
Project 1: Code School for...

AVT 415 - Web Design and Usability

Art and Design Building 1023

Spring 2016 MW 4:30pm - 7:10pm

Instructor: Abraham Garcia

agarci44@gmu.edu

[Project 1. Single Page Website, Mobile First \(3 Weeks\)](#)

[Your Startup](#)

[Branding](#)

[Design](#)

[Due Date](#)

[Deliverables](#)

[Recommendations](#)

Project 1. Single Page Website, Mobile First (3 Weeks)

A local startup has contacted you about a short timeline project. They are currently working on a new application and need a very simple marketing site to test out user interest. Your job is to create a brand and a simple, responsive one page marketing site. For this phase you will focus on how the website looks on a mobile device (iPhone 6).

The learning objectives include:

- To refresh yourself on image size, format, and optimization for web use
- To refresh yourself on sketching and prototyping
- To refresh yourself on the basics of responsive frameworks
- To refresh yourself on the basics of version control and deployments
- To implement your knowledge of design principles into website design
- Refamiliarize yourself with the web design process

Your Startup

This project will help you study a web design problem through simple UX principles, along with help you practice your HTML/CSS skills by test driving different online code schools. You will choose one of the following paths.

Code School for Kids

Your client is looking to develop an iOS game based application that helps kids (9-13) learn basic coding skills.

Resources

[Google CS First](#)

[Huh? Schools Think Kids Don't Want to Learn Computer Science](#)

[Scratch](#)

[Tynker](#)

[Hackaball](#)

[diy.org](#)

Code School for Girls

Your client is looking to develop an iOS game based application aimed at young women to help them learn basic coding skills.

Resources

[How to Get Girls Into Coding](#)

[Made With Code](#)

[Ladies Learning Code](#)

[Women's Coding Collective](#)

[Girl Develop It](#)

[Girls Who Code](#)

[Code First: Girls](#)

Code School for Senior Citizens

Your client is looking to develop an iOS game based application aimed at senior citizens to help them learn basic coding skills.

Resources

[It's never too late to learn to code](#)

[Helping Seniors Learn New Technology](#)

[Facebook for Centenarians: Senior Citizens Learn Social Media](#)

Code School for...

You are welcome to choose your own, but I do not have many resource links for others. It will be more work but if you have an idea following this format and scope, we can talk about it. Here is one cool example.

[Refugees on Rails \(code school for refugees\)](#)

If you would like to go on your adventure with this, let's talk.

Branding

No matter your selection, you will be creating a brand for the project. This includes a name and a logo.

Resources

[Minimum Viable Brand with Wolff Olins](#)

[Branding 101: Your Startup Is Doomed Without A Brand](#)

[The UX of Minimum Viable Products](#)

[Start-Ups Need a Minimum Viable Brand](#)

[Do startup names matter?](#)

[Designing MVPs for Improved UX](#)

[Can User Experience Designers be Lean?](#)

[Minimum Viable Personality](#)

[Minimum Viable Personality with Fake Grimlock](#)

Design

We will be approaching this from a mobile-first perspective. All of your wireframes and mockups will be set to be displayed on an iPhone 6.

Resources

[Luke Wroblewski | Mobile First | live at An Event Apart](#)

[Mobile First Helps with Big Issues](#)

[O'Reilly Webcast: Designing for Mobile First](#)

[The Many Faces of 'Mobile First'](#)

[Design for Mobile First!](#)

[Why is it so Easy to Get "Mobile First" Wrong?](#)

Due Date

Presentations and critiques will be held on Wednesday, February 17th. Attendance and participation is required to receive credit for the project.

Deliverables

Three Proto-personas (PDF)

A persona is a representation of a user, typically based off user research and incorporating user

goals, needs, and interests. Proto—personas are used when there is no money or time to create true research—based personas – they are based on secondary research and the team’s educated guess of who they should be designing for.

Name and logo (PDF)

A name and logo for the startup.

High Fidelity Wireframe (jpg and Invision - iPhone 6 resolution)

A wireframe is a two-dimensional illustration of a page’s interface that specifically focuses on space allocation and prioritization of content, functionalities available, and intended behaviors. For these reasons, wireframes typically do not include any styling, color, or graphics. Wireframes also help establish relationships between a website’s various templates. [[Usability.gov](#)]

You will be delivering an Invision based wireframe to display your wireframe. [[Example](#)]

Style Tiles (PDF)

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web. [[source](#)]

You will present three (3) style tiles.

Prototype (jpg and Invision- iPhone 6 resolution)

You will create a fully functional prototype in Invision.

Recommendations

Fact: This is a very tight deadline. That is the point of the exercise. Here are some recommendations as to how to approach the project to keep you on time.

- Decide on a path and stick to it. Once you’ve chosen Kids, Women, or Senior Citizens, go all in. There are areas of design here for all three audiences that will be rewarding to explore. One caveat, Project 2 will build off of this project, so make sure you are happy with your decision.

- Develop your proto-personas first. Once you have an understanding of your audience, things being to fall into place.
 - Come up with your brand as you do the work. The name for your project (startup) doesn't have to be final until the day you turn in the assignment. Come up with a tentative project name, then begin work on proto-personas, wireframe, and mockups.
 - Ask questions. If you are stuck on something, ask questions. Either in slack or in class.
 - Do not procrastinate. This is a lot of work and the more iterations you are able to accomplish in wireframing, mockup and brands, the better your project will be.
-

Inspiration

Some students have asked for some clarification on what the final prototype could look like. Here are some links to some app marketing/landing site.

[Weathertron](#)

[Human.co](#)

[Whole Collection of One Page App Sites](#)