**MiaLam-Development-Report**

**Project Name: MiUdemy**

**E-learning Ecommerce system**

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| **MiUdemy- Competitive Analysis** |
| |  |  |  | | --- | --- | --- | | Udẹmy's Online Courses. udemy.com | | | | What is the user doing/trying to do? | To find the course they want to learn. | Check out and finish the payment process | | How does it make the user feel? | Very nice | Very nice | | Why do the users feel this way? | Very good function for “Tell us which skills you’d like to learn” .Very good recommendation for user’s personal need | The user wants to check out as a guest. | | Any bad experiences when the user doing/trying to do? |  | But unfortunately, he/she can’t.  The user has to log in or sign in. |      |  |  |  | | --- | --- | --- | | LinkedIn Learning | | | | What is the user doing/trying to do? | To find the career development learning courses . | Check out and finish the payment process | | How does it make the user feel? | Excellent | Daily notification by email for reminder | | Why do the users feel this way? | The user clicks the top bander “Black Friday - Huge savings on TVs” button to filter out the TV with BIG discount.  The user is impressed by showing how much he/she saves on the TV.  However, the product list is sorted by price, from low to high. | Able to check out as a guest.  Able to add outstanding services, such as care & repair, installation |      |  |  |  | | --- | --- | --- | | Skillshare | | | | What is the user doing/trying to do? | To find the course for the goal “get creative with skillshare” and connect the community I like | Check out and finish the payment process | | How does it make the user feel? | Good | good | | Why do the users feel this way? | It is very easy for user to Connect with a global community of curious creatives | The user wants to check out as a guest.  But unfortunately, he/she can’t.  The user has to log in or sign in. |     MiUdemy’s Competitive Analysis:   * Course variety:   + offers a wide array of software development courses,   + covering updated/trendy topics like coding languages, web development, and software engineering, catering to different skill levels   + recommendations for studying * accessibility and flexibility :   + provides flexible schedules,   + allowing learners to study at their own pace.   + accessibility on mobile devices enables learning   + accommodating busy individuals * Learning resources:   + interactive content   + provide revision and exercises   + video lectures   + practically provide hands-on experience   + explain complex programming concepts in a case study * Personalize:   + covers various level of courses   + specialized entry courses   + specific or advanced knowledge courses   + professional courses   + personalize the preferences settings   + personalized learning paths based on learners' skills and career goals   + tailored courses for different proficiency levels   + users can learn at your own speed * Mentorship or trainer/trainee Pair up service   + from industry experts, or for comprehensive skill development   + pair up 1:1 online tutoring session * Provide Certification program:   + Issue the certifications under Udemy   + To attract professionals seeking career advancement opportunities * Rapid changes and updates   + to provide up-to-date content,   + potentially impacting its competitiveness   + focusing on specialized content,   + personalized learning experiences,   + more comprehensive certifications   + meet the evolving needs of different users * Interface usability :   + Easy to use   + fun ways to learn,   + provide enough help from experts for users   + to personalize users’ learning paths   + provide valuable certificates.   + teach special things , which is on nowadays trend.   + world changes fast, so it is good to provide newest courses to learn.   + It is better by adding more special classes |

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| **MiUdemy- Persona** |
| |  |  | | --- | --- | | Persona 1 |  | | Name | Hannah | | Gender | Famale | | Age | 45 years old | | Background | * professional seeking to upgrade her skills in her field of marketing * to keep good competitive. * She is a busy lady. | | Goals & purpose | * She prefers flexible courses for her busy schedule * She likes to join some values courses that offer practical and applicable knowledge to her job. | | Behavior | * She wants to access content through mobile devices * She like to personalize the settings on her own preferences * She always keep update on course recommendations which are aligned with her career goals. * She seeks certifications to enhance her competitive | | Challenge & constraint | * Time constraints and finding courses that match her advanced level of expertise. | |  | | | Persona 2 |  | | Name | Sameul | | Gender | Male | | Age | 21 years old | | Background | * College student majoring in computer science * He is eager to enhance his skills for his employability practically and theoretically | | Goals & purpose | * He seeks for some online learning resources for coding and tech-related courses * To deepen his understanding of coding languages * Update the trend on tech-related knowledge, such as software and project management tools. | | Behavior | * He prefers interactive learning materials like coding exercises and video lectures. * He is interested in a community where he can collaborate and discuss coursework * He likes to meet new friends in the community of IT field | | Challenge & constraint | * Budget constraints * finding courses relevant to his coursework * lack of self-discipline to complete the course in schedule | |  | | | Persona 3 |  | | Name | Ann | | Gender | Female | | Age | 35 | | Background | * She is a housewife * She has 2 young children, * She has a 6 years old boy * She has a 4 years old girl * She concerns a balanced and healthy lifestyle focused on self-care and wellness | | Goals & purpose | * She seeks for some on-line course for her own interests * She is interested in increase her knowledge for personal self-well-being development. * She seeks for some practical courses on child care, early childhood development, and parenting tips * She is interested in courses that related to mindfulness, meditation, and stress management techniques to enhance her mental well-being. * Sarah also explores yoga and fitness programs to maintain her physical health | | Behavior | * To improve her abilities in nurturing her children. * She values interactive sessions, guided practices, and expert /trainer / mentor -led content that she can easily follow in a daily routine. | | Challenge & constraint | * She is finding some comprehensive courses that align with her specific goals and interests * She is very busy * She has limited flexibility. It is difficult for her to consistently attend or complete coursework on time * It is difficult for her to find a quiet and conducive environment for studying | |

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| **MiUdemy- questionnaire** |
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| |  | | --- | | Questionnaire for SAMUEL: | | * Are you happy with the types of computer classes available on Udemy? * Do you easily find classes for specific computer languages or subjects? * Do you find new classes that teach useful computer skills needed nowadays? * Is it easy to move around the website and join computer classes on Udemy? * Do the search and filters help you find the right computer classes? * Are the computer classes up-to-date with what's used in the industry today? * How good are the computer classes on Udemy? * Are there enough people talking and sharing ideas in the computer classes? * Do you feel like you belong to the computer class community? * Do you like the personalized suggestions for classes based on what you're interested in and how good you are at it? * Would you want more suggestions for more advanced computer classes? |      |  | | --- | | Questionnaire for Hannah: | | * Are you happy with how instructors teach in computer classes on Udemy? * Can you easily change the website to fit what you like? * Have you had any problems with using or finishing computer classes on Udemy? * How good is the support team at fixing problems and helping you? * Can you use the website easily on both a computer and a phone? * Are there things that need to be better on the phone app for computer classes? * Is it important for you to have flexible times for classes since you're busy? * Do you like having the choice to pick class times that work with your job? |  |  | | --- | | Questionnaire for Anna: | | * Do you think the computer classes on Udemy are worth the money? * Can you change the website to how you like it easily? * Are you happy with the suggestions the website gives you for classes that match what you like? * How good is the support team when you need help? * Is it easy to use the website on a computer and on a phone? * Are there things that need to be better on the phone app for computer classes? | |

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| **MiUdemy- Usability Study** |
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| |  | | --- | | Usability study 1 : Focus Group User Testing | | Question: | | 1. Was it easy to sign up for a course on our website? 2. Did you have any trouble moving around different parts of the website? 3. How was the experience of buying a course? Was it confusing? 4. Did you find it easy to use the learning materials? 5. Overall, how much did you like using our website for learning? | | Observations from the Group: | | * People found signing up mostly easy, but some had problems finding the confirmation email. * Moving around the website was okay, but a few had trouble finding certain types of courses * Buying a course was fine, but some people were confused about payment options * Using the learning materials got good feedback. Most people found them and used them without problems * Some liked using the website a lot, while others thought it could be better |  |  | | --- | | Usability Study 2: Asking people for feedback | | Question: | | 1. Did you find it easy to find courses? (Was it very easy, kind of easy, or hard? 2. Were the instructions clear when you paid for a course? (Yes/No) 3. Did you face any problems accessing learning materials? If yes, tell us about it 4. How can we make our website better for you? 5. Would you tell friends about our website? (On a scale from 1 to 10) | | Observations from Feedback:   * Many people said finding courses was okay, but some wanted it organized better * Some said payment instructions were clear, while others weren't sure. * A few people had small issues accessing learning materials, like slow downloads or weird file types * Suggestions for improvement included clearer menus and better search, and more interesting courses * Not everyone was sure if they'd tell their friends about the website | |

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| **MiUdemy** -**Usability task** |
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| **Task:** Purchase an online course on our e-commerce website.  **Instructions:** Imagine that you are looking to purchase a new pair of shoes on our website. Use the prototype website to find shoes that you like, add them to your cart, and enter this dummy credit card information to complete the purchase. Please think aloud as you navigate through the website.  **Success criteria:**   * User is able to find an online course they are interested in * User is able to add the an online course to their cart * User is able to navigate and complete the checkout process   **Notes:** Pay attention to how the user navigates through the website, including how they search and filter results, and add items to the cart. Observe any issues that arise during the checkout process, and note down feedback or questions from the user during the task.  Task 1  **Task**: to add to basket  a recommendation course item with offers  **instructions** : imagine that yourself is on the website in question and interested in special course or offers that are presented and choose to follow through. Add a course from the deals section to the cart and then go to the checkout to pay. Think aloud your thoughts and feelings as you navigate through the website.  **Success criteria**:   * User is able to to find the course * User is able to add course to cart * User is able to reach the checkout section   **Notes**: Pay attention to how the user navigates through the website, including how they search and filter results, and add items to the cart. Observe any issues that arise during the checkout process, and note down feedback or questions from the user during the task.  Task 2  **Task**: to use the navigation bar to navigate to the course item page  **instructions** : imagine that you are on the website in question and wish to use the navigation bar in order to narrow down to specific item you wish to learn.  **Success criteria**:   * Being able to narrow down using the button * Being able to find the course * Being able to add course to basket   **Notes**: Pay attention to how the user navigates through the website, including how they search and filter results, and add items to the cart. Observe any issues that arise during the checkout process, and note down feedback or questions from the user during the task. |

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| **MiUdemy- Pseudocode** |
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| **Pseudocode (front-end user point of view)**  User is interacting with the MiUdemy e-learning system:   * Display main menu option:   + - 1. Browse courses       * 1.1 Display available course categories       * 1.2 User selects a category       * 1.3 View all courses       * 1.4 Display course list with details         + (name, price , description)       * 1.5 Uses selects a course       * 1.6 To view the selected course details       * 1.7 Enrol         + 1.7.1 Add course to user’s enrolled courses list         + 1.7.2a Deduct course price from the user’s balance account         + 1.7.2b card payment     - 2. Search courses       * 2.1 Enter search keywords       * 2.2 Enter the filters criteria       * 2.3 Display search results matching the criteria       * 2.4 User selects a course to view details or enroll       * 2.5 Enrol         + 2.5.1 Add course to user’s enrolled courses list         + 2.5.2a Deduct course price from the user’s balance account         + 2.5.2b card payment     - 3. View cart       * 3.1 Display course       * 3.2 Added to the cart       * 3.3 Enrol         + 3.3.1 Add course to user’s enrolled courses list         + 3.3.2a Deduct course price from the user’s balance account         + 3.3.2b card payment     - 4. View profile       * Display user information       * Enrolled the course       * View the history       * View the certifications which user got       * Change the preference       * Set alarm criteria     - 5.logout/Sign In       * End the session   Rendering()   * Render the top navigation bar * Render the user details in the display * Render the ToDoList, personalized recommending * Initialization * Initialize variable * Initialize data structures   Register user   * Check username * Check Password   Finding courses   * Show the list * Sorting * Filtering   Create course   * Add modules to course * Uploading the materials * Create the hierarchical of the course * Generate the community group in the “community page” * Generate 1:1 tutoring or mentorship service in the “pair-up” service   Enroll users in courses   * Check the availability of the course * Check the enrolment date * Show the details of the course * Payment |

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| **MiUdemy- SiteMap** |
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| **MiUdemy’s SiteMap:**   1. **Home**    1. **Browse Courses**       1. **Course Categories**          1. Category 1          2. Category 2          3. ……          4. All Courses             * Course 1   Course Details  Enroll  ….   * + - * + Course 2   Course Details  Enroll  ….   * + - * + Course 3   Course Details  Enroll  ….   * + - * + …..     1. **Search Courses**        1. Search Results        2. Show search Results           - Course 1   Course Details  Enroll  ….   * + - * + Course 2   Course Details  Enroll  ….   * + - * + Course 3   Course Details  Enroll  ….   * + - * + …..   1. **Cart**      1. **View Cart**         1. Remove Items         2. **Checkout**            + Payment details            + Process payment   2. **Profile**      1. **View Profile**         1. User information         2. Enrolled course   3. **Logout** |