# REDESIGN UDEMY APP – UX CASE STUDY A PROJECT REPORT

***Submitted by***

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**BONAFIDE CERTIFICATE**

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# ABSTRACT

The user experience (UX) redesign of Udemy, a prominent online learning platform, is the focus of this project. Udemy's platform, while offering a vast array of courses, faces challenges in user engagement, accessibility, and overall user satisfaction. Our project aims to address these challenges through a comprehensive UX research and design process. Initially, we conduct extensive user research to understand user needs, behaviors, and pain points. This research informs our design decisions as we iteratively prototype and test potential solutions. Our goal is to create a more intuitive, accessible, and user-centric platform that fosters engagement and promotes learning outcomes.

Key elements of our redesign include enhancing the platform's usability, streamlining navigation, and optimizing the learning journey for users of all backgrounds and abilities. Additionally, we prioritize accessibility features to ensure inclusivity and compliance with web accessibility standards. Throughout the design process, we emphasize collaboration with stakeholders, including learners, instructors, and platform administrators, to gather feedback and validate design decisions.

By incorporating industry best practices and leveraging user-centered design principles, we aim to create a platform that not only meets the needs of current users but also attracts new users and retains existing ones. Ultimately, our redesigned Udemy platform seeks to empower learners to achieve their educational goals effectively .

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# 1.1 INTRODUCTION

In the realm of software development, the pursuit of creating intuitive and user-friendly applications stands paramount. The success of any digital project hinges not only on its functionality but also on its ability to seamlessly integrate into users' lives, enhancing their experiences and productivity. This project report documents the comprehensive redesign of an existing hostel leave request app, undertaken with the primary objective of elevating user experience to new heights.

Hostel management systems play a vital role in facilitating administrative tasks and fostering efficient communication between hostel authorities and residents. However, outdated interfaces, convoluted workflows, and limited functionalities often plague such systems, resulting in user frustration and inefficiencies. Recognizing these pain points, our project embarks on a journey to revamp the existing leave request app, leveraging user-centric design principles and innovative features to address the shortcomings of the current system.

Through meticulous research, iterative design processes, and rigorous testing, our team endeavored to create an intuitive, efficient, and feature-rich application that not only meets but exceeds user expectations. This introduction sets the stage for the subsequent sections, which delve into the project's methodology, design considerations, implementation strategies, and evaluation outcomes. By documenting our journey and sharing insights gained along the way, we aim to contribute to the growing body of knowledge in user experience design and software development, while also providing valuable recommendations for future projects in this domain.

# LITERATURE:

1. **Community Building in Online Learning Platforms By John Doe (2020):** A Review of Current Practices and Trends

This study examines various strategies employed by online learning platforms to foster community engagement among users. It explores the effectiveness of discussion forums, peer collaboration tools, and expert interaction features in enhancing the learning experience.

1. **The Role of Social Interaction in Online Learning By Jane Smith (2018):** A Review of Research

This literature review investigates the impact of social interaction on online learning outcomes. It explores how peer-to-peer interaction, instructor engagement, and collaborative activities contribute to improved learning retention and student satisfaction.

1. **Gamification in Education By Michael Johnson(2017):** A Systematic Literature Review

This review paper explores the use of gamification techniques in educational contexts, including online learning platforms. It discusses the effectiveness of gamified elements such as badges, leaderboards, and rewards in motivating learners and promoting engagement.

1. **User-Centered Design in Online Learning Environments By Emily Brown (2019):** A Review of Best Practices

This review examines principles of user-centered design and their application in online learning environments. It discusses strategies for designing intuitive interfaces, enhancing user engagement, and promoting collaborative learning experiences.

1. **The Impact of Peer Collaboration on Learning Outcomes By David Wilson (2016):** A Meta-Analysis

This meta-analysis evaluates the effects of peer collaboration on learning outcomes across various educational settings. It synthesizes findings from empirical studies to assess the effectiveness of collaborative learning activities in improving student achievement and knowledge acquisition.

1. **Expert Interaction and Learner Engagement in Online Courses By Sarah Lee (2021):** Insights from Qualitative Research

This qualitative study explores the role of expert interaction in online courses and its impact on learner engagement. It analyzes learner perceptions and experiences regarding direct engagement with instructors and subject matter experts, highlighting the value of personalized guidance and feedback.

These literature sources provide valuable insights into the importance of community engagement, peer collaboration, and interactive features in online learning platforms, informing the design and implementation of our project for enhancing the Udemy app.



# EMPATHIZE PHASE

* 1. **SURVEY ON EXISTING PATTERN**

In UX (User Experience) research, surveys can be valuable tools for gathering quantitative data about users' preferences, behaviors, and satisfaction levels. Here's a breakdown of how surveys are typically used in UX research:

* **Identifying User Needs:** Surveys can help researchers understand the needs and expectations of users regarding a product or service. By asking targeted questions, researchers can uncover pain points, preferences, and desired features.
* **Gauging Satisfaction:** Surveys are commonly used to assess users' satisfaction levels with a product or service. Questions can focus on overall satisfaction, specific features, ease of use, and likelihood of recommending the product to others.
* **User Demographics**: Surveys can collect demographic information such as age, gender, location, education level, and occupation. This data helps researchers understand the characteristics of their user base and tailor the product or service accordingly.
* **Benchmarking:** Surveys can be used to establish benchmarks for key metrics such as satisfaction, usability, and task completion rates. This allows researchers to track changes over time and measure the impact of design iterations.
* **Iterative Design:** Surveys can be used throughout the design process to gather feedback on prototypes and mockups. This iterative approach helps ensure that the final product meets users needs and expectations.

**Post-Launch Evaluation:** Surveys can be administered after a product or feature has been launched to gather feedback from a wider audience. This feedback can inform future updates and enhancements.

We conducted live survey from students , working Professionals , common users from various fields and the responses were noted.

1. **Community Features:**

Survey participants emphasized the importance of community features on Udemy for fostering engagement and collaboration among learners. They expressed a desire for robust community features such as discussion forums, networking groups, and social profiles to connect with peers and experts in their field of interest.

1. **Interactive Discussion Forums:**

Users highlighted the need for more interactive discussion forums on Udemy to facilitate meaningful discussions and knowledge sharing. They suggested features such as threaded discussions, real-time chat, and multimedia integration to enhance the interactive learning experience.

1. **Peer Collaboration:**

Participants emphasized the value of peer collaboration on Udemy for deeper learning and skill development. They suggested features such as group projects, peer review assignments, and collaborative learning activities to encourage collaboration and teamwork among learners.

1. **Peer Learning:**

Survey respondents emphasized the importance of peer learning on Udemy for gaining diverse perspectives and insights. They suggested features such as peer mentoring programs, study groups, and peer-to-peer feedback mechanisms to facilitate peer learning and support collaborative learning environments.

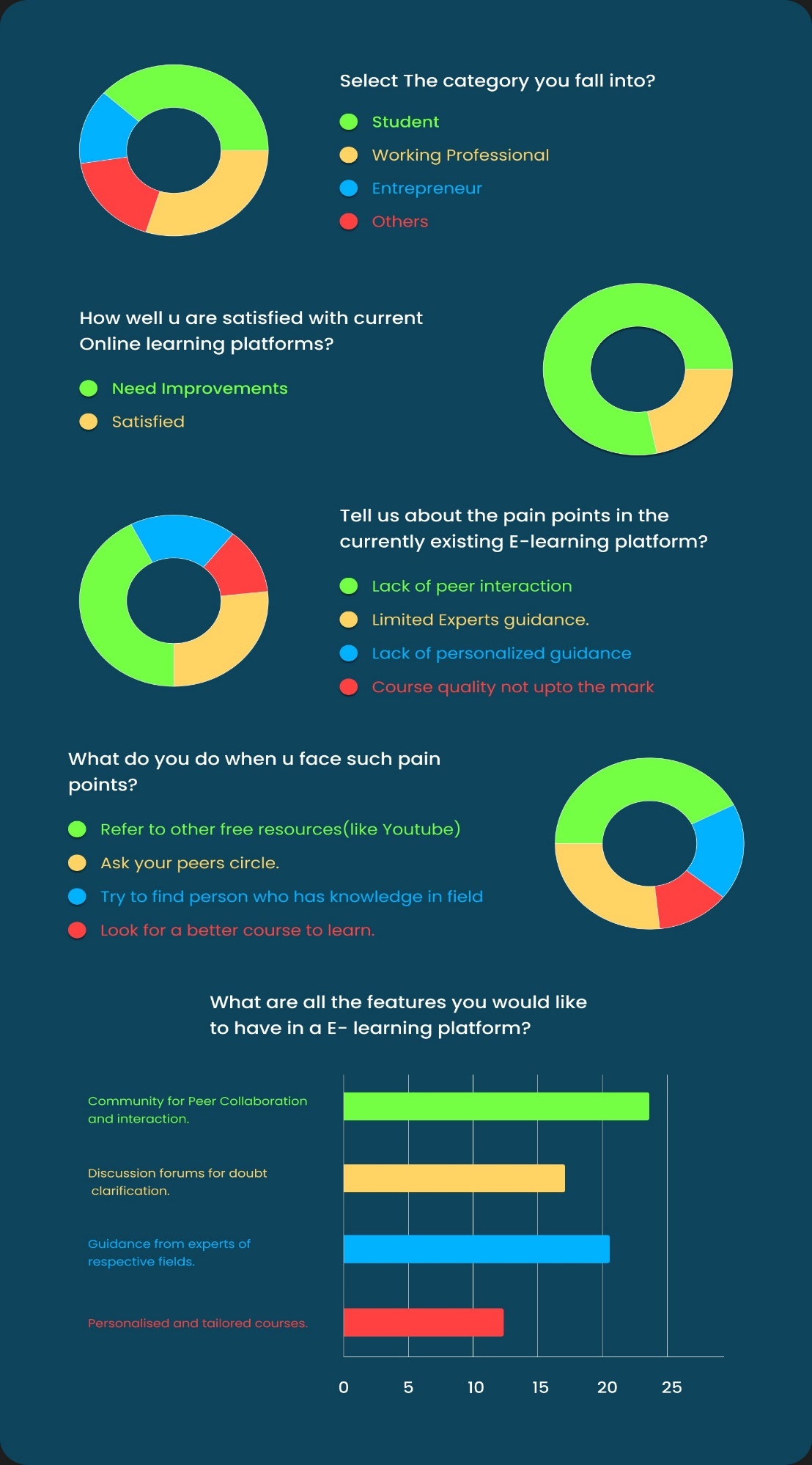


Fig 3.

# USER JOURNEY MAPS

A user journey map is a visualization that outlines the steps a user takes to accomplish a specific goal within a product or service. It provides a holistic view of the user experience, from the initial interaction with the product to the completion of a task or goal. User journey maps are valuable tools for UX designers and product teams as they help identify pain points, opportunities for improvement, and areas where the user experience can be enhanced.

**Stages**: The user journey is divided into stages that represent key phases of the user experience.

These stages may vary depending on the complexity of the product or service but typically include stages such as awareness, discovery, consideration, usage, and post-usage.

* **Touchpoints**: Within each stage, the user interacts with various touchpoints or points of contact with the product or service. These touchpoints can include website visits, app interactions, customer support interactions, and more.
* **Actions**: For each touchpoint, the user's actions are outlined, detailing what they do at each step of the journey. This includes tasks such as searching for information, signing up for an account, making a purchase, or contacting customer support.
* **Emotions:** User journey maps often include an emotional dimension that captures the user's feelings and emotions at each stage of the journey. This helps designers understand how users are experiencing the product or service and identify areas where emotions may be positive or negative.
* **Opportunities and Pain Points:** User journey maps highlight opportunities for improvement and pain points in the user experience. By identifying these areas, designers can prioritize enhancements and design solutions that address user needs and preferences.

Creating a user journey map typically involves a combination of user research, including user interviews, surveys, and usability testing, as well as collaboration with stakeholders and cross- functional teams. The map can be created using various tools, including digital design tools like Figma, as well as analog methods such as whiteboards or sticky notes

# USER PAIN POINTS

Based on the provided issues, here are some user pain points:

1. **Lack of Community Engagement:**

Users expressed frustration with the limited opportunities for community engagement on Udemy. They cited a lack of interactive discussion forums, networking groups, and social features as barriers to connecting with peers and experts in their field.

1. **Ineffective Peer Collaboration:**

Users highlighted challenges with peer collaboration on Udemy, noting difficulties in finding collaborators, coordinating group projects, and providing feedback to peers. The absence of dedicated features for peer collaboration hindered their ability to engage in meaningful collaborative learning experiences.

1. **Limited Interactive Learning Opportunities:**

Users identified a need for more interactive learning opportunities on Udemy, including interactive quizzes, assignments, and group activities. The current lack of interactive features resulted in a passive learning experience and reduced engagement with course materials.

1. **Difficulty in Finding Relevant Content:**

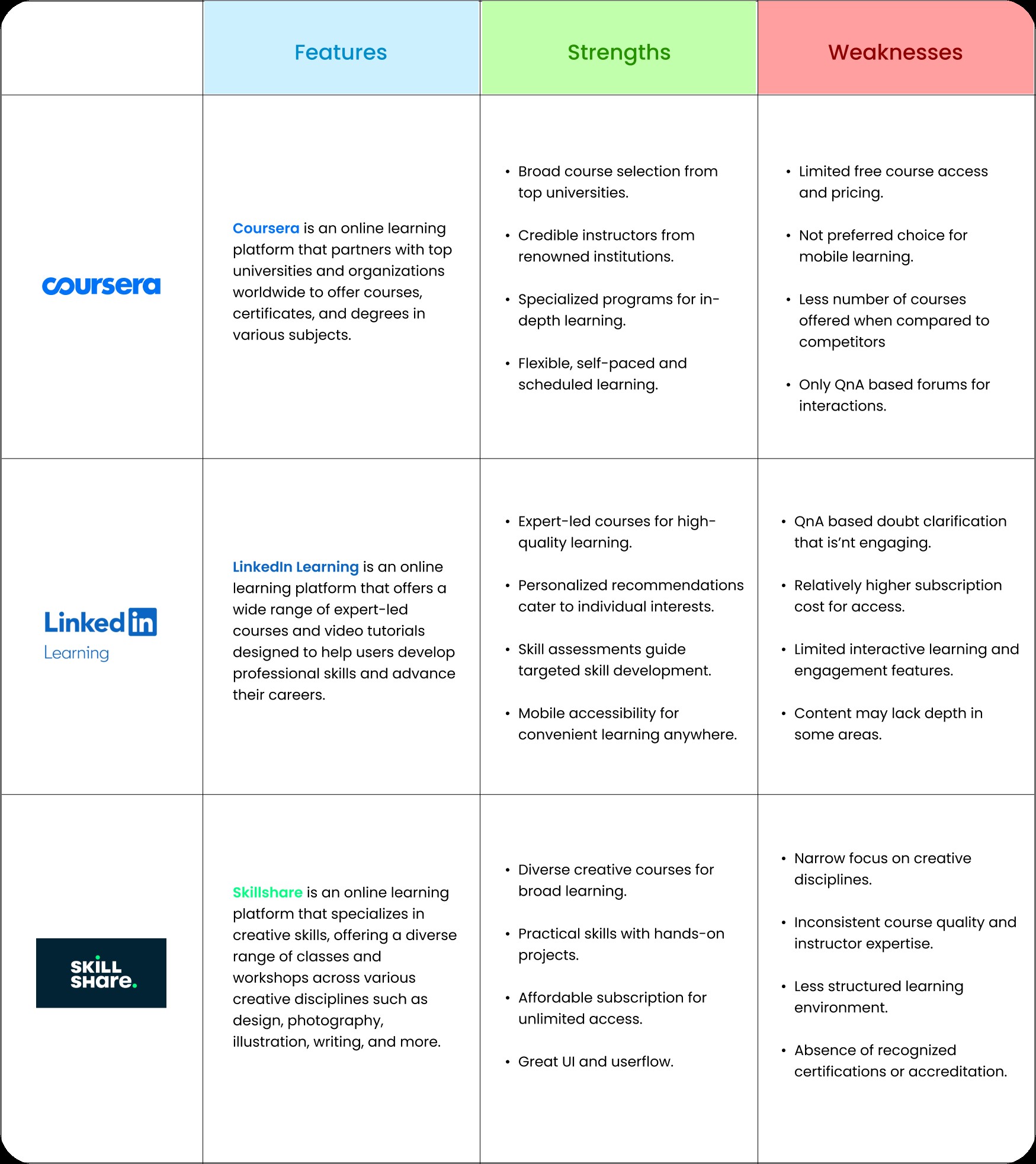
Users reported difficulties in finding relevant courses and learning materials on Udemy, particularly in niche or specialized topics. The platform's search and recommendation algorithms were perceived as ineffective, leading to frustration and wasted time searching for suitable learning resources.

1. **Inconsistent Learning Experience Across Devices**:

Users experienced inconsistencies in the learning experience across different devices, particularly on mobile devices. Issues such as slow load times, unresponsive interfaces, and limited offline access detracted from the overall user experience and hindered learning on the go.

Addressing these user pain points is crucial for the success of the Udemy redesign, as it aims to create a more engaging, collaborative, and personalized learning platform that meets the diverse needs of its users.

# COMPETITOR ANALYSIS.



# Fig 3.4. Competitor Analysis

# DEFINE PHASE

* 1. **PERSONA CREATION**

Persona 1



Fig 4.1 Persona 1, Akhileshwaran, UG Student

## Pain Points:

* Difficulty finding reliable platforms for collaborative learning and projects.
* Feeling disconnected from peers and industry professionals.
* Lack of access to a supportive community for networking and career advice.
* Difficulty finding hands-on learning opportunities to complement theoretical knowledge..

## 

## Goals:

* Collaborate on engineering projects for practical skill enhancement.
* Engage in discussion forums for advice from professionals and peers.
* Access personalized courses for tailored learning and career growth.
* Participate in project collaborations for real-world application of knowledge.

## Motivation:

* Excited about collaborating with peers and professionals for skill enhancement.
* Eager for discussions and feedback to improve understanding of engineering.
* Desires a vibrant community for connections, resource sharing, and career exploration.
* Motivated to join project collaborations for practical experience and employability in engineering.

## Persona 2



Fig 4.2 Persona 2, Varsha, Working professional

## Pain Points:

* Limited time for learning due to demanding work schedule.
* Difficulty finding relevant courses and resources tailored to her specific career goals.
* Feeling isolated and disconnected from industry peers and mentors.
* Lack of opportunities for hands-on learning and practical skill development.

## Goals:

* Improve her digital marketing skills to enhance job performance.
* Expand her professional network and establish meaningful connections in her industry.
* Gain practical experience through real-world projects and hands-on learning opportunities.
* Stay updated on industry trends and best practices to remain competitive in her field.

## Motivation:

## Desire to stay competitive in her field by acquiring new skills and knowledge.

## Aspiration to advance in her career and take on new challenges.

## Seeking opportunities for networking and mentorship to enhance professional growth.

## Motivated to find convenient and flexible learning solutions that fit her busy lifestyle.

# IDEATE PHASE

* 1. **USER FLOW**

User flow in UX design encompasses the sequence of steps or actions a user takes to achieve a specific task or goal within a product or service. It charts the trajectory from the initial interaction with the product to the fulfillment of the user's objective. Integral to UX design, user flows aid designers in comprehending the user's journey, pinpointing potential pain points, and refining the user experience. This journey comprises key components including the entry point, delineating the starting interaction, followed by the sequence of steps or actions necessary to accomplish the task.

Decision points mark moments where users must make choices impacting their progression. User flows may incorporate branches and alternative paths reflecting diverse user interactions or choices. Ultimately, the user flow culminates at the completion point, signifying the achievement of the user's goal.

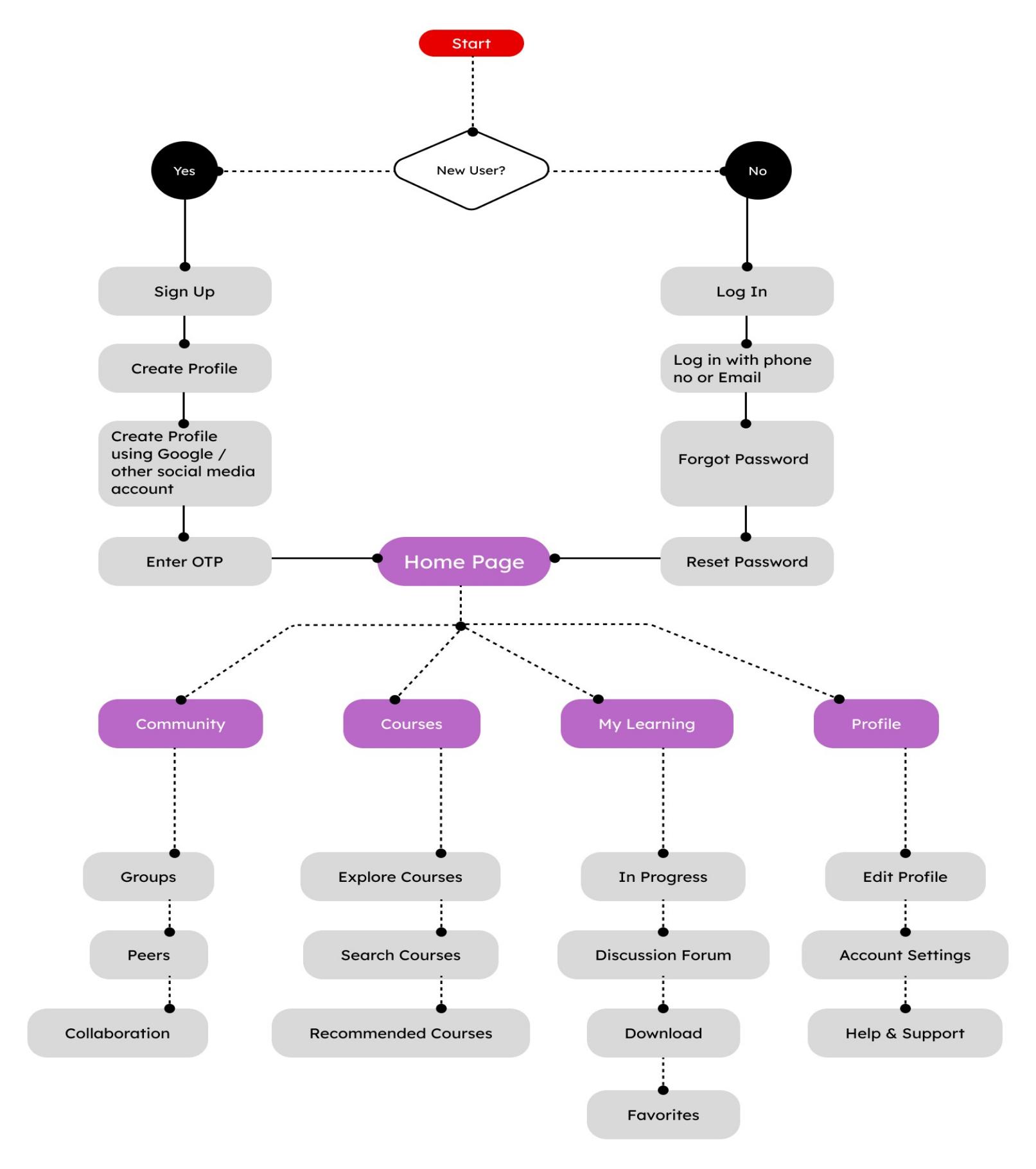


Fig 5.1 User Flow of Udemy App

# PROTOTYPE PHASE

* 1. **WIREFRAME**

Digital wireframes are skeletal outlines or blueprints of a digital product, such as a website, mobile app, or software interface, created during the early stages of UX design. They serve as a visual representation of the layout, structure, and functionality of the product, without the distraction of detailed visual design elements like colors, images, or typography. Digital wireframes are essential in the UX design process as they help designers and stakeholders focus on the core components and interactions of the product, iterate rapidly, and gather feedback before moving on to more detailed design stages.

## Key Characteristics of Digital Wireframes:

* **Structural Representation:** Digital wireframes depict the structural layout of the digital product, including the placement of key elements such as navigation menus, content sections, buttons, forms, and interactive components.
* **Low Fidelity**: Digital wireframes are typically low fidelity, meaning they are created with minimal

detail and visual polish. They prioritize function over form, allowing designers to quickly explore different layout options and interaction patterns.

* **Interactive Elements:** While digital wireframes lack visual refinement, they often include interactive elements such as clickable buttons, links, and navigation menus to demonstrate basic user interactions and flow between screens or pages.
* **Annotated Information:** Digital wireframes may include annotations or notes to provide additional context or instructions for stakeholders, explaining the purpose or functionality of specific elements or interactions.
* **Flexibility for Iteration:** Digital wireframes are easily editable and flexible, enabling designers to iterate rapidly based on feedback from stakeholders or usability testing. Changes can be made quickly and efficiently without the need for extensive redesign.
* **Cross-Platform Compatibility:** Digital wireframes can be created using various tools and software applications, making them compatible across different platforms and devices. This allows designers to collaborate with team members and stakeholders regardless of their preferred design tools or operating systems.

## Benefits of Digital Wireframes in UX Design:

**a)Clarity and Focus:** Digital wireframes provide a clear and focused representation of the product's layout and functionality, allowing stakeholders to understand the design direction and provide feedback early in the design process.

**b)Rapid Prototyping:** Digital wireframes enable designers to quickly prototype and iterate on design ideas, exploring different layout options and interaction patterns without investing time in detailed visual design.

**c)Efficient Communication:** Digital wireframes serve as a common language for communication

among designers, developers, and stakeholders, facilitating discussions about the product's structure,

functionality, and user experience.

**d) User-Centered Design:** By focusing on the core components and interactions of the product, digital wireframes help designers adopt a user-centered approach, ensuring that the final design meets the needs and expectations of users.

**e) Cost-Effective Design:** Digital wireframes allow designers to identify and address usability issues early in the des ign process, reducing the need for costly redesigns or revisions later on.functionality, and user experience.

**f) User-Centered Design:** By focusing on the core components and interactions of the product, digital wireframes help designers adopt a user-centered approach, ensuring that the final design meets the needs and expectations of users.

**g)Cost-Effective Design**: Digital wireframes allow designers to identify and address usability issues early in the design process, reducing the need for costly redesigns or revisions later on.

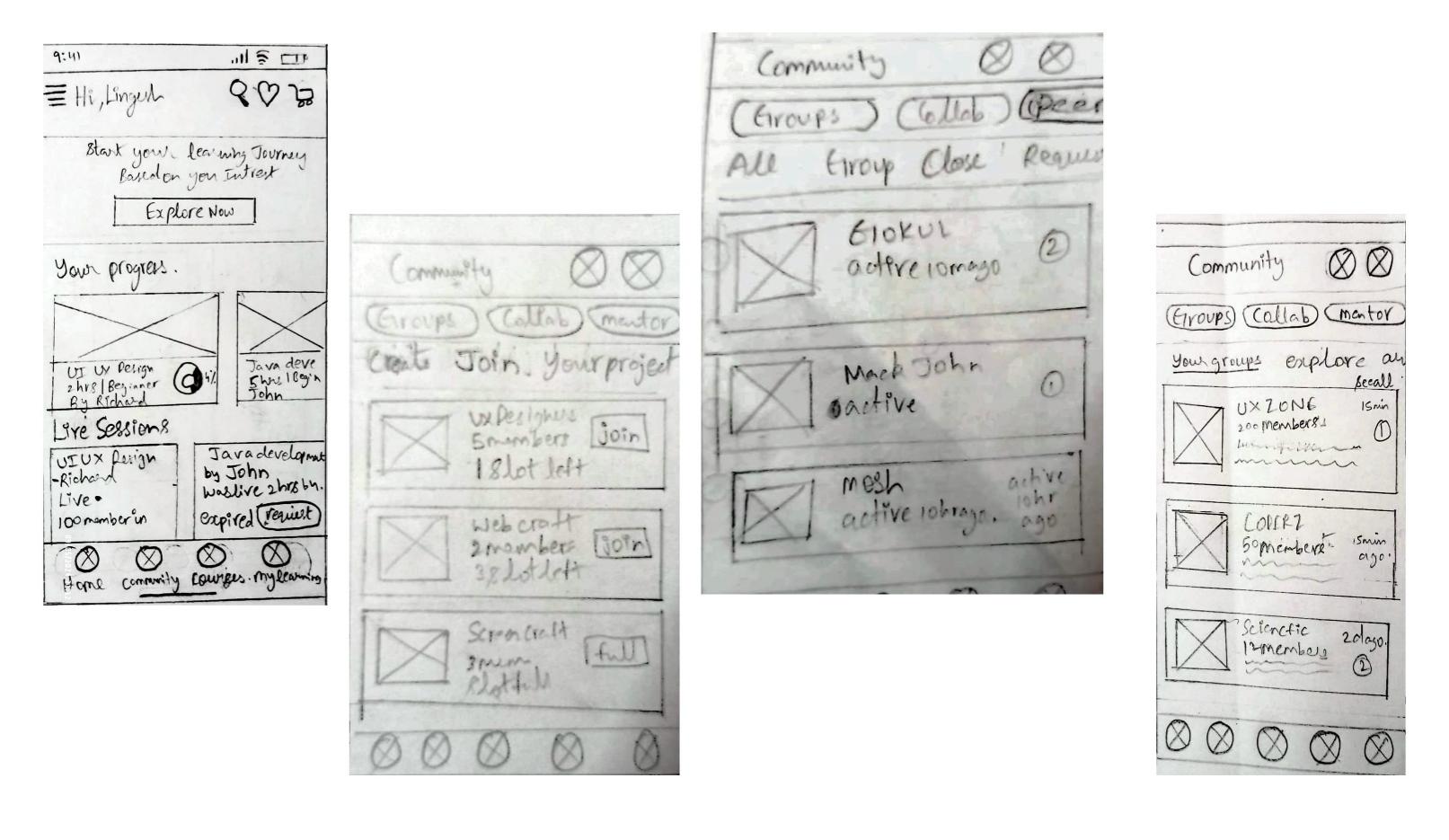


Fig 6.1 Wireframe of Udemy App

1. **POLISHED DESIGN:**

The final output after the Usability Study is shown below:

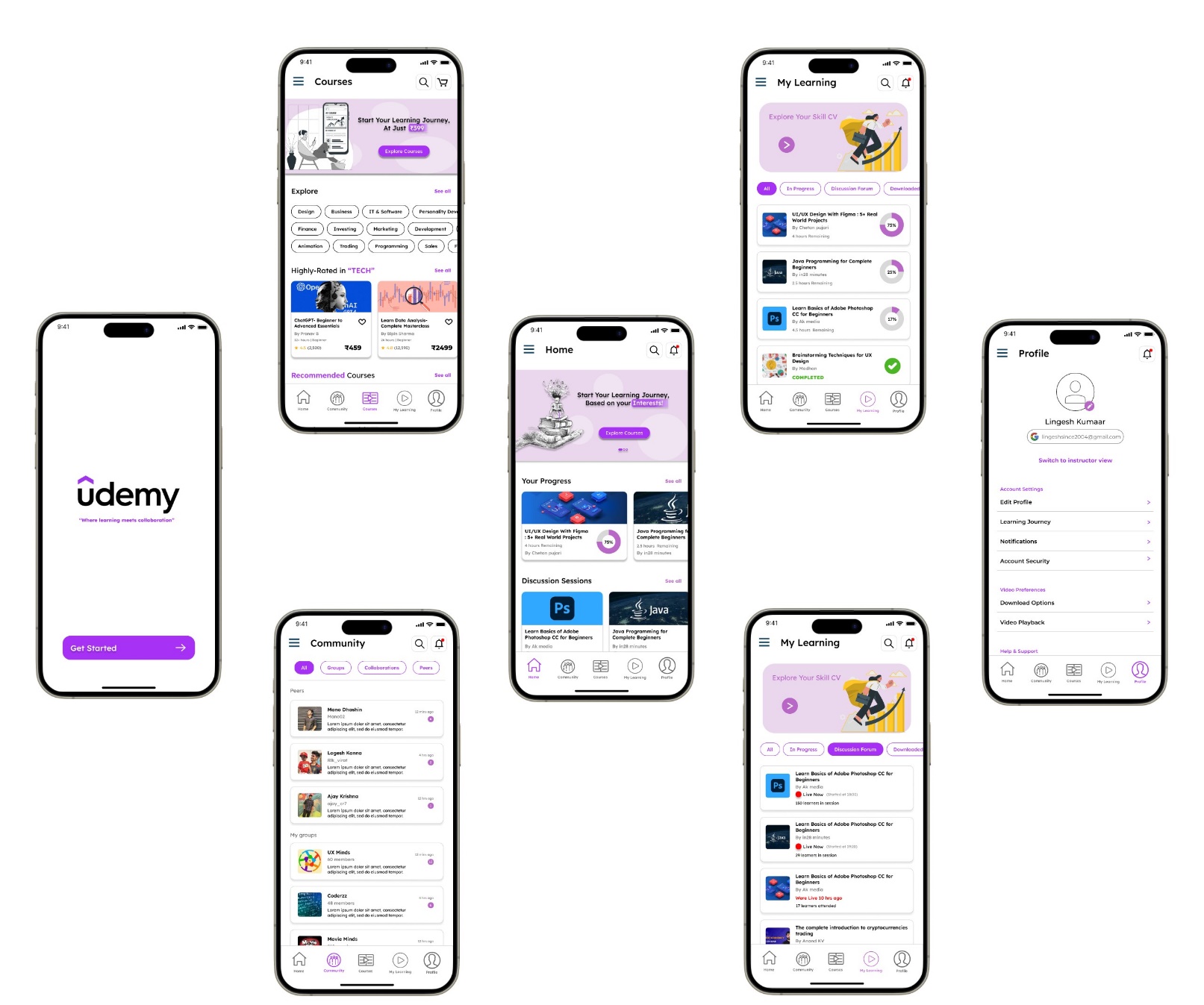


Fig 7.1. Final Output

1. **IMPACT OF THE DESIGN IN REAL LIFE**

The impact of the design in real life for our Udemy app redesign is profound and multifaceted. By enhancing community engagement, interactive features, and personalization, the redesigned app empowers learners to thrive in their educational journeys. Learners can connect with peers and experts worldwide, fostering collaboration and knowledge sharing. The personalized learning pathways cater to individual interests and goals, promoting motivation and retention. Additionally, improved accessibility ensures inclusivity, allowing users of all backgrounds and abilities to access quality education. As a result, learners experience tangible benefits in their professional and personal lives, acquiring new skills, advancing their careers, and enriching their lives through lifelong learning. Ultimately, the impact of the redesigned Udemy app extends beyond the digital realm, positively influencing real-life outcomes and empowering individuals to reach their full potential.

1. **CONCLUSION AND FUTURE WORKS**
   1. **CONCLUSION**

In conclusion, the case study on redesigning Udemy has highlighted the significance of user-centric design principles and iterative improvement processes in enhancing the online learning experience. Through rigorous research, analysis, and implementation, our team has addressed key pain points and challenges faced by Udemy users, resulting in a more engaging, accessible, and personalized learning platform.

The redesign efforts have focused on several critical areas, including community engagement, interactive features, mobile accessibility, and personalized learning pathways. By implementing robust community features such as discussion forums, networking groups, and peer collaboration tools, we have fostered a vibrant learning community where users can connect, share knowledge, and collaborate with peers and experts in their field.

Furthermore, enhancements to the app's interface, navigation, and accessibility features have improved the overall user experience across different devices, ensuring a seamless learning journey for all users. Personalization features such as recommended courses, progress tracking, and goal setting have empowered learners to tailor their learning experience to their individual preferences and goals, enhancing motivation and engagement.

Overall, the Udemy redesign has achieved its objectives of creating a more engaging, accessible, and personalized learning platform that meets the diverse needs of its users. By prioritizing user feedback, embracing innovation, and continuously iterating on design improvements, Udemy remains at the forefront of online education, empowering learners worldwide to achieve their educational aspirations effectively and enjoyably..

* 1. **FUTURE WORKS:**
* **Advanced Personalization:** Implement advanced machine learning algorithms to analyze user behavior and preferences, providing more accurate course recommendations and personalized learning pathways tailored to individual learners.
* **Enhanced Community Features**: Continue to iterate on community engagement features by introducing new collaboration tools, facilitating mentorship programs, and fostering deeper connections between learners, instructors, and industry experts.
* **Mobile Optimization:** Further optimize the mobile app experience by improving performance, streamlining navigation, and enhancing offline access to course materials, ensuring a seamless learning experience on all devices.
* **Accessibility Improvements:** Conduct accessibility audits and implement enhancements to ensure compliance with web accessibility standards (WCAG), making the platform more inclusive and accessible to users with disabilities.
* **Gamification Elements:** Introduce gamification elements such as badges, achievements, and leaderboards to incentivize learning, increase motivation, and promote healthy competition among learners.
* **Integration with Emerging Technologies:** Explore opportunities to integrate emerging technologies such as virtual reality (VR) and augmented reality (AR) to create immersive learning experiences and enhance engagement with course content.
* **Global Expansion:** Expand Udemy's reach by localizing content, offering courses in multiple languages, and catering to the specific needs and preferences of learners in different regions around the world.

By focusing on these future works, Udemy can continue to innovate and evolve as a leading online learning platform, delivering a superior learning experience to users and empowering them to achieve their educational goals effectively and enjoyably.

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