Education for All App and Responsive Website

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Project overview

The product:

Education for All is a Education-based organization focused on giving quality education for who can't afford. The organization needs a tool that helps people learn about new emerging technologies and some foundational courses. Education for All primary target users include School Children, college students and adults who can't afford quality education

Project duration:

July 2023 to July 2023
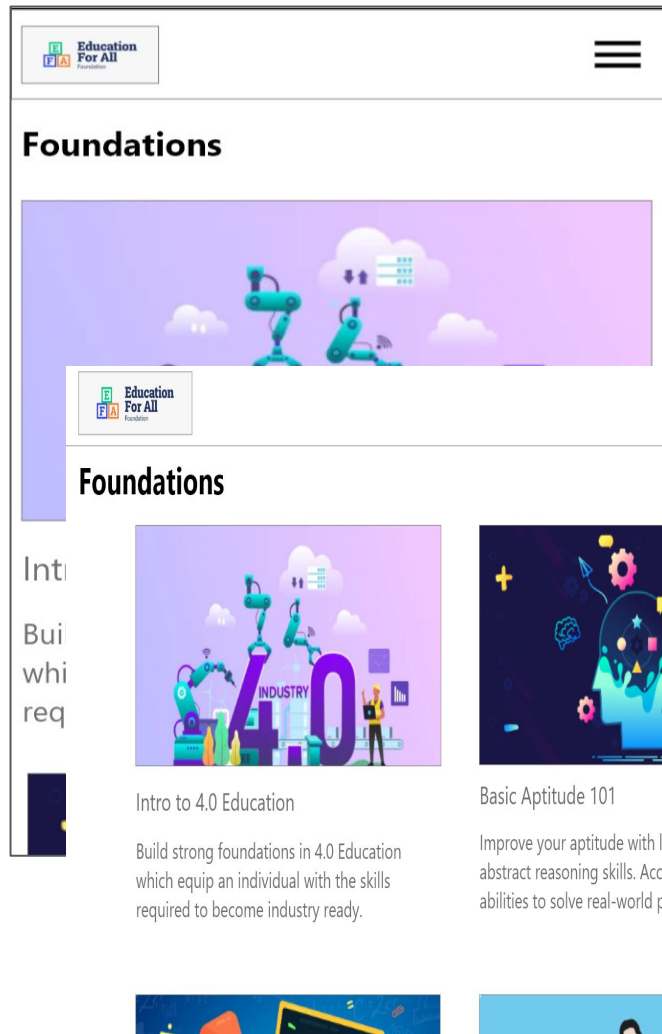
Project overview

The problem:

40% of people goes to be illiterates per year in the India. The strategy team at Education for all has identified a lack of general knowledge about education and limited understanding about personal impact as crucial drivers for continued illiteracy.

The goal:

Design an app that will improve education on the topic literacy and help people manage their education.

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Project overview

My role:

UX designer leading the app and responsive website design from conception to delivery

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

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User research: summary

I used Education for All's data to develop interview questions, which were then used to conduct user interviews. Most interview participants reported feeling badly about illiteracy, but they didn't actively try to reduce it. The feedback received through research made it very clear that users would be open and willing to work towards eliminating illiteracy if they had access to an easy-to-use tool to help guide them.

Persona 1: **Thierry**

Problem statement:

Thierry is a high school teacher. His father will teach the children who are in slum area near their locality. He got inspired by his father and he also chosen the teaching field. Whenever he gets time he will record the subject videos and upload them on Youtube.

"Would love to help poor people who are struggling to study"

Thierry

Age: 27
Education: Graduated
Hometown: India
Family: Parents
Occupation: Teacher

Goals
- Designing an app where there will be all recorded sessions which is even accessible on mobile.
- Easy access through any kind of devices for online classes.

Frustrations
- "I struggle with the bandwidth due to low network"
- "Due to corona it became hard to conduct offline classes"
- "Parents don't have knowledge about the importance of education"

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Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Education for All app. These designs focused on delivering personalized guidance to users to help manage illiteracy.

Foundations

Search for topics

Home > Course name

Save

Open Course

Google
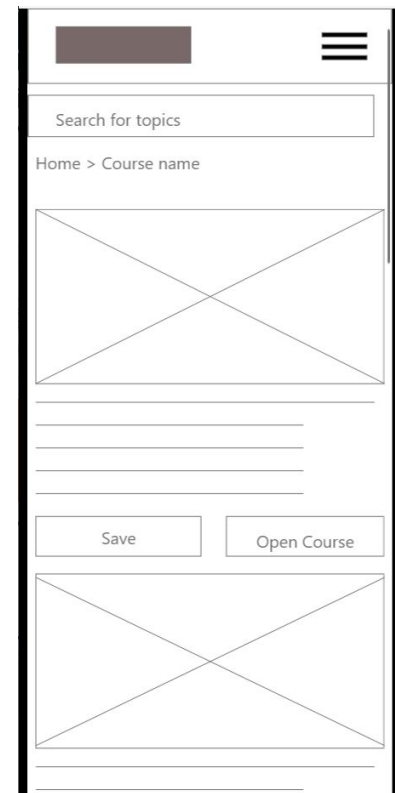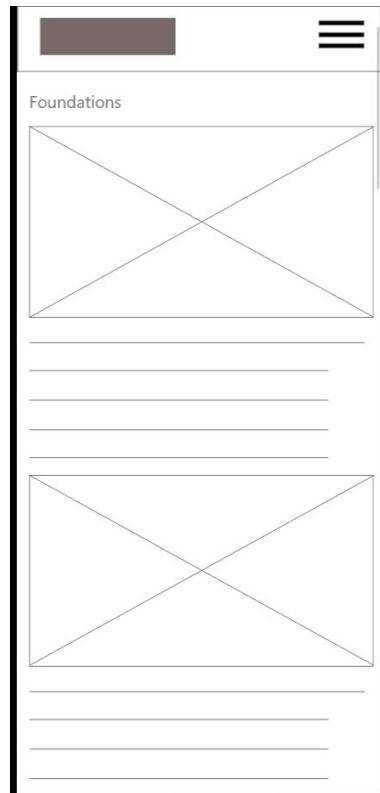
Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing the courses list and watching them.

View Education for All low-fidelity prototype
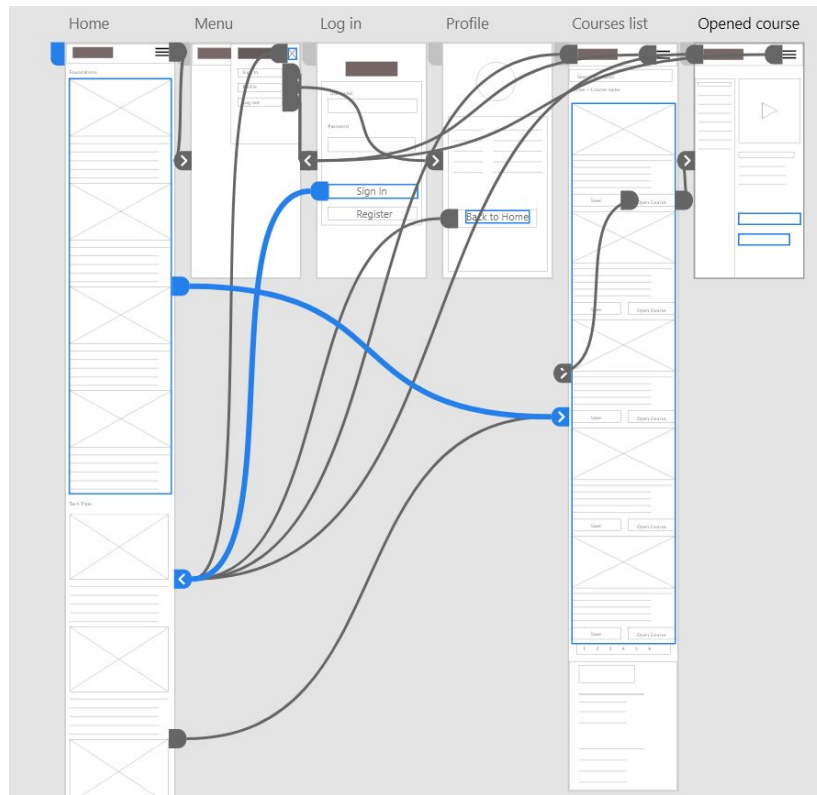
Usability study: parameters

Study type:

Unmoderated usability study

Location:

India, remote

Participants:

7 participants

Length:

30-60 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

People want easy access to the courses which will help in giving quality education.

2

People had difficulty searching the courses in the app.

3

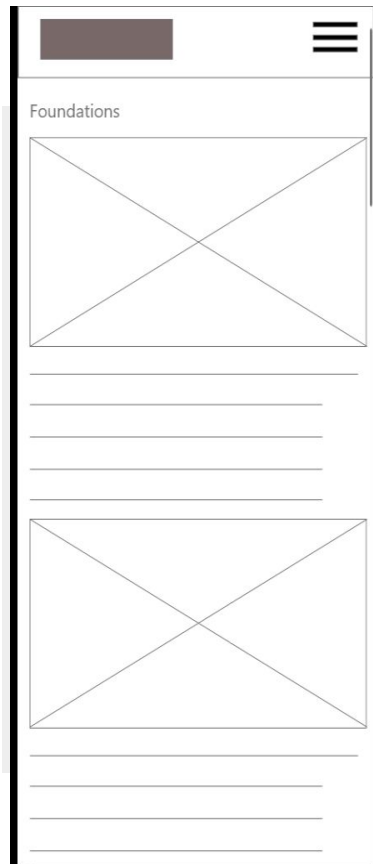People preferred clear indications of which is the emerging technology course..

Google

Refining the design

- Mockups
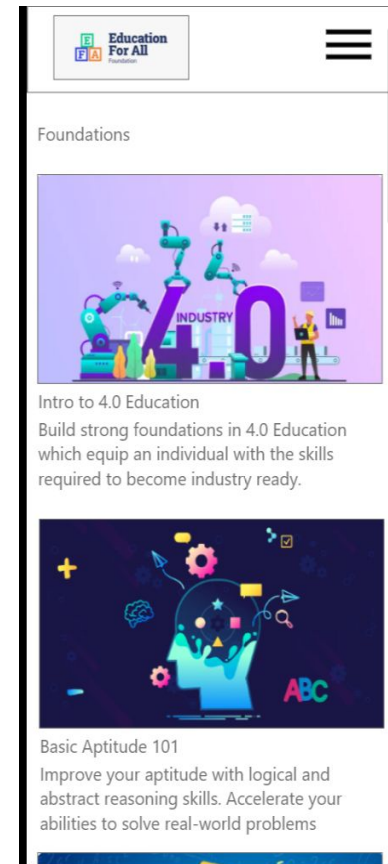- High-fidelity prototype
- Accessibility

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Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to browse courses.

Foundations

Foundations

Intro to 4.0 Education
Build strong foundations in 4.0 Education which equip an individual with the skills required to become industry ready.

Basic Aptitude 101
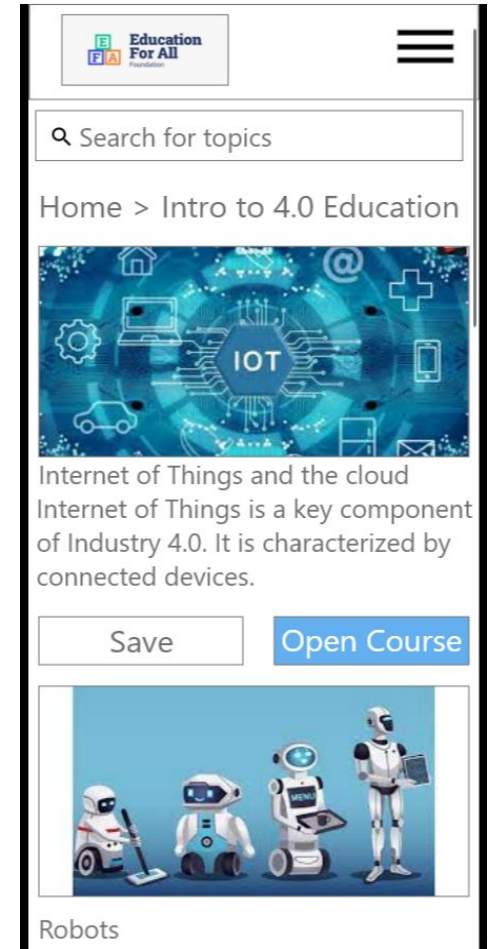Improve your aptitude with logical and abstract reasoning skills. Accelerate your abilities to solve real-world problems

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Mockups

Additional design changes included adding a screen which will show the courses list whether to save or open the course.

Mockups

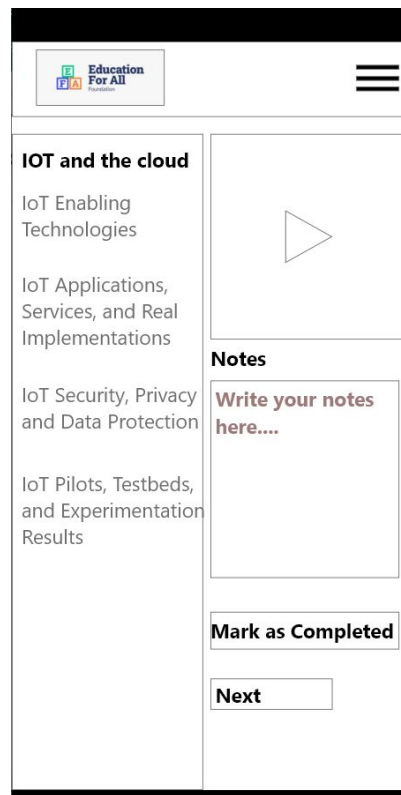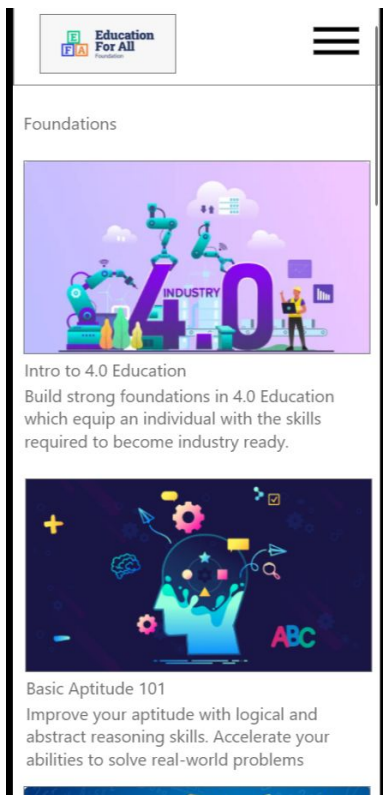Foundations

Intro to 4.0 Education
Build strong foundations in 4.0 Education which equip an individual with the skills required to become industry ready.

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Improve your aptitude with logical and abstract reasoning skills. Accelerate your abilities to solve real-world problems

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🔍 Search for topics

Home > Intro to 4.0 Education

Internet of Things and the cloud
Internet of Things is a key component of Industry 4.0. It is characterized by connected devices.

Save | Open Course

Robots

IOT and the cloud

IoT Enabling Technologies

IoT Applications, Services, and Real Implementations

IoT Security, Privacy and Data Protection

IoT Pilots, Testbeds, and Experimentation Results

Notes

Write your notes here....

Mark as Completed

Next

Hurray! You have Successfully Completed the course. Now you can post the certificate on social media.
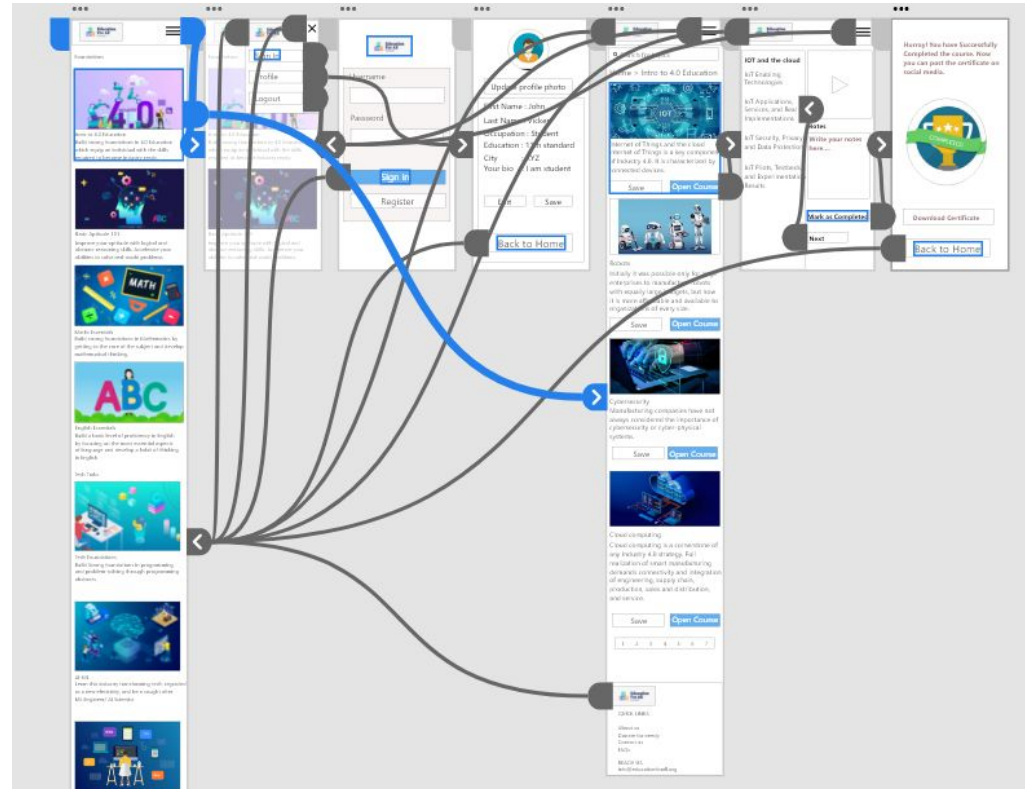
COMPLETED

Download Certificate

Back to Home

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High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.
View the Education for All

[high-fidelity prototype](#)

Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.
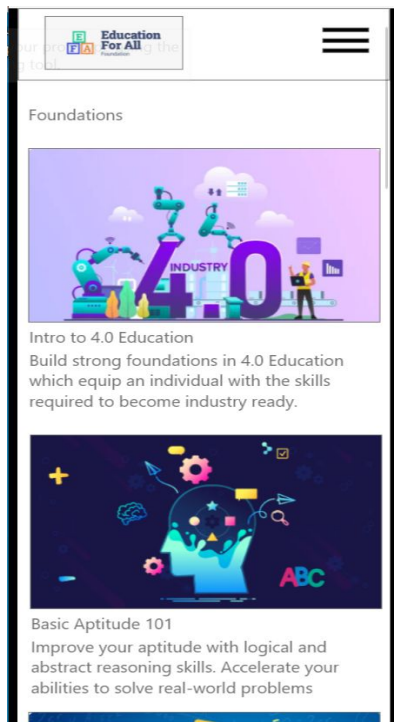
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Responsive Design

- Information architecture
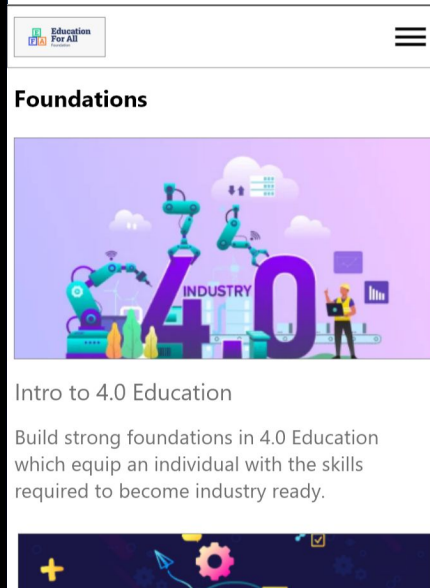- Responsive design

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Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Education for All sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.
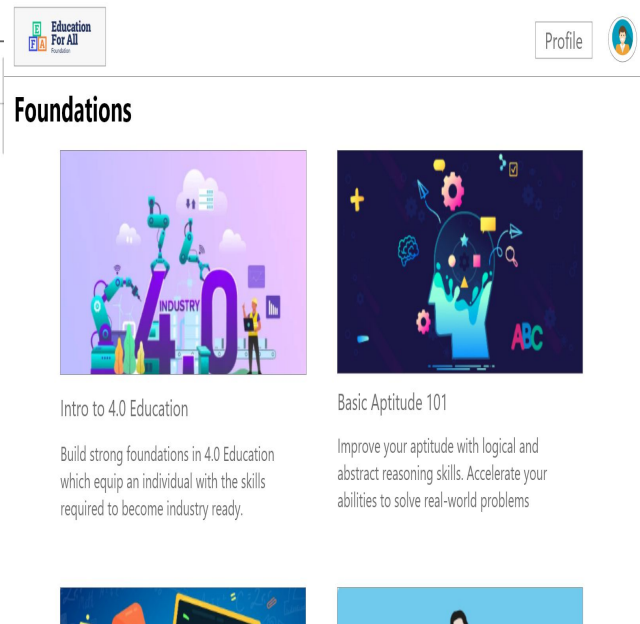
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Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Users shared that the app made illiteracy seem like something they could actually help reduce. One quote from peer feedback was that "the Education for All app helps bring caring about the poor people to a personal level in a way that's easy and engaging."

What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

1

Conduct research on how successful the app is in reaching the goal to reduce illiteracy

2

Add more educational resources for users to learn and improve.

3

Provide incentives and rewards to users for successfully completing the courses.

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Let's connect!

Thank you for your time reviewing my work on the Education for All app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: chandinibasha786@gmail.com

Google

Thank You

Google