Group 2:
Shwetha Subramanian, Jessica Foronda, Alex Kalomiris, Neelay Wagchoure

Client: Jeff Hoffman
Rochester Childfirst Network

Sketches

Lo-fi Prototype

Login Screen

Forgot Password

Messages

Public Announcements

Internal Announcements

Brand Guide

Brand Guide

Fonts

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Color Palette
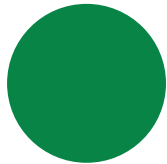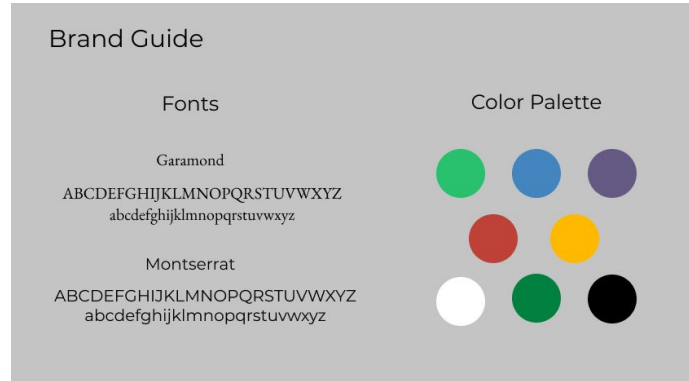
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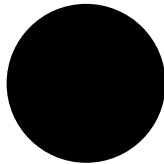
Hex: #FFFFFF
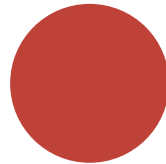
Hex: #BF4239

Hex: #4484BF

Hex: #FFBA00

Hex: #655A84

Hex: #29C16E

Hex: #000000

Brand Guide

Rochester Childfirst Network
Logo Redesign

Flat Icon   Stylized Abbreviation   Neumorphic

Icons and Media

05:05

Search

Avatar (+Variations)

Prototyping

Home Screen   Login Screen   Forgot Password
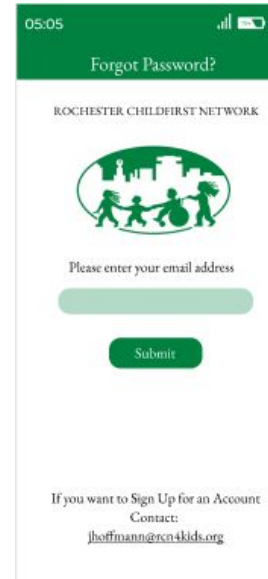
Messages

"I'll be late"

"I'm here now"

"Someone else will be coming"
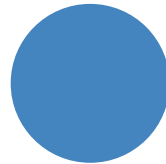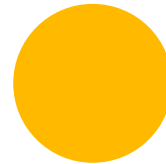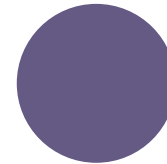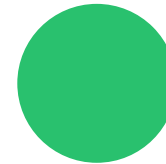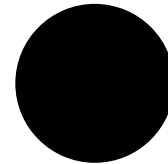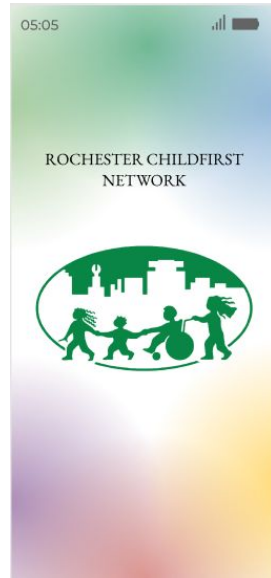
You will be notified here when you may enter the building

Go to your messages with:

(Name)

(Name)

(Name)

Public Announcements

Search

Date posted
Headline

Date posted
Headline

Date posted
Headline

Date posted
Headline

Date posted
Headline

Date posted
Headline

Internal Announcements

Search

Date posted
Headline

Date posted
Headline

Date posted
Headline

Date posted
Headline

Date posted
Headline

Date posted
Headline

Jane Doe

Public Announcements

Internal Announcements

Messages

Posts

About

Contact

Facebook

Instagram

Settings

Logo Visibility

Usability Testing

Questions:
How easy is the app interface?
Are all the features accessible?
What suggestions would you provide to improve the application?
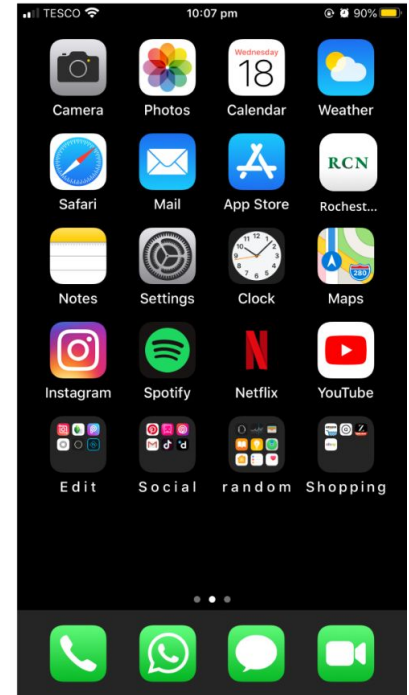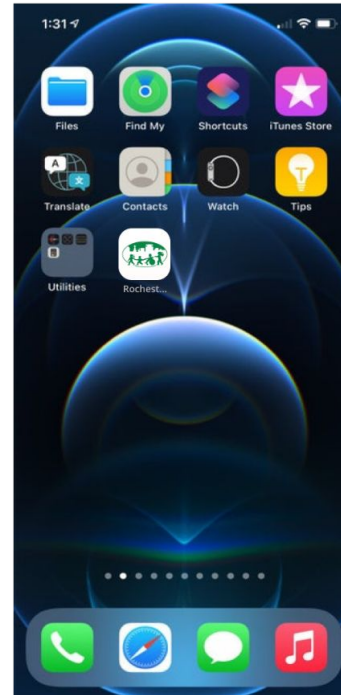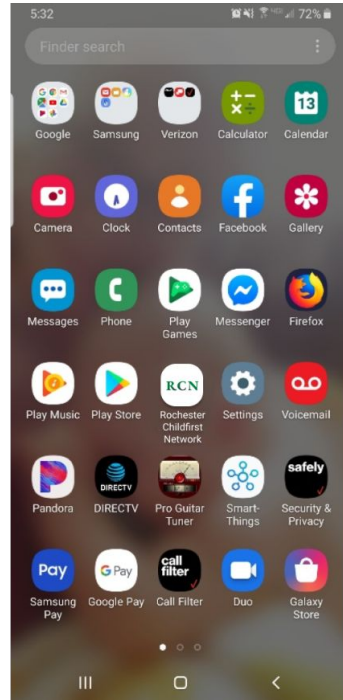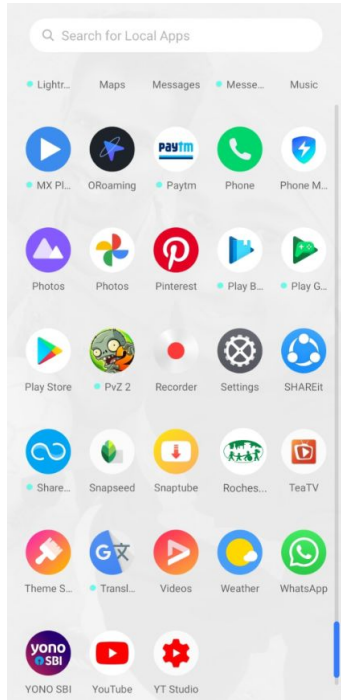Was it easy to identify the application on the Home Screen?
Which of the logos do you prefer.

Responses and Participant Feedback:

Participant 1:
The app interface is easy and seems to be laid out in a very straightforward way, such that someone with minimal knowledge of mobile applications could definitely find their way around.
Yes, all of the features look easily accessible and in where I would expect them to be.
The messages tab looks a little bit awkward, it perhaps needs a "Send a quick message" header or something similar.
Yes, I could easily identify it.
Flat Icon.

Participant 2:
Easy to use and pretty intuitive. The headings were pretty clear
Yes, they seem accessible and it's easy to reach if I'm using only one hand.
The smaller text seemed a bit cluttered and difficult to read.
Yes, it stood out pretty well due to the white background.
The Stylized Abbreviated Logo/Icon

THANK YOU!