

Group Activity - App Design

Fall 2019

SCENARIO

You are an IT consultant company and have a new client.

- Get into groups
- Name your consulting firm
- Create at least 4 interactive Indigo screens of your own design based on one of the scenarios below

CHOOSE ONE OF THE FOLLOWING REAL WORLD SCENARIOS:

CLIENT #1: Campus food truck owner, Jacko's Tacos & More

What problems does this business face?


 **CLIENT INFORMATION:**
CHOICE #1




NAME: Jack
AGE: 23
EDUCATION: Rutgers, B.A.
GOALS: To use technology to compete with other food vendors and establish a financially successful food truck on the Rutgers Campus
PROBLEMS:

- ▶ Long ordering lines
- ▶ Wait times for getting order
- ▶ Advertising location (geolocation)

CLIENT #2: Pop-up flea market owner, RePurpose It!

 **CLIENT INFORMATION:**
CHOICE #2



NAME: Jill
AGE: 23
EDUCATION: Rutgers, B.A.
GOALS: To use technology to be a unique pop-up flea market with RU students as both vendors and customers
PROBLEMS:

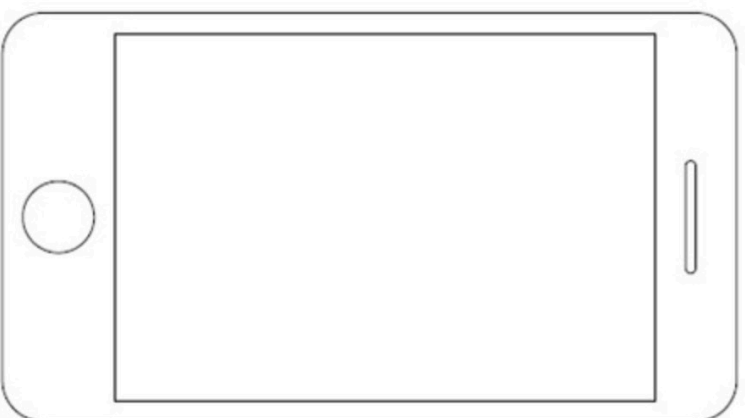
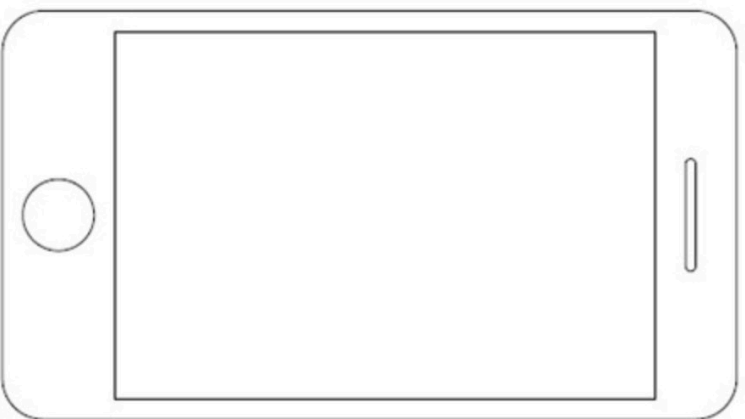
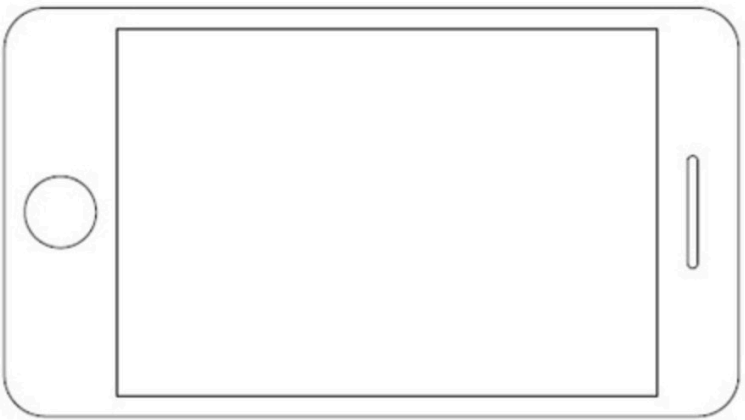
- ▶ Simple signup for new vendors
- ▶ Accepting payment for table rental
- ▶ Advertising goods being sold
- ▶ Advertising location (geolocation)

What problems does this business face?

NEXT STEP - USABILITY TESTING - Always test your prototype, revise, and iterate!

<https://itishowcase.rutgers.edu/workshop-materials>

USE THE TEMPLATES BELOW TO SKETCH YOUR LOW FIDELITY SCREENS



Notes:

Notes:

Notes:

Notes:
