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Background

What is an App?
A mobile app is a software specifically designed to run on a mobile device, such as a Smartphone or tablet. The app is usually downloaded and installed into the device. A mobile app typically operates in tandem with the device's native or installed operating system (OS). It also allows the app to take advantage of some of the mobile device's feature sets (location, built-in sensors).

Native Apps
They are built for a specific operating system. A native app developed for iOS won't work on Android devices. If an app is developed on iOS, it will remain exclusive to that operating system unless an Android version is created.

Mobile Web Apps
Web apps are not real applications. They are in fact websites that look and feel like native apps. They are accessed using the browser. They became popular with the rise of HTML5. Ensure visibility on the search engines. User friendly across different devices, hence improved chances for greater ROI (Return of Investment).

Hybrid Apps
Partly native apps and partly web apps. A hybrid application is built using web technology, and then wrapped in a platform-specific shell. The native shell makes the app look like native apps. They live in an app store, like native apps. Like web apps, they rely on HTML5 to be rendered in browser. They are popular because they allow cross-platform dev, reducing development cost. iOS Facebook app started as a hybrid app (HTML5 for feeds, and Three20 as core UI), which later turned to native apps for iOS and Androids platforms.

References:
Budiu, R. (2013, September 14). *Mobile: Native Apps, Web Apps, and Hybrid Apps* (Tech.). Retrieved March 26, 2017, from https://www.nngroup.com/articles/mobile-native-apps/Usability challenges of mobile devices

Salz, P. A., & Moranz, J. (2013). *The everything guide to mobile apps: a practical guide to affordable mobile app development for your business.* Avon, MA: Adams Media.

PROJECT 2

Goal

As technology evolves, the end-user has the comfort of controlling several key operations from the touch of his/her Smart Phone. In the capacity of a user interface designer, your task is to create a *pleasurable and usable* user interface design of a mobile app to illustrate the feature- sets of a Smart Home concept.

Objectives

•   To design an icon for a native app to be used for an Android or iOS Mobile Device.
•   To design the **graphical user interface** design for a native mobile app to showcase how the user will operate the app to execute and control the following tasks on his/her mobile device:

(i) *climate* **control** *(through a wifi based thermostat)* ✔
(ii) *lighting (dim, off, on)*
(iii)main door or garage door locks (it may send alerts if the main door is not properly locked or bolted)

You are required to include climate control and pick any one, either (ii) or (iii). The features of each user interface design must be demonstrated through a <u>series of 5 screen design steps</u>, using **high fidelity wireframes.** It needs to have a username and password login screen. The use of graphics is required, besides text button.

You will also design an icon (57 x 57 px) for the *Smart Home* app that should be meaningful, connotative of its function, and attractive.

The icon app should primarily serve as the home button in your design solutions, using *Axure*.

Your work will be graded based on the following rubrics

(5 points) Icon Design	Unsatisfactory (2)	Emerging (4)	Proficient (5)
	Icon design is not meaningful, and not well crafted. It is not distinct from other apps. Hardly recognizable.	Icon design is somewhat meaningful, but not so distinct from other apps. Barely recognizable.	Icon design is connotative of its meaning. It is distinctive from the other apps. Easy to recognize.

(15 points) App Design	Unsatisfactory (1)	Emerging (2.4)	Proficient (3)
Visual Aesthetics	It does not follow the grid system; choice of color and fonts detract from the design; There is no eye flow; hierarchy of information is not present. Graphics do not serve their purpose.	It somewhat follows the grid system; choice of color and fonts do not enhance the design; There is little eye flow, and hierarchy of info within the screen design. Graphics are seldom used, but not necessarily meaningful.	It follows the grid system; appropriate choice of color scheme, fonts, textual and elements hierarchy. There is eye flow within the page. Graphics are meaningful and illustrated in the screen designs.
Functionality	The features do not work; the flow between screens is not jumpy. Elements within the page lacks craftsmanship.	The features work, but the flow is not so smooth between each screen. Elements within the page lacks craftsmanship.	All the features and the elements within the page in general are well crafted. Smooth flow between screens.
Usability	Screen design is not intuitive. Hard to read and follow. There is not enough contrast between the interface elements and background. Operations have poor learnability.	Screen design is moderately intuitive. Barely easy to read and follow. There is little contrast between the interface elements and background.Moderately easy to learn the operations.	Screen design is very intuitive. Easy to read and follow. There is enough contrast between the interface elements and background. Easy to learn the operations.
Creativity	The "wow" factor is missing; it does not sustain user's interest.	The overall creativity and imagination is average as it looks like a common idea.	Level of imagination is high in the depiction of the app. Idea is unique, and engages the user.

Graphical User Interface	Vector Graphics detract from the main idea of the screen design of the wireframes. There is no representation of logo branding. Overall the depiction leads to a poor UX.	The impact of the graphics in the screen design are average, and they do not affect the quality of UX. The logo branding is not consistently portrayed throughout.	Vector Graphics are elegant; they increase the sophistication level of the prototypes, creating a pleasurable UX. The logo branding enhances the credibility of the fictitious company.

Tuesday March 28, 2017:   Conception and User Flow Diagram of Mobile App

Thursday March 30, 2017:   App Icon Design (57px x 57px)

Tuesday April 11, 2017:   High Fidelity Wireframe Prototype (climate control)

Thursday April 13, 2017:   High Fidelity Wireframe Prototype (second feature)

Tuesday April 18, 2017: ✔   User Testing-both your prototypes (3 participants)

Thursday April 20, 2017:   Refinement of prototypes

Tuesday April 25, 2017:   Due at 2:00PM and Class Presentation

Thursday April 27, 2017:   Class Presentation * Last Class Meeting