

Assignment 03

General Information

We are now entering the group phase of the course, which includes four presentations per team. By the end of the course, each team member should have presented once.

The upcoming presentations will have the following topics:

- App idea and prototype (15.05.2014)
- Technical concept (22.05.2014)
- Implementation progress (12.06.2014, tbc)
- Final results (03.07.2014, tbc)

In general, please keep the following in mind:

- Bring your own notebook, accessories and tools you need for the presentation.
- One person per team is presenting.
- The presentation should not take longer than 10 minutes.
- After each presentation, we'll have a short Q&A where you can ask specific questions related to your app.
- Try to reduce the text content on your slides and.
- Show your results, not the process.

App Idea and Prototype

In this phase, the most important thing is to agree on an app idea and work on a concept, describing the general functionality of the app.

Use the following points as guidelines, but feel free to use your own workflow if you already have experience in concept development.

Target group

Think about who will be using the app and create personas that stand exemplary for users of your target group and assign properties important to your concept (e.g. age, problems)

Scenario

Create a scenario that highlights the benefits of your app. This should include a persona, which is presented with a respective problem that the app tries to solve. In the end, a solution should be presented.

Note that a scenario is not suitable for all app ideas, especially when it comes to games and other recreational apps.

Idea and Main Functionality

Compile a list of features that can/should be included in the app. Order them by priority and define a set of must have features that define your main app and additional nice to have functionality.

In the end you should be able to identify the features you want to add during the course of the semester.

Prototype and Interaction Concept

Create a first prototype for your app that highlights the core functionality of your application. Do not focus on specific details (e.g. icons, fonts) but rather on the general ideas and the main interaction concept.

It is also helpful if team members are creating prototypes on their own before the group discussion. This way, you can source and combine ideas from different prototypes and incorporate them in a final one.

Submission

Hand in the slides via email after the presentation and make sure to include your group name/number and the name of the presenter.

Send the presentation as a PDF to eumes@cip.ifi.lmu.de.