UI Design Task Overview

- This demo app is a **Social Media App with Deals.**
- Designers are required to redesign the UI of the listed screens
- The app should feel like a US-based social media startup, up-to-date with trends, mainstream, modern, and clean.
- Use the following slides to know more about the demo app.

Wireframes

- Here is your view access to the wireframe while the next 2 slides show the required screens:

 https://www.figma.com/design/c8SdZB93UR9A7G6BkNxbeO/DEMOAPP?node-id=2025-2171&t=3IYCII9P9D84XcYW-1

User Flows

- Users can view videos with deals attached to the content.
- Users redeem deals they purchase from restaurants.
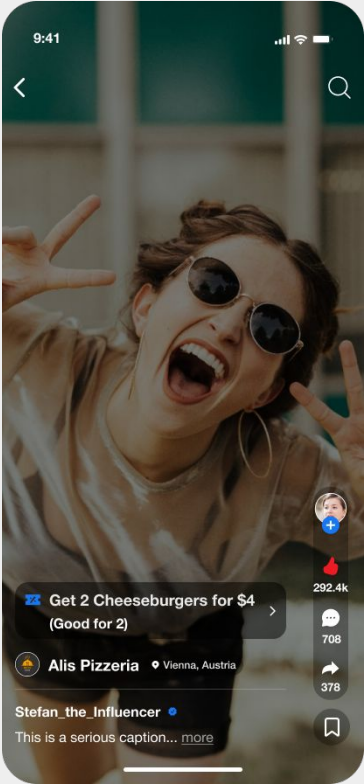- Users engage with content and make referrals.

UI Components

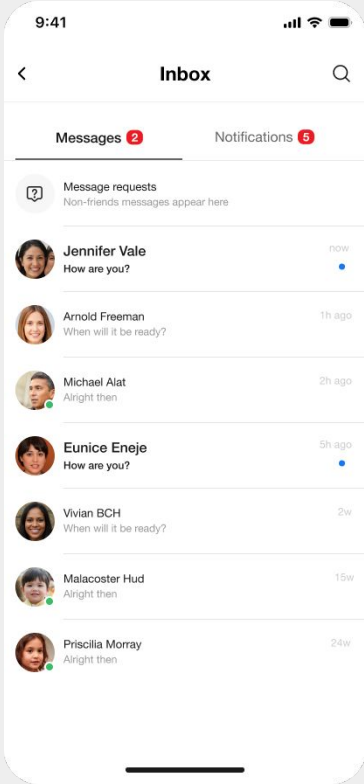- Designers are free to add components as needed while **retaining the features and the core functionality.**
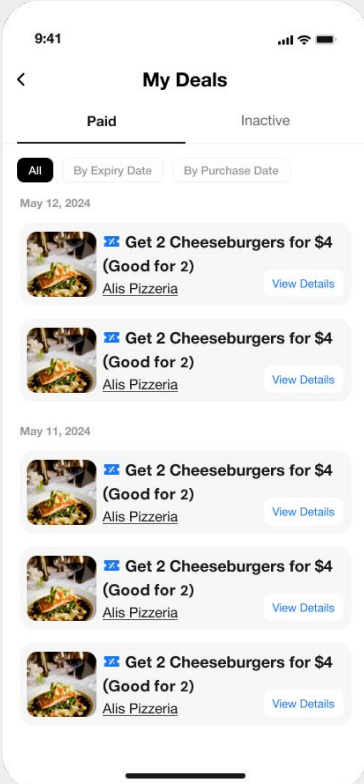
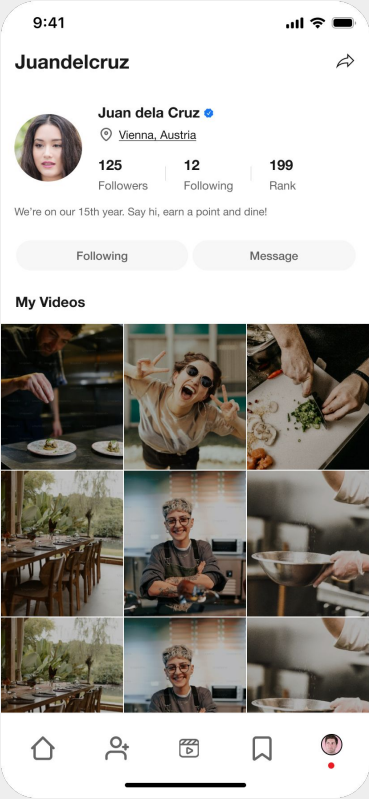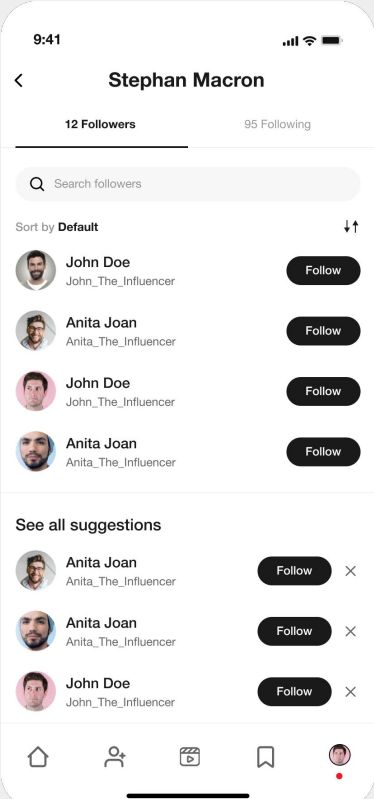# Required Screens
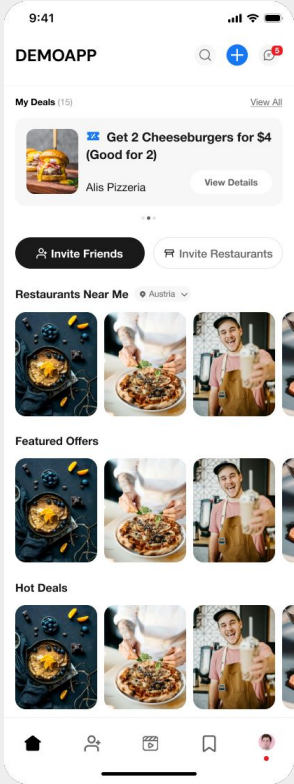
USER HOME

VIDEO PLAYBACK

INBOX

MY DEALS

Required Screens

USER PROFILE

FOLLOWER LIST
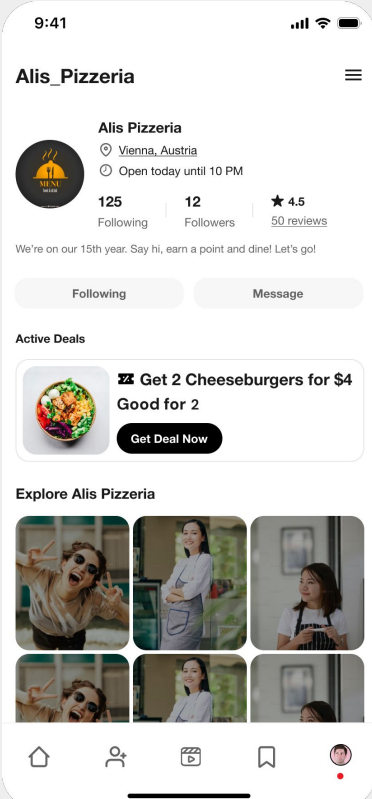
VENDOR PROFILE
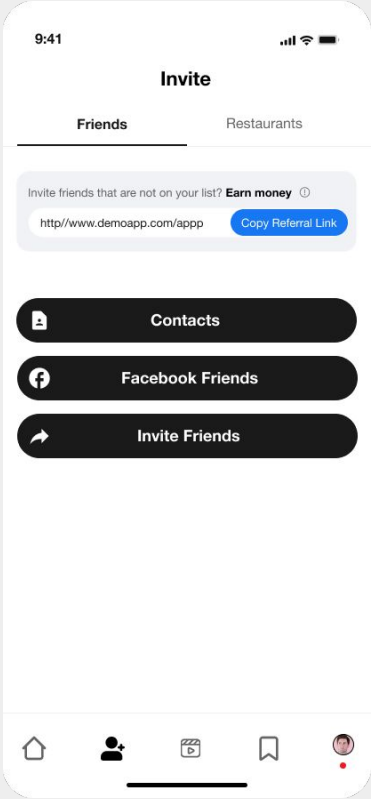
REFERRAL

Color Guide

ffffff	White for App / Website Interface Background
000000	Black for controls & CTAs

8900f5	ec632f	Main Pop of Color
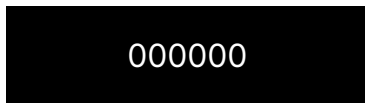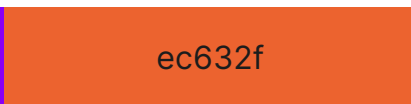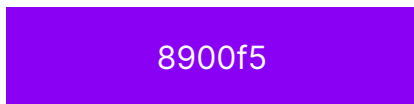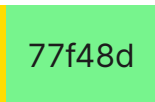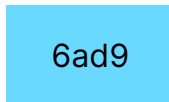
6ad9	ffdd00	77f48d	Minor accents only

Font & Typography

- Designers are free to interpret fonts based on the traits: **clean, mainstream, modern.**
- Focus on readability and a fresh look that aligns with social media trends.

Brand Traits and Style Guide

- Mainstream, Modern, Clean
- Suggestive of a Lifestyle App
- Up-to-date with current trends

Inspiration

- Look to apps like TikTok, Instagram, Uber, and Groupon for structure but add your own creative flair to the designs
- Ensure familiarity but with a unique twist to stand out.

Best Practices

- Keep designs streamlined, meaning the app must look **clean** and **uncluttered**, using **standard alignmen**t and **cohesion** of UI elements.
- Focus on the usability and user experience.

Submission Requirements

- **Send over a Figma link and ensure it's viewable.**
- Include redesigns of all required screens
- Maintain user flows and actions as described

Good luck!