

Ensemble Mobile App Design

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Project Overview

This is a team project. The goal of this project is to design a mobile app that helps make event planning easier and more efficient. We decide on making an Android app because Android phones have built-in back buttons. This process book shows the screens that I have independently worked on.

Research

Every year, event organizers plan and execute thousands of events of various types and sizes. From our research, we find that communication and accountability between organisations is a major issue for event organizers. Although events often benefit from collaboration between multiple organisations, many event organisers experience issues with communication. In addition, we also notice that collaborators frequently miss important deadlines. When these issues occur, event organisers need to spend extra time and effort to make sure the event runs smoothly. Overall, miscommunications and missed deadlines reduce event quality and increase stress levels for the entire team.

Persona



Billy Johnson

Billy Johnson is a junior at CMU. He's been a member of the Ballroom Dance Team (CMUBDT) since his freshman year, and is now the president. He spends several hours a week dancing and planning the biggest event of the year, the annual ball. This ball is very important to CMUBDT, and therefore to Billy. The ball requires a full year of planning, so Billy needs to keep all his tasks organised. One of his most important tasks is to find another organisation to collaborate on the ball. He also needs to communicate effectively with all the different organisations involved in the event, and he's worried that other people, especially members of other organisations, might forget about the things they need to do in order for the ball to be successful. He hopes that the ball will increase the visibility of CMUBDT and will attract new members to the team.

Persona



Johanna Doe

Johanna Doe is a Board Member of USA Dance Pittsburgh. She's been involved in planning the CMUBDT ball in the past and thinks it's a good opportunity to advertise to the greater Pittsburgh dance community. She wants to showcase the skills of dancers in the area and find interesting collaborators for events. However, she sometimes works on several events at the same time and, while she needs to be involved in all the events, she finds it difficult to keep track of the tasks she needs to complete for each event. She sometimes confuses tasks and loses track of deadlines.

Scenario

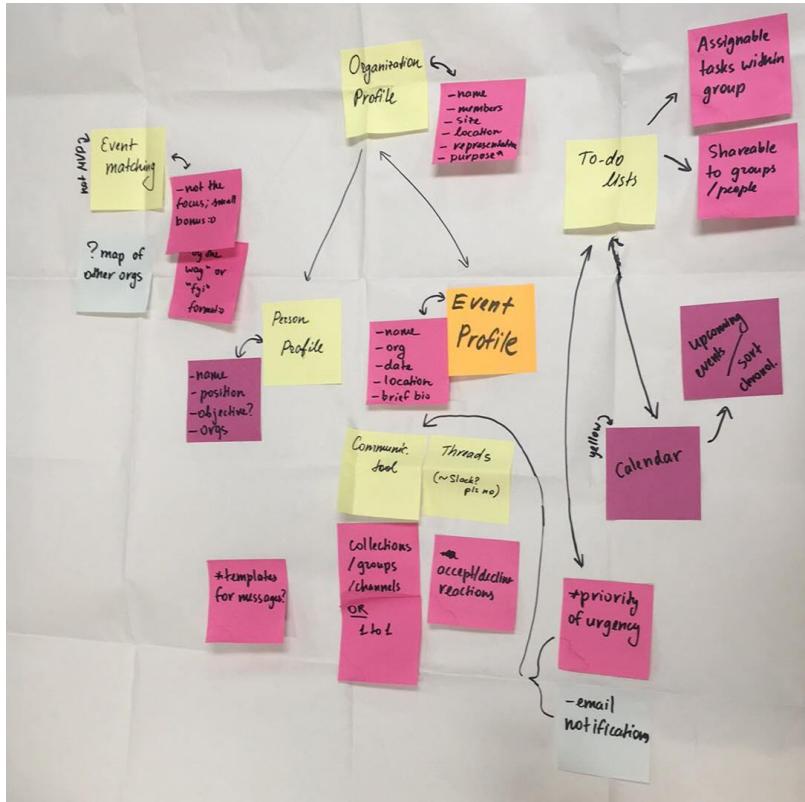
This scenario reflects some of the common issues of a member of the JFC, which provides funding for event-hosting organisation at CMU.

Eric is a board member of CMU JFC Funding Committee. He is in charge of monitoring the clubs and activities in CMU as well as providing funding allocations. Because he receives lots of requests from different organizations, he needs to identify the events that would bring interest to CMU community and efficiently distribute the funding to the events.

He spends lots of time communicating with the leaders of different organizations and researching the events they hold, which is really stressful for him. Since funding is very important to both those organizations that hold events and also JFC Funding Committee, he is very cautious in making the decisions and has to think and discuss with his group a lot before allocating the funding.

Our “Ensemble” app will help Eric get to know the organizations and events, as well as make funding allocations in an efficient way. It will not only allow him to see the details of the upcoming events, but also have a feature to display the similar past events for his record. It will also provide him with a better way to communicate with the event planners, select events that will get the funding, and distribute the funding to the organizations.

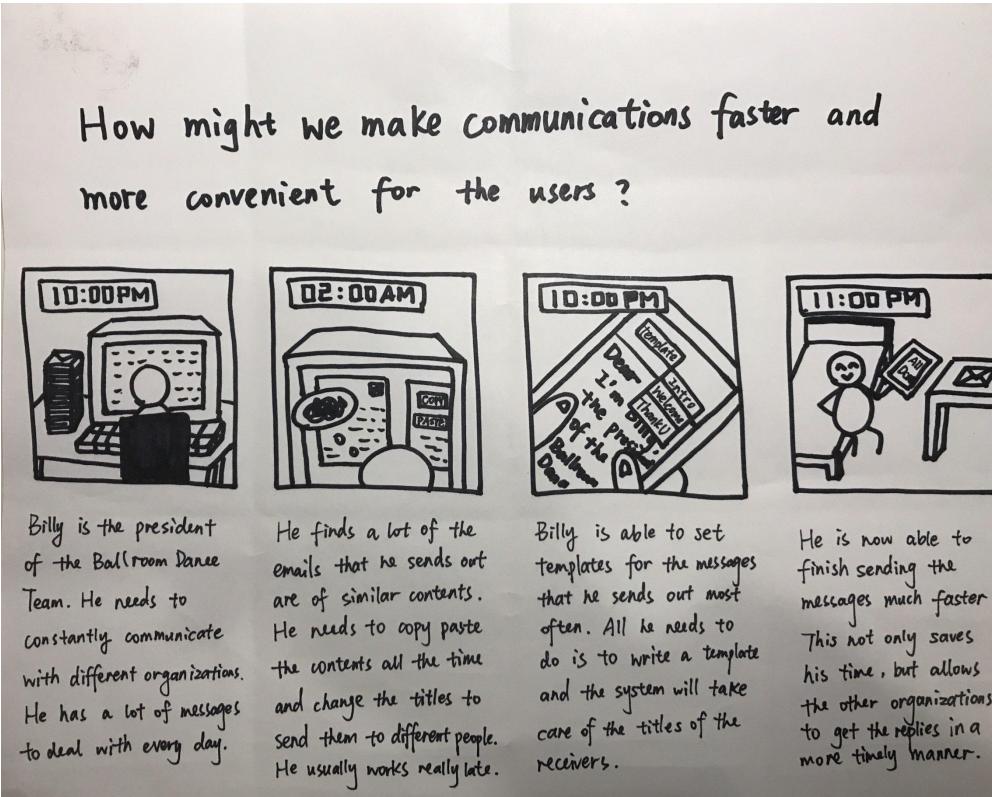
Brainstorming



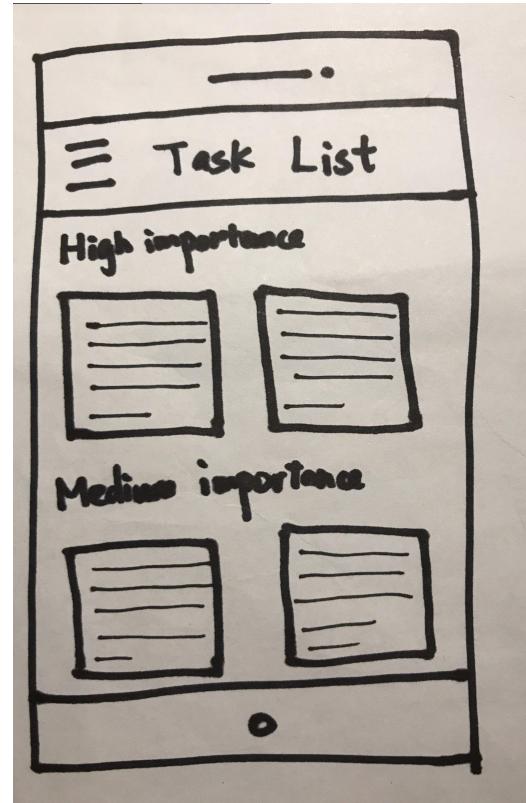
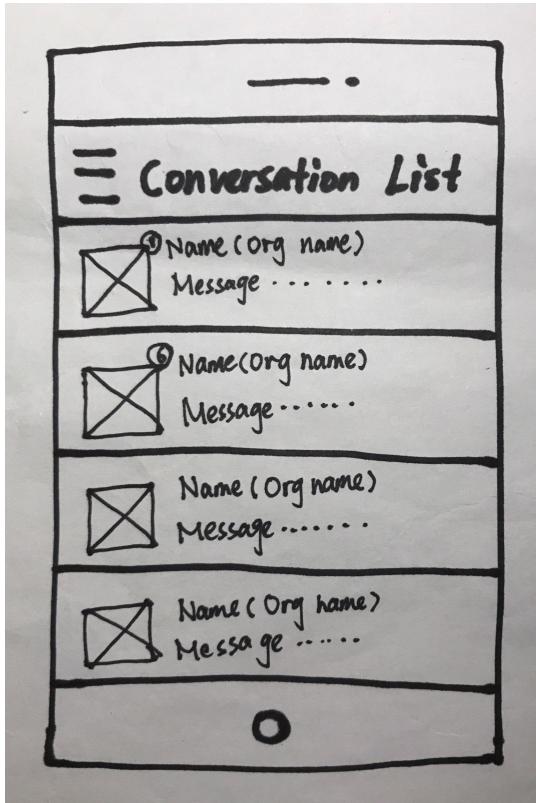
Through the process of brainstorming, our team focused on creating the app that would provide value. We have decided to focus on the communication aspect of the application, as it seemed to be one of the biggest problems mentioned in the research packet.

Our team focused on coming up with the features that would be helpful for co-hosting event platform, such as to-do lists, calendar, templates, and so on. We have decided that the unique combination of all of the features was what defined the value and uniqueness of our app.

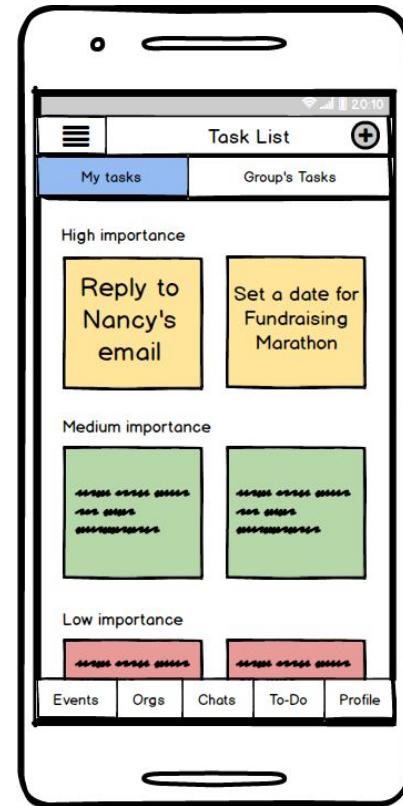
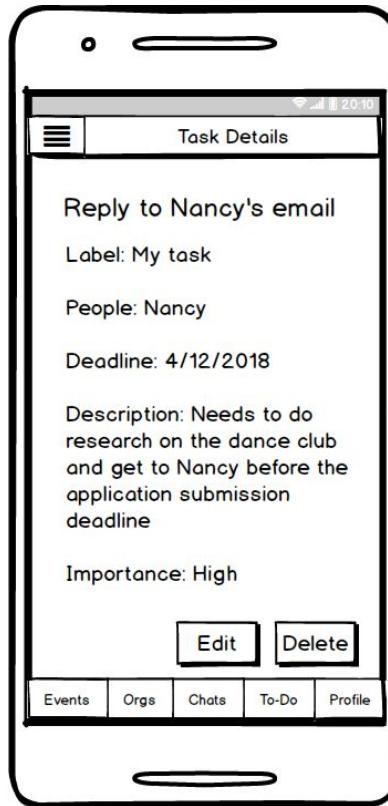
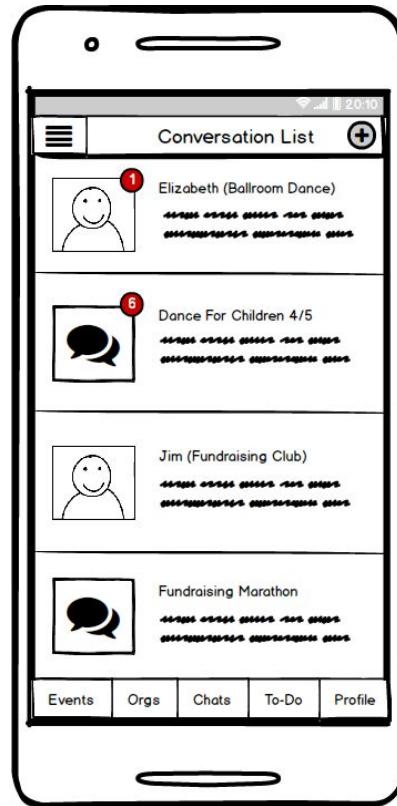
Storyboard



Wireframes



Wireframe Prototype for User Testing



User Testing Overview

During user testing for our application, we asked users to complete four scenarios:

- Creating a new event
- Creating a task in a conversation
- Viewing the members of an organization
- Creating a task for themselves

Four users participated in the testing; all four users provided feedback on the first three tasks, and three out of the four users provided feedback on the fourth task.

The only task related to my wireframes is “creating a task for themselves”.

User Testing Results

None of the users had any issues creating a task for themselves. One user suggested a “cancel” button to this page, but all users found this process to be straightforward overall.

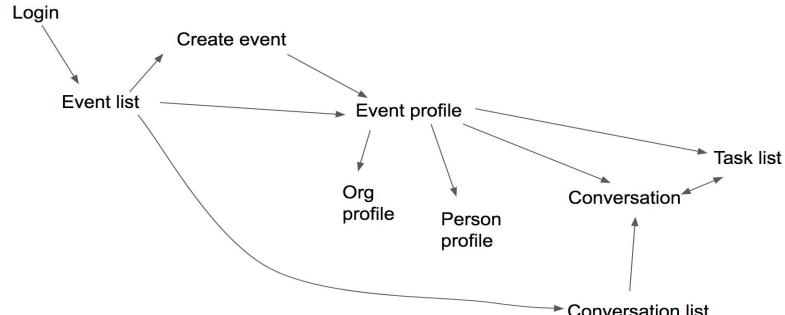
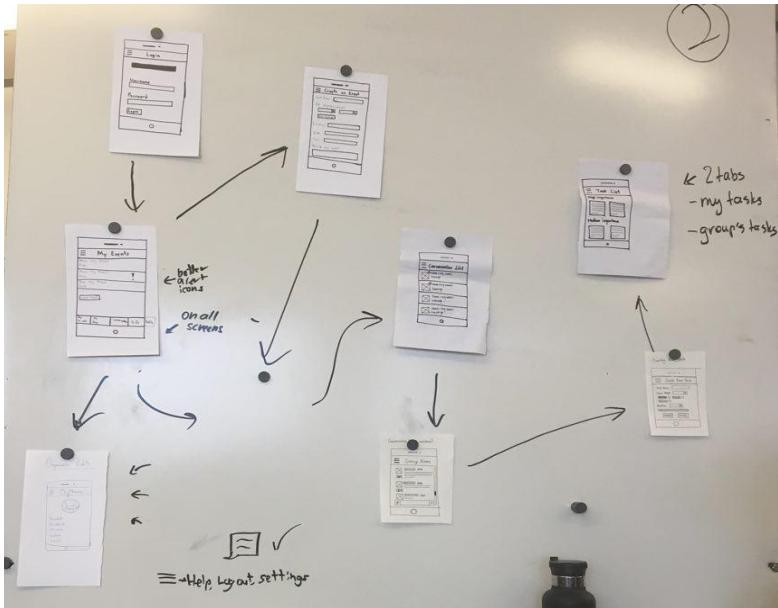
Users had some problems with the other tasks, but since they were not related to my wireframes, they would not be addressed here.

General Feedback

The users felt that the app was convenient for the intended audience and provided value. They really liked the idea of having “to-do” lists incorporated within the app, as well as ability to search for members of organization, thus making connection and communication easier. They had a couple minor suggestions, which we will use in future iterations. Some users also suggested adding a “back” button to the app. However, this issue will be reduced in the final app; Android phones have a “back” button included, which can be used instead of an internal button. Therefore, this will likely not be an issue.

Navigation Map

This is a rough navigation map our team has created, with arrows directing the sequence of actions that users can take.



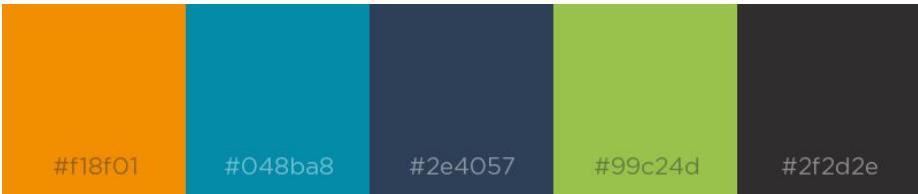
Mood Board



Casual
Energetic
Start-up Mood

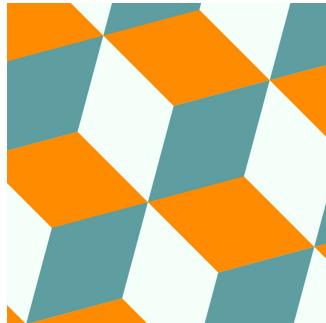
Style Guide

Sample Colours



Background: #f0f0f0

Sample Patterns



HEADING 1

HEADING 2

HEADING 3

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01/01/2010

Description of the task assigned

Event name

01/01/2010

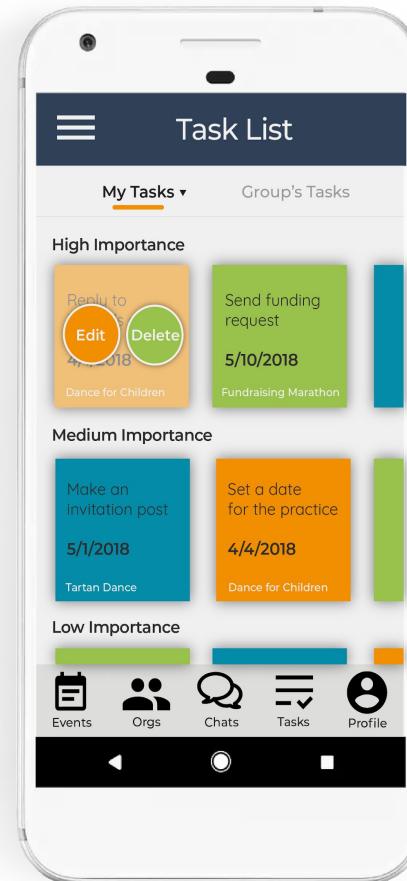
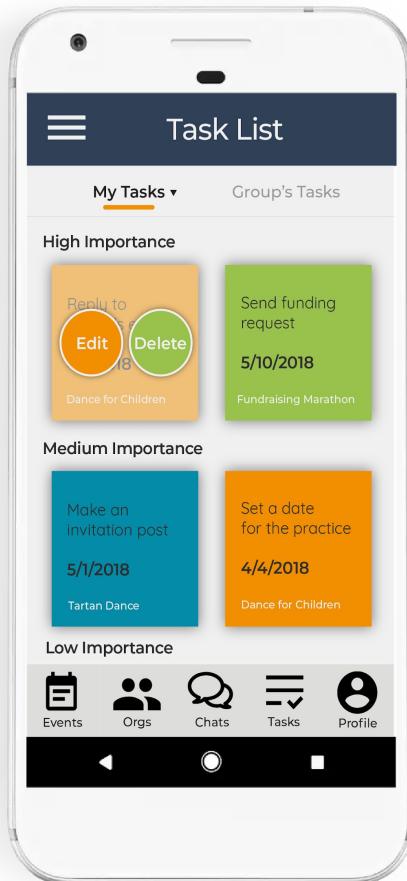
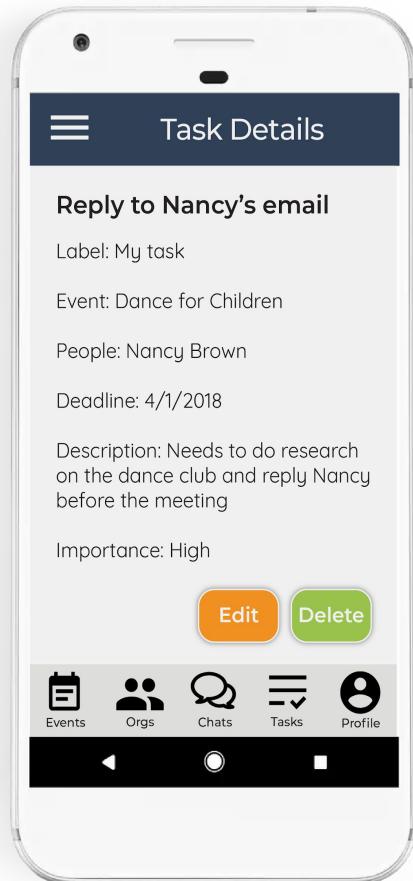
Description of the task assigned

Event name

Screen Designs

First Iteration

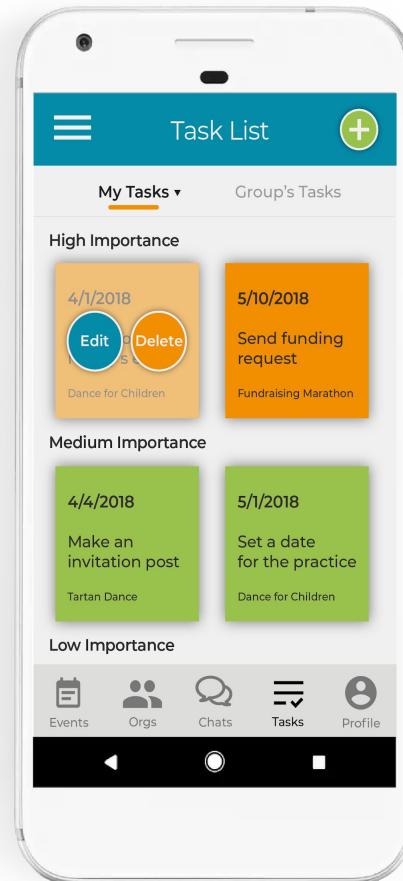
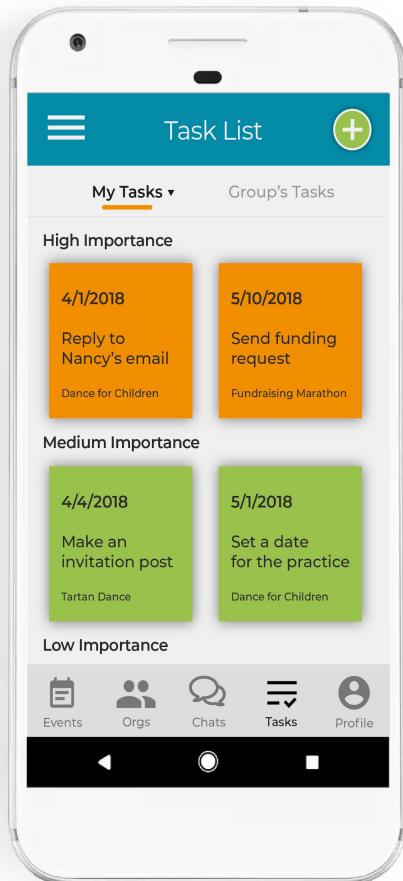
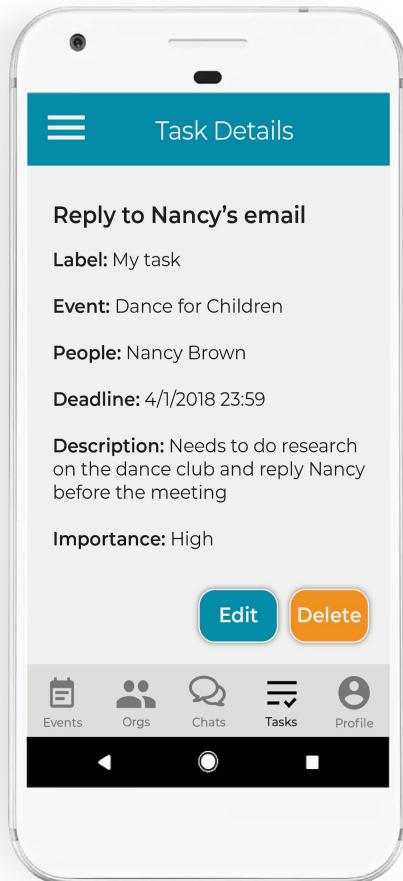
Our initial screens designs incorporated feedback from our wireframe user testing. However, new issues arose as we began to design some of the smaller details. At first, we struggled to balance colours and use a uniform style. We prioritised quantity of screen designs over cohesion, resulting in awkward transitions between screens. Though we shared a core set of colors, we lacked consistency in color use.



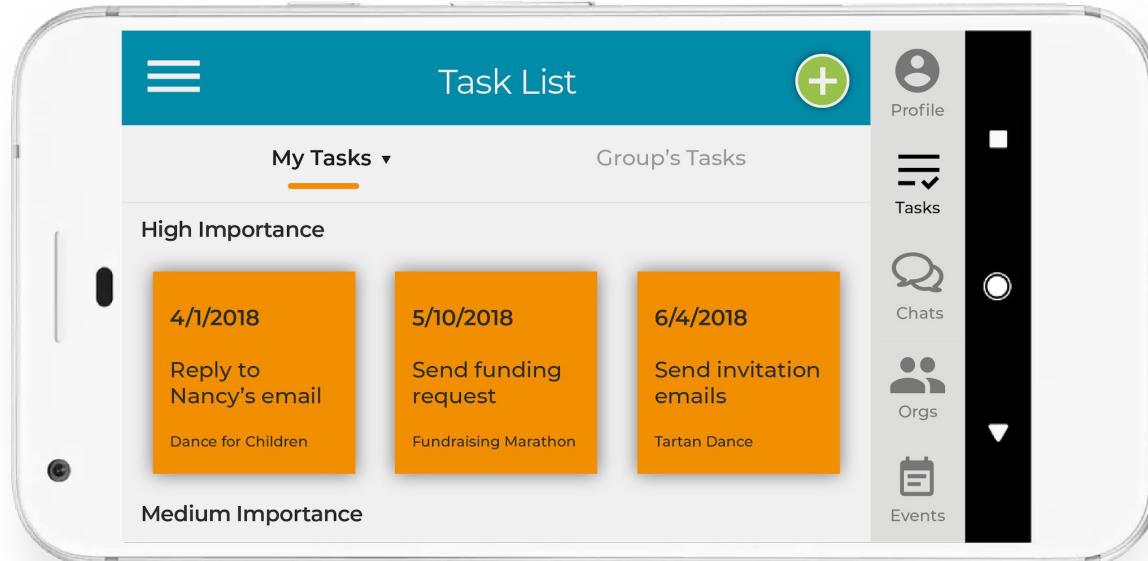
Screen Designs

Final Iteration

Our final screen designs fixed issues from our early iteration. In response to user feedback, we removed darker colours. We created consistent styles for buttons and images, and modified our initial font choices. In this iteration, our screens appear consistent and unified.



Horizontal Screen Design



Final Demo

Final Prototype

All our screens have been designed for the Pixel XL. However, when working with InVision, we were unable to find Pixel phones, and thus had to select a HTC One phone, which did not fit our screens perfectly. Hence, some of the screens on the demo have grey bars at the bottom.

Since InVision screen dimensions do not correspond with those specified by the project, please disregard this discrepancy.
