



UT DALLAS
USER EXPERIENCE CLUB
Design Challenge Booklet

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OVERVIEW

Welcome to the 2022 UX Club Design Challenge!

The UX Club Design Challenge is a competition that gives students the opportunity to learn and build upon their user experience design skills!

You will have the opportunity to enhance your technical knowledge, collaboration skills, and design abilities while receiving valuable feedback from industry experts.

Participants will be creating a design solution that addresses the problem presented in the prompt.

The purpose of this booklet is to aid you through your design process, outline submission guidelines, and provide resources to help you.

That being said, don't let this booklet limit you! Doing your own research and utilizing additional resources is highly encouraged! If you want further guidance, please reach out to any of our officers!

We hope you have fun, and we can't wait to see what you create!

Signed,

The 2022 UX Club Officer Team

ROADMAP

As a participant in the 2022 UX Club Design Challenge, you will perform each stage of the design process, using the following pages as guidance. We recommend following the timeline below to stay on track for the final deadline.



STAGE 1: REVIEW PERSONAS

START DATE: 10/19



STAGE 2: BRAINSTORM

START DATE: 10/23



STAGE 3: LOW FIDELITY WIREFRAME

START DATE: 10/25



STAGE 4: HIGH FIDELITY PROTOTYPE

START DATE: 10/30



STAGE 5: COMPILE INTO SLIDES

START DATE: 11/5



STAGE 6: SUBMIT PROJECT

DUE DATE: 11/6

STAGE ONE

USER INSIGHTS

WHAT ARE THE NEEDS OF OUR TARGET USERS?

The first step is to understand your users - UTD students. Ideally, this involves conducting surveys and user research, but to make it easier, we have provided you with 3 personas that capture the insights of 3 different user groups on campus.

GATHERING INSIGHTS

- First, it is important to keep in mind that a “persona” is reflective of a group of users, not a single user.
- In the personas we provided, we have considered niche groups that might struggle with food options on campus, so it is important to empathize with them to understand their needs.
- The personas have characteristics such as their motivations, their behaviors, and their background - while reviewing the personas, consider their pain points and how you can create a solution that transforms the pain points into opportunities.

TASKS

- Review the Personas - take note of their characteristics
- Try to do some research on UTD food options
- Market Research - look into other existing apps related to this topic

STAGE ONE

1

MEET YOUR USERS



ALI KHAN
STUDENT

ABOUT

- 20 Years Old
- Sophomore
- Computer Science Major
- Lives At Northside Apartments
- Grocery Budget: <\$300/Mo

ATTRIBUTES

Ali lived at home his Freshman year and moved to Northside his Sophomore year.

He is a full-time student who is fairly involved on campus in clubs such as the Association for Computing Machinery.

PAIN POINTS

- New to cooking
- Limited access to Halal ingredients near campus
- Limited knowledge on Halal recipes
- Doesn't like to drive

INFLUENCES



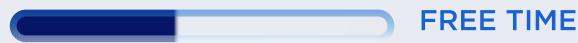
FRIENDS



ACADEMICS



EXTRACURRICULARS



FREE TIME

MOTIVATIONS

- Create delicious Halal dishes
- Invite friends over occasionally to eat together
- Minimal travel needed to acquire ingredients

STAGE ONE

2



MEET YOUR USERS

ABOUT

- 22 Years Old
- Senior
- ATEC Major
- Lives In University Housing
- Grocery Budget >\$500/Mo

ATTRIBUTES

Jay is on the UTD basketball team and spends most of his time at the gym and at practice.

He has decided to cook for himself in his last year at UTD instead of eating from the dining hall as he always has.

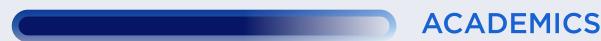
PAIN POINTS

- Dietary Restrictions: Gluten allergies, nut allergies, and lactose intolerant
- Lives off of vegan protein smoothies too much

INFLUENCES



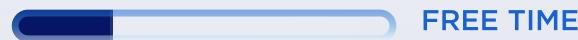
FRIENDS



ACADEMICS



EXTRACURRICULARS



FREE TIME

MOTIVATIONS

- Wants to eat a larger variety of protein-rich foods that suit his diet
- Needs to stay fit and energetic by maintaining a clean diet

JAY YANG
STUDENT-ATHLETE

STAGE ONE

3



MEET YOUR USERS

GIA CHEN
TEACHING ASSISTANT

ABOUT

- 25 Years Old
- Graduate Student
- Applied Cognition And Neuroscience Major
- Lives Off-Campus
- Grocery Budget <\$400/Mo

ATTRIBUTES

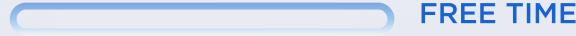
Gia is an international student who teaches part-time on campus and takes classes full-time.

She takes the DART from her off-campus apartment just ten minutes away.

PAIN POINTS

- Limited transportation options
- Very little time, constantly on the go
- Slightly picky with her food

INFLUENCES



MOTIVATIONS

- Wants to have quick, easy, yet tasty meals
- Would prefer to have food that can be taken on-the-go or meal prepped

STAGE TWO

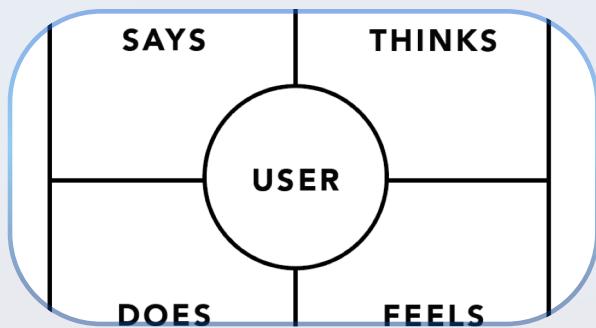
BRAINSTORM: WHAT ARE WAYS WE CAN SOLVE THE PROBLEM?

Now, you want to start brainstorming possible solutions to address the problem. What are ways you can implement your understanding of your users into a product that meets their needs?

TASKS

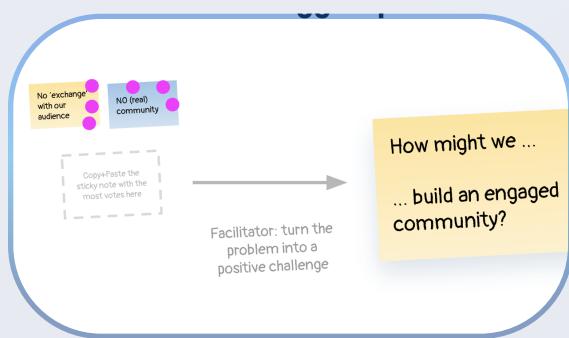
- Review existing research
- Consolidate information from the personas into an empathy map
- Conduct a “How Might We” session to come up with 2 features that address the problem

Empathy Map



Using information from the personas, consider the users' five senses to understand their inner thoughts and identify pain points.

How Might We Questions



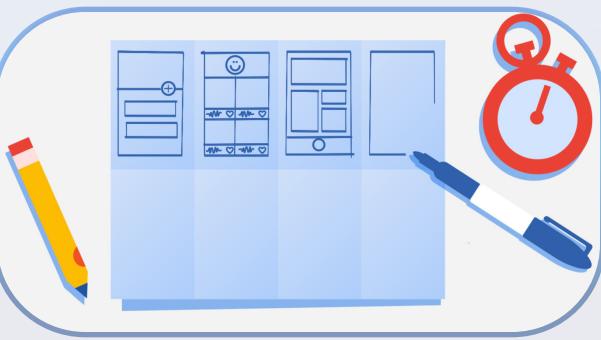
Reframe the problems you're trying to solve starting with “How might we...” Use your questions to come up with 2 app features.

STAGE THREE

LOW FIDELITY WIREFRAME: HOW CAN WE CONSTRUCT OUR SOLUTION?

After you have an idea of your solution, you can start creating sketches for the screens! How can you present your solution in a user-friendly way? What is the best way to design the layout?

Crazy 8s Exercise



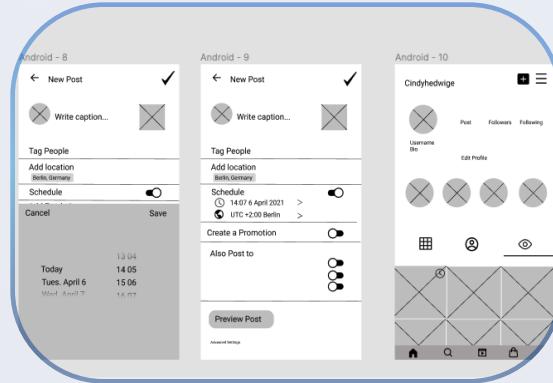
Fold a piece of paper into 8 sections and draw an iteration of the same screen on each panel, taking 60 seconds per panel.

Repeat this process for 3 total screens.

TASKS

- Go through the Crazy 8s exercise to generate ideas for 3 screens (1 home screen, 2 feature screens)
- Review sketches and select your favorite screens
- Refine your sketches for 3 screens on paper or digitally (Figma, Balsamiq, Adobe XD)

Lo-Fi Wireframes



Your choice of elements and placement directly influence the user experience - carefully consider buttons and content display to ensure the solution is valuable, useful, usable and desirable.

STAGE FOUR

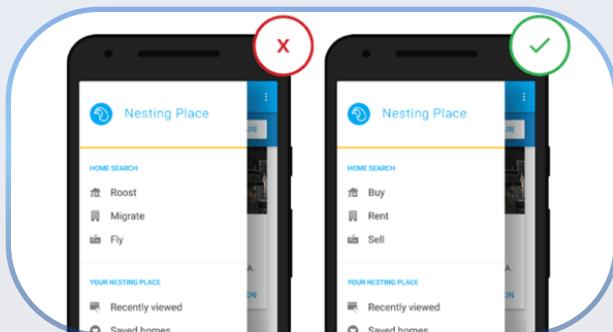
HIGH FIDELITY PROTOTYPE HOW CAN WE CREATE GOOD DESIGNS?

Now that you have a clear layout of your solution, its time to bring it to life! In this stage, you will be designing an interactive prototype that closely resembles the look and feel of the final application.

TASKS

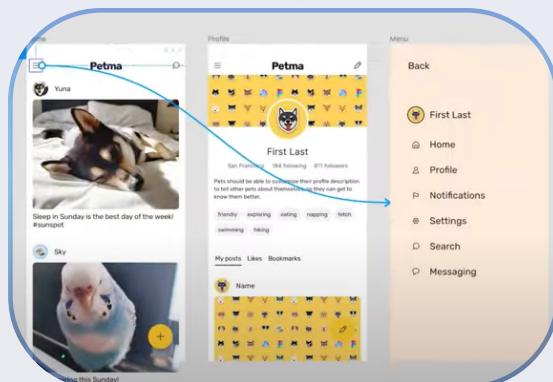
- Develop 3 high fidelity app screens digitally using your low fidelity screens as a reference
- Refine the layout and appearance
- Apply color, images, and fonts, considering both style and usability
- Use prototyping features to make the app screens interactive

UI Design Principles



Consider your users when selecting colors, fonts, and theming. Your design should be cohesive, understandable, and appealing to your target users.

Prototyping



Prototyping features are used to add navigation to app screens. It is commonly used in user-testing and helps present the solution in an interactive way.

SUBMISSION

INSTRUCTIONS

- Create a visual presentation (Google Slides or PPT) that includes deliverables and details
 - └ All files (Figma, documents, etc) should be presented as a shareable link on the slides.
- Convert your presentation into a PDF Format
- Attach your PDF to our Project Submission Form
- Double check to make sure everything looks correct
- Submit by 11/6/22!

DELIVERABLES CHECKLIST

- Empathy Map
- Research and Brainstorming Solutions
- 3 Lo-Fi Wireframe Screens
- 3 Hi-Fi Screens Prototyped
- Slides/Presentation

Note: This is the minimum requirement, but not a comprehensive list. We highly encourage you to do more research and explore further! This is your solution, so make it your best!

RESOURCES

Stuck or don't know where to go? Find your fellow participants [here](#) & ask questions!

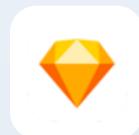
Tools



Figma



Adobe XD



Sketch

Inspiration



Dribbble



Muzli



UI Sources



Behance



Pinterest

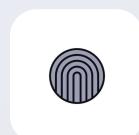
Learn Design



Laws of UX



Webflow



Humane