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UX Designer Work Challenge

UX Design Intern (Summer 2020)

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The Challenge

Re-design and re-imagine a few key pages of the Prepr Network. Create mock-ups/wireframes using UX/UI designing tools of the following pages:

Explore page

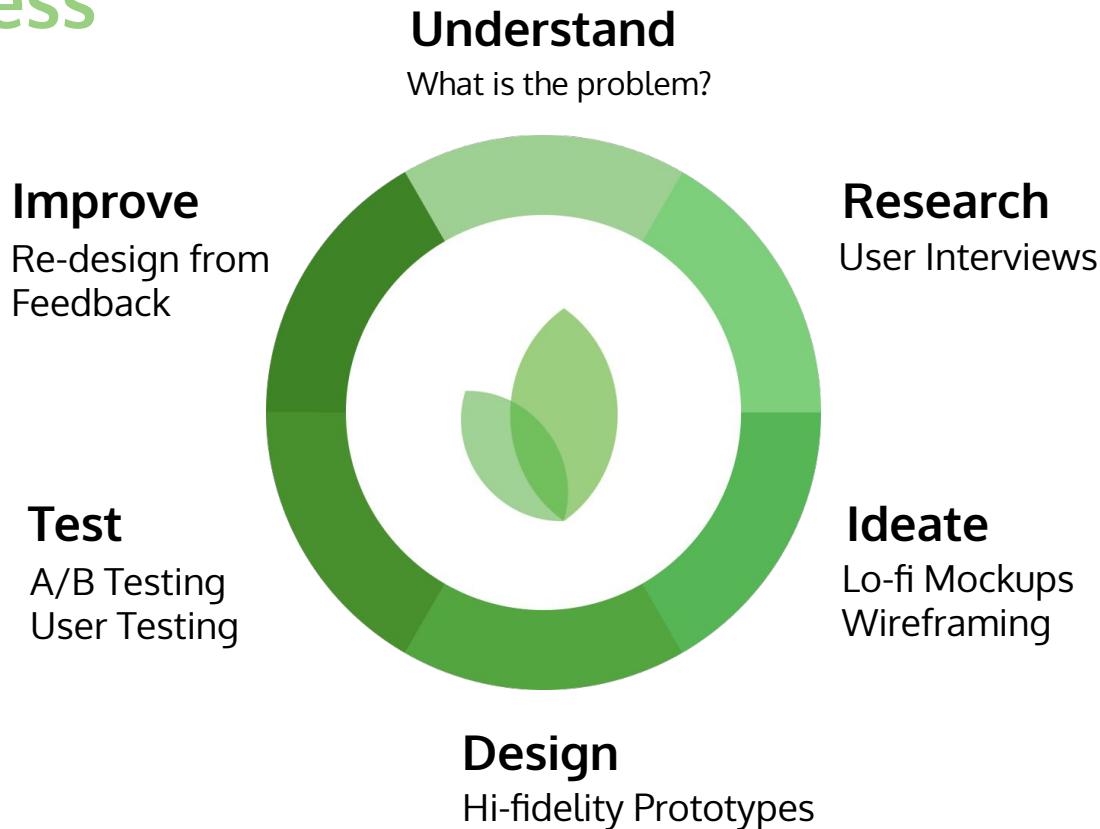
Projects page

Challenges page

Challenge details page

Labs page

The Process



Understanding the Problem

User's Objective:

- What am I trying to do?
- How can I browse or find the challenge I am looking for?
- What is the challenge?
- How do I participate in them?

Questions:

- Who are these challenges targeted towards?
- What's the submission process like?

Research

Interviewed people and asked them to go through the pages and give initial thoughts.

User Responses:

"I feel like there should be some kind of introduction to each of the pages" - Roommate

"I'm not sure what the difference is between the explore page and the challenges page" - Program Friend

"I wish the description of what a challenge, project, or lab stayed so I know the differences" - School Friend

"If I want to partake in a challenge, I don't know how to"
- School Professor

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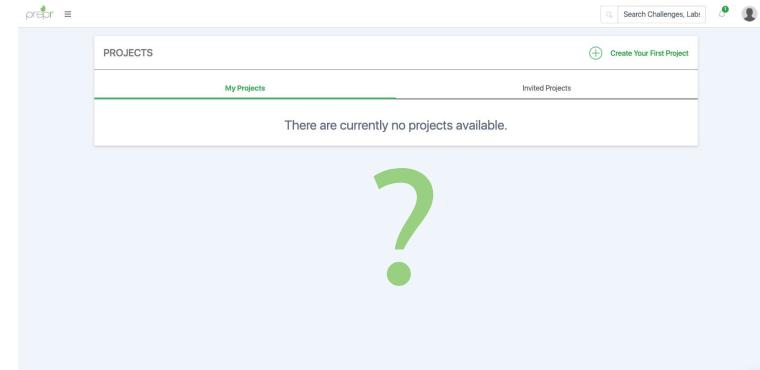
Interviewees

Reached out in person and through online messenger

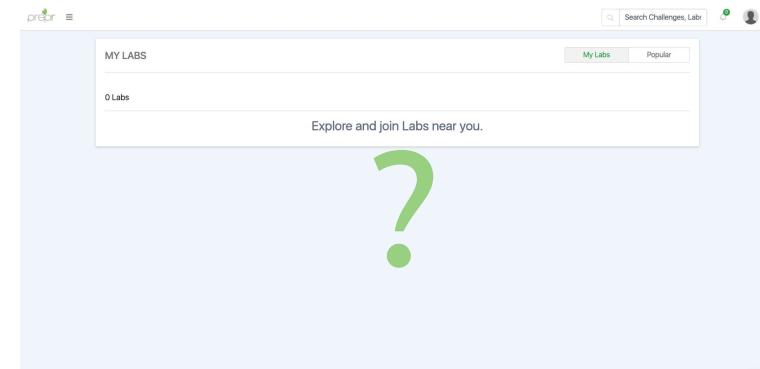
Research

Overview

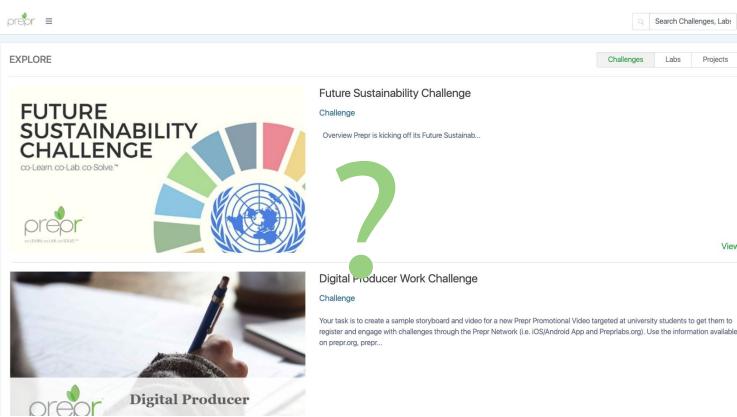
Based on the research, people aren't sure what the purpose of some of the pages are.



The screenshot shows the 'PROJECTS' section of the Prepr platform. At the top right, there is a button labeled 'Create Your First Project'. Below it, there are two tabs: 'My Projects' (which is selected) and 'Invited Projects'. A message at the bottom states, 'There are currently no projects available.' A large green question mark is overlaid on the center of the page.



The screenshot shows the 'MY LABS' section of the Prepr platform. At the top right, there is a button labeled 'Search Challenges, Lab'. Below it, there are two tabs: 'My Labs' (which is selected) and 'Popular'. A message at the bottom states, 'Explore and join Labs near you.' A large green question mark is overlaid on the center of the page.



The screenshot shows the 'EXPLORE' section of the Prepr platform. It features a grid of challenges. One challenge, 'Future Sustainability Challenge', is highlighted with a large green question mark overlaid on its preview image. Another challenge, 'Digital Producer Work Challenge', is also visible with its own preview image and a small green question mark. The Prepr logo is in the top left corner, and a 'Digital Producer' badge is in the bottom right corner of the challenge area.

Ideate

Used sticky notes to brainstorm ideas and solutions

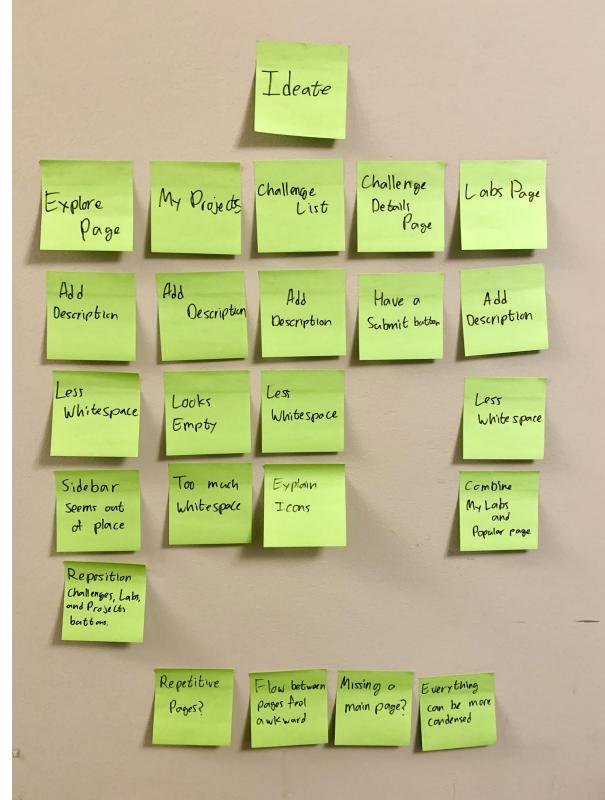
Distributed tasks that needed to be done for each page.

Brainstormed rough ideas of the problems and possible solutions to them.

Questions started to arise:

Can everything be condensed?

Flow of pages aren't that smooth?



Ideate

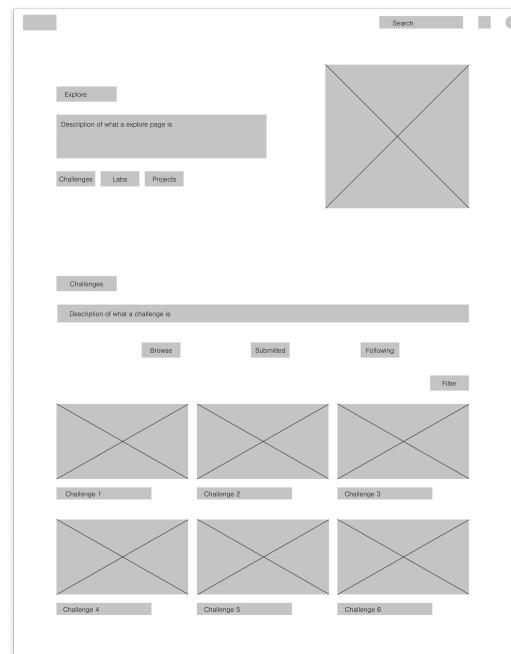
Low-fi mockup for potential deliverable

Explore Page

Made explore page more like a landing page that showcases challenges, labs, and projects on one screen.

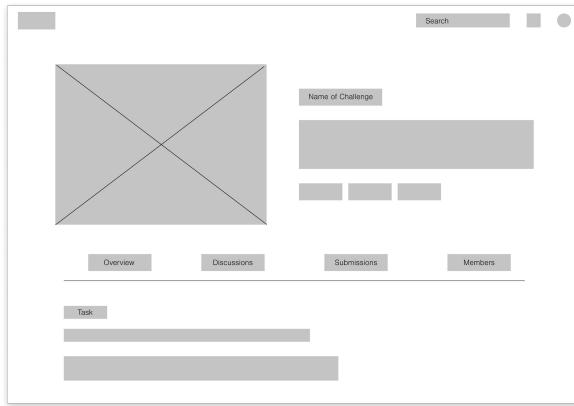
Filter option is still available.

Changed how the challenges are layed out.



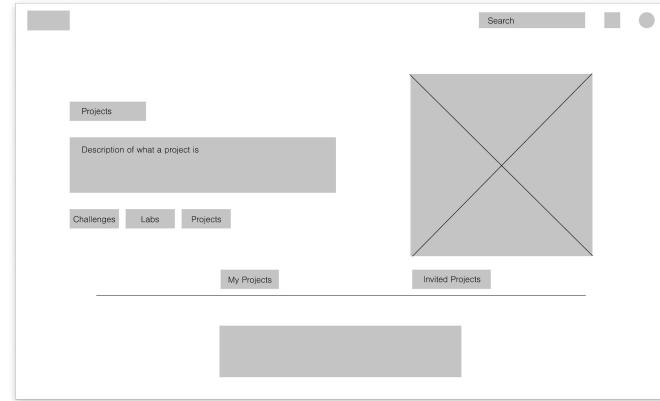
Ideate

Low-fi mockup for potential deliverable



Challenge Details Page

Similar layout as the original page.



Projects/Labs Page

The layout of the projects and labs page will be the same.

Both will be accessible from the landing page.

Design

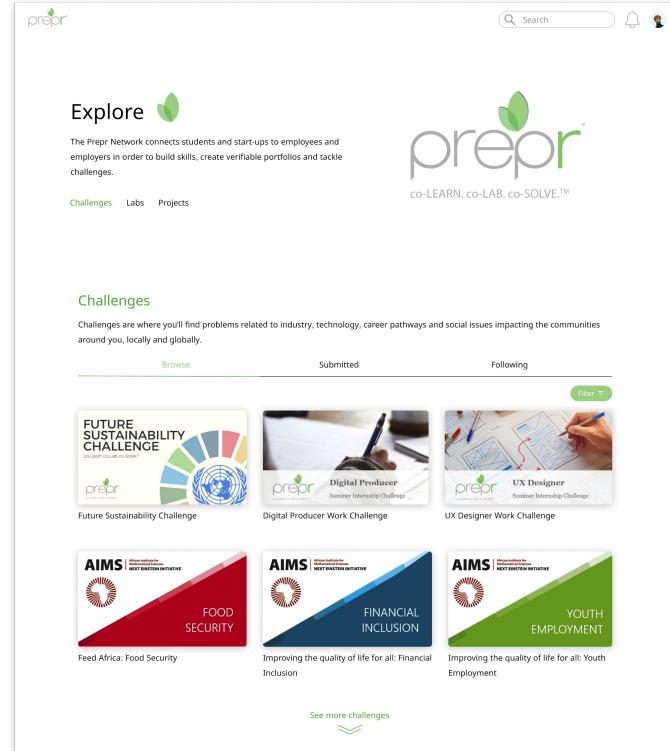
Explore Page

Combined explore page and challenges page.

Designed a different layout for the challenges.

Able to go to projects page or labs page with ease.

Filter system still exists. It is just compressed into an expandable button.



Design

Challenge Details Page

Generally has the same layout as the original design.

Changed up the positions of certain contents like More Challenges and Challenge Tags.

Made content more look more simple.

The screenshot shows a challenge details page for the 'UX Designer' challenge. At the top, there's a header with the Prepr logo, a search bar, and user profile icons. Below the header is a banner image showing a person drawing on a surface. The main title is 'UX Designer Work Challenge' with the subtitle 'Summer Internship Challenge'. It specifies the dates 'March 15, 2020 - March 18, 2020'. Below the title are 'Challenge Tags' including UX/UI, Design, Challenge, Prototype, and Wireframe. There are buttons for 'Follow' and 'Upvote'. A navigation bar below the title includes 'Overview' (which is active), 'Discussion', 'Submissions', and 'Members'. The 'Task' section contains instructions to redesign and reimagine key pages of the Prepr Network using UX/UI tools like Adobe XD, Sketch, or Figma. It also lists other challenge pages like 'Explore page', 'Project page', 'Challenges page', 'Challenge details page', and 'Labs page'. A 'Show more' link is present. The 'Host' section features the Prepr logo and a brief description: 'The Prepr Network connects students and start-ups to employees and employers in order to build skills, create verifiable portfolios and tackle challenges.' Below this are sections for 'More Challenges by Prepr' (Future Sustainability Challenge, Digital Producer Work Challenge, UX Designer Work Challenge) and 'Associated Labs' (Prepr Career Lab). A 'Report' button is located at the bottom right.

Design

Projects Page and Labs Page

Both pages are very similar so I designed them in the same layout for familiarity and ease of use.

When people don't have projects or labs yet, it will ask to create or explore them.

The screenshot shows the 'Projects' section of the prepr platform. At the top, there's a search bar, a notification bell, and a user profile icon. Below the header, the word 'Projects' is displayed next to a green leaf icon. A placeholder text 'Description of what a challenge is. Description of what a challenge is. Description of what a challenge is. Description of what a challenge is.' is shown. Below this, there are three navigation links: 'Challenges', 'Labs', and 'Projects'. On the right side, the prepr logo is prominently featured with the tagline 'co-LEARN. co-LAB. co-SOLVE.™'. Below the logo, there are two tabs: 'My Projects' and 'Invited Projects'. Under 'My Projects', a message says 'It's looking a bit empty here...' and a green button labeled '+ Create Your First Project' is visible.

The screenshot shows the 'Labs' section of the prepr platform. The layout is identical to the Projects page, featuring a search bar, notification bell, and user profile icon at the top. The word 'Labs' is followed by a green leaf icon. A placeholder text 'Labs are where people connect, collaborate and discover challenges they can tackle together. We've curated a collection of Labs for you, including incubators, accelerators, co-working spaces, universities and more.' is present. Below this, the 'Challenges', 'Labs', and 'Projects' navigation links are visible. The prepr logo with the tagline 'co-LEARN. co-LAB. co-SOLVE.™' is on the right. Two tabs are shown: 'My Labs' and 'Popular'. Under 'My Labs', a message says 'It's looking a bit empty here...' and a green button labeled 'Explore Labs' is visible.

Test

A/B Testing With Original Design

All interviewees said they liked how there was a description for each page.

5 of the interviewees mentioned that it is easy to move between challenges, labs, and projects.

Responses:

"I like the grid layout of the challenges"

"Easier to understand what's going on/navigate through the page"

"Explore page looks better than the original design"

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Interviewees

Reached out in person and through online messenger

Test

Responses From Other Designers To Improve The New Design



"Some of the white spaces look awkward"

"Visual hierarchy seems off. Play around with different font weights"

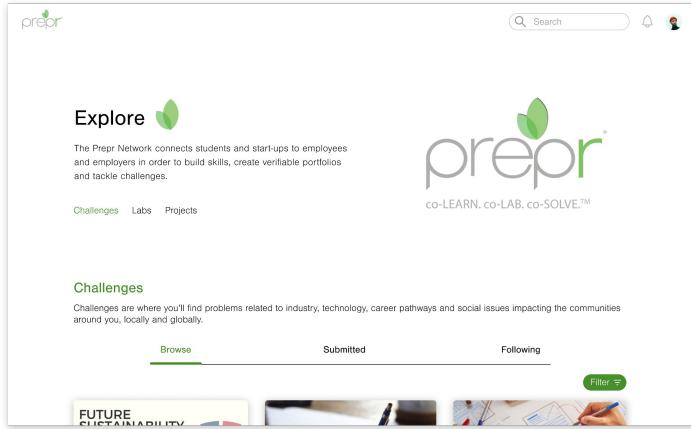
"The light green is hard to read against the white"

"Don't use the logo for the project and labs page. Find something else"

"Break up the lines for each category"

Improve

Explore and Challenge Details Page

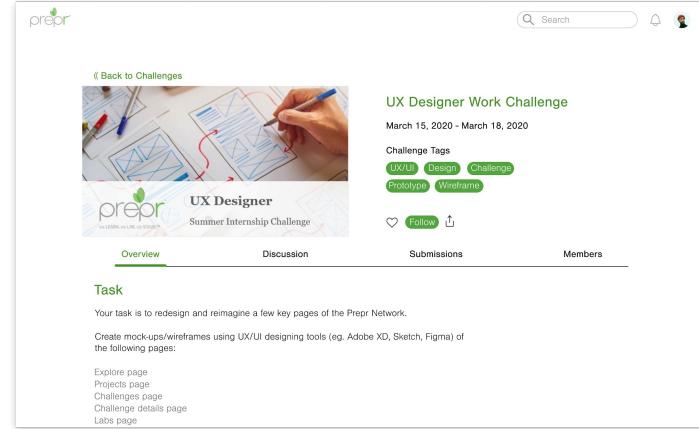


The screenshot shows the 'Explore' section of the Prepr website. At the top, there's a search bar and a user profile icon. Below the header, the Prepr logo is displayed with the tagline 'co-LEARN, co-LAB, co-SOLVE™'. A green leaf icon is next to the word 'Explore'. A brief description of the network follows. Below this, there are three navigation links: 'Challenges', 'Labs', and 'Projects'. The 'Challenges' link is underlined. Under the 'Challenges' heading, there's a sub-section titled 'Future Sustainability' with a small thumbnail image.

Explore Page

Improved fonts.

Darkened green fonts.



The screenshot shows the 'Challenge Details' page for the 'UX Designer Work Challenge'. At the top, there's a search bar and a user profile icon. Below the header, the challenge title 'UX Designer Work Challenge' is displayed along with the dates 'March 15, 2020 - March 18, 2020'. There are several 'Challenge Tags' listed: UXUI, Design, Challenge, Prototype, and Wireframe. Below the title, there's a large image of hands sketching wireframes on paper. The page has a navigation bar with tabs: 'Overview' (underlined), 'Discussion', 'Submissions', and 'Members'. Under the 'Overview' tab, there's a 'Task' section with instructions to redesign key pages using UX/UI tools like Adobe XD, Sketch, or Figma. A list of pages to be redesigned is provided: Explore page, Projects page, Challenges page, Challenge details page, and Labs page.

Challenge Details Page

Re-designed the lines and category indicator.

Improve

Projects and Labs Page

The screenshot shows the 'Explore' section of the Prepr Network. At the top, there's a search bar and a user profile icon. Below the header, there's a large illustration of a person pointing at a globe, with the Prepr logo to the left. A descriptive text block explains the network's purpose: "The Prepr Network connects students and start-ups to employees and employers in order to build skills, create verifiable portfolios and tackle challenges." Below this, there are three navigation links: 'Challenges', 'Labs', and 'Projects'. The 'Projects' link is underlined. Under the 'Projects' heading, there's a message: "Description of what a challenge is. Description of what a challenge is." Below this, there are two tabs: 'My Projects' (underlined) and 'Invited Projects'. At the bottom, there's a placeholder message: "It's looking a bit empty here..." followed by a 'Create Your First Project' button.

Projects Page

Changed photo to represent projects.

The screenshot shows the 'Labs' section of the Prepr Network. At the top, there's a search bar and a user profile icon. Below the header, there's a large illustration of a lab setup with various equipment like a computer, a microscope, and a desk. A specific area is labeled with letters A, B, and S. A descriptive text block explains the purpose of labs: "Labs are where people connect, collaborate and discover challenges they can tackle together. We've curated a collection of Labs for you, including incubators, accelerators, co-working spaces, universities and more." Below this, there are three navigation links: 'Challenges', 'Labs', and 'Projects'. The 'Labs' link is underlined. Under the 'Labs' heading, there's a message: "It's looking a bit empty here...". Below this, there are two tabs: 'My Labs' (underlined) and 'Popular'.

Labs Page

Changed photo to represent labs.

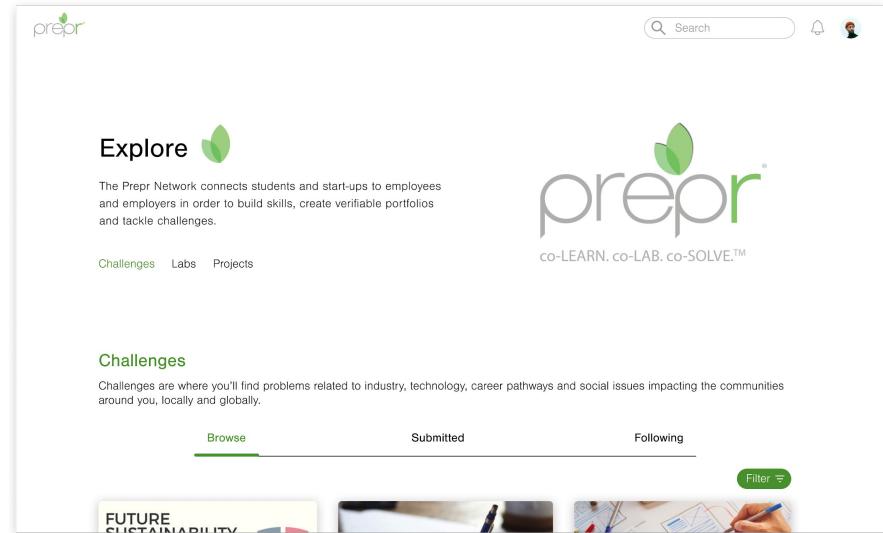
Improve

Final Deliverables

Click on the link on the image to see a video of the final prototype.

To try out the prototype yourself, click on the link below.

<https://www.figma.com/proto/uuRWb2TLOIW3rd8M6bsac/Prepr?node-id=91%3A45&scaling=min-zoom>



Overview

Thank you for giving me the opportunity to do the UX Designer Work Challenge! I learned a lot during this process and really got to test my abilities as a UX designer in a short period of time. Although it was challenging and time consuming, it allowed me to learn more about Prepr and their vision.

- James

