
Fall
Professional Practice I

Credit Hours: 4

www.evl.uic.edu/mad/

Office Hours:
By Appointment

Lecture/Lab:
Mon/Wed 1.00-6.40pm
EVL / room 2068
ERF / 842 W Taylor st.

Daria Tsoupikova
tsoupi@uic.edu

Description

A2 UX sketches and Hunt Statement

One page PDF document - up to 300 words limit

Assignment Two aims to help you articulate a refined and expanded app solution as envisioned by your team. We expect your evolving solution to be a hybrid of the client's initial concept and your own insights, representing the refined definition of the problem.

The research phase focuses on "research and analysis," where your team collectively analyzes findings from your research and observations. This will lead to insights that inform the direction of your solution. Your expanded problem definition should be grounded in what you've learned from the client intake session and your secondary market research.

Hunt Statement

Write an active statement that captures your project's specific goal. This should act as a mission statement to keep your focus as the project develops.

Key Insights: Identify insights from your research and analysis that have shaped your thinking.

Inspirational Examples: Showcase examples of aspirational work that guide your project.

Project Plan: Create a plan outlining how your team will divide the work.

The hunt statement will serve as your "north star," aligning your research and maintaining focus. Your team should summarize your app's vision, goals, features, and outline how you plan to achieve them. Remember, crafting a concise paragraph is often more challenging than writing several pages, as every word counts.

UX sketches

Single PDF document

Create sketches that visualize the future UX wireframe based on your app goals outlined in your hunt statement. Some or all of the sketches may be interconnected within sections of the future UX wireframe.

Guidelines:

Format: Black and white only; no graphics, colors, typography, or images—use only basic labels.

Quantity: Aim for 10-15 sketches (maximum of 20).

Your team will explain the sketches in relation to your hunt statement and the app goals.