



## Amazon Design Jam\_\_ Challenge Brief

**Design thinking helps young minds develop a growth mindset in addition to important problem solving, analytical, and spatial-thinking skills. Design thinking embodies skills that will be valued in jobs that haven't been created yet. It can be extremely challenging for high school students to learn about the many career opportunities in the design world. Amazon is committed to creating and leading programs that will inspire and prepare the next wave of designers for promising careers in tech.**

### **Your challenge:**

Design a tablet app (Android, Fire, iPad, etc) to provide a safe way for high school students (ages 13+) to #DiscoverDesign. This app should encourage students to:

- Discover what design is and how they interact with it every day
- Help them see the impact of good or bad design
- Encourage them to explore jobs/careers in design
- Inspire them to start their own career in design

Consider a few questions to help get you started: How do high school students interact best with technology? Will they use the app themselves or with their peers, friends, or parents? How can you create an experience that gets high school students excited about the design field and potential careers in design?

- **Empathize and think about the users.** What might be some challenges high school students face when learning about design as a career? Jot down what comes to mind and create distinctions between each challenge. Think about how challenges differ between grade levels, socioeconomic status, environment, day-to-day activities, etc. Research any questions that come up.

- **Define what problems need to be solved.** Gather all the information about your user and organize it into groups. Identify obstacles students face when thinking about pursuing design as a career. Ask "how might we...?" questions to help frame key issues.
- **Ideate on distinct potential solutions.** Take each "how might we" question and think about their solutions. Brainstorm as many ideas as you can; don't worry yet about one being the "right" idea.
- **Prototype what the experience will be like.** Look at all potential solutions as a team and determine the most meaningful, impactful, and/or exciting to create. Think about what type(s) of student your app will help, then list a few priority content features with your team to start.

### **A few recommendations to get started:**

- Begin with paper and pencil to sketch out areas of content and navigation.
- Save login and splash screens for later in your process.
- Work on concept and function first, then adhere to a visual design system as much as possible. Use UI kits and wireframe elements to layout content quickly.
- Use real copy in areas where context must be understood; the app's concept and purpose must be clearly understood without too much explanation.
- Keep a record of the sources of images and other elements you use in your app, as you'll need to include them as part of submitting it for judging.
- Look comprehensively at the app's functionality, navigation, readability, and visual hierarchy before coming up with a name. However, the app's name is important to generate interest in it for potential users.
- Please review our FAQ page (<https://cjam.in/help>) for more information to commonly asked questions about the Creative Jam process and Adobe XD.

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## PROJECT EVALUATION QUESTIONS

- Does the solution address a target audience and their needs?
- Does the prototype solve the problem in an innovative way?
- Is the user experience and interface intuitive?
- Is visual design used in a thoughtful and meaningful way?
- See rubric for more details: <https://cjam.in/rubric0720>

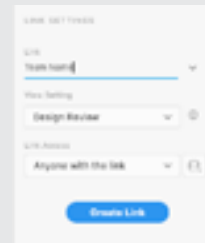
## MANDATORY SUBMISSION REQUIREMENTS

- Projects must be iPad or Android tablet apps, answer the challenge, and respond to all aspects of the evaluation
- Projects must be created and used interactively with **15 or more unique prototype screens** connected together through links in Adobe XD
- Projects must have been created during the event duration and not be derived from previously created work
- Projects must contain your original content, artwork, Adobe Stock images, or royalty-free images; copyrighted images/illustration/text that are not of your creation must be cited with the source in the submission form

## SUBMISSION PROCESS

- Submissions are due by or before **Friday, September 18 at 10:00 am PT / 1:00 pm PT / 6:00 pm BST** to <https://cjam.in/amazonjamssubmit>
- In addition to your prototype URL and contact information, you must provide a 150-word abstract that answers the project evaluation questions
- Finalists will be contacted by **Monday, September 21** about what's needed to present their apps in the finale
- A presenting team member **MUST** attend a scheduled tech check on **Tuesday, September 22** to present and win a grand prize
- No additional files or presentations will be accepted outside of the time-stamped prototype link.

## EXPORTING PROTOTYPE LINKS



Please name your file with your team name. Export with the View Setting set as *Design Review* and the Link Access to *Anyone with the link*.

The link you export must begin with **"xd.adobe.com."**

## MENTORSHIP OPPORTUNITY

We invite you to sign up for a mentoring session with a professional designer working at Amazon. They can give you feedback on your work, brainstorm ideas or directions, or help you through specific challenges as you build your app prototype.

Please go to <http://cjam.in/amazonmentor> to sign up for a 25-minute mentoring session. Due to demand, each team is allowed only one session. Sessions are first-come, first-served and cannot be rescheduled.

## QUALIFYING PROJECTS

All teams that submit a qualifying prototype will receive a one-year student subscription to Creative Cloud All Apps (valued up to \$240 USD).

## PRIZE FULFILLMENT

Winners will be contacted via their official campus email address used in their registration within 14 days to coordinate and deliver prizes. All prizes must be claimed within 90 days of the Jam. **Prizes will be fulfilled within 4 weeks of the event.**

*Your project outcome is not spec work; it's purely a demonstration of your talent and process. Project ideas belong to you and will not be used by Adobe nor Amazon.*

Questions? Email [jams@adobe.com](mailto:jams@adobe.com)