



MORE THAN JUST A PRETTY INTERFACE

Category	Description	10 Points Max
Problem Identification	Identify possible issues that the users are facing	
Persona Insights	Carefully consider personas and identifies clear insights to consider	
Research	Conducts user research, market research or any form of relevant research to thoroughly explore the prompt	
Empathy Map	Consolidate information from personas and shows deeper understanding of users' specific needs	
Ideating Potential Solutions	Consider a variety of solutions. Create at least 3 lo-fi wireframes and show understanding of the importance of ideating.	
High-fidelity prototype	Uses Adobe XD, Figma, or Sketch to demonstrate the prototypes's functionality and design	
Branding and Visual Appeal	Considers the brand personality - careful application of design principles	
Usability	Interface demonstrates a deep understanding of user-friendly mobile/desktop designs	
Presentation	Present understanding of the design journey, display deliverables and communicate solution effectively	
Overall Solution	Goes beyond the requirements of the prompt with its solution that will positively impact the lives of UT Dallas experience	
	TOTAL POINTS	/100