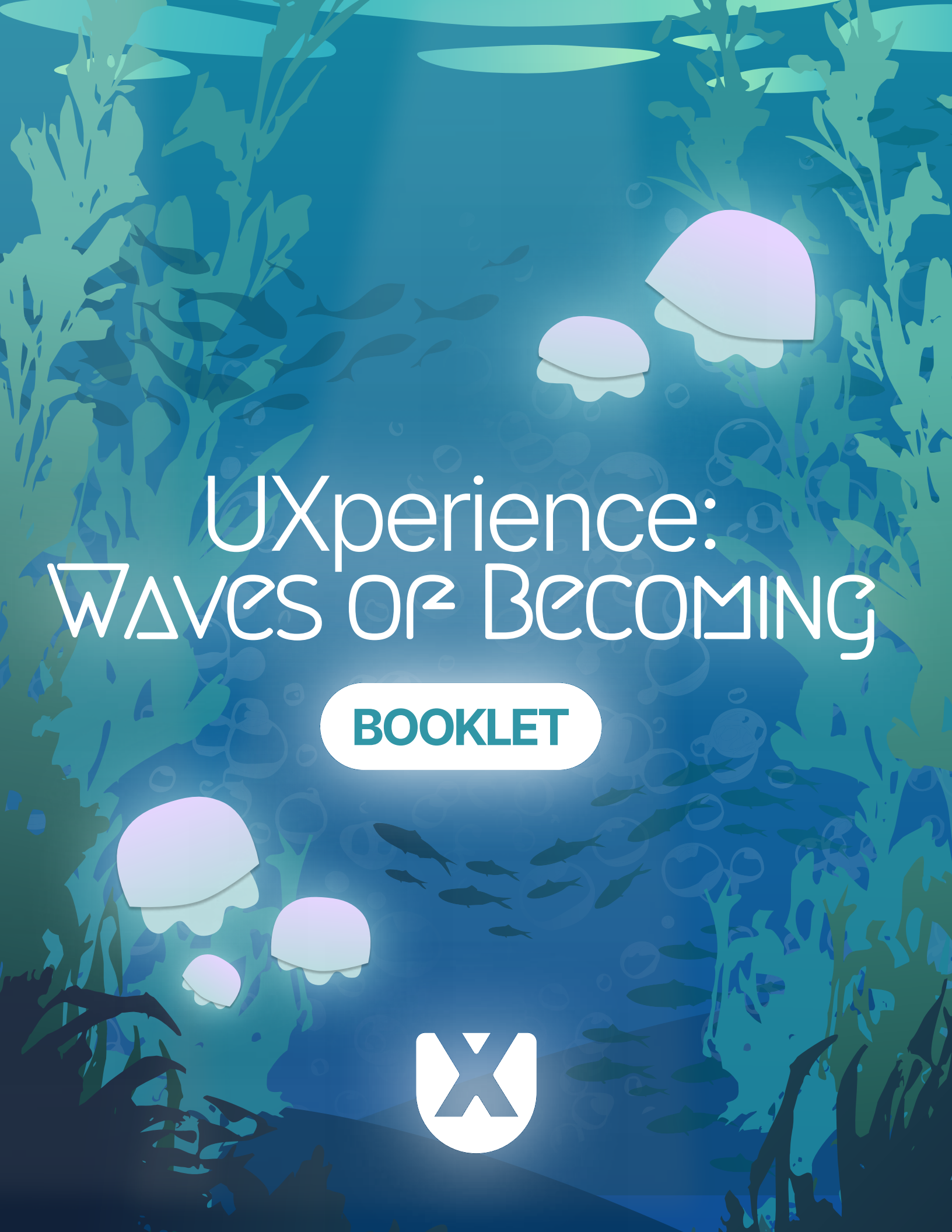

UXperience:
Waves of Becoming
BOOKLET

Overview

Welcome to the UX Club's Designathon: **UXperience Waves of Becoming**!

The UX Club Designation is an intensive 24-hour event that compresses weeks of product design into a single day featuring non-stop collaboration, workshops, and networking opportunities!

You will have the chance to participate in workshops led by industry sponsors, network with peers and professionals in the design field, develop skills in creative problem-solving and teamwork, and enjoy complimentary meals and snacks throughout the event!

Participants will design a solution that addresses one of the challenge statements presented in this booklet.

The purpose of this booklet is to aid you through your design process, outline submission guidelines, and provide resources to help you.

We hope you have fun, and we can't wait to see what you create!

OUR THEME

“Waves of Becoming” reflects how life’s biggest changes, like a new city, career, or chapter, come in waves, each one reshaping who we are. Like our jellyfish mascot, we learn to move with the current and grow along the way. This Design-a-Thon invites you to explore what it means to navigate change and to design with the people going through it in mind. We’re embracing the spirit of empathy, adaptability, and growth, recognizing that every wave is a step toward becoming.

Join us in making this weekend a meaningful waves of its own!

Prompts

Below are two challenge statements to choose from. You can choose to submit to only the general prompt or any of the company prompts. If you choose a company prompt, you will automatically also be considered for the general prompt.

General

Design a solution that supports people as they adapt to life transitions, helping them build community, find guidance, and grow through significant change.

Baylor Scott & White Health

Reimagine Help Me Decide, a MyBSWHealth care-navigation tool, so customers can easily find it, trust its guidance, and understand their recommended next step. The solution should be simple, inclusive, transparent, and safe while connecting customers to appropriate care without providing a diagnosis. Find more information here

Roadmap

Designing in 24 hours is no easy task! Here is a general roadmap to follow to make sure you cover key phases and stay focused. This roadmap breaks down essential milestones, helping you prioritize work and avoid burnout. By following these steps, you'll be able to keep your project on track, manage stress, and deliver a strong final design!

1. **Define The Problem**
   Identify the core problem and understand user needs.
2. **Ideate Solutions**
   Brainstorm and sketch multiple ideas to explore possibilities.
3. **Prototype**
   Build a basic prototype to visualize and test your concept.
4. **User Testing & Feedback**
   Gather quick feedback to refine your design.
5. **Finalize & Present**
   Polish your design and prepare a clear presentation.

Submission Guidelines

Submissions will be two-part to ensure all teams have a fair chance at judging. All projects must be submitted through Devpost which includes more detailed submission guidelines.

Check-In Submission on Saturday 9:00pm

Open an initial Devpost submission including:

- Project name
- Description of design
- All members added to Devpost

Final Submission on Sunday 12:00pm

Complete your Devpost submission including:

- Link to Figma file with version history open
- Interactive Figma prototype link
- Link to a video demo of your product (max 2 mins)
- Additional links or information you want to share

Only projects started & completed during the 24 hour duration of the Designathon will be considered for submissions.

Prizes

General

1st Place: 4K Digital Camera

2nd Place: Sony Wireless On-Ear Bluetooth Headphone, Black

3rd Place: Wireless Keyboard Avocado Green

Baylor Scott & White Health

1st Place: JBL Clip 3, Waterproof, Portable Bluetooth Speaker

2nd Place: Baylor Scott & White Health tumblers

Rubric

20 points	*Excellent (4 points)*	*Great (3 points)*	*Good (2 points)*	*Adequate (1 point)*
Impact: Does this product foster creative expression and authenticity while having potential for broader societal impact? **4 points**	Product defines clear connection to authenticity/creativity and identifies specific target audience. Shows significant potential for fostering creative expression beyond immediate users and contributes to a more inclusive society.	Product meaningfully addresses authenticity/creativity for a specific audience. Demonstrates clear positive impact on creative expression and shows potential to benefit adjacent communities.	Product addresses creative expression within a limited scope. Benefits are mostly confined to immediate users with minimal broader impact on authenticity/creativity in society.	Product makes only surface-level attempts at fostering creativity/ authenticity. Limited impact on users and minimal contribution to inclusive creative expression.
Innovation: Does this product present a novel approach to fostering authenticity and creative expression? **4 points**	Introduces groundbreaking approach to supporting creativity/ authenticity through technology. Redefines how digital tools can empower personal expression and storytelling.	Offers innovative features that significantly enhance creative expression and authenticity beyond existing solutions. Successfully integrates new ideas for fostering creativity.	Incorporates some unique elements for supporting creativity/ authenticity, but largely builds on existing approaches. Limited novel contributions	Makes minimal improvements to existing solutions for creative expression. Few innovative features or approaches to fostering authenticity.
User Research: What is the impact How well does the research explore needs around creative expression and authenticity? **4 points**	Conducts extensive research using multiple methods to understand authenticity/creativity needs. Includes diverse perspectives and clear analysis of how technology can support creative expression.	Thorough research on target users' creative needs, though methods may lack depth. Research connects clearly to authenticity/creativity goals but may miss some key insights.	Basic research conducted but lacks depth in understanding creativity/authenticity needs. Limited exploration of diverse perspectives.	Minimal research on user needs around creative expression. Lacks meaningful insights about authenticity and creativity support.
Design Thinking: How effectively does the solution address authenticity and creative expression challenges? **4 points**	Solution demonstrates exceptional understanding of creativity/authenticity challenges. Design choices clearly support personal expression and storytelling while fostering inclusive community.	Solution shows thoughtful approach to supporting creativity/ authenticity. Design decisions are practical but may not fully maximize potential for creative expression.	Solution addresses basic needs for creative expression but lacks depth in supporting authenticity. Limited consideration of inclusive design principles.	Solution shows minimal understanding of creativity/ authenticity needs. Design choices don't effectively support creative expression or inclusivity.
User Interface: How well does the interface support and enhance creative expression? **4 points**	Interface beautifully supports creative expression through thoughtful visual design. Elements perfectly balance aesthetics and functionality while maintaining accessibility.	Interface effectively supports creativity with clear visual hierarchy and consistent design system. Some missed opportunities for enhancing creative expression.	Basic interface that functions but doesn't fully support creative expression. Inconsistent application of design principles.	Interface hinders rather than supports creative expression. Poor implementation of visual design principles.

Resources

Tools


Figma


Axure RP


Sketch


Balsamiq


Mural

Inspiration


Dribbble


Behance


Mobbin


Screenlane


Pinterest

Education


Medium


UX Collective


Laws of UX



Nielsen Norman Group