

# Digital Content Development Course

## Session six overview

This session will be an introduction to the final project brief. The hand in date for the final project called '**My killer mobile app**' will be Wednesday the 17th of December. You will be given clear instructions as to what is to be expected from you to hand in to pass the course. However depending on your design ideas your projects should be individual and may take on different forms and outcomes. Do not worry about this but make sure that you are in contact with me about the progress and angle that your project is taking.

## Structure

Share finished walking tours

Upload them to map

Introduce final project

Map mobile technology

## External work

Begin to research your storyboard concept. and sketching and storyboarding your design concept. Remember keep a sketch book!

## Final Project - 'The killer Mobile App'

The idea for 'The Killer mobile App' is not to get you to design something that will kill people on the move, but to design and prototype a mobile web application (or service) that utilises smart phone technologies to create the next 'Killer App'.

'**Killer Apps**' are applications or services that provide a function or service that was generally not there before but that is so desirable that it gives real value to a larger technology. Ok so what does that 'mean'? Take camera phones, we all probably have camera phones, but to this day there has been no killer app that has made their use really necessary and useful, so the technology hasn't taken off and so cameras are only primarily used in the same context as traditional cameras. A killer App would be something that utilises the camera phone in a new way that is so compelling that someone will buy the hardware or phone contract terms necessary to run it. Indeed people tend to buy hardware and contracts etc because it runs the killer app, an obvious example being the IPOD. To play the killer I-Tunes app on the move you need the IPOD hardware.

twitter

flickr

YouTube

facebook

myspace.com

## **Designing for the 'Smart-Phone'**

What is the smart phone? There is no complete definition for what a smart-phone is or does only that it does much more than just a simple mobile phone.

Functionality that is normal on a smart-phone is:

- Camera (still and video)
- Internet browsing connection
- Audio playback (mp3, recording etc)
- File sharing (BlueTooth etc)
- High resolution displays

Functionality that might be there now and will be there in the future is:

- Global positioning (GPS) and mapping
- Compass
- RFID readers
- Accelerometer (motion detectors)
- Environment sensors
- High def Video

Understandably a lot of the functionality that makes smart-phones 'smart' has to do with people being out and about, i.e. location sensitive (or aware) technology. At present only very high end phones have GPS technology but that will change, this will make location sensitive applications and services extremely desirable.

Your aim is to design and prototype a service that utilises smart-phones functionality, especially the location aware functionality.

You don't have to make a real fully working application or service, this will be too difficult a task to complete, you may create a partially working prototype or a simulation of how your dream application could work in a context. This is your design choice, I will help you in this process and you never know we may make the next 'killer app'.

Your emphasis should be to think of concept, what we be useful to your life, research successful killer apps, for example the social networking site facebook, would there be a service that might enable facebook to make use of location sensitive phones?

## **User-Centred**

Think about your user primarily. In what context is your user making use of your app? For example are they a journalist uploading data, or could it be a user uploading there opinion to a blog? How do 'needs' change when your user takes on different roles and wants to complete alternate tasks.

## What you will be marked on?

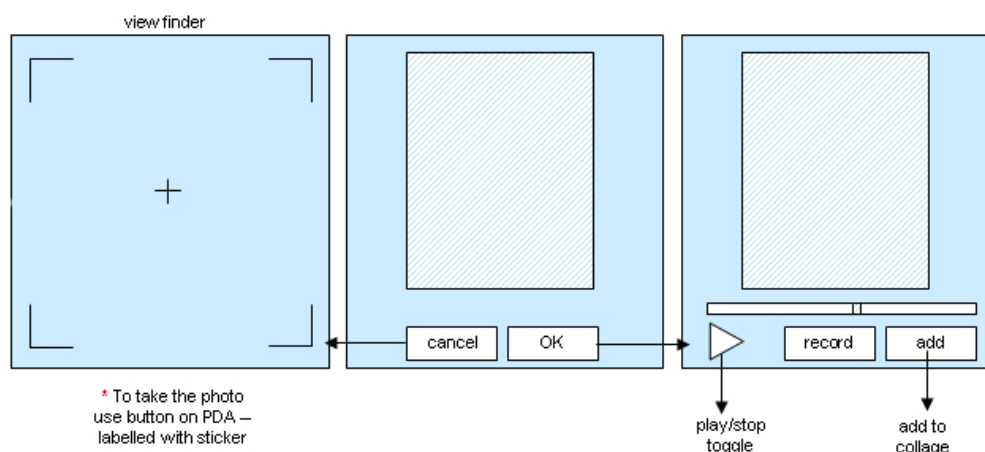
You will be marked on everything that you do in this, so it is a really good idea to keep all the research, sketches and plans that you make, I advise that you create a small sketchbook , that you can work in and paste in anything you make externally.

You will be marked on your ideas and also your technical skills. It maybe that your technical skills are in creating an innovative simulation of your application or you might even use your technical skills to develop a working element of your project or an interactive element.

## Simulating a prototype

It is (or should be) beyond your skills and timescale to be able to fully realise your project concept, you may want to use technology or software that you know very little about or possibly isn't even widely available.

To be able to visualise your application you may have to make a simulation of its working. This should involve making an interactive prototype and a video that shows the application in process. The interactive prototype should show the graphical layout and interface of your application and the video should show the application in progress, for example someone using it in location.



Above image shows a non-linear storyboard or flow diagram to map usability and interface design for a mobile device project.

## Some links that might get you going:

<http://wendong.ngphone.com/another-top-10-java-mobile-killer-apps/>

<http://www.internetnews.com/mobility/article.php/3776606/Wheres+Mobiles+Killer+App.htm>

[http://www.ojr.org/ojr/stories/061216\\_Bentley/](http://www.ojr.org/ojr/stories/061216_Bentley/)

<http://www.adobe.com/mobile/gallery/>