

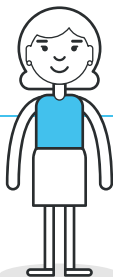
APP DESIGN WORKBOOK



DESIGNERS

DATE

DESIGN
CLUB



designclub.org.uk
designclub

Hello

Welcome to this Design Club project.
Your goal is to design a helpful mobile app.


Project stages

1



Define a challenge
Decide on who you want to design for and what you want to help them do

2



Empathise with people
Know the people you are designing for so you understand their needs better

3




Ideate possibilities
Dream up lots of different solutions that might be useful to people

4



Prototype your design
Turn your ideas into something more real so you can test them out on people

5



Test your design
Show your prototype to the people you designed for to see what they think

Contents

Stage 1: Define a challenge

Page

- ☐ Frame your design challenge _____ 5

Stage 2: Empathise with people

- ☐ Create a profile of your user _____ 7

- ☐ Map out a typical day _____ 8

- ☐ Build an empathy map _____ 10

Stage 3: Ideate possibilities

- ☐ Create an app name and logo _____ 13

- ☐ Gather inspiration _____ 14

- ☐ Brainstorm feature ideas _____ 16

Stage 4: Prototype your design

- ☐ Prioritise feature ideas _____ 19

- ☐ Review app design basics _____ 20

- ☐ Map out the information architecture _____ 22

- ☐ Sketch and prototype your app _____ 24

Stage 5: Test your design

- ☐ Run a mini test _____ 27

- ☐ Plan a user test _____ 28

- ☐ Conduct a user test _____ 29

Extras

- ☐ Reflect on your project _____ 30

- ☐ Project notes _____ 31

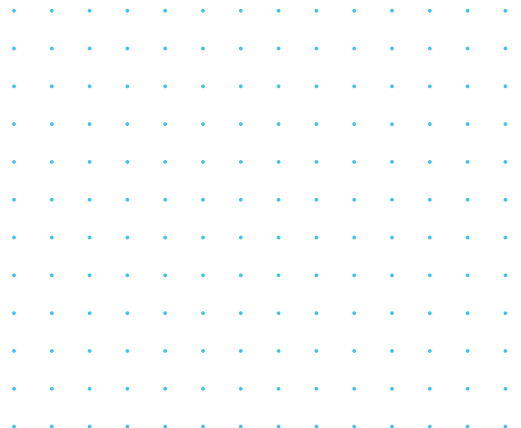


1. Define a challenge

Decide on who you want to design for and what you want to help them do

Notes

1. Who is your user? Is it someone you know or an imaginary person?
2. What do you want to help them do?
3. If you need help, pick a person and a challenge from our Resource Hub:
www.designclub.org.uk/resources



Frame your design challenge

Our target user is called



We want to help them to



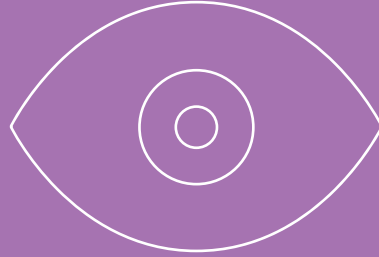
This is important because



The design challenge helps you focus on your target user and what you're trying to help them do. Keep referring to it as you go.



bit.ly/dc-frame

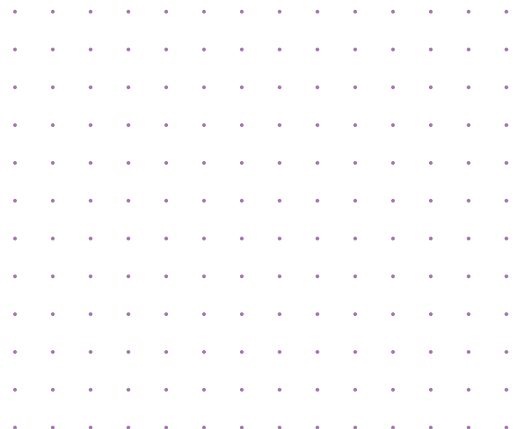


2. Empathise with people





Know the people you are
designing for so you understand
their needs better









Notes



1. If your user is imaginary, do your best to make them feel as real as possible.
2. If your user is someone you know, try to find time to speak to them.
3. Remember to keep referring to your user as you come up with ideas later.



Create a profile of your user

	Name 	Lives with 
	Age 	Gender 

Outgoing 	Shy 
Generous 	Selfish 
Serious 	Fun 
Anxious 	Calm 

Likes 	Frustrations 
-----	-----
-----	-----
-----	-----
-----	-----
-----	-----
-----	-----
-----	-----
-----	-----

A user profile is a way to capture basic details about the person you are designing for, including basic info about their personality, likes and frustrations.



Map out a typical day

Name of person _____

FEELINGS								
ACTIVITIES								
	7am	8	9	10	11	12pm	1	2
	Morning					Afternoon		

This helps you to see what someone does in a normal day, what their habits and frustrations are, and where you might be able to design something that fits their routine.

Day of the week _____

[illegible]

Add emojis at the top of the columns to show how a person feels while doing different things.



bit.ly/dc-day

Build an empathy map

Thinking

Seeing

Saying

Name

Pick a situation related to your design challenge, then fill in the areas above to better understand your user. Use the insights to help generate ideas.

Feeling

Hearing

Situation

PRO TIP
 Use Post-it notes to gather up lots of information, then
 add the most important things above.





3. Ideate possibilities

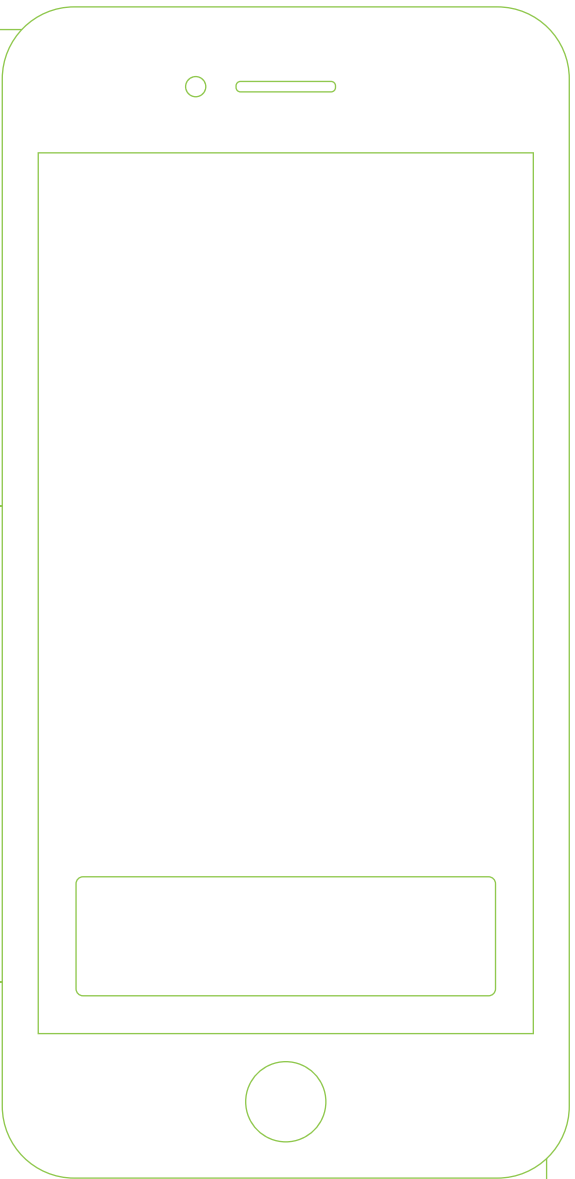
Dream up lots of different solutions that might be useful to people

Notes

1. This is where you need to get creative and come up with lots of ideas.
2. Gather inspiration and brainstorm using the following pages.
3. When you're ready, come back to this page and create an app name and logo.



Create an app name and logo

App name	
App logo	
App tagline	

Generate ideas for a name, logo and tagline. Something snappy that suggests what the app does or how it helps someone. Use these on your first screen.



bit.ly/dc-app-logo

Gather inspiration

Find inspiration related to your design challenge to help spark new ideas. Take things from the world around you, such as apps, games, books, places or people.

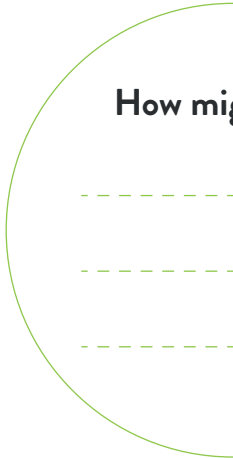
PRO TIP

Create a visual moodboard by printing images or cutting up magazines and sticking them above.



bit.ly/dc-inspiration

Brainstorm feature ideas



Use a “How might we... ?” question to help you brainstorm.
For example, rewrite the design challenge as a question, then
generate ideas using one or two words, or even pictures.

ght we...

PRO TIP

Use Post-it notes to quickly jot down and organise different ideas before adding them above.



bit.ly/dc-brainstorm

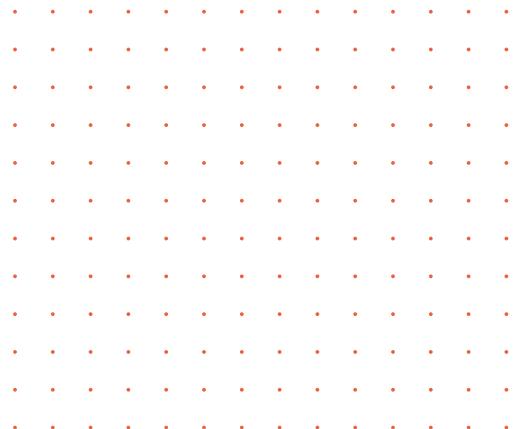


4. Prototype your design

Turn your ideas into something more real so you can test them out on people

Notes

1. After sketching the screens for your app, you'll need to create a prototype using Marvel App (marvelapp.com).
2. Download Marvel from the App Store or Google Play store for free.
3. You'll need to create a Marvel account and have an internet connection.



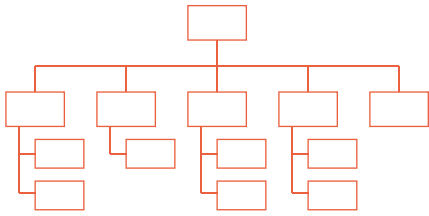
Prioritise feature ideas

Feature (draw or write)	How does this help your person?
1	
2	
3	
4	

Think about your feature ideas and how they help your person. Decide on which features you want to design and prototype. Put your most important feature first.

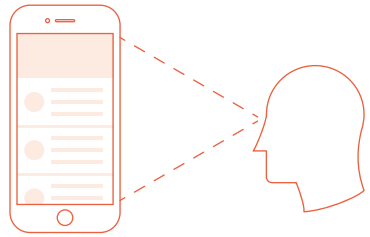


Review app design basics



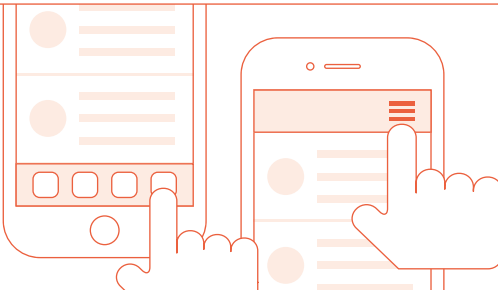
Information architecture (IA)

Organisation and categorisation of content and features in the app



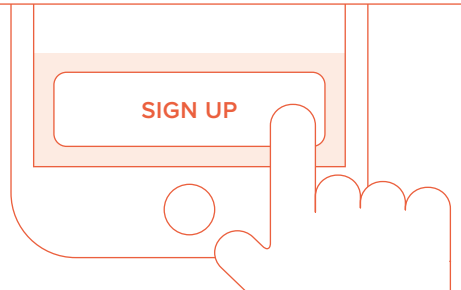
User interface (UI)

What the user actually sees on different screens in the app



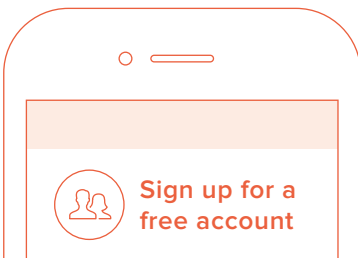
Navigation

The menu system for users to find their way around the app



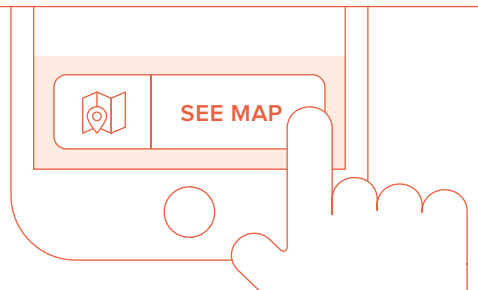
Buttons

For submitting forms and navigating to important screens and features



Call to action (CTA)

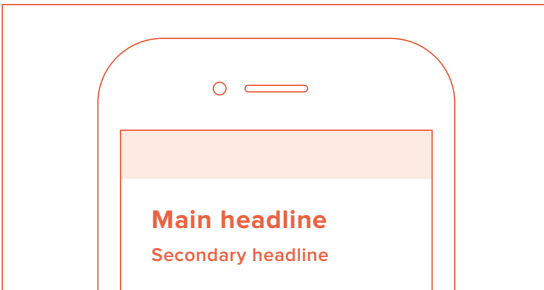
A prominent headline or a message encouraging users to do something



Features

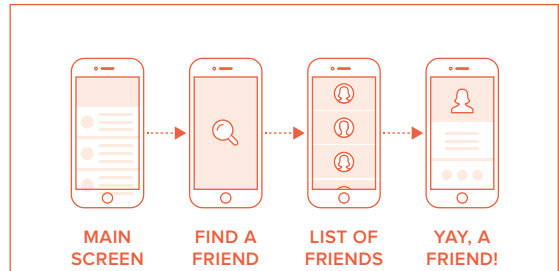
The main things that a user can do and see in the app

To design a great app, you need to consider many things. It's useful to have some basics in mind when designing and communicating ideas with your team.



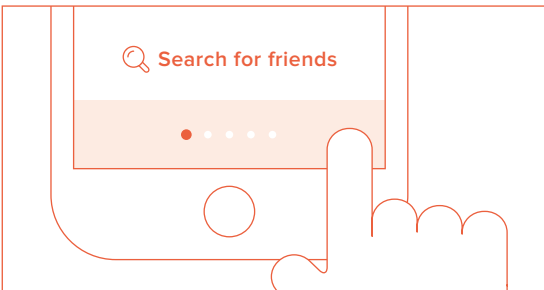
Hierarchy

Prominence given to different parts of the interface depending on importance



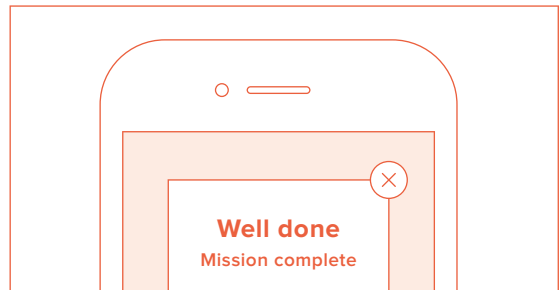
User flow

The steps that a user goes through to complete a task in the app



Onboarding

The initial experience and instructions that explain how the app works



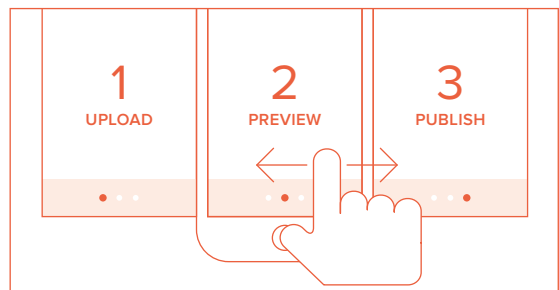
Feedback

A message or notice on the interface to indicate something has happened



Gestures

Interacting with the interface such as swiping to scroll and pinching to zoom



Transitions

Animations and movement between user interfaces and interface elements



Map out the information architecture

A large rectangular area with a light gray background and a grid of small red dots, intended for mapping out information architecture. The grid consists of 20 columns and 30 rows of dots, providing a structured space for drawing and organizing information.

Think about how the content and features in the app are organised and named. Translate that into a simple diagram to show the information architecture.

A large rectangular area filled with a grid of small red dots, intended for drawing or writing.

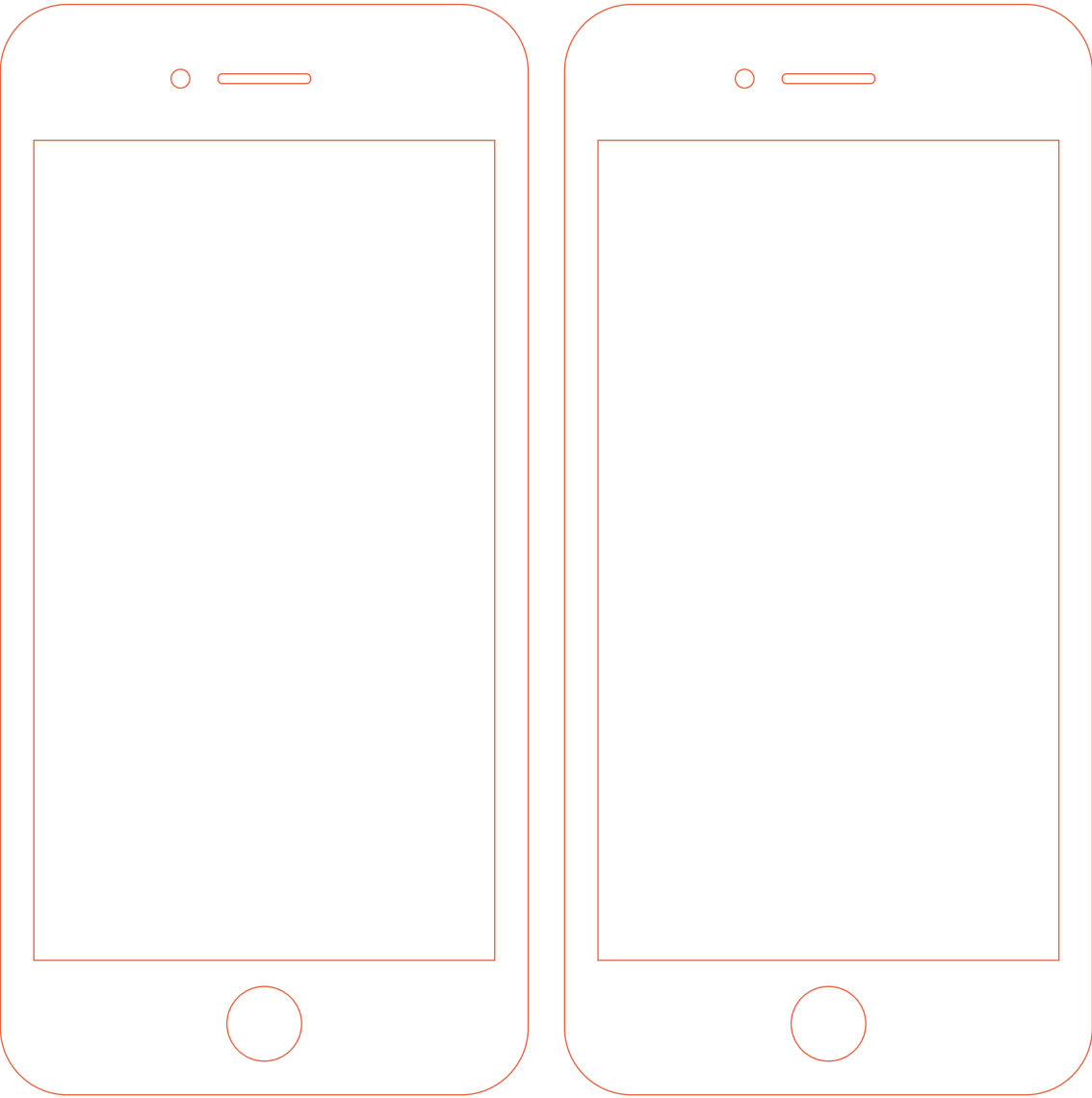
PRO TIP

Use Post-its to think up names for different features and areas. Play around with them to get the structure right.

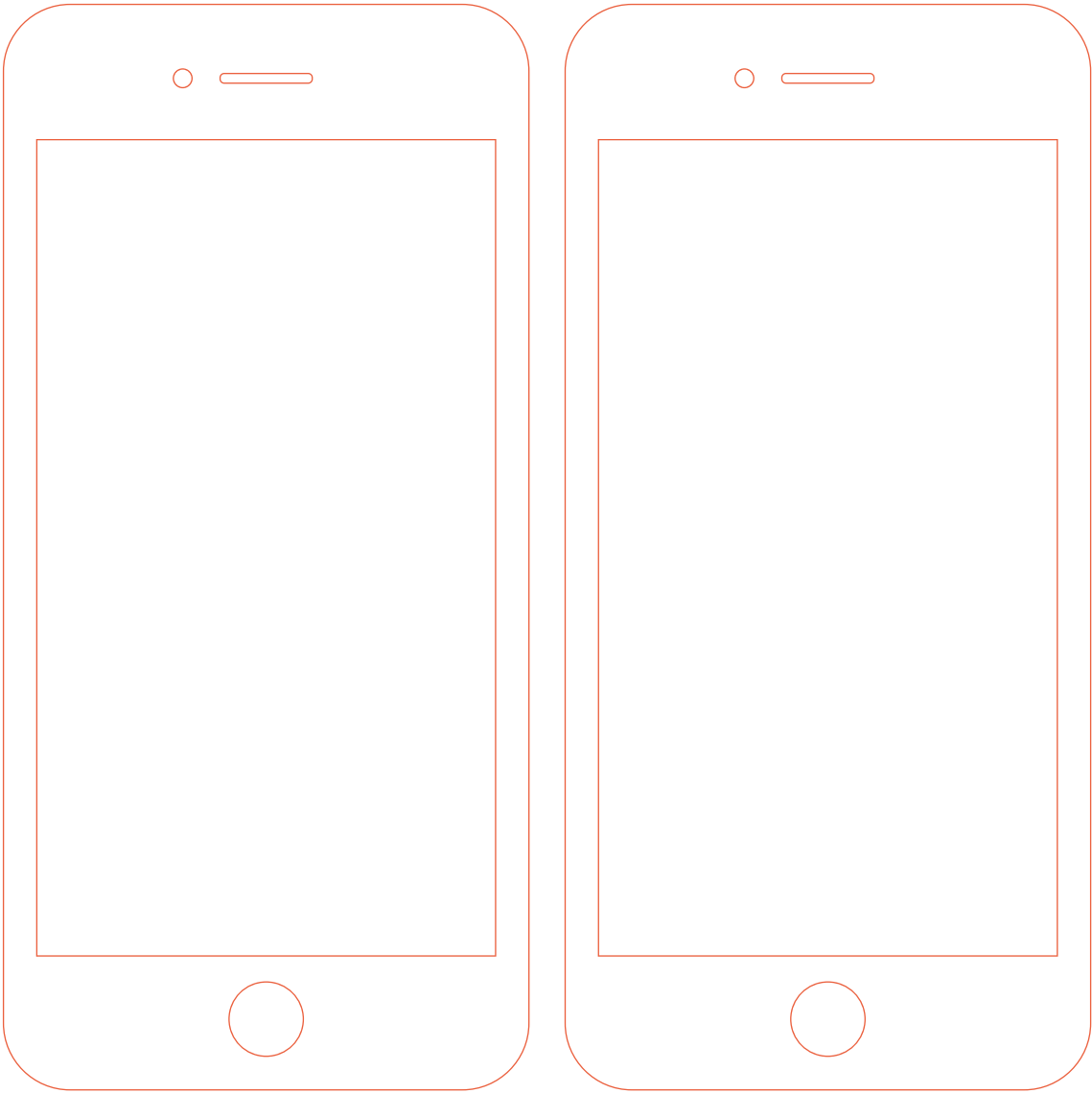


bit.ly/dc-map-ia

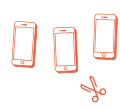
Sketch and prototype your app



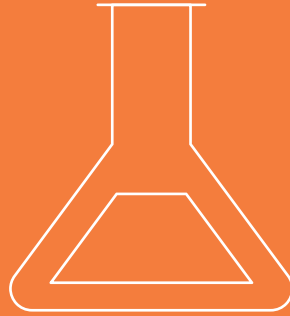
Thinking about what your app needs to do, sketch out screens that provide the user with the information and features they need. Prototype using Marvel App.



PRO TIP
Use the link on the right to print extra sheets. Sketch different screens. Cut them out and rearrange them.




bit.ly/dc-sketch-app

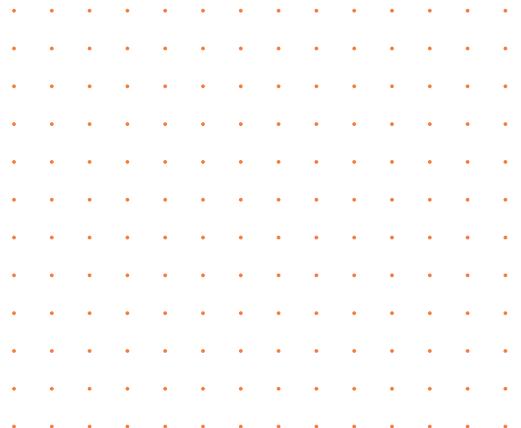


5. Test your design

Show your prototype to the
people you designed for to see
what they think

Notes

1. If your user is someone you know, ask if they're happy to test your prototype.
2. If you don't know your user, ask someone to role play.
3. If two of you are doing the interview, one can ask questions and the other write down the answers.



Run a mini test

Testing with _____

Real test ☐

Role play ☐

Part 1: Show the user the start screen, then ask them...



What are your first impressions?

What do you think this app does?

Part 2: Let the user play with the app, then ask them...



What else could this app do for you?

How would you rate this app?

Not helpful

Very helpful

◁ □ □ □ □ □ □ □ □ □ ▷

Not easy to use

Easy to use

◁ □ □ □ □ □ □ □ □ □ ▷

Doesn't meet needs

Meets needs

◁ □ □ □ □ □ □ □ □ □ ▷

Test on a real person or ask someone to role play. Inform them this test will take 5-10 mins and thank them for their time. Use the questions above to guide you.



bit.ly/dc-mini-test

Plan a user test

Name of person we're testing with _____

Closed questions



Open questions



Consider what you want to learn from testing your app.
Remember to ask a mix of closed and open questions when
testing your prototype.



bit.ly/dc-plan-test

Date and location _____












Test on a real person or ask someone to role play. Inform them how long it will take and thank them for their time. Jot down answers and insights above.



bit.ly/dc-conduct-test

Reflect on your project

1. What would you like to do more of in this project?				
 Redefine the challenge	 More empathising	 More ideation	 More prototyping	 More testing
2. Why do you want to do more of this? ----- ----- ----- -----		3. What exactly would you do? ----- ----- ----- -----		
4. What went well about this project? ----- ----- ----- -----		5. What didn't go so well and why? ----- ----- ----- -----		
6. Overall, working on this project made us / me feel...    				

It's good to reflect on the projects we work on. Go through the questions above and have a think about your experience. There are no right or wrong answers.

Project notes

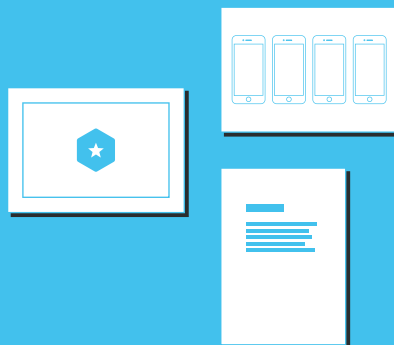
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Use this page to jot down project notes, ideas and thoughts.

Grab more resources

Get inspired with our projects, certificates and worksheets.

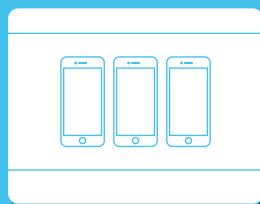
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