Final Exam & Project

UX/HCI Design

Ateneo de Davao University

16-19 November 2025

Final Exam and Project

Overview

You will work with empathy maps, personas, user stories, user journey maps, problem and goal statements, storyboards (big picture & close-up), and wireframes. You will also complete two iterations of the close-up storyboard and low-fi wireframe, and create one high-fidelity wireframe.

Each step should address the needs of your user and align with the overall design and functionality of your software engineering project.

PART 1

Requirements

1. Empathy Map
    - Task: Create an empathy map for the main user of your software project.
    - Content: Focus on what the user says, thinks, does, and feels.
    - Format: Use a quadrant layout with the user in the center and the four quadrants clearly labeled.
    - Submission: Hand-drawn or digitally created empathy map.
2. Persona
    - Task: Develop personas that represent key users of your project.
    - Content: Include user demographics, goals, frustrations, and behavior patterns.
    - Format: Present your persona in a visually appealing one-page format.
3. User Story
    - Task: Write at least two user stories that describe how your persona will interact with your software product.
    - Format: Use the standard format:
        - *As a [user], I want [goal], so that [reason/benefit].*

Example:

- As a student, I want to manage my assignments so that I can keep track of deadlines.

4. User Journey Map
    - Task: Create a user journey map that visualizes the user's experience with your software.
    - Content: Identify 4–5 key steps the user will take when interacting with your product.
    - Format: Each step should include the action, the emotional response, and the associated pain points. Use a clear and logical sequence.
5. Problem and Goal Statements
    - Problem Statement: Identify and clearly state the problem your user is facing.
        - Formula: *[User] is a [user characteristic] who needs [user need] because [insight].*
    - Goal Statement: Develop a concise statement that explains how your software will solve the problem.
        - Formula: *Help [user] with [user need] by [product benefit] so that [desired outcome].*
6. Big Picture Storyboard
    - Task: Create a Big Picture storyboard (minimum of 6 panels) showing the interaction of your persona with your software product.
    - Content: Focus on key screens and user actions.
7. Close-Up Storyboard – Iteration 1
    - Task: Create a close-up storyboard (minimum of 6 panels) showing the interaction of your persona with your software product.
    - Content: Focus on key screens and user actions. Each panel should depict one screen or action.
    - Format: Follow the standards, using annotations for clarity where necessary. Use basic shapes and stick figures to illustrate actions.
8. Close-Up Storyboard – Iteration 2
    - Task: Refine your close-up storyboard based on feedback or new insights from your first iteration. Show improvements in user flow and screen transitions.
    - Content: At least 6 panels showing a more polished version of the interaction.
    - Note: Highlight changes made between iterations for clarity.
9. Low-Fidelity Wireframes – Iteration 1
    - Task: Design low-fi wireframes for 3 key screens [minimum] of your project.
    - Content: Focus on the layout, structure, and functionality of the screens without using colors or detailed images. Identify key elements, such as buttons, images, text blocks, and navigation.
    - Format: Use standard wireframe drawing conventions (e.g., lines for text, 'X' for images, boxes for buttons).

10. Low-Fidelity Wireframes – Iteration 2
    - Task: Refine your wireframes based on feedback or new insights from your first iteration.
    - Content: Show improvements in layout, flow, or functionality. Clearly indicate changes from the first iteration.
11. High-Fidelity Wireframe
    - Task: Create one high-fidelity wireframe for one of the key screens in your close-up storyboard.
    - Content: The wireframe should closely resemble the final product, including specific design elements such as fonts, color schemes, and icons. Focus on visual details that align with the user's experience.
    - Format: Use FIGMA to create a professional, polished wireframe.

PART 2

Redesigning Another Team's Software Interface

Overview

Collaborate with another team in your Software Engineering Project class to redesign their software application. This task emphasizes the use of UX design tools and visual design principles to evaluate and improve the user experience and interface of an existing project.

Instructions

Step 1: Choose a Partner Group

- Pair up with another group from your Software Engineering Project class.
- Ensure both teams exchange information about their projects to facilitate understanding and analysis.

Step 2: Conduct UX/HCI User Profile Research

- Interview the partner group to understand the **target users**, their needs, and the pain points associated with their software application.
- Gather details about the existing **user flow** and the **problems** the application aims to solve.
- Get the **User Profile** from the other team:
    - User Demographics (e.g., age, role, tech familiarity)
    - Key Goals (e.g., what users need to achieve using the software)
    - Pain Points (e.g., usability challenges in the current design)
    - Persona, Empathy Map, and User Journey Map

Step 3: Analyze the Current Design

- Collect screenshots of the partner group's application.
- Evaluate the design using UX principles:
    - Usability: Is the application intuitive and user-friendly?
    - Visual Design: Does it adhere to principles of contrast, alignment, and balance?
    - Accessibility: Does it meet accessibility standards (e.g., color contrast, readability)?
    - Responsiveness: Is it optimized for different devices?

Step 4: Redesign the Interface

- Apply UX design tools and visual design principles to create new interface designs for the application.
- Focus on improving:
    - Navigation: Ensure logical and intuitive user flows.
    - Readability: Use proper typography and color contrast.
    - Aesthetics: Align with modern design standards.
    - Functionality: Address any usability or feature gaps.

Step 5: Create Wireframes

- Low-Fidelity Wireframes (Minimum of 5 Interfaces): layout and structure for key screens.
- High-Fidelity Prototypes (Minimum of 5 Interfaces):
    - Use Figma (or similar tools) to create an interactive prototype that closely resembles the final product.
    - Ensure the prototype demonstrates core functionalities and improved usability.

Step 6: Prepare a Presentation with Video & Voice Annotations

- Create a detailed presentation (e.g., PowerPoint, Google Slides, Canva) that includes:
    - Original Design: Screenshots of the original design
    - Explanation of Design Changes: Highlight how UX tools and visual design principles were used to improve the application. Explain how the redesign aligns with the target user's needs and goals.
    - Wireframe and Prototype Demonstrations: New Low-Fidelity and High-Fidelity Design. Include visuals and interactive links. (link to Figma Prototype)
- Add video/voice annotations to your presentation to explain each slide and the design decisions behind them.

Submission Guidelines

Submit all deliverables in a Google Drive Folder (Submit Link):

1. *File 1:* User Profile Document A from Part 1 (PDF file) *[Your Soft Eng Project]*
    a. Wireframe and Prototype Files (Figma Exported images inserted in the PDF file)
    b. High-Fidelity Interactive Prototypes: A link to your Figma prototype.
2. *File 2:* User Profile Document B (PDF file) from your partner group's project.
3. *File 3:* Presentation File combining Part 1 (Document B) and Part 2
    a. Canva [link], PPTX file, or any equivalent tool
    b. High-Fidelity Interactive Prototypes: A link to your Figma prototype.
4. *File 4:* Video of the presentation (with Video & Voice Annotations)
    a. Recorded video of your Canva, PowerPoint, or any equivalent tool with audio & video annotations
5. Organization: Submit image/graphic files, as well as iterations using UX tools, in PDF and presentation files.
6. Labeling: Clearly label each section and iteration.
7. Submission Dates: 16-19 November 2025
8. Deadline: 19 November 2025 - 11:59 am

Important Reminders

Keep the user at the center of your design, and remember to iterate and refine your work for the best results.

1. Wireframes and Prototypes:
    - Low-Fidelity Wireframes: digital designs of the improved screens.
    - High-Fidelity Interactive Prototypes: A link to your Figma prototype.
2. In the Presentation File:
    - Screenshots of the original design.
    - Visuals of your redesign.
    - Explanations of how UX tools and visual design principles were applied.