



2020 Design at UCI

 **Design-a-thon**

Challenge Brief



designatuci.com

Design at UCI is the premiere student-run organization at UCI for anything graphic design, UI/UX design, product design, and more. Started in 2016, it has amassed many relationships in the Design community of OC and SoCal.

Theme

Productivity & Mental Health

Procrastination, an evil guilty pleasure that prevents almost everyone from achieving their goals. At the same time, excessive overworking hinders individuals to stay focused and motivated. How do you hold yourself accountable to your daily tasks and keep track of your mental health?

Challenge

Design your own desktop app that integrates seamlessly with an individuals' daily workflow and advocates for mindfulness and productivity.

Some ideas to consider to facilitate a deeper ideation process

- Be it something on your agenda or something you keep forgetting, this app can do one or all
- Introduce a gamification system to make people maintain their productivity
- Have a system of highlighting or prioritizing important tasks
- Encourage mindfulness practice through daily reflection routine
- A key part of productivity is being efficient with time, so keep time of the utmost priority
- Life can be boring at times, so spice up things that get a bit too repetitive
- Create groups or attributes to wrangle the complexity of life
- Encourage a positive mindset before starting the day
- Introduce a system to transform a boring routine into something more enjoyable
- Keep track and limit the time you spend on your screen. Let productivity live in the mind, not the computer
- Be open to sharing your productivity to the world
- Develop a customizable system to make productivity seems more personal and rewardable

Participant Requirements

The event is open to all US college students with all kinds of design background. The workshops will cover the introduction of UI/UX design.

Submission Requirements

Projects must have been created during the event time period and not be derived from previously created work

Projects must contain only original content, artwork, Adobe Stock images, royalty-free or images/illustration/text with source citation (add to the submission form for this information)

Prototype needs to have at least 10 high-fidelity wireframes and work coherently links/animations. A high-fidelity wireframe is a representation of what you expect the final product looks like.

Self-Evaluation Prompts

Target Audience: Does your solution target the correct audience and their needs?

User Research: Are the suggested solutions backed up with an extensive research of the users' needs?

Design Thinking: Does your product properly address the issues with a set of thoughtful solutions?

User Experience: Is the final product user-friendly and intuitive?

User Interface: Is the overall user interface visually appealing without sacrificing its functionality?

Winning Categories and Prizes

Best Overall

Each member of the winning team will receive a \$50 US gift card. Prize will be emailed as a link.

A 1-on-1 remote meeting with a Googler. You can utilize this session for portfolio reviews, career conversation, etc.

A free Sketch license for each member of the winning team

A spot on the Design at UCI website

Submission Process

Submissions are due on **Sunday, November 22 at 8:00 am PST.**

Projects are to be submitted to this [form](#) in the form of a shareable prototype link of the design tool of interest

Submission Form: <https://forms.gle/oTbEzv8zgURTDm4L7>

No additional files or presentations will be accepted outside of the time-stamped prototype link.

We will announce 10 finalists on Sunday, Nov. 22nd at 3:00 pm PDT through the single email provided in the submission form to. These teams will continue to present their user research findings and analysis during the last judging panel at 5:30 pm PDT, Sunday.

The submission email owner of each Finalist Group will be required to share their screen and slide deck at the 5:30pm Zoom.

Honorable Mention

A 1-on-1 remote meeting with a Googler. You can utilize this session for portfolio reviews, career conversation, etc.

A spot on the Design at UCI website

Raffle

Two lucky participants will receive a free Sketch license. Those who submit a working prototype according to the submission requirement and prompt are automatically be entered.

Grading

Judges will be grading both submitted prototypes and the presentations based on the given rubric.

- ◆ **Target Audience, User Research, and Design Thinking** will be mostly based from the presentations. The final judging round will be based on these categories.
- ◆ **User Experience and User Interface** will be mostly based from the submitted prototypes. The first judging round will be based on these categories.

70 total points	Excellent 100-75%	Great 75-50%	Good 50-25%	Adequate 25-0%
<p>5 points</p> <p>Target Audience</p> <p>Does your solution target the correct audience and their needs?</p>	A clear understanding of an appropriate target audience and their needs. It is designed with navigation, visuals, and language to communicate clearly to a specific person and their needs.	Solution sufficiently addresses a specific audience's needs. However they are not addressed in their entirety.	Correctly addresses problems and needs. Only a specific group in the target audience is included.	No specific target audience addressed.
<p>15 points</p> <p>User Research:</p> <p>Are the suggested solutions backed up with an extensive research of the users' needs?</p>	Pulls data from a variety of credible, meaningful sources. Research is conducted using both general and specific lenses. Results are processed and presented in a clear way.	Collects thorough data regarding potential users. Sources may be surface-level and not rigorous. Research may not be relevant to the specific problem.	Average data about the general audiences' consensus is provided but does not tap into users' specific needs. Conducted research does not seem credible and rational.	Little to none research to empathize with the target user base. Data is not based on factual situations.
<p>20 points</p> <p>Design Thinking Process</p> <p>Does your product properly address the issues through a set of well-thought solutions?</p>	Thoughtfully proposes an innovative approach that addresses the issue on hand. Solutions are creative and crafted carefully with users in mind.	Solution is practical and relevant, but not creative. Concept is strong and is helpful to the user, but meets typical expectations.	Solution is not clear or relevant. Does not improve upon other typical solutions.	Lack of creativity and relevance. Does not solve the problem.
<p>20 points</p> <p>User Experience</p> <p>Is the final product user-friendly and intuitive?</p>	Intuitive and easily used without guidance. Call-to-action elements are obvious, and the flow is instinctual. There is a clear path to complete tasks or reach a goal.	Solution is mostly intuitive, but some guidance is needed. Flow only meets expectations. User is eventually able to reach the goal and complete the task.	Requires some effort to use and interact with. Users can complete tasks, but in longer times and with more effort.	Heavily unintuitive. Does not reflect much effort. User is not able to complete the task.
<p>10 points</p> <p>User Interface</p> <p>Is the overall user interface visually appealing without sacrificing its functionality?</p>	Follows the visual design principles with powerful design choices of typography, color, grids that seamlessly integrates with the functionality.	Uses a clear system of grids, typography, color, and design principles. Visuals may not be relevant to the target audience or be used meaningfully to the solution.	Does not employ clear use of grids, typography, and color. Only some design principles are applied.	Lack of visual design principles.