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

What problems does this business face?

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)

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

CLIENT INFORMATION:
CHOICE #2

NAME: Jill
AGE: 23
EDUCATION: Rutgers, B.A.
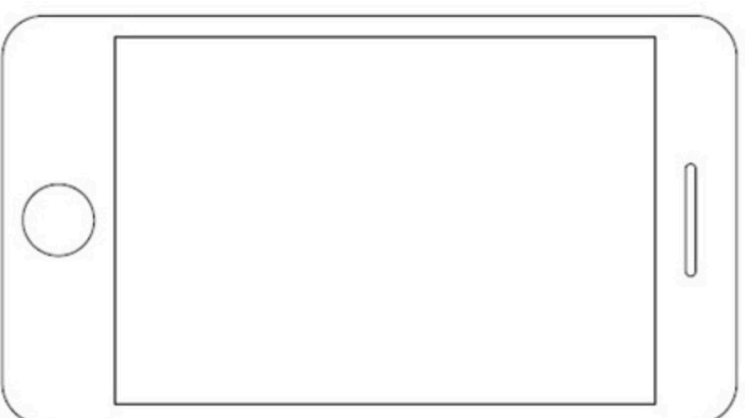**GOALS:** To use technology to be a unique pop-up flea market with RU students as both vendors and customers
PROBLEMS:
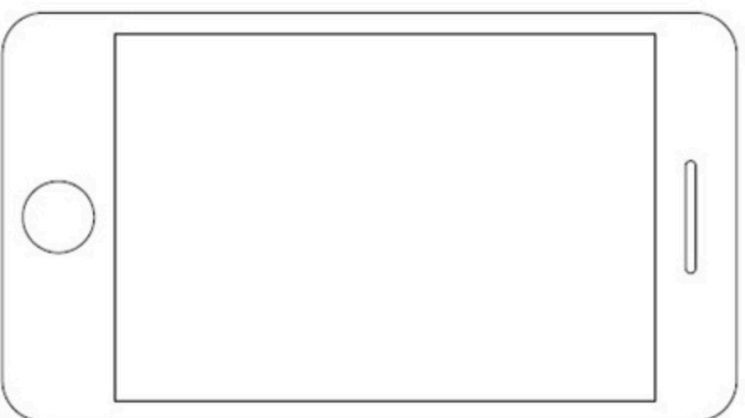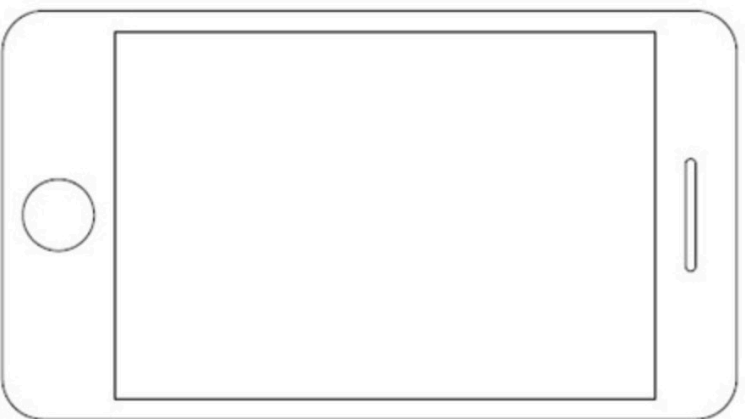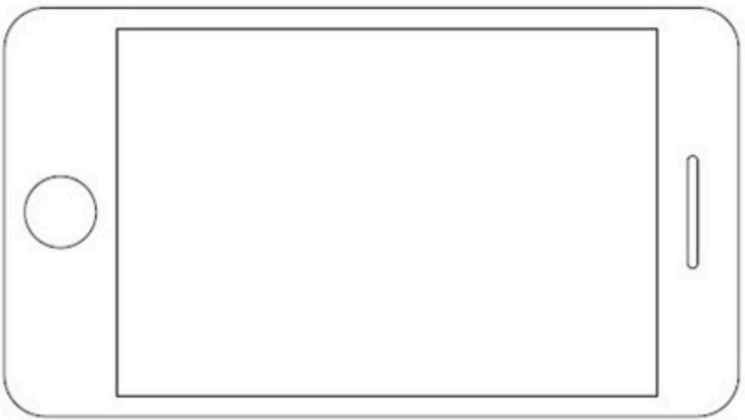- Simple signup for new vendors
- Accepting payment for table rental
- Advertising goods being sold
- Advertising location (geolocation)

What problems does this business face?

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

https://itishowcase.rutgers.edu/design-workshop-materials

Presented by the ITI Program @ SC&I

USE THE TEMPLATES BELOW TO SKETCH YOUR LOW
FIDELITY SCREENS

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