

# Next Gen Launcher



Students of  
Symbiosis  
Institute of  
Design

2<sup>nd</sup> Year

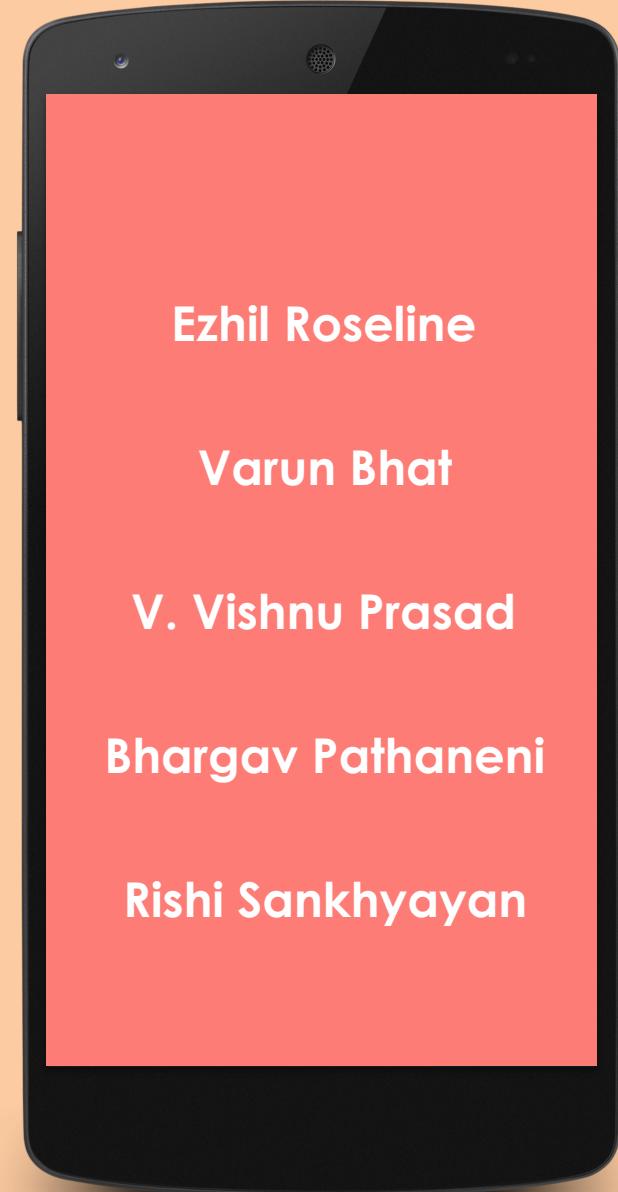
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**Varun Bhat**

**V. Vishnu Prasad**

**Bhargav Pathaneni**

**Rishi Sankhyayan**



# Introduction

This project has been based on creating new user experiences for an extremely vast target population via a launcher app for the android mobile platform.

There are four major segments to this presentation.  
These segments are as follows:

Identification  
Inception  
Construction  
Evaluation

# Aim

The aim is to create a new launcher for the target population on an android platform for mobile

# Objective

The objective is to create the new launcher by identifying, incepting, constructing and evaluating ideas and concepts for the experiences via wireframes and digital design.

# Brief

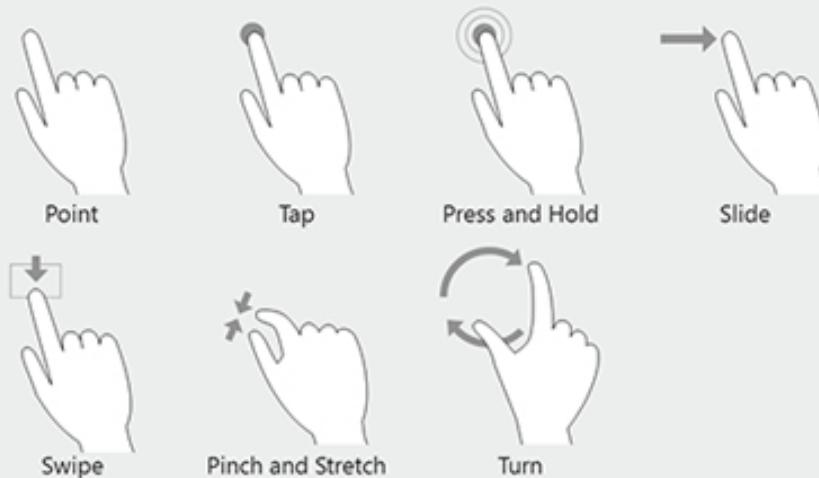
1. The Launcher should have a name.
2. Project should include brainstorming charts and the ideation process.
3. Concept should be presented via wireframes.
4. Visual design should be present (define color scheme, logic etc.)

# Identification

Identification of Interaction design (IxD)

# Gestures taken into consideration

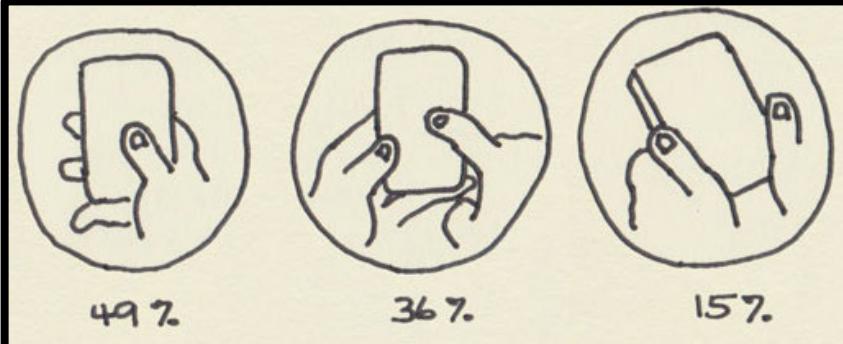
Touch Gestures



Minimal Gestures to keep the learning curve simple

Most interactions take place by the thumb since 49% of the world's population uses their smartphones via thumb. This promotes a user-friendly experience. (look at the image below)

As far as Interaction Design is concerned we chose gestures with a simple yet an interactive appeal



No Shadows

No Texture

Just Flat & Simple

No 3<sup>rd</sup> Dimension

No gradients

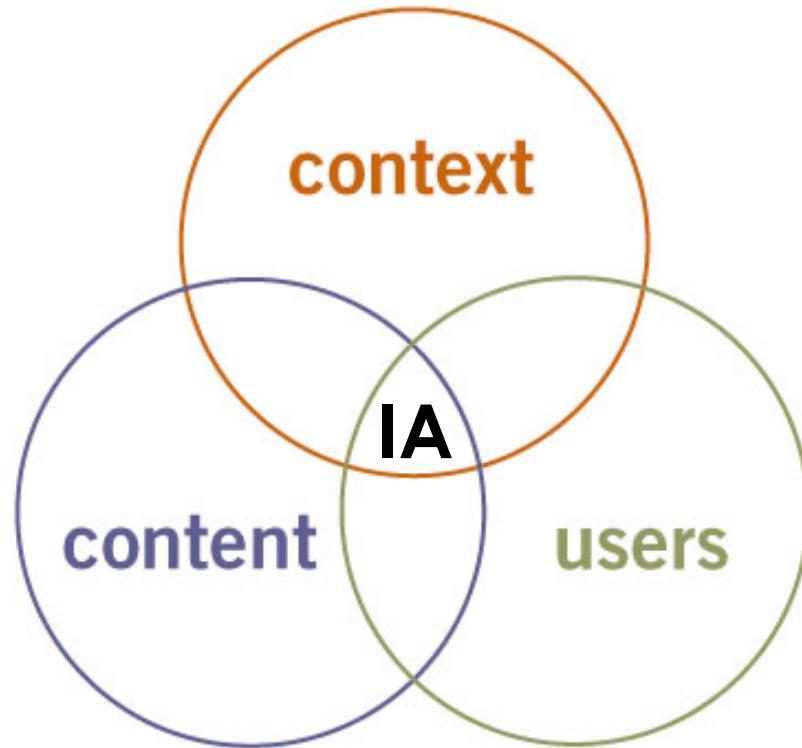
Identification of Visual Style

# Flat Style

No borders

No Bevels

# Information Architecture



Information architecture (IA) is the art and science of organizing and labeling websites, intranets, online communities, software and mobile applications to support navigation and usability.

## Identification

# Target Population

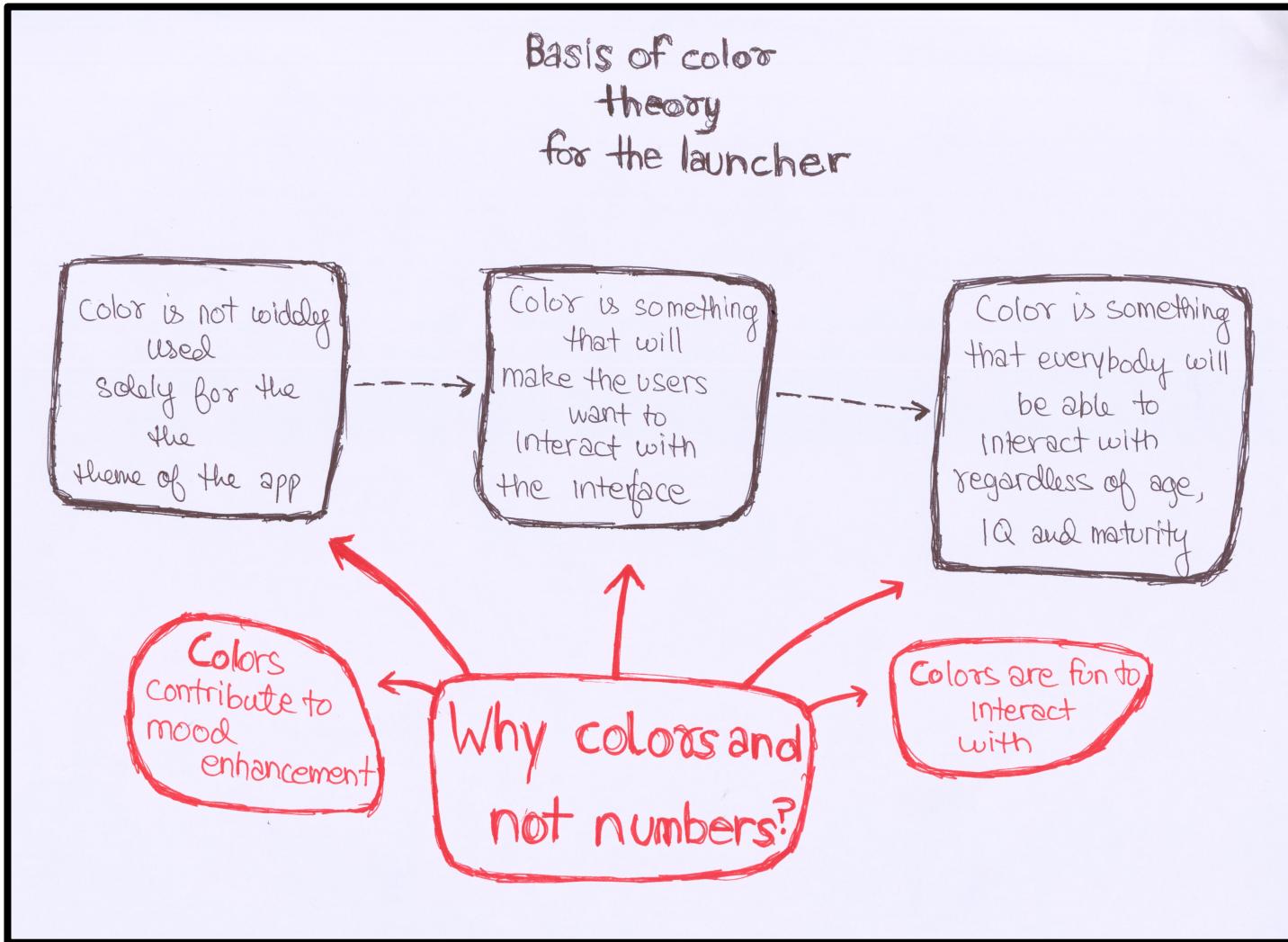
- Target population consists of all abled individuals who are able to use their writing hand
- It also includes color blinded individuals since the launcher is based on color. It was considered a challenge to make the launcher user friendly for them.
- The target population has no age biases.

Color Blinded people are an important aspect of the target population as they account to 4.5 % of the world's population



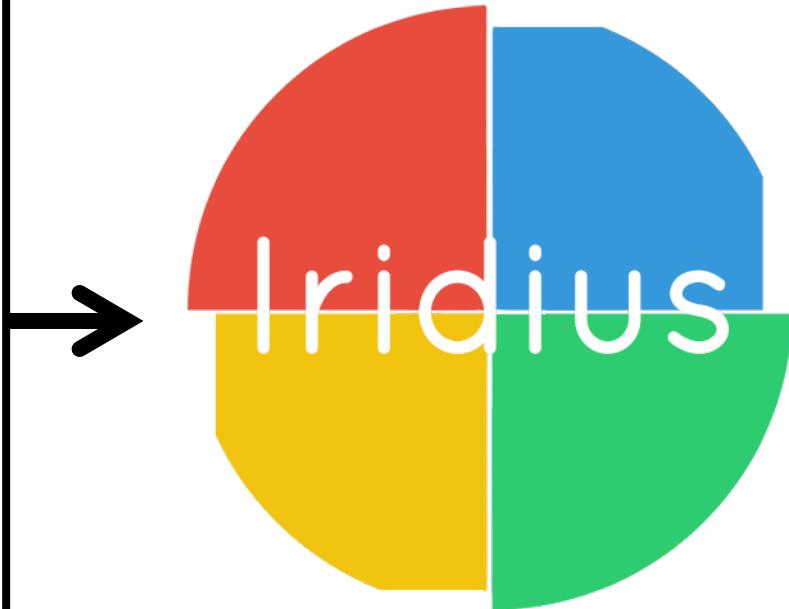
# Inception

# Why Color Theme?



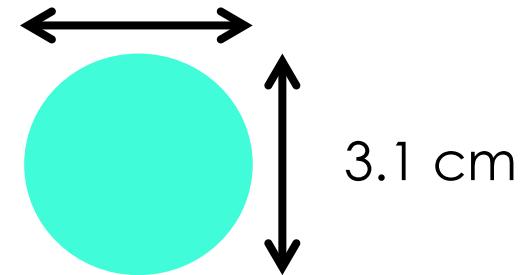
# Launcher Visual Identity

- This is the logo of the Launcher
- Iridius is ‘rainbow’ in Latin
- Since main concept for the launcher was ‘colors’, Iridius seemed to be an apt name.



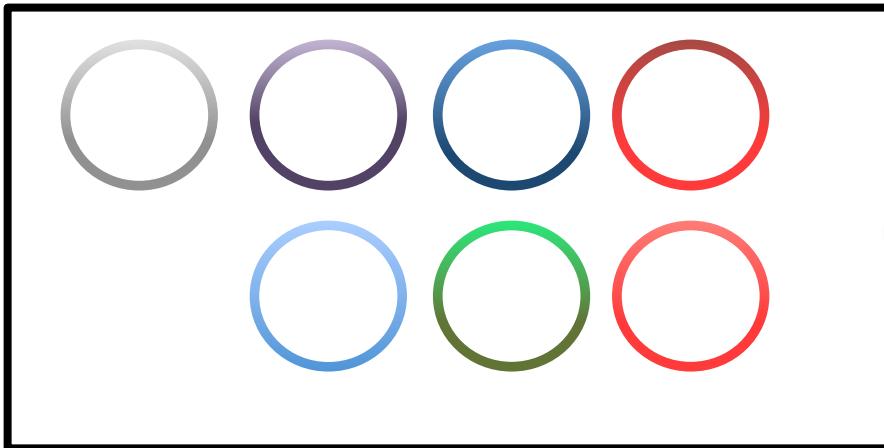
# Orb Concept

- The orb is the main element of the launcher
- It is the central medium to interact with the launcher in most ways
- It is circular in shape
- It adopts a flat style design
- It is present on almost all screens except for the starter screen
- It has a fluid movement and does not command a static space on the screen



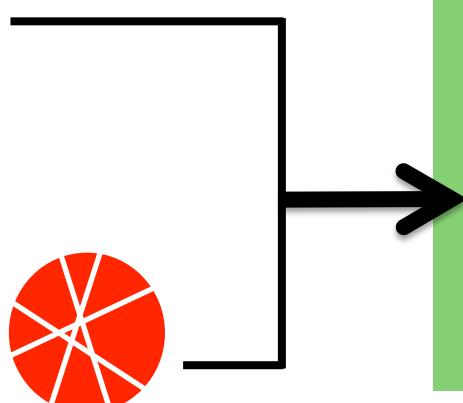
Constant size and shape of the orb

## 1<sup>st</sup> orb design



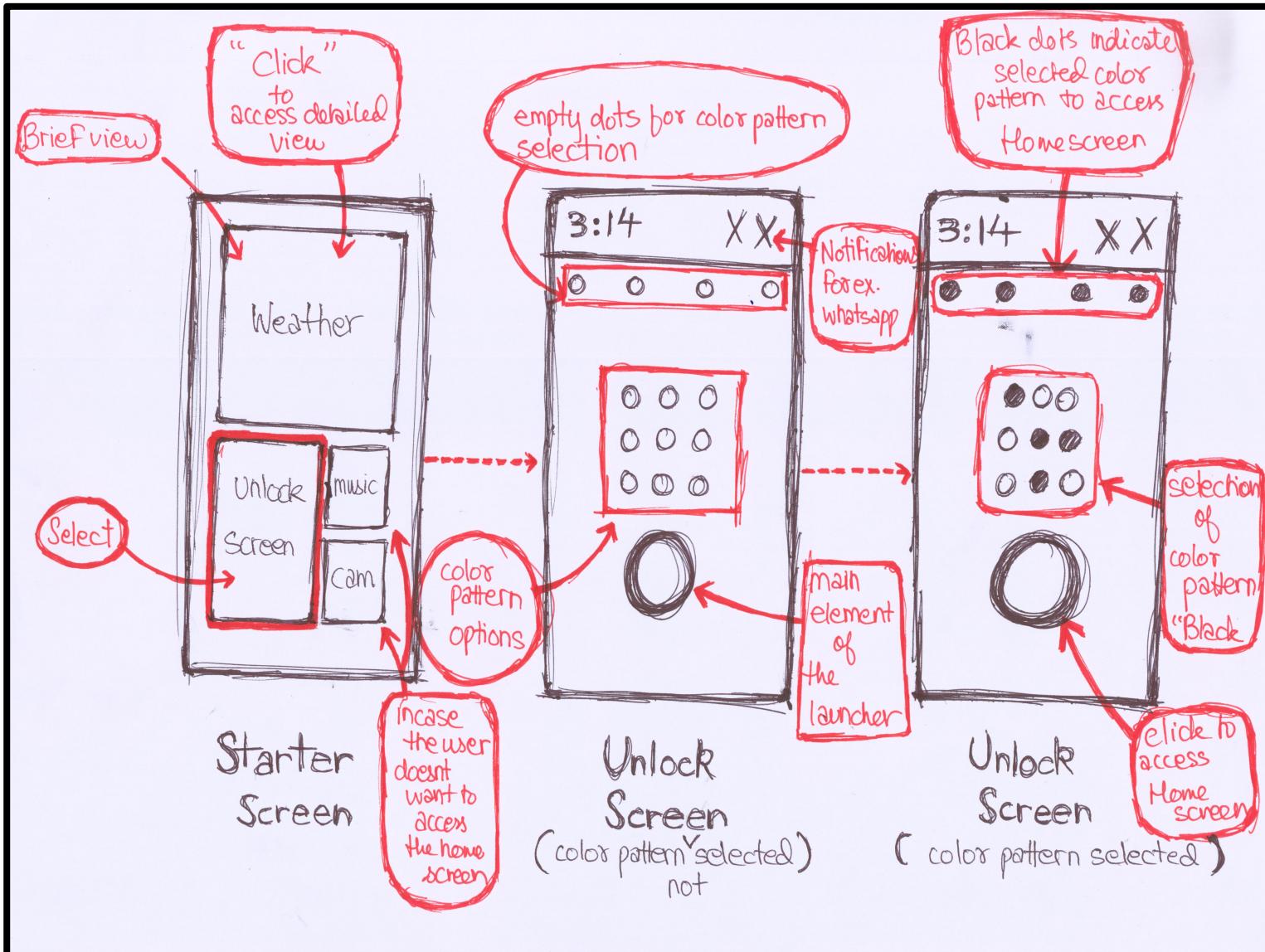
## Orb References

These Flat orbs were created with the intention of having a significant controlling element in the launcher.

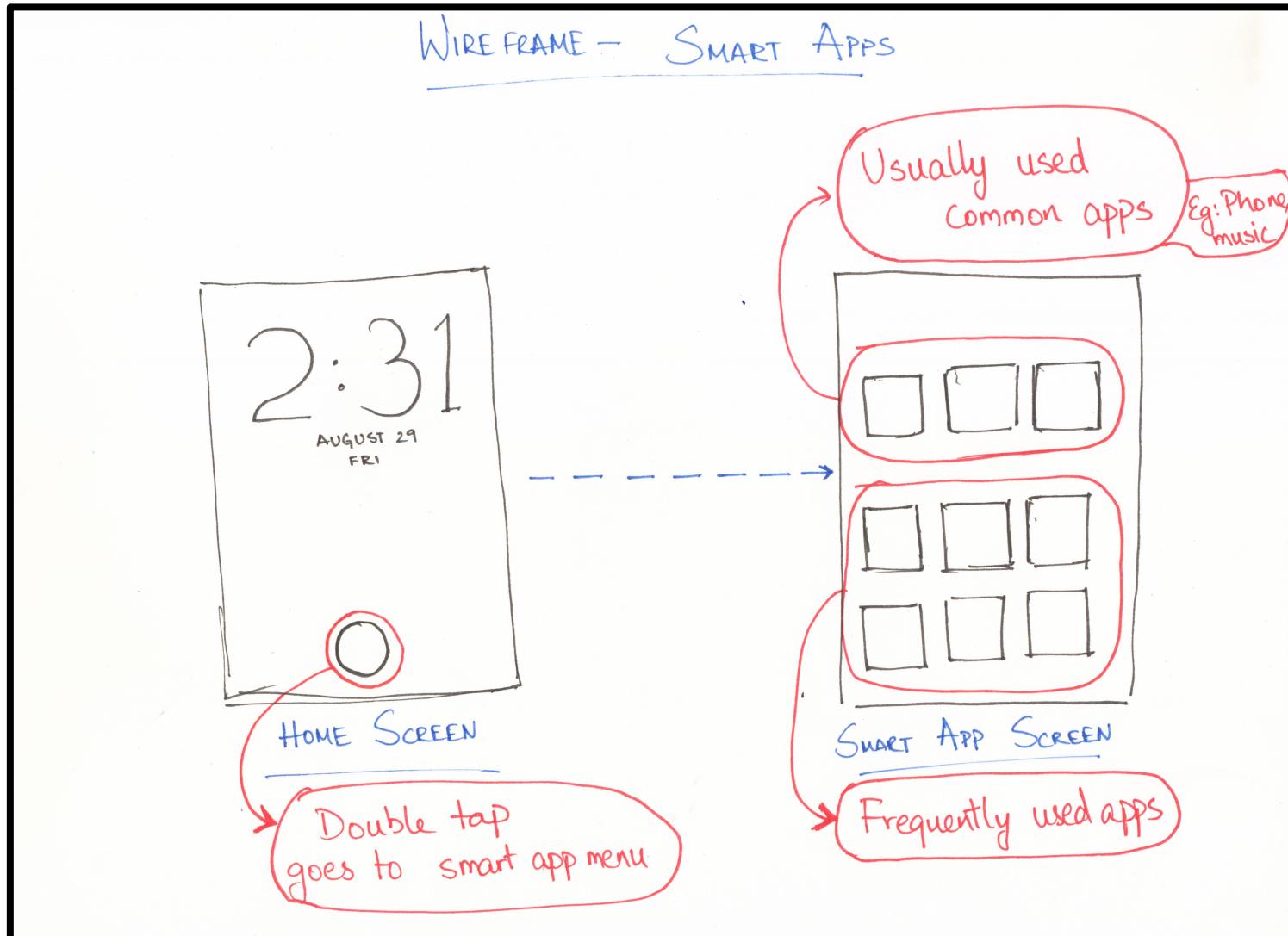


Cubist Nature of the orbs were taken from these two images

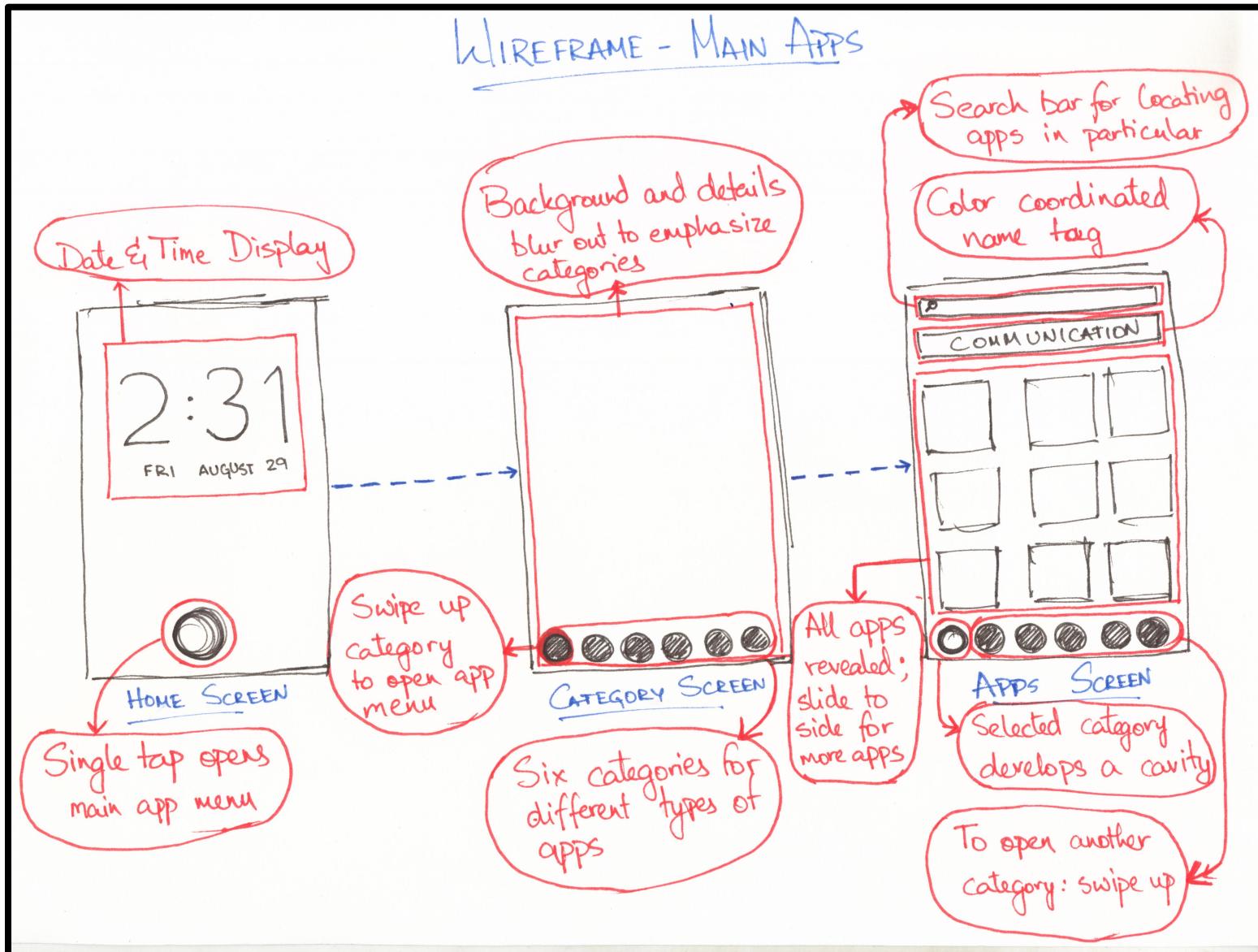
# Option Screen and Unlock Screen Wireframe



# Home screen and Smart apps Wireframe



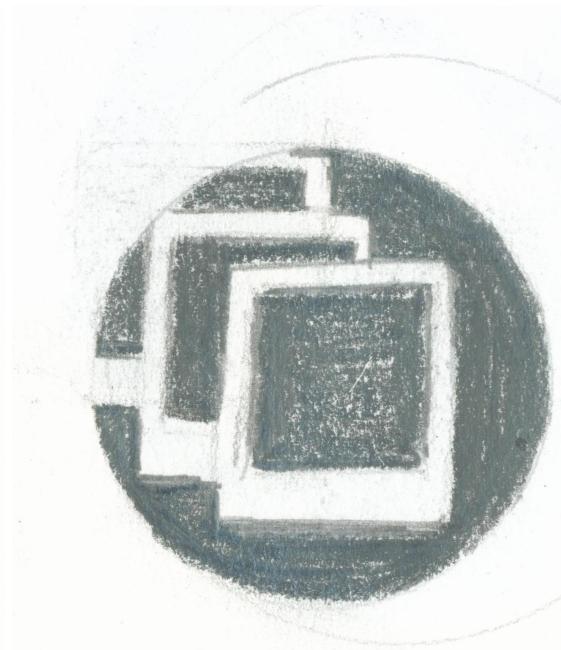
# App drawer Wireframe



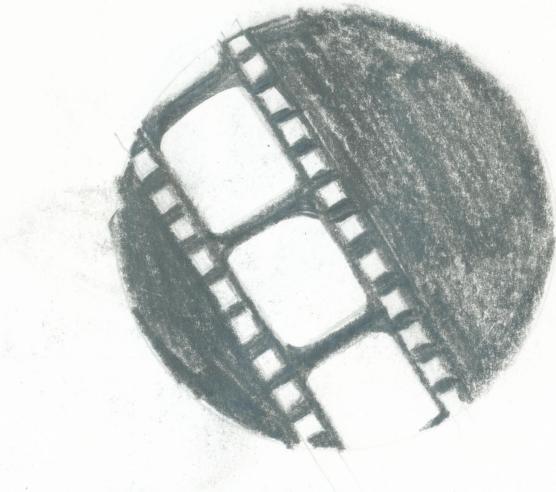
# Icon Rough Sketches and Concept



Utilities



Album

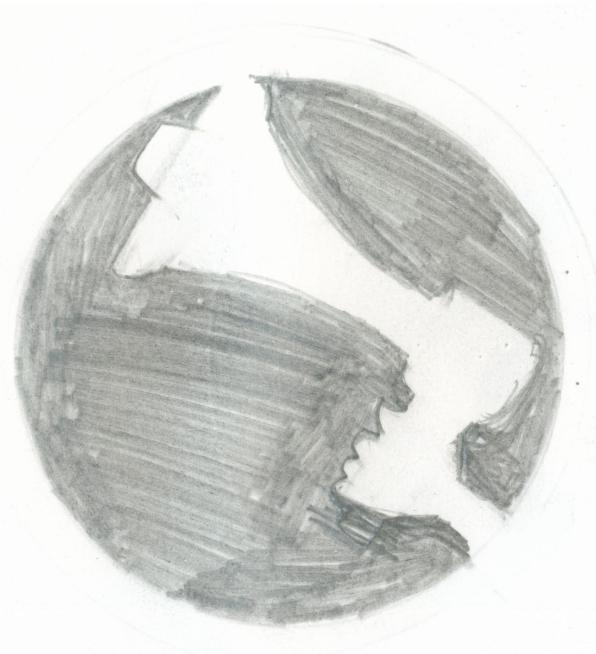


Videos

# Icon Rough Sketches and Concept



Music

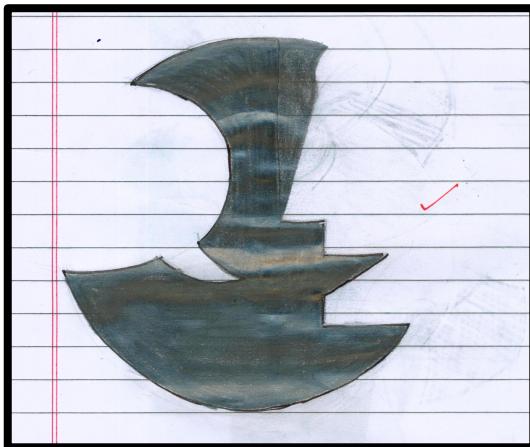


Media

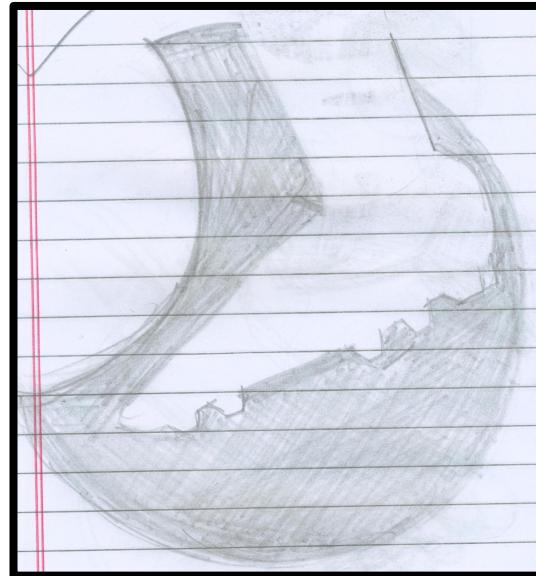


Phone

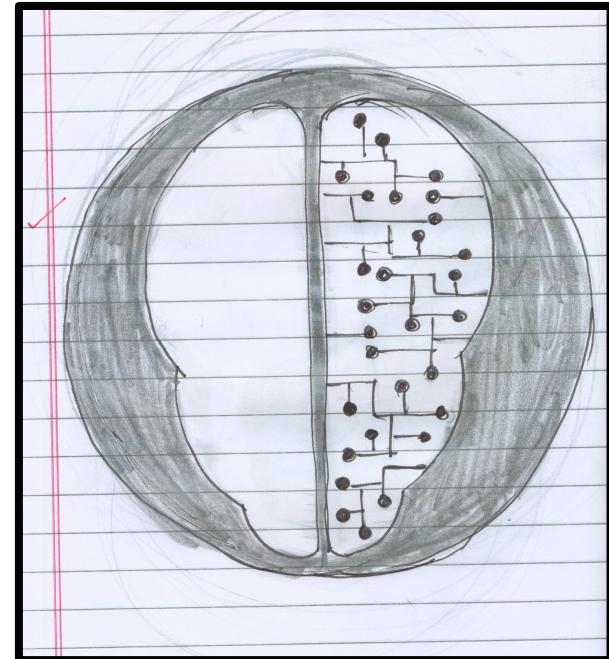
# Icon Rough Sketches and Concept



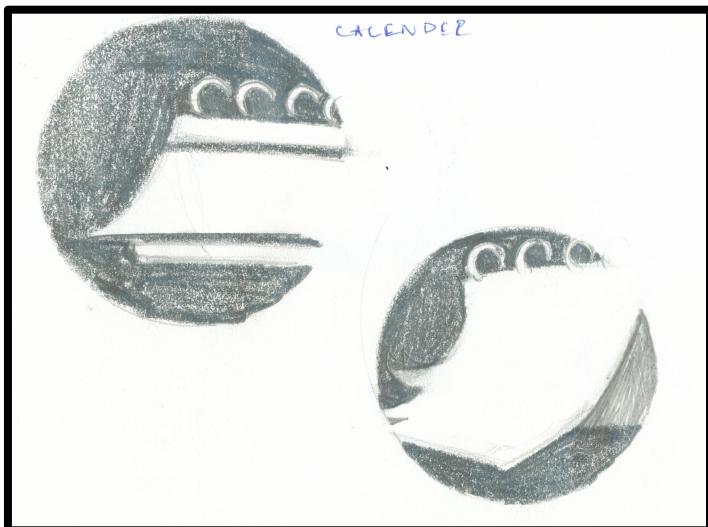
Communication



Games



Information



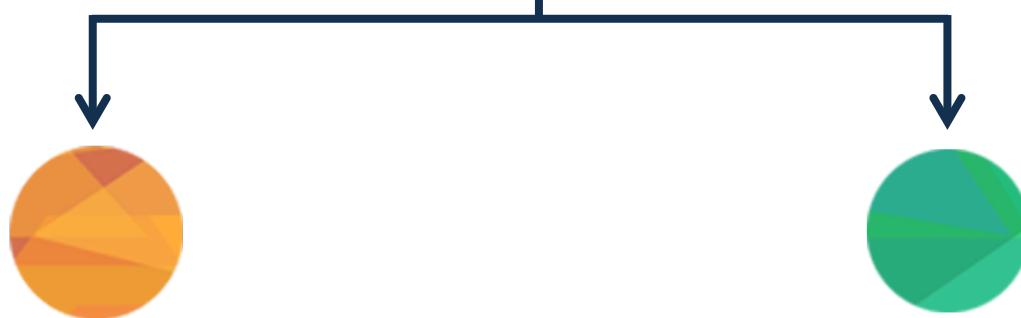
Calendar

# Construction

# Final Orb Design



Main Element  
(controller)



Two orbs that  
are  
complimentary  
as far as color  
is concerned

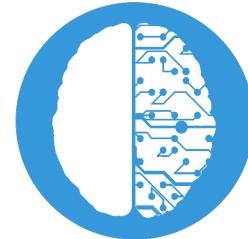
# Category Icon Design



Communication



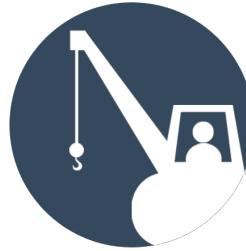
Games



Information



Media



Settings



Utilities

Category Icons are based on parts of the human body and it's associations

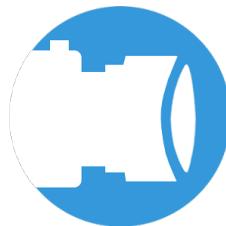
# Folder Icon Design



Calendar



Phone



Camera



E – mail



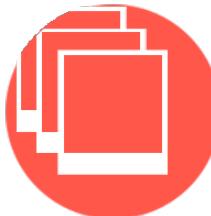
Maps



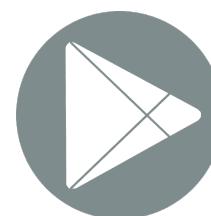
Messages



Music



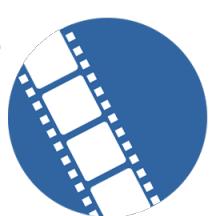
Album



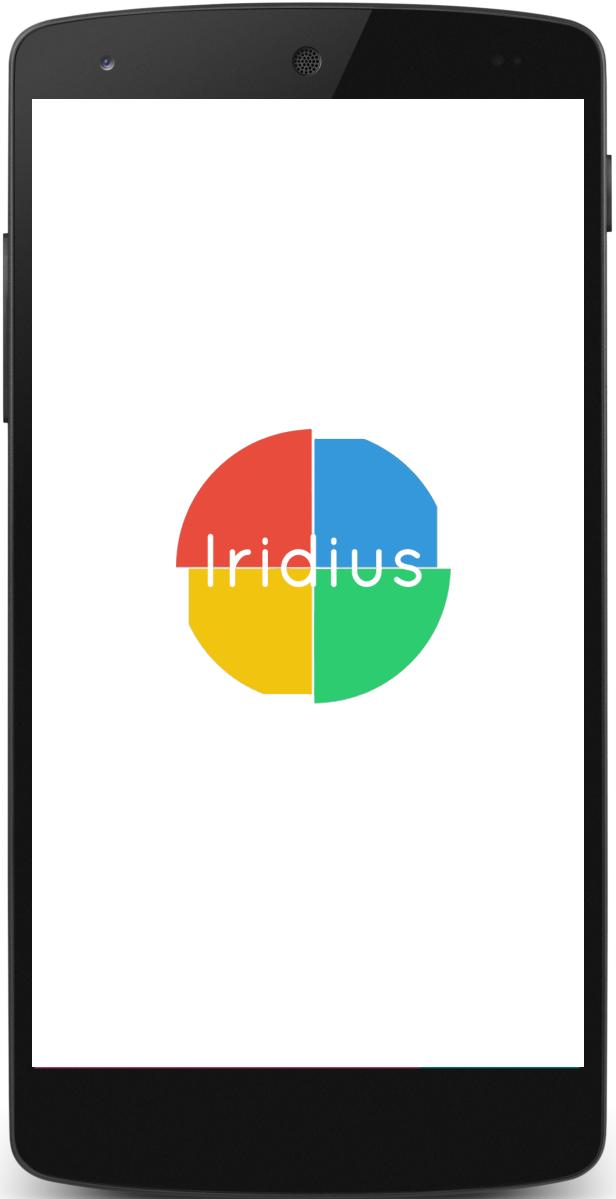
Play store



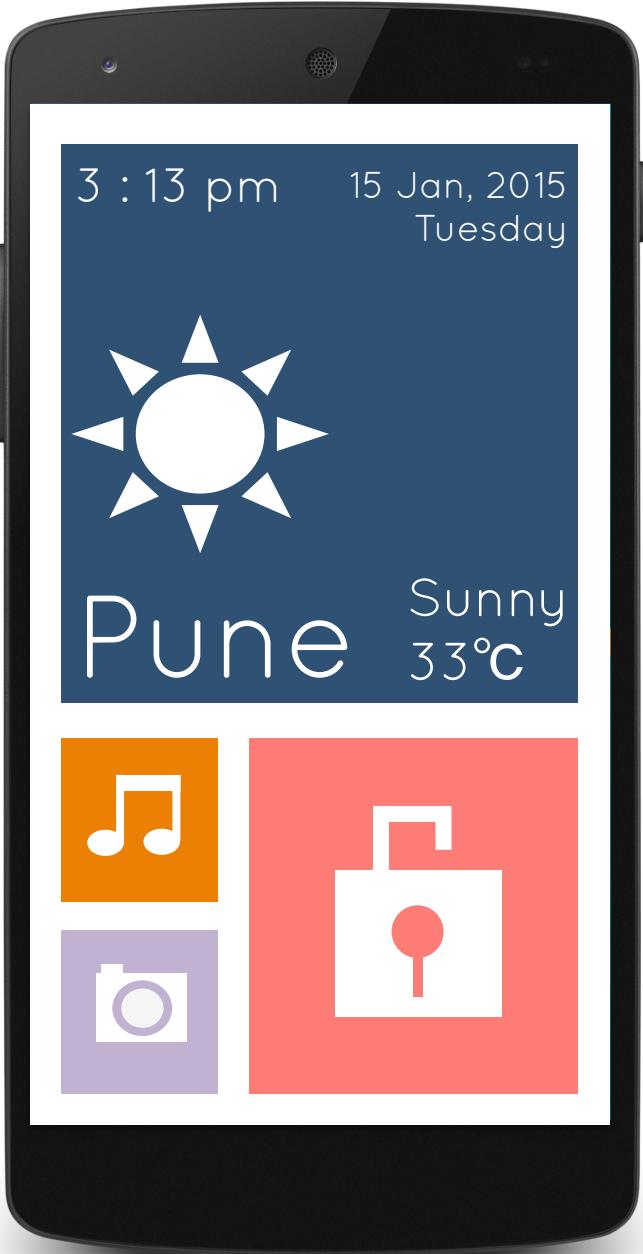
Settings



Videos



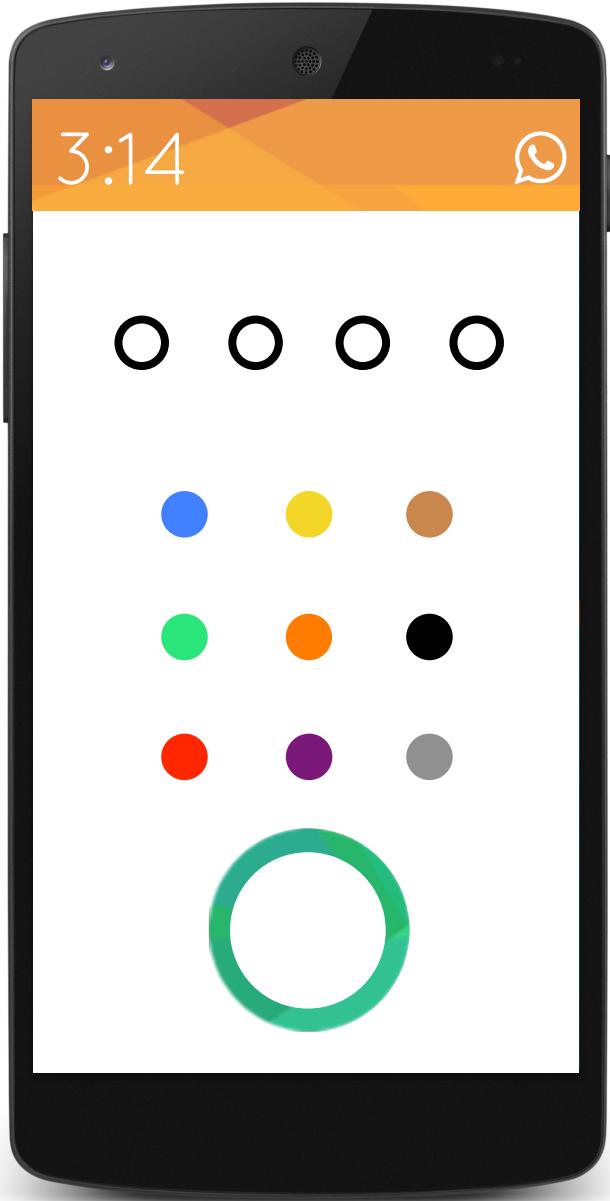
Start Screen  
Digital Design



# Option Screen Digital Design

Contains the following Icons:

- Music
- Camera
- Weather
- Unlock Screen



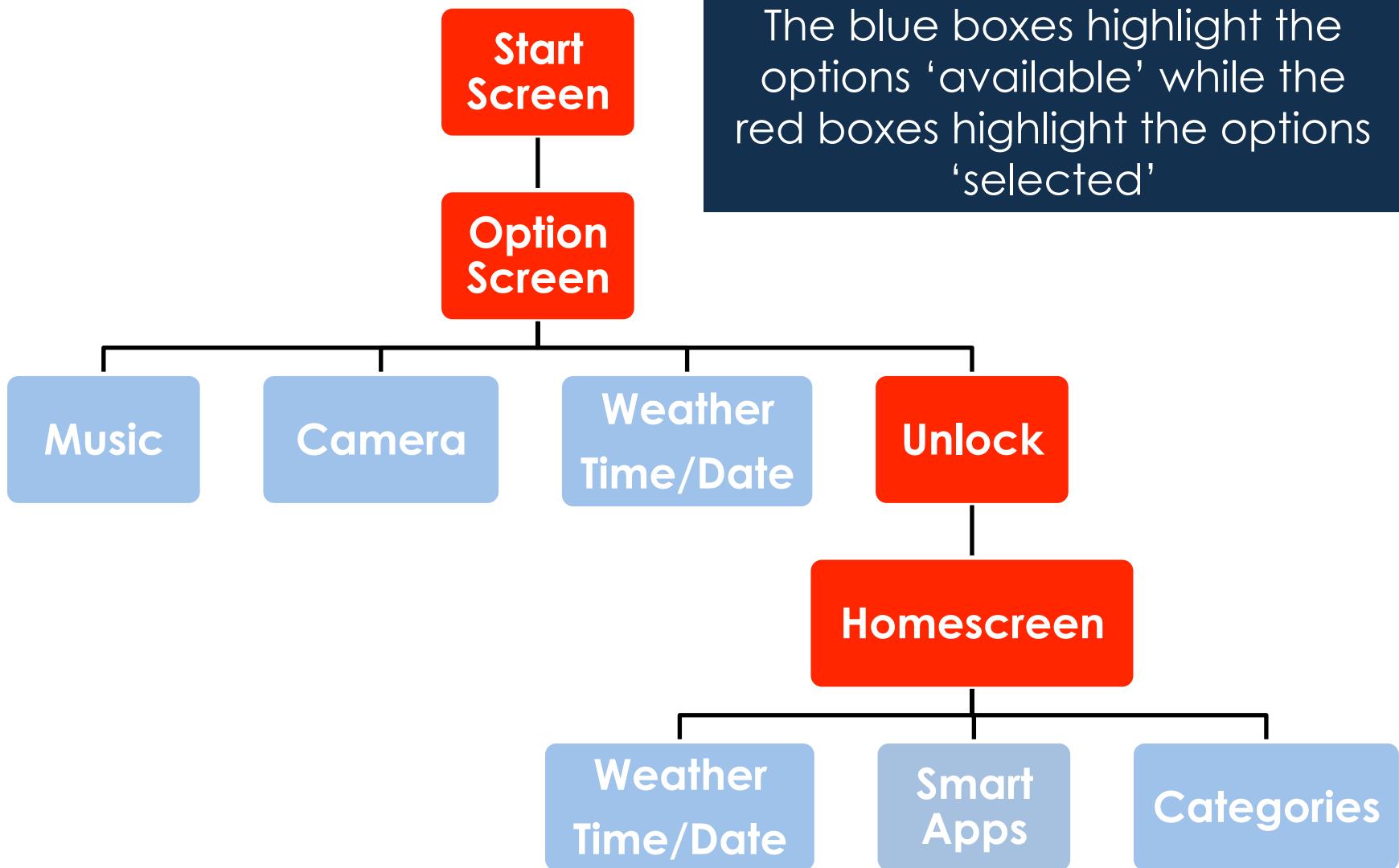
# Unlock Screen Digital Design

Contains the following :

- Time and Notification bar (top)
- Colored Dots (color options)
- 4 empty dots (personal colors)
- The Orb

# Information Architecture

## Home screen Navigation





# Home Screen Digital Design 1

Contains the following :

- Date
- Time
- Default Cubist Wallpaper 1
- The Orb (Green)



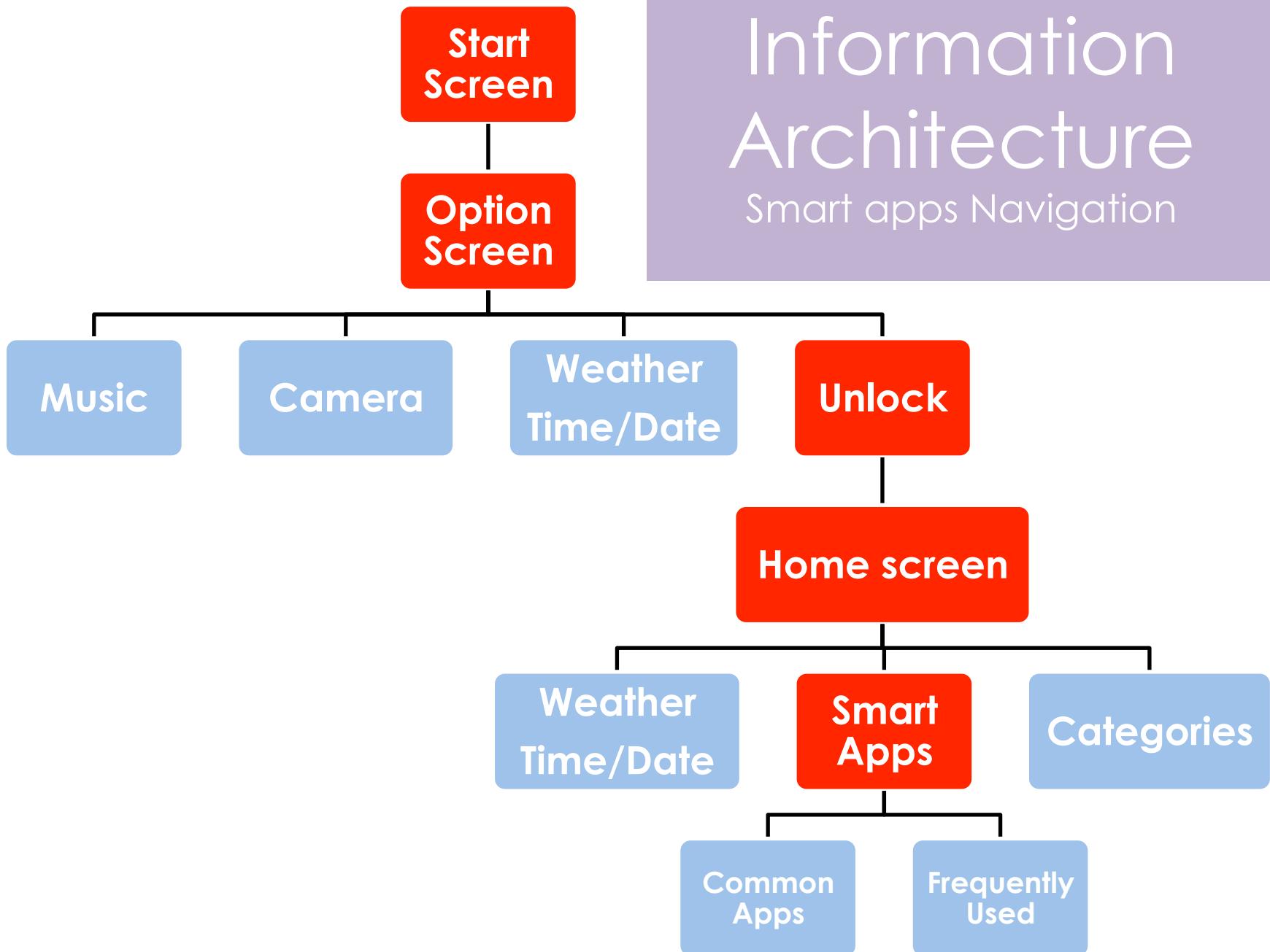
# Home Screen Digital Design 2

Contains the following :

- Date
- Time
- Default Cubist Wallpaper 2
- The Orb (Orange)

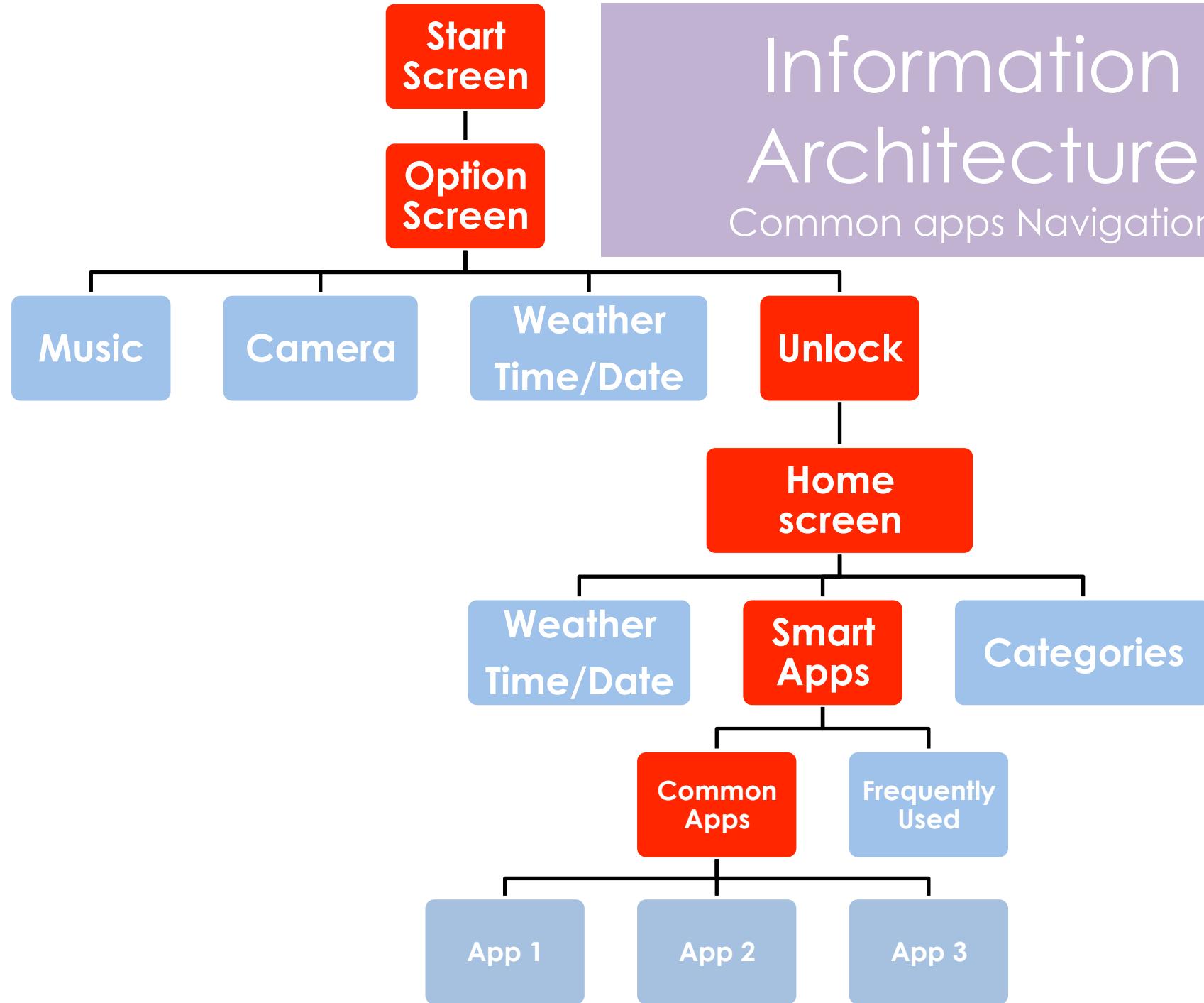
# Information Architecture

## Smart apps Navigation



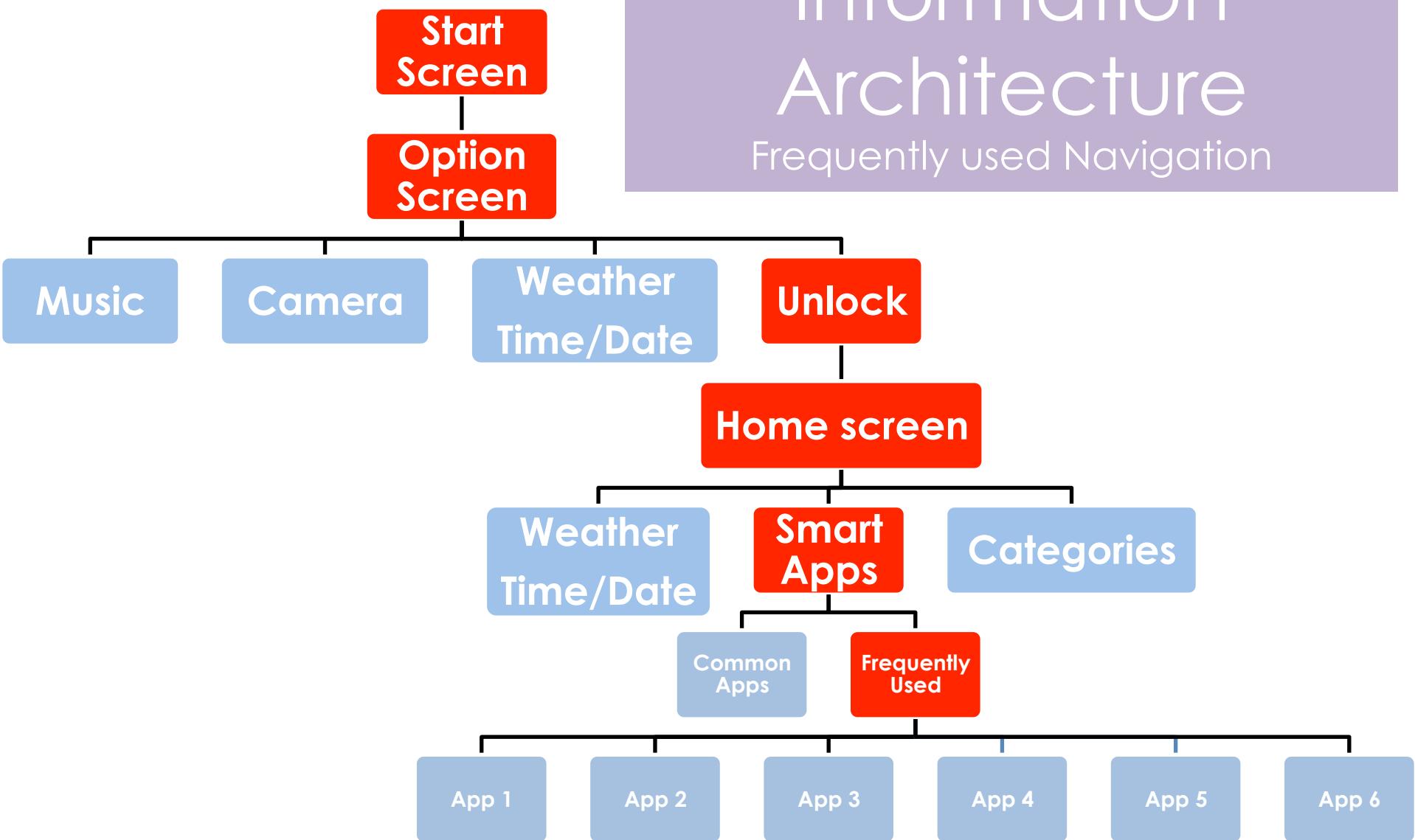
# Information Architecture

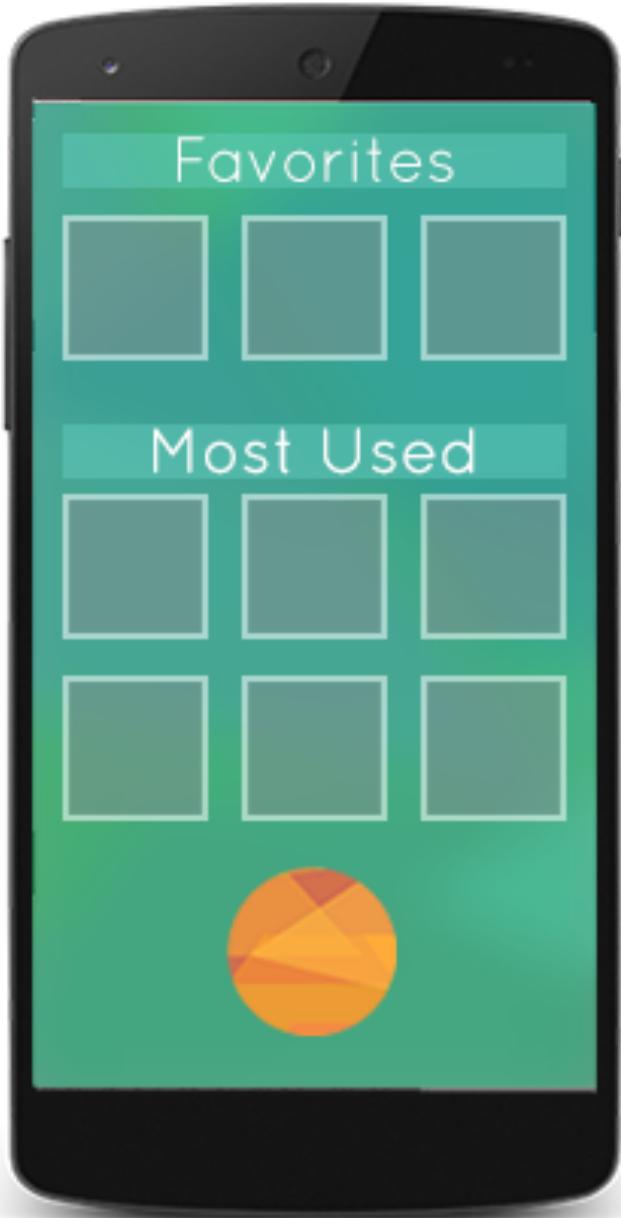
## Common apps Navigation



# Information Architecture

## Frequently used Navigation





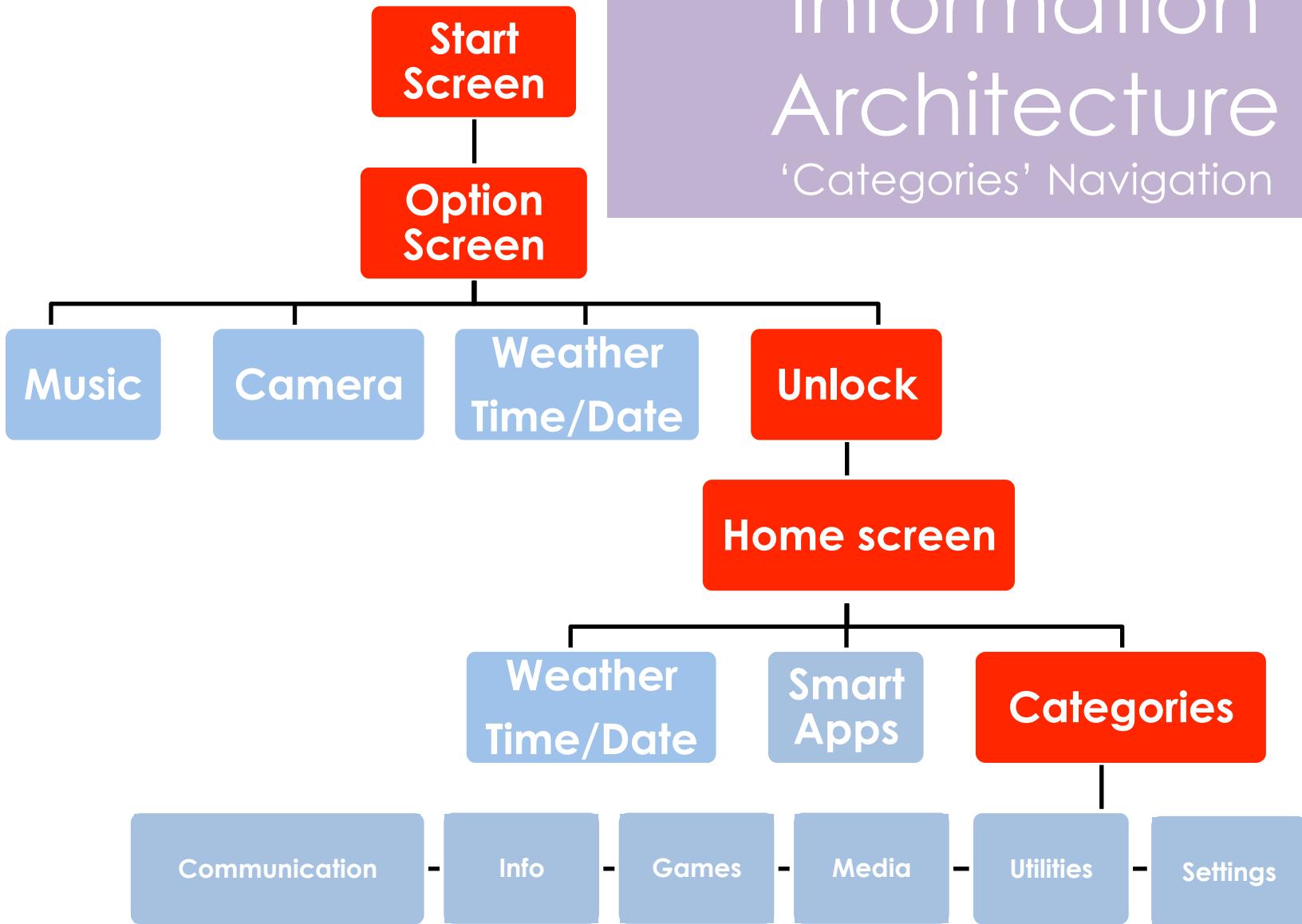
# 'Smart Apps' Screen Digital Design

Contains the following :

- Favorites menu
- Most used menu
- Default Cubist Wallpaper 2
- The Orb (Orange)

# Information Architecture

## 'Categories' Navigation





# 'Categories' Screen Digital Design

Contains the following :

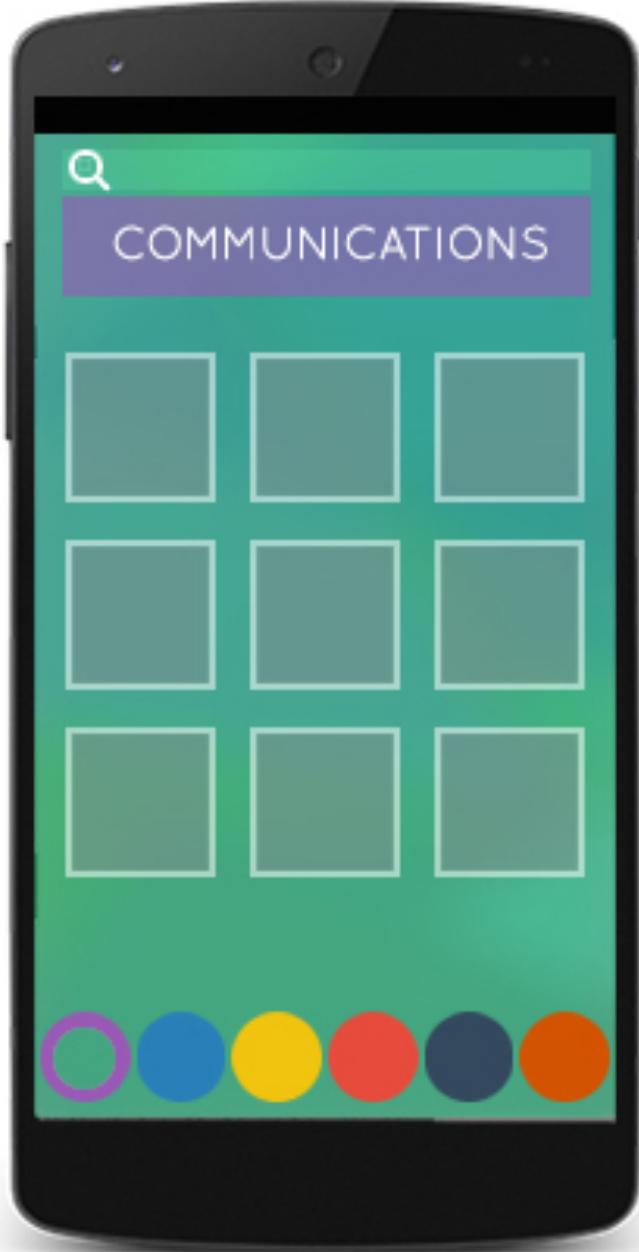
- Category Icons
- Default Cubist Wallpaper 2



# 'Categories Interaction' Screen Digital Design

Contains the following :

- Category Icons
- Default Cubist Wallpaper 2



# 'Categories' Screen Digital Design (selected)

Contains the following :

- Category Icons
- Default Cubist Wallpaper 2
- Search bar
- 'Communications' menu

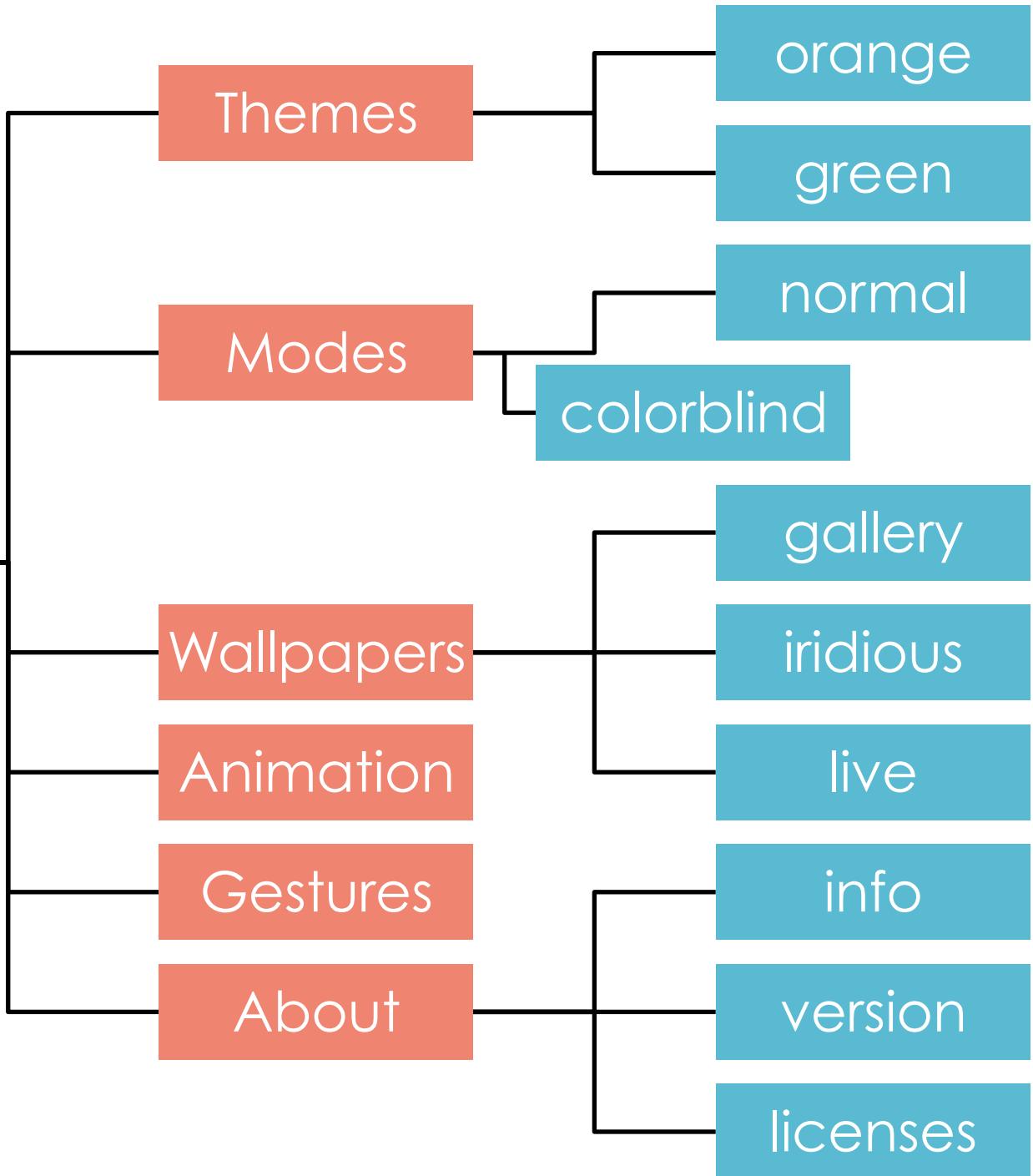
# Information Architecture

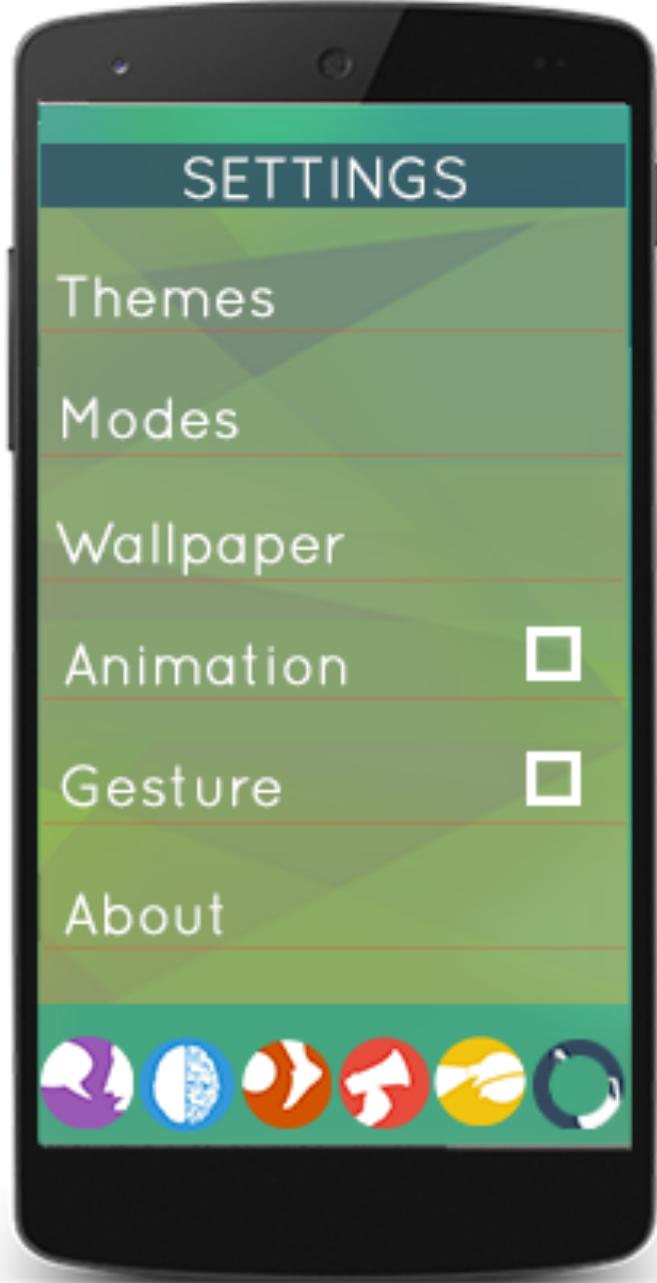
## 'Intra – Setting'

### Navigation

## SETTINGS

Since the 'Settings' is a crucial part of any mobile IA regardless of platform, the IA of the settings was designed in detail





# 'Settings' Screen Digital Design

Contains the following :

- Options
- Categories
- Default Cubist Wallpaper 1
- Selected 'Settings' menu

# Evaluation

It adopts Color Theory which has rarely been used in the past for an overall theme

Color Theory is a concept that anybody regardless of age, maturity and IQ can interact with

The fluidity of the orb gives the user an unrestricted experience

The use of flat style gives a visual appeal to the user as it is a contemporary trend in design

Simplistic Gestures improve user interest and make the learning curve as easy to learn as possible

The use of Vintage icons and ideology gives a feel of familiarity to the user and enhances his/ her experience

# References

Smart Launcher, Buzz Launcher & Aviate

flatuiccolors.com

developer.android.com/design/index.html

# Credits

V. Vishnu Prasad & Ezhil Roseline – Iconography for apps

Bhargav – Category icons and app drawer design

Varun Bhat – Logo Design, Digital artwork and Home screen design

Rishi Sankhyayan – Layout and Unlock screen design

Collective – Ideation, wireframes & rough sketches

Thank you