

StudyWise Evaluation

Tauqir Ullah – UX Designer

What is your rating of the user interface and experience design? 9/10

Assess the user interface and experience design.

Consider the aesthetics, navigation and interactivity.

The StudyWise app design aesthetic is clean and takes from modern trends utilising best practice. The colour scheme chosen is visually pleasing and utilises iconography, graphics and well-balanced typography to enhance the overall user experience. The thoughtful use of dark mode as default due to context of the user base 'studying at night' demonstrates proper understanding of the design principle of "Form follows function" and has been executed appropriately to further enhance the user experience through aesthetics. This is advanced approach to visual design even amongst industry.

The loading screen displaying animations, Study Partner screen showing custom digitally rendered images - further demonstrates a high attention to detail across various sub-disciplines of design such as Interface design, interaction design and motion design. The use of a design system also shows a refined approach to consistency - a key principle within Interface design to improve user experience.

What is your rating of the functionality? 9/10

Assess the functionality.

The function of the app and its features.

The app's functionality is truly exceptional. StudyWise incorporates a range of features that not only facilitate effective time and task management but also cater to the user's entire journey.

While encouraging students to stay connected to their phones might inadvertently foster a lack of focus due to the inherent distractions they pose, the feature within the settings—a tool that effectively blocks other potentially distracting apps—demonstrates a depth of awareness concerning this predicament. This approach not only underscores a heightened sensitivity to the issue but also showcases a mature approach to product design that extends beyond the immediate user experience.

The inclusion of gamification stands out as a brilliant augmentation to the feature lineup, acknowledging the motivation of the user. This synergy, combined with the app's core functionality, significantly boosts its potential for user adoption. By meticulously considering user engagement through gamification, StudyWise ensures that users remain motivated, setting up for a more enthusiastic user base.

What is your rating of the quality? 10/10

Assess the app's design quality.

Through your expertise as a UX designer, is the app design of a high standard such as of the industry?

The research phase of this project stands as a testament to a sophisticated and mature comprehension of design principles. While many may perceive design as merely orchestrating visual elements to convey information, design professionals recognise its deeper significance lies in establishing a profound connection with the user base. This connection is cultivated through active listening, comprehension, and a persistent commitment to refining design iterations based on user insights.

The integration of interviews and surveys that have intricately shaped the evolution of StudyWise underscores a resolute commitment to Human-Centered Design—a paradigm held in high regard within the design community. The arrangement of research findings from diverse sources and their meticulous organisation within an Affinity Map is reminiscent of the practices observed within premier consulting firms and elite product design teams. Blank's decision to set aside personal design inclinations, and instead, embrace feedback-driven refinements spanning aesthetics, navigation, layout, and features, is a design approach that is profoundly attuned to the user's needs and expectations.

What is your rating of the overall design? 10/10

Review Overall Design and Conclusion.

Are there any specific aspects that positively stand out. What are areas to improve in the future?

I am genuinely amazed by the unwavering commitment to detail evident in every facet of both design and research. The seamless fusion of these two critical components is a commendable achievement in itself, considering the intricate balance required. The implementation of a design system, executed with finesse, typically demands collaborative efforts from specialised teams to ensure a consistent and cohesive outcome.

Blank's proficiency in meticulously attending to details is a remarkable display of professional expertise within the realm of UX/UI design. It's astonishing to realise that such a high level of expertise has been exhibited by a high school student simultaneously managing various academic subjects. This accomplishment is a testament to Blank's exceptional dedication and talent in mastering the intricate art of design.

An area to keep a keen eye on in the future is Accessibility design. Typically considered an advanced topic (especially for high school students), I find it fitting to mention this to Blank due to their evident command of design principles. Considering the depth of Blank's design understanding, delving into Accessibility design appears to be the natural progression.