

## Answers to Interview Questions:

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### Section 1

- **Please state the field / area of expertise applied for ?**  
Answer: UI UX
- **How many years of RELEVANT experience do you have in the field ?**  
Answer :1year
- **Please provide detailed descriptions of at least 2 digital technology projects or products you handled.**  
**We are interested in understanding your specific role in the project?**  
Answer:

#### A. Project 1:

##### **Name of project / product**

- Emmart Shopping Cart

##### **Short Description of project / product:**

- A smooth user-friendly shopping app that delivers a seamless and enjoyable shopping experience. The app features intuitive navigation, visually appealing designs, and well-spaced content to enhance user engagement. From user research and wireframing to iterative testing and final polish, the app embodies user-centered design principles. With its streamlined interface and responsive functionality, the app ensures a delightful shopping journey for users, aligning perfectly with your brand identity.

##### **Strategy used in implementing the project / product:**

- C. Defining clear objectives: Set specific goals for your app, which revolved around enhancing brand visibility, or improving customer engagement.
- D. Prioritizing user-centered design: Prioritize user experience by conducting thorough user research. Understand your target audience's preferences, pain points, and behavior patterns to tailor the app accordingly.
- E. Focusing on essential features: Identify core features that align with the app's purpose. Focus on providing value and avoid overwhelming users with unnecessary functionalities.
- F. Creating intuitive navigation: Create an intuitive navigation structure that allows users to explore products effortlessly. Implement clear pathways and avoid clutter..

- G. Ensuring responsive design: Ensuring the app works flawlessly across various devices and screen sizes. A responsive design guarantees a consistent experience for all users.
- H. Crafting a visually appealing interface: consistent branding elements. Use a balanced color scheme, high-quality images, and legible typography.
- I. User Test: Conduct thorough testing before launch to identify and rectify any issues. Regularly seek user feedback to refine the app further.
- J. Launching in phases and gathering feedback: Launch the app in phases or a soft launch to gather real-world feedback. This helps you identify areas for improvement and address issues promptly.
- K. Continuously improving the app: Regularly update your app with new features, improvements, and bug fixes to keep users engaged and satisfied.
- L. Analyzing user data for insights: Integrate analytics tools to track user behavior, engagement metrics, and conversion rates. Use data-driven insights to optimize the app further.

### **Tools used for project**

- Figma, Photoshop, some html,CSS

### **Link to the screenshot of the project :**

- This is the landing page: [Click Link →](#)
- This is the visual design for the Wireframe process of the app via figma [Click Link →](#)
- This is the visual design for the semi-clean up stage of the app via figma [Click Link →](#)

### **What was your role in the project?**

- **UI UX DESIGNER**

Please describe some of the key activities of the project to enable us understand its complexities and your tasks in the project

- **Treasure Hunt:**

User Research Just like explorers seeking hidden treasures, which entailed understanding the users' needs, desires, and preferences. Unearthing these insights equipped in the design of the app that caters to their wishes

- **Wireframing Puzzle**

wireframing felt like piecing together a puzzle without a picture reference.. however a realistic visual blueprint was created, ensuring every feature fits together harmoniously, much like assembling puzzle pieces

- **Iterative Refinement:**

Through continuous cycles of testing and improvement, I fine-tuned the app's elements, like a sculptor shaping a masterpiece.

- **your tasks in the project:**

UI UX and Developer

## **B. Project 2:**

### **Name of project / product**

- Banana Source App

### **Short Description of project / product:**

- Introducing the "Banana Source" though still in its demo stage its an innovative platform that puts culinary creativity at your fingertips. With this app, users can effortlessly access and acquire a diverse range of recipe and eBook tutorials. Unleash your inner chef as you download or purchase these insightful resources, elevating your culinary skills and enriching your cooking repertoire. Whether you're a novice or a seasoned cook, the Banana Source app is your gateway to a world of delicious possibilities.

### **Strategy used in implementing the project / product:**

- B. Defining clear objectives: Set specific goals for your app, which revolved around enhancing brand visibility to its target niche, or improving customer engagement
- C. User-Centric Approach: The strategy revolved around placing users at the core. Extensive user research was conducted to understand their preferences, needs, and pain points, ensuring the project aligned precisely with user expectations

- D. Thorough Planning: A comprehensive roadmap was developed, outlining each phase of the project from concept to launch. This plan ensured smooth execution, resource allocation, and adherence to deadlines
- E. Iterative Development: The project embraced an iterative approach. Prototypes and versions were tested with users, allowing us to incorporate their feedback and make iterative improvements for an optimal user experience
- F. Ensuring responsive design: Ensuring the app works flawlessly across various devices and screen sizes. A responsive design guarantees a consistent experience for all users
- G. Crafting a visually appealing interface: consistent branding elements. Use a balanced color scheme, high-quality images, and legible typography
- H. User Test: Rigorous testing procedures were implemented to identify and rectify any bugs or issues before launch. This meticulous approach ensured a seamless and reliable end product
- I. Scalable Architecture: A robust and scalable architecture was chosen to accommodate growth and accommodate future feature enhancements. This ensured the project's longevity and adaptability
- J. Continuously improving the app: Regularly update your app with new features, improvements, and bug fixes to keep users engaged and satisfied
- K. Marketing Strategy: A well-planned marketing strategy was developed to create awareness and excitement around the app's launch. This included utilizing social media, influencer partnerships, and targeted advertising

### **Tools used for project**

- Figma

### **Link to the screenshot of the project :**

- This is the visual design for the semi-clean up stage of the app via figma [Click Link →](#)

### **What was your role in the project**

- UI UX DESIGNER

### **Please describe some of the key activities of the project to enable us understand its complexities and your tasks in the project**

- Space Management Challenge:

**initially, the app's content felt cluttered, lacking visual breathing room. This impacted both aesthetics and usability, potentially overwhelming users.**

### **Solution:**

- I strategically introduced white space, allowing content to stand out and creating a cleaner interface. By balancing content with ample spacing, the app gained a more appealing and organized look.

### ○ **Color Integration Challenge:**

Incorporating colors seamlessly throughout the app proved challenging, as inconsistent color use led to a disjointed visual experience that didn't resonate with the brand.

### **Solution:**

- To establish visual coherence, I developed a color palette aligned with the brand's identity. This palette ensured consistent color usage across all app elements. By integrating these colors thoughtfully, the app gained a cohesive and harmonious visual appeal, reinforcing brand recognition.

### **C. Iterative Refinement:**

As always Through continuous cycles of testing and improvement, I fine-tuned the app's elements, like a sculptor shaping a masterpiece.

### **D. your tasks in the project:**

UI UX

## **Section 2**

### **A. Proven Experience in Relevant Tech Field:**

#### • **Situation:**

In my previous role as a UI/UX Designer for building a shopping app, I was tasked with enhancing the user experience, boosting company visibility, and effectively representing the brand's colors and essence

#### • **Task:**

My primary responsibility was to revamp the app's interface, ensuring it resonated with users while aligning with the brand's identity and objectives.

#### • **Action:**

To start, I conducted thorough research, delving into user behaviors and preferences, and analyzed the market to identify key trends. also used

app model samples such as jumia and amazon, just to mention a few. This provided insights into improving navigation, product display, and checkout processes. I then collaborated with the marketing team to grasp the brand's essence and colors. Utilizing this information, I devised a comprehensive color palette that both captured the brand's personality and ensured an engaging user experience. During the design phase, I integrated the brand's colors harmoniously into the UI, from buttons and icons to backgrounds and text. This consistency not only reinforced the brand's identity but also improved visual coherence within the app. Throughout the process, I engaged in iterative testing with a focus group, using their feedback to fine-tune the design. This iterative approach ensured the final design aligned perfectly with user expectations, boosting engagement and usability.

- **Result:**

Success in user testing, enhanced visibility, easy navigation, and smooth transition to the designed interface.

**B. HND/BSC in any related field or commensurate experience**

I am an accountant and manager by profession, but I also possess an extensive freelance portfolio

**C. Have you led a tech team before? How do you keep track of everyone's work?**

- **Situation:**

In past roles, I've been entrusted with leading tech teams and coordinating their efforts effectively.

- **Task:**

My responsibility is to ensure that the team remains focused on our collective objectives while nurturing each individual's creative contributions.

- **Action:**

I foster an environment where each team member's input is valued foster an open leadership model, encouraging everyone to reach their full potential, from 50% to 100%. Regular check-ins and open communication help in understanding their progress and addressing any challenges.

- **Result:**

I cultivate an environment where every team member's input is esteemed, embracing an open leadership model that motivates each individual to achieve their utmost potential, progressing from 50% to 100%. Regular check-ins and transparent communication aid in comprehending their advancements and tackling any obstacles.

**D. Have you ever dealt with conflicts on a project? If so, how did you handle them ?:**

- **Situation:**

I encountered a challenging situation where I was tasked with a shopping app project despite having limited knowledge about it.

- **Task:**

My objective was to overcome my lack of familiarity and successfully complete the project.

- **Action:**

To address this, I took a proactive approach. I extensively utilized open-source tools and searched online resources, including Google, for guidance. I also sought assistance from my network, including friends from my Discord groups, to gain insights and share knowledge.

- **Result:**

By combining these efforts, I gradually acquired the necessary skills and knowledge to effectively work on the shopping app. The project's end result not only met the required standards but also resonated positively with its end users, showcasing their satisfaction and pride in the final product.

**E. How often do you meet with your team during a project? Do you prefer to meet with the entire team or just team leaders? Why?**

The frequency of team meetings during a project varies depending on geographical considerations. Typically, we have daily virtual check-ins to ensure constant communication with all necessary alignment. Although, when needed, we schedule more extended meetings to delve into specific topics. This approach facilitates a streamlined and adaptable communication process that supports project progress.

**F. Describe one of your most challenging projects so far. Why was it challenging and what did you do to overcome the difficulties?**

- **Situation:**

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- **Action:**

To address this, I took a proactive approach. I extensively utilized open-source tools and searched online resources, including Google, for guidance. I also sought assistance from my network, including friends from my Discord groups, to gain insights and share knowledge.

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#### **G. How do you approach task assignment within your team?**

My approach to task assignment revolves around leveraging individuals' strengths. Team members choose tasks aligning with their skillsets, allowing them to contribute effectively. If someone demonstrates the ability to work cross-functionally, we integrate them seamlessly into relevant areas. This method ensures a streamlined process where each specialist brings their expertise to the table. As we progress, key team members take charge of final stages, facilitating smooth information flow, navigation, and the integration of objectives. This approach prevents information overload and fosters coherent collaboration.

#### **H. Describe a time when you realized your current approach wasn't working and how did you resolve it ?**

- **Situation:**

During a project, I took on the role of making all decisions, assuming I had all the answers required for its success.



- **Task:**

I needed to address the realization that my approach lacked fresh perspectives and was hindering the project's progress.

- **Action:**

Recognizing the need for change, I shifted the power dynamic within the team. Instead of centralizing decision-making, I distributed autonomy among team members. We adopted a group voting system to collectively determine the most suitable course of action. Additionally, I introduced user testing to validate our decisions and refine our approach based on real-world feedback.

- **Result:**

By embracing this revised strategy, the project experienced notable improvements. The diversification of decision-making empowered team members, fostering innovative solutions. The implementation of user testing provided valuable insights, enabling us to fine-tune our approach for better outcomes. This adjustment not only resolved the initial roadblock but also led to enhanced teamwork, decision-making, and overall project success.

## **I. Describe your experience in working with Agile Methodology?**

Working with Agile methodology has provided me with the opportunity to cultivate a work environment where every aspect of my contribution is meticulously refined. This approach encourages a commitment to ensuring the completeness and effectiveness of my assigned tasks. Furthermore, Agile's emphasis on cross-functional collaboration has led to a habit of consistently sharing opinions and insights among team members. This not only promotes a culture of learning but also contributes directly to the advancement of the project's objectives. In summary, my experience with Agile methodology has shown me the significance of both individual accountability and collective knowledge sharing. It's an approach that aligns well with my inclination for thoroughness and my appreciation for collaborative teamwork.

## **Section 3:**

### **A. Please share with us links to some of your work:**

This is the link to my portfolio project page, it comprises of Design and Development project [Click Link →](#)