App Design

NAME

DATE

Part 1: Designing the Most Engaging App

You are the lead designer at a tech company that is looking to create a new app. Your goal is to design the app features, content, and experiences to be as engaging and fun as possible.

Choose an App	
☐	**Fashion app:** The goal of the app is for people to be able to buy and sell clothes. But this app is intended to be much more than just an online store—it should also be a place where users can share their style, be inspired, and connect with like-minded people.
☐	**Health app:** The goal of the app is to motivate people to live an active lifestyle. This app goes beyond tracking workouts—it should help users stay committed to their fitness journey. It's meant to be used by anyone, so it must include features that would be useful regardless of one's fitness level, body, or experience.
☐	**Community app**: The goal of the app is to be the main way people in your community connect with each other and share relevant, timely information about what's happening locally. It's meant to attract as many people from the community as possible, so it must include features that would be useful to students, parents, businesses, government officials, and first responders.

What **design features**, **content**, and **experiences** will you include to help your app succeed? Remember, your job is to design an app experience that is as fun and engaging as possible!

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Sketch a **Mock-up**

Design the **Logo**

Extras!

App's Name:

Target Audience/Age Group:

Additional Considerations:

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Part 2: What Are Design Tricks?

As you watch the KQED *Above the Noise* video "Mind Control: How Apps Use Design Tricks To Hook You," capture your thoughts in the chart below.

	Things I have learned	Things that puzzle me, or questions I still have
What are examples of "design tricks" that an app might use to keep your attention? **Share 1-2 examples**		
What were Silicon Valley and Fogg trying to predict? And why?		
Why is your data so valuable to tech companies?		
The designer of "infinite scroll" regretted creating that "design trick" and its effect on humanity. How do these design tricks affect people?		

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Part 3: Redesigning for Well-Being

Keeping in mind the app you designed in **Part 1**, how would you redesign or change your app if you were trying to prioritize the **well-being** of your users?

What design features, content, and experiences would you **keep the same** to really support well-being?	What design features, content, and experiences would you **change or get rid of** to really support well-being?

What **new features** might you **add** to really support well-being?	**Sketch** a Mock-up

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