CHALLENGE BRIEF

- Undergraduate students often face numerous challenges related to health and well-being, including academic stress, mental health concerns, physical fitness, and maintaining a balanced lifestyle. With the rise of large language models (LLMs), there is an opportunity to create an AI-driven mobile application tailored to address the specific needs of this demographic.

TASK

- Your task is to design a mobile app powered by an LLM specifically trained on topics related to the health and wellbeing of undergraduate students. The app should provide personalized support, advice, and tools to improve the overall wellbeing of its users.

TARGET AUDIENCE

- Undergraduate students.

- Diverse user base with varying health, cultural, and academic needs.

GOALS

- **Provide Personalized Recommendations:** Leverage the LLM's capabilities to offer customized advice on physical health, mental health, and lifestyle management.

- **Promote Engagement:** Design an app that encourages daily or regular interaction to foster continuous well-being improvement.

- **Ensure Accessibility**: Make the app intuitive, inclusive, and accessible to all undergraduate students, including those with disabilities.

- **Build Trust:** Incorporate mechanisms to ensure data privacy, transparency, and ethical use of AI.
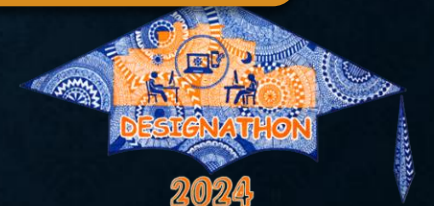
DESIGN CONSTRAINTS

- The app should have an intuitive and user-friendly interface, catering to tech-savvy as well as less tech-savvy students.

- Ensure minimal cognitive load for users with clear navigation.

- Ensure content and language are culturally appropriate and sensitive to diverse backgrounds.

- Ensure the app adheres to any specific university guidelines related to student wellbeing services.

Criteria	Sub-Criteria	Description
User Interface (UI) Design	Visual Appeal	Consistent use of color schemes, typography, iconography, and aesthetically pleasing layout.
	Consistency	Uniform design patterns and adherence to platform-specific guidelines (Material, Human Interface).
	Responsiveness	Smooth transitions, minimal lag, and optimal performance across various devices.
	Accessibility	High contrast mode, text resizing, screen reader compatibility, and adequate color contrast.
User Experience (UX) Design	Ease of Navigation	Intuitive information architecture, minimal clicks to access key features, familiar patterns.
	Onboarding Experience	Clear onboarding process with optional skip feature.
	Feedback Mechanisms	Immediate visual feedback on actions and clear, actionable error messages.
	Customization	Options to customize themes, reminders, health goals, and language support.
Interactivity	Engagement Features	Use of interactive elements, gamified components, and micro-interactions to enhance engagement.
	Minimal Disruption	Non-intrusive notifications with user-defined frequency and priority.
Content Presentation	Readability	Proper use of headings, appropriate font sizes, and scannable content (lists, bullet points).
	Media Usage	Effective use of images, icons, and videos to enhance content without cluttering the interface.
Accessibility & Inclusiveness	Compliance with WCAG Guidelines	Text alternatives for non-text content, keyboard navigability, and assistive tech support.
	Inclusive Design	Inclusive language, culturally sensitive imagery, and avoidance of biases.
Feedback and Support	In-App Help	Availability of help section/FAQs and easy access to support channels.
	User Feedback Collection	Prompts for feedback and mechanisms for reporting bugs or suggesting improvements.
Emotional Design	Delight Factors	Use of micro-animations, motivational messages, and positive reinforcement.
	Tone of Voice	Friendly, supportive, and non-judgmental tone in app communications.

EVALUATION CRITERIA

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2024

TIMELINE

Briefing and Kickoff

12 Jan.

16 Jan.

Final Submission

DELIVERABLES

5 Minutes Video

A PDF file of the slide deck

A Text file containing a public link to the Figma prototype

User groups

Persona for each user group

User flow in solution

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VIDEO PRESENTATION GUIDELINES

o **Introduction (0:00 – 0:30)**

  ▪ Briefly introduce the team members and the app's purpose (focus on undergraduate health and wellbeing).

  ▪ State the problem your app addresses and the target audience.

o **Problem Statement and Objectives (0:30 – 1:00)**

  ▪ Clearly explain the problem related to undergraduate health and wellbeing.

  ▪ Outline the main objectives of your solution (e.g., promoting mental health, physical fitness, or wellbeing).

o **App Features Overview (1:00 – 2:00)**

  ▪ Highlight key features of the app (e.g., activity tracking, mood logging, wellbeing tips).

  ▪ Show how the app addresses user needs and meets the specified goals.

  ▪ Provide brief demonstrations of major screens (e.g., home screen, dashboard, profile).

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VIDEO PRESENTATION GUIDELINES

o **UI/UX Design Approach (2:00 – 3:30)**

- Explain the design principles used (e.g., simplicity, accessibility, user engagement).

- Showcase the wireframes or prototypes and highlight key design choices (e.g., color schemes, navigation patterns).

- Mention how feedback was gathered and incorporated (if applicable).

o **User Experience Highlights (3:30 – 5:00)**

- Demonstrate an interactive flow (e.g., how a user sets a health goal or logs an activity).

- Emphasize how the app provides a seamless, engaging, and non-intrusive experience.

- Show any gamification or motivational elements (e.g., streaks, achievements).

FIGMA PROTOTYPE GUIDELINES

- A functional flow demonstrating the main features.

- Visual and interactive elements to engage viewers during the presentation.

- High-fidelity designs to showcase a polished and professional app.

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TEAM PARTICIPATION:

- Every team member must contribute to the video by presenting a section (e.g., introduction, features, or conclusion).

- Encourage dynamic presentation styles and teamwork.

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VIDEO REQUIREMENTS

Duration: Maximum of 5 minutes.

Format: MP4, 720p resolution (1280x720).

Editing: A recording of a Teams or Zoom Should be fine without the unwanted pauses.

Tone: Professional yet engaging, keeping the audience (e.g., instructors or stakeholders) in mind.

Note that all 4 members should be visible in the video

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SUBMISSION

- **A zip file** including the video, PDF of the presentation, and a text file containing the link to the Figma Prototype.

- The OneDrive folder link will be shared with the team. Group members must upload their zip files to the folder **before midnight on 16th January**.

- The link will be disabled at that time, and **teams that fail to upload their files on time will be disqualified**.

THANK YOU!