

What a portfolio is used for and what it demonstrates.

This portfolio is part of an application that will run on IOS called “ALF Education” where students could receive personalized tutor sessions in-house or online in person like a Bootcamp to accelerate their skills and leverage their capabilities.

This portfolio was made to introduce the user experience design process to make a fitted lovable app for students and professional tutors and also to adjust product messaging of the app to suit its ranging customer audience (aka. early adopters).



ALF Education

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Pathway to a better education

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20 January - 20 February

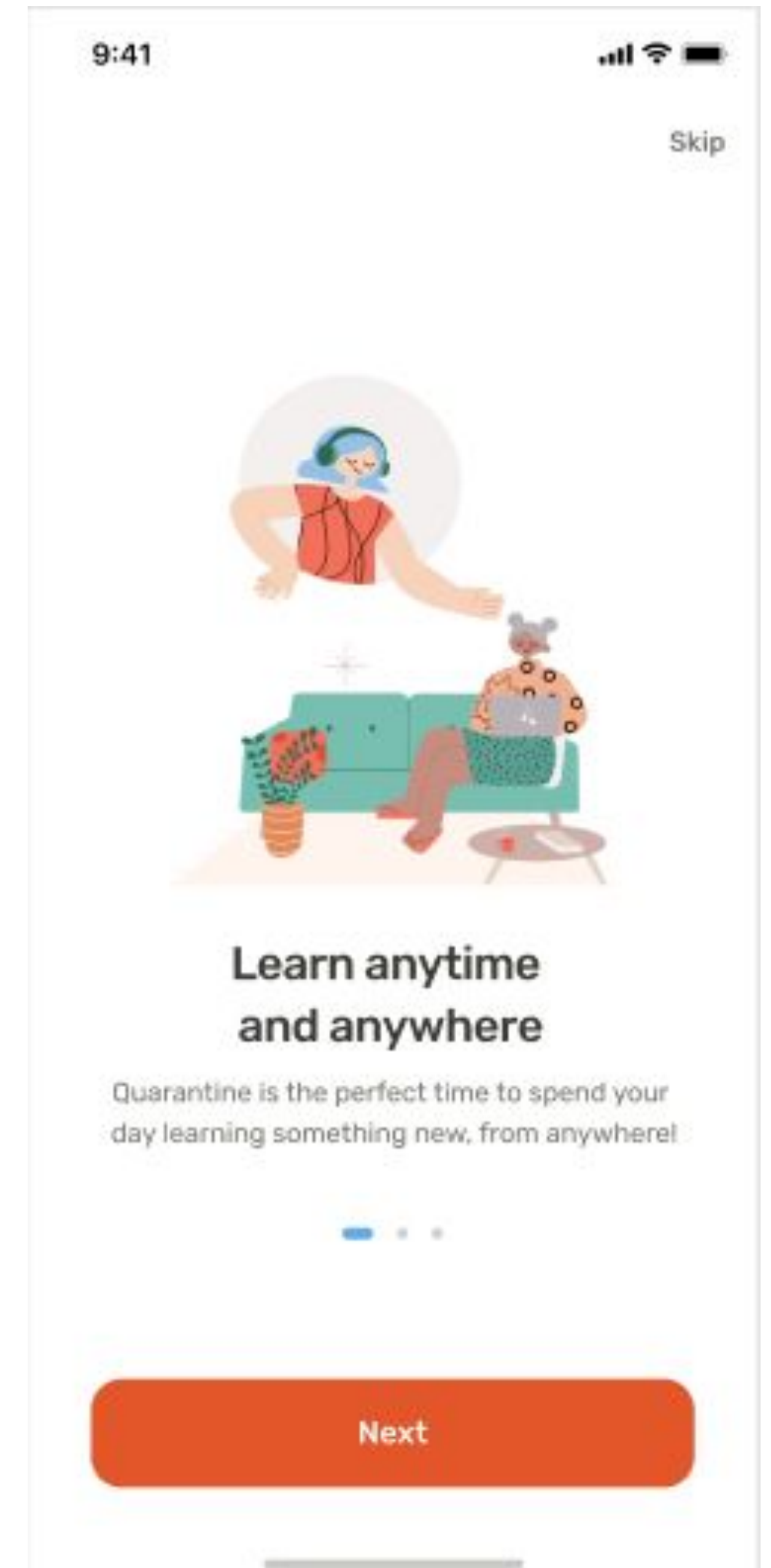
Figma, Lookback, Mobbin, Stylifyme, WCAG, WebAIM, Zeplin,
Miro

Challenge or Problem Overview

There is around 2 million Egyptian youth who struggle with comprehending knowledge due to problematic pedagogical methods teered towards/ memorization and rote-learning giving +7 years on average to find gainful employment and cause about half million graduates churning out “graduates with no future”.

Outdated curricula come to be blamed. it focuses on, a trend since 1882 when education was deprioritized under British control. I am myself diagnosed with ADD. Gifted and failing classes.

results are reported by a United Nations Development Program survey in 1997 .In 2007,it was estimated that Egyptians spend \$2.2bn a year on after-class school tutoring service.



Discovery: Research & Analysis

Interviews and focus groups were done with many of our top clients of the app and quotes, discussions and ideas were caught. Identifying the top 3 features we are ready implement according to effort, impact and feasibility wasn't the easiest staff from cluster of informations we have got till we address to the following result(next slide).

1 Takeaways

Indoor
learners

"I love relating to a text book reading"

"Group Project"

"Meet new people"

"Love working for cause"

"How about interactive imagination, you know taking a book for a ride or something"

"I appreciate good content with workable insights"

Busy
professionals

"I am a ph. D holder and I like challenging myself with new peers"

"I want to know more about each field rockstar project"

"Learning on a go"

"A radio for learning new staff"

"I listen to podcasts about Growth best practices"

"I love learning while commuting"

"Habits, listening to some health podcasts then working out course and meeting my coach"

"What is like to have a conversation with an expert?"

College
mates

"Maybe I am crazy, but can your app tell me what should I learn based on scanning somehow my problem (voice or camera shot?)"

"Do you have an AI voice assistant?"

"Why tutor would guide me with my project, can't I do it myself"

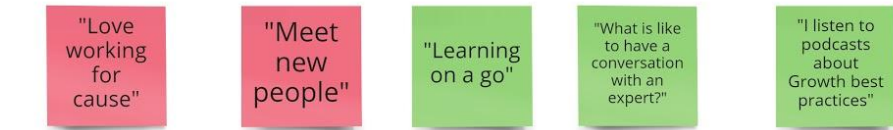
"Learning flavors is cool, challenging general assembly quality; no way"

"Your app is so busy"

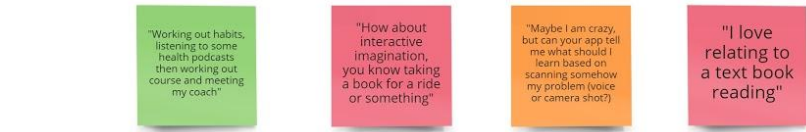
"What is loyalty card?"

2

Meeting for cause (Walk and Talk)



Interactive customized learning



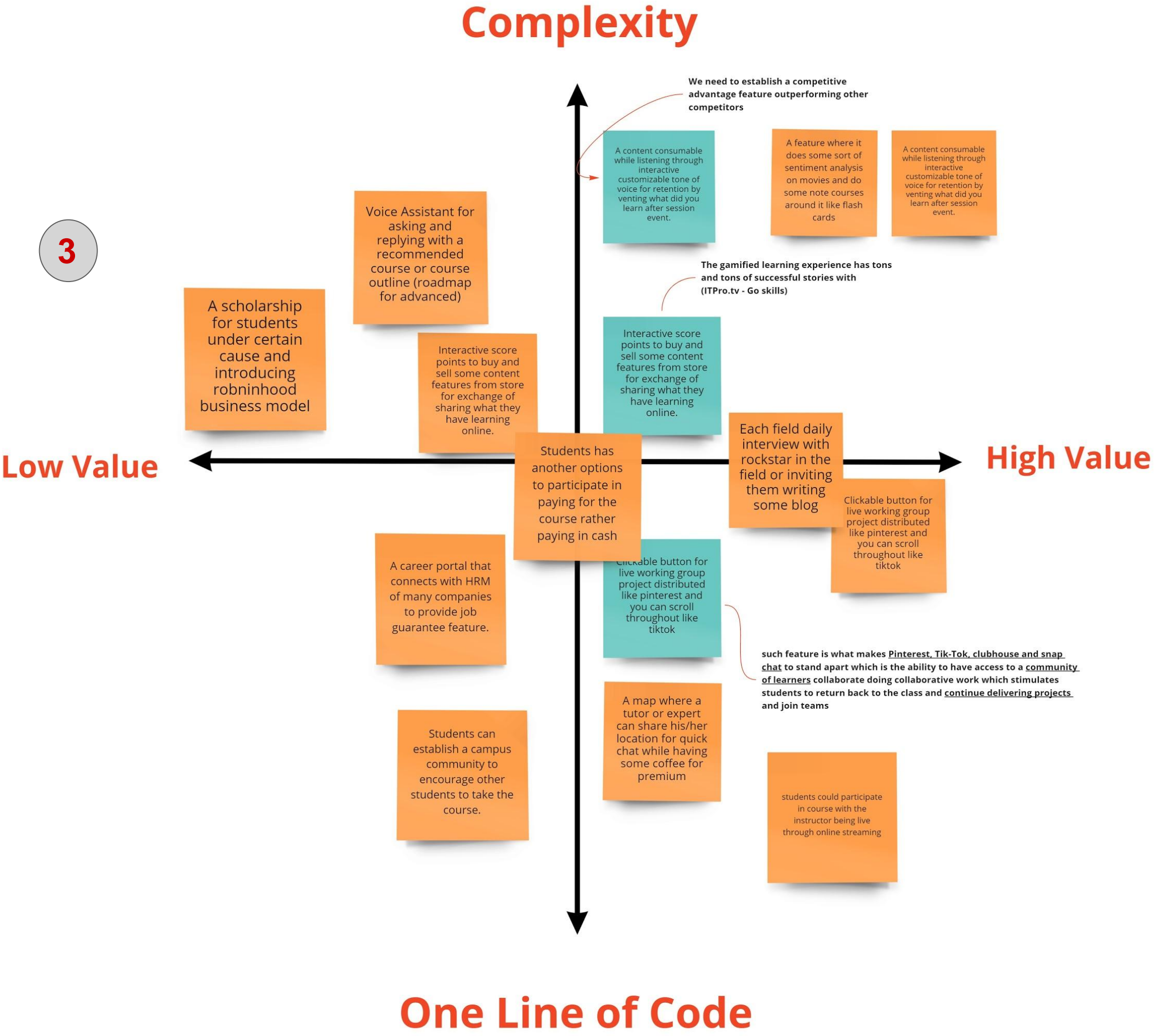
Go Together Quest



Cool Features (Scan and Optimize)



3



Design: Concepts & Sketching

Goal:

Our team needs to understand how school and college students use multimedia resources to learn their skills and how these tools are meant to accomplish. We want to assess the possibilities and needs to help us shape the path we follow in creating our product, so we can use these results and elevate our understanding and create proper predictions.

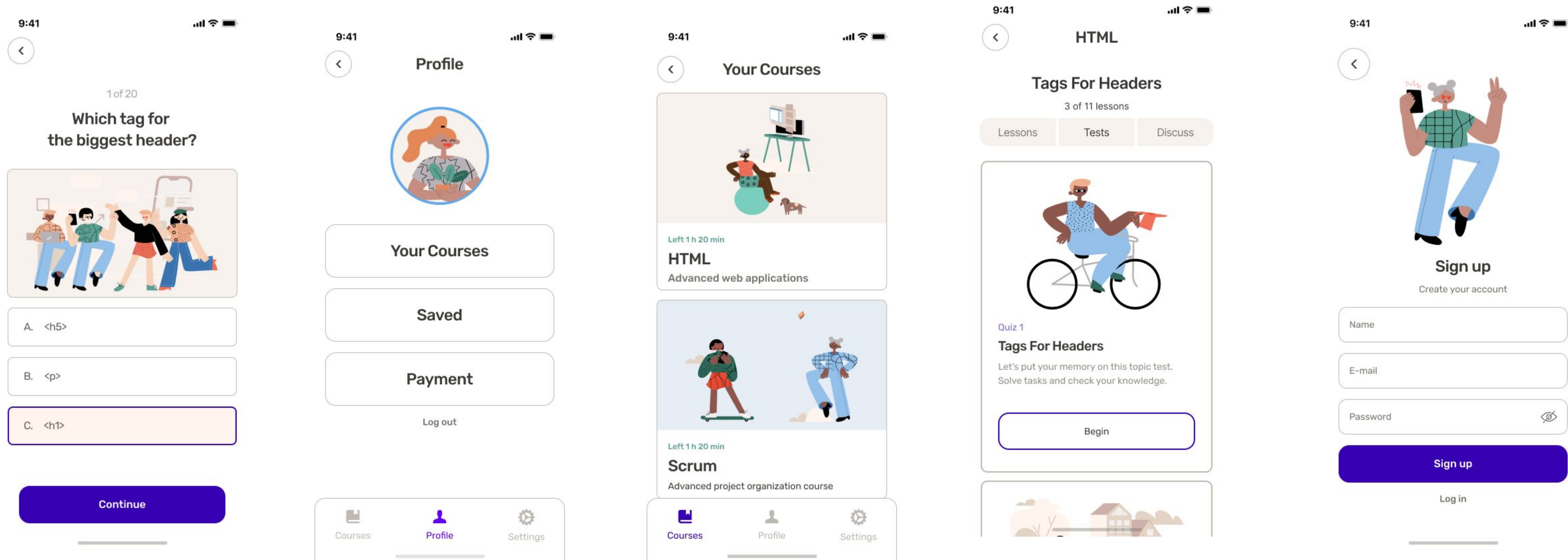
Findings:

Learners (users) were interested into having a learning plan more than collaborative drop-in chat only rooms about what they learned.

Our customers were interested in having theses features:

- The gamified learning experience has tons and tons of successful stories with (ITPro.tv - Go skills)
- such feature is what makes Pinterest, Tik-Tok, clubhouse and snap chat to stand apart which is the ability to have access to a community of learners collaborate doing collaborative work which stimulates students to return back to the class and continue delivering projects and join teams

Develop: Prototyping



High fidelity prototype



Test: Validation, Usability, Feedback

I conducted surveys with students and professionals, data from this research was organized and store for further analysis. Below is a summary of the key major points we noted during our data analysis:

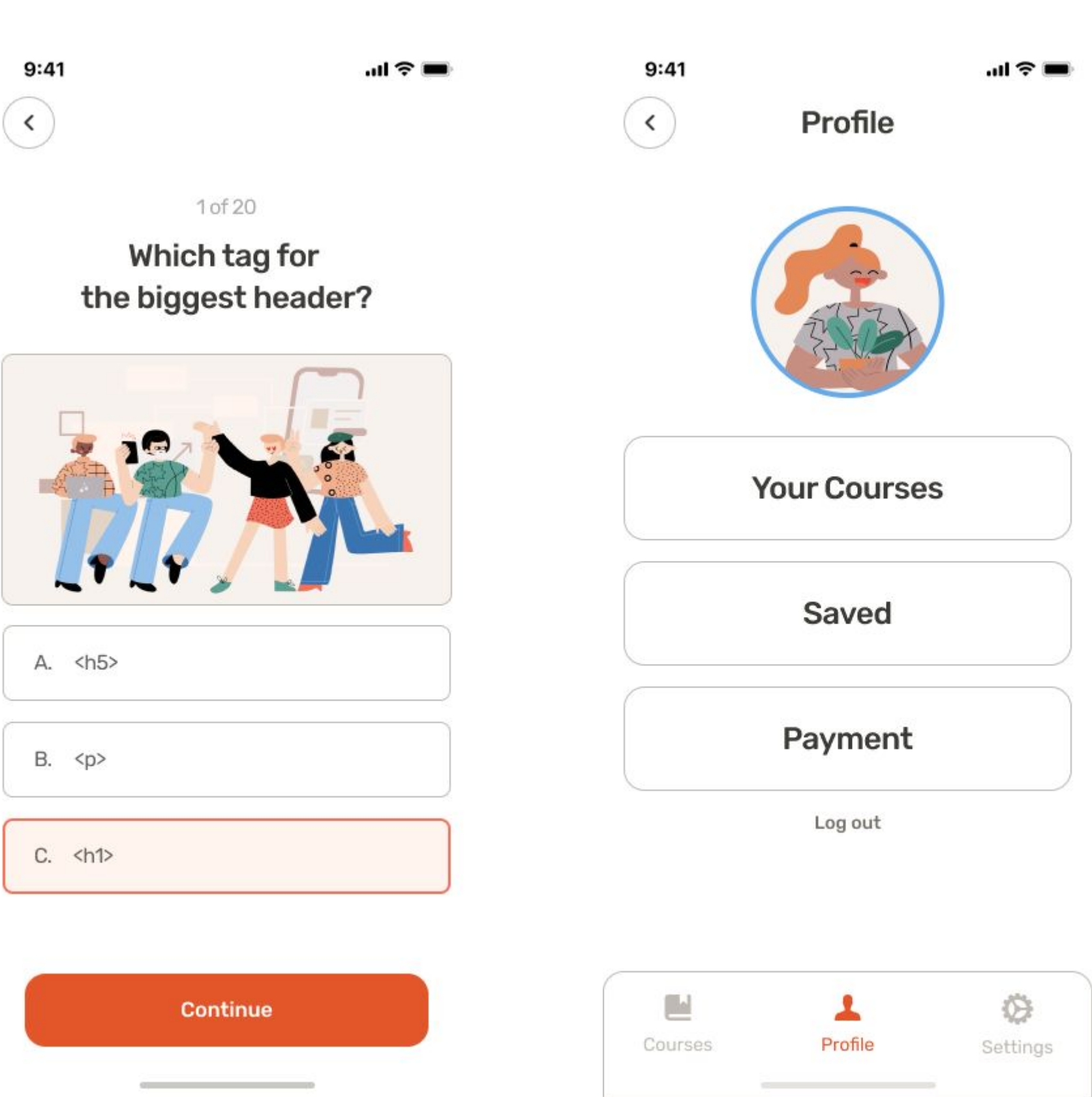
- 10% of them experienced some difficulties identifying able to find the service button after login page
- 90% of the users understand the app very clear to use Created 1 alternate solution based on the Data Point they chose
- 75% of participants will opt for an online tutor service if normal consultation isn't available.
- 12% Don't want to have their tutor online
- Annotated the alternate solution with details of what they improved based on the Data Point they chose

Design Iteration and Accessibility

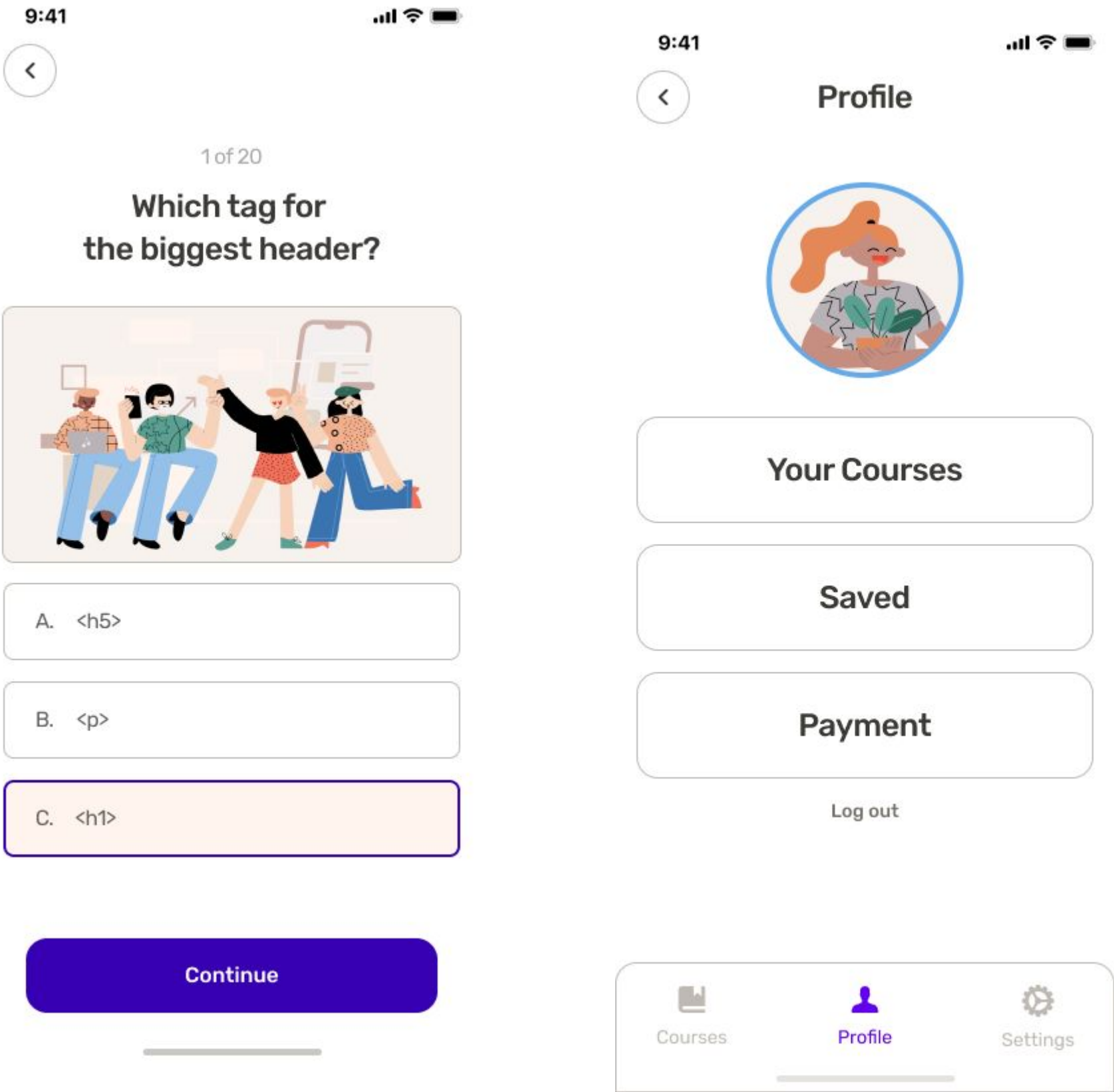
From the feedback gotten during the survey, some participants made the following suggestions in order to improve on the quality of our product and our solution;

- They requested for a log out feature
- Others opted for a change in color(didn't appreciate the look and feel)
- Didn't navigate very well throughout the app
- Required a map feature to locate the nearest educational centers for referencing
- Suggested the inclusion of some educational services, so that they could keep informed.

After



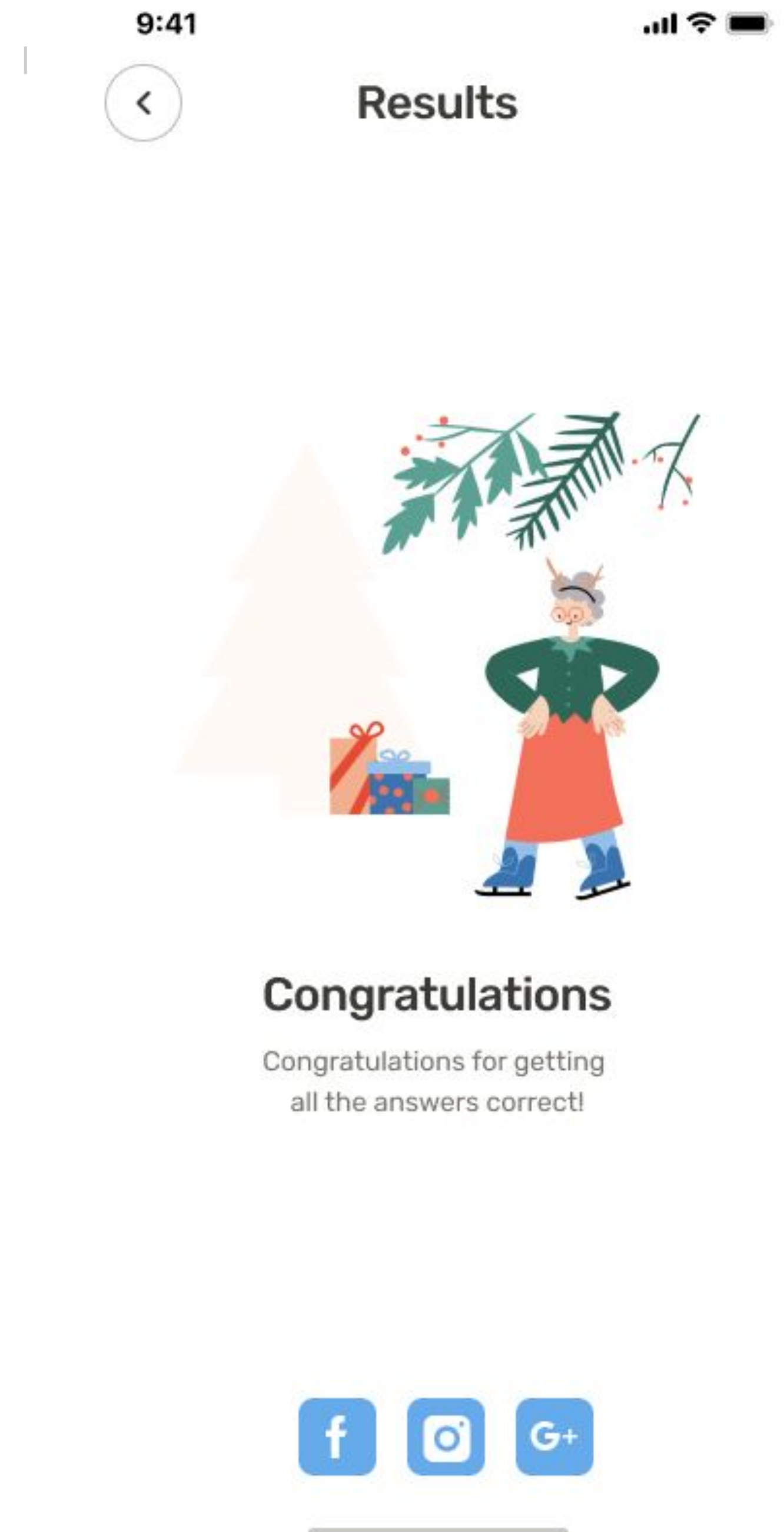
Before

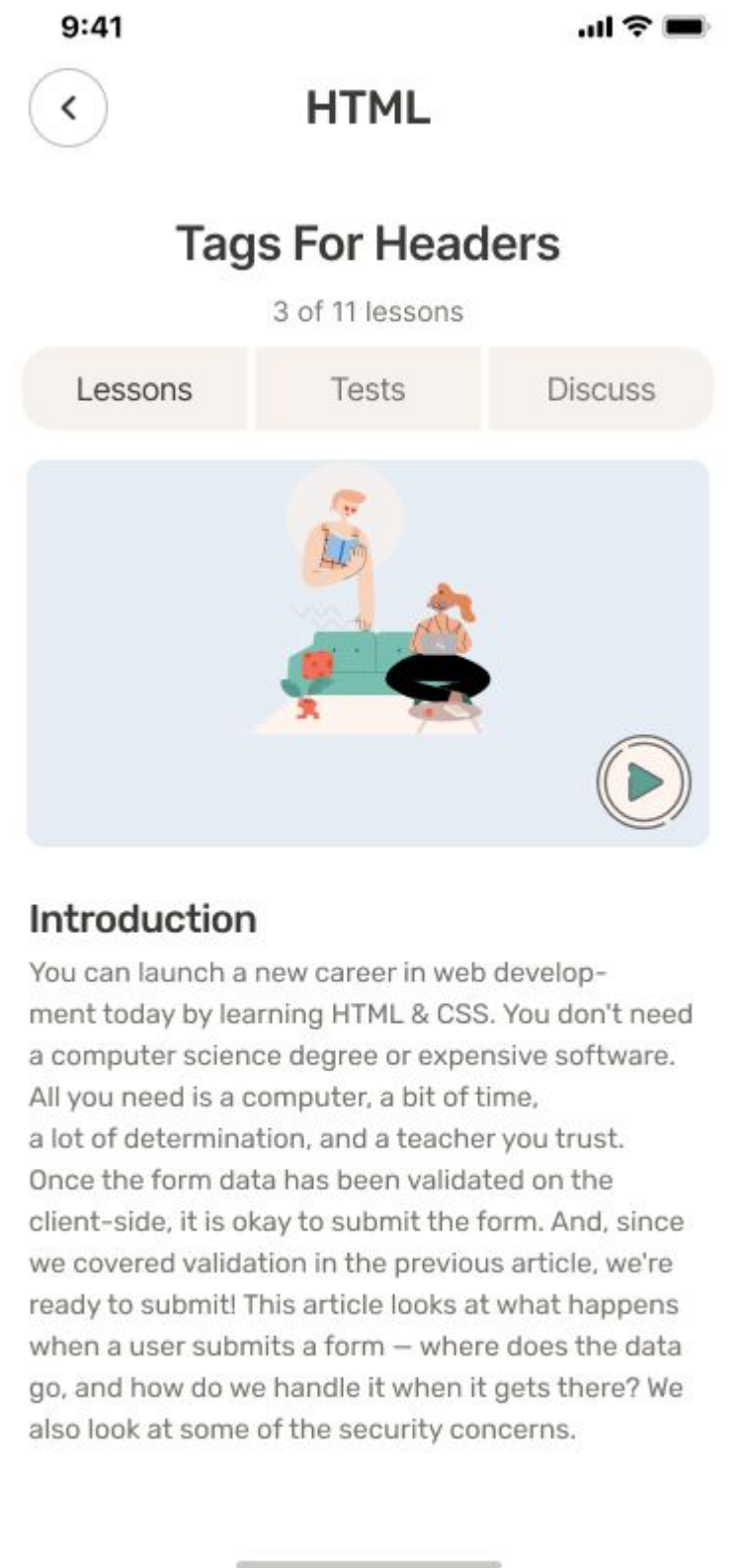
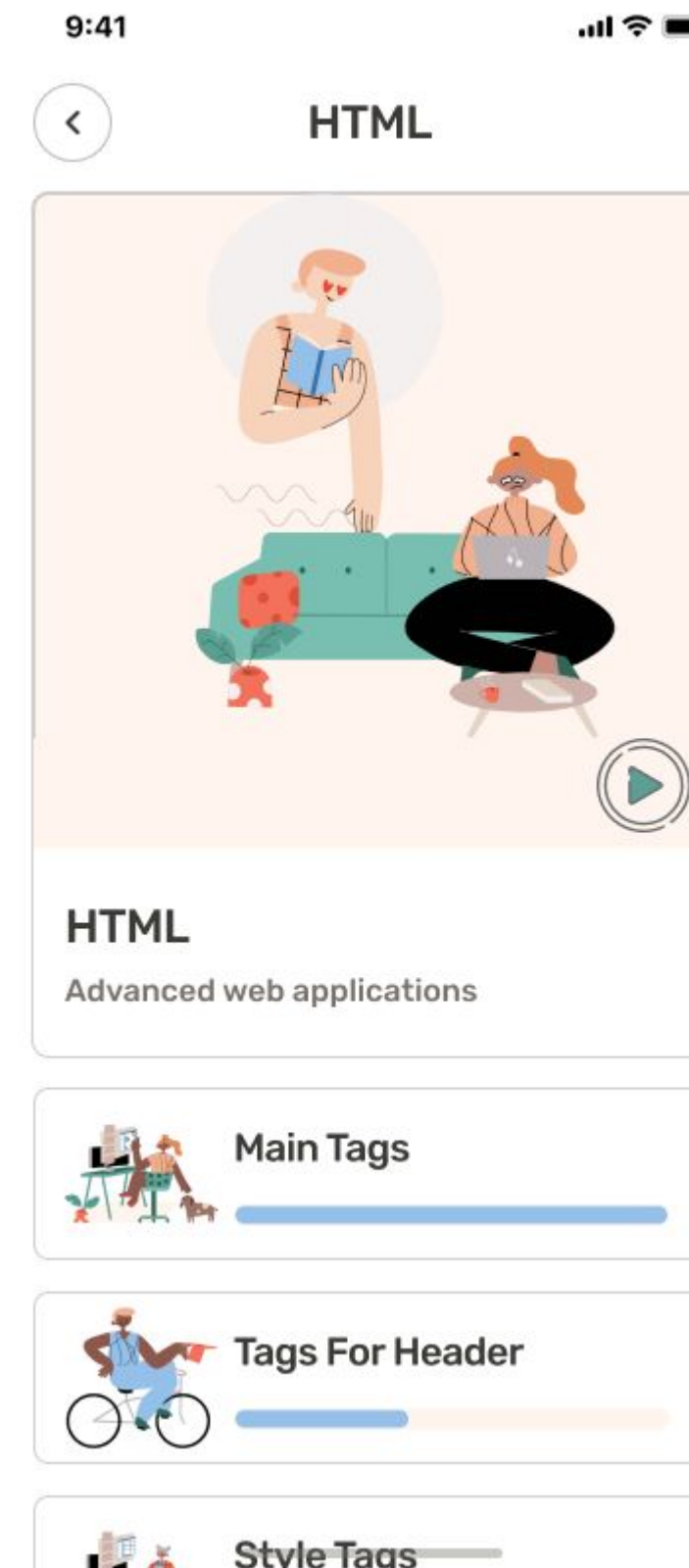
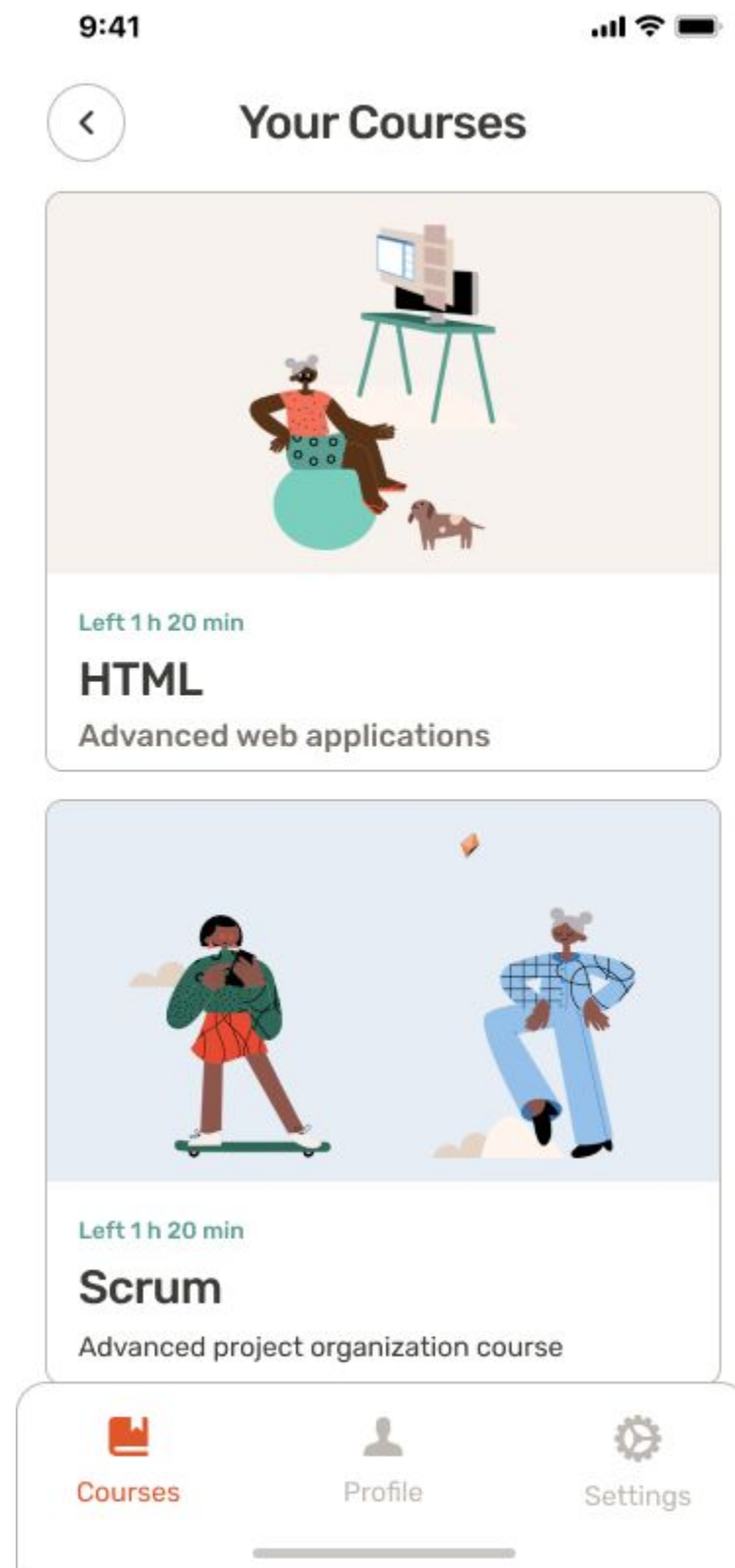
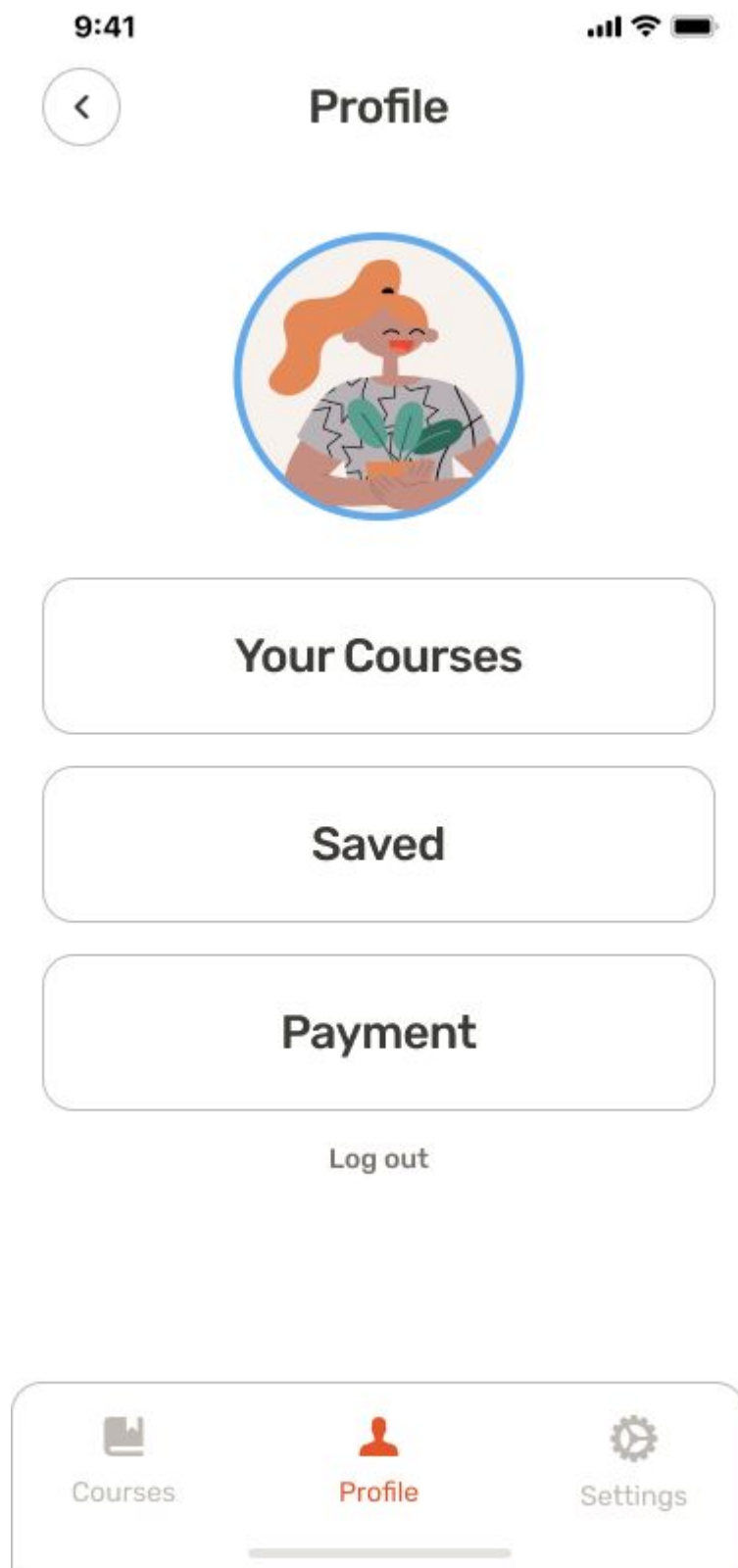
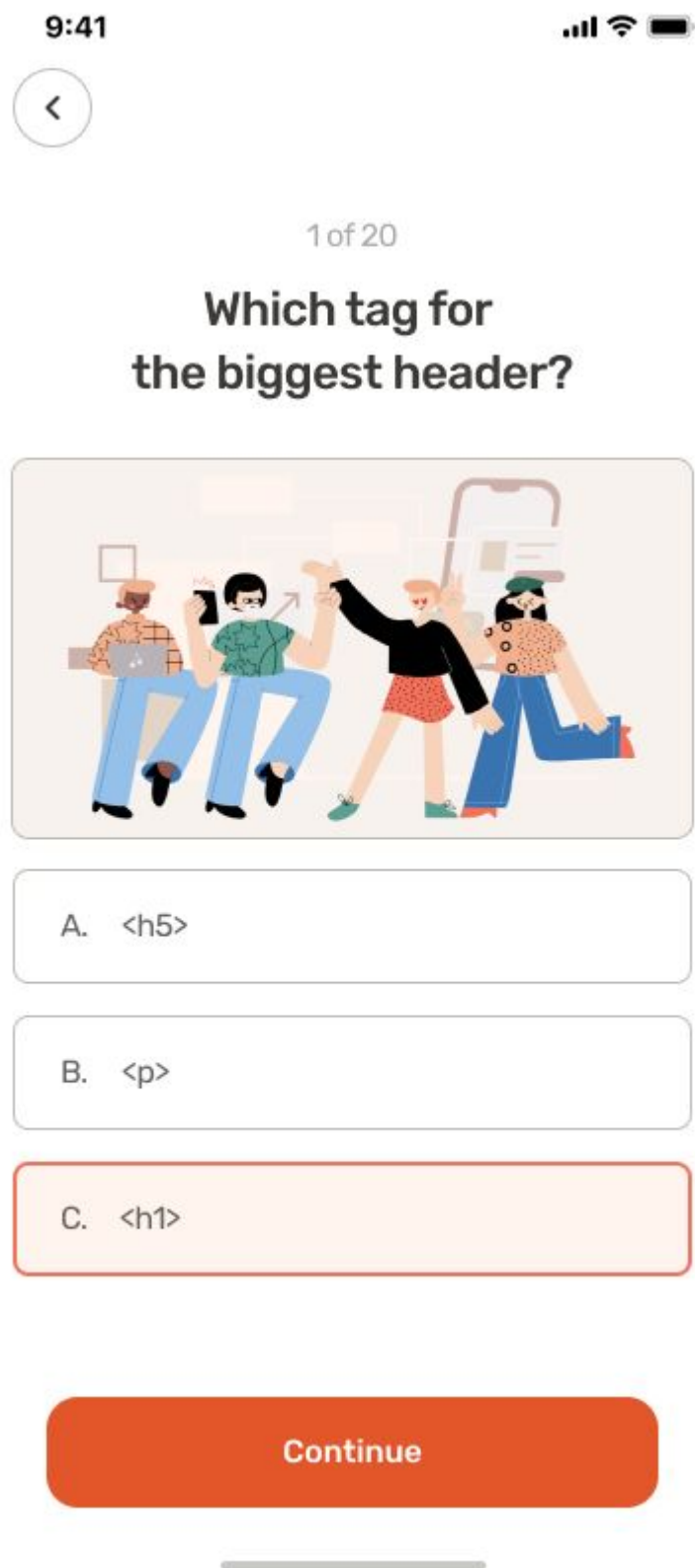


Solution & Impact Overview

After users tested the app and we found 1 problem is 10% of users confuse where to click for the service button. Then we decide to iteration this screen again to let users understand since the first time they see without thinking The small feedback of users is very important for us to develop our app to be more functional.

Given all the suggestions given to me by my participants, I went forward and included all this changes into my prototype and it can be accessed through next slide:





About Me

I am UX designer for over a year now with growth marketing background, I particularly appreciate interactive design techniques.

I have mastery over popular design tools like figma and also
obsessed over Nootropics! 🧠

(Ask me about my own brain-health lifestyle!).

“Those who embrace continuous learning will find the most success”

—Anonymous.

I am a raging fan of permaculture and I see it in my designs. It's a set of principles for the art of living like produce no waste, apply self-regulation and aiming to learn more, observe and interact with diversified nature to integrate rather than segregate. ‘Why’ is always my first and last question throughout my existence.

