

UMADEV I P

# PROJECT REPORT

PRISM STUDIO INTERNSHIP

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# SYNOPSIS

This report highlights two independent UX design projects focused on improving interaction clarity and user engagement.

- **Bookish:** An academic resource-sharing app designed to simplify access to study materials.
- **Terms & Conditions Redesign:** A reimagined approach to legal pages that encourages user comprehension and engagement.

## PROJECT 1: BOOKISH – ACADEMIC RESOURCE SHARING APP

Students often struggle to find reliable academic resources quickly, especially during exams. Existing platforms are cluttered or lack intuitive search and filtering.

### GOALS

- Simplify discovery of useful academic materials
- Improve browsing experience under time pressure
- Encourage peer-to-peer sharing of notes and books

## PROJECT 2: REDESIGN T&C

Most users skip reading Terms & Conditions due to overwhelming text and poor formatting, risking uninformed consent.

### GOALS

- Make legal content more approachable
- Encourage users to engage with key terms

# DESIGN PHASE

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## Project 1

### DESIGN PROCESS

- Conducted user research via Google Forms
- Mapped insights in FigJam
- Prioritized features:
  - Search filters (subject, format, uploader)
  - File type visibility
  - Quick reviews and ratings
- Designed a clean, intuitive prototype in Figma

### WIREFRAMES & PROTOTYPE HIGHLIGHTS

- Home screen with search bar and filters
- Resource cards showing file type, uploader, and rating
- Upload flow with preview and tagging options

### TOOLS & DESIGN SYSTEM

- Tools: Figma, FigJam
- Color Palette: Dark blue and neon blue shades for modern yet academic
- Typography: Sans-serif for readability
- Icons: File-type indicators and action buttons

### USABILITY FEEDBACK

- Users appreciated the clarity of filters
- Requested preview thumbnails before downloading
- Suggested adding a "Recently Viewed" section

# DESIGN PHASE

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## Project 2

### DESIGN PROCESS

- Created multiple visual formats (accordion, highlights, summaries)
- Ran a feedback survey to test readability and engagement
- Final design includes:
  - Expandable sections
  - Highlighted key terms
  - Friendly intro tone

### PROTOTYPE FEATURES

- Welcome message explaining why T&C matter
- Sectioned layout with icons and summaries
- Links for big sections
- Has both light and dark version

### TOOLS & DESIGN SYSTEM

- Tools: Figma, Canva
- Color Palette: Neutral tones with accent highlights
- Typography: Serif for authority, sans-serif for clarity
- Icons: Legal symbols and info bubbles

### USABILITY FEEDBACK

- Users felt more inclined to read the redesigned version
- Appreciated the format for mobile

## CONCLUSION

These projects deepened my understanding of how design choices influence user behavior.