels, lorem ipsum, or custom)
- avatar

Submission Requirements:



- Update your Spark Journal and include the link.
- All late work will be subject to a deduction penalty as outlined in the course policy section. Failing to turn in an assignment by the time the late work window expires will result in a 0% for the assignment, and a professionalism deduction as outlined in the student handbook.