

## **Design Assignment**

### ***Gamified Onboarding Experience for a B2B Retail App***

#### **Objective:**

Design a gamified onboarding experience for a B2B retail app, either Shikhar, Udaan, or Unnati, aimed at enhancing user engagement, increasing sales, and seamless navigation through the application. The primary goal is to create an intuitive and enjoyable user interface that simplifies the onboarding process while fostering a sense of achievement and progress. Your design should reflect a deep understanding of the target audience, their needs, and the app's functionalities.

#### **Key Deliverables:**

1. Conceptual Wireframes: Develop wireframes that illustrate the layout and flow of the gamified onboarding process. These wireframes should highlight key screens, user interactions, and gamification elements.
2. Visual Design Mockups: Create visual design mockups based on the approved wireframes. The mockups should showcase the aesthetic elements, color scheme, typography, and imagery that will be used in the final design.

#### **Guidelines:**

- Consider the app's target audience, which includes B2B retailers across Indian Subcontinent, and tailor the gamified elements to align with their preferences and goals.
- Maintain consistency with the app's existing branding and design language while introducing gamification elements to enhance user experience.
- Prioritize simplicity and intuitiveness in the onboarding process to ensure that users can easily navigate through the app.