



Key Concepts Of App Design For A Client

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Abstract

This aim of this project is to outline the conceptual elements of app design. Because of this, we will focus on ideas and planning rather than the coding of an app.

A user-centered methodology was used with experiences garnered from designing an app in Unity, consulting fellow computer scientists within MLab, and researching both computer science(CS)-specific and general techniques.

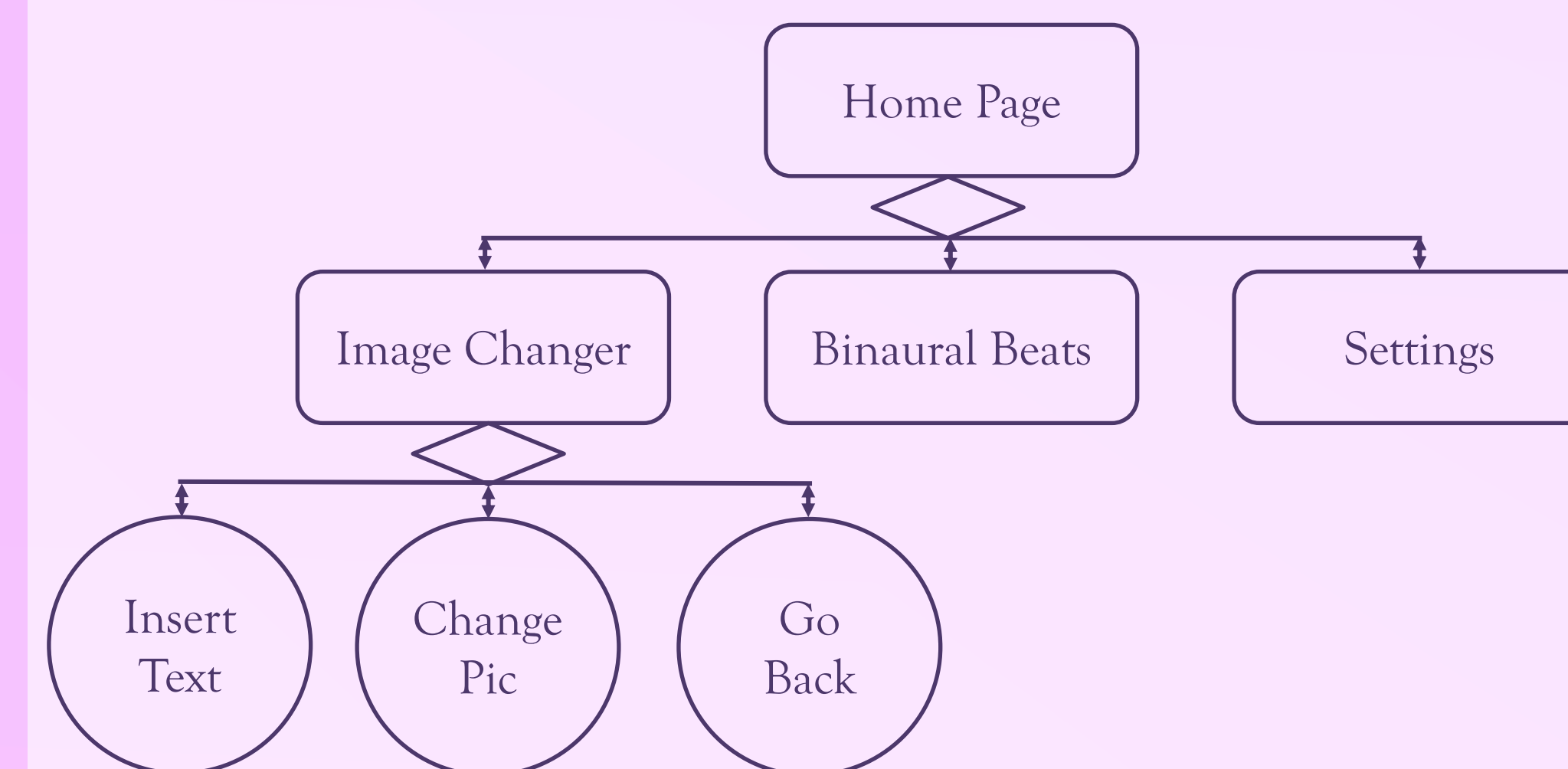
Frequently mentioned techniques included in this project are setting expectations, effective pitching, storyboarding, flowcharting, and personas.

Methods

The data was gathered using two methods:

- ❑ Secondary Sources (research)
 - ❑ CS and app design specific
 - ❑ General persuasion and selling tactics
- ❑ Primary sources (MLab and first-hand observations)

Flowcharts



Personas



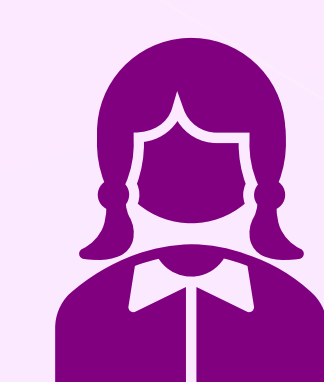
Generic Name 1

- ❑ descriptive statement: what makes the persona unique/human? (should be detailed and specific)
- ❑ Primary goals: what is this persona trying to achieve by using your app?
- ❑ Key attributes: what demographic is the persona a part of?



Suzy Johnson

- ❑ Enjoys eating mac and cheese for breakfast. Has social anxiety. Abuser of dating apps.
- ❑ Primary goals: Find the ideal song to listen to while eating mac and cheese.
- ❑ Key attributes: nonbinary, Caucasian, 26yo, lower class, single



Brian Williams

- ❑ Collects coupons. Does not pay more than 5\$ for groceries. Frequents the local thrift store.
- ❑ Primary goals: Listen to the new, custom music in a budget-friendly way.
- ❑ Key attributes: woman, Asian American, 13yo, dependent

Conclusions

There seems to be a general consensus that the keys to effective pitching are similar to that of effective communication and marketing with a difference of media or idea.

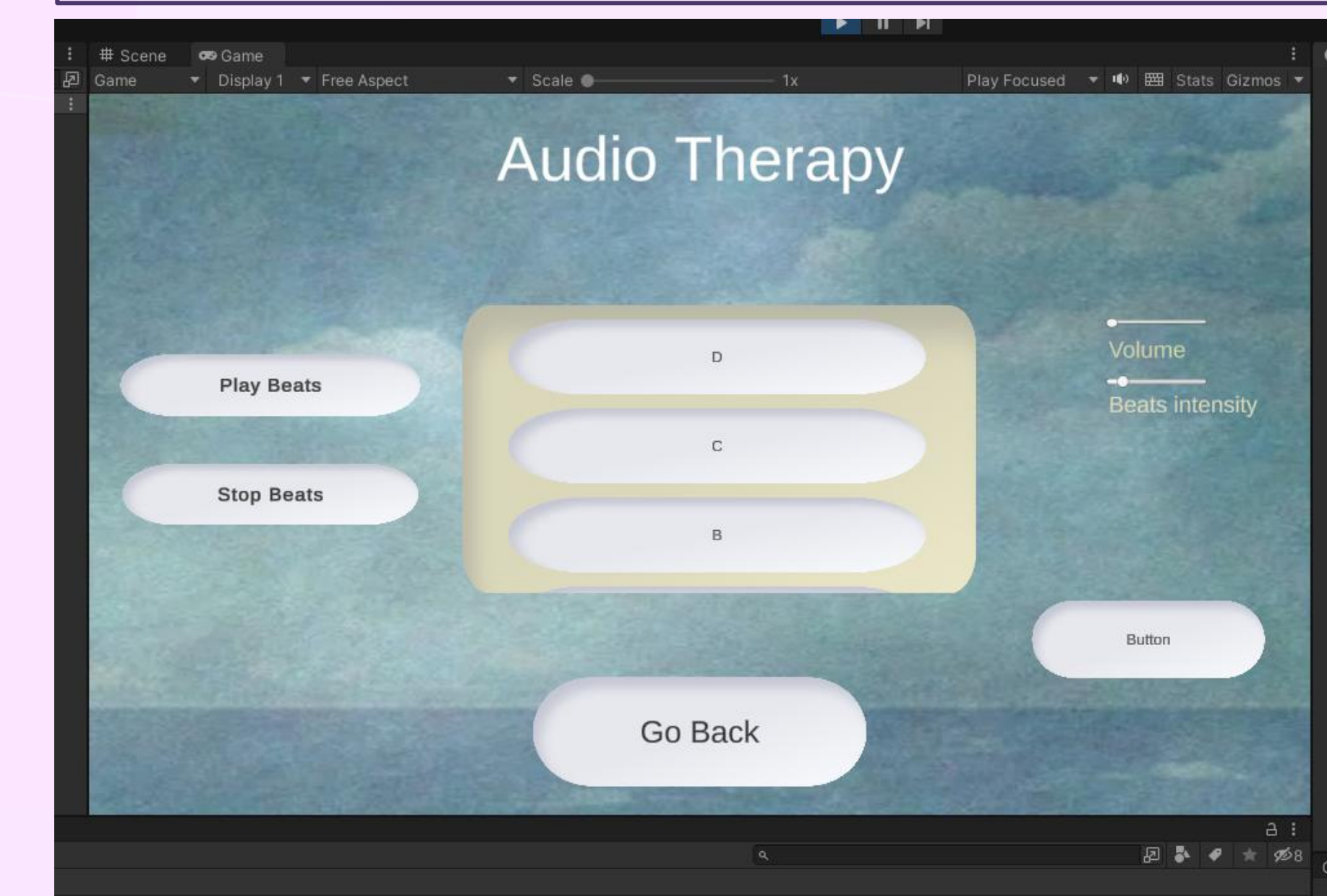
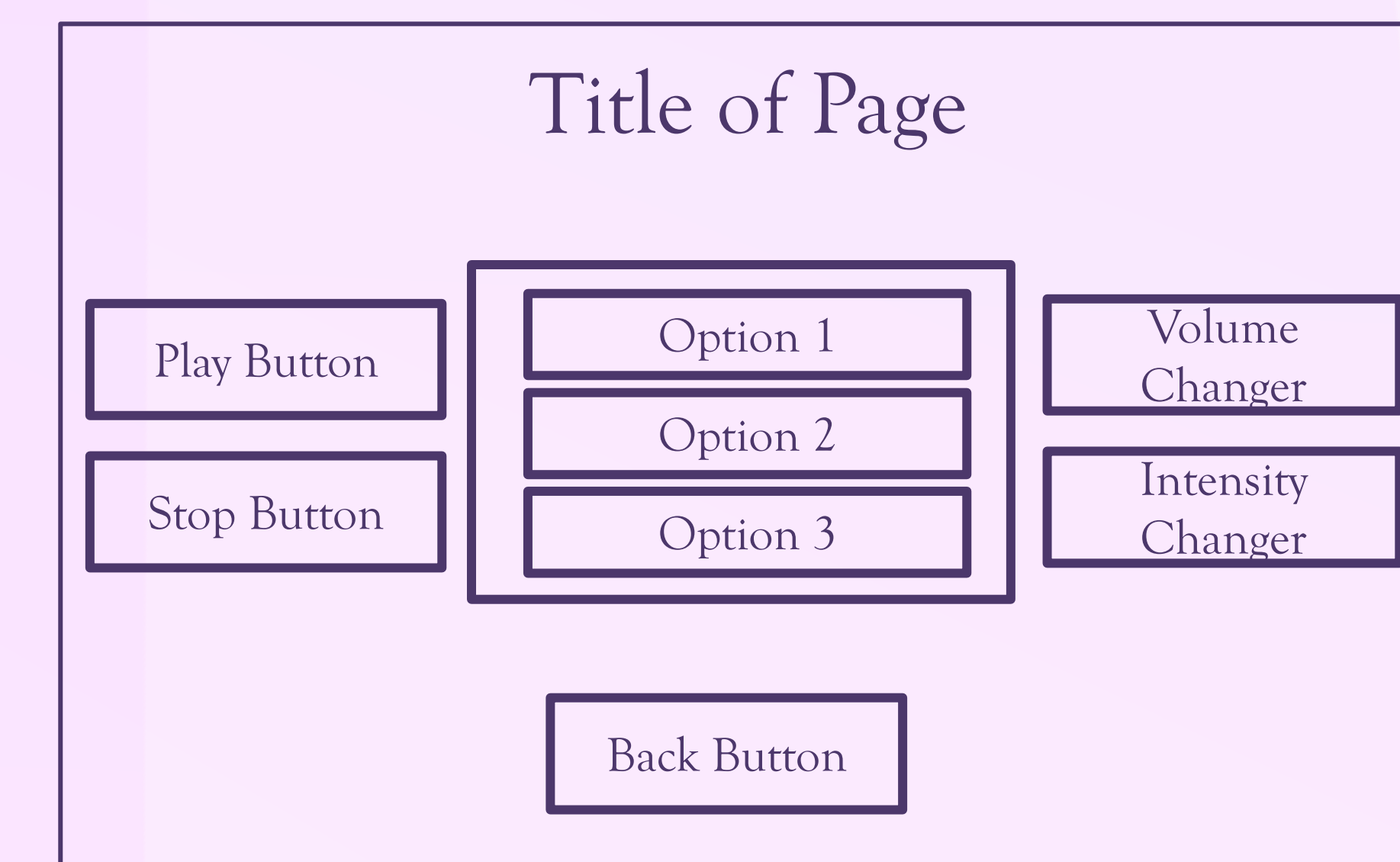
Flowcharts, Storyboards, and Personas may be a helpful tool for improved communication with a client and the execution of an application.

Knowing your client, their principles, and the terms of your employment can help improve job security, salary, and job satisfaction.

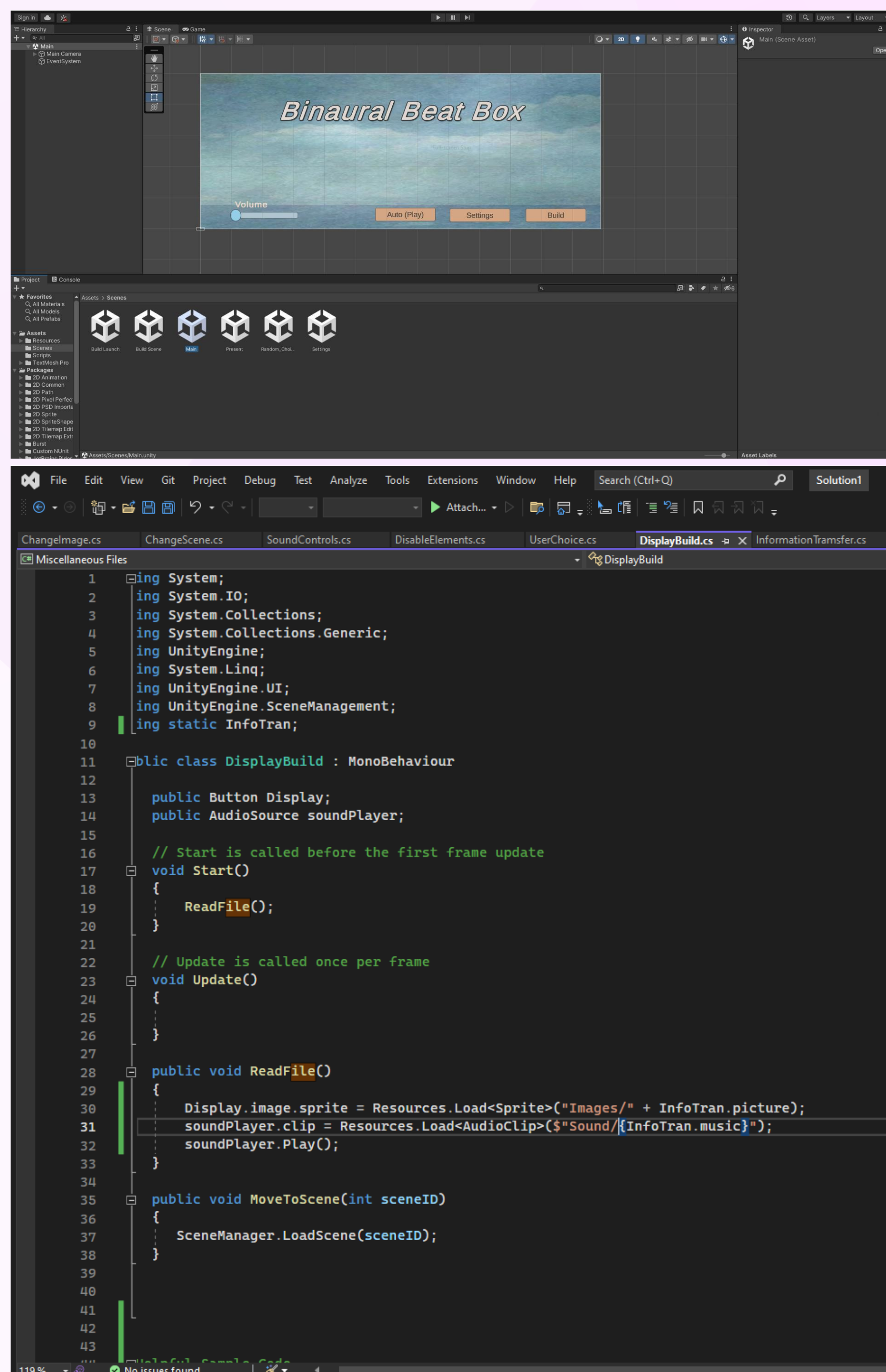
12 Slides of a Pitch Deck

- | | |
|-------------------|--------------------|
| I. Intro | IX. Business Model |
| II. Problem | X. Team |
| III. Solution | XI. Financials |
| IV. Why Now | XII. Ask |
| V. Advantages | |
| VI. Target Market | |
| VII. Competition | |
| VIII. Traction | |

Storyboards



Binaural Beats App



References

CHAPTER 12: FLOWCHARTS, STORYBOARDS AND RAPID PROTOTYPING. <https://docplayer.net/2524427-Chapter-12-flowcharts-storyboards-and-rapid-prototyping.html>

Miaskiewicz, T., & Luxmoore, C. (2017). The use of data-driven personas to facilitate organizational adoption-A case study. *The Design Journal*, 20(3), 357-374.

The 12 pitch deck slides [the complete guide]. Feedough. (2023, February 15). Retrieved February 27, 2023, from <https://www.feedough.com/pitch-deck/pitch-deck-slides-guide/>

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