DESIGN FOR USER EXPERIENCE   Jarrett Fuller
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PROJECT 03: MULTI-SCREEN APPLICATION

For the final project, you will move beyond the mobile phone screen and design an app that has multiple interfaces. Your app can fall into any category and do whatever you want but it must be designed for at least two platforms. These can be: mobile phone, tablet, watch, desktop, or any other peripheral device (fitness band, thermostat, speaker, car, "internet of things", etc.)

Like project 2, you'll be expected to design every interaction and feature — this means onboarding/sign-up, settings, sharing, etc. Make sure to work through the entire functionality of the app and design accordingly. You must name it and design an icon for each platform your app is available on. The final product is due the last day of class.

PROCESS

1. **Develop a new application.** Create a concept for a new app that works across multiple platforms. Write a one to two sentence creative brief describing what your app does and how it works on each platform. Each platform should do something different — consider how different platforms can be optimized for different features — it should not just be the same features on different screens.

2. **Define your intended audience.** Interview at least two people who would be users for the app and ask them about themselves and what they'd want to learn about their behaviors and habits. Use these interviews to create one user persona that will guide your design process and help you develop and prioritize features.

3. **Competitive Analysis.** Compare your app to other apps that have similar features. Take screenshots and make notes of the interactions. Look at interaction models on various platforms. Write 5-6 sentences about the experience of using each app/platform.

4. **Roughly prototype and test.** Work quickly through interface sketches to prototype and test. Create a wireframe and userflow of the interactions and test the application with multiple people. Make notes on how people interact and make changes accordingly

5. **Add visual design.** Develop a visual language that works across each screen and platform for your app. This may include onboarding and sign-up, main functionality, or switching between interfaces. You should consider traditional interaction methods and develop an original aesthetic.

6. **Create a high-fidelity prototype.** Using your userflow diagrams and visual designs, create a detailed interactive prototype. Mobile apps should be protoyped in Invision, Desktop apps can be created in browser using HTML and CSS. Other platforms (watch, speakers, car, etc) do not need to be interactive but you should be able to walk us through every screen.

DELIVERABLE

A well designed PDF that includes:
- Creative brief (including name and icons)
- Competitive Analysis
- Persona
- Userflow diagram and wireframes
- Visual designs
- Links to prototype