

PROJECT 02: SOLO APP

For this project you'll build upon the processes you learned in project one to create your own brand-new application. Your app should fall under one of these categories: Weather, Calendar, Productivity, Fitness, or Photography.

Because this is a completely new app, 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. Think about names and home-screen icon design.

You can choose to design your app for the iPhone 6 (750px x 1334px) or Android (1080x1920). Since you are creating the ground up, you should consider Apple's Human Interface Guidelines and Google's Material Design Guidelines but are not required to adhere to them.

PROCESS

- 1. Develop a new application.** Choose an app type from the list above and develop a new take on it. Think of a name. Write a one to two sentence creative brief describing what your app does and how it is unique.
- 2. Define your intended audience.** Before designing, determine your 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. You'll use these interviews to create one user persona that will guide your design process and help you develop and prioritize features. We'll also use the personato help critique your application and measure its effectiveness.
- 3. Competitive Analysis.** Compare your app to other apps that have similar features to what you're looking to implement. Take screenshots and make notes of the interactions. Write 5-6 sentences about the experience of using each app.
- 4. Roughly prototype and test your feature.** 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.** Design the main screens necessary for the app. This may include onboarding and sign-up, main functionality and any other features you've decided on. 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 in Pixate or Invision.

DELIVERABLE

A well designed PDF that includes information:

- Creative brief (including name and icon)
- Competitive Analysis
- Persona
- Userflow diagram and wireframes
- Visual designs
- Links to high fidelity prototype