# Concept and Design

## Overview

Brief advertisement for the app in style of app store description

Should describe at fairly high level what the app is for and what its core features are

Include a barcode for installing the app – provided by development environment used

## Competitors

Based on requirements

Identify two third-party apps seen as competitors

Discuss each app in relation to: Functionality (positive and negative aspects); User experience (positive and negative aspect); what was learned from the app – inspiration, things to avoid

Provide one screenshot per app that shows an aspect discussed

## Requirements

Outline the usage scenario of the app

Define personal for target audience

Describe how they would use the app in a scenario

Describe user stories extracted

Translate into core features and enhancement features

2 – 3 pages

# Prototyping

Develop prototype using five planes method

Link each plane to the one before

Describe how this led to the first prototype of the app

Describe how user testing was employed- to improve the prototype iteratively, leading to final app

Justify the design decisions at each step – refer to requirements and user t4esting for justification

2 – 4 Pages (mainly illustrations)

# Final App

Showcase final version of the app

Include proof of cross-platform deployment – beyond simulation in the editor

Choose to elements of the app to highlight the design and development

Discuss them from a user experience as well as technical perspective

How are they examples of good design?

Why was a feature challenging to develop?

How were the elements implemented?

Refer to appropriate academic and non-academic literature (about mobile user experience)

Provide code snipes with explanations

2-4 pages

# Reflection

What effect did the cross-platform nature have on the development?

Specific examples based on experience from the module to discuss positive and negative aspects of the approach

0.5 pages