UX-Led **Mobile Experience** Series – Driving Engagement & Revenue.
by, Ramona Dsouza. Prepared for Intern's Syllabus

Mobile UX and Product Design, designed for a 10-week internship with the first and last weeks dedicated to onboarding, presentations, and wrap-up.

Deliverables Format:
- For Research, please enter findings in a PowerPoint

Weeks 1 & 10: Onboarding & Project Wrap-up
- **Week 1: Desk, Software Setup, Workday Trainings**
  - Introduction to the company, team, and intern project goals.
  - Overview of the internship program and expectations.
  - Setting up necessary tools and accounts.
  - Initial syllabus overview and goal setting.
- **Week 10: We will revise later.**
  - Project presentation preparation. Final project presentation to stakeholders.
  - Feedback and review session. Welcome questions, wrap-up and offboarding.

Weeks 2-5: Mobile UX Design. This section focuses on the fundamentals of Mobile UX Design. These will be your reference links:
- https://www.interaction-design.org/courses/mobile-ui-design-course
- https://www.interaction-design.org/courses/mobile-ux-design-course-the-beginners-guide

Week 2: UX Basics & Mobile UX Introduction
- Topics, to **Summarize on PowerPoint**:
  - Welcome and Introduction to Mobile UX Design
  - Key parameters for mobile UX design and evaluation
  - Goals of mobile UX
- Activities:
  - Evaluate an app based on the 8 goals of mobile UX
  - Research: "**3 Key Parameters** to Design and Evaluate the Mobile User Experience"

Week 3: Mobile UX Deep Dive
- Topics:
  - Native, Web, or Hybrid App considerations
  - Context of Use for Mobile
  - Responsive vs. Adaptive Design
- Activities:
  - Considerations for adapting to the user's context
  - Read: "Native, Web or Hybrid App: Which One is Better?"
  - Explore: Mobile UI Design Course by Interaction Design Foundation

- **Week 4: UX Process, Topics.**
  - Understand what Human-Centered Mobile Design
  - Understanding User Needs
  - Value Proposition and Emotional Value
  - Differentiate a Mobile UX Strategy

UI/UX Newins Project – A-Abana, Modern Icon Research & Recommendations.

Objective: Our current site, A-Abana has website icons that are outdated. Your task is to audit all icons currently used and recommend modern replacements using up-to-date icon libraries.

Step – by Step Instructions.

1. Start with the Home Page. https://www.a-abana.com/ Identify every icon used on the home page, except for the ones in the form, see note below on what to skip.
2. Search for a modern replacement icon in this order:
   a. Bootstrap Icons. https://icons.getbootstrap.com/
   b. If not available in Bootstrap Icon library, search Remix Icon. https://remixicon.com/
   c. If not available in either library, mark it as: No Icon Found or N/A
3. Document your findings in a Spreadsheet with the following columns.
   Open to ideas too.
4. The Home Page is the most important and once completed, please place it in your folder, file name can have a 005A, and then the rest can have a 005B.
5. See spreadsheet based on conversation, on how to organize recommended icons.

Current Location and Image			Link to suggested icon.		
🔒 Make a Payment / Login			Bootstrap: https://icons.getbootstrap.com/icons/file-lock2/ Remix: Remix link here.		
Location: https://www.a-abana.com/					

Note: You can skip these as they are already modernized.

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GET A QUOTE

Final Deliverable:

1. A completed Spreadsheet or Word file works too, with icon recommendations for each page of the site.
2. Optional: Include links, screenshots, or visual examples where helpful.
3. Once you complete the Home Page iconography suggestions, please continue with these pages:
    a. https://www.a-abana.com/insurance-basics
    b. https://www.a-abana.com/customer-resources
    c. https://www.a-abana.com/about-us
    d. Suggest icons for this page, even though we don't have any right now, https://www.a-abana.com/contact-us
    e. https://www.a-abana.com/contact-us/acquisition-form