UI/UX Design

The UI/UX module centers on designing intuitive and visually engaging user experiences. Participants will apply user-centered design principles, create wireframes or prototypes, and justify design decisions based on usability and accessibility. This module encourages empathy-driven design and thoughtful interaction planning.

REGISTRATION - PER TEAM MEMBER	
Early bird	Normal
PKR 500	PKR 1000
TEAM SIZE	1-2 Members

PRIZE POOL	
TOTAL - PKR 35,000	
Winner	PKR 25,000
Runner Up	PKR 10,000

UI/UX Design Guidelines

Competition Overview:

- Each team will be given a problem statement focused on creating a practical, user-centered digital experience.
- Teams are expected to design a mobile-first clickable prototype that demonstrates at least the mandatory user flows.
- The theme/problem statement will be announced at the start of the competition.
- The duration of the competition is approximately 24 hours.
- Teams must bring their own machines. Internet access may be available at the venue, but participants are encouraged to bring backup internet to avoid inconvenience.
- Teams must design using Figma (preferred). All prototypes must be clickable and interactive

Competition Rules:

- All work must be original and completed exclusively by registered team members.
- Plagiarism, including copying another team's design or pre-made full solutions, is strictly prohibited.
- Teams must be present for evaluation. Failure to appear when called may result in automatic disqualification.
- The decision of the judges is final and non-challengeable. Arguing with judges or organizers may result in disqualification.
- No deadline extensions will be granted regardless of technical issues.
- Teams are encouraged to consider accessibility, clarity, and usability in all their designs.
- AI tools may be used only for ideation, microcopy, or minor design suggestions, but teams are responsible for validating all outputs.
- Teams must submit a Figma link containing a clickable prototype covering all mandatory flows. A basic user flow diagram and key screens must also be included. Submission must be made via the official channel by the deadline. Late submissions will not be accepted.

Evaluation Criteria:

- Problem Understanding & User Focus
  - Clear identification of the design problem.
  - Understanding of target users, their needs, and pain points.
  - Alignment of the solution with real-world user context.
- User Experience (UX) Design
  - Logical and intuitive user flows covering all mandatory tasks.
  - Ease of navigation, reduced cognitive load, and clear interaction hierarchy.

- Usability & Accessibility
  - Design accommodates diverse user abilities (low literacy, bilingual, accessibility needs).
  - Clear feedback, confirmations, error handling, and guidance.
  - Appropriate use of font sizes, spacing, color contrast, and tap/click targets.
- Information Architecture & Content Clarity
  - Well-structured screens and grouping of information.
  - Clear labels, microcopy, and call-to-action visibility.
  - Content clarity that supports understanding and minimizes confusion.
- Visual Design & Consistency
  - Consistent use of colors, typography, and UI components.
  - Visual design supports usability and comprehension.
  - Alignment with problem context and user expectations.
- Interaction Design & Prototype Quality
  - Clickable and interactive prototype demonstrating end-to-end flows.
  - Meaningful transitions, interaction states, and feedback cues.
  - Prototype effectively communicates functionality without external explanation.
- Creativity & Design Thinking
  - Originality and innovation in design solutions.
  - Thoughtful decision-making backed by reasoning.
  - Creative adaptation within the competition constraints.
- Completeness & Constraint Handling
  - All mandatory flows are fully implemented.
  - Edge cases, errors, and exceptional scenarios are addressed.
  - Adaptation to any refinements or additional requirements introduced on Day 2.
- Presentation & Design Rationale
  - Clear explanation of design decisions, trade-offs, and problem-solving approach.
  - Ability to communicate UX thinking effectively to judges.
  - Confidence, clarity, and professionalism during final presentation.