

FUXI 401 UX/ UI

BYOP: Edflix

An Ed-Tech Platform re-imagining the User Experience for Life long learners with an immersive and interactive elements of design.

Strategy

User Research, Personas, Pain Points



Rajesh is 23 yrs old and has recently graduated from college as a Designer. He feels the need to earn an advanced degree so he can develop his skills and continue building his career.

Goals

- Build a strong Resume.
- Get a higher salary package.
- Get job opportunities in High Profile Product Companies.

Gaps Identified

- Many courses lack hands-on training.
- Want to grow my knowledge and skills.
- Be job ready in a Reputed Organization.

Key Traits

Distracted/ Gives Up

Planned

Confident



Jayesh, is 20 year old college student. He feels that he needs to develop his skills to make a successful career.

Goals

- Establish professional credibility.
- Improve the selection chances in job interviews.
- Get Hands-on knowledge from industry experts.

Gaps Identified

- The need and want for budget friendly courses.
- Can not find good courses at the beginners level.
- Need credibility and certification from courses.

Key Traits

Finisher

Risk Taker

Introvert



Sonali is a 33-year-old product manager at IZiel. She is seeking a job change with a higher position because she believes her current role isn't a suitable fit. She believes that she needs to improve her skills in order to accomplish this.

Key Traits

Motivated

Professional

Extrovert

Goals

- Competitive edge to our other professionals.
- Learn even with a busy schedule.
- Upskill at their own pace and their availability.

Gaps Identified

- Can not commit to long term courses (Busy schedule).
- Want to up skill to advanced PM modules.
- Lack of community of fellow learners.

Feel Factor	Score
Excited/Interested/Curious/Satisfied	5
Stressed/Challenging	4
Calm	3
Frustrated/Demotivated	2
Abandons/Dissatisfied	1

User Journey and Empathy Map

Personas	User Journey	Search	Enroll	Begin	Finish
Persona 1	Thinks	I want to search for a course to learn This helps me upskill or learn new skills thato find jobs. Also, transition from current role for career progression/advancement.	He found the advanced certification program.	It is too theoritical, challenging and not matching his existing skillset to learn further	Tries to finish it for the sake of certification, but could not complete and gives up
	Does	Searches for courses across internet using search tools and social media. Referrals from his alumni and other media.	Enrolls for the course considering the reviews and curriculum	Since enrolled assumes sticking to the learning schedule will help in completing	Not able to keep up with the learning schedules and retain knowledge
	Feels	Interested and Invested during the process	Sense of statisifaction to have taken a step forward	Frustrated distracted often, because it is too challenging and lacks hands on training	Demotivated and leaves the enrolled course without getting certified
	Feels	Excited (To earn advance certification)	Calm (having found and enrolled to the course)	Frustrated/ Demotivate	Abandons
Persona 2	Feels	Curious (To prepare and learn	Stressful (Financially)	Challenging	Dissatisfied: Value for Money
Persona 3	Feels	Interested	Satisfied	Calm	Stressed

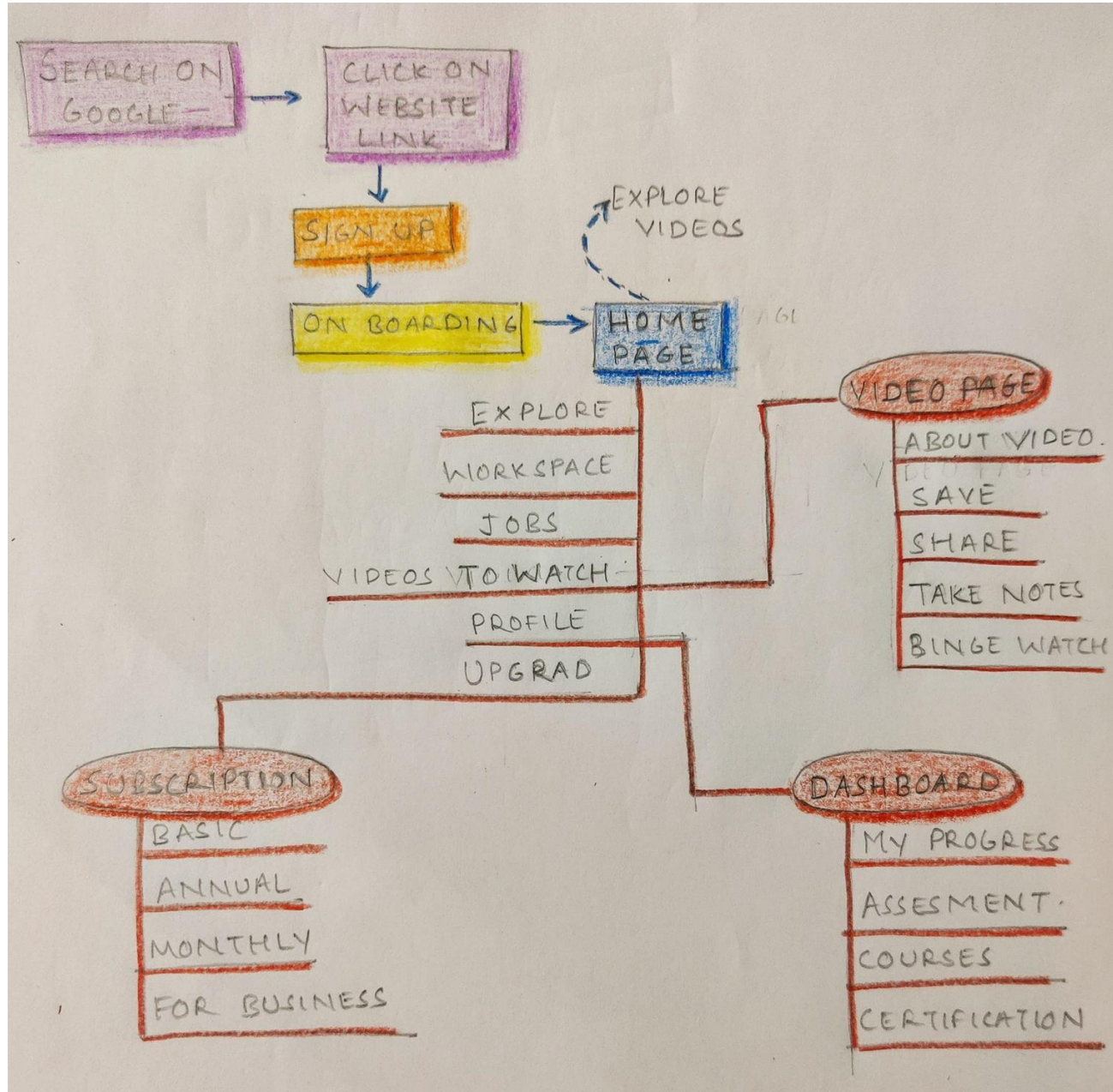
User Research and Problem Space

- ▶ We had a user research performed via in-person, online survey and phone interviews overall with about 18 individuals to identify the problem space of existing Ed-tech platforms and come up with a value proposition.
- ▶ Following are some of the pain points identified for the learners:
 - People do not usually complete courses which they select.
 - Often they learn the course alone by logging on a platform.
 - Users prefer shorter courses less than 2 hours. They want to complete the course in usually one go. Lengthy courses are resulting in lack of interest and motivation.
 - Not being able to apply the learnings as needed.
 - They want job notification related to course chosen.
 - They want customized options instead of a generic curriculum.
 - They want to learn with other learners/friends while using the platform

Scope: Features and Functionalities to be offered as part of Solution Value Proposition Offered via UX/UI

<ul style="list-style-type: none">• Immersive/ Interactive website or app with engaging UX/UI features giving users complete autonomy on learning, to ensure the gains• Customization of learning-liner (organized step by step, predetermined start and stop-like general curriculum); inquisitive (random start which helps in building knowledge by asking questions- like connecting the dots. Assume, Assimilate, Connect & Understand; Accelerated (prioritise focused playlist like 30-90 mins sprints)• Integrated 3rd Party job application source for notifications• Incentive streaks of learning to create competitive environment	<ul style="list-style-type: none">• Customization option provisioning users with curated content• Filter and sorting option based on length, topic, difficulty, watch later• Learn together feature which provides live interactions similar to youtube for group learning• Upload your own video which serves as proof of work for real case studies resulting in better career opportunities• Choose your span of attention and focus• Use integrated Pomodoro technique- prompt for taking break• Prompts include relaxation techniques (have some water, take a walk, meditate, use distraction for advantages- like casual mobile game for 5 mins)• Nudges/ notifications similar to Zomato/ Swiggy

Structure: User Flow and Information Architecture



Skeleton: Wireframes

https://drive.google.com/file/d/1kjwxUWfMLp2ws4ANWk0WAmZN3-viY6mm/view?usp=share_link

Surface: Basic Prototype Mock Up Click Through

<https://www.figma.com/proto/VgUGTnOiYgBVeeDPt7Cgcl/Edflix-Prototype?node-id=303%3A25702&scaling=scale-down>

Conclusion

- Based on the inputs and customer interviews, the personas helped us to identify that majority of the students take up courses with interest in building skills needed for career and working professionals look forward for a career shift.
- Major pain points have been time management and staying motivated to continue and complete the course, along with detailed hands-on instructions or on-job training.
- An engaging solution that keeps the users/students to stay on track to get through the course taken up and complete the same to successfully accomplish their intended goals.

We believe that it should be a class apart from existing Ed-Tech competitors platforms like Coursera, Udemy, EdX, LinkedIn Learning, Upskill etc.

An ideal or proposed MVP will offer a value proposition of very engaging UX/UI elements with tailored price structure keeping intended personas in perspective