



PROBLEM STATEMENT

Impress us ! Send us your submissions (and any other previous projects or sketches) in a zip file. The submissions must be compressed into a single zip file in a common format (zip/rar/tar.gz) and named in the format **NAME_ENROLLMENT NUMBER.zip**. Upload the zip file in the google form on <http://bit.ly/dsrecruits19>. The latest entry will be considered in case of multiple submissions by a single candidate. **The deadline for submissions is 23rd January 11:59 PM.** Late Submissions will not be entertained

You can use pen & paper/ software to create your submission. Using software to create graphics will entitle you to brownie points.

Section A is compulsory for both designers and developers. People applying for design should attempt at least one question from **Section B**. Attempting more questions will earn you bonus points.

Developers have to attempt only questions 7 and 8 from Section B.

We will be also recruiting people interested in Industrial Design. People applying for industrial

SECTION - A

1. Many workshops are conducted for freshmen throughout the year. But, due to there being a huge number of groups on the campus, often these workshops clash with other events and activities. Also, many a time students don't get intimated about these workshops due to lack of promotion. It is also possible that the students overlook any promotional activity for a workshop due to them being involved with other things. Identify other issues that the students can face with these workshops and suggest an appropriate solution for the same. Your solution can involve both new products or improvement in the existing ways in which things are done.

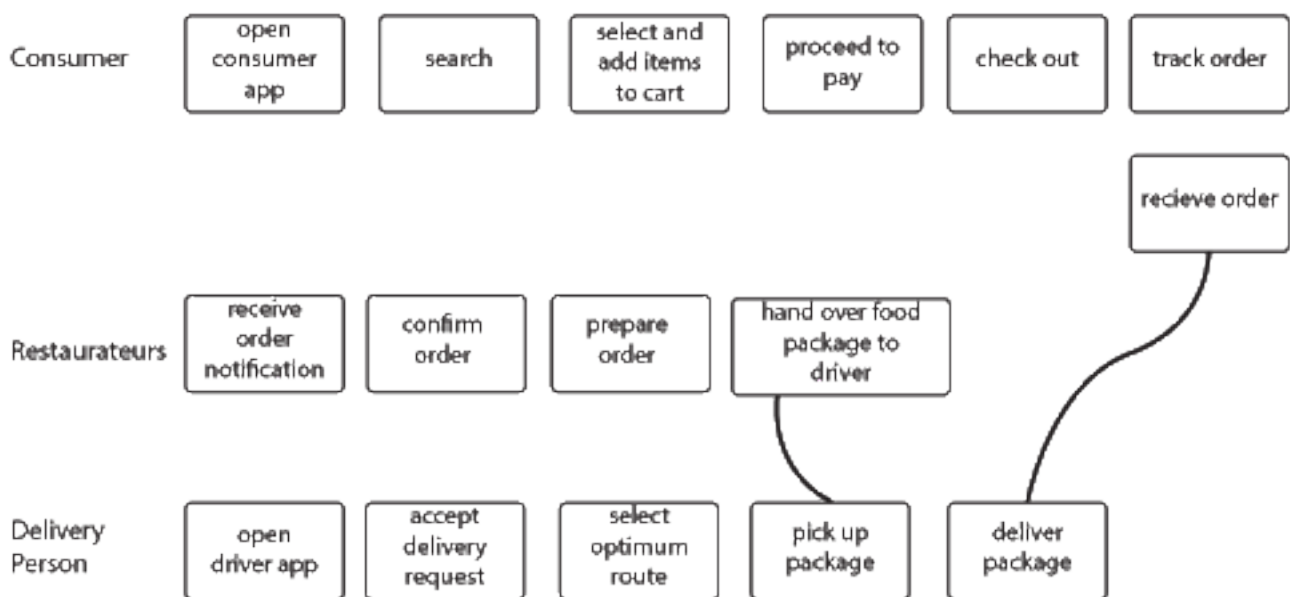
2. You are a part of a firm which works on a door to door waste collection and segregation service. The firm sells the segregated waste to recyclers for further processing. Design an ecosystem for this platform. Create a user flow for this platform considering all the stakeholders that will be a part of the ecosystem of such a service. Your solution can involve a digital product to aid the process. Segregation of waste can be done at any step as per your wish. Mention the assumptions made (if any)

For reference, you can consider the example of Zomato:

Zomato is an Indian restaurant search and discovery service which provides information and reviews on restaurants along with services like online ordering and table reservations.

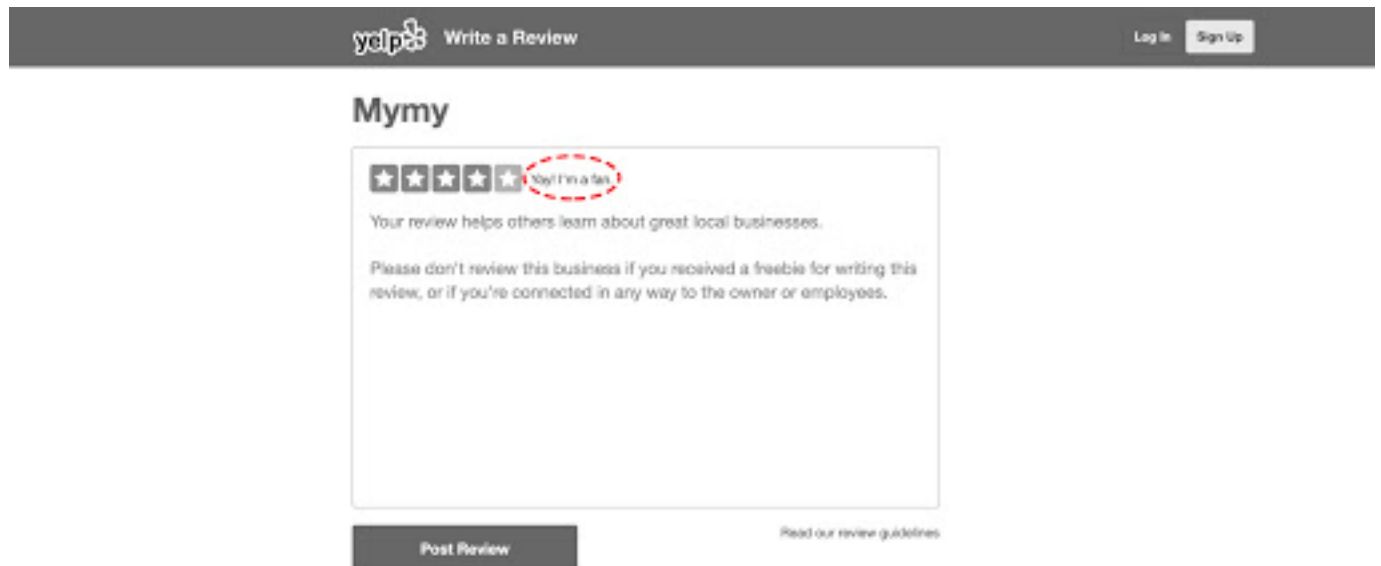
The ecosystem developed by this platform for implementing their services includes the following stakeholder - Consumers, Delivery Professionals and Restaurant Owners

The user flow involved is as follows:



3. UX writing is the practice of crafting copy which is directly used in user interfaces to guide users within a product and help them interact with it. The major aim of UX writing is to settle communication between users and a digital product. Copy created by UX writers is also known as microcopy. The name tells for itself and stands for the small components of text which serve as hints for users. Attempt both the problems related to UX writing mentioned below.

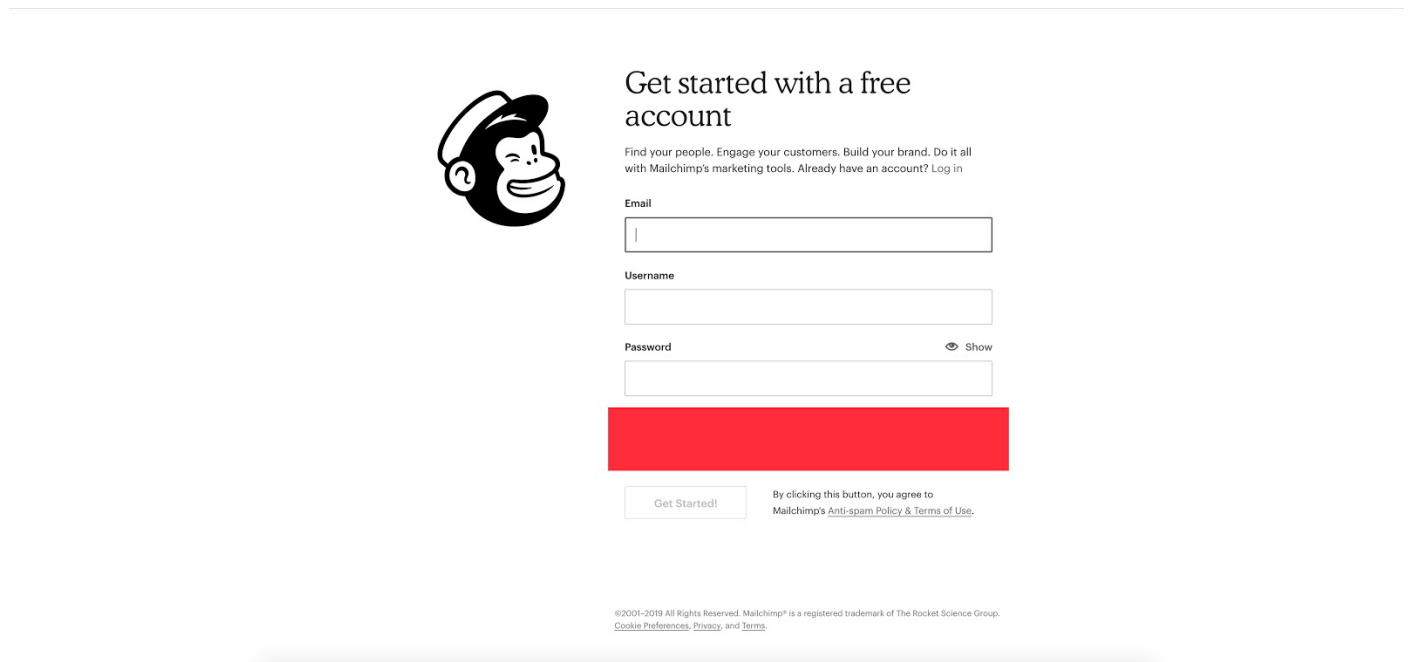
A.



The screenshot shows the 'Write a Review' interface on Yelp. At the top, there's a dark header with the Yelp logo, 'Write a Review' text, and 'Log In' and 'Sign Up' buttons. Below the header, the business name 'Mymy' is displayed. The main review area contains a star rating system with five stars. The fourth star is selected, and a tooltip bubble next to it says 'Yay! I'm a fan.' Below the stars, there's a text input area for the review. A 'Post Review' button is at the bottom left, and a link to 'Read our review guidelines' is at the bottom right.

Yelp is a popular social networking site that focuses on reviewing businesses and sharing information about them. Above is a screenshot of the “Write a Review” feature on Yelp. At the top of the review, you can give the business a star rating from one to five where a one-star rating indicates that the business/ services offered are very poor whereas a five-star rating indicates that the business/ services offered are excellent. As can be seen in the above screenshot, the copy for a 4-star rating is “Yay! I’m a fan.” Suggest similar copies for all ratings from 1 star to 5 stars.

B.



The screenshot shows the Mailchimp sign-up page. On the left is the Mailchimp monkey logo. The main heading is 'Get started with a free account'. Below this is a subheading: 'Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's marketing tools. Already have an account? Log in'. The form fields are: 'Email' (text input), 'Username' (text input), and 'Password' (password input with a 'Show' toggle). Below the password field is a large red button labeled 'Get Started!'. To the right of the button is a small text block: 'By clicking this button, you agree to Mailchimp's Anti-spam Policy & Terms of Use.' At the bottom, there's a footer with copyright information: '©2001-2019 All Rights Reserved. Mailchimp® is a registered trademark of The Rocket Science Group. Cookie Preferences, Privacy, and Terms.'

MailChimp is an always-on marketing platform for small businesses. Above is the screenshot of the registration page for Mailchimp. The requirements for a strong password are one lowercase character, one uppercase character, one special character, one number and a minimum of 8 characters.

Suggest a creative and effective copy that conveys the above-mentioned requirements. This would be displayed in the area highlighted in red.

SECTION - B

4. PawPals is a chain of pet shops with shops in 150+ locations across the country. The owners want to make the period between deciding to select a pet and finally bringing the pet home more engaging for the customers. They have decided to achieve this by introducing an augmented reality (AR) app. Give a description of what this app will do if you have all the required resources with the only limitation being that you will need a smartphone to use the app.

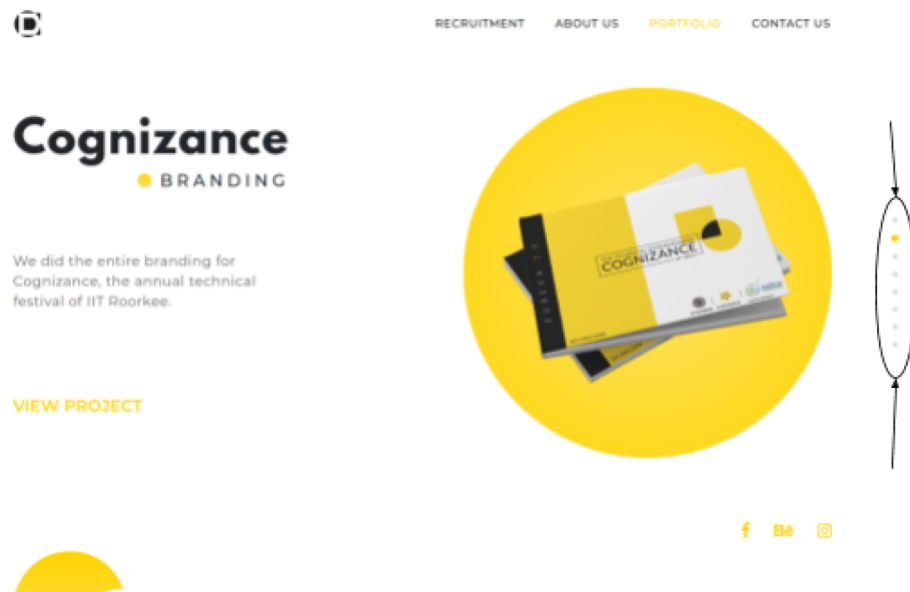
5. A 404 Page Error or Not Found error is displayed when you go to a page that doesn't exist within an active website. Encountering a 404 Page Error can be frustrating for a user and might lead the user to leave the website. Suggest ways to make landing on this error page a more interesting experience

6. Tell us about your favorite game specifying the FEATURE you like the most in it. Suggest some changes or features that according to you would improve the game. For eg., I like the game called spelunky because its map changes each time you play it. Additional feature- If it was made possible for players to be able to set checkpoints themselves for parts of a level, the game would be more engaging because I won't need to start the game from the beginning each time.

7. Using HTML and CSS, create a static website from the image to the closest (you don't need to be 100% accurate, but as close as possible). Upload the .html and .css file (compressed into .zip) to your drive.

IMAGE : <https://imgur.com/a/c0nd7sL>

8. You are a web developer, and currently building a website in a team. You have to design and code a scroll carousel. For reference, go to <https://designstudio.cc/portfolio>, and look at the working of the carousel.



Now go to <https://jsfiddle.net/zxwvf944/2/> , design and code a working carousel for the the given sections. Create a new jsfiddle/codepen for the same, and attach a link with your answer. Do not use the same code/design as given reference.

