



Aim Of this exercise :

To determine how well you might fit the UX designer role. We are looking for examples of your ability to:

- Identify and solve design problems**
- Describe your design and tell us why it's good.**
- Understand the people for whom you are designing.**
- Excel at both conceptual and detailed design**

Obviously, this is a take home test, so feel free to use whatever tools you need, but make sure the response is your own. Provide enough illustrations and written description of your designs, in whatever medium you are comfortable, to get your point across. Finished art is not necessary.



Above all: Have fun!!!
If this exercise isn't fun, then this job isn't for you.

"To architect the experiences of tomorrow, you must first design the interactions of today. But it is not enough to look in front of you—you must look ahead into the future"

"What happens when you take a well designed Beautiful system and turn it insideout? In other words: what's the ultimate upshot... not for people inside the company but for customers... of Beautiful systems? For customers of Great Design?"

Answer: A Full-Fledged, Memorable Experience.

"Increasingly, the "Value" that a company offers... that can add Millions of Dollars to its market cap comes from the Quality of Experience that's delivered. Moving up the value chain has always meant Something More. It has meant emphasizing on the soft attributes (the INTANGIBLES) of the Products or Services. Attributes such as Convenience, Comfort, Warmth, Companionship, Beauty, Trust and Being Cool in Serious Business. In a word that sums up what customers get from these attributes is the overall experience."

EXERCISE



Employee Transportation

A large pharmaceutical company is in the process of digitizing their employee transportation. Currently most of the planning and coordination work is handled by the facilities department and all the data is being manually tracked in spreadsheets.



Supervisors working in the facilities department have raised serious concerns about inefficiencies in the manual process. Similarly, employees and cab drivers have their own side of issues.

Your tasks

Imagine that you are an interaction designer assigned to the project and will have to come up with some quick designs for the Transport Management System (TMS). Basically your design tasks are split into two parts. Spend as little time as one-two hours on Part 1 and the remaining time on Part 2. Usually we expect to receive back the design proposals within 8 to 12 hours. Good Luck!!!

Part 1:

Identify your target users and create personas to define their needs. Some of the key pointers are:

Supervisors

primarily use the web browser on the desktop to access the Transport Management System.

They spend dedicated time and are focused on their tasks.

Employees and cab drivers

primarily use their mobile devices to access the Transport Management System.

They interact with the system for a short span twice in a day, morning and evening.

Part 2:

- Design task flows and wireframes for the below listed scenarios.
- Mention your assumptions if any for the same.
- Also make sure all the needs for each persona are well mapped in your designs.
- Feel free to produce any other design artifacts that you feel are important.

Supervisors

Supervisors working in the facilities department are primary users of the Transport Management System (TMS). They manage a fleet of cabs, leased or rented by the company for employee transportation. As part of their work with TMS, supervisors also manage information of cab drivers and employees commuting in various routes. Their current problem is that they find it difficult to get a quick overview of which driver serves which route and if all the employees are actually being picked up as planned.

Cab drivers

Drivers are responsible to pick up and drop all employees who are assigned to his/her cab. At times when drivers are put onto new routes they get a new roster but it's difficult for them to identify employees, their pick-up/drop locations and time. So the drivers expressed a need for a mobile app which can help them identify the employees and also know their time and location of pick-up/drop.

Employees

Employees commuting in the cab usually fill-in a log sheet every day with their name, time and location of pick-up/drop. In this digital era where most things happen with a tap on the mobile screen, they find it wearied writing their details in a log sheet. Secondly, when employees wish to drive their own vehicle to office due to some personal work or any other reason they will have to call the cab driver or inform their colleague commuting in the same cab. To avoid last minute delays, they wish to mark their absence using the mobile app. On the other hand, employees also opt for late log-outs occasionally and would want to make a request for late log-out using the mobile app.