

## UX DESIGN MICROSOFT- FINAL WINNER (<https://www.imaginecup.com/team/index/98005>)

### INTRODUCTION

As part of the Microsoft Imagine Cup design challenge, I joined four fellow UW students in designing an mobile app prototype that helps students and adults from underdeveloped and unrepresented communities to search for educational and career opportunities. This can be in the form of seminars, workshops and community college programs. To make the search easier, we have developed an app which is "one stop" for all educational opportunities. In addition to the original research and ideation process, I was responsible for creating a high fidelity prototype using Sketch and Adobe Illustrator. Given just the state and industry of interest, this app locates all educational opportunities in the area.


### MY ROLE

UX Designer, Competition: Microsoft Imagine Cup - Design Challenge 2016

- Created high fidelity prototype for the Carroots app from wireframes
- Studied personas and identified core tasks and functionality
- Tested core functionality with an initial prototype
- Iterated on prototype until all user interactions conveyed information clearly
- Tested prototype with five users to determine usability issues

### TARGET USER USE CASE

Each member of the team provided a list of education needs and an ideal workflow. Although the ideas were distinct, the needs were the same. This brainstorming session helped to jumpstart the decision-making process and rapidly evaluate potential tasks the Carroots app could support. After several sessions, we settled on a set of six core tasks.



**Robin Gutierrez**

Age: 22      Occupation: Waitress  
Education: High School      Location: Tacoma, WA  
Status: Single      Income level: Lower-Middle Class

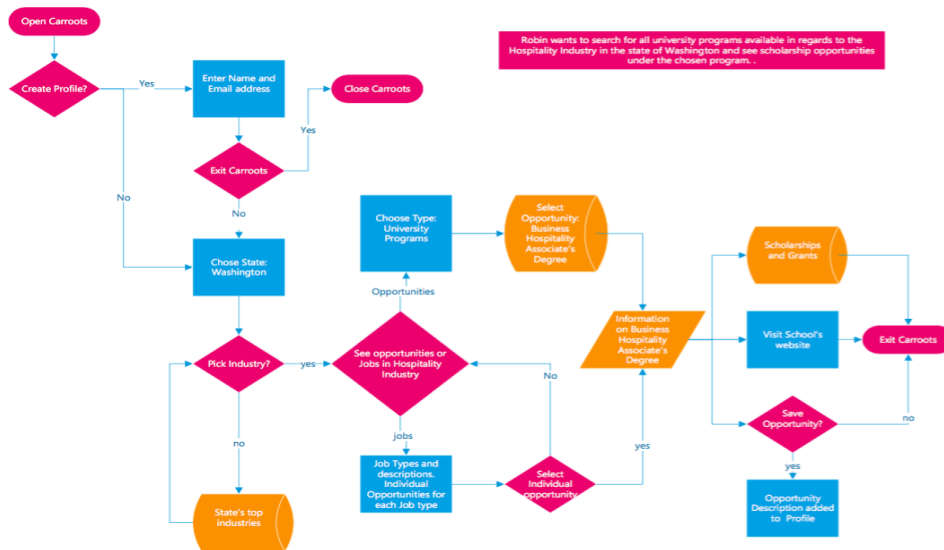
**Goals:**

- Help mother and 2 siblings financially
- Open her own restaurant in Tacoma
- Take courses in business/restaurant management
- Get financial aid to help pay for courses/program
- See all opportunities available before choosing best option

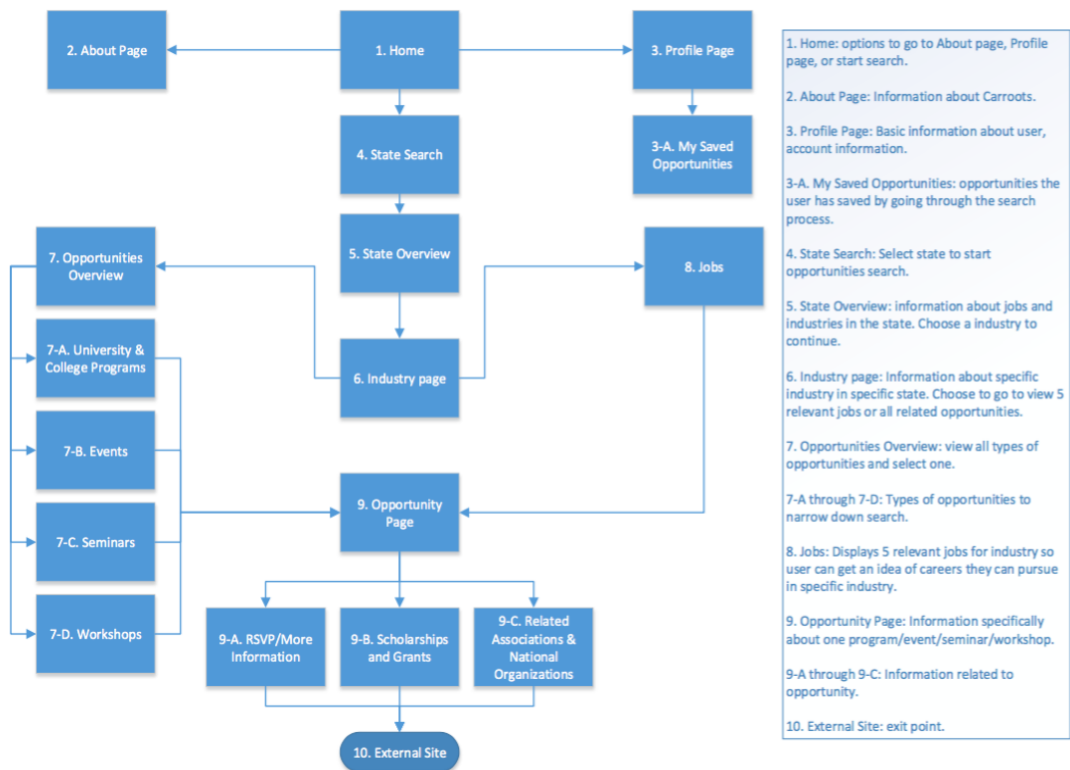
**Motivations:**

Financial Stability:	★★★★★	Professional Growth:	★★★★★	Community Involvement:	★★★★★	Networking Opportunities:	★★★★★
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## USER FLOW

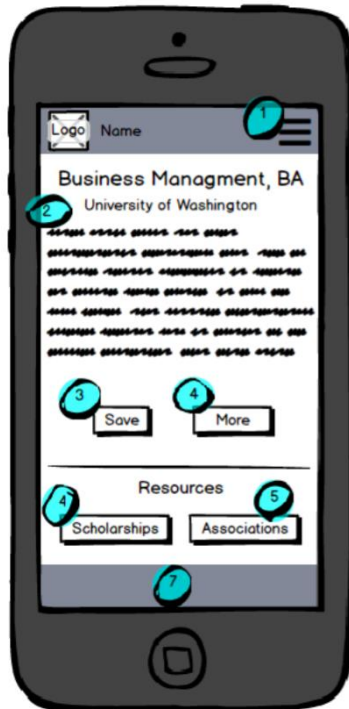


## INFORMATION ARCHITETURE



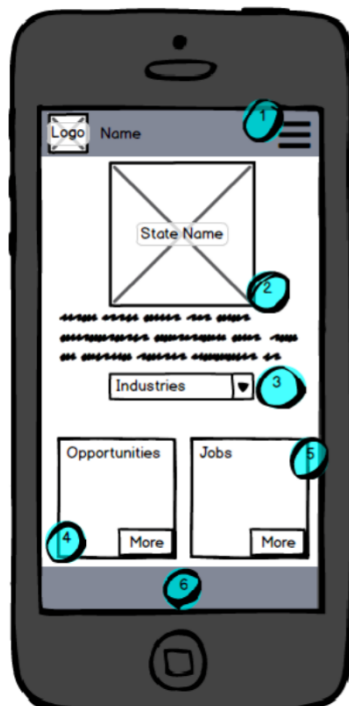
## WIREFRAMES

### Opportunity Information



1. Main navigation menu for website.
2. Displays information about selected program.
3. Save this opportunity to your profile.
4. Click to visit external website to get more information or to RSVP.
5. Provides list of related scholarships.
6. Provides list of related associations.
7. Social media bar.

### State Information



1. Main navigation menu for website.
2. Displays information about selected state.
3. Choose a specific industry under the selected state to see relevant jobs and opportunities.
4. State related educational opportunities.
5. Descriptions of state related jobs and careers.
6. Social Media bar.

## HIGH FIDELITY PROTOTYPE

