

BEWD 10

Lesson 9: Project Proposals

Objectives:

- Explore Possible APIs to use in your projects
- Be able to explain what UX design is and how it relates to BEWD
- Add a User Story to your Trello Board
- Sketch a wireframe of your project
- Create a one minute pitch of your project

Recap

What is an API?

What's an example of an API outside of reddit & mashable?

What could you do with an API?

- BART?
- SF bike share open data

Previous Projects

A few examples from previous BEWDs:

- <http://goodytwoshoes.herokuapp.com>
 - listing volunteer opportunities
- <http://best-day.herokuapp.com>
 - vacation planning

A few possible APIs...

- [songkick](http://venuekick.herokuapp.com) (concerts) - <http://venuekick.herokuapp.com>
- [BART](https://github.com/albson/bartstop) - <https://github.com/albson/bartstop>
- yelp api - <https://bar-roulette.herokuapp.com/signin>
- [shop style api](#)
- echo nest (music) - <http://www.concertreq.com/>
- indeed jobs api
- [yummly recipe api](#)
- [SF data](#)
- [zillow api](https://guarded-retreat-9724.herokuapp.com) - <https://guarded-retreat-9724.herokuapp.com>
- [last.fm](#)
- [instagram](#)
- [etsy](#)

.... and many more

on programmable web and developer.mashery.com/apis

Brainstorming

Spend 20 minutes discussing app ideas

1. write your ideas down
2. find the API(s) you'll use
3. bounce ideas off your neighbors

Remember: your project must be UNIQUE.

trello demo

Nicole in list Projects Pitches

Members

Description Edit

**Summary of your application: Cat Attack IV
Attacks your cats while you're away from home, it keeps them alert and exercised throughout the day.

How does it work?
It uses the Laser Beam API to shoot lasers at the floor for them to play with.

What problem are you solving?
You have FAT cats. You got to unfatten them. They thick.

Who is the target user?
Cat owners. Especially the fat cat ones.

What APIs am I going to use? /list 3
Laser Beams API

User stories: write 5
As a Pet Owner, I would want to my cat to be exercised throughout the day so that I can have a healthy cat.

Core Requirements

Hide completed items Delete...

Add

Members

Labels

Checklist

Due Date

Attachment

Actions

Move

Copy

Subscribe

Archive

project specs

Don't worry; we'll work on these slowly over the next few weeks.

trello link!

Core Requirements [Hide completed items](#) [Delete...](#)

7% 

Graft summary of your project idea (click 'Edit the description...' above)

Create a shortlist of APIs you may want to use in the comments of this Trello card

Sketch out wireframes for each page either on paper or Balsamiq

MVC Schema: models with at least 2 associations

MVC: controllers

MVC: views

MVC: RESTful routing

MVC: Style your views with Bootstrap

MVC: Partials. Use partials to DRY (Don't Repeat Yourself) up your views.

External: Use at least one Ruby gem

External: Use an API (speak with a TA if you'd like to use more than one API)

Authentication

Authorization

Host your project on Heroku (we'll cover this in class)

Activity....

Start filling in your trello *description*

- Goal: take **5 minutes** now to fill in the description
- You'll continue to fill this out over the next few weeks

App Design

So now that we have an idea....

.... how do we make it user-friendly?

UX/UI Design Basics

UX Design (User Experience Design): is the process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product. UX designers are concerned with the overall feel of the product.

UX/UI Design Basics

UI Design (User Interface Design): is the design of user interface in reference to the application's aesthetics and layout. The goal of user interface design is to make the user's interaction as simple and efficient as possible. UI visually communicates the path that a UX designer has laid out.

INTUITIVE

(reduce user angrification)



What's a site with terrible design?

What specific features make it so?



craigslist

[post to classifieds](#)
[my account](#)
[search craigslist](#)

event calendar

S	M	T	W	T	F	S
23	24	25	26	27	28	29
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19

[help, faq, abuse, legal](#)
[avoid scams & fraud](#)
[personal safety tips](#)
[terms of use](#)
[privacy policy](#)
[system status](#)

about craigslist

[craigslist is hiring in sf](#)
[craigslist open source](#)
[craigslist blog](#)
[best-of-craigslist](#)
[craigslist TV](#)
["craigslist joe"](#)
[craig connects](#)
[progressive directory](#)

SF bay area

[w](#)
[sfc](#)
[sby](#)
[eby](#)
[pen](#)
[nby](#)
[scz](#)

community

[activities](#) [local news](#)
[artists](#) [lost+found](#)
[childcare](#) [musicians](#)
[classes](#) [pets](#)
[events](#) [politics](#)
[general](#) [rideshare](#)
[groups](#) [volunteers](#)

housing

[apts / housing](#)
[housing swap](#)
[housing wanted](#)
[office / commercial](#)
[parking / storage](#)
[real estate for sale](#)
[rooms / shared](#)
[rooms wanted](#)
[sublets / temporary](#)
[vacation rentals](#)

jobs

[accounting+finance](#)
[admin / office](#)
[arch / engineering](#)
[art / media / design](#)
[biotech / science](#)
[business / mgmt](#)
[customer service](#)
[education](#)
[food / bev / hosp](#)
[general labor](#)
[government](#)
[human resources](#)
[internet engineers](#)
[legal / paralegal](#)
[manufacturing](#)
[marketing / pr / ad](#)
[medical / health](#)
[nonprofit sector](#)
[real estate](#)
[retail / wholesale](#)
[sales / biz dev](#)
[salon / spa / fitness](#)
[security](#)
[skilled trade / craft](#)
[software / qa / dba](#)
[systems / network](#)
[technical support](#)
[transport](#)
[tv / film / video](#)
[web / info design](#)
[writing / editing](#)
[\[ETC\]](#)
[\[part-time \]](#)

personals

[strictly platonic](#)
[women seek women](#)
[women seeking men](#)
[men seeking women](#)
[men seeking men](#)
[misc romance](#)
[casual encounters](#)
[missed connections](#)
[rants and raves](#)

for sale

[antiques](#) [farm+garden](#)
[appliances](#) [free](#)
[arts+crafts](#) [furniture](#)
[atv/utv/sno](#) [garage sale](#)
[auto parts](#) [general](#)
[baby+kid](#) [heavy equip](#)
[barter](#) [household](#)
[beauty+hlth](#) [jewelry](#)
[bikes](#) [materials](#)
[boats](#) [motorcycles](#)
[books](#) [music instr](#)
[business](#) [photo+video](#)
[cars+trucks](#) [rvs+camp](#)
[cds/dvd/vhs](#) [sporting](#)
[cell phones](#) [tickets](#)
[clothes+acc](#) [tools](#)
[collectibles](#) [toys+games](#)
[computers](#) [video gaming](#)
[electronics](#) [wanted](#)

discussion forums

apple	help	photo
arts	history	p.o.c.
atheist	housing	politics
autos	jobs	psych
beauty	jokes	queer
bikes	kink	recover
celebs	legal	religion
comp	linux	romance
crafts	m4m	science
diet	manners	spirit
divorce	marriage	sports
dying	media	tax
eco	money	travel
educ	motocy	tv
feedback	music	vegan
film	nonprofit	w4w
fitness	open	wed

services

[automotive](#) [legal](#)

[english](#)

nearby cl

[bakersfield](#)
[chico](#)
[fresno](#)
[gold country](#)
[hanford](#)
[humboldt](#)
[inland empire](#)
[klamath falls](#)
[las vegas](#)
[los angeles](#)
[medford](#)
[mendocino co](#)
[merced](#)
[modesto](#)
[monterey](#)
[orange co](#)
[palm springs](#)
[redding](#)
[reno](#)
[roseburg](#)
[sacramento](#)
[san luis obispo](#)
[santa barbara](#)
[santa maria](#)
[siskiyou co](#)
[stockton](#)
[susanville](#)
[ventura](#)
[visalia-tulare](#)
[yuba-sutter](#)
[us cities](#)
[us states](#)
[canada](#)
[cl worldwide](#)

glas

Examples of BAD UX/UI Design

- **craigslist**
 - unofficial motto: “our site is junk, but it’s your junk”
 - design is bland and outdated
- **reddit**
 - poor user cues (article? comments?)
 - overwhelming design
 - quantity over quality

Processes and Tools

User Stories: are short, simple descriptions of a **feature** told from the perspective of the person who desires the new capability, usually a user or customer of the system.

They typically follow a simple template:

As a <type of user>, I want <some goal> so that <some reason>.

Example of a User Story

User Story 1:

As a <type of user>, I want <some goal> so that <some reason>.

*As a volunteer, I want to view listings of volunteer positions
so that I can join an organization.*

As a new user, I want to be able to create a new account.

As a tweeter, I want to automatically share my quips on facebook

*As a facebook user, I want to see posts from my friend's ex, so that
I can stalk them*

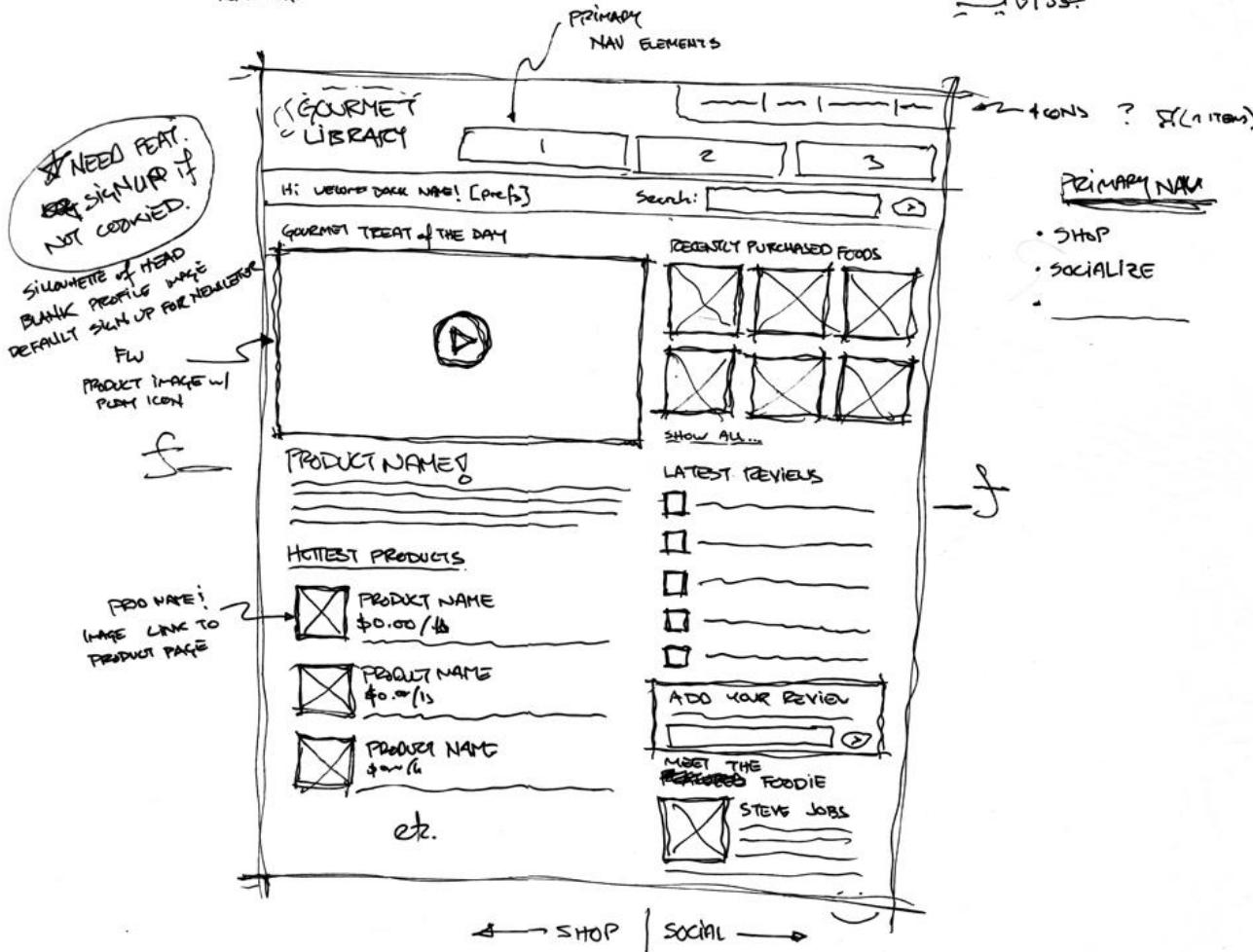
Does anyone know what a wireframe is?

GOURMET LIBRARY

HOME PAGE WIRE FRAMES

06 MAY 2007

131st



Processes and Tools

Wireframe: It's an important step in any screen design process. It primarily allows you to define the information hierarchy of your design, making it easier for you to plan the layout according to how you want your user to process the information.

Tools: Balsamiq, Invision, Omnigraffle, Photoshop, Illustrator, pencil.evolus.vn, good ol' pen and paper

Design Principles:

A couple of things to keep in mind when designing your wireframes/ application

Typography/ Hierarchies: Is the type and hierarchy properly framing the most important information on the page?

Accessibility: Is the user able to easily navigate through the web application? Repeated paths

Clarity: Is the data you're presenting organized and clear?

Less is More: Does each page serve a distinct and clear purpose?

Goody Two Shoes

Leave your footprint.

VOLUNTEERS

ORGANIZATIONS



Goody Two Shoes

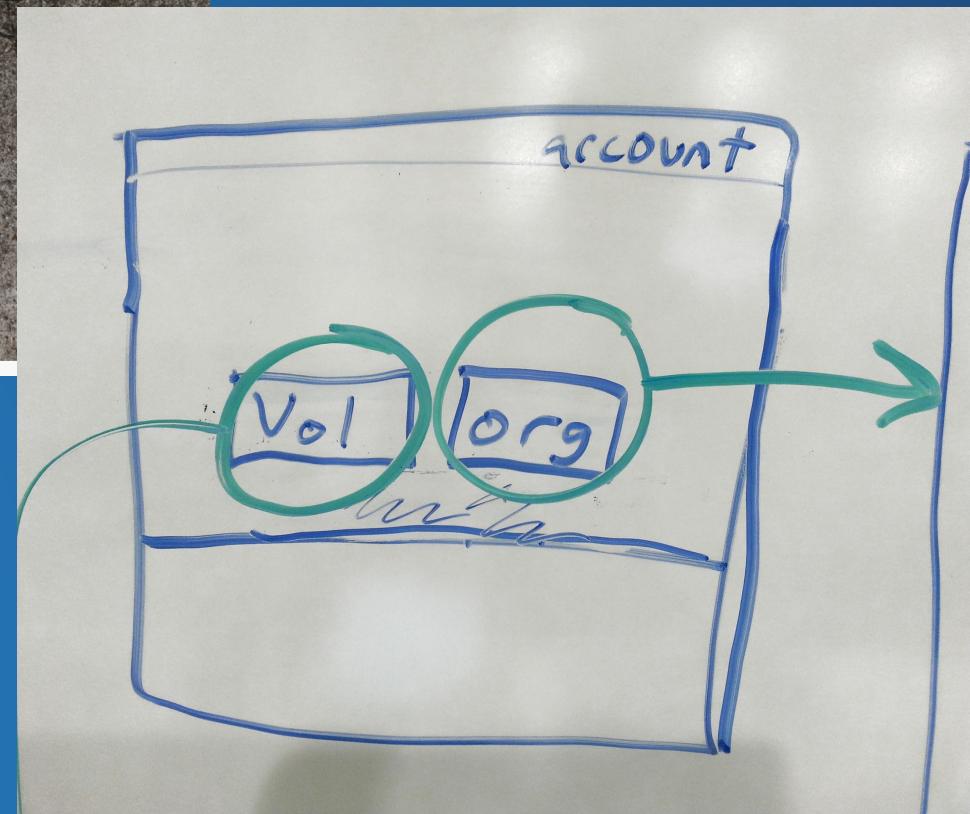
Leave your footprint.

VOLUNTEERS

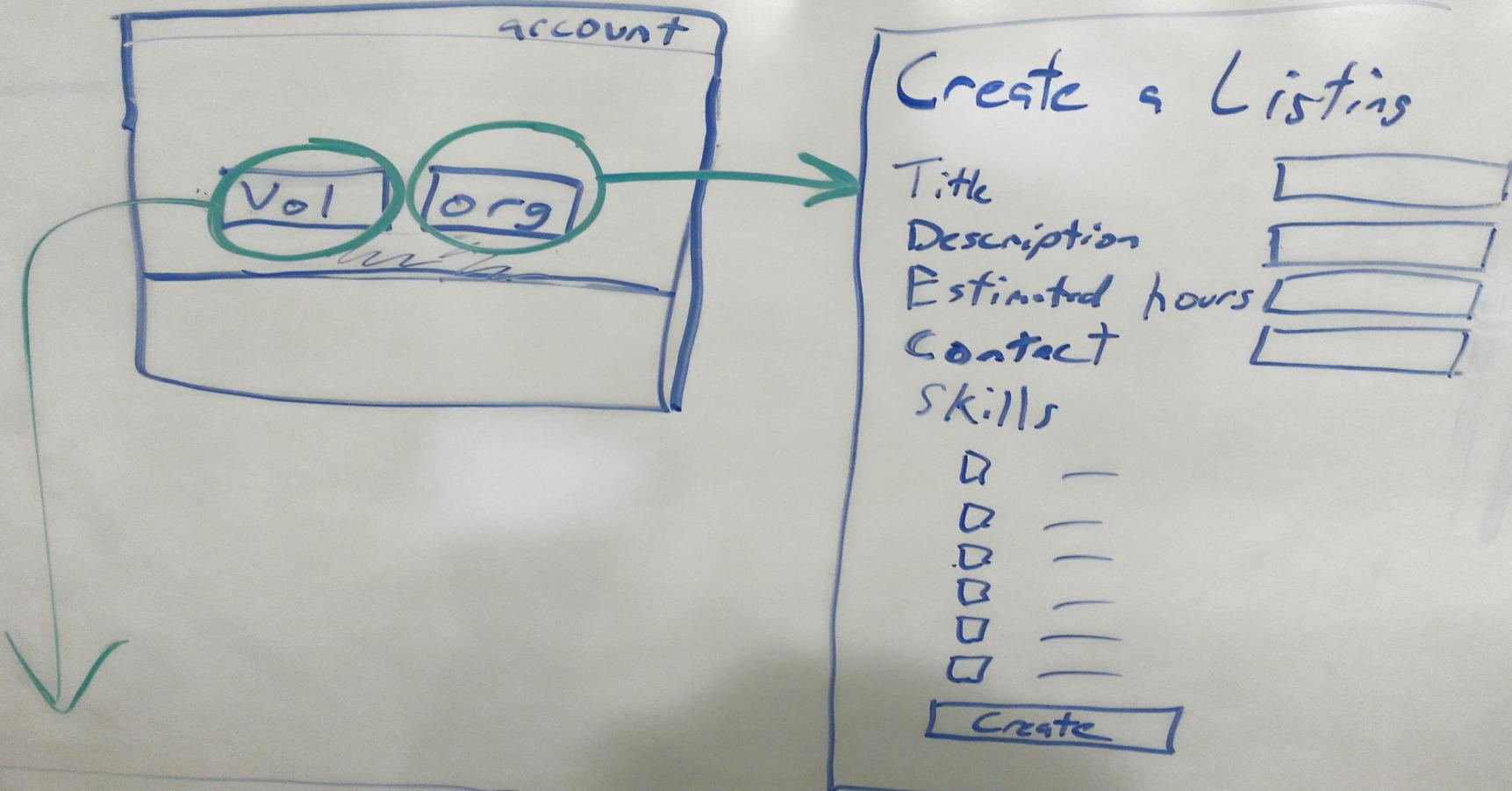
ORGANIZATIONS



Wireframes: simplified
schematics of your pages



Diagramming page transitions



Create a Listing

* Title

* Description

* Estimated hours

* Contact

Skills

- Web Development
- Finance/Accounting
- Marketing/Growth
- Strategy Consulting
- Data Analysis
- Social Media

Create a Listing

Title

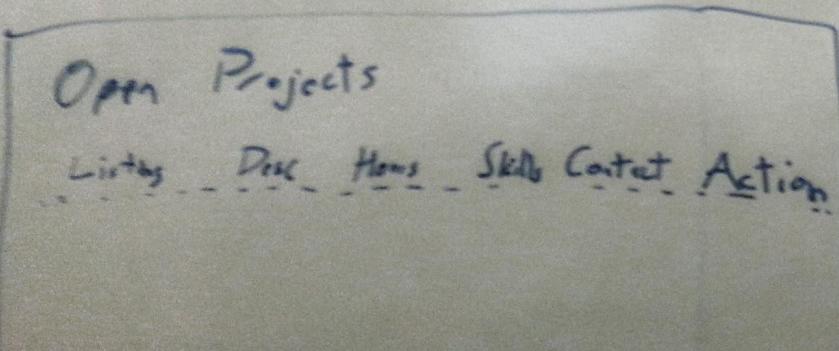
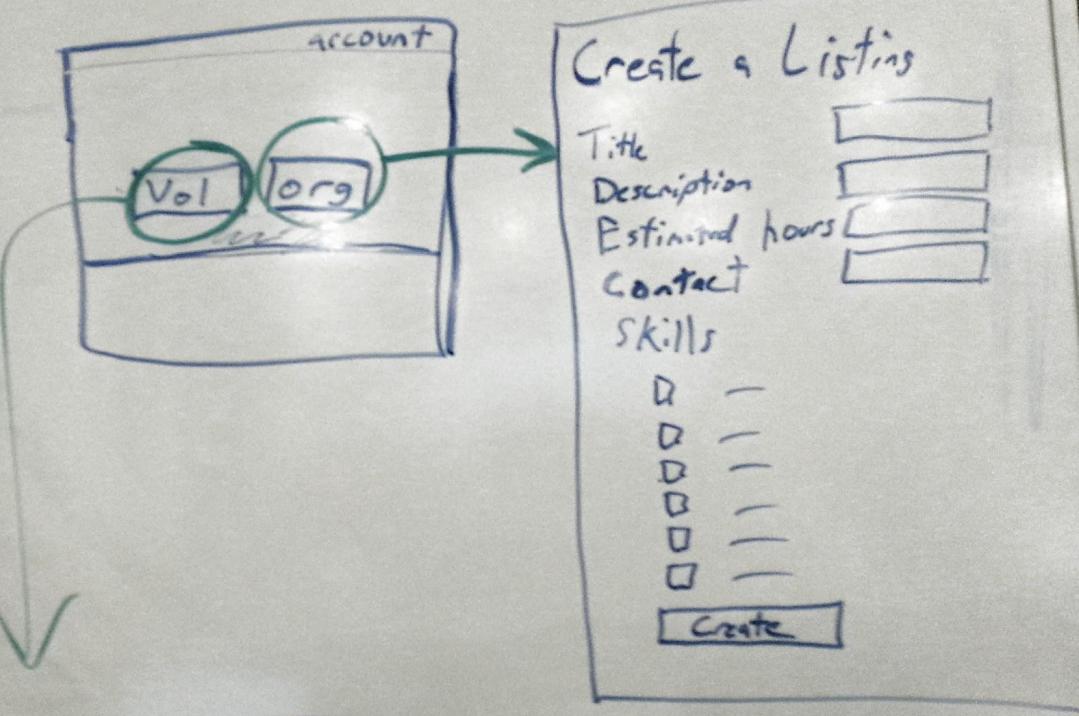
Description

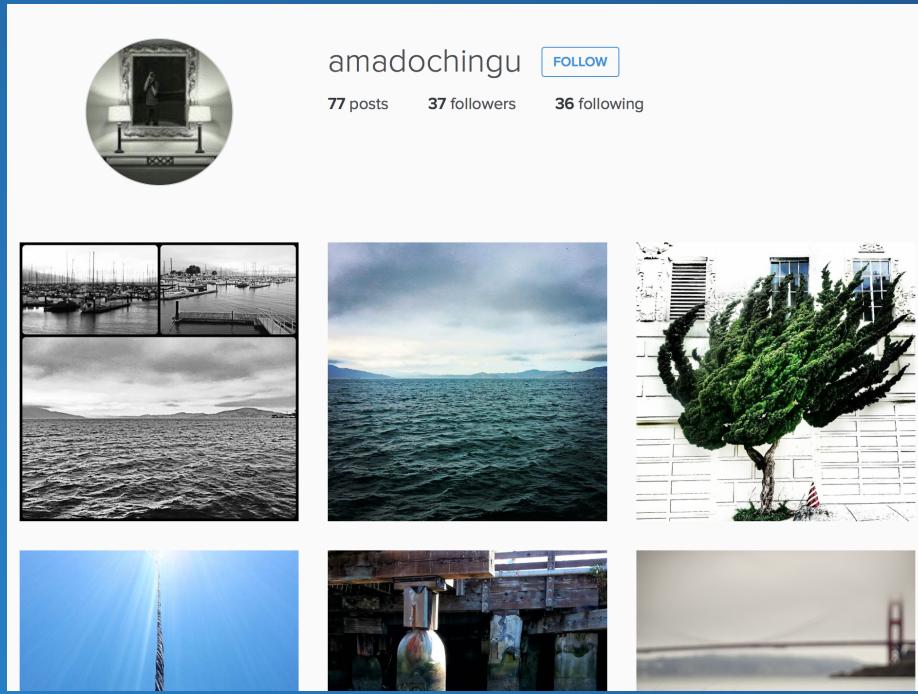
Estimated hours

Contact

Skills

-
-
-
-
-
-





[instagram page](#) (a very simple site design)

wireframe activity



Objective: draw a wireframe for your project

~10-15min

~ 3 screens and a connecting diagram

~ focus on user-flow, over look-and-feel

Balsamiq

A tool for drawing wireframes

(somewhat more advanced than your marker)

(but we still think **markers are the best place to start**)

Take a deep breath

Now we're going to talk about the 1-minute project proposals we'll be giving today.



Scope

What are you planning to build?

What features will it have?

If you run out of time, will you have a working app without completing everything you want to implement?

Focus on a **Minimum Viable Project** first

Wireframes

Sketch out your core screens and how they will work.

Start with paper or a whiteboard, because you are then much less married to the outcome, can make quick revisions, and not worry about learning yet another tool when you already have very limited time.

Milestones

Outline some milestones for yourself based on how you prefer to work.



1 min pitch considerations

Who is the end-user?

What problem does this solve?

What API are you using?

Show a wireframe

Objective: Prepare a 1 min pitch for your project

Possible activities at this time:

- research APIs
- discuss ideas with classmates and we 3
- add details on trello
- draw wireframes
- **balsamiq** (only if everything else is already awesome)

Project considerations:

- You must use an API
- 2 connected models
 - (example: users & songs)
- User interaction
- Who is the end user?
- NO SIMILAR PROJECTS

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