EduSPARK
Your Gateway to online Learning

UI/UX Case Study

Project overview

Embark on a transformative learning journey with our EduSPARK e-learning platform. Revolutionize the way you acquire knowledge with seamless access to top-quality educational resources. Unleash your potential and elevate your educational experience, where innovation meets excellence.

- Roles
- User Flow
- Design Process
- Wireframe
- Prototype
- Year: 2023
- Duration: 4 Days

UX DESIGN PROCESS

EMPATHIZE

User Persona

Kavrihana
Graphic Designer

Personal

Age	22
Gender	Female
Education	B.Com
Marital status	Unmarried

About
Kavrihana is a talented graphic designer working for a creative agency. She graduated from art school with a degree in graphic design and she is passionate about design and is always eager to learn new techniques and stay updated with the latest design trends and technologies.

Goal
Kavrihana aims to improve his design skills and participate in areas like motion graphics and 3D animation, to create more dynamic and engaging content for his clients.

Pain
Kavrihana finds traditional text-based learning materials overwhelming and struggles to stay motivated when studying complex design concepts. She worries about her ability to grasp new skills effectively.

Motivation
Kavrihana is driven by his passion for design and is motivated to continuously expand his skill set to remain competitive in the dynamic field of graphic design.

Empathy Map

Say
- Excited to enhance my graphic design skills, particularly in motion graphics and 3D animation.
- Always seeking practical online courses and resources to boost my skills.
- Frustrated by overwhelming materials lacking practical knowledge I can apply.

Think
- Thinks about how she can improve his graphic design skills to create more visually stunning and impactful designs.
- Considers different learning resources and platforms that offer practical and hands-on learning opportunities across the motion graphics and 3D animation.

Does
- Searches for online courses and tutorials that focus on graphic design techniques such as motion graphics and 3D animation.
- Engages in self-directed learning activities, such as watching tutorials and practicing skills and experimenting with different visual elements.

Feel
- Feel excited and motivated about the prospect of enhancing her graphic design skills and creating visually stunning content.
- Feel frustrated when she encounters learning materials that do not align with her learning style or fail to provide practical and applicable knowledge.

DEFINE

Problem & Solution

Problem:
Many users on the e-learning website struggle with traditional text-based learning materials, which can be overwhelming and ineffective. This leads to low comprehension rates and limited knowledge retention, hindering impactful learning experiences.

Solution:
To address this, we introduced multimedia learning resources including interactive videos, infographics, and gamified quizzes. These engage diverse learning styles, stimulating visual and auditory senses for enhanced comprehension and retention. Personalized learning paths cater to individual needs, ensuring a tailored learning experience, maximizing the platform's effectiveness.

IDEATE

User Flow

PROTOTYPE

Wireframe
Low-fidelity Wireframe

Mid-fidelity Wireframe

Home

Course catalog

Best Course

Mentors Details

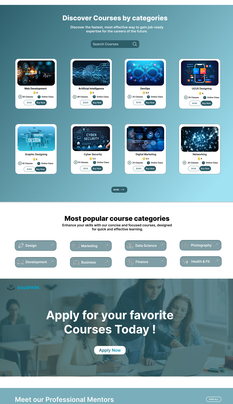
Contact Us

About us

DESIGN

Style Guide

Visual Design



THANKS FOR WATCHING