

Develop a concept for an app (for the iOS platform)

Your idea can be serious or tongue-in-cheek, though it must be as original as possible, not just a version of something that already exists. Follow the steps in the Process listed below.

Process to develop your concept

DUE FOR Thursday 2/9

Complete Step 1. Fill out Preliminary Process Sheets.

Step 2. Upload Process Sheets to assigned Group Folder.

DO THE FOLLOWING
ON Thursday 2/9:

Work within your assigned small group and complete Step 3.

Assist one another in developing Steps 4 & 5.

DUE FOR Tuesday 2/14:

Complete Step 4 & 5. Be prepared to present your preliminary branding concepts, read your written description with working name, show visuals for logo concepts.

1. RESEARCH, WRITE, BRAINSTORM — Fill in Required Preliminary Process Sheets
 - a. List ten (10) different things that you love and ten (10) different things that piss you off.
 - b. Write down four (4) different problems you have or someone you know actually has, that an app might be able to solve (or at least help).
 - c. Think about these things as territories for exploration, sources of possible apps and make mind maps with several of them.
 - d. Out of your lists from a, b, and c, select your four (4) best ideas and write short descriptive points about what the app does and potential audience.
2. COMPLETE & UPLOAD Required Preliminary Process Sheets to your assigned small group Folder in Basecamp.
3. SHARE, EVALUATE AND REFINE — Text docs in small group Basecamp (Bc) folder
 - a. In your assigned group, share your concepts (Preliminary Process Sheets). Read each other's responses and ask questions about the ideas presented. Reflect, analyze and comment for each group member.
 - b. Summarize the feedback you got from your group and put this in a text doc in your Basecamp group folder.
 - c. Select your best option for further development.
4. DEVELOP WRITTEN DESCRIPTION — Word doc or Text doc in your own Bc folder
 - a. Develop a written description of your app; what it does and how it works. Write about your app in an appropriate voice using wording and a tone that reflects the personality of the app. Research what's out there. Visit the app store to read examples of app descriptions. (Note: not all of these are equally good.) Write a list of features of your app that will be selling points.
5. NAME & DESIGN A LOGO FOR YOUR APP — files in your own Bc folder
 - a. List 4-5 possible names that fit the genre and personality of your app.
 - b. Choose the best option as the name for your app.
 - c. Sketch ideas for the logo that embody the app's personality.
 - d. Create preliminary digital logo(s).

—> Upload files to your own Project 1 // Basecamp folder. Each of you should have your own folder in Basecamp where you organize and upload your work. If you don't have one yet, make it now and use it for your work in this class.

WORK ON Thursday 2/16:

Work solo on steps 6a. and b.
In your group work together to complete step 6c and d.

6. IA, UX, WIREFRAME

- a. Take an inventory of the content areas in your app—make a list. Organize the different parts of the content. Draw a map of your app noting potential areas of add ons.
- b. Think about the actions that will happen when someone is using the app. What kind of experiences do you want them to have? (expected and natural, surprising and funny, etc.)
- c. In your small groups, walk through each others' content and organization, checking for confusing parts and make adjustments to clarify the interface. Discuss and refine ideas for the user experiences.
- d. Using the provided iPhone templates, sketch the first wireframes (outline content areas only, not detailed) for the first few screens of your app.

DUE FOR Tuesday 2/21:

Have your initial digital visualizations of 3 screens (step 7) for critique.

7. VISUALIZE: MOCK-UP SCREENS

- a. Working from your wireframe sketches and your information architecture plans, use the templates provided and design three (3) screen mock-ups. Use either Illustrator or Photoshop to build your mock-ups. Work with Layers to good advantage.
- b. Study the elements of different existing apps and note the details to create the styles. Observe buttons, navigation menus, color schemes, flat design vs. 3D design and learn some of the possible approaches you can take.
- c. Refine the designs of your own elements and visual layouts to create more unity and achieve the goals for the audience you intend.

DUE FOR Thursday 2/23:

Step 7c. — Refined visualizations of your 3 screens.

8. BUILD A SELL SHEET

DUE FOR Tuesday 2/28:

Step 8a. b. and c. — Have the content and initial layout for your sell sheet; Build digital layout and Save as PDF; Upload to Basecamp and Print in B&W.

- a. Decide on the category of your app, finalize your short-paragraph description and the main selling points.
- b. Sketch a couple of layouts for your sell sheet on paper. We will be using a 10" x16" poster that will fit on a Tabloid-size page.
- c. Build your sell sheet in the program of your choice. Arrange your logo, 3–4 screen mock-ups along with your final description and main selling points. Save your layout as a PDF for feedback. Print out on the B&W laser.
- d. Refine and print out your sell sheet. Adhere securely to tag board or index board and trim neatly and precisely to required size. Put your name on the back of the board.

DUE FOR Thursday 3/2:

Step 8d. — Final Sell Sheet printed, mounted and trimmed.

DEVELOPING YOUR DESIGN + RESOURCES

Apple's iOS Human Interface Guidelines offers advice and tips for best practices when designing apps.

This site also has a great range of resources to help you accurately depict the iOS controls in it's Apple UI Design Resources section.

Additional third party UIKit resources (design guides, templates) are helpful when developing your design elements.

WHAT'S A SELL SHEET?

Sell sheets or advertising sheets are simple, one page promotion tools. They are a method of showcasing the main benefits of your idea in a concise, but compelling way.

They contain visuals—including the logo for the product, and usually the product features, in action or being used, and text that relays the most important selling points of the product.

The aesthetic approach to a sell sheet will speak to the the retailer who knows what will catch the interest of the target audience.

ICONS

An app must have an icon to function on a smartphone interface. The icon is essentially a visual shorthand for the app. While it will share many aspects with the logo, it is not the same thing as the logo. Icons must clearly communicate, be simple, be scalable, and be unique.

Specs and templates for the design of iOS icons are available on the Apple HIG website and elsewhere on the internet.

The App Store also has some marketing guidelines. Here is the link:

<https://developer.apple.com/app-store/marketing/guidelines/>

User Journey, App Icon & App Store mock-up

Using the map you developed for the content of your app, build a digital visualization of your app as a user journey.

Continue developing and refining the icon you will use for your app. Use the conceptual work you have done, the written and visual content you have already developed to mock-up a layout for the app store.

DUE FOR Thursday 3/9:

Have user journey initial layout saved as PDF on Basecamp.

App Icon refinements in progress...

1. USER JOURNEY

- a. Study the map of your app you sketched out and the interactions a user would have.
- b. Get some feedback (in your small groups) about the most typical route a user would take once they download the app. Select the most important points of interaction.
- c. Create a digital version of your refined map in Illustrator. Your map digital version should have your app's name and have annotation of the interactions. The map can be either a simple B&W wireframe, or a color version using screen visualizations or a hybrid using your first visualizations and then simple line-drawing wireframes.

DUE FOR Tuesday 3/14:

Final layout for User Journey map. Printed out on Tabloid

App Icon and layout for App Store Mock-up Saved as PDF. Uploaded to Basecamp.

2. APP ICON

- a. Refine your design —thinking about clarity, scalability and uniqueness.
 - b. Get feedback in your small groups and make adjustments as needed.
- (OPTIONAL)
- c. Use the template to develop your design for the various sizes in Photoshop.

3. APP STORE MOCK-UP

- a. Study the resources and how the App Store pages are laid out.
- b. Using the layout guidelines, create a mock-up for how your app promotion would look using your app icon, text and screen visualizations.
- c. Refine the layout as needed and Save as PDF.

Some example websites for apps

Hubstaff

<https://hubstaff.com/>

Cloudspotter

<https://cloudspotterapp.com/>

Tripit

<https://m.tripit.com/uhp/mobile>

ParkMe

<https://www.parkme.com/>

Web Site for App

Using the resources you developed for your app and the skills you have to build web pages, you are to design and build a simple web site for the promotion of your app.

You will incorporate the visual aesthetic (color scheme, forms, icons, typography, etc.) and the written text, tone of language or voice of your app. Your content organization will become the basis for your navigational links in the site.

1. RESEARCH / GENERAL SITES

- a. GENERAL SITES — Visit the links to apps listed below. Start on the home page and explore each of the sites on a desktop and on a mobile device. Note how the navigation systems change from desktop to smart phone. Choose two (2) of the sites to analyze and evaluate.
- b. Analyze Structure
 - Start a Word doc to document this work; include the site names.
 - For each site, describe the structure of the site and the pages (single scrolling page, multiple columns, etc.)
 - Make an inventory of the content and how it is organized in the site.
 - List the major areas of content and then the sub-areas in each of these.
 - Analyze the navigation system and list all the different links, noting where they take you... either to a new page in a new window, anchored link on the same page, or to another site altogether.
 - Diagram the content in a site map (sketch or digital) and incorporate into the Word document.
- c. Evaluate Aesthetics / Visual Style
 - Describe the visual style of each site. What is the feel of the site? List the color palettes, kind of typefaces, shapes, patterns, strokes, opacity, gradients or other visual components used.
- d. Save your Word doc as **siteResearch** PDF and upload to your Basecamp folder.

Websites options for analysis

Hubstaff <https://hubstaff.com/>

Cloudspotter <https://cloudspotterapp.com/>

Tripit <https://m.tripit.com/uhp/mobile>

Daily Yoga <https://www.dailyyoga.com/#/>

ParkMe <https://www.parkme.com/>

Houzz <http://www.houzz.com/mobileApps>

DUE Thursday 4/13

Have:

Research of
General Sites
completed, saved
and uploaded to
Basecamp.

Have root folder for
your app archived
with required pages
and visuals.

2. WEBSITE CONTENT INVENTORY + SITE MAP

- a. Start a Word doc for your content inventory and make a list of your app's major areas and sub-areas of content.
- b. In the same doc, list the major selling points of your app.
Think about how the other websites promote their apps.
Organize your content into areas and develop other areas, such as testimonials. Save your Word doc as a PDF → using naming convention starting with your lastname first, and identified as **appnameInventory**.
- c. Draw on paper, a simple outline tree or flow diagram for your website content.
- d. Create a digital version of your sketched site map.
Save with the yourlastname first naming convention and identified as **appnameSiteMap**. Upload a PDF of it to Basecamp.

DUE Tuesday 4/18

Have:
Website content inventory
Site Map
(for your own app)
completed, saved
as PDF and uploaded
to Basecamp.

Have:
Wireframes
saved as PDF and
uploaded to Basecamp.

3. WIREFRAMES + PAGE COMPS

- a. Sketch the wireframe for the layout for your website page layout.
- b. Using your wireframe sketches build a digital layout using ONLY placeholder elements for your home page on desktop and mobile. Save as PDF with the yourlastname first naming convention and identified as **appnameWireframe**.

... Page Comps will be speeded and developed later ...

WEB TEAM WORK / GENERAL INFO

In web design and development, most of the time you will be working with a team of people to build websites. The IA, UI, and UX are all areas you need to know about as they play huge roles in the success of a site as well as it's 'look and feel.'

All of these aspects including designing the visual elements and the layout for the pages is part of what's referred to as front end development. Back end development encompasses building the deeper interactions with scripting and databases.

For web page comps, designers generally use the program that works the best for them and that delivers the content in the most desired format for handing off to the rest of the team's developers.

DURING CLASS
Tuesday 4/18

Fonts
Wireframes
Comps

3. WIREFRAMES + PAGE COMPS — *continued***c. FEEDBACK ON WIREFRAMES**

Get feedback from your Group members on the digital wireframes you designed for your homepage screens (mobile and desktop).

Refine the layout of your wireframes as needed.

d. SPECS FOR PAGE COMPS

Following the layout of your wireframes develop comps for your home page using Illustrator or Photoshop and incorporating the text and image content you have already developed for your app.

1. **LAYERS** — As you (hopefully) did with your screen visualizations, create a New Layer for each individual or grouping of different elements.
2. **RESPONSIVE** — Make comps for both mobile and for desktop.
3. **IMAGERY** — With the exception of your contextual images (iPhone and desktop templates images) you need to use only original, self-generated imagery. (Your screen visualizations count as this.)
4. **TEXT/TYPE** — Work toward using the text you intend to use for the web page(s) in the actual site. Identify the navigation, name the links, and implement a strong visual type hierarchy.

DUE Thursday 4/20

Pagecomps saved as native files AND as PDF (Smallest File Size) uploaded to Basecamp.

— and —

App website folder structure/naming complete

4. BUILD APP WEBSITE / SPECS**a. STRUCTURE / NAMING** — use the following naming conventions:

homepage = 'index.html'; css file = styles.css; images folder = 'images';
css file inside folder = 'css' and have favicon in root folder.

DUE**Tuesday 4/25**

Have HTML index pages populated with content. Have CSS styles defined. (as much as you can)

DURING CLASS**Tuesday 4/25**

Build simple Landing Pages, with Links to App website and Blog site hosted on UWSP InetPub.

DUE**Thursday 4/27**

App website up on Inetpub.

+

Bare bones for Landing Page, Blog site folder up on Inetpub.

4. BUILD APP WEBSITE / SPECS — *continued***b. LINKS —**

- General navigation links can connect to other pages or be anchored links to content on the same page.
- Links in Global navigation should remain constant.
- Badges for App Stores need to be working links.
- All links need to be styled with CSS.

c. IMAGES —

- All images you use in your App website need to be your own. These must be **original** concept and **self-generated** visuals. Image Tracing does not count as 'self-generated'.

d. TYPOGRAPHY —

- Typography for websites needs to be appropriate, legible and highly readable. The measure of the text should not span the width of a desktop or laptop screen. Body text should use appropriate fonts and styling. Keep typeface use to no more than three (3) fonts.
- App website must incorporate a link to at least one Google font.

5. CLASS WEBSITE STRUCTURE**PROJECT 1:**

We are focusing on the App Website to learn many techniques. We will apply what we learn to building our blogs and a final deliverable format.

PROJECT 2:

Your Web Production Blog can be super simple. The text content will all be supplied for you in a Word document. You will need to add screenshots, images, captions and, of course, style the content on your page with CSS.

LANDING PAGE —

As a way to create a final deliverable for both of these projects you are going to build and format a Landing page. This page will contain links to both your App Website and to your Production Blog. Your Landing page and both of the root folders will be uploaded to your inetpub (Internet Publishing) space on your UWSP MyFiles. The basic structural relationship is represented below.

