

UXSA's Inaugural Design Challenge: "Pixels With Purpose"

The Prompt

In the rapidly evolving design world, ethical design practices are becoming more important in shaping user experiences. The challenge is to design a digital platform that proactively addresses current ethical issues, including but not limited to, data privacy, technology addiction, accessibility for people with all abilities and backgrounds, or overconsumption.

The Rules

- All participants must be a university student and have a valid university email address in the U.S to enter.
- Teams may consist of 2-4 members. Designing alone is permitted.
- You must create a prototype with a minimum of 8 high-fidelity screens. Your prototype must include color and accurately represent your vision for the final product, including relevant copywriting.
- You must conduct and provide proof of at least 2 forms of user research to win.
- You must compose and provide proof of at least 1 form of user testing to win.
- Teams may not use premade assets. All design assets and components must be made by you or your team.
- You may include open-source stock photography or illustrations with proper citations.
- The use of artificial intelligence to create any visual assets is prohibited, and if detected the team or individual will be immediately disqualified.
- Artificial intelligence can be used to assist in brainstorming ideas as well as checking grammar but must be cited. Failure to cite the use of AI will result in immediate disqualification.
- All design files must be submitted to Dev Post by April 19th at 11:45PM.
- No late submissions will be accepted, under any circumstance.

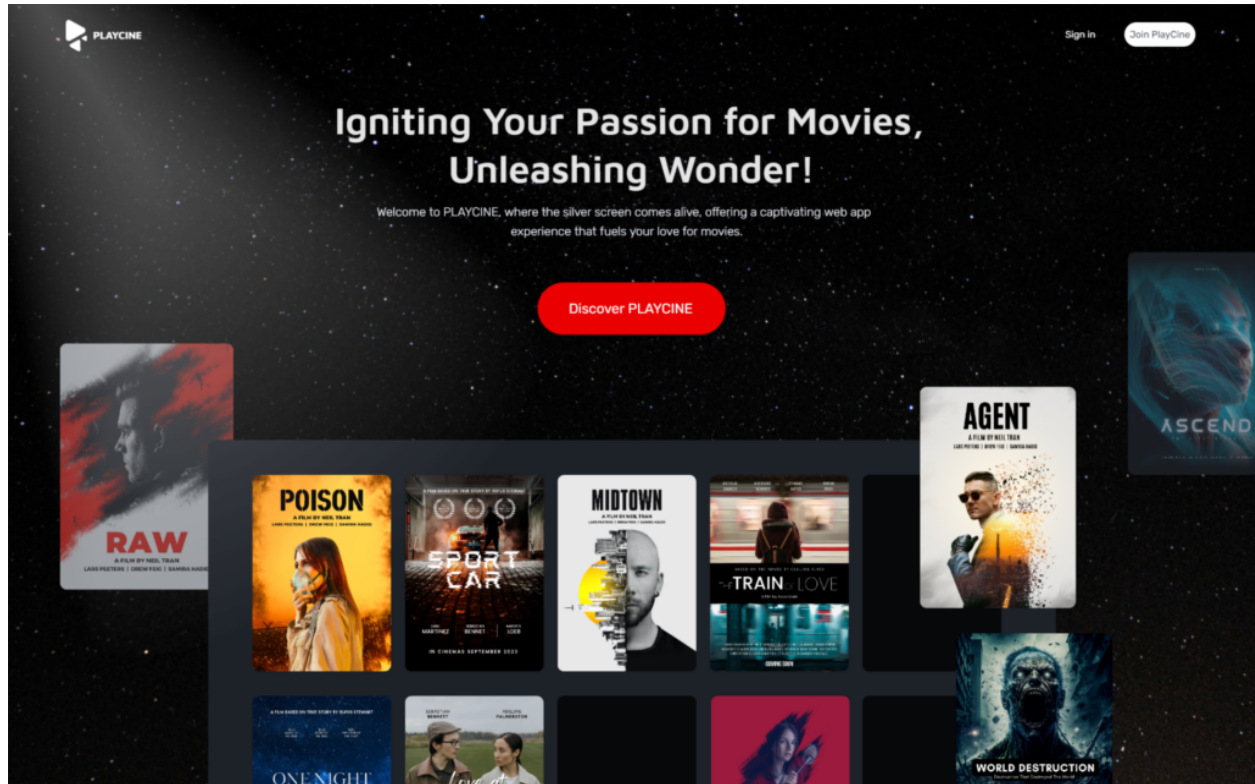
Example of AI citation:

ChatGPT, response to "Explain the basics of service design in 200 words," OpenAI, January 7, 2024.

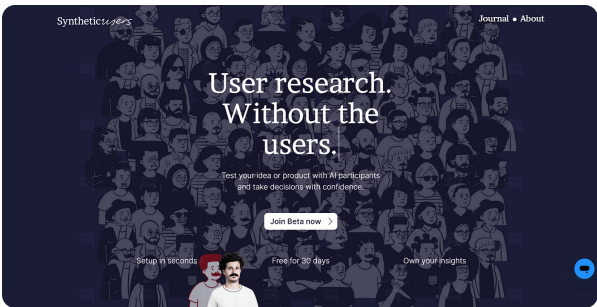
AI tool, response to "insert prompt here," AI publisher, date accessed.

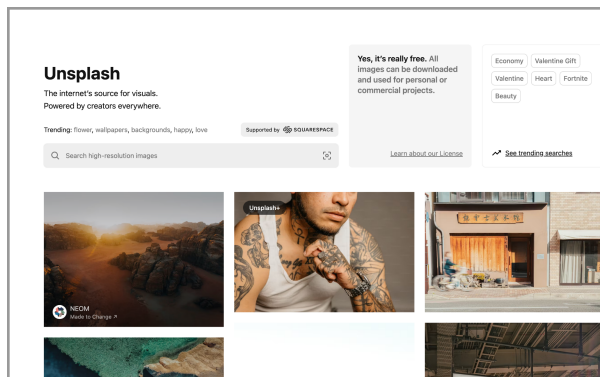
🚀 The Rules in Action

Example of high-fidelity desktop screen. Includes color, images, and writing relevant to your ideas. Does not include placeholders, such as *lorem ipsum* text.

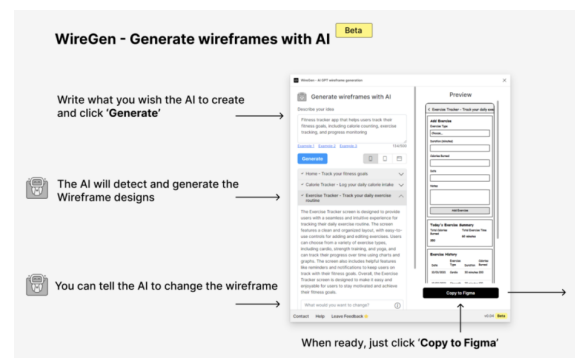


Source: Visily

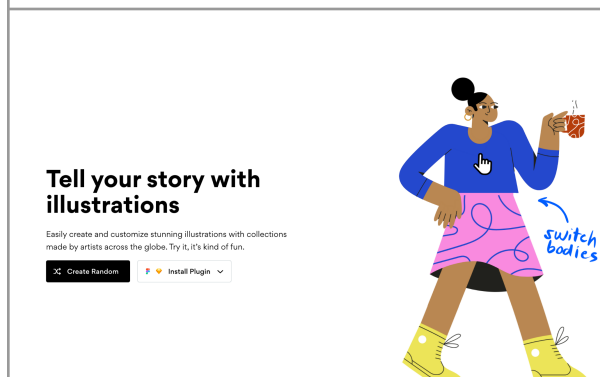
✓ Accepted	⊖ Disqualified
 AI to start or guide your research. i.e. generating ideas, finding resources, outlining research plans, and checking grammar.	 AI to generate user research insights without talking to real users.



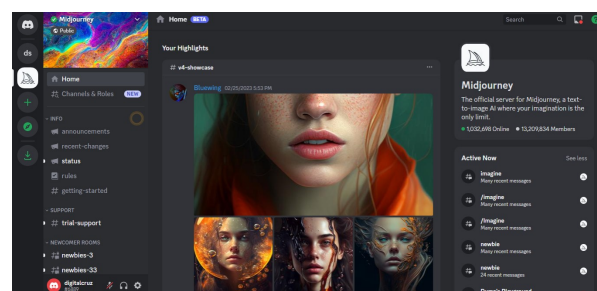
Open-source photography with proper citations.



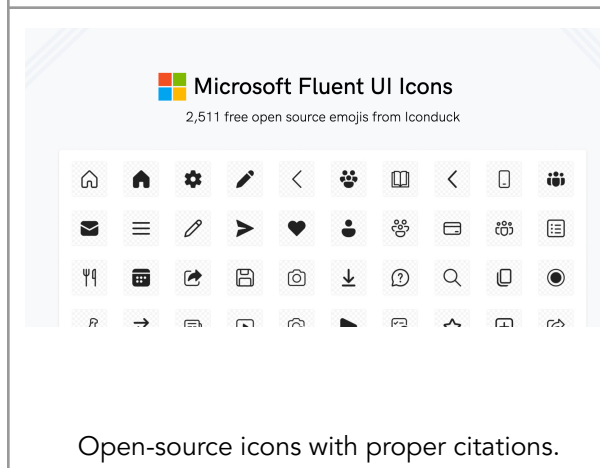
AI to create wireframes.



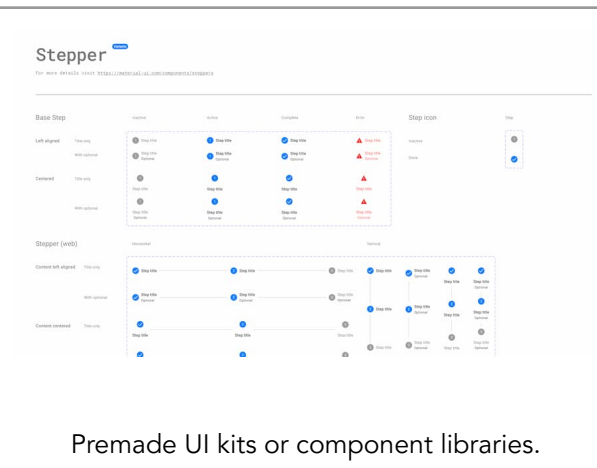
Open-source illustrations with proper citations.



AI to create imagery or visuals.



Open-source icons with proper citations.



Premade UI kits or component libraries.

We recommend you keep a running list of sources or assets.

Example: Photo by [Richard Horvath](#) on [Unsplash](#)

If you have any further questions, please ask us in the Discord!



The Prizes

For each event a participant attends virtual or in person they will be entered into a raffle to win free merchandise at our end of the year banquet! The UXSA giveaway is open to all participants including non-finalists.

The winning team(s) selected at the banquet will receive the following prizes

1st place prize \$200 split between team members

2nd place prize \$100 split between team members

3rd place prize \$80 split between team members



The Schedule

(1) February 15th UXSA Informational Meeting and Figma Demo

Location: CVAD Room 284 @ 5PM

In this meeting participants will learn about our organization, and receive resources for our design challenge such as, our Discord, our website, and learn how to create basic mobile prototypes in Figma.

(2) February 21st UXSA Informational Meeting and Figma Demo

Location: TBD in Discovery Park

Time: TBD

UXSA wants to reach a wide audience of students from diverse backgrounds, so we are taking our informational meeting to Discovery Park! This meeting serves as a great opportunity to stay involved if you missed our first Spring Kickoff meeting.

(3) March 6th How to Conduct Research Ethically with Ruth Guerrea

Location: Zoom, link will be sent out in our Discord

Time: 5PM

Come listen to Ruth Gurrea, a designer who focuses on co-designing, speak about ethical design research, and learn what user research consists of and how to make your user research more ethical, in your academic and professional projects.

(4) March 19th Advanced Figma Workshop

Location: Zoom, link will be sent out in our Discord

Time: 5PM

Further your prototyping skills at our advanced Figma workshop to learn how to create sleek and compelling UI!

(5) April 2nd User Testing Workshop with Autumn Hood and Todd Luckey

Location: In-person, CVAD 284

Time: 6pm

Testing is one of the most important aspects of user experience, learn how to conduct user testing from an industry expert to ensure your product works the best for your target audience.

(6) April 9th Articulating Design Decisions

Location: TBD

Time: TBD

This meeting will help you learn how to speak clearly about your designs, and your process, to finalize your DevPost submissions.

(7) April 19th 11:45PM Submissions Deadline

This is the day all of your hard work pays off! All submissions are due in DevPost by 11:45PM!

(8) April 20th-22nd Judges Review Submissions

Our carefully selected review committee will be deliberating on the 5 finalists to present at our UXSA Banquet.

(8) April 23rd Final Teams Notified

Notification will be sent via email

All finalists will be notified and have about a week to create a presentation outlining the problem their product solves, the key features of their product, the research they conducted, and their most important design decisions.

(9) April 29th Presentation Practice

Location: ART Building Room 284 or via Zoom

Time: TBD based on finalists availability

This meeting is for finalists only. It serves to give finalists the chance to practice their presentation skills with feedback and critique before their big day!

(10) May 3rd UXSA banquet

Location: TBD

Time: TBD

Everyone is welcome to the biggest UXSA event of all time! Our banquet will include food, 5-8 minute presentations from our finalists, and our prize giveaways!

How to Submit to DevPost

DevPost is a platform that allows you to showcase your design in an easy format for judges to review. It is imperative that you submit your design with the correct formatting into DevPost by April 19th at 11:45 PM.

Instructions:

1. Create an account <https://devpost.com/> with your school email (all team members must make an account).
2. Answer the questions about your project.
3. Fill in all of the submission questions.
 - a. Link to prototype
 - b. Summarize your project within 100 words
 - c. Describe your research process in 500 words
 - d. Describe your most important design decisions in 500 words
4. Publish your DevPost project.
5. ADD YOUR PUBLISHED DEVPOST LINK TO THIS GOOGLE FORM.

How Will the Judges Choose Finalists?

After you submit your project to DevPost on April 9th at 11:45PM, our review committee will review all qualifying posts and give them a numerical score based on our rubric below. The final 5 designers will be notified via email by April 22nd. The final 5 teams will then create a presentation outlining the problem their product solves, the key features of their product, the research they conducted, and their most important design decisions.

The finalists will get 5-8 minutes to present their product at our banquet on May 3rd. After all teams have presented our judges will choose a 1st, 2nd, and 3rd place winner, and present them with their prizes.

Category	Description			# of points
Relevance	0 pts The participant's product is not relevant to the problem they have identified	5 pts The participant's product is somewhat relevant to the problem but does not	10 pts The participants' product addresses the defined problem holistically.	/10

		address it holistically		
Research	0 pts The participant did not conduct any research OR the participants research topic is irrelevant	5 pts The participant's research was relevant but their solution is not supported by their research	10 pts The participant's solution is fully supported by the research they conducted.	/10
Usability	0 pts The participants' designs are illegible, or the judge is unable to complete the user journey	5 pts The participants' designs may be difficult to read, or not color blind accessible. Users have some difficulty completing the user journey.	10 pts The participants' designs are clear, and easy to navigate with little to no difficulty.	/10
Innovation	0 pts The participants' design lacks creativity, and does not differentiate itself from similar digital products on the market.	5 pts The participants' design shows some nuance added to their solution that is not on market , or uses an out of the box technology to display their solution	10 pts The participants' design solves the problem in a new and creative way that has not been seen before	/10
Presentation quality	0pts The participants write up or presentation is unclear and does not define the solution, show key features of product, articulate design decisions, or convey their	5pts The participants write up or presentation is somewhat clear, but there are questions about the function of their product, specific design decisions, usability tests results, or	5pts The participants' write up or presentation clearly conveys every aspect of their design ranging from research to final product.	/10

	research findings	research findings		
Comments				

All About Our Design Exposition

The banquet will be the biggest event in UXSA history. This event will take place on May 3rd (time and location TBD). All participants are welcome to celebrate the end of the semester with us! Our banquet will include food, presentations from finalists, and lots of fun. Schedule for our banquet is TBD.