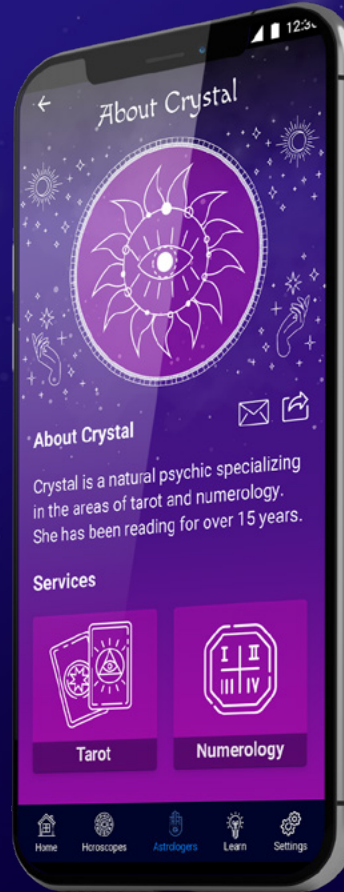




Check your horoscope, learn about zodiac signs, connect with astrologers for readings.



Process and Requirements

Research



Competitive Analysis
Personas
Problem Solving

Ideation



User Flows
Mood Board
Low Fidelity Sketches

Design



Wireframes
UI Design

Testing



Prototypes
User Testing

- ▶ Must follow iOS and Material Design guidelines
- ▶ Native mobile design patterns used
- ▶ Clearly defined typographic hierarchy
- ▶ Appropriate use of color
- ▶ Appropriate use of haptic and sound feedback for interactions
- ▶ User gestures annotated
- ▶ UI must be intuitive
- ▶ Consistent UI design applied across all screens



User Flows



Mood Board

Mystical, Magical, Fun

Colors



Typography

Creating an old-world, mystic vibe.

Macando | Regykar

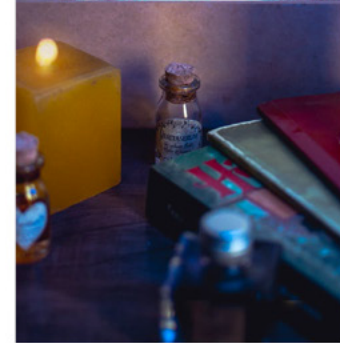
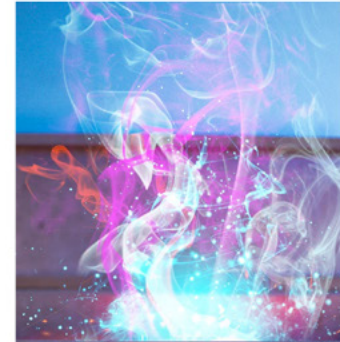
Quotes

"We need not feel ashamed of flirting with the zodiac. The zodiac is well worth flirting with."

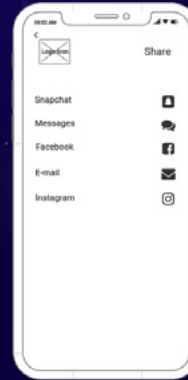
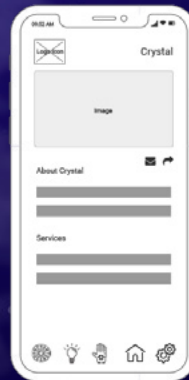
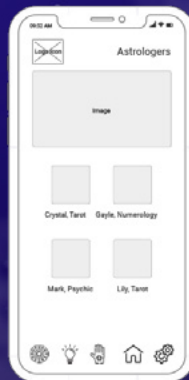
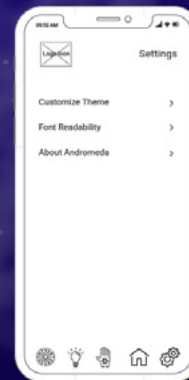
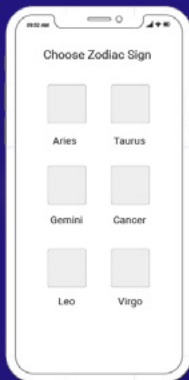
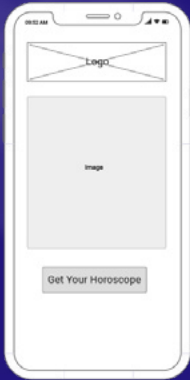
"Astrology is a Language. If you understand this language, The Sky Speaks to You."

"The astronomer has a starry map of the past; the astrologer, of our futures."

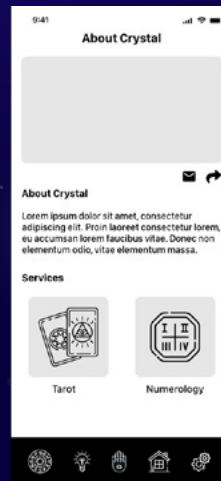
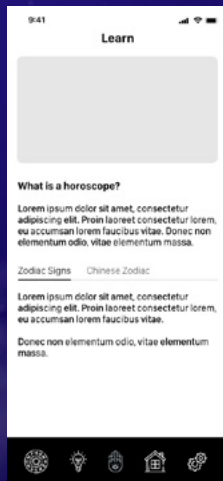
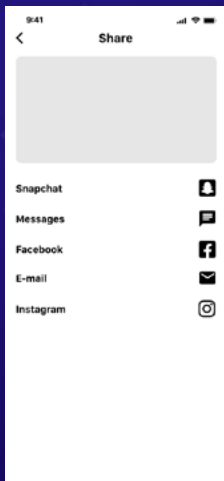
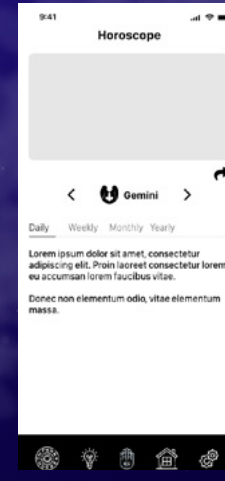
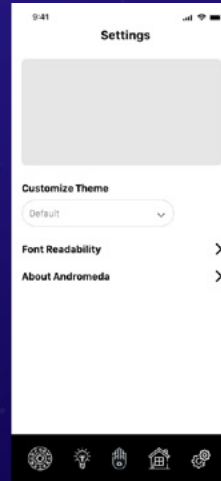
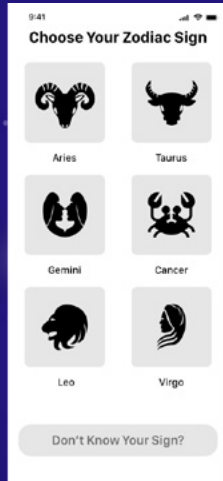
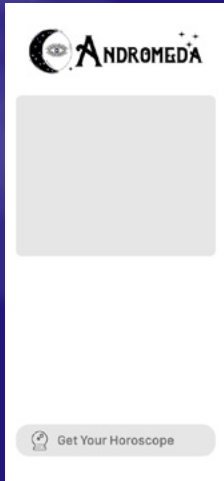
Imagery and Textures



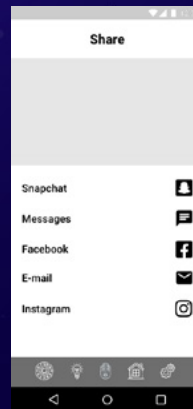
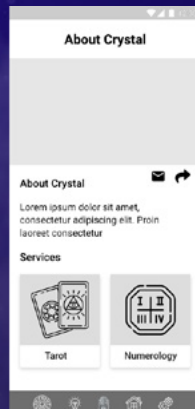
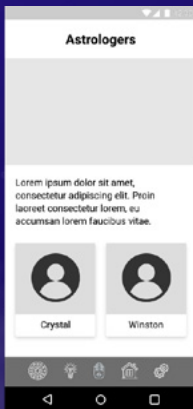
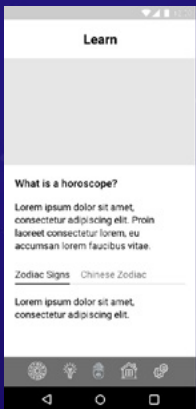
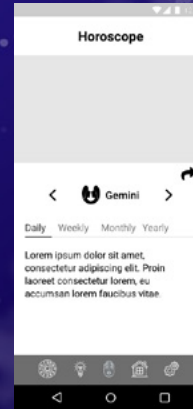
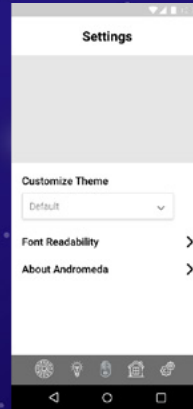
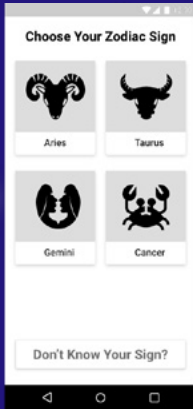
Sketches



iOS: Low Fidelity Wireframes



Android: Low Fidelity Wireframes



Prototyping



View the iOS prototype here.

There were many changes to the initial prototypes. I couldn't decide on the exact color structure with the background and there were some design changes as well. After creating the designs I requested 5 fellow students test out the prototypes. Their feedback was included in the final design/prototype.



View the Android prototype here.

User Feedback

Jennifer

I love the color palette and the navigation bar icons are amazing. I noticed the right and left arrows are white but other arrows are purple. I think the white arrows are easier to see. The purple blends into the background a bit.

Marc

There is a clear and constant style through out the app that fits the theme very well. Consider adding titles under each icon in the navigation bar.

Richard

The typography is legible and the visual hierarchy is logical. The contrast is excellent. Make the back arrow of the navigation bar white to make it stand out.

Mayra

"Andromeda" is placed a little bit too high on the iOS version. I would also make it as big as the Android version. I noticed there's some text space in the Astrologers in the Android version but not on the iOS. Was it intentional?

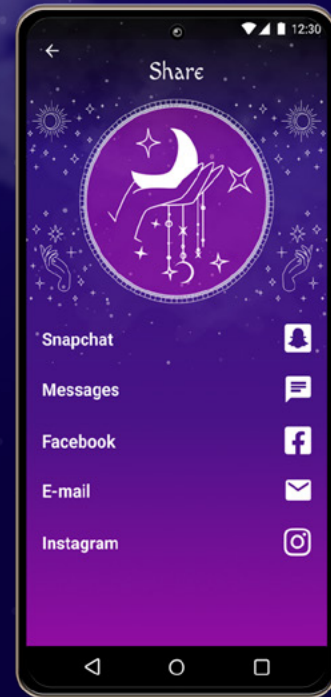
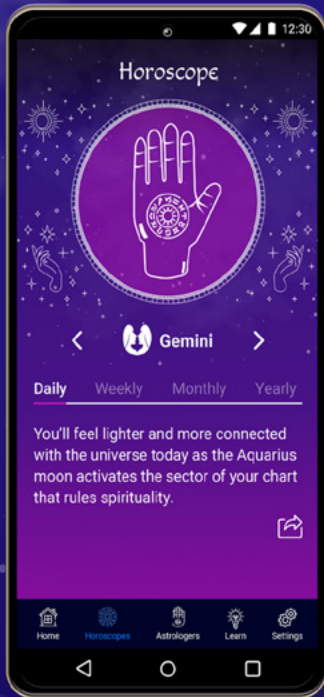
Holly

Maybe titles under the navigation to make it more clear? The purple back arrow is easy to miss. Love the idea to customize the theme to give it a more personalized feel

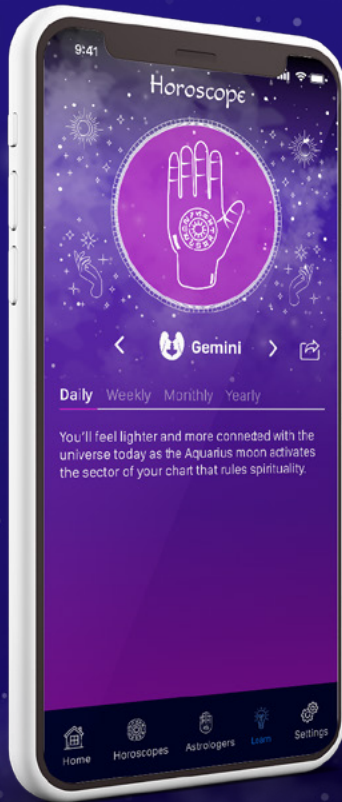


Final Design

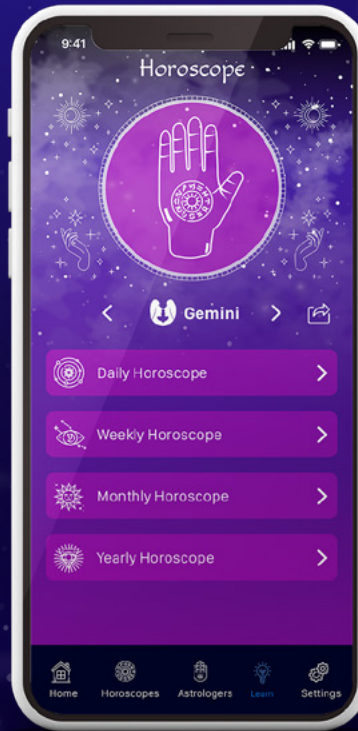




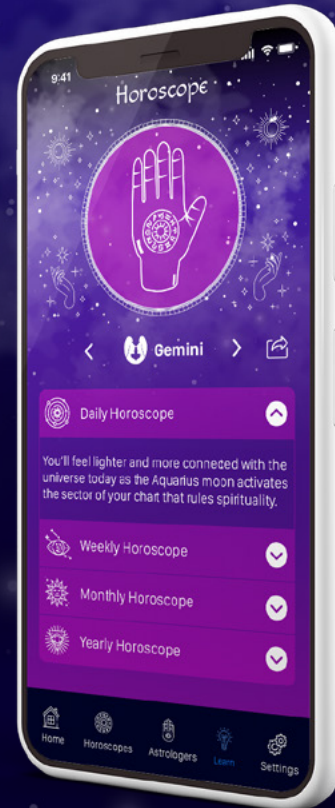
Iterative Designs - Horoscopes



v1



v2



v3

Iterative Designs - Learn



v1



v2



v3

What I Learned

This was definitely a learning experience. Designing for both iOS and Android devices was challenging.

I really enjoyed learning about iOS Human Interface Guidelines and Material Design. I am unfamiliar with Android devices, so I was constantly referencing the guidelines for that.

I would love to have more users test in the initial design phase. The feedback from my small test group was fantastic and definitely shaped the app.

Overall I am very happy with the design and feedback I received from users. I wanted to design something that was entirely different in topic and look from what I have previously done and I think I succeeded.

