

11th August, 2023

# DESIGNATHON CHALLENGE



TECH-TRIATHLON

A competition by rootcode



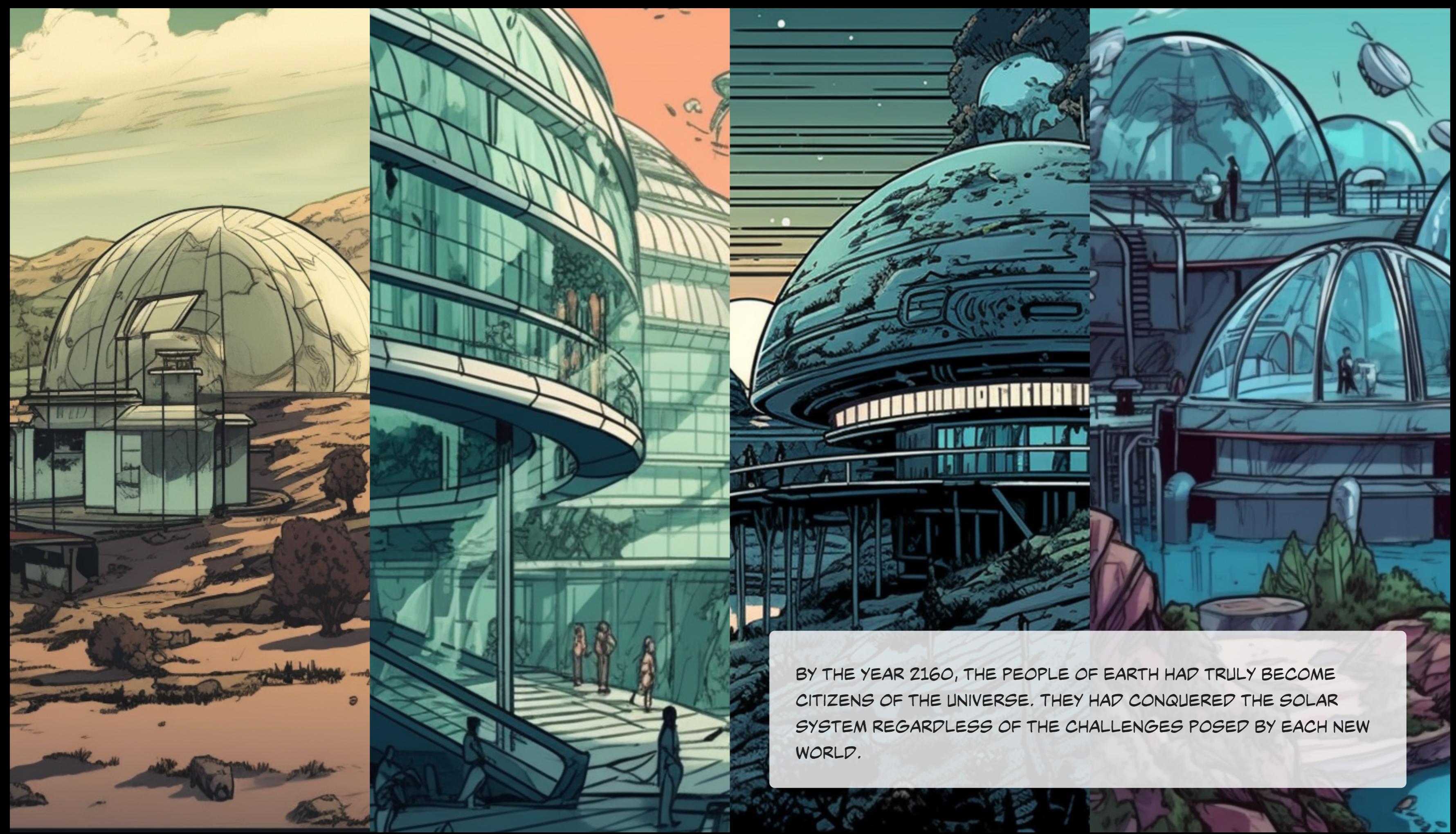
IN THE YEAR 2050, HUMANITY HAD REACHED NEW HEIGHTS OF TECHNOLOGY AND PROSPERITY. THE PEOPLE OF EARTH WERE HAPPY, HEALTHY, AND WISE, AND THEY HAD BEGIN TO LOOK TOWARDS THE STARS FOR NEW FRONTIERS TO CONQUER.



IT WAS THE BRAVEST AND WISEST AMONG THEM WHO FIRST DARED TO VENTURE BEYOND THEIR HOME PLANET, SETTING THEIR SIGHTS ON THE BARREN RED WORLD OF MARS.



MARS WAS COLD AND DESOLATE, WITH A THIN ATMOSPHERE AND A LANDSCAPE SCARRED BY ANCIENT IMPACTS. BUT EVEN IN THIS HARSH ENVIRONMENT, THE PIONEERS OF EARTH BUILT HABITATS, GREW CROPS, AND ESTABLISHED A NEW WAY OF LIFE IN THIS ALIEN WORLD.



BY THE YEAR 2160, THE PEOPLE OF EARTH HAD TRULY BECOME CITIZENS OF THE UNIVERSE. THEY HAD CONQUERED THE SOLAR SYSTEM REGARDLESS OF THE CHALLENGES POSED BY EACH NEW WORLD.



AS THE YEARS PASSED, INTERPLANETARY TRAVEL WAS COMMONPLACE, WITH SHIPS AND STATIONS SCATTERED THROUGHOUT THE VAST EXPANSE OF SPACE. THE PEOPLE OF EARTH HAD BECOME MASTERS OF THE COSMOS.

# *The Design Challenge*

The Intergalactic organization wants to start their own space travel agency. They understand that booking interplanetary travel tickets can be a complex and confusing process. Therefore, Intergalactic's goal is to provide an application that simplifies the booking process and provides a seamless user experience for citizens traveling from one planet to another.

Your team is hired by Intergalactic to design their Interplanetary travel application. The following requirements are requested from your design.

- Design a mobile first solution. It can be a mobile app or a mobile responsive web app
- The application should have a simple and intuitive user interface that guides users through the booking process step by step.
- Users should be able to search and compare travel options by travel mode, destination, price, and departure date.
- Users should be able to view detailed information about their destination before making a decision, including climate, culture, and popular tourist attractions.
- Users should be able to enter their personal information and payment details easily.
- Users should be able to access their booking information through the application.

Intergalactic has also given your team the freedom to design any additional features that you think might be a suitable addition to their application.

# ***Deliverables***

1. **Wireframes:** Present wireframes showcasing the application's user interface.
2. **Style Guide:** Provide a style guide for your application.
3. **High-Fidelity Prototype:** Submit a high-fidelity prototype of the application, utilising a design tool of your choice.
4. **Demo Video:** Upload a 3 to 5-minute demo video on YouTube. This video should provide a walkthrough of your design workflow and discuss any assumptions that influenced your design for the given scenario. Submit the YouTube URL to the submission form.

Please compile your wireframes, style guide, and high-fidelity designs into distinct pages within a single design file. Export the file as ***TeamName\_ProductName\_Design*** using your preferred design tool. Afterward, compress this file into a zip format, ensuring it retains the name ***TeamName\_ProductName\_Design.zip***. Upload the zip file to the submission form.

Deadline for submissions: **13th August, 2023 at 11.59 PM**

 **Submission Form:** <https://forms.gle/yK7SiMDHRsXsq7b86>

## ***Rules and Regulations***

- The form will stop accepting responses after the deadline.
- Using Text to image generators to create assets for your designs are allowed. However, we discourage the use of AI tools for creating your solution.
- If the team is found to have cheated, plagiarized, or violated the rules of the competition, they will be disqualified
- By participating in this competition, teams agree to be bound by these rules and regulations and by the decisions of the judges, which are final and binding in all respects.

## ***Judging Criteria***

- User-centeredness - 20%
- Information Architecture - 20%
- Visual Design - 20%
- Interaction Design - 10%
- Technical Feasibility - 10%
- Innovation - 20%

# ***Disclaimer!***

The comic-style format used in the challenge booklet is purely intended for immersive storytelling purposes and in no way intended to influence the submissions expected from the participants. Participants are kindly reminded that their submissions will be evaluated solely on the merit of their ideas, creativity, and adherence to the specified guidelines. The choice of presentation or artistic style is entirely at the discretion of the participants, and they are encouraged to express their ideas in any format they deem fit. The organizers value diversity, originality, and fair judgment throughout the evaluation process, ensuring that all submissions are treated with equal respect and consideration.

**Let the games begin!**