

CSYE 7280 - UX Design/Testing

Midterm Guidelines

Pointers you can consider before starting the project :

Solve a problem in your everyday life

Get inspired by new and curated apps

You can design a new idea

You can redesign an existing app or website OR Adapt an existing concept

Deliverables for Midterm:

Prototype/UI Designs with interactions: Balsamiq/ Moqups

Everything that you present on screen should be clickable

Presentation should be cover following:

Summary/Overview

Problem Statement & Solution

Style guide : Color theme with design specifications

Product Objectives

Target Audience

User needs

Onboarding

Use cases

Personas

UX Research methods you applied for your project

Interactive prototypes

Problem Statement:

A problem statement summarizes the user issue or issue that your design will attempt to address.

An actionable description of your user, their objectives, and the issues you must address to achieve those objectives is a problem statement. It establishes the direction for the user experience of your project, but it shouldn't contain any information about the design features or user functionality you might utilize to address the issue. Instead, it ought to explain why you are creating the user experience in the first place.

For Example, a user only needs secure access to their banking information, not the ability to log in to a banking app using two-factor authentication. The problem statement should lay out the user's need (secure access) but leave out any possible solutions (two-factor authentication), which shouldn't be considered until further along in the design process.

Don't ask TA's for Solution : Solution is something you have to find

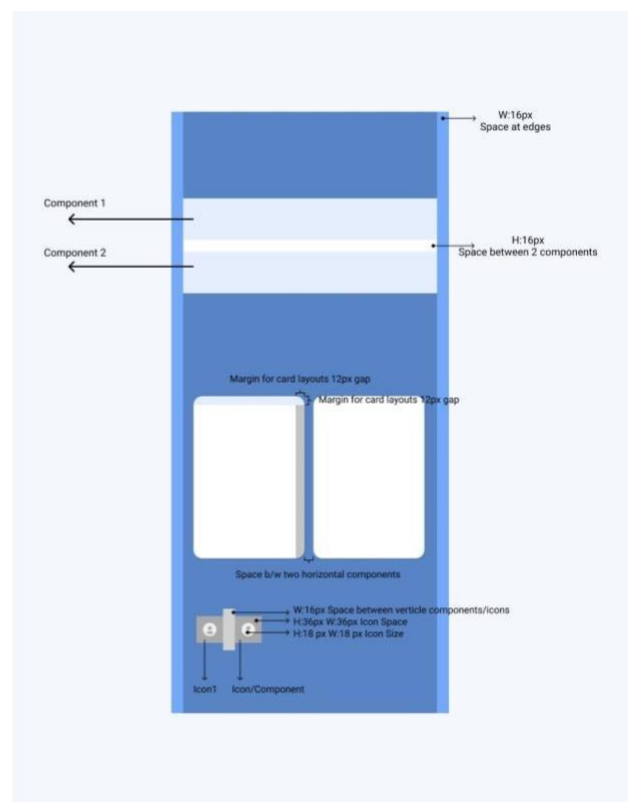
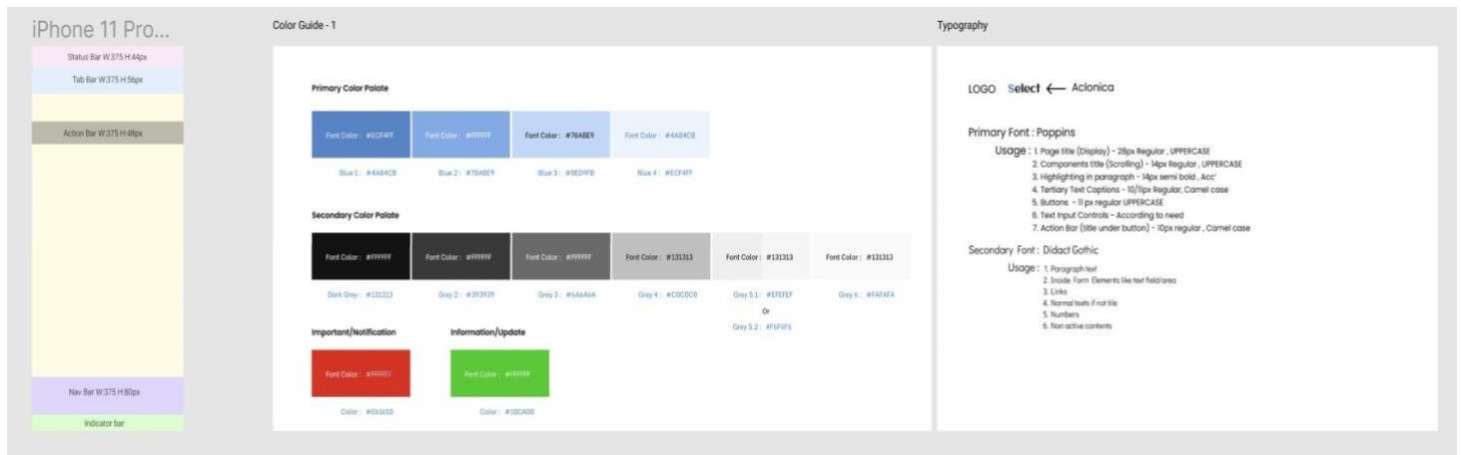
Style guide :

Color theme with design specifications, Style guide is a small part of a design system that consists of a set of rules regarding branding and the visual style of products. It is a low level of abstraction of a design language. A good UI style guide should include:

Essential UI components: Typography, layouts, color palettes, fonts, logos, Icons, etc

2. Design instructions: Necessary instructions should be covered to explain the basic guidelines, involved file formats, design tone and voice, and other details clearly, like spacing and positioning instructions, design notes, and more.

Sample Style Guide:



Product objectives :

5-8 points, should be clear, measurable, inspiring goals aligned with specific outcomes you're striving to achieve — for your customers, product or service.

Target Audience:

Explanation about “Who are your target audience?”

UX aims to satisfy targeted demographics as it is critical for strategizing your design process.

Reference Link :

<https://xd.adobe.com/ideas/process/user-research/user-segmentation-for-ux-design/>

User Needs:

5 -8 points explaining about:

1. who is using your product or service
2. what they are trying to achieve and the context they are in
3. what they need or are they facing any constraints from their context

Onboarding :

Brief explanation about your product or service. Why is onboarding necessary in your product ?

Design the pages (Min 3 pages)

Use cases :

Come up with 4 use cases(2 middleweight , 2 heavy weight).

Personas :

Two Persona at least (Should cover both frustration and Goals)

3 UX research method used for your project

Finally, Prototypes demo where you will give full fledged flows with proper interactions to all content as its midterm unlike an assignment (using Balsamiq or Moqups tool) – We encourage for high fidelity designs

Note :

1. Make sure you design actual components and not take screenshots or not to use cropped images.
2. All essential interactions should work
3. Log out and log in process should be included
4. Maintain consistency on all pages
5. You should be submitting the ppt in pdf format
6. Try not to spend too much time on the ppt as most of the things would be covered in Assignment 6 presentation, rather spend more time on the prototype presentation.
7. On-time submission is compulsory (**Late submissions are entertained, such group will lose 20 points even if it is a minute late**)
8. One member from the team can upload the file
9. Make sure your presentation is between 15-20 minutes time frame
10. Midterm will be conducted in-person, not on zoom (All group member will be presenting in-person)
11. No re-submission of files, once its graded there won't be changes to midterm marks
12. Follow style guide I have provided to design your pages (*Only for the midterm, Finals presentation requires you to follow google material design guidelines)
13. For more details, we TA's are happy to spare our time please check with if have any sort doubts before midterm (**not on the day of midterm**)