

# 4 App Documentation

This documentation will be delivered alongside the final project. Identify a suitable project from the list, then develop Persona’s (identifying goals and needs). Also create User Flows and Ethnographic (observation) study. Prototype your design of the design.

Your code can use small sections of code from other sources, ie not a complete page taken from another source. Cite these sources using comments in the code, HTML comments:

<!--Start of code from xxxx --!>

<!--End of code from xxxx --!>

In CSS:

/\* Start of code from xxxx \*/

/\* End of code from xxxx \*/

Please also list the sources and the sources of any images that are not your own in the PDF file submitted to Slate.

|              |  |                                     |
|--------------|--|-------------------------------------|
| Worth<br>20% | Submission details: All PDF content will be created in Adobe XD or similar and assembled into a single document. | LOs<br>1, 2, 3,<br>4,<br>5. 6. 7. 8 |
|--------------|--|-------------------------------------|

| PDF Project: hand in the following things in this order |   |
|---|---|
| Title page  | Include your name and the project name  |
| App Synopsis  | App Store Product Page  |
| Personas  | Users of your project including their goals   |
| Screen flow/<br>user flow                               | Show optimum routes through your project based on user tasks  |
| Wireframes  | Low and Mid layout of your project  |
| Ethnography   | Observation of your users (prior to designing) and what you learned, how did this affect your project?  |
| Paper<br>Prototypes                                     | From the in class initial testing of ideas, show the screens and state the results.   |
| Digital<br>Prototype                                    | From what you learned in the paper prototypes, you should take this further into a digital prototype, what did you learn from testing this? Iterated final design from your low and mid fidelity designs. |
| Sources cited   | use MLA, APA, or Chicago Style to cite any non-original work, including all images used in the document   |
| Appendix  | Show all in-progress work that helped you arrive at your decisions, including all in-class exercises.   |

This project is marked on the quality of work you submit and observed professional behaviours.

| Exceeds requirements (10/10)                  |  | Meets requirements (7/10)  |  | Does not meet requirements (4/10)   | Missing (0/10) |
|---|--|--|--|---|----------------|
| App Synopsis (10% of project grade)           |  |  |  |   |                |
| Effective written communications<br>[5 marks] | The writing in the submission communicates the ideas it presents clearly and succinctly. It contains almost no technical errors in grammar/spelling. | The writing in the submission effectively communicates the ideas it presents (may include minor grammar/spelling errors that do not affect the meaning of the writing).                    | The writing in the submission is confusing: the written words do not communicate in a way that makes sense and/or the writing contains significant grammar or spelling errors that cause the meaning of writing to become unclear. | No document was submitted.  |                |
| Benefit to the User<br>[5 marks]              | Everything from <i>Meets requirements</i> AND you have made a compelling case why this is needed   | The user can see a clear benefit and reason why they would use the App   | Little benefit for the user  | No benefit for the user   |                |
| Personas (15% of project grade)               |  |  |  |   |                |
| Motivations<br>[5 marks]                      | Everything from <i>Meets requirements</i> AND the motivations are believable and not stereotypical.  | All persona motivations describe personal values/ desires of the people they represent.  | Persona motivations are directly related to the club.  | Not included with any personas or no personas were submitted.                             |                |
| Goals<br>[5 marks]                            | Everything from <i>Meets requirements</i> AND goals are realistic.   | All persona goals describe a specific action the persona can take to act on their motivations.   | Persona goals are vague, not actionable, unrealistic, and/or unrelated to the club.  | Not included with any personas or no personas were submitted.                             |                |
| Document standard<br>[5 marks]                | Personas improve on the template provided in class either in visual design, content, or both.  | Personas use the template provided in class.   | Personas use a different visual format than what was provided that is missing key information.   | Missing so much information they are not complete personas or no personas were submitted. |                |
| User flow (5% of project grade)               |  |  |  |   |                |
| Document standard<br>[5 marks]                | Everything from <i>Meets Expectations</i> AND information design is used to add meaning text alone could not provide.                                | <u>User flow uses all standard flow diagram conventions:</u> a single entry point with multiple exit points; shapes are used with the correct meaning, layout is clear and easy to follow. | User flow is missing one ore more standard flow chart conventions.   | User flow is missing or impossible to read or no user flow was submitted.                 |                |

This project is marked on the quality of work you submit and observed professional behaviours.

| Exceeds requirements (10/10)           |  | Meets requirements (7/10)   |  | Does not meet requirements (4/10)  | Missing (0/10) |
|--|--|---|--|--|----------------|
| Wireframes (25% of project grade)      |  |   |  |  |                |
| Page elements<br>[5 marks]             | Everything from <i>Meets requirements</i> AND the layout reflects trends from current apps that hold similar types of content. | All wireframes resemble a modern app and contain everything needed to use the product                                 | Wireframes resemble an incomplete page   | No wireframes submitted.   |                |
| Layout reflects hierarchy<br>[5 marks] | Everything from <i>Meets requirements</i> AND the negative space around the content has been optimized.                        | The visual relationship of all content (size, scale, position) reinforces its order of importance as laid out         | The visual relationship of all content (size, scale, position) detracts.   | Visual relationship of is not considered or no wireframes submitted.   |                |
| Wayfinding<br>[5 marks]                | Everything from <i>Meets requirements</i> AND the user has clarity about what to do.   | Content that is interactive is clearly labelled.  | Labels are confusing   | No labels  |                |
| Document standard<br>[10 marks]        | Everything from <i>Meets requirements</i> AND the document contains a sidebar with labels and notes for each piece of content. | Low fidelity design contains rectangles that are labelled and mid fidelity contains final type and typography choices | Wireframes contain unlabelled elements/rectangles making it difficult to understand the content OR the wireframes are fully designed with image, and colour choices. | Submitted work is illegible or missing so many elements that they do not resemble wireframes or no wireframes submitted. |                |
| Ethnography (5% of project grade)      |  |   |  |  |                |
| Observation<br>[5 marks]               | Everything from <i>Meets requirements</i> AND conclusions about the observation have been noted for use in the final app.      | An observation of user has been conducted using one of the frameworks provided  | An observation lacks details about each area from the framework  | Not submitted  |                |
| Paper Prototypes (5% of project grade) |  |   |  |  |                |
| Testing Session<br>[5 marks]           | Everything from <i>Meets Expectations</i> AND iterations or conclusions recorded   | Prototypes have been created and tested with feedback recorded  | Prototypes have unclear testing or feedback results  | Prototypes not included  |                |

This project is marked on the quality of wireframes/code you submit and observed professional behaviours.

| Exceeds requirements (10/10)                          |  | Meets requirements (7/10)   |  | Does not meet requirements (4/10)   |  | Missing (0/10) |  |
|---|--|---|--|---|--|----------------|--|
| Digital Prototypes (20% of project grade)             |  |   |  |   |  |                |  |
| Prototype Tested<br>[10 marks]                        | Everything from <i>Meets Expectation</i> AND further iterations made including test results  | The digital prototypes have been improved from paper prototype and have been tested   | Prototypes show little improvement or testing.   | No prototypes   |  |                |  |
| Finished Design<br>[10 marks]                         | Everything from <i>Meets Expectation</i> AND the UI is contemporary, comparable to modern apps.  | The finished design now contains final colours/ icons/ images   | The finished design lacks styling  | No finished design  |  |                |  |
| Professionalism and studio day (15% of project grade) |  |   |  |   |  |                |  |
| Studio day feedback<br>[9 marks]                      | Student shares in-progress work that aligns with the project schedule with the instructor multiple times each studio day.                            | At least some in-progress work has been shared with the instructor for feedback each week during studio day.  | In-progress work has been shared with the instructor for feedback during only some studio days.  | Zero in-progress work was shared during studio days.                          |  |                |  |
| Rough work in appendix<br>[2 marks]                   | Everything from <i>Meets Expectation</i> AND additional in-progress work is included and clearly labelled.   | The submitted rough work includes all self study and in-class activities that relate to the project.  | The submitted rough work is missing self study and in-class activities that relate to the project.   | No rough work submitted No rough work submitted or no document was submitted. |  |                |  |
| Sources and citations<br>[2 marks]                    | N/A  | All facts that are not common knowledge and project elements (including code) that the student did not create from scratch are cited in the project submission using the class standards. | The project submission contains at least one fact that is not common knowledge or project element (including code) that the student did not create from scratch that has not been cited according to course standards.             | Project submission contains zero citations or no document was submitted.      |  |                |  |
| Effective written communications<br>[2 marks]         | The writing in the submission communicates the ideas it presents clearly and succinctly. It contains almost no technical errors in grammar/spelling. | The writing in the submission effectively communicates the ideas it presents (may include minor grammar/spelling errors that do not affect the meaning of the writing).                   | The writing in the submission is confusing: the written words do not communicate in a way that makes sense and/or the writing contains significant grammar or spelling errors that cause the meaning of writing to become unclear. | No document was submitted.  |  |                |  |