Working file: Design justification

# Step 3: Justify your design choices

**Student name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Date:** \_\_\_\_\_\_\_\_\_\_\_\_

**Instructions:** Use this document to briefly explain the key design choices you made while creating your low-fidelity wireframes (Step 1) and high-fidelity mockup (Step 2). For each significant decision, clearly state your reasoning, connecting it back to the needs of the target user (mobile sales representatives, as outlined in the *Scenario brief*) and relevant UX/UI or Microsoft Design Principles. Be specific and concise.

## Section 1: Key wireframe decisions (Low-fidelity)

*(Focus on layout, information hierarchy, navigation, and core element placement from Step 1.)*

* **Design decision 1 (e.g., KPI Selection/Placement):**

[Briefly describe the decision]

* + **Justification:** [Explain your reasoning here, referencing sales rep needs or usability principles.]
* **Design decision 2 (e.g., Pipeline Visualization Choice):**

[Briefly describe the decision]

* + **Justification:** [Explain your reasoning here, referencing mobile context, user needs, or clarity principles.]
* **Design decision 3 (e.g., Navigation Structure):**

[Briefly describe the decision]

* + **Justification:** [Explain your reasoning here, referencing usability principles or expected user flow.]

## Section 2: Key mockup decisions (High-fidelity)

*(Focus on visual design elements, application of principles, and enhancements made from Step 2.)*

* **Design decision 1 (e.g., Color Palette/Typography Choice):**

[Briefly describe the decision]

* + **Justification:** [Explain your reasoning here, referencing MS Design Principles, branding considerations, or impact on readability/user experience.]
* **Design decision 2 (e.g., Iconography/Visual Feedback):**

[Briefly describe the decision]

* + **Justification:** [Explain your reasoning here, referencing usability principles like visibility of system status or consistency.]
* **Design decision 3 (e.g., Specific MS Principle Application):**

[Describe how a specific Microsoft design principle was applied visually.]

* + **Justification:** [Explain why this principle was relevant and how its application benefits the user experience.]
* *(Optional)* ***AI tool usage:***

[Briefly describe if/how you used AI assistance and its outcome, if applicable.]