

UX study

EduMates

UI design

EduMates

Team



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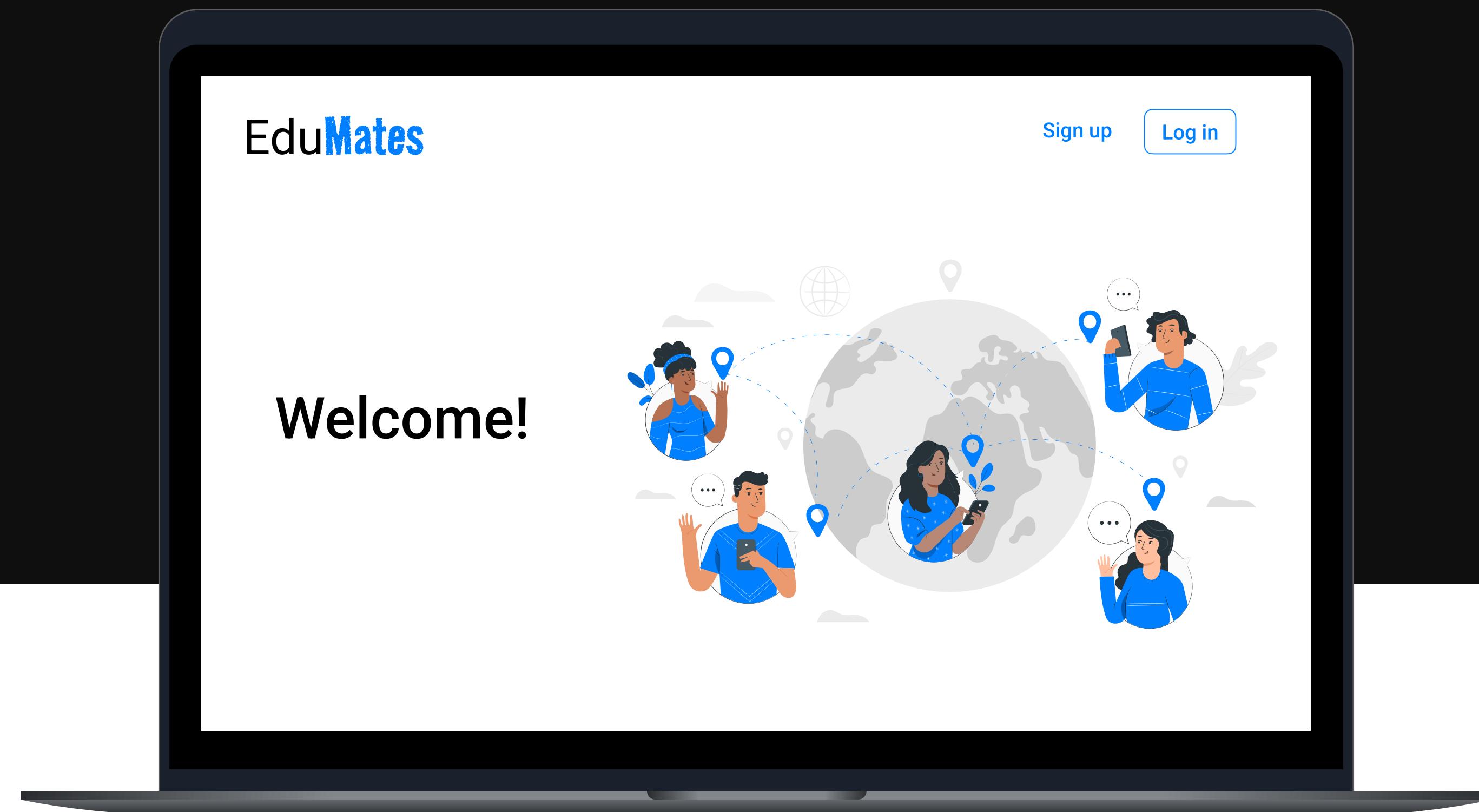
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01. Project Overview

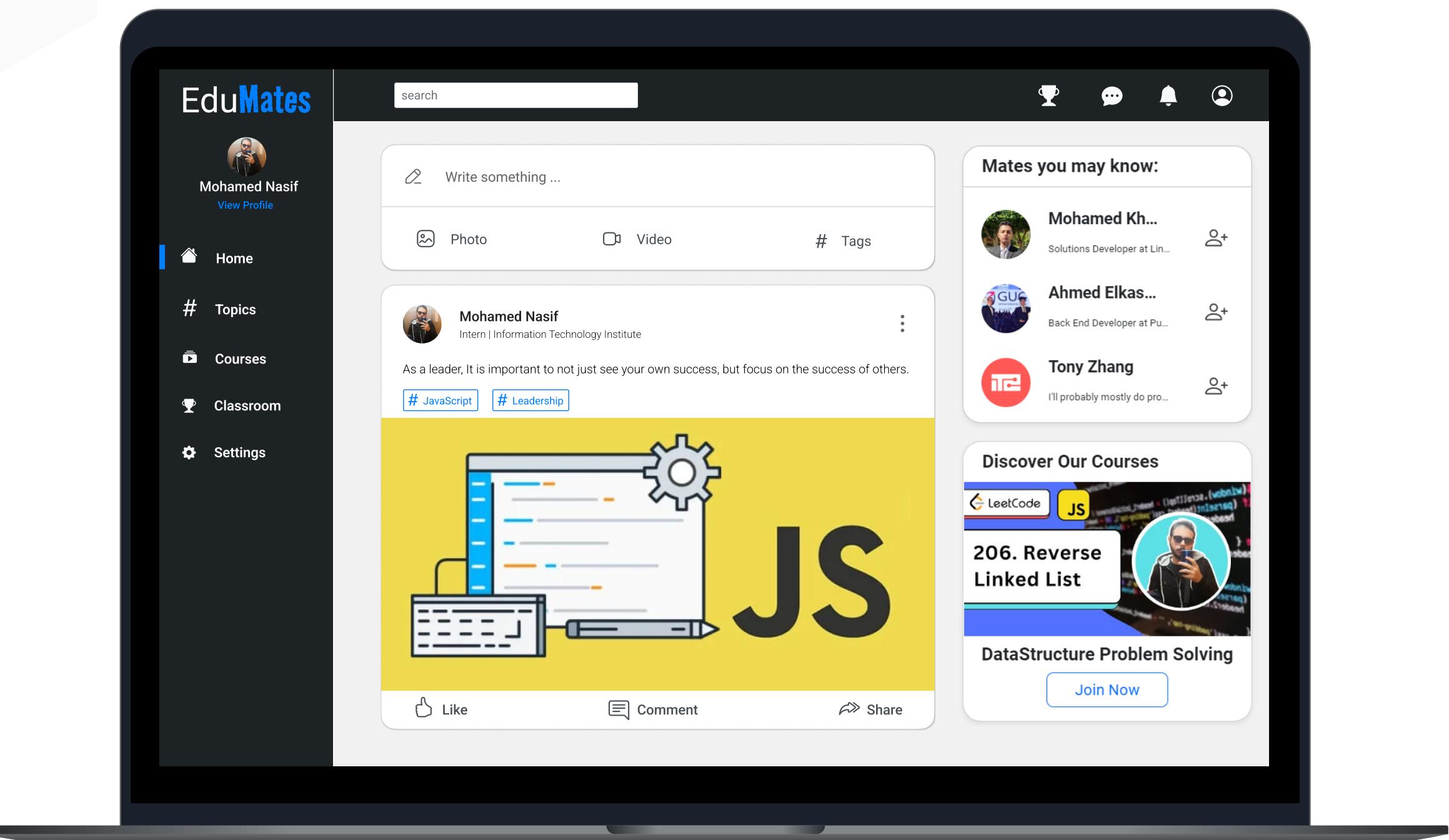
In the age of Epidemics, the importance of remote communication has significantly aroused.

Getting people closer despite of physical distancing.
Business, Marketing , Education, even health consultations are done over the internet.

EduMates website provide users a community to engage with their environments.

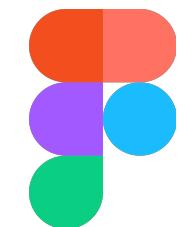
And as we believe that communities develop through education our website has educational side that facilitates educational process to our users through courses and other features.

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02. Technologies Used

Design



Figma

Database

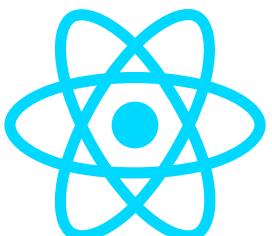


Firebase

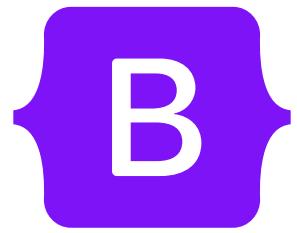
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JSON server

Code



React

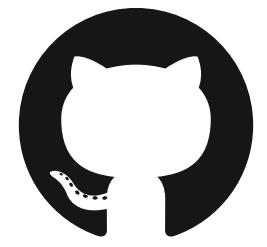


Bootstrap

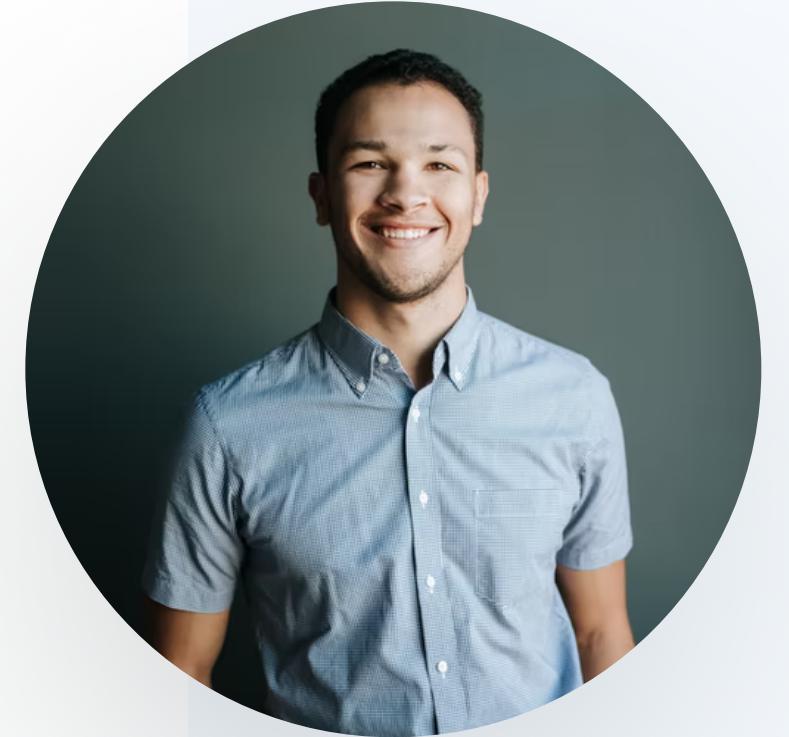


SCSS

Virsion Control & Task Management



Github



03. Product Users

Our target audience is the learning
population of **age 15 – 45**



04. Competitive Analysis

Company Name	FaceBook	Linked in	Twitter
Company Info	Social Media	Professional Social Media	Social Media
Market Share	36.64%	1.58%	9.58%
Classrooms	✗	✗	✗
Notifications	✓	✓	✓
Groups	✓	✓	✗
Chat	✓	✓	✓
Active Users	1.82 B	310 M	238 M

05. Individual in-depth interviews

- 1. Do you have a social media account? If yes, on which platform do you spend your time the most?*
- 2. What is the best thing you like in that platform?*
- 3. If you have the choice to change something about the platform, what would it be?*
- 4. How often do you study online?*

06. Unique Features

As we have strong belief that education is the key for better future. Our website is a social media platform that encourage users to get involved in education process either by giving courses or enrolling in courses.

07. Profit Resources

As per our market research we found out that websites with free trial periods engage more people and traffic and give students more time to decide if they want to remain on the free plan or to upgrade to life teaching which include a monthly / yearly subscription that will take our website and their learning journey to the profit level.

So we will begin with free courses and no ads and then in our future plan ads and subscriptions would be added.

Features

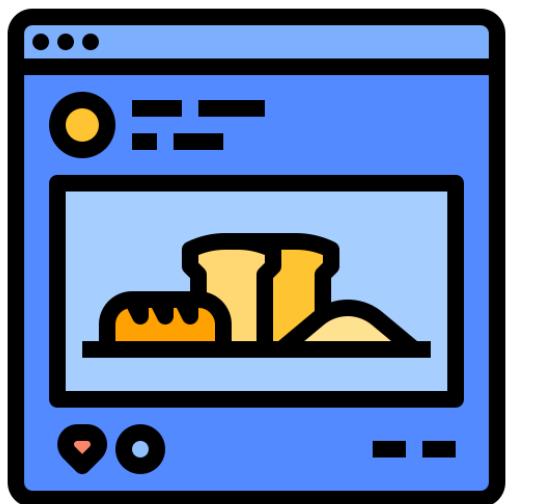
Social Media



Topics



Chat



*Post &
Interactions*

Educational



Courses



Classroom

08. User Persona



Salma Ahmed

Age: 22

Job: College Student

Location: Alexandria, Egypt

Apps: 

Goals

- As a social character, She likes to be connected with her friends all the time.
- She believes it would be nice to have a platform to study with her friends and share their questions, ideas together.

Pain Points

- She feels frustrated from unorganized study groups.



Fathy Saad

Age: 35

Job: Software Engineer

Location: Canada

Apps:  

Goals

- Fathy wants a platform to connect with his colleagues, students and the professional organizations.
- He would use the platform to upload his own courses one day

Pain Points

- He has no time to waste on unimportant posts/ articles. So he thinks It would be nice if the posts have titles or categories that describes posts content.

09. User Flow

