# Concept and Design

## Overview

Brief advertisement for the app in style of app store description

* Track paths using GPS coordinates
* Can be used for running, biking, any type of exercise
* Calculates path, distance and total time taken
* Allows photos to be taken of local monuments and landmarks along the way as well as let you edit them
* Notifies you when you are near a monument

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

* Track routes
* Take pictures
* Ad free

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

## Competitors

Identify two third-party apps seen as competitors

* RunGo
* Strava

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

* Outdoor exercise/exploration

Define personal for target audience

* Young adults

Describe how they would use the app in a scenario

* Exercise outside

Describe user stories extracted

Translate into core features and enhancement features

2 – 3 pages

# Prototyping

Develop prototype using five planes method

* Strategy
* Scope
* Structure
* Skeleton
* Surface

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 testing 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