**INTERACTION DESIGN**

**PROJECT 02: MOBILE APP**

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**Schedule**

**PROJECT ASSIGNED:**

Friday  
February 20

**PROJECT IS DUE:**

Friday  
April 17  
at the end of class.

**Evaluation**

Your grade for this project will be based not only on the project's process and final presentation, but also on your ability to work as a team. Each member of the group will have the opportunity to evaluate their team members, as well as evaluating their own efforts. Each member will be given an individual grade for the results of their role and a grade for the overall team's performance.

If your team is having any problems with a member of the group, it is your responsibility to come and speak with me ASAP.

**Form + Craft (50%):** degree to which the visual elements (typography, imagery + composition) work with the interactive features available in a mobile app to create an engaging experience and interaction with the museum content.

**Concept + Process (50%):** degree to which the concept development and implementation demonstrates evidence of a process that integrates critical thinking and systematic progress, degree to which the student participated in team activity and class discussions, blogging, and critiques related to the course project.

**Grading Note:** Doing a good solid job on the design and tech will put you in the B- to B+ range. If you’re interested in an A- to A+ grade the project must be "Executed well above the requirements for the assignment." (from the Syllabus)

**PROJECT 2: Mobile App for a Museum Exhibition**

Create the concept, structure and visual components for a proof-of-concept of a mobile application that engages audiences of any current exhibition or collection at the Samuel Dorsky Museum of Art. Your app may be playful (a game-based interaction), informative (an interactive tour) or something else. Your group may conceptualize the app as an on-site experience (ie: something that is used while viewing the exhibit) or as an off-site exploration (ie: something that can be used beyond the exhibition space). The challenge is to consider how the format of a mobile app can enhance the viewer’s experience and discover more about the artists, artwork and issues addressed in the exhibit.

**SCHEDULE & DELIVERABLES** (subject to change)

**PHASE 1: Project Proposal:** Due F 02/27  
The project proposal will include the following:

- brainstorming documentation  
- on-site or not specific  
- intended audience (personas)  
- research on existing, related applications  
- research into the issue / problem  
- identify the role of each group member.

- Project Manager: Primarily responsible for managing the group, keeping all members of the group in contact, meeting deadlines, etc.
- Art Director: Primarily responsible for the GUI components as well as the overall visual experience.
- UX Strategist: Primarily responsible for the user-experience and interface functionality.
- Presentation Designer: Primarily responsible for all final presentation materials.

**PHASE 2: Research / Concept Mapping:** Due F 03/06

Begin researching the content and identifying what information and imagery you may need. Illustrate the application’s overall organization / structure / architecture / functionality / purpose. Sticky notes will come in handy for this step. Mind-mapping, card sorting or flowchart software is also an option.

**Phase 3: Storyboards / Paper Prototype:** Due F 03/13

Building upon the concept map, the wireframes / storyboards will show how the user moves through the app, including each screen / step encountered by the user. All language must be real copy - no Lorem Ipsum. The paper prototype will be a physical model showing the steps within the storyboard.

**Phase 4: Visual Components and GUI:** Due F 03/27

Create the visual components, including any necessary icons, imagery and the graphic user interface. The visual language should reflect an awareness of user-interface principles.

**Phase 5: Digital Prototype:** Due F 04/07

Create a digital prototype that integrates the visual components of the GUI with the app’s functionality (found in the earlier storyboards / paper prototype).

**Phase 6: User Testing:** Due F 04/10

Get feedback about the usability of your app. We'll do this in class with the digital prototypes (more TBA).

**Phase 7: FINAL PRESENTATION + Documentation:** Due F 04/17

Create a PDF presentation documenting your research, concept development, prototype development, user-testing feedback, website design and final analysis of your group’s progress. This will include a 5 minute presentation made to the class.

**FINAL PRESENTATION REQUIREMENTS:**

- Name of your application concept  
- Name of all group members  
- The focus / audience of your application / game  
- Brief explanation of your concept and its relationship to the exhibition  
- Information Architecture (Storyboard / wireframe development)  
  - user-feedback (what worked, what didn’t)  
- Visual Development  
  - mood board, color / image / type choices  
  - how does this affect/ enhance the user-experience  
- Final Digital Prototype: You should be able to explain how the app works / by demonstrating the prototype — this may be simple static prototypes, working HTML files or interactive PDFs, or video.

This is only a suggested order but you may move things around as needed to best explain your group’s work. Remember, the presentation should be clear, concise and visually engaging.