

UI/UX Homework

Part 1: Brand Identity Analysis

Task:

Choose a brand you admire or interact with regularly (e.g., Nike, Apple, Starbucks, Spotify).

Questions:

1. Brand Promise:

What do you believe is the brand's core promise to its customers? Describe it in one sentence.

2. Visual Identity Breakdown:

- Logo: Describe the logo. What does it symbolize?
- Color Scheme: List the primary colors used. What emotions or associations do they evoke?
- Typography: Describe the font style (if visible in branding). What tone does it set?
- Messaging: Provide an example of a slogan or tagline. What message does it convey?

3. Overall Impression:

How do all these elements work together to create a consistent brand identity?

Deliverable:

Create a one-page summary with images and your written analysis.

Part 2: UX Process Reflection

Task:

Think of a website or app you use often (e.g., Instagram, Amazon, your bank's app).

Questions:

1. UX Tools in Action:

- Can you identify a user story that the app/website supports?
- Does the app use wireframes or prototypes in its design? How can you tell?

2. Quantitative vs. Qualitative Data:

- What quantitative data might the company collect about user behavior? (List 3 examples.)
- How could they collect qualitative feedback from users? (List 2 methods.)

3. Creative Problem-Solving:

Suggest one improvement to the app/website using design thinking. Explain which stage (Empathize, Define, Ideate, Prototype, Test) you would start with.

Deliverable:

Write a brief report answering the questions above.

Part 3: Pain Point Identification

Task:

Recall a frustrating experience you've had with a product or service.

Questions:

1. Describe the Pain Point:

- What happened?

- How did it make you feel?

2. Categorize the Pain Point:

- Is it an Interaction-Level, Journey-Level, or Relationship-Level pain point? Explain why.

3. Propose a Solution:

- How could the company fix this pain point?
- What steps would they need to take?

Deliverable:

Create a short presentation or written case study detailing the pain point and your proposed solution.