

Atomic

LOVEITLIFE

TASNIIIM (PATRICK) BARI

TEST SUBMISSION FOR IOS DEVELOPER POSITION AT ATOMIC MEDIA

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DISCLAIMER

**This is a work of fiction.
Names, design properties,
business, events and
incidents are the products of
the applicant's imagination.
Any resemblance to actual
businesses or case studies,
operating or inoperating, or
actual events is purely
coincidental.**

01. OVERVIEW

BUSINESS NAME

Loveitlife

ABOUT THE BUSINESS

A group of independent life coaches who come together and form a cooperative to widen their networks and reach out to more potential clients. They aim to provide world-class professional services for self-improvement for individuals who are searching for the best guidance to empower and exceed their professional and personal goals

THEIR STORY

During the Covid pandemic, the founder of the Loveitlife cooperation saw a sharp increase in client sign-up resulting in the founder turning some clients away. The founder found out that the local life coaches experience the same phenomenon. To combat this, they formed a local alliance to make sure they can help each other to increase their abilities to help more people. The alliance started to expand from the local community to nearby cities and now globally. Due to this reason, they decided to group and formed a cooperative, and currently they have grown their business by 200% since January 2021.

VISION OF THE COMPANY

Providing accessible help and guidance for all individuals

BRAND VALUE

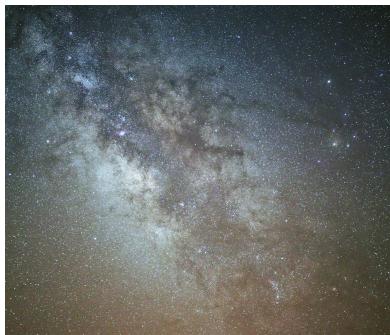
Humble

Empathetic

Make a difference every day

02. BRAND IDENTITY & DESIGN PROPERTIES

MOODBOARD



Concept

Growth In Unity

Direction

For this project, we are focusing on building trust and confidence by associating our design with traditional health and growth while conveying a modern aesthetic. In our application, we would combine this professional style with more contemporary trends in design that will help embody the newness of the ideas that LoveitLife is helping to embrace. The fonts are a simple and rounded design that conveys unity, integration, and wholeness, and they give us a sense of completion, confidence, and harmony, complemented by a san-serif font to reinforce the emphasis on something clean, minimal, friendly, or modern.

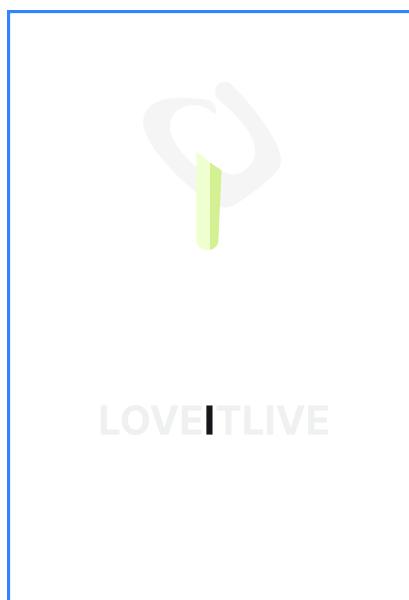
LOGOS

PRIMARY LOGO



EXPLANATION

The logo consists of 2 parts. The first one is the tree which is made up of 2 pairs of hands forming a circle resembling the branches and symbolise the circle of balance Yin and Yang. The branches are connected to the tree bark that represent grounding and the importance of grounding in maintaining balance. The second part of the logo is to increase the company exposure and build brand recognition amongst households across the globe. San-serif is chosen to make sure the brand conveys openness and transparency.



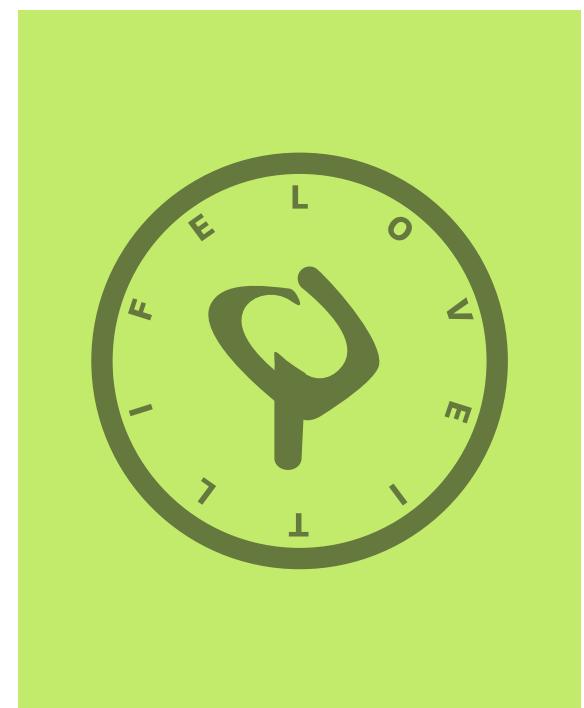
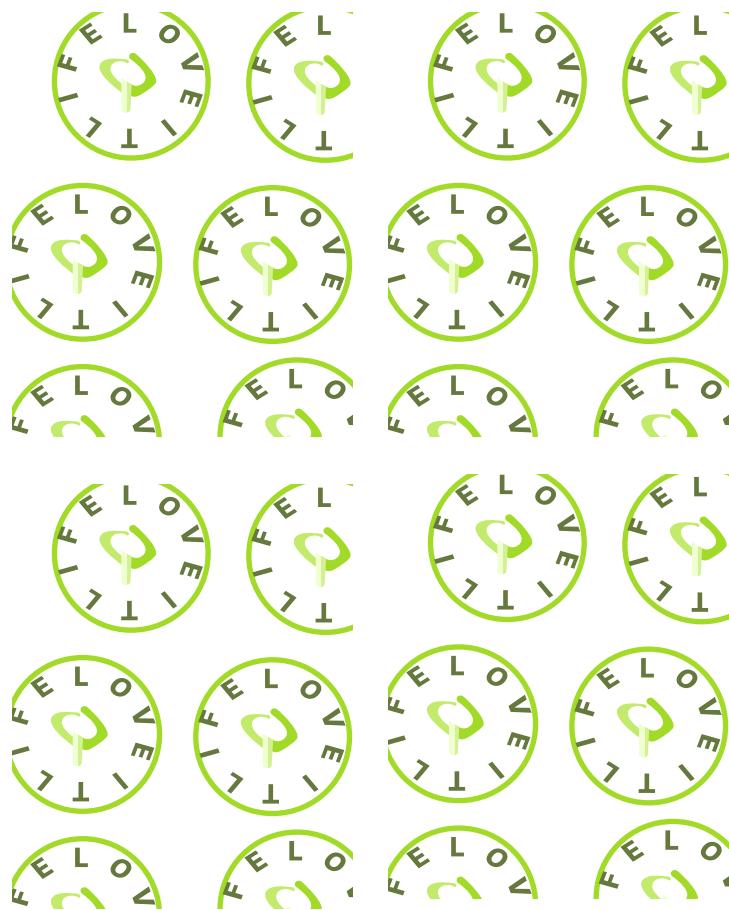
The different shades of green represent 4 main human emotions and the cycle each individual feels happiness, sadness, fear, and anger

LOGO MARK



EXPLANATION

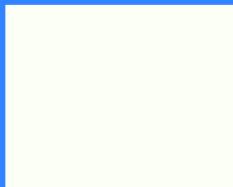
The Logo mark consists of 3 main components and each component represents what the business offers and about. The tree in the middle represents grounding and balance. The letters surrounding the tree are representing the team and clients guarding the tree and the circle on the outermost part of the logo is to represent community and protection against outside negativity.



COLOUR

COLOUR

The client's main practice is non-traditional health care and guidance. The client needs to align its practices with traditional health care and break the stigma of mental health and different ways of life. The color chosen is to represent traditional health and growth as it helps the audience to quickly associate the company with the client business.



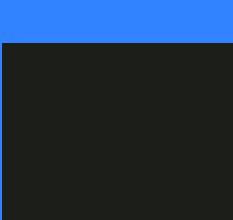
Light tone of white based on primary colour



Bright, cheerful, associated with new beginnings and growth ideal for primary colour



Darker tone to primary colour and it associated with peace, harmony, and sophistication



Lighter tone of black to reduce stress on audiences eyes and complementing the primary colour



TYPOGRAPHY

FONTS

3 different fonts have been selected to be the main fonts for the company and they are simple and rounded designs that convey unity, integration, and wholeness. The reason for simple design is to make sure we take into account accessibility. In addition, the roundness also represents a sense of completion, confidence, and harmony. We have one font type that is supporting fonts as not everyone will have the same machine and it is important we take into account potential clients' devices and cater to everyone.

Heading

SUBHEADING

Paragraph

Primary Font Typo Round

The most recognizable and frequently used font

Secondary Font Nunito

A supplementary font to the primary font

Supporting Font Typo Round

A backup font that displays when a digital device doesn't support the specified font.

03. APPLICATION

BRIEF

As the company grows bigger, they are looking to provide better tools to help clients to improve their life even better by having the all necessary tools in one place and available to clients around the clock.

They would like to invest in their application slowly and look at their clients' engagement and how much it helps to improve their clients' growth before spending more resources on the application and making it more robust and adding more features gradually

Requirement for the app:

- Clients have one place where they can access all the tools they need to get better.
- Simple application for V1
- No option to register as they wanted the application to be exclusive to their clients only
- 2 options for the user
 - Proud of the day
 - Worries disposal
- They would like to have motivational quotes that change every time the user logging in
- Users can add, edit and delete their input.
- A button that will remove everything from the user lists

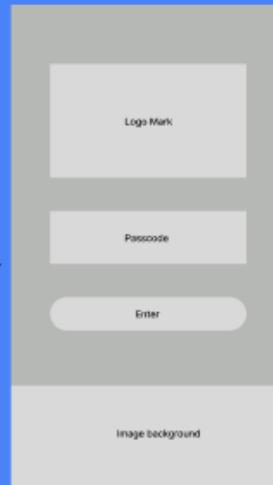
WIREFRAME

LOW FIDELITY

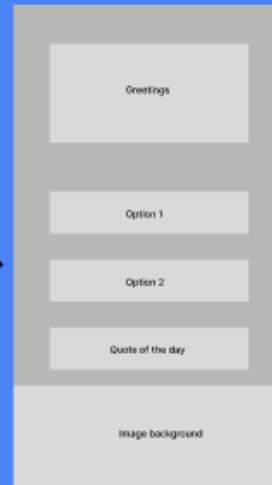
low-difelity ...



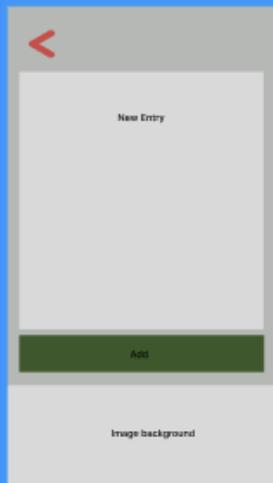
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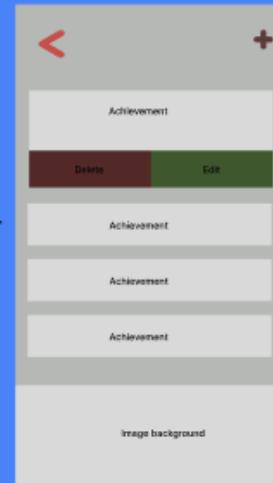
low-difelity ...



low-difelity ...



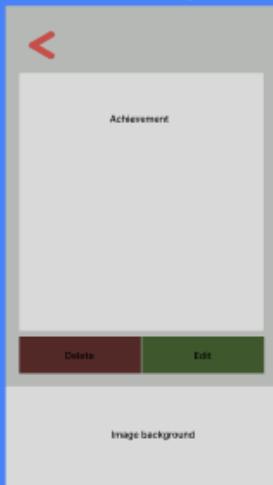
low-difelity ...



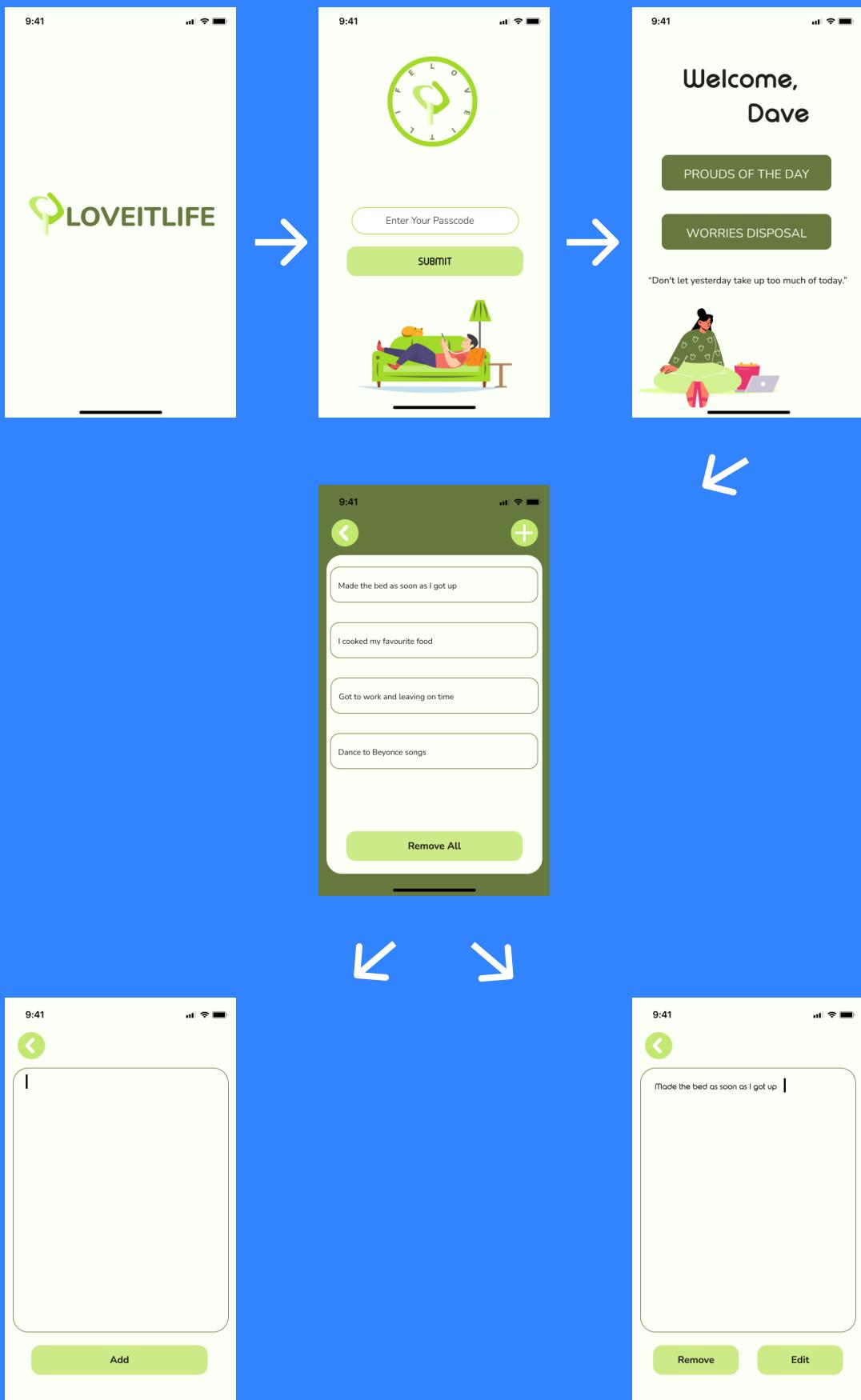
low-difelity ...



low-difelity ...



HIGH FIDELITY



04. DEPLOYMENT

STEPS 01

Build with Xcode 14.1

STEPS 02

Optimize for iOS 16

STEPS 03

Test on devices

STEPS 04

Submit for review

STEP 01

Build with Xcode 14.1

Since this is an iOS application, I would be using the newest version of xCode to create an application as it provides all the necessary tools that I will need to create an app that satisfy Apple store requirements. In addition, by April 2023 all iOS and iPadOS apps submitted to the App Store must be built with Xcode 14.1 and the iOS 16.1 SDK.

STEP 02

Optimize for iOS 16

To satisfy Apple's requirements for iOS16 I would take the advantage of using available APIs and tools that are maintained by Apple. This will assist me in always upgrading my code whenever there are new features or code changes on 3rd party APIs and packages.

STEP 03

Test on devices

In order to fulfil this All-screen support requirement by Apple. I would focus on created one feature at a time and make sure the feature can be view on different screen sizes and view mode before moving forward to the next feature.

STEP 04

Submit for review

Since the Apple developer program is a subscription program. I would make sure I have all the necessary documents ready and the product is completed. I will utilise the tools on xCode that allowed me to import different resolution images and colours that would affect the application performance. I would also add all the necessary tags and descriptions that would increase user experience satisfaction. Before I submit the app, I will conduct marketing research on the available application on the App store so that the app will be more visible to Apple users.

05. PROJECT

OVERALL

Status

The project is currently in progress

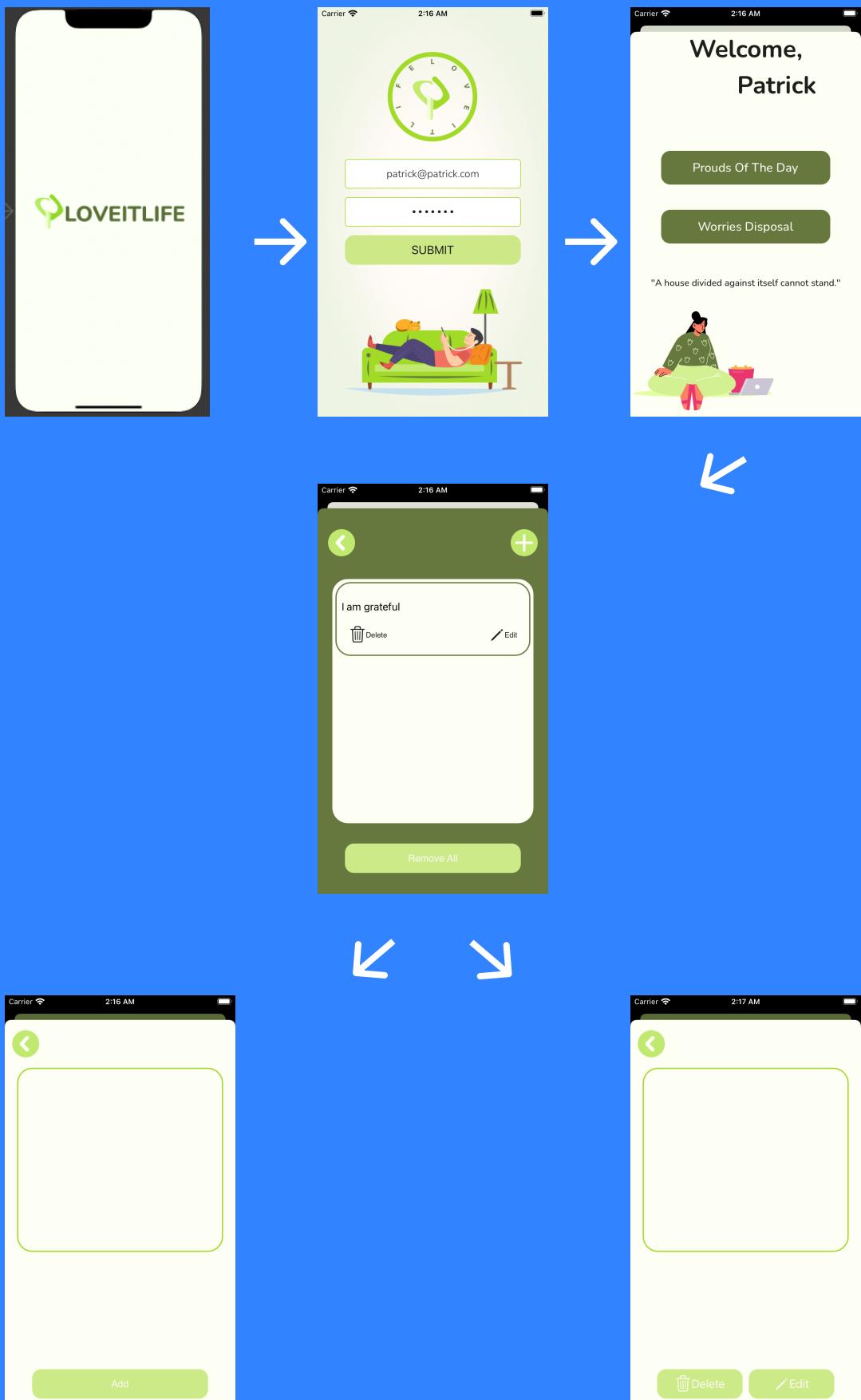
Achievement

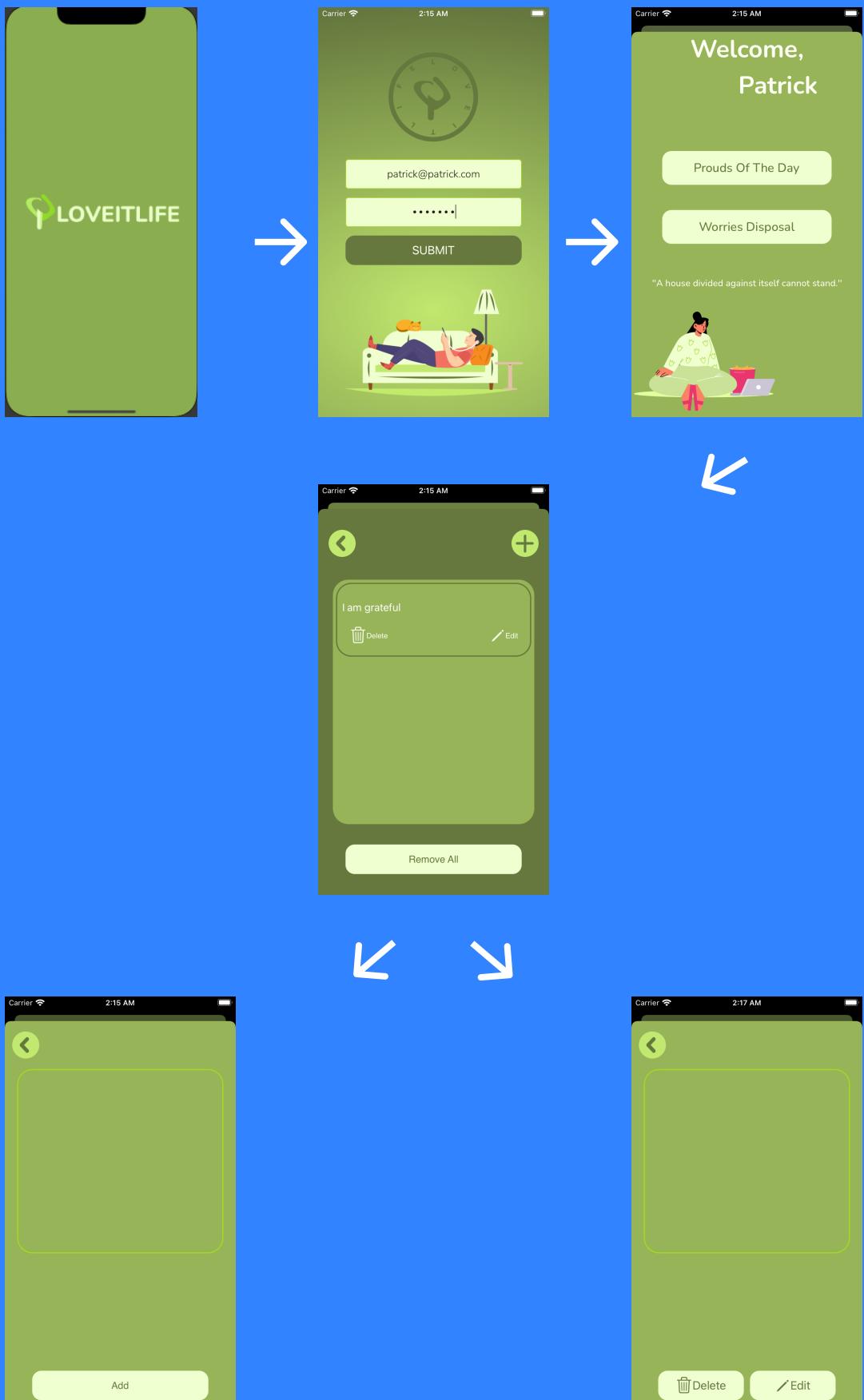
- **Completed the wireframe V1**
- **The application has a dark mode and light-mode**
- **Responsiveness for landscape and portrait mode**
- **Personalised greeting to the user when a user enters the application**
- **Connected Third-party API motivational quotes and randomly choose when the user login**
- **Created Authorisation and connected to Firebase**
- **User can add items to the database**
- **Database will refresh itself**

OVERALL

In process

- **Worries button**
 - the button should transfer its label to the next View Controller for the conditional rendering of data from the database
- **Add button for worries**
 - the button labels from Option View Controller should transfer all the way to add the input page through segue and create a new database for worries
- **Individual table cell**
 - It should be able to hide and show edit and delete button once the user presses the button
- **Individual table cell (edit button)**
 - The edit button should transfer the data and id from List Controller to the edit page
- **Individual table cell (delete button)**
 - The delete button should delete the individual data
- **Delete all Button**
 - The button should remove everything in the database
- **Edit page Controller (edit button)**
 - The edit button should transfer the data and id from List Controller to the edit page
- **Edit page Controller (delete button)**
 - The delete button should delete the individual data





<u>patrick@patrick.com</u>	123456P
<u>hello@helloworld.com</u>	123456HW
<u>a@a.com</u>	123456A

END
