

Winter Design Assignment

Information Management Group

Jan 2021

Overview

As a core designer 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 JEE aspirants, all of us have been surrounded by books for a long time. The benchmark for our progress with JEE preparation was often considered to be the number of chapters and the number of books we have solved. But many a time, this whole process of counting chapters to track our progress left us feeling like robots just meant to process books and store their information which could also make us lose interest in studying.

This is where “**Gamification**” comes to the rescue. As the name suggests, gamification stands for the technique of exerting game mechanics into the non-game environment, such as websites and mobile applications. (See reading sources for more information). For example, if you want to encourage the users to interact more with your application, you

can add the game element such as a challenge. They can be challenged to check-in every day during a week and be rewarded if they do so.

This assignment is about building a gamified application to track your book-reading habits.

Assignment

You are required to build a design concept solution for the gamification of book reading habits and can include academic books as well as non-academic books (novels, non-fiction etc.) 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 it 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 (You can share all your explored solutions, and select the final solution)

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.

Wireframes for all screens required

However, pen and paper offer you a 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 efforts.

UI/mockup for one specific screen

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

Reading sources:

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

Online Articles

- For everything UX
 - [https:// uxplanet.org/](https://uxplanet.org/)
 - <https://uxdesign.cc/>
 - <https://www.nngroup.com/articles/>
- Understanding Gamification
 - <https://uxplanet.org/gamification-in-ux-increasing-user-engagement-6437cbf702aa>
 - <https://uxdesign.cc/gamification-aguide-for-designers-to-a-misunderstood-concept-4de5bef0c5d9>
- Common Gamification Elements
 - <https://www.interaction-design.org/literature/article/introducing-game-mechanics-for-gamification>



Research Literature

- [Designing apps that support habit formation](#)
- [Understanding gamification](#)
- [Common gamification elements and their effect on behaviour](#)
- [A sample case study on gamifying physical exercise](#)