

# PROJECT 2:

## APP PROTOTYPE (25%)

So far this semester, we have focused on theories of document design and visual rhetoric, design theories and principles, and typography's role in both ensuring accessibility through legibility and communicating rhetorically—all the while slowly developing your own design skills. For the final project, you will take this knowledge and apply it to a specific task: developing an app for Ball State University (BSU) students or for folks in the Muncie community.

You will work in teams of 3–4 to develop wireframe mockups for prototyping mobile applications: researching what students need, making choices about page and document design, sketching mockups, designing low- and high-fidelity wireframes, and presenting your research through a project analysis memo and report.<sup>1</sup>

Deliverables will include a 1-page project analysis memo, a high-quality app prototype, and a 4-page report.

### REQUIREMENTS.

1. **Project analysis memo.** Based on the primary and secondary research that you conduct, each team will compose a project analysis report that introduces your project, summarize what you learned from the research, and outline what each team member will be doing moving forward. **1-page memo, single-spaced**
2. **App Prototyping.** The main focus of this assignment is the app prototype. The goal is not to create an app that people can download from the App Store by the end of the semester; the goal is to conceptualize, develop, and produce a well-designed wireframe that would act as the “blueprint” for a developer to follow. You will approach this task rhetorically:
  - **Purpose.** What is the problem that your team is trying to solve?
  - **Audience.** What are the expectations, characteristics, goals, and contexts of your audience? What do they need the app to *do* for them?
  - **Context:** Why, when, and how will people use this app? What constraints might they face?
  - **Design:** How can visual and typographic elements make the app usable, accessible, and rhetorically effective?

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<sup>1</sup> **Wireframes** are low-fidelity prototypes of a web page or application screen, and it is used to identify navigation, visual, and content elements. A high-fidelity prototype represents the user experience through design, content, and interaction. **Prototyping** is the process of testing the functionality of an app or website with its intended users.

To develop your prototype, you will (loosely) follow these phases:

- **Research** the problem and audience: survey or talk to people, conduct observations, research similar solutions
  - **Write** a complete list of content that you need to incorporate.
  - **Sketch** the site organization and information architecture; e.g., sections, pages, navigation scheme, and menus.
  - **Develop** a set of low-fidelity wireframe diagrams that outline the functionality of the app and its basic layout (no color or typography; use placeholder shapes and text). **Adobe InDesign or XD**
  - **Design** a prototype that communicates the user experience of the site, including content, navigation, color, and typography. **Adobe XD**
  - **Share/Test** your prototype and redesign based on feedback.
3. **Report.** Finally, your team will produce a report that introduces the issue that the app solves (or responds to), the research process, how the app functions, and the content and design choices made to facilitate usability and accessibility. Prototype drafts will be included in the report's appendix. **4-page report, single-spaced.**

## SUBMISSION DETAILS.

**Project 2 must be submitted to Canvas by 2pm on Wednesday, December 11th.** The memo and report will be submitted as PDFs; the prototype will be submitted as a link. There are no extensions for the final project. We will not meet in the classroom during our final exam slot.

A basic wireframe that visualizes the page layout, navigation, and the organization of content and visual elements.

