

WNM 700 OL1: USER EXPERIENCE: HUMAN CENTERED DESIGN  
Letitia Robinson  
Fall 2020

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### **3.1 [Assignments] Topics and Project Ideas: Card Sort**



### 3 Topics with 3 Project Topics

#### **Art Therapy App**

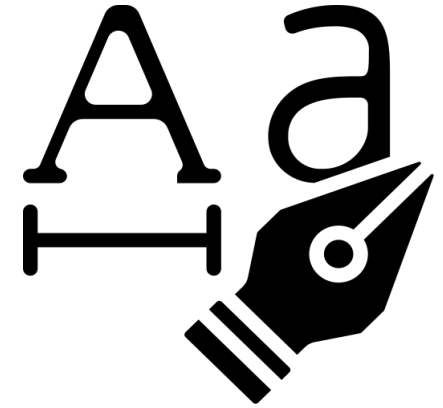
- 1) Explainer video for usage of color that provides relaxation
- 2) This app will explore emotions through art and help deal with stress in addition boosts self esteem
- 3) Through animated creative expression this app will foster healing and well being

#### **Interactive Educational games**

- 1) Educational online game that improve visual attention
- 2) Through digital cards this app develops and improves math skills
- 3) Through animated game this app helps improve spatial memory

#### **Mental Health**

- 1) App that provide exercises to fight Depression / Bipolar Disorders
- 2) Video to describe what exactly Anxiety Disorders are
- 3) App that provides information on how to cope with Mood Disorders



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## 1) Kinetic Typography

- A mobile device app which allows you to specifically create animated text.
- Have a choice of font variety for insertion into your video project.
- User friendly, and ability to create amazing kinetic typography projects utilizing templates to complete your projects.

### Target Audience:

Gender: Any

The target audience are 13 - 85 years olds who will get the opportunity to utilize a mobile device in order to create spectacular Kinetic

Typography projects using a mobile device.

### Interview (either via email or in person)

Toya

Derrick

Serenity (\*\*and/or maybe one other person of older age\*\*)



[www.https://vimeo.com/20534171](https://vimeo.com/20534171)



- This app will allow the user to search for fonts, music, and video to create a video that will be inspiring and actively entertaining. The function of this app is to allow the designer to create without always having the use of a computer. Design beautifully on your mobile device with this new kinetic typography app. With proper planning and procedure this project will be capable to get off the ground smoothly. In the event that it doesn't execute properly then we will have to learn to create an alternative plan .
- The benefits of this particular concept is that the user have a great experience with creating kinetic typography projects that are visually appealing and appeases the consumer. The drawbacks would be that the app may use too much data therefore causing the mobile to run low on battery wattage.
- Developing each idea that will serve my portfolio by being successful through creating a project that will inspire, motivate, or enhance the need of the user.

**[www.https://vimeo.com/168209559](https://vimeo.com/168209559)**

## **2) Motion Design**

- An app which allows you to create short video stories along with music in the background.
- Create shapes and add music in order to create effective Motion Graphics projects.
- Import from a category of fonts that will allow the designer to create video projects with type that will stand out.

### **Target Audience:**

Gender: Any

The target audience are 13 - 85 years olds who will get the opportunity to utilize a mobile device in order to create spectacular Motion Graphics projects with a cellular device.

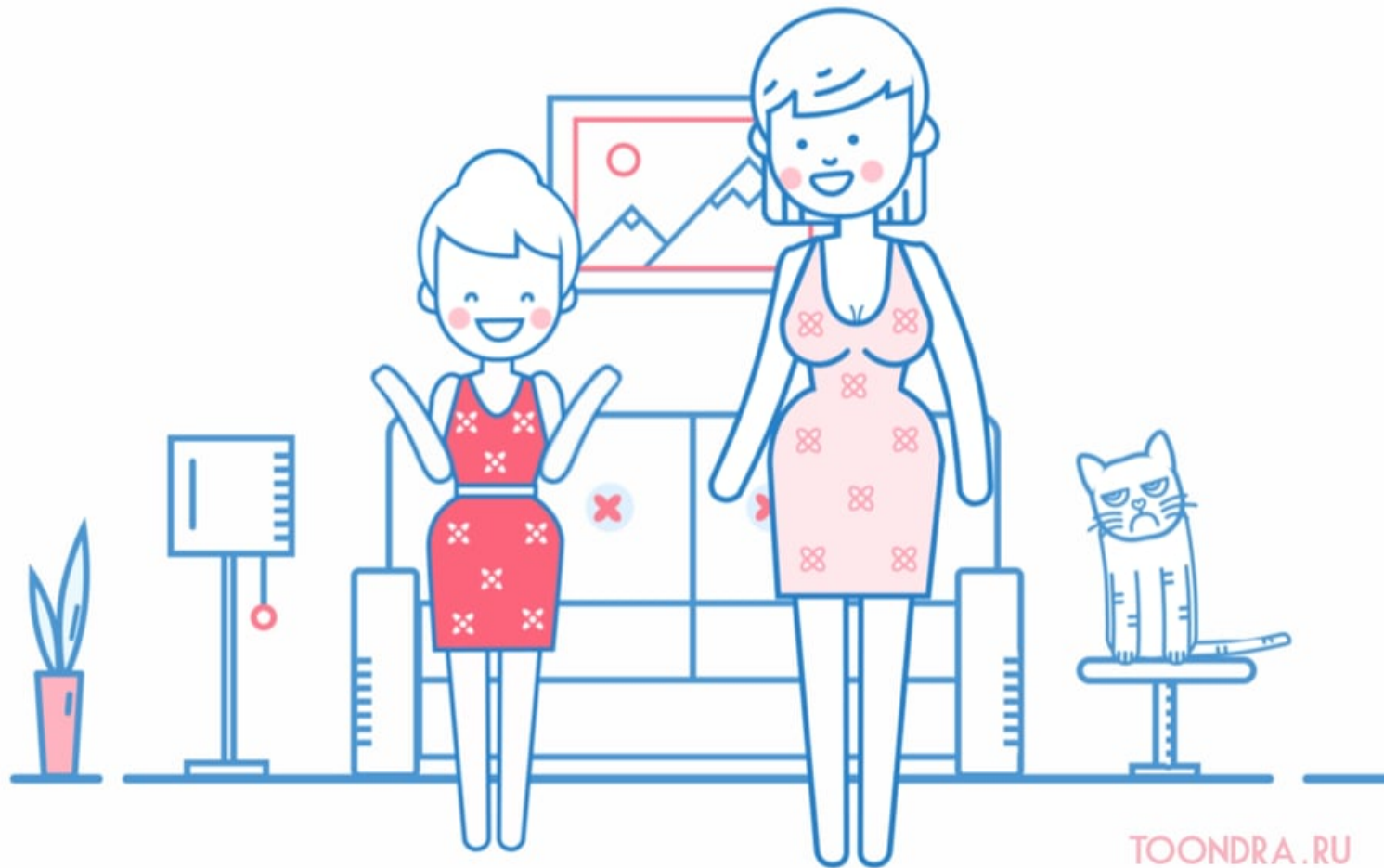
### **Interview:**

Toya

Derrick

Serenity (\*\*and/or maybe one other person of older age\*\*)

- This app will allow the user to search for fonts, music, and video in order to create a video that will be inspiring and artistically created. The function of this app is to allow the designer to create without always having the use of computer. Design fantastic Motion Graphics on your mobile device.
- With proper planning and procedure this project will be able to get off the ground smoothly. In the event that it doesn't execute properly then we will have to learn to create an alternative plan.
- The benefits of this particular concept is that the user have a great experience with creating kinetic typography projects that is visually appealing and appeases the consumer.
- The drawbacks would be that the app may use too much data therefore causing the mobile to run low on battery wattage. Developing each idea serve my portfolio by being successful through creating a project that will inspire, motivate, or enhance the need of the user.



[https://thepointsguy.com/guide/  
best-travel-apps/](https://thepointsguy.com/guide/best-travel-apps/)





### 3) Travel

- An app that places you right where you need to be. This app allows you to track your destinations and where you leisure or business trips are determined.
- A mobile device app which allows you to determine your budget costs for your travel plans.
- A User friendly app which has the capabilities to create amazing results for travel and booking plans.

#### **.Target Audience:**

Gender: Any

The target audience are 13 - 85 years olds who will get the opportunity to utilize a mobile device in order to plan their business / leisure travel

trips using a cellular phone device.

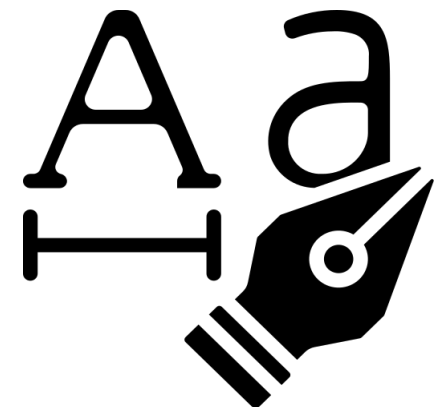
#### **Interview:**

Toya

Derrick

Serenity (\*\*and/or maybe one other person of older age\*\*)

- This app will allow the user to search for destinations, hotels, and autos in order to create a divine experience in your travels that will be exhilarating and adventurous for you and your family. It will also create a wonderful business trip for you as well. The function of this app is to allow the designer to create an app that is user friendly which possesses good navigation without always having to use a laptop or computer. Travel with ease on your mobile device.
- With proper planning and procedure this project will be able to get off the ground smoothly. In the event that it doesn't execute properly then we will have to learn to create an alternative plan.
- .The benefits of this particular concept is that the user have a great experience with planning their travel experience that is visually appealing and appeases the consumer. The drawbacks would be that the app would only allow a certain amount of viewing area.
- Developing each idea serve my portfolio by being successful through creating a project that will inspire, motivate, or enhance the need of the user.



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plan the most  
epic road trips

Get the ultimate road  
travel companion



Discover millions of  
places along your route



Plan and save  
trip itineraries



## **Art Therapy**

- 1) Explainer video for usage of color that provides relaxation
- 2) This video will explore emotions through art and help deal with stress in addition to boosting self esteem
- 3) Through animated creative expression this video will foster healing and well being

### **1) Explainer video for usage of color that provides relaxation**

#### **Target Audience:**

Gender: Any

The target audience are 8 - 80 years of age who will get the opportunity to utilize a mobile device in order to create a spectacular user experience using color to provide relaxation on a mobile device (iPad or mobile phone.)

#### **Interview (either via email or in person)**

\* Jaleah (\*\*and/or maybe one other person of older age\*\*)

- This video will allow the user to view a video which utilizes animated color in order to create a full experience of total relaxation. The function of this video is to allow the user to have an experience that will be dynamic artistically.

With proper planning and procedure this project I will be capable technically executing the project. In the event that it doesn't execute properly then we will have to learn the necessary software or tools to make it execute properly.

- The benefits of this particular concept is that the user have a great user experience with animated color and will experience a euphoria of total mind, body, and soul relaxation from the effects of color and with ease of use. The drawbacks would be that the app would only allow a certain amount viewing area as opposed to the computer which offers a wider viewing area.
- Developing each idea that will serve my portfolio by being successful through creating projects that will inspire and motivate the need of the user.

**2) This app will explore emotions through art and help deal with stress in addition boosts self esteem**

**Target Audience:**

Gender: Any

The target audience are 18 - 80 years of age who will get the opportunity to utilize a mobile device in order

to create a great user experience.

Through art to explore emotions and learn to cope with stress on a mobile device (iPad or mobile phone.)

### **Interview (either via email or in person)**

(unknown as of yet)

- This app will allow the user to view a video which demonstrate how to use art therapy to cope with stress and boost self esteem. The function of this app is to allow the designer to create the experience. With proper planning and procedure this project I will be capable to technically executing the project. If not, I will have to learn more of the software programs to ensure that the project hopefully gets executed properly.
- The benefits of this particular concept is that the user have a great user experience with animated color and will experience a euphoria of total mind, body, and soul relaxation. projects that are visually appealing and appeases the consumer. The drawbacks would be that the app would only allow a certain amount of viewing area as the screen is smaller than a computer screen.
- Developing each idea that will serve my portfolio by being successful through creating a project that will inspire, motivate, or enhance the need of the user.

### **3) Through animated creative expression this app will foster healing and well being**

- This app will allow the user to view a video which demonstrate how to use art therapy to provide healing and foster well being through creative expression. The function of this app is to hopefully have an end result of complete healing. Learning the software or other tools required (mobile device) will allow the project to be successful.
- With proper planning and procedure this project should be capable of executing efficiently. In the event that it doesn't execute properly then we will have to learn more about the software programs that will allow the create an alternative plan which will execute properly.
- The benefits of this particular concept is that the user have a great user experience with animated color and will experience a euphoria of total mind, body, and soul relaxation. This concept will create projects that are visually appealing and appeases the consumer. The drawbacks would be that the app would only allow a certain amount of amount of viewing area as the screen is smaller than a computer screen.
- Developing each idea that will serve my portfolio by being successful through creating a project that will inspire, motivate, or enhance the need of the user and also capture the full attention of the user.

# Digital

# Art Therapy



with iPad

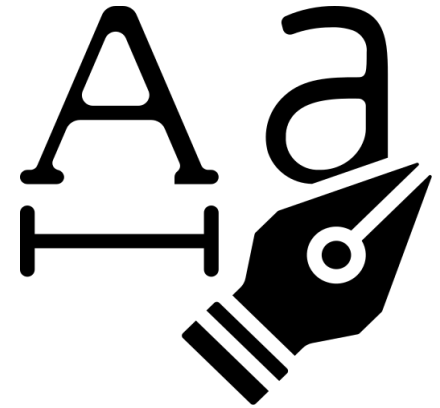
Digital Art Therapy Exercise on Ipad or Tablet

**Thirsty For Art**



## **Interactive Educational games**

- 1) Educational online game that improve visual attention
- 2) Through digital cards this app develops math skills
- 3) Through animated game this app helps improve spatial memory



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### **1) Educational online game that improve visual ability**

#### **Target Audience:**

Gender: Any

The target audience are 18 - 80 years olds who will get the opportunity to play a game on a mobile device that actually improves their visual ability from what is called contrast sensitivity function.

#### **Interview (either via email or in person)**

(\*maybe a person of younger or middle age\*\*)

- This app will allow the user to play game which will be educational as well as actively entertaining.
- The function of this game is to allow the user to improve their visual ability through a use of an online game.

- Play the game, have fun, and learn with your online game.
- I will be capable of executing the project efficiently. If the project doesn't execute properly then I will have to learn more about the software programs that will allow me to create an alternative plan which will execute properly.
- The benefits of this particular concept is that the user have a great experience playing this online game.
- The drawbacks would be that the game would not operate where the user would fully understand how to utilize the game to its full potential.
- Developing each idea that will serve my portfolio by being successful through creating a online game that will educate and entertain the user.

## **2) Through digital cards this app develops math skills**

### **Target Audience:**

Gender: Any

The target audience are 10 - 60 year olds who will get the opportunity to learn and develop mathematical skills on mobile device .

### **Interview (either via email or in person)**

Jaleah (\*maybe another person of older age\*\*)

- This app will allow the user to utilize an application which will be educational as well as visually enhancing.
- The function of this app is to allow the user to improve their math skills through a use of an digital card app.
- Develop your math skills, have fun, and learn with this app.
- Yes, I will be capable of executing the project. If not then I will have to learn more about the software programs that will allow me to execute the project.
- The benefits of this particular concept is that the user have a great user experience using this app.
- The drawbacks would be that the app would only allow a certain amount of amount of viewing area
- Developing each idea that will serve my portfolio by being successful through creating an app that will educate and and improve skills.

### **3) Through animated game this app helps improve spatial memory**

#### **Target Audience:**

Gender: Any

The target audience are 18 - 80 years olds who will get the opportunity to play an 3D animated game on a

device that actually improves their spatial memory.

### **Interview (either via email or in person)**

(\*maybe a person of middle age or older\*\*)

- This app will allow the user to play an animated game which will make spatial memory better.
- The function of this game is to allow the user to improve their visual ability through a use of an online game.
- Play the game and remember with this application.
- I will be capable of executing the project efficiently. If the project doesn't execute properly then I will have to learn more about the coding and 3D graphics that will allow me to create a plan that will execute properly.
- The benefits of this particular concept is that the user have a great experience playing this online game.
- The drawbacks would be that the game would not operate where the user would fully understand how to utilize the game to its full potential.
- Developing each idea that will serve my portfolio by being successful through creating an animated game app that will educate and improve spatial memory.