Design
Winter Assignment

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Contents

Information Management Group

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On Your Left!

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.

After COVID, we all are concerned about our health and in college life, it's really important to work and take care of ourselves as we aren't with our family who worries about our well-being. And many of us find it difficult to track our health especially when we are sick.

Your current task is to design a health-tracking app by defining the scope of health-related metrics to be monitored, which should provide personalized insights and recommendations to help users improve their health and wellness.

Assignment

You are required to build a design concept solution for a health-tracking app. You need to include the user research of needs and requirements of users, flow to track daily victuals consumption, physical activity data and other health-related metrics, apart from this, feel free to include other features into the scope of the app (P.S: You can also focus on problems faced while you or your friends are sick). The concept solution could be for a mobile app, a website or any other platform.

Brownie Points for including the compatibility with smartwatches in the solution :)

You are required to submit:

1. User research and analysis.
2. A descriptive problem statement.
3. The proposed solution, thinking and deciding on features (You can share all your explored solutions, and select the final solution).
4. All necessary wireframes.
5. UI/mockup of **two main** screens.

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 a freedom which no other medium can. You may want to utilize this tool to complete this task. Paper prototyping and wireframing help in testing ideas at an early stage and also is easy to express ideas with low effort.

UI/mockup for two main screens:

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 be shared with engineers in the further process of development.

Resources

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

For everything UX:

○ UX Planet ○ UX Collective ○ NN Group

Case Studies from IMG:

○ Buy and Sell App ○ Noticeboard Android App ○ Product Design at IMG ○ Timetabler App

Design Resources for beginners:

○ Design 101

Still, have a Question? Ask Us!

We at IMG are here to help throughout your development from a learner to a Product Designer. Just ping us at any point if you are stuck; we surely like to stick to the motto, "Help will always be provided to those who ask for it."

Remark: Please post your queries on the discord server. We would be delighted to see your progress. Even if you don't reach the end, what's most important is that you learned something new. That's all that matters to us. We're always looking for talented developers and designers who have a constant desire to learn and grow. So, please submit your solution to us via the submission form on our recruitment website. If your hard work is reflected in your submission, you may even get a chance to directly appear for recruitment interviews.

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All the best!

Stay tuned, as we will soon release the submission form on our recruitment site and social media pages. Keep following us for updates.

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