

INTERNSHIP REPORT

A report submitted in partial fulfillment of the requirements
of the
completion of

UI&UX Designer-Internship
(Duration: 20th July ,2024 to 27th July,2024)

By:
R.vikram

Degree:
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Year:
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Department:
Computer science and engineering

College Name:
Renganayagi varatharaj college of engineering,
Salvarpatti, Sivakasi

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Although this report has been prepared with utmost care and deep rooted interest, even then I accept it respondent and imperfect.

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Thankyou!

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Introduction:

In today's digital landscape, user experience (UX) and user interface (UI) design play a pivotal role in creating products that are not only functional but also delightful to use. During my internship as a UI/UX Designer, I had the opportunity to contribute to the design and development of a mobile application for food delivery.

This project aimed to address the growing demand for seamless and engaging user experiences in the food delivery sector .

The internship allowed me to immerse myself in the complete design process, from understanding user needs and market trends to creating wireframes, prototypes, and high-fidelity designs.

Leveraging Figma as my primary design tool, I explored various techniques to enhance user interaction and optimize interface usability. This report details my learnings, challenges, and contributions to the project, highlighting the practical application of UI/UX principles.

Internship Overview:

Company Details:

Company Name:

Kevell guru technology

Place:

Madurai

Duration:

20th july ,2024 – 27th july,2024

Role:

UI/UX Design Intern

Objectives:

The objectives of my internship were carefully designed to align with industry expectations and personal development goals.

They include:

- 1. Understanding the End-to-End UI/UX Design Process:** To gain hands-on experience in the stages of research, ideation, wire framing, prototyping and usability testing.
- 2. Designing a User-Centric Food Delivery App:**
To create an application that caters to user needs by providing a simple, engaging, and efficient food ordering experience.
- 3. Mastering Design Tools and Techniques:**
To develop proficiency in Figma, focusing on advanced features like auto-layout, components and prototyping.

To learn the use of plugins and integrations for enhancing design efficiency.
- 4. Improving User Interaction and Accessibility:**
To implement best practices for accessibility, ensuring inclusivity for users of diverse backgrounds and abilities.
- 5. Collaborating in a Team Environment:**
To work effectively within a team, incorporating feedback from peers, developers, and stakeholders into design iterations.

Project Description:

Project Title

Designing a Food Delivery Mobile Application

Project Objective

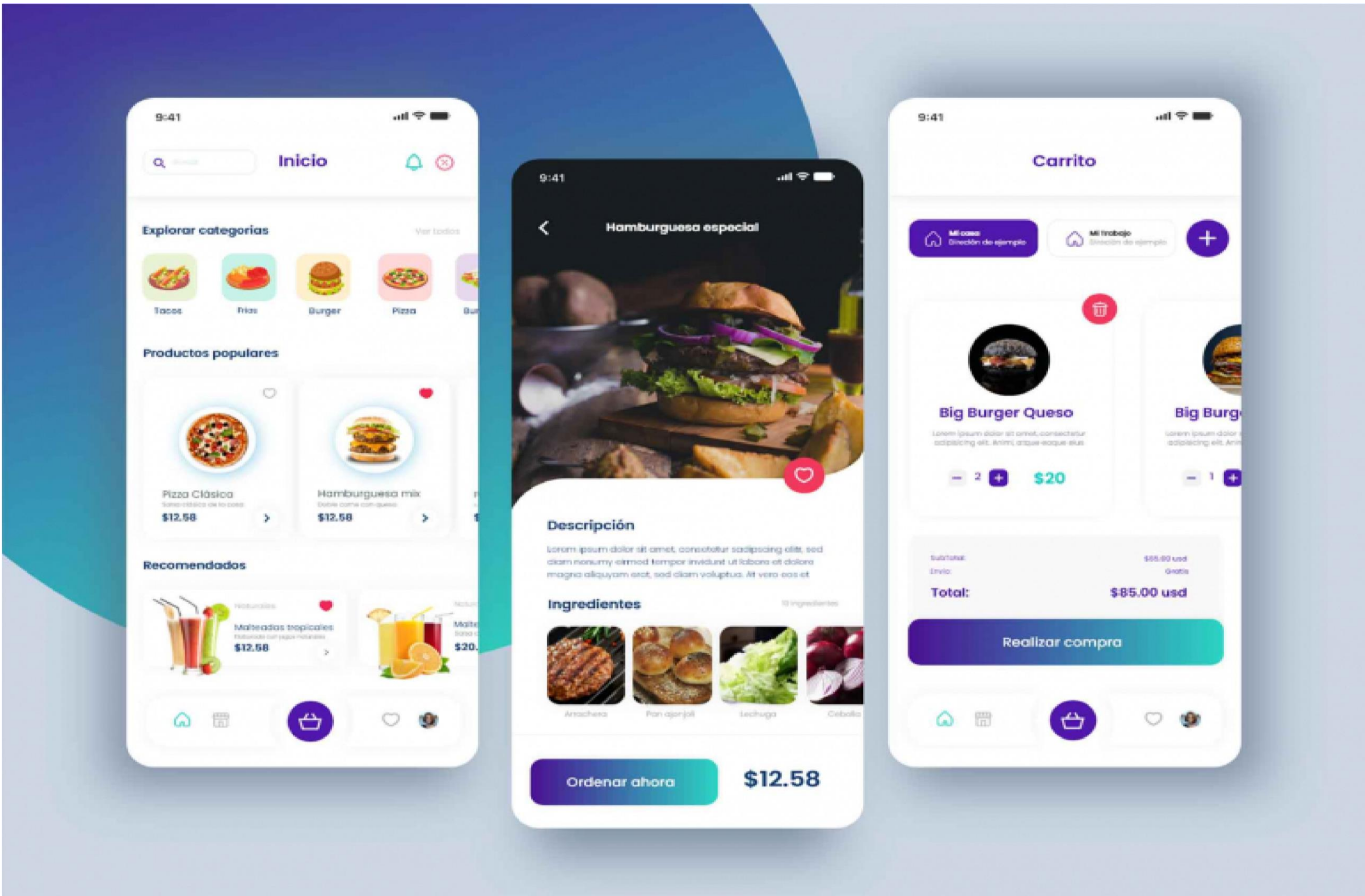
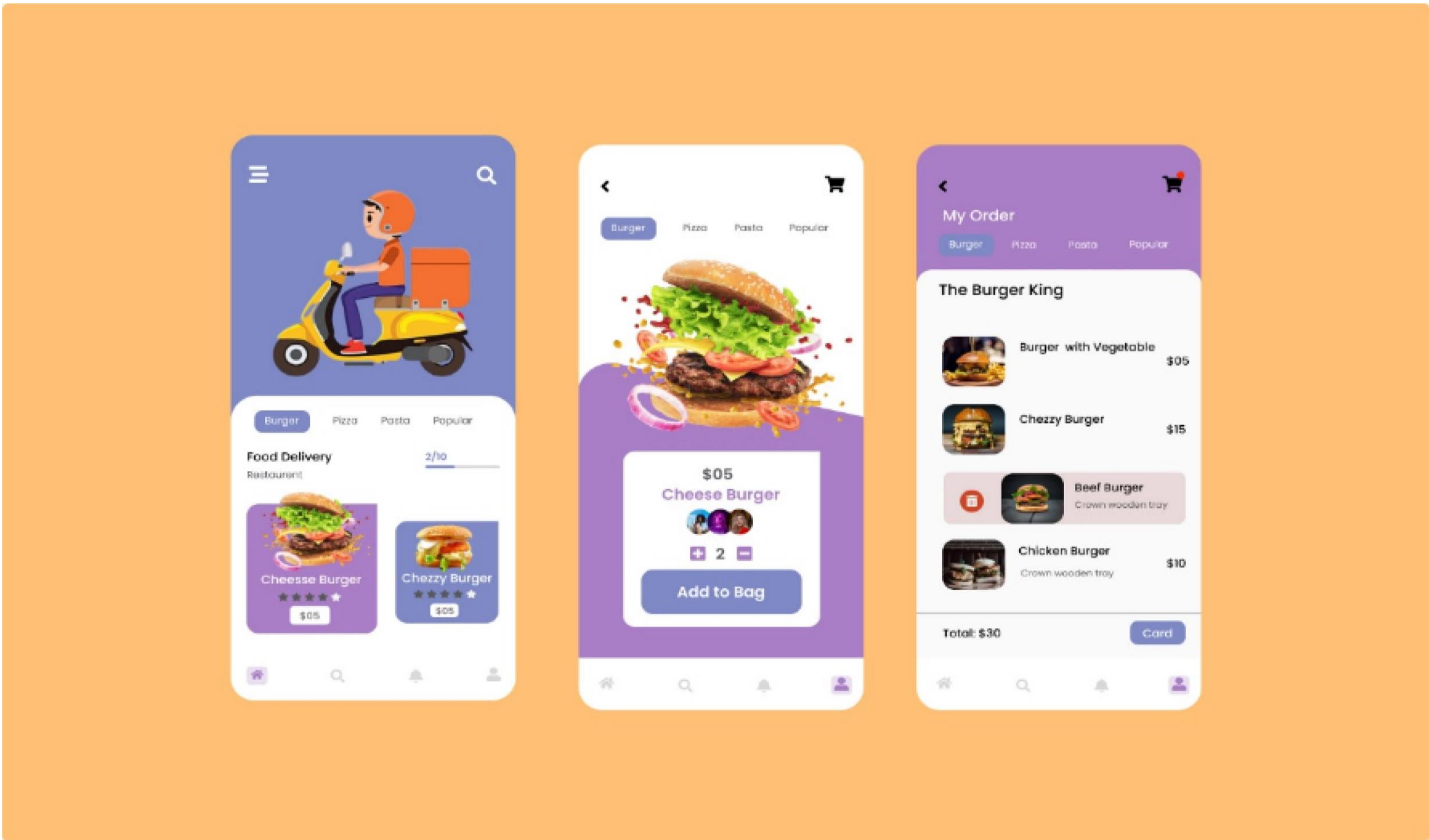
To create an intuitive mobile application that enhances the user experience of ordering food online, focusing on ease of use, efficiency, and aesthetics

Tools Used

Figma: For wireframing, prototyping, and UI design

Google Fonts & Plugins: For typography and additional functionalities

Created a food delivery app designs:



Process and Workflow

1. Research and Analysis:

Conducted a competitive analysis of existing food delivery apps (e.g. Swiggy, Zomato, Uber Eats)

Identified user pain points and opportunities for improvement

Defined target users and their needs

2. Wireframing:

Sketched low-fidelity wireframes to outline the structure of the app

Ensured clear navigation and user flow through the interface

3. UI Design:

Designed high-fidelity mockups with a clean and modern aesthetic

Incorporated consistent color schemes, typography, and icons Focused on creating a balance between functionality and visual appeal

4. Prototyping:

Developed interactive prototypes to simulate user interactions Tested prototypes with peers and collected feedback for improvements

5. Iteration:

Made design iterations based on feedback and usability tests

Enhanced the app for accessibility and responsiveness

Key Features Designed:

User-friendly Onboarding Process: Simplified sign-up and login screens

Interactive Home Screen: Displays restaurants and food categories dynamically

Intuitive Search and Filters: Easy-to-use search bar and customizable filters

Cart and Checkout Flow: Streamlined for minimal steps and error handling

Order Tracking: Real-time tracking for users after placing an order

Challenges and Learnings:

Challenges:

Balancing aesthetic design with functionality

Meeting deadlines while maintaining high-quality standards
Adapting to user feedback during iterations

Learnings:

Gained in-depth knowledge of UI/UX principles

Improved proficiency in Figma and collaborative tools

Learned to design for accessibility and user Inclusivity.

Adobe XD for UI/UX Design

Adobe XD is a powerful tool used by UI/UX designers to create, prototype, and share designs for web and mobile applications. It stands at the forefront of design tools, offering a rich set of features that cater to the needs of designers looking to craft seamless, intuitive, and visually engaging user interfaces. One of the standout aspects of Adobe XD is its user-friendly interface, which makes it accessible to both novice and experienced designers alike. As a vector-based design tool, Adobe XD allows designers to create scalable and responsive designs, making it an ideal choice for web and mobile app projects. Unlike some other design tools, Adobe XD integrates a range of functionalities in a single platform, such as wireframing, prototyping, and real-time collaboration.

The ease of use is perhaps the most attractive feature of Adobe XD. When compared to other UI/UX design tools, Adobe XD's workflow is straightforward and intuitive. Designers can quickly start creating their layouts without being bogged down

by complicated menus or features. It provides a simple drag-and-drop interface, where users can easily place elements on the canvas, resize them, and adjust their properties without requiring a steep learning curve. Additionally, the tool has integrated design systems, which allows designers to create reusable assets such as colors, components, and text styles that can be applied consistently throughout the project. This not only saves time but ensures that the design maintains consistency and alignment with the brand guidelines.



Another key feature of Adobe XD is its ability to create interactive prototypes. Prototyping is an essential step in the design process as it allows designers to demonstrate the functionality of their designs before moving into development. With Adobe XD, users can create highly interactive prototypes by linking artboards together and

defining interactions, transitions, and animations. This makes it easy to simulate user flows, test out different design ideas, and receive feedback from stakeholders in real-time. Designers can preview the prototypes on both desktop and mobile devices, ensuring that their designs will work across different screen sizes. The ability to test user interactions and get instant feedback helps save time in the design iteration process, allowing designers to refine and improve the design before it is handed off to developers.

Adobe XD also excels in collaboration. In the modern design environment, collaboration is vital, and Adobe XD embraces this by allowing real-time collaboration between team members. Multiple designers can work on the same document simultaneously, making it possible to co-create and iterate on designs in real-time. This feature not only improves team efficiency but also facilitates better communication between designers, developers, and stakeholders. Feedback can be directly added to the design file through comments, allowing everyone to stay on the same page. This level of collaboration is especially helpful in larger teams or when working on complex projects, as it streamlines the review and approval process. The ability to share live prototypes with stakeholders and gather feedback directly within the design tool itself is invaluable for speeding up the design cycle.

One of the major advantages of Adobe XD is its integration with other Adobe Creative Cloud tools, such as Photoshop, Illustrator, and After Effects. This tight integration allows designers to easily import assets from other Adobe applications without losing quality or formatting. For

example, designers can create complex images or illustrations in Illustrator and import them seamlessly into Adobe XD, where they can be incorporated into the overall design. This eliminates the need for time-consuming file conversions or reformatting, and ensures that the final design is polished and cohesive. Moreover, users can export assets from Adobe XD to other formats, making it easy to share designs with developers or clients. Adobe XD's cloud-based storage ensures that files are securely stored and can be accessed from anywhere, making it a highly flexible tool for teams working across different locations.

Another feature that sets Adobe XD apart from other design tools is its ability to handle responsive design. In today's digital landscape, it is essential to design interfaces that work across a variety of devices and screen sizes. Adobe XD makes this process easier by providing features that allow designers to create responsive layouts. Through its responsive resize feature, designers can adjust the design for different screen sizes with a few simple clicks. This is particularly helpful when designing for mobile devices, as it ensures that elements are appropriately scaled and rearranged without requiring manual adjustments. Furthermore, Adobe XD offers tools for creating grids, aligning elements, and previewing designs on different screen sizes to ensure that the final product is fully responsive and looks great on any device.

One of the most important aspects of UI/UX design is ensuring that the user experience is intuitive and seamless. Adobe XD supports this by providing designers with the tools needed to create wireframes, prototypes, and high-fidelity

designs that reflect the overall user journey. By starting with wireframes, designers can map out the structure of the app or website, focusing on functionality before adding visual elements. Once the basic layout is established, Adobe XD allows designers to flesh out the design with colors, typography, and images, making it possible to create a realistic representation of the final product. This iterative design process is essential for creating an intuitive user experience, as it allows designers to focus on the user's needs at each step of the design process.

Moreover, Adobe XD's integration with user testing tools makes it easier for designers to test their prototypes with real users. Through tools like Adobe XD's User Testing plugin, designers can share their prototypes with users and gather insights about how they interact with the design. This user feedback is crucial for identifying pain points, usability issues, and areas for improvement. By incorporating user testing into the design process, Adobe XD helps designers create interfaces that are not only visually appealing but also functional and easy to use.

The ease of export in Adobe XD is another important feature that contributes to its effectiveness in the design workflow. Once the design is finalized, it can be easily exported to various file formats, including PNG, JPG, SVG, and PDF, which are ideal for sharing with clients, developers, or stakeholders. Additionally, Adobe XD allows users to export assets, such as icons and images, directly to the developer's preferred code format, including HTML and CSS, which can significantly streamline the development process. This feature

bridges the gap between design and development, ensuring that the final product is as close to the original design as possible.

Adobe XD's versatility and range of features make it an indispensable tool for UI/UX designers. From initial wireframing to high-fidelity design and interactive prototyping, Adobe XD provides designers with all the tools they need to create polished and user-friendly web and mobile applications. Its seamless integration with other Adobe Creative Cloud tools, real-time collaboration features, and ability to handle responsive design make it a go-to solution for both individual designers and teams. By combining ease of use, powerful functionality, and efficient collaboration features, Adobe XD has established itself as one of the leading tools in the field of UI/UX design. As the design landscape continues to evolve, Adobe XD remains at the forefront, helping designers create the next generation of digital experiences.

Difference Between Figma and AdobeXD

Figma and Adobe XD are two of the most popular tools used for UI/UX design.

1. Collaboration and Real-Time Editing

- . **Figma:** One of the standout features of Figma is its real-time collaboration capabilities. Multiple users can work on the same design file simultaneously, making it ideal for

teams. You can see others' changes in real-time, leave comments, and interact directly within the platform. This makes Figma particularly well-suited for distributed teams or situations where collaboration is crucial.

- . **Adobe XD:** While Adobe XD supports collaboration, it is not as seamless as Figma. XD allows for co-editing with multiple users, but this feature was introduced later and is still somewhat limited compared to Figma. Adobe XD's collaboration relies on cloud documents, and while you can leave comments on designs, real-time editing is less fluid, especially for larger teams working simultaneously on the same project.

2. Platform and Accessibility

- . **Figma:** Figma is web-based, meaning it can be accessed directly through a browser on any platform, whether Windows, macOS, or even Linux. This makes Figma more accessible to a wider range of users and teams since no installation is required, and the files are stored in the cloud. Figma also has a desktop app, but its primary strength lies in its browser-based nature, making it easy to work across devices without compatibility issues.
- . **Adobe XD:** Adobe XD is primarily a desktop application available for both Windows and macOS. While it allows for offline work, it relies on cloud syncing for sharing and collaboration. While Adobe XD can be used across platforms, it lacks the same ease of access that Figma provides through its browser-based nature.

3. Prototyping and Interaction Design

- . **Figma:** Figma offers strong prototyping features with interactions and animations. It allows for the creation of interactive prototypes, with support for links between frames, transitions, and overlays. Figma's prototyping features have become more advanced, making it suitable for high-fidelity interactions. However, Figma's animation capabilities are still somewhat limited compared to Adobe XD's.
- . **Adobe XD:** Adobe XD excels in prototyping, offering advanced animation features. It allows designers to create detailed, complex animations, micro-interactions, and transitions between artboards. XD also provides voice prototyping and auto-animate, which are not yet available in Figma. This makes Adobe XD a preferred tool for creating high-quality, interactive prototypes with more intricate animations.

4. Design Systems and Assets

- . **Figma:** Figma has robust design system features. Designers can create reusable components, styles, and assets. Figma also supports shared libraries, which means teams can create and share common design elements across different files or projects. It provides strong support for consistent design and collaboration across teams working with the same design system.
- . **Adobe XD:** Adobe XD also supports design systems through shared assets, components, and styles. While XD

does offer reusable components (called Symbols) and allows for design system integration, it does not have the same degree of flexibility and collaborative features as Figma. Adobe XD does support Creative Cloud libraries, which helps in reusing assets across different Adobe tools, but it isn't as open or collaborative as Figma's design systems.

5. Plugins and Extensions

- . **Figma:** Figma has an extensive library of third-party plugins and integrations that can enhance its functionality. From icons and illustrations to advanced accessibility tools, Figma's plugin ecosystem is rich and constantly expanding. Designers can easily install and use plugins directly within the app, making Figma a versatile platform for any design workflow.
- . **Adobe XD:** Adobe XD also supports plugins, but its ecosystem is not as extensive as Figma's. Adobe XD's plugin marketplace includes a good selection of tools for design, prototyping, and collaboration, but it is not as varied or widely supported as Figma's. Adobe XD also integrates with other Adobe tools like Photoshop and Illustrator, which can be advantageous for designers already working within the Adobe ecosystem.

6. Pricing

- . **Figma:** Figma offers a free version with limited features, including three projects, which is suitable for individual designers or small teams. The paid plans unlock additional features, such as unlimited projects, team libraries, and

version history. The pricing structure for Figma is subscription-based and varies based on the team size and features required.

- . **Adobe XD:** Adobe XD offers a free plan with basic features, including one shared document and the ability to create prototypes and design. However, for more advanced features such as co-editing, collaboration, and unlimited document sharing, users need to subscribe to Adobe XD's paid plans. Adobe XD is available as part of Adobe's Creative Cloud subscription, so if you're already subscribed to Adobe Creative Cloud, you can access XD at no extra cost.

7. Learning Curve

- . **Figma:** Figma's interface is generally considered intuitive and user-friendly, especially for those who are familiar with web-based design tools. Its real-time collaboration features, combined with its straightforward layout, make it easier for new users to pick up quickly. Additionally, there are many resources available online, including tutorials and a helpful community, to assist new users.
- . **Adobe XD:** Adobe XD has a slightly steeper learning curve, particularly for those who are not already familiar with Adobe's ecosystem. While it is still relatively easy to use compared to other design tools, its interface can initially be a bit overwhelming, especially for beginners. However, once users get familiar with Adobe XD, it becomes a powerful tool for creating sophisticated prototypes and design systems.

8. Performance

- . **Figma:** Being web-based, Figma's performance depends heavily on the quality of your internet connection. While it runs smoothly for most users, it may lag with large, complex files or slower internet speeds. However, Figma's cloud-based nature means that work is automatically saved and backed up, and files are always accessible from anywhere.
- . **Adobe XD:** As a desktop application, Adobe XD tends to have better performance, especially when working with large files or complex designs. It can work offline, meaning that you don't need to worry about an internet connection for basic design work. However, collaboration features are still reliant on Adobe's cloud services, so internet speeds may affect sharing and cloud syncing.

9. Version Control and File Management

- . **Figma:** Figma has robust version control built into the platform, allowing users to track changes and revert to previous versions of a design. This feature is particularly useful in team environments where multiple designers are working on the same file.
- . **Adobe XD:** Adobe XD also supports version control, but it's not as advanced as Figma's. XD does allow for version history, but its file management and versioning features are not as flexible or collaborative as those in Figma.

10. Community and Support

- . **Figma:** Figma has a rapidly growing user community, with many tutorials, resources, and discussions available online. Its strong community and educational resources help users at all skill levels. Figma also offers 24/7 support for users of its paid plans.
- . **Adobe XD:** Adobe XD has a large user base, especially among designers who are already familiar with Adobe products. Adobe offers extensive support through tutorials, forums, and a large knowledge base. However, its community is generally smaller than Figma's, though Adobe's long-standing presence in the design industry provides strong support for professionals.

Conclusion

The internship was an enriching experience, providing practical exposure to UI/UX design. Designing a food delivery app helped me hone my creative and analytical skills. I look forward to applying these skills in future projects to create impactful and user-centered designs