qutFACULTY OF SCIENCE AND ENGINEERING

SEMESTER 2, 2013

**INB348 - Mobile App Development**

**Assignment 1: App Design and Early Prototype**

**Due Date: Friday (Week 7) – Submission Method: in class**

**Weight: 40%**

DECLARATION

You must sign below. By signing this form you agree to the following:

* I/We declare that all of the work submitted for this assignment is our own original work except for material that is explicitly referenced and for which we have permission, or which is freely available (and also referenced).
* I/We agree that QUT may archive this assignment for an indefinite period of time, and use it in the future for educational purposes including, but not limited to: as an example of previous work; as the basis for assignments, lectures or tutorials; for comparison when scanning for plagiarism, etc.
* I/We agree to indemnify QUT and hold it blameless if copyright infringements are found in this work and the copyright owner takes action against QUT that is not covered by the normal terms of Educational Use.

The assignment should be conducted in a team of 2-3 students, and it is highly recommended that each team have at least one smart phone. Individual is allowed, but a group of more 3 is strongly discouraged, consult with unit coordinator if you have any issues.

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| **Team Member Details** | | |
| **Student Number** | **Student Name** | **Signature** |
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# Part A: Review of Current Mobile Apps (20 marks)

**Background:** Designing and developing a mobile application which is worth to keep and attracting positive reviews is challenging. One of the best methods for design inspiration is by exploring, analysing, and evaluating the existing applications.

**Task:**

**1. Review 5 closely related mobile applications (various platforms recommended ).** For each application, provide the name of the app, its category (e.g. utility), and attach some photos (while you use it), screenshots, or a thorough description on its functionalities. Then, provide your summary (bullet points acceptable) of the positive and negative aspects of the app, from design (interactivity), features, or functionality perspectives.

**Note:** If you have more than one very similar app (e.g. flat surface level indicator), you should count it as one application.

**Highest mark indications:** For each app, you include at least 2-3 examples. A comprehensive discussion of an app is not best measured by the amount of words or pages, however, as a guideline, 1.5 pages for each app (standard 10-12 font, single paragraph spacing) is sufficient.

Recommended resources to use: Designing for mobile interaction (books, forums, web pages, etc)

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| --- | --- | --- | --- |
| Name of App / Category | Photos/Screenshots/Description of the functionalities | Positive | Negative |

# Part B: Prototype (60 marks)

**Background:** During the semester, you will need to develop a real application, worthy to be put on the App Store, and for the scope of this unit, at least a beta product is expected.

**Scope:** A mobile app is usually not complex (save the memory load), with limited functionalities (not many extra), and using simple but effective flow of up to 6-10 screens.

**Tasks**:

**1. Describe in ‘executive summary’ style your application:** its name, features and functionalities, and who the intended users are. This should be a paragraph or two.

2**. Prototype your screens** (e.g. Storyboard in iOS, or equivalent): for each screen, clearly show the information displayed and what users will need enter. You should already demonstrate the use of “Tab Bar Controller”, “Navigation Controller”, “Table Views”, etc, and achieve the first set of wireframes at this stage

**3. Discuss the use case scenario** and how the screens are used to accomplish users tasks.

4. Describe your **information architecture**: how the information flows from user inputs, storage and processing.

# Part C: Present to your Class (20 marks)

**Background:** The best way to ensure your design is ‘good to sell’ is to discuss it with your classmates. In week 7, you will be given a 3 minutes ‘elevator pitch’ opportunity to advertise your product: what it does, how it would look like, and why we should invest on it.

**Aim:** At the end of each presentation, the class will have up to 5 minutes opportunity to ask questions and give suggestions. This will be a very good opportunity to obtain early feedback and cater some good suggestions to improve your design.

**Task:**

**1. Present in week 7 Lecture (smart casual attire is recommended):** You may use up to 3 slides. Use them effectively.

You will be marked simply based on have you effectively communicated your product? If it is foreseen that you will be away in week 7, you need to consult with us how your product will be represented.

# Assignment Submission

Assignment should include all parts listed above, color-printed on A4 paper and stapled/bound with cover sheet (first page of this document) on the **first page** of your assignment. Penalty applies if any of the requirements have not been met, as well as late submission.