UX
WORKSHOP

Lishni Tilakaratne

Associate Lead - UX Design @ Rootcode Studio

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Hi there, I'm Lishni Tilakaratne.

Team lead - Rootcode Studio

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STUDIO

The Designathon

Exploring the Depths

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Design Challenge

11th August @ 00:01 hrs

72 Hours

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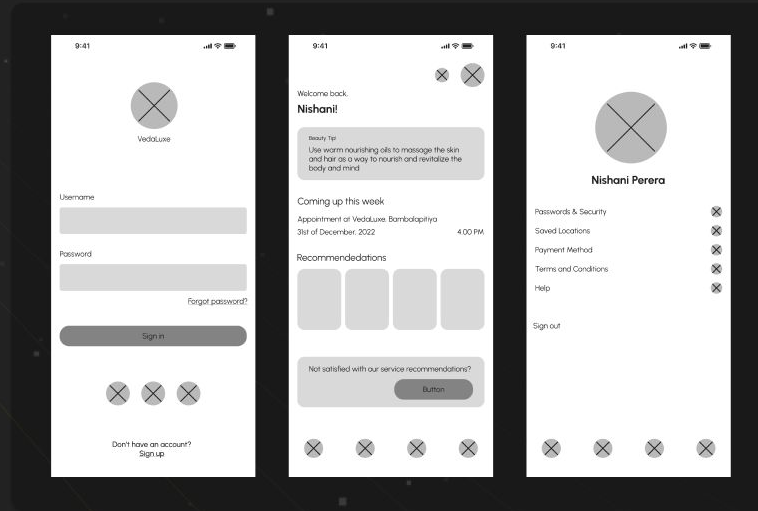
1. Balance between pushing the boundaries of creativity while sticking to your technical capabilities

2. Define your assumptions

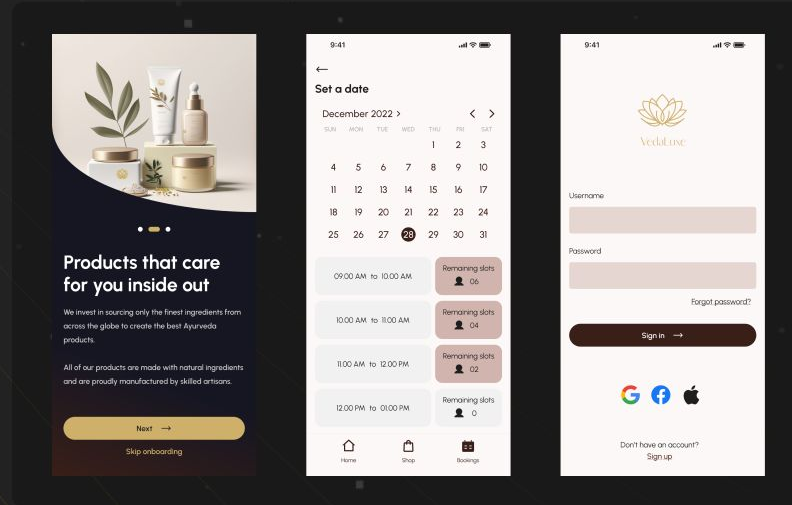3. Design a mobile first solution. It can be a mobile app or a mobile responsive web app

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From Idea to Prototype

Navigating the Journey

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Deliverable - 1

Wireframes of the user interfaces

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Deliverable - 2

High fidelity prototypes of the application

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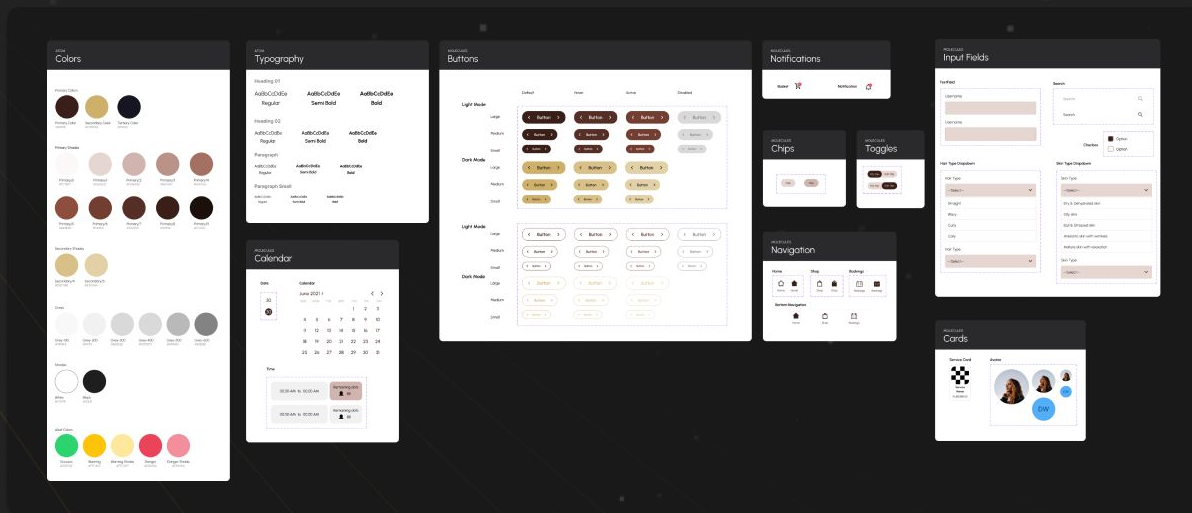
Deliverable - 3

A style guide for your application

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Deliverable - 4

The demo video exploring your design (under 5mins)
- Walkthrough of the workflows
- The assumptions you've made

The deliverables

The team leader is required to fill the submission form and attach the following documents.

- The demo of your solution
    - Rename as TeamName_ProductName_Demo
- A copy of your design file
    - Rename as TeamName_ProductName_Design
- A zip file containing the UIs of your design
    - Rename as TeamName_ProductName_UIs

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Judging Criteria

A Deeper Dive

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Designathon judging aspects

1. User-centeredness
2. Information architecture
3. Visual design
4. Interaction design
5. Technical feasibility
6. Innovation

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User-Centeredness

Does your design cater to the **needs**, **goals**, and **behaviours** of the target user?

- User research
- User personas
- User flows/ journey

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Information Architecture

Is your application structured **logically**? Can users find the information they need easily?

We expect to see a
- clear and intuitive navigation
- Structured information

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Visual Design

How **appealing** and **engaging** is your application? Is it visually harmonious with the use of colour, typography, and imagery?

We want to see
- Consistent design
- Adherence to design principles

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Interaction Design

How well do your application's *features* and *functions* work together?

Well-designed interactions can make your application feel intuitive and enjoyable to use. It's about providing feedback and guidance, and ensuring a seamless flow from one step to the next.

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Technical Feasibility

Is your design technically *implementable*?

We'll need to see
- How you thought about the practical implementation
- Your consideration of assumptions
- The technology limitations

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Innovation

How creative and original is your design?
We appreciate out-of-the-box thinking, unexpected solutions, and the use of new technologies

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Good luck

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make sure you don't miss anything

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Q & A

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