Winter Assignment
Design

Contents

Information Management Group

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From Tokyo to Berlin

OVERVIEW

As core designers of IMG or any product-oriented group, we are responsible for building experiences to solve problems. From significant product decisions to minor UI tweaks, every design decision should be backed by numbers or qualitative research.

Being struck by COVID, we all have been snatched off a significant part of our college life and not many of us have got the chance to go out on trips and explore touristy things around. Nonetheless, an escape from our daily routine with friends and family even for a couple of days is very refreshing and pumps one to channelize their energy positively.

Though exciting, trip planning can be very tedious right from managing the budget, considering every friend's demand, to making reservations and creating an itinerary. Thus, to simplify this process for your next trip, your current task is to design a trip planning app by defining the scope of the trip and breaking down the entire process into steps.

ASSIGNMENT

You are required to build a design concept solution for planning a trip. You need to include the flow to create a group, select the location, build the itinerary and share photos apart from other features you feel fit into the scope of the app. The concept solution could be for a mobile app, a website or any other platform.

You are required to submit:

1. A descriptive problem statement.
2. The proposed solution, thinking and deciding on features (You can share all your explored solutions, and select the final solution).
3. All necessary wireframes.
4. UI/mockup of one specific screen.

DELIVERABLES

A descriptive problem statement

It is really important to first understand the problem, your users (for whom you are solving) and current scenarios by proper research methods before directly jumping to conclusions & sketching solutions. There are various quantitative and qualitative research methods that will help you dig deep into the problem statement or just have a proper visual of the available data. This section requires you to learn about User Research Methods, Personas, Mental Models, etc, and write down a valid problem that you have faced or seen someone face during their school life. (Research methods, Personas will help you have a better understanding of the problem but all of them may/may not be essential for your assignment.)

The proposed solution, thinking and deciding on features

After getting a decent idea of the problem statement, I am sure you must have started visualizing how the product works. Pen down all the possible features and flows which come to your mind and you can use any tool for this. It is important to do rough work for every possible solution before you start wireframing. Note down all the possible solutions in words before moving forward. You can share all your explored solutions, and select the final solution.

Wireframes for all screens required

However, pen and paper offer you freedom which no other medium can. You may want to utilize this tool to complete this task. Paper prototyping and wireframing helps in testing ideas at an early stage and also is easy to express ideas with low effort.

UI/mockup for one specific screen

After wireframing comes the part where you put in colors, spacing and every other aspect left. UI depicts how exactly the application will look, work, and be shared with engineers in the further process of development

READING RESOURCES

This assignment requires a lot of reading and learning. Here are a few links which you can refer to.

● For everything UX ○ https:// uxplanet.org/ ○ https://uxdesign.cc/ ○ https://www.nngroup.com/articles/

● Case Studies from IMG

You can refer to these for the documentation of your solution.

https://medium.com/img-iit-roorkee/designing-a-college-campus-based-buy-and-sell-app-8ac70f961477

https://medium.com/img-iit-roorkee/product-design-at-img-c3f01fb02574

https://medium.com/@gouranshi/designing-a-college-campus-based-noticeboard-android-app-a6ef4d7ac0e9

Head over to @https://www.notion.so/Design-101-3970827acc3d40c18cdd2dab13406dad for further Design resources for beginners!

All the best!

Mail us your submissions to img@iitr.ac.in for further steps.