**Assignment Week 2: Design Sprint**

1. **Initial idea generation and demographic information**
   * There have been many days in recent times when I’ve found myself bored at home with only my video games on my mind. My wife on the other hand likes to go outside, do something and have fun even if it’s just going to the mall and window shopping. Now, I don’t share the same enthusiasm as she does in being in public spaces or with a lot of people but we like doing things together. Still, we’d like to have an app that would help give me ideas of things we could do on those days when we’re going stir crazy at home or even just activities I could do around the house that don’t involve just sitting on the couch. This is where the Lazy Dayz app would come in. It is designed for people of all ages who enjoy different activities alone or in groups on their time off. The idea would be for the user to create a compilation of activities they would enjoy doing on their time off so that if they can’t think of anything to do on any given day they can reference the lists they made according to their current circumstance. For example, a list for a rainy day would include indoor activities such as knitting, scrapbooking or playing a video game they’ve been meaning to try out but never unwrapped. Lazy Days would be a lot less stressful and boring for these users because they’d have plenty of activities to take up their time some requiring a lot of time and effort and others requiring little to no effort while always making their days off enjoyable.
   * Demographic information: It’s no secret that people have transitioned to using mobile devices more than desktops or laptops. In fact, 65% of all internet usage in the United States last year was consumed on mobile devices. With 25 billion app downloads on iOS devices and 50 billion on Android devices last year it’s no surprise that the average person is their device an average of 2.8 hours a day. People between the ages of 18 and 24 are the most common users with an average of 3 apps that they use most commonly; primarily social media apps. Lazy Dayz aims to reach these people regardless of their age, sex and ethnicity so that their days are consumed with fun activities instead of them just staring at a screen all day.
2. **Sketches, Inspirations, and UI concept generation**
   * My primary inspiration is my wife who likes watching tv but also enjoys other activities but who can never think or decide on what to do on those days. For typography I chose lettering which I believe will embellish the app without being too cluttered and I chose a script font for its duplicity and ability to use it as a logo. The color scheme I chose is dark with a rich yellow to pop against the dark purple because I believe the contrast makes it visually pleasing and easy to read for the user. I used Adobe Illustrator to design the concept and create my wireframes.
3. **Concept Storyboard**

Lazy

Dayz

I’m Bored!

Want to Watch a Movie?

Next!

Yes, Please!

I’ve done it!

Want to Play a Video Game?

Next!

Yes, Please!

I’ve done it!

Want to take a Hike?

Next!

Yes, Please!

I’ve done it!

Want to take a Bubble Bath?

Next!

Yes, Please!

I’ve done it!

Select a Movie Genre to watch

Next!

Westerns

Historical

Adventure

Action

Horror

Mystery

Romance

Comedy

1. **High-fidelity, interactive prototype** 
   * See zip file
   * [**https://projects.invisionapp.com/share/PC8W9TV5R**](https://projects.invisionapp.com/share/PC8W9TV5R)
2. **Test plan, preparation, and findings**
   * In prior classes we used InVision App to run usability tests on our proposed apps which is why I chose to do the same with Lazy Dayz. I uploaded my wireframes and created hotspots so that I can create a user test using the InVision partner, UserTesting. Once there I uploaded the user test the way I wanted and with the questions I was interested in knowing about what the user thought while trying the Lazy Dayz app. After hearing some of the comments from the users who tried the app I found that they want a more updated font for the logo and more of a demo at the beginning that might give users an idea of how the app works or what it’s for. However, I believe that for an app this simple didn’t need a demo at the beginning because it’s pretty self-explanatory and an explanation of what the app is always included in the app store before they download it so I believe it’s unnecessary. The other thing one user asked for is the ability to make lists that give individuality for the users so they can choose if the day is sunny or rainy, as well as have their favorite activities. Since this is the first version of this app I will take all that information into consideration and make adjustments in future versions if possible.