

# DES 420 Mobile App Design

Fall 2017  
Professional  
Practice I

www.evl.uic.edu/  
datsoupi/420/

Credit Hours: 4  
Lab: 2068 Engineering  
Research Facility  
842 West Taylor Street

Office Hours:  
Arranged

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## Assignment 2 Concept Presentation

## Corresponding assignments

### Description PDF slides

1	App Title/Designers	
2	Short Description (up to 150 words) -Problem Definition & Hunt Statement	Refined & Expanded Problem Definition & Hunt Statement (p2)
3	Market Research	Assignment 1: Market Research
4	Competitive Analysis	Assignment 1: Market Research
5	Goals (1-6 goals)	Refined & Expanded Problem Definition & Hunt Statement (p2)
6	Environment where the app will be used	Field Trip Interview & Observation
7	Target Audience	Field Trip Interview & Observation
8	Icon Sketches -pencil and computer sketches documenting your icon development process	Assignment 4: Iconography
9	Development plan (plan A, plan B, plan C)	

### Requirements

**Include the following:**  
PDF slide presentation  
Compatibility with the original idea proposed by the client

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## Description

### Refined & Expanded Problem Definition & Creation of a Hunt Statement

Assignment two is intended to help you articulate the problems as you and your team see them. We expect your evolving solution to be a hybrid between what our client imagined, and what you believe to be the correct approach—this is the refined and expanded part of the problem definition.

Our research phase is really “research and analysis” which is comprised of collective analysis by your team of what you have researched and observed, and ultimately some insights into what direction you’d like to take your solution.

Your expanded problem definition should be informed and grounded in what you’ve learned, from our client-intake session, and through your secondary market research.

Create a short and concise visual presentation covering the following:

Write a “hunt statement” that captures what your specific goal is for your project. This should be an active statement, describing what your team intends to accomplish. Think of it as a mission statement, that will help you keep focus as your project develops.

## Requirements

Write a “hunt statement” that captures what your specific goal is for your project. This should be an active statement, describing what your team intends to accomplish. Think of it as a mission statement, that will help you keep focus as your project develops.

Identify key insights from your research & analysis that shaped your thinking.

Show examples of aspirational work that guides you.

Make a project plan that describes how your team is going to divide the work.

Description

Requirements