InTouch

Table of Contents

4 Information

5 Research

5 Interviews

6 App Research

8 App Research Continued

10 Concept

11 User Thought Process

12 Application Features

13 Flowchart

14 Developmental Sketches

16 Prototype

17 Usability Test

18 Design

22 Grid/App Design

24 App Icon Design

26 Conclusion

Information

Brand:

InTouch Business was created from the font used by Apple, called San Francisco. Using the San serif font adds a professional yet easy to read font. Adding the business at the bottom will help differentiate its self from any other brand called InTouch. But you can also use it without if you enjoy that better. This application's brand is comprised of a blue, green and black as the primary colors.

RGB: 0,135,172
CMYK: 100,22,0,33
Hex #: 0087AC

RGB: 88,88,90
CMYK: 64,56,53,28
Hex #: 58595B

RGB: 210,211,211
CMYK: 17,12,13,0
Hex #: d0d2d3

Logo:

InTouch

Research

Audience:

Owning a smart phone dictates weather the following target markets can be reached. College Graduates and also business employees is a major part if the audience for InTouch. Starting out this app as national and then progressing it toward the international realm will be key in its success.

Primary Target Market (70%):
Graduates from Business College/University

- Going into the Field
- Wanting job/higher income
- Higher Level of Education
- Ambitious/Successful/Leader

Secondary Target Market (15%):
Companies

- Higher Level of Education
- Successful
- Open Job Opportunities
- Wide Demographics

Tertiary Target Market (15%):
Investors

- Self Starters
- Successful
- Independent
- Older in Age

Interviews

Jacob Barber

Jacob is a current Saginaw Valley State University student studying in Mechanical Engineering. When explaining the application to him he stressed his excitement for the thought of this application. He explained that is would be a good way to publish public business events that involve SVSU or its Alumni, but as long as they were events that were vetted for the type of reaction and purpose of the application. Adding locations, times, ability to communicate or even ask questions for the event organizer would be a good idea to add to the mix. Having the app give suggestions of events would be great to have if you had that specific field selected in the beginning, as he would not want a ton of notifications. When thinking about adding job listings to the application, Jacob mentions that the application needs to be full of alumni events, jobs, info and more or just be strictly for events. Being that events and jobs alone really do you correlate together well on their own.

Zachary Sklener

Zachary is a current Saginaw Valley State University student studying in Graphic Design When explaining the application to him he explained that he could see this being a huge success in helping provide alumni and recent graduates with opportunities with the business world. Working in a business driven company he sees everyday what networking with others can do for you in your career. He believes this is a huge key to growing in a large company. Having a university help and organize events via a app would help those that are working to be able to connect fast and easily to the network to schedule when they can attend those local events. Having this asset would you only grow the person using it for the connections but would also create a vast community in the area of partnerships that can be started.

Maxie Langworthy

Maxie is a Administrative Assistant for The Dow Chemical Company in Midland, MI. She works closely with high level business leaders and knows the focus they have on connecting with others after graduating from school. When explaining the application to her she expressed excitement that this would be a huge addition to an application list for those just out of a university looking to make connections. She mentioned the fact that LinkedIn is the primary one she sees many business leaders using as they connect with others in Dow and those throughout the business world. With this however she does see the cape of LinkedIn and knows there could be more to it, which InTouch could fill in the gaps with. Creating group events to be able to create connections with many newly graduated business students will not only produce more connections it will develop long lasting relationships for the students to grow. She wishes when she was in school that an application like InTouch was around for her.

App Research

Similar Applications:

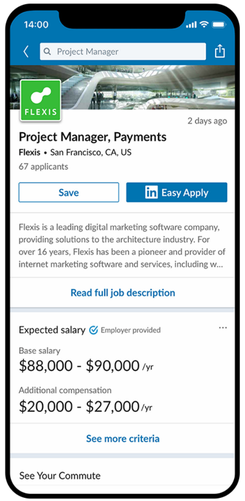
The following apps are other apps that are similar to InTouch guidelines. The following examines each app individually for pros and cons.

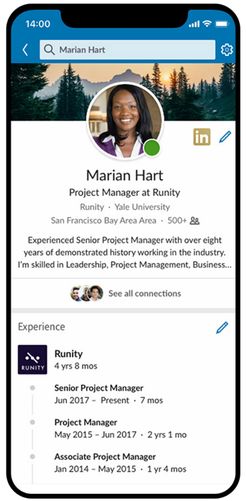
LinkedIn

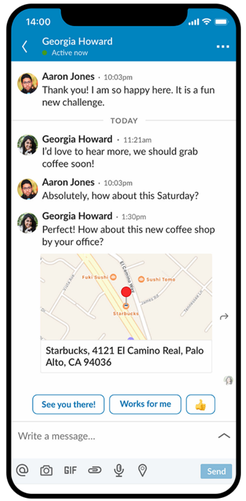
A Networking and Job Searching Application

Features:
- Ability to discover and apply to current open job positions.
- Easily upload and apply with your own resume.
- Building a network of business people.
- Being able to message and connect.
- QR code to connect on the go.

Cons:
- Navigatioon icons hard to understand what they are going to.
- More sharing of articles than networking.





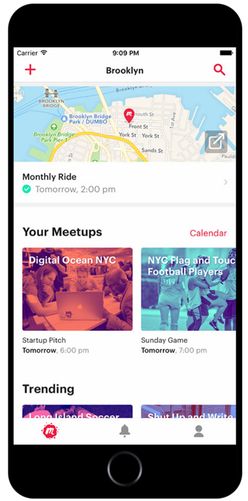


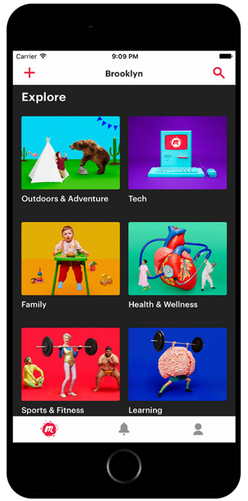
Meetup

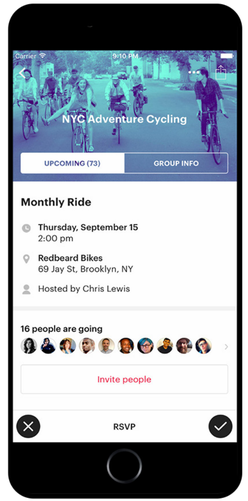
Meeting New People, do New Things

Features:
- Ability too set up meetings
- Explore by what types of things you like to do.
- Schedule Events and invite people.

Cons:
- Not a type of Business Networking Application.
- 3 navigation icons on the bottom, not like apples standards.







App Research

Similar Applications:

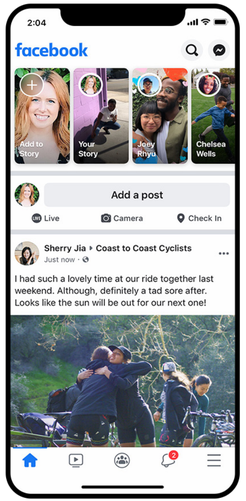
The following apps are other apps that are similar to InTouch Business. The following examines each app individually for pros and cons.

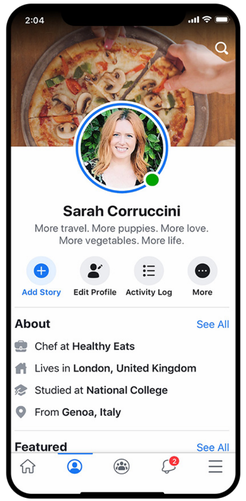
Facebook

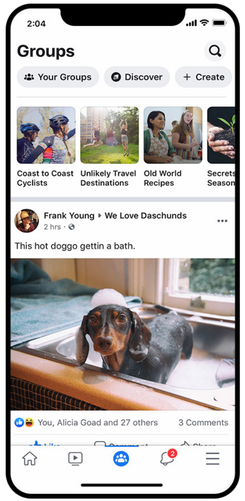
Social Networking Application

Features:
- Easily keep up to date with friends and family.
- User friendly.
- Able to create groups to stay connected.
- Messaging application included

Cons:
- More of a personal networking application instead of business related.
- Adding more areas to it, creating a very complex network.





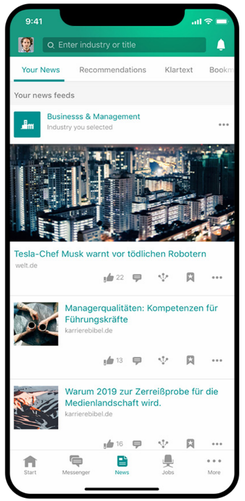


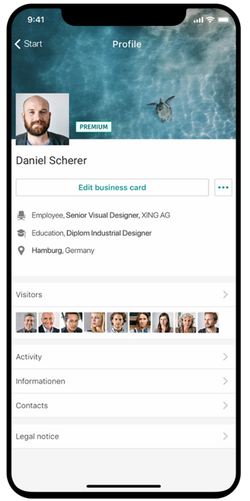
Xing

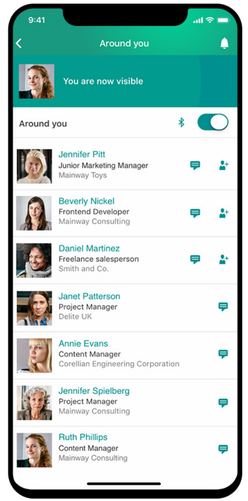
Application for a better working life

Features:
- Create profile and be able to update
- Easily look for jobs
- See who is around you, such as other people in your field
- Being able to message and connect.

Cons:
- Around you part of the application could be used in other ways.







Concept

Rational:

The application will be used for networking for college graduates and business'. For this application the app creator wants to create a more meaningful and deep connection with businesses' throughout the local area, and slowly moving to nationally and international. Being able to easily integrate with any existing tools to build a professional relationship.

User Thought Process

Why use the app?

We use the application to be able to create an area where users will be able to connect with other business professionals and others recently graduated from a university. These connects can lead to new jobs, networking opportunities and so much more.

What application Platforms?

For InTouch the platforms to add to would be ios and android, as they currently are the two largest and most used platforms around. Having people that would be traveling most of their time this would allow the flexibility for the user to have the on the go experience.

When to use the app?

This app will be used to create strong connections with business professionals. The app will be used when someone is looking to connects with others, you will be able to create meetings, message those you are connecting with, find job openings in your area all while keeping it easy.

Application Features

Main Features:

Sign-up/Login: Creating new login information or login into the application

Calendar: Monthly calendar that the user can create meetings, or schedule time with other professionals. This calendar will also be able to view other group meetings that are open for other professionals to come to, creating a network.

Profile: Where you create your profile, and update it based on job, education, interests, skills and accomplishments will be placed. User will keep this updated as this is how the application will understand how to connect with you with others that fit your profile.

Messaging: Area to keep connected with other people privately, keeping the network connections.

Groups: Here user will be able to swipe through the feed, with information based on your connections.

Secondary Features:

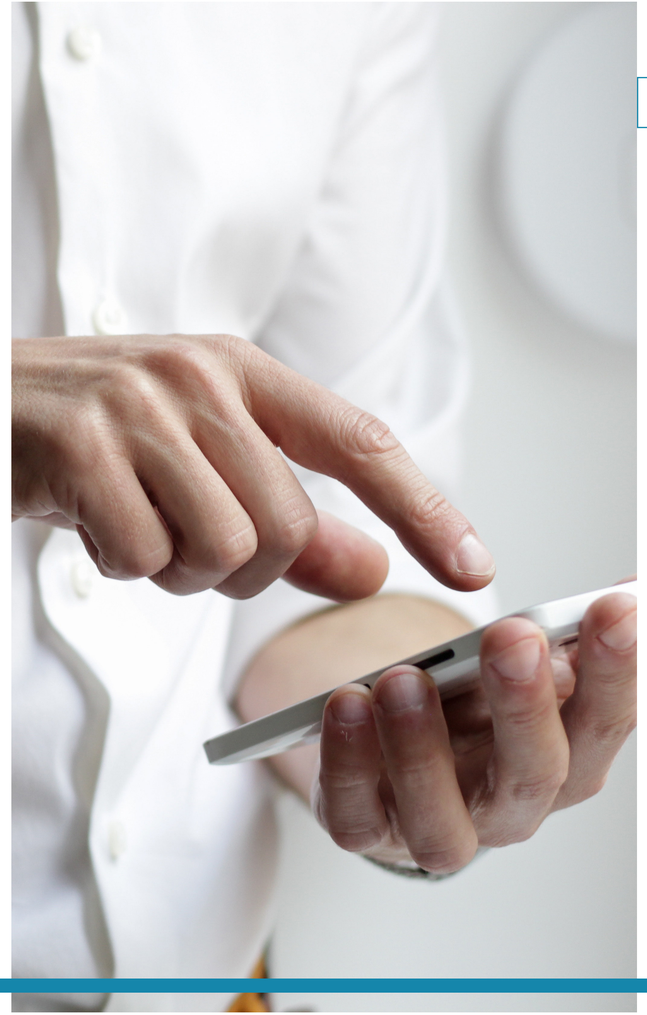
Personal Info: After creating your new profile you will be shown to information page where you will provide information about yourself to help populate groups.

Linking Emails/Phones: After finishing the questionnaire you will be able to connect with your contacts and other networks/apps to connect with them on InTouch.

Schedule: After going through the calendar area, you will be able to connect with your schedule and create a meeting as you need it with others within the application.

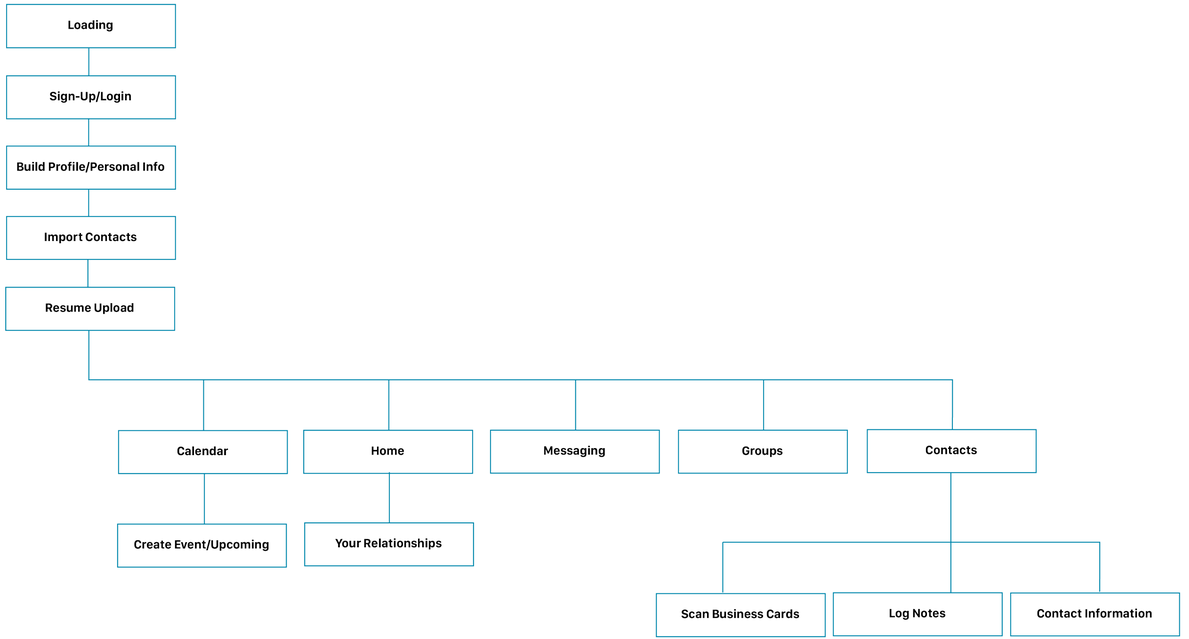
Calendar Events: An area on the app where you can see open invite meetings and be able to add them to your calendar.

Build Profile: Building profile, here you will upload your resume, link any contacts and other media contacts. Such as facebook, linkdin, etc.



Flowchart

The flowchart shows the applications process of how the app will function throughout the user experience. It shows how the app will function as they are using it.



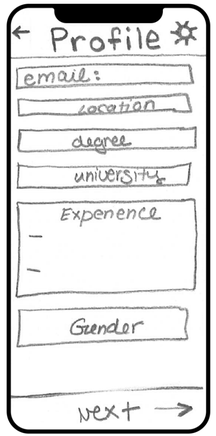
Developmental Sketches

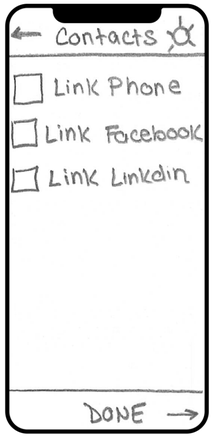
Sketches:

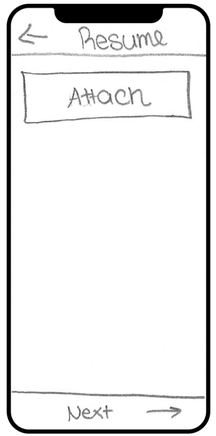
Looking at these sketches for the Iphone X and the new application inTouch, you will see how this app could be set up. This app will begin with a simple site-map, and will expand when more information from the developer. The focus was to create this app to be as straightforward as possible for people to be savvy with it.

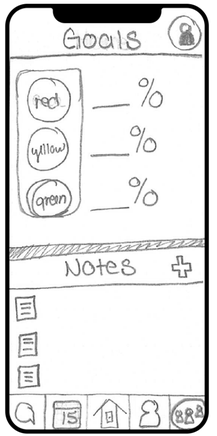
Wire frame:

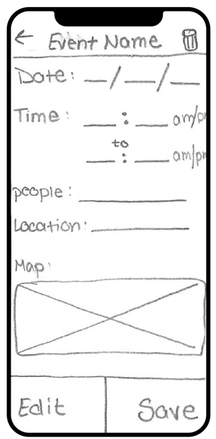
The wire frame was used to help when using the functional prototype. Making sure all details that are key to the application are n the correct locations.

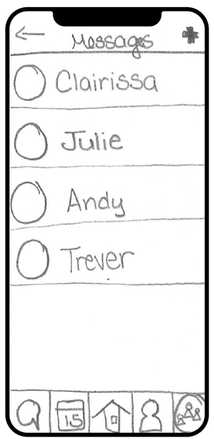


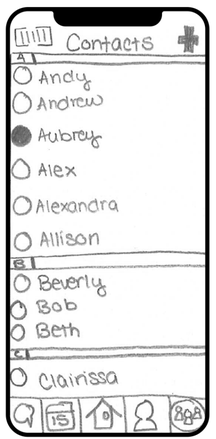


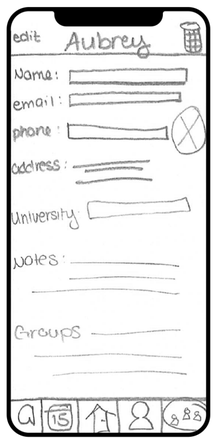


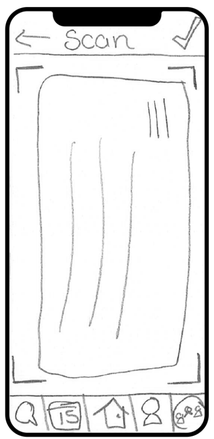


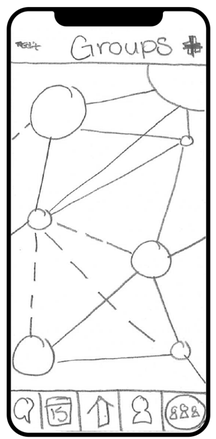


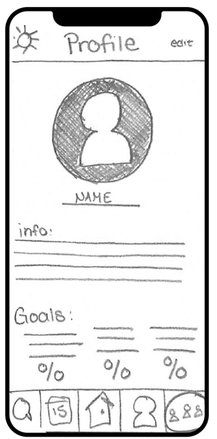












Prototype

Usability Test

After going through and doing usability test with three users that would hopefully know about how an application would process with little information I was able to learn a few things to help achieve a better prototype for the final results. Below are the usability test and what they thought was best to change in the new design.

User 1

Limited Mobile Application Use

User 1 is someone that does not use mobile applications on a daily basis. This person when using an application is very limited on the knowledge of what is out there for the everyday use and what a lot of application icons look like. When doing the usability test with user one you could tell from the start it was going to be difficult. The first question involved asking the user to find where you would view your profile. After looking user one was unable to locate the profile. After further explanation user one did not know that the icons in the top right and left corners of the iphone where buttons, this is where the person icon was for the profile view. After this explanation user one better understood and said that the icon was fine. Continuing on user one was able to locate many of the main features, such as calendar, and messages. Home was the hardest for user one, and after the test the user explained that the home button looked like an up arrow to them, and this is something I made sure to include in my notes when updating this feature.

User 2

Advanced Mobile Application Use

User 2 is someone that uses a mobile device on a daily basis. This person when using applications understands the knowledge of the different applications and ideas that goes within using a app. When doing the usability test with user 2 things went smoothly. User 2 was able to identify most of the icons that are used for the main features. The one icon that was a little tricky was that the home is used for the goals, and that is hard to understand home. User 2 was able to find where the goals were located quickly, and after a quick conversation user 2 understood why it was under the home icon, since that would be the one that would open first when accessing the application.

User 3

Advanced Mobile Application Use

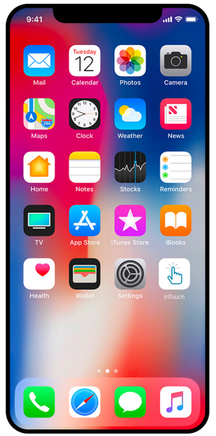
User 3 is also an advanced mobile application user. After going through the application, the user understood the application and the reasoning for it. User 3 was able to quickly understand the different icons for the bottom of the screen, but had made suggestions as to changing how the group and contact icons were created as they were very similar and could also be closely related to the profile icon. User 3 also explained that the home icon might want to have goals somewhere so you would be able to know what was on the home screen, but user 3 explained this could also be learned from the daily use of the application over time, which was something that I agreed with. User 3 other than that was able to move throughout the application with ease.

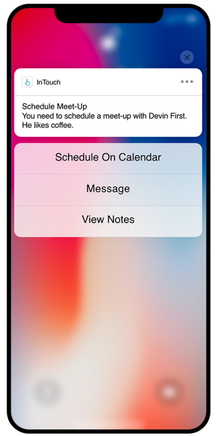
Design

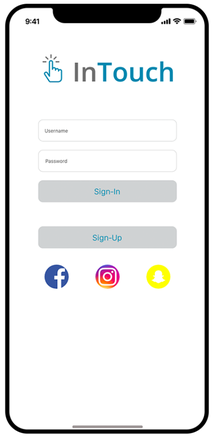
Screen Flow

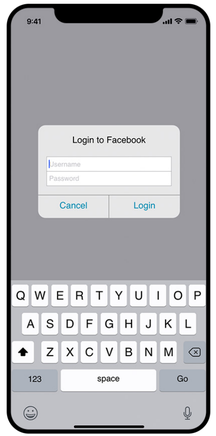
The screens here show you the flow of the application throughout the many tabs they have. The flow is easy and clean while keeping to the idea of the application whit making connections while making it easy to use. The flow of the app is quick with a simple tap and the screen flips within a few seconds that go by.

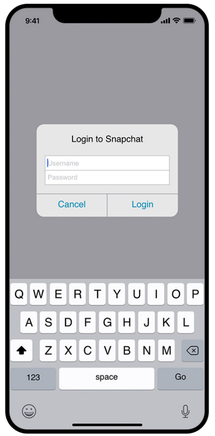
SCAN ME

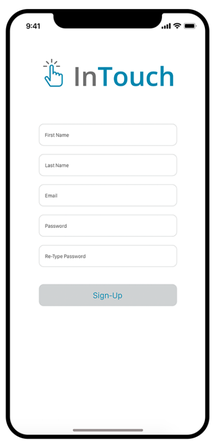


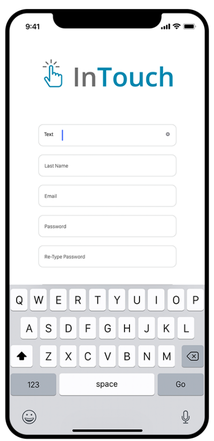


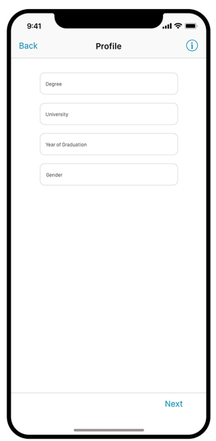


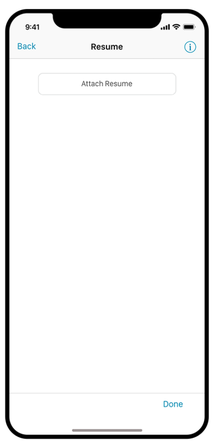


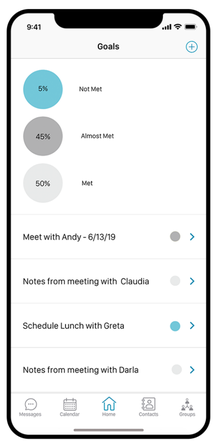


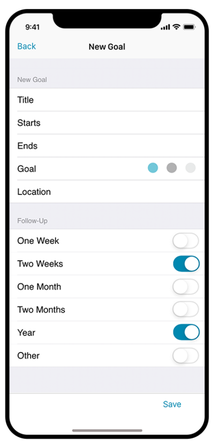


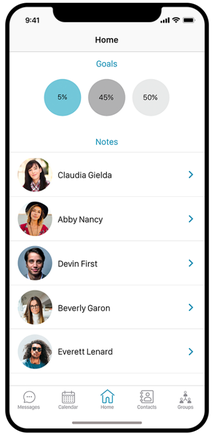


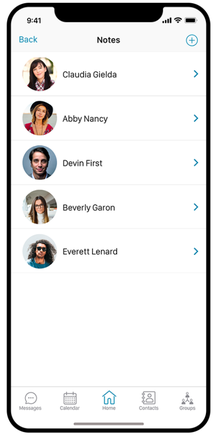




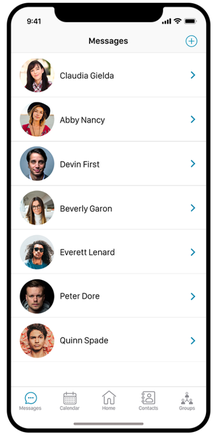


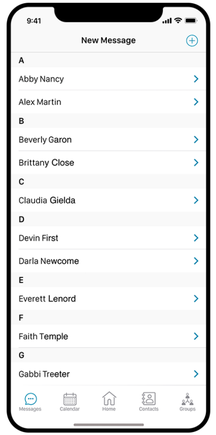



9:41
Home
Goals
5%
45%
50%
Notes
Claudia Gielda
Abby Nancy
Devin First
Beverly Garon
Everett Lenard
Messages
Calendar
Home
Contacts
Groups

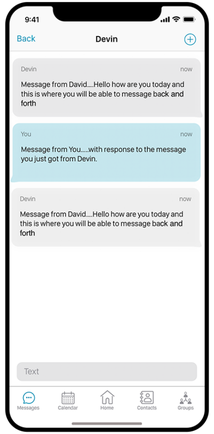

9:41
Back
Notes
Claudia Gielda
Abby Nancy
Devin First
Beverly Garon
Everett Lenard
Messages
Calendar
Home
Contacts
Groups

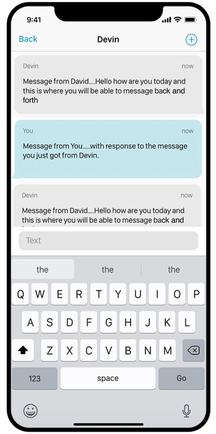
9:41
Back
New Note
Subject: Meeting with Devin
Text
Reminders
Find out about Family
Find out about Job
Find out about Goals
Find out about Schools
Other
Save
Messages
Calendar
Home
Contacts
Groups

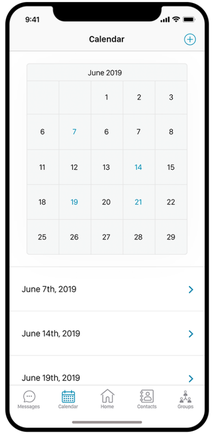

9:41
Messages
Claudia Gielda
Abby Nancy
Devin First
Beverly Garon
Everett Lenard
Peter Dore
Quinn Spade
Messages
Calendar
Home
Contacts
Groups

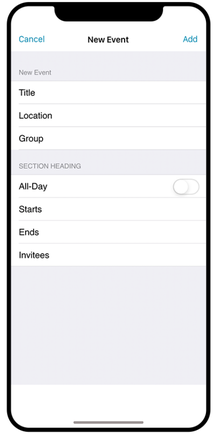

9:41
New Message
A
Abby Nancy
Alex Martin
B
Beverly Garon
Brittany Close
C
Claudia Gielda
D
Devin First
Darla Newcome
E
Everett Lenord
F
Faith Temple
G
Gabbi Treeter
Messages
Calendar
Home
Contacts
Groups

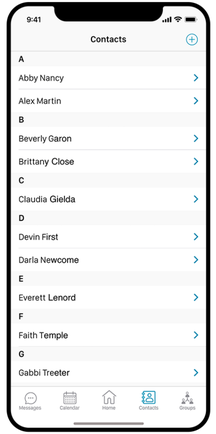
9:41
Back
New Message
To:
Text
the
the
the
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
Go

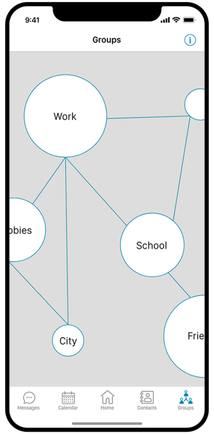

9:41
Back
Devin
Devin
now
Message from David....Hello how are you today and this is where you will be able to message back and forth
You
now
Message from You....with response to the message you just got from Devin.
Devin
now
Message from David....Hello how are you today and this is where you will be able to message back and forth
Text
Messages
Calendar
Home
Contacts
Groups


9:41
Back
Devin
Devin
now
Message from David....Hello how are you today and this is where you will be able to message back and forth
You
now
Message from You....with response to the message you just got from Devin.
Devin
now
Message from David....Hello how are you today and this is where you will be able to message back and forth
Text
the
the
the
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
Go


9:41
Calendar
June 2019
1 2 3
6 7 6 7 8
11 12 13 14 15
18 19 20 21 22
25 26 27 28 29
June 7th, 2019
June 14th, 2019
June 19th, 2019
Messages
Calendar
Home
Contacts
Groups


Cancel
New Event
Add
New Event
Title
Location
Group
SECTION HEADING
All-Day
Starts
Ends
Invitees


9:41
Contacts
A
Abby Nancy
Alex Martin
B
Beverly Garon
Brittany Close
C
Claudia Gielda
D
Devin First
Darla Newcome
E
Everett Lenord
F
Faith Temple
G
Gabbi Treeter
Messages
Calendar
Home
Contacts
Groups

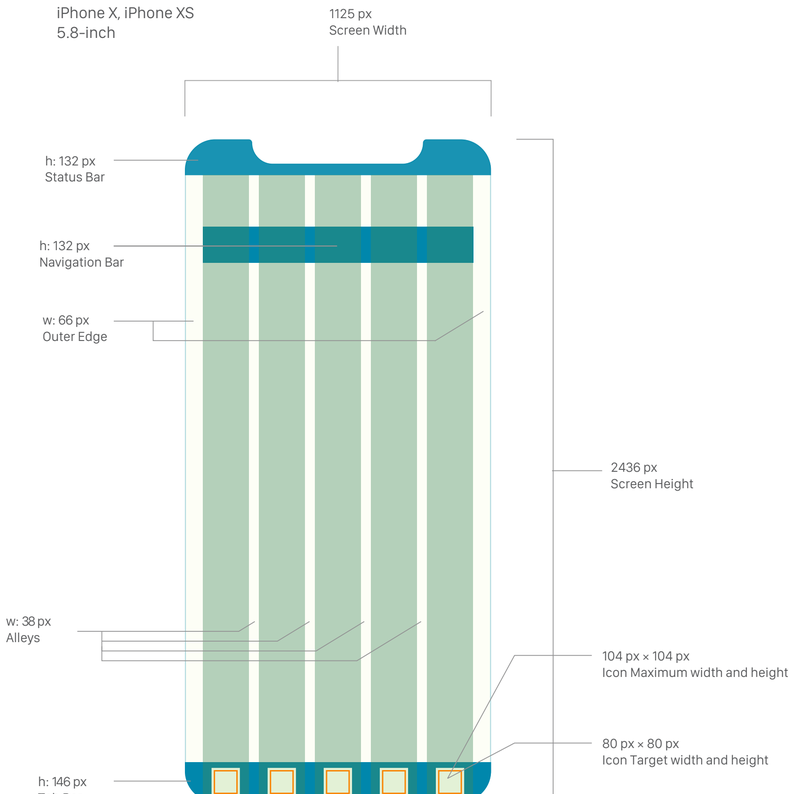

9:41
Groups
Work
School
City
Messages
Calendar
Home
Contacts
Groups

9:41
Tuesday, September 12
InTouch
Schedule Meet-Up
now
You need to schedule a meet-up with Devin First.
He likes coffee.

Grid/App Design

Mobile Grid

To make sure that the design flows throughout the unity of the application you will want to use the grid system for the iphone X. This grid will allow the elements and the margins will stay consistent, meaning that they would all be in the same locations throughout multiple screens. This applications design will feature five columns, which will fall in line with the placement of the icons in the tab bar.



Navigation

For the navigation of the application we will be using the tab bar format. This will include the five app icons at the bottom that will get you to and from within the application.

App Icon

The app's icon will be simple, just by using the image that we have been using throughout the whole process. I want to keep the color on the mountains while maintaining a white app background for the icon. I believe that a white logo will stick out from any other application making it a huge success on the users phone, being able to stand out.

Color Palette

Since InTouch does not have its own color's yet, we are able to look into colors that make the most sense for the application

Below are the colors used in the mobile app along with their color codings. Below each color swatch is the percentage of the app that is made up by the corresponding color.

RGB: 0,135,172
CMYK: 100,22,0,33
Hex #: 0087AC

RGB: 88,88,90
CMYK: 64,56,53,28
Hex #: 58595B

RGB: 210,211,211
CMYK: 17,12,13,0
Hex #: d0d2d3

RGB: 0,0,0
CMYK: 0,0,0,100
Hex #: 000000

RGB: 255,255,255
CMYK: 0,0,0,0
Hex #: ffffff

App Icon Design

Navigation Model

The navigational model used here is the tab bar system. For this application it makes the most sense to be able to navigate with the simple tab on an icon that is on the navigation bar. The icons below are as follows: Messages, Calendar, Home, Contacts and Groups.

Non-Active Icons:

Active Icons:

Messages:

The message icon will be where you will be able to communicate with your contacts.;

Calendar:

The calendar icon will be where you can see your schedule and also be able to book other events.

Home:

Home is the icon where you will be able to get back to the main screen where your goals will be.

Contacts:

The contact icon will be where you will be able to see all the people you have connected with and get their number, email or any other information from.

Groups:

The group icon will be used to see your groups connections you gave made.

Interface Icons

Interface icons are those that you will see throughout the application that are not primary. We below have a loading icon. A profile icon, a scan icon, arrow and add buttons.

Loading:

This loading icon will be used when ever the application is in the process of loading the next one on the screen.

Profile:

The profile icon will be used for the users to get to their profile page in the application.

Scanner:

The Scanner icon will be used when the user will want to scan a business card to be added into their contacts.

Arrow:

The arrow icon will be used anytime that need to go back in the app.

Typography

The style of typography used for this application will be the font that apple uses. This would be San Fransisco, this is the one that apple uses for all their applications on all their devices. Choosing this font made sense the most, for the approval of apple and also the simplicity of the san serif. Below will show the different ways the San Fransisco font will look in different options.

SF Compact Display Black:

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqrstuvwxy
z,.?!@#$%^&*()+=

SF Compact Display Bold:

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqrstuvwxy
z,.?!@#$%^&*()+=

SF Compact Display Semi-bold:

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqrstuvwxy
z,.?!@#$%^&*()+=

SF Compact Display Regular:

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqrstuvwxy
z,.?!@#$%^&*()+=

SF Compact Display Thin:

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqrstuvwxy
z,.?!@#$%^&*()+=

SF Compact Display Ultralight:

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqrstuvwxy
z,.?!@#$%^&*()+=

Conclusion

In conclusion looking throughout the process creating an app that its the target market of graduates from the university or college of business. We want the app to be for those that are going into the field and wanting a job with a higher income. With this they can become ambitious and a successful leader. The app will also be used with companies and investors as these are the other targets that can help create a diverse app and gain great attention.

Moving onto the design and style of the app i wanted to make sure that we stuck to a simple and professional style. Keeping with the white background and with adding uses of some of the blue and greys throughout the app will keep it clean while not going to extravagant. Using this style throughout the booklet will help to tie them together. Text used will be Apple's very own San Fransisco text since it will be a font that will be universal to the app world. Features in the app will include a calendar, messaging, notes, goals, contacts and including groups for meeting more people.

This app will be a one of a kind app that will work to make connecting with people fast and easier than ever. The launch of it will make it one of the best in the networking industry. InTouch will be the new way for business individuals to connect.