

Design a prototype application for the iPhone

Project Background

Over the past decade our perception of technology and its utility in our every day lives has changed significantly. Gone are the days of thinking that the function of a computer was similar to that of an extra large calculator. Storage, size, speed and the accessibility in which technology is increasingly incorporated into our daily lives, has changed the way we interact, seek information and participate in social networks.

However, the manner in which we can now accomplish many simple everyday tasks and activities, through the use of mobile assisted technologies, are not always an entirely pleasant experience for the end-user. While many mobile applications are freely available to anyone in the world with sufficient technological means to utilize them, the function and purpose of each application remains a key to their usefulness, usability and desirability.

The Assignment

Your task is to design a prototype application for the iPhone.

This can be for a company, NGO, product or service that is either real or fictional; the choice is yours; but this app should generate social change, serve the public good and/or imagine alternate collective futures.

Please see :

- **Social design** : the **Social design** is design that is mindful of the designer's role and responsibility in society; and the use of the design process to bring about social change (https://en.wikipedia.org/wiki/Social_design)
- <https://challenges.openideo.com>
- <http://herox.com> / <http://xprize.org>

Please note that your iPhone application should not be designed as a hybrid application that provides access to web content. While, the application should have the potential to link to a web site it should not do so as a function of the iPhone application that you will design.

“An iPhone application is quick to launch and easy to use. Whether the application enables a task like sending email or provides entertainment to users, it is characterized by responsiveness, simplicity, and a beautiful, streamlined user interface.”

With this in mind, there are a number of considerations that you will need to address as you go about designing your iPhone application. Remember that the information you present and the task you choose to facilitate will shape the type of application that you will develop. Other considerations that are significant to the design of your application include:

Limited navigation and screen space

The screen size of an iPhone is limited to 414 × 736 pixels (portrait and/or landscape) so please focus on the user interface elements that are essential to your application. Please see : <http://www.paintcodeapp.com/news/ultimate-guide-to-iphone-resolutions>

Sequential, one-way navigation

The iPhone makes use of a one-way navigation system. This means that end-users of the system can only see a single screen of an application, at any given time. If your application is information heavy or overly complex it will be necessary for you to consider scaling things down to those elements that can effectively communicate the purpose and function of your application.

Type of application

Loosely speaking, there are three different types of applications that provide a foundation for the development of new applications, 'productivity', 'utility' or 'immersive'. These are not clearly defined categories in the strict sense of the term; instead they offer a starting point for how we can begin to think about the type of interactivity that iPhone applications might have. It will therefore be necessary for you to consider what type of application will best suit, your purposes, those of your end users and that of your intended application.

Technical restraints

The application you design will be produced using an online prototyping tool called Fluid (<https://www.fluidui.com/>). It is important to note that the prototype you create cannot contain more than ten screens. This means that you will design all the screens of your application and produce the ten most significant screens as an interactive prototype. Furthermore, the total file size of the screens you produce must be under 10mb of data. Standard touch gestures and screen transitions can be used to test your prototype application on iOS and Android mobile phone devices, made accessible to end users via a QR (quick read) code.

Requirements and Deliverables

To successfully submit your work for this assignment you will need to hand in .pdf files of all your design documentation: application type, competitors, personas, use case scenario and card sorting results. Please make sure that all your work is clearly labelled with your student details. All work should be uploaded to a shared server at PCA.

Project Deadline

The project is due at the end of class on week five (17/02/16).

Project Objectives

- Investigate marketing strategies.
- Examine user needs and requirements relevant to your target audience.
- Identify and resolve potential usability issues.
- Create a distinctive and high-quality interactive application that is useful.
- Demonstrate a sophisticated use of transitions and interactivity.
- Contribute to the overall user experience of your product.