

Designer Assignment

Hey freshers!! The first hurdle for you to cross on your way to becoming a designer at DevCom would be to solve a real-world problem.

Don't worry if you haven't designed an app before. This assignment is just to see how you think.

Here's what you have to do for the assignment:

Scenario:

Frank owns a busy plumbing business. He mostly uses a mobile phone. He hates wasting time and wants to do things fast. It is 10:00 AM. A pipe has burst at a luxury hotel. It is a big emergency.

The Problem:

Frank has 40 plumbers working all over the city. He needs to find two of them and send them to the hotel immediately.

The Challenge:

He can't just send anyone.

They must be nearby.

They must have the specific required skills.

They must have a particular tool in their van.

The Risk:

If he takes a plumber off a current job, that customer will be delayed. Frank needs to see who is available and decide if it's worth delaying a regular customer to fix the hotel emergency.

Your Task is to design an experience Frank uses to handle this. How does he find the right people quickly? How does he send them to the hotel without tapping through too many buttons?

Things to Keep in Mind

- You can make assumptions if something is not specified.
- Use AI tools (Figma Make, Google Stitch, Lovable, etc.) to speed up ideation.
- Do not copy AI output directly. ensure your solution actually fits user needs.
- You may generate initial screens using AI, but your final submission must be in Figma with consistent, editable screens (can use code to figma plugins).

Submission

Compile all your work in one figma file and use the following google form for the submission of your assignment:

<https://forms.gle/SoRj47pLqBNEgx3n9>

Deliverables

1. **User Journey Map** - Steps from crisis → finding crew → dispatch.
2. **Information Architecture** - How the app is structured.
3. **UI Screens + Task Flow** - Key screens showing how your solution works.
4. **Design Write-up** - Why you designed it this way + how you used AI creatively.

Evaluation Criteria

1. **User Research & Insights** - How well do you understand the user's specific needs?
2. **User Flow & Simplicity** - Is the experience intuitive and efficient?
3. **Information Architecture** - Is the app structured for easy navigation?
4. **Edge Case Handling** - Did you consider scenarios where things might go wrong?
5. **Visual Presentation** - Are the personas, journey maps, and IA well-organized?
6. **Depth of Solutions** - Do your designs solve the *real* root problem?
7. **Completeness** - Did you submit all the required deliverables?

Resources

Here are some links if you are new to UX Design:

What is UX Design: <https://youtu.be/SRec90j6lTY?si=IdItTO4mmDgbmY2l>

User Personas (Understanding Users): <https://maze.co/guides/user-personas/>

User Journey Mapping: <https://www.nngroup.com/articles/journey-mapping-101/>

Information Architecture:

<https://www.interaction-design.org/literature/topics/information-architecture>

Example Case Study:

<https://bootcamp.uxdesign.cc/expense-manager-application-ui-ux-case-study-the-dignitas-a6714900c60f>

***Please don't limit yourself to the resources we provided you, there are a plethora of**

other resources available on the web, you only have to look for them :)

If you have any doubt you can always ask us!

Contact the Design Leads:

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Happy Designing!