Chapter XVIII
A Case Study of Icon-Scenario Based Animated Menu's Concept Development

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ABSTRACT

This chapter will first describe the development workflow of graphical user interface (GUI) design and the implementation that is adopted across a 2G platform. It describes the development workflow of graphical user interface (GUI) design and the implementation that is adopted across a 2G platform. The authors then describe the implementation process of developing Icon-Scenario Based Animated Menu GUI. The same design process developed is implemented in the other models when the authors develop another set of GUIs for different customers using the same workflow. The chapter concludes by describing the concept development process of the phone's menu enhanced by the use of a captivating Icon-Scenario Based Animated Menu, followed by demonstrating how it takes usability into consideration, bringing delight to users.

INTRODUCTION

It was over the recent years that the 2G platform has become a mandatory technology in a mobile phone design house. Presently, most of the phones in the market adopted the icon based menu which is becoming mundane. Redesigning the Graphic Design of the icons and user interface was one of our solutions to redefine the user experience in menu navigation.

There was a need to differentiate the phone from what is seen in the market; we have imple-

mented the element of fun into the menu by animating scenarios in the menu. When the user navigates the menu, the user can experience the different animated scenarios. With the aid of the engineering capability, we were able to compress high density animation and apply the compressed format of the animation into the menu. This enables us to create the new style of menu.

With the new method of menu presentation, we have developed and followed through a design methodology that enables us to create and generate different concepts. This chapter describes the methodology from the conceptualization stage to the implementation of the Icon-Scenario Based Animated Menu. We then conduct a usability test to evaluate the new menu developed for E1200 and discuss the results.

THE DESIGN WORKFLOW

The flow chart (see Figure 1) describes the process in its initial stage and the development stage. When the initial Industrial Design Rendering of mobile phone was approved, information regarding the project was given to the GUI design team. Among the information, a design brief which described

the target audience and technical specification was given. The GUI designers then began the conceptualization stage where the themes for the phone were explored. GUI storyboarding on different themes and scenarios was presented in the first draft to our customer. The concept theme was iterated until approved. The concepts were illustrated using Adobe Illustrator. With the selected theme, the GUI designers will proceed to the stage of prototyping. The equipment and software used for our GUI prototype involved HP iPAQ Pocket PC h4100 series, HP workstation xw4100, Adobe Creative Suite Premium, Macromedia Studio MX 2004. The scenario was animated and then downloaded into the Pocket PC. The GUI on the phone was simulated and implemented into the pocket PC to achieve high fidelity prototyping effect. The system was prototyped from idle stage to submenu stage. The main objective was to allow the customers and engineers to experience the look and feel of the Icon-Scenario Based Animated GUI through interactive navigation. Iteration began from the prototyping stage onward, taking into account the customer's feedback.

The software engineer on the team created the simulation on workstation using C++. At this

Figure 1. Flow chart for GUI design process
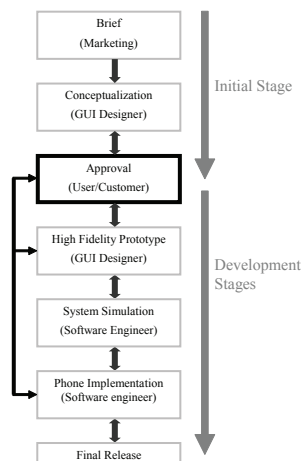
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