



### PLACEMENTDOST

#### Note:

Please be advised that these assessment inquiries are designed to accommodate interns with diverse skill levels, ranging from novices to seasoned analysts. Should you encounter any challenging questions, you are encouraged to seek solutions independently or reach out to us for assistance at [intern@Placementdost.com](mailto:intern@Placementdost.com)

Best wishes for success in completing the assessment!

#### 1. **Wireframing a Landing Page:**

- Design a wireframe for a simple landing page for a fictional product or service. Include key elements such as a hero section, features section, call-to-action buttons, and footer. Focus on layout, content hierarchy, and user flow.

#### 2. **Creating a Style Guide:**

- Develop a style guide with typography, color palette, and component styles for a web or mobile application. Choose fonts and colors that reflect the brand identity and ensure consistency across different screens and components.

#### 3. **Designing a Mobile App UI:**

- Design the user interface for a mobile app focused on a specific use case, such as a task manager or weather app. Create screens for the home screen, task list, task details, and settings page, paying attention to navigation patterns and usability.

#### 4. **Prototyping User Interactions:**

- Use Figma's prototyping features to create interactive prototypes for a web or mobile application. Design a simple user flow (e.g., sign-up process, navigation between screens) and add interactive elements like buttons, links, and transitions.

#### 5. **Conducting User Research and Testing:**

- Define a user research plan and conduct usability testing on a Figma prototype. Recruit participants to perform specific tasks within the prototype, observe their interactions, and gather feedback on usability issues and design preferences.

#### 6. **Responsive Web Design:**

- Design a responsive web layout for a landing page or portfolio website. Create designs for desktop, tablet, and mobile breakpoints, considering how the layout and content adapt to different screen sizes and orientations.
7. **Icon and Illustration Design:**
- Create custom icons or illustrations to enhance the visual appeal of a web or mobile interface. Design icons for common actions or features and illustrate key concepts or scenarios relevant to the application's functionality.

## Projects:

1. **Fitness Tracking App:** Design a mobile app interface for a fitness tracking application that allows users to track their workouts, set goals, and monitor their progress. The app should include features such as recording exercises, tracking distance or duration, viewing statistics, and setting reminders.
2. **Travel Booking App:** Design a prototype for a mobile app that allows users to search and book flights, hotels, and activities. Use Figma's prototyping features to create interactive prototypes for key user flows, such as searching for flights, selecting dates, and completing a booking.
3. **Social Media Profile Page:** design the profile page of a social media platform to improve user experience and visual appeal. use Figma to redesign the layout, navigation, and visual elements of the social media profile page, focusing on usability, accessibility, and branding consistency.