

A large teal rectangle occupies the left and center portions of the slide, serving as a background for the title and project information.A red dashed line forms a large L-shape, starting from the top left, extending horizontally across the top, and then turning vertically down the right side, framing the teal area.

codebrew

Project 3 • Interaction Design: Smartphone Application

Katherine Fetter

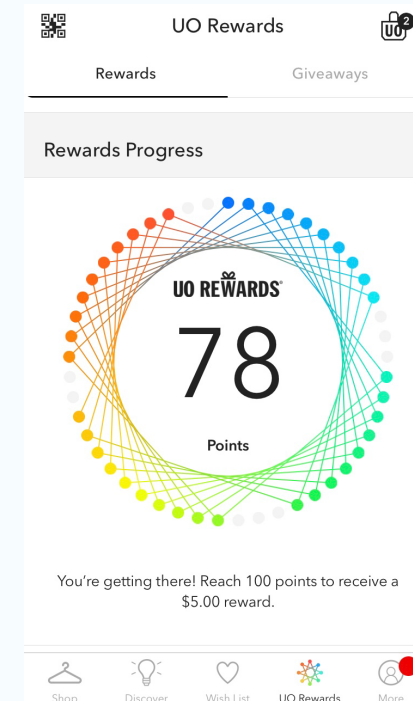
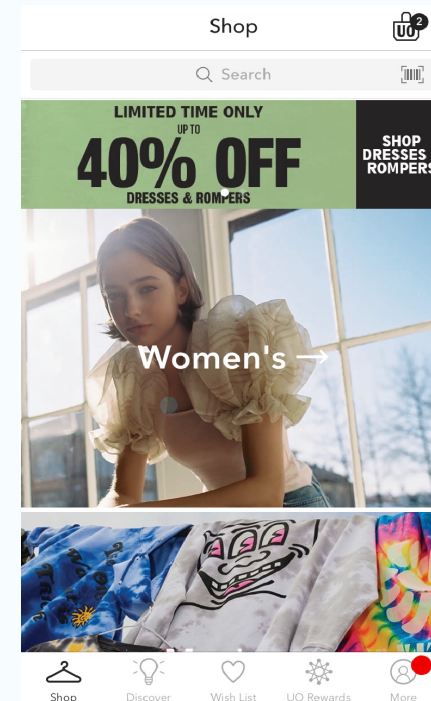
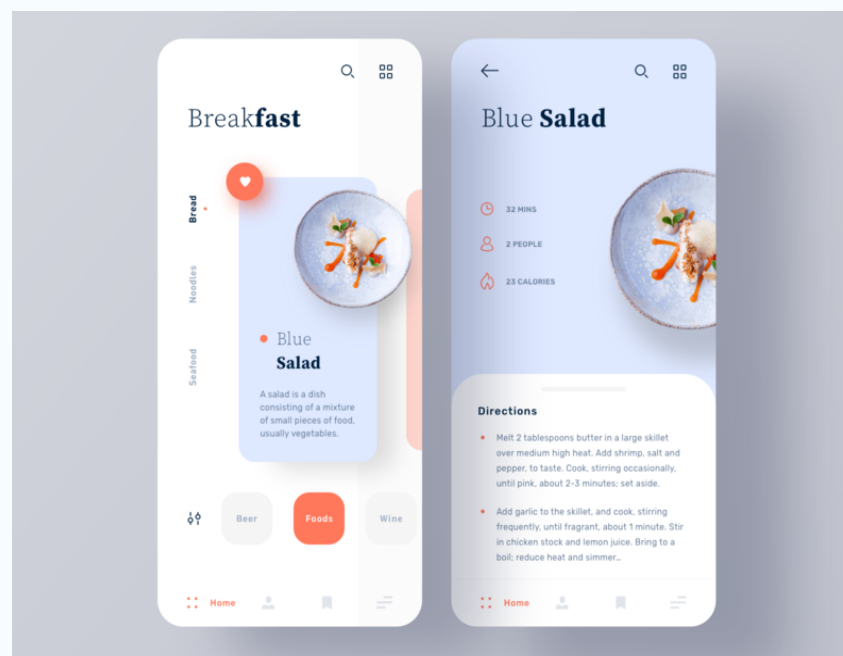
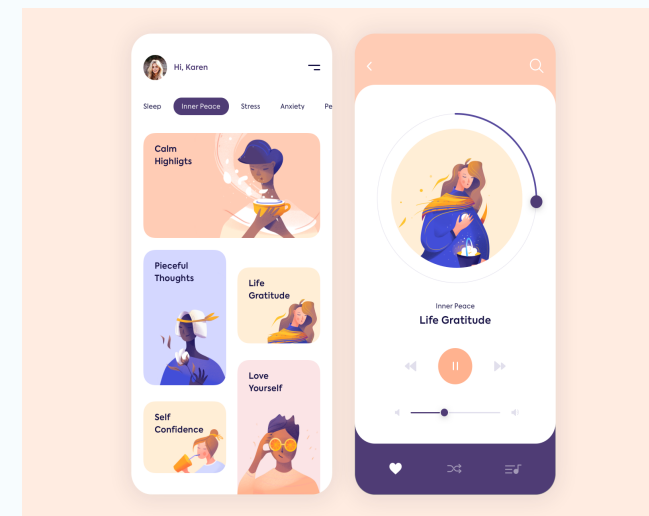
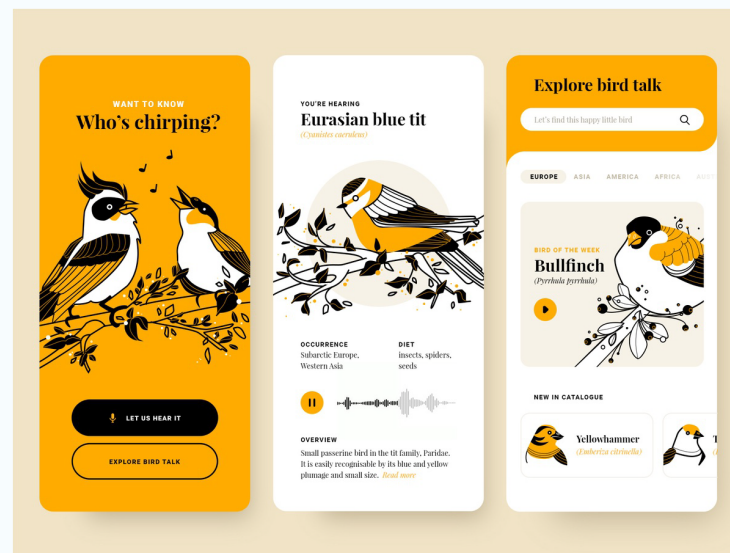


research

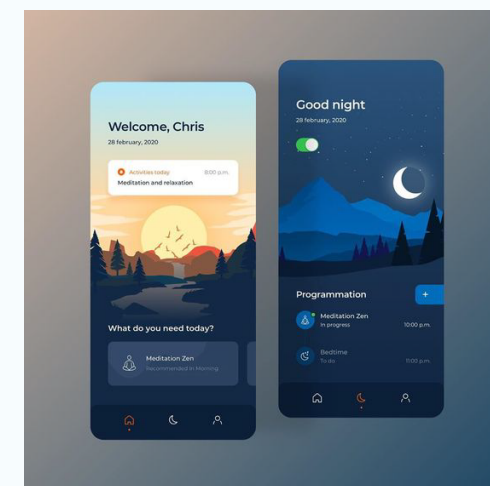
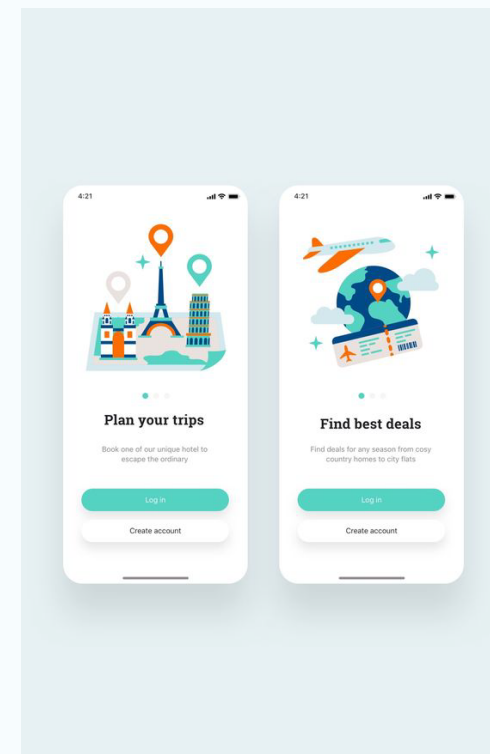
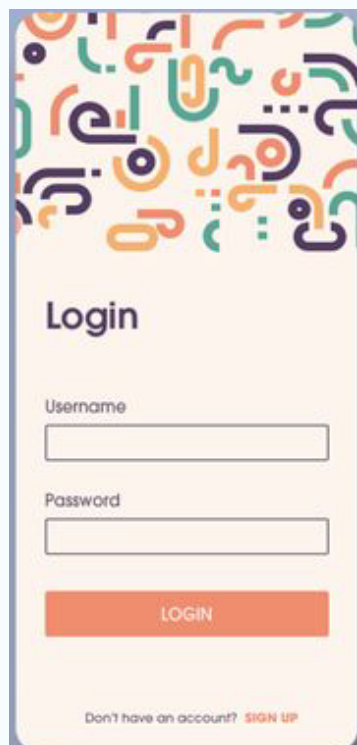
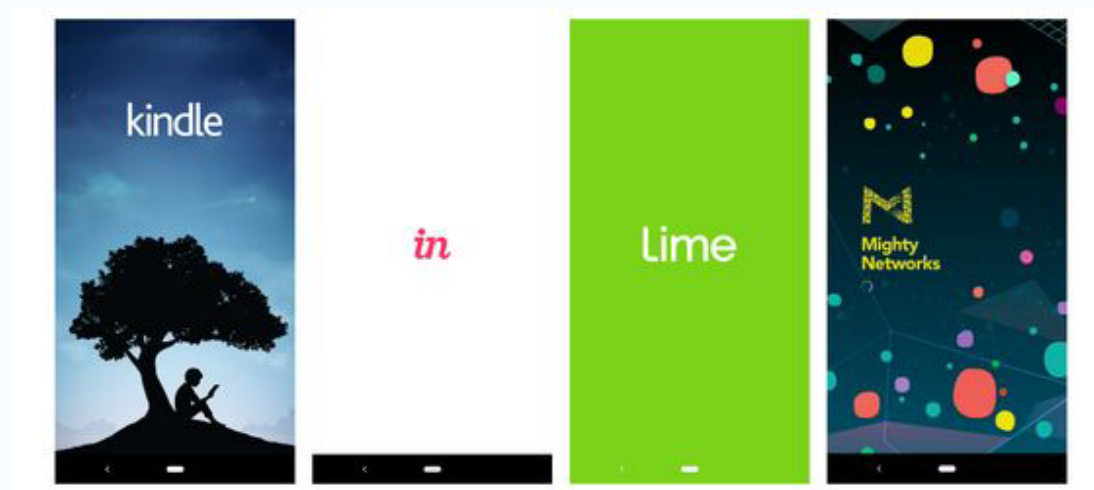
Before submitting to creating the design for the App, I began with researching outside app design through Pinterest, Dribbble, and Google to gain inspiration. I also searched throughout the apps that I currently had on my phone.



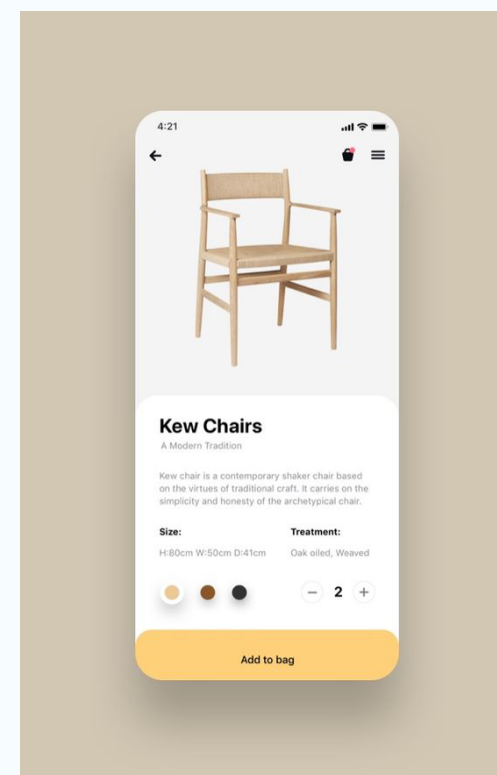
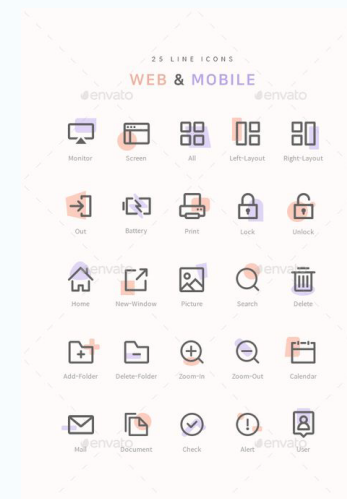
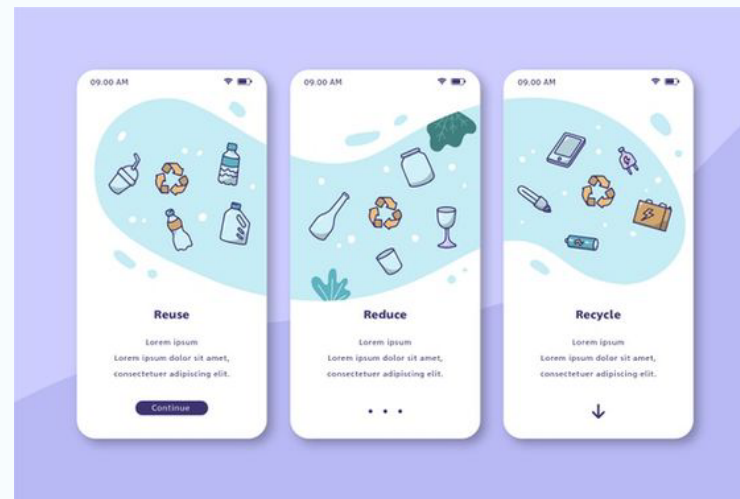
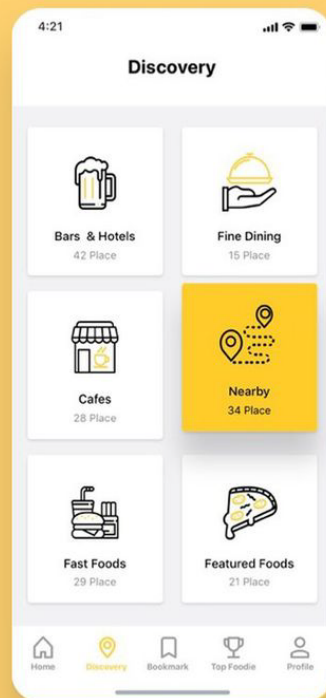
Starting off my research, I wanted to look at different ideas on compositions within app design and how apps incorporated unique ideas such as adding sound, reward systems, or illustrations. I wanted to visualize different ideas of image versus text or graphics versus text. Within the first round of research, I was really interested in the bold contrasting colors of the yellow and black in the top left image. I feel that it truly caught my attention. I also looked within my own apps, and found interest in the rewards system that Urban Outfitters did. (bottom right image)



For the second wave of research, I wanted to dive deeper into concepts for splash screens as well as the initial Log-In pages. I found that many apps are mostly minimalistic within these screens, or try to add subtle detail that follows along with their brand. Another concept that I saw throughout my research was how many modern application designs contain an organic flow across their shapes and tend to play with opacity. Overall, I was able to take all of this inspiration and start to really think about my design and focus on how the small details make a difference.



My final wave of research focused on icons, vectors, and purpose of the applications. I found that existing apps within my field of selling candy/food products, were not a high market. For example, a popular caffeine infused candy called Awake, did not even have an application for the brand. Therefore, I believe that my design will be different in terms of usability and marketing of my products. I think my design will be unique with the use of syringe vectors as well as a bold color palette.





purpose

After doing research, I wanted to lay out the purpose of the CodeBrew application, as well as why it is necessary and who my target audience will be.

02

Before committing to start the creation process of my app, I wanted to have a set purpose for my app as well as make a statement for the importance behind my app. Lastly, I wanted to predict my target users in order to get a better understanding into what colors, icons, and assets I wanted to include.

purpose

Purpose of CodeBrew

The purpose of CodeBrew is to have an easy to use way of purchasing the product as well as receive points and rewards for making purchases.

Potential Users/Customers

Potential users of CodeBrew are any working person within the medical field, including but not limited to nurses, doctors, physical therapists, surgeons, and athletic trainers.


Why is Codebrew important?

CodeBrew is important in order to visualize the benefits of the product in an engaging way, as well as provide an easy way to get rewarded for purchasing the product. The application goes into more depth of the ingredients as well as flavors.



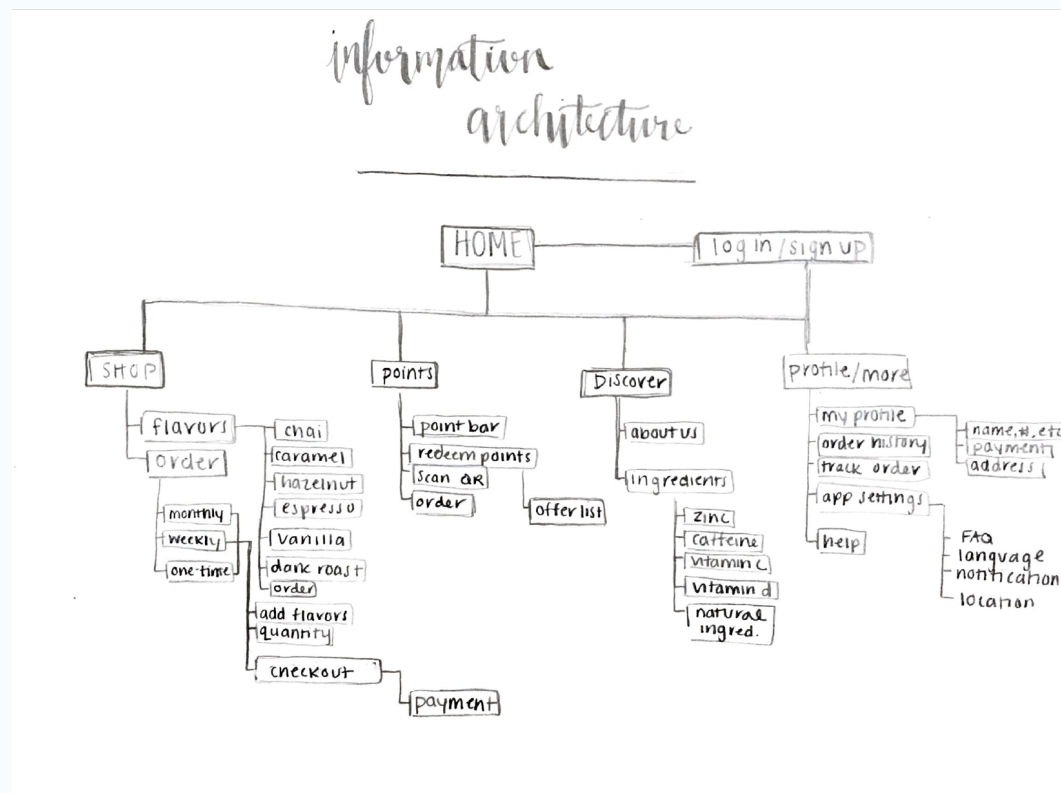
information architecture

After doing research, I started the process of my app design with creating an information architecture chart in order to visually map out the different screens, as well as ideas that I was going to incorporate into my final design

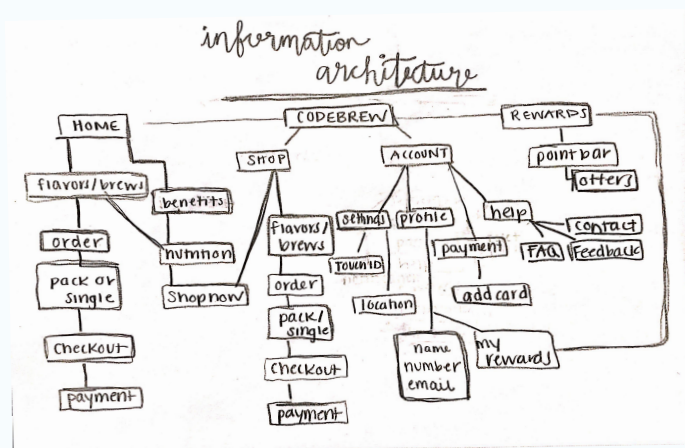


For the first round of creating my information architecture map, I initially struggled with the overall layout and flow of how my app would be set up. I knew I wanted some type of point system, but did not have a clear concept of what this truly meant within my brand. After receiving feedback, I was able to organize my ideas and expand on my flavors, my discover page, as well as what was all going to be included in the bottom task bar. I also decided to add more detail into the application settings and "more" tab. Overall, I was able to clearly lay out the primary functions of my app in a more organized, detail way.

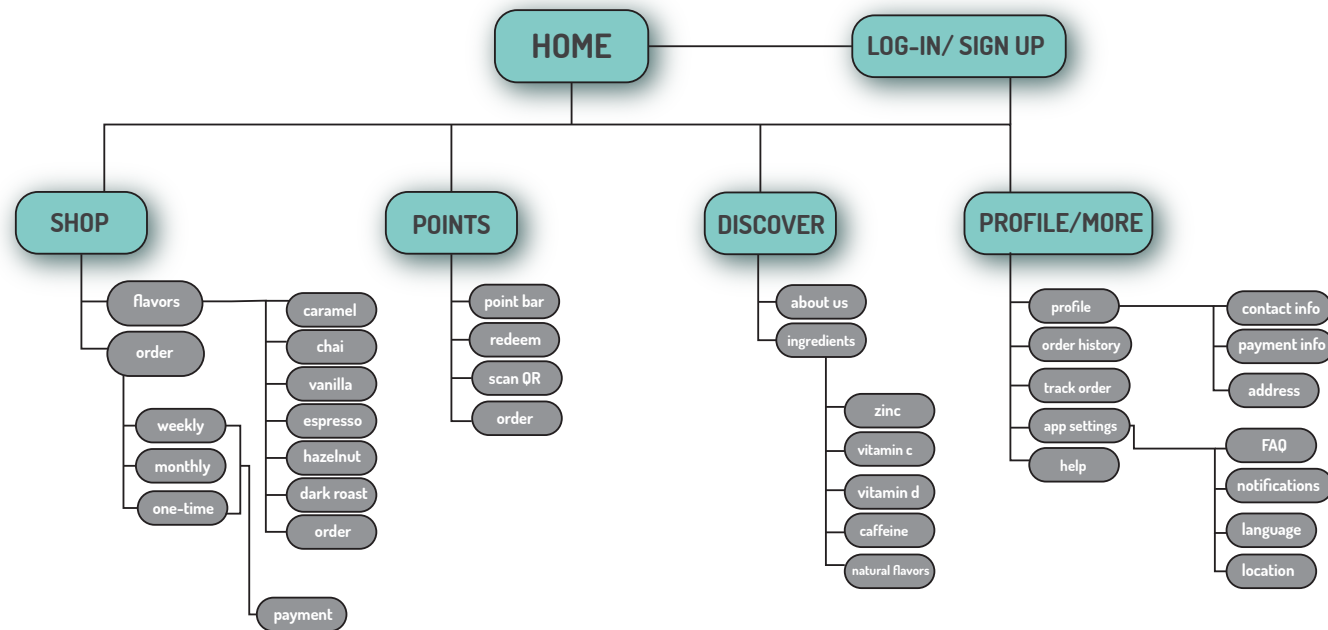
second draft



first draft



INFORMATION ARCHITECTURE



03

information architecture

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personas

The next task was to ultimately create three different personas that would be examples of the different types of users that would engage with the application and the different experience levels of the application and why they would benefit from it.



I have my first variation of persona 1 on the very left, followed by the final variation to the right. I decided to have my first persona be a nurse from Chicago, Illinois. She has never used the App before but has seen her coworkers use it which initially sparked her interest. When she tried the product for the first time she fell in love and wanted to use the app to learn more about the ingredients and what the brand was truly about. As a hard-working nurse, she need a product to keep her energy levels high and support her health as well.

PERSONA 1



Name: Molly Pretet

Age: 32

Gender: Female

Home location: Chicago, Illinois

Demographic: White American

Occupation/Lifestyle: Nurse at Central Dupage Hospital

Quote to sum up:
"Dedicated and driven nurse who is extremely hard-working in her career, while trying to take care of her family, as well as her patients.

About: [Tag line]
Molly pretet is a hard-working nurse at Central Dupage Hospital, who has to work long overnight shifts 3 days a week. Each shift lasts about 12 hours, with rarely any breaks. She's a very well trained, knowledgeable, and highly skilled nurse, who is dedicated to her job.

Experience Level:
Molly has never used CodeBrew, but has been interested in finding out more about it after seeing her coworkers have it. She downloaded the app to learn more information about the product.

Interaction with Product:
After seeing her coworkers use the product, she decided to try the candy during one of her long over night shifts. The app would be used to initially search the product as well as weekly if you wanted to gain reward points.

Goals/Concerns with tasks:
Molly is a very hard-working person, but tends to overwhelm herself with too much work in too short of time. She needs more energy and finds herself getting sick often after working long shifts in the hospital, and not having the time to take care of her own health. She needs a quick and easy way to stay awake in her shifts and feel good!



MOLLY PRETET
PERSONA 1

About:
Molly pretet is a hard-working nurse at Central Dupage Hospital, who has to work long overnight shifts 3 days a week. Each shift lasts about 12 hours, with rarely any breaks. She's a very well trained, knowledgeable, and highly skilled nurse, who is dedicated to her job. She's originally from Houston, Texas but moved to Chicago, Illinois for her job. She comes from a very big family and is currently living with her husband and three kids. Experience

Level:
Molly has never used CodeBrew, but has been interested in finding out more about it after seeing her coworkers have it. She downloaded the app to learn more information about the product.

Interaction with Product:
After seeing her coworkers use the product, she decided to try the candy during one of her long over night shifts. She uses the app to learn more about the product and its ingredients, buy a monthly subscription, as well as start to earn points for buying the product!

Goals/Concerns with tasks:
Molly is a very hard-working person, but tends to overwhelm herself with too much work in too short of time. She needs more energy and finds herself getting sick often after working long shifts in the hospital, and not having the time to take care of her own health. She needs a quick and easy way to stay awake in her shifts and feel good.

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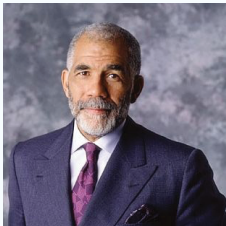
Demographic: White American

Occupation/Lifestyle: Nurse at Central Dupage Hospital

Quote to sum up:
"Dedicated and driven nurse who is extremely hard-working in her career, while trying to take care of her family, as well as her patients.

I have my first variation of persona 2 on the very left, followed by the final variation to the right. For my second persona, I wanted to reach into the older generation with a man by the name of Tim Gilliam. Tim is a high level surgeon at Seattle Grace Hospital. He has been using the product for years and it has helped him survive through the long and hard surgeries. He uses the application in order to purchase more as well as receive points for his purchase since he is such a frequent user.

PERSONA 2



Name: Tim Gilliam

Age: 63

Gender: Male

Home location: Seattle, Washington

Demographic: African-American

Occupation/Lifestyle: Surgeon at Seattle Grace Hospital

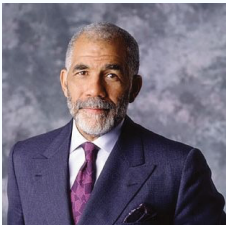
Quote to sum up:
"Highly trained surgeon who spends most of his days and nights at the hospital and is very well-known for his cardiothoracic surgery."

About: [Tag line]
Tim is a highly skilled Cardiothoracic surgeon at Seattle Grace Hospital. He has been in his field for over 35 years and operates on hearts, lungs, and thoracic organs. He is married to another surgeon in the hospital, but has no kids since he is focused on his job and does not have time. Outside of work, he spends most of his time reading or playing the violin.

Experience Level:
Tim uses CodeBrew every shift and long surgery that he works on. He has been a reward member for months and uses the app weekly to input his progress and gains points.

Interaction with Product:
Tim needs to have CodeBrew to get through his shifts every day. He feels that he lacks the energy he needs without this product. He frequently uses the app.

Goals/Concerns with tasks:
Tim wants to become the most skilled and well known surgeon in all of Seattle. After putting in so many hours, he wants to be awarded for his work. After three more years in the field, he is hoping to retire. Easily purchasing this candy will help him push through the long surgeries. Concerned that the product will not work after taking it every day for a long period of time.



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Gender: Male

Home location: Seattle, Washington

Demographic: African-American

Occupation/Lifestyle: Surgeon at Seattle Grace Hospital

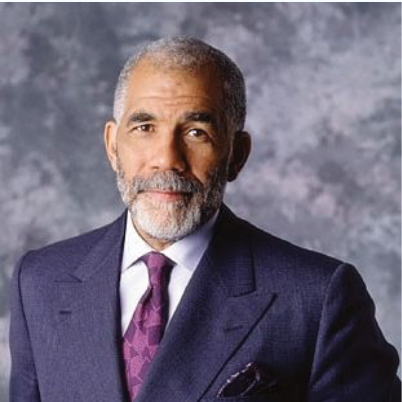
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Experience Level:
Tim uses CodeBrew every shift and long surgeries that he works on. He has been been earning points since he places a weekly subscription order for multiple flavors of codebrew.

Interaction with Product:
Tim needs to have CodeBrew to get through his shifts every day. He feels that he lacks the energy he needs without this product. He frequently uses the app to purchase more of the candy. He likes to look and try the different flavors that codebrew has to offer.

Goals/Concerns with tasks:
Tim wants to continue to use codebrew to stay active in order to become the most skilled and well known surgeon in all of Seattle. After putting in so many hours, he wants to be awarded for his work. After three more years in the field, he is hoping to retire. Easily purchasing this candy will help him push through the long surgeries. Concerned that the product will not work after taking it every day for a long period of time.



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PERSONA 3



Name: Alana Yang

Age: 24

Gender: Female

Home location: Austin, Texas

Demographic: Asian- American

Occupation/Lifestyle: Physical Therapist

Quote to sum up:

"An active, healthy, and energetic physical therapist that focuses on helping out the world in any way she can and promoting how to live a balanced life."

About: [Tag line]

Alana Yang just graduated St. Louis University after completing her Master's and becoming a physical therapist. After moving back home to Austin, Texas she is full-time physical therapist for a rehabilitation hospital. She lives with her boyfriend in a small home and she finds a lot of happiness within exercise and health. Whether it's going on runs, walking her dog, or helping her patients, she always works hard!

Experience Level:

Alana uses CodeBrew every day during her shifts at work and before she heads to her workouts

Interaction with Product:

Alana was introduced to CodeBrew through her work. Her hospital stocks up on this product and she was able to try it for herself. After discovering the product, she takes one everyday to keep up with her active lifestyle. She is also a reward member with the app for about two weeks.

Goals/Concerns with tasks:

Alana wants to live a very healthy lifestyle and has a plant-based diet. She wants to be able to be fueled and healthy for her very active lifestyle. As a physical therapist, she needs to energy and strength to help her patients, and be able to workout when she gets home.



PERSONA 3

ALANA YANG

About:

Alana Yang just graduated St. Louis University after completing her Master's and becoming a physical therapist. After moving back home to Austin, Texas she is full-time physical therapist for a rehabilitation hospital. She lives with her boyfriend in a small home and she finds a lot of happiness within exercise and health. Whether it's going on runs, walking her dog, or helping her patients, she always works hard!

Experience Level:

Alana takes CodeBrew every day during her shifts at work and before she heads to her workouts

Interaction with Product:

Alana was introduced to CodeBrew through her work. Her hospital stocks up on this product and she was able to try it for herself. After discovering the product, she takes one everyday to keep up with her active lifestyle. She downloaded the app and uses it to earn points for buying the product and researching the ingredients.

Goals/Concerns with tasks:

Alana wants to live a very healthy lifestyle and has a plant-based diet. She wants to be able to be fueled and healthy for her very active lifestyle. As a physical therapist, she needs to energy and strength to help her patients, and be able to workout when she gets home. Concerned that the ingredients are not completely natural and there is added sugar.

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Age: 24

Gender: Female

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Demographic: Asian- American

Occupation/Lifestyle: Physical Therapist

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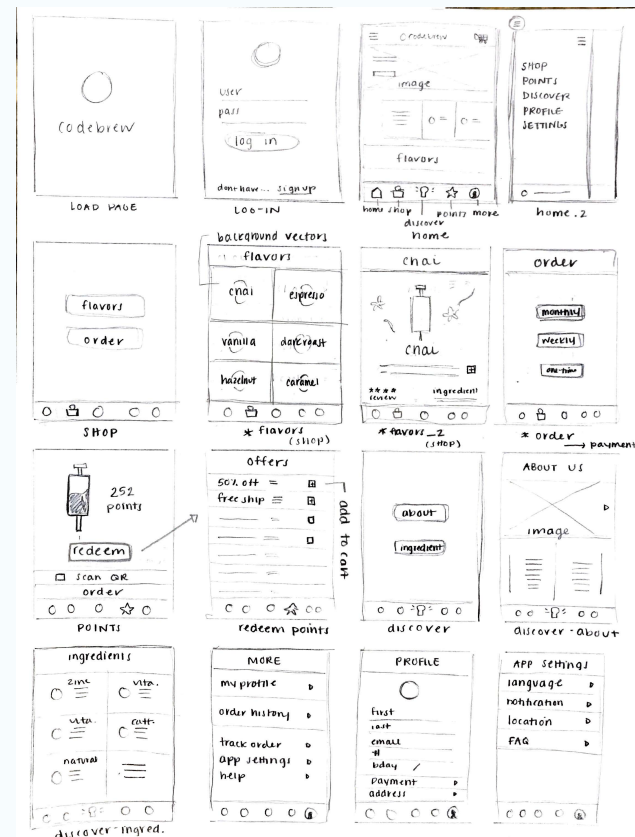
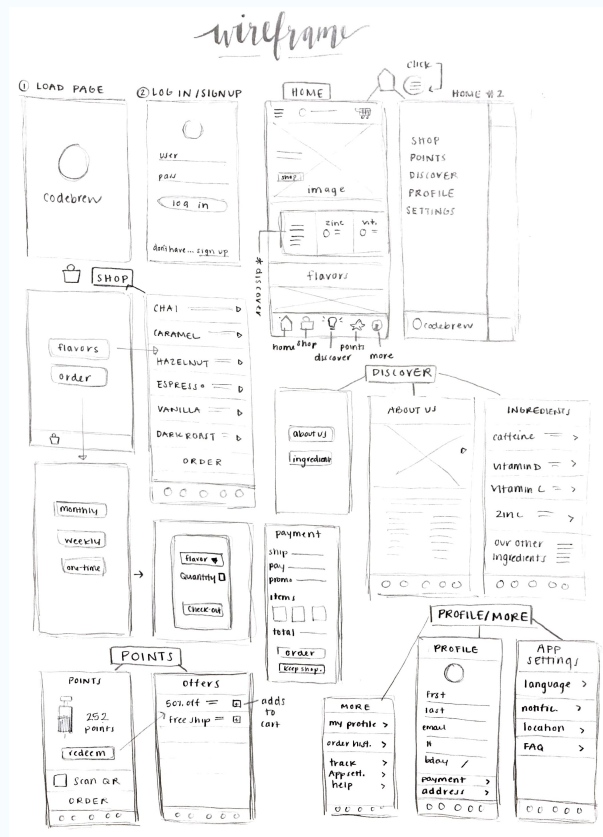
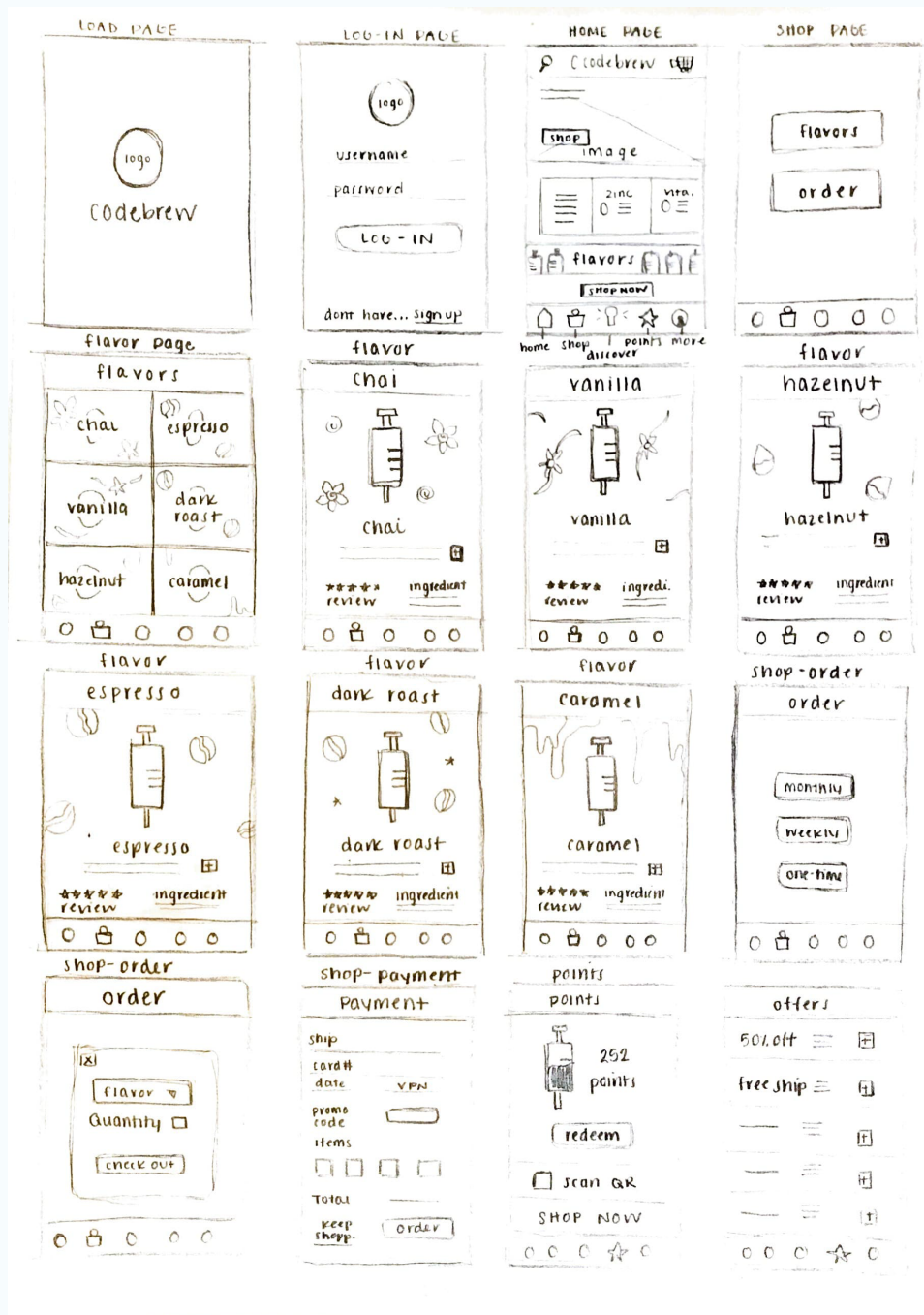


wireframe

After gaining all the information and inspiration I needed to have a basis for my application, I was able to start sketching a wireframe for the overall design of the individual screens.

wireframe

05



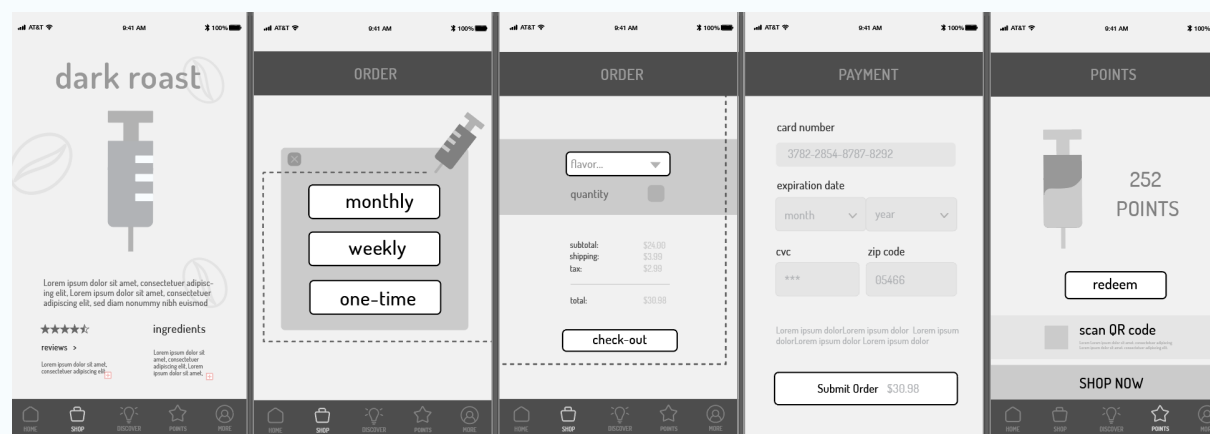
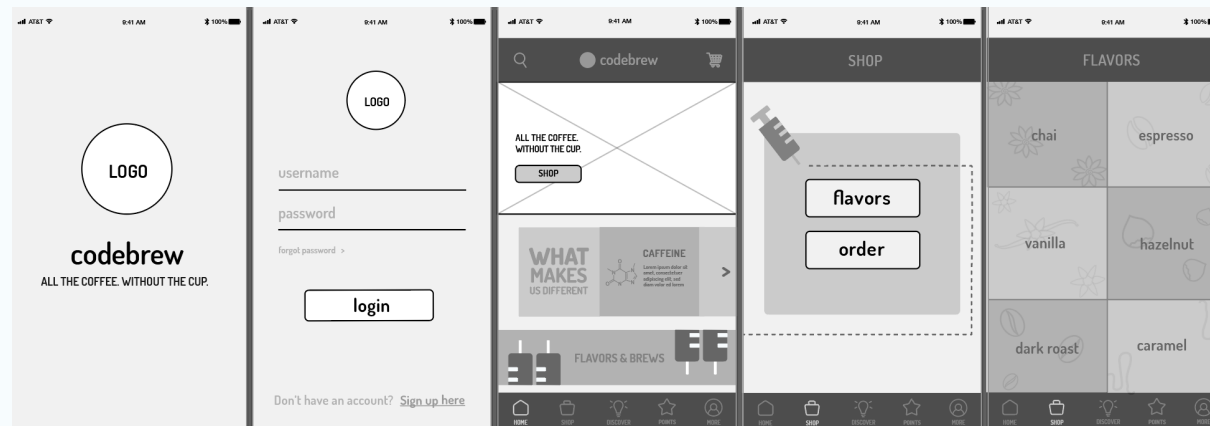


low-fidelity wireframe

After completing the wireframe sketches, I was then able to move forward onto Illustrator, completing a low-fidelity wireframe which is produced with greyscale tones and placeholders for your ideas.

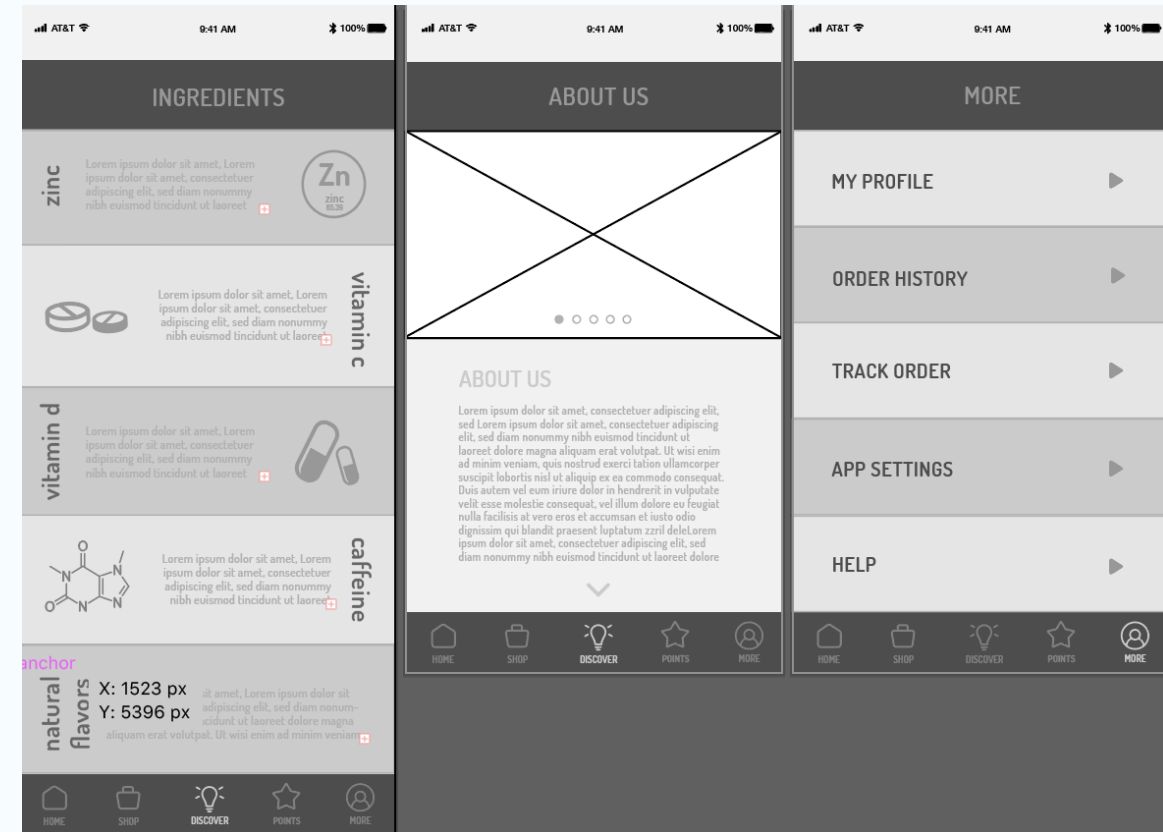
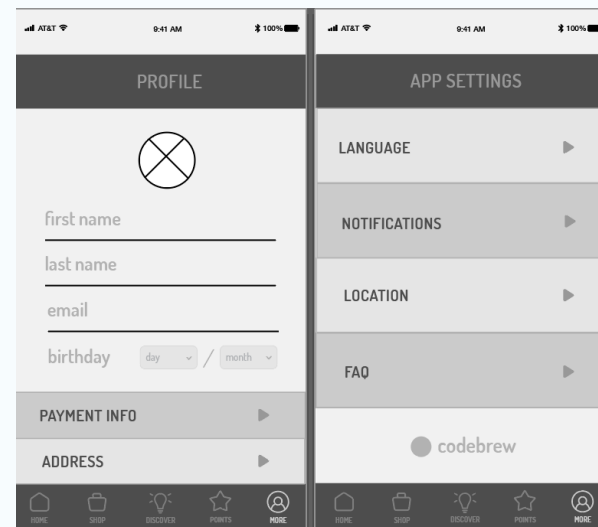
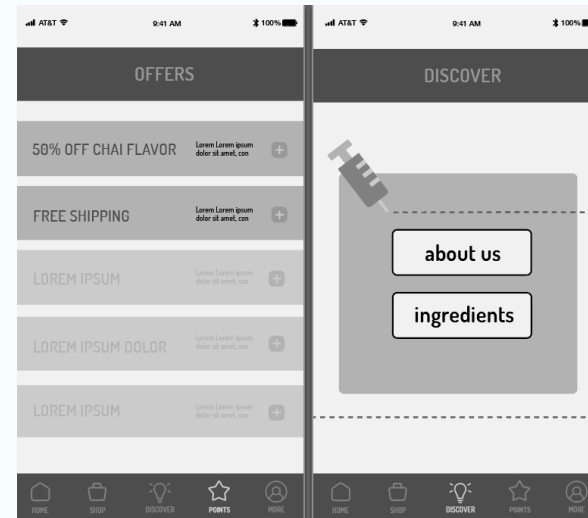
06

Within my low-fidelity wireframe I started off with a good base before moving forth into the high fidelity wireframe. Although I ultimately changed a lot from this initial wireframe for my final design, I was able to show my main concept for my flavor pages, as well as the pages for the bottom task bar. Throughout the process of the low-fidelity wireframe, I realized how many screens I was missing, after seeing the amount of extra buttons and directions that I wanted to add within my app. The low fidelity wireframe helped me overall layout my screens and see exactly what I needed to add or take away within my designs.



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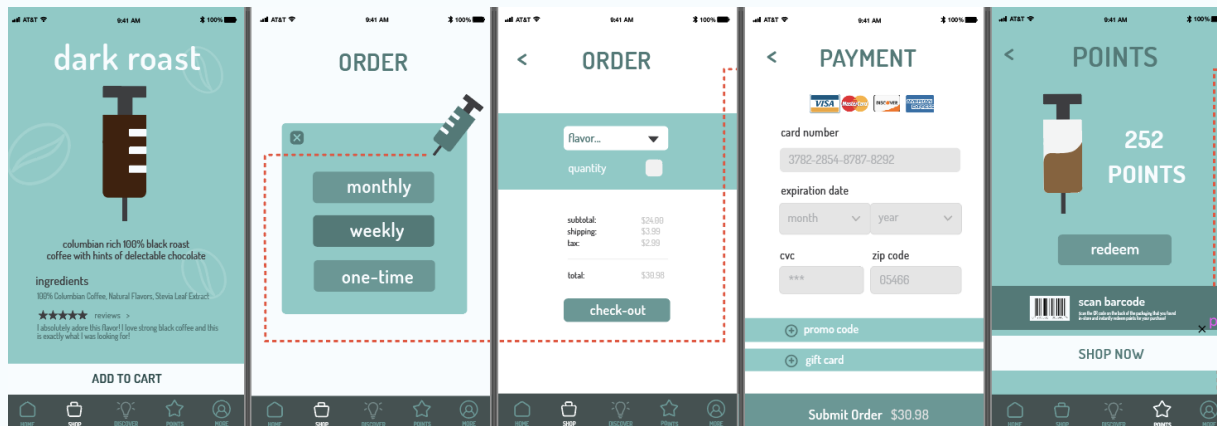
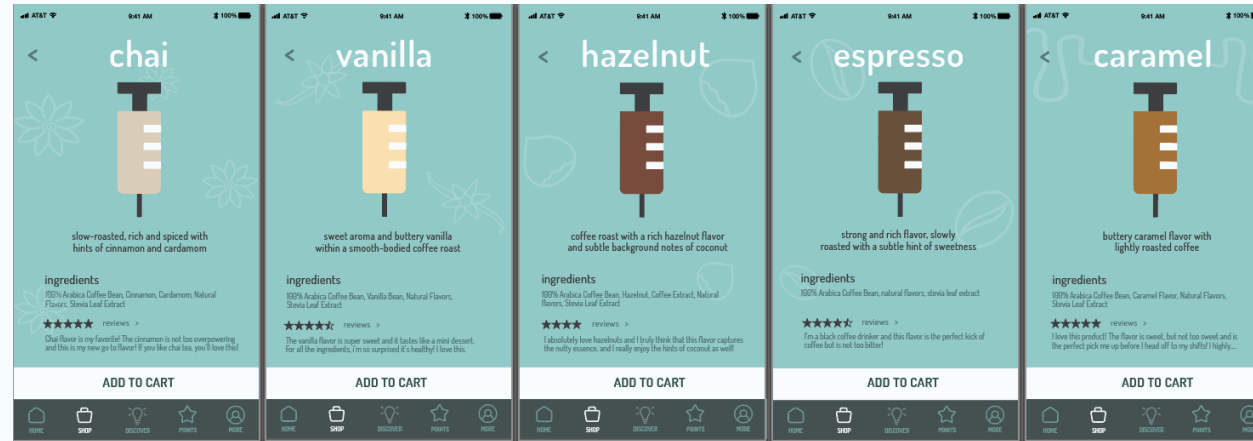
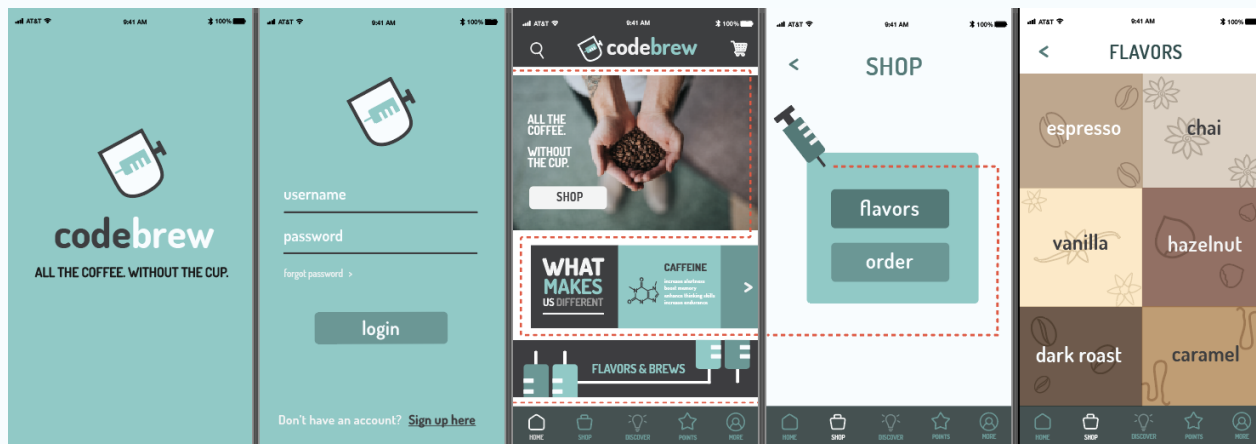




high-fidelity wireframe first variation

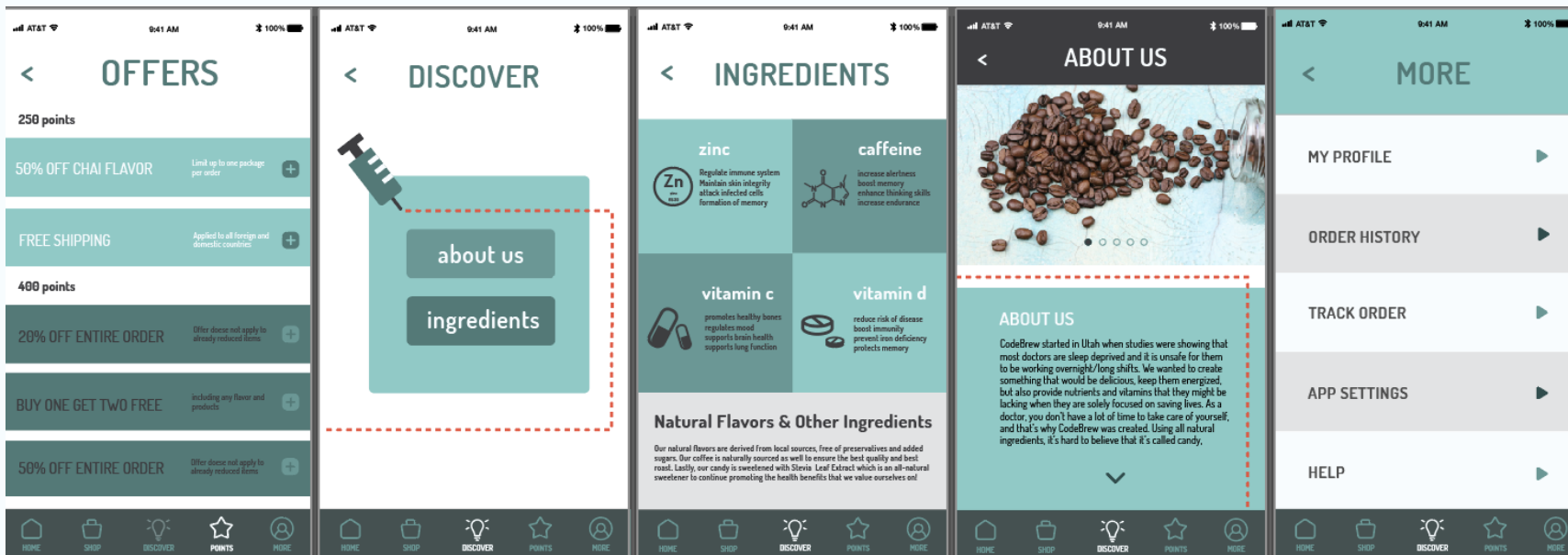
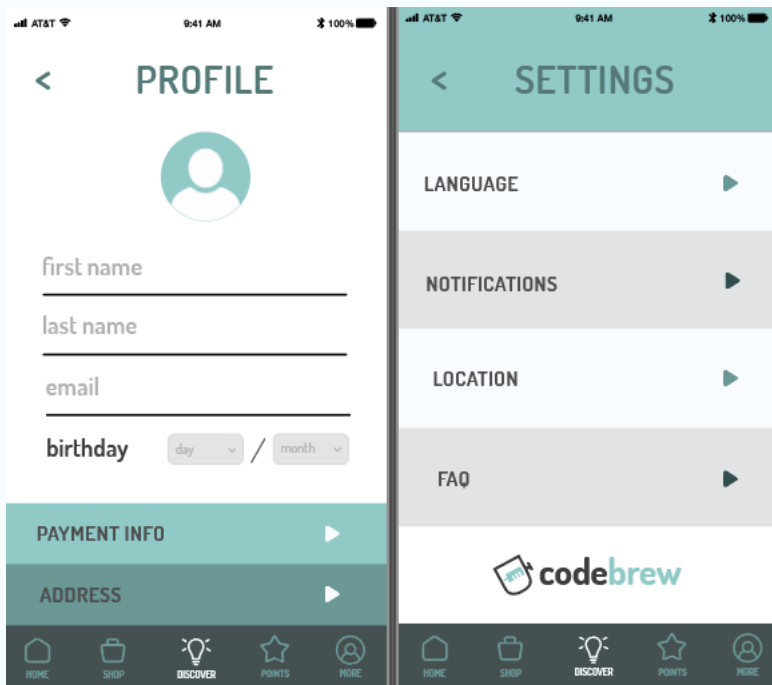
After the creation of the low-fidelity wireframe, the next step was to create the high-fidelity wireframe which is the last step before creating the final prototype with the addition of color, text, and final images.





07 high-fidelity wireframe

For the first variation of my high-fidelity wireframe, I decided to add in color, followed by additional accents of the red dotted line and photography that I wanted to use within my homepage. I enjoyed the compositions of most of these screens, however, there was too much of the teal color and not enough contrast throughout the application. I also felt that the homepage was too cluttered after adding in the full text and images. Lastly, I still did not have enough screens following along with the buttons that I have created. Within my next variation I needed to enhance the overall balance and contrast.



07

high-fidelity wireframe

Additionally, some of the text within my screens were too small and I needed to start increasing the vertical length. For my ingredients page, I wanted to add additional screens similar to my flavor pages, therefore allowing the text to be bigger and create more of an engagement with the consumer considering the importance of the ingredients. Lastly, I wanted to change the symbol of the “points” tab,” considering a star vector does not make a lot of sense. From my initial creation of my high-fidelity wireframe, I was able to gain a better sense of color, usability, and hierarchy within my screens



feedback

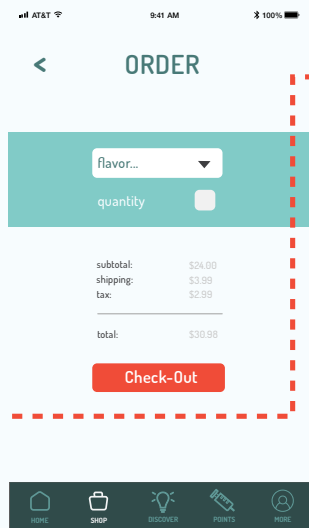
After developing the first variation of my high-fidelity screens, I was able to collect feedback from my peers and incorporate new ideas into my final variation.



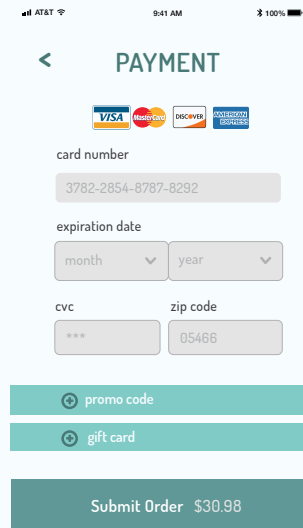
feedback

08

The feedback I received was mostly positive and did not push any extreme changes within my design. However, the most common response I got was to remove some of the dotted red lines from the screens, including the About Us page, the Order Page, and the Points Page. I took these comments and were able to make those changes. For the about us page I wanted to keep the dotted line, but I ended up reducing the stroke weight. I believe that the feedback helped make beneficial compositional changes for my screens!



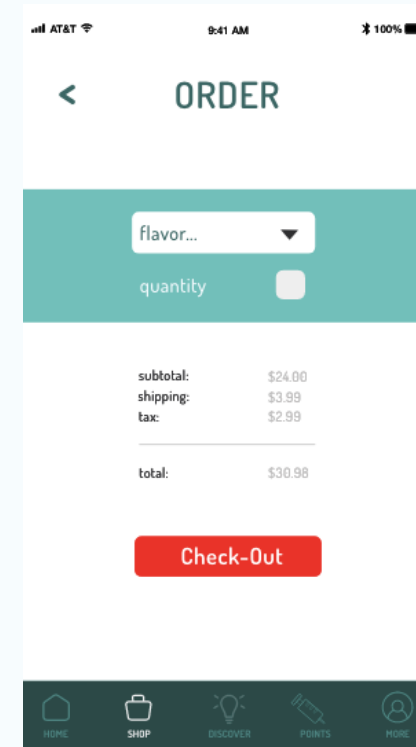
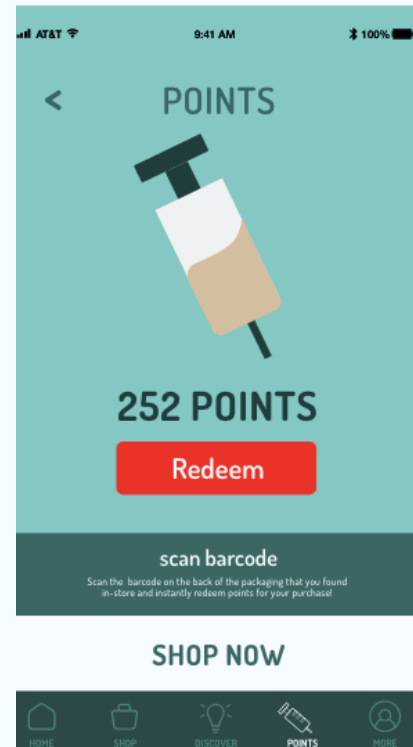
Order_2_Checkout Page



Payment Page



Points Page





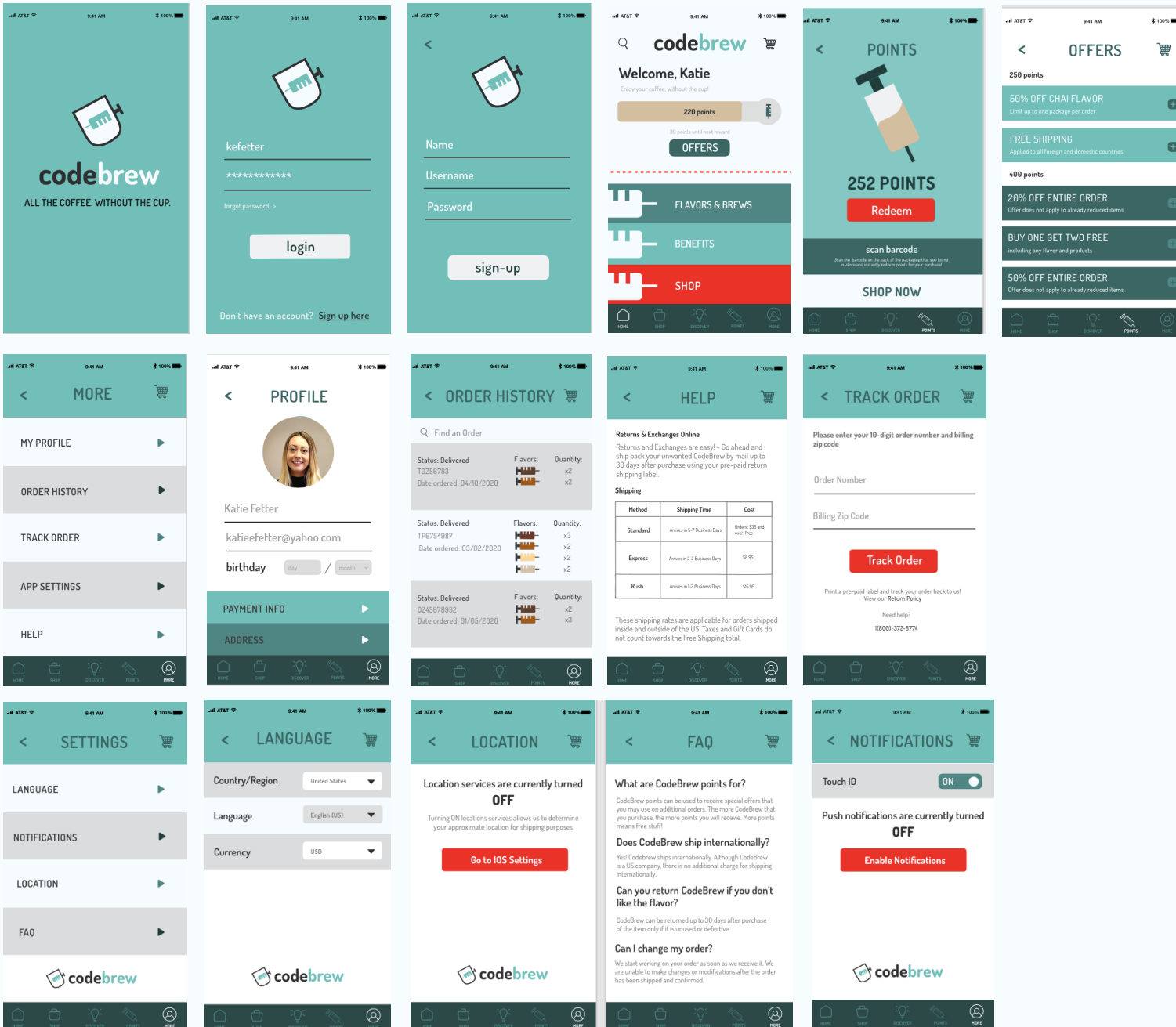
high-fidelity wireframe final variation

After receiving feedback, I was able to make
final changes to my high fidelity screens
before creating the prototype



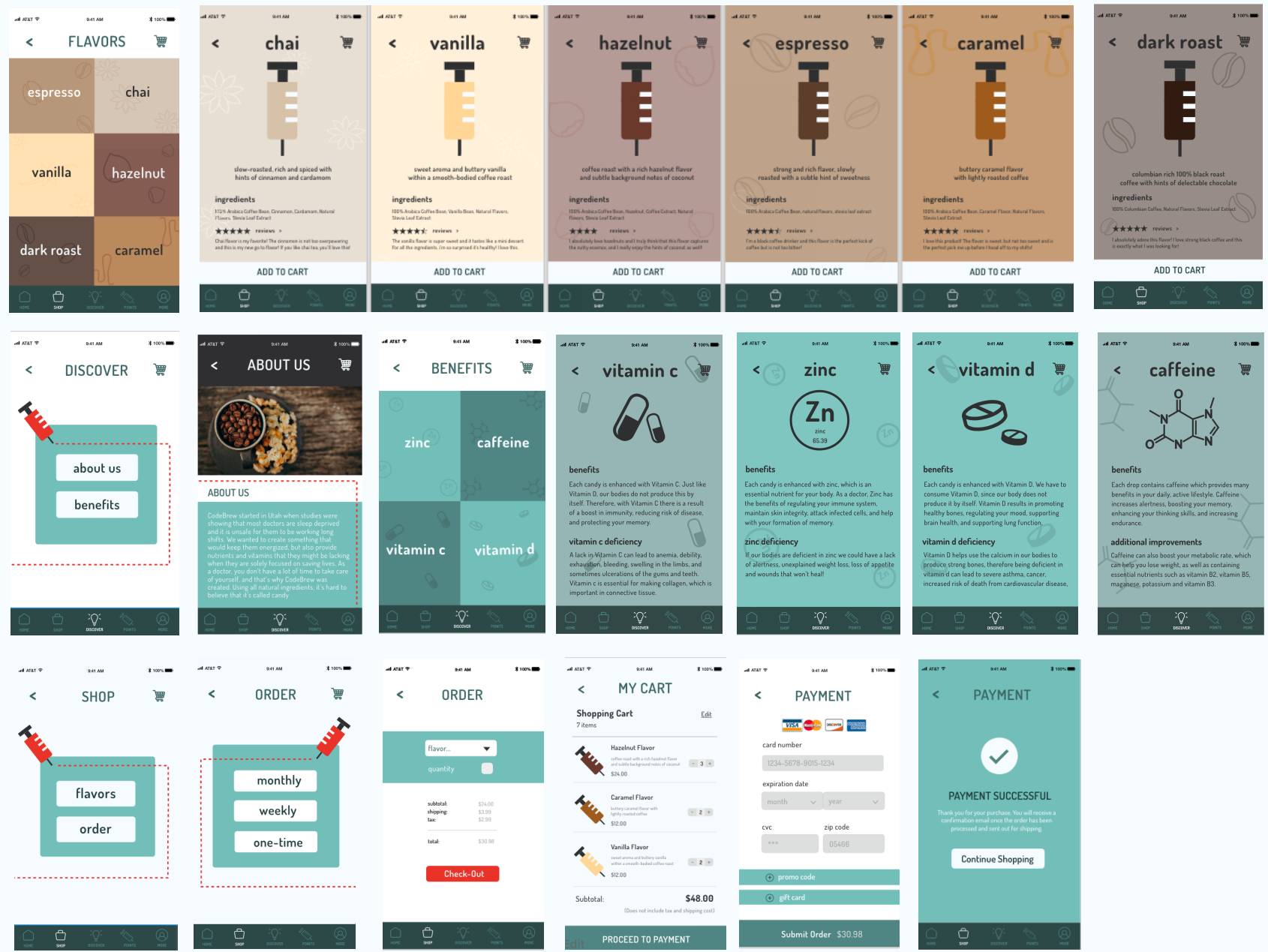
09

For the final variation of my high fidelity wireframe, I was able to create visual hierarchy, movement, balance, as well as contrast in order to increase engagement throughout each screen as well as provide a flow throughout the application. I was able to change the colors, and add more emphasis on certain buttons, as well as completely change my home page to be more minimalistic and fit the aesthetic of the other screens. I was able to incorporate the points on the home page as well. Additionally, I was able to add the correct amount of screens for my “more” page as well as settings.



09

One of the most effective and successful changes I made was for the background color of my flavor screens. With the color change being similar to the flavor “syringe” color, it added more emphasis as well as more separation between each flavor, so they didn’t blend together. I also added the additional “benefit” screens so I was able to spread out the information as well as making it more visually appealing. After many changes from my first variation, I was happy with the result and felt that the application was finished and was truly identifiable and kept the values of my brand.





prototype

The last step of this UX/UI application design project was to develop a working prototype, in order to provide an example demonstration of how the consumer would use and scroll through the app.



A red dashed line that starts from the left edge of the slide, goes horizontally across the top, and then turns 90 degrees downward to the right edge.

PROTOTYPE LINK:

<https://xd.adobe.com/view/d3eb7f15-510d-4bd0-53ff-59613e3f19f3-a5da/>



BI KIT

For an overview of the application
color palette, font, patterns and
icons used, I created a BI Kit



codebrew

MAIN LOGO AND APP LOGO



COLOR PALETTE



TYPEFACE

Dosis Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Dosis Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Dosis Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Dosis SemiBold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

ICONS



PATTERNS & IMAGES





self-evaluation

Lastly, I drew a self-evaluation based on my design and thoughts throughout the process of my first application design, including the challenges, successes, and overall perspective of the design process

self-evaluation

12

After the project was completed, I wanted to look back on what ended up being successful within my process and final design, as well as the challenges I faced while designing. I definitely had a mix of setbacks as well as positive feedback, but I was able to create an easy to use app that follows along with my brand. I am happy with what I was able to create but would still want to progress with this project when I have more experience with prototyping and the Adobe XD software.

Successes...

Overall, I think the flow of my app was a success, having a good control of the color contrast and balanced compositions throughout each screen. I was able to take my brand identity and fun energy into the application. I think it is easy to use and understand, while having a true purpose for marketing the brand. I got a lot of positive feedback when it came to my colors and entire aesthetic.

Challenges...

The main challenges I faced was when creating the prototype. I wanted the app to create more animated flow, but it was only my first time working with Adobe XD. I did not realize how many screens were needed in order to create the full app. If I were to continue this project, I would work towards a more advanced animation as well as shifting the screen size to fit an iPhone XS instead of an iPhone 6/7.