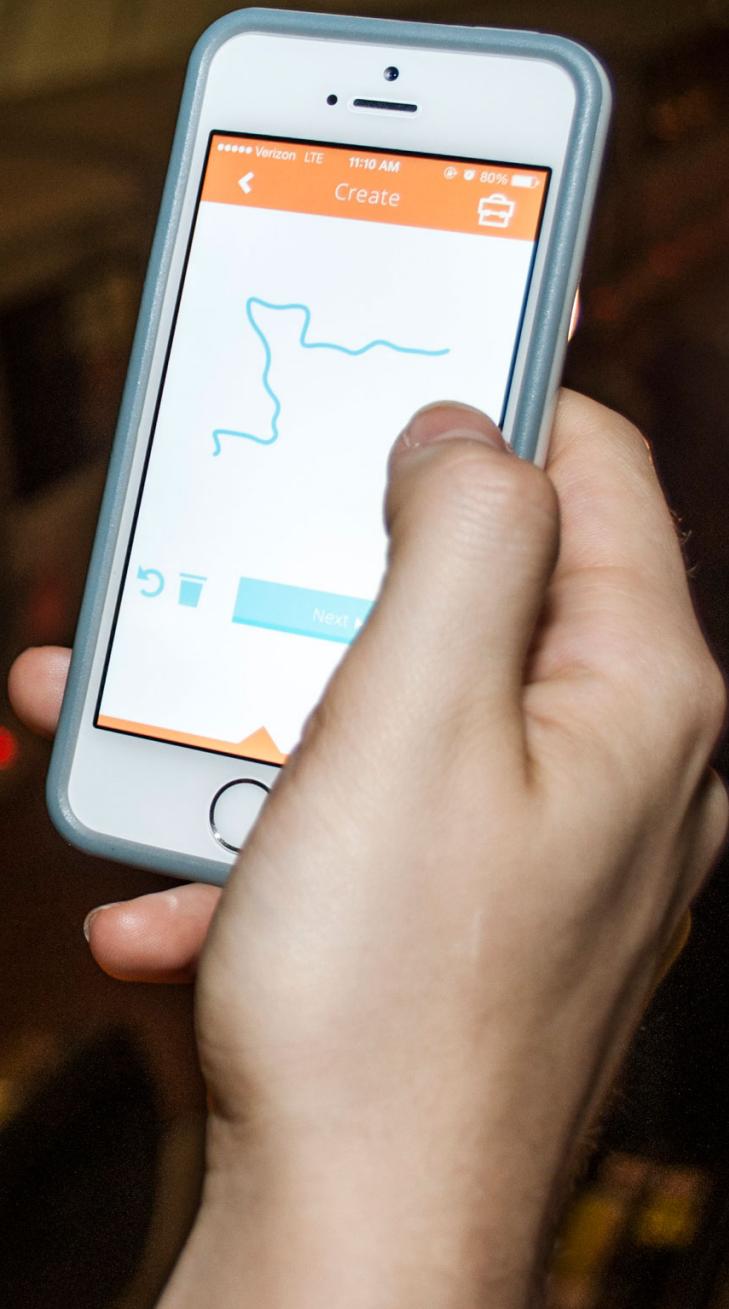


muse

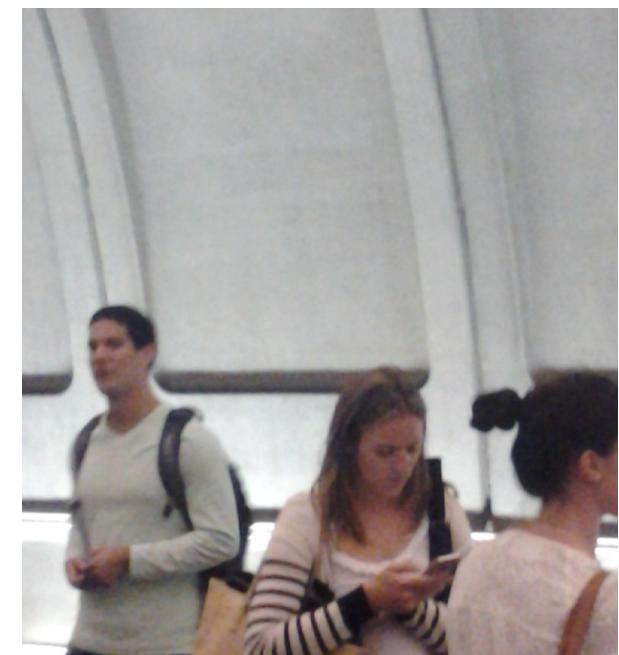
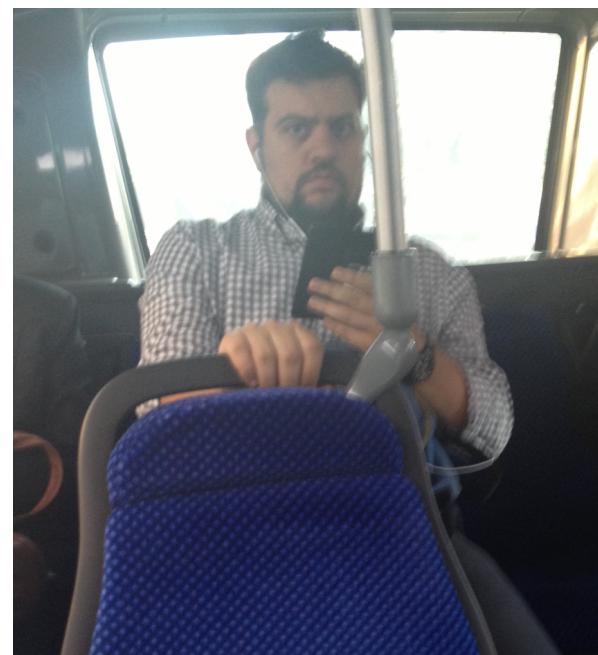
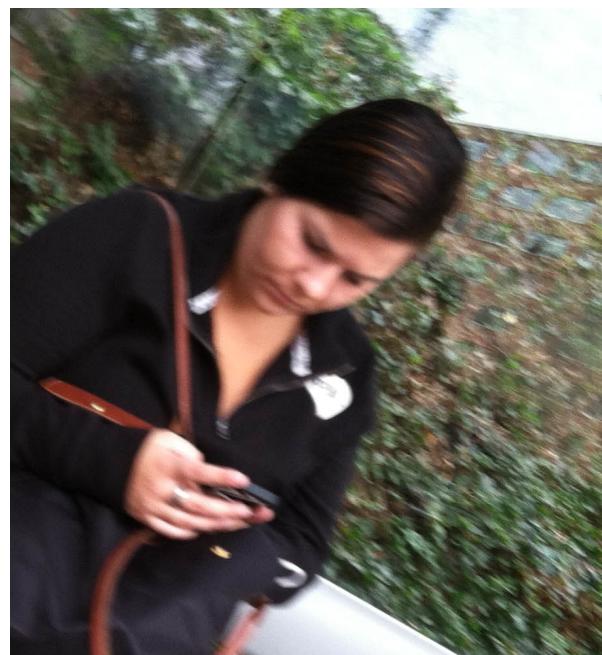
the district is your canvas



Maddie Beard, Josh Mahan, Ally Palanzi

THE PROBLEM:

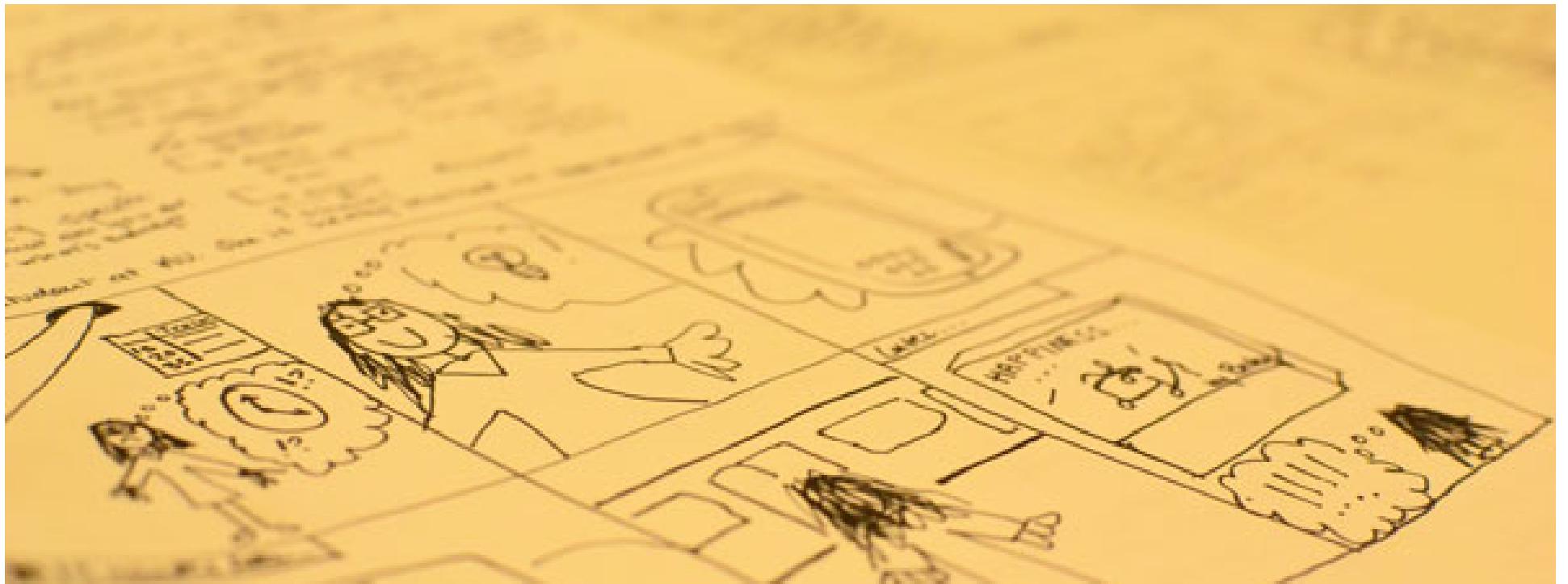
People are bored waiting for the metro.



THE SOLUTION:

Create an app to occupy time creatively.

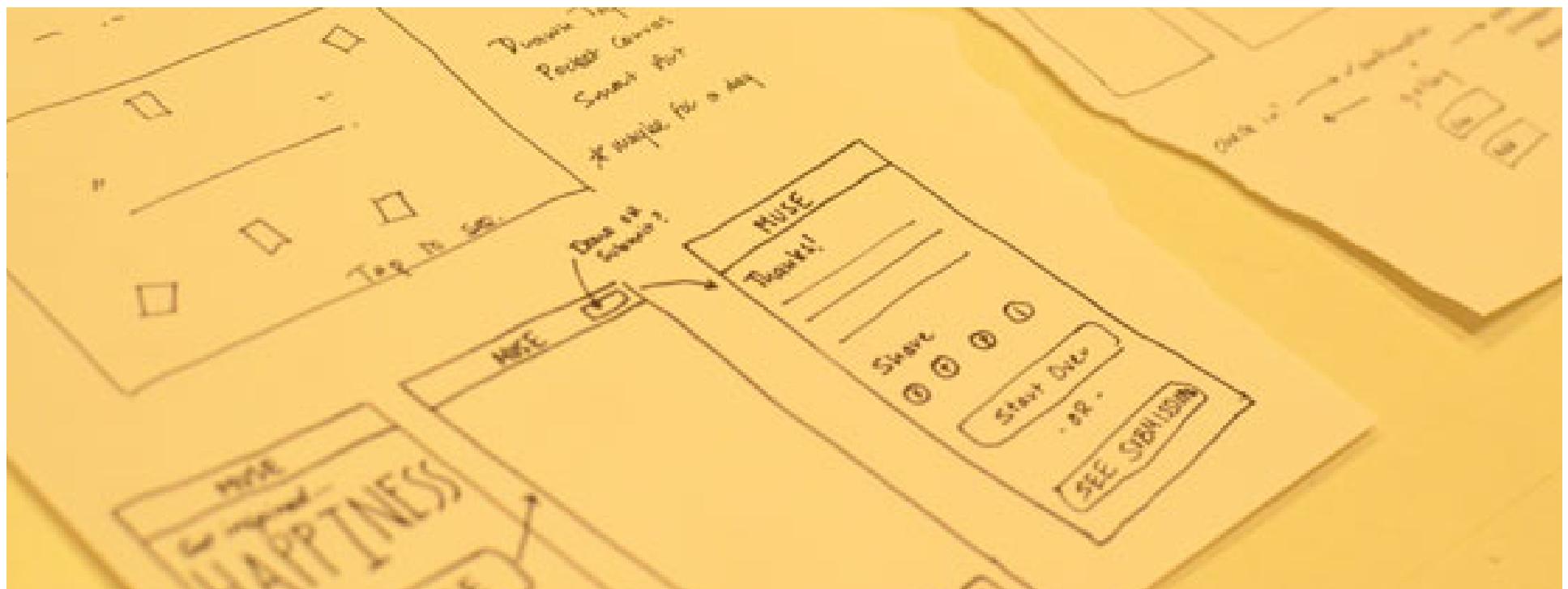
Process



Identifying the problem

- On site research
- Survey
- Creating Storyboards

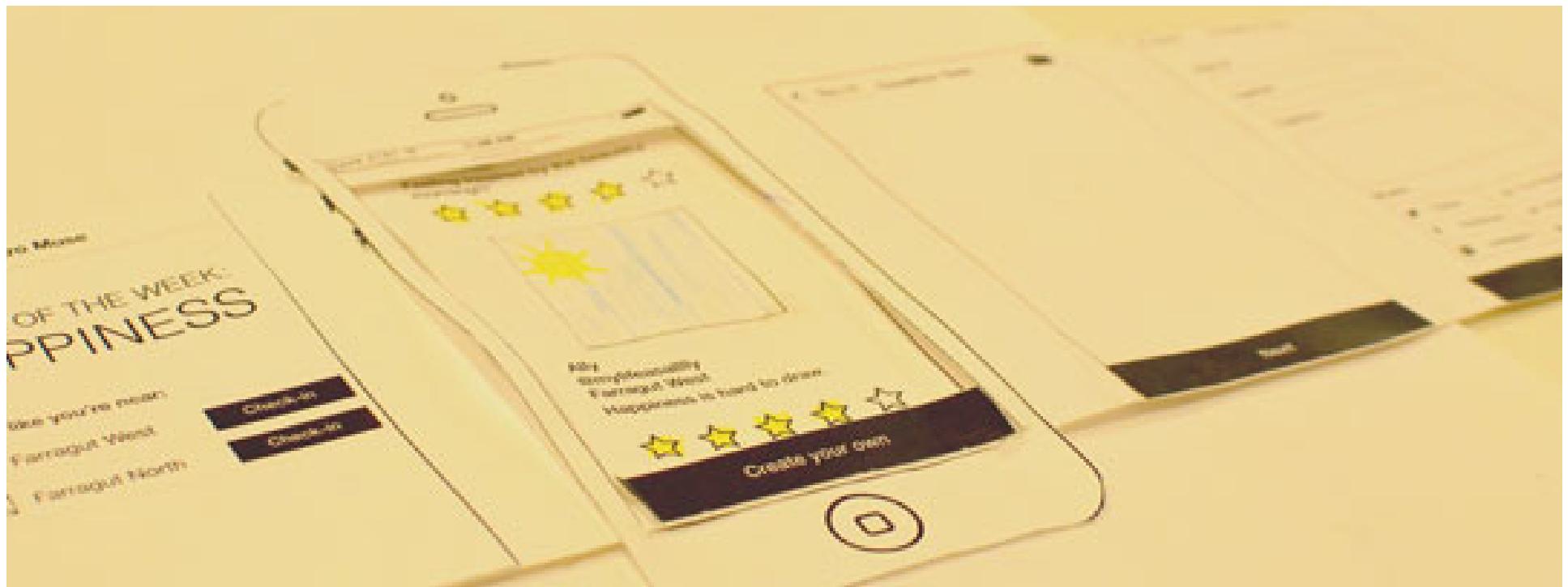
Process



Creating Wireframes

- Figuring out UI/UX of the app
- A basis to begin user testing

Process



Paper Prototypes

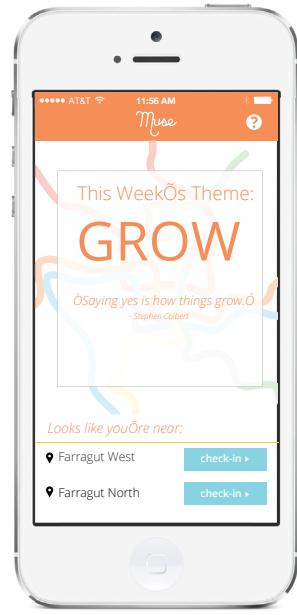
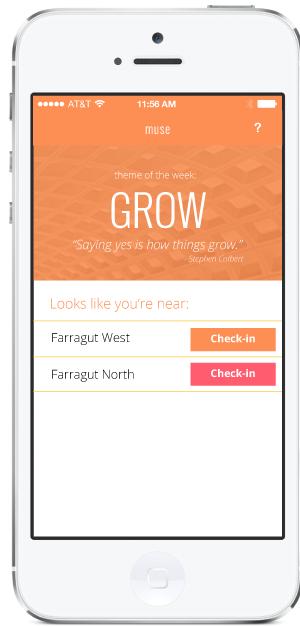
- Created paper prototypes for user testing
- This helped us figure out user interaction and how to better clarify our app
- Rating with stars were confusing
- Drawing on images wasn't successful
- Needed more context
- Didn't want just another drawing app

Not just another doodle app.

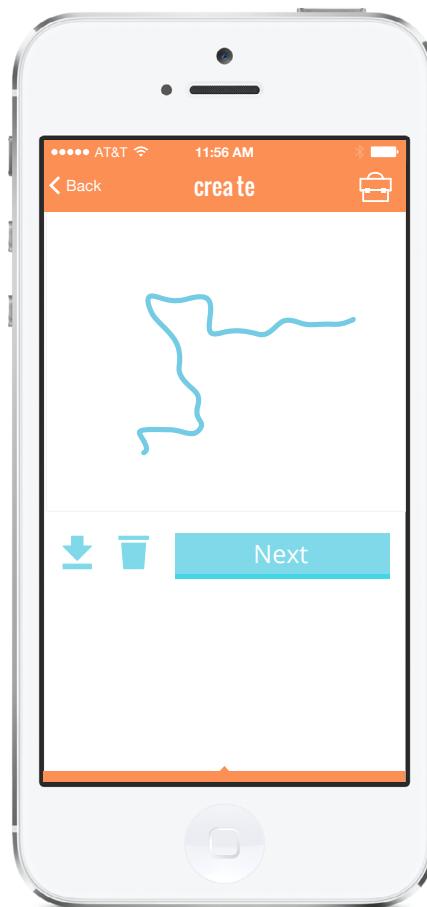
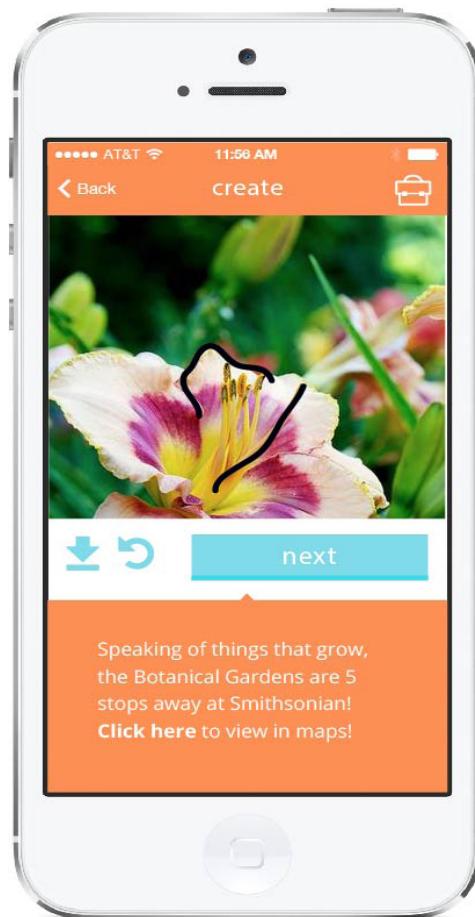
Obstacles



Design Solutions



Design Solutions



Team Dynamic

Maddie

- UI/UX
- Design
- Landing Page Dev

Josh

- UI/UX
- Design
- Physical Element

Ally

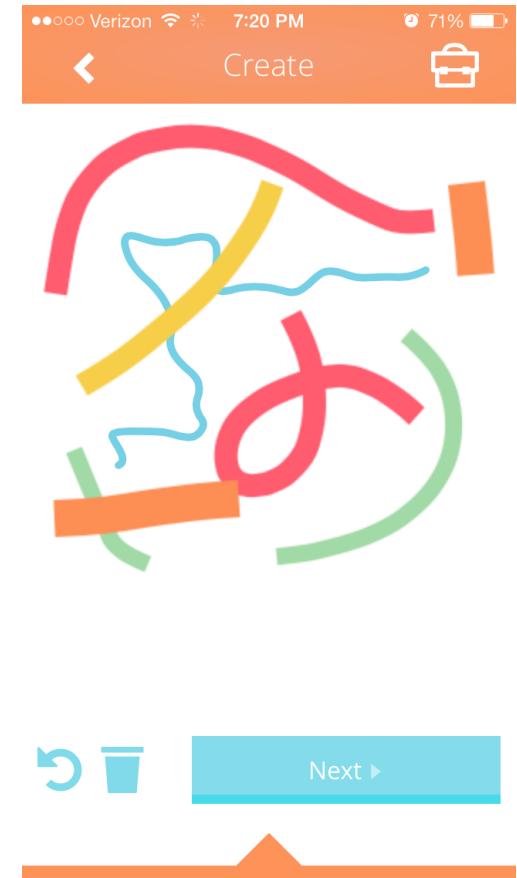
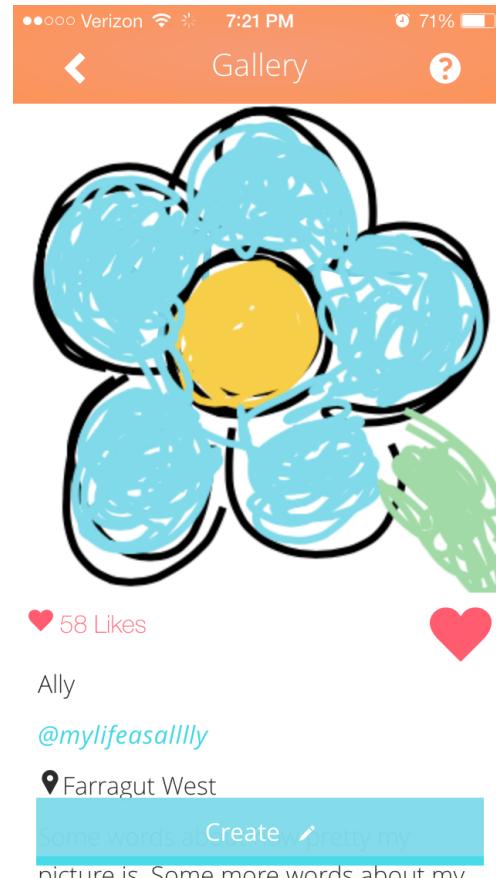
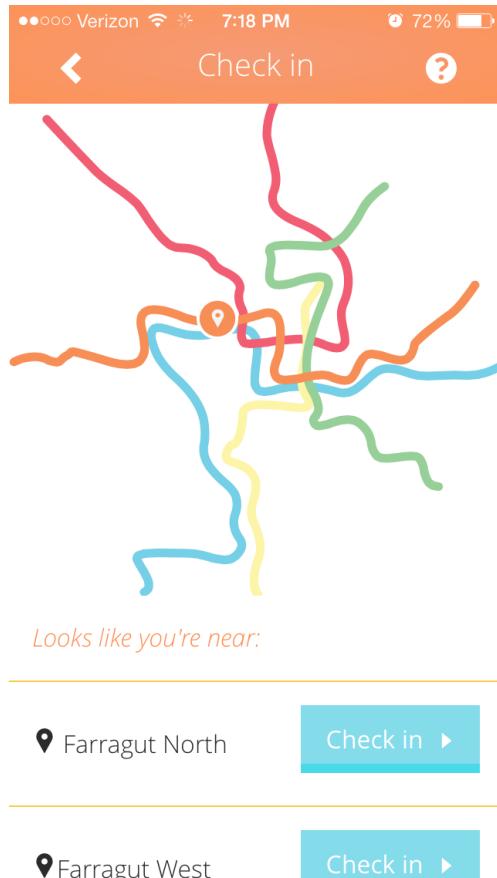
- UI/UX
- Design
- App Dev

SO WHAT IS MUSE?

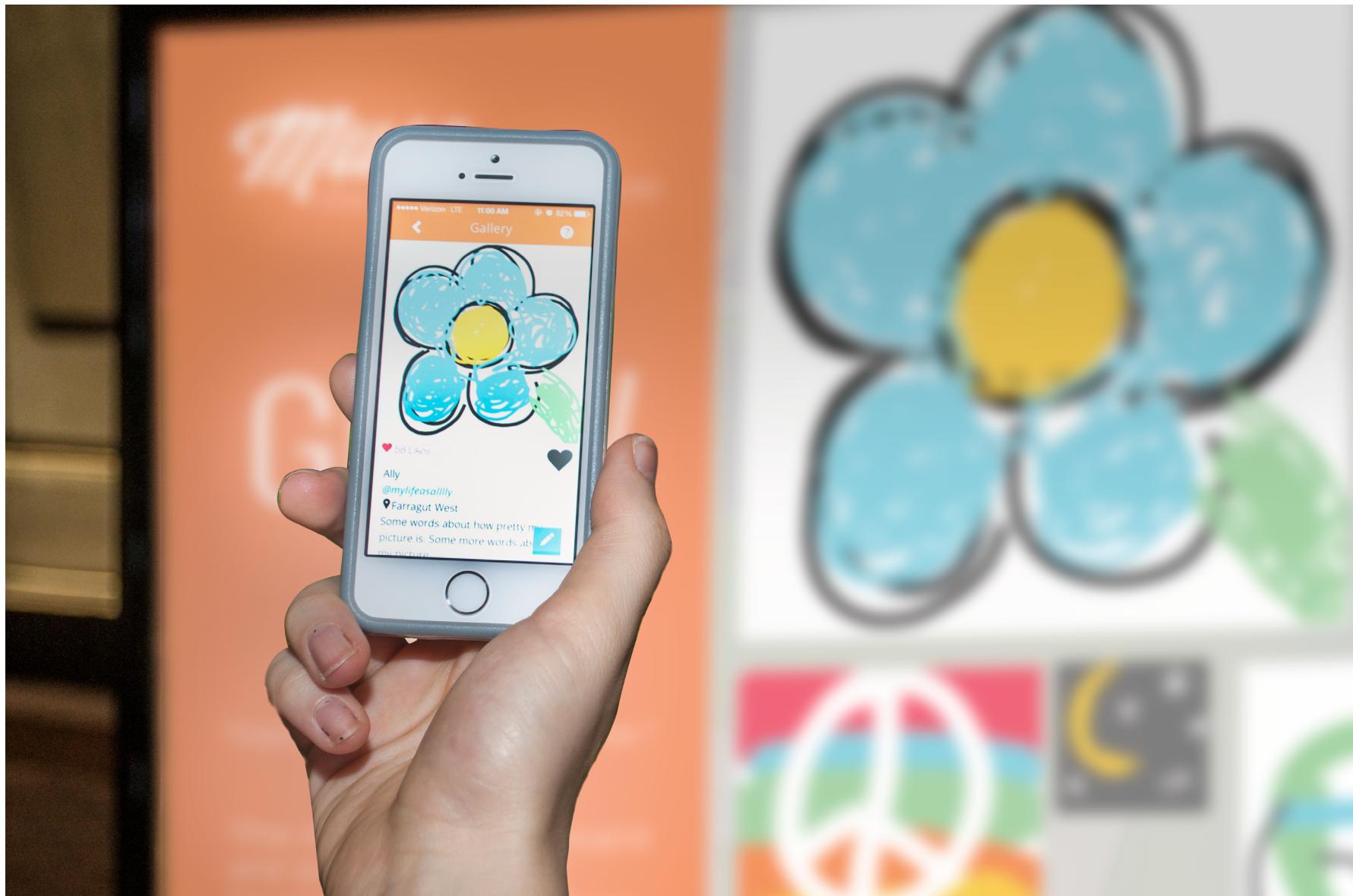
An app to make every metro trip a creative experience. Check in, favorite images in the gallery, and create your own.

Images with the most likes will be posted on a Digital Canvas throughout metro stations across DC.

App Screens



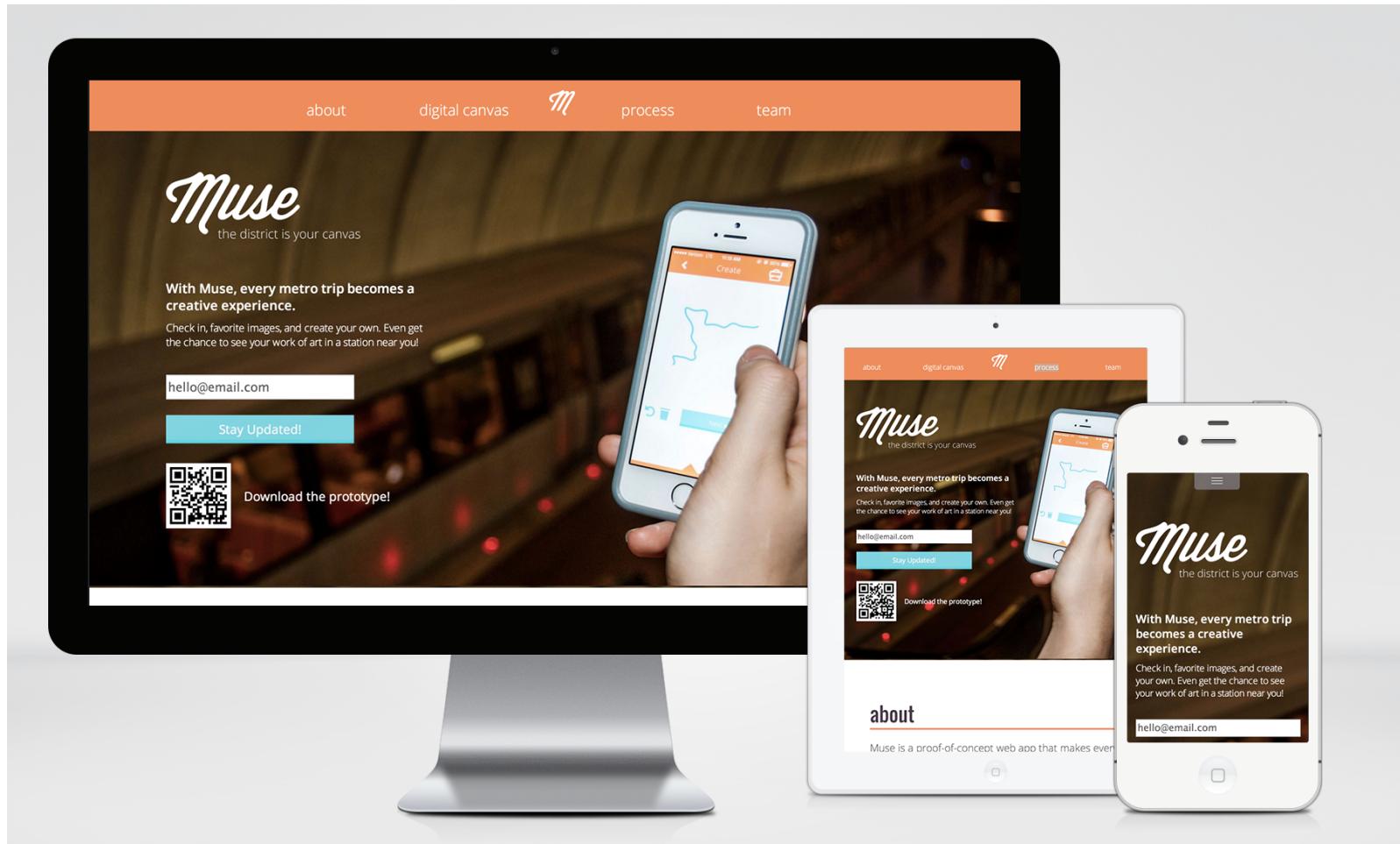
Digital Canvas



Digital Canvas



Landing Page



DEMO

