**UI UX Design and Development**

**Assignment**

**Assignment Title: Designing User Interface and Evaluating User Experience**

**Objective:**

The goal of this assignment is to provide students with hands-on experience in designing a user interface (UI) and assessing the user experience (UX) of their design. Students will apply principles of UI/UX design, considering usability, accessibility, and overall user satisfaction.

**Assignment Tasks:**

1. User Interface Design:

a. Choose a specific application or website that you want to design a UI for (e.g., a task management app, e-commerce site, social media platform).

b. Conduct research on your target audience, understanding their needs, preferences, and potential challenges.

c. Develop wireframes and mock-ups of your UI design using appropriate tools (e.g., Figma, Sketch, Adobe XD).

d. Consider principles of UI design, such as visual hierarchy, consistency, and clarity. Ensure your design is visually appealing and aligns with the brand or purpose of the application.

2. User Experience Evaluation:

a. Implement your UI design to create a working prototype using the chosen design tool or any web development framework (HTML, CSS, JavaScript).

b. Conduct usability testing with at least five participants, simulating real-world interactions with your prototype.

c. Collect feedback on the usability, accessibility, and overall user satisfaction. Consider aspects like navigation, task completion, and visual appeal.

d. Use tools like user surveys, questionnaires, or interviews to gather qualitative data on user experience.

3. Report and Presentation:

a. Prepare a comprehensive report documenting your UI design process, including the rationale behind your design decisions and the results of usability testing.

b. Create a presentation summarizing your findings and showcasing your UI design. Be prepared to discuss challenges encountered and modifications made based on user feedback.

c. Present your UI design and user experience evaluation to the class, highlighting key insights, improvements, and any iterative changes made.

Assessment Criteria:

Clarity and Creativity of UI Design

Alignment with User Needs and Preferences

Usability and Accessibility of the Prototype

Quality of User Experience Evaluation

Effectiveness of Iterative Changes based on Feedback

Professionalism in Report and Presentation

Submission Guidelines:

* Submit wireframes/mockups, prototype files, and source code.
* Submit a comprehensive report (PDF) documenting the UI design process and user experience evaluation.

Submission is to be on Blackboard with links to external assets.

**Hand is for 26th April at 12 Midnight on Blackboard.**

This assignment aims to develop practical skills in UI/UX design, encourage critical thinking, and enhance problem-solving abilities in optimizing user interfaces for a positive user experience.