

UI & COMMUNICATION DESIGN SUMMER 2018

# Project 2 Brief

## Mobile App UI Library

# Project 2 Brief: Mobile App UI Library

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In the User Interface Design world, a UI Library (also known as visual styles, or theme) is a custom graphical interface elements package that is applied to a particular app or website to create an elegant experience for the users. Creating a library enables teams to collaborate more efficiently and makes it easy to create consistency throughout the entire experience.

The ideation, creation and execution of a well crafted UI Library has a huge impact on how an app is received by the user. It can be what makes or breaks the success of a product.

## Project Goal

Create an engaging, impactful and well-designed UI Library and apply it to the supplied wireframes, research and information of your specific application and target audience.

## Keywords

Colour harmony/psychology/schemes, texture, font pairing, mood boards, iconography, apps, style tiles, style guides, atomic design

## Feature Requirements

- Develop Mood Board and Style Tile documents
- Creating a coherent colour palette
- Typesetting & pairing
- Layout composition for apps
- Creating a Style Guide document

## Target Devices

iOS device

## Evaluation Criteria

### Technical

- Designing in Sketch: Optimizing the different design, typographical and layout tools and features in Sketch to design high fidelity prototypes
- Asset Management in Sketch: Ensuring that pages, art boards, symbols, visual elements in Sketch are properly named and organized
- Inspect Library Management: Utilize inspect's library tool to populate a succinct style guide
- Invision: Usage of hotspots, transition effects and freeze panels appropriate for the page navigation

### Typography

- Impactful and effective usage of typography as a graphical element
- Typesetting: Correct use of leading, kerning, tracking in fine tuning layout
- Font Pairing: Showcase concordance and/or contrasting typefaces with respect to the types characteristics, weights, sizes and styles
- Typography & Colour: Combining colour and typography in creating harmonious and succinct pages

### Colour

- Colour harmony: Application of the elements of colour psychology, texture, space and contrast
- Colour scheme: Utilizing the foundations of colour theory and the different colour schemes in creating a colour palette for the design

### Mobile App Design

- Design decisions: The project clearly establishes and communicates a goal, creating of suggestive and explicit directional cues for creating your UI Library that relates and engages your target audience
- Content: Communicates a clear offering and purpose. Consistency and clarity in establishing a theme and emotion in the design. Creating micro-copy that is impactful and engaging to the audience
- Iconography: Use of icons and UI elements that ties in with the design direction and message of the app

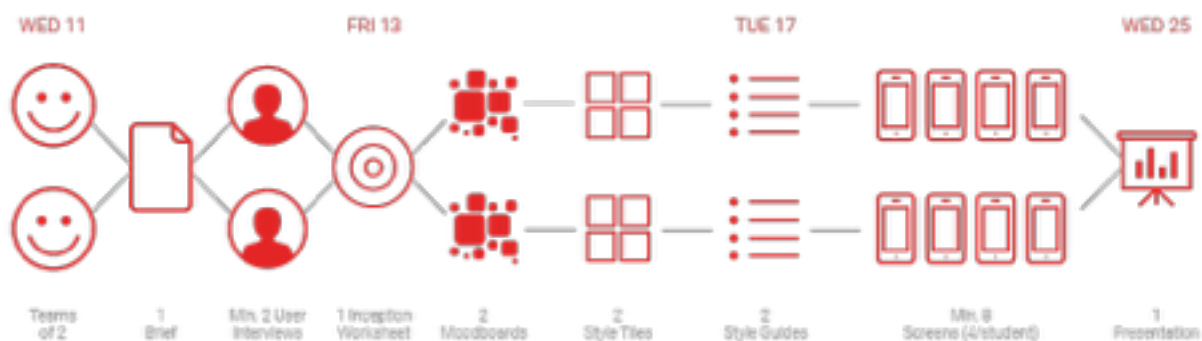
## Communication and Ideation

- Creativity: Degree of exploration and out of the box execution
- Mood boarding: Developing a well thought of mood board that reflects the theme and direction of the app
- Process: Exploration of project, application of the stages of the creative process to flush out the idea (research, mood boarding, etc.)
- Audience: Capturing the insights and emotion of the target audience in creating the app
- Communication: Timeliness of presentation, clarity of content and process, engaging the audience

## Deliverables

- Notes from 2 user interviews per team
- 2 filled out design inception worksheets per team
- 2 mood boards per team
- 2 style tile document per team
- 2 style guide document per team
- Minimum of 8 high fidelity prototypes presented in Invision per team
- Properly organized design files in Sketch
- Organized project folder with properly named folders containing your web site assets
- 2 Inspect Libraries in Sketch per team that shows your colour and type styles
- A ten (10) minute presentation showcasing your design process and work on **Wednesday, July 25, 2018**
- Each team member must write s Case Study of their work on Medium due on **Friday, July 27, 2018, before 5:00pm**
- A Self and Peer-Assessment also due on **Friday, July 27, 2018, before 5:00pm**

## Project Dynamics & Timeline



## Mobile Application Design Brief

Runnr is a running app that tracks your runs and your progress but also provides you with free streaming music depending on the mood, pace, type of run or distance you want to do. Runnr not only keeps you on track with your progress but also keeps you motivated by providing you with the tunes to keep moving.

Runnr tracks (at each run and over a period of time):

- Distance
- Speed
- Intervals
- Calories

Runnr provides you with a playlist depending on your mood:

- Feeling strong
- Feeling zen
- Feeling fast
- Feeling sluggish
- Feeling happy
- Feeling sad
- Custom mood

Runnr provides you with a playlist depending on your type of run:

- Interval
- Long steady distance
- Race day
- Distance picker (30 min, 1 hour, 5k, 10k, half & full marathon)

Runnr also allows you to:

- Play music depending on the artists and genres you want (based on your library or customize as you pick out)
- Create a custom playlist, save and favourite songs
- Share run progress and playlists with other people

## Target Audience

- 23-35 y/o,
- Male or Female
- Student or young professional
- Keywords: newbie, zen, driven, work hard play hard

## Wireframes

A link to the png or jpeg files of the wireframes will be provided.