

UX Design Contest #3

Level up a Twitch.tv Experience

Deadline to submit your entry is Fri, Dec 1 at 11:59pm PST

Desired Outcomes


1. Level up survey design skills
2. Improve screen capture skills ([Snagit](#), [Loom](#), [Soapbox](#))
3. Improve goal definition and measurement skills
4. Improve polished prototyping skills ([InVision](#), [Principle](#), [Flinto](#), [After Effects](#), [Framer](#), etc.)
5. Develop a habit of using a writing assistant tool ([Grammarly](#), [Hemingway Editor](#), [The Right Margin](#))
6. Have a ~~100~~ portfolio-ready case study
7. Make the audience laugh (Bonus)

Contest Requirements

To be eligible for a prize, your contest entry must meet ALL requirements

1. Work must be original and not started before Nov 10.
2. Create a survey aimed at identifying confusing or frustrating experiences on Twitch
3. Collect responses from 10 people who have watched or streamed on Twitch at least once in the past 3 months
(bonus points for each additional person from whom you get responses)
4. Using a screen capture tool, capture and share the experience you want to improve
5. Define success metrics and how you will measure them
6. Using your prototyping tool of choice, create a high-fidelity prototype of your ideas for improvement
7. Test your prototype experience against the current experience and collect results

8. Write a Case Study using [Medium](#) and one or more writing assistant tools

 Pro Tip: Try using the [Case Study Template](#) ux_adam and gang created

9. Have your Case Study edited by a friend or family member and iterate
10. Complete the [Contest Entry Form](#) with all links and attachments

To Enter UX Design Contest #3

Submit the following information through the [Contest Entry Form](#) by **11:59pm PST on Friday, December 1**

1. Link to Problem Discovery Survey
2. Link to Survey results
3. Link to Screencast of the target experience
4. Link to Prototype or .ZIP file attachment
5. Prototype vs. Current UX test results
6. Screenshot of case study text in writing assistant tool
7. Case study on Medium (unpublished draft is 🕯)
8. Which [prize](#) you want if your entry wins

How ux_adam will support you

1. Weekly live design streams at twitch.tv/ux_adam
To be notified when ux_adam goes live, Follow at twitch.tv/ux_adam
 - a. Workshop: Survey Design & Screening Participants
 - b. Video: Intro to Screen Capture Tools
 - c. Workshop: Defining & Measuring Success Metrics
 - d. Workshops/Videos Prototyping Tool Intros (InVision/Principle/Flinto/Framer)
2. [Case Study Template](#)

Judging Criteria

1. Survey design
2. Success Metrics & Measurement Strategy

3. Prototype design
4. How well participants used Medium
5. Grammarly Score (for Case Study)
6. Impact (How many people are served? What does)
7. Originality & Creativity
8. Complexity & Difficulty
9. BONUS: Make the Judge(s) laugh

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Results

Judging will happen the weekend of Dec 2 & 3 and results will be presented live on **TBD** at twitch.tv/ux_adam.

Judges

- TBD
- TBD
- TBD
- TBD
- TBD

Prize Options

To be eligible for a prize, your contest entry must meet [ALL requirements](#)

Pick one of the following:

- UX Design Book Collection
 - About Face
 - Microinteractions: Designing with Details
- Figma (6 months)
- InVision (6 months)
- Sketch app license
- \$100 donation to your charity
- 1-hr 1:1 mentoring session with [ux_adam](#)

Sponsor Bonuses

TBD

Questions?

Add your comments and questions directly to this doc or [join ux_adam on a live stream](#)

Special Thanks

- RelentlessFrost
- ux_Rajan
- Ralf_9900
- bsdesigner
- artmiss_7