internStudio

UI/UX DESIGN INTERNSHIP

TASK GUIDE

Design experiences people actually enjoy.
Research, wireframe, prototype, ship.

SIX DESIGN PROJECTS — CHOOSE ANY TWO

01 **End-to-End Redesign of a Complex Existing Product**

02 **Mobile App Design for a Real-World Service**

03 **Design System & Component Library Creation**

04 **Accessibility-Focused Product Redesign**

05 **Onboarding & User Activation Flow Design**

06 **B2B Analytics Dashboard UX Design**

INTERNSHIP
UI/UX Design

REQUIRED TASKS
Complete any 2 projects

FOCUS
User Research · Wireframing · Prototyping · Design Systems · Testing

INTERNSHIP INSTRUCTIONS

Your Internship Tasks

Select and complete **any 2 projects** from the task list. Each should be a complete design case study — research through a tested, polished prototype — not just a set of pretty screens.

Research	Define	Ideate	Wireframe	Prototype	Test	Refine

EVERY PROJECT SHOULD INCLUDE

- [ ] Real (or realistic) user research, not assumptions
- [ ] A clearly defined problem statement
- [ ] Low-fidelity wireframes before high-fidelity screens
- [ ] A working, clickable prototype
- [ ] At least one round of usability testing with feedback
- [ ] Consistent visual design (type, color, spacing)
- [ ] Accessibility considered, not an afterthought
- [ ] A case study explaining your decisions, not just the output

BEFORE YOU SUBMIT

- [ ] Complete any 2 projects from the list
- [ ] Publish the case study (Figma / Notion / a portfolio page)
- [ ] Include the clickable prototype link
- [ ] Document your research and key decisions
- [ ] Include before/after or iteration evidence
- [ ] Submit details via the submission form
- [ ] Share your work on LinkedIn as required

> **Suggested tools:** Figma (or Adobe XD/Sketch) · a research tool (Maze, UserTesting, or a moderated session) · a case-study platform (Notion, Behance, a personal site).

Submit your completed work here

Once both case studies are documented with a working prototype, submit your project details through the official submission form.

https://forms.gle/vxL5JE8cvRXXfDBv8

> **A note on quality.** A beautiful screen with no research behind it is decoration, not design. You should be able to explain what problem each decision solves and what evidence supports it.

01 End-to-End Redesign of a Complex Existing Product

Audit an existing complex product (e.g. a banking or booking app) and redesign a core flow based on real usability problems.

REQUIREMENTS

- Heuristic evaluation of the existing product
- A clearly scoped flow to redesign
- A high-fidelity, clickable prototype of the new flow
- Documented rationale for each major decision
- User research identifying real pain points
- Wireframes exploring multiple directions
- Usability testing comparing old vs. new
- Before/after comparison in the case study

Focus: Heuristic evaluation, comparative usability testing and a defensible redesign rationale.

02 Mobile App Design for a Real-World Service

Design a mobile app from scratch for an underserved real-world service (e.g. community healthcare booking).

REQUIREMENTS

- User interviews or surveys defining real needs
- Information architecture for the whole app
- A working clickable prototype
- Iteration based on testing feedback
- Personas and a core user journey map
- Low- and high-fidelity screens for the core flow
- Usability testing with real or representative users
- A design system for consistent components

Focus: End-to-end mobile design process from research through a tested, systemized UI.

03 Design System & Component Library Creation

Build a reusable design system — tokens, components and documentation — for a product family.

REQUIREMENTS

- Design tokens (color, type, spacing) defined systematically
- Documented usage guidelines per component
- Accessibility contrast and sizing checked
- Versioning or change-log approach documented
- A componentized library (buttons, forms, cards, etc.)
- States covered (default, hover, disabled, error)
- Applied to at least two real screens as a demonstration
- A rationale for key system decisions

Focus: Systemized, documented design decisions that scale beyond a single screen.

04 Accessibility-Focused Product Redesign

Audit a real product against WCAG guidelines and redesign it to meaningfully improve accessibility.

REQUIREMENTS

- A structured WCAG-based accessibility audit
- Redesign addressing color contrast, sizing and navigation
- Testing with an accessibility tool or checklist
- Documented tradeoffs where accessibility affected visual design
- Identification of concrete, specific violations
- Consideration of screen-reader and keyboard navigation
- Before/after comparison against the audit findings
- A summary of remaining known limitations

Focus: Accessibility auditing, inclusive design decisions and honest documentation of tradeoffs.

05 Onboarding & User Activation Flow Design

Research and redesign a product's onboarding flow to improve activation, with tested variants.

REQUIREMENTS

- Research into where users currently drop off
- At least two distinct onboarding variants designed
- Usability testing comparing the variants
- Consideration of empty and first-run states
- A clear hypothesis for why the drop-off happens
- Clickable prototypes of each variant
- A recommendation backed by testing evidence
- Documented success metrics for activation

Focus: Hypothesis-driven design, variant testing and activation-focused decision-making.

06 B2B Analytics Dashboard UX Design

Design the UX for a complex data-heavy B2B analytics dashboard used by non-technical business users.

REQUIREMENTS

- Research into real user tasks and decisions the dashboard supports
- Wireframes for at least three distinct dashboard views
- Consideration of empty, loading and error states
- Data-visualization choices justified by the task, not decoration
- Information hierarchy for a data-dense interface
- A high-fidelity, clickable prototype
- Usability testing with representative users
- A case study explaining information-hierarchy decisions

Focus: Complex information design, data-viz decisions and task-driven UX for a B2B audience.

FINAL STEP

Ready to Submit?

Verify everything below before you send your work in.

SUBMISSION

- [ ] Case study published
- [ ] Clickable prototype link included
- [ ] Research and decisions documented
- [ ] Submission form completed
- [ ] LinkedIn post where required

VALIDATION

- [ ] Usability testing conducted
- [ ] Feedback incorporated into iterations
- [ ] Iteration evidence documented

RESEARCH

- [ ] Real user research conducted
- [ ] Problem statement clearly defined
- [ ] Research findings documented

DESIGN

- [ ] Wireframes precede high-fidelity screens
- [ ] Visual design is consistent
- [ ] Accessibility considered

Important. Complete any 2 projects. Each should read as a real case study — research, decisions and evidence — not a screenshot gallery.

Submission Form

Submit your case study, prototype link and research summary here.

https://forms.gle/vxL5JE8cvRXXfDBv8

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