
Fall
Professional Practice I

Credit Hours: 4

www.evl.uic.edu/mad/

Office Hours:
By Appointment

Meetings:
Mondays 1.00-6.40pm
online / synchronous
Via: website, Zoom, Blackboard

Daria Tsoupikova
tsoupi@uic.edu

Concept Presentation

1. App Title / Designers
2. Hunt Statement (Goals, Tagline)
3. Market Research
4. Target Audience
5. Environment (where the app will be used)
6. UX Sketches
7. User Studies / images/video/Conclusions
8. Icon Sketches (all versions)
9. Icon designs (color iterations all versions)
10. Proposed Icon Design (1-5)
11. Style Guide (Typography(text/titles/highlights); color theme; iconography,elements)
12. Storyboard

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Hunt Statement

Refined & Expanded Problem Definition

Assignment two is intended to help you articulate the problems as you and your team see them. We expect your evolving solution to be a hybrid between what our client imagined, and what you believe to be the correct approach—this is the refined and expanded part of the problem definition.

Our research phase is really “research and analysis” which is comprised of collective analysis by your team of what you have researched and observed, and ultimately some insights into what direction you’d like to take your solution. Your expanded problem definition should be informed and grounded in what you’ve learned, from our client-intake session, and through your secondary market research.

Requirements

- Write a “hunt statement” that captures what your specific goal is for your project. This should be an active statement, describing what your team intends to accomplish.
- Think of it as a mission statement, that will help you keep focus as your project develops. Identify key insights from your research & analysis that shaped your thinking.
- Show examples of aspirational work that guides you.
- Make a project plan that describes how your team is going to divide the work.