UI/UX DESIGN FOR ANDROID AND IOS APPS

BY

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Computer Science and Engineering

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DAFFODIL INTERNATIONAL UNIVERSITY

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APPROVAL

This internship titled "**UX/UI Design for android and iOS Apps**", submitted **by Naimur Rahaman, ID: 161-15-7002** to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on 28 January 2021.

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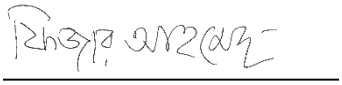

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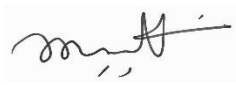

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DECLARATION

I hereby declare that, this project has been done by me under the supervision of **Narayan Ranjan Chakraborty, Assistant Professor, Department of CSE** Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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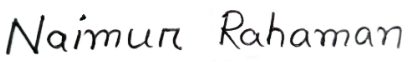

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I would like to thank my entire course mate in Daffodil International University, who took part in this discuss while completing the course work.

Finally, I must acknowledge with due respect the constant support and patients of my parents.

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ABSTRACT

I had completed my internship over “UX/UI Design for android and iOS Apps” at a software company named is “Olivine Ltd” under their official job and “Advanced Professional Coaching with Industry Attachment Including Apps and Game Development” project also which was a Govt. Program. It was a great journey for me because during this five-month I have designed for 2 Apps and 1 Game for that project and also have designed more 2 Apps and 1 Game for Olivine Ltd. Not only UX/UI design but also I have learned smart communication and maintain a job environment. Very often offices of the ICT Division came and discussed my project and I have learned more then I expect. I used Adobe software and Figma and Adobe XD tools for UI design. I have forced on building a better UX for the apps and game so that everyone can use and enjoy. During the internship I faced some bugs and problems, senior leaders helped me to fix them. After complete my internship I have got enough confidence to make any type of apps UX and UI. My trainer and leader taught me and gave me useful guidelines these were very helpful. After completed my internship project they offered me for a job. I gather a lot of experience during this internship.

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CHAPTER 1
INTRODUCTION

1.1 Introduction

UX design stands for user experience design, and UI design refers to user interface design. Generally, UX design is simply how a customer or user feel when they use a service or product. UX designer is the person who analyzes and investigates how people feel about the services or the products she or he offers them. User Interface refers to space and method created as the junction between a product and a user. In a word, UX UI Design means, the process of designing the user interface and the experience that results from its use.

A service or product should be useful, accessible, desirable, credible, valuable, usable, and findable. Without good UX UI design, a product or service valueless for the user and now a day its demand is really high all over the world. Bangladesh as a developing country there are many web application and mobile application are being built and will be built. So I can say this internship help me to grow my carrier as a UX UI designer and to contribute my skills to develop and reach the user goal.

There are 7 key factors of UX Design:

- Useful
- Accessible
- Desirable
- Credible
- Valuable
- Useable
- Findable

The first factor of User Experience is Useful. Anyone only want to bring a product to market if it's useful and has a purpose for its target customers. If the product has no purpose, it's unlikely to be able to compete for attention on a market full of purposeful and useful products. Without any key factor, product or service can be failed in market. [1]

Findable refers to the idea that the service or product must be easy to find for the customers. If anyone is working with digital and information products such as webpages, the content within them must be easy to find, too. Music- and video-streaming services with millions of files are extreme examples of the importance of designing for findability. If Netflix users can't find something they're in the mood for on a Friday night, it doesn't matter how much great content is hidden beneath the surface. They'll stop using the service.

Credibility relates to the ability of the user to trust in the product that you've provided. Not just that it does the job that it's supposed to do, but that it will last for a reasonable amount of time and that the information provided with it is accurate and fit for purpose. It's nearly impossible to deliver a good user experience if the user thinks the product creator is lying or has bad intentions. They'll take their business elsewhere instead.
But even if you don't commit fraud, you should always ensure

Desirability is conveyed in design through branding, image, identity, aesthetics and emotional design. The more desirable a product is, the more likely it is that the user who has it will brag about it and create desire in other users.

Accessibility is about providing an experience which can be accessed by users of a full range of abilities. This includes those who are disabled in some respect, such as hearing loss, impaired vision, motion impaired or learning impaired. Doing interface design for accessibility means that you use colors which color-blind people can see, that text is legible even for people with low vision and so on. Sadly, accessibility often gets lost in the mix when we create user experiences. Design for accessibility is sometimes seen by companies as a waste of money because the impression is that people with disabilities make up a small segment of the population.

Finally, the product must deliver Value. It must deliver value to the business which creates it and to the customer who buys or uses it. Without value, it's likely that any initial success of a product will eventually be undermined. [1]

1.2 Motivation

Olivine Limited provides services using Internet technologies to enable the fastest, easiest, and most enjoyable software experiences possible. Recently they working for apps design and development. Realize that a combination of UX UI, education of computer science, and engineering will be able to make me an asset to Olivine limited. This internship will give me the best opportunity to extend my knowledge and my profession. I want to learn all the new things and take challenges as possible as I can to contributing to Olivine ltd.[3]

1.3 Internship Objectives

Through this internship, it is connecting people or users with a better experience. It's a huge advantage of an internship to connect with the real user and makes them happy. It's really important for a student's future career. Through this internship, it makes me as a product designer and also user experience designer. Several things have to continue like: Visual Design, User Interface Design, User-Centered Design, User Experience Design, etc. I will learn to find problems and give the solution with an update problem-solving strategy for any platform.

1.4 About the Company

Olivine Limited opened its journey with a mission to use the Information Technology as a main stream of communication and automate the regular business processes. It then extended the services thereby using Internet technologies to enable the fastest, easiest, and most enjoyable software experiences possible. They do apps designing, coding, testing and developing. Olivine Limited is always open for creative, young and energetic individuals who are keen to build their career with the help of Olivine Limited. They believe that Professionalism is the key to success for every individual.

Dhaka Office Olivine Ltd.

Address: Level-5, 16, Kemal Ataturk Avenue Dhaka 1212

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CHAPTER 2
ORGANIZATION

2.1 Introduction

I have started my UX UI journey from 2018. I have been studying UX UI in last two years. Some of my learning technologies are mobile application, web application, website, user centered design, design thinking, usability, making user flow etc. and also related tools. Design thinking was the part which I felt like so difficult, after some days it's going to be so friendly to me. In UI parts, typography and color theory were confusing for me as a newbie, but after practicing some days now I understand how to use them. I learnt and designed during my internship from 4 to 6 hours per day. Now I am able to create any web site and mobile app from UX to UI. At the same time, I am selected as a trainee at SYS Dev Ltd. under Basic Mobile Apps and Game Design Project. It was 3-month program and also pre-requirement for advance project.

Finally, one day I got the email from Olivine Ltd. who wanted me as a trainee and I took this opportunity. I selected this company because they are doing wonderful mobile apps and many other Govt. project. As a software company, they have to do many UX and I am proud to be a part of them. So I did my duty and responsibility as par their requirement. I just love to create new things and try to solve problems through design. I am hungry for learning new things and want to be a world-class UX UI designer.

Donald Norman is one of the man who coined the term "User Experience". Now-a-days UX is one of the popular term not only Bangladesh but also whole world. It's have a bright future nearby and I am really happy to be part of UX UI Designer. Bangladesh govt. is investing a lot of money to make good UX UI Designer as well. So a lot of opportunity in Bangladesh who wants to build a career in this sector.

2.2 Product and Market Situations

Research-driven

UX Designer analysis and resource users need and behaviors then design. On the other hand, the marketing strategy is depending on research on customers' behaviors, preferences, and spending patterns. Each filed are equal to focus on their own resource. So without research first, marketing specialists and UX designers both wouldn't be able to do perform properly.

Some of the significant overlap we can see in research techniques we would have utilized as a marketer but those used by a UX Designer: surveys, user personas, interviews, ethnographic research, focus group discussions, and many more. [2]

Psychology

UX Design and marketing both regarding creating a product as desirable to the user or the client as doable. Design psychology is a merge of cognitive psychology, social psychology, neuroscience, and human-computer interaction. Promoting aims to make product fascinating to customers, so they'll interest to pay cash to get the product. UX Design point to create products desirable to the customers. So that they can achieve better experience while using this. In each fields, psychology roles are very significant.

A clear understanding of psychology is attractiveness to users by delivering value – be it social, economic, or otherwise and some important parts like typography, colors and imagination to instant emotional responses. In difference, the marketing specialist such as you apply scientific discipline in planning the marketing campaign for a product, at the same time a UX designers apply it to design good product for a customer or user. [2]

2.3 Target Group and Audience

The target audience is one of the primary steps that we need in any business. Many people are thinking that the target audience is those people who are interested in their business or service. But it's wrong. Alternatively, we need to narrow down each and every one into

a small group of people who both want and have the means to buy a product or take service. If a consumer lives in an area - we don't need to ship products or if the consumer doesn't interest to buy items from me or service, this consumer is not a part of our target audience. Suppose you need to buy a car and the salesperson without asking you any single questions begin showing you two-seater beautiful cars because he thinks that you are a woman and this car will suit you better but in reality, you are a mom of two and you looking for a big family car so this salesperson loses his sale. we should analyze, interact with our audience, and should talk to the customers so that during the conversation we can ask questions and at the same time create surveys around live streams. All these things will help us to get in right from our audience. After the survey, we'll find out our group audience easily. Basically, a designer generate idea about client's industry, income level, target customers' age, number of children, education level etc.

For Olivine let. Our targeted audiences are Bangladesh Govt., ICT Division, Big Local company who needs business solutions. According to specific apps, all the group audiences are different from each other. For Charity apps, our target users are those people who pay maximum tax, rich people who are able to donate, and want to donate money.

2.5 Organization Structure

Activities of organizer structure such as coordination, allocation, and supervision are targeted towards the main achievement of organizational aims. Organizational structure needs to innovative, powerful, have knowledge on managing the different level task, efficient, caring, and quality much more in order to achieve a good advantage. The organizational structure should maintain in a company such as how service and data flow step by step with the combined process within an organization.

CHAPTER 3
DAILY ACTIVITIES AND PROJECTS

3.1 Daily Activities and Tasks

I started my journey as a UX UI Designer at Olivine Ltd. Worked with a great and helpful team. There was a lot of work such as paperwork, wireframe, design thinking, research for the targeted user, color theory, product analysis, user flexibility, etc. There, I have done some Mobile Apps and Games UI UX Design including major 2 apps and 1 game project. Such as- “Prottoyon App”, “Charity App”. There are some of my projects:

Charity App:

In this country many of us are poor and among them, most of the people cannot arrange or earn their educational, medical cost as much as their need. End of the day most of us are getting die without proper treatment and many of us cannot get higher or primary education knowledge as well just because of their financial problem. And on the other hand, some of us rich and have wealthy financial income and they want to donate people who have financial problems. [9]

People who have financial problems can be applied to charity.gov.bd for a financial donation. The Authority of this app gets those requests and data about the person through this app. Authority take an action to verify all the information and justify this data are correct or not. If all the information and data are correct, then the authority approves the application and gives a charity code. The donor can donate through this charity code. [9]

There are many features in this app like:

- Fake request can be rejected
- Real application can be approved for verify
- Generate charity code for who needs money
- Authority can find a specific person or application easily,
- Forward application to related specific officers.

There is one of charity app splash screen and guideline in this following figure 3.1.1. I have created 3 more guidelines similar this one. Through those guidelines anyone can get overall idea of this app.

Figure 3.1.1 Splash Screen and guideline

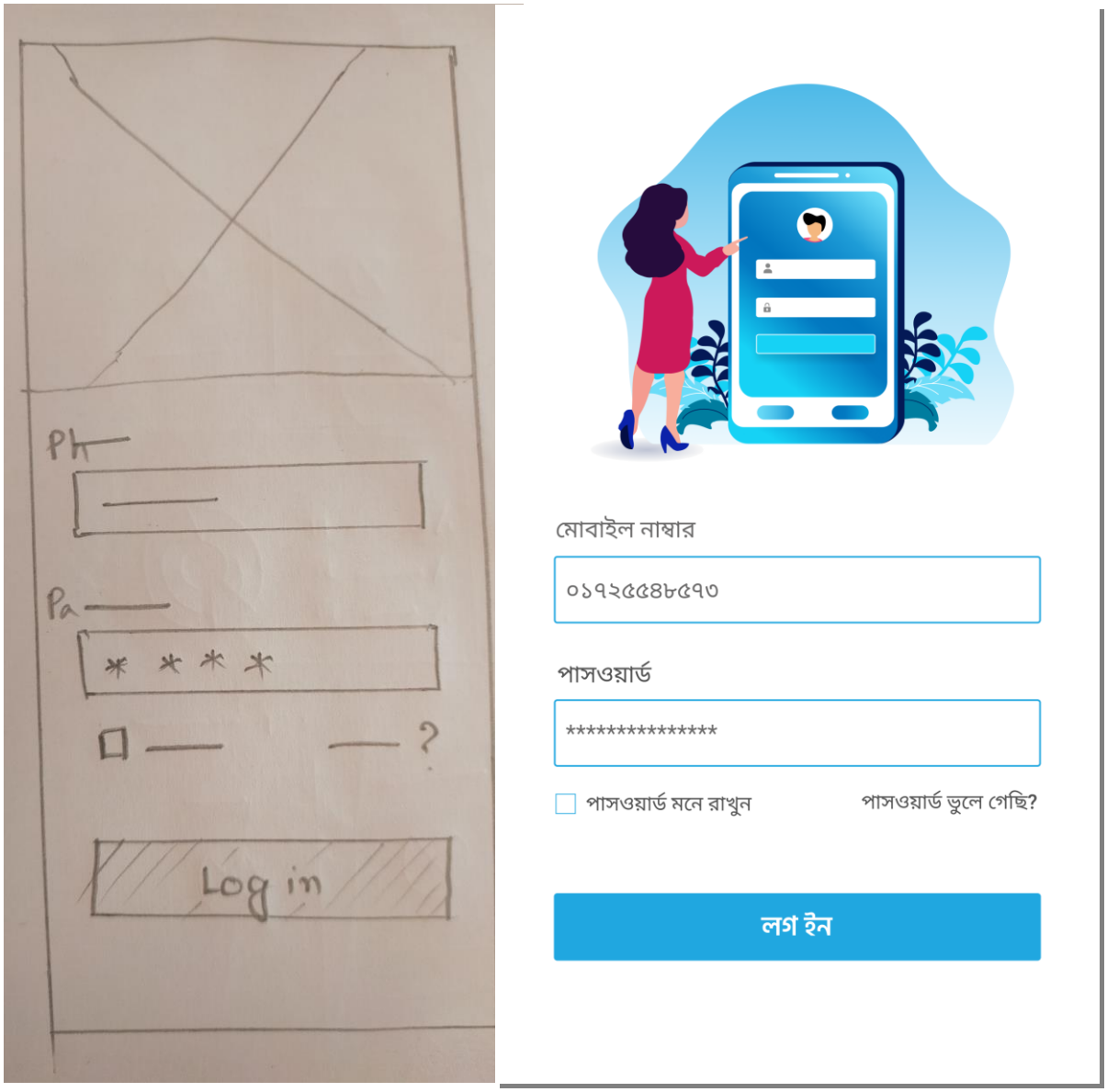

Figure 3.1.2 Log in wireframe and UI

In this figure 3.1.2, I have shown, login page wireframe and UI. The user needs input the mobile number as one user id and gives the password to login to the app. It's mandatory for users.

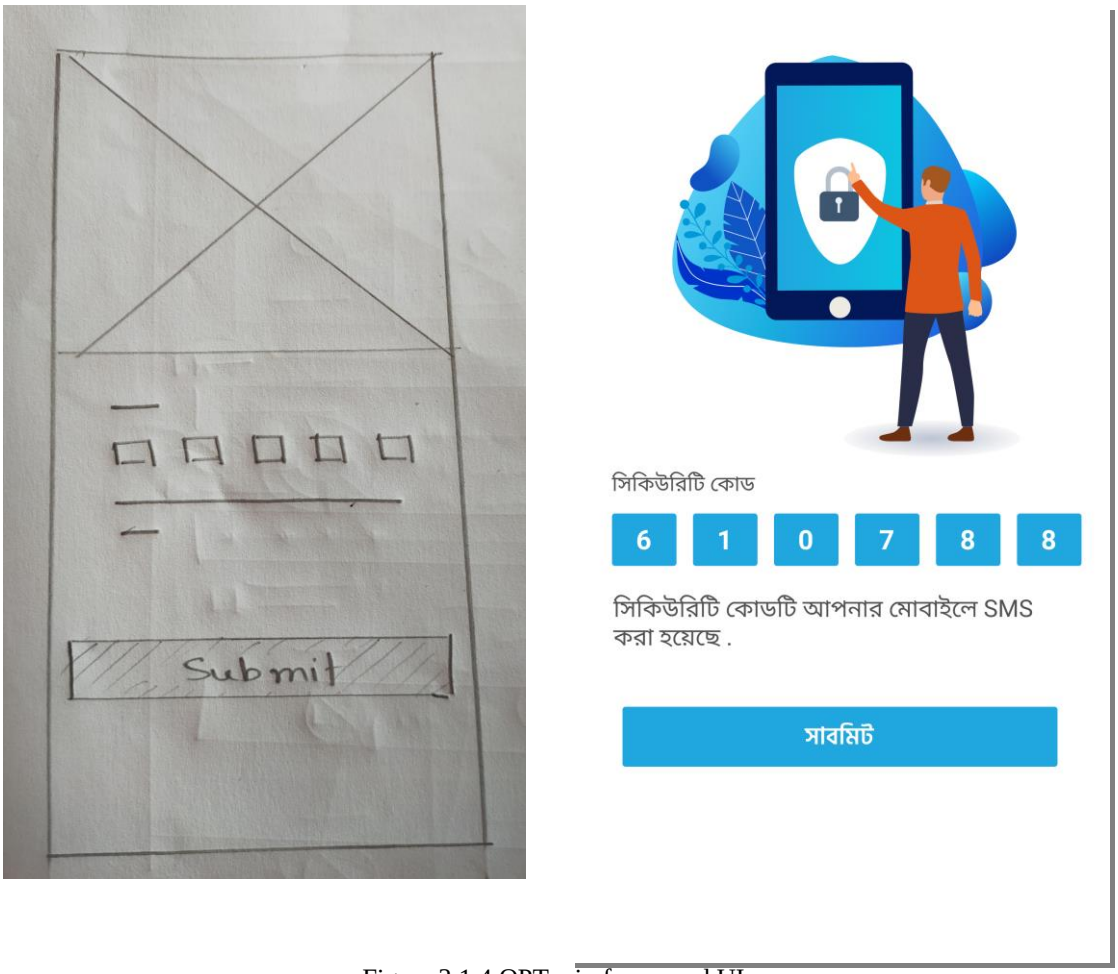

Figure 3.1.4 OPT wireframe and UI

In figure 3.1.4 I have shown users would take an OPT code through his/her mobile number. User get this OPT code from SMS and put it on the app. By this way this app can get valid user. Without OPT no one can access this app. It's also mandatory to verify valid use.

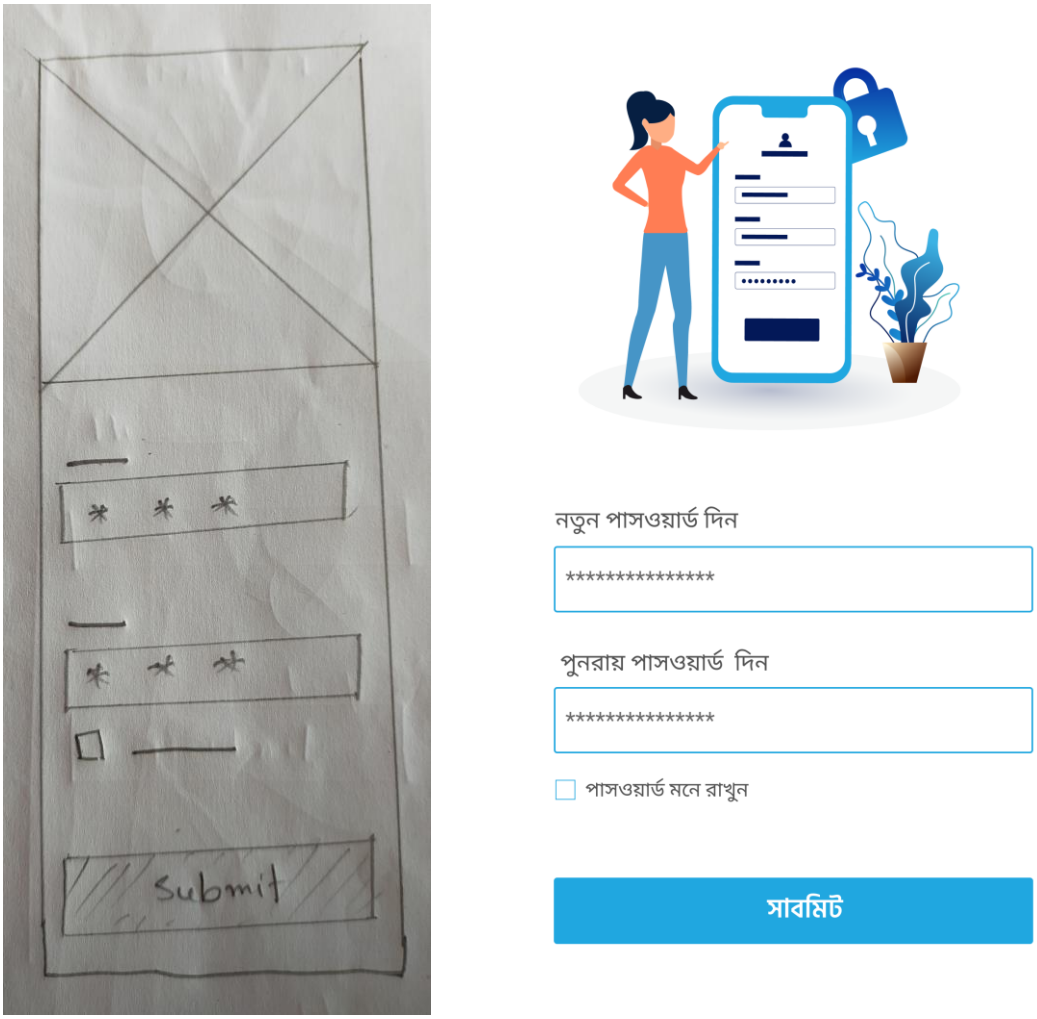

Figure 3.1.5 Set New Password wireframe and UI

In figure 3.1.5, If the user forgets the password, then he/she can be requested for a new password. By clicking forget password link, the app gets the request ask for OPT. After ensure that the user is valid then the app will give set new password. Enter the password twice the time for 100% conformation.

Figure 3.1.6 Home wireframe and UI

In figure 3.1.6, we can see the home screen of charity app. This is the first screen after login into the app. Only the user who already verified can reach the screen.

Figure 3.1.7 Educational Application wireframe and UI

In figure 3.1.7 User can see all the educational applications that are asked for a donation. We can see total amount of application here.

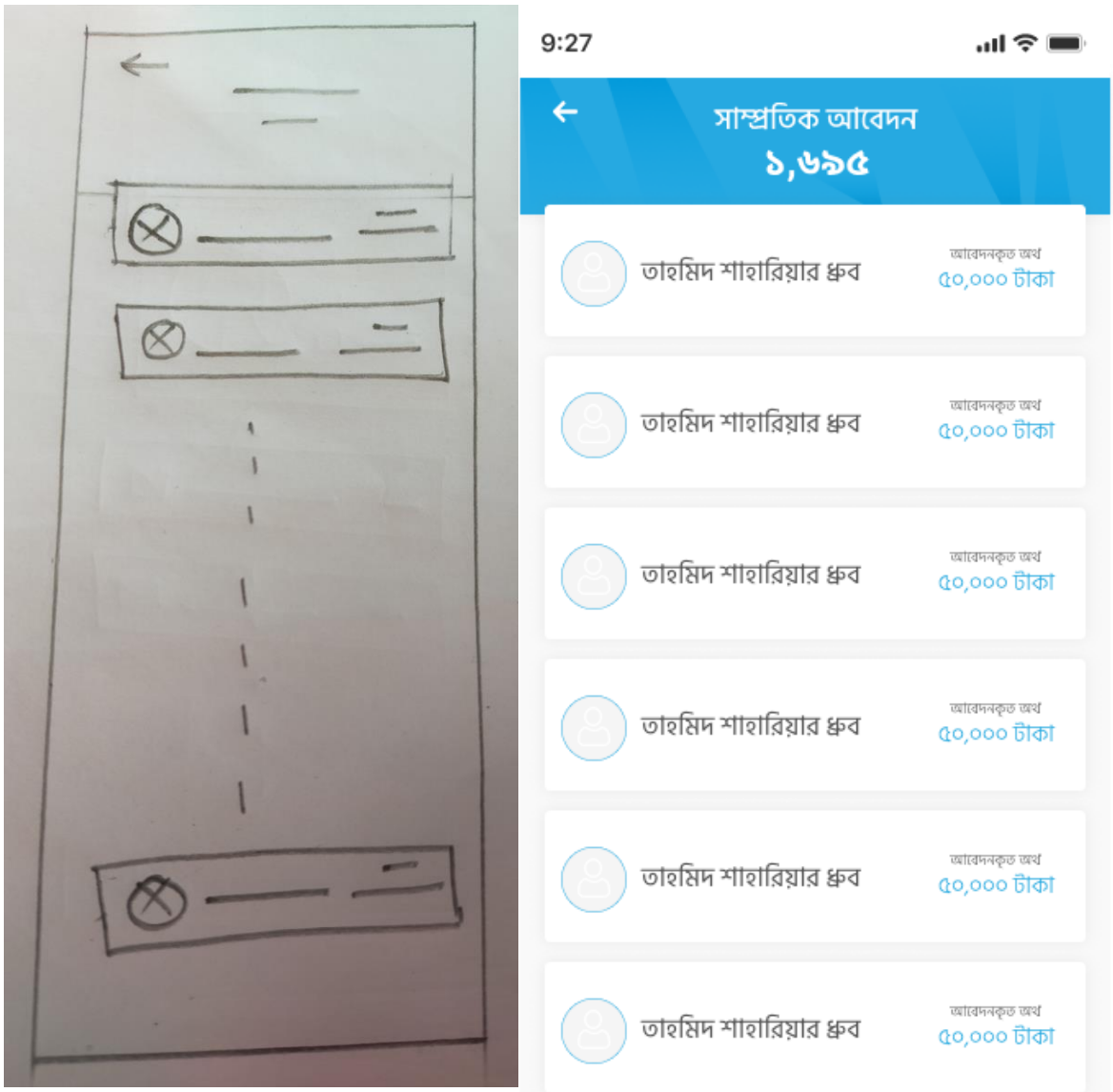

Figure 3.1.8 Recent Application wireframe and UI

In this figure 3.1.8, the user can see the recent application here and all the applicant list with the expected amount. By clicking one of the list user can see details of the application.

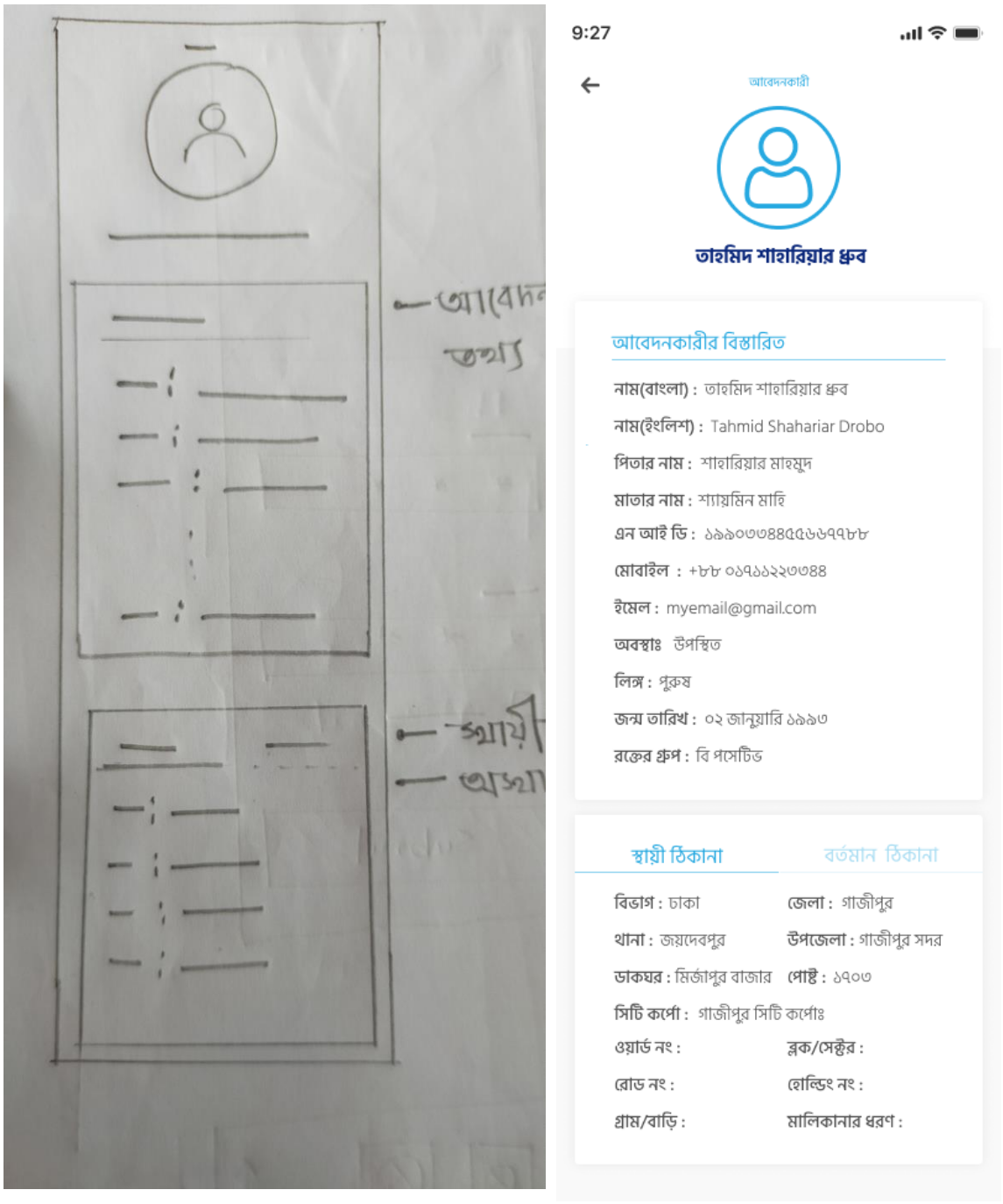

Figure 3.1.9 Applicant info wireframe and UI

In this figure 3.1.9, the applicant information details will be shown here with his address. So that authority of Charity app can verify those people. Authority can make decisions after verifying the applicant.

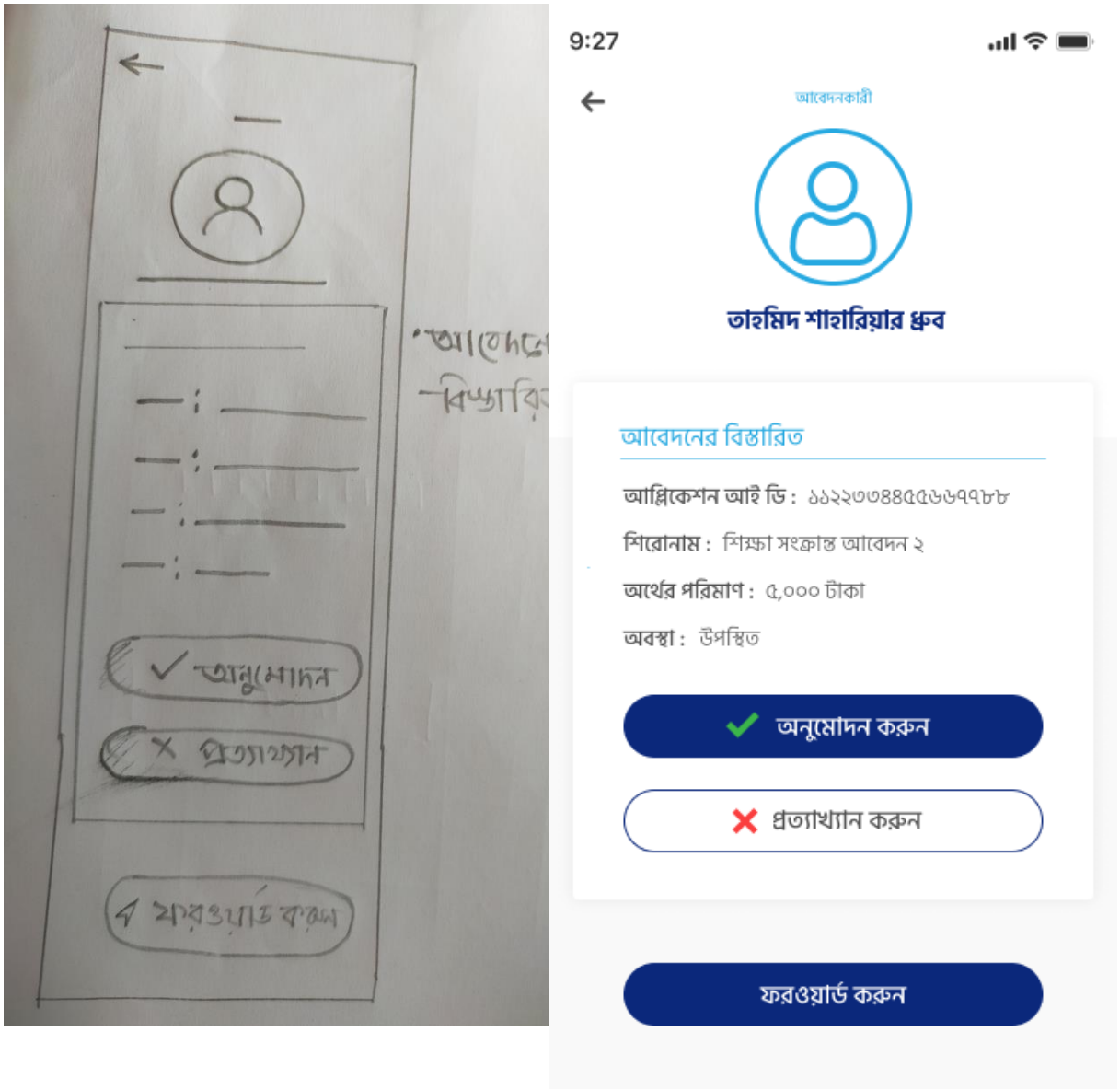

Figure 3.1.10 Application details wireframe and UI

In figure 3.1.10, In this screen users can reject, accept, and forward this application. After accepting this application, the applicant will be got a notification.

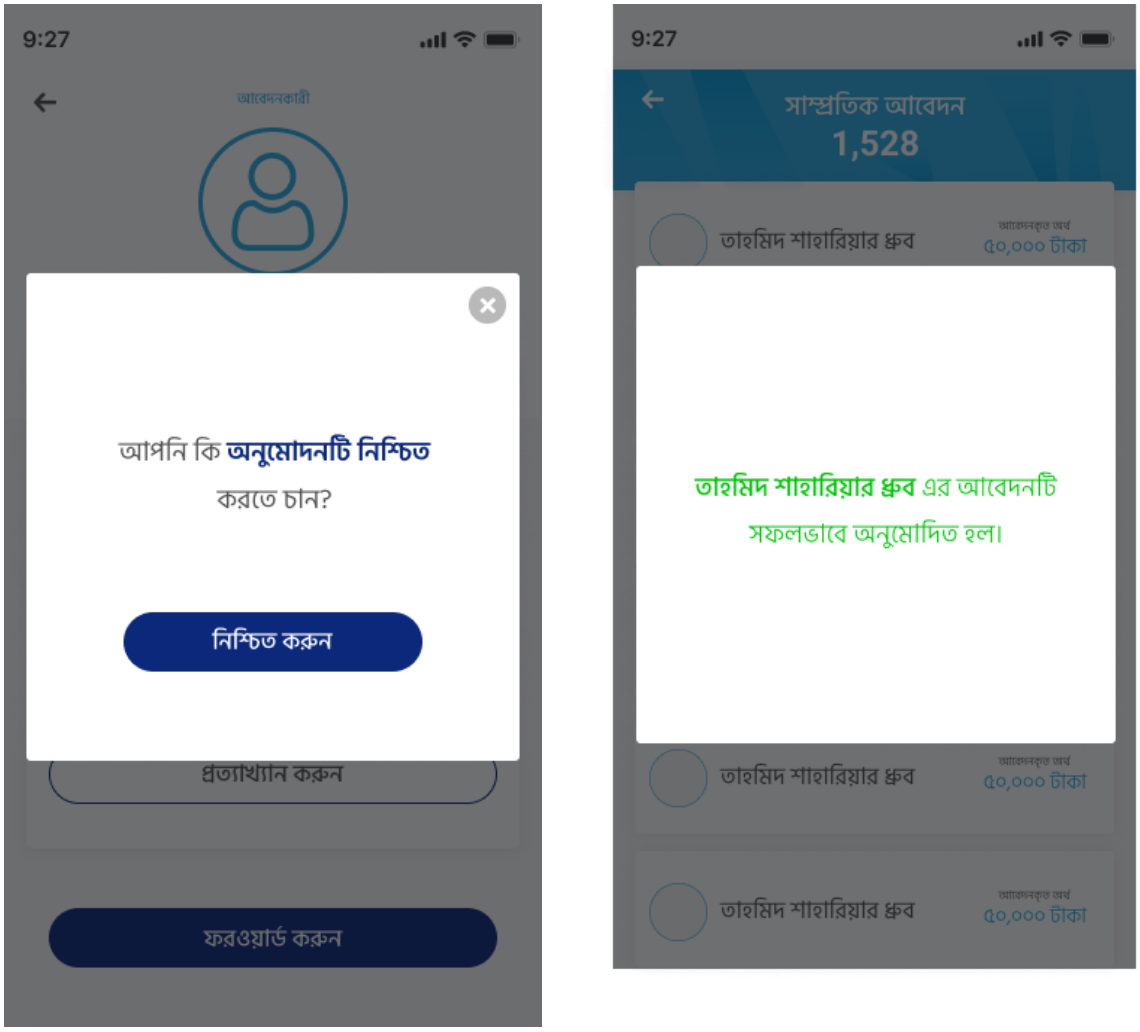

Figure 3.1.11 Accept Conformation UI

In this figure 3.1.11, On this screen ask the user for confirmation and give him the action feedback. Both Screen comes as a pop-up screen.

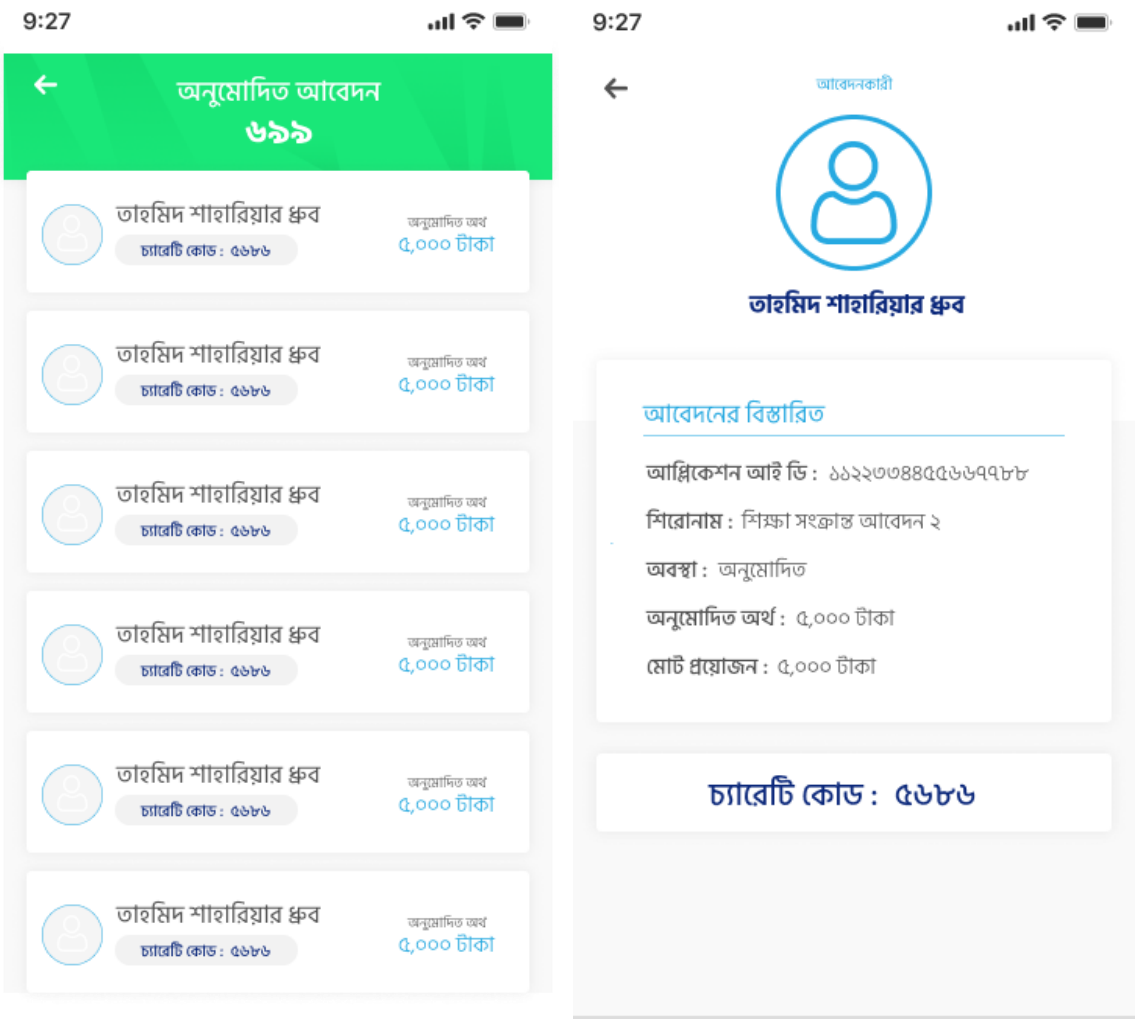

Figure 3.1.12 Accepted Application UI

In figure 3.1.12, Users can see the accepted application list with the approved amount and specific charity code. Anyone can donate this applicant through this code. This charity code will be given after approve of the application.

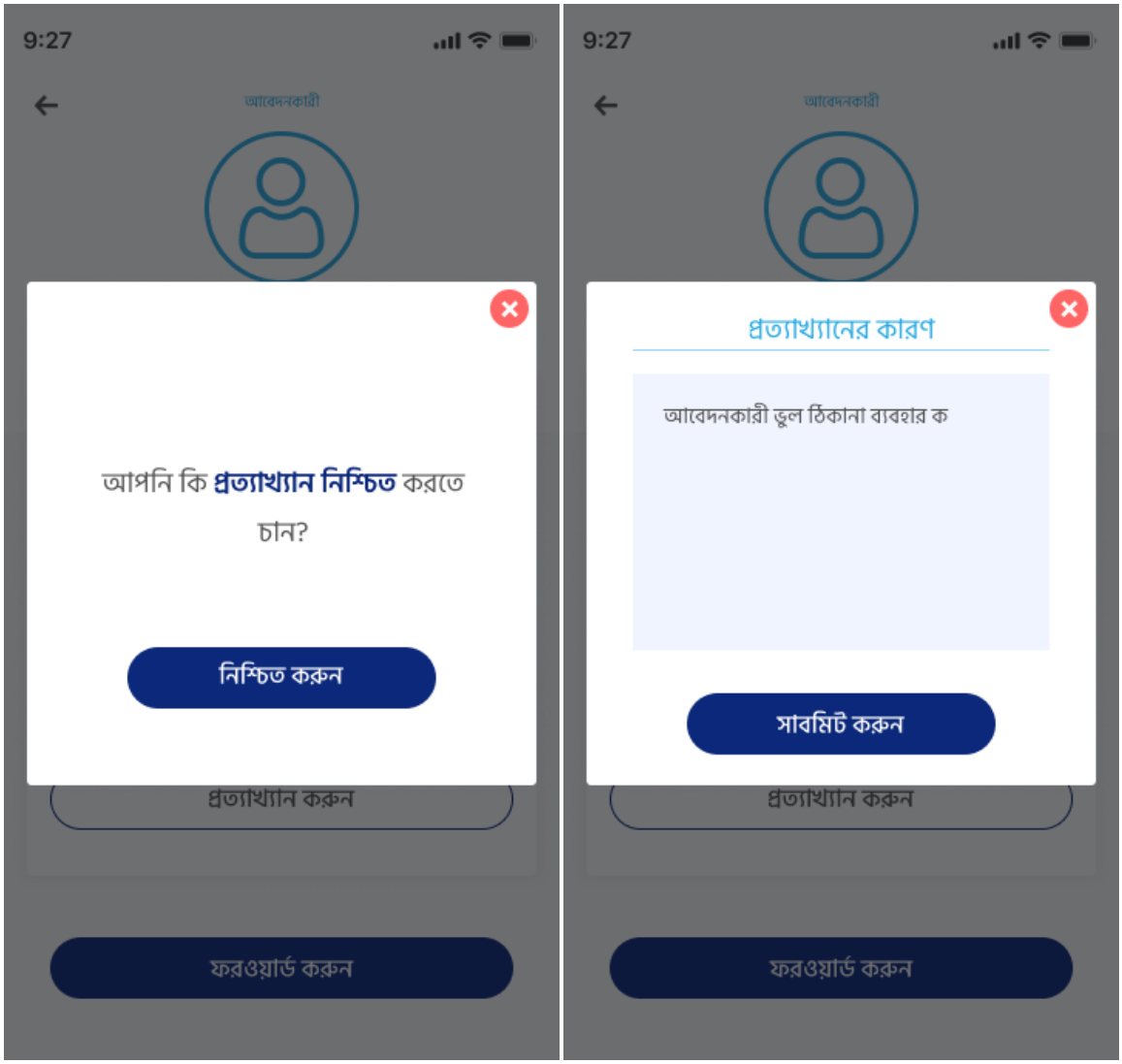

Figure 3.1.13 Reject Conformation with reason UI

In this figure, 3.1.13 Users can reject any application after the given reason for rejection.

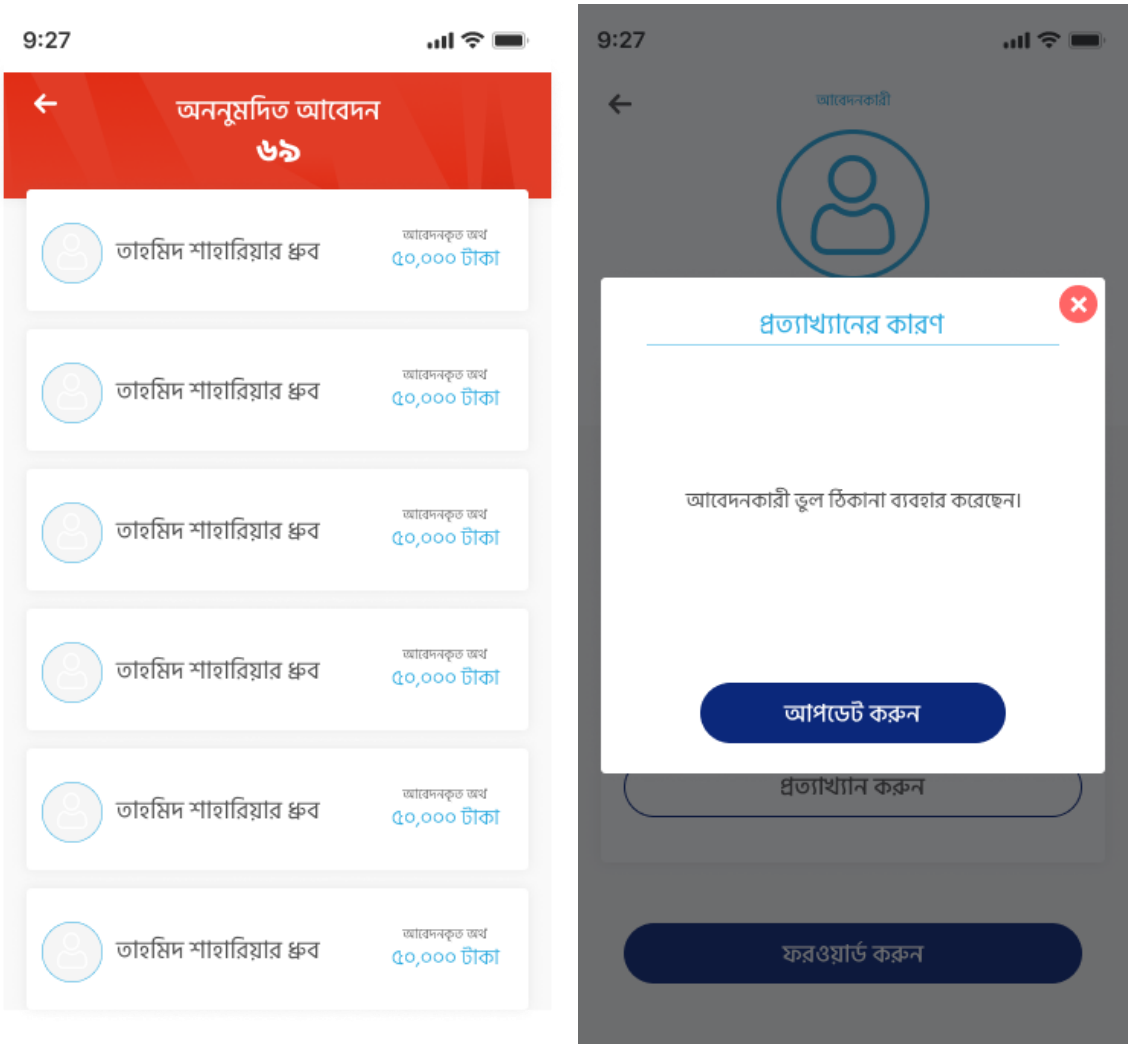

Figure 3.1.14 Rejected Application with reason UI

In this figure, 3.1.14 users can see the rejection applicant list and behind the reason on another pop up screen. User can replace the rejection information by clicking update button.

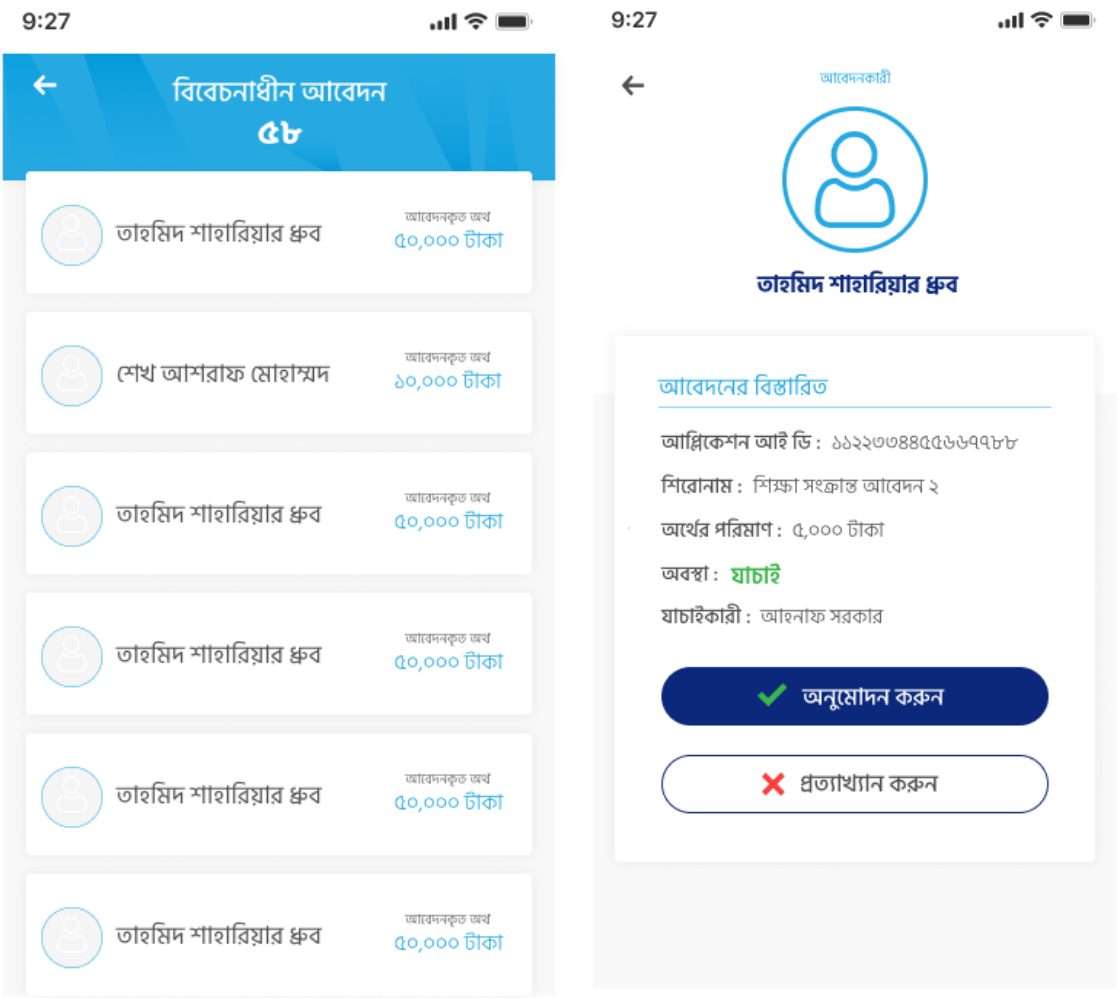

Figure 3.1.15 Pending Application UI

In this figure 3.1.15, the user gets a list of a pending application and can take an action. User can reject or approve the application.

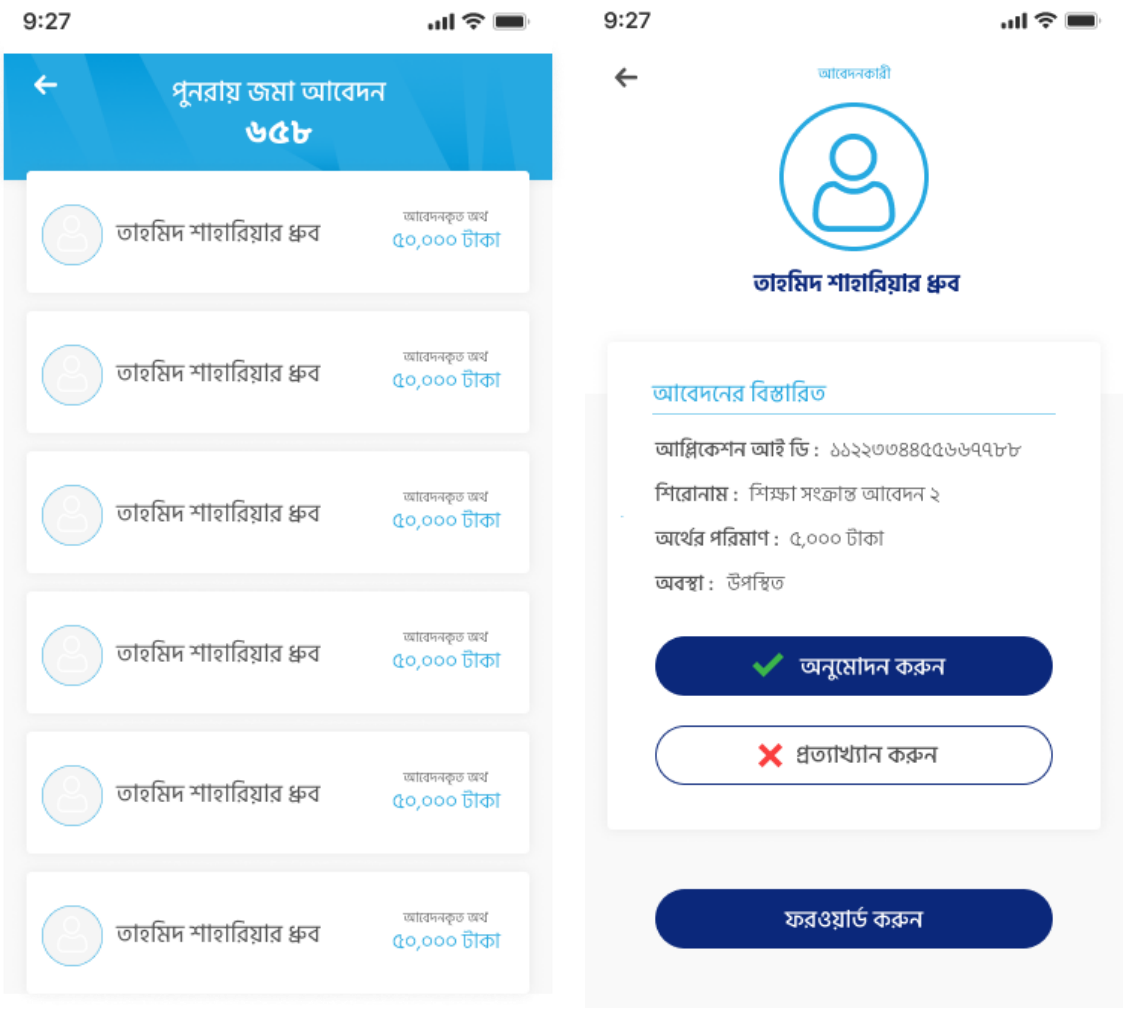

Figure 3.1.16 Repeat Application UI

In figure 3.1.16 user gets the application which the applicant already rejected for any reason but the applicant has applied again. Users can take any action like reject or approve or forward the application.

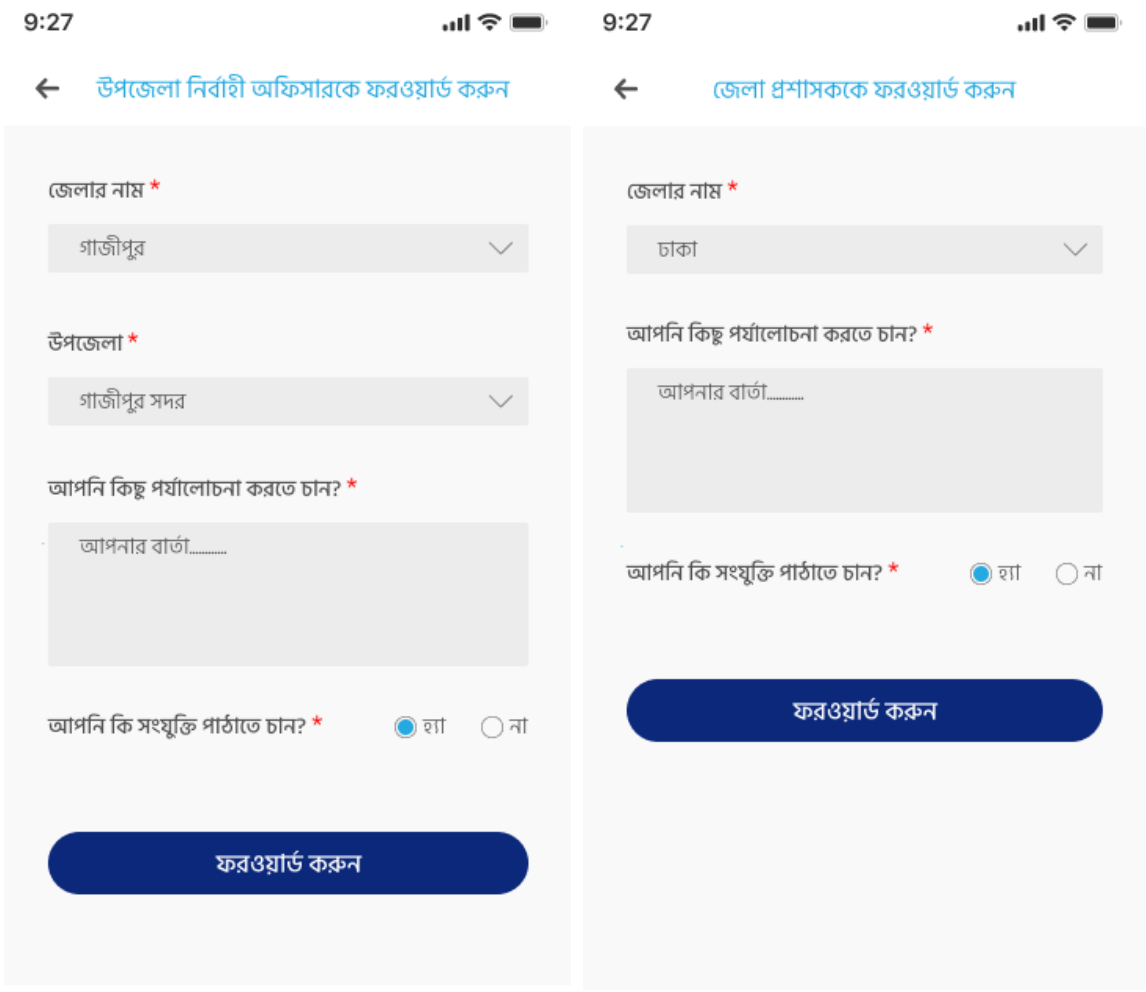

Figure 3.1.17 Forward Application UI

In figure 3.1.17 user can forward the application after fills up the form. User can forward the application to UNO or DC or other officer who can identify or inquiry about the applicant. If the applicant has actual reason, then his application will be approved.

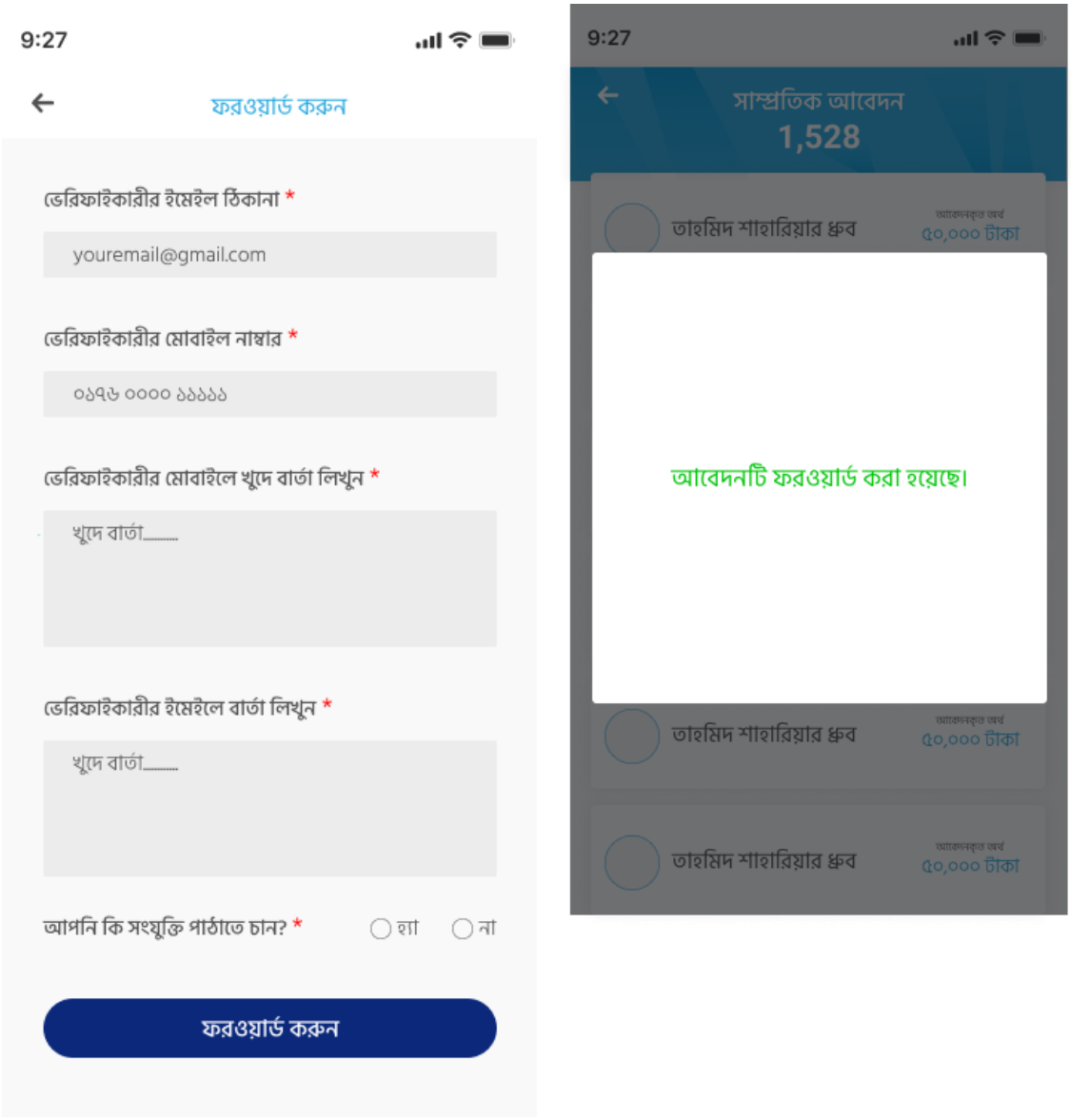

Figure 3.1.18 Forward Application conformation UI

In figure 3.1.18, After sending the form user will get confirmation.

Prottoyon App is an app where authority takes an application for online certification:

Figure 3.2.1 Prottoyon App Splash and Home Screen

In figure 3.2.1, There are splash screen and home screen of prottoyon app. Also have another pages such as the Login page, new password setup page, OPT submit page. The Authority of prottoyon app is used and they take requests for some types of certificates, like a birth certificate, character certificate etc.

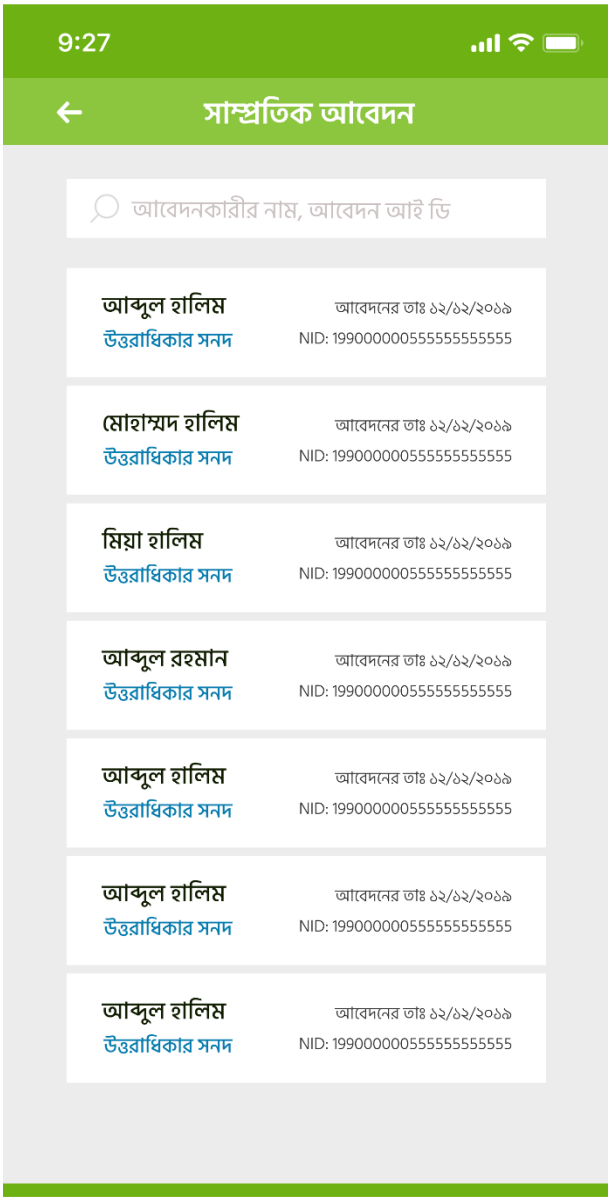

Figure 3.2.2 Prottoyon App Applicant list screen

In this figure 3.2.2, Here is the recent application list of prottoyon app. By clicking on of the list item user get more information about the application. Authority can be approved the application or rejected it. The applicant must be paid a specific charge for each application.

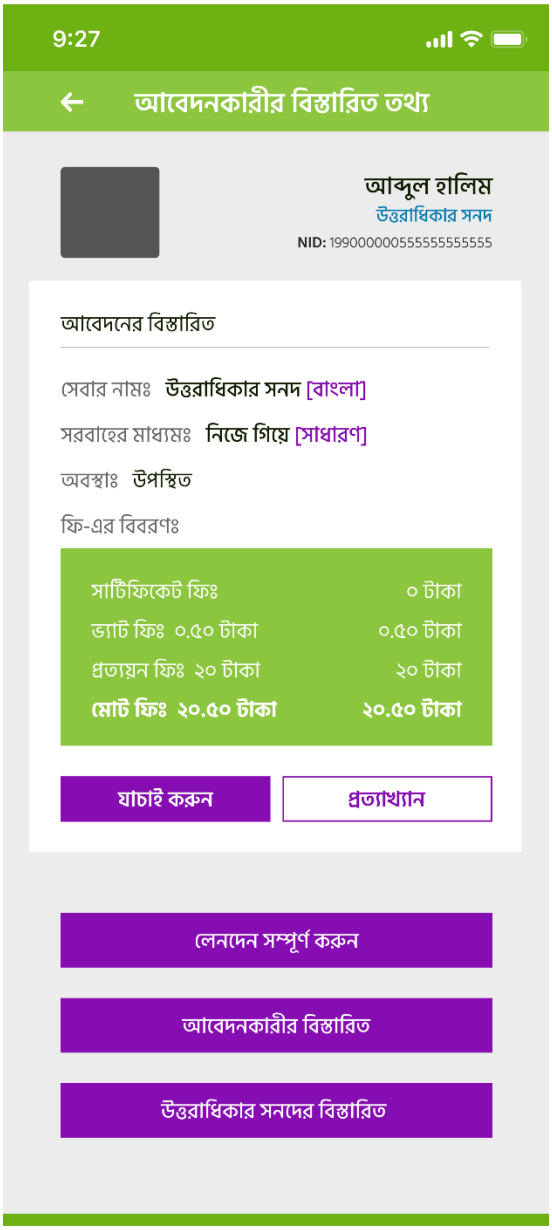

Figure 3.2.3 Prottoyon Applicant Details

In Figure 3.2.3 we can see one of the application details information. This is the screen where user can find applicant details information and user form according to the requested certificate, Accepted application list, and time up application. Accepted application holder must be received their certificate against the specific charges.

Alokbortika App is the special app for special child of the society:

Figure 3.3.1 Alokbortika Splash and Home Screen

Parents of special children (autism) are the main users of alokbortika app. Parents will get autism-related a lot of information. They will get a list of doctors, hospitals, autism-related tools, organizations and much more information. In figure 3.3.1, there are the home screen and splash page.

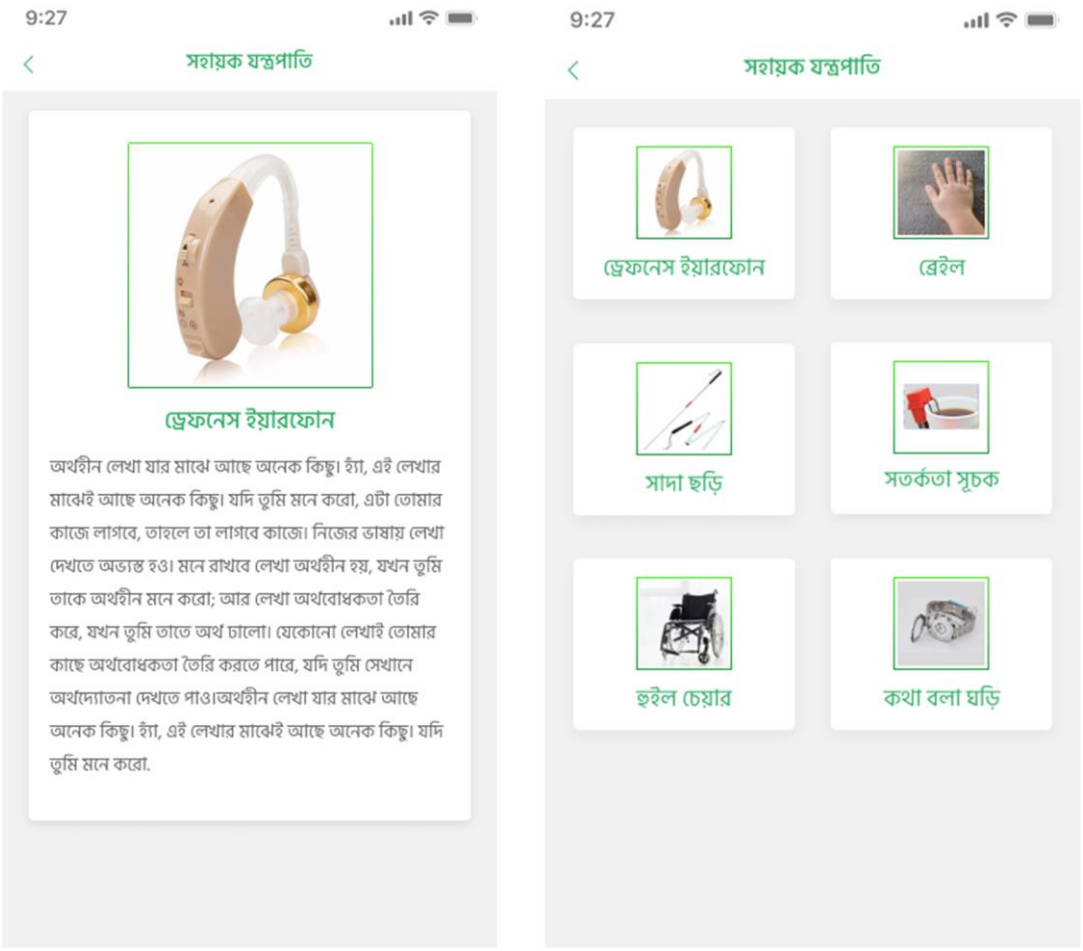

Figure 3.3.2 Alokbortika Helpful Tools Information

In figure 3.3.2, user will get helpful tools information through this app. There is helpful tools and tools details information screen.

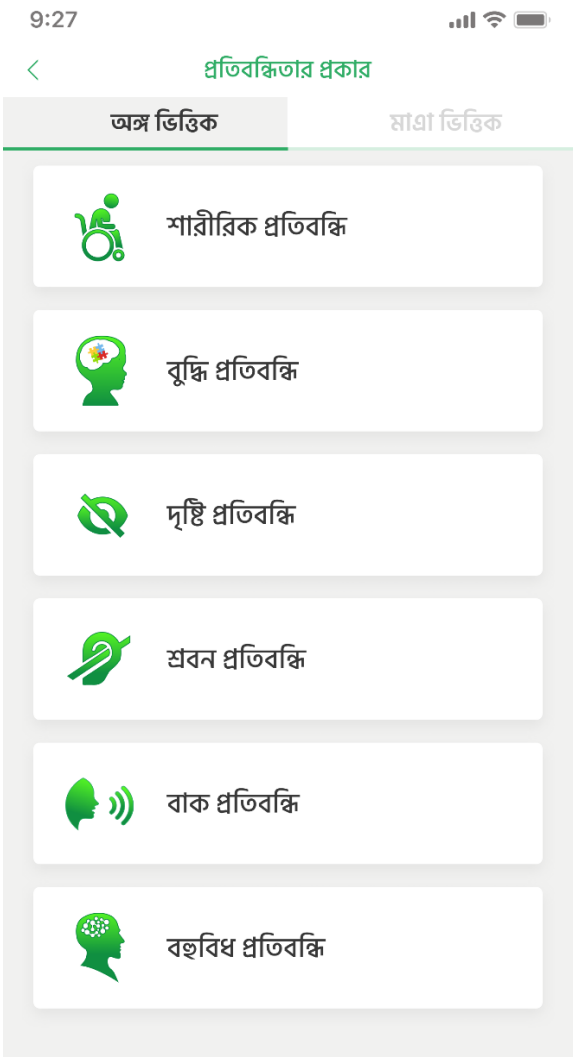

Figure 3.3.3 Classification of autism screen

There are many kinds of autism and limitation of autism. Through this Alokbortika app, user will know everting. As we can see in figure 3.3.3 through these screens users will know about some classification of autism and details about it.

Jonony App for pregnant woman:

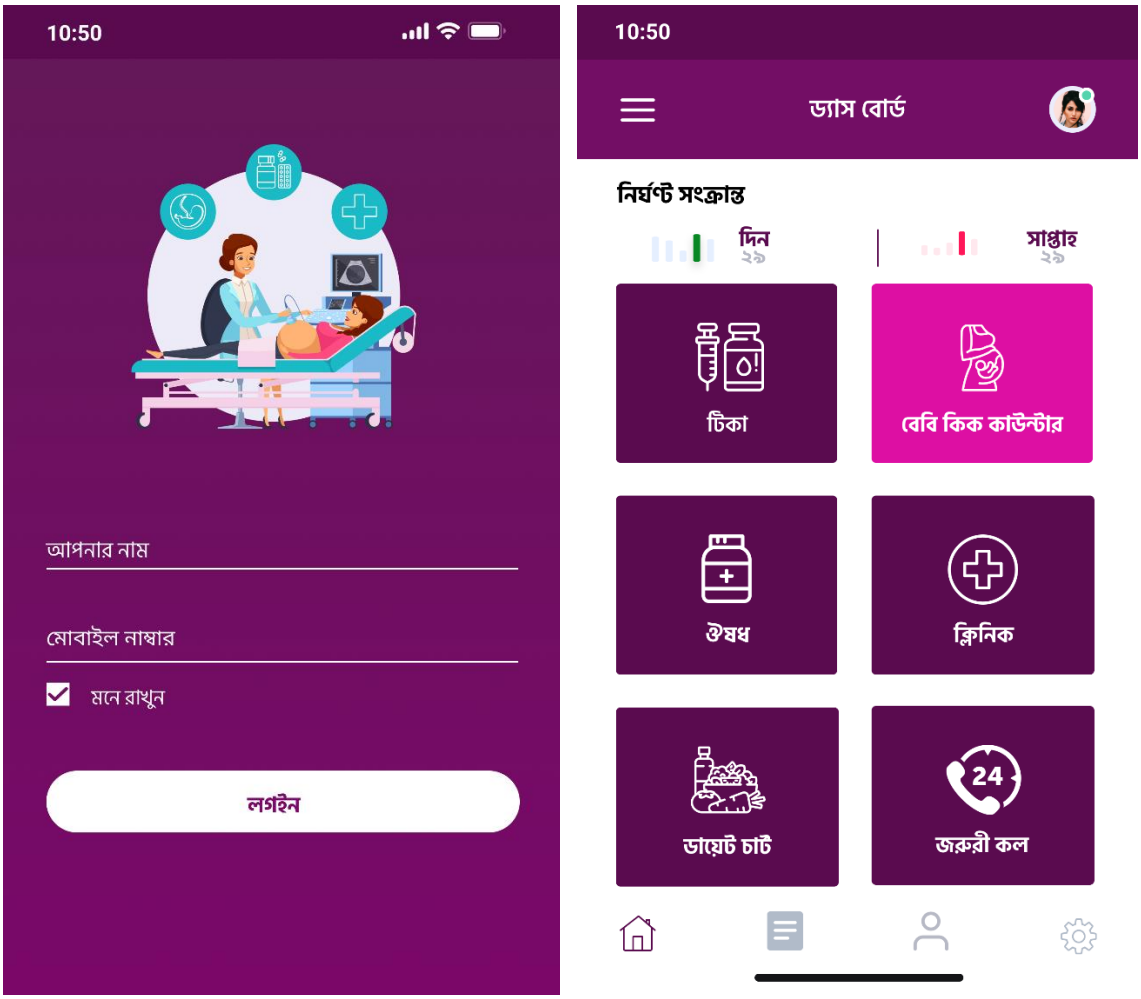

Figure 3.4.1 Jonony App Log in and home screen

Jonony app is a helper app for pregnant women especially for those who are living in the village area. This app is given the remainder when she needs to take a vaccine. In figure 3.4.1, there are log in screen and home screen of jonony app.

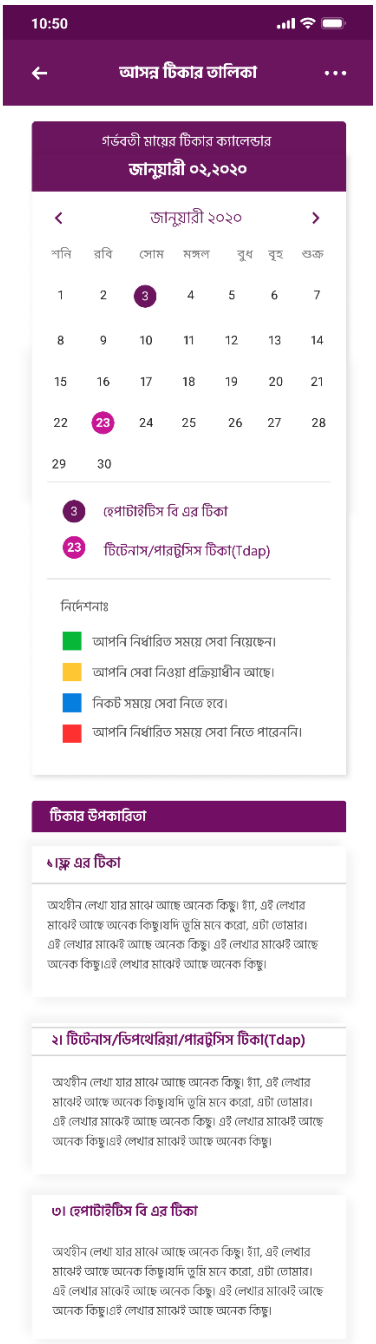

Figure 3.4.2 Jonony Vaccine Calender

In this above figure 3.4.2, user can get vaccine information and specific date for take vaccine for pregnant mother. This is the most popular feature of this app.

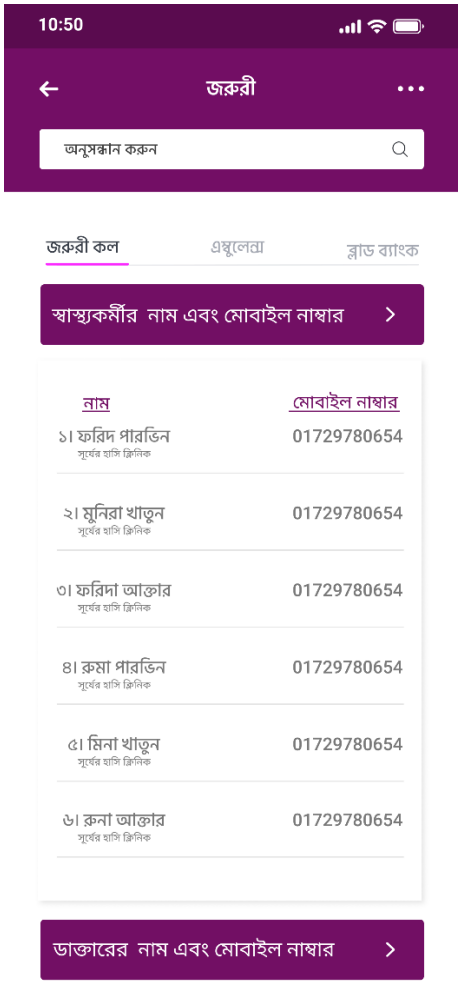

Figure 3.4.3 Jonony Emergency Contacts

Jonony Apps presents a lot of features for pregnant women. She will be got the necessary list and contact numbers like ambulance, nearest hospital or clinic, blood bank, nearest doctor list, and other organizations who are work for pregnant women. There are some of nearest doctor and health workers list with mobile numbers as shown in figure 3.4.3.

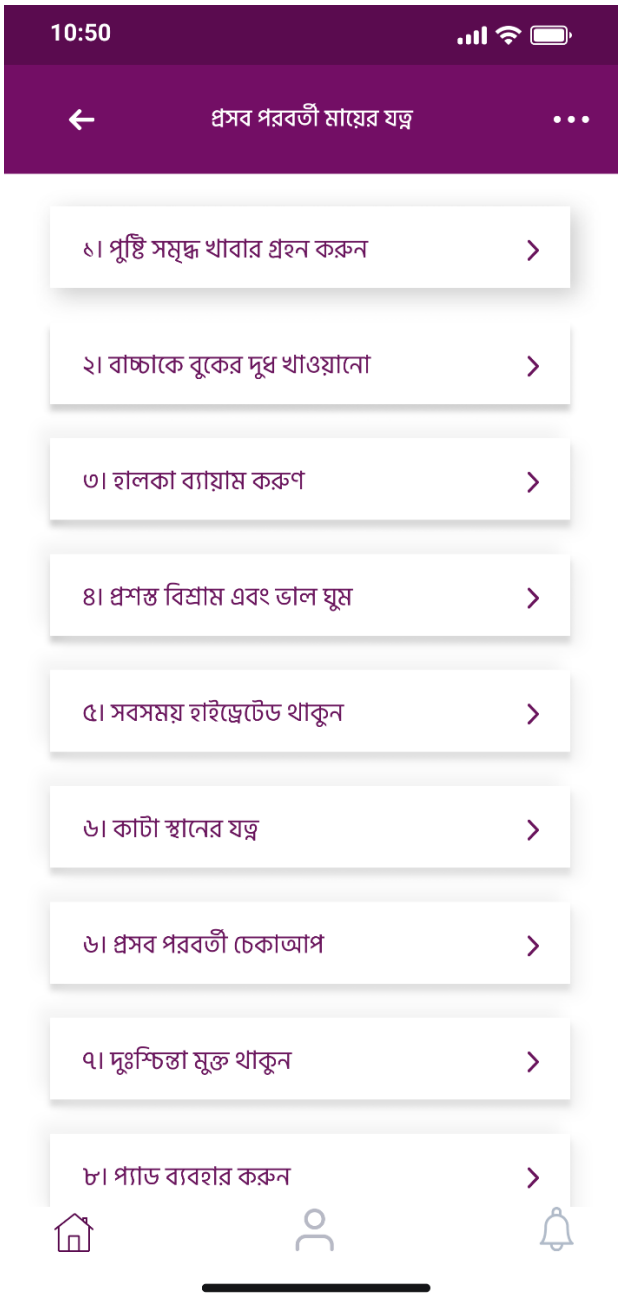

Figure 3.4.4 Jonony App UI Part 4

User gets some helpful articles and rules as shown in figure 3.4.4. There are more features in this app like pregnant women can direct call to doctor or health worker through the app, users get remainder in vaccine time, users can watch exercise videos tutorials and many more features.

3.2 Events and Activities

- Daily meeting with team leader and project manager.
- Taken daily work tasks from the leader.
- Research for user requirement.
- Working with Android developer, iOS Developer, Animator, and Game Developer.
- Update project report for each day.
- Weekly Update to the Project Manager and CO.
- Feedback from a user who uses the app or game.
- Meeting with team members about products.
- Find out and fixing problems or bugs.
- Given presentation according to the final product.
- Monthly overview and meeting.

3.3 Projects and Activities

Olivine Ltd has been given a lot of things more than my expectation. I'm thankful to this company forgiven me this great opportunity. I have completed some different kinds of apps and game design with our developer team members. I played a vital role as a creative designer and created some great creative designs according to real customer requirements. Here are the project activities that I have done during my internship:

Projects

- Prottoyon App Design
- Charity App Design
- Brick Game App Design
- UFO Run
- Autism App
- Jonony

Activates

- Daily New UI Challenges
- Daily UX Research
- Working with android and iOS team
- Daily Meeting with Team Leader
- Project Update at cloud
- Take feedback from real users.
- Updating design according to user feedback.
- Creating and updating apps features.
- Features Graphics, Preview Image for google play store.
- Promotional Banner and Poster Design for social media.
- Learning Basic Frontend Design

3.4 Challenges

UX UI Designer has a lot of responsibility, so it's not an easy take because they need to take tons of challenges in every project. Companies want to understand the capabilities of a candidate who can take and interpret a problem statement, plan their approach, and craft effective solutions on their own. So it's a requirement of a UX UI Designer to find out the possible faster and simplest way to maintain the system with fruitful results. Then it can be providing a user-friendly and better user experience. UX UI Designer should be up to date according to updated technology and modern trends.

CHAPTER 4
COMPETENCIES AND SMART PLAN

4.1 Competencies Earned

Behind of the higher success are better quality and competition what is online market supported, that's why you can earn competencies. For example, if one web designer makes a web site which is not enough responsive, all crosses platform some terms not supported or take long time for load data, that's meaning they do not need good competencies during this web sector area. If this web designer wants to carry his position with in the market, then he should be serious to gain high potentiality. For increase earning, they should lean and have to do some basic to advance level work and follow the upgrade technology as well that's help them gain higher success.

4.2 Smart Plan

- Learning and Research for UI UX Design on Mobile and Web Platform
- Hands-on advance design for the corporate office.
- Analysis and discussion with the team according to Project requirements.
- Up to date with new tools and plugins.
- Help clients to take his best and necessary decision if he/she wants.

4.3 Reflections

The responsibility of my new career to create a creative and professional web-based portfolio for online marketing and this is a reflection of my work, anyone can be guessed about my work standard and how creative I am. I have a project-based portfolio in Behance with 300+ followers and 15000+ project view where everyone can see some of my works. So anyone wants to work on the best quality platform as a freelancer, he/she must need a portfolio which is the reflections that you can do. Every UX UI Designer has at least one web portfolios because it helps to show your work in front of your customer or client. Most of the person wants to see the person portfolio then he selects a UX UI Designer.

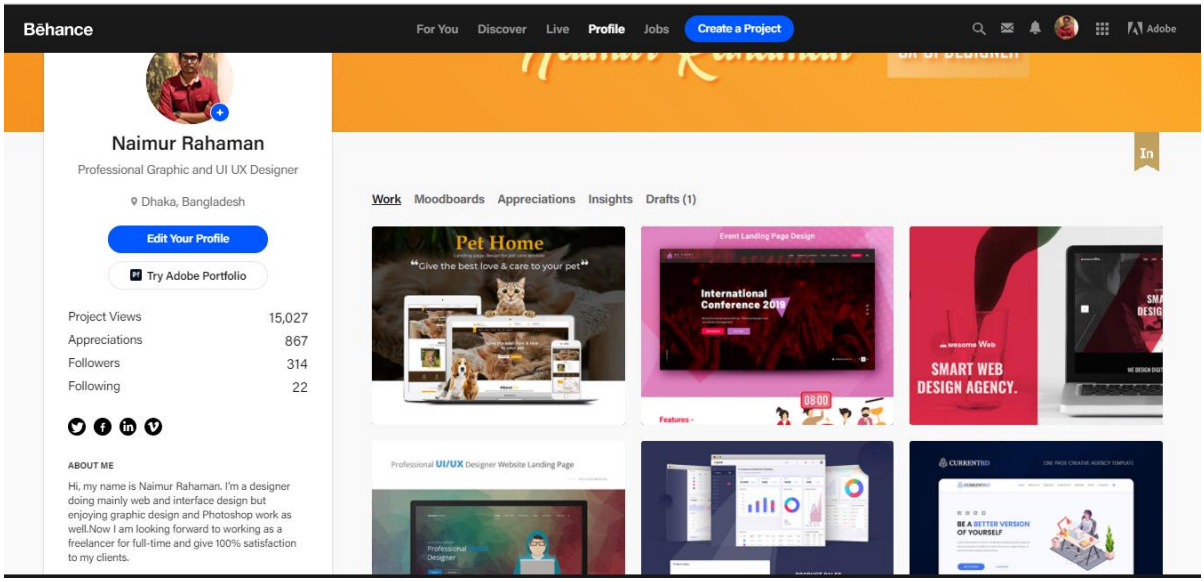

Figure 4.1 Behance Protfolio

In this figure 4.1, there is my portfolio where anyone can find some creative works in Behance where already I got 300+ followers and 15000+ project views.

Behance Link:
https://www.behance.net/naimur

CHAPTER 5
CONCLUSION AND FUTURE CARRIER

5.1 Discussion and Conclusion

Overall my internship journey was really good and I am really happy. All of my team members, leader, project manager of Olivine ltd help me a lot. I would like to continue my UX UI journey in my future career. During my internship I learned a lot of new topics and knew about some of free and premium tools. Figma one of them which is very helpful as a team work. Mission Graphics and Basic Animation makes a web site or apps beautiful that I love to do. UX UI design is one of the best job for COVID19 present situation because anyone can easily do it from home and UX UI designer can do remote job as a freelancer as well. Multiple project one my hand for local client. So we can say UX UI design have a bright future, no doubt about it.

5.2 Future Scopes

UX design is one of the most rapidly growing industries in the world right now. It's easy to see why companies have seen the competitive advantage that UX design can bring to their products. Users today are flooded with options just open up the App Store to look for a note-taking app, we'll find ten twenty thirty or more different apps that all do the same thing. So it's no wonder that 87% of department leads set at hiring UX designers was a top priority for them last year and 40% even said that they plan on doubling their current UX team in the next year alone checkout any job platform. UX Designer Salaries show that UX designers are paid a fairly handsome salary across the world. According to HR company Brazen, the number one demand profession in the design field is UX design. [4][8]

Reference:

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[10] How to Define Your Target Audience << https://www.quicksprout.com/define-your-target-audience/ >> >> last accessed on 02-10-2020 at 8:00 PM.

Recommendation Letter from Company:

Date: 05/01/2021

TO WHOM IT MAY CONCERN

This is to certify that, ***Mr. Naimur Rahaman*** has served as INTERN in ***"UI UX Design for Android and IOs Apps"*** for the period of *November 2019 to March 2020*, as a form of internship offered by the Olivine Limited.

His/her performance is **satisfactory**, and attendance was regular. During this period, he adhered to all rules and regulations of this company and did not participate in any non-disciplinary activities, to my knowledge.

I wish him/her every success in life.

Sincerely,

Hasan Zahidul Islam
Head of Business Development
Olivine Limited
Email: career@olivineltd.com
Phone: +88029884814
Web: http://olivineltd.com

Address : House 159/8 Road-23, New D.O.H.S Mohakhali, Dhaka-1206, Bangladesh
Web : olivineltd.com || Phone : (+880)-1711-082720 || Email : info@olivineltd.com

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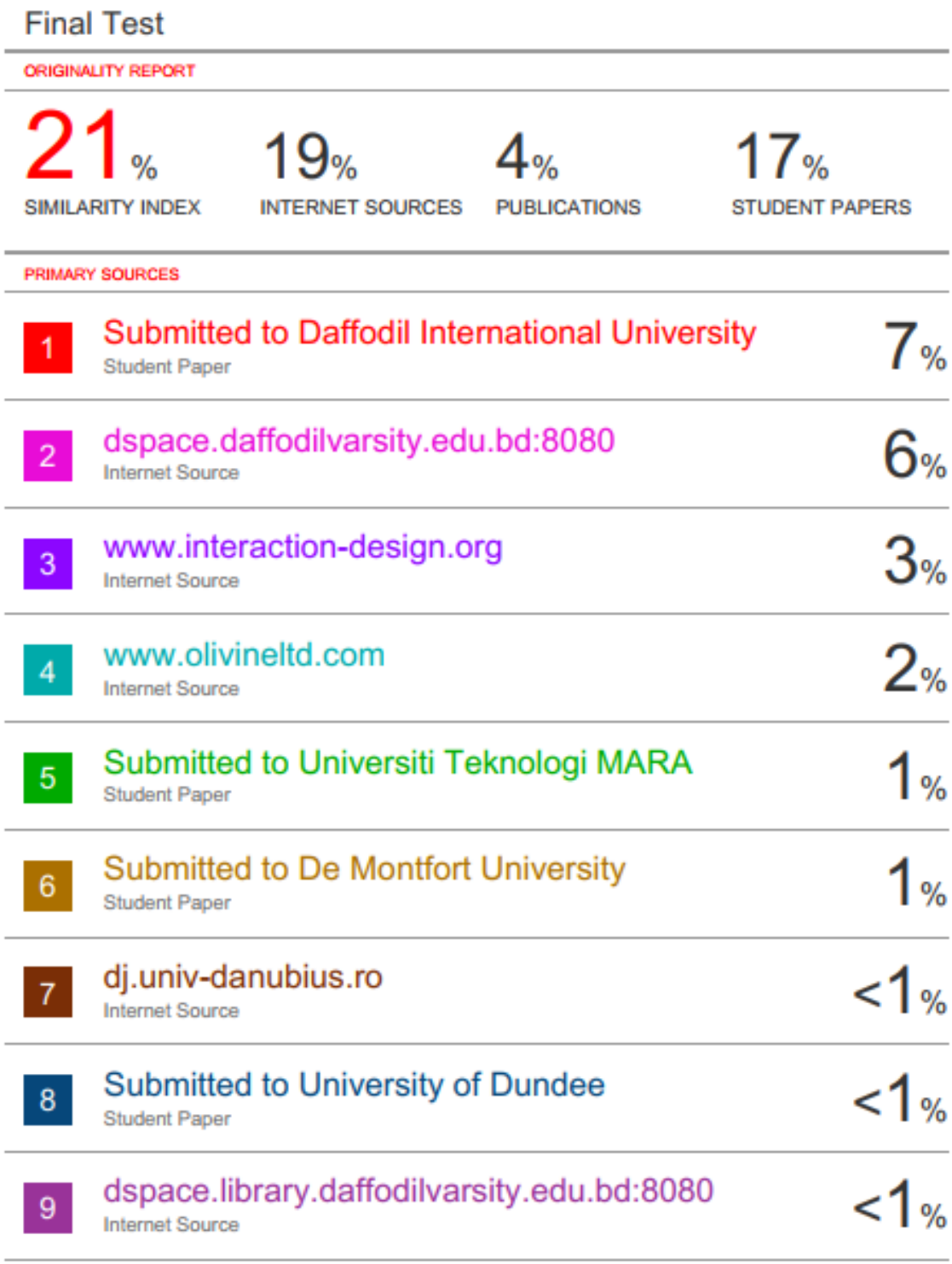

Final Test

ORIGINALITY REPORT

21%	19%	4%	17%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Daffodil International University Student Paper	7%
2	dspace.daffodilvarsity.edu.bd:8080 Internet Source	6%
3	www.interaction-design.org Internet Source	3%
4	www.olivineltd.com Internet Source	2%
5	Submitted to Universiti Teknologi MARA Student Paper	1%
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7	dj.univ-danubius.ro Internet Source	<1%
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