SHIFT4IT

Shifting the paradygm for women in IT sector

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Project
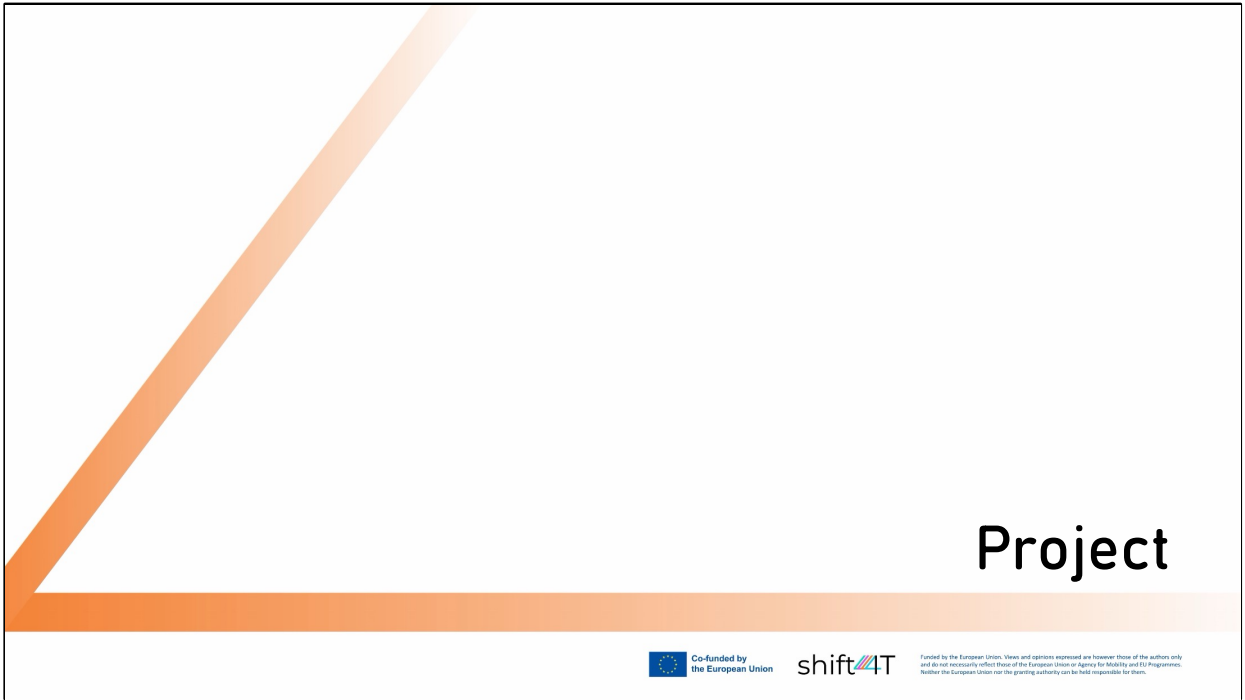
Objectives

- In this lesson, you will work **individually** towards creating a **final deliverable**, which can be a **prototype, design system, or case study**.
- Your deliverable should be **portfolio-ready**, showcasing your skills and expertise in a professional manner.
- Throughout the lesson, you will be guided through the **ideation, development, and refinement** process to ensure your project meets industry standards.
- You are encouraged to seek **regular feedback and iterate** on your work to enhance the final outcome.
- By the end of the lesson, you will have a **well-structured and polished** piece that can be integrated into your **professional portfolio**.

These classes dedicated to the completion of your final project will take place in the classroom. We encourage you to ask for as much feedback as possible on your progress at each stage.

Note for the trainer: remember to **leave enough time at the end** for the students to present their projects and give them feedback and an assessment.

Take this **opportunity** to **create** something **impactful** and **portfolio-worthy!**

What the theme?

CraftEase is a web application solution developed for home improvement retailers who want to enhance customer engagement directly through their website.

Our goal is to provide your store with an integrated digital service that helps manage DIY workshop registrations, promote project tutorials, and track tool/material availability in real time.

The platform is designed to be seamlessly embedded into your existing website. It is user-friendly, secure, and adaptable to your branding and customer needs. Features include personalized project recommendations, booking management, customer feedback tools, and analytics for store teams.

By offering this added-value service, your store becomes more than a point of sale — it becomes a DIY destination.

Objective

Design the interface for a web application dedicated to home improvement retailers who want to boost customer engagement through their website.

This integrated solution will allow users to:

• Register for DIY workshops

• Browse project tutorials

• Check real-time tool and material availability

• The platform must be embeddable into existing websites, fully customizable, user-friendly, and secure.

Expected Deliverable

- You will create a high-fidelity interactive prototype (mobile or desktop) including the core features of CraftEase.
- The result should be portfolio-ready and professionally presented.
- You are expected to deliver:
  - A clear definition of the user problem
  - A brief benchmark of 3 competing solutions
  - One or more user personas
  - A user journey or key user flow
  - Low-fidelity and high-fidelity wireframes
  - An interactive prototype (Figma)
  - A mini design system (typography, color palette, components, icons)
  - A short documentation or video explaining your design decisions
  - A pitch or oral presentation to defend your design choices

Suggested schedule

Phase	Time	Description
1. Brief & Problem Space	1.5 hours	Understand the brief, user needs, and business goals
2. Research & Ideation	3 hours	Personas, user journey, benchmark
3. Wireframing (low-fi)	2 hours	Sketch structure and layout of key screens
4. UI Design (Figma)	9 hours	High-fidelity screens, components, design system
5. Prototyping	3.5 hours	Interactive prototype + testing/refinements
6. Final Pitch	1 hour	Prepare and deliver a concise oral presentation

Tips for Success

- Think **mobile-first** if applicable
- Stay **user-centered** throughout the design
- Focus on **usability** and **simplicity**
- Make sure your flow solves the **real** user pain point
- Maintain **consistency** across UI components
- Don't over-design — **prioritize** clarity and functionality
- Test early and gather **peer feedback**
- Keep documentation **clear and concise**

Questions?

A USER INTERFACE
IS LIKE A JOKE.
IF YOU HAVE TO EXPLAIN IT,
IT'S NOT THAT GOOD.