

# IMAGER

Imagine The Impossible



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HUMAN DATA INTERACTION: Games Design and Production

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# Design Document



1

# 1.1

## What is Imager?

Imager is a mobile social media platform for sharing only images and gifs once per day, it is a media sharing network. Imager will be an engaging, user centric application most accurately described as Twitter meets BeReal aimed at attracting meaningful time-based, user-created posts. It will be compatible with android and IOS operating systems.

## A Social Media Application

At its core, Imager is an image sharing application which is designed to have an elegant user journey. Unlike most social media application Imager will contain built-in friction as a part of the platform which includes:

- Posts are only viewable for 24hrs before being archived to a users post history(Posts wont be pushed to the main page/feed)
- Users have a 24hr cooldown before they can post again
- Posts can only be an PNG, JPEG & GIF

This design should encourage users to post more meaningful content which is portrayed in creative and engaging forms of media.

Imager will be designed to be fricitonless outside of these built-in constraints, attracting the creation of content and engagement by push notifications about posts and interactions. Additionally, it will also be accessible to a wide range users by use of visible colours, use of the thumb zone and icons for easier navigation of the application. It is a free application that will use advertisements.

# 1.2

# Functionality and Interaction Features and Actions

## 1.3

The application is designed to be as frictionless as possible, upon opening the application you will instantly be greeted by the home page which will be the feed for posts. This prevents any barriers to the main purpose of the application which is media sharing.

The application will be aimed towards those who enjoy viewing and creating content for social media specifically the photo format. It will be accessible for as many users as possible and therefore they will follow a straightforward user journey to viewing and posting content on the network.

### Feed Page

This will show posts from the last 24hrs with the ability to filter it three ways, most liked, most recent and following. There will be no recommendation algorithm. This will be the main page of the application. You will be able to view posts, the profile that posted, see how long ago it was posted, interact with the post and scroll to the next post.

\*There are no requirements for accessing this page

### Create Page

The user can create/upload content to the site. You can upload images as well as edit them with tools available within the application. This would include drawing tools, text, filters, sounds and animation tools for GIFS.

\* Requires account

### Interaction Page

The user can view interactions with uploaded posts such as views, shares, comment and likes. Additionally, the user can message mutuals, this is a common feature within social media, this page is like an inbox. System messages, warnings etc and the most popular post from the past 24 hours would be shown here. This is where the notifications for the application would be sent from and lead to.

\*Subject to user agreement, and registration

### Profile Page

If there is no account logged in, there will be account creation page and login pages that features the ability to register/login with Facebook and google to make registration easier.

If there is an account it will show your profile picture, your post history, followers, following and your bio, this will be the same if you click on another person profile except it will include the ability to follow them.

### Settings Page

This page will include app settings and choices about data, you will be able to request your data, delete your data, delete your account, and manage notification settings.

\* Requires account

# Functionality and Interaction

## Application Interaction

### Inside Imager

There will be an accessible menu at the bottom of the application which will allow the user to navigate these pages. This will consist of icons which will be responsive elements that implement sound, vibration and visual elements. Vibration will also be available but turned off by default [The sound and vibration feature can be turned on/off in settings]. Additionally, there will be accessibility options for large font, colour blindness and contrasting colours. It is currently designed for mobile devices however in the future the application could include support for desktop and web platforms. It will be a minimalistic design on the feed page to focus on the content however the user interface design will make use of the thumb zone to make the application more easily navigable and feel more natural to the user.

An internet connection is required to access the features of this application. It is important to allow the user to receive notifications as well as view and upload posts. If the internet connection is lost, you can only view posts already loaded and if you attempt to upload any posts the application will keep trying to upload the post until an internet connection is restored or the application is closed.

### Outside Imager

Notifications will be sent when someone interacts with your profile or posts, it will also notify you when you can post again as well as the top post from the last 24hrs. Clicking on these notifications will take you to the relevant notification in your interaction page. The application will be designed to allow for the external embeds from other websites and application using an API. The ability to provide links in user bios and in posts, when these are clicked it will notify the user, they are leaving the application and if the site is a trusted.

# Core Functionality

The core of this app is posting a form of media once every 24 hours which is viewable for 24 hours with the aim of users generating more meaningful content.

1. **Timeline** – necessary for viewing the content, this could have made use of an algorithm however these are expensive and time-consuming whereas posts are only visible for 24hrs.
2. **Uploading content** – this function allows the user to upload from the gallery which allows users to create meaningful content using tools inside and outside the application. I believe the users will either upload at midnight to allow their post to be visible for the entire or when it is most likely to receive interactions to gain a higher ranking
3. **Editing tools** – these are important to allow the user to be able to edit content within this app, so that a user does not have to go through an external app on their user journey however this is an option if a user wanted to generate content using AI, or adobe or a dedicated drawing app which is more specific to a specific piece of content.
4. **Account** – a requirement of a social media application which allows access to functionality. It also acts as a public profile.
  
5. **Liking** – a simple feature that allows users to rank content by liking posts they like.
6. **Commenting** – This feature is important as it allows user to interact with each other in a public place on posts where they can discuss the relevant topics. The users can comment, reply and delete comments. It is a place for users to discuss the posts as well as a chance for the poster to interact with their audience.
7. **Sharing** – As a social media site it is important to share posts both externally and internally.
8. **Direct Messages** – The ability to message other account which allows for communication between user within the application, it keeps them from leaving the app to pursue a communication channel.
9. These interactions are not vital to the core but act more as functionality that is relevant to every social media application.
  
10. **Data Analytics** – Allows users to view analytics about post interaction and account views/follows. This functionality is useful to the user as they can work the time when their audience is active to gain more interaction.
11. **API** – This feature is to allow the app to be as accessible and give a way for external applications to implement imager posts. It is not vital to the core or a social media, but it gives more options for users.

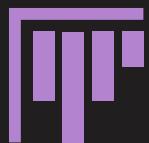
## Functionality that is not included

Reposting – This probably the lowest form of content and is more of a sharing feature, this feature would be unlikely to even work with app design.

Favouriting/Bookmarking – This allows you to bookmark posts, this feature could be added later.

Hashtags – there is no search feature for posts so there is no reason to implement hashtags.

Threads – threads are likely to clutter the app design.



# Data Utilization

When the user registers this will require the collection of a username, valid email, and password to be stored by imager in a central online server for as long as the account is active. Upon deletion of the account post history will be archived and any data associated with the account will be removed in accordance with the rules and regulations of local laws.

A cache will be used to store data frequently used locally that could include text, images as well as the layout and content of the most visited pages within the application.

There will be a lot of data that can be collected by imager from users of the network. The main purpose of this data would be to better understand the platform demographic as well as allow for targeting advertising for users. It would be possible to scrape some data elements externally from the emails of accounts that have been registered on other applications or websites.

Imager would require access to the following for a better user experience and access to certain functionalities within the app:

- Access the device Location [OPTIONAL]
- Access the device camera [OPTIONAL]
- Permission to access and create files into the internal storage [OPTIONAL]

There are three main data streams that can be collected from the which are personal, social media usage and qualitative social media data.

## Personal Data

Personal data that is collected will include age, sex, gender, email, login, location the interests of users and metadata from images posted to the site. This is to get a better understanding of demographics to better target ads as well as generating large volumes of data about users.

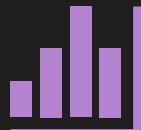
## Social Media Usage

This data includes links within posts, the type of posts that gather the most engagement, usage of the app and features and the device used for interaction. This will help us develop the app further as we better understand app usage and interaction with the features of the app.

## Qualitative Social Media

This data is representative of user engagement with the app and includes posts that gain the most engagement/clicks from users, the type of posts that gather the most engagement, user Retention, time spent on app and posts and heatmaps (click data).

Specially it can measure post likes, post shares, post replies, most viewed/liked posts, user flow, traffic sources, link clicks and the difference between organic and promoted(advertisement) posts.



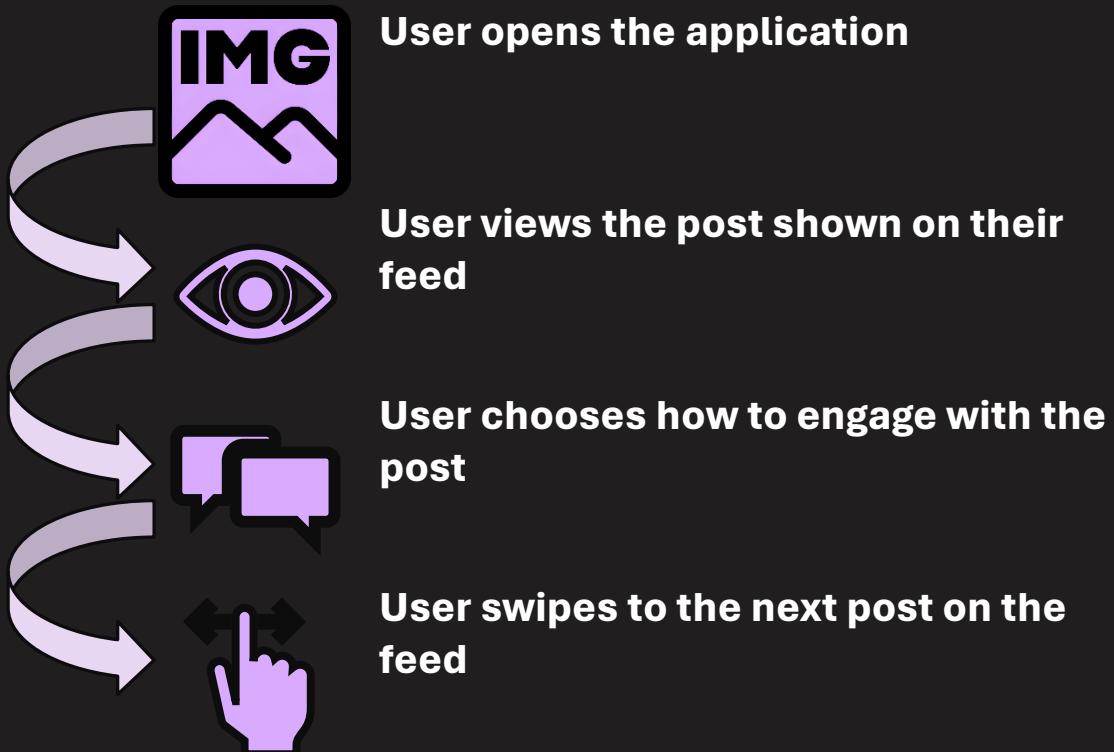
# 1.5

# User Journey

The functionality and interaction of Imager can be categorised into two user journey strands which is the viewing and creation of content on the network. These user journeys are illustrated by diagrams below, it is important to mention that an account is necessary for some of the engagement features which are mentioned in the first journey.

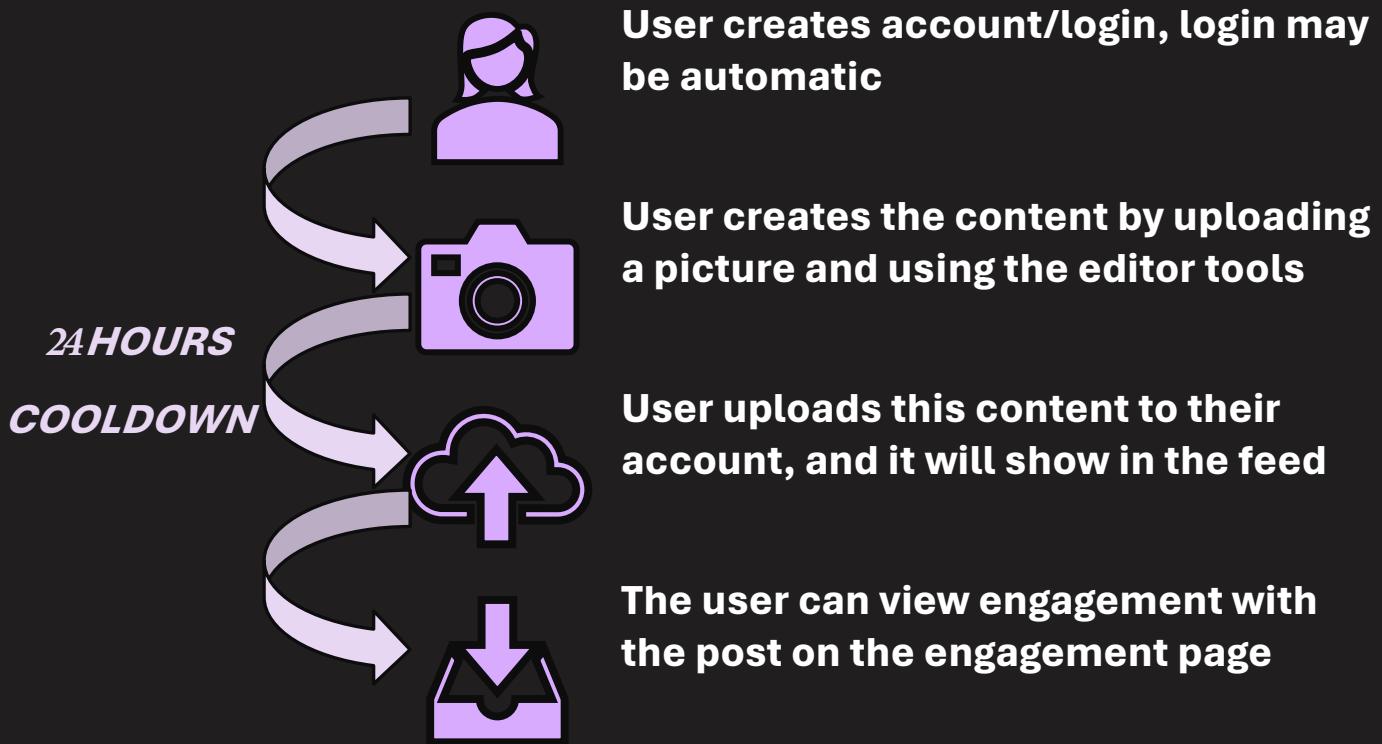
## VIEW

This Journey shows the primary function of the application which is the viewing and enjoyment of user created content within the platform. This journey is designed to be as frictionless as possible.



# Create

This is the user journey involved in the creation and posting of the content to Imager. Unlike the viewing of content, there is intentional friction as the user must wait for a 24hr cooldown before been able to post again. Their post is removed from the feed after 24 hours at the same time the cooldown expires.



# 1.6

## References and Designs

Researching other application is important to create an application that takes on the best design patterns and features that are best suited for a frictionless design. This will allow the concept to improve from existing application with similar functionality, specifically linked to the pages I plan to implement. Only related functions are discussed.

# Feed/Homepage

Filters for home page content

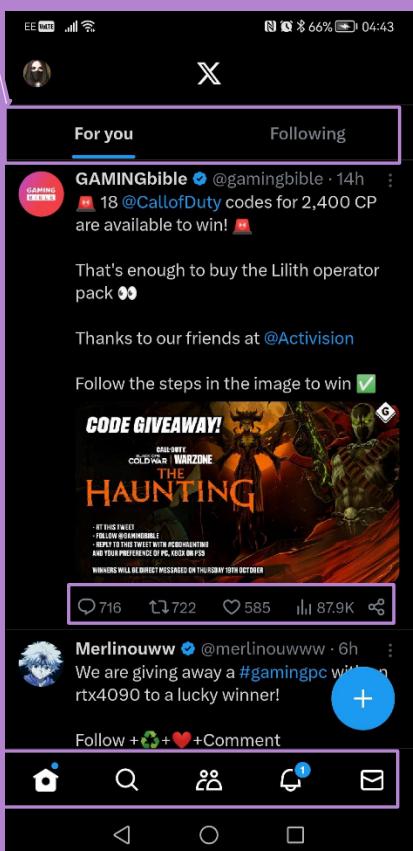


Tiktoks homepage takes you directly to the content which can be filtered at the top by three categories. Unlike other applications the post takes up most of the screen with a lot of the UI overlayed on top and the ability to scroll to the next post. Instagram homepage is similar in terms of navigation and interaction but lacks the ability to filter the feed/timeline of posts. It is also more focused direct messaging and stories.

Interactions including follow, like, comment, favourite and share.



App Navigation Bar including home, create, inbox and profile.

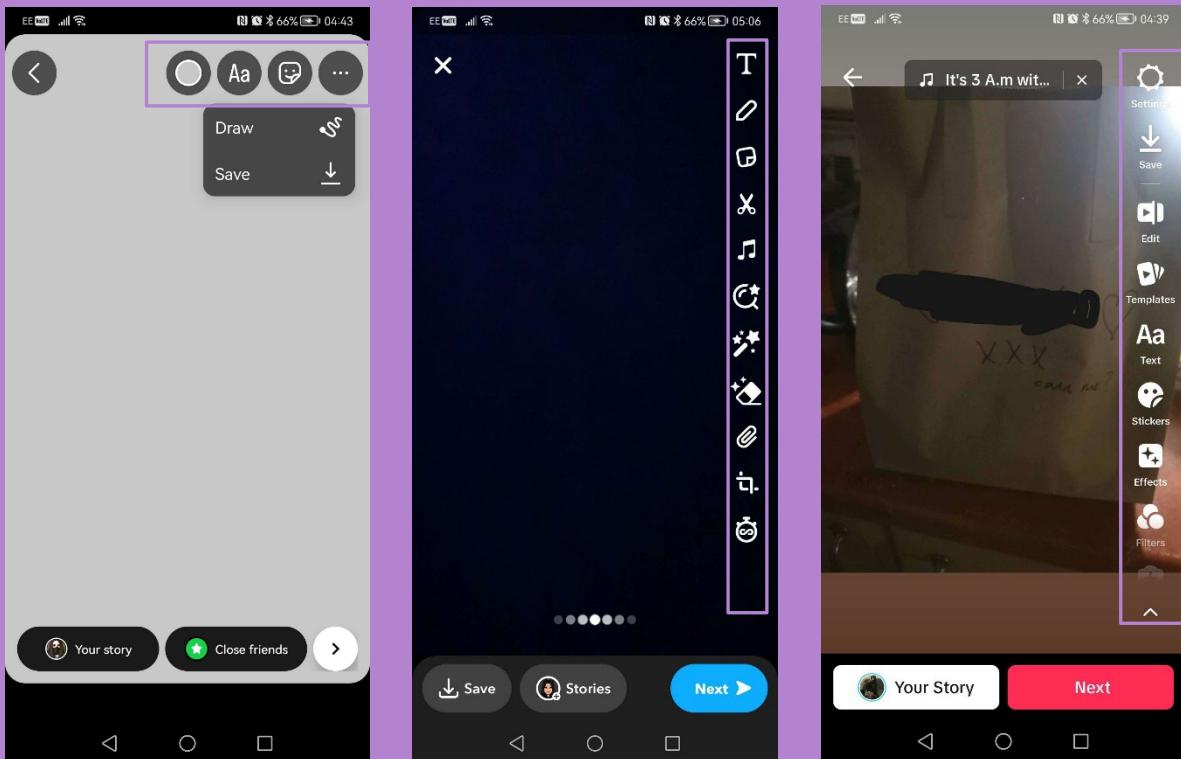


This is the homepage of x (formerly twitter). The homepage once again is a timeline of tweet that include text and images. This style of scrolling posts is more suited for Imager as it allows for images/posts of varied sizes or aspect ratios like how these “tweets” have different length on the screen dependent in the content held within.

Interactions including follow, like, comment, favourite and share.

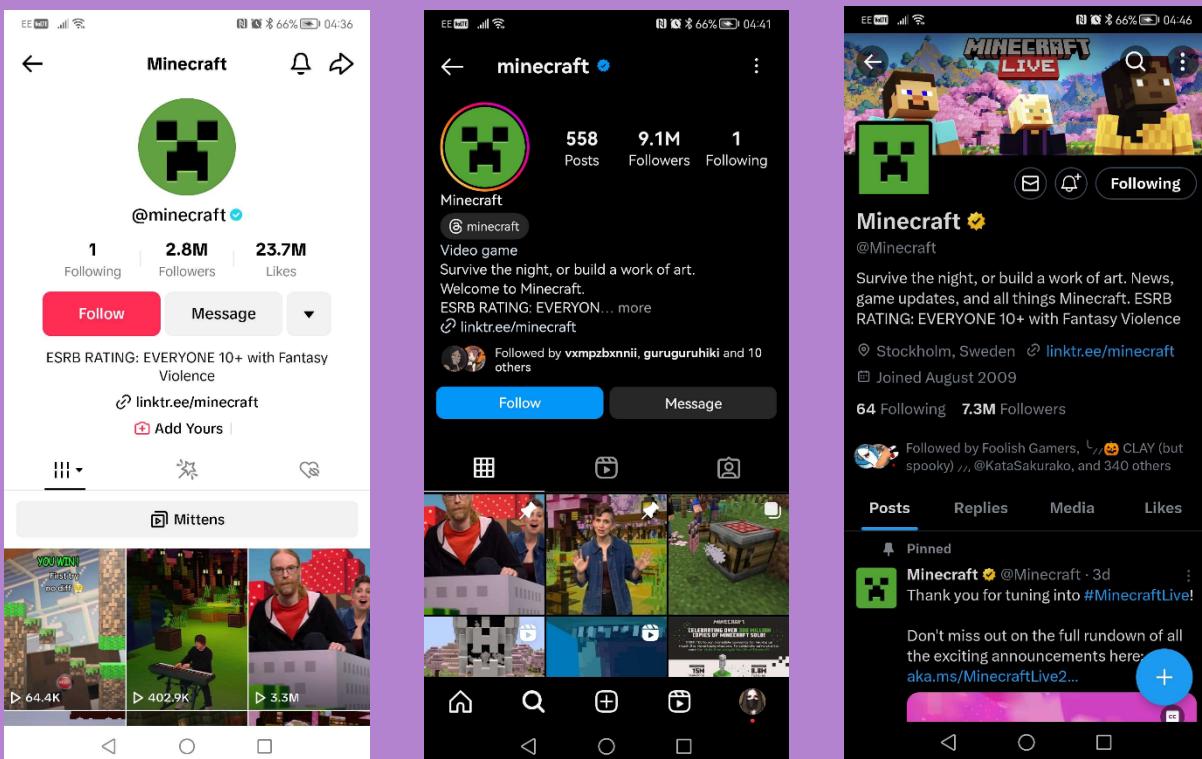
App Navigation Bar including home and an interaction/notification page.

# Create Page



This is the creation pages of Instagram, snapchat and tik tok which allow creator to use a variety of tools most notably drawing tools, effects, filters, sounds, text, and stickers which could include images, locations, polls etc. It also allows you to post to stories on all three however this is not a feature I plan on implementing. These pages were all accessible from a central icon in the nav bar at the bottom of each app. The apps also have similar layouts on this page, tool on the right and the next button bottom right.

# Profile Page

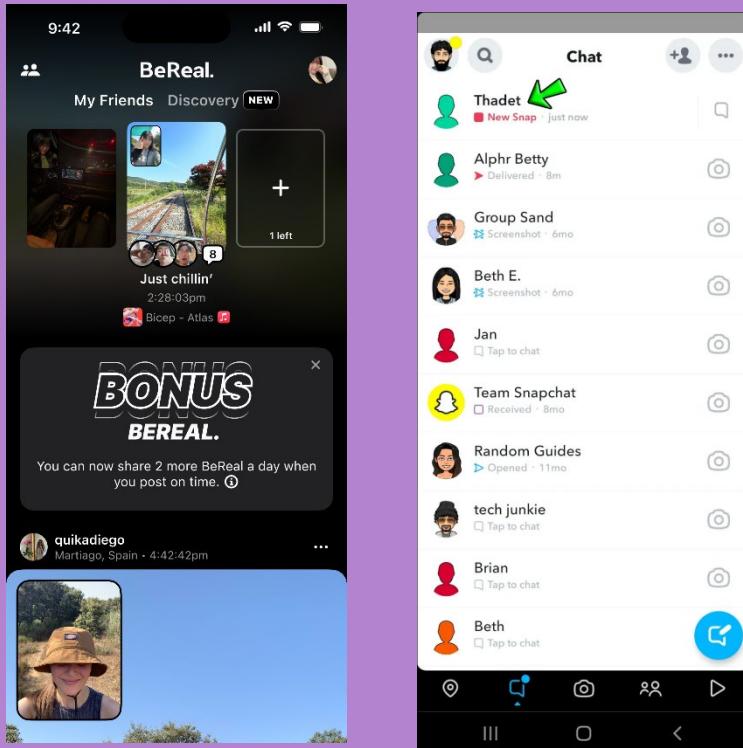


These pages all include a post history which is a function of Imager. Tik tok and Instagram use a grid layout whereas twitter has a timeline feel which would be easier and simpler to implement for the application as it would be hard to make a grid history when posts are not forced to an aspect ratio however it would take longer to through the post history so it may be beneficial to shrink posts by a percentage. These pages also all include, username, follow, message, bio with the ability to add links and stats about the profile.

## The timed features

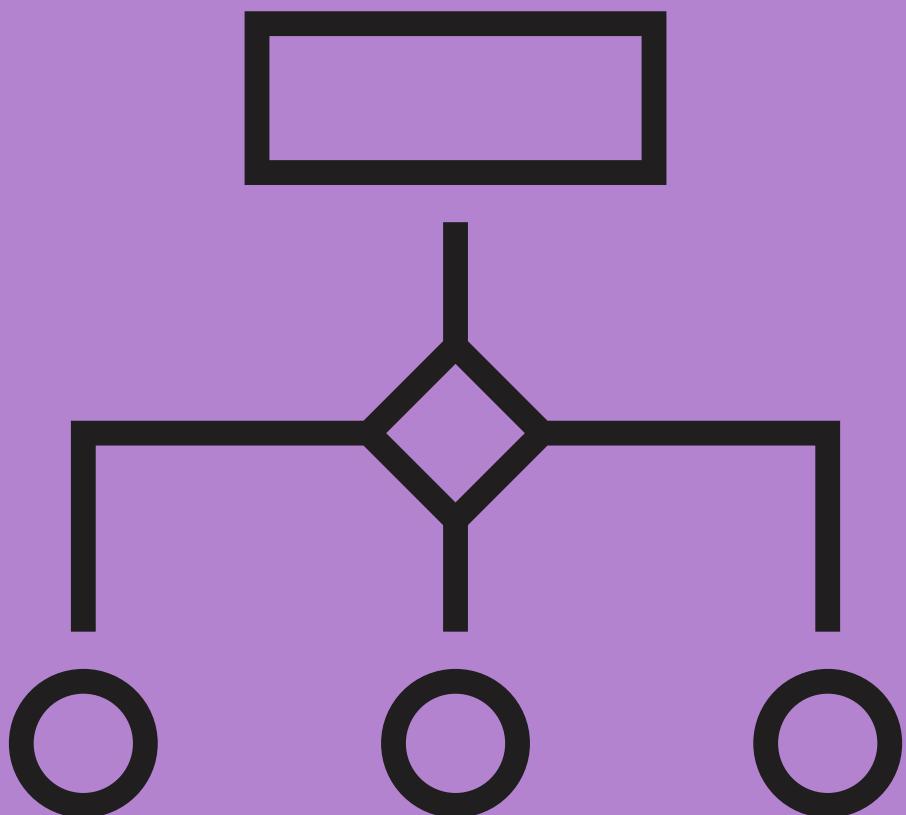
Imager will include 24-hour cooldown before posting again, posts are also essentially archive to profiles after 24hours (when you are able to post again). This application would not be the first to implement a timed feature as snapchat allows you to view a snap once and it is not saved to the chat automatically. BeReal is also a timed feature that means gets you to post once a day at a certain showing both front and back camera, posting is required to view other posts.

The reason for snaps is to shared content for a limited time and BeReal is to share content that is everyday life. Imager's purpose is to create meaningful content as you may only post once every 24 hours. It encourages users to think about what they are posting, and it means users view fresh content every single day in a way the home page/feed/timeline acts similarly to the stories on the other social media apps. As there is no existing design pattern for this time system, I will have to create my own.



Much of the functionality I have discussed will be similar these applications however the account creation and settings page are unique to each application. I also have not specifically defined the functionality that will be added as these are just references to the design of the Imager app.

# Conceptual Model



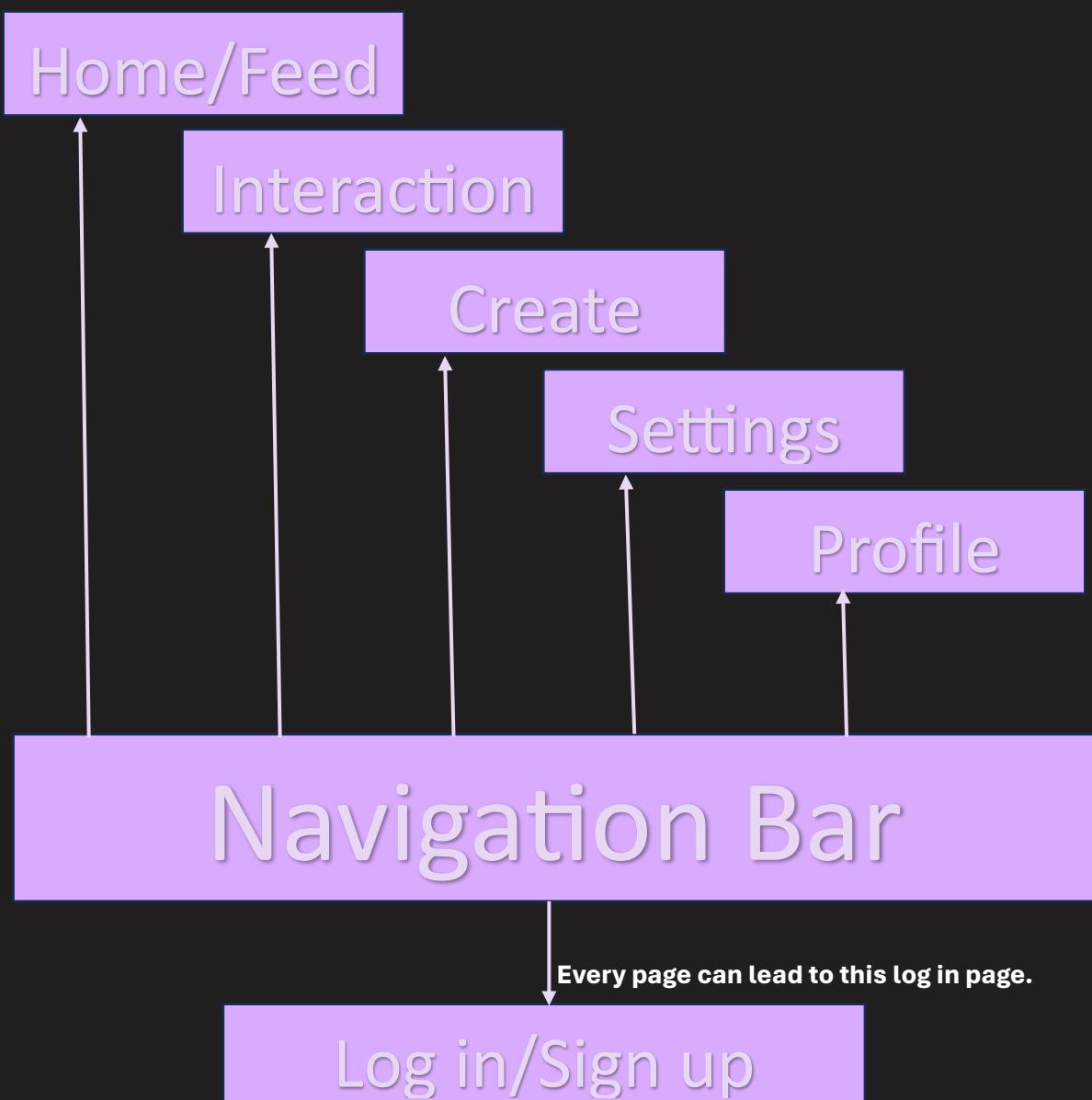
2

**This conceptual model  
conceptualises the core  
functionality and design flow**

# 2.1

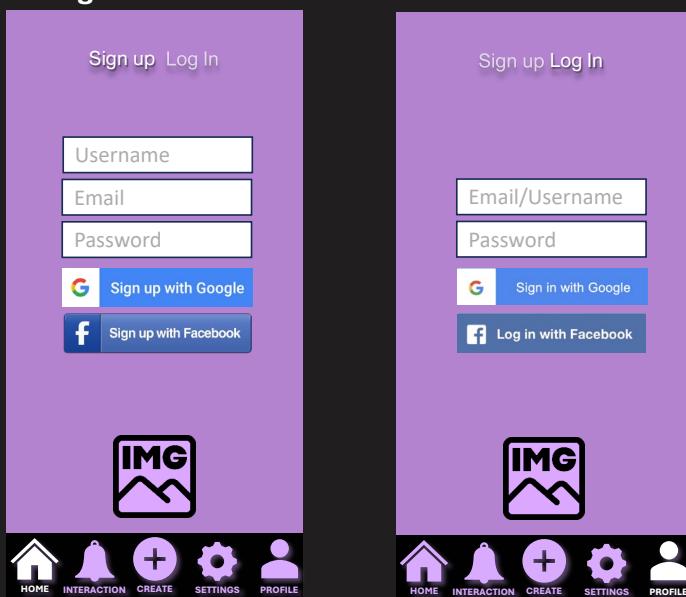
## High Level Functionality

The application will have 6 pages as discussed which are the home page, interaction page, create page, settings page, profile page and a login/sign-up page.



# Login Page

This page is NOT accessible from the navigation bar and is shown automatically when you attempt to access any features that require an account and there is no account logged in. It is simply a page to gain necessary information for an account, it requires a username, email and password. The username is how the user will be referred to and this will appear on the user's public profile accessible by other users. This is the only data that will appear in the application, the email and password are only used for login and external communication. The user **MUST agree to the terms of service.**



## Function

- Receive necessary inputs from user to access and utilise functionalities within the application
- Allow the user to create an account to be stored within imager servers (Account can be created with external accounts)
- Allow the user to log in with an existing account stored on these servers

## Limitations

- Requires an internet connection for this page to work as intended
- Requires user to agree to the TOS

## Data

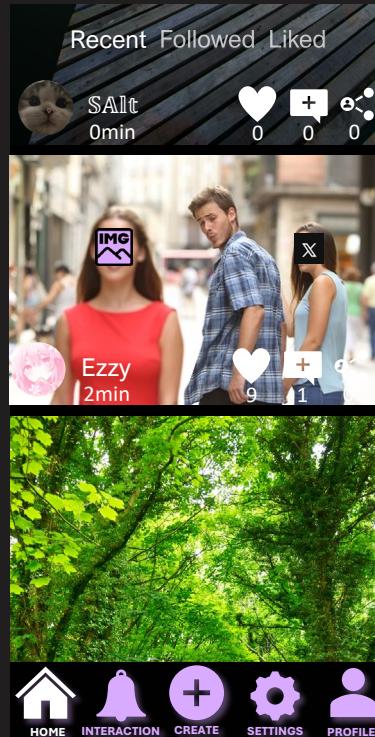
The application requires mandatory data for accounts which include:

- Username – this is your display name on the application, this can be used to login
- Email – this is used for to associate data with the users account as well as recover accounts with lost password, this can be used to login
- Password – this is used to login and can not be viewed by anyone except the associated account

# Home/Feed Page

This page is accessible from the navigation bar and is shown as the first page when the user opens the app regardless of whether or not the user has an account.

This is the page where users can view content posted from other accounts from the last 24 hours as this is how long the posts are published on the timeline for until they are archived to the respective account post history. The user can also interact with these posts as they so choose by liking, commenting or sharing.



## Function

- View posts from other users from the past 24 hours
- Interacts with posts by liking, commenting or sharing
- View an account from the post
- Scroll to the next posts on the timeline
- Filter the timeline by latest, followed and most liked

## Limitations

- Requires an internet connection
- Requires an account to comment

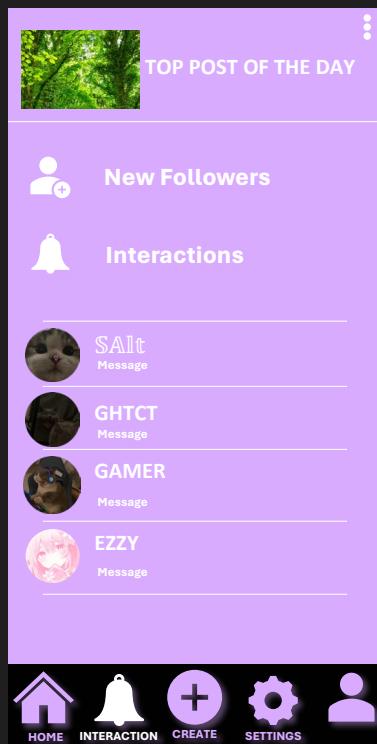
## Data

The application will generate data about how the user interacts with posts including:

- Likes
- Shares
- Comments
- Time spent on viewing the post
- How long before the user scrolled or interacted

# Interaction Page

This page is accessible from the navigation bar, its main purpose is to display user interactions, directly message other accounts and push notification from this page.



## Function

- View interactions from other account users on uploaded posts including likes, comments, shares and profile views
- Directly message other accounts
- Push notifications from this page
- Notify the user of the most popular(liked) post from each day at a specific time according to their time zone.(Time can be edited in notification preferences or can be turned off completely)

## Limitations

- Requires an internet connection
- Requires an account

## Data

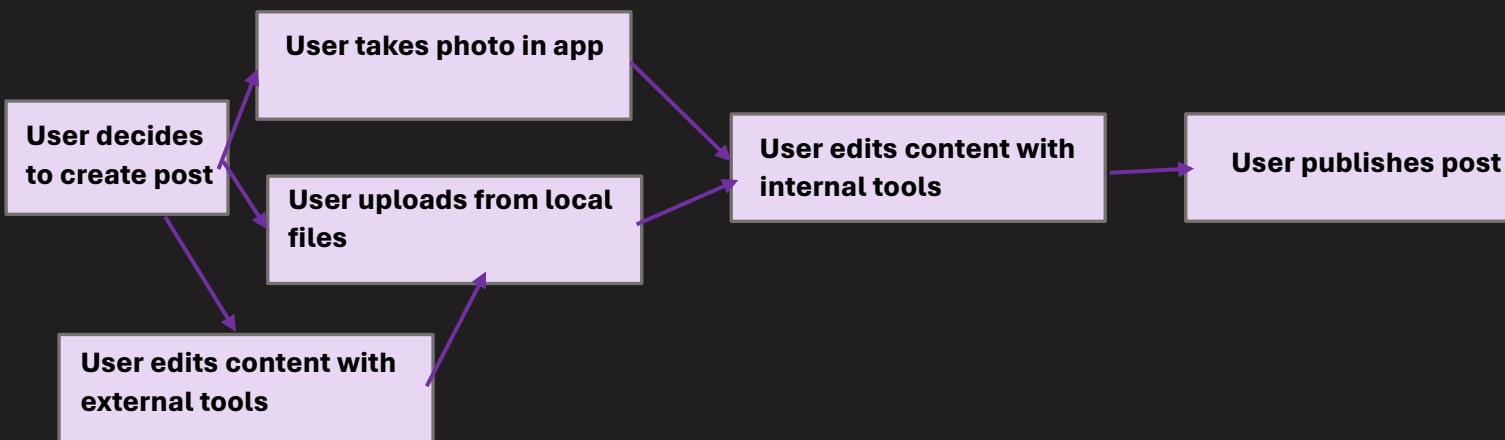
No data is collected on this page, it only shows interaction data from other users with posts that you uploaded.

# Create Page

This page is accessible from the navigation bar, its main purpose is to create posts that will be uploaded to the application by the user. It contains a variety of tools to achieve this including:

- **Image(Uploaded)**
- **Pens(drawing tools)**
- **Text**
- **Stickers**
- **Filters**
- **Animation tools for gif (timeline and allowing you edit frames and lengths)**

When a user uploads a file the application will detect the type of file, a png, jpeg or Gif to detect what tools should be available to the user or the file type is acceptable or not.



## Function

- **Edit and create posts**
- **Save posts locally**
- **Publish these posts to the timeline**

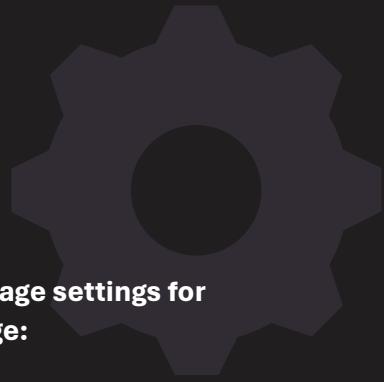
## Limitations

- **Requires an internet connection to upload**
- **Requires an account**
- **Requires access to gallery, camera and files**

## Data

No data is collected on this page, it only requires access to local data.

# Settings Page



This page is accessible from the navigation bar. It is a page to manage settings for the application, there are 3 main sections included within this page:

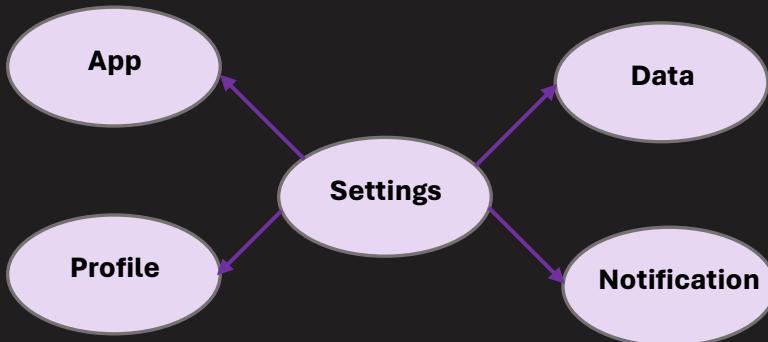
- Profile Settings
- App settings
- Data
- Notification Preferences

Profile settings will allow you to access and change account information data including username, email, password, profile picture, bio, header and request the deletion of an account.

App settings will allow you to clear the caches to speed up the app if it is running slowly due to a large, control sound and vibration from the application and access accessibility settings including contrast, colour blindness and large font.

Data will allow you to view dated stored associated with your account, delete this data and view data analytics for your account and posts.

Notification preferences will allow you to toggle notifications for the most popular post, when you can post again, new followers, post interactions and direct messages.



## Function

- The user can update preferences

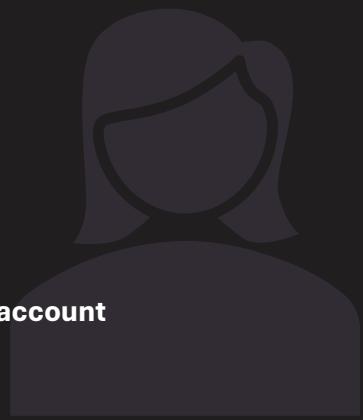
## Limitations

- Requires an internet connection for data, analytics and profile settings
- Requires an account for data, analytics and profile settings

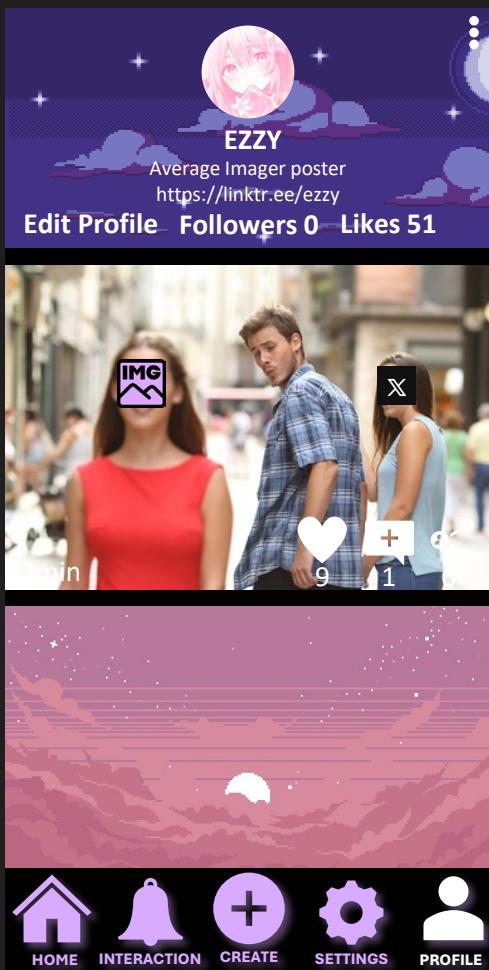
## Data

No data is collected on this page, data is accessible on this page.

# Profile Page



This page is accessible from the navigation bar. It is a page to view user account information and post history.



## Function

- Update biography, username and profile picture
- View account post history

## Limitations

- Requires an internet connection
- Requires an account

## Data

The user can edit the data stored on this page

# 2.2

## Glossary

### Navigation Bar

A long narrow area at the bottom of the application that contains links to other pages.

### Page/Screen

A collection of assets currently displayed on the screen.

### Username

An identifier for a specific account used for public profile and login.

### Password

A string of characters used for gaining access to an account.

### Timeline

Real-time stream of posts from the last 24 hours.

### Account

A profile for sharing content and interacting with other accounts.

### Home

Displays a stream of posts as timeline.

### Direct Messages

Direct Messages are private messages sent from one account to another.

### Profile

Displays information the user chooses to share publicly, as well as all of their posts.

### Top Post

The current most liked post from the last 24 hrs.

# 2.3

## User Profile

Imager is designed to be an accessible application made for everyone to use, the focus group of the application is 16-24 year old social media users as they are the most likely to use this type of application. Older groups may find it harder to navigate this application/

## Task Analysis

Front End	Back End
User opens the app	App displays home page loads timeline
User visits a page	App loads page assets
User creates an account	Creates account with login, email username password
User visits create page	App asked for permission to access camera and/or gallery
User uploads a post	App upload posts to feed for 24hr and starts 24hr cooldown
User interacts with post	App records this data
User scrolls posts	App loads new timeline posts, records data
User requests data	App compiles report and sends it
User requests data deletion	App deletes associated data
User requests account deletion	Deletes account, email username password data

# Prototype



3

# UI Design Inspiration

The design process started with getting some references images and plans inspired by Pinterest and discussed applications including Tik Tok. The paper prototype focuses on functionality

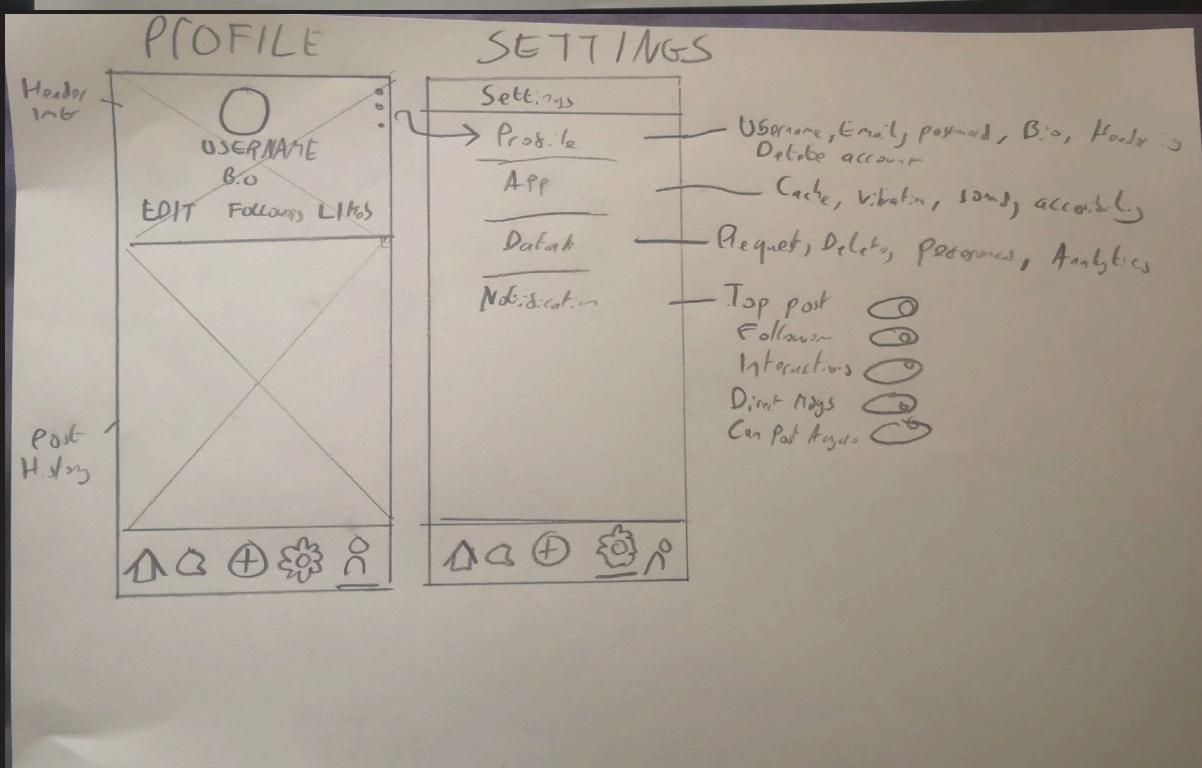
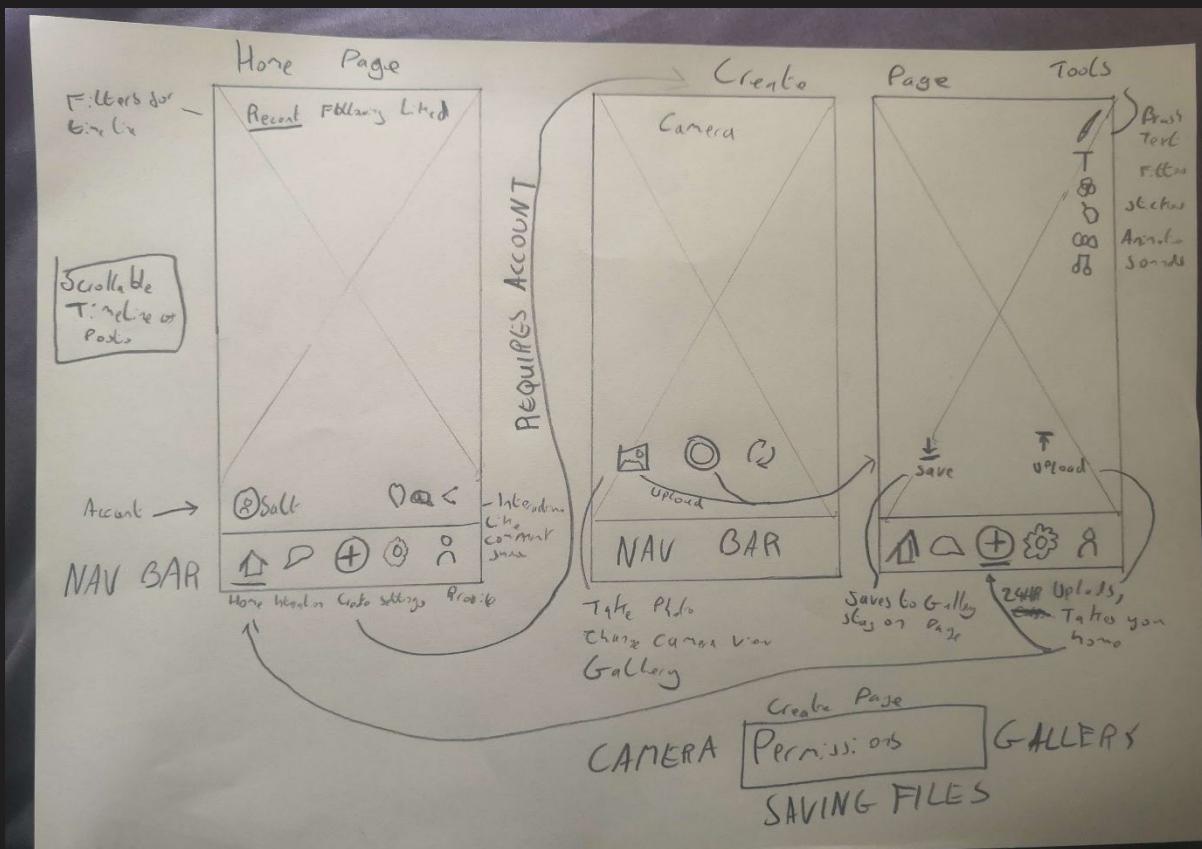
3.1

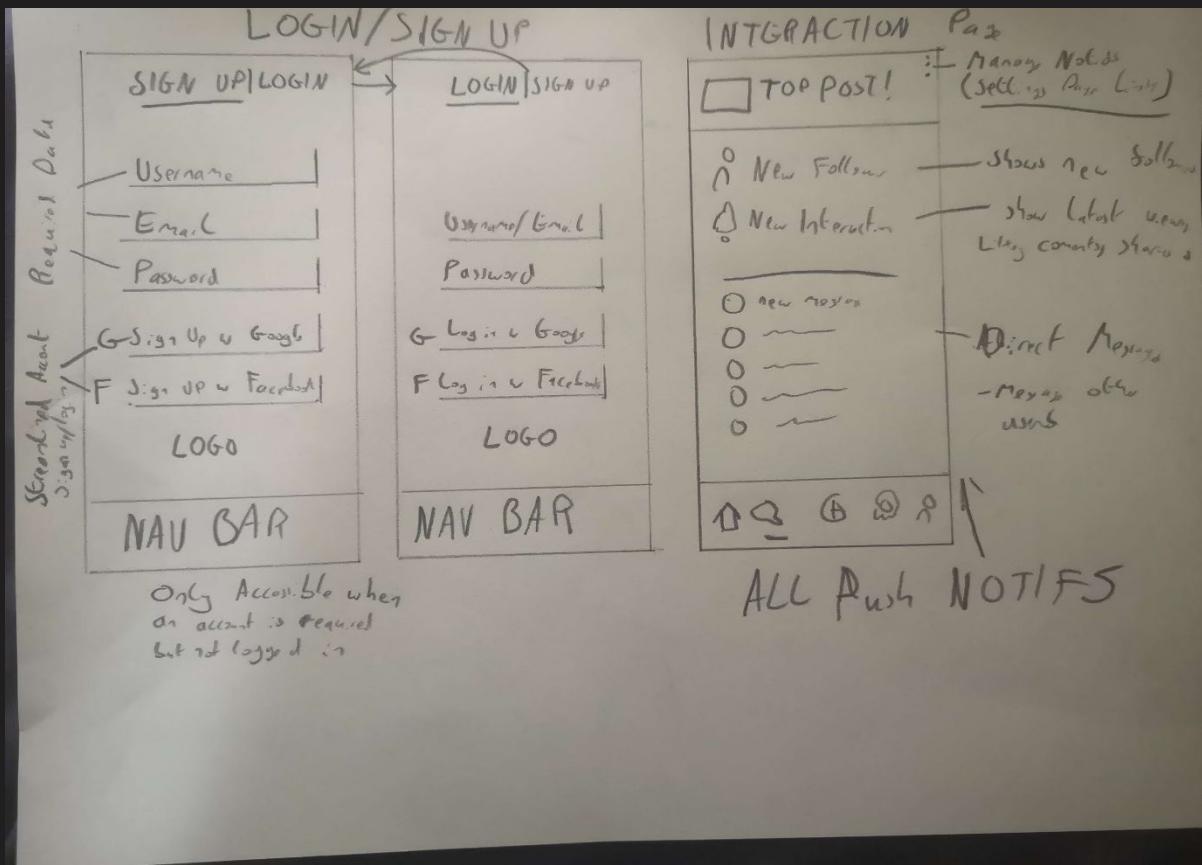
The collage includes the following components:

- Space Shuttle Discovery:** A dark-themed website featuring a large image of an astronaut in space, a purple triangle graphic, and a navigation bar with links to Home, Features, Gallery, Blog, and Contact.
- Color Palette Guide:** A grid showing color swatches and their meanings:
  - PINK:** Affection, compassion, feminine, healthy, happy, optimism, playful, romance, softness.
  - PURPLE:** Ambition, creative, honor, intuition, luxury, majesty, mystical, royalty, sensitivity, spiritual, success, wealth, wisdom.
  - BROWN:** Approachable, comfortable, friendly, organic, practicality, security, strength, stability, warmth.
  - GOLD:** Bling, glowing, luxurious, prestigious, prosperity, radiant, rich, traditional, valuable, wealth, wisdom.
  - GREY:** Balance, calm, mature, minimal, intelligence, neutral, reliable, sleek, solid, stability.
  - BLACK:** Classy, dramatic, elegance, exclusivity, formality, glamour, luxury, mystery, power, protection, sophistication.
  - SILVER:** Classy, cool, glamorous, graceful, high tech, magical, modern, sleek, stylish.
  - WHITE:** Clean, easy, freshness, goodness, hope, imagination, innocence, light, minimalist, modern, peace, purity, simplicity.
- Cavosh Mobile App:** A grid of screens for a coffee delivery app, including sign-up, login, and various order selection and payment screens.
- SIBILARIBEIRO.COM Dashboard:** A dark-themed dashboard with sections for Coffee Cops, Subscribers, Customers, Purchases, and a contact form for NARRA GALLERY.
- iu Mobile App:** A dark-themed mobile application for a financial service, showing a wallet summary, transfer options, and payment methods.

Images Sourced from Pinterest

# Paper Prototypes



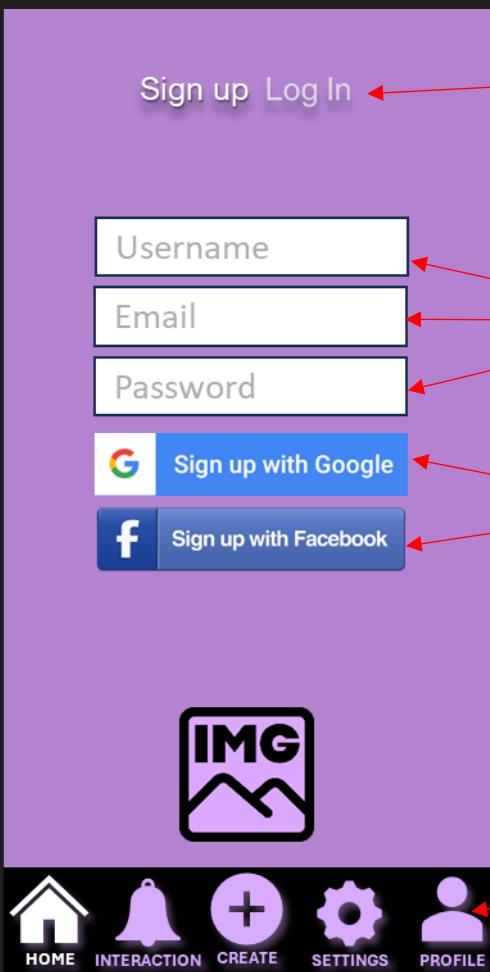


These paper prototypes showcase the core functionality of the pages as previously described it also shows all connections between the pages. These prototypes were used to create wireframes with only minor cosmetic changes made to them.

## Annotated Wireframe

# 3.2

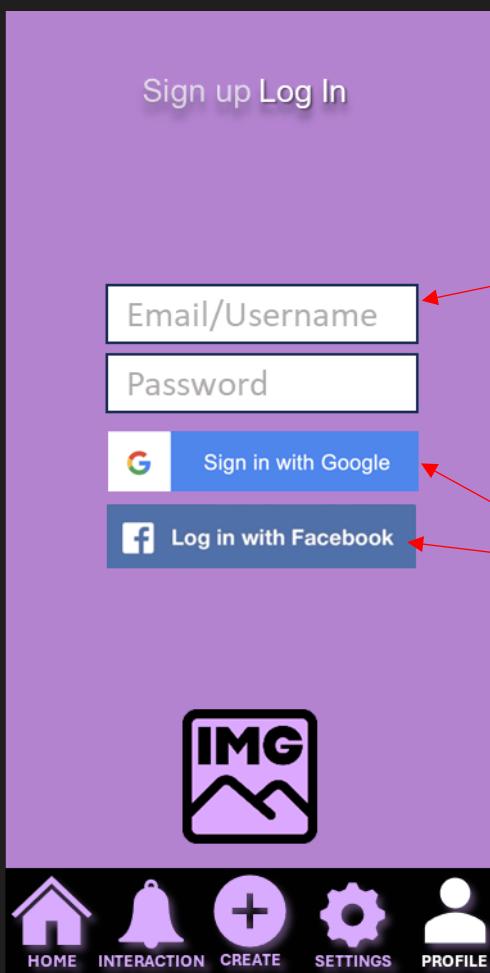
# Sign Up/Login



Highlights selected page, these are clickable button, or the user can swipe left and right between these pages

Required data for the creation of an account

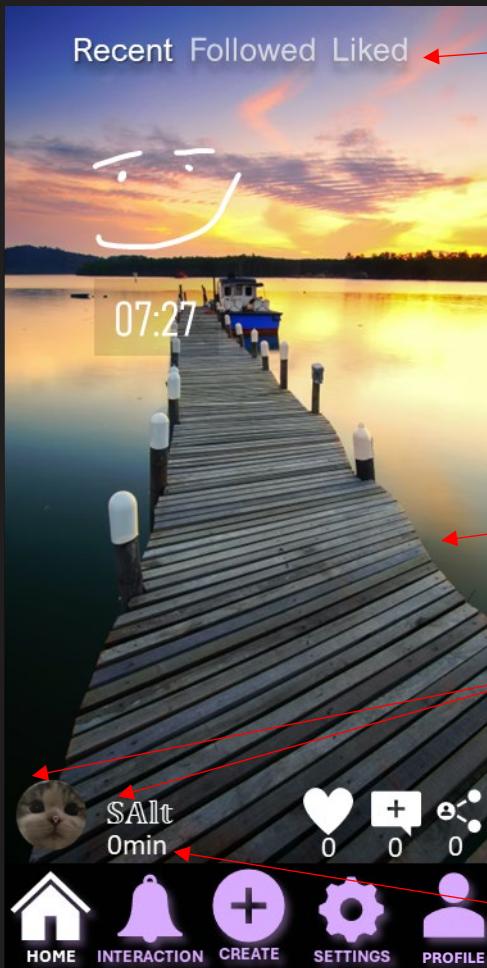
Streamlined account creation using account and data from google and Facebook services



The log in page is very similar, main difference that the email and username are both acceptable account ID

These require the account to have been linked to these platforms previously

# Home Page



Filters for the timeline:

- Recent-most recent
- Followed- most recent buy only followed users
- Liked- posts with the most likes on the timeline

First Page that appears upon opening the application

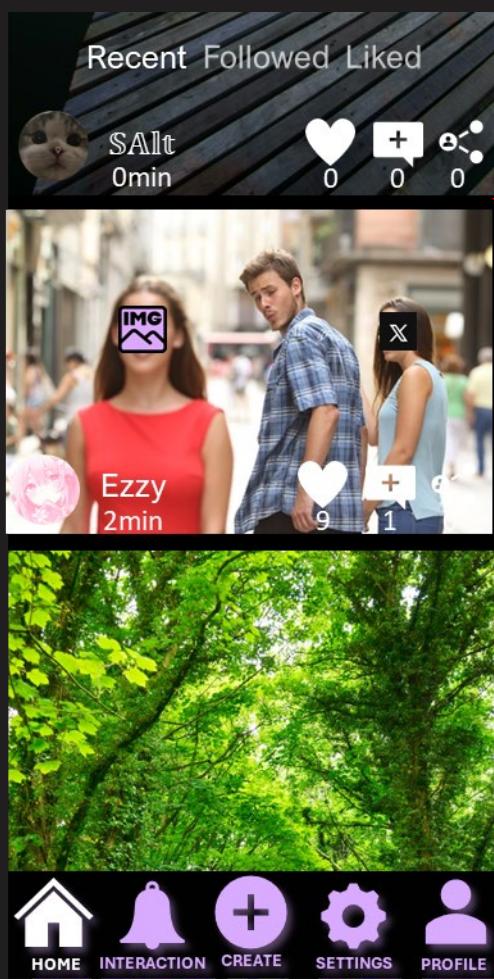
Post

Account – link to their profile page

Interactions for the post

- Like
- Comment
- Share

Time since upload



User can scroll the timeline

Posts will attempt to lock to bottom or top if they're close and the user lets go of the scroll movement

# Create Page



CAMERA

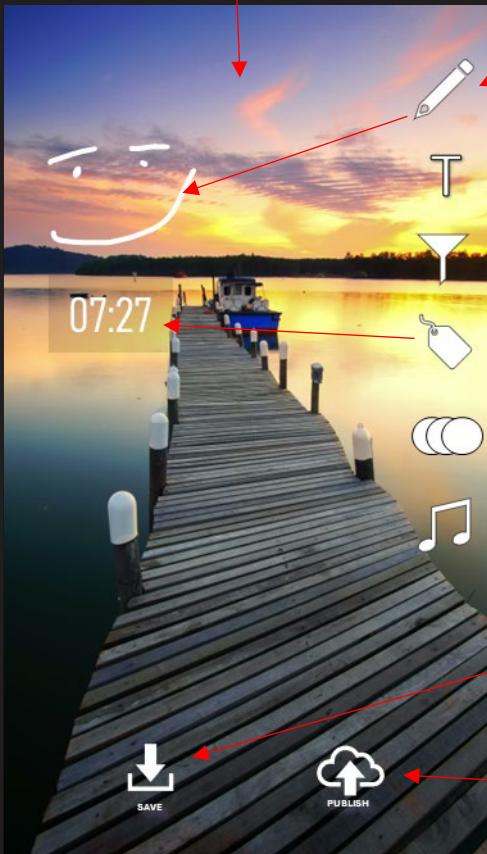
Displays phone camera after permission is granted by user



Upload File requires  
Gallery Permission

Take Photo

Camera View



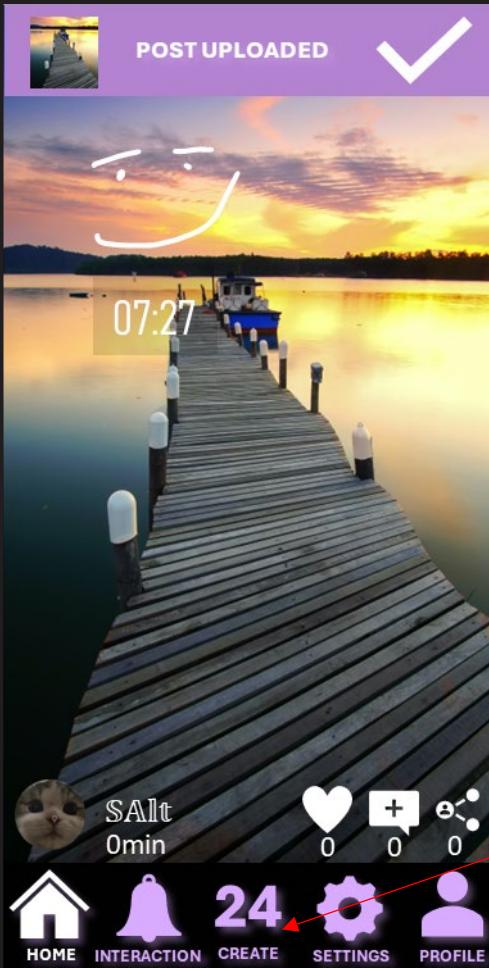
Internal Editing tools:

- Brush
- Text
- Filters
- Stickers
- Animation
- Sound

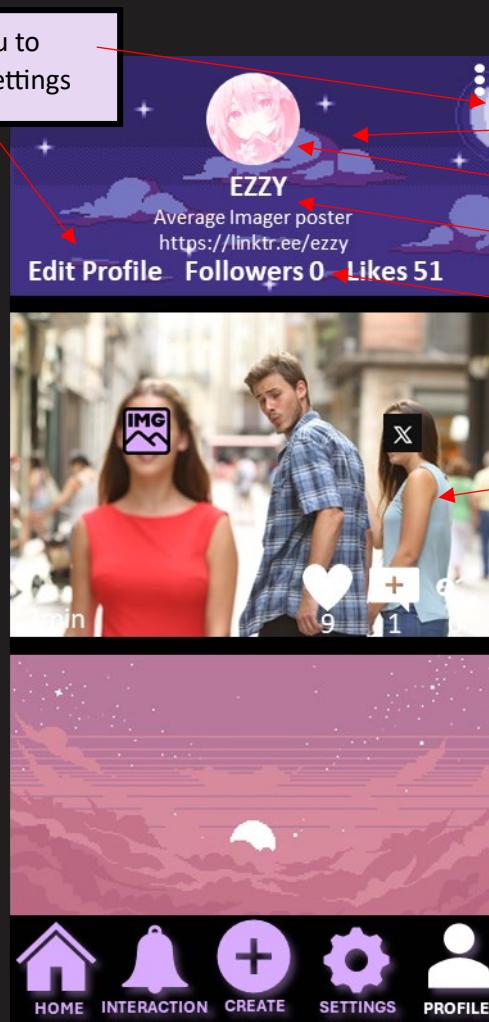
Save post to the device  
requires permission

Upload post to the  
timeline, go to post on  
home page





Show posts is uploaded successfully, takes you to home page



## Profile Page

Header Image

Profile Pic

Username & Bio

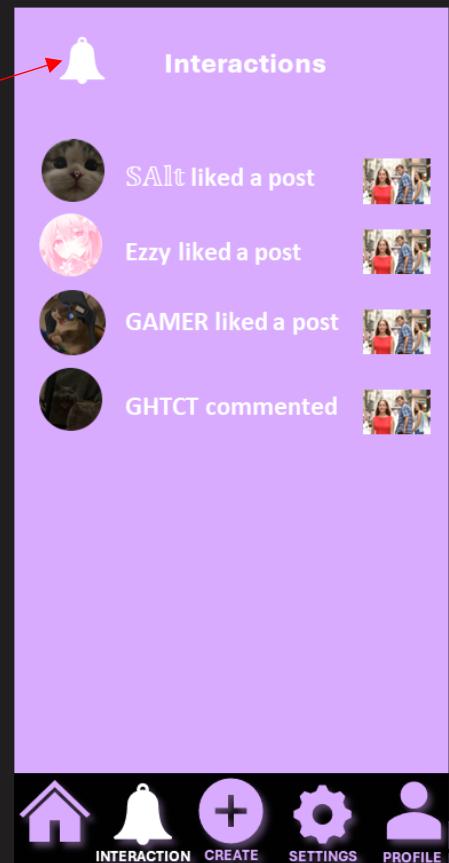
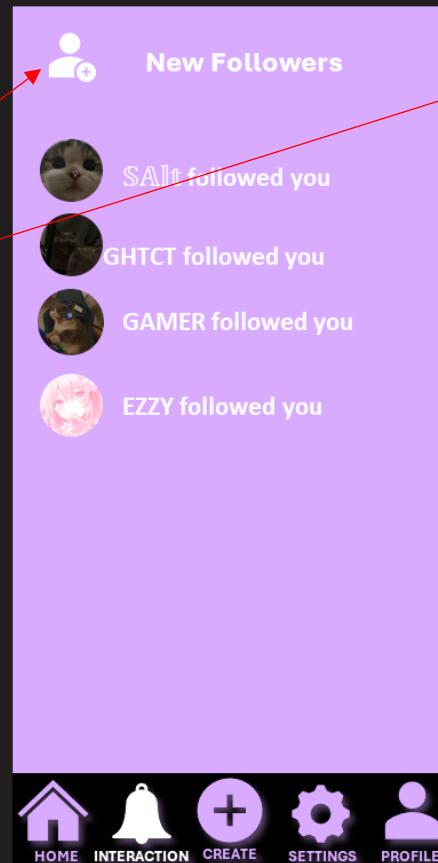
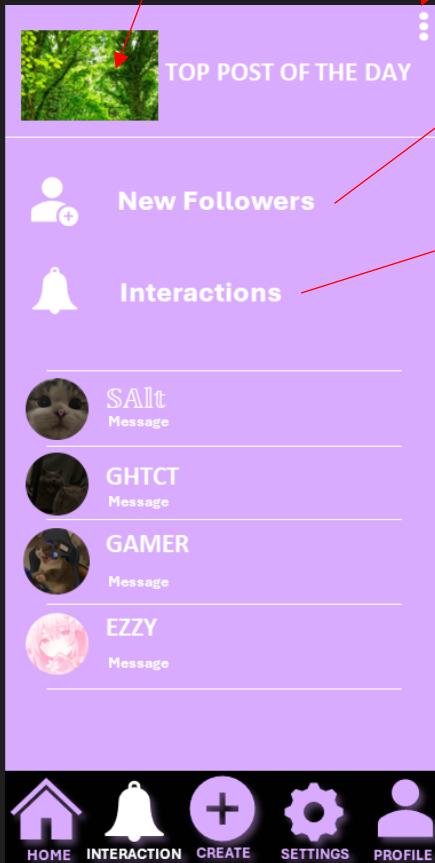
Account stats

Post History(Scrollable)

# Interaction Page

Most liked post on timeline(linked)

Notification Settings



Can directly message other users

Can view new followers(linked to their profile pages)

Can view new interactions on an uploaded post(profiles and post linked)

# Settings Page

**SETTINGS**

- Profile Settings
- App Settings
- Data
- Notification Preferences

**PROFILE**

Username  
Email  
Password  
Bio  
Header Image  
Delete Account

**APP**

Clear Cache  
Vibration  
Sound  
Accessibility features

**DATA**

Request Data  
Delete Data  
Data Preferences  
Data Analytics

**NOTIFICATIONS**

Post of the day  
New followers  
Interactions  
Can post again  
Direct Messages

**HOME** **INTERACTION** **CREATE** **SETTINGS** **PROFILE**

Profile Management

Edit data

App settings

Data Management controls for user data as well as analytics for your account

Notifications can all be turned off

# References



4

# Application References

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X/Twitter  
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