



# PROMPT

## 2022 Beginner



With countries and cities slowly reopening their borders, students and families are thinking about planning memorable senior trips, study abroad programs, or family vacations. However, despite the numerous trip planners, accommodation booking, the user experience falls short.



**Your challenge is to redesign Travelocity to better the user's experience by improving the flow and mobile interface.**



## PROJECT REQUIREMENTS

- Must be a mobile application. Specific screen dimension is up to your own discretion. We recommend you use the preset ones in Figma and XD.
- Must contain 15 or more unique and diverse screens connected together. Make sure there are substantial changes on each screen.
- Must be created specifically for this designathon and not be derived from previously created work.
- Must include only original or royalty-free content. Copyrighted content must be cited with submission. Any plagiarism or offensive content (i.e. nudity, anything of discriminatory nature) will result in disqualification.

## SUBMISSIONS

All project submissions are due on Sunday, April 10, 2022 at 11:59PM PT to this Google Form. Please include an explanation to some of your redesign choices (max 300 words).

Keep in mind the targeted audience and function while designing the mobile application. Be sure to identify the targeted demographic and stick with the branding. The submissions will be graded according to the rubric, so design with accessibility, purpose, and innovation in mind.

## SCORING CRITERIA

### TARGET AUDIENCE

How well user needs are addressed

### CREATIVE PROCESS

How relevant and original the concept is

### USER INTERFACE

How well the design enforces purpose

### USER EXPERIENCE

How intuitive the user experience is

