

# DIG User Experience Designer

## Interview Task

Imagine you are asked to design the user experience for the Active Learning Dashboard, an application to provide an interface for instructors at the University that combines assignment data (e.g. grades) with student behavior data (e.g. frequency of logins to the system) to identify students at risk of failure as early as possible in the semester.

Please prepare a two-part presentation to explain how you would work with a project team, customers, users, and others to design the user experience for this application.

For the first part of the presentation (approximately 10 minutes), detail the steps you would go through to start the user experience design process. You may want to show us a basic user interview script, some examples of personas (consider the breadth of user personas: professors of history astronomy, english, and biology who typically don't think alike), a persona map, or some other artifacts that you find useful. Be prepared to speak to how each item brings value to your final design.

Assume you discover that we should create a minimally viable product with an interface to allow the instructor to select a specific assignment from a course they are currently teaching to view the relationship between a lecture participation score and grade outcome data for the selected assignment. For the purposes of this presentation assume that your design should accommodate a low numeracy population. You might also want to take into consideration the variety of personas you developed for the first part of the presentation when creating your design(s).

For the second part of the presentation (approximately 20 minutes), explain the steps you would take to design the interface and user experience of the first version of the product. You may want to show us a user flow diagram, an interface wireframe and any other useful artifacts, culminating in a high-fidelity mockup. Be prepared to speak to choices such as font, logo and color palette.

There's not enough time to say everything, but there never is. So please see what you can do in the time allotted.