Design Challenge  
Spring 2020

SCENARIO
You work in an IT consulting company and have a new client who wants an app built to support their business.

- Review and choose one of the scenarios below.
- Print out the second page of this handout and use a pen/pencil to sketch out screen flows.
- Create at least 4 interactive Indigo screens of your own design based on the scenario you chose.

CHOOSE ONE OF THE FOLLOWING REAL WORLD SCENARIOS:

CLIENT #1: Campus food truck owner, Jacko’s Tacos & More

**CLIENT INFORMATION:**

**CHOICE #1**

NAME: Jack  
AGE: 23  
EDUCATION: Rutgers, B.A.

GOALS: To use technology to compete with other food vendors and establish a financially successful food truck on the Rutgers Campus

PROBLEMS:

- Long ordering lines
- Wait times for getting order
- Advertising location (geolocation)

What problems does this business face?

CLIENT #2: Pop-up flea market owner, RePurpose It!

**CLIENT INFORMATION:**

**CHOICE #2**

NAME: Jill  
AGE: 23  
EDUCATION: Rutgers, B.A.

GOALS: To use technology to be a unique pop-up flea market with RU students as both vendors and customers

PROBLEMS:

- Simple signup for new vendors
- Accepting payment for table rental
- Advertising goods being sold
- Advertising location (geolocation)

What problems does this business face?

NEXT STEP - USABILITY TESTING - Always test your prototype, revise, and iterate!

[https://itishowcase.rutgers.edu/design-workshop-materials](https://itishowcase.rutgers.edu/design-workshop-materials)

Presented by the ITI Program @ SC&I
USE THE TEMPLATES BELOW TO SKETCH YOUR LOW FIDELITY SCREENS

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