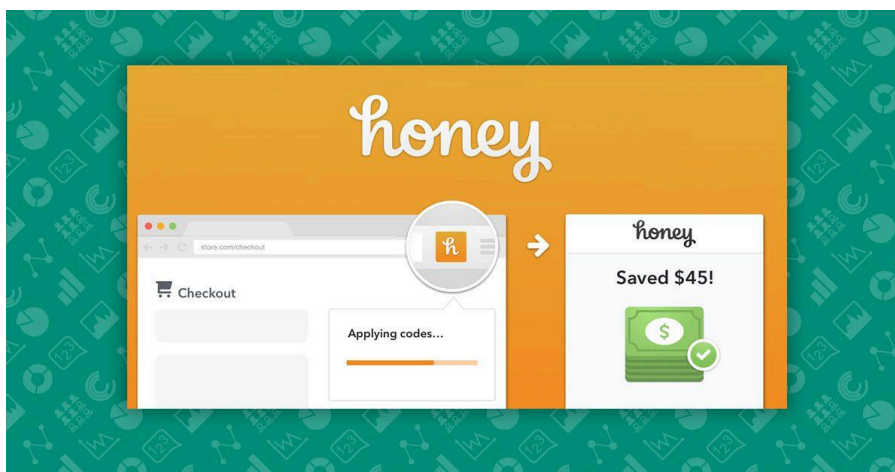# Campus & Coupon

Macaroni meets Majors

By: Aaliyah Gayle

Overview:

The Project was to create an app that would be beneficial to BMCC students. My app focuses on creating coupons and codes for BMCC students, which would be accessed through various categories such as in-store and online options. The app is inspired by other coupon and food apps like Grubhub and Honey.

"We cannot solve our problems with the same thinking we used when we created them."
-Albert Einstein

Problem:

The purpose of the app is to create a smooth and easy experience to get deals for food. The initial audience is BMCC, who may be having issues getting food options in the BMCC area. The app is made to help the students get low cost food and know the food availability near campus. A problem I faced in creating this project was trying to make a working and functional Navigation bar.
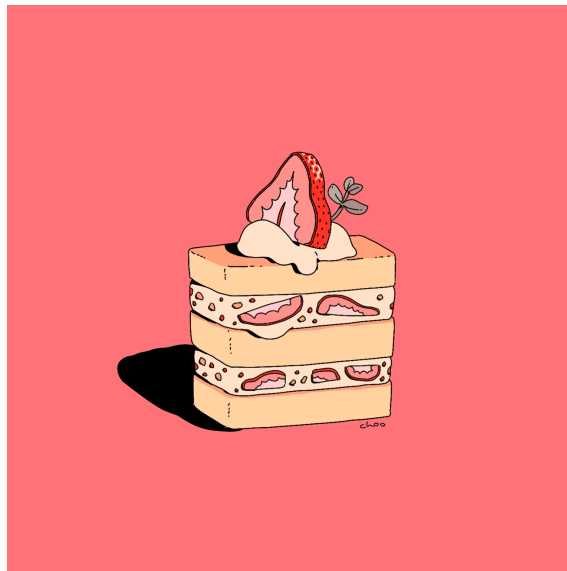
Users and Audience:

 The primary target audience for the app is BMCC students but it can be used effectively by everyone. They would use this app because it is cost-efficient and is helpful in learning about what is near campus.

Campus Life
Vector Illustration

Process:

The user testing I did was done in class. I showed my work to my fellow peers and took suggestions on how to improve, like changing the names of the navigation and making a card for the home page. The suggestions and inputs of my classmates helped make a better and more well put together work.
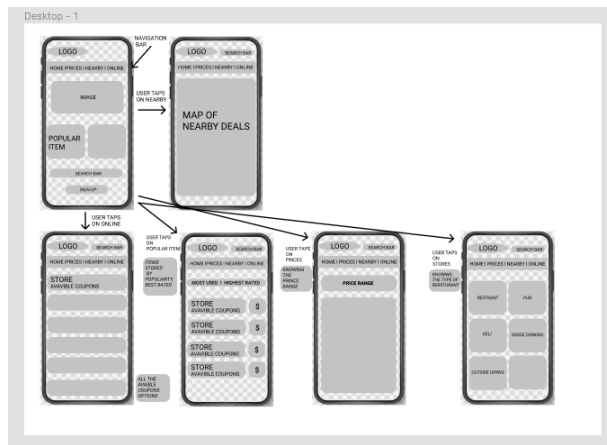

This was the user flow I created for my project, a start layout to how I wanted the pages of the app to look. As a result, this layout lacks the visual, color, and design of a finished work.
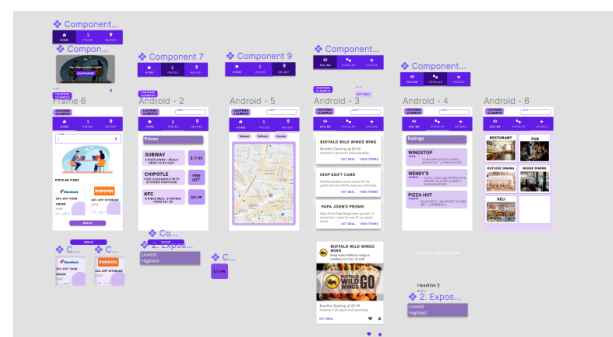
This shows the beginning stages of adding Color and actual mapping out the design and what it would entail, very similar to the low prototype.

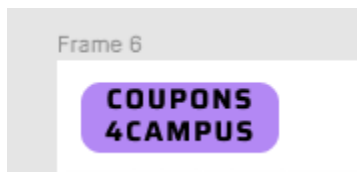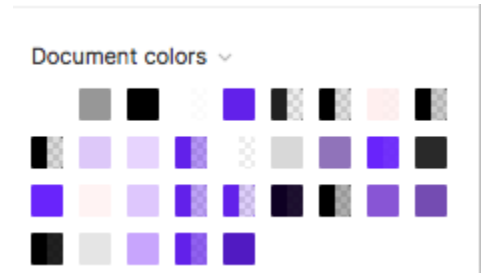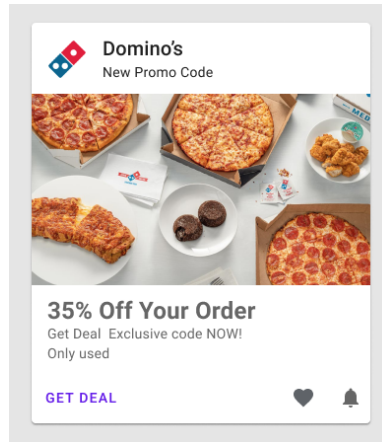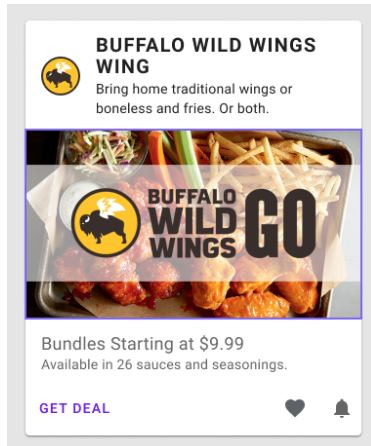*The project is coming together more, the design elements are now being implemented*
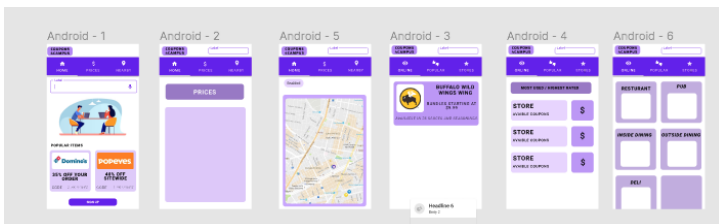
At this stage the project is closest to it's completed end but still needs minor fixes and chances.

Visual Design:

The overall style of the app is meant to be warm, friendly, and inviting. The user should feel a sense of warmth, familiarity, and happiness when using the app.

Outcome:

The prototype solves the problem of accessing food near campus and getting deals by using the polished app that has various choices for any type of student. The user can choose between popular, online, in-store, highly rated, and different types of food places. Furthermore, I was able to overcome my previous problems with navigation by scraping my previous idea of a scrolling navigation and creating a flatter one.
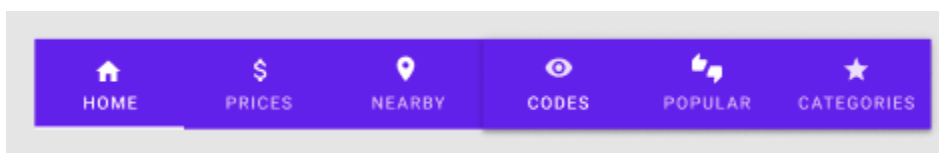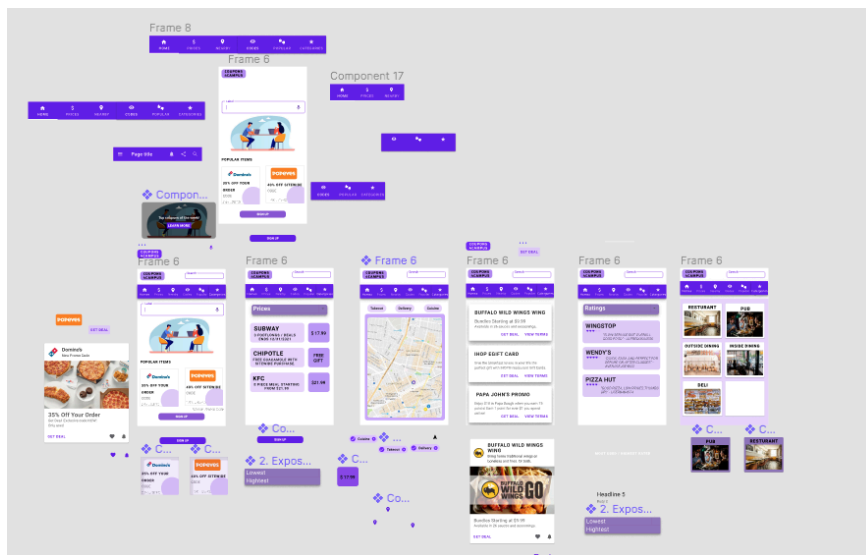
Reflection:

This project was difficult but exciting, I think this project was much more challenging then the midterm because of the multiple steps in between each option. Each step required a lot of planning, thinking and effort, meaning that if one should fall behind it would be an intense workload on the person. On the other hand, I also learned a lot about the user experience, UI elements, and prototype testing. recognized through this project that what matters the most is how the user feels about your project and if they can easily navigate it. The designers can create an easy experience with familiar icons, cards, and other elements like using the Google Kit Materials.

Creative Brief:

Page 1 (page 2)
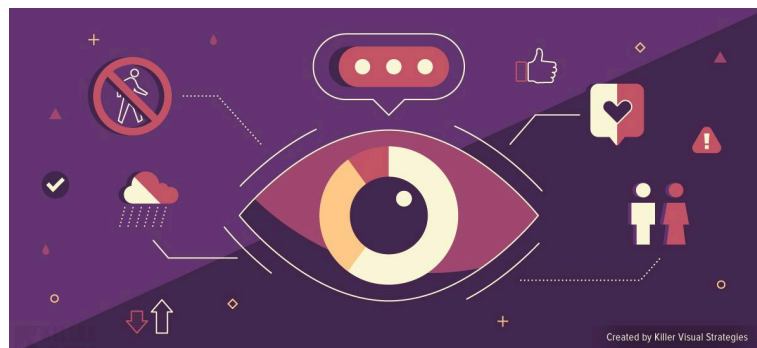
CREATIVE BRIEF

Description
Coupons4Campus, is a discount app focused on giving college and university students discounts for food places and establishments based on the location of their campus.

Purpose of mobile app
The purpose of this mobile app is to supply student with discounted food. This app ends the problem of students regarding expensive food and/or not knowing where available food spots are near campus.

Target Audience
- The typical users of this app would be BMCC students, both men and women, between the ages of 18-30, who would be frustrated by the lack of desirably food places or expensive options. As well as an average to higher understanding of technology.
- This app will create a way that students can save money, as well find more spots in the area.
- The app would be used when students are hungry before, after, or in-between classes so they can grab a meal.

User Tasks
- Getting coupons
- Finding stores and restaurants

Supported platforms
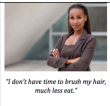- Android
- IOS
- Desktop/web

Competition
Similar apps: Honey, Grubhub
This app is better than the other competitors because this is more specific and generated for BMCC students in particular. It would have more benefits and perks for the student then other sites.

Visual Style
- The app will be friendly, inviting, bubbly, warm, and cohesive.

Page 2 (page 3)

PERSONA

Ashley Benson – 20-Year-old secretary from Bronx, New York

"I don't have time to brush my hair, much less eat."

Personal Background
Ashley Benson is a 20-year-old woman from Bronx, New York. She is a full-time student and a secretary. She computes through public transportation and is a self-proclaimed procrastinator and social media queen. She is the perfect candidate for the app as she is a student that is busy and doesn't have the time to cook at home so she would greatly benefit from the use of the app. In addition, the low cost would also help her save money.

More About (Ashley)	Engagement & Activities
Motivations She would be motivated by the low prices. Motivated by being on time and good grades.	**Personal Computer: Above Average computer skills, Excel, Adobe, has a personal computer** **Internet Usage: Social media, 10hrs on the internet, Netflix, Hulu, Spotify, YouTube**
Frustrations She has a low income and very little time to make homemade food. Hates over complicated things.	**Mobile: tiktok, twitter, Mobile Games, very familiar with mobile devices, has an iPhone** **Social Networking: Little to none social networking, two close friends**
Goals She has low cost food and access to easy made food. Being a good student and worker.	**Television Shows: Law & Order, American Horror Story, The Handmaid's tale, Teen Wolf**

Page 3 (page 6)

Logo

Frame 6

COUPONS 4CAMPUS

Device Layout
All measurements in pixels
Device dimensions
Page Margins

Typography
Indicate font, weight, size and color
The size used in the projects was 14 or higher, the weight changed based on what the text was, I used bold, italic, and black. The font used was Roberto in everything and the colors used was various purples, black, and white.

Colors
Use Material Design color tool. Indicate hex numbers and include swatches.
Primary colors
PURPLE
Secondary colors
BLACK & WHITE

Document colors

UI Elements
Include images

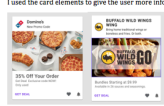## Page 4 (page 7)

Buttons
I used multiple buttons to give the user more interactions and make it seem more like an actual app.

Navigation bars and menus
The navigation bar was used to navigate the app smoothly.

Form elements (if used)
UI content patterns (if used. For example, accordion, slideshow, card, etc.)
I used the card elements to give the user more information about the coupon.

Dividers (if used)
Decorative graphic elements (if used)

Iconography
Include images of icons in the sizes that they appear in the app.
I used icons in the navigation bar to indicate what each of the subjects represent.