

Prototype (40% of your overall project mark)

I'm looking for a well-thought out and put together prototype that offers a viable solution to the problem you have identified for your target audience. Details matter, make sure there are no typos, inconsistencies in your design and broken links as this will take away from the overall quality of your work.

MARKING

I will be marking in three equal parts. 5 points max each:

- 1) **Form & Function** (does your prototype function well? Is it easy to interact with? Does a user know what its main purpose is and what problem it's solving?)
- 2) **Look & Feel** (Is your prototype well designed, does it look trustworthy and inviting for the customer? Have some of the UI design principles that we covered in class been applied?)
- 3) **Attention to Detail** (Is your prototype thoughtfully put together? Is your design consistent? Typos?)

FORMAT

Find a format that is easy to interact with. This could be an InVision link, a website mock-up, a PDF brochure outlining your process or service, or a fully functioning chat bot. As long as the users (me and the industry partners) don't have to download software, install apps, unpack zipped files etc!

DUE

April 10, 5 PM, upload to LEARN > Dropbox > team folder (title your file as 'prototype')