

Project 3 briefs

PROJECT 3

Design and New Media ARTD6115

Launch: wk11 w/c Mo 09/12/24

Completion : final portfolio hand-in date Th 16/01/25

Project Staff

Andy Lapham

Danny Aldred

Jennifer McHugh

Chris O'Connor - Digital Design

v.03.04

APP360

“the cursed animosity of inanimate objects”
John Ruskin 1819-1900

Aim

The aim of this project is to give you the opportunity to bring together all that you have learned so far on the module, in order to create high fidelity prototypes of a potential smartphone app that meets the requirements of an imaginary design competition.

Introduction

This final project of the module, is an incremental step up from the earlier projects for a number of reasons. You will be developing a prototype mock up of a smartphone app and working through all the stages of an iterative design process. You will also be setting your own brief, in that you will need to identify your own focus for the app. Finally, you will be applying some elements of psychology and design theory to your final product.

Brief

Imagine you are applying for a six month internship with a leading design studio. Applications for this position will be numerous and highly competitive, so the studio have decided to base selection on a design competition.

To enter the competition you must design a smartphone app for an appliance or other device - a physical thing - in common usage amongst international students in the UK. Having identified a suitable device, you will need to develop your ideas for the app using user-research and ideation through to lo- and hi-fidelity prototyping of the final product. Testing will need to be done and an iterative design process undertaken. The competition hosts will also want to see the process that underpins the evolution of your ideas.

To be successful, your app needs to be differentiated from other competition entries. With this in mind, the studio are looking for novelty, functionality and practicality. As well as these characteristics, a successful competition entry will be usable, useful and will introduce an emotional element into the design. Most of all, the studio will expect you to demonstrate your creativity and to stand out from the crowd with compelling, relevant ideas.

Submission to the competition is by a pdf document (up to 10 screens), with annotated images which should include links to a short testing video and a video of the app - the latter either as a walkthrough of features or as a speculative scenario of the app in action.

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Outputs

Submission for this project is in the form of a pdf document that meets all the requirements of the imaginary competition. These include:

- predominantly visual submission;
- user research;
- ideation;
- wireframes;
- pixel-perfect mock-ups;
- evidence of testing - video (link via pdf);
- walkthrough of app or speculative scenario (link via pdf);
- relevant process.

Limit your pdf document to no more than 10 screens / pages. Submit via your portfolio website.

Guidance notes

- Your user group is international students in the UK. Use yourself and others as typical target users.
- The objective is to design an app to control whatever physical device you choose. Remember, you are not designing the device - the thing - but the link between it and your phone and, probably, the internet.
- Spend some time identifying a device - a thing - that could potentially interact with a smartphone. Avoid the obvious, such as rice cookers, kettles etc. Instead, look for the unusual or different.
- Design for only one specific smartphone eg iPhone iOS or Samsung Galaxy Android etc.
- Technical details relating to connecting things to the Internet or other devices are not part of this brief, and a current lack of connectedness of the machine you choose is not an issue. It is sufficient that connection would be feasible at some point in the future. Most suitable devices you identify will be powered by electricity, although connection of non-electrical devices is potentially possible through the addition of electrical control and sensors.
- Put into practice the skills and knowledge you have learned from the previous projects on the module. Start with the goals of the competition and the wants and needs of typical members of the user groups. Use your models of the user group to help identify a suitable device - the thing - for the project. Create ideas using sketches and use various techniques to turn rough ideas into potential solutions. Work through lo- to hi-fidelity prototypes to try out solutions and test with typical users. Ultimately, you will need to produce hi-fidelity, pixel-perfect, mock-ups of screens.
- Bring elements of emotion into your design. Use typography and colour to engage the user.
- Don't over complicate your final app, often the simplest designs and functional capabilities work the best.
- Present your competition entry in an organised manner. Your final pdf submission should be well-designed, predominantly visual and at the best standard as you can do. The content should be comprehensive, suitably structured and findable. The pdf should include clickable links to relevant videos - use Vimeo or YouTube to host them.
- Give your app a name and include your own name and details on the pdf.
- Have fun and enjoy the work!

Learning outcomes

This project covers all the module learning outcomes. Find these under Module Information in the main left-hand sidebar of the module Blackboard space.

Resources

Book. Jesse James Garrett. The Elements of User Experience: User-Centered Design for the Web and Beyond (2nd Edition) (Voices That Matter). Pearson Education. 2011.

Book. Donald Norman. Emotional Design: Why we love (or hate) everyday things. Basic Books. 2004. An extract from chapter 2 is available for reading on Blackboard.

Alice Botlyarenko. How to Design Emotional Interfaces for Boring Apps. Smashing Magazine. 2018. Available at: <https://www.smashingmagazine.com/2018/04/designing-emotional-interfaces-boring-apps/>

Academic Integrity

It is important that the work you submit for assessment is your own and does not include material that has been submitted for previous modules. Any third party elements must be clearly cited. For detailed guidance about plagiarism and the broader Academic Integrity policy of the University of Southampton please refer to the document: Academic Integrity Guidance for Students.

Health & Safety

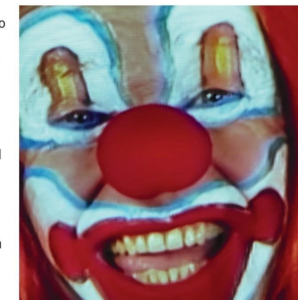
In conducting this project, you should always operate in such a way as to ensure your personal safety and security as well as being mindful of your impact on others. Travel with a friend, preferably in daylight hours, and take particular care using and carrying equipment such as cameras, phones etc. Carry your UoS ID and always approach interviewees by informing them that you are undertaking a university-based assessment task. Avoid talking directly to children without parental/teacher permission. If you plan to photograph people or property, ask permission before taking any pictures.

Winter closure

Be aware that the University will be closed from 24/12/24 to 02/01/25 inclusive. Tutorial staff will be on leave during that period.

Images

AL stills from a screening of Clown Torture, a video by Bruce Nauman (1987). Part of an exhibition of Nauman's work at Tate Modern London (2010).

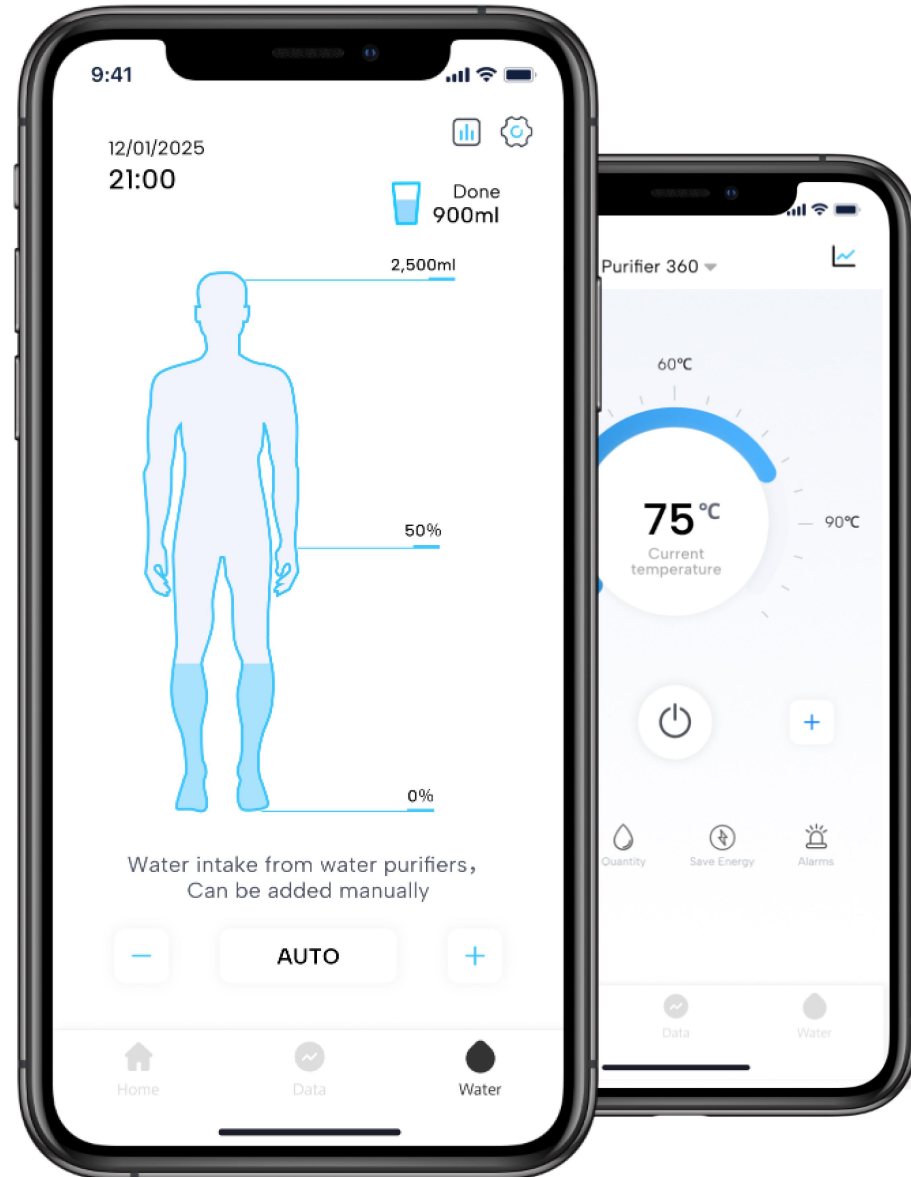


AL 12/24



Waterwise

Remote monitoring of water purifiers
+ adopting a healthy drinking water program



UI/UX



My Process



User research

International students are concentrated between the ages of 18 and 30, and most have undergraduate and graduate degrees.



Functional designs

Function points are device management, intelligent control, cartridge management, water quality monitoring, and healthy drinking water for users.



Usability testing

Test the user's ease of use in performing tasks, whether they can complete the task successfully and whether they can understand the interface intuitively. Optimize the prototype based on feedback.

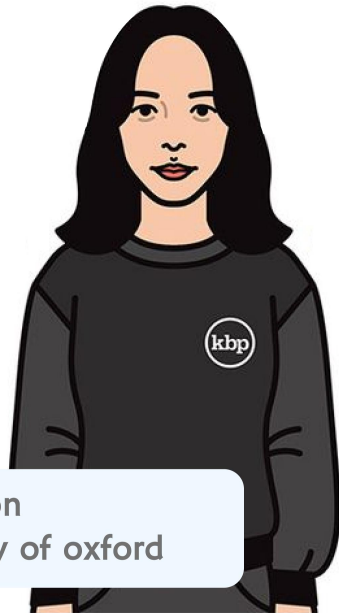


Visual design

Design user interaction interfaces, including color, typography, icons, layout, images, etc.

Personal 1

Name : Lili
Degree: Bachelor
Country: China



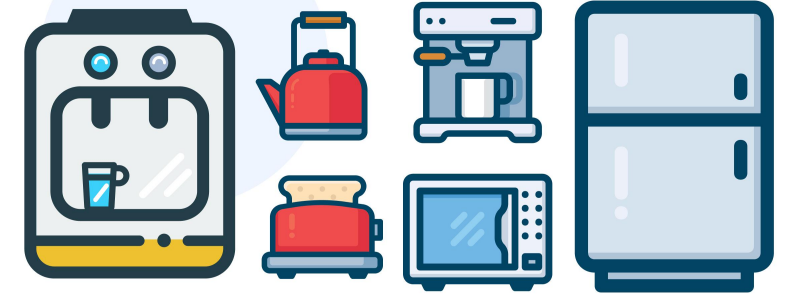
Majors: Illustration
School: University of oxford

Pain point

Lilly has a low immune system, the drinking water in the uk is hard and the water has a not-so-good taste, and her long-term use of water containing minerals or chemicals could pose health risks.



Appliances used daily



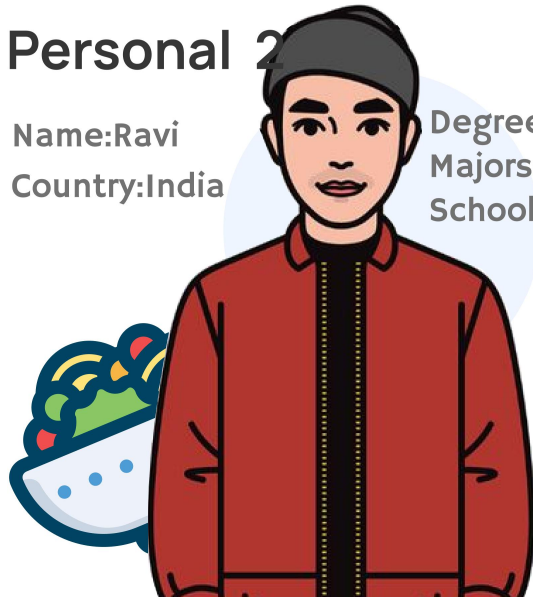
Daily flow



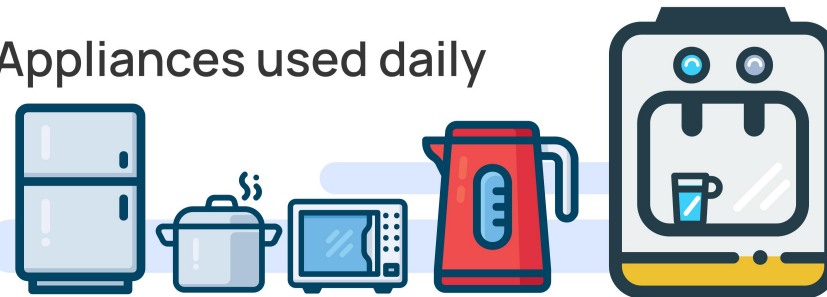
Personal 2

Name:Ravi
Country:India

Degree:Master
Majors: Business
School: University Of Bath



Appliances used daily



Pain point

Drink plenty of water when working out; proper hydration not only helps improve exercise endurance and intensity, but also aids recovery and reduces the risk of injury.

Daily flow



Pact analysis

P

International students want to be able to live a healthy life while studying and overcome the inconvenience of eating and drinking due to regional culture.

A

Monitor and assess water quality in real time after purification, providing water quality data such as hardness, ph, dissolved oxygen, chlorine levels, etc., reminders to change filter cartridges.
help users set personal water intake goals and track their daily water intake to help them develop healthy drinking habits.

C

Drinking habits vary from region to region, with some regions such as east asia and india favouring warm or hot water, while europe and the us are used to drinking cold or iced water.

T

As technology advances, water consumption patterns and health concepts are gradually being influenced by smart technologies. drinking technology has not only made it easier for people to drink water, it has also increased global health awareness about staying hydrated.

Fonts and colors

Typography

Aa

ALBERT SANS

Colors

#111111

Grey 100

#50555C

Grey 80

#ADB3BC

Grey 60

#D1D5DB

Grey 40

#F0F3F6

Grey 20

Logo



Waterwise

Primary

#3EC6FF

Primary

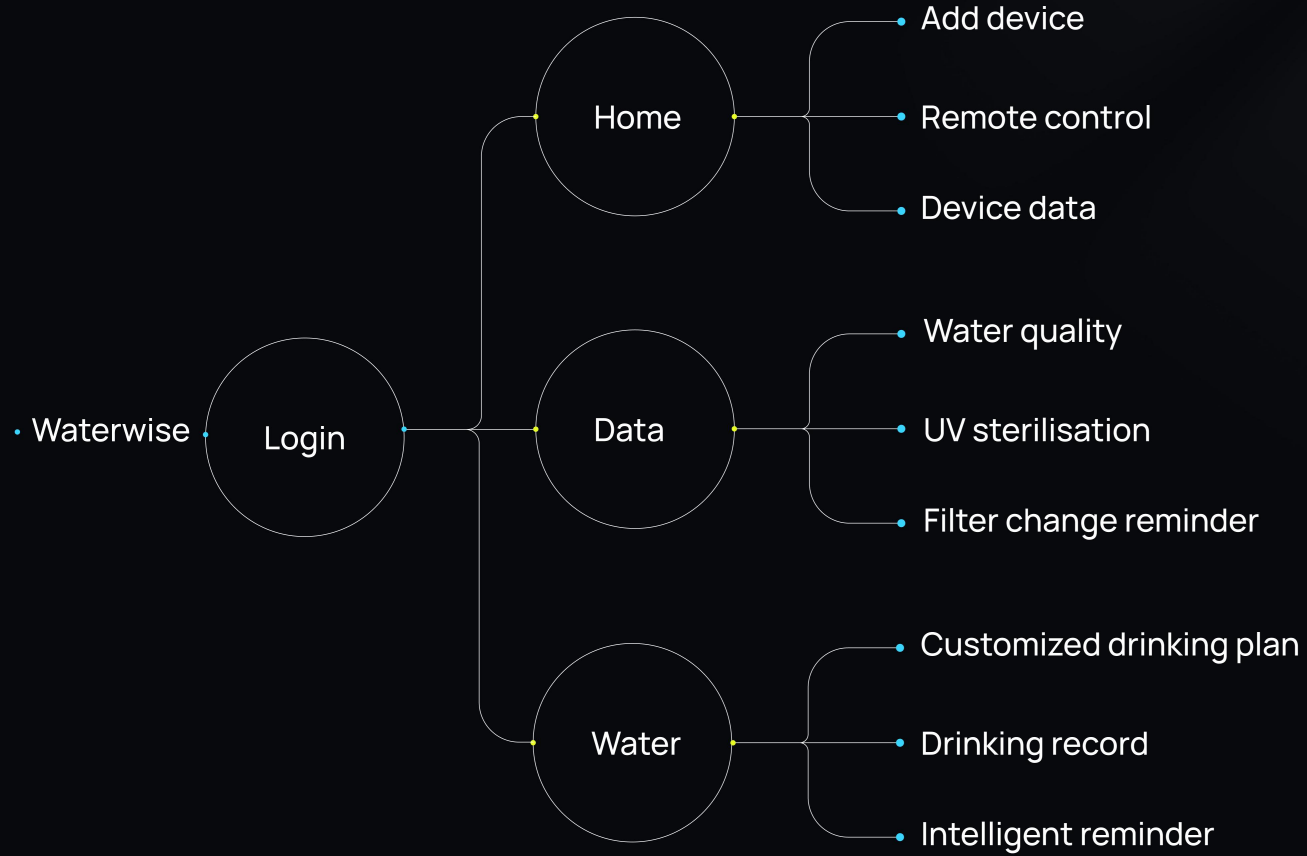
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Primary Light

#1989FA

Primary Light

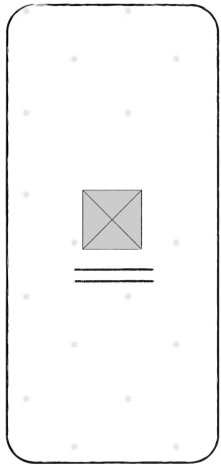
User flows



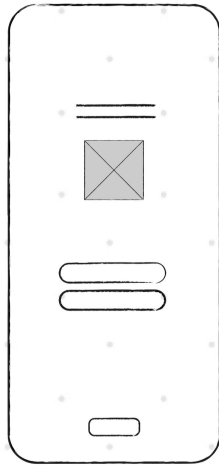
Sketch



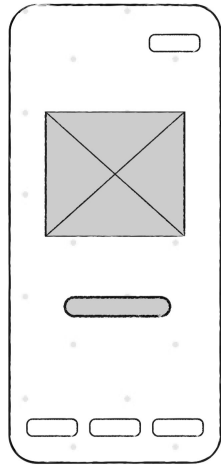
Wireframes



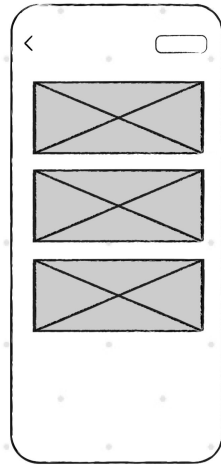
Splash



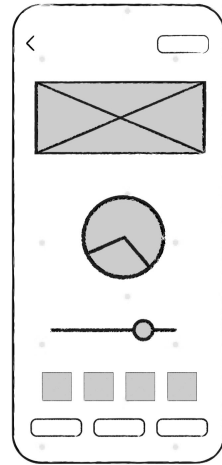
Login



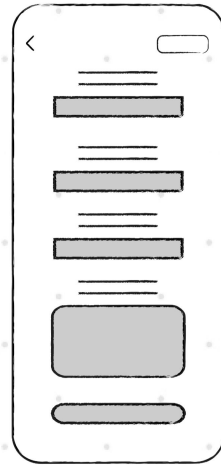
Home



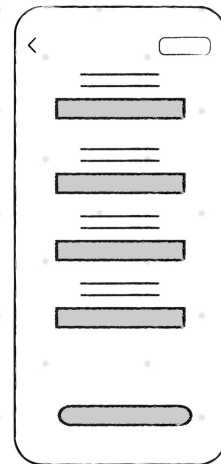
Add device



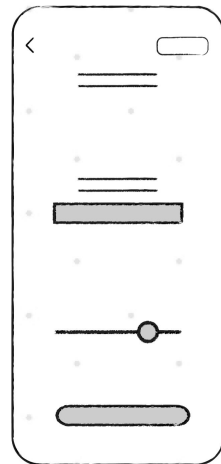
Data



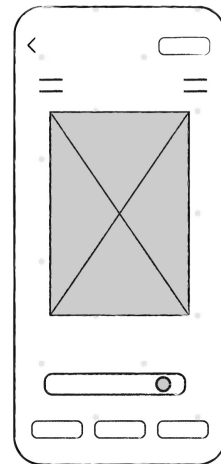
Forms



Forms



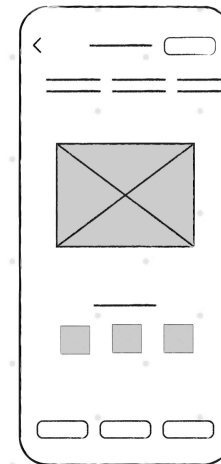
Device



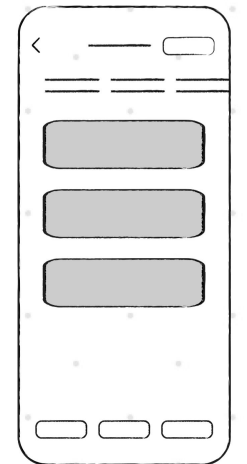
Water



Drinking record

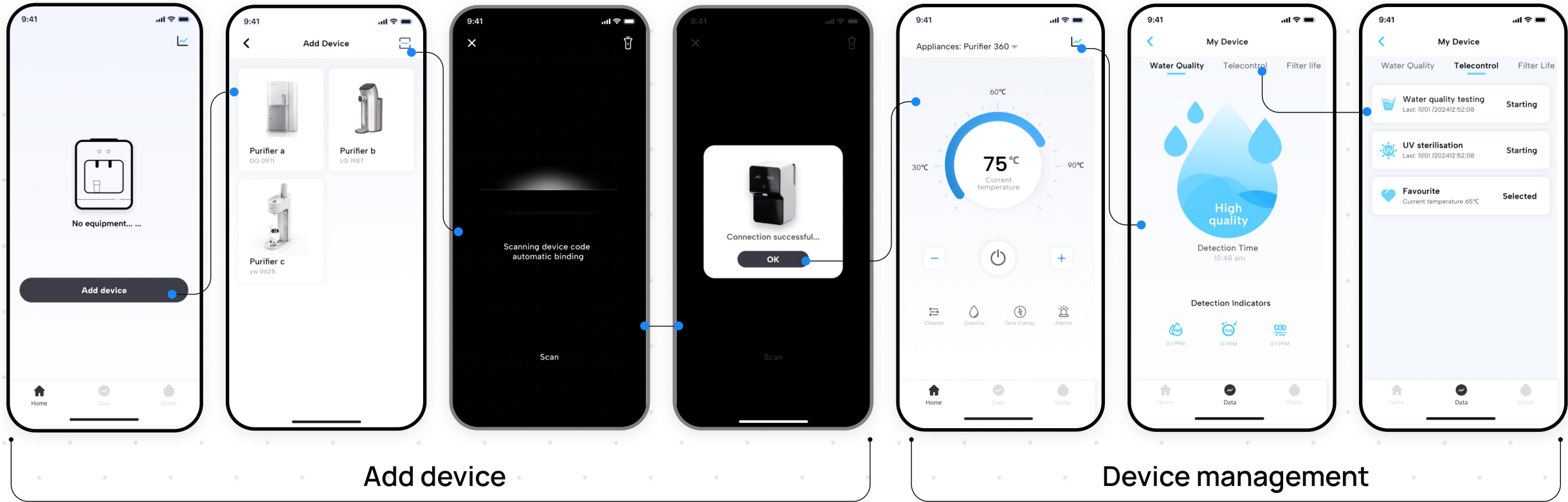


Device detail (1)



Device detail (2)

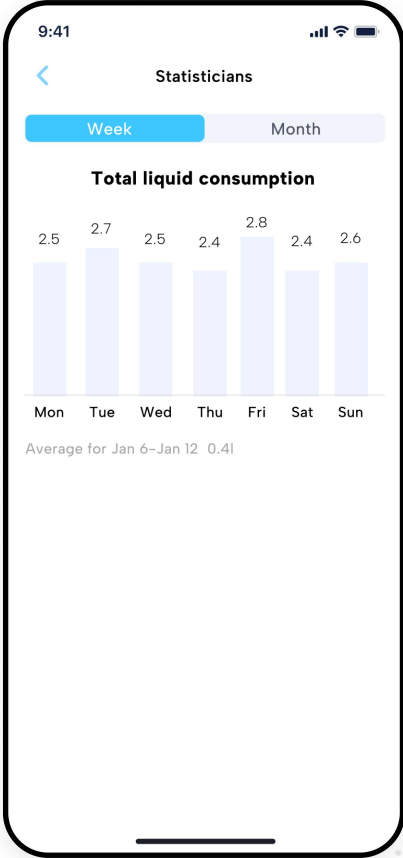
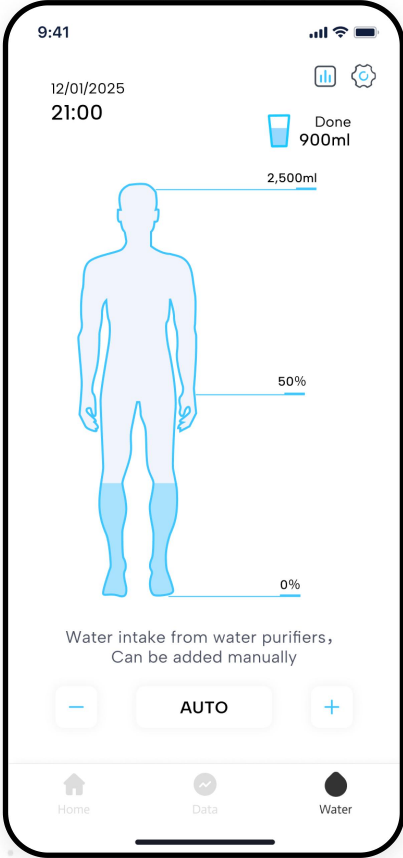
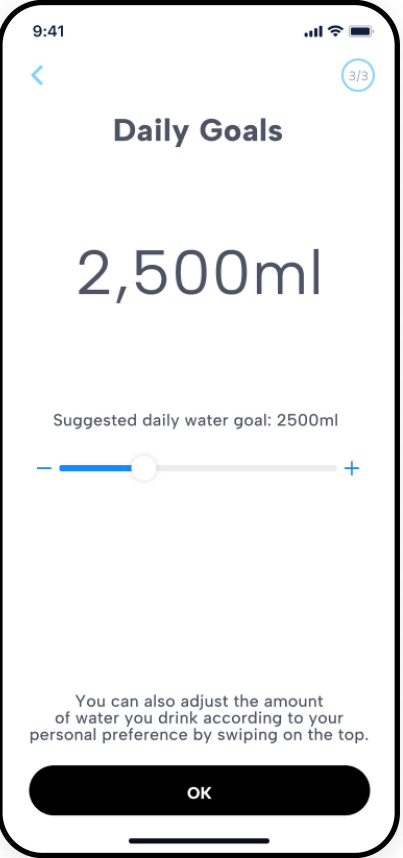
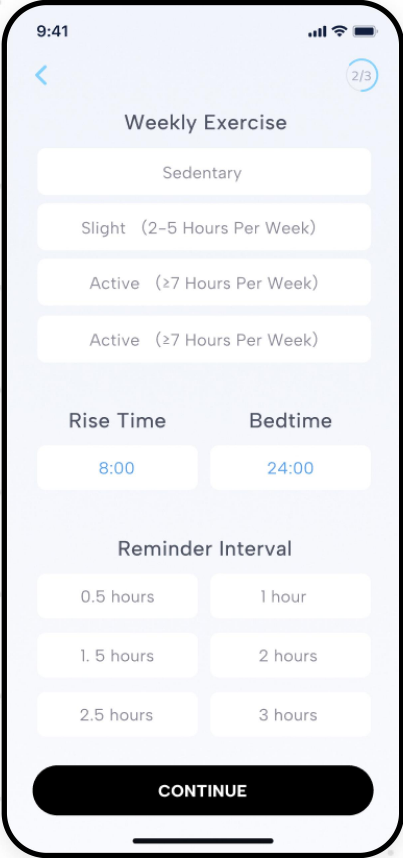
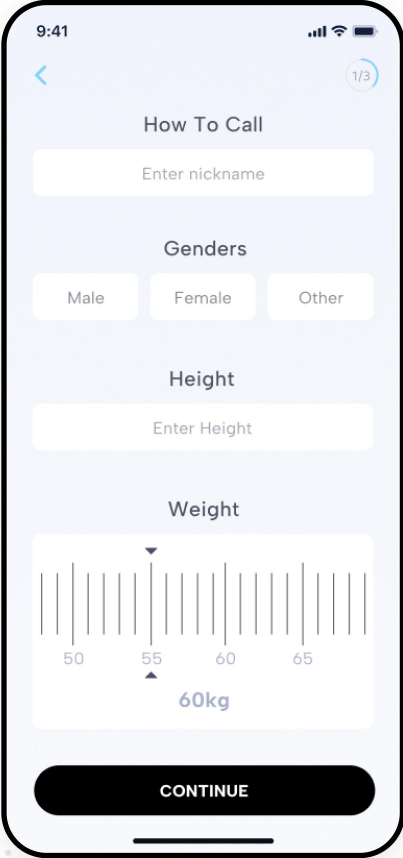
Product functions 1. Remote control of water purifiers



You can scan the code to add a device or directly add an existing device to connect.

1. Check the status of the connected water purifier device
2. Check the water purification status of the water purifier
3. Remote control the water purifier
4. Check the status of water purifier cartridge
5. Intelligent reminder of filter replacement

Product functions 2. Personalized healthy drinking water



Customized individual drinking water plans

Individual water intake records

UI Interface

Video: <https://youtube.com/shorts/IF7z6x7yMP8?feature=share>

Walkthrough: <https://www.figma.com/design/oD0DA6HxxtRUaxilZ6zatf/walkthrough?node-id=0-1&m=dev&t=re9UTNwjdoggX7cX-1>

