Project #3 Brief

Designing your Own Application (30%)

Due Date:
- Presentation & high-fidelity clickable prototype
    - [Insert due date - synchronous week 17]

- Developer hand-off Figma file
    - [Insert de date- before synchronous week 18]

Introduction

Throughout module #3, you and your team (group of 3) will be tasked with building an application from scratch. The purpose of this project is to help improve your design skills by introducing you to user interface (UI) design and allow you to practice more advanced skills in Figma all while leveraging UX methodologies to come to a final high-fidelity clickable prototype.

This project targets the following learning outcomes:

- **Outcome 1:** Apply UX Design principles and methodology to support production workflows as a member of a product development team.

- **Outcome 3:** Convey the problem for team members using customer personas, journey maps and storyboards

- **Outcome 4:** Apply design-thinking methodology to generate potential solutions that respond to the end user's needs.

- **Outcome 5:** Create a series of visual materials to arrive at a final design/interaction specification.

- **Outcome 6:** Use end-user data gathered through feedback and testing to support design decisions

- **Outcome 7:** Finalize design within technical parameters and export design elements to a specifications document for developers

- **Outcome 9**: Apply professional self-reflection, collaboration, storytelling, problem solving and active listening techniques throughout the UX design process

Your Challenge

MapleBank is a fully online bank with no physical branches (AKA a neobank) in Canada that is quickly gaining traction and is now looking to expand its market in the country. The Chief Innovation Officer (CIO) has assigned you and your team to a special innovation division to break into new markets across the country. You were told that the product can be anything and for any potential market as long as it answers a critical financial need of the new market's user base. Since MapleBank is using a government grant for this project, you are flexible to explore social ideas as well as for-profit ones.

The only requirements the CIO has imposed on you is that the service should be for people who currently aren't customers. This means the bank wants to see an **onboarding flow** for the app that clearly explains

the new service and has easy to use registration forms. The CIO also strongly stated that this new product should have only **one** outcome like "applying for a mortgage" *or* "donating money to a cause" but not at the same time. The idea is to have a simple product that will be immediately clear and useful to the new market.

Luckily, the CIO has conducted the thorough research required for your team to begin ideating. The report produced includes some data about current customers as well as personas for potential new customers. She has told you that you have 6 weeks to deliver a clickable Figma prototype of your proposed idea and to prepare your Figma files for developer hand-off. Given the short timeline, the CIO has given you access to colleagues and potential users who will help you at key points to test your product and provide feedback on your designs.

At the end of 6 weeks, the CIO has asked your team to deliver a 10-minute presentation where you will explain your product and do a demonstration of your prototype in front of the rest of the innovation team at MapleBank, including the CIO! Following the presentation will be a 5–10-minute Q&A session for the team to ask questions and provide feedback.

The Final Deliverable

This project has three components to the final deliverable which is broken into two parts:

Part One

Your team will deliver a 10-minute presentation that describes and demonstrates your clickable prototype. To successfully complete this challenge your team must:

- **Build a clickable high-fidelity prototype using Figma.**
    - The application should be polished enough that it's considered good enough for a small public beta. Some rough edges can be expected since it's a beta. Therefore, aesthetics and functionality will be graded carefully.
        - *Aesthetics*:
            - Alignment of all design components within the frames are organized relative to a line or margin.
                - The design components are arranged in a way that matches how people naturally scan pages
                - The design components are arranged in a way that creates a visual connection between related elements

            - Color selection must adhere to a limited color palette with clear distinction between primary and secondary color schemes, and enough contrast between text and background. Any essential call-to-action must also stand out sufficiently on the screen.

            - Typography must be limited to one or two typefaces, with carefully assigned weights, sizing, and spacing. Emphasis will be placed on readability and comprehension.

        - *Functionality*:
            - The product's navigation must be easy to find and provide a clear path to the information the user is seeking.
                - There must be a clear visual distinction between main navigation and sub-navigation
                - Navigational elements must be used consistently
                - Animations may not be perfect and there may be some inconsistency in the interactions, but not enough that it breaks the user's understanding of what

this product is meant to be.

- The reason you decided include specific features/buttons/capabilities must be grounded in insights generated from research and user testing
  - I.e., Do not simply include a feature on your product because a competitor has included it on theirs. You must justify your choices.

Here is a sample of the level of detail needed for your high-fidelity designs:

Note: Do not forget to transform your high-fidelity designs into clickable prototypes using Figma's prototype mode!
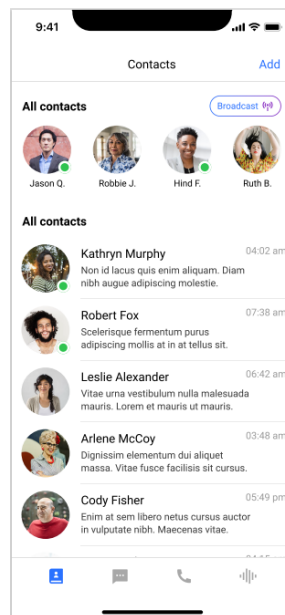

- **Deliver a 10-minute presentation to the innovation team and CIO at MapleBank demonstrating your clickable prototype. Followed by a 5–10-minute Q&A/feedback session.**
  - Your presentation should:
    - Your solution is grounded in research.
      - Define the problem using a persona and storyboard
      - Identify insights gained from competitive research and user testing
      - Justify design choices and onboarding flow using research and insights generated from research and user testing

    - Your solution was designed with your users' needs in mind
      - Identify the target audience
      - Describe how the product aligns to the audience's needs
      - Explain how the product solves the problem identified

    - Include a live demonstration of the clickable prototype

  - Your presentation should also:
    - Explore the challenges you faced while designing the product.
   - Describe what you have learned along the way (testing/teamwork).

Part Two

Your team will submit your Figma file for the manager to examine how you prepare your files for developer hand-off.

- **A Figma file is considered good and ready for hand-off if:**
  - Your files/layers are well named
    - Your names should simply describe its function.
    - Make sure that you use consistent casing when naming your files/layers (i.e. '*camelCasing*' or '*Sentence casing*' or '*lower casing*').

*Here is a sample of a **poorly** named file/layer:*
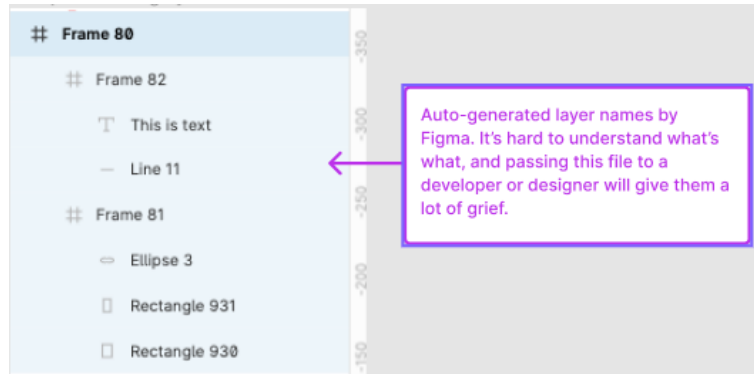
*Here is a sample of a **well** named file/layer:*
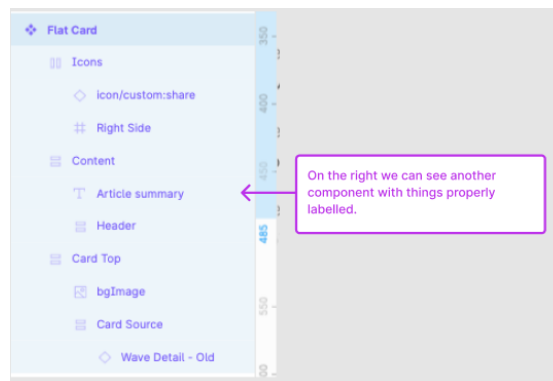
  - You have removed archived designs from your final file
    - At the time of developer hand-off, you Figma file should only possess the final product you want the developer to build. Any older explorations or iterations have been removed from the main page and stored in archive pages.

  - Your frames are well organized and supports the product's navigation
    - Your frames should be organized in a way that will allow a developer to understand how the user journey is mapped.

  - You include annotations in the file that explains to a developer what needs to happen
    - Your annotations need to explain when things happen and why they happen, so a developer does not need to guess what actions need to take place.

Here is a sample of an annotation:

Annotated Wireframes
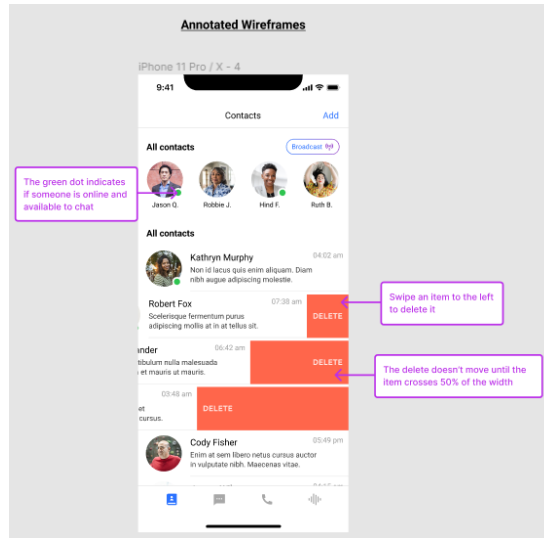
MapleBank Report

Click here for the live report

Current portfolio of products

- A mobile app with these features:
  - Check and manage chequing and savings accounts
  - e-Interac transfers with 0 fees
  - Check on investment performance
  - Check credit card balance and connect to Apple Wallet/Google Pay
- Web desktop with these features:
  - Check, manage, open and close all account types
  - e-Interac and bank transfers
  - Check and manage investments
  - Check credit card balance and apply for new cards
  - Apply for mortgage
  - Apply for insurance

Key facts about our customers

- 80% between 18-30 years old
- $65k+ average household income
- 66% identify as male
- 75% rely on the phone app for checking balance
- 62% rely on the phone app for transferring money
- 21% have tried mortgage pre-approval on mobile site
- 33% switch banks when they want to invest $100k or more
- 47% have no investments with us
- 58% have no insurance with us
- 64% said they are likely to open their kids accounts with us

Potential new customer personas

Carmella Hernandez

Age 21

Job Student

Income $24,000

Lifestyle

Carmella moved to Montreal from Mexico to study biochemistry. She loves spending time in the library and occasionally staying out til early in the morning with friends. In between school and french classes, she works as a TA and at the reception desk of the university lobby to pay her day-to-day expenses. Her parents assist with her tuition and every Sunday she spends an hour Facetiming with them.

Functional needs

Pay rent and small bills without accumulating too much debt

Receive money from her parents abroad and exchange it to CAD

Travel once a year to her parents

Personal needs

Achievement: To make sure she is taking full advantage of her expensive foreign education and land a prestigious job

No anxiety: As a high-performer in a difficult major, she wants to avoid being overwhelmed

Social needs

Make her parents proud

Integrating with her new friends and having time to spend with them

Monique Abebe

Age 35

Job Accountant

Income $67,500

Lifestyle

Monique is a mother of 2 and is divorced but on good terms with her ex. She enjoys flexible hours as a freelance bookkeeper so that she can be there for her children's extra-curricular activities. On weekends nights, she meets her friends at the movies or in quaint bars in her neighborhood.

Functional needs

Save money for her kids college education

Strict budgeting to manage multiple income streams

Travel once a year with her kids

Personal needs

Control: To feel on top of her revenues and expenses

No compromise: She wants to continue to have independence and social life despite having kids

Social needs

Provide for her kids and make sure they experience a life full of learning

Available for her friends

Yannick-Bernard Dufort

Age 26

Job Busboy

Income $42,000

Lifestyle

Yannick's upbringing was a little difficult. He started living alone at 16 by cleaning dishes and now is a bussing at high-end restaurant. He's planning to start studying again to get a desk job and eventually leave the country. On weekends he's usually working so weekday mornings he goes to the gym. Occasionally he enjoys watching a musical theatre show.

Functional needs

Save money for his studies

Save money to relocate

Learn about investing small amounts of money

Personal needs

Growth: To feel as though he has made something of himself despite his past

Excitement: Exploring new cultures, experiences, and meeting artistic people

Social needs

Not feel like he's stuck in the bad habits of his family

Come off as trustworthy to his future school and jobs

Aya Hassan

Age 40

Job Unemployed

Income None

Lifestyle

Aya is a newly landed immigrant from Syria. Having just landed in Canada, she wants to find a job so she can help her husband and 3 kids financially. Despite having a degree in pharmacology, Canadian employers wouldn't recognize it, so she is looking for any jobs until she can do her equivalence. Though she doesn't have much spare time, she still makes time to help others in her community on weekends, and invites her sister over for lunch every Sunday.

Functional needs

Have a bank account for when she gets a job

Manage money in a joint account with her husband

Transfer and exchange savings from her bank back home

Personal needs

Safety: After a few difficult years in Syria, she wants to feel secure

Active: Having worked her whole life, she finds it difficult to be jobless and can't wait to get back into work

Social needs

Reassure her family back home that she is doing well

Integrate with her new home city and demonstrate her value

Grading Rubric

Project #3 - Designing your Own Application (30%)

Presentation and Q&A

Name(s):_____
Grade: /55

Learning Outcomes	Item	Points	Feedback
Presentation and Q&A			
Outcome 3: Convey the problem for team members using customer personas, journey maps and storyboards	In the presentation, the team… ● Identifies the target audience ● Defines the problem using a persona and journey map ● Identifies insights gained from research ● Problem definition is informed by research and clear user needs	**/5**	
Outcome 4: Apply design-thinking methodology to generate potential solutions that respond to the end user's needs.	In the presentation, the team… ● Explains the process taken to go from an idea to a final product ● Demonstrates that the product was designed in multiple iterations ● Describes how the product aligns to the user's needs and helps solve the problem identified ● Describes how the on-boarding flow aligns to user's needs	**/5**	

Outcome 5: Create a series of visual materials to arrive at a final design/interaction specification.	In the presentation, the team…
	
	• Provides a live demonstration of the high-fidelity clickable prototype
	
	• Presents a high-fidelity clickable prototype that is aesthetically sound.
	The prototype should be polished enough that it's considered good enough for a small public beta. *Some* rough edges can be expected since it's a beta.
	  o All design components within the frames are aligned to a line or margin
	    ▪ Design components are organized in a way that aligns to how people naturally scan pages
	    ▪ Design components are arranged in a way that creates a visual connection between related elements
	  o Color selection adheres to a limited color palette with a clear distinction between primary and secondary color schemes, and enough contrast between text and background. Any essential call-to-action must also stand out sufficiently on the screen.
	
	  o Typography is limited to one or two typefaces, with carefully assigned weights, sizing, and spacing. Emphasis will be placed on readability and comprehension.
	
	• Presents a high-fidelity clickable prototype that is functional
	  o The product's navigation is easy to find and provides a clear path to the information the user is seeking
	    ▪ There is a clear distinction between main navigation and sub-navigation
	    ▪ Navigational elements are consistent
	    ▪ Animations may not be perfect and there may be some inconsistency in the interactions, but not enough that it breaks the user's understanding of what this product is meant to be.
		/ 15	

Outcome 6: Use end-user data gathered through feedback and testing to support design decisions	In the presentation, the team…
	• Shows evidence that they validated their ideas through user tests
	  o Describes the process undertaken to gather feedback through user tests
	  o Explains the insights received from user testing
	  o Justifies changes made to designs based on insights generated through user tests
	  o Displays photos/screenshot of the user testing process and origin/modified designs
		/10	

Outcome 9: Apply professional self-reflection, collaboration, storytelling, problem solving and active listening techniques throughout the UX design process	In the presentation, the team… • Describes their designs, solution and process in a way that was easily digestible to the audience • Included visuals that were clear, concise and appealing to the audience • Has extensive knowledge of the topic to be able to answer audience questions during the Q&A sessions	**/ 5**	

Developer Hand-Off File		

Outcome 7: Finalize design within technical parameters and export design elements to a specifications document for developers	Your team's Figma file should…
	• Properly named files/layers
	   o Your names describe function
	   o Your names use consistent casing (i.e., '*camelCasing*' or '*Sentence casing*' or '*lower casing*')
	• Possess *only* the final design/prototype
	   o Any older explorations or iterations should be stored in archive pages
	• Frames are well supporting the product's navigation
	   o The frames are organized in a way that will allow a developer to understand how the journey is mapped
	• Include annotations that explain particularities to the developer
	   o The annotations briefly explain what needs to happen and why they happen
		/10