

MobileID Redesign

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JMUX

Prepared By :

Parker Adams,
Morgan Burns, Kelli
Kline, Morgan
Langley, Kevin Rau,
Nate Workneh

Client:

James Madison University

ABOUT THE TEAM



Parker Adams
Design Team



Morgan Burns
Design Team



Kelli Kline
Research/Presentation Team



Morgan Langley
Research/Presentation Team



Kevin Rau
Research/Documentation Team



Nate Workneh
Research/Documentation Team

Project Overview

For this project, we will be redesigning the JMU MobileID app and enhancing its usability, functionality, and organizational structure. Making these changes to the app's design will improve JMU students' experiences in the dining hall when purchasing food and beverages, as well as scanning into buildings and classrooms. Our project will include prototypes, personas, site maps, and visual samples.

Project Objectives

With the redesigning of MobileID, our group will successfully develop a more user-centered app focusing on better navigation, and more efficient ways to use the app on smartphones or smartwatches. Users will be able to use the *smartwatch feature* to unlock doors and buy food on campus seamlessly. Along with an improved smartwatch feature, users will also experience an improved design with an updated navigation bar with helpful icons. As well as a favorites section to quickly find your most frequented classrooms or offices.

To better focus on user needs, we will conduct user research and usability testing. We will also create prototypes to better identify design problems and build an app that will help JMU students, staff, and faculty.

USER PERSONA

Primary User

Kate is a student at JMU, and her main goal is to quickly check and reload money on her account using MobileID. Kate has felt embarrassed for holding up the line to reload money on her card in the past.

Primary User



Kate Anderson

Student at James Madison University

Age: 20

Occupation: Student

Location: Harrisonburg, VA

Major: Accounting

GOALS

- Quickly sign in with a mobile ID to get into classes
- Check Flex balances quickly in line

MOTIVATIONS

- Ease to use
- Convenience
- Time saved



FRUSTRATIONS

- Constantly having to log in
- Forgetting password and being unable to buy food on campus

PERSONALITY

- Creative
- Independent
- Organized

INTERESTS

- Board games
- Cooking
- Reading



Kate is a Sophomore accounting major at James Madison University. She is looking for a way to lessen her stress and improve her experience when buying food at the dining hall. She needs a platform that will be easy and quick to use when running late.

"MobileID has helped me when running late or when I have forgotten my JACard."

USER PERSONA

Secondary User

Julia is a professor at JMU, her main goal when using MobileID is being able to quickly open her classroom door without having to put all of her belongings down.



Julia Smith

Professor at James Madison University

Age: 33

Location: Harrisonburg, VA

Occupation: Journalism Professor

Secondary User

DESCRIPTION

Alice is a professor of Journalism at James Madison University. She prepares students for the world of professional journalism. Alice obtained her Master's in Journalism at Boston University. Following her graduation she spent time working in DC as a political journalist.

"MobileID would be better if it was just updated and more user centered!"

HOBBIES AND INTERESTS

- Writing
- Watching Films
- Taking care of plants
- Traveling

GOALS

- Easily get into the classroom and office when holding different cameras and bags.
- Quickly pay for food at the vending machine with MobileID to get back to class.

MOTIVATIONS

- Not having to constantly bring keys
- No designer background

SOURCES OF INFO

- News
- Social Media
- Peers

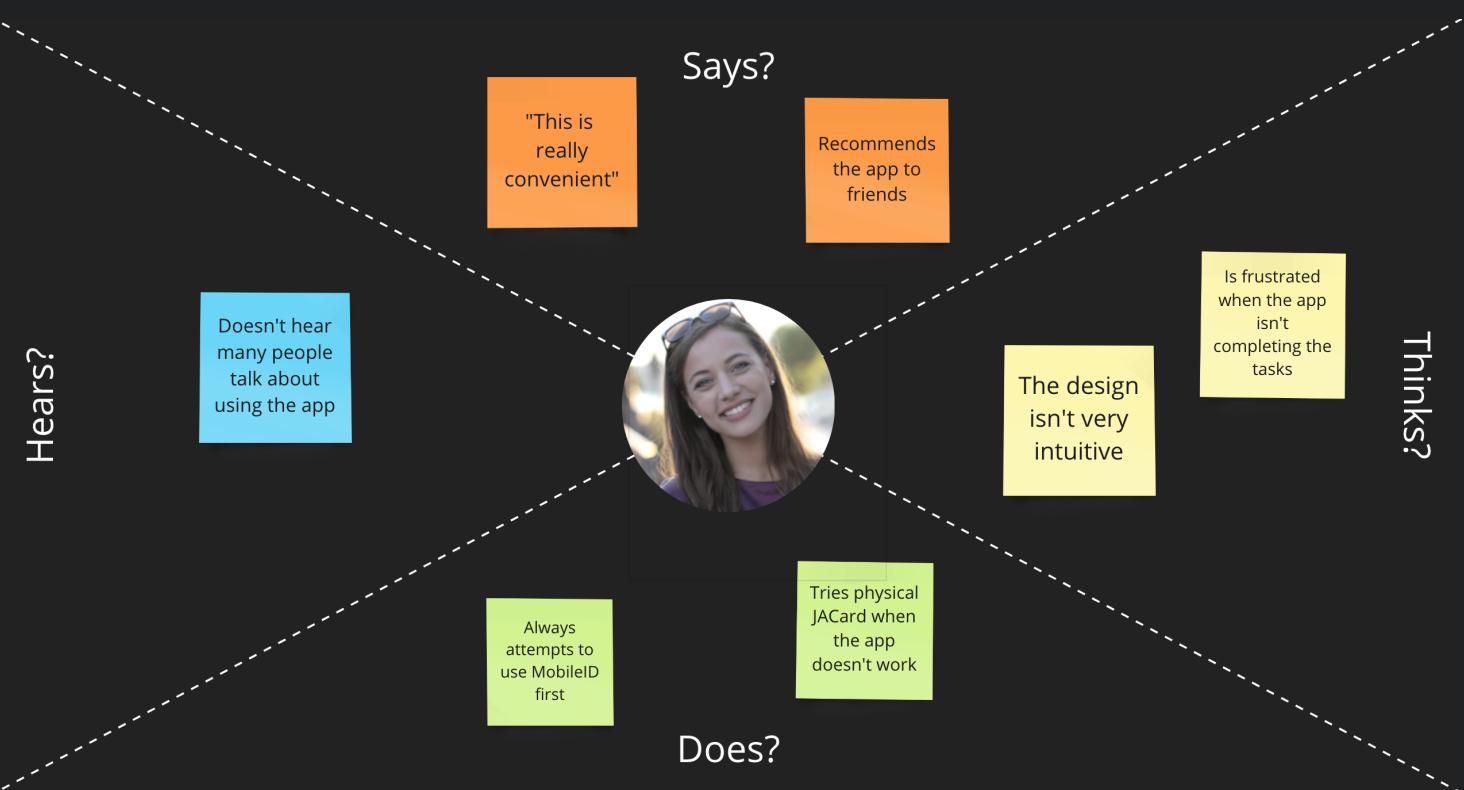
PERSONAL CHARACTERISTICS

- Down-to-earth
- Easy-going
- Independent

NEEDS

- Eye-catching visuals
- Favorites to unlock with MobileID to quickly get into office

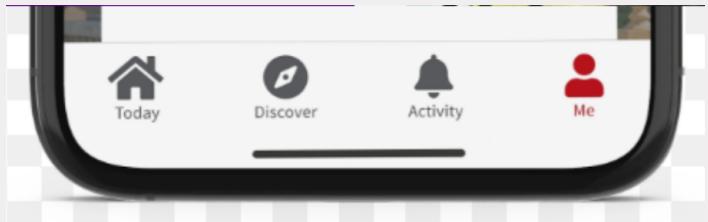
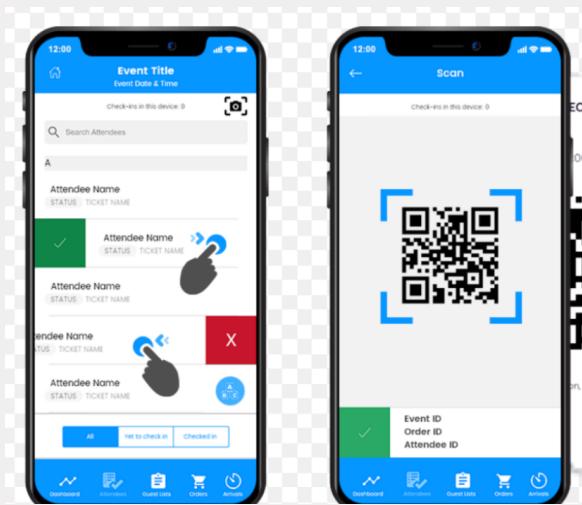
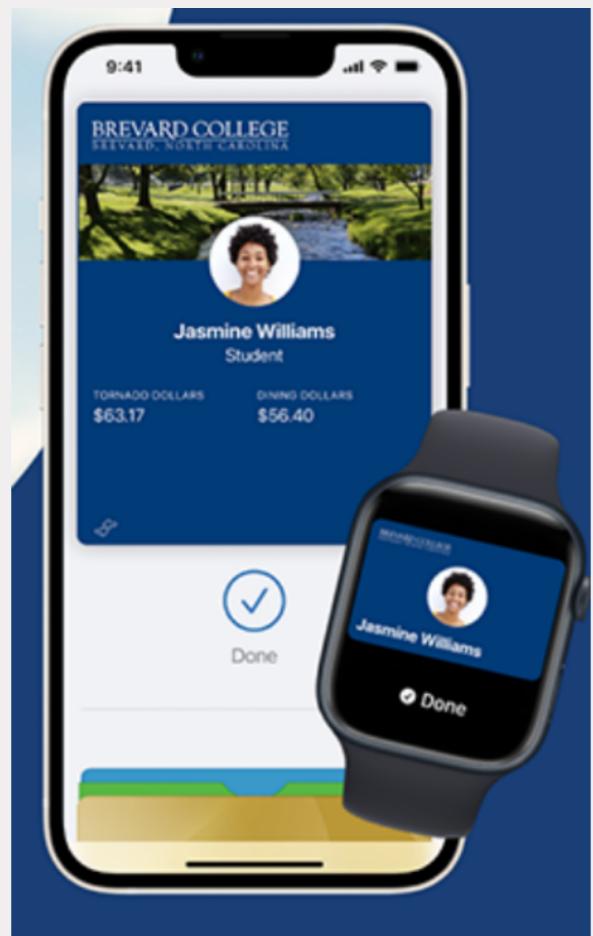
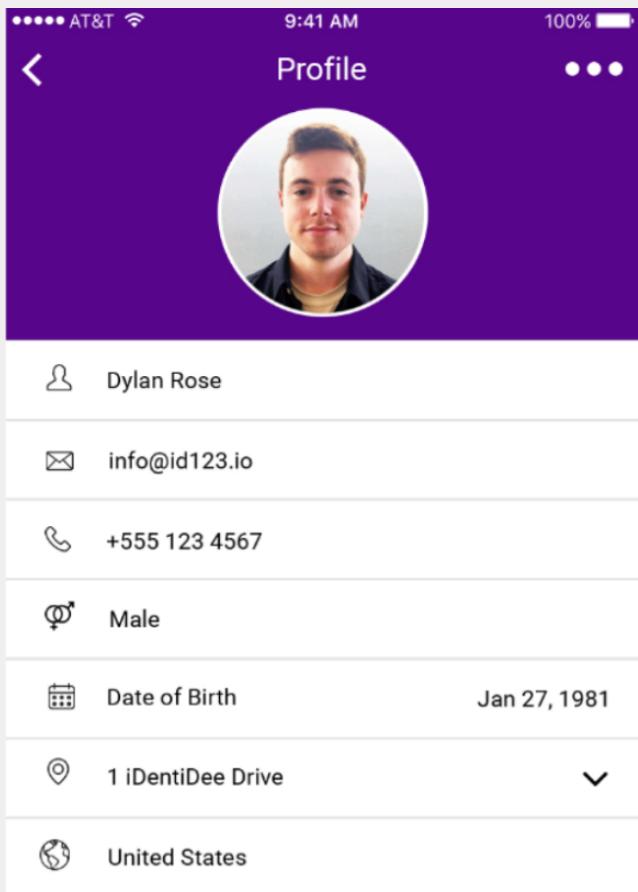
EMPATHY MAP



Primary User

Empathy map of our primary user, Kate. In this map, we understand the user's feelings taking into account what our users say, think, do, and hear when using the MobileID app.

VISUAL INSPIRATION



Deliverables

Informative Flyer - (Tangible, Digital)

“As a JMU student, I want to know what apps can make my college experience better”.

Intended Goals

- Create Awareness of MobileID
- Show which platforms the app is available in
- Connect JMU’s affiliation with MobileID
- Help users visualize app on their phones before installing

Contributors - Kevin R, Nate W

Deliverables

Informative Flyer - (Tangible, Digital)

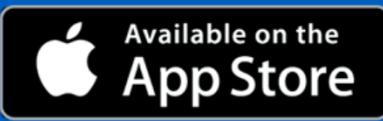
James Madison University X JMUX Presents - MobileID

**MobileID transforms
your phone into your
JACard! Enjoy all the
benefits of your card
straight from the
phone:**

- Use for dining payments
- Get into your dorm
- View account balances



Available on:



Deliverables

Personal Information Tab - (Individual, Digital)

“As a JMU student, I want to conveniently check my balances without logging into MyMadison.com”.

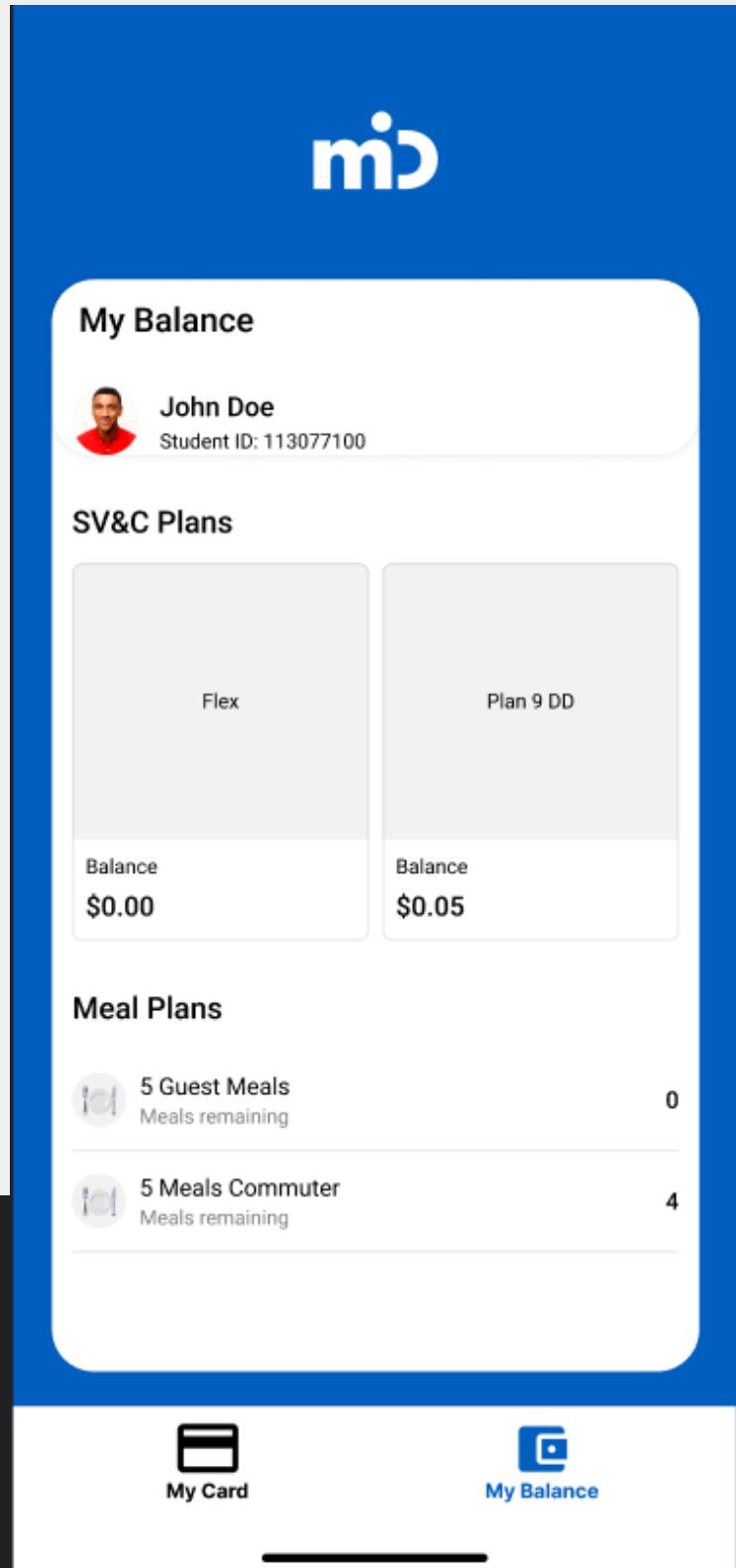
Intended Goals

- Easier display of personal information
- Access to meal plan balances
- Records recently purchased activities

Contributors - Parker A, Morgan B

Deliverables

Personal Information Tab - (Individual, Digital)



Deliverables

Instagram Ad - (Social, Digital)

“As a JMU faculty member, I want to have a way to reach students of the university to share the app

Intended Goals

- Reach students to advertise the app.
- Drive downloads and social buzz

Contributors - Kelli K, Morgan L

Deliverables

Instagram Ad - (Social, Digital)

The Instagram ad features a purple header with the text "The New MobileID". Below the header, there is a purple text block that reads: "The MobileID app has been redesigned to give students a better experience!". Underneath this text is a call-to-action button that says "Download today!". At the bottom of the ad, there are download links for the App Store and Google Play, along with the JMU and mobileID logos. The ad also includes a "Download" button and social media icons for heart, comment, and share. The post has 1,908 likes and a caption from jmu.

jmu
Sponsored

...

The New MobileID

The MobileID app has been redesigned to give students a better experience!

Download today!

Download on the App Store | GET IT ON Google Play

JMU x mobileID

Temporary Number: 930279

My Card | My Balance

Download >

Heart Comment Share

1,908 Like

jmu Introducing the new MobileID! The app has been redesigned to give students a better exper...See More

Deliverables

Redesigned Mobile ID - (Digital)

“As a user, I want to access my MobileID with multiple devices, so that I never have to fumble around for the right one.”

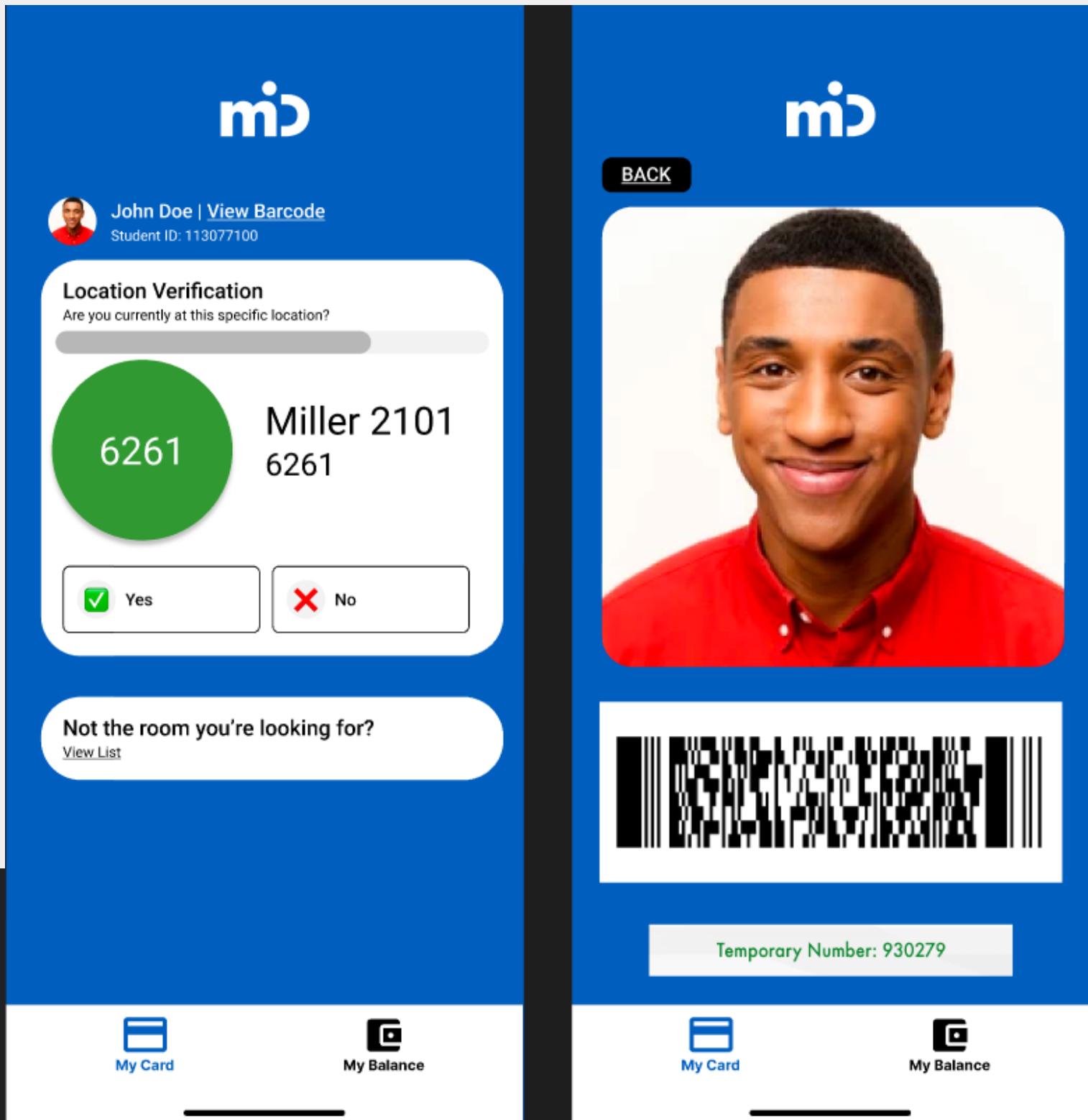
Intended Goals

- Convenient way to access building
- Easier display of personal information
- Faster scanning for purchases

Contributors - Parker A, Morgan B

Deliverables

Redesigned Mobile ID - (Digital)



Deliverables

Redesigned Mobile ID - (Digital)

The image displays two side-by-side screenshots of the Redesigned Mobile ID app interface, showing different sections of the mobile application.

Left Screenshot (Home Screen):

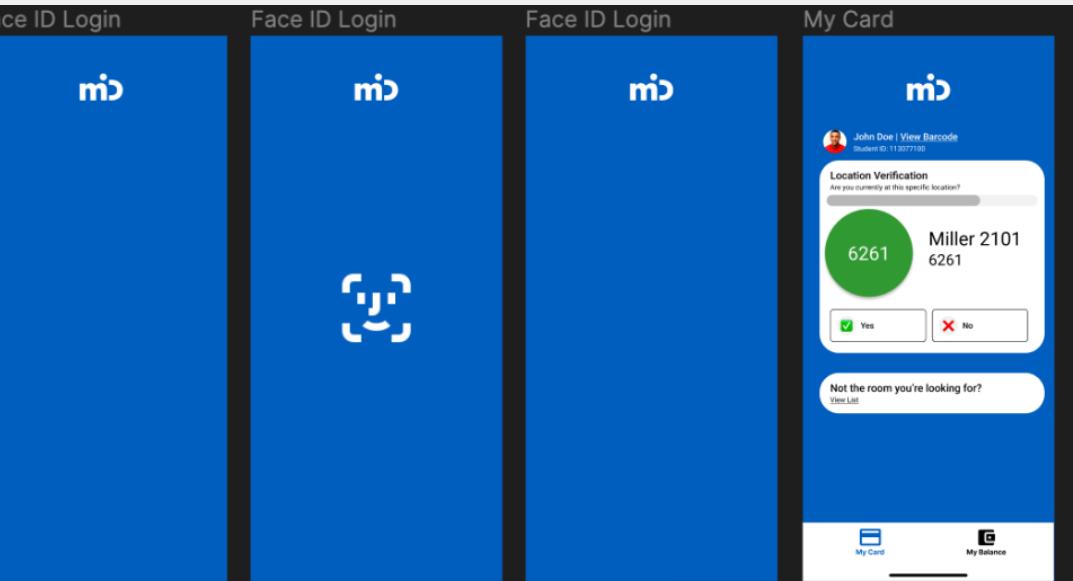
- Top Bar:** The MiD logo.
- My Balance:**
 - Profile picture of John Doe, Student ID: 113077100.
 - Flex: Balance \$0.00
 - Plan 9 DD: Balance \$0.05
- SV&C Plans:**
 - Flex
 - Plan 9 DD
- Meal Plans:**
 - 5 Guest Meals: 0 Meals remaining
 - 5 Meals Commuter: 4 Meals remaining
- Bottom Navigation:** My Card icon and My Balance icon.

Right Screenshot (Rooms List):

- Top Bar:** MiD logo and BACK button.
- Rooms:**
 - 2102 Miller 2102
 - 2103 Miller 2103
 - 2104 Miller 2104
 - 2105 Miller 2105
 - 2106 Miller 2106
 - 2107 Miller 2107
 - 2108 Miller 2108
 - 2109 Miller 2109
 - 2109 Miller 2109
- Bottom Navigation:** My Card icon and My Balance icon.

Prototype:

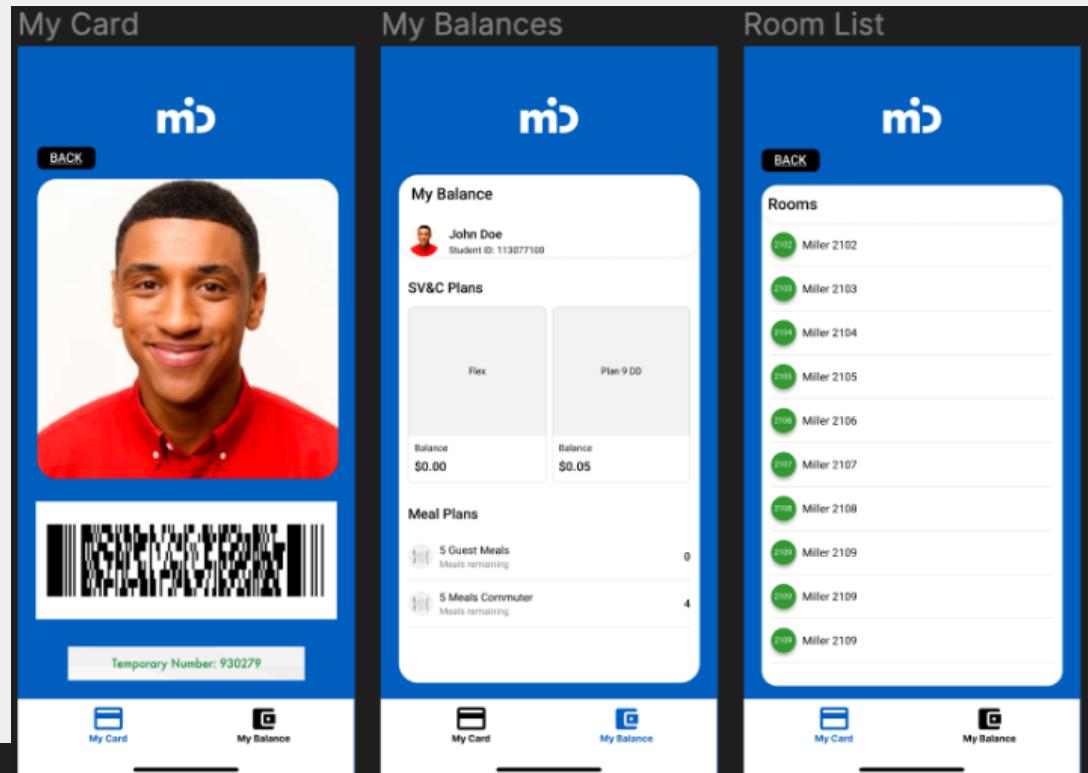
Annotations for future development.



Screen 4: Nav bar icon for both barcode and home screen

All screens: Greater focus on design aesthetics (Logo)

All screens: Greater focus on design aesthetics (Colors)



Available on screen 6:
A feature that allows
users to reload money
on MobileID app

NEXT STEPS

- Continue research
- Brainstorm more designs
- Conduct faculty interviews to get insight on new ideas for redesign