**Brief:** design an App for displaying sales statistics for Android Market. The App is for Android OS. It will be used by developers of Android Apps submitted to Android Market.

**Use cases/Stories why the App will be used**

- View Sales
  - Users: overall computer/mobile phone experienced

**How are we doing?** Monitor/view Historic data (What if we made a marketing push)

- **Users:** Marketing (Gen young mobile)

**Product Manager**
Financial/Senior Development Manager

**Which countries are we best/worst in?**
- Why? (Local competition is better)
  - Lack of local marketing
  - Poor translation/localisation

**Which handsets do our users have?**
- Let's optimise the experience for the top handsets
- Check if bottom handsets provide a good experience (i.e., no quirks/bugs)

**Is it different per country?**
Main screen

Login Screen
username
password

Sales View
number of Sales
period
amount

Sales by Country
number of Sales
period
amount
consistent

Sales by Phone Model
number of Sales
period
amount

Sales by OS
number of Sales
period
amount
/OS
1. **UI Flows**
   - **Login Screen**
     - submit username/password
     - valid
   - Sales View

2. But connections are not instant => need feedback
   - Login Screen
   - Connecting... Server connected
   - Sales View

3. But there might be no connection at all
   - no internet
   - server is unavailable
   - Try Again connected
   - Error View
   - Sales View

4. **Sales View**
   - Show by Country
   - Show by OS
   - Show by Phone Model
   - Sales by County View
Main Screens

Login

App Title

username
password

input
input

security/usability consideration but personal device so good to offer

button

Connecting

Please wait...

progress indicator (sth is happening)

P: Understandability (what's happening)

Feedback / Progress

Sorry...

There seems to be no internet connection.
Check your settings. Try again.

apologise first
(even if not our fault)

explain the problem
suggest steps to resolve

button

P: Recoverability

Help

P: Principle of Good Design (4)
Sales View

Main Screen Continue

- tabs (Check your target platform guidelines: easy to navigate, consistent view)

- P: Consistency

- P: metaphors: tables/graphs

- click on County Tab

Sales per County

- show top 10 or enable scrolling? (maybe necessary if important for the user)

- Volume by County

- Need also over time? Perhaps click on it to switch to

- P: Principles of Good Design
Bringing it together = Storyboard

(add emotion!)

(selected as remembered last time? usability text)

App Title
username xxx
personal xxx
& remember

login

Please Unit

Re: boring ... boring, but I know I have to, thanks for remembering.

What's Next?

Enable Sharing!

Last activity in the UK was good, I'd like to e-mail the info to my boss.

To: Boss
Subject: Update
Ttl: UK/UK...
Improvements:

1. Login → can we go further and if checked remember automatically login the user and skip this screen? (Need to enable early accessible logout then)

2. Connecting Screen → user is bored waiting, can we educate the user by displaying a short tip/hint

3. What's Next → Added Email/Share feature

4. Feedback: too much detail on Sales by County Screen:
   what do we do?
   Ideas: remove tabs and introduce dashboard
   (tabs are quicker to switch, between screens, but dashboard is two clicks, but if it's important for the user)

5. Add Help (preferably content based, i.e. different Help depends on the screen)