

DESIGN CHALLENGE

\$250 Scholarship | 4-Week Competition | 2 Winners

	Description	10 Points Max
User Research	Demonstrates thorough research about the audience and the demographic the design will be serving	
Persona	The persona clearly exhibits the user research done and further identifies how the new design is able to resolve the problems/frustrations of the persona	
Problem Identification	Identifying possible issues that the users are facing with the current eLearning web application	
Ideating Potential Solutions	Shows how the new design counters the identified problems to create a better experience for the users	
Wireframing	Creates at least 3 various low-fidelity prototypes that exhibits innovative design	
High-fidelity prototype	Must use Adobe XD, Figma, or Sketch to demonstrate their work's functionality and design	
User testing	Tests at least 3 users and receives feedback to improve a future iteration	
Visual appeal	Matches UTD's Brand Guidelines and accentuates the school's reputation for creating such a bright future for students	
Usability	Interface demonstrates the designer's deep understanding of user-friendly mobile/desktop designs	
Overall Design	Goes beyond the requirements of the prompt with its design that will positively impact the lives of UT Dallas experience	
	TOTAL POINTS	/100