

DSC Women In Tech Conference: Tech Challenge

Website Page To Redesign:

<https://www.apple.com/iphone/>

Challenge Details:

The goal is for you to redesign the indicated page from Apple's website and make it more elderly friendly.

These are many reasons why so many older adults with deteriorating vision and dexterity say they struggle to navigate the internet. The following issue became prominent as the pandemic forced more people to take their businesses online more than ever before.

Therefore your goal is to analyze Apple's iPhones page and redesign it with a focus on the elderly.

Steps we recommend you follow:

1. Research what problems elderly people face when browsing the internet.
2. Analyze Apple's page and find out the different elements and structures that might be hard for seniors to navigate through.
3. Based on your research redesign the page as you see fit to accommodate for seniors' needs and troubles. (this could be high fidelity or low fidelity just keep in mind that you still need to code the front-end of the page)
4. Using whichever tools and languages you prefer, build the page you've just redesigned.

Deliverables:

1. A link to your project repo
2. A one minute video of you explaining your designs and the reasons behind your decisions.

Tips:

- First if you don't change a whole section of the page, feel free to screenshot it and position it as a whole image while developing your page.
- Focus mainly on the functionalities you're implementing and less on keeping Apple's aesthetic present.
- For the images and graphics, feel free to screenshot them on your devices, or use filler images.

Deadline:

Make sure you submit on MARCH 21st by 6:30 PM EST.

The link for submissions will be released to you at 6:00 PM tomorrow.