End of Module Assessment Project

Designing a Mobile App For Metaverse Centre

You will learn the following skills with this assignment (MILO):

- analyse and evaluate the trends and development of contemporary mobile app designs and its applications in advertising;

- plan, develop and carry the design process of app prototype design.

Task Descriptions

Assignment Type	Individual project
Submission	10-min Demonstration & Digital file to Moodle
Duration	50% of total module marks, EA.

Tasks

You are required to plan and design the functionality & layout of a mobile app with at least the following components:

- Your new idea should be presented as a Design Progress

Milestone 1

- App Concept
  - Inspiration & Problem Definition
  - Value Proposition - Identify 3 highlight features of your app
- User Experience Design
  - Identify Target Audience & User Persona
  - Wireframes
- Visual Language
  - Style Tile

Milestone 2

- Prototype & User Journey (App flow)
  - 1 App Icon
  - =>10 In-app Icons
  - =>10 Screen Mock Ups (Discuss with your instructor)
- App Presentation
  - Introduction Video
  - App Store Promotion Materials: App Name, App Icon, Subtitle, Descriptions, Screenshots
  - In-class Demonstration

Design Progress

Here is the required components of the Design Progress, add more component if you're needed.

App Concept

Inspiration & Problem Definition

State the idea or the app you going to redesign.

- Research, clarify and identify the problem

- ‣ Focus on the 1 or few plain point of the problem
- ‣ Generate and evaluate ideas for improvements

Value Proposition

A Value Proposition takes the form of a statement and is usually the first sentence out of the mouth. Its primary purpose is to communicate the benefits that the customer can expect from your offering.

You may think in this format:

> *It's <famous platform or app> for <type of customers or customer needs>.*

Example:

> *Introducing TutorialAnywhere — "Learning new skills anytime, anywhere."*

Also, state 3 Best Features of your app.

Example:

- *Auto Pause: the video will pause when the tutorial demonstration a few steps*
- *Offline Video: learn anywhere without using your cellular data*
- *Free: no subscription is needed*

User Experience Design

Identify Target Audience & User Persona

A target audience is a group of people that your product or service is intended for.

You may think in these aspects:

- What problem is your app solving?
- Who is your app helping?
- Who would want to use your app?
- How would a person use your app?

Demographics of Target Audience:

- Age, Gender
- Geographic factors: Location, Language
- Education, Occupation
- Marital Status, Familial Status
- Personality: Interests, Values, Behaviour
- Devices

The target audience gives you an overview of the group of people you're targeting. The user persona humanises the target audience, giving you an actual picture of a person who would use your app.

Wireframes

Based on the understanding of target user goals and behaviours, listed some key features of the app in order to create low-fidelity wireframes.

Visual Language

A visual language that builds trust meets user expectations and interest pays attention to details.

Style Tile

A style tile is a design deliverable that allows designers to conceptualise potential visual directions for their high-fidelity designs.

Style tiles may contains the followings:

- Branding Elements: Logo
- Color Palette
- Typography
- Custom UI Elements: Buttons
- Images

Prototype & User Journey (App flow)

Based on the study of the current problems of the app, implement all the things to the Look and the User Experience.

Graphical Elements

An app redesign is not meant to be subtle. It should be intentional, transformational and deliver a lasting impact on both the business and the brand.

- App Icon
  ‣ Based on the up-to-date requirement of iOS or Android official design guidelines
  ‣ The icon should clearly present the app's purpose
  ‣ The app icon may appear on other place of the system instead of Home Screen, make sure the icon be clearly seen.
- In-app Icons
  ‣ Make it scalable, meet the size requirement of iOS or Android official design guidelines
  ‣ Design icons as glyphs
    - Keep your icons consistent
    - Make sure icons are legible
- Screen Mock-ups & User Journey
  ‣ The dimension of the mock ups must based on real devices
    - iOS: use any of the current device line up
    - Android: use any of the current line up of Google Pixel Device
  ‣ Presenting the User Journey with Screen Mock-ups
    - Task based, the process step by step through which the user achieves a specific goal
    - Consider the emotion of the user on each step

App Presentation

After participants work together brainstorming, planning, and prototyping an app, it's time to showcase your app.

Introduction Video

Make one or more video ad for your app, presenting the core features and idea of your app.

- Keep it short
- Start strong
- Include a strong call to action
- Voice over is welcome

Required Video Specifications:

- Video
  ‣ Dimension: Full HD 1080p30 or better (Aspect Ratio based on the presentation medium you selected)
  ‣ Duration: => 15s
  ‣ Bitrate: 10Mbps or better

- ‣ Encoding: H.264 / H.265 in *.mp4 / *.mov container
- Audio
  - ‣ Bitrate: 128 kbps or better
  - ‣ Encoding: AAC

App Store Promotion Materials

Use the technical specifications, examples, and instructions described in this official guideline to create your promotional artwork.

These are the required elements:

- App Name
  - ‣ Choose a simple, memorable name that is easy to spell and hints at what your app does.
- App Icon
- Subtitle
  - ‣ Your app's subtitle is intended to summarise your app in a concise phrase.
- Descriptions (< 100 words)
  - ‣ Provide an engaging description that highlights the features and functionality of your app.
- App Previews (Optional)
  - ‣ An app preview demonstrates the features, functionality, and UI of your app in a short video that users watch directly on the App Store.
  - ‣ Previews can be up to 30 seconds long
- Screenshots
  - ‣ Use images captured from your app's UI to visually communicate your app's user experience.

In-class Demonstration

- Suggestion Duration
  - ‣ 15-min maximum
- Suggested Presentation Elements
  - ‣ Interactive prototype
  - ‣ UI demonstration with motion graphics
  - ‣ On-device demo
  - ‣ Functional Implementation is not required but welcome =)

References

- Human Interface Guidelines, Apple platforms
  https://developer.apple.com/design/human-interface-guidelines/
- App Store Promotional Artwork Guidelines
  https://help.apple.com/asc/appspromoart/
- Design for Android
  https://developer.android.com/design
- Google Play: Add graphic assets to showcase your app
  https://support.google.com/googleplay/android-developer/answer/9866151?visit_id=637446500099416770-2487230865&rd=1

Submission

- In-class Demonstration
    - 10-min
- Digital files to Moodle, a *.zip file contains:
    - Project file of all your design
        - Both project file and exported *.jpg / *.png
    - Design Progress
        - *.pdf, both the presentation file and document format
    - All Promotional Materials

Marking Scheme

1.	Idea & Concept	20%
2.	Usability	20%
3.	Aesthetics	20%
4.	Prototype	30%
5.	Demonstration	10%
	Total	100%

IMPORTANT NOTICE

Each student has to submit his/her own work. Plagiarism will be treated seriously.

Late submission will receive ZERO marks.

End of project.