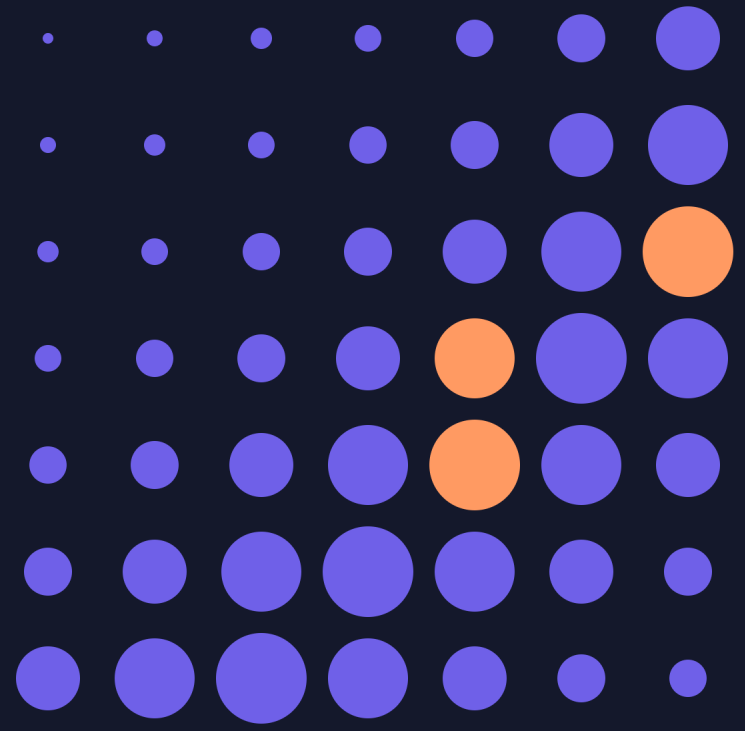
DFC · GENUX

Project submission

The final pitch, written case and Figma prototype, all in one place.



Gen UX

01 · FINAL PITCH



Watch the final pitch

youtu.be/tzC7424DpWU

02 · DOCUMENTS

The written submission

Word document · Google Drive

Submission Summary Document

Problem, research findings, ideation process and the proposed FocusBuddy solution.

Open the summary →

PROCESS & ITERATIONS

How the design evolved

1

Mentor review

Presented the first idea; mentor input fine-tuned the project scope.

2

Research

10 interviews plus business and UX gaps sharpened the problem; Crazy 8s generated solutions.

3

Wireframes & testing

User feedback led us to redesign draw, talk and the gamified tracker, and simplify the interface.

4

Prototype

Testing showed users wanted more interactivity, so we added new elements.

5

Final deliverables

Summary, slides and video trace how the design evolved and why.

DOUBLE DIAMOND	Discover	Define	Develop	Deliver
	Interviews and research; three ideas each	Personas, journey maps, HMW questions	Crazy 8s; features sorted into input and output	Success metrics and the stakeholder pitch

03 · PROTOTYPE

Try the prototype

The clickable DFC – GenUX prototype, built in Figma. Open it to step through the experience.

Open in Figma →

File
DFC – GenUX Prototype

Tool
Figma

Starting frame
Node 7-18157

SUBMISSION AT A GLANCE

Every link in one place

01	**Final pitch**	YouTube video	youtu.be/tzC7424DpWU
02	**Submission Summary Document**	Word document	Google Drive
03	**DFC – GenUX Prototype**	Figma file	figma.com