Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

Purpose or Main Intent

A web and mobile application that helps women and young girls find nail art ideas based on a color search.

Description of Intended Audience

Women and girls interested in finding nail art design ideas based on their favorite colors. Intended for women ages 16 to 40. It must be available on both desktop and mobile platforms.

Core Functionality

Allow users to find nail art designs submitted by other users. Users can create profiles and upload designs of their own and chat with others about designs. Users must be able to filter results and save favored designs in a "Design Book".

Feature Set

- Search for nail art designs by color.
- Filter search results by:
    - Difficulty: easy/hard
    - Newest
    - Popularity
    - Seasonal
- View profile of user who uploaded the design
- View details on how to create design yourself
- Library of saved designs (Design Book)
- User login/sign up/forgot password

Nice to Have

- The ability to contact user who create uploaded design.
- Rate designs.
- Filter by ratings.
- Share designs by email or social networks.

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Primary Persona

Sally Gables

> "I'd love an app where I can find and share some nail art designs. I'm always looking for new ideas to expand from."

Sally is a nail artist at a nail salon and specializes in complex nail art. She likes to browse catalogs and websites for new ideas that she can bring to her clients. Nail art is more of a passion than a job for her and she also wants a place to post her own ideas for other to see. She wants the app to be as simple as possible to use and she also stated that she would be using it more often on a mobile device.

Characteristics	Influencers	Pain Points
Age: 32 Education: College / Bachelors Job Title: Nail Artist Tech Familiarity: Moderate Tech Usage: Daily Platform: Windows 8 / iPhone	• A way to search for new main art ideas. • A way to upload personal designs. • An app to communicate with other nail artists and exchange ideas.	• Not enough information on items. • Difficulty filters through search results.

Scenarios

Primary Goal:

Finding a nail art design

Sally opens her laptop to find some nail art designs. She logs onto her account to find a design to work on next. She clicks on her "Design Book" to choose from some previous designs she has saved. She chooses one that she thinks she could add to in order to impress some clients. Once she has chosen the one she likes, she reads the details on how the original poster came about creating the design. She thinks about giving the design a positive rating and leaves a comment to let the original poster know she was impressed with the design.

Secondary Goal:

Sharing her own designs

Once sally is done browsing, she decides that it would be a good idea to post some past designs she had worked on before. She looks through her photos to find some designs she did for clients previously. She uploads her photo and adds some details about the design.

Secondary Persona

Katy Matthews

"I want an app where I can find cool ideas to paint my nails and share with all my friends. I like to challenge myself with new designs."

Katy is an average teenage girl in high school that loves to paint her nails as a hobby. She's interested in an app that will give her ideas for the new time she does her nails. She also wants to be able to find designs that she can paint with polishes she already has.

Characteristics	Influencers	Pain Points
Age: 17 Education: High School / Senior Job Title: Student Tech Familiarity: High Tech Usage: Daily Platform: OSX Mavericks / iPad / iPhone	• Find designs based on favorite colors. • Be able to share her favorite designs with her friends. • Able to choose the difficulty of the nail art design. • Ability to save favorite designs for later.	• Unclear descriptions. • Difficulty when it comes to sharing favorite designs.

Scenarios

Primary Goal:

Finding a nail art design

Katy is on the bus going home and decides to spend her time looking at nail art designs on the mobile version of the application. She wants to find a design based on some polish colors she has at home. She searches her favorite color and find some great ideas for when she gets home to do her nails. She adds a few to her "Design Book".
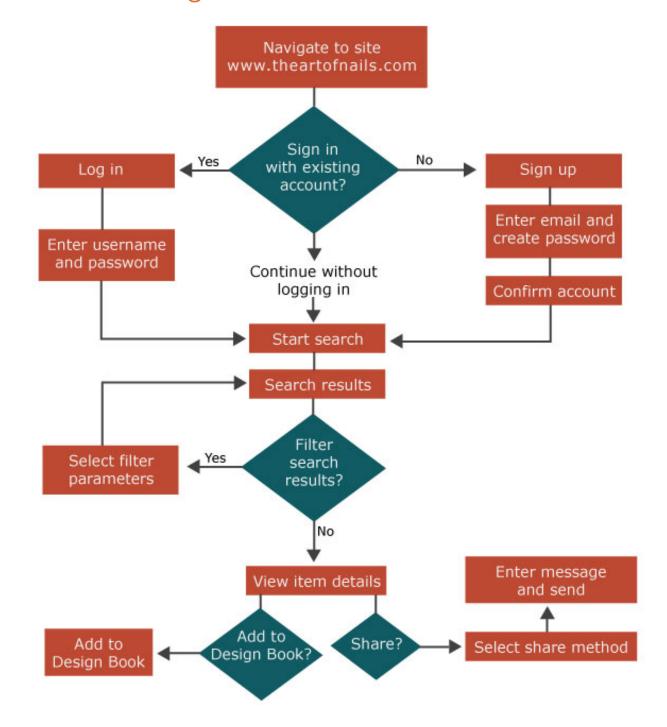
Secondary Goal:

Sharing design ideas with her best friend

Katy wants to get her best friend's opinion on some of her top choices. She looks through some of the sharing options and decides to send her friend some ideas through a social network. Within a couple easy steps, Katy sends her friend some of the designs she hopes to work on when she gets home.

Use Case Diagram

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Heuristics Evaluation Sheet

Pick a similar web app and evaluate the design.

Heuristic	Nail Art Gallery by Nails Magazine
Visibility of app status Does the app keep users informed about what is going on, through appropriate feedback?	Yes, the site provides a sitemap at the bottom of the page to allow the user to navigate where they would like. There are indicators on most elements that let the user know it's purpose.
User control & freedom Users often choose app functions by mistake and will need a clearly marked "emergency exit." Does the app contain safe exploration features? (back, cancel, undo)	The desktop site had clear navigational controls. It was easy to go back or exit quickly. However, there were no breadcrumbs making it very easy to forget where you came from and how you got there.
Error prevention Does the app eliminate error-prone conditions and present users with a confirmation option?	The site provides proper error messages during the sign in/sign up process. It ran the way it should.
Consistency & Standards Users should not have to wonder whether different words, situations, or actions mean the same thing.	The site is consistent with how the links works. It is clear what links lead to other pages and what buttons perform certain actions. Some actions, however, are confusing. When looking at photos, you can only navigate to the next photo when you view it as a larger photo.
Recognition rather than recall Minimize the user's memory load by making objects, actions, and options visible.	Objects, actions, and options are found where expected. There are no surprises when it comes to searching and navigating throughout the site. However, this site has no way of filtering through search results.
Flexibility & efficiency of use Reduce the number of steps required by anticipating user needs and enabling customization.	The site is easy to navigate through, however, it would be a lot easier if there was a better search tool. There are no filters and no way to perform and advanced search.
Aesthetics & screen design Screens should not contain information which is irrelevant or rarely needed	The aesthetics of the site were not great. It could have looked better. The site was very basic but still usable.
Help users recognize, diagnose, & recover from errors Error messages should be expressed in plain language precisely indicating the problem and solution	Error messages appeared when needed. They were mostly present in form fields. There were plenty of input hints to guide the user through the sign up process correctly.