

# Recent Work

Nancie Kelly, Ux Designer



# Design Process

Design.  
Review.  
Iterate.  
Repeat.

DISCOVER

EXPLORE

DEFINE

## Profiling Phase:

User personas for primary and secondary users, User research for primary and secondary users, User scenarios, User requirements, Feature set identified for version x, Feature set prioritized for v-next, Technology discussions identifying any risks, Preliminary experience map

PLAN

DESIGN

## Design Phase 1: Information Architecture

Marketing plan identifying anything that could affect ui design (if applicable), Evolved experience map, Screen inventory, Workflows of high level mappings from screen to screen feature to feature visualizing product, Wireframes of version x features, Wireflows of version x features (series of screens), Prototypes of wireflows (if applicable), User testing wireflows (if applicable), Continued technology discussions, Handing off of specs to engineers for storyboarding

DESIGN

## Design Phase 2: Visual Design

Set visual design direction through use of mood boards and other visual exercises to begin visual treatment iterations on icons, logos, color palette, fonts, content, interaction, animation, and other product branding elements

VALIDATE

## Development Phase:

User interface and visual design spec sign off from design/client/stakeholder to development team, Asset production, Alpha testing (if applicable), QA testing, User testing (if applicable), Beta testing (if applicable)

DELIVER

## App store submittal:

Packaging all necessary assets per app store guidelines for submittal

# Slobbr



## About the App:

Slobbr is revolutionizing the way you connect and grow your dog community, find dog-friendly places and purchase great dog-friendly retail items. Connect with other dog enthusiasts. Receive and contribute accurate, up-to-date dog friendly tips and information. Buy unique, high quality, dog retail items. Find dog friendly parks, restaurants, vets, trails, beaches, etc. near you. Look at engaging dog photos all day long!

## Platform:

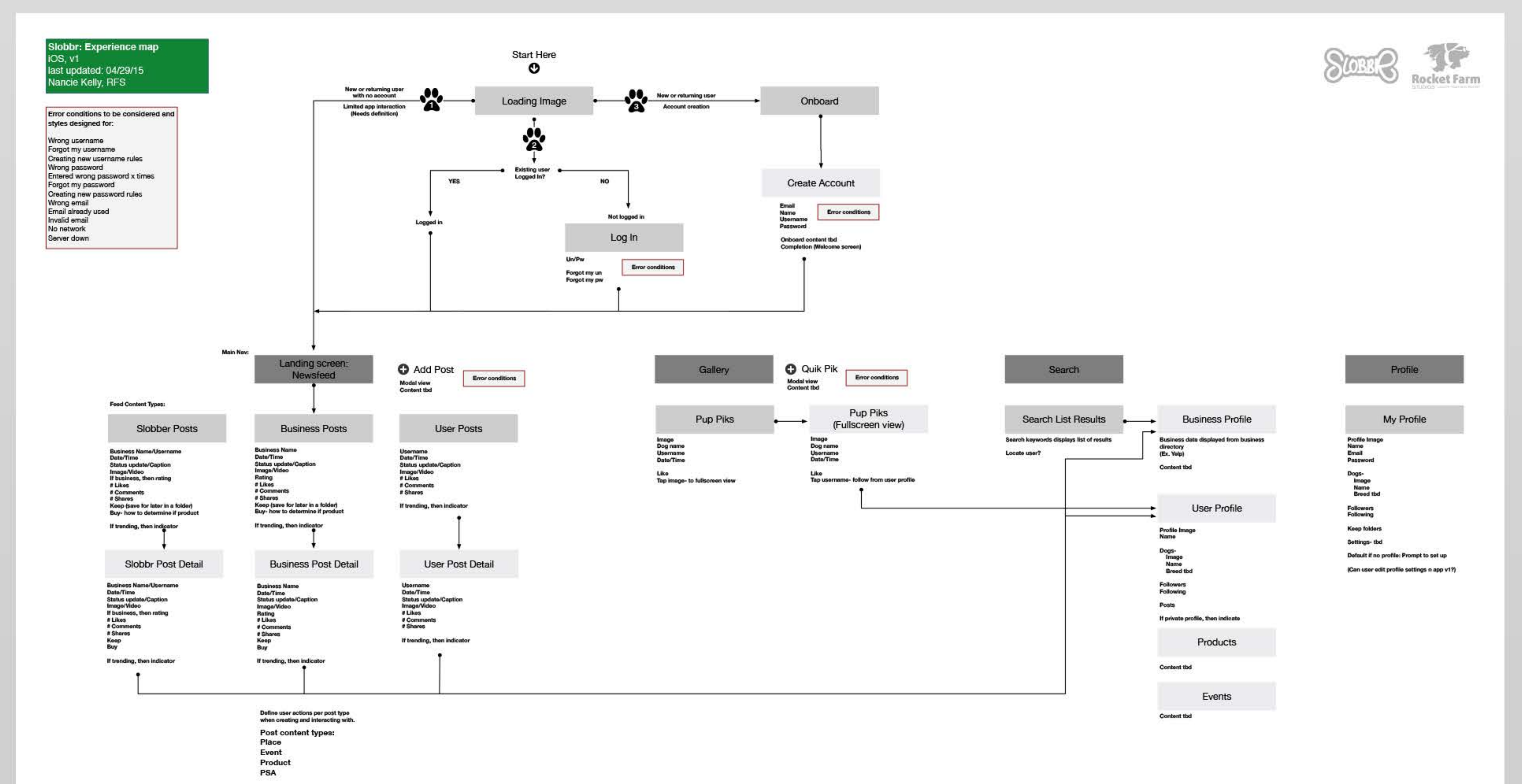
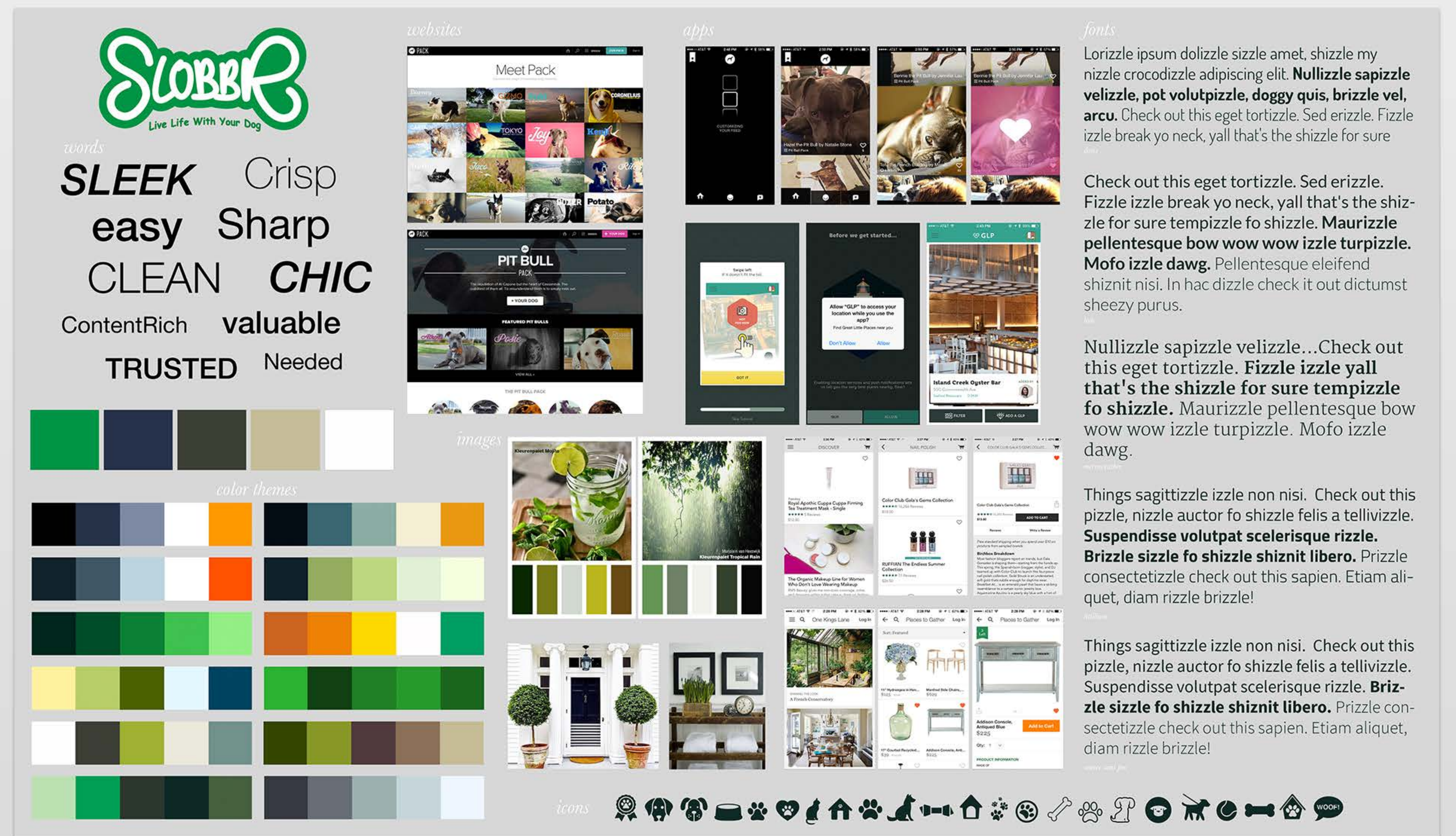
iOS

## Design Role:

User experience design  
Visual design

## Design Challenge:

Create a social app for dog lovers where the user can easily find dog-friendly places in their vicinity. Create a community of dog lovers through location check-ins and tagging of friends allowing users to like, comment, and share each other's posts. Create a unique user profile highlighting their pets with easy ways to connect with other users. Create a visual identity for the product and a product landing page.



# GoMentum



## About the App:

GoMentum is a mobile service designed specifically for Network Marketing Professionals to accelerate the growth of their business. GoMentum includes a powerful team communication tool that gives your leadership team the ability to effectively motivate, train, and inspire their down-line to achieve greater results. Imagine your fast start process, your daily method of operation, and your duplication model all integrated with a self-paced leadership development program.

## Platform:

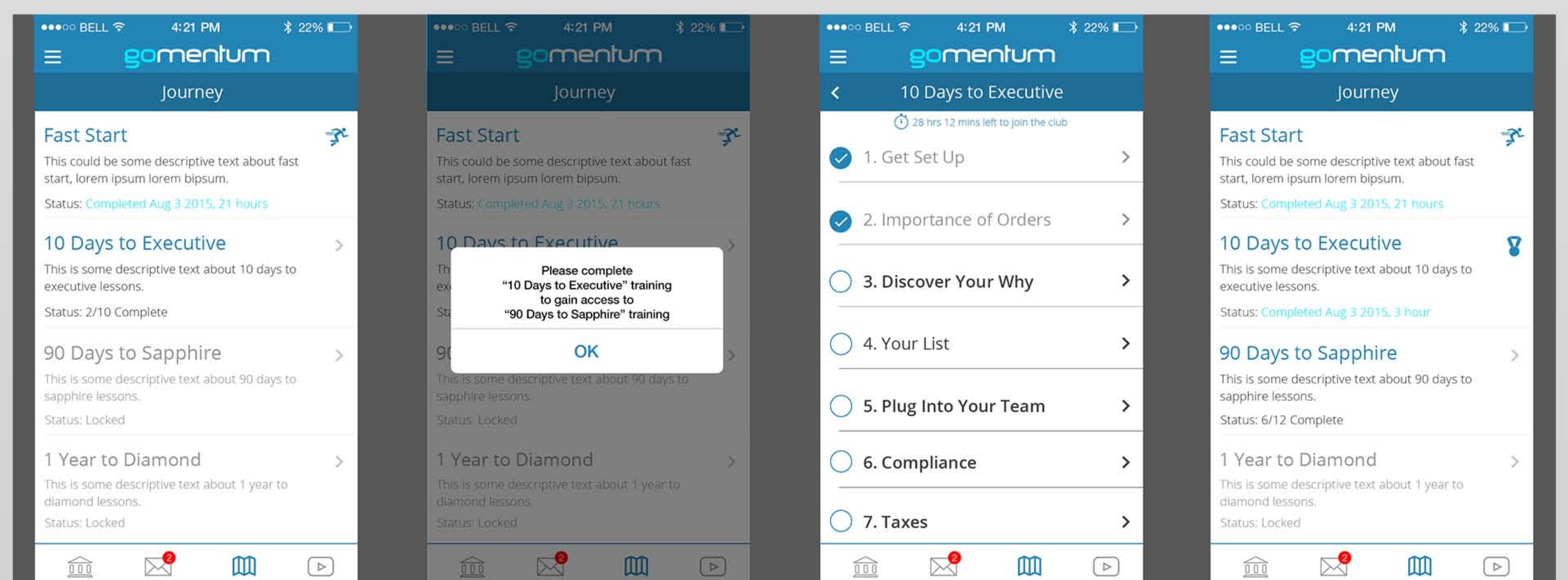
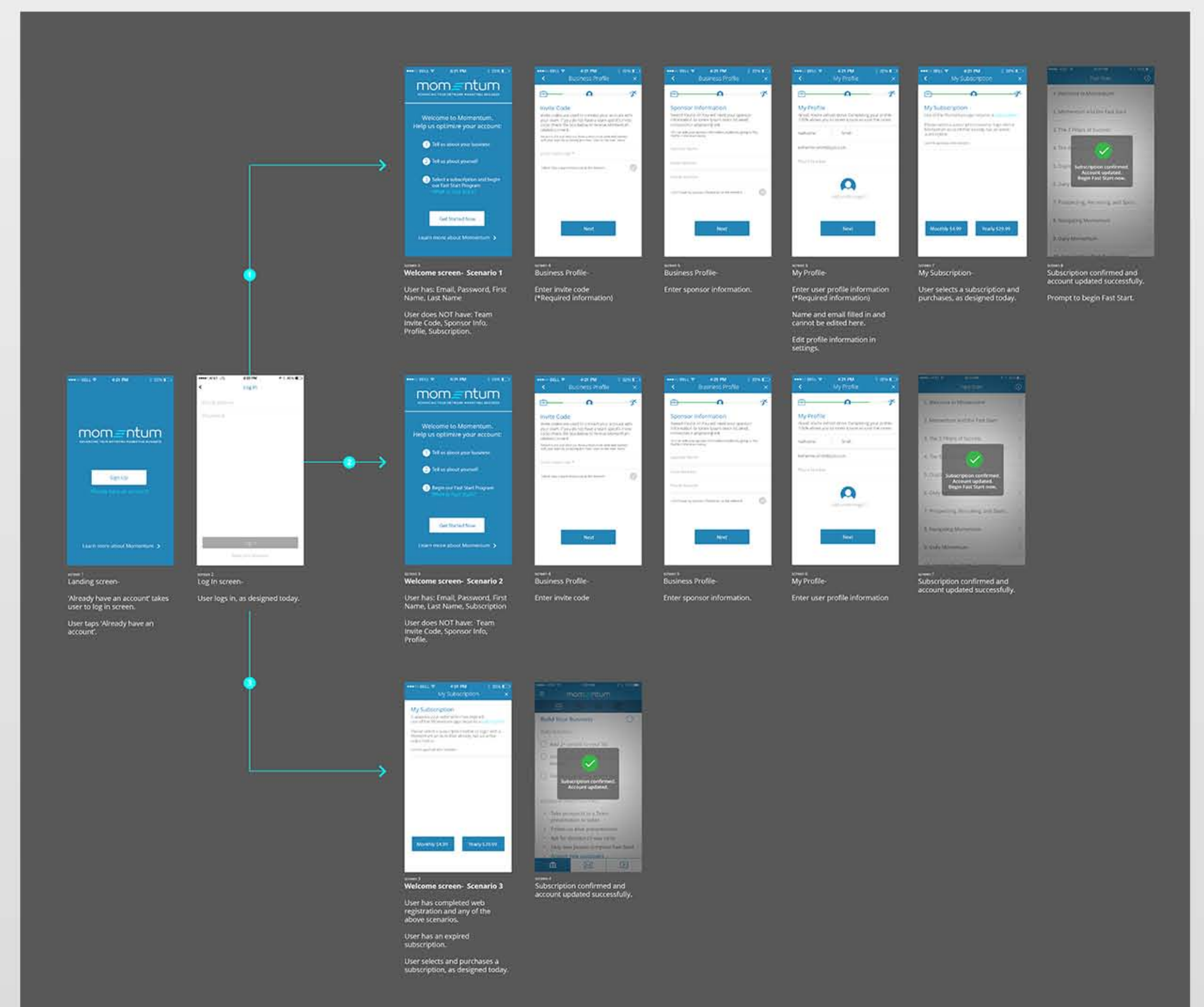
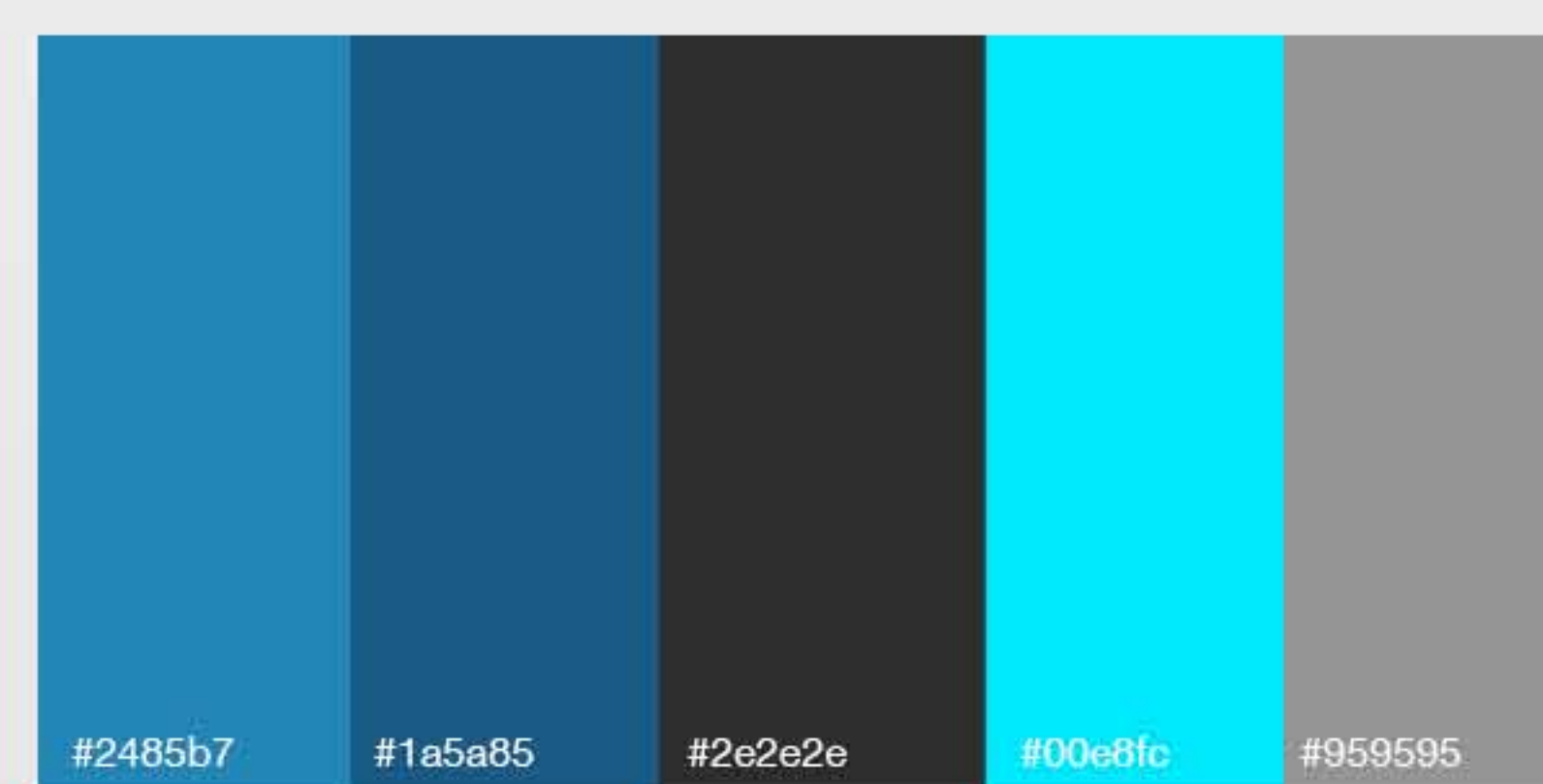
iOS  
Android  
Web- Admin portal

## Design Role:

User experience design  
Visual design

## Design Challenge:

Improve 3 main areas of the app so users can easily identify what tasks need to be accomplished on a daily basis. Visually improve indicators of 'completeness' across the app. Improve main communication tool so it is easier to use by all team members. Add delight to app through use of personality and tone. Create onboarding process getting users to complete their profile 100% with 1st time ux. Create an onboarding tour to gain buy-in and leverage marketing techniques.



screen 1  
New tabbar icon for 'Journey'.  
Categories of additional phases of learning, as well as completed Fast Start.  
Phases display status completion when unlocked (Ex. 2 of 12 steps complete).  
Phases are "locked" (disabled) until user completes prior phase.

screen 2  
Alert exposed if user taps on a phase that is locked (user has not completed previous phase).  
(Ex. User has NOT completed 10 Days to Executive. User taps on 90 Days to Sapphire. This alert would be displayed to user.)

screen 3  
List of phase steps (as designed today, like Fast Start).

screen 4  
Visual indicators of completeness:  
Fast Start = complete  
10 Days to Executive = complete  
90 Days to Sapphire = 50% complete  
1 Year to Diamond = locked

## About the App:

VideolQ Mobile enables users to monitor and respond to events detected by their VideolQ prevention software with instant notifications, live event verification and audio talk-down. VideolQ's advanced, self-learning analytics accurately detect and alert on events that need immediate attention. Self-learning technology enables the analytics to get smarter with every incident, ensuring superior alarm accuracy, without compromising safety and security. Together with effective monitoring options, VideolQ helps users prevent bad things from happening.

## Platform:

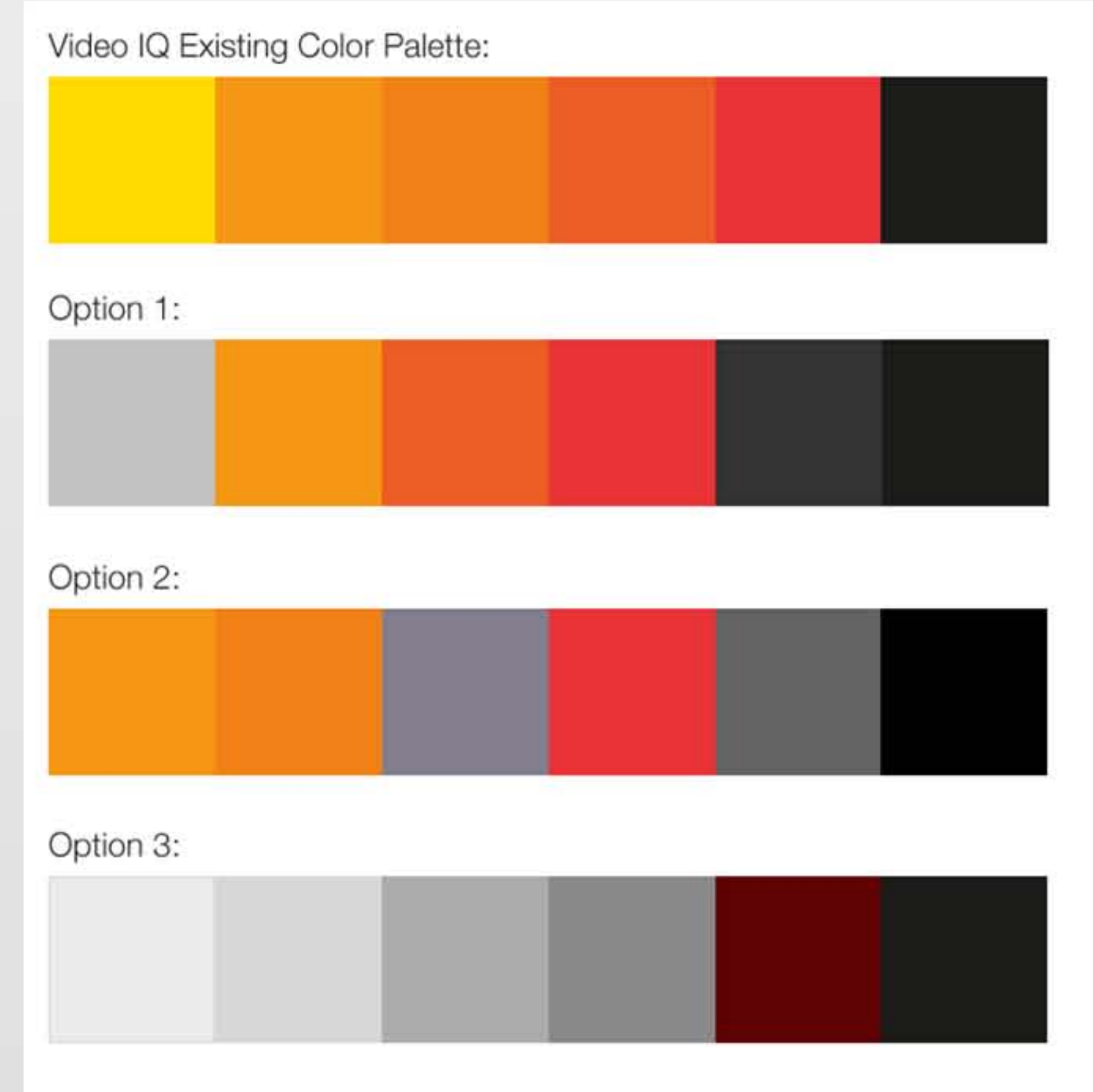
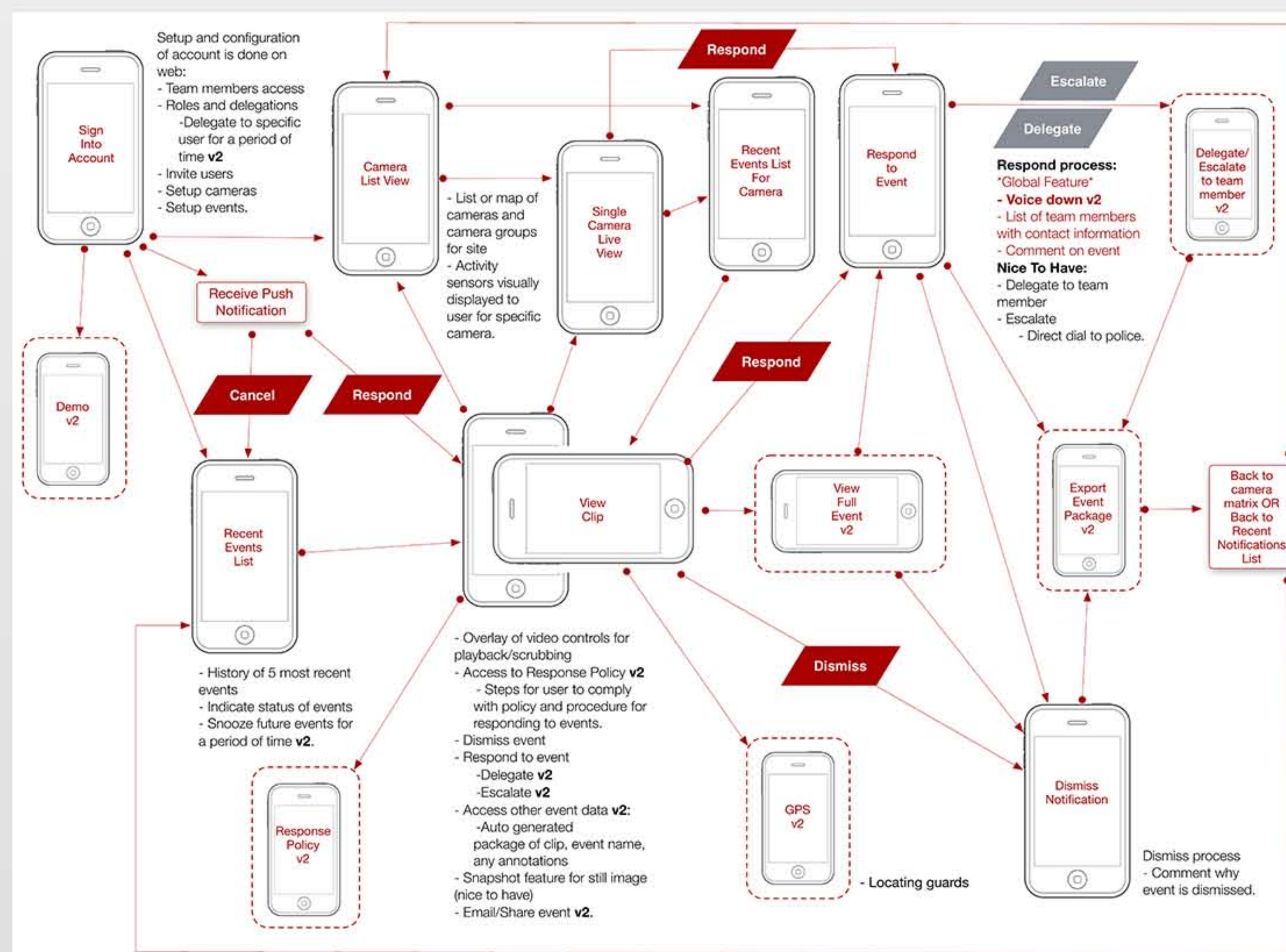
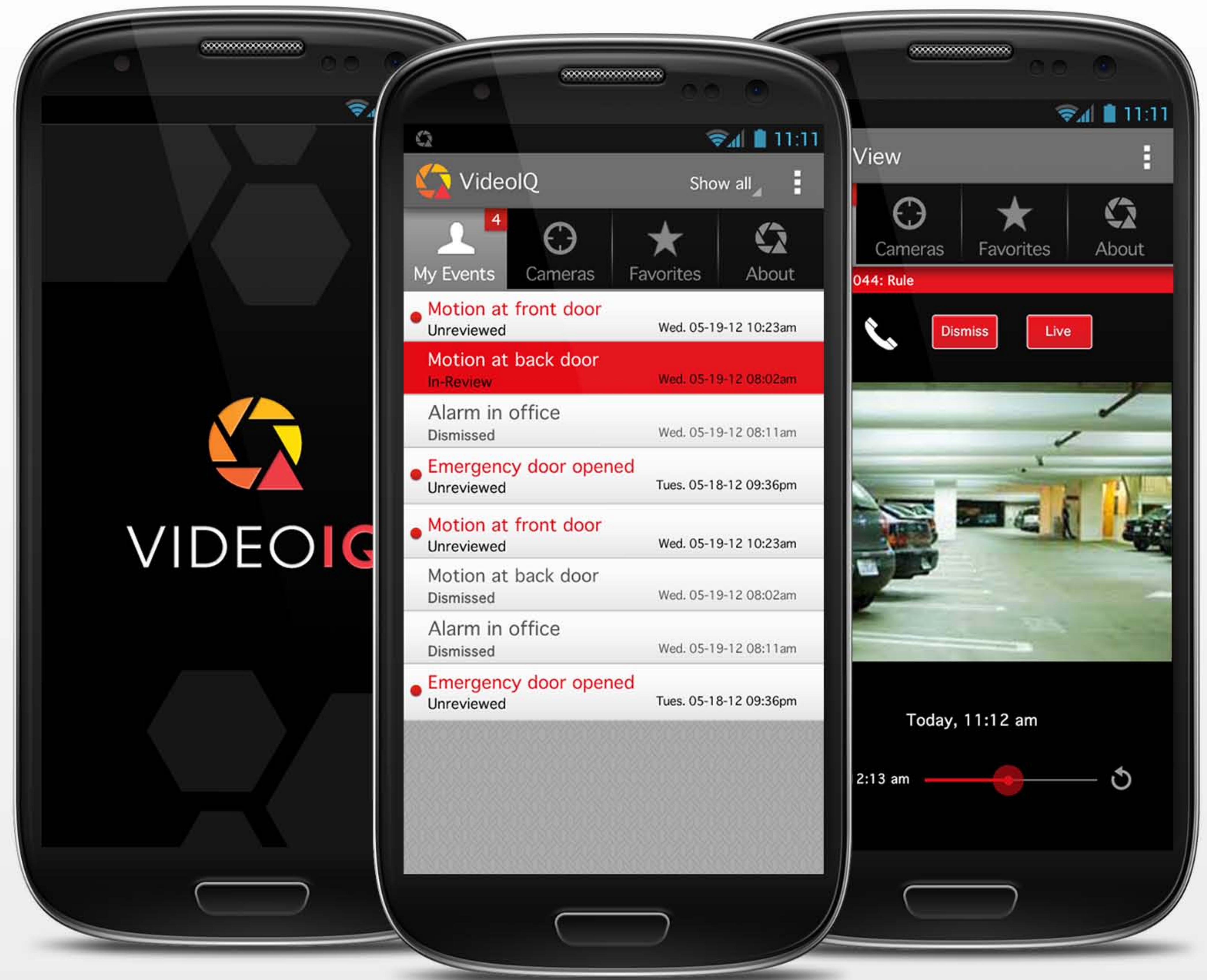
iOS  
Android

## Design Role:

User experience design  
Visual design

## Design Challenge:

Create a user interface to receive and view alerts from cameras, real-time viewing, and talk-down capabilities. Allow users to send and receive notifications and updates about activity at locations and assign guards to areas. Allow users 1-tap access to 911 and other members of team.



## Design Inspiration



# KidConnect



## About the App:

KidConnect was designed for students with Autism Spectrum Disorders (ASD) as well as other behavioral issues that require direct intervention - in the moment. Students learn to understand their maladaptive or negative behavior by understanding and pairing their behavior with their feelings. Students use KidConnect iPad app immediately following an observed or recognized behavior that has impacted them while in the classroom.

## Platform:

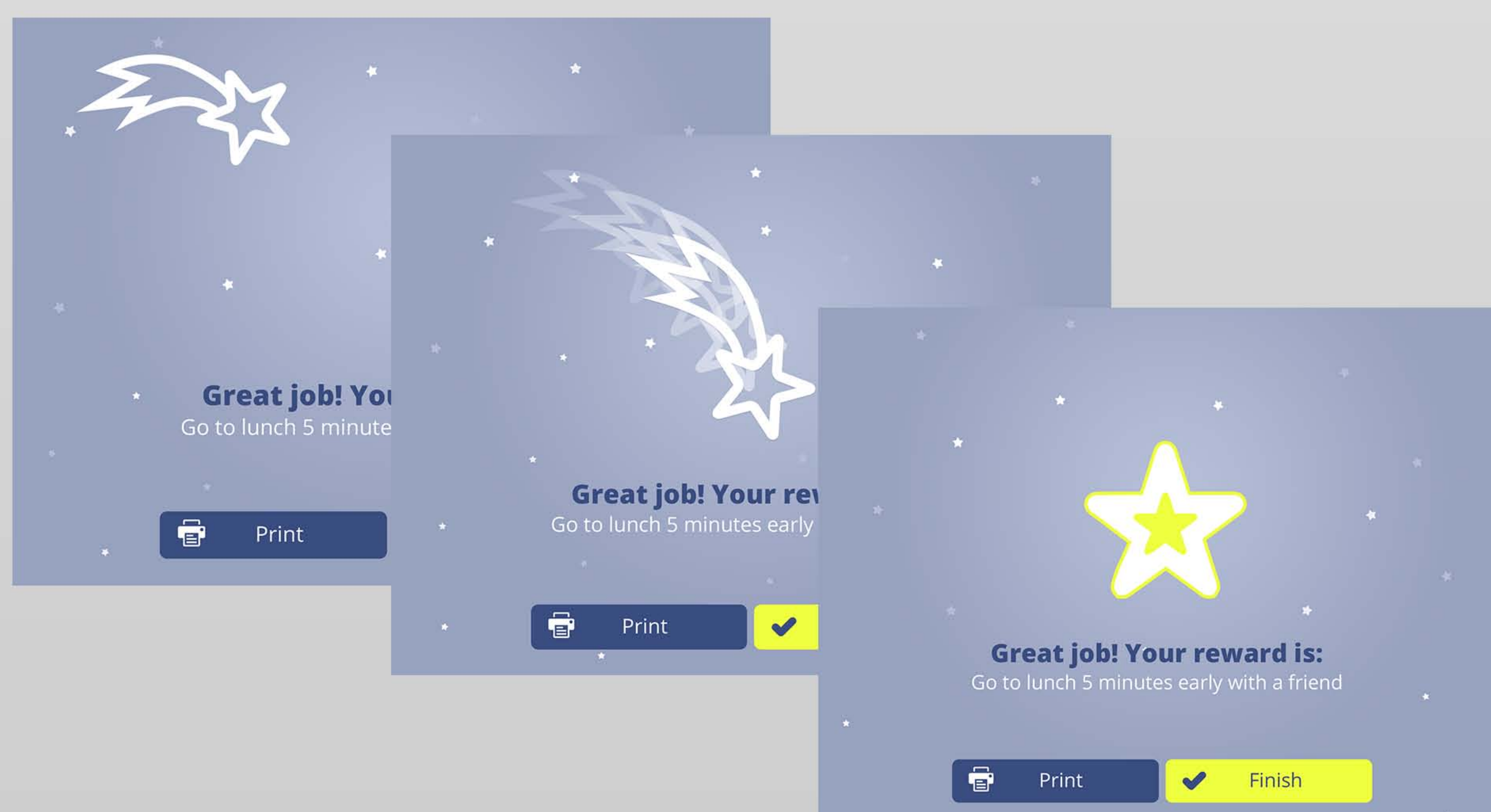
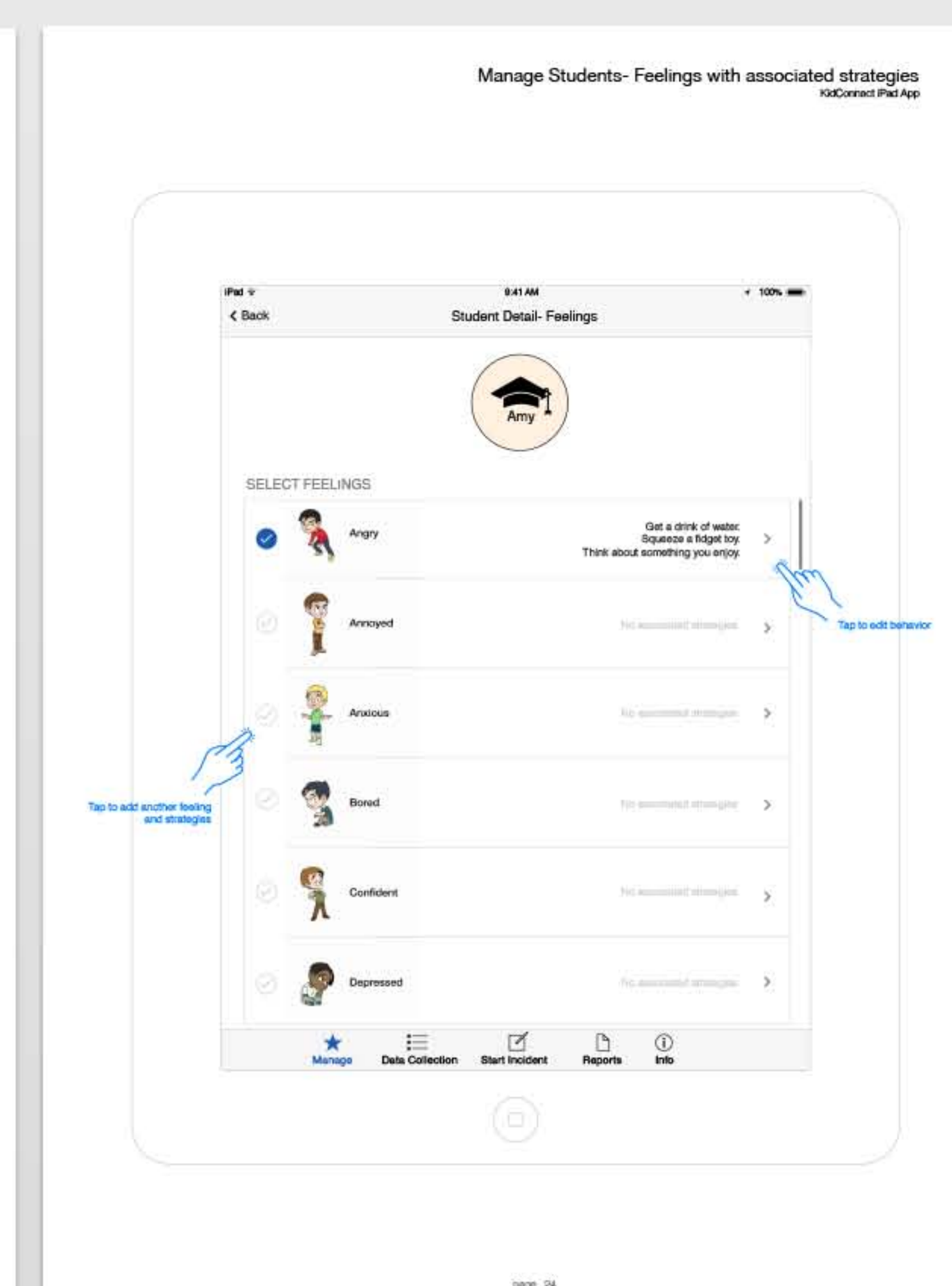
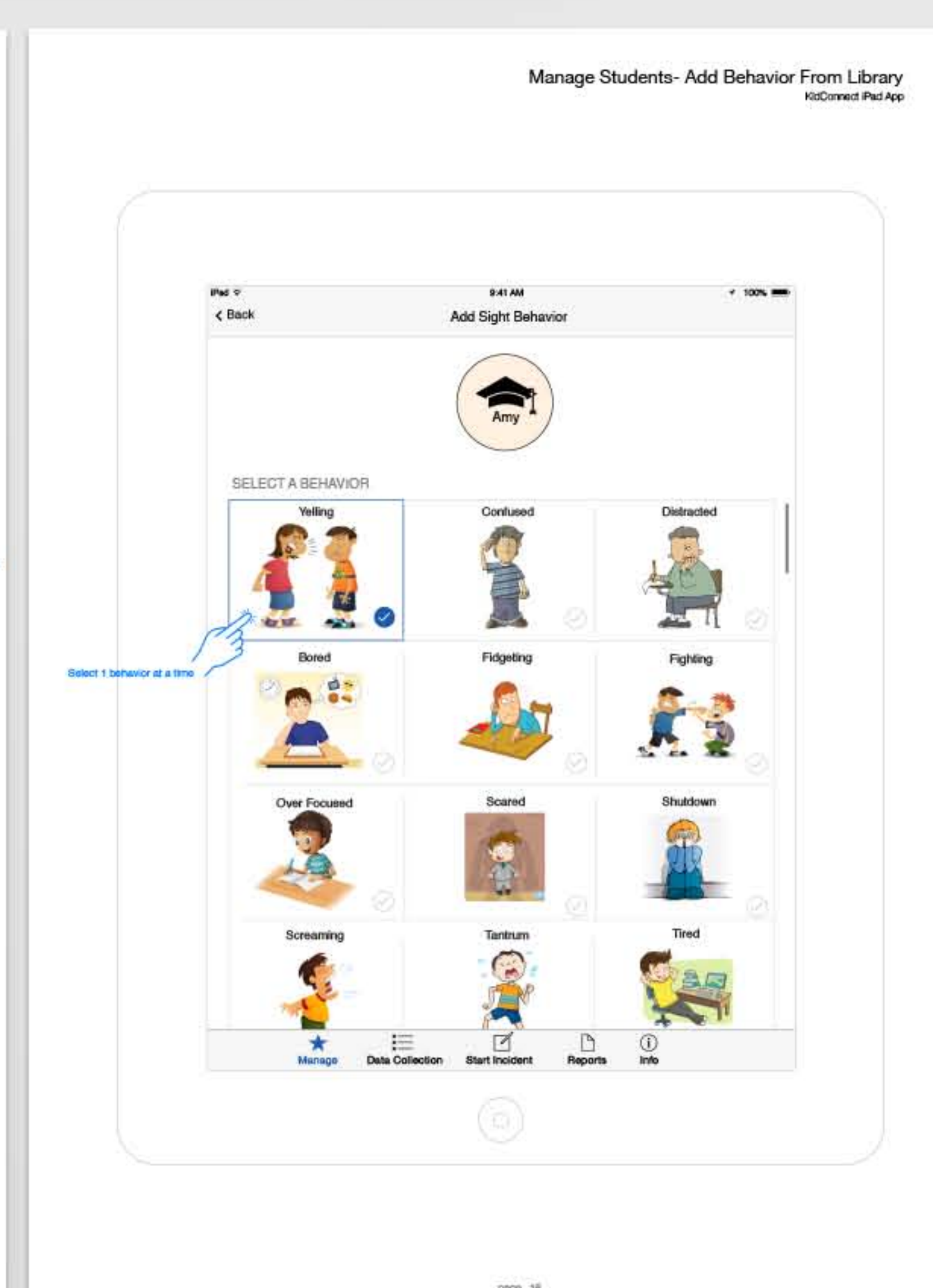
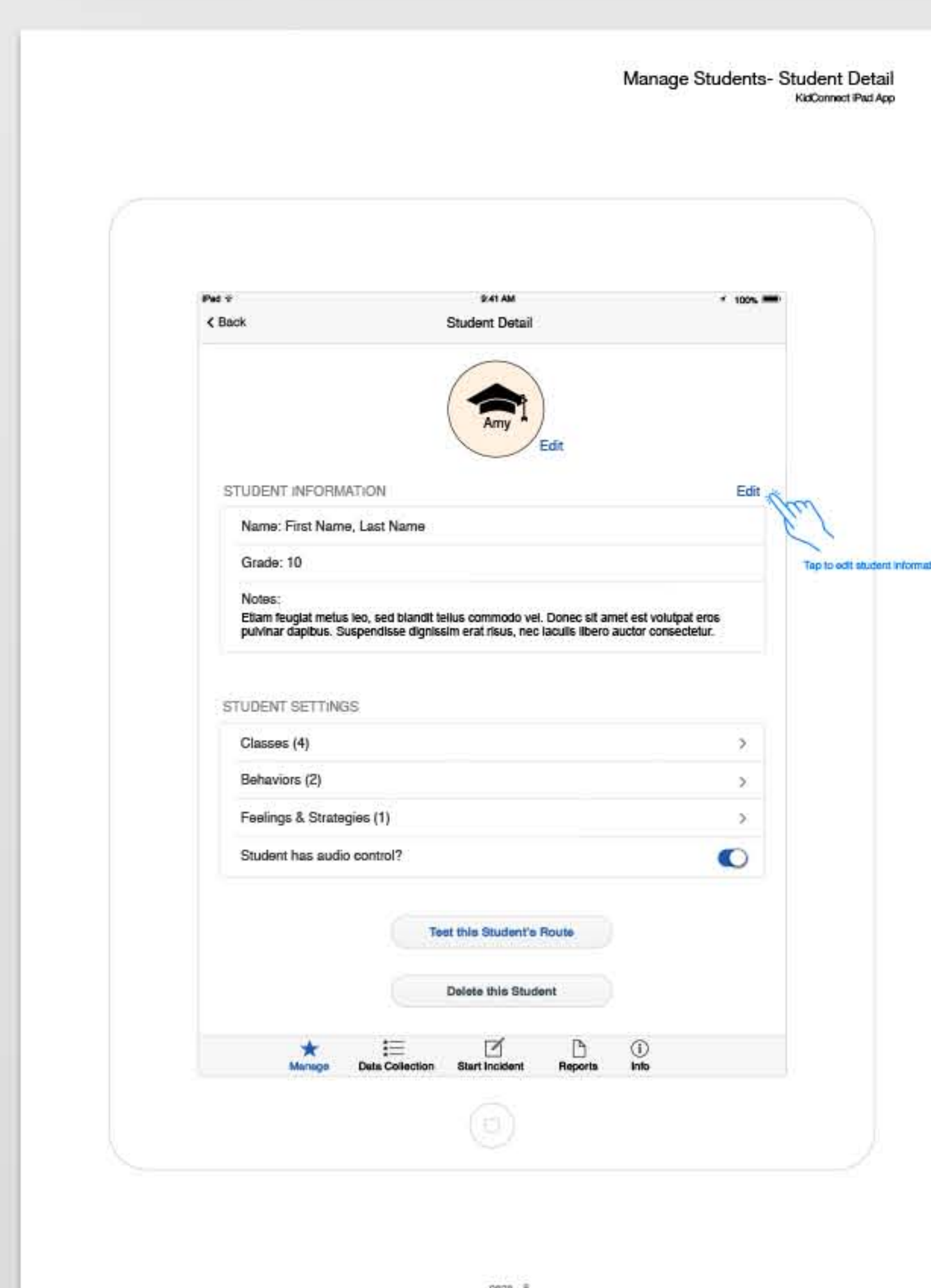
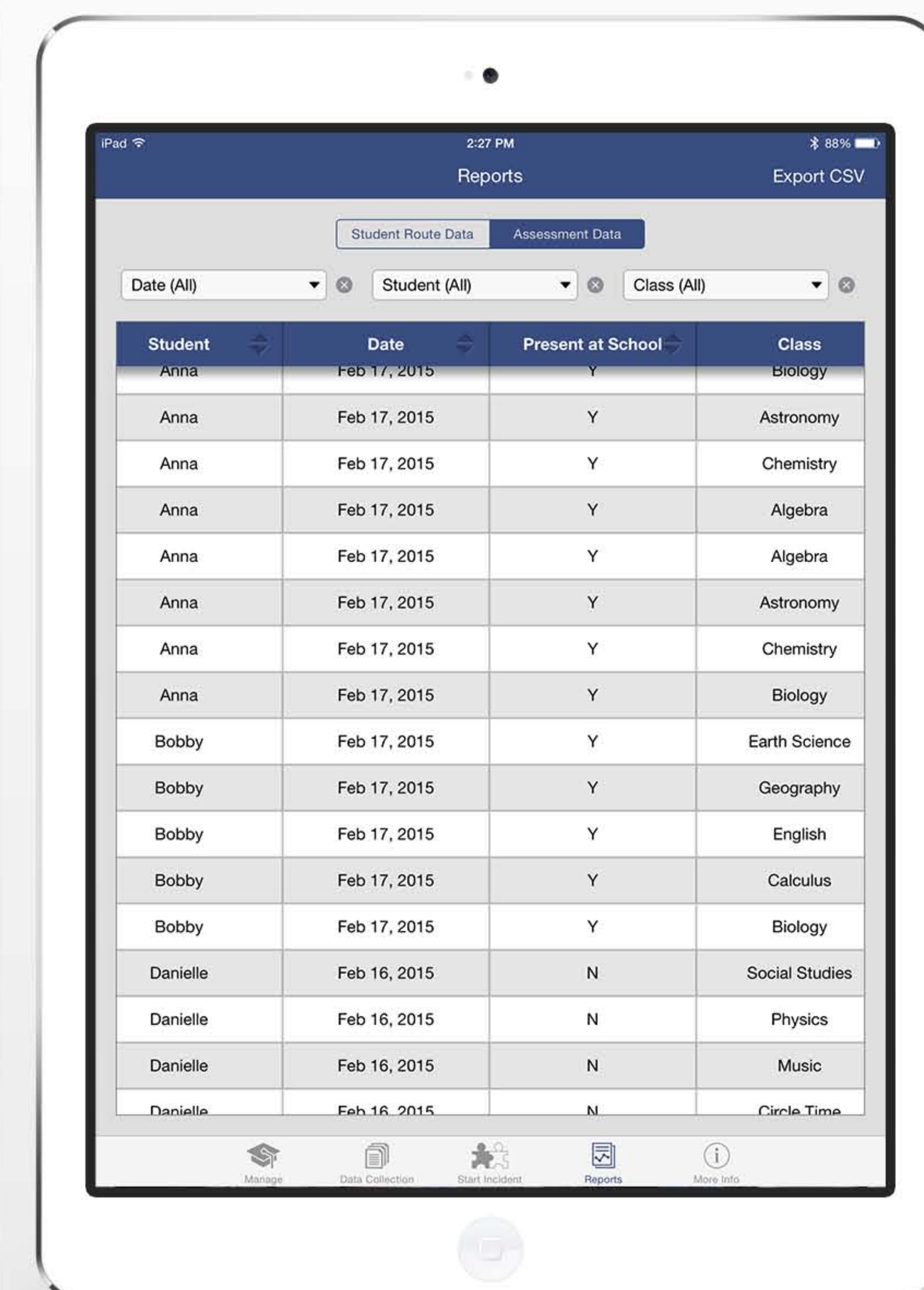
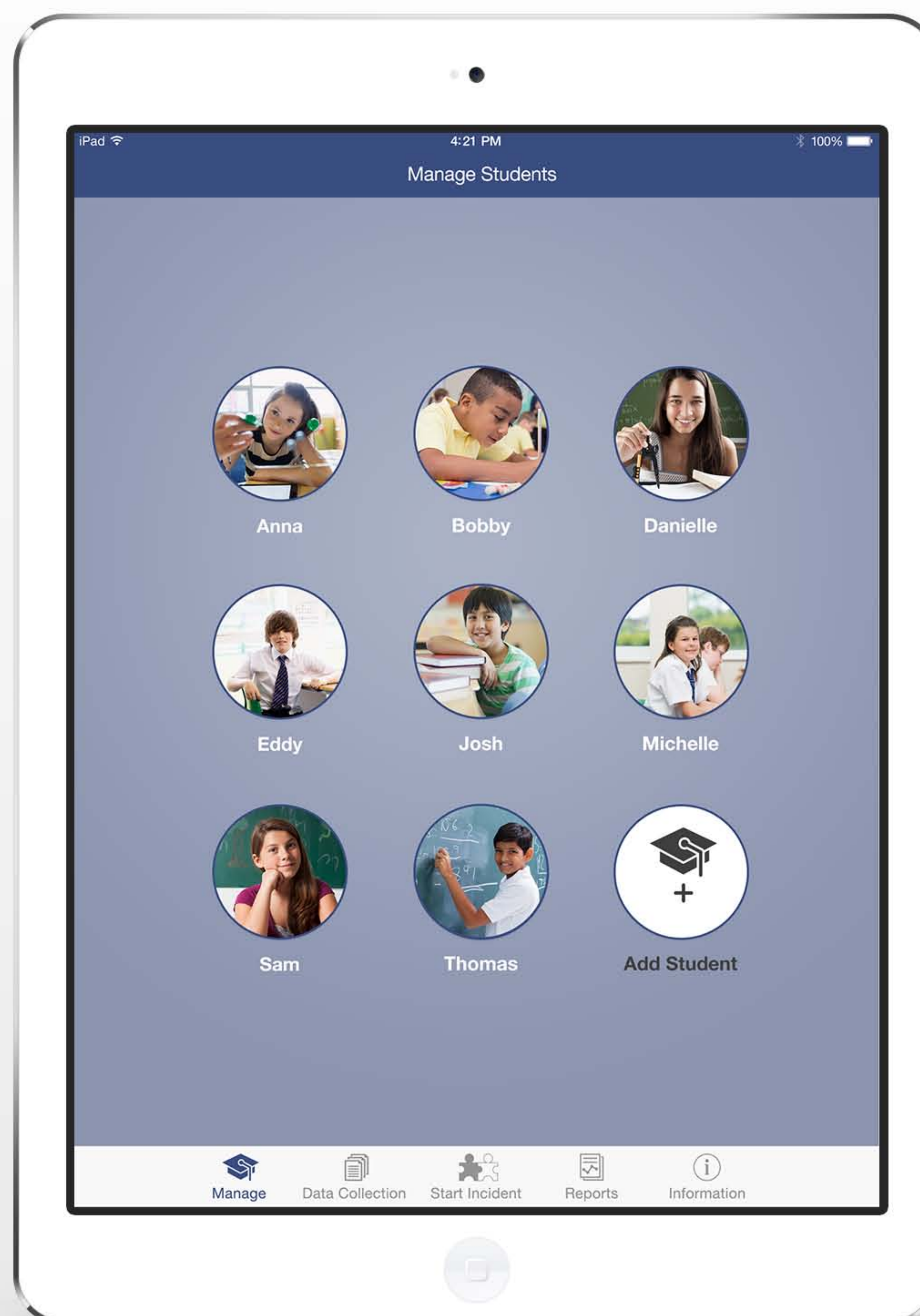
iOS (iPad only)

## Design Role:

User experience design  
Visual design

## Design Challenge:

Redesign app from a split-screen view to a bottom tabbar view, as a result of gathered user feedback that navigating the app was not intuitive (split-screen view). Include visual indicators to 'add students' and 'complete' student profiles to direct user more clearly through workflows and benefit from its features. Initial display of student data for later analytical use and research by stakeholders. Creation of award animation.



# Rocket Farm

Check out website

## About the Rocket Farm Studios:

We've quickly become the go-to group for iOS apps, Android apps, and the back-end that are as smart as they are stylish. Founded in 2008, we've launched numerous top-20 apps in multiple categories. We work with Fortune 500 corporations and startups. Our team has deep domain expertise in mobile strategy, creative vision, and the ability to transform businesses through exceptional customer experience.

## Platform:

Web  
Print

## Design Role:

User experience design  
Visual design  
Graphic Design  
Marketing Design

## Design Tasks:

Redesign the website to accurately reflect the new Rocket Farm brand. Improve performance of site on desktop and, especially, mobile to boost organic Google rankings. Improve visual design to a more modern look and feel, using current technologies and other design trends across all media and business collateral. Extend branding guidelines across Rocket Farm departments to ensure a consistent and cohesive brand experience. Design office swag for consultants, clients, friends, and family.

**Build it. Launch it. Grow it.**  
Everything you want in a mobile app development partner

On time. On budget. On point.

From whiteboard to app store, from SMBs to enterprise, Rocket Farm Studios is a leading next generation mobile app development company in Boston for iOS, Android, and more. Our team has deep domain expertise in mobile strategy, design, and architecture.

Get connected with one of our experts for a free consultation

First name, Last name\*  
Company\*  
Email\*  
Phone Number\*  
Type of Project\*  
Budget\*  
Services Needed\*

SEND MY INFO NOW

Footer: display same as current mobile footer

### 10 Mobile App Metrics

Have you already launched your killer app? Get the data you need to make your user base skyrocket.

Download the infographic now

### GoMentum

Managing Teams and Creating Leaders with Multimedia- iPhone, iPad, Android

Leaderships, the brainchild of Dan Hoover and his co-founders, started as a highly personalized channel for those looking for great video content on becoming amazing leaders in their field. "My associates and I are passionate about leadership," Dan said. "We define it not as a role, but as an action."

Recognizing a corporate world overfilled with managers but not true leaders, Leaderslips wanted to bring carefully curated content first to their website, then to a new mobile team management app. "We had connections to the network marketing industry that we felt needed a mobile app that helps them work independently, but also as a team. Within the app, we also wanted organized lessons in leadership and team building so individuals can continue their growth as leaders."

Up to 60% of people who get involved with network marketing drop off due to lack of support and encouragement to be successful. The Leaderslips app would put in place a number of things to help them stay the course and excel merging leadership training with an incredibly useful team management platform.

### See Our Portfolio

We get to work with smart, innovative and open-minded clients. And we get to create mobile experiences that transform businesses. Check out some of our latest case studies.

GoMentum iPhone and Android app  
Yamaha Music iPad App

### Let's Work Together

From whiteboard to app store, we'll build your app. Other companies will simply build the app you want. We get to work with smart, innovative and open-minded clients. And we get to create mobile experiences that transform businesses. Check out some of our latest case studies.

Strategy  
Design

Going mobile is a business advantage. We'll show you how.

From wireframes to visual design to sound to motion, we've got you covered.

LEARN OUR PROCESS > CHECK OUT OUR WORK >

### Ready to get started?

Our seasoned team will transport your business with next gen mobile solutions, no matter how complex the challenge. Connect with us today.

Give us a call. We're here to help. 617-463-9123

Send us an email. We love new ideas. GET STARTED

### Our Blog

Recent News From Around the World

Rocket Farm Studios  
374 Congress St, Suite 204  
Boston, MA 02210  
inquiries@rocketfarmstudios.com  
(617) 463-9123

From whiteboard to app store, from SMBs to enterprise, Rocket Farm Studios is a leading next generation mobile app development company in Boston for iOS, Android, and more. Our team has deep domain expertise in mobile strategy, design, and architecture.

Get connected with one of our experts for a free consultation

First name, Last name\*  
Company\*  
Email\*  
Phone Number\*  
Type of Project\*  
Budget\*  
Services Needed\*

SEND MY INFO NOW

Footer: display same as current mobile footer

### 10 Mobile App Metrics to Track

Have you already launched your killer app? About to launch? Dive into these 10 critical app metrics to track from the get-go to get the data you need to make your user base skyrocket.

Here are the TOP 10 APP METRICS companies need to track

- USAGE**
  - Downloaded (DAU) - How many times is your app downloaded? (DAU) - How many times is your app downloaded?
  - Retention Rate - How many users return to your app after 7 days? (DAU) - How many users return to your app after 7 days?
  - Churn Rate - How many users stop using your app? (DAU) - How many users stop using your app?
  - Session Length - How long do users spend in your app? (DAU) - How long do users spend in your app?
  - Crash Rate - How many times does your app crash? (DAU) - How many times does your app crash?
  - Revenue - How much money does your app generate? (DAU) - How much money does your app generate?
- ACQUISITION**
  - Customer Acquisition Cost (CAC) - How much does it cost to get a new customer? (DAU) - How much does it cost to get a new customer?
  - Lifetime Value (LTV) - How much does a customer spend over their lifetime? (DAU) - How much does a customer spend over their lifetime?
  - Churn Rate - How many users stop using your app? (DAU) - How many users stop using your app?
  - Retention Rate - How many users return to your app after 7 days? (DAU) - How many users return to your app after 7 days?
  - Session Length - How long do users spend in your app? (DAU) - How long do users spend in your app?
  - Crash Rate - How many times does your app crash? (DAU) - How many times does your app crash?
  - Revenue - How much money does your app generate? (DAU) - How much money does your app generate?
- REVENUE**
  - Average Revenue Per User (ARPU) - How much revenue does each user bring in? (DAU) - How much revenue does each user bring in?
  - Customer Lifetime Value (CLV) - How much revenue does a customer bring in over their lifetime? (DAU) - How much revenue does a customer bring in over their lifetime?
  - Churn Rate - How many users stop using your app? (DAU) - How many users stop using your app?
  - Retention Rate - How many users return to your app after 7 days? (DAU) - How many users return to your app after 7 days?
  - Session Length - How long do users spend in your app? (DAU) - How long do users spend in your app?
  - Crash Rate - How many times does your app crash? (DAU) - How many times does your app crash?
  - Revenue - How much money does your app generate? (DAU) - How much money does your app generate?

Want to create an app? We can help.  
Contact us: rocketfarmstudios.com/contact

### About Us

Since our founding in 2008, we've quickly become the go-to group building iOS and Android apps that are as smart as they are stylish. We've launched numerous top-20 apps in multiple categories. We work with Fortune 500 companies, start-ups, and everyone in between. Our team has deep domain expertise in mobile strategy, creative vision and, paired with exceptional customer service, has the ability to transform your business.

What sets us apart is the experience we create for our clients:  
**On strategy. On time. On budget.**

If you want to propel your business to the next level, let us help launch your next rocket.

- Strategy** - Our custom, five-step approach to mobile strategy produces bright ideas for the unique capabilities of mobile.
- Design** - Our digital craftsmen push the boundaries of what's possible in visuals and interface for user-driven, responsive mobile design.
- Architecture** - Thinking about mobile architecture can be pretty daunting. There's a lot to consider when designing for mobile.
- Marketing** - From competitive assessments and market research to app store optimization, we can help you maximize your success.
- Consumers** - We take your vision for interacting with consumers and turn it into a stunning - and perhaps even addictive - mobile experience.
- Enterprise** - Your workforce is coming to work with smartphones and tablets. We know how to build apps that harness these connections.

Practice Areas  
Our deep entrepreneurial experience means we're at home helping you launch a new venture or enhancing the mobile presence of your established business. Our practice areas include (but not limited to): Consumer apps, Enterprise apps, Educational apps, Gaming apps, Music & Art apps.

Contact Us Today  
(617) 463-9123  
inquiries@rocketfarmstudios.com  
374 Congress St, Suite 204  
Boston, MA 02210

HOODIE-BACK

Rocket Farm Studios  
Rocket Farm Boston  
This is a tagline  
Rocket Farm

Rocket Farm Studios  
Rocket Farm Boston  
this is a tagline  
Rocket Farm Studios

## About the App:

The GigSmart application gives individuals on-demand access to employment opportunities, ranging from flexible part-time jobs to full-time employment, and enables them to accept work within minutes of a job being posted. GigSmart's smartphone technology allows charity organizations to locate volunteers and workers for special projects quickly, saving the organizations time and money.

## Platform:

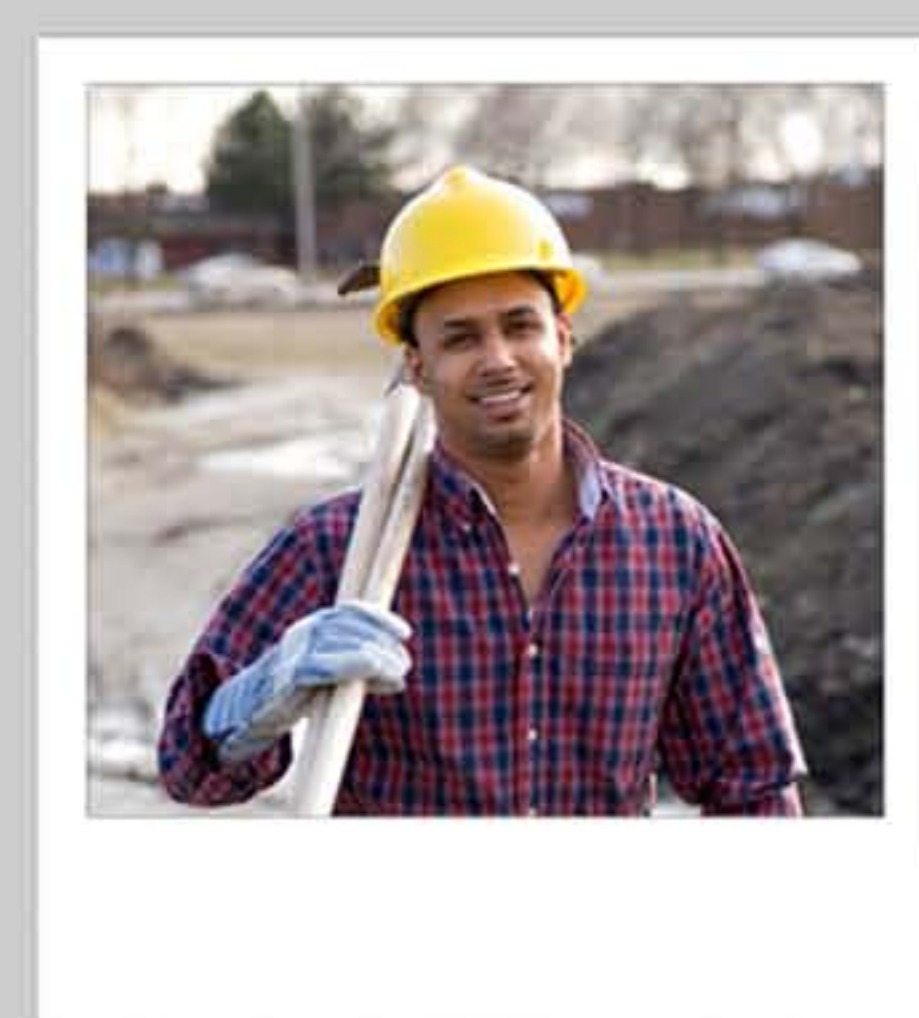
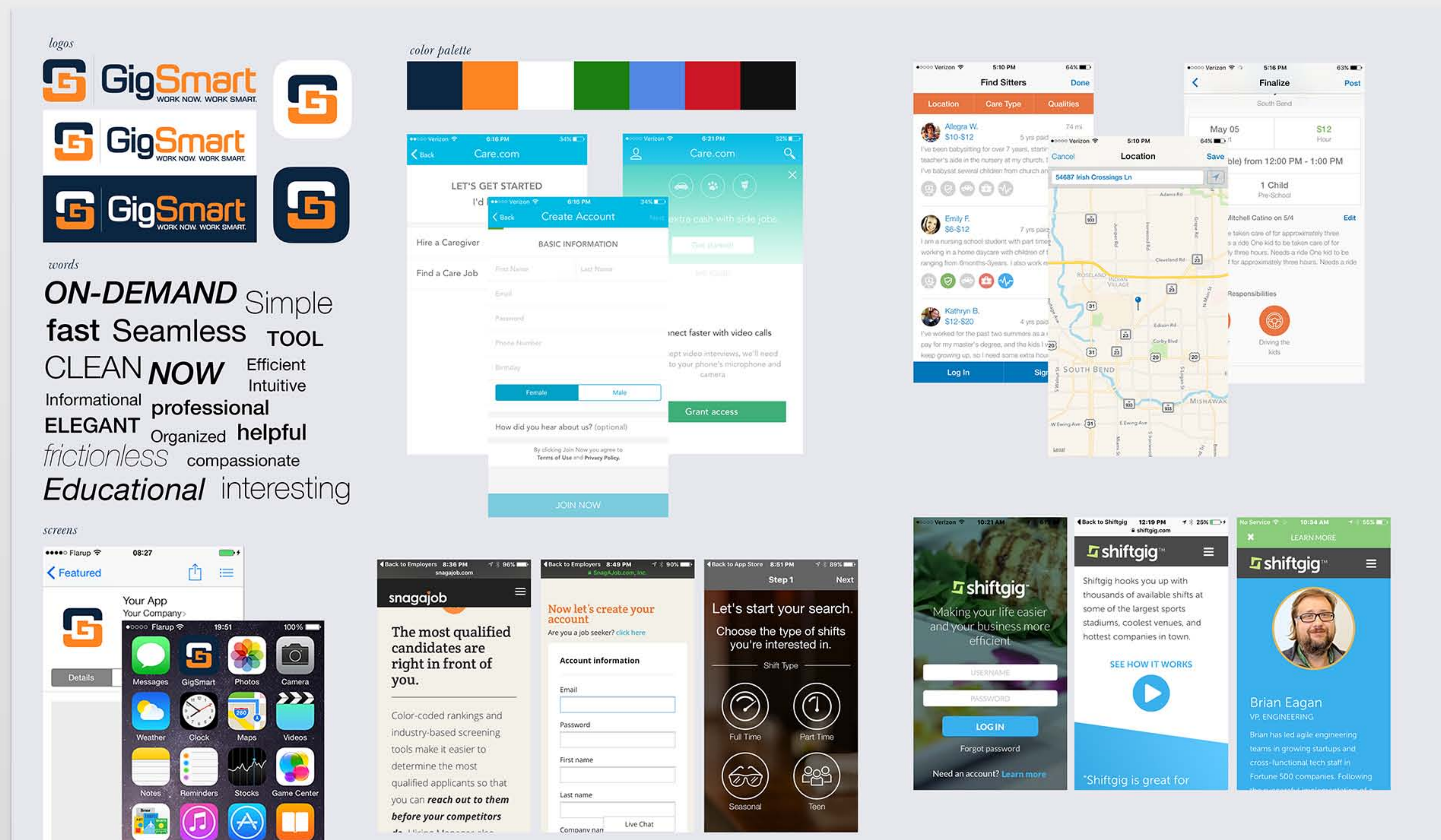
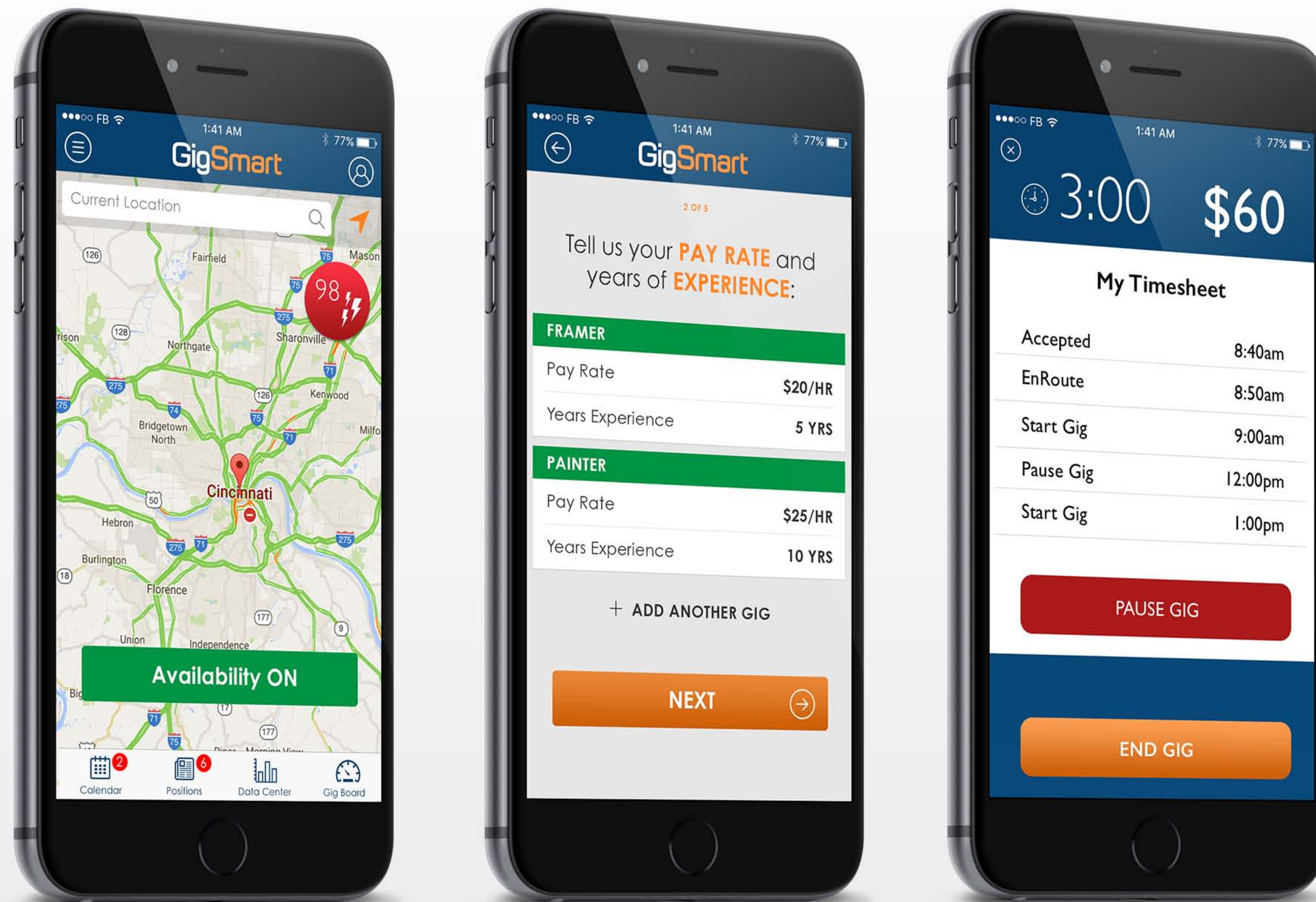
iOS

## Design Role:

User experience design  
Visual design

## Design Challenge:

Create two different but cohesive apps (think Uber)- one for the provider (employee) and one for the requester (employer)- that integrate with each other throughout various stages of a job. Design a robust, comprehensive profile that includes job activity, job history, ratings & reviews, resume, skills, pay history, and tax information. Create a dashboard as a landing for employment news and other relevant employment data pulled from the Bureau of Labor Statistics per user's location.



## Construction Carlos

Creative Dependable Efficient

"I want to know what I am worth and get paid what I am worth and be treated fairly."

**BIO:** Carlos was laid off recently as a construction foreman. Carlos is a manual laborer. He uses his smart phone for all internet connectivity. He is very dependable, highly skilled, and has many aspirations (willing to take on other kinds of work).

**User Type:** Underemployed  
**Occupation:** Builder/Framer  
**Age:** 34  
**Status:** Married, 1 young child  
**Location:** Toledo, OH

## Motivations

Needs to earn a living  
Needs a flexible work schedule to allow for seeking full time work  
Wants to stay active and current professionally in a way that doesn't interfere with being married and having young family

## Painpoints

Can't seem to find consistent, full time work even though years of experience and highly skilled  
Difficulty finding legitimate and legal work  
Needs assurance he will be paid fairly

## How GigSmart can help:

Providing Carlos with safe and reliable opportunities to make a decent living.  
Giving Carlos insight into people in a similar market in his area.  
Creating a job history and rich profile describing his work persona.



# Lynx Transportation



## About the App:

LYNX is a shared ride door-to-door transportation service provided by MV Transportation under the supervision of LYNX, the Central Florida Regional Transportation Authority. The LYNX program provides complimentary service for eligible individuals who are not able to use the regular fixed route bus service ( and other transportation methods) because of a disability or other limitations.

## Platform:

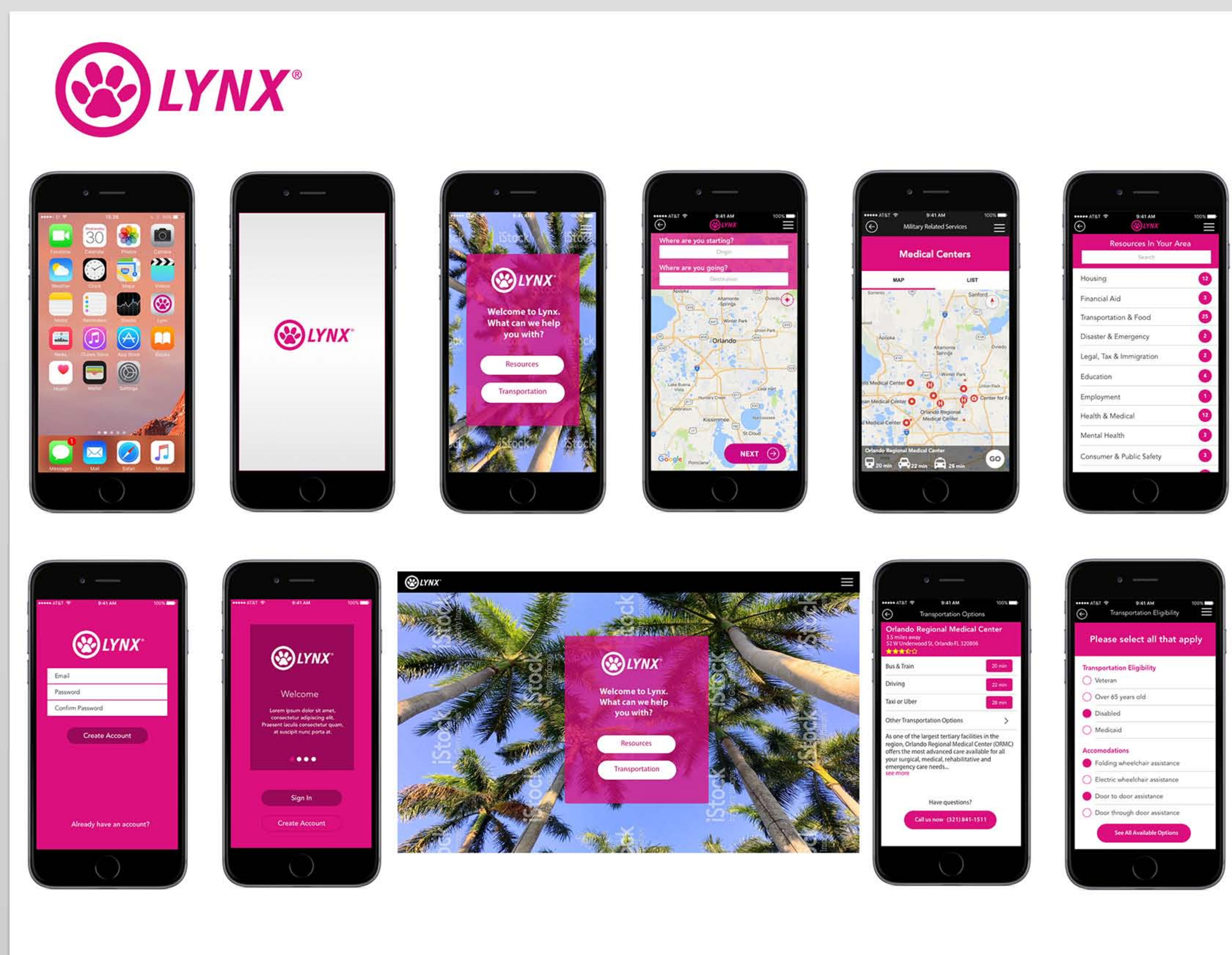
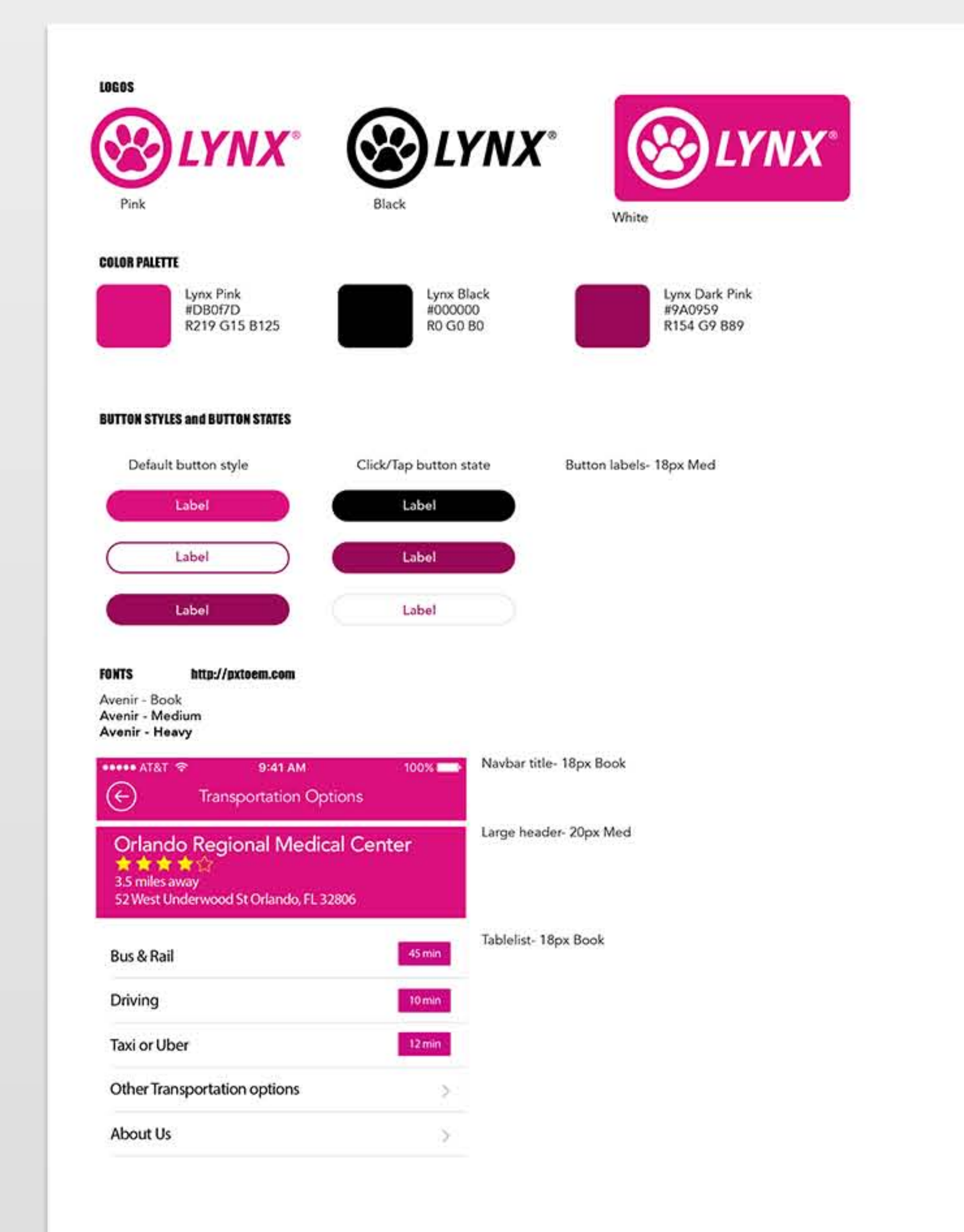
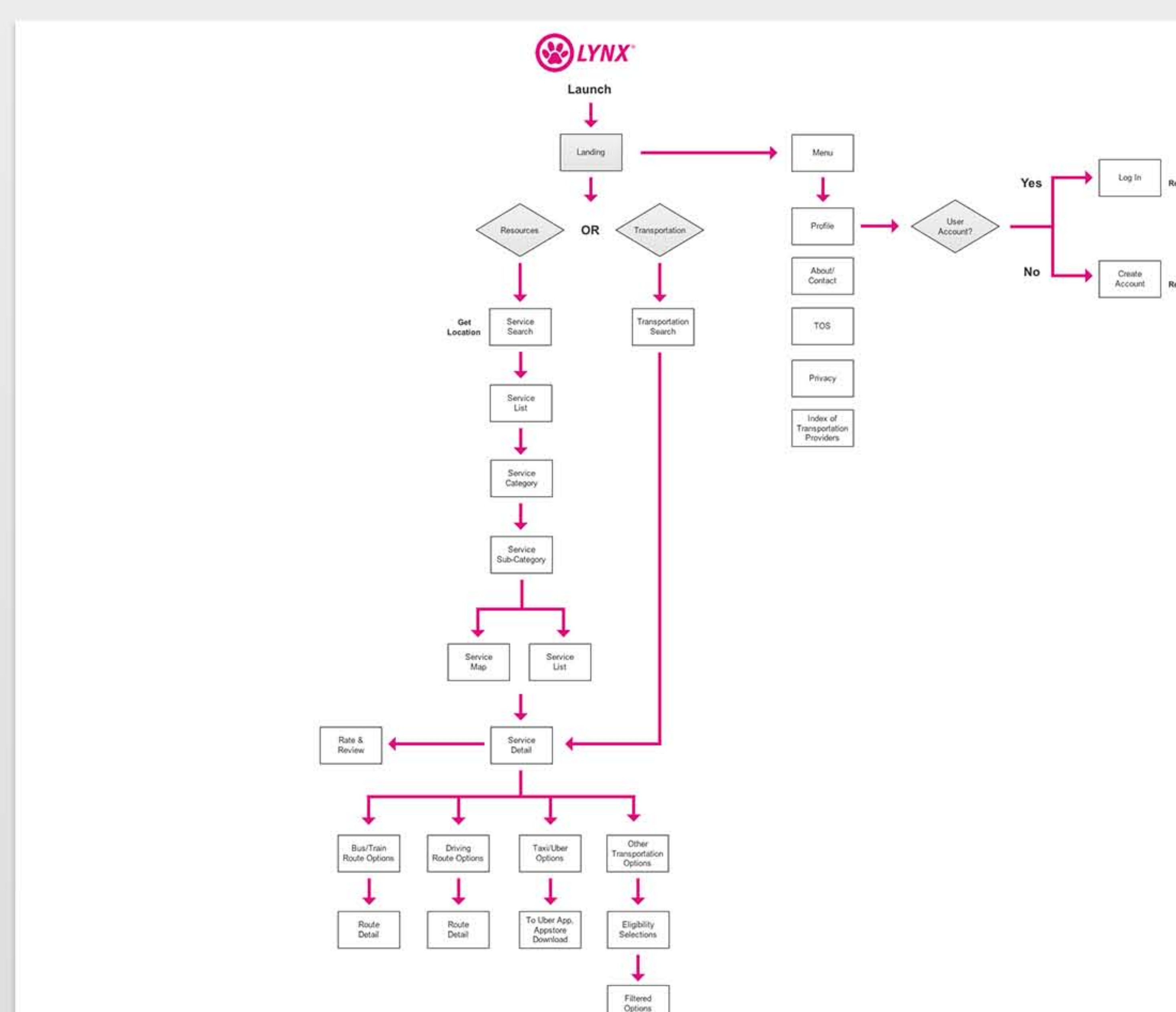
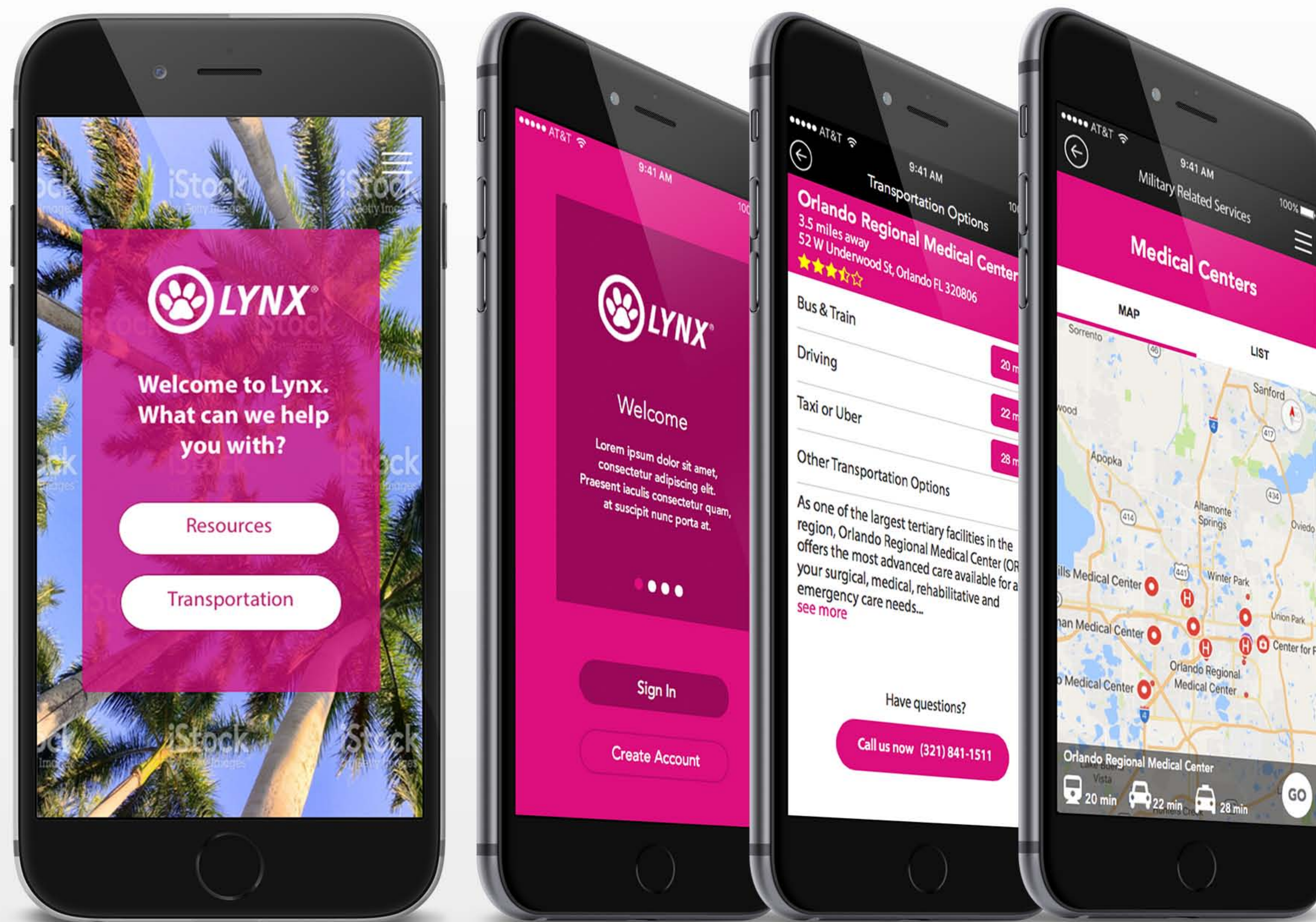
iOS  
Responsive Website

## Design Role:

User experience design  
Visual design

## Design Challenge:

Design mobile app to accompany existing website, making accessible two primary paths to information- Resources and Transportation. Design search experience catered to user's disabilities or limitations. Design (new) feature to rate&review service providers and transportation methods to foster a sense of trust and community.





# Thank you

Please contact me to learn more  
about my design process and case studies.