School of Digital Media and Infocomm Technology (DMIT)

ST0281 Mobile Applications

Practical 1

**Ideation of Mobile Applications**

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| Objectives:  After completing this lab, you will be able to:   * Brainstorm ideas for your mobile applications * Know the steps involved in gathering user requirements (developing persona), ideation, storyboarding and prototyping a mobile application |

1. **Formation of Developers’ Groups (approx. 15min)**

You are to form your developers’ group for the purpose of doing assignment 1 and 2. This group will consist of **3 to 4** students. Work with your lecturer to form this group. **Elect a leader for your group. Give a name to your developer group**. The leader must take down the mobile numbers and email addresses of your team members and submit a hardcopy of the list of members to your lecturer.

For any good mobile application, there will be a combination of good ideas, good graphics and good programming. So, as you are forming your group, keep this in mind.

1. **Researching online and Ideation for a mobile application (45min)**

Usually, there will be users for the mobile application that you are developing. These users are the ones that would give you the requirements for your mobile application. Sometimes, your mobile application can be targeted at more than 1 type of users. In trying to understand your users better, we do something called persona development.

Persona is a fictitious character that fully describes your user. In other words, this persona will use all the features that you design in your mobile application.

In our exercise, we will first brainstorm as a group, the kind of mobile application that your group wants to develop. **Generate at least 20 ideas**. To help you to brainstorm, you may consider using a combination of the following:

* Browse online the different kinds of mobile applications that you can find
* Think of any problems that students and staff are facing
* Think of any problems that the general public is facing
* Think of applications that can be useful in everyday tasks
* Think of applications that can be useful for an organization
* Etc….

List all sources the ideas on a piece of paper. Do not argue about whether the idea is workable at this point. Just take down any idea from your group members. Then once you have reached about 20 ideas, have a discussion within your group and decide which application your group will be doing. **Let your lecturer know your application idea at the end of this 45min**.

1. **Deep understanding of user (Empathy) and Persona development (60min)**

Once you have settled on the idea of your mobile application, think about the user. This user is the one who will be using your application. Step into his shoes, and think about the needs of the user in terms of using your mobile application. It is possible that your mobile application is targeting at more than 1 kind of users. In this case, you will have more than 1 persona.

At the end of this 60min, your group would have given a thought to the user(s) of your mobile application and what their needs are. These needs will actually translate into features that your mobile application needs to develop.

1. **Format of submission of Practical 1 (30min)**

Use the following format in a fresh Microsoft Word document to submit your Practical 1 to your lecturer at the end of Practical 1.

Name of Developer Group:

Members of Developer Group: Names, Role, Mobile Number, Email Address

Developer Group Mobile Application Name:

Persona: Name, Age, Occupation, Hobbies, Needs

Note: Filename for the MS Word document for submission: DIT2BXX\_AdminNo\_Name

AdminNo: Group leader admin number

Name: Name of group leader

-- End of Practical 1 --