

[Spark Red] Design Technical Assessment

Due January 20th, 11:59pm EST (submit with written app)

I. Overview

Using **Figma**, build a working prototype mobile application (iOS) based on the app brief below. We encourage you to use outside resources to help you build your prototype. The app brief is as follows:

PennTix is a web application created by Spark club members that makes it easy to resell and buy tickets for Penn events and events/concerts in Philly. Currently, the marketplace for these transactions is decentralized, aka various GroupMe chats, which is problematic for both sellers and buyers. Our website makes it easy to buy tickets as they just select an event and see available tickets. To sell tickets, you can select/create an event and list your tickets. PennTix operates like Craigslist, by not actually conducting the transaction, just facilitating the connection between the buyer and the seller. This decreases our liability while still providing a service to the Penn community. You can find the web application [here](#).

Requirements:

- *Must be an **iOS mobile phone app***
- *Contain **10** or more unique screens connected together*
- *Created during the assessment time period and **not derived from previously created work***
- *Functionalities outlined in brief are reflected in your prototype: registering an account, logging in, viewing your profile, event/ticket listings, buying a ticket(s), and selling a ticket(s)*

To evaluate your prototype, **we are looking at the visual design of your prototype**. Feel free to change and/or add any illustrations, graphics, colors, etc. that you feel are appropriate to the app brief.

We do not expect you to spend over 4 hours on this assessment – this is just a basic assessment of design and prototyping proficiency. **Please still enjoy your weekend!**

Recommendations:

- Begin with paper and pencil to sketch out areas of content and navigation.
- Save login and splash screens for later in your process.

- Work on concept and function first, and then adhere to a visual design system as much as possible.
- Use relevant copy in areas where context must be understood; the concept and purpose must be clearly understood without too much explanation.
- Save the prototype and user flow for the end--your screens and initial navigation should already be finalized prior to creating your mockup.

II. Assessment Criteria

Prototypes are evaluated and scored on the following four criterion:

<p>Design Principles Form follows function with a strong and meaningful system of grids, typography, color, and design principles.</p>	<p>Visual Design Visuals form a consistent, clear, systemized design that speaks to the target audience, appropriate to the app brief. Design is innovative, powerful, thoughtful, and straightforward.</p>
<p>User Experience A clear understanding of an appropriate target audience and their needs. It is designed with navigation, visuals, and language to communicate clearly to a specific persona and their needs.</p>	<p>Prototype Intuitive and easily used without guidance. Call-to-action elements are obvious, and the flow is instinctual. There is a clear path to complete tasks or reach a goal.</p>

III. Submission

Please create a Google Doc with the title “Full Name – Red Technical Assessment.” In the document, please include the following:

1. Link to your prototype (via Share Prototype in Figma)
2. Link to the Figma file (make sure it is shared so “Anyone with the Link” can view)
3. Brief writeup (150 words or less)
 - Brief summary of your design choices and how they answer the app brief
 - Any assets used that were not designed by yourself (e.g. illustrations, images, etc.)
 - Any new skills you learned while completing this design assessment
 - How much time you spent designing this project

Please link the document in your written application.

IV. Resources

Here is a list of resources you may find helpful!

[Figma Help Center](#): Documentation on Figma features

[Figma 101](#): Official Figma Youtube tutorials to explore design features

[Mobbin](#): Collection of modern mobile UI elements

Please feel free to use anything else you find online. **We fully encourage you to take advantage of the internet**, as long as you don't just directly submit someone else's design!