

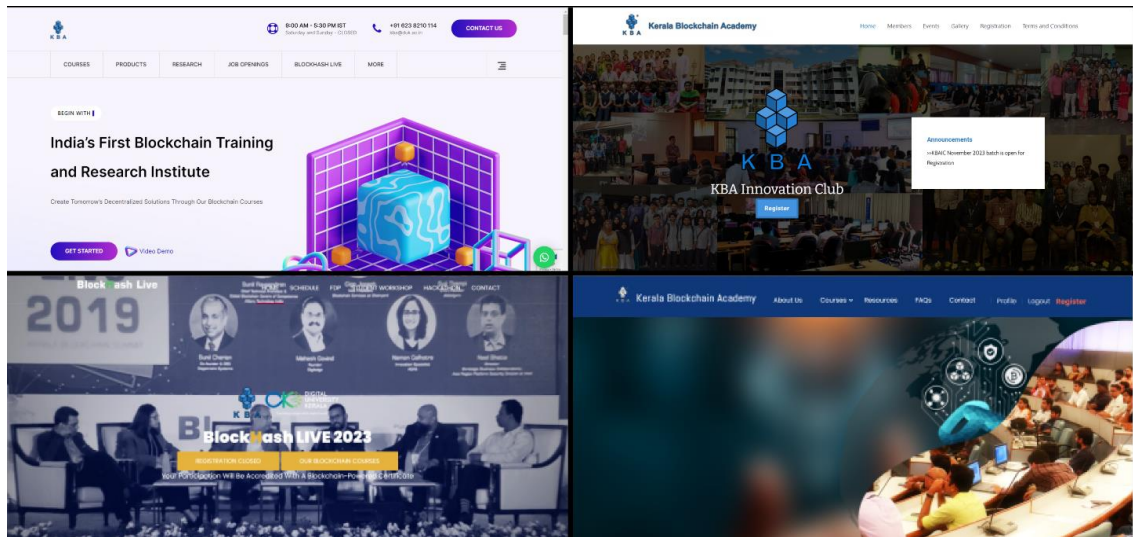
# Analysis of Kerala Blockchain Academy (KBA) websites

\*This is merely a case study to help increase the value of the website and my own expertise in UX

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## Case 1:

There are 4 websites in total linked to different programs of the same association. The pages are heavily looped to each other and are rather simple websites.



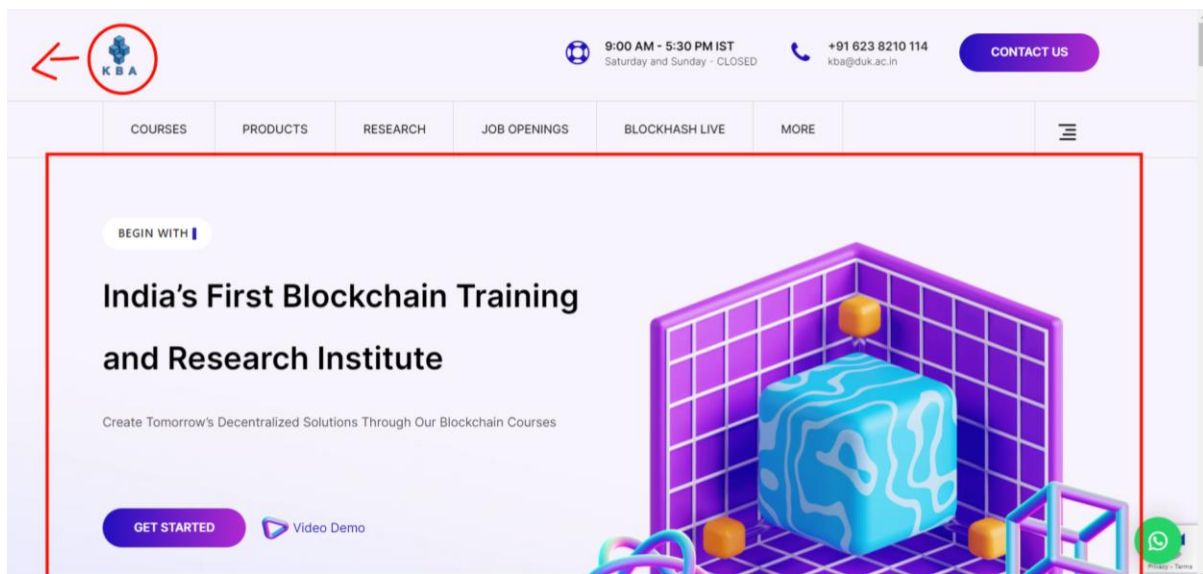
## Solution/Suggestion:

Integrate KBA, KBAIC and BLOCKHASH LIVE websites in one and keep learning website separate

## Case 2:

Most professional websites tend to have their logo in their left end.

The hero part of the website is not completely visible at 100% window size

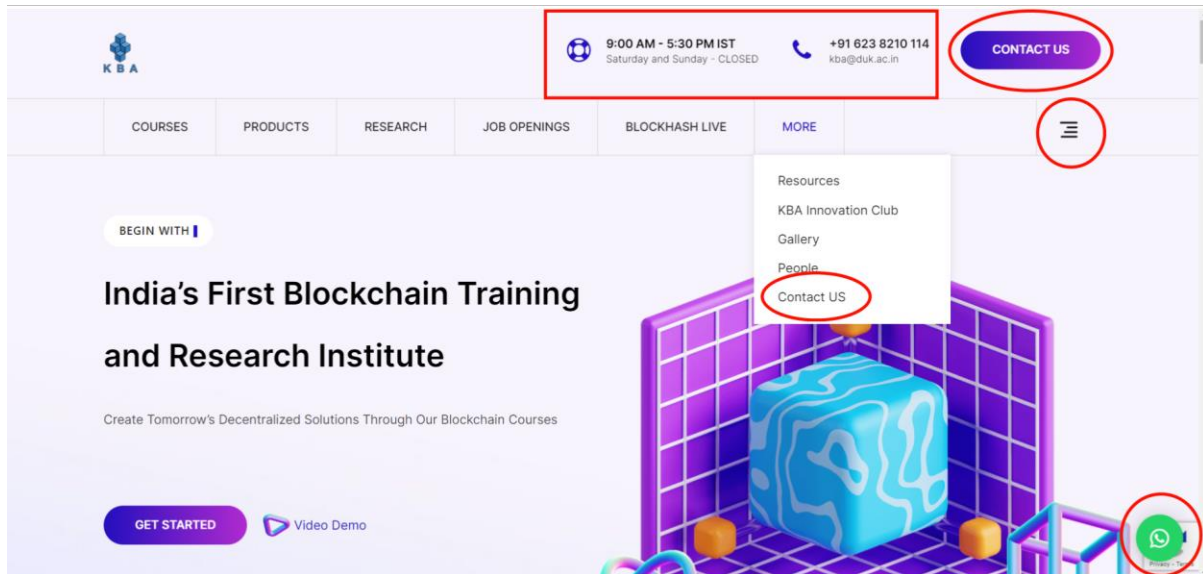


## Solution:

Adjust size of 3d image to fit the screen and push logo to the left end

### Case 3:

The main site has 5 different “means of contact” elements. This makes the website looks like a spam.

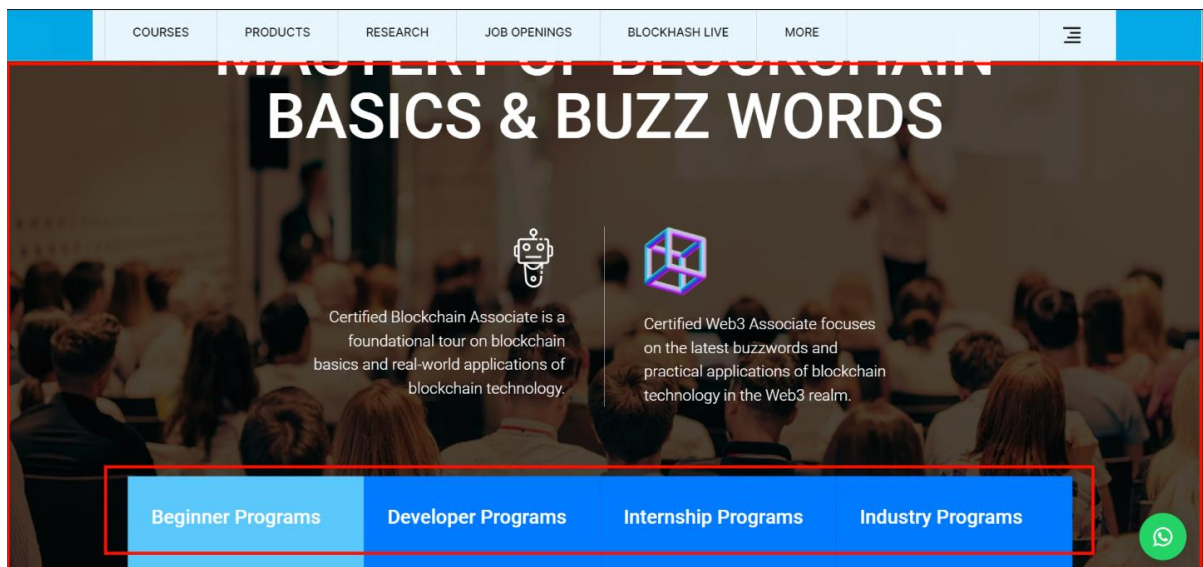


### Solution:

Remove all the contact elements and keep the “Contact Us” button on the top right and include all necessary details in the linked webpage.

### Case 4:

Presence of highly saturated colour (Blue). And the entire element not being fit into the screen due to the navigation bar



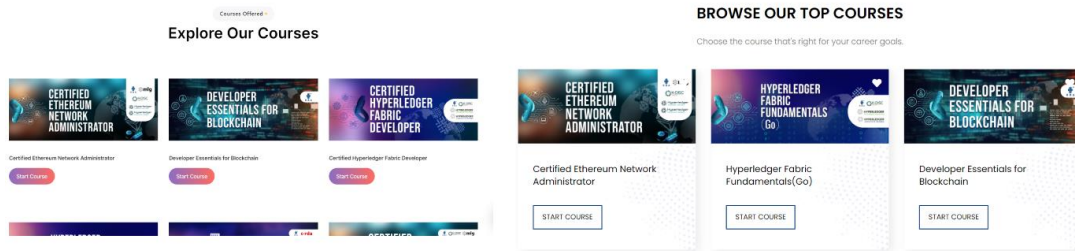
### Solution:

Use light colours which looks good with the background image.

Make navigation bar either fade away or merge with the element (OR) Since the navigation elements are not directly linked to the contents of the page, it is better to remove the navigation bar as a whole and just keep it in the top part of the page.

## Case 5:

Two websites have the same courses which leads to the same page.

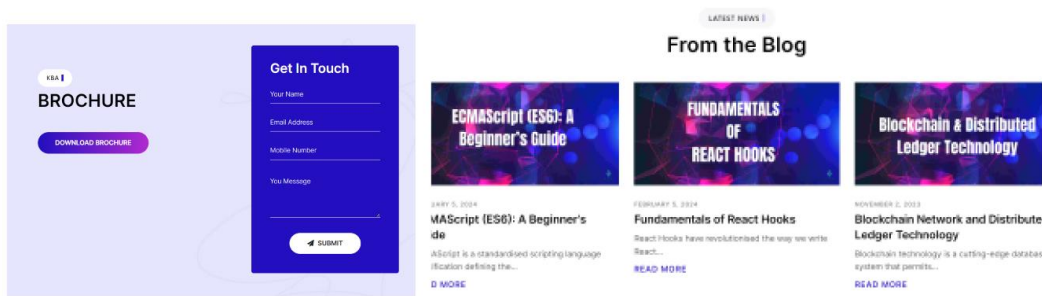


## Solution:

It is better to integrate all learning details in the learning website alone while keeping a small explanation about the courses in the main page.

## Case 6:

Brochure and blogs in the main page. Brochure has another “Means of Contact”



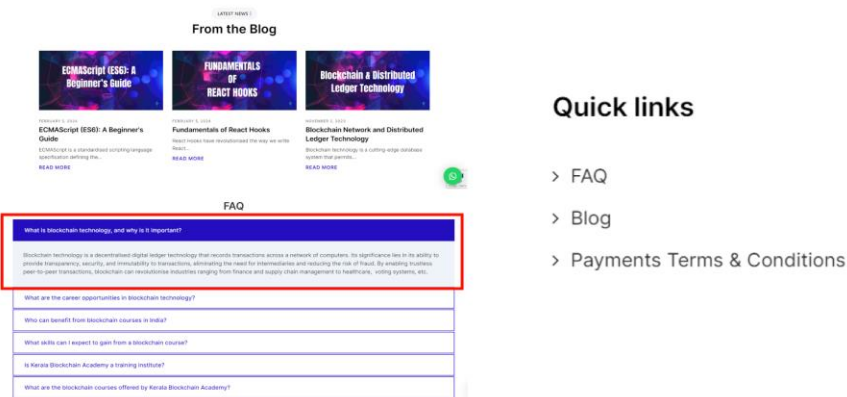
## Solution:

Put both in the “More” section in the navigation bar.

When someone clicks on brochure (in the navigation bar), make it a direct download instead of a dedicated page for it.

## Case 7:

FAQ and Blog are already in the parent page. The page by default comes with FAQ 1 open.



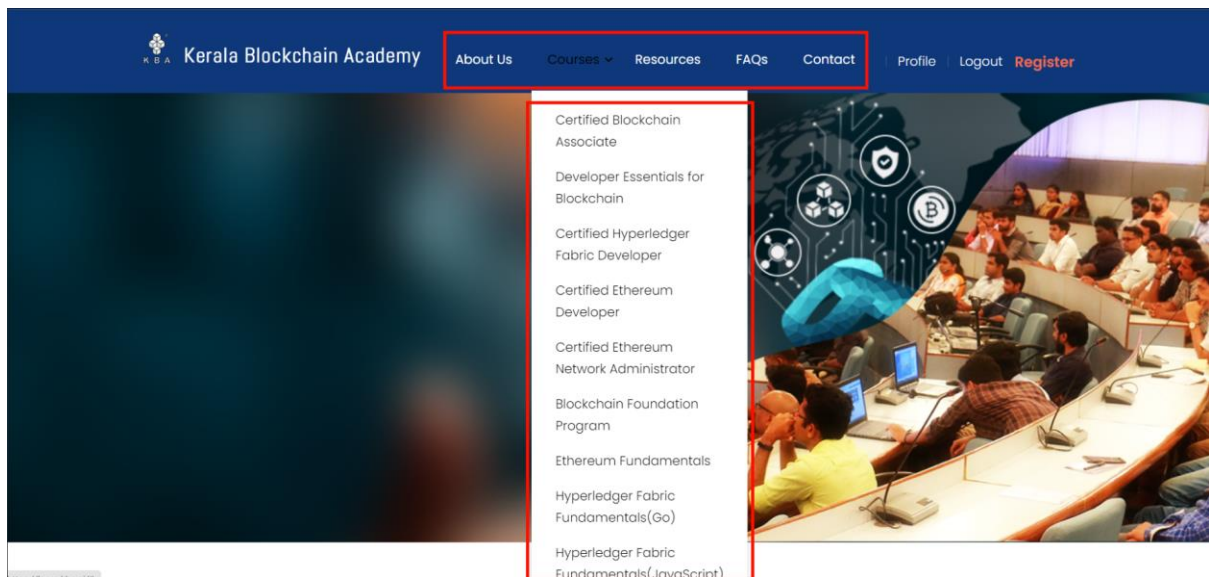
## Solution:

Remove quick links, just put “terms and conditions”. FAQ is right above the footer and Blog can be put in “More” section. (You can remove the dedicated page for FAQ by doing this).

Keep all FAQ closed by default and gave a downward arrow at the end of each button.

### Case 8:

Logo is not in the left end. Learning website navigation bar has less priority elements.  
Courses slide-down goes beyond the page.

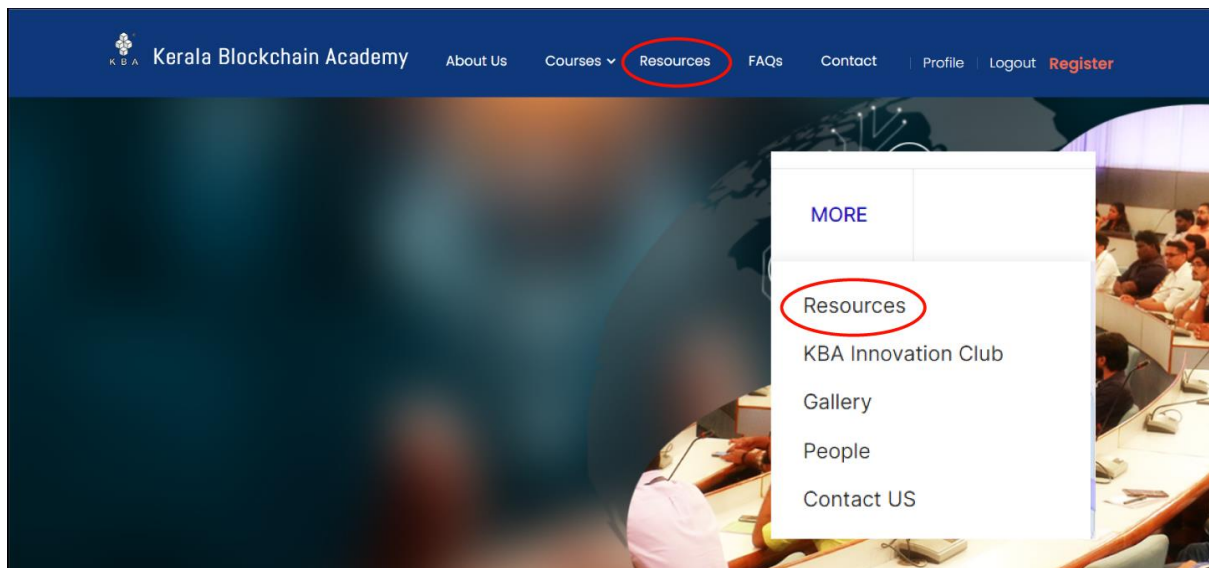


### Solution:

Make logo in the left end. Remove FAQ and include it in the end of the main page.  
Change the arrangements of the elements in navigation bar ( Courses – Blog – Resources – About Us)  
Instead of “Profile”, view the student’s name (e.g. Satoshi Nakamoto) with a drop down which includes profile and logout option.

### Case 9:

Both Learning website and main website is linked to the same webpage. An element in the navigation page of the learning website is directing users to another website’s webpage.



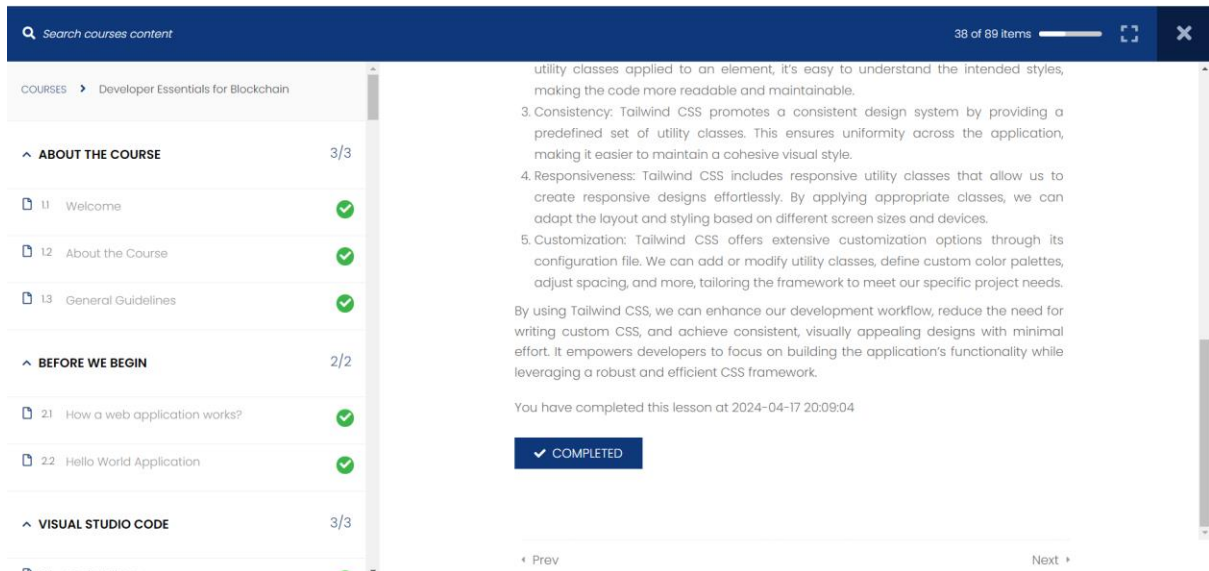
### Solution:

Users wouldn’t want to jump through webpages unless it is implied in the text (Example: KBAIC button in main page). It is better to create a separate webpage in the learning site and remove it from the main page (or segregate contents into “learning” and “research” based (or any other category as you wish)



## Case 10:

Completion Bar refreshed each time “Completed” button is clicked.



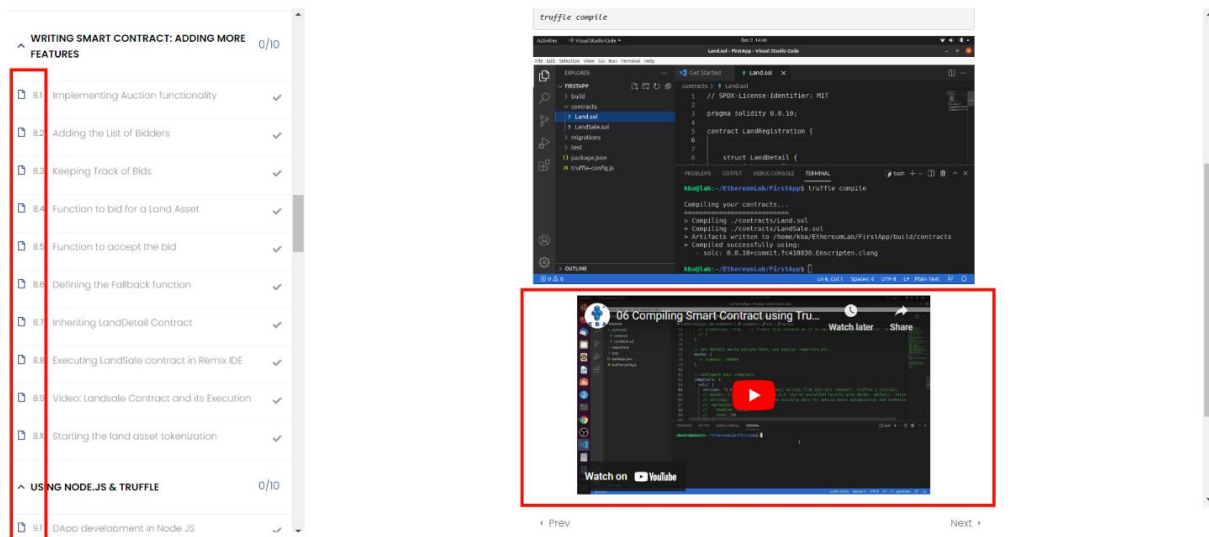
## Solution:

Find methods which does not refresh the page when the button is clicked.

## Case 11:

Low user interactive elements and videos in the course.

Videos present in the course are youtube videos (publically shareable) and the Narrator in the videos has a thick indian (Specifically malayalam) accent.



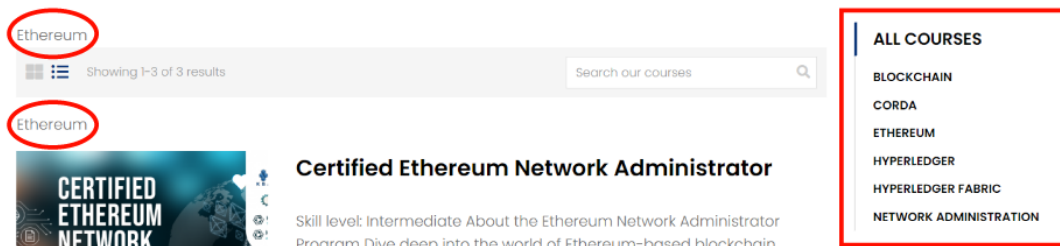
## Solution:

Make designed videos of the lectures and make it available only through the course like other courses (Do not embed video players like YouTube)

Make the existing videos longer and find a person with neutral accent. This will help in reaching national or global audience.

## Case 12:

Filtering courses is hard and not professional. Presence of multiple same elements for the same purpose. Absence of user rating.



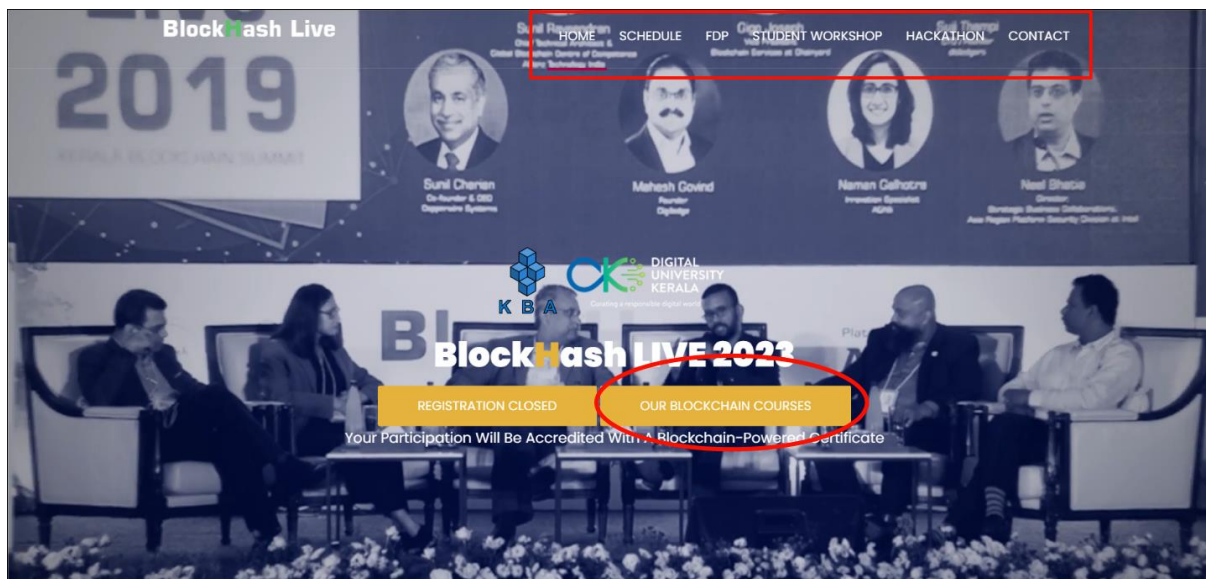
## Solution:

Add filters near search bar (Price high to low, rating high to low etc). Make content-based filters (Ethereum, Hyperledger etc) easier to understand. Simply changing the colour of the clicked option can make a huge difference.

User rating is a must for attracting other users. It also makes the website more trustable and professional.

## Case 13:

Unable to read the navigation bar, logo and contents. Page is suggesting to explore courses when the purpose of this particular page is different.

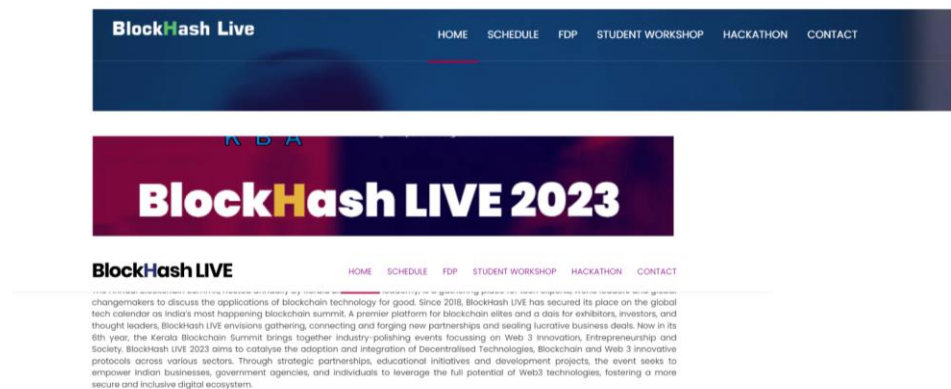


## Solution:

Fade the background image. If you plan on merging this whole website into the main page ( as suggested in case 1), then instead of navigation bar, include “FDP”, “Student Workshop” and “Hackathon” as button elements (in the place of button element in which courses are being suggested).

## Case 14:

BlockHash LIVE has different logos



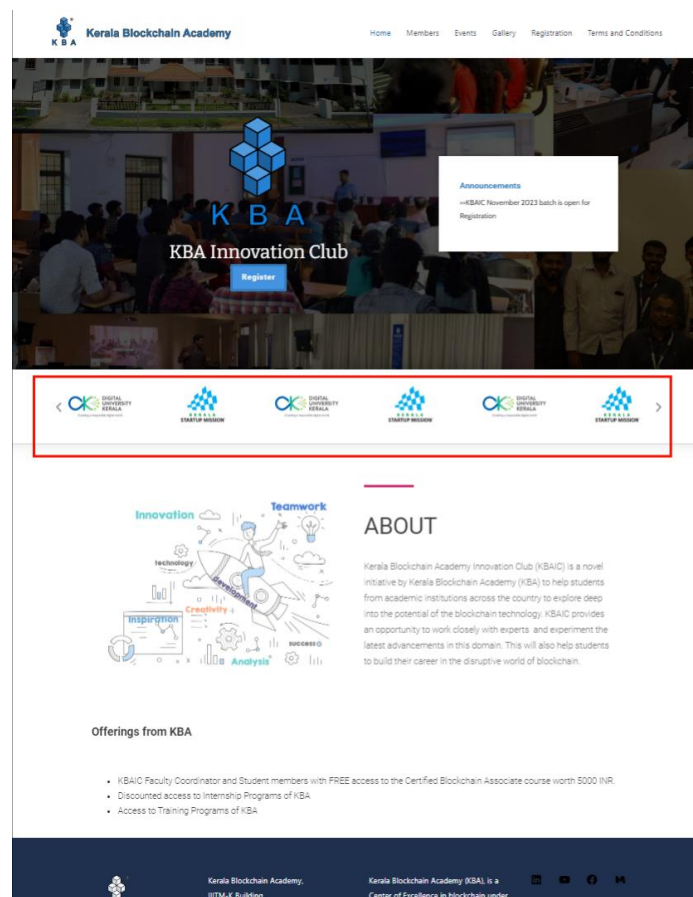
## Solution:

Use one logo everywhere to prevent inconsistency.

## Case 15:

The webpage is really small.

The partners section has only two companies which is repeated thrice



## Solution:

Fix the partners section.

Use all the contents, which is redirected from the navigation bar, in the main page itself. This will also help if you plan on merging this whole website into the main page ( as suggested in case 1)

## Bugs

1. Completed courses still shows price and GST information
2. Incomplete bought courses shows GST information
3. Bought courses are not navigatable from all courses since the price tag is still shown and is not visible if it is bought unless the course is clicked or the user goes to profile.
4. Previews are available even if the user bought the course
5. Register button is still there after login

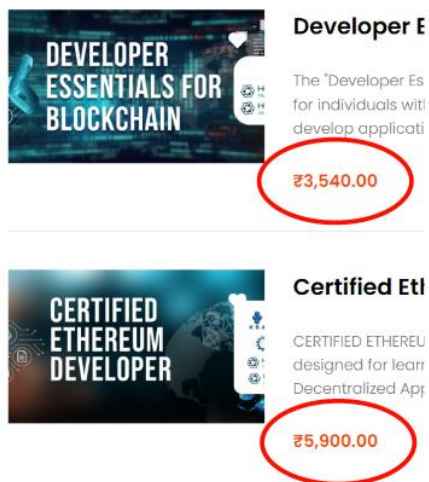
The screenshot displays the Kerala Blockchain Academy website with several bugs highlighted by red boxes and circles:

- Developer Essentials for Blockchain:** Shows a progress bar at 100% and a 'CERTIFICATE' button. A red circle highlights the price tag '₹3,540.00'.
- Certified Ethereum Developer:** Shows a progress bar at 0% and a 'CONTINUE' button. A red box highlights the price tag '₹3,540.00'.
- Certified Ethereum Network Administrator:** Shows a progress bar at 0% and a 'CONTINUE' button. A red circle highlights the price tag '₹3,540.00'.
- Certified Ethereum Developer:** Shows a progress bar at 0% and a 'CONTINUE' button. A red circle highlights the price tag '₹5,900.00'.
- Course List:** A table of courses with checkboxes. The first two courses, '3.3 Ethereum Network' and '4.1 Video: Land Market Place', have green checkmarks in the checkbox column, which are highlighted by red boxes.
- Navigation Bar:** The 'Register' button is highlighted by a red circle.



## Personal Opinion

Price of courses are unreasonable for the Indian economy. (Personal Opinion)



**Developer Essentials for Blockchain**

The "Developer Essentials" course is designed for individuals with no prior experience in blockchain development. It covers the fundamentals of blockchain technology, including Bitcoin, Ethereum, and smart contracts. The course is designed for individuals with no prior experience in blockchain development.

**₹3,540.00**

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**Certified Ethereum Developer**

CERTIFIED ETHEREUM DEVELOPER course is designed for learners who want to learn the fundamentals of Ethereum and build decentralized applications. The course is designed for learners who want to learn the fundamentals of Ethereum and build decentralized applications.

**₹5,900.00**

## Reasons:

1. Most of the users who may buy these courses are college students or close to that age.
2. When competition course websites like Udemy, Coursera etc are giving courses with higher value (since KBA's reputation has not reached a wide audience) for much lesser money, not a lot of people would be willing to spend money.
3. Although using other programs (like the internship program) to give students it for free can help in marketing, it wouldn't help all students to avail it for its worth.

## Suggestion:

Best way is to reduce the money and remove the lifetime availability.

Keep high valued courses at 2500Rs and low valued courses at 999Rs and make their availability 6 months (for example) and having to pay 500Rs extra for each month for the higher valued courses and 250Rs for the lower one.

(unlike the other cases where I am offering a solution, this is a really personal suggestion according to what I felt would be good for students and will require further research and analysis from Business professionals to see if it is more practical and good)