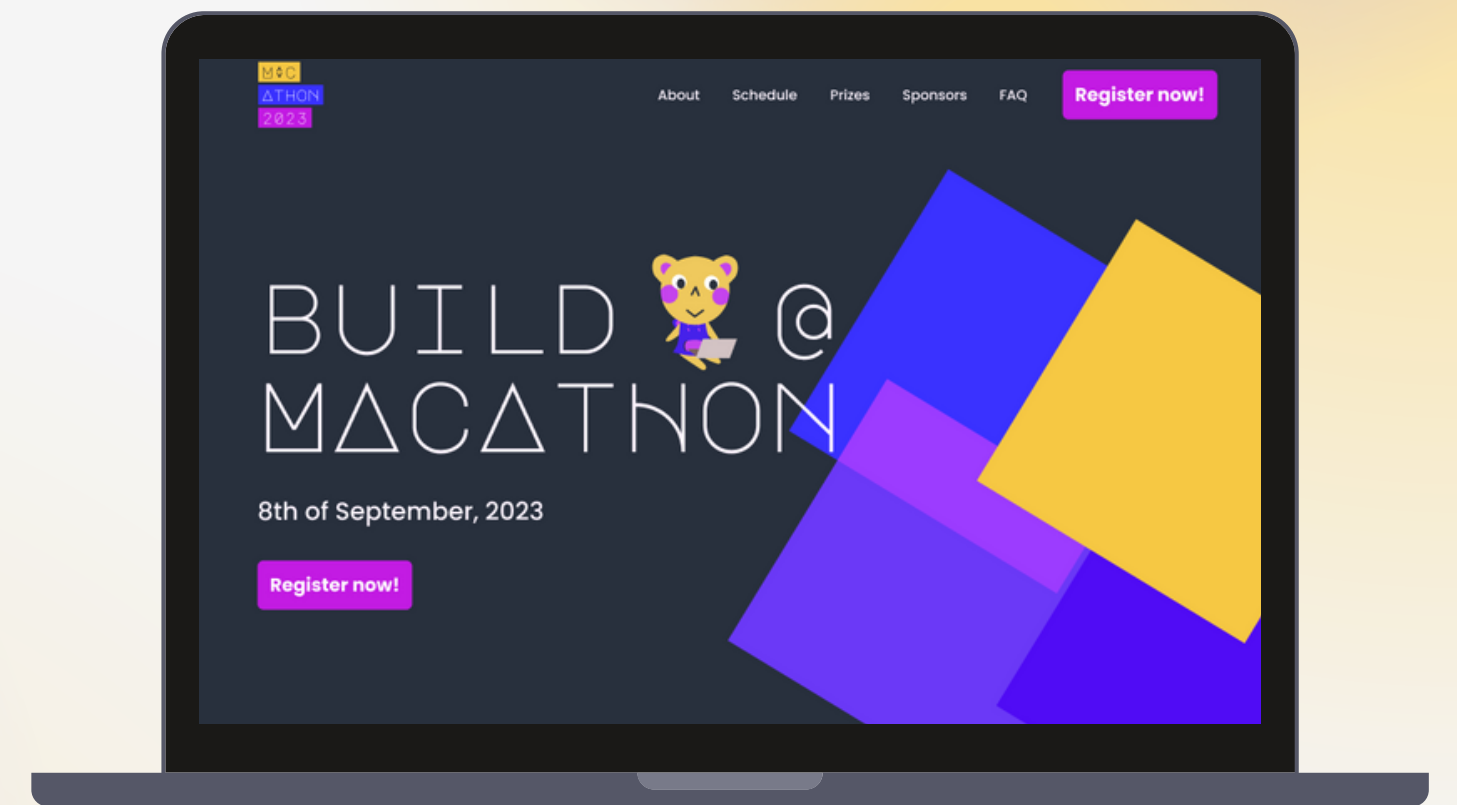


MACathon

Sarah Tran





Background

Team

Sarah Tran
Kim Pham
Dominique Soriano
Huy Nguyen
Tony Xu
Diya Ramesh

Timeline

July 2023 - September 2023
(7 weeks)

Role

UX/UI Designer

Tools

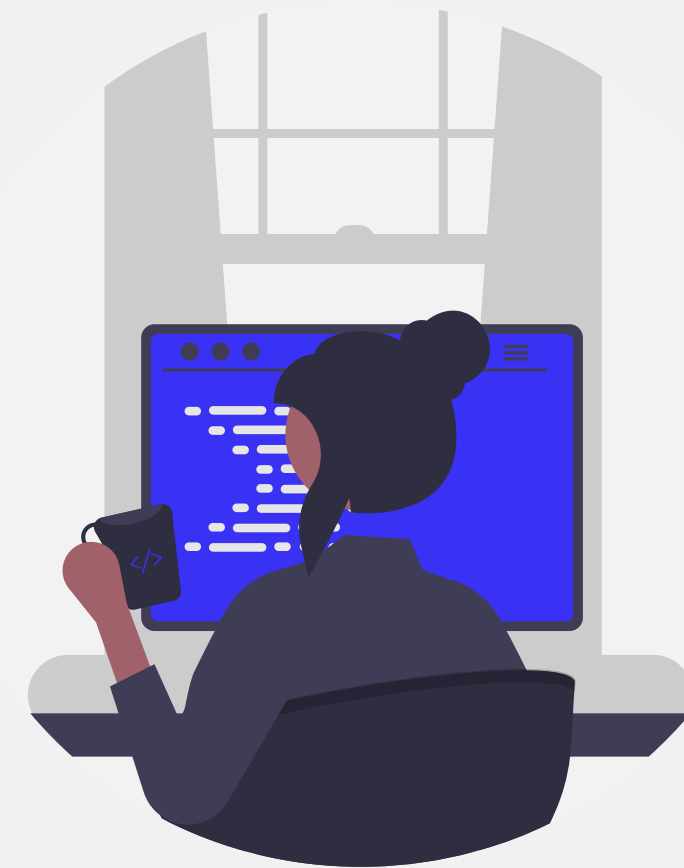
Figma
Miro
Framer



About

MACathon is an annual hackathon, where teams of up to four collaborate intensively over two days to craft innovative tech solutions, for enticing prizes.

MACathon is an event from a student club that I am part of, MAC (Monash Association of Coding). We are a club that hosts events aimed at technical students.





01

No online presence for our event

02

There was no unique branding so our event did not stand out

03

A lot of students were confused and had many questions

04

Many did not know the benefits of entering a hackathon

Problems

Monash Association of Coding is a coding club at Monash University that targets students who are interested in a career in technology. As a club, we wanted to host a hackathon where students can compete and create their own projects. We wanted to raise awareness and encourage students to enter. As of yet, we did not have much brand presence.



Solutions

The aim of this project is to design branding and a website for our club's annual hackathon and ultimately, encourage more students to enter.

01

We wanted to get more participants to join

02

Summarise all information regarding the event into one place

03

Establish a strong branding presence

04

Create an annual theme that does not have to change.



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Competitive Analysis

UNIHack



Pros

Very colourful, creative, distinct branding, shows all previous events

Cons

Website is missing important information such as schedule, FAQ, etc.

Hack Melbourne



Pros

Website generally has all the information, very beginner friendly, easy to read

Cons

Branding seems very simple



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Key Features

About

A section to describe what the hackathon is and the benefits of joining.

Schedule

The hackathon is held over 2 days and will have a tight schedule.

Prizes

There will be prizes for first, second and third place.

FAQ

As users are constantly asking questions, we wanted to put an FAQ on the website.



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Low Fidelity

Desktop Version

Mobile Version

linktree no code for mac stuff bento

We can play around with blending modes here so the text overlapping the image can do some kind of cool blending

incentivize users and provide context for the event

about macathon here

How joining Macathon will benefit you. The grid on the left has the reasons

podium

Mascot

carosel

Final call to action

LOGO CTA

BUILD@MACATHON

DD/MM/YYYY

CTA

48 HOURS OF BUILDING 40+ PARTICIPANTS \$1,600 IN PRIZES

WHAT'S MACATHON?

SPONSORS

LET'S GO BUILD

CTA

SCHEDULE DAY1 DAY2

PRIZES 1ST 2nd 3rd

FAQ

48 HOURS OF BUILDING 40+ PARTICIPANTS \$1,600 IN PRIZES

WHAT'S MACATHON?

SPONSORS

LET'S GO BUILD

MACATHON

CONTRIBUT



About

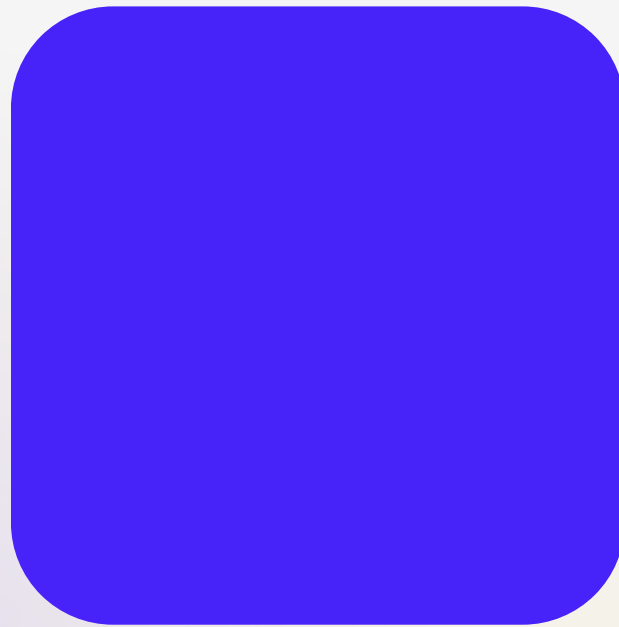
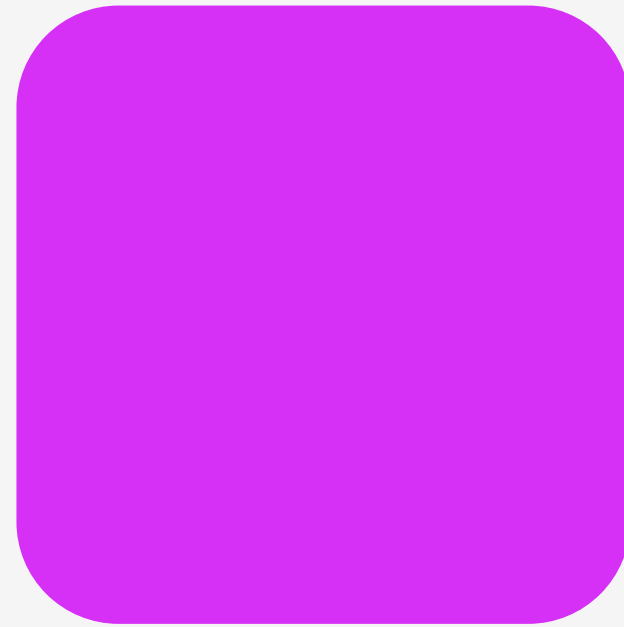
Discover

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Colours



Logo



Style Guide

Fonts

Poppins

MAJOR

MONO

DISPLAY



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Mascot



About

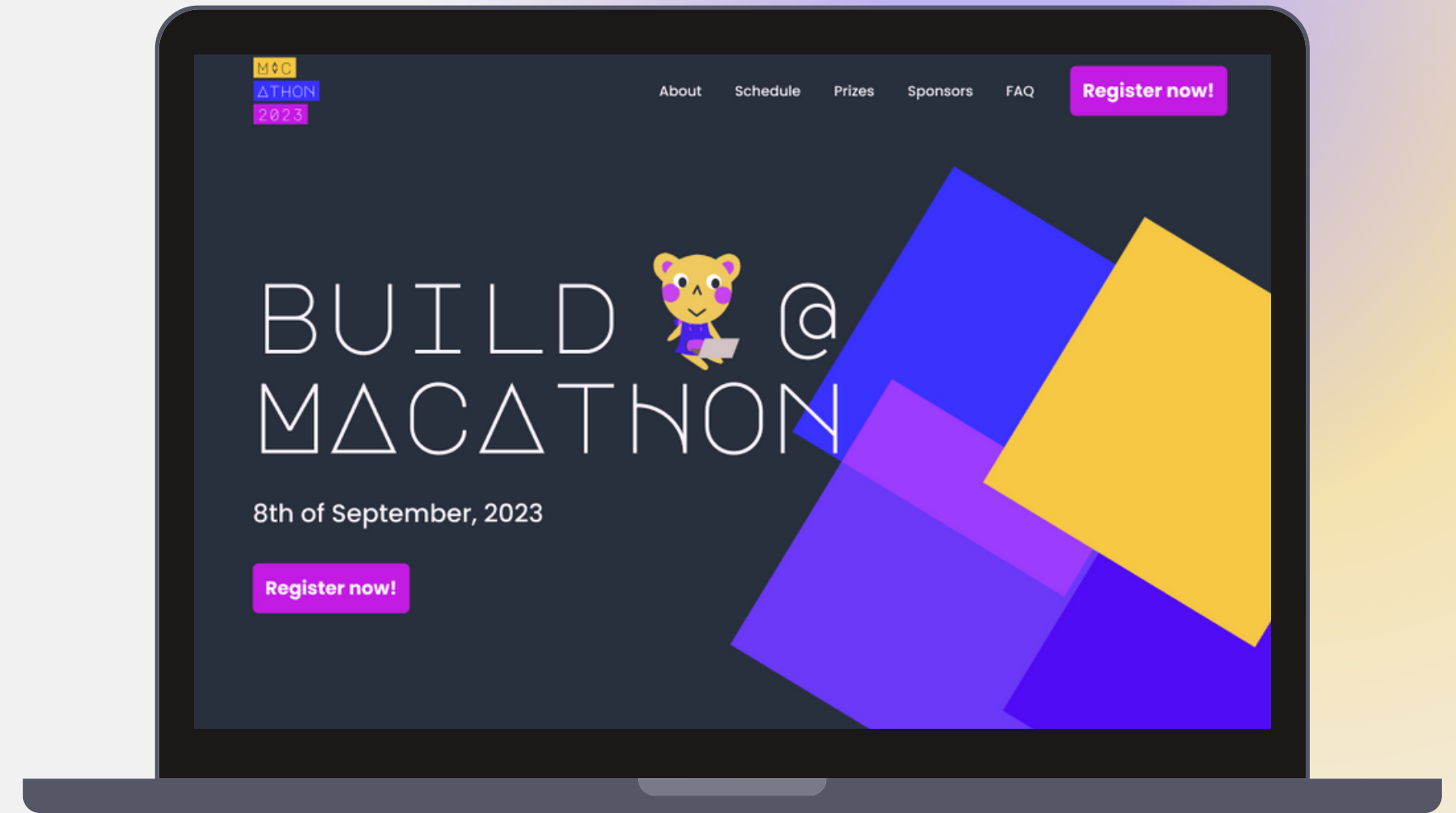
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High Fidelity





About

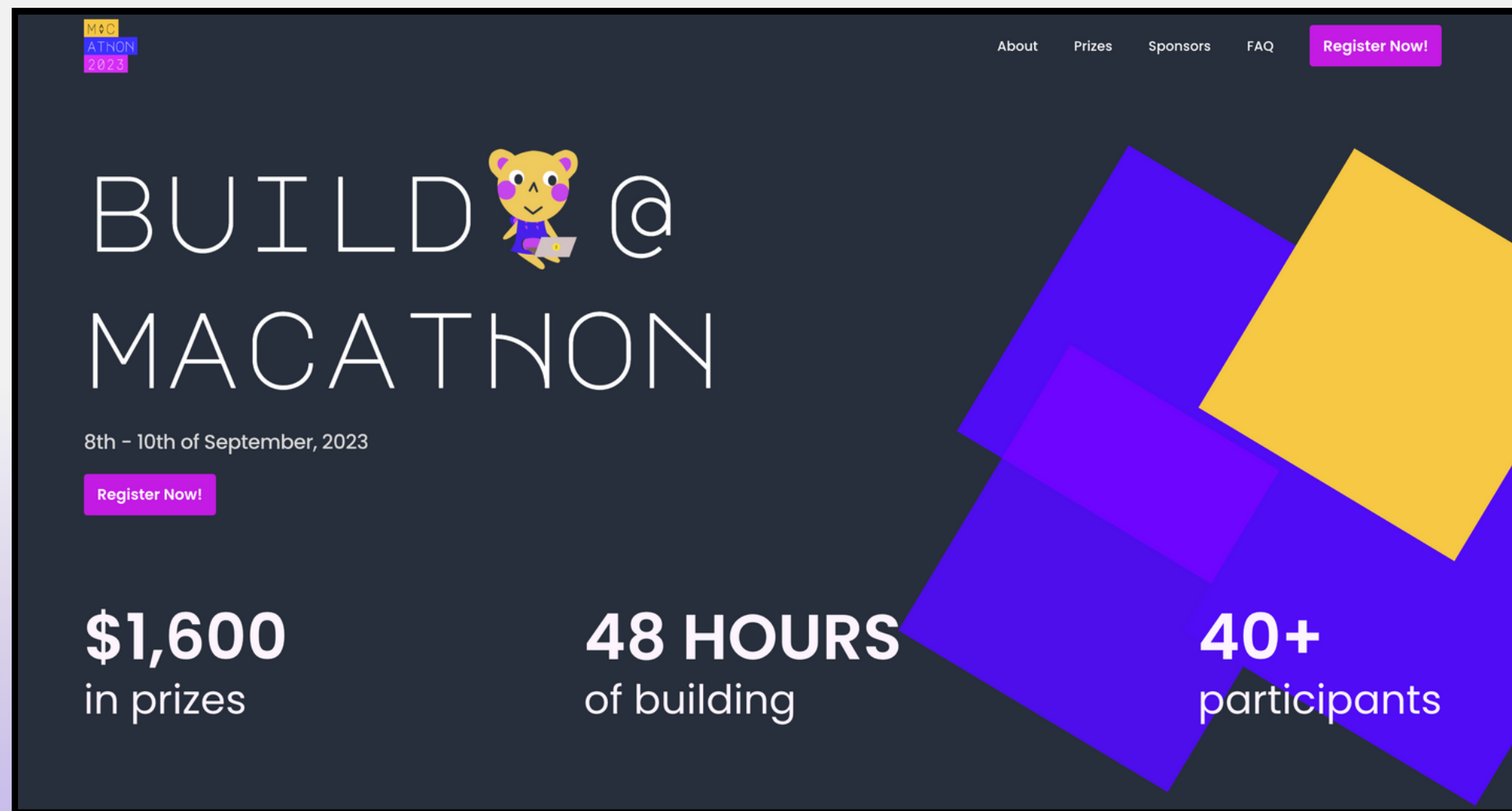
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Hero



Hero

This is the hero section and gives the main details: Title, dates, call to action button and a brief overview of the stats



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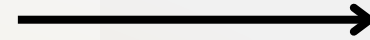
Develop

Deliver

Description

Description

An introduction to what the MACathon is



Carousel

This will show a carousel of images from the actual hackathon.



Benefits

Benefits of joining





About

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Schedule

Schedule

Dates and times of the events happenig



SCHEDULE			
Monday Sep 18th	●	Theme Announced!	8AM AEST
Tuesday Sep 19th	●	Hacking Time	8PM AEST
Wednesday Sep 20th	●	Hacking Ends	8PM AEST
Thursday Sep 21st	●	Presentations and Judging	10AM
Friday Sep 22nd	●	Winner Announced	10AM



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PRIZES

\$400



2nd



\$1000



1st



\$200



3rd



Prizes

Podium shows the different cash prizes.

Prizes



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FAQ

FAQ

An acocrdion of frequently asked questions

FAQ

+ What is MACathon?

+ Is there a theme?

+ How do I sign up?

+ Why should I participate in MACathon?

+ How much does it cost?

+ Who runs MACathon?

+ I don't have a team, can I still sign up?

+ Can we work on our idea beforehand?

+ What is the team size?

+ Can we work on existing projects?





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Takeaways

What went well

- The branding is very unique
- The mascot was a success and was a very cute addition to the branding

What did not go well

- We finished the website the week the hackathon was going to start. We should have finished the website a few weeks prior, or when we announce the event

What could be improved

- Could potentially have more time
- Could do more user research, such as conducting interviews



About

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Impact

Prizes

\$1600

Participants

70 participants

+30 since last year

Projects

20 projects

+10 since last year