

APP DESIGN GUIDE

Coming up with an idea

[PUT INFO FROM IDEATION SLIDE]

The NABC Model

This model gives you a quick and easy way to define your idea and can be used in conjunction with the design thinking steps.

1. **Need:** What is the problem? Who has the problem?
2. **Approach:** What is your innovative, compelling approach/solution? How will it work?
3. **Benefit:** To what extent will your app solve the problem? Who will it benefit the most?
4. **Competition:** What are the alternatives? What is your differentiator?

Design Thinking

Design thinking is a hands-on user-centric approach to designing. There are six steps but for this competition, we will stop at the fourth step, Prototyping.

1. Empathize

Conduct research in order to develop knowledge about what your app potential users do, say, think, and feel.

2. Define

Combine all your research and observe where your users' problems exist. In pinpointing your users' needs, begin to highlight opportunities for innovation.

3. Ideate

Brainstorm a range of crazy, creative ideas that address the unmet user needs identified in the define phase. Give yourself and your team total freedom; no idea is too farfetched and quantity supersedes quality.

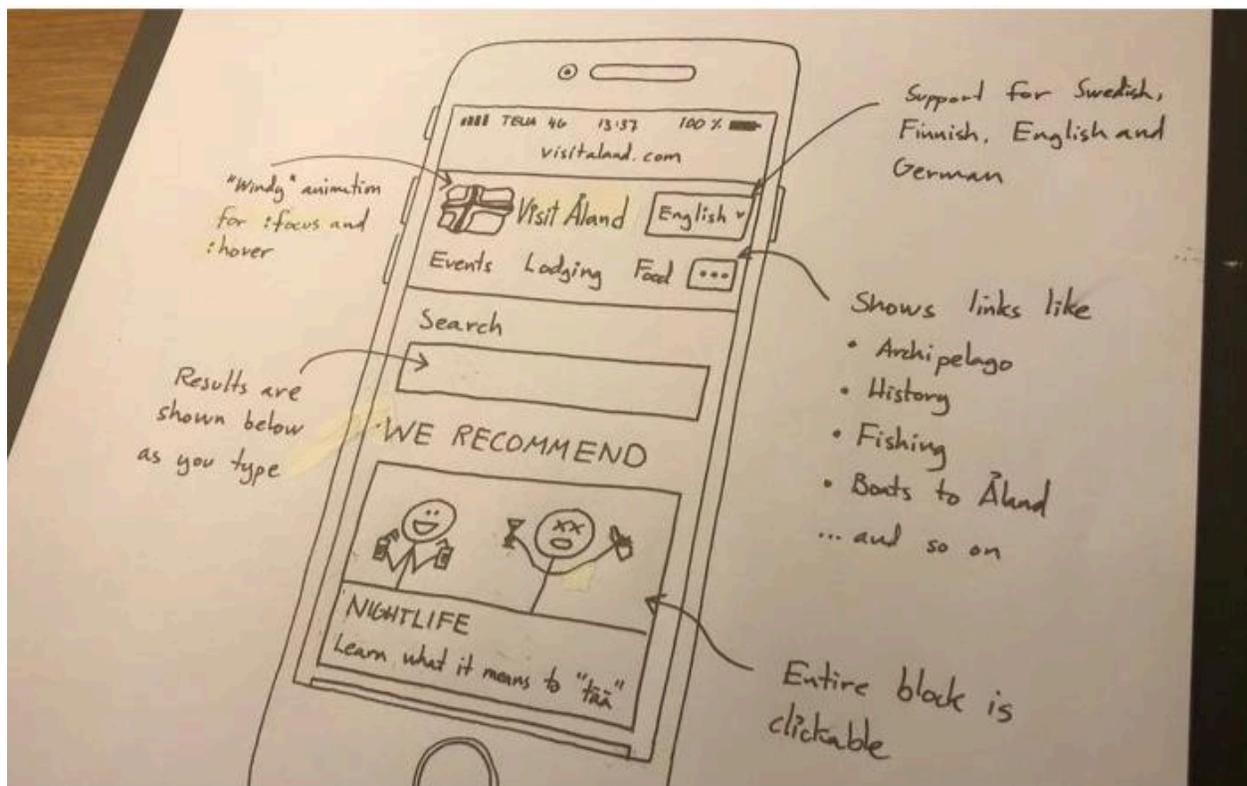


4. Prototype

Build real, tactile representations for a subset of your ideas. The goal of this phase is to understand what components of your ideas work, and which do not. In this phase, you begin to weigh the impact vs. practicality of your ideas through feedback on your prototypes.

Wireframe Sketches

Getting your idea down on paper is always a good move before jumping straight into Marvel App. It helps you plan your design better, spot errors sooner, allows you to annotate and saves time in general. So grab your paper, pencil and rubber and get sketching!



Prototype

A prototype, simply put, is a three-dimensional version of your vision. It is an early sample, model, or release of a product built to test a concept or process or to act as a thing to be replicated or learned from. Creating a prototype can

also be one of the most fun and rewarding steps you'll take. That's because developing a prototype gives you the opportunity to really tap into your creativity, using those skills that inspired your invention idea in the first place. Marvel App is a really powerful tool you can use to prototype your ideas. It works by linking images or designs through hotspots (clickable areas) in a sequenced way that mimics a real app. Prototyping in Marvel App requires zero coding skills and can be downloaded on your phone so you can prototype on the go.

