



MORE THAN JUST A PRETTY INTERFACE

Category	Description	10 Points Max
Problem Identification	Identifies possible issues that the users face	
Research	Explores the prompt more thoroughly through user research, market research, or any form of relevant research	
Persona Insights	Generates valuable insights about target users by reviewing personas	
Empathy Map	Consolidates information from personas and shows a deeper understanding of users' specific needs and pain points	
Ideating Potential Solutions	Considers a variety of solutions. Creates at least 3 wireframes and shows comprehension of the ideation process	
High-Fidelity Prototype	Uses Figma, Adobe XD, or Sketch to demonstrate the prototype's functionality and design	
Branding and Visual Appeal	Considers the brand identity - careful application of UI design principles	
Usability	Interface demonstrates user-friendly mobile design	
Presentation	Presentation includes the design journey, displays deliverables, and communicates solution effectively	
Overall Solution	The solution goes beyond the requirements of the prompt and would positively impact the UT Dallas experience	
	TOTAL POINTS	/100