

ART 448 — Project

ChargeOn Call — EV Mobile Repair Website Prototype

(Figma: Sketch → Wireframe → High-Fidelity)

Professional Context

You are designing a responsive marketing + scheduling website for a company that provides on-site mobile repair services for electric vehicles. The site must convert urgent “need help now” users while also supporting planned scheduling and credibility-building for long-term customers and fleets.

The Challenge

Create an interactive website prototype in Figma by moving through three production stages—sketches → wireframes → polished UI—and justify key design decisions using UX psychology (Laws of UX) rather than personal preference.

Learning Outcomes (students will be able to...)

- Translate user goals into a clear information architecture and hierarchy
- Apply UX laws to layout, navigation, CTAs, and interaction patterns
- Design usable forms with validation, error prevention, and recovery
- Prototype core flows and validate decisions with a quick usability test
- Present the work as a coherent, portfolio-ready UX case study

Required Inputs (what you're given / what you must gather)

- Company name: ChargeOn Call (fictional)

- User types: Stranded Driver (urgent), Busy Owner (scheduled), Fleet Manager (B2B)
- Services: diagnostics, minor repairs, software updates, roadside assistance
- You must define: coverage area assumptions, response time promise, and a basic pricing approach (e.g., “starting at”)

Deliverables (what you must submit)

- Sketch Phase (low-fi): Two distinct layout concepts for Home (desktop + mobile), photographed/scanned and placed into Figma.
- Wireframe Phase (mid-fi): Wireframes (desktop + mobile) for Home, Services, and Book/Request Service. Booking flow must include labels, helper text, at least one error state, and a confirmation state.
- High-Fidelity Phase (hi-fi): Polished designs (desktop + mobile) for all three pages, plus a small UI system (type scale, color, buttons, form fields, cards, spacing rules).
- Prototype: Clickable prototype linking Home → Book → Confirmation (mobile + desktop).
- Validation + Rationale: 5-minute usability test with one person (documented) and a one-page UX rationale (bullets ok) that maps key decisions to UX laws and notes what changed after testing.

Constraints (non-negotiables)

- Primary CTA (“Request Service Now”) must be visible within 5 seconds on both desktop and mobile.
- Tap targets and form controls must be designed for mobile use (size and spacing).
- Forms must include clear labels and at least one example of error prevention/recovery.
- No misleading UI or hidden costs; include a brief limitations note if needed.
- Must address accessibility basics (contrast, legibility, focus/feedback).

Workflow (recommended steps)

- 1) Define users, tasks, and the thesis of the experience.
- 2) Sketch two concepts for Home (desktop + mobile).

- 3) Build wireframes for all pages + booking flow states.
- 4) Run a quick usability test and note friction points.
- 5) Build the UI kit and move to polished screens.
- 6) Prototype the core flow (Home → Book → Confirmation).
- 7) Write the one-page rationale and package deliverables.

AI & Tool Use Policy

AI Status: Yellow (Limited)

- Allowed: brainstorming and outlining, writing alternate headlines/FAQ options, usability test script ideas, accessibility checklists.
- Not Allowed: writing the final rationale wholesale, inventing usability findings, generating final layouts/UI without your decisions.
- Disclosure Required: Yes — include an AI Use Note (tool, purpose, representative prompt, what you changed).

Evaluation Criteria

- UX clarity and hierarchy (scanability, prioritization, cognitive load)
- Navigation and mental model alignment (predictable patterns)
- Interaction design quality (CTAs, feedback, system status)
- Form design (validation, errors, recovery)
- Visual system + accessibility (cohesion, readability, contrast)
- Testing + iteration evidence (changes driven by findings)
- Professional presentation (Figma organization + rationale clarity)