UX Design

FBLA
High School

FBLA High School Competitive Events Guidelines

2022–2023

Objective Test Events

Overview

These events consist of a 60-minute test administered during the National Leadership Conference (NLC).

ELIGIBILITY

Each state may submit four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year. These events are for individual competitors only.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

Accounting I

Accounting II

Advertising

Agribusiness

Business Calculations

Business Communication

Business Law

Computer Problem Solving

Cyber Security

Economics

Health Care Administration

Human Resource Management

Insurance & Risk Management

Introduction to Business Communication

Introduction to Business Concepts

Introduction to Business Procedures

Introduction to FBLA

Introduction to Financial Math

Introduction to Information Technology

Introduction to Marketing Concepts – *NEW*

Introduction to Parliamentary Procedure

Journalism

Networking Infrastructures

Organizational Leadership

Personal Finance

Political Science

Securities & Investments

Supply Chain Management

UX Design

UX Design

Objective Test Competencies
• Effective design principles
• Ease of navigation and readability
• Accommodations for special needs and related laws
• Color scheme
• Mobile and desktop responsive web design
• Copyright, creative commons, and fair use
• Role of UX design
• UX design process
• Careers in UX/UI design

Objective Test Guidelines
• No materials may be brought to the testing site.
• No calculators may be brought into the testing site; calculators will be provided.
• Electronic devices must be turned off and out of sight.
• Bring a writing instrument.

Competency A: Effective Design Principles	
Competency B: Ease of Navigation and Readability	
Competency C: Accommodation for Special Needs and Related Laws	
Competency D: Color Scheme	
Competency E: Mobile and Desktop Responsive Web Design	
Competency F: Copyright, Creative Commons, and Fair Use	
Competency G: Role of UX Design	
Competency H: UX Design Process	
Competency I: Careers in UX/UI Design	

UX DESIGN SAMPLE QUESTIONS

1) A representation of the target audience so that you are designing for a specific audience instead of a generic one.

   A) persona

   B) figure

   C) original

   D) identification

2) The problems users face that create friction in certain user flows.

   A) flow inhibitors

   B) valves

   C) restrictors

   D) pain points

3) A visual representation of a specific route that a user might take through your website or app in order to achieve a goal.

   A) storyboard

   B) user flows

   C) web map

   D) guided path

4) Virtual items on a website's interface that allow users to engage with the design.

   A) user interface elements

   B) decorations

   C) amusements

   D) touch points

5) The design and development process that aims to produce a design that aligns with the wants and needs of the user.

   A) tube cycles

   B) questioning

   C) design production

   D) user-centered design

6) A map that lays the outline of the path that a user will take from the start to the intended goal.

A) information architecture

B) experience architecture

C) section interaction

D) elevation design

7) Chalking out and designing an information model.

A) topography

B) cartography

C) information architecture

D) experience architecture

8) Developing a structure and pattern of actions or behaviors for a design and its users.

A) experience design

B) user logs

C) guiding points

D) interaction design

9) Working out how a design will function across multiple platforms.

A) interaction design

B) protons

C) experience design

D) motherboard

10) Secondary navigation aids that tell users where they are on a website.

A) pastries

B) breadcrumbs

C) donuts

D) cupcakes

11) A skeletal framework or blueprint of your product, app, or website design without any content, images, and interactive elements.

A) metal frame

B) wireframe

C) modulation

D) fencing

12) A full size outline of the proposed final product that is used for testing before launch.
   A) design
   B) prototype
   C) mode
   D) mockup

13) A smaller scale, realistic representation of how the design will look in its final form.
   A) mode
   B) mockup
   C) design
   D) prototype

14) A user research method that asks users to arrange information into groups that make sense to them.
   A) paper sorting
   B) deck sorting
   C) link sorting
   D) card sorting

15) A UI design style that focuses on employing simple, two-dimensional elements with bright colors.
   A) down design
   B) up design
   C) flat design
   D) rolling design

1) A
2) D
3) B
4) A
5) D
6) B
7) C
8) D
9) C
10) B
11) B
12) B
13) B
14) D
15) C

General Competitive Events Guidelines

The general event guidelines below are applicable to all FBLA High School national competitive events. Please review and follow these guidelines when competing at the national level. When competing at the state level, check the state guidelines since they may differ.

All members and advisers are responsible for reading and following competitive event guidelines.

Eligibility

- **Dues:** Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

- **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Tuesday in May.

- Each state may submit four entries in all events.

- Each competitor can only compete in one individual/team event and one chapter event.

- Each competitor must compete in all parts of an event for award eligibility.

- A team shall consist of two or three members. The exception is Parliamentary Procedure, which must be a team of four or five members.

- All members of a team must consist of individuals from the same chapter.

- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. **PLEASE NOTE** that competitive events start in the morning before the opening session of NLC.

- Competitors may be disqualified if they violate competitive event guidelines.

- Picture identification (drivers' license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.

General Competitive Events Guidelines

Repeat Competitors

- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event. This eliminates the exceptions for team events that were previously in place, as this change will now affect all events.

- Modified Events: A competitor may compete in the same event when the event is modified, regardless of placement at a National Leadership Conference. Note, if the only modification is a name change, competitors may not compete in the renamed event if they have previously placed in the top ten at the National Leadership Conference.

- Chapter Events: Competitors may compete in a chapter event as many times as they wish, regardless of placement at a previous National Leadership Conference (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).

- Pilot Event: Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

Breaking Ties

- Objective Tests: Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed to determine the winner.

- Objective and Production Tests: The production test scores will be used to break a tie.

- Objective Tests and Performances: The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.

- Reports/Projects and Performances: The report/project scores will be used to break a tie.

- Performances: Judges must break ties and all judges' decisions are final.

General Competitive Events Guidelines

National Deadlines

- State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Tuesday in May.

- All prejudged components (reports and projects) must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.

- All prejudged projects and reports must be submitted electronically.

- All production tests must be submitted by 11:59 p.m. Eastern Time on the third Tuesday in May.

- All production tests must be uploaded online on the required platform.

- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Tuesday in June. Competitor drops are the only changes allowed after this date and onsite.

National Awards

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Americans With Disabilities Act (ADA)

- FBLA–PBL meets the criteria specified in the Americans with Disabilities Act for all participants who submit an accommodation form.

- The form must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the national association reserves the right to record any performance for use in study or training materials.