

# Final Distinction Project

## Figma Essentials

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## UX Case Study

AKA: Unsolicited redesign. AKA: Uninvited redesign

1. Choose an app or website that you are familiar with.
2. Use yourself as the persona.
3. Pick 1 simple task flow e.g.
  - a. Purchase something
  - b. Signup
  - c. Make a booking
  - d. Make an order
  - e. Enter your location/workout/calories
  - f. Join a new group
  - g. Subscribe to a new book/podcast/series/blog.
  - h. Check your statement/make a payment.
  - i. Find a X close to you.
  - j. Check on your X
  - k. Upload a X
  - l. Connect to a X
  - m. Find a new X
  - n. Video watching
4. Redesign the site/app to make this particular task a better user experience.

### Must haves

- Show your brief.
- Show your persona.
- Show your task flow.
- Show the 'before' (existing app or website flow) and 'after' (your mockup and prototype).
- Before you start:
  - Explain what about the original process you liked/disliked. Explain what you planned to change and why.
- After you have finished:
  - Explain what you learnt by exploring this UX case study. Remember, it's learning here that is key.
- Credit any photographs, icons or community figma projects you have used. Be clear what is your own original work and what is borrowed/appropriated.
- You must add to your project a note saying that you do not work for or that you are affiliated with the company in question. And that this project is a UX case study.

### How to submit your work

- All 'must haves' can be written/designed into Figma pages and frames. Screen shot each of these and upload using the button under this Final Project video.
- Optional
  - Screen Recording
    - If you choose to screen capture your prototype in addition to your screenshots, please upload it to Youtube, Behance, Vimeo or similar.
    - Share the link to your video.

- Social Media
  - Share on social media as well:
  - Instagram: [@bringyourownlaptop](#)
  - Twitter: [@danlovesadobe](#)
  - Facebook group [here](#)
  - LinkedIn group [here](#)
  - Make sure you say it's the Final Distinction Project from the Figma Essentials Course

#### How long should this take?

- Probably a couple of hours minimum. And up to a full 1 or 2 days depending on your skill level and the time you have available.