Research
Behavior Analysis

What is the behavior(s) you are trying to capture? What are your users physically doing?

Walking
Running
Jumping
Other physical activities/movements
Research

Challenges

- Children spend a lot of time playing with phones
- Fitness tracking apps are not targeted towards children
- Many parents can’t spend a lot of time doing physical activities with their children

Solutions

- My project will bring together parents and children through a fitness tracking mobile app
- My project will not encourage children to have too much interaction on mobile phone
- My project will provide an appealing feedback to the children about their physical activity
Objectives

- Creating an appealing interface for children
- Encouraging parents and children to have more physical activities
The app will be mostly used by parents to get feedback about their physical activity, but it will also be used by children to see their own physical activity in comparison with their parents.

The app is not meant to be interacted with continuously. It is only used to inform the user about their performance throughout the day.

At the end of the day, the app will be used by parents and children to compare their performance together.

Currently, children do not use fitness tracking apps, and their main interaction with smartphones/tablets is watching videos and playing games. The goal of this app is to leverage children’s interest in mobile games and encourage them to be more physically active.
Where will you find this UI?

… *the app store (among thousands of titles)*
… *on smartwatch (simplified version)*
What are the screen size(s) for this?
1080 x 1920
Create a set of three personas* for different users.

Persona 1

Evan

<table>
<thead>
<tr>
<th>AGE</th>
<th>Hobby</th>
<th>Familiarity with Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Watching cartoons, playing with other children in preschool</td>
<td>Low</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Siblings</th>
<th>Favorite App</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Talking Tom</td>
</tr>
</tbody>
</table>
Create a set of three personas for different users.

### Persona 2

**Name**

- **NAME**: Research
- **AGE**: 35
- **Occupation**: Civil engineer
- **Hobby**: Reading, Hiking
- **Familiarity with Technology**: High
- **Favorite Brand**: Apple
Create a set of three personas for different users.

**Persona 3**

**Name**

**Age**: 38  
**Occupation**: Sales manager  
**Hobby**: Baseball, playing with his kids  
**Familiarity with Technology**: High  
**Favorite Brand**: BMW, Guess
Write a scenario that describes what a user would do with the app. This scenario will then be used to create user flow and app screens. Use simple directions.

Sarah is a working mom. She loves to spend more time with her son.
1. She goes to work in the morning and drops off her son at the daycare center.
2. She starts her work at her office.
3. She gets a notification from KidSense app, showing that her pet avatar is sad.
4. She goes to the gym at noon (takes her phone with her).
5. She gets another notification from KidSense app, showing that her pet avatar is smiling.
6. She goes home from work.
7. She syncs her son’s watch with her phone.
8. Together with her son, they look at their pet avatars’ happiness level and compare their performances.
Create a user flow for one of your personas.

*remove this and replace it with your own.*
Experience

What type of experience do you want to provide for your user?

This app will have a friendly and simple look that is appealing to children but it also provides basic fitness information for the parents. The cute avatars are meant to encourage physical activity by providing feedback that is easy to understand for adults as well as children.
Formal Collage

Utilize the ‘Experience’ page (slide #13 of this document) and create a formal collage of two polar opposites. What will the overall ‘feeling’ be? Remove the ‘content and the users.’ E.g., if you were going to have a dinner party, would your home be organized? What would that feel like? Would it be cozy? How would you make it that? Take this feeling and apply it to the container/framework of your UI. What is the design shell? Don’t design it yet, just create a collage of what it could look like. Is it angry? Then create a collage of anger, using formal elements (e.g., sharp lines, hot colors, tension in composition). Then contrast that for your second collage. Create a collage that communicates happy, again using the same principles of form, color, and composition.

Do not use images or words (i.e., photographs or found imagery). Examples from Dondis (p.97 below).