**MAPD 715 – Mobile Application UX & UI**

**Term Project**

**Go Transit App**

Group Milestone 1 Due Week #9 (December 7, 2017) @ midnight – Value: 10%

Group Milestone 2 Due Week #10 (December 15, 2017) @ midnight – Value: 5%

Group Milestone 3 Due Week #11 (December 22, 2017) @ midnight – Value: 5%

Group Milestone 4 Due Week #11 (December 23, 2017) @ midnight – Value: 10%

Individual Assignments Due Week 12 (January 5, 2017) @ midnight – Value: 10%

Final Presentation Due Week 13 (January 11, 2017) during class – Value: 15%

Total Value 55% of your final mark

**Maximum Mark:** **55**

**Overview**: Go Transit has hired your team to design and develop their transit assistance mobile app.

Problem statements they have reported during discovery meeting were:

* Our old app was designed to ensure it reduces on the road interactions between drivers / operators and commuters in order to save time and keep attention spam of drivers/operators on the road. We have observed that our on trip features failed to address these needs which resulted in loss of time and distraction for drivers/operators and a frustrating, stressful experience for commuters.
* Our app was designed to ensure it helps reduce commuter traffic and carbon emissions by car pooling to get to and return from GO carpool parking lots. We have observed that our previous announcements had no measurable positive impact which resulted in continuing heavier rush hour traffic and high carbon emission. How can we improve these metrics with our new mobile app and make the commuters car pool in order to reduce carbon emissions and rush hour traffic volume while saving them money?

In addition to these two major problems client is open to any recommendations that your team believes would improve general experience of commuters, resulting in increased usage and customer satisfaction on Go Transit.

**Your task as the design /development team for Milestone 1 – Value 10%**:

Create Vision Board, Hypothesis Statements, Primary Persona, Competitive Analysis Report, Empathy Map, Experience Map, Use Cases, User Stories, Flow Diagrams of the mobile app you are developing this term with your team.

Evaluation Criteria

Complete the 2 empty columns of vision Board after your research is done (Minimum 3 items in each column) – (**0.5 marks)**

Create a third hypothesis that you believe addresses the problem statements **(0.5 mark)**

Complete Competitive analysis document with minimum 4 competitors and 4 comments with screenshots **(2 mark)**

Interview more users and complete the empty cells of Experience Map (Minimum 3 items in each cell based on interview Answers) **(2 marks)**

Solidify your #1 target user by creating your primary persona (Enter minimum 3 more items per section) **(0.5 mark)**

Create an empathy map that represents your persona **(0.5 mark)**

Come up with user stories with feature ideas to address them (Minimum 3 stories / 3 features) **(1 marks)**

Prioritize features and create low fidelity task flows per feature / functionality including the use-case. Include onboarding in flows (Minimum 18 screens). **Walk through scenarios around the use case as a group to ensure there are no holes in your flow.**

**(3 marks)**

**Your task as the design /development team for Milestone 2 – Value 5%**:

Functional Wireframe Prototype using Invision for the Term Project. Students will be required to go from low fidelity ideation to a fully working wireframe prototype. ONE prototype For iOS and ONE For Android for a total of TWO to be tested user tested and optimized.

Evaluation Criteria will be provided at the start of the Milestone

**Your task as the design /development team for Milestone 3 – Value 5%**:

Sketch team design of the App assigned to your groups this term. Two designs, one for iOS and one for Android, 2 Iterations for key screens for iOS And Android with semi-high fidelity mockups to be completed and handed in. Your own icon set and app icon must be included.

Evaluation Criteria will be provided at the start of the Milestone.

**Your task as the design /development team for Milestone 4 – Value 10%**:

High fidelity Final Designs in Sketch or other major finalization tool (Sketch as High Fidelity Finalization Tool). Two Final Versions of Designs, one for iOS and one for Android. One animation page loader animation prototype and one onboarding screen must be included.

Evaluation Criteria will be provided at the start of the Milestone.

**Individual Assignment – Value 10%**:

Final UI Spec Documentation. You will be required to take all you have created in the previous milestones and all the work during the term and complete the finalized UI Spec documentation to hand in fully completed. All aspects will be evaluated and this document will be required for the final presentation which will be used in grading your final presentation.

Evaluation Criteria will be provided at the start of the Assignment.

**Presentations – Value 15%**:

Apps will be presented in groups based on the app selected during this term. Using your UI Spec as a guideline, you will be evaluated on your final apps for iOS and Android. You will be graded primarily on the UX/IX and the UI as secondary as much of your UI should have been done in your High Fidelity Finalized Designs and UI Spec documentation.

You will also be evaluated on your presentation skills (Specific criteria will be provided the week before the presentations)

**Instructions :**

1. Download Project File for each milestone from Dropbox Folder with corresponding name (ex: M1 folder for Milestone 1 files) and follow instructions shared by instructor at the start of each milestone

**SUBMITTING YOUR WORK**

1. Upload your files to corresponding group number under Dropbox
2. Ensure you include on the first page of your submitted files: Date , StudentID, Name, Last Name for **all team members**

This assignment is weighted **55%** of your total mark for this course.

Late submissions:

* 15% deducted for first Day Late
* 15% deducted for each additional day.