UI/UX Project Details

There will be a total of 4 projects , 2 mini projects and 2 major projects and for each concept we will be having a Real time Use Case scenario for better understanding of the Concept.

Major Projects:

1. Students must pick a real-world problem, not generic ideas.

Examples:

- Logistics tracking platform (great fit for real SaaS)
- Eg: Fintech money management app / Edtech learning platform / Healthcare booking system

Deliverables:

- Problem discovery (research + insights)
- Personas & journey maps
- User flows & IA
- Wireframes → High-fidelity UI
- Interactive prototype
- Usability testing + iterations
- Final case study (portfolio-ready)

AI Integration (Mandatory)

- Research synthesis
- UX writing (empty states, microcopy)
- Flow improvements
- Design critique

2. Group Collaboration - Simulating Real Product Team Environment.

Problem Type:

Students will be choosing a real-time problem scenario and work on the solution and build an in-depth case study with web and mobile app design.

Example: Healthcare Appointment & Records System, E-commerce Checkout Optimization,Vehicle Service & Maintenance Tracker, Food Delivery Experience Improvement

Mini Projects:

1. Simple app (Expense tracker / Habit app)

Deliverables:

- User flow
- Wireframes
- Basic usability test

2. UI Redesign Challenge (Industry Style)

Task: Redesign a **specific flow**, not full app

Examples:

- Checkout flow
- Login/signup
- Dashboard screen

Deliverables:

- Problem identification
- Improved UI
- Design reasoning