

# The Project

Having completed the Midterm, it's time to iterate on and finalize your designs. This project will provide you with key skills used by UX designers in the industry, and can be a great portfolio piece as well!

## Create & Improve a High-Fidelity Design: Final Project

For this project, you'll take the clickable Prototype you created in your midterm and improve the accessibility of your design. You'll then iterate on your design based on Data & KPIs. Finally, you'll prepare your Designs for engineering Handoff.

### Rubric

Your project will be evaluated by a Udacity code reviewer according to the Final: Create & Improve a High-Fidelity Design [project rubric](#). Please make sure to re-review the rubric for detailed project requirements prior to submission.

### Project Steps

Export your files to PDF, place them together in a zip file, and provide the links to each step within the "Submission Details"/"Notes" section on the submission page.

Below are the suggested steps required to complete the project:

#### Improve accessibility of your design

- Review your project and look for issues and opportunities for improvement in accessibility and annotate the screens accordingly
- Implementing these improvements on a new frame and place them side by side to demonstrate the improvement
- Submit your Figma project link and annotate changes you've made
- *Deliverable:* Figma Project Link

#### Testing your Designs (Conduct a Remote Usability Test)

Note: It's advised to only sign up for the Lookback free trial once you arrive at this step, as it lasts for 14 days. If you run out of time, you can note this to your reviewer.

- Recruit 10 users
- Create a “ + new Project Test” in Look Back
- Write a welcome message
- List the Task you would like to test
- *Deliverable:* Submit a list of your Test Insights.
- Tool(s): [Look Back](#)

## **Iterate design based on Data & KPI provided**

- Choose 1 KPI from the following:
  - Increase Task success rate
  - Decrease Time on task
- Choose 1 Flow or Component from your product to iterate on
- List 1 Hypotheses based 1 of the Data Points Provided below that apply to your design, and create 1 alternate solution.
- *Deliverable:* Figma Project Link

### **Data:**

- 50% drop off rate at x part of flow
- 86% of users don't scroll past x section

## **Prepare your Designs for Handoff**

- Prepare your assets for export
- Export your Figma designs to Zeplin
- *Deliverable:* Zeplin Project Link

## **Reminder on Unbounce**

As a reminder, if you signed up for the free trial with Unbounce earlier in the course, you can cancel the trial now so you aren't charged further, as you will not need it for the project. You will instead use Lookback for usability testing, instead of doing A/B testing.