

Design Process

Project 3 – App Prototype

Lowgan Pertout

Overview

In our Visual Design Course at Conestoga College we were given the task of creating an app from the ground up. From thinking of an idea, coming up with branding guidelines, research, rough mock-up all the way to prototype. For this assignment I chose to do something that I know could be helpful to many people including myself.

Therefore, I chose my app to be a luck based, chance app. From Dice rolling to coin flipping, my app will be used with people who have a hard time deciding and like leaving it up to chance!

Problem Statement

An indecisive individual that doesn't know what to choose, needs a way to decide, because they can't decide for themselves.

Users and Audience

The users of the app are anyone who has a smartphone and has a hard time coming to a decision. The app will make their decision-making process a lot easier!

Roles and responsibilities

For this project I did it by myself. From the idea phase all the way to prototype.

Scopes and constraints

The difficulty with this assignment is that I've never done any of this before, so it's been quite a learning process from researching to creating.

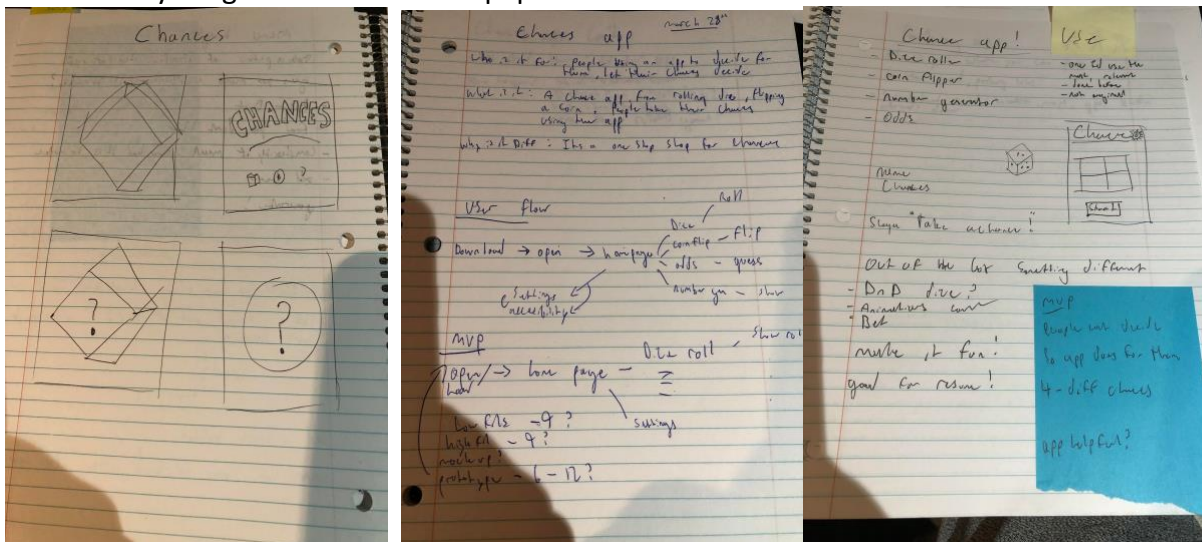
The Process

Idea:

For this project I wanted to create something that I would personally use, this helped inspire the passion behind the project as it was something I am proud of. My original Idea was going to be just one dice rolling app, but after further thinking and meetings with the professor I had to do something that was going to set me apart from the rest.

That's when I thought of creating a multiple chance option app. Not just one but multiple within the same app.

Below are my rough idea sketches on paper.



Brand Guidelines

For our project earlier in the semester, we had to create brand guideline for our app for project 3.

Brand Guidelines

Logo

Slogan

"Unsure? Take some Chances"

Typography

Alkaline - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Alternate - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colour Palette

RGB 247 - 236 - 50	RGB 237 - 28 - 36	RGB 199 - 234 - 251	RGB 255 - 255 - 255
CMYK 7.12 - 0 - 90.7 - 0	CMYK 0 - 100 - 100 - 0	CMYK 20 - 0 - 0 - 0	CMYK 0 - 0 - 0 - 0
HEX #F4EB32	HEX #ED1C24	HEX #C7EAFB	HEX #FFFFFF

App Icons

Value Proposition

After thinking of an app idea, and coming up with the branding guidelines I got to work in coming up with why my app is different, who is it for, and what's so good about it

Problem Statement

An indecisive individual that doesn't know what to choose, needs a way to decide, because they can't decide for themselves.

What does this app do?

Lets you pick an option that is all chance based, that will help you in your decision-making process.

Who is it for?

A person who doesn't know what to decide and would rather let chance decide for them.

What does it do?

It is an all-in-one chance app, that decides for you.

Why is it different?

It has multiple options to choose from so you can try your chances with different activities.

Description: If you don't know what to decide on, let chances choose for you.

With chances you can let the app decide for you, where you're going, what you are going to eat or what your plans are. All you have to do is take a chance!

Research

Proto-Persona

I created a Proto persona to help give some insight of who would be interested in using my app.



Jim - H
26
Canadian
Student

- Single
- Has class for 6 hrs
a day, & wakes after
- Has a hard time choosing
- Loves new multiple
restaurants & entertainment
spots

Needs

- easy way to decide
what to do
- Choose quickly
- Have variety

Solutions

- multiple options to use
- quick decision making
- quick answers
- easy to use

User Interviews

I then Interviewed 2 people to talk about what they like in an app and what they would be looking for.

Questions	User 1	User 2
<i>What do you look for in an app?</i>	Simplicity and ease of use	Something that catches the eye, simple
<i>What are some of your peeves with using apps?</i>	Too complicated, too many options, too much happening on the screen	Not straight forward, too many options
<i>Would you use an app that decided on your options for you?</i>	Probably not, but maybe if there was a reason	Yes
<i>How comfortable are you using apps?</i>	7/10	6/10

Empathy Maps

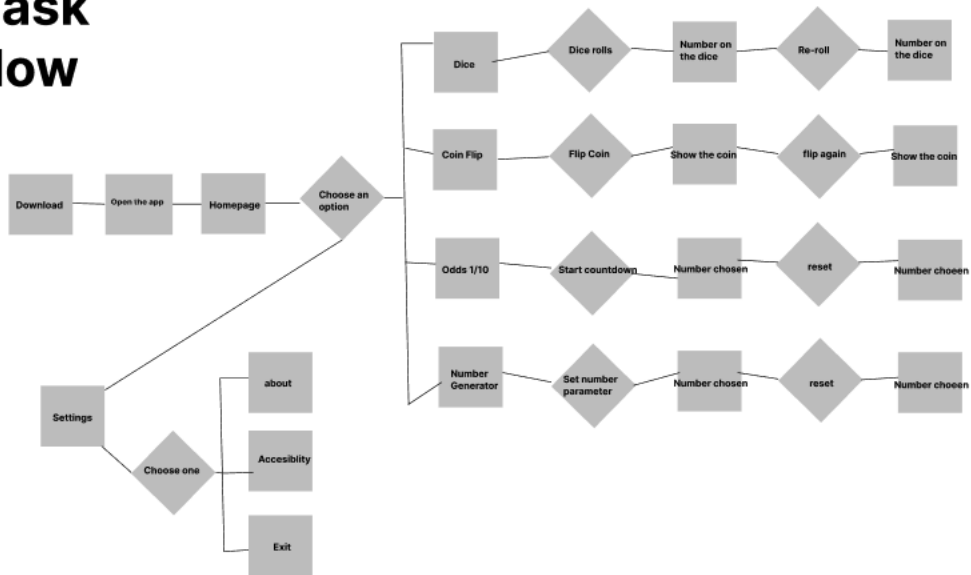
Empathy Map User 1

<u>Says</u> Doesnt like if they are too complicated	<u>Thinks</u> Apps should be easy Doesnt like it when too much is happening on the screen
<u>Does</u> Doesnt Use apps unless they have a purpose	<u>Feels</u> Apps should be clean and simple, not too hard Relatively comfortable using apps

Empathy Map User 2

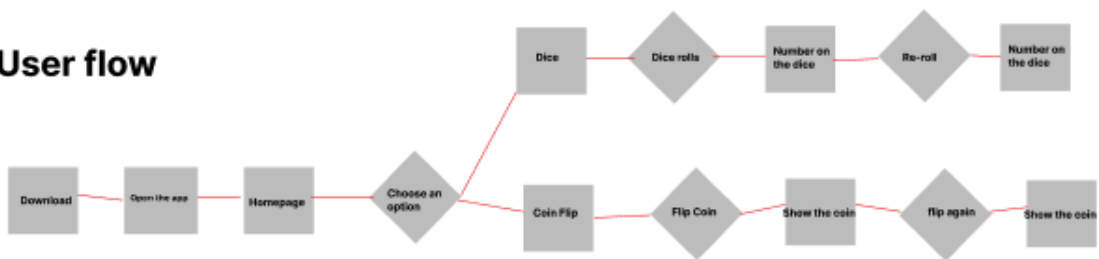
<u>Says</u> Doesnt like if too much is happening on the screen	<u>Thinks</u> Apps should be easy to understand There shouldnt be a lot of options in the apps
<u>Does</u> Only uses apps if they are easy	<u>Feels</u> Apps should be colorful, catch the eye Less so comfortable using apps

Task flow



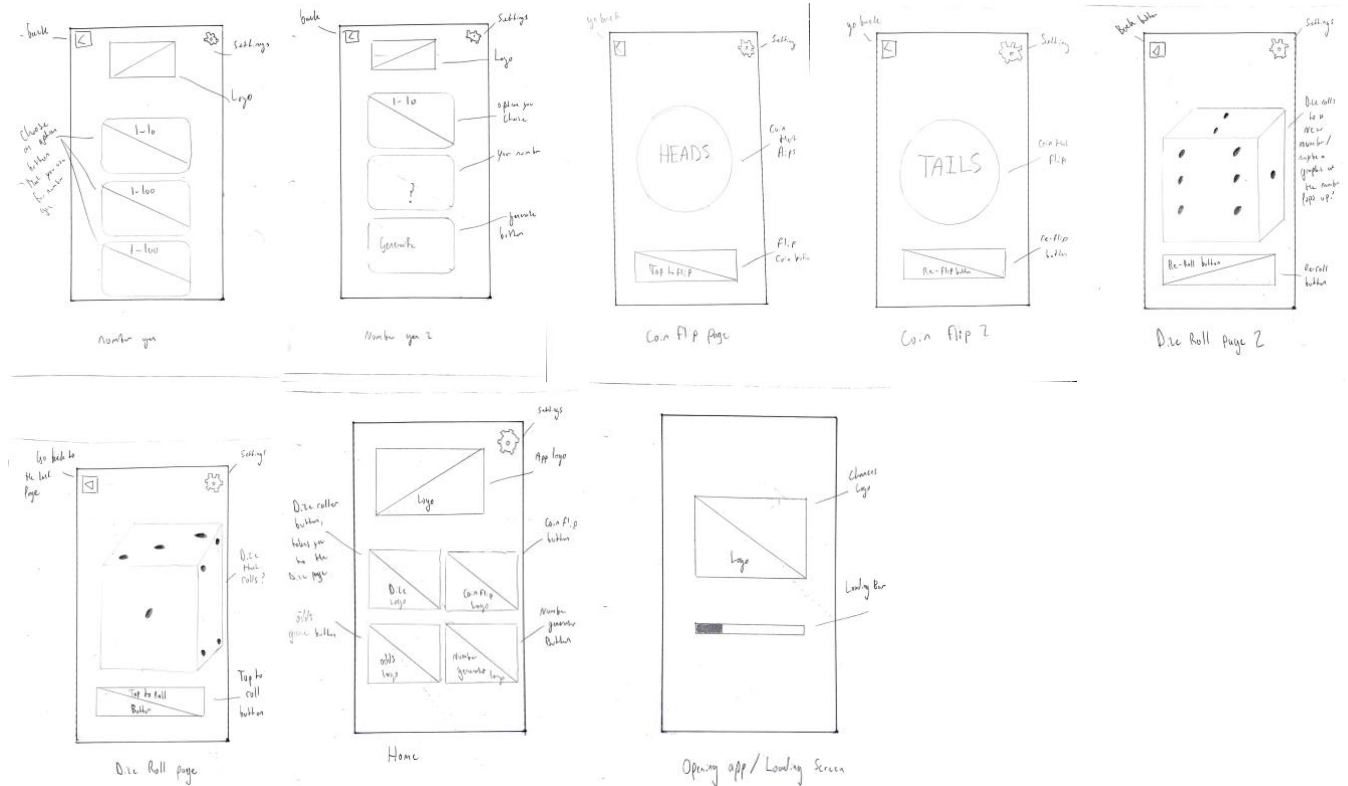
User Flow

User flow



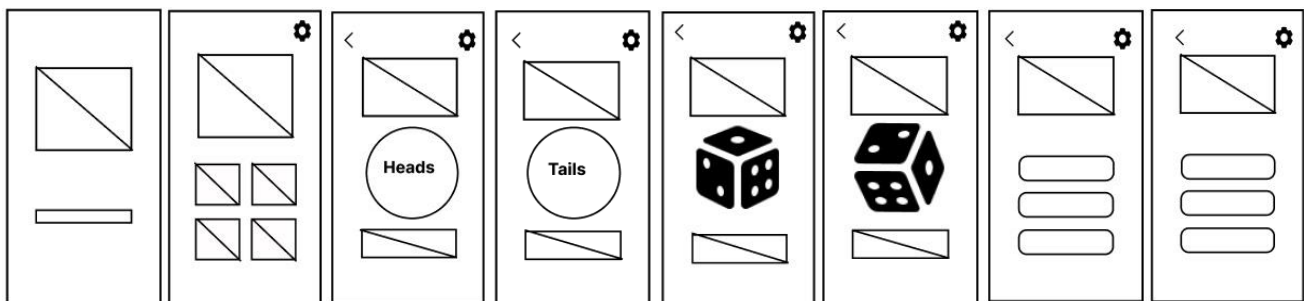
Low Fidelity:

For the low fidelity wireframes, I wanted to go with something simple and straightforward. I believe this helps the overall objective of the app by not being too confusing and giving the answers right away instead of making the user jump through hoops and obstacles to get to their final destination.



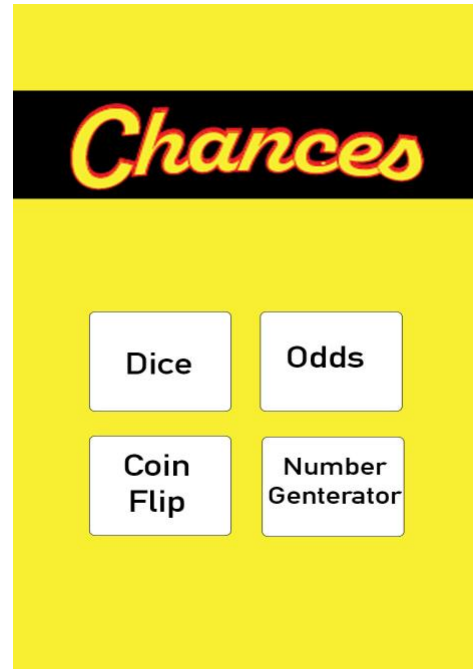
High Fidelity:

With the High-Fidelity wireframes, I kept it simple just like with the Low fidelity. This helps the user reach the end goal faster.



Mockup:

For the mockup, I kept the branding guidelines with the color to make the app pop, as well as kept the simplicity of the app. This overall design I believe helps my app become easy to use as well as recognizable.



App Suggestions and Future Features

- Dice Roller
- Coin Flipper
- Odds
- Number Generator
- Dice Skins
- Coin Skins
- Different chance option such as Wheel Spin

Final App Decision

- **Chance App**
- Have multiple different ways to try your chances
- 4 different options
- Re-rolls
- Easy to understand
- Straight forward

Outcome:

Overall this was a very fun assignment to work on. Going from all the steps from coming up with an idea, to building brand guidelines, doing some research, building low and high wireframes into a working prototype. I kept with the theme simple is better for the entire design process as my app is not intense and I wanted it to be simple to use and straightforward. This app was designed to help people get answers quickly so that they may decide.

Going forward I believe this app could have been improved within a group setting as there would be more ideas and more expertise when building this app.