

UX Design Exercise

This exercise is based on a fictitious company

Timeline

- Duration: Please do not spend any longer than 2-3 hours on this exercise.

Guidelines

- Files: Work in whatever way is fastest for you to convey your concepts.
 - Work can be rough drawings on whiteboards that are photographed with your phone.
 - Drawings on paper or computer made documents are also accepted.
- Deliverables: The only required work is wireframes or sketches.
 - Other work deliverables may include: user stories, task flows, notes, diagrams, site maps, etc.
 - Deliver a 45 minute presentation of your work.

Objective

This exercise is not meant to be stressful. The objective is to gain a better understanding of your thought process and approach to design.

- We understand that typically you would be provided more than two to three hours to design an application. It is intentionally time-boxed to ensure you are not spending a tremendous amount of time on this exercise.
- We also realize that you might need to make some assumptions along the way. This is fine, our recommendation is to note the assumptions when you present.

Scenario

- Company: *Weathernow* is the most popular website and app for weather in the Boston area. After many years of success, their growth is starting to level off. The investors are starting to ask what's next. The president of the company wants to explore new markets. They're willing to partner with other companies, but their expertise is in weather and weather apps.
- New App: You are an internal UX designer on a team that has been assigned to creating concepts for an app called *Ready-Set-Go*. There aren't many details about the scope unfortunately, so you will need to fill in the blanks and come up with UX strategies and the UX designs. It's going to be either a tablet or phone app for families with kids. Its goal is to help everyone get ready on time, with the right clothes for the day's weather.

Customers

- Your team decides on a fictitious family of four: a mother who is a senior manager and goes to the office, dad who works at home as a newspaper journalist, an 8-year-old girl in the third grade, and a 6-year-old boy in the first grade. They live in Chelmsford, Massachusetts. The dad handles getting the kids ready and bringing the kids to/from school.