

# Design-a-thon

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**Strokes**

A week long design hackathon to test your ability to craft creative functional and usable solutions to wicked problems

# Hackathon Rule Book

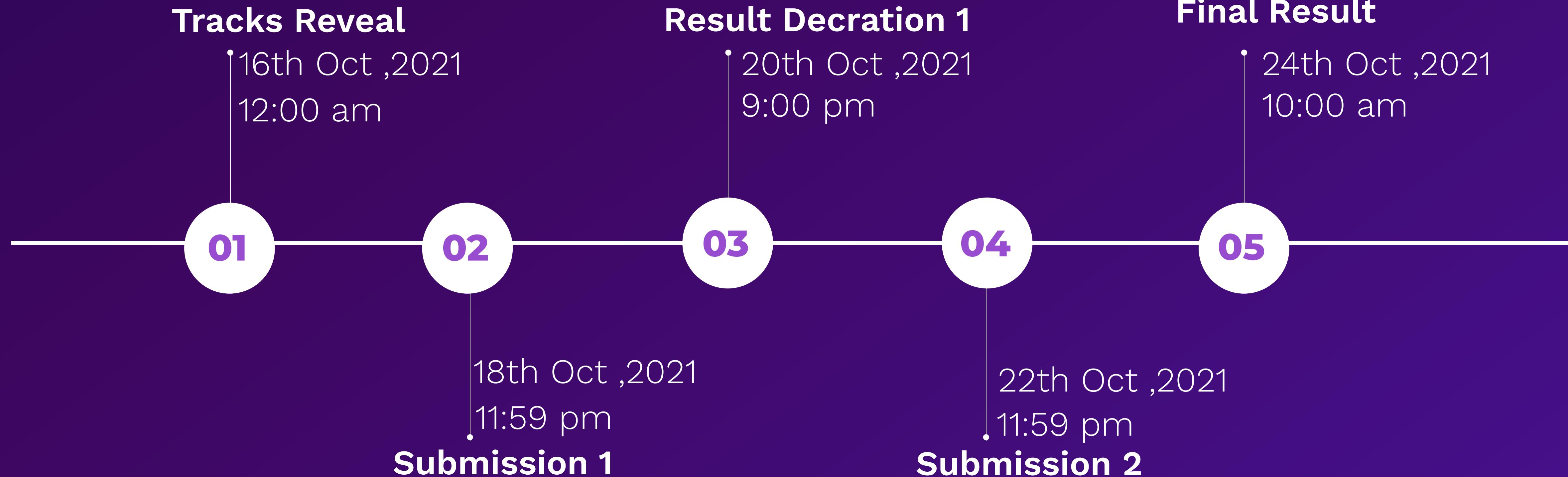
TANTRAFIESTA<sup>20</sup><sub>21</sub> | Life In Future



# Overview:

- This is a week long “Design Hackathon”(16th Oct -23rd Oct) split into two rounds.
- Participants(solo/ team of a maximum of two) are required to pitch solutions to the chosen problem statements and design a prototype of the product.
- The top 10 teams will be going to the final round. These teams will be creating prototypes of their product. The winner and runner up will be chosen from these top 10 finalists based on their prototype submissions by the jury.

# Timeline:



**Tracks:** (The tracks are inspired by the theme “Life in future”)

- Climate • Gaming and Entertainment • Mental Health and Humanity

### **1. Climate:**

Global warming and climate change are probably the most common words that come up in the conversation these days. Our current situation is indeed alarming as we've done huge damage to our planet and in certain scenarios, it's too late to reverse our actions.

Tech giants like [Apple](#) and [Google](#) are also investing in building eco-friendly solutions. Further there are many Organizations that wish to become more eco-friendly in the coming years.

We encourage you to come up with product ideas for solving climate related problems that will help us lead more sustainable life in the near future.



## **2. Gaming and Entertainment:**

In the traditional Media and Entertainment model, creativity, distribution and monetization were linear. Now, a consumer expects personalized experiences across their daily life, from mobility and financial services to communications and entertainment.

Digital has created a new world order that is more atomized, disintermediated, complex and, above all, dynamic. As a consequence, M&E consumers are more empowered. They have steadily rising expectations around how products and services should be delivered.

Thus in the coming years, gaming and enteratinment is going to garner a lot of user traffic. As meticulous designers, we encourage you to come up with some engaging product ideas that also solves potential UX problems that might arise in this booming industry.



### **3. Mental Health and Humanity:**

With an increase in ways to promote content, it's become easier for hate speech and misinformation to gather momentum. This results in taking a massive toll on our mental health and wellbeing. We haven't yet caught up with the pace of innovation in the tech world and at times social media can feel like the wild west. But this same chaos has brought forward great ideas and great people. Chaos can breed creativity and the tech world is not ready to slow down.

Extensive social media usage leading to Mental health issues, increasing crime rates, are among many other potential problems humankind is likely to encounter in the near future. We encourage you to come up with solutions to help humanity immune itself from these threats!

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## **Entry Fee:**

- There is no entry fee!

## **Prizes:**

- **First:** INR 5000
- **First Runner up:** INR 2000
- **Certificates (winner, runner up, participants)**
- **Swags and goodies**

# **Hackathon Rounds:**

## **1. Knock Out Round:**

- Participants will be given three tracks.
- In each track, teams can come up with their own problem statement relevant to the track
- In the knock out round, teams will be required to clearly define and describe their problem statements and pitch their solutions as to how they would like to go about solving them.
- The preferred file format for the submission would be pdf/presentation/notion document, such that the jury can assess the participant's design thinking skills.

- Judging Criteria:
  - The clarity in defining the problem statement
  - Process Model taken up for solving the problem and how effective the model ultimately was
  - The final solution and its impact(mentioning how the effectiveness of the solution will be gauged is a plus)
  - Designers are free to come up with their own design process, however, here is a guiding tutorial for the participants to refer to.
  - The essential deliverable of this round is a user flow, based on which the prototype of the solution will be built in the final round.

## **2. Final Round:**

- Participants are required to showcase their visual and UI design skills
- Based on the solution team has come up with in the knock out round, participants are expected to create prototype/ UI screens for the same.
- Designers are free to choose their preferred design tool and submit the link to their Figma/xd/sketch file/ prototype video in the form of a URL link.
- Judging Criteria:
  - The participants UI/UX design skills will be assessed in this round
  - Some of the factors could be adherence to design standards and guidelines for screens, ease of user flow and navigation.

# **Submission:**

- Participants are supposed to make submissions on D2C platform.

## **File Format:**

- Knock out round: pdf/presentation/notion document
- Final Round: Figma/xd/sketch/loom link

# **Eligibility Criteria:**

- This event is a PAN India event open for all!
- Entrants should be the original creators of their designs. Any sign of plagiarism will lead to immediate disqualification!

# The Jury

- The jury's decision will be ultimate

## Contact:

- Debrupa Nag (+91 9307506295)
- Divya Sharma (+91 6376479780)
- Parth Jha (+91 9669200183)



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