

Task Overview

This assignment is designed to evaluate your core design thinking, creativity, and technical skills across both **UI/UX** and **graphic design**. You'll work on practical tasks that reflect real scenarios—from web interface design to marketing visuals—to demonstrate your ability to create user-centered, brand-aligned solutions.

1. Web App UI/UX Design Task

Scenario:

Design a web-based internal platform to help manage business partners and track client progress through a fixed stage-based workflow. Each client is pursued by a specific partner, and their journey follows a standard set of stages. Admins can monitor progress, extend deadlines (with comments), and view change logs.

Stage Flow (Fixed):

Each client progresses through the following stages:

1. Samples (Product) – 15 days
2. Negotiation – 7 days
3. Full Implementation – 60 days
4. POC – 35 days
5. Priced Proposal – 7 days
6. Solution Presentation – 15 days
7. Customer Reachout – 45 days
8. Standard Presentation – 15 days
9. PO – 30 days

Note:

- These stages are non-editable.
- A deadline can be manually extended, but only with a required comment.
- A history/log of these changes must be accessible.

Deliverables:

1. Low-Fidelity Wireframes
 - Sketch the core flows:
2. High-Fidelity Screens (1–2)
 - Select the most important flows and design them in detail
3. Prototyping
 - Create a simple interactive prototype for:
 - Viewing a client's stage journey
 - Extending a deadline with a comment
 - Viewing change log/comments
4. Design Rationale
 - Write 4–6 bullet points explaining:
 - Key assumptions
 - Your user flow and information structure
 - Decisions on layout, interactions, and hierarchy

You Decide:

You have freedom to shape the UX based on your understanding of best practices and user needs. You can:

- Choose how to visually represent stage progress (e.g., timeline, progress bar, stepper, table)
- Decide between table view, Kanban, cards, or other layouts for the dashboard
- Introduce filters, bulk actions, or partner-based groupings if useful
- Propose additional helpful features (e.g., reminders, reports, tagging)

We're looking for clarity and creativity, not just fidelity.

Constraints:

- Fixed stage list (not editable or reorderable)
- Each client belongs to one partner
- Deadline extensions must include a comment
- Desktop-first design (responsive optional)
- No login/authentication required

Evaluation Criteria:

- Intuitiveness and usability of your design
- Clarity in visualizing stage progress and status
- Smart handling of deadline extensions and logs
- Prototype quality (interaction, flow)
- Thoughtful UX thinking and visual polish

Tools:

- Figma (preferred), Adobe XD, Sketch
- Components and auto-layout are encouraged but optional

2. Social Media Post Design (Optional)

Scenario:

Design a post to promote an upcoming free webinar:

“Designing for Scale: UX Principles for Rapid Growth” on June 15, 2025.

Deliverables:

- 1 Instagram/Facebook post (1080x1080)
- 1 LinkedIn Post (1080x1920)
- Include source files (PSD, AI, or Figma)
- Use brand colors, typography, and tone

3. Event Backdrop Design (Optional)

Scenario:

We are hosting a live tech event titled: **'Future Forward 2025: Innovation & Impact'**. Create a backdrop design that fits an 18ft x 8ft stage setup.

Deliverables:

- Final print-ready backdrop design (PDF or PNG)
- Include elements like logo, event title, branding graphics
- Clearly mark the safe zone, bleed, and trim areas
- Provide a version mockup as it would appear on stage

What to Submit

- All design files (Figma, XD, AI, PSD, or PNGs)
- A short design rationale for each task (why you designed it that way)
- Optional: Include fonts, icon packs, or assets used (or cite sources)