

Design Prompt 1

Finance Product

Personal Finance Management Tool

Many individuals struggle to manage their personal finances effectively, leading to stress and uncertainty about their financial future. How can you design a tool that helps users create and maintain a personalized budget? This tool should allow users to input their income, track expenses, and set savings goals based on their lifestyle and financial aspirations.

Consider the following challenges users face:

- Overwhelmed by categorizing expenses and tracking spending habits.
- Difficulty in setting realistic savings goals that align with their financial situation.
- Lack of understanding of financial literacy concepts, such as interest rates, investments, and credit scores.

Your task is to design a user-friendly interface that simplifies these processes.

The tool should provide:

- Visual representations of spending and savings progress.
Suggestions for adjusting budgets based on spending patterns.
- Educational resources to help users improve their financial literacy.
- Think about how to incorporate features that make personal finance management less daunting and more engaging for users.

Please clearly articulate the assumptions that you are making, as part of your design process.

Design Prompt 2

Health Product

Personal Health Appointment Tool

Many patients struggle to keep track of their health appointments, leading to missed check-ups and a decline in overall well-being. How can you design a tool that helps patients schedule and manage all necessary health appointments for the year? This tool should allow users to input their health goals, track upcoming appointments, and receive reminders to ensure they stay on top of their medical needs throughout the year.

Consider the following challenges users face:

- Overwhelmed by managing multiple healthcare appointments throughout the year.
- Difficulty in remembering which appointments are essential for maintaining their overall health.
 - Lack of understanding of the importance of routine check-ups for preventive care.

Your task is to design a user-friendly interface that simplifies these processes.

The tool should provide:

- A clear schedule of key health appointments, including two dental visits per year, an annual check-up, a skin screening, and a vision exam.
- Automated reminders and prompts to ensure patients stay on track with their appointments.
- Educational resources explaining the significance of each type of appointment for long-term health.

Please clearly articulate the assumptions that you are making, as part of your design process.

Design Prompt 3

Educational Product

Social Interaction for online education

Design a feature or mechanic that enhances social interaction in online education. We understand that learning becomes more enjoyable and effective when learners collaborate with friends or even strangers. How can your design encourage engagement or competition, build community, and facilitate peer-to-peer learning?

Consider the following challenges users face:

- Limited opportunities for collaboration and peer interaction.
- Difficulty in finding study partners or forming study groups.
- Challenges in maintaining motivation and engagement during online courses.

Your task is to design a user-friendly interface that simplifies these processes.

The tool should provide:

- Real-time collaborative spaces for group projects and discussions.
- Interest-based community groups that connect learners with similar goals.
- Gamified challenges and competitions to foster engagement and friendly rivalry.
- Peer mentoring options where users can offer and receive help.

Please clearly articulate the assumptions that you are making, as part of your design process.

Design Prompt 4

Non Profit Product

Sponsorships & Donations for non profit

It's vital for non-profit organizations to secure sponsorships and donations to sustain their social impact and operations. How might we design innovative solutions to better reach out to potential sponsors and donors, effectively communicate the organization's mission, and create a meaningful connection that encourages ongoing support?

Consider the following challenges users face:

- Difficulty in effectively communicating their mission and impact to potential sponsors and donors.
 - Limited resources for outreach and engagement, making it hard to reach a broader audience.
- Challenges in building and maintaining meaningful connections with donors, leading to a lack of ongoing support.

Your task is to design a user-friendly interface that simplifies these processes.

The tool should provide:

- Engaging storytelling features that highlight the organization's mission, successes, and future goals.
- Targeted outreach strategies that utilize data analytics to identify and connect with potential sponsors and donors.
- Interactive platforms for donor engagement, such as virtual events or webinars, to foster deeper connections.

Please clearly articulate the assumptions that you are making, as part of your design process.