Mobile Design 101

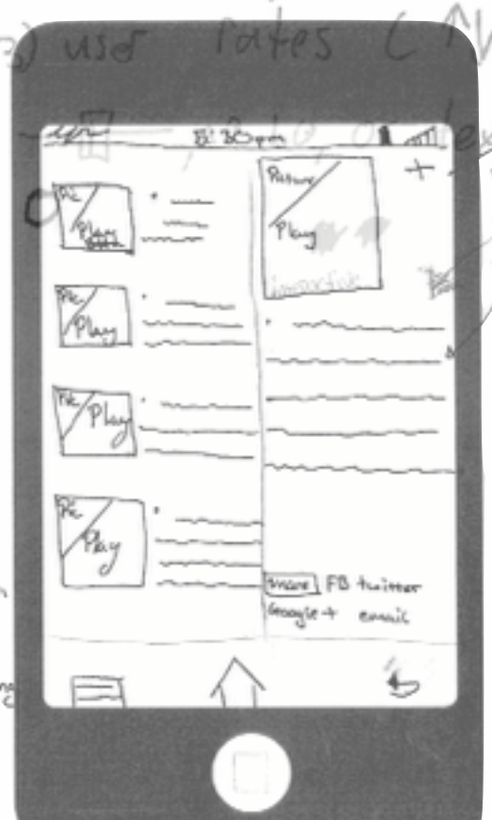
Rapid Ideation, Research, Design

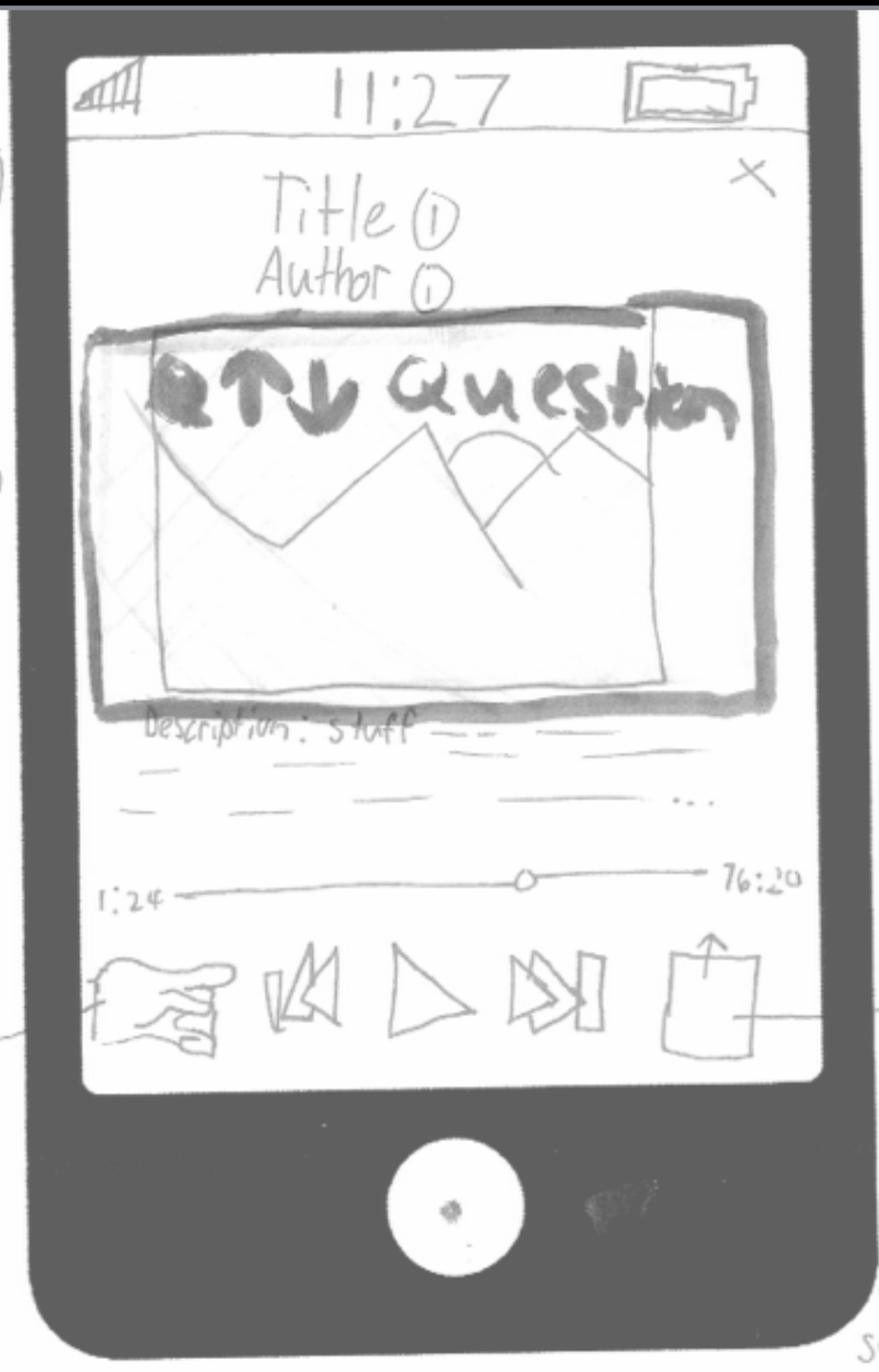
Instructor Copy

a question

The user does this by (step by step)...

Question
1) user clicks question button (☞) (or is prompted to open window after story)
2) question appears in notification window along with rating prompt
3) user rates (↑↓) and answers question with comment





How do you use phones?

- Do you have a cell phone?
  I have a iPhone C, it's pink!
- How often do you use your phone?
  I use my phone every day after school.
- What do you use your phone to do?
  I use my phone to call my mom to pick me up, and play games.
- What can a phone do, that a desktop computer cannot?
  I can take my phone with me, I cannot put my desktop computer in my pocket.

Instructor Notes:

Start by asking your students about how they use their phones. Ask students to write down their answers, then choose a few students to share what they wrote.

Phone Fantasy

★ What do you wish a phone could do?

Instructor Notes:

There are so many things phones can do now they never could before. Share an example of what a phone could do when you were a kid, versus now.

That would not be possible if people did not use their creativity and come up with new functionality. So what do you wish a phone could do? What is something you wish your phone would help you do better?

Ask students to write and draw what they wish their phones could do, then choose a few students to share.

Smart Phone Functionality

Soundcloud

Users **record** and **stream audio**.
Users can listen, like, and **share** audio.

Instagram

Use the **camera** to take, edit, and share **pictures** and **videos.**

Amazon

Users **access the internet** to make **purchases** through their phones.

Dumb Ways to Die

A game that encourages users to be safe, and takes advantage of the **accelerometer** to **shake and tilt.**

Yelp

Users **search** and rate local listings. Uses **GPS** to locate shops nearby and get **directions.**

What else can smart phones do?

Internet Access		Camera-Photos
Texting	Email	Camera - Video
Calling	GPS	Audio Player

Share: social media or email

Accelerometer: shaking or titling

Instructor Notes:

Here are some apps that highlight what phones can do. Ask a student to read each app and its function. Best if you can show each app.

Brainstorm with students some other things phones can do.

Let students know that they will design an app that needs to use some of these functionalities.

Design Challenge: Public Art App!

What is public art? **Why is it important?** **Where do you see it?** **Who makes it?**

Instructor Notes:

Tell students they have a specific design challenge: Design an app about public art.

Lead a class brainstorm and take notes somewhere visible…
what is public art, why is it important, where do you see it, who makes it…

Later, you can change or remix this challenge to fit your class or group.

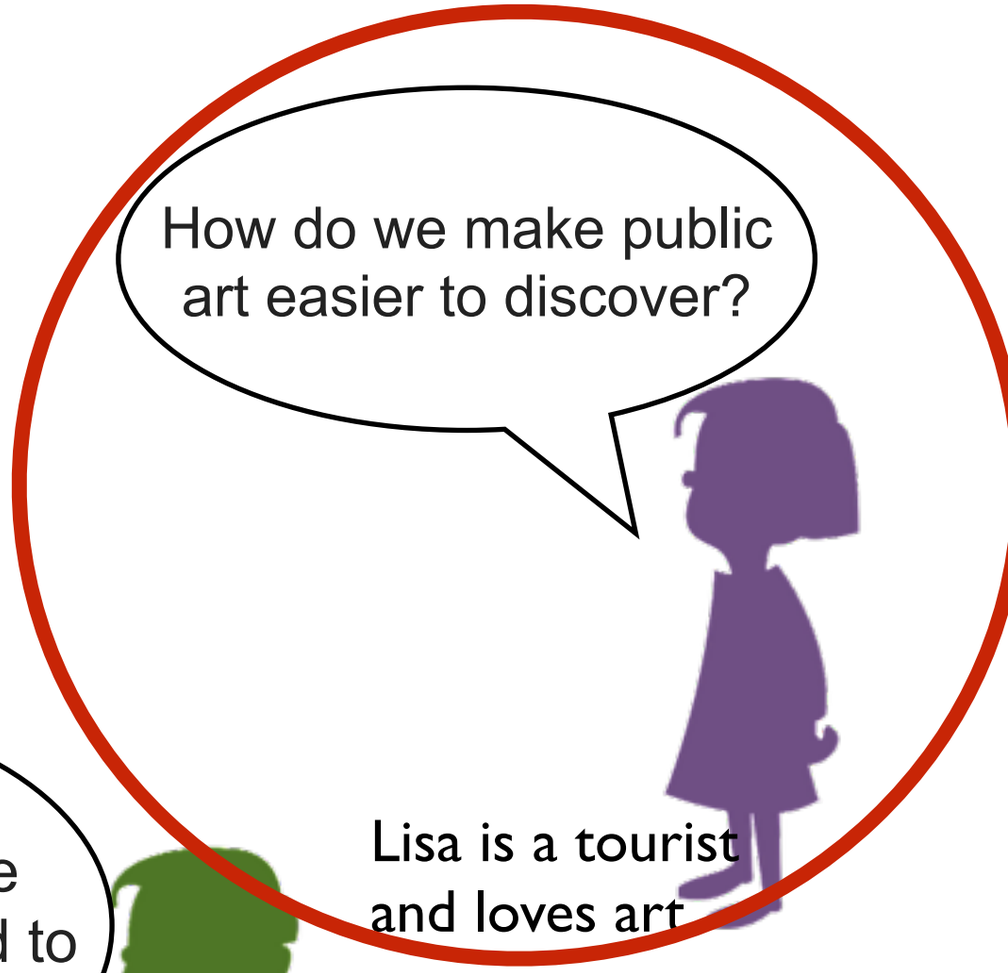
statues free murals in public

Apps Make Solutions!

One reason for designing an app, is to solve a common problem. Let's take a look at the characters below, and read their problems related to public art.

Give students a couple minutes to think about which character and question they want to tackle in their design. Tell them to circle the character they want to focus on with their app.

Give them a couple minutes to fill in the sentence at the bottom of the page, explaining very briefly what the app will solve, and how it will accomplish that goal.



My app will make public art easier to discover

by putting art on a map

"Come up with an idea using a functionality from the previous page"

User Research

User Research allows you to understand your users' wants and needs. Figure out the users' problem, and how they might like it to be addressed. Or figure out the opportunity your users have, and how the app can help them achieve it. This is also the best time to get ideas.

Instructor Notes:

As a class, read the User Research paragraph. Let students know that they will interview each other.

Do a demo interview: Have a student ask each question, and you reply with your answer.

Give them 15 minutes to conduct three interviews.

Re-group as a class. Ask students to look over their answers and share out: What are some common trends you noticed? What is an answer that surprised you?

Let's Start!

- Use the next page to interview 3 people
- Write down each person's answers on the next page
- If there is a different question you want to ask, ask away!
- If you run out of space use the back of the page

Person 1

- What do you notice about public art in your community? Why is it important?

- How would you highlight the difference between public art, graffiti and vandalism?

- How do you mostly use your phone? To connect with people? To create something new? To play?

Person 2

- What do you notice about public art in your community? Why is it important?

- How would you highlight the difference between public art, graffiti and vandalism?

- How do you mostly use your phone? To connect with people? To create something new? To play?

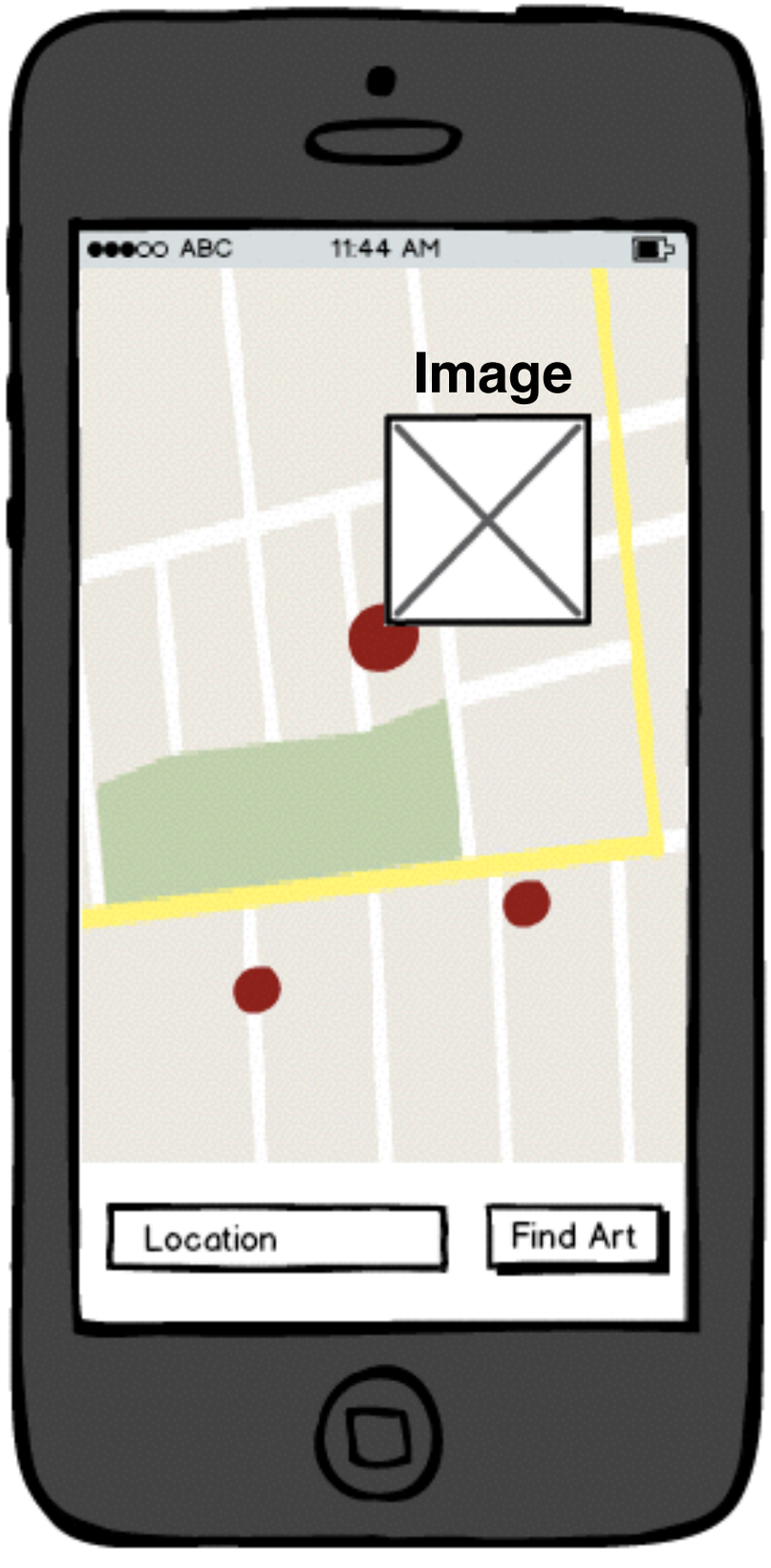
Person 3

- What do you notice about public art in your community? Why is it important?

- How would you highlight the difference between public art, graffiti and vandalism?

- How do you mostly use your phone? To connect with people? To create something new? To play?

App Name: Find Art



Using information from the interviews, now it is time to design an app! Each student or group should design one screen of their app, fill out the questions below, and use at least 2 phone functions (some examples listed below).

Encourage students to use symbols, words, arrows and drawings. Remind them this is just a sketch. Here is an example. After, regroup and present.

What does your app do? My app will…
How is it awesome?

My app will help people who love art find art based on location. Just Click on a dot and see the art or type in a new location to see other art

Who is your audience? Who is the app for?

My app will help people who love art find art based on location

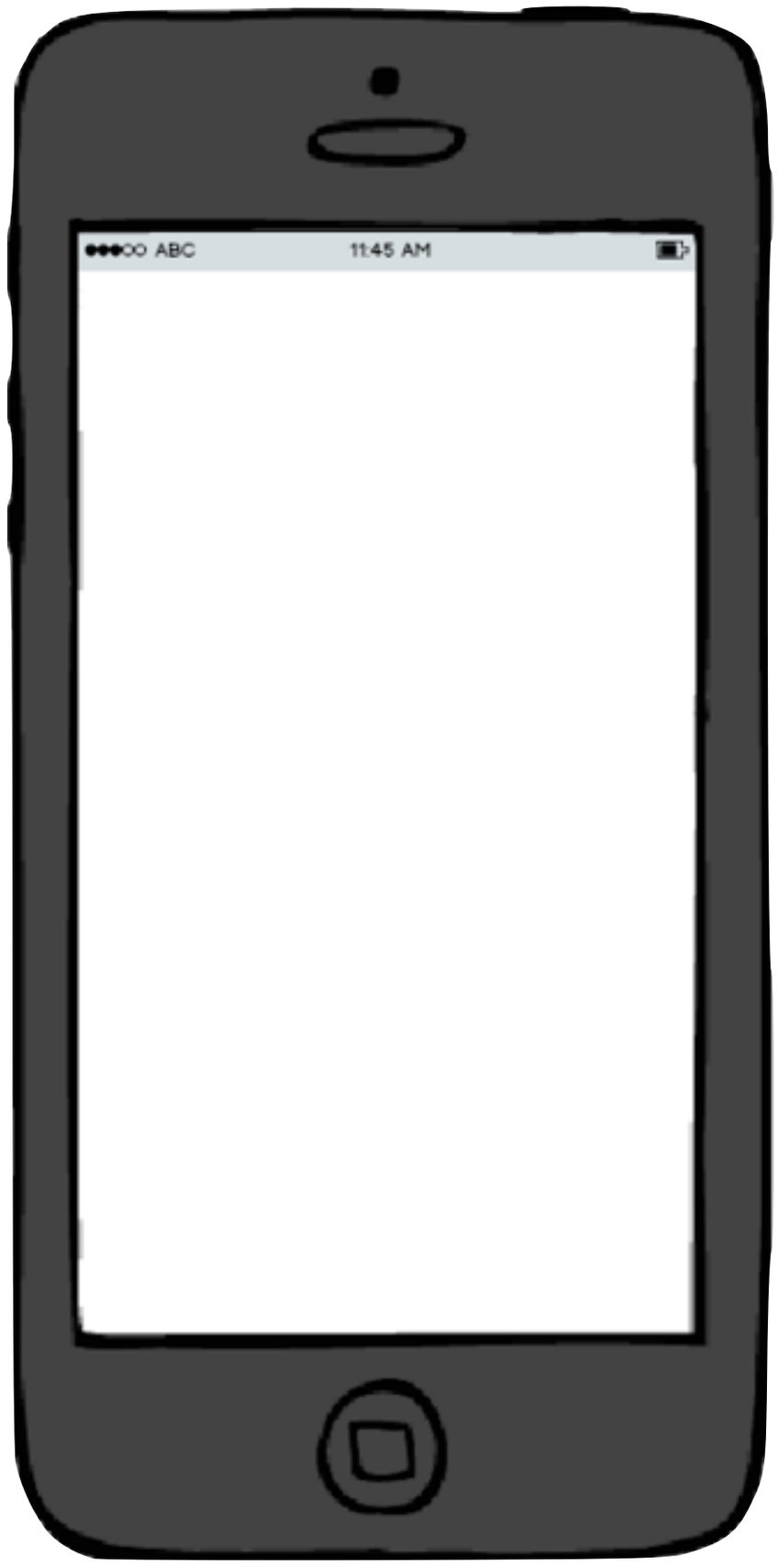
Circle the 2 or more functions your app uses:

Calling Texting Camera-Photos Camera - Video

Internet Access Audio Player Accelerometer - shaking/titling

Share- Social Media or Email GPS - location

App Name:



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