Design

Task

Deadline on

19.05.24

Getting Started

Hey! We hope you got a chance to go through the resources for the Design module. Considering where the majority of you stand right now, in terms of skill and experience, we have come up with couple of tasks, which do not expect you to be highly skillful or polished. We want to observe your thought process and creativity through your submissions.

There are 2 tasks for you, one based on User Experience Design and one based on Visual Design. You are only **required to do one** to make it through to the interviews (doing both is appreciated tho). So focus on the field that interests you more.

Another tip to keep in mind is to fill out the submission form before time, as to avoid end moment pressure and to ensure you submit before the deadline.

Task 1: User Experience Design

Part 1: Identifying Pain Points

Identify an application or a website that you use frequently, that you feel has a bad User Experience. It could be uncomfortable and awkward, difficult to use or unintuitive. Your job is to find the major pain points of using the app or website. Refer to this to understand what pain points are (ignore financial and technical pain points).

Structure: Present the pain points in a list format with annotated screenshots wherever necessary. We want you to **prioritize UX problems** (Navigation Difficulties, Confusing User Flows, Lack of Feedback, Accessibility Issues) but include significant visual issues (Poor Visual Hierarchy, Cluttered Interface, Unappealing Design, Inconsistent Layouts) if they are present.

Part 2: Journey Mapping or Heuristic evaluation

Note that you are required to do **only one of the two**.

Option 1 - Journey Mapping: A journey map is a visualization of the process that a person goes through in order to accomplish a goal (reference). We want you to create a Simple journey map for any one user goal in your selected website/app with at least 4 steps in the process. Describe the steps the user takes and any pain points encountered. Suggest improvements for each identified issue.

Structure: A journey map as mentioned above in a format of your liking. We would appreciate tabular formats but if you feel like some other format would justify your analysis better, then go ahead.

Option 2 - Heuristic Evaluation: Heuristic evaluation is a thorough assessment of a product's user interface, and its purpose is to detect usability issues that may occur when users interact with a product and identify ways to resolve them. Make use of the 10 Heuristics provided in the reference to analyze any one screen of the app/website that you have chosen. Suggest improvements to solve the problems

Structure: You can present this in any manner. We recommend listing a given heuristics and listing the problems relating to those under them. Also give possible improvements for the same. Make use of at least 5 of the 10 heuristics.

Brownie Points: Wireframes

Note that this part is optional, but highly encouraged.

Based on the analysis you have conducted till now, choose any one screen or one user flow and redesign it using wireframes based on the improvements you have suggested. We are not looking for high fidelity screens, but basic wireframes enough to get you ideas across (reference).

As this is for just brownie points, and not compulsory, you're encouraged to submit these even if they are incomplete.

Deliverables

- Pain Points of the selected app/website
- Journey Mapping (minimum 4 steps) OR Heuristic evaluation (minimum 5 heuristics)
- Brownie Points: Wireframes (optional)

Task 2: Visual Design

What is Brand Identity?

A brand identity is the image that a brand presents in front of the end user, of itself. It is how it wants to be perceived, and is how it distinguishes itself from other similar brands.

Building a positive brand image can bring in consistent numbers and make product roll-outs more successful.

Building a positive, cohesive brand image requires analyzing the brand and its meaning, and determining the company's goals, users, and message.

A brand identity can consist of a logo, colour palette, graphical elements, typography, taglines and copywriting, imagery, as well as more abstract things such as voice, tone, values, positioning, etc.

Some examples:

- Glossier
- Lush
- Melrose Sweet

What is Ethos?

Conducted by IIT Guwahati's Coding Club, Ethos is a unique hackathon with a culmination of the rich traditions of the North East with the technical potential of the region. Participants from all over India join to solve problems given by the North East's government bodies. This ensures the problems are on-ground, realistic, and make real impact on the world. It also ensures that we're giving back to this vibrant community that we're a part of. The participants, after clearing the preliminary rounds, come physically to the IITG campus to compete in the final rounds.

For more context, check out the previous Ethos' devfolio page

Task

Develop a brand identity for Ethos 2024. Explain how the hackathon should present itself, what image should be there in the contestants' minds for the fest.

Write up how the brand should position itself, and what values should drive its decisions.

Brownie Points

Anything more than the deliverables will go towards brownie points. This can mean a stylesheet, any alternate posters or visual media, any other deliverables that you feel would go with the identity.

As this is for just brownie points, and not compulsory, you're encouraged to submit these extras even if they are incomplete.

Deliverables

- Brand Identity write-up
- One (1) poster announcing Ethos. Should include all essential details
- Concept note of the poster
- Brownie Point Submissions (optional)

FAQs

Should I focus on both the tasks? Or try to do one but better?

We recommend good quality work, be it one task or both. The evaluation criteria will be slightly flexible and the time constraints will be kept in mind. Rest is up to you.

What format is the submission in?

All submissions will be in PDF format. Additionally, you can also submit your Figma links

How do I submit both tasks together?

The submission link has the provision to upload 2 PDFs. Make separate PDF files for both the tasks and upload them.

Can I use a different format to present my tasks?

Ideally, no. Try to keep the format as PDF only, as it levels the playing field, as well as makes it easier for us to evaluate.

Can I stray from the provided structure?

Yeah, sure. But it should be a sensible detour.

Any other doubts can be asked on the WhatsApp group.

Deadline - 19th May 2024

Submission Link

Join the WhatsApp Group

Have any doubts?
Contact us

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