

DE0973

PERSONAL PROJECT 01

Alex Roberts

Year 3

Semester 1

Joyce Yee, Trevor Sewell, Jamie Steane

Interactive Media Design

Faculty of Arts, Design and Social Sciences

Northumbria University

ONLY A LIFE LIVED FOR OTHERS IS A LIFE WORTH  
WHILE.

ALBERT EINSTEIN

# TABLE OF CONTENTS

Idea Generation	4
Research	8
Branding	24
Initial Ideas	34
Development	39
Prototype Screens	48



IDEA

DE0973 PERSONAL PROJECT 01

Alex Roberts // Year 3 // Semester 1  
Joyce Yee // Trevor Sewell // Jamie Steane // Interactive Media Design  
Faculty of Arts, Design and Social Sciences // Northumbria University

I have always been interested in **mobile apps** that allow users to **communicate** with one another and create a **social database** linked to their **personal interactions**.

In today's society, social networking is one of the largest areas of the internet market; and this therefore allows for people to create **niche** social networking applications.

These niche applications give users the primary function of networking with other people whilst involving a secondary **factor or feature** that works alongside the primary.

I have subsequently had the idea of creating a **mobile phone application** that would incorporate **social networking features and functions** whilst containing the niche of **helping people by doing favours for them**.

Users will be able to create a advert for something that they perhaps need doing or **cannot do themselves** (that someone could help them with) which will be **viewable** to other users in their **area**.

By doing favours for one another; users will be able to create their own **database of trustworthy and helpful people** in their area which they will be able to communicate with and user-viewable **feedback** for.

The application will be multi-platform – working on both **IOS** and **Android** as well as tablets such as the **iPad**.



## **Business Model**

**WHAT** – the app allows users to do favours for one another and help those who need favours doing.

**WHO** – it will be predominantly be aimed at audiences who use a smartphone or tablet; and also community based organisations such as charities and sheltered housing and accommodation.

**WHY** – people are always in need of help or aid in some way or another; and by giving users a centralised functioning mobile application that allows them to do so; it will help create and build social communities.

**HOW** – users will post adverts or jobs that they need doing and also be able to visually search for favours that need doing in their area. Users will also have the ability to provide their own information in order to build a trustworthy personal profile that other users can see.



# RESEARCH

DE0973 PERSONAL PROJECT 01

Alex Roberts // Year 3 // Semester 1  
Joyce Yee // Trevor Sewell // Jamie Steane // Interactive Media Design  
Faculty of Arts, Design and Social Sciences // Northumbria University

I began by researching already **existing applications** such as **websites and mobile apps** that had the **primary function** of **helping** other people or **providing a service** for somebody.

I took into account **functionality** incorporated design elements as well as **visible factors** (such as layout, general design and colour use)

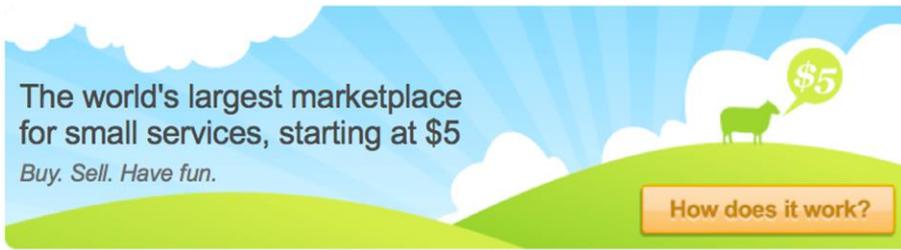


**NeighbFav** is a web and mobile application that is based around users **doing favours for people** in their neighbourhood in **exchange for money**. Users create an advert for a favour they need doing and in return other users nearby can accept the favour.

User **communication** is a key factor in making this application successful as users need to be able to interact with one another in order to enable the favour **process**.

The general design and appearance of the app has a **'flat'** style and ambience which I feel gives the app a very modern and clean look.

I find the concept of helping and doing favours for people in your area closely inspiring to my initial idea for my mobile app; and feel that I will be able to relate to the **functionality** of this application. I also find the 'flat' design style very inspiring and relational to the concept matter.



Filter gigs by [Auto](#) [Rating](#) [New](#) [Haz Video](#) [Express Gigs](#)



**I will sing Happy birthday to you in Welsh, wearing only a thong and wooly hat for \$5**

The Original and best "Welshman in a thong" - I... (by [welshbloke](#) 🇬🇧)

[Collect](#) [Share](#)

★ top-rated seller [order now!](#)



**I will write a fan sign saying anything you want and take a cute HD picture holding it for \$5**

I will write a fan sign saying anything ( except... (by [joanka](#) 🇩🇪)

[Collect](#) [Share](#)



**I will be...**

Search

Surprise me

- Gifts
- Graphics & Design
- Video & Animation
- Online Marketing
- Writing & Translation
- Advertising
- Business
- Programming
- Music & Audio
- Fun & Bizz

Fiverr is a website based around users providing services for other user in exchange for \$5. Users can create adverts for something that they want or need doing; and other users have the ability to search for and find the advert; communicate to the recipient and complete a service deal for a \$5 reward.

The concept of selling services on the internet has been around a long time, however the concept of standardising the value of services to a small amount creates a sense of automation and possible insincerity. However, it also allows for a fast-paced online marketplace; which acts as a primary function of the site.

Regarding design, I particularly like the simplicity of the site; and how the design has been based around usability and navigation.

- Art and Design
  - Care and Sitting
  - Computers
  - Consulting
  - Cooking
  - DIY
  - Languages
  - Music
  - Online Services
  - Services
- [more skills and items »](#)



Find us on Facebook

Swapaskill Free Favours

329 people like Swapaskill Free Favours.

Facebook social plugin

Sign in now to swap skills and items, or to manage your account.

[Sign in](#) or [Register](#)

- Top 30 Skills on Offer
- [advice and babysitting business](#)
  - [cleaning coaching](#)
  - [computer computers](#)
  - [cooking design dog](#)
  - [english](#)

Most active users

<p><b>Direct Factory</b></p> <p>offering: import, export.</p>	<p><b>joseph</b></p> <p>offering: majored, fine, arts, 4, years, sketch, painting, oil.</p>	<p><b>FideIthurman</b></p>	<p><b>Hugo</b></p> <p>offering: spanish lessons, spanish cooking, programming, computer related</p> <p>seeking: lessons.</p>	<p><b>Brandon</b></p> <p>offering: mapping, gis, databases, sql, webdesign, english, painting</p> <p>seeking: accounting, french, language</p>
---	---	----------------------------	--	--

SAVE RAINFOREST AS A GIFT

WORLD LAND TRUST™

BUY ACRES ONLINE

[more info »](#)

Swapaskill is another service providing website whereby users can **market their own personal skills** in return for other peoples skills – essentially **doing jobs for each other**. Users can leave **feedback** to one another; therefore making them appear more **trustworthy** and marketable to other users. This is a particular feature I find inspiring and feel I will be able to incorporate into my own designs. The design of this site (much like **Fiverr**) is purely based around **functionality and user navigation**; therefore aiding users to both market and search for skills - a remarkably **simplicistic** feature that I will develop on and incorporate in my own app.

**Favor** is a **food delivery** mobile app that allows user to **order** any kind of food from a restaurant or takeaway in their area and a '**Favor Runner**' will deliver it to their door. The app is essentially like a restaurant delivery man however they can deliver from any restaurant the user wants.

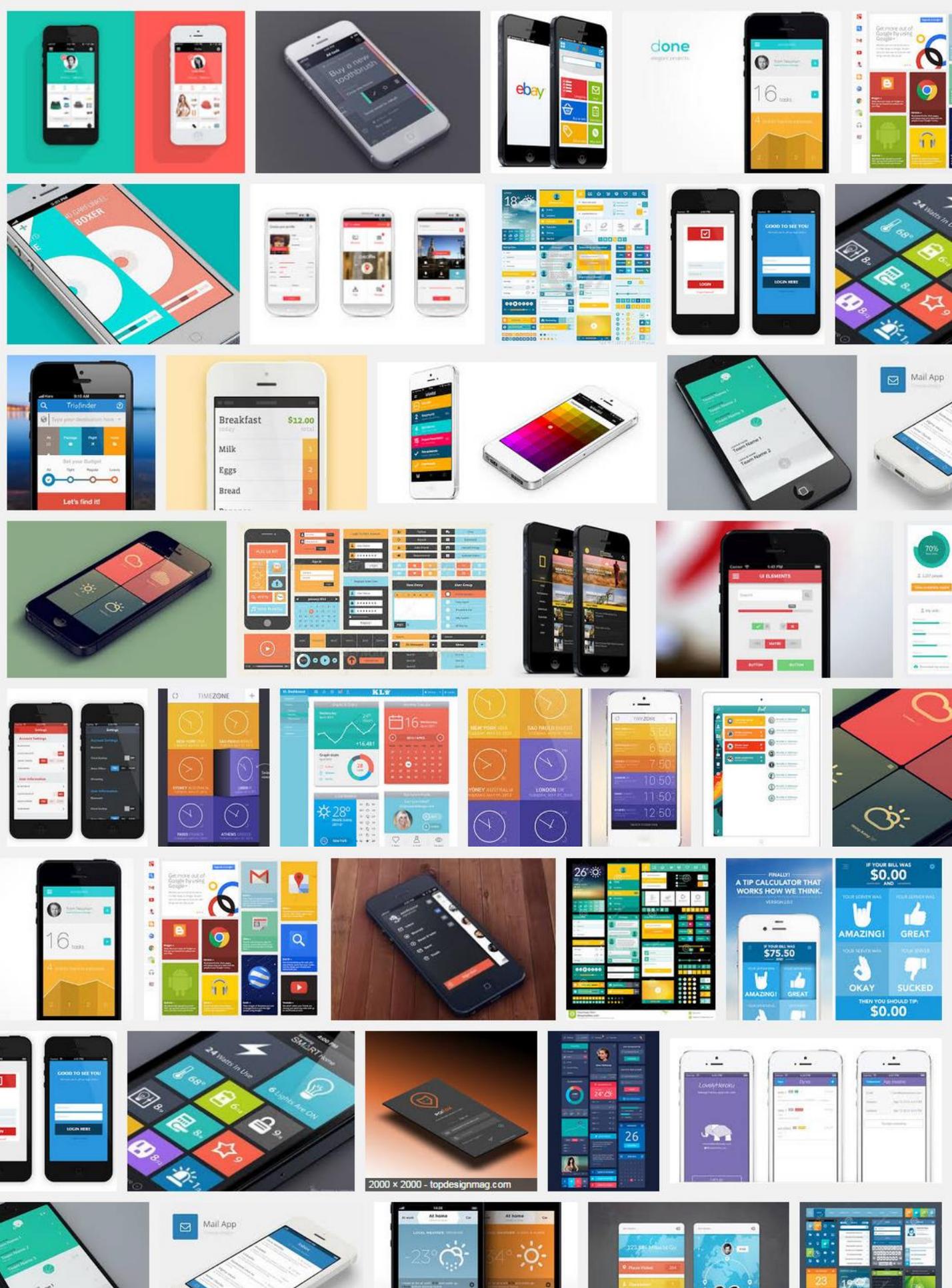
Users can **search** for restaurants, take aways and food places **in their area**; select an item they want and then 'Favor' does the rest.

The **functionality process** works particularly well for this app; and allows users to very **quickly** get whatever they want delivered in **3 simple steps**. This I find admirable and will certainly consider it when designing the functionality for my app.

The app also has a very **simplistic, 'flat' design** which I feel works well with the theme and subject matter of the app. I will consider this also.



Next I began to look at already **existing branding, product and screen design** and how they **linked to the subject matter** of the business or idea. I mostly researched into 'flat' style design as I felt this would **link and relate** to the **app functionality** the best. I took into consideration **layout; use of colour; typographical elements and fonts; and imagery.**



done

ebay

Mail App

2000 x 2000 - topdesignmag.com

Mail App



COLUMBUS



Goodduck



Brandoodle



SOCIETY27

ZipHub



ARTFARM



One

FIVE ONE DESIGN



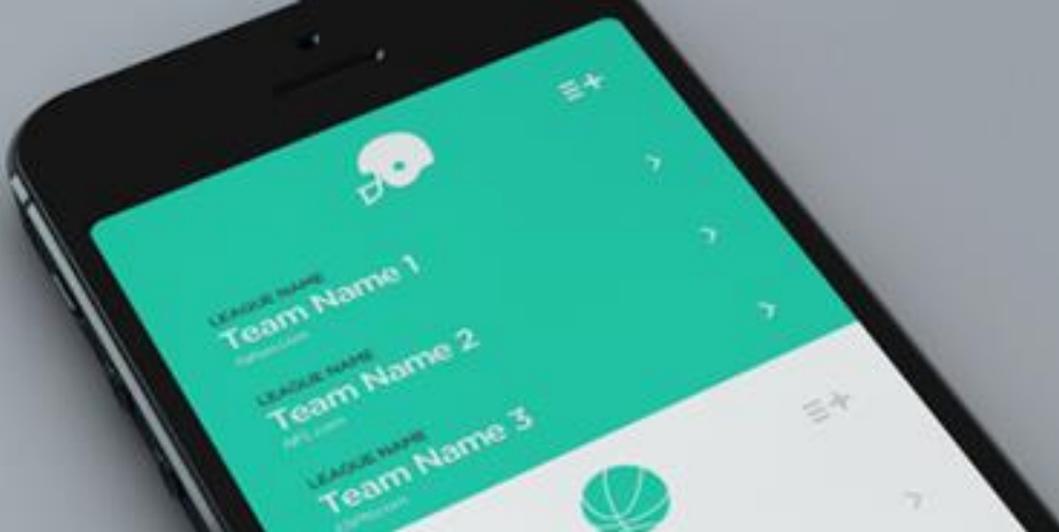
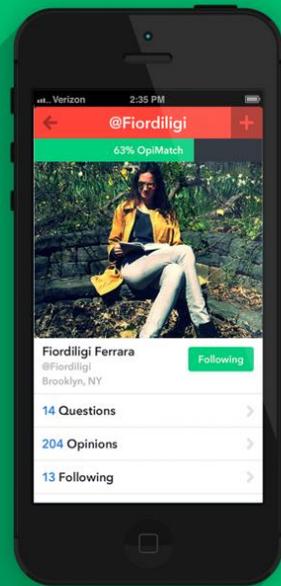
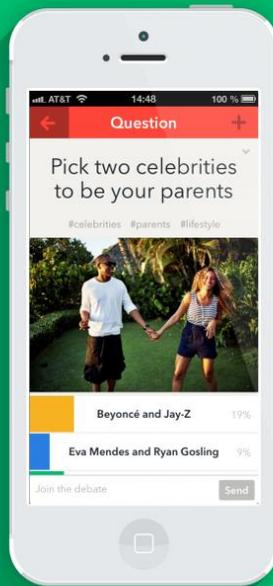
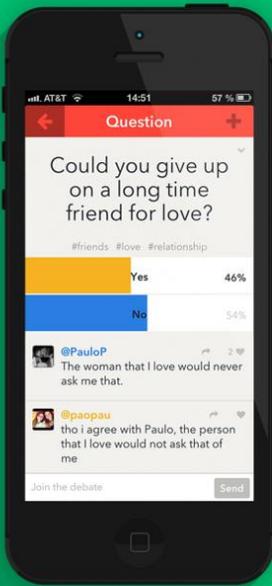
WINEFOREST

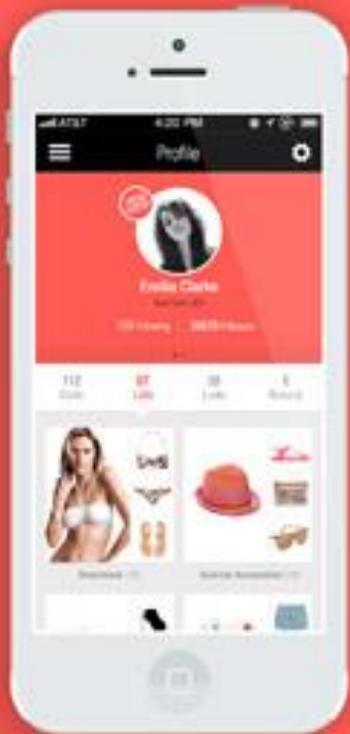
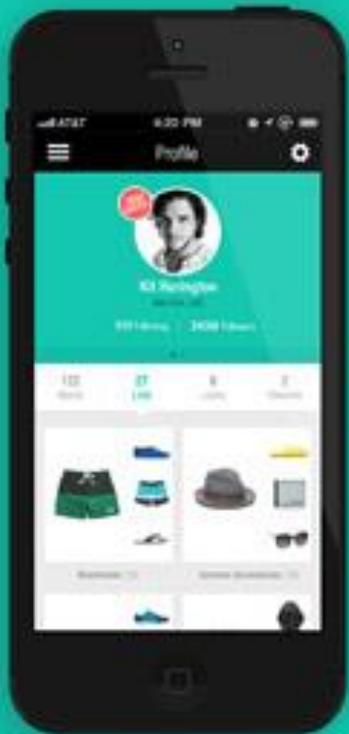
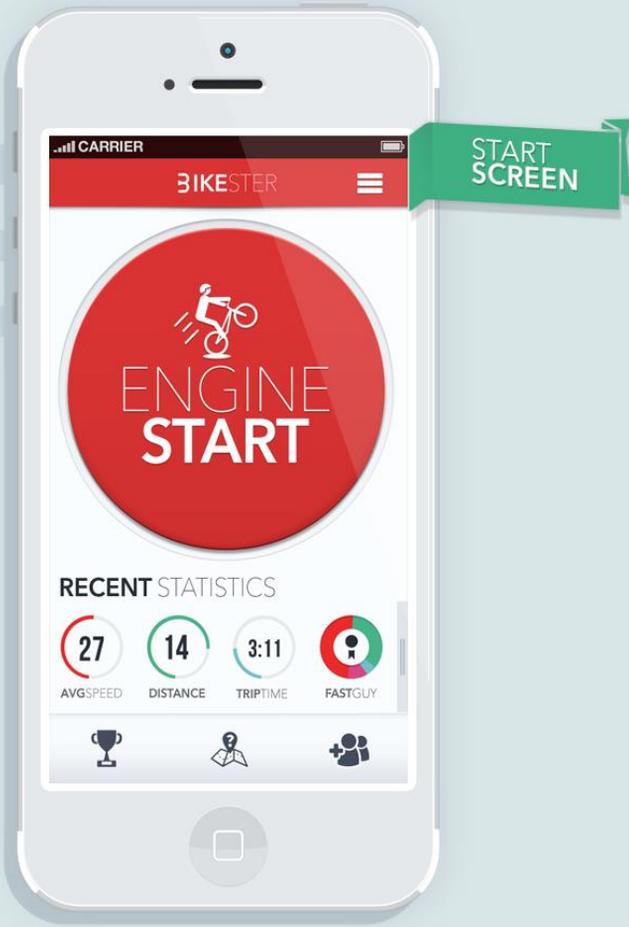


waterfall

ThreadMe.







Next I began research and explore into **what audiences and users would be using my app**. I did this by conducting **user persona's** of people from different ages and backgrounds.



Tim is a 22 year old, **graphic design student** at **Northumbria University** and living in **Newcastle upon Tyne**. His hobbies include playing football, socialising, photography and music producing. Amidst his busy lifestyle, Tim has always tried to **do his bit in the community** by offering for **voluntary work with the council** and even abroad (recently working in a school in Zimbabwe). He regularly hears of **people needing assistance** in his area from seeing posts that people put up on his **Facebook wall** as well as general word of mouth. He would therefore think it would be a great idea if there was an **online product that allowed people to help others** in a similar way to how Facebook allows people to communicate with one another.



Keith is a 39 year old care home worker, working and living in Greater Manchester. His hobbies include walking, playing saxophone and cooking. Keith works at Hedges House which is a care home for the elderly. He regularly realises that the care home is understaffed and therefore means that him and the other staff are constantly rushed off their feet attending all of the residents at Hedges House. Due to them being so busy, they very rarely have any time to go into town in order to pick up groceries and general everyday items. He wishes there were a way for people to see this need and volunteer any time they have in order to give himself and the staff at Hedges House some help.



Sandra is a 52 year old, optical assistant working and living in Wetherby, North Yorkshire. Her hobbies include teaching and playing the piano; painting; and walking her dogs with her husband. Her daughter who is 28 lives with her and doesn't work due to her having bad respiratory problems which she has had since birth. As a result, her daughter is housebound most of the day, everyday. Sanda wishes there were a way of her daughter being able to get things she needs from Wetherby town centre without her having to leave the house and possible risk getting pneumonia.

# Conclusion

From the research I have conducted; I have managed to get a fairly clear idea of what sort of product I want to create.

The act of helping other people who perhaps need help or a favour doing for them is a very gracious and selfless act. It appears that a lot of people (such as the people in my user persona's) who I have spoke to about the subject say that they would definitely like to help others and possibly do some kind of voluntary work in there area; but they simply don't know how to get in contact with those specific people or organisations. I therefore feel that this will be a primary focus for my concept – a product that allows users to help one another or those that are in need of help.

Social Networking plays a huge part in many online products such the existing products I researched and explored. It is a great tool for allowing users to interact with one another and create there own personal databases of people they know that are perhaps in their area. I will therefore incorporate a social networking element into my own app to therefore benefit both the user and primary function and process.

After researching a variety of examples of 'flat' design in current already existing mobile applications; I have come to the conclusion that I will use standardised shapes to work with a simplistic layout in order to create a functional yet attractive user experience. The app needs to have a user-friendly navigation system; and I feel that a 'flat' design will deliver this well.

Regarding the branding for my product; after exploring a variety of different logos and branding types for existing companies and products; I have conclusively understood that I should incorporate an element of subliminal iconography into the logo in order to give an immediate pictographic representation to the user or audience. Due to the app being very personal linked to users; I will use a font/typeface that depicts and illustrates an element of personification (such as a handwritten style font).



# BRANDING

DE0973 PERSONAL PROJECT 01

Alex Roberts // Year 3 // Semester 1  
Joyce Yee // Trevor Sewell // Jamie Steane // Interactive Media Design  
Faculty of Arts, Design and Social Sciences // Northumbria University

I began by **experimenting** with **fonts** and **shapes** that I felt linked to the **subject matter** of the app. I particularly wanted to take into account the aspect of **iconography** as this allows for a brand a to both visually **represent a product** and also **represent the action** linked to the product.

# favoor

This was my first initial idea for the app brand. Seeing as the app is about people helping others and doing favours for other people; I chose to give it the name “Favour”. I chose to use a fairly contemporary serif font with a slight spacing between the characters. This gives the impression of prestige overlaid with modern connection; therefore giving users the impression that the app is both connected with the current day yet still holds a trustworthy and intelligent characteristic.

I chose to have a light grey background with the logo itself in a dark burgundy red; as this allows for the logo to ‘pop’ out at the user.

I incorporated a hand icon which replaces the U; so that the logo links to the aspect of giving and receiving something with hands. The hand is white which makes it stand out from both the background and the rest of the logo.

# favoir

I developed off the previous idea, changing almost all of it entirely; as I felt the collection of font, colour and icon didn't speak of or represent what the app is about as successfully as I would have hoped.

I used a handwritten style font called 'reklame script' which possesses all the qualities of a modern yet personally relating font that I was looking for.

I changed the background colour to a mild green; as green has links with cleanliness and doing something good (i.e. nature).

I however altered the U and by adding an extra vector to the letter, was able to create an icon symbolising two people either shaking hands or giving/receiving something.

This links well with the overall concept of my app.

I used a dark green for the U in order to make it visually stand out to the user.



favoür



favoür

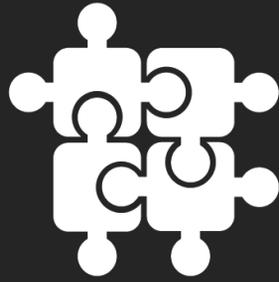


favoür



favoür

I further experimented with this logo design; altering and changing the colours used in order to see what colour variations worked and linked to the subject matter best. Whereas before I used a simple, 'flat', mild green; I chose to use ambient blurred backgrounds that contained a variety of visually linking colours. I changed the colour of the icon U to suit fit with the background.



# favour

I developed off the previous idea as I felt it had visual potential to represent the product.

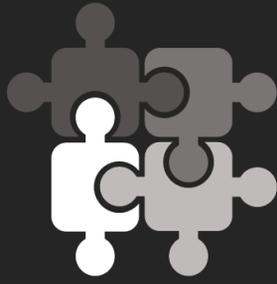
Whereas before the text and icon were all on a single plane; this design has two levels dedicated to each, therefore giving more visual recognisability.

I kept the same handwritten font as I felt it worked well; however I changed the icon completely.

I brainstormed as to what icon would link best to the topic of people connecting with each other and helping one another.

A jigsaw puzzle links to this concept successfully; both visually and metaphorically. The jigsaw pieces symbolise the people; and when linked together, they act as a unit or community of pieces (much like the concept for my app).

I therefore chose to use this for my iconographic and pictographic element in my brand.

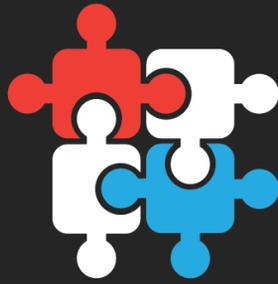


# favour

I further experimented with this logo design; changing the composition of the jigsaw icon.

I used varied opacity in order to create a visual sense of levels or processes for the brand.

The varied opacity links to the process of people find a problem; communicating with one another; and successfully overcoming that problem – therefore giving a visual sense of accomplishment.



# favour

I developed off the varied opacity feature by adding colour in order to make it visually stand out more.

When conducting my research, one of the things I particularly liked about colour use in existing products was the use of primary colours; and so I incorporated this aspect into the design.



# favour

I felt that two separate colours working with two white jigsaw pieces didn't work as effectively or link to the stages process built into the app functionality.

I therefore included yellow; therefore having all three primary colours on show as well as white.

This visually works as when all colours of the light spectrum are combined (metaphorically linking to people communicating with one another and coming together as a community); white is made, symbolising a successful result.



I further developed on this design by changing the background from a dark grey to a dark navy blue. This works well as it combines the prestigious and academic look and ambience of dark navy blue with the contemporary and modern combination of iconography and typography.

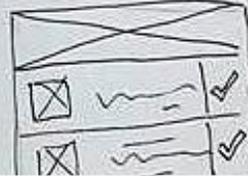
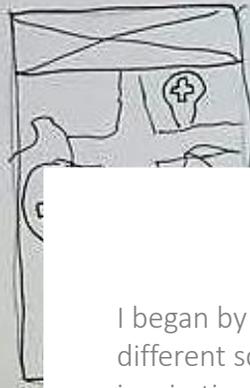
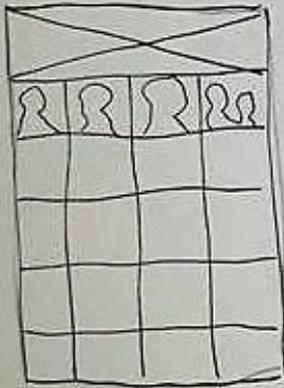
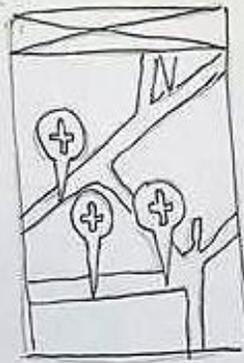
I swapped the blue and yellow positions within the jigsaw icon as this represents the primary colour order better (red – blue – yellow).



# INITIAL IDEAS

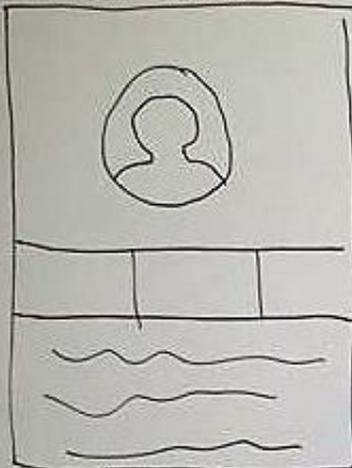
DE0973 PERSONAL PROJECT 01

Alex Roberts // Year 3 // Semester 1  
Joyce Yee // Trevor Sewell // Jamie Steane // Interactive Media Design  
Faculty of Arts, Design and Social Sciences // Northumbria University

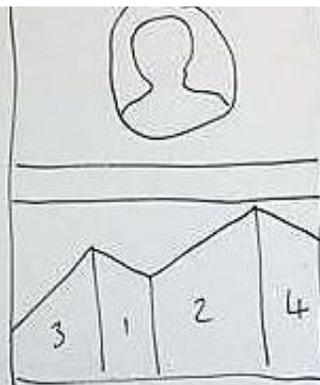
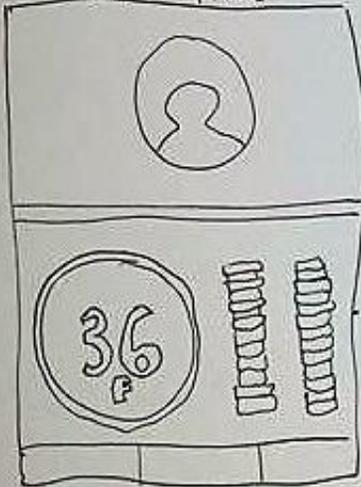


I began by sketching a variety of wireframes visualising what the different screens would look like in the app. I took into account my inspiration from my research as well as thought of layout, space and functionality.

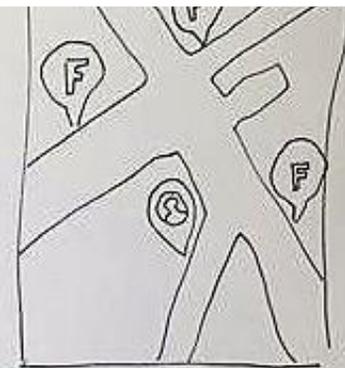
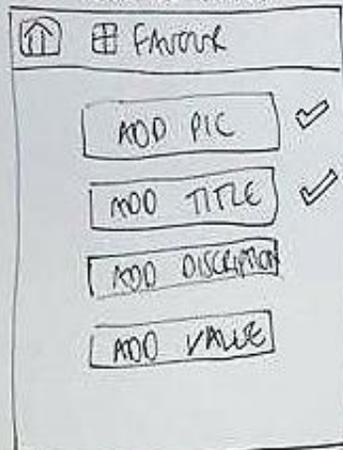
### HOME PAGE



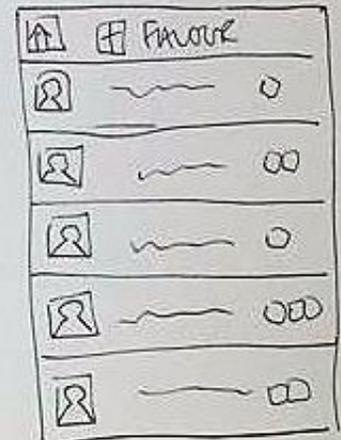
### BANK PAGE



### CREATE FAVOUR



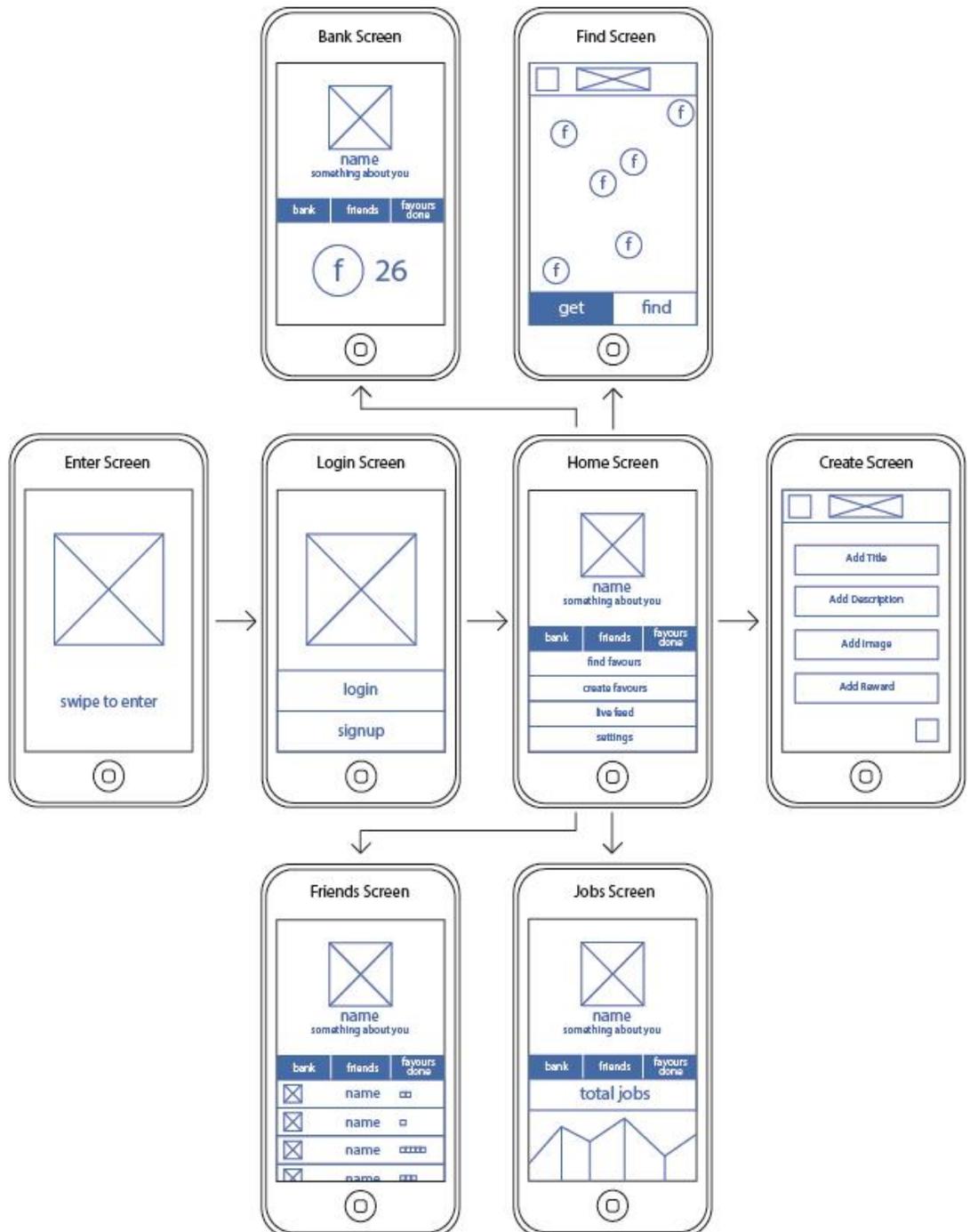
### FRIENDS LIST



I developed on the hand-drawn wireframes and created a wireframe sitemap. This shows the user journey when using the app and how each screen interacts with another screen.

It also displays the main, primary screens that will be present in the app and the general layout and theme of these screens.

I have chose to have the app brand present on all screens in order to establish the overall collective theme and functionality of the app.

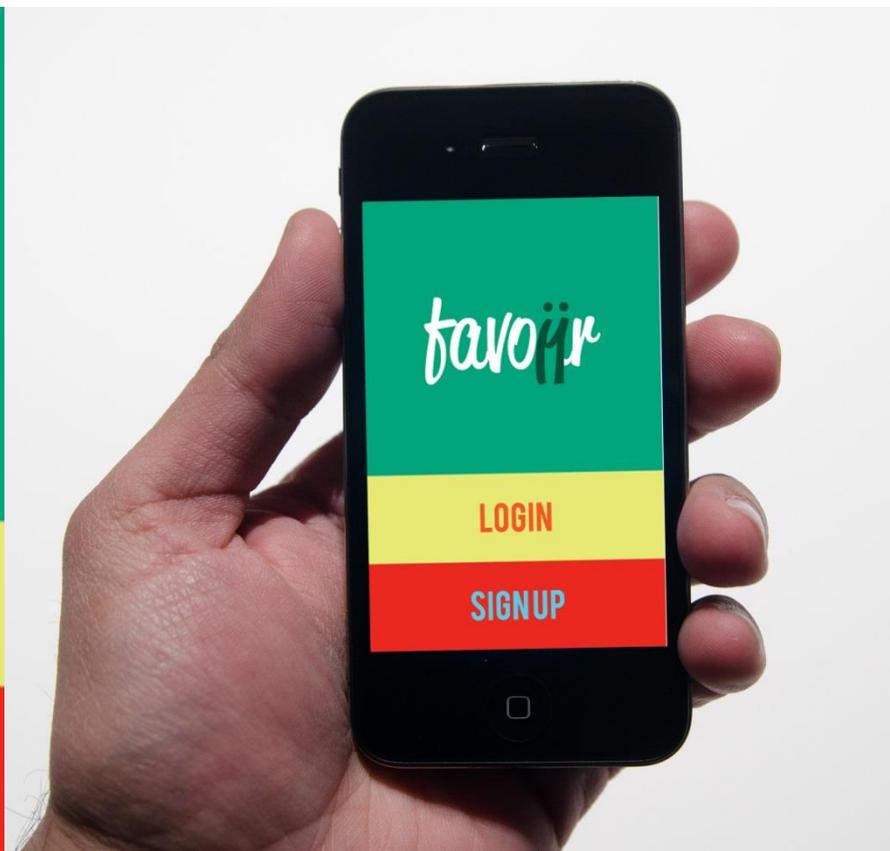


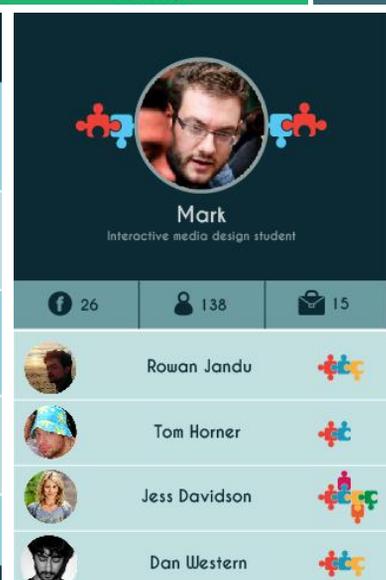
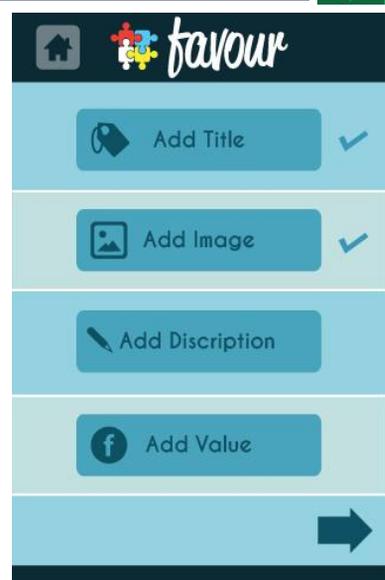
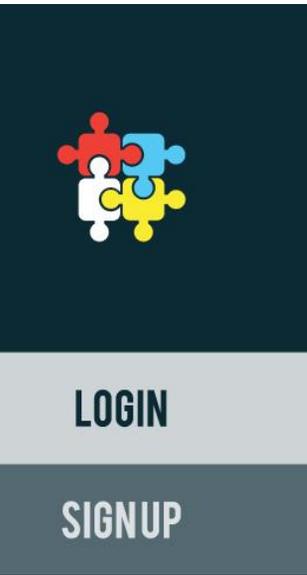
I started to experiment with combining my wireframe designs with previous designs and ideas linked to branding in order to create initial screens.

Here displays a combination of my early brand design with the wireframe for how the login / signup screen with roughly look.

I have kept a very standardised, 'flat' design approach to this initial screen idea as I feel that this works very successfully both visually and functionally.

I have used a variety of primary and secondary colours in this design; as I have learnt that using specific colours for specific functions acts as a visually attractive colour coding system for the user.





I began to develop designs based off my research, branding and wireframe designs in order to create initial screen designs for my main primary app screens. These screens being: a login screen, home screen, history screen, create a favour screen, friends screen and find a favour screen. I chose to follow the concept of the jigsaw iconography through into the home page, history screen and friends; allowing for feedback from other users to essentially add jigsaw pieces to the user profile. This therefore means that the better the user feedback of a user, the more jigsaw pieces they have attached to their profile picture;

essentially like a personal ranking system. I have kept a similar standardised, 'flat' design style throughout; emphasising on user functionality as well as visually attractive navigation. I have also chosen to carry through the use of iconography from the branding of the app as I have found that icons / images that represent functions of certain pages aids in user functionality. The history screen allows for users to scroll along a line graph displaying the help they have given in the form of favours previously. It also displays the total number of favours that the user has done since creating their account. The create screen is based on the simple advert creation processes in many of the existing products and websites I researched; which use a simple 4 – step process. Once a user inputs a particular step; a tick displays next to it, showing the remaining steps that need doing. The friends screen allows users to search through people they have befriended; whilst being able to see their feedback in the way of a collective 'star' rating. The more jigsaw pieces next to their profile, the more feedback they have received. The 'find favour' screen is based on a Google Maps interface whereby once a user creates a favour that they need doing; it is displayed via gps location on the map for other users in their area to see. The adverts are colour coded to symbolise different categories of favours; giving users an immediate indication of what each favour is.



# DEVELOPMENT

DE0973 PERSONAL PROJECT 01

Alex Roberts // Year 3 // Semester 1

Joyce Yee // Trevor Sewell // Jamie Steane // Interactive Media Design  
Faculty of Arts, Design and Social Sciences // Northumbria University

I developed on my initial ideas; focussing on app usability; visual design; layout and user navigation.

I first focussed on developing the screens in order to both represent the brand; subject matter and user functionality more successfully. I developed the initial designs baring these criteria in mind; and changing the feedback system from a collective amount to a symbolic five star rating; as well as changing the 'Find Favour' screen so that it had a more detailed, three dimensional map viewable to the user.



swipe to enter



Mark

Interactive media design student

f 26 | 138 | 15

f 26

9 Favour Points this week



LOGIN

SIGNUP



Mark

Interactive media design student

f 26 | 138 | 15

Search

- Rowan Jandu
- Tom Horner
- Jess Davidson
- Dan Western



Mark

Interactive media design student

f 26 | 138 | 15

Find Favour

Create Favour

Live Feed

Settings



Mark

Interactive media design student

f 26 | 138 | 15

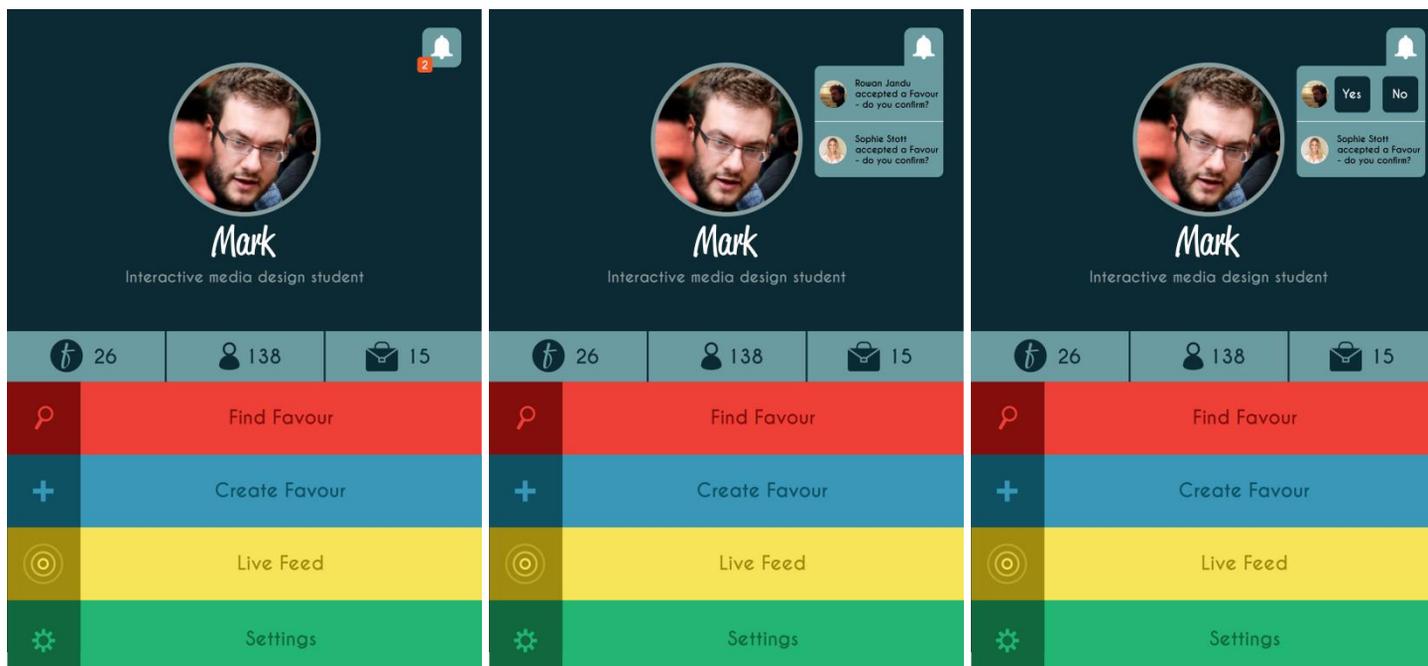
15 Favours in Total

11 Favours this week

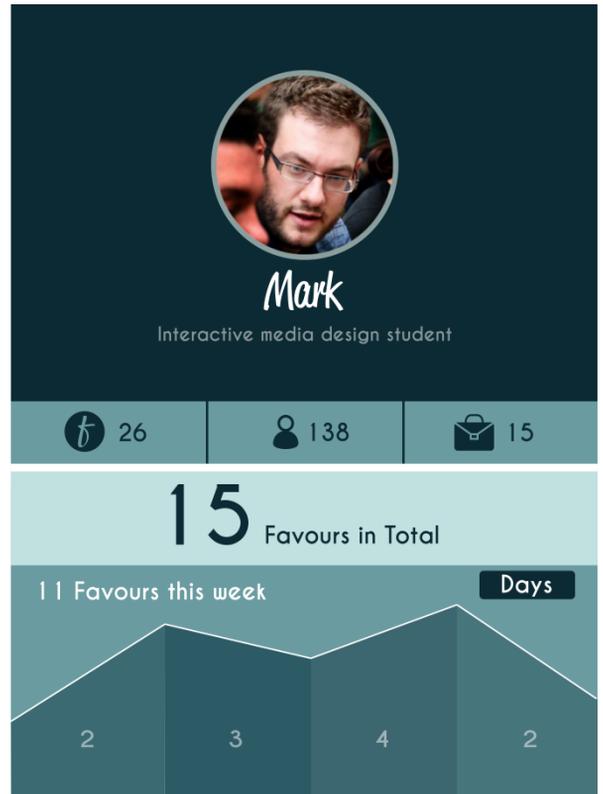
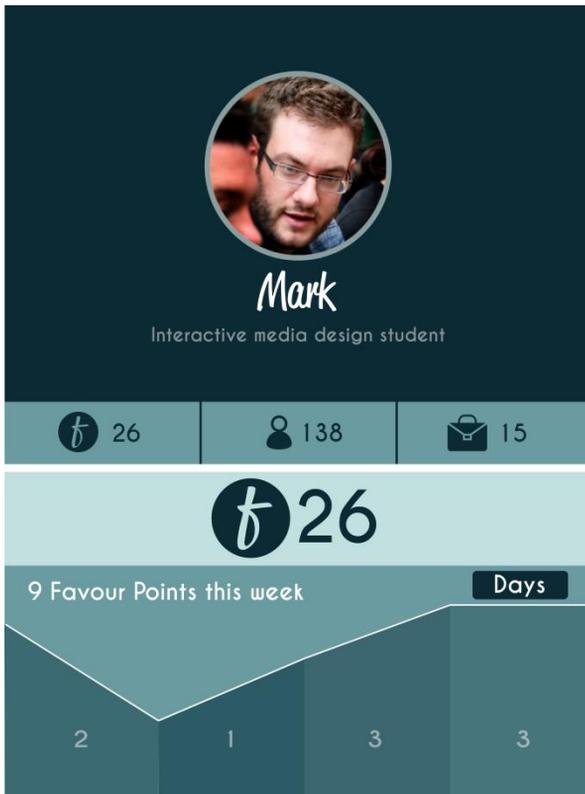


- Add Title ✓
- Add Image ✓
- Add Discription
- Add Reward

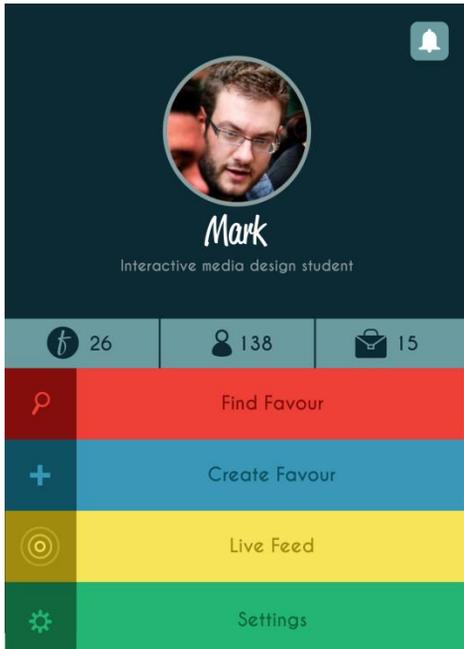
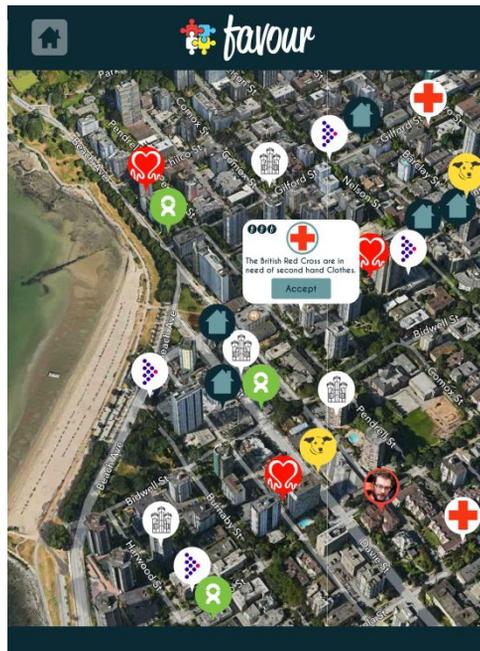
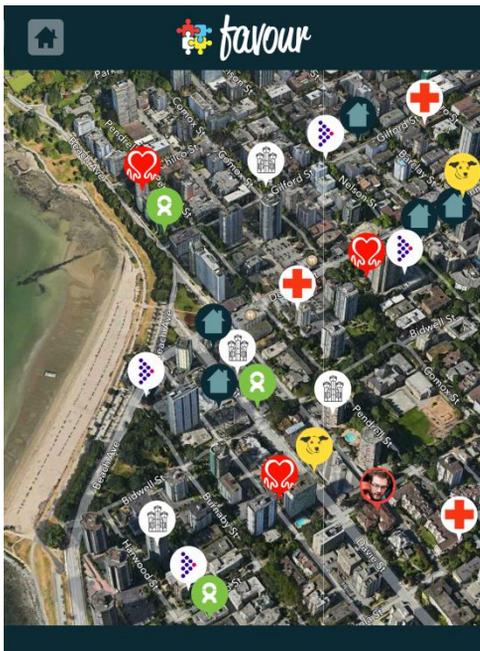




I then created and developed a notifications option for the user; so that they could easily navigate messages they receive from other users or favour acceptances that they can confirm as a method of personal privacy and security. I got inspiration for the notification option and menu from many of the existing products and designs that I researched. I followed on the iconographic theme; incorporating a simplistic bell icon to symbolize new notifications.



I then developed the Bank and Favour History screens so that they contained a way for the user to filter through time variations; as it became apparent that if the line graph was standardised to viewing in day format; if the user then wished to view history 2 years back, it would take them a long time to navigate back. Therefore by installing a filter option where the user can select days; weeks; months; years; gives them better ease of usability.



I then began to make some final developments to the design and functionality of the app. Originally I had purely based the 'Find Favour' Screen around users interacting with other users; however I changed this so that not only could users do favours for other users; but they could also help charities in the area, organisations and local councils. This puts more emphasis on the concept of doing good for the community.

I made a design choice of removing the jigsaw pieces attached the profile picture as I felt it resembled a ambience linked too closely to that of a child. Thereby removing it gives the app a more professional and clean look.

I also added a settings page; giving the user a variety of in-app options that they can easily access and change to suit fit.

I followed the concept of organisations being involved in the app by allowing users when they sign up to either select a general user account or an organisation account. This therefore means that if an organisation wants to create an account and post favours that they need doing; they can do with ease.

The organisation account has all the same functions as that of the general account; however they have added privacy and security settings whereby they receive updated confirmation notifications. These allow the organisation to control the viewing of information and data regarding subjects such as location and time with users who are accepting favours they have posted.



swipe to enter



British Red Cross  
23 Grey Street, Newcastle

f 26    138    15

f 26

9 Favour Points this week

Days



LOGIN

SIGNUP



British Red Cross  
23 Grey Street, Newcastle

f 26    138    15

Search

	Rowan Jandu		4.8
	Tom Horner		3.9
	Jake Davidson		4.1
	Dan Western		3.6
	Amanda McCourt		4.9



British Red Cross  
23 Grey Street, Newcastle

f 26    138    15

Find Favour

Create Favour

Live Feed

Settings



British Red Cross  
23 Grey Street, Newcastle

f 26    138    15

15 Favourites in Total

11 Favourites this week

Days



Add Title ✓

Add Image ✓

Add Discription

Add Reward





# PROTOTYPE SCREENS

DE0973 PERSONAL PROJECT 01

Alex Roberts // Year 3 // Semester 1  
Joyce Yee // Trevor Sewell // Jamie Steane // Interactive Media Design  
Faculty of Arts, Design and Social Sciences // Northumbria University

iPhone 5 Screens



*favour*

loading....



*favour*

swipe to enter



*favour*

**LOGIN**

**SIGNUP**



Mark

Interactive media design student

26

138

15



Find Favour



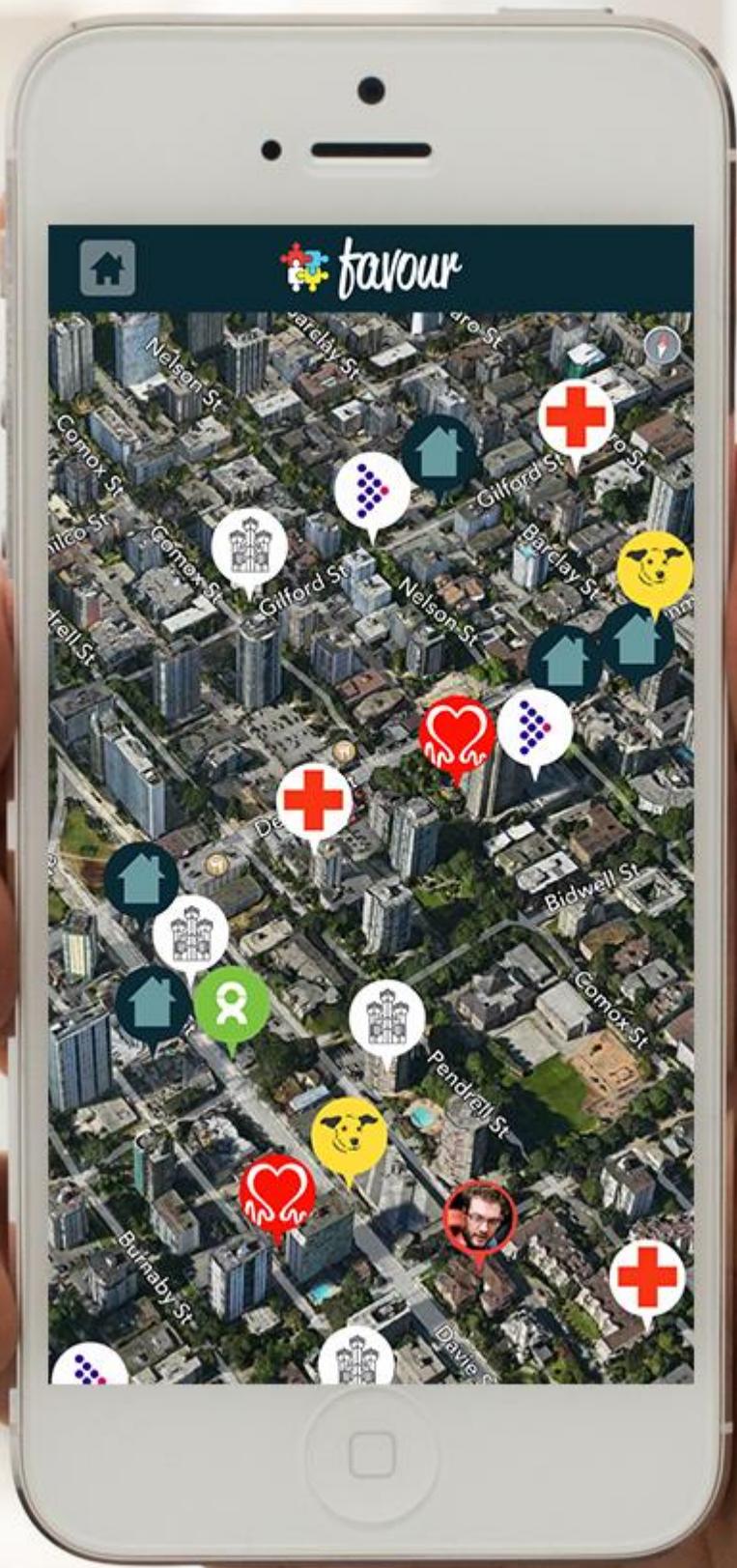
Create Favour

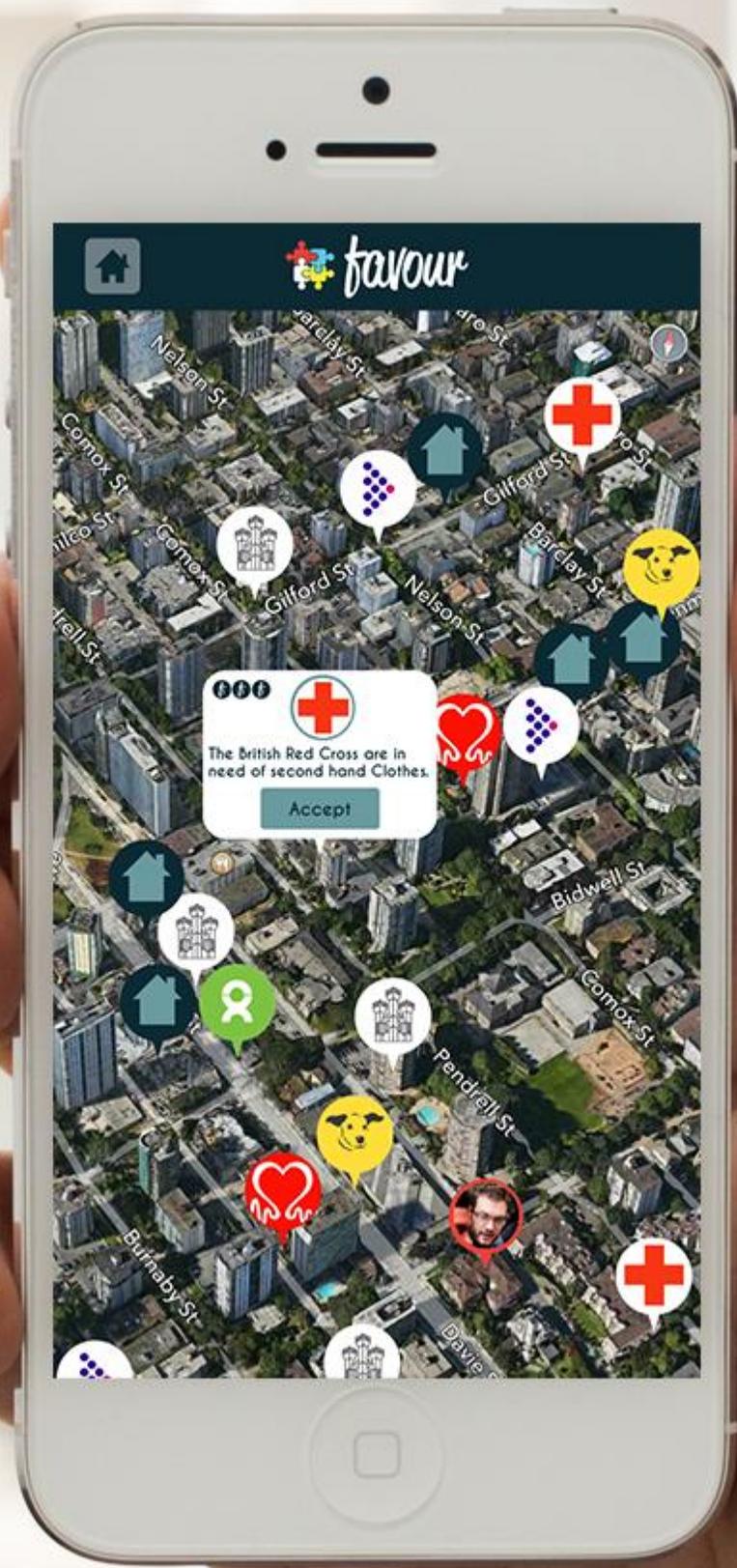


Live Feed

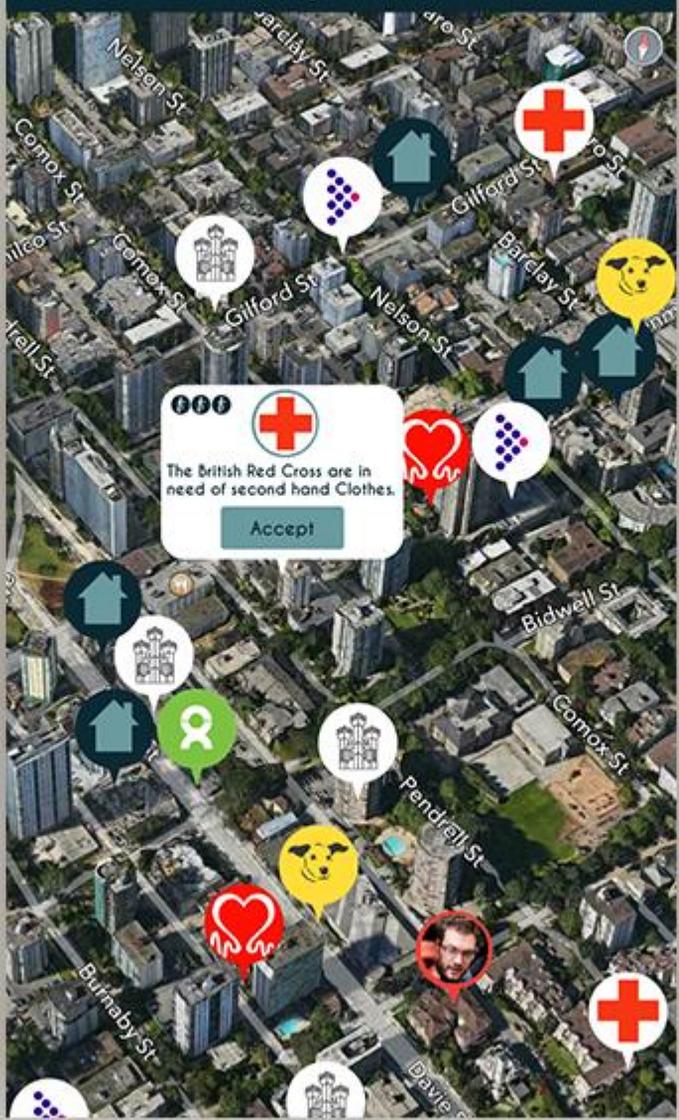


Settings





favour



000   
The British Red Cross are in need of second hand Clothes.  
[Accept](#)



 favour



Add Title



Add Image



Add Discription



Add Reward





Mark

Interactive media design student



26



138



15



Sophie Stott took some old clothes to Oxfam

2 mins ago



Jake Davidson took some Milk to Kennerly Care Home

17 mins ago



Jake Davidson took some Newspapers to Kennerly Care Home

39 mins ago



Dan Western helped at the British Heart Foundation

1 hr 3 mins ago



Nicki Wong moved some rubbish out at Hedges House

2 hours ago



Steve Pennick helped clear the riverbanks at The Tyne

3 hours ago



Joe Holmes helped collect a

5 hours ago



Mark

Interactive media design student

f 26

138

15

f 26

9 Favour Points this week

Days

3

1

2

3



Mark

Interactive media design student



26



138



15

Search



Rowan Jandu



4.8



Tom Horner



2.7



Jake Davidson



4.1



Dan Western



3.9



Amanda McCourt



3.0



Steve Pennick



3.4



Mark

Interactive media design student

 26

 138

 15

15 Favours in Total

9 Favour Points this week

Days





Mark

Interactive media design student

26

138

15



Find Favour



Create Favour



Live Feed



Settings



-  Rowan Jandu accepted a Favour - do you confirm?
-  Sophie Stott accepted a Favour - do you confirm?

Mark

Interactive media design student

 26

 138

 15



Find Favour



Create Favour



Live Feed



Settings



Yes

No



Sophie Stott  
accepted a Favour  
- do you confirm?

Mark

Interactive media design student



26



138



15



Find Favour



Create Favour



Live Feed



Settings



 favour

## My Account

Username: markroberts3

Contact Number: 07917532205

Email: markroberts3@hotmail.com

## Privacy

Favour Confirmation

Discoverable to: friends of friends

More Information

Advanced Settings

Support

Terms and Conditions

Log Out

iPad Screens



*favour*

loading...



*favour*

swipe to enter



*favour*

**LOGIN**

**SIGNUP**



Mark

Interactive media design student

 26

 138

 15



Find Favour



Create Favour



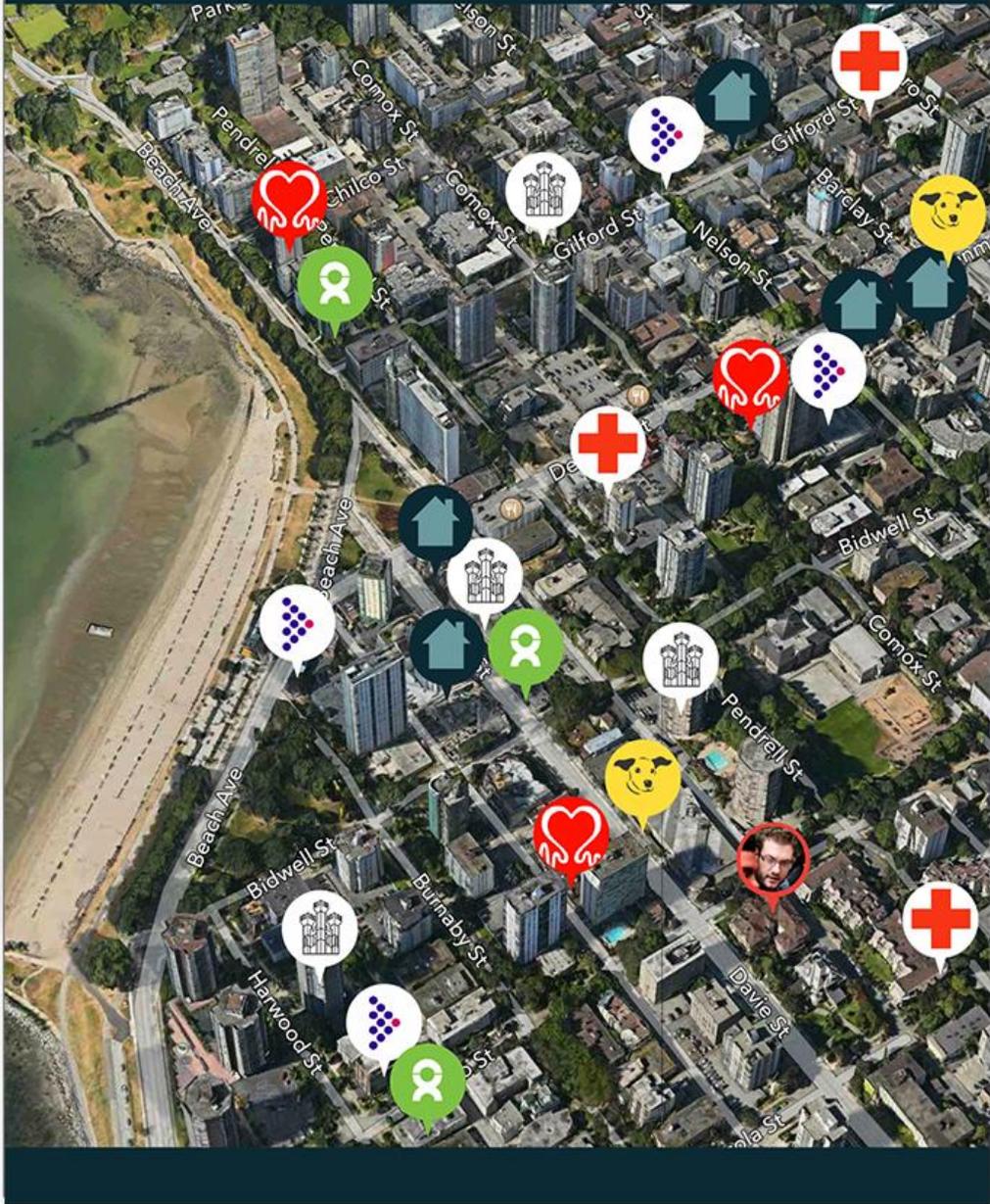
Live Feed



Settings



**favour**







 favour

The logo for the 'favour' app, featuring a colorful puzzle piece icon to the left of the word 'favour' written in a white, lowercase, cursive font.

Add Title



Add Image



Add Discription



Add Reward





Mark

Interactive media design student

 26

 138

 15



Sophie Stott took some old clothes to Oxfam

2 mins ago



Jake Davidson took some Milk to Kennerly Care Home

17 mins ago



Jake Davidson took some Newspapers to Kennerly Care

39 mins ago



Dan Western helped at the British Heart Foundation

1 hr 3 mins ago



Nicki Wong moved some rubbish out at Hedges House

2 hours ago



Mark

Interactive media design student

 26

 138

 15

 26

9 Favour Points this week

Days

2

1

3

3



Mark

Interactive media design student

 26

 138

 15

Search



Rowan Jandu



4.8



Tom Horner



3.9



Jake Davidson



4.1



Dan Western



3.6



Mark

Interactive media design student

 26

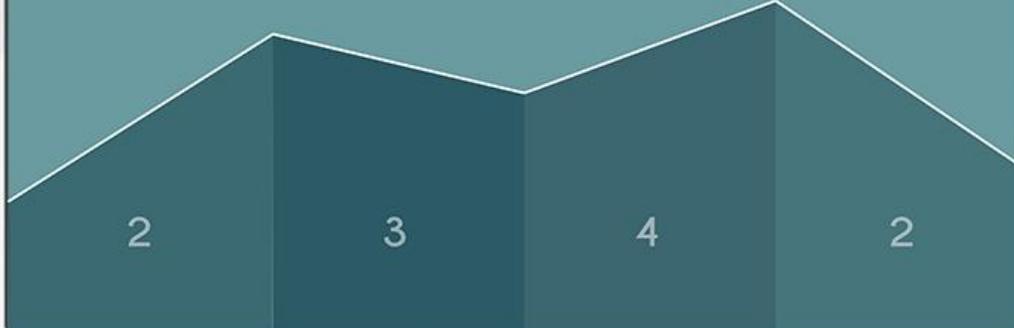
 138

 15

15 Favours in Total

11 Favours this week

Days





Mark

Interactive media design student

 26

 138

 15



Find Favour



Create Favour



Live Feed



Settings



Mark

Interactive media design student



Rowan Jandu sent you a message.



Sophie Stott sent you a message.



26



138



15



Find Favour



Create Favour



Live Feed



Settings



## My Account

Username: markroberts3

Contact Number: 07917532205

Email: markjroberts@hotmail.com

## Privacy

Favour Confirmation:  ON

Discoverable to: friends of friends

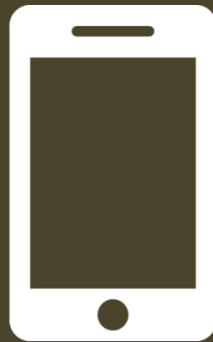
## More Information

Advanced Settings

Support

Terms and Conditions

Log Out



# EVALUATION

DE0973 PERSONAL PROJECT 01

Alex Roberts // Year 3 // Semester 1

Joyce Yee // Trevor Sewell // Jamie Steane // Interactive Media Design  
Faculty of Arts, Design and Social Sciences // Northumbria University

## Feedback

The feedback I received throughout this project was greatly helpful and insightful.

I used any criticism to my full advantage throughout the project in order to ensure the app was the best it could be both design and functionality related.

There were a few areas of feedback that I felt were most helpful:

I received insightful feedback and criticism regarding the jigsaw pieces attached to the profile pictures head and how it would change the entire feel and ambience of the home screen of the app just by erasing them. I applied this feedback immediately to my designs amidst the development of my screens.

I also received very useful advice about having a filter system linked to the bank and history screens and how without a filter; users would need to take a huge amount of time to scroll back long time periods.

Once again I took this feedback positively and applied it immediately to my designs.

Overall, I found all constructive criticism and feedback remarkably helpful throughout this project.

## Personal Thoughts

From a collective view and vantage point; I thoroughly thrived off this project and enjoyed every stage of it. I feel that I have learnt a great deal in the time period given and honestly feel that it has made me a better and more rounded designer.

I have experienced a variety of tough problems throughout creating the app; however by getting feedback and using my research I conducted, I was able to overcome these dilemmas in order to create a final product.

I feel however that if I had had more time regarding the final prototype stage; I would have been able to create a more professional looking scenario video to show and display how the app works and how it would be used.

## Next Steps

I would love to have the opportunity to make this into a real app that would be available to download on the app store.

I would however need to learn how to code and develop it myself; which would be a long and time-consuming process.

I also would have liked to be allow the 'Find Favour' screen to have a tilt, panorama setting whereby the user can either use touch gestures or use the built in gyro in the iPhone or iPad to get more of a three dimensional view of the area and subsequently get a better understanding of where all the favours that need doing are.