

Creative Brief

SynApps™ mobile app for iOS7 devices
July 26, 2014

About SynApps™

SynApps is an intelligent mobile app that helps students and professionals prepare for critical academic and career exams. It is unique in that it assesses your knowledge by watching how you interact with practice questions, and then creates customized practice exams that strengthen areas of weakness based on your learner profile.

SynApps uses a revolutionary new approach to test-as-teacher learning: it measures how confident you are when you answer questions, and dynamically corrects misinformation before you've fully memorized it.

Interaction with the app provides a learn-by-doing experience that increases your retention of *correct* information. By following the current test plan for the exam you will be taking, and drilling you in key areas that balance your overall knowledge, it ensures you are fully prepared.

A dynamic dashboard tracks your progress and gives you immediate feedback on how you're doing. It shows you where to focus your study and lets you know when you are ready to sit for the exam.

SynApps works with any subject matter, but is particularly effective in fields that require knowledge of complex concepts. Not surprisingly, the first applications for SynApps will be in healthcare, where licensing exams are used to qualify graduates to begin medical practice.

Simple app design

The navigation for SynApps v1 is simple: When the user taps the desktop icon on their iOS device, the app launches directly to the dashboard. From the dashboard, the user can initiate a practice test. When a test is completed, or the user saves and closes a test in progress, the app returns the user to the dashboard.

Sample images are provided below along with comments on the purpose of each screen.

Scope of this project

Design work:

I'd like you to design two screens for iOS devices.

1. A **Dashboard screen** that displays five widgets.
2. A **Question/Answer screen** that displays questions and answers.

I provided mockups for each of these below, so you can see the content (which is real) and basic orientation I have in mind.

Please use a flat mobile UI design that has a sensibility similar to OS X Yosemite. Check out the OS X Yosemite preview on Apple ... you'll see what I mean. Minimalist and modern, intuitive and rational.

For the dashboard, the widgets are just information containers, and the widgets will be the same for iPhone and iPad, just stacked differently.

Colors: Warm colors assist concentration and memory, especially the color red. So please try to use reds, amber and greens in desaturated hues, and feel free to use any other warm temperature colors you feel look right.

Deliverables:

Using your dashboard and Q/A screen designs, I need six (6) product images for a Keynote presentation deck.

1. iPhone dashboard display (in a black glossy iPhone frame)
2. iPhone question screen (in a black glossy iPhone frame)
3. iPhone answer screen (in a black glossy iPhone frame)
4. iPad dashboard displayed in horizontal orientation (in a black iPad frame)

Using these four images, I will need two additional product family images that look like the examples below:

iPhone pair: Exactly as shown with black phones in reflection pool. Phone on left displays Question screen; phone on right displays Answer screen.



Product family: As shown below with black devices in reflection pool.

iPad displays SynApps dashboard, reclining in background. Three iPhones in foreground, displaying SynApps dashboard, question and answer screens, in this order from left to right.



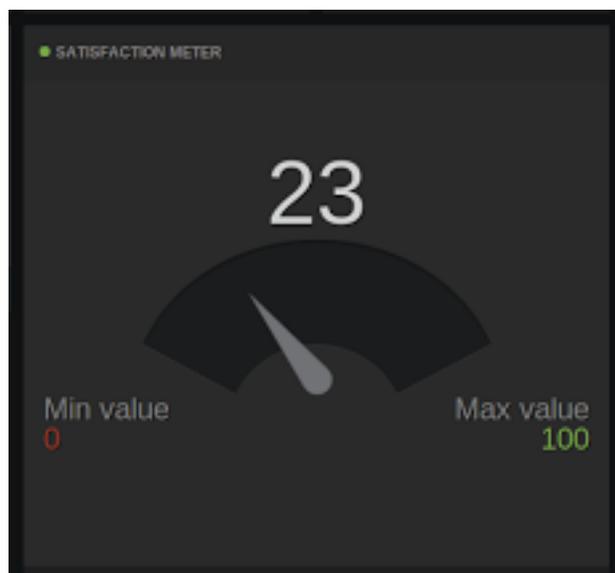
Dashboard details

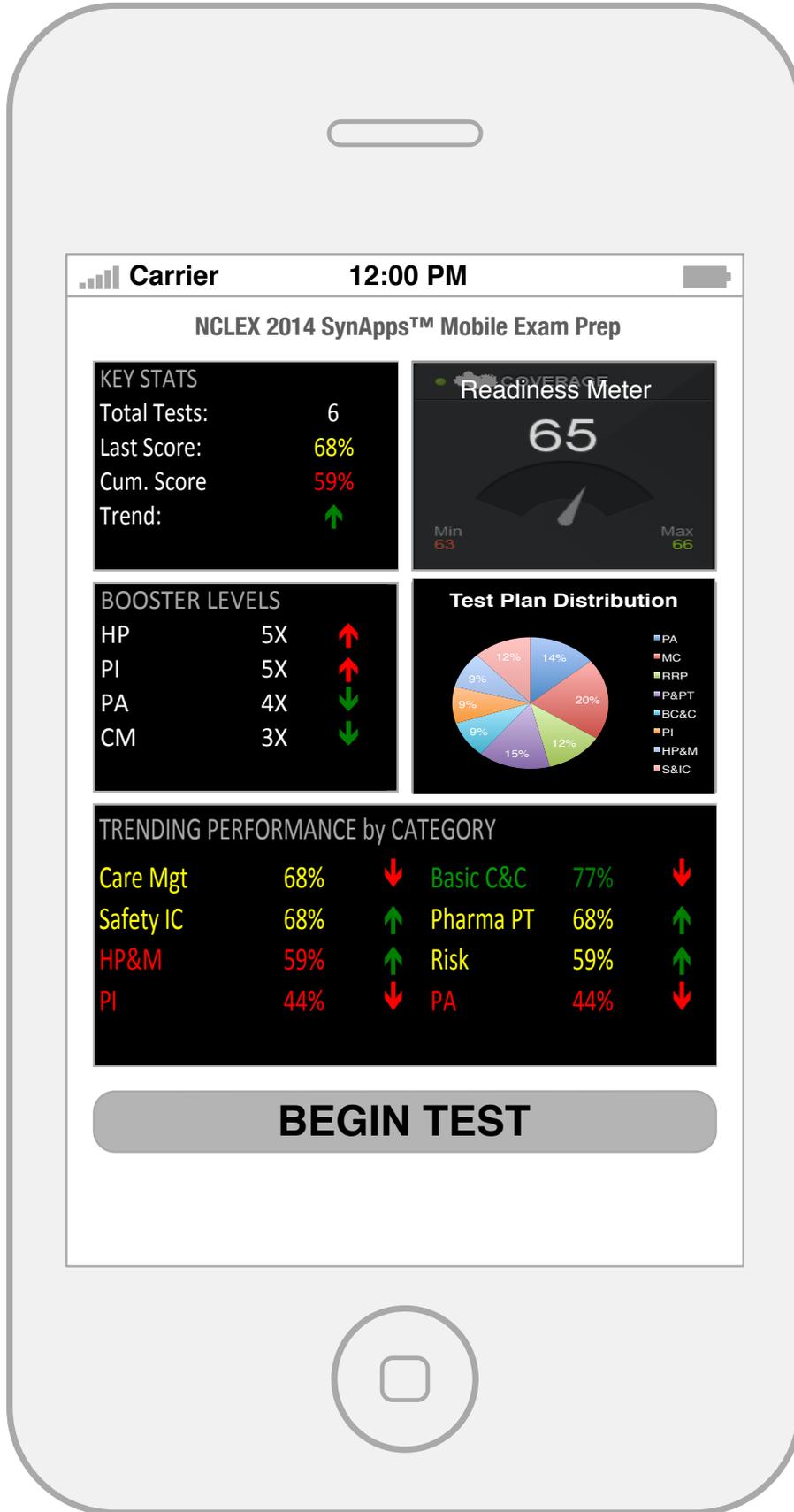
Here are my concept sketches of the dashboard. There are five widgets that display user information, and the data color scheme indicates the current trend. Good = green, OK = amber, Weak = red. I've followed this color scheme throughout the layout, so the user can get a quick status from the color.

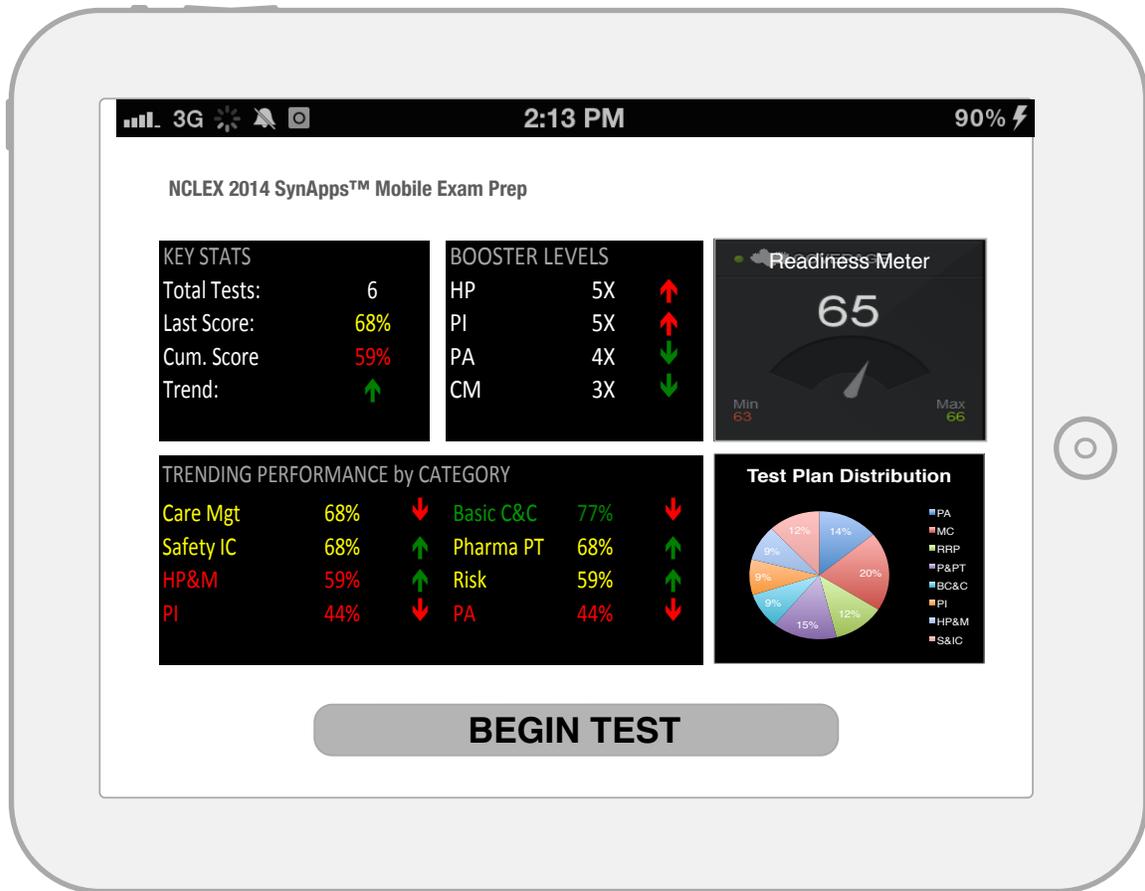
Widgets:

1. Readiness Meter. This is an analog needle-style meter that indicates how prepared the user is to take a real test. The left-side label reads NOT READY and the right-side label reads READY. Set the top number at 58% (near center).
2. Key Stats. Current performance and trend from last test.
3. Booster Levels. Displays which subject matter areas are being boosted by the app to improve user performance.
4. Test Plan Distribution shows the % of questions in each category that will appear on the actual exam. This is static data; no updates come through the app.
5. Trending Performance by Category. This shows the user how they are trending in each of the subject matter areas.

The content in the widgets is real, so please use it. An Excel spreadsheet with the widget data is attached, so you can copy/paste from it. You can experiment with widget orientation as long as the Readiness Meter is in the upper right position. Here is a detail on the Readiness Meter:



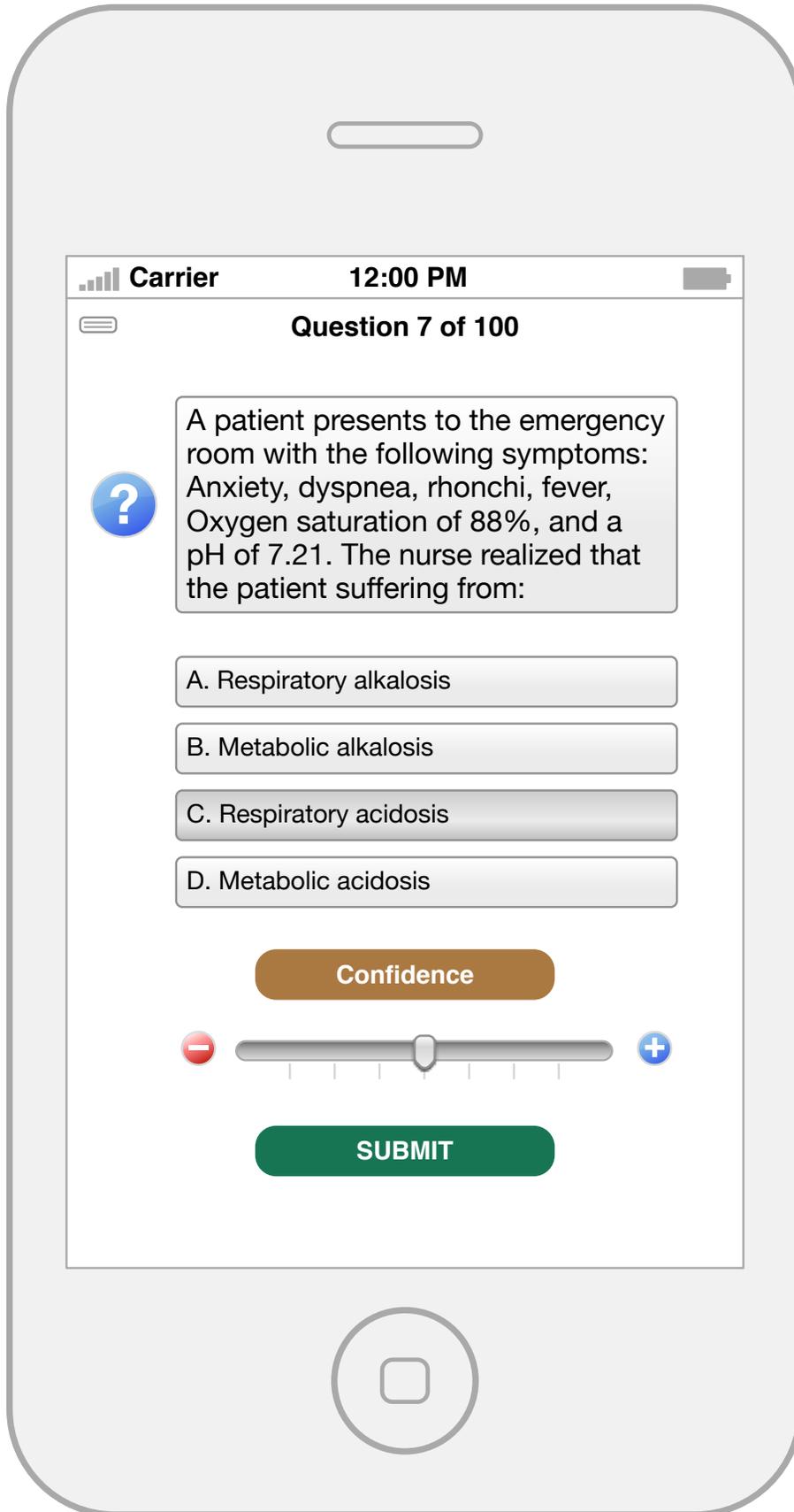


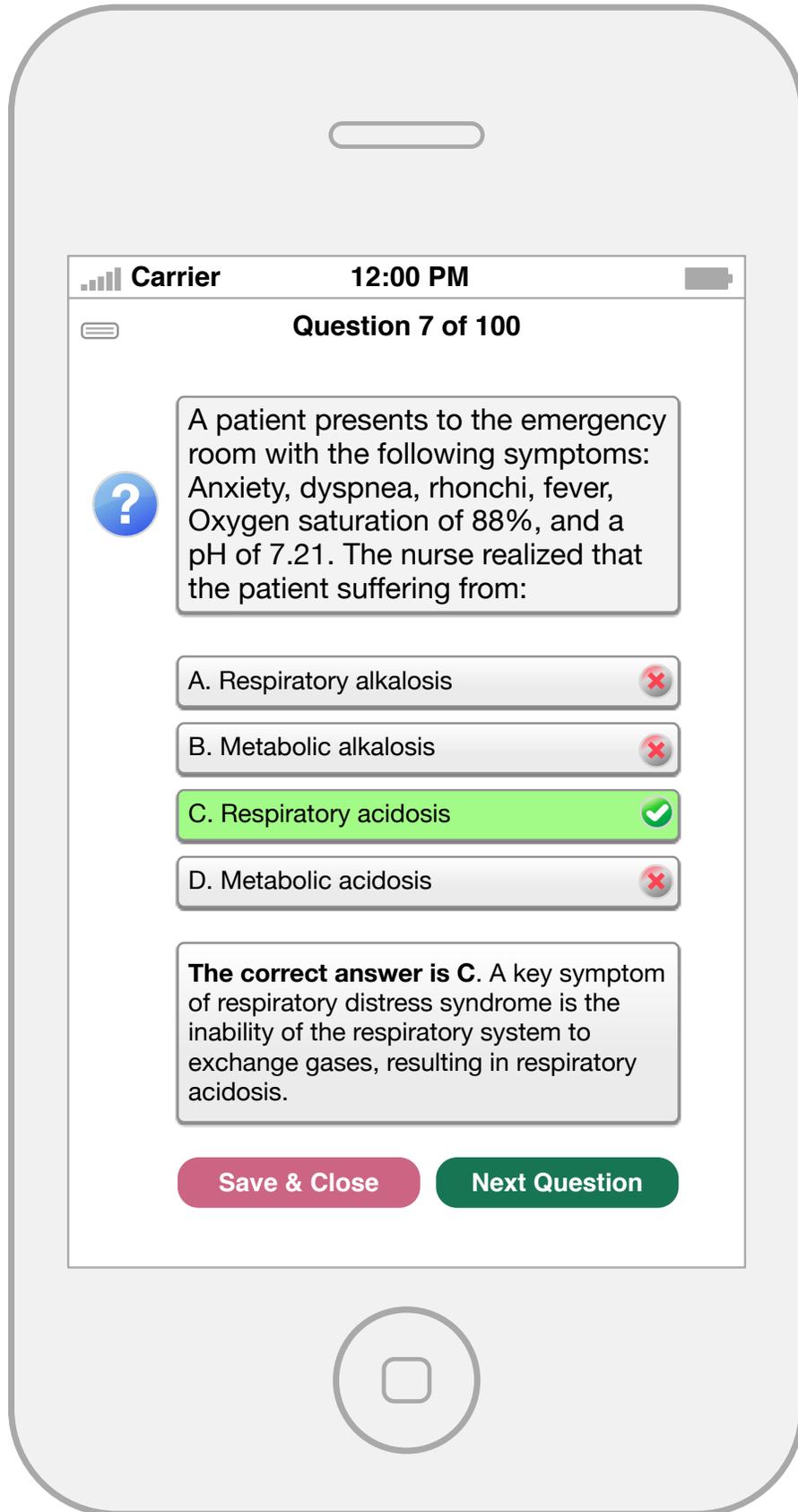


Question/Answer screen details

Below are two sketches of a Q/A screen. The first shows the screen the user sees when they are presented with a question.

The question, answers and correct answer screens all contain real content ... so please use it exactly as written.





Queries or comments?

Please contact Michael Coffin at: michael@michaelcoffin.com

Thank you!