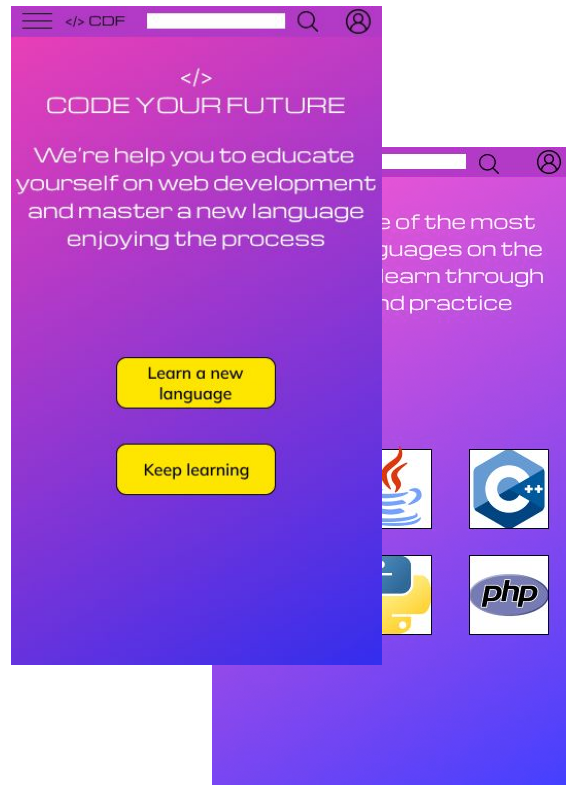# Code Your Future

Luca Sanjevic

Project overview

The product:

Code Your Future is a app designed to help people learn new web development languages. Code Your Future primary target users include college students and adults who are lacking in one or more technologies skills and needs a free help.

Project duration:

APril 2023

Project overview

The problem:

We need an easy and straightforward app that helps students or young workers to learn in a free way new technologic tools

The goal:

Design an app that will improve education on the web development and help people manage learn new skills.

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.

Understanding the user

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

User research: summary

I used Code Your Future data on learning process to develop interview questions, which were then used to conduct user interviews. Most interview participants reported being bothered by some teaching process in other web development teaching platform. The feedback received through research made it very clear that users would be open to a app teaching programming languages in a simple and free way.

Persona 1: **David**

Problem statement:

David is a engineering student who needs an help with learning new programming language in a easy and straightforward way

"I need to improve my skills to be a better developer"

David

Age: 24
Education: Engineering Degree
Hometown: New York
Family: Parents and a little brother
Occupation: Unemployed

Goals
- Learn new technologies
- Improve skills

Frustrations
- He needs to learn on his own timeline
- Confused about colors
- Confused subscriptions

David is a web development enthusiast but at his university he can't have many practice lessons, therefore he decided to practice on his own with a web development course on web. He is daltonic and has problems with some kind of colors and contrasts. Also, he doesn't want to deal with many subscription and similar.

Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the Code Your Future app.

General information					
Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)
Direct	Rogaland, Norway	App and website that helps with tutorial and courses	Free	https://www.w3schools.com/	Large
Direct	San Francisco, California, United States	App and website that helps with tutorial and courses from users	Free	https://www.freecodecamp.com/	Large
Direct	Clearfield, Utah	App and website with a compact learning group of courses	29	https://www.pluralsight.com/	Large

		First imp
Target audience	Unique value proposition	Desktop website experience
Every developer student	We create simplified and interactive learning experiences.	**Good** + Straightforward user experience + Clear nav - Not many advanced concepts
Every developer student	Don't give up, learn from your experiences	**Ok** + Many articles - Confusing home
Every developer student	Align learning to your goals with paths and channels.	**Good** + Nice design - A little confusing

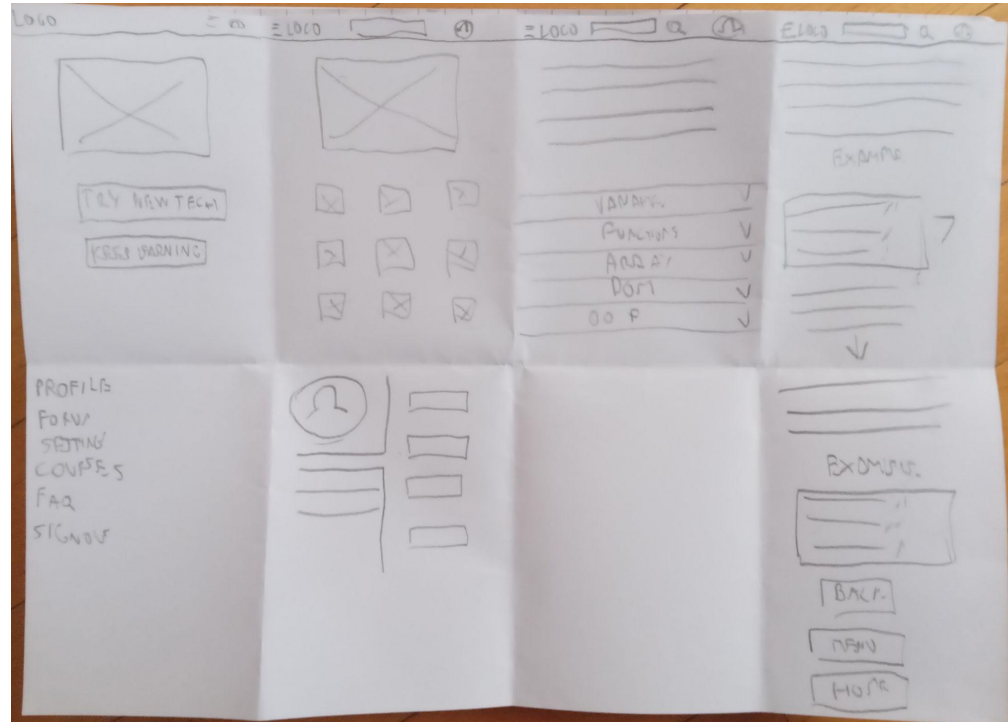| ressions	
App or mobile website experience	Features
Good + Nice sizing - Not many new features	**Good** + Courses list in top nav + Reporting errors + progress tracking
Good + Nice layout - Search bar not immediate to find	**Ok** + Many video + A forum included - too much simple and few features
Outstanding + Different design with new features	**Ok** + Events and many articles

UX (rated: needs work, okay, good, or outstanding)	
Interaction	
Accessibility	User flow
Ok + Good choice of colors (white and green) - none dedicated features	**Outstanding** + Clear and short
Ok + Good iconography and text style - none dedicated features	**Ok** + Unclear
Needs work - None	**Outstanding** + Clear and guided

Visual design	
Navigation	Brand identity
Outstanding + Clear and straightforward	**Good** + Nice brand + Consistent with the general layout
Needs work - too much simple	**Ok** + Coherence with the field - Too simple
Outstanding + Visually appealing with a nice iconography	**Ok** + Consistent with the rest of layout - A little generic

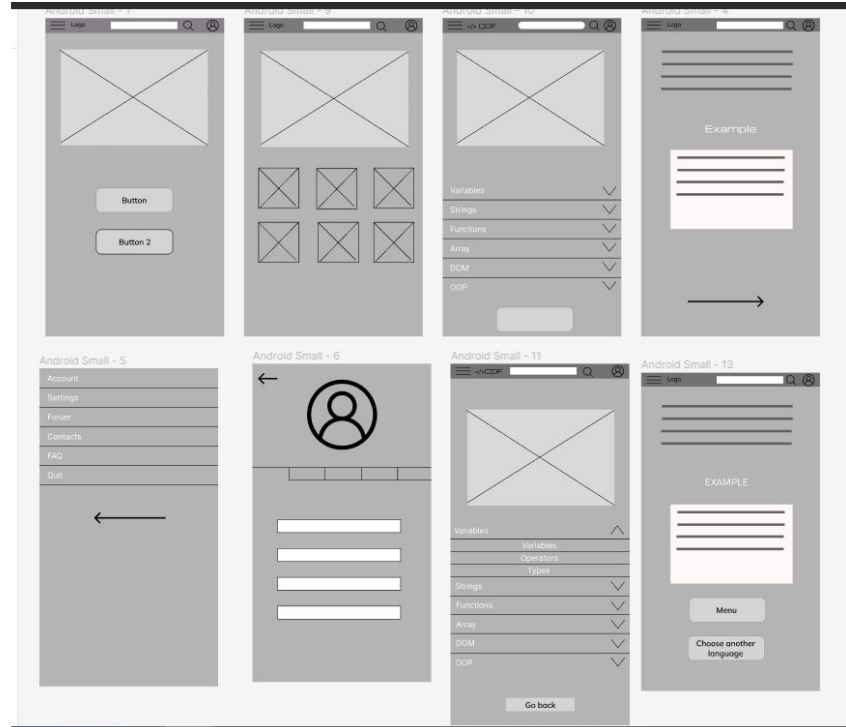| Content	
Tone	Descriptiveness
Formal but visually appealing	**Good** + Self-explanatory - Not many descriptions and guides
Friendly and human-centered	**Need work** - Too few features - Not many texts
Professional and formal	**Outstanding** + Many descriptions and very guided + Nav with many features

Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **usability** and **enjoyability.**

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Code Your Future app. These designs focused on delivering personalized guidance to users to help manage their food.
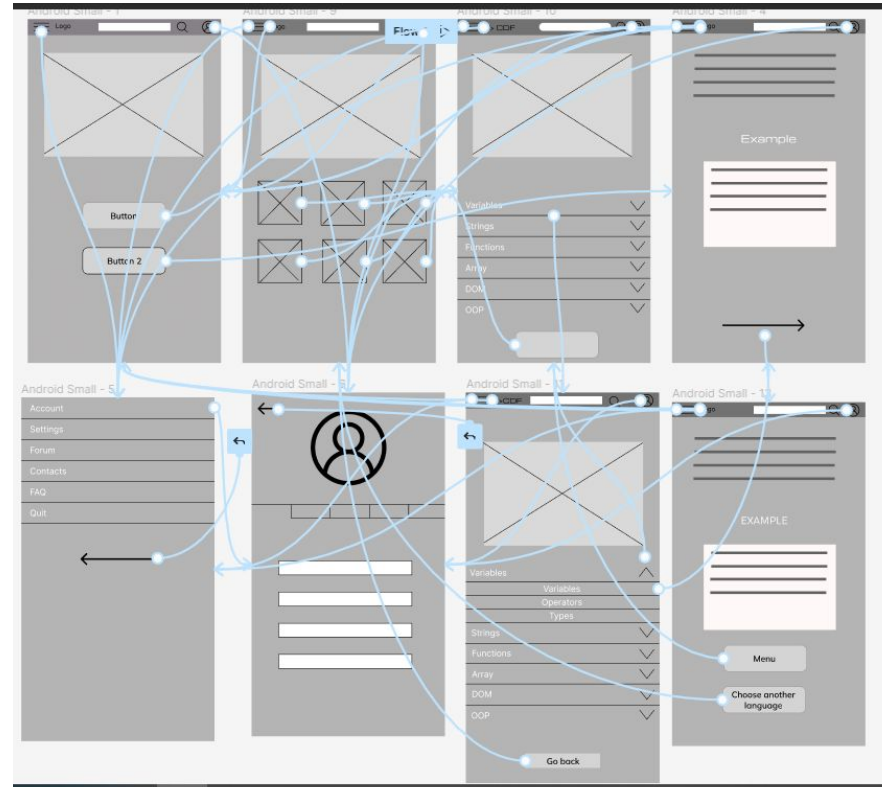
Low-fidelity prototype

To prepare for usability testing, I
created a low-fidelity prototype
that connected the user flow of
viewing the list of tools and
choosing one.

Low Fidelty Prototype:

https://www.figma.com/proto/pJD
K11DbVQX7DboIDp0d43/Untitled
?node-id=1-3&scaling=min-zoom
&page-id=0%3A1&starting-point-n
ode-id=1%3A22

Usability study: parameters

Study type:

Moderated usability study

Location:

Italy, remote

Participants:

3 participants

Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Not many texts

People want more explicable texts

2

Images

People had difficulty adding understanding the images without text.

3

Error in layouts
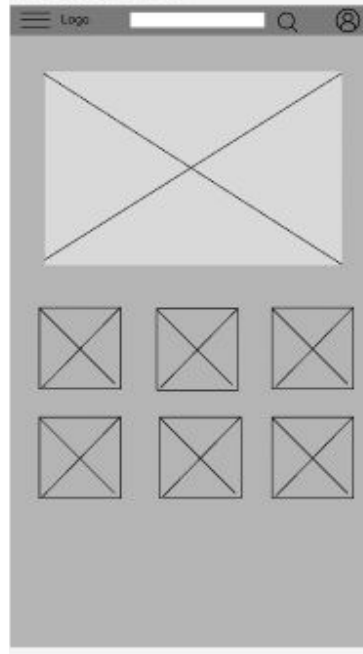
People notices some geometry errors in the layout

Refining the design

- Mockups

- High-fidelity prototype

- Accessibility

Mockups

Based on the insights from the usability studies, I applied design changes like providing a a clear text explaining what to do and images to understand what image to click.
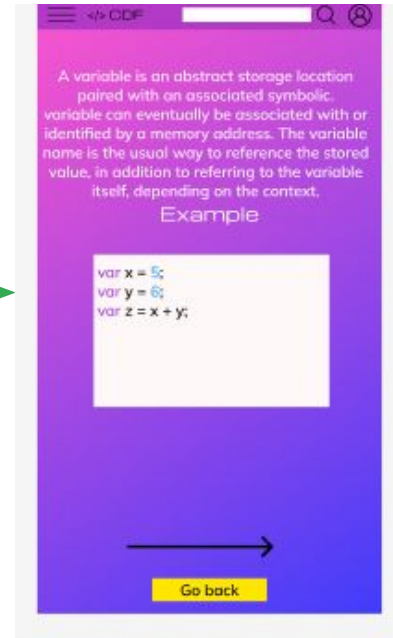
Mockups

Additional design changes included adding a button to go in the previous page and a code as a example

Mockups

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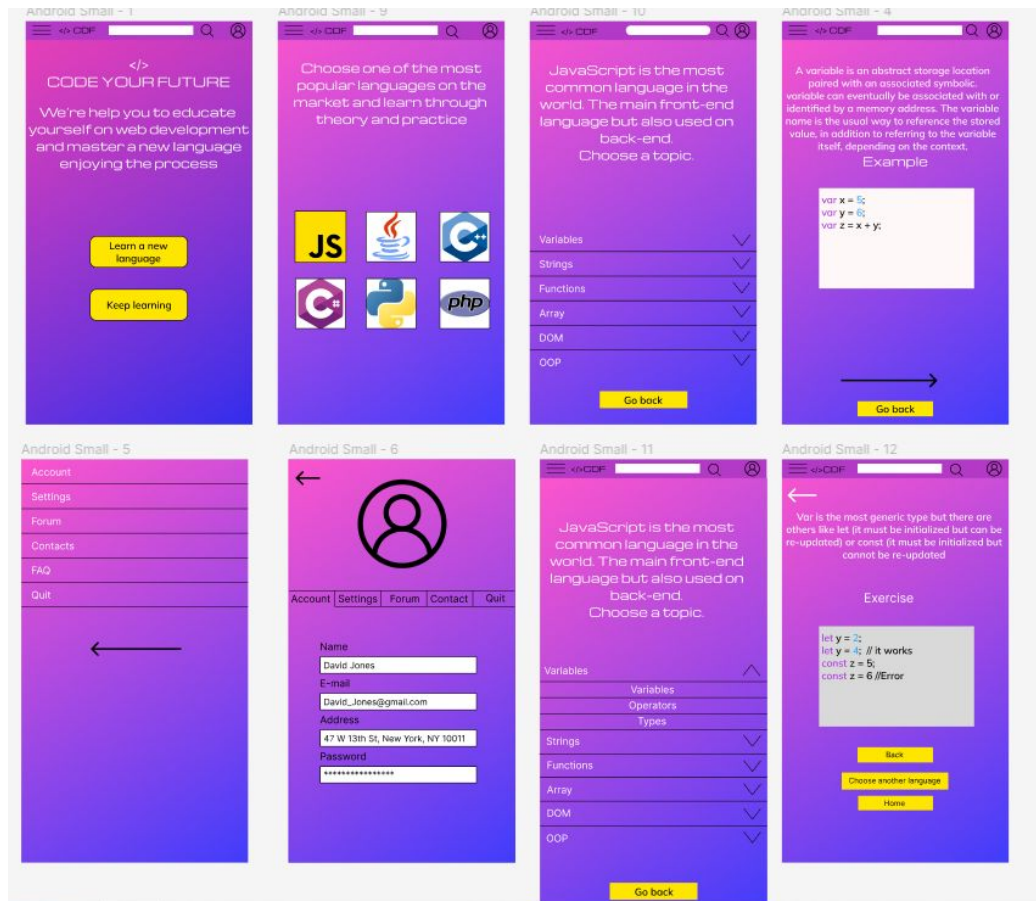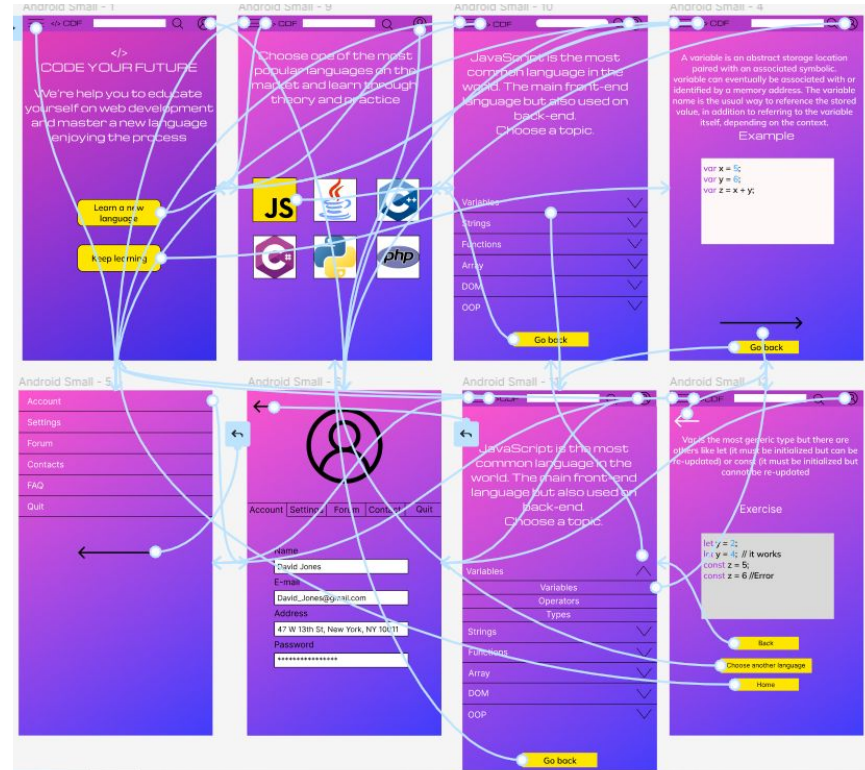
The high-fidelity prototype
followed the same user flow as
the low-fidelity prototype,
including design changes made
after the usability study.

View the Food Saver high-fidelity
prototype

https://www.figma.com/proto/JDZl
ujVRlolvJixOIyvOqe/Untitled?node-
id=2-3&scaling=scale-down&page-
id=0%3A1&starting-point-node-id
=2%3A3

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.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Users shared that the app made food waste seem like something they could actually help reduce. One quote from peer feedback was that "the Food Saver app helps bring caring about the environment 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 teach in a more effective way web development.

2

Add more educational resources for users to learn about web development.

3

Provide incentives and rewards to push them the users to continue their course.

Let's connect!

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

Email: luca-sanjevic@hotmail.it
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