

# 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?
-

# 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>
- BART - <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>
- last.fm
- instagram
- etsy

.... and many more ....

on programmable web and [developer.mashery.com/apis](http://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](#)

Description [Edit](#)

Cat Attack IV! - return of the cat attack!

App that attacks your cats to keep them alert and exercised while you're away from home.

## Requirements

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

10%

- Craft summary of your project idea(s) (click 'Edit the description...' above)*
- Sketch out wireframes (how your site will look, each page if there are multiple)
- Schema: models with at least 2 associations
- Schema: controllers
- Schema: views
- Schema: routes
- User accounts with authentication and authorization

[trello link!](#)

# project specs

- Craft summary of your project idea(s) (click 'Edit the description...' above)
- Sketch out wireframes (how your site will look, each page if there are multiple)
- Schema: models with at least 2 associations
- Schema: controllers
- Schema: views
- Schema: routes
- User accounts with authentication and authorization
- Use a Ruby gem
- Style your views with Bootstrap
- Host your project on Heroku (we'll cover this in class)

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

# Activity....

Start filling in your trello *description*

- Goal: take **5 minutes** now to write a *basic 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 pleasant to use?

# 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)

# Example 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*

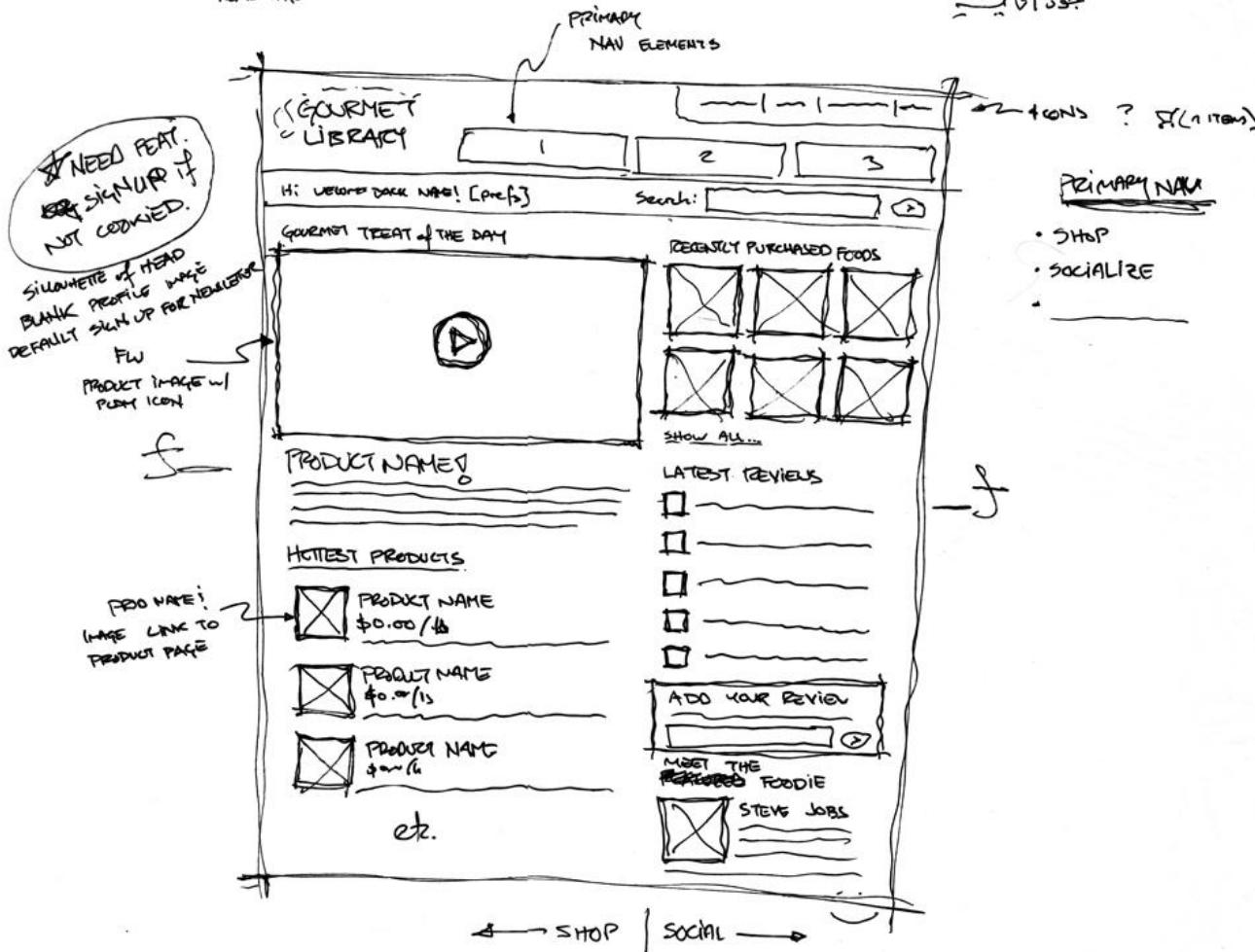
Does anyone know what a wireframe is?

# 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, 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

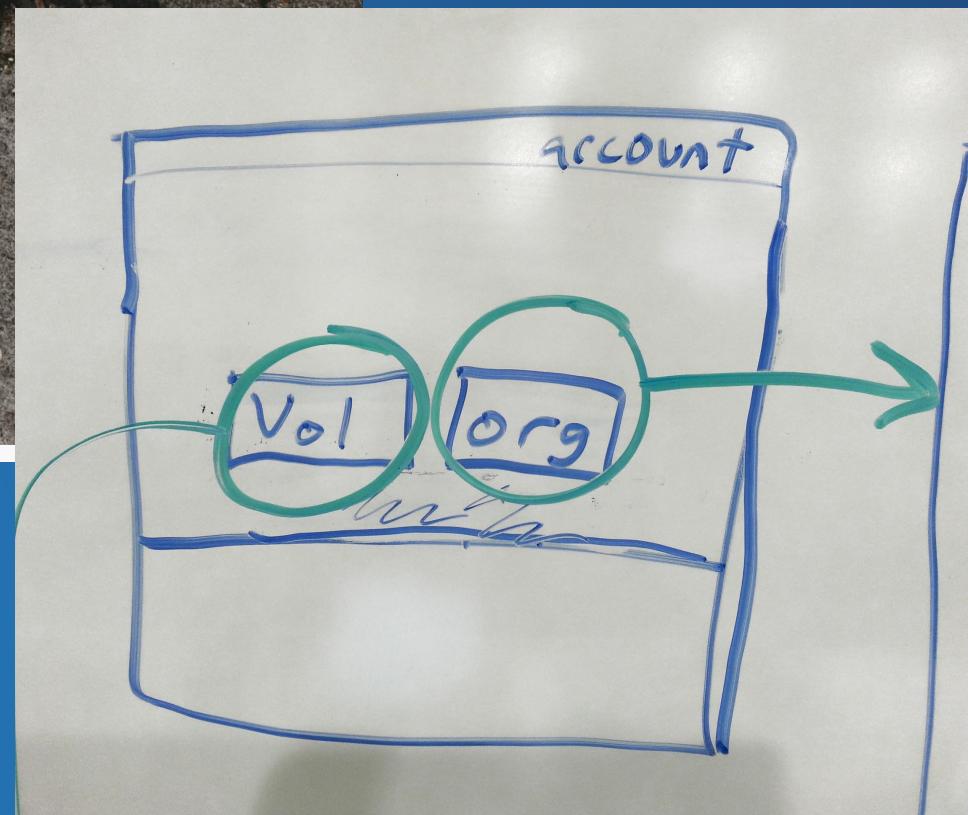
Leave your footprint.

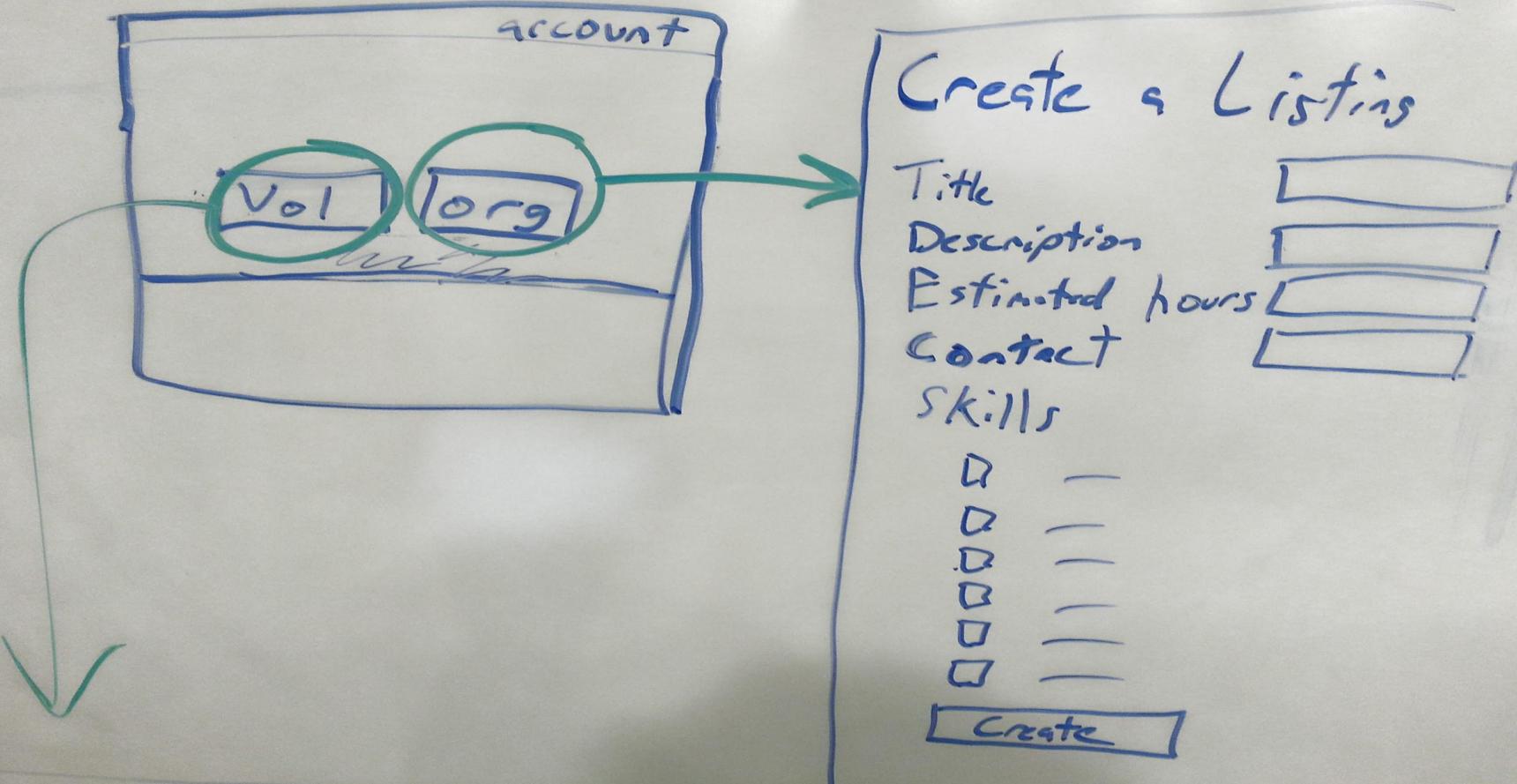
VOLUNTEERS

ORGANIZATIONS



simplified schematic of your  
pages





## Create a Listing

\* Title

\* Description

\* Estimated hours

\* Contact

### Skills

Web Development

Finance/Accounting

Marketing/Growth

Strategy Consulting

Data Analysis

Social Media

**Create Listing**

## Create a Listing

Title

Description

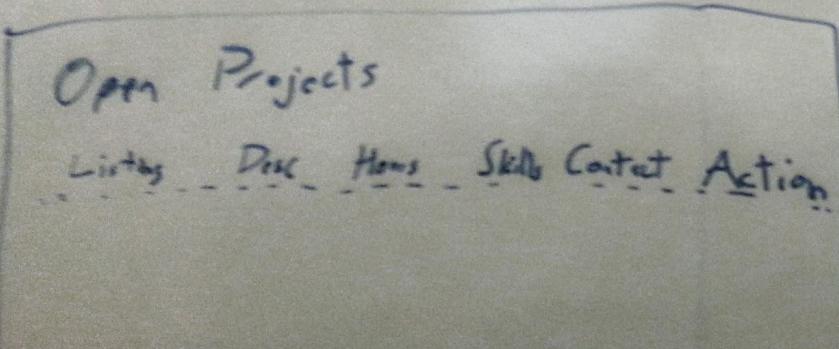
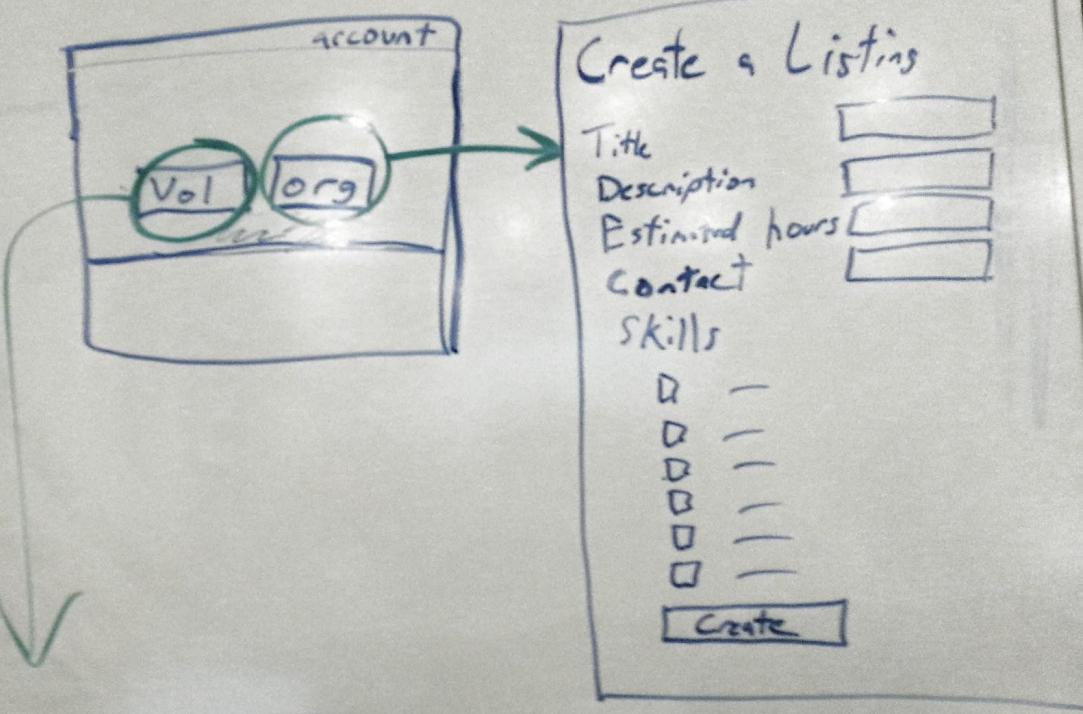
Estimated hours

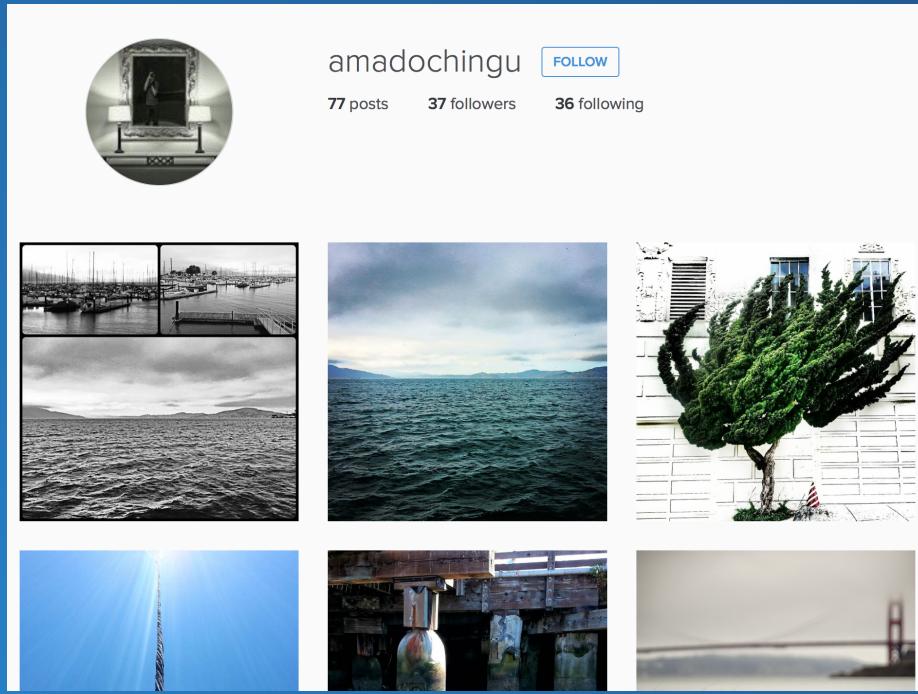
Contact

Skills

- 
- 
- 
- 
- 
- 

**Create**





[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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