PROJECT 1

Project Description

Using Axure, design a medium-fidelity prototype for a mobile site with three pages (tabs) for a major airline. You will incorporate a link to each tab to link the three pages, and any other types of relevant interactivity that you have learned from the class demo and axure tutorials. Your task is to re-design the layout of each page to enhance both its instrumental and non-instrumental values. Your goal is to make the mobile app more usable and functional, while increasing its aesthetic and emotional appeal. In a Microsoft Word Doc, you will need to explain in writing the connections you are making between theories and practice. The goal is to apply the usability, aesthetic *guidelines, principle*s, in addition to the *user experience* and *emotional design* theories into your app design. Guidelines, principles and theories are termed as *theoretical knowledge* in later part of this spec sheet.

Objectives: The objectives of this project are to:
- develop your prototyping skills by devising usable/functional design solutions.
- showcase your creativity by creating an imaginative/novel concept.
- organize the elements within each page to create appealing information architecture.
- depict an icon which is connotative of its function.
- depict at least three different types of user interactivity.
- describe the rationale for your interface design in MS Word (see rubric). Base your rationale on at least **three connections** to theoretical knowledge on *usability, emotional, visual aesthetic and user experience* you have gained through research articles and textbook chapters 1–5, Shneiderman's (6th ed.) "Designing the User Interface."

Design Process: *Refer to stages (A - B - C) below*
Research: You will first research the theme by browsing national and international airline mobile sites. You will examine how the layout needs to be re-designed in at least 3 pages to augment the instrumental and non-instrumental qualities (refer to rubric). You will then provide the necessary rationale based on Shneiderman's (6th ed.) "Designing the User Interface" by describing your re-design approach substantiated by Theories | Principles | Guidelines from the textbook. For PowerPoint presentation purposes, document each stage of the design process (concept, visualization, iterative designs, before and after user testing) to show how did you arrive at the final solution.

Content: You will re-use the content of the mobile site in your own design. You may include your own images (similar to those in the mobile site). You will redesign any one icon that lacks effective connotation. Include a mobile calendar and make the contents scrollable within your **mobile device frame**.

Stage A: Research
1. Perform visual research on current mobile site issues. What is the design problem you want to focus on?
2. Understand user behavior.
3. Identify the context of use of the app.

Stage B: Concept and Visual Development
1. Create a wireflow diagram to illustrate the steps involved in achieving certain goals.
2. Create alternative design solutions.
3. Depict the navigation and contents of the three pages.
4. Experiment with color palettes while maintaining consistency with company branding.

Stage C: Design Development and implementation
1. Focus on different types of interactivity.
2. Consider having a grid system within your layout.
3. Apply a suitable color scheme.
4. Demonstrate a sense of visual hierarchy within your interface design.
5. Conduct usability testing and evaluate your design. (You will develop and conduct usability testing of your iterative design, e.g. System Usability Scale, *Attrakdiff*).
6. Refine and implement your final design solution.

Specifications
- Needs to be designed in *Axure*
- In *Axure*, go to Smart Phone preset (Project > Adaptive Views > Portrait Phone)
- Choose your device screen size
- Check iOS icon specifications

Deliverables:
Submit your **RP** source file and the shareable URL in the D2L dropbox by the due-date.
Submit the MS Word doc containing your rationale.

Project Timeline
Feb 28, 2018: Project 1 is assigned and introduced during class time.

Mar 05, 2018: Stage A

Mar 12, 2018: Stage B

Mar 19, 2018: Stage C + Testing and Evaluation of Interactive Prototype

Mar 21, 2018: Due Date and PowerPoint Presentation (see design process)

(You are required to show your work in progress during each class meeting)

The project will be **graded** based on the rubric:

Criteria (21 points)	Unsatisfactory (1)	Emerging (2.5)	Proficient (3)
Concept	The idea lacks creativity and imagination, without any novelty.	The idea is creative, but lacks novelty.	The idea is both creative and imaginative, with a component of novelty.
Visual Aesthetics	It does not follow the grid system; choice of color and typography detract from the design; Design does not appeal to the senses. Color scheme does not reflect the brand identity. Principles of Design are not followed.	Grid system is not fully followed; choice of typography enhances the design. The brand identity is somewhat represented. Principles of Design are somewhat followed. It is somewhat attractive overall.	Contents are laid out in a grid system; appropriate choice of color scheme, and typography. The brand identity is reflected. Principles of Design are followed. Design immediately catches users' attention.
Information Architecture	Hierarchy of information is not present. There is no eye flow within the design.	Hierarchy of information is somewhat apparent, with little eye flow within the design.	Hierarchy of information is obvious, as it guides eye flow within the design.
Usability l Interactivity	Screen design is not intuitive. Hard to read and follow. Lack of contrast between the interface elements and background. The links among the tabs are not usable. Lack of user interactivity.	Screen design is moderately intuitive. Not so easy to read and follow. Little contrast between the interface elements and background. The links among the tabs work. Less than 3 forms/types of user interactivity depicted.	Screen design is very Intuitive and easy to use. Obvious contrast between the interface elements and background. The links among the tabs work. 3 or more user types of interactivity depicted.
Icon Design	Icon designs are not meaningful or well crafted. Designs are not distinct from each other. Designs are not recognizable. Ineffective size and proportion of the icons.	Icon designs are somewhat meaningful, but lack distinction. Designs are not recognizable. Effective size and proportion of the icons.	Icon designs are Connotative. They are distinct from each other. They are easy to recognize. Effective size and proportion of the icons.
Written Description of Rationale	Rationale not articulated properly; no clear connection between design and theories/principles/guidelines. Page numbers and References have not been included. Rationale description is less than 50 words.	Rationale is somewhat well-articulated; no clear connection between design and theories/principles/guidelines. Rationale description is more than 50 words but less than 100 words; page numbers and references have not been included.	Rationale articulated properly; clear connection between design and theories/principles/guidelines Rationale description meets 100 words, and includes page numbers, and references
Usability Testing and Evaluation	No evidence of iterative testing and evaluation were shown.	Iterative testing and evaluation were performed on the design, which added a little value to final solution. (Show design prior and after user testing)	Iterative testing and evaluation were performed on the design, which enhanced the final design (show design prior and after user testing)