Team 2: UI/UX

Competitive Analysis for E-Learning Platform

Team Members:

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Objective

Conduct a competitive analysis and UX audit of 5 major e-learning platforms to identify strengths, weaknesses, and opportunities

Scope

- Analyze user experience across 5 key competitors.
- Identify design improvements and gaps.
- Develop a research model to guide the creation of an intuitive, user-friendly e-learning platform.

PW Skills

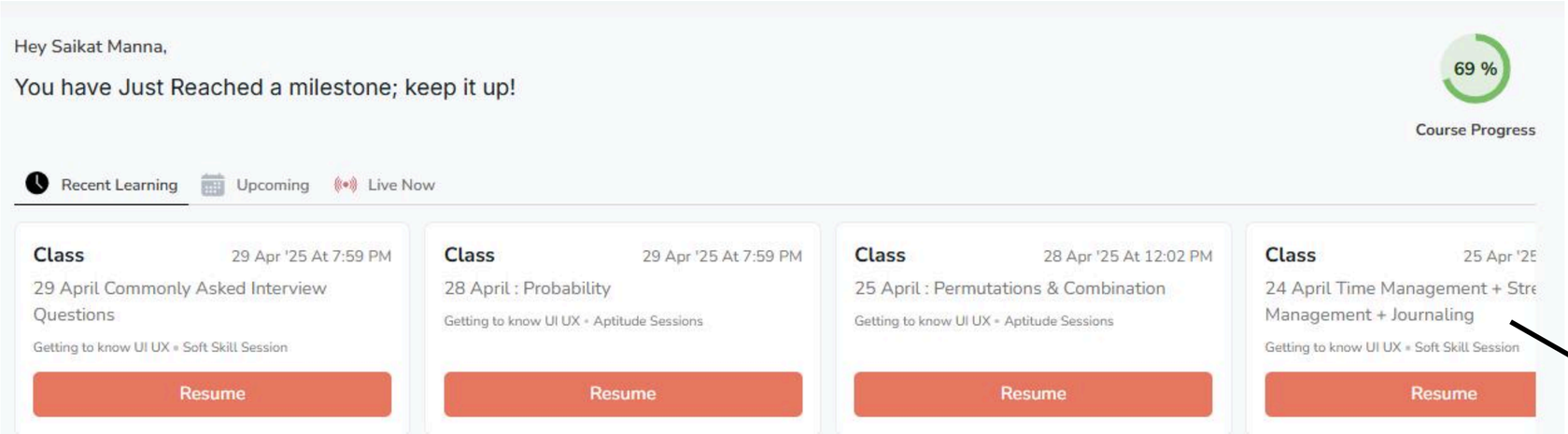
"Practical Work Skills"

Product Offerings:

- Individual Courses
- Professional Certificates
- Data Science & Analytics Programs
- Online Degree Programs

Saikat Manna

Issue 1 - Horizontal Scrolling Missing



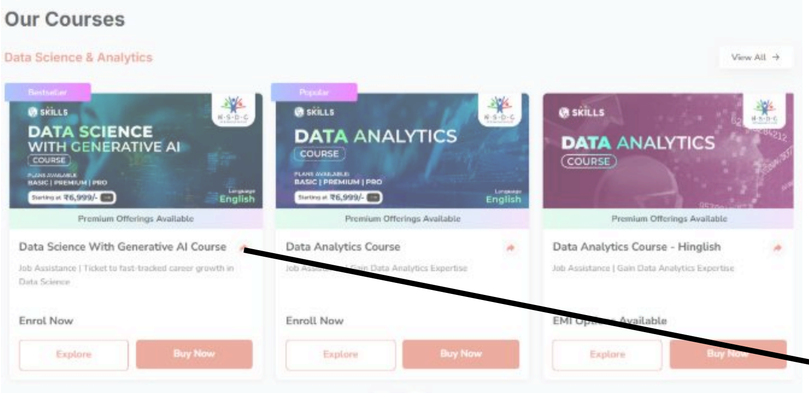
Problem:
Course cards are not fully visible due to lack of horizontal scrolling, causing limited course visibility.
and no scrolling feature is present

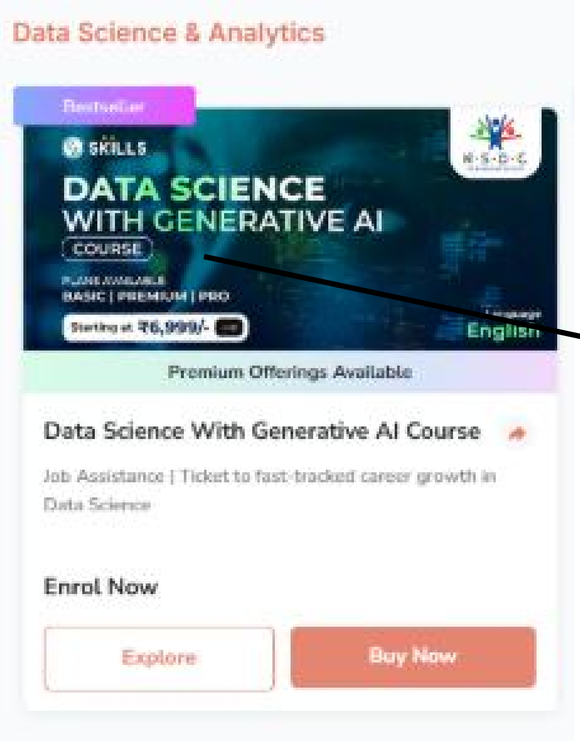
Solution:

Implement horizontal scrolling for course cards.

Add scroll indicators to guide users to more courses.

Issue 2 - Limited Course Details





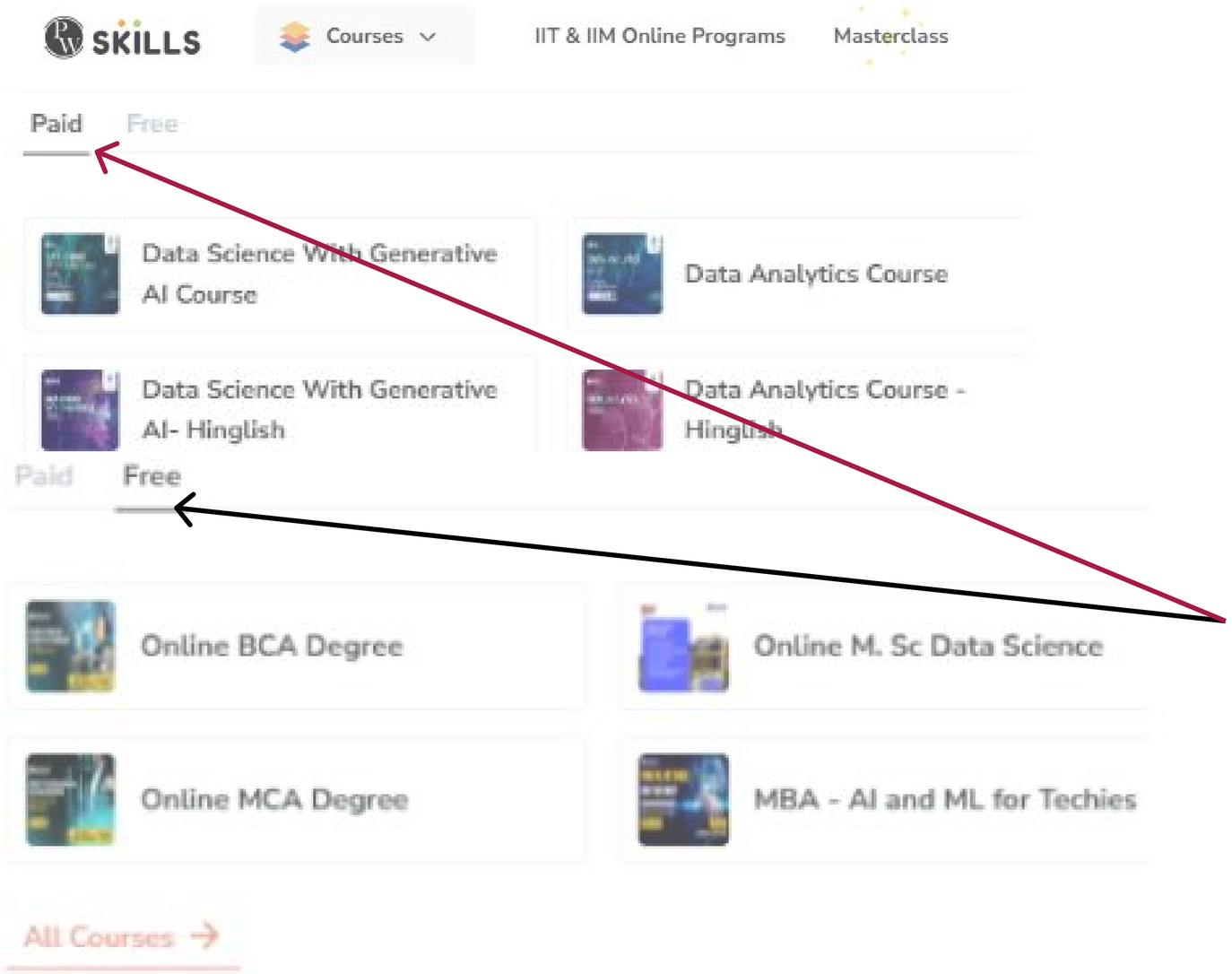
Problem:
In the first course card, UI elements and text are not properly aligned, causing visual discomfort for users.

Solution:

Properly align UI elements and text in the course card.

Ensure adequate spacing between elements to maintain a clean and organized design.

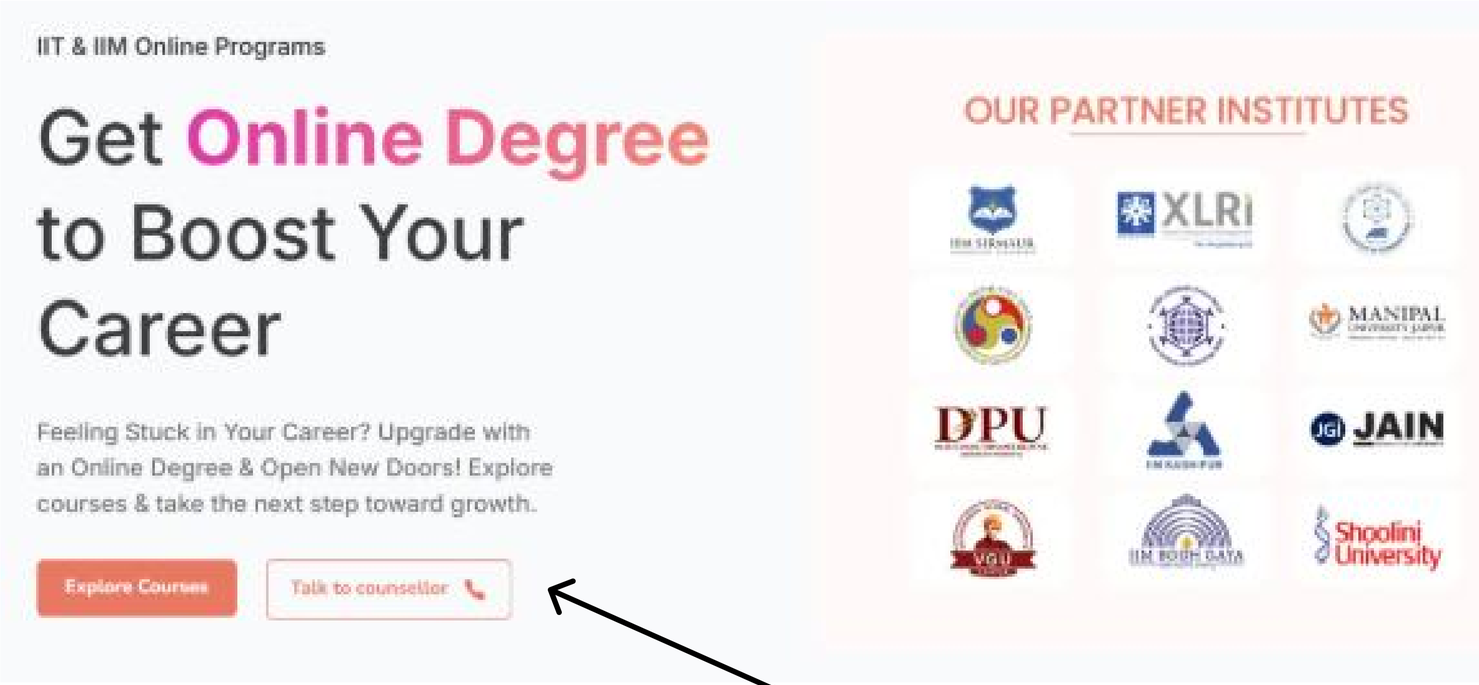
Strength 1: Well-Balanced Display of Paid and Free Courses in Navigation Bar



Problem:
Users may find it difficult to distinguish between Paid and Free courses, leading to confusion and reduced engagement.

Solution:
Equal visibility was ensured for both Paid and Free courses, making it easier for users to navigate and explore all available options.

Strength 2: "Talk to Councillor" Button for Clear Guidance



Problem:

Users often face confusion about which course to choose.

Solution:

The "Talk to Councillor" button provides instant support, helping users clear doubts and make informed course decisions, boosting confidence and improving conversion rates.

edX

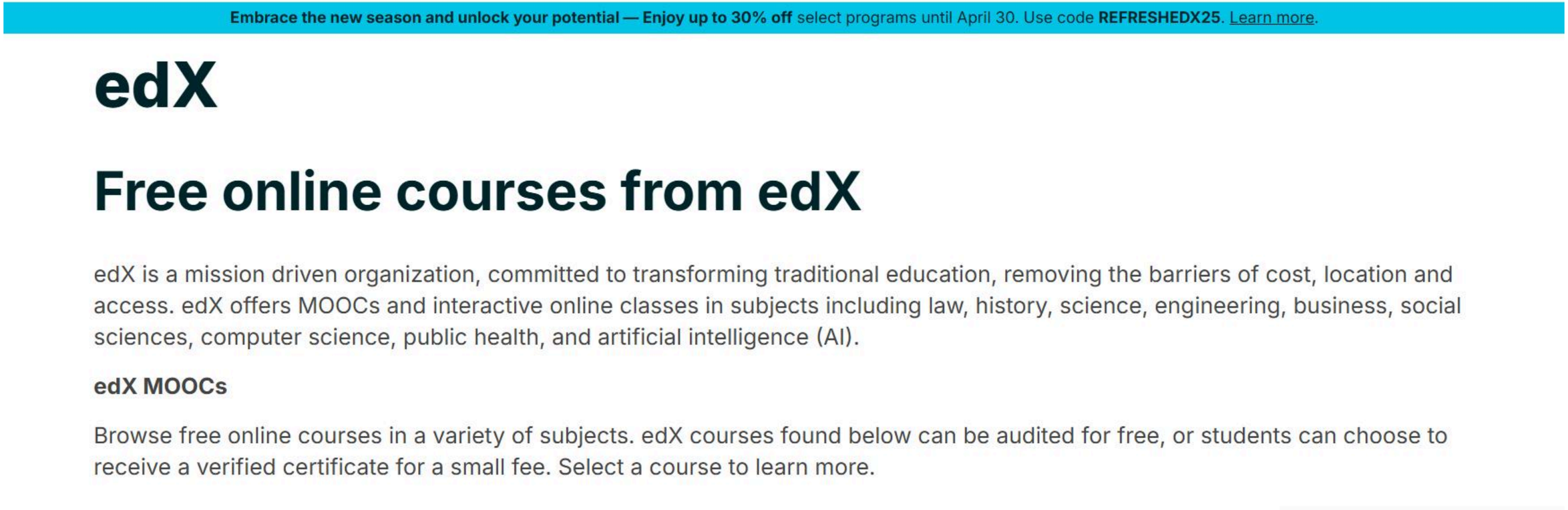
"Education Exchange"

Product offerings:
1. Individual Courses
2. Professional Certificates
3. MicroMasters® Programs
4. MicroBachelors® Programs
5. Online Master's Degrees

The target customers :
- University Students
- Working Professionals
- Lifelong Learners.
- Enterprises
- Universities and Institutions

Business Size: large-scale online education platform

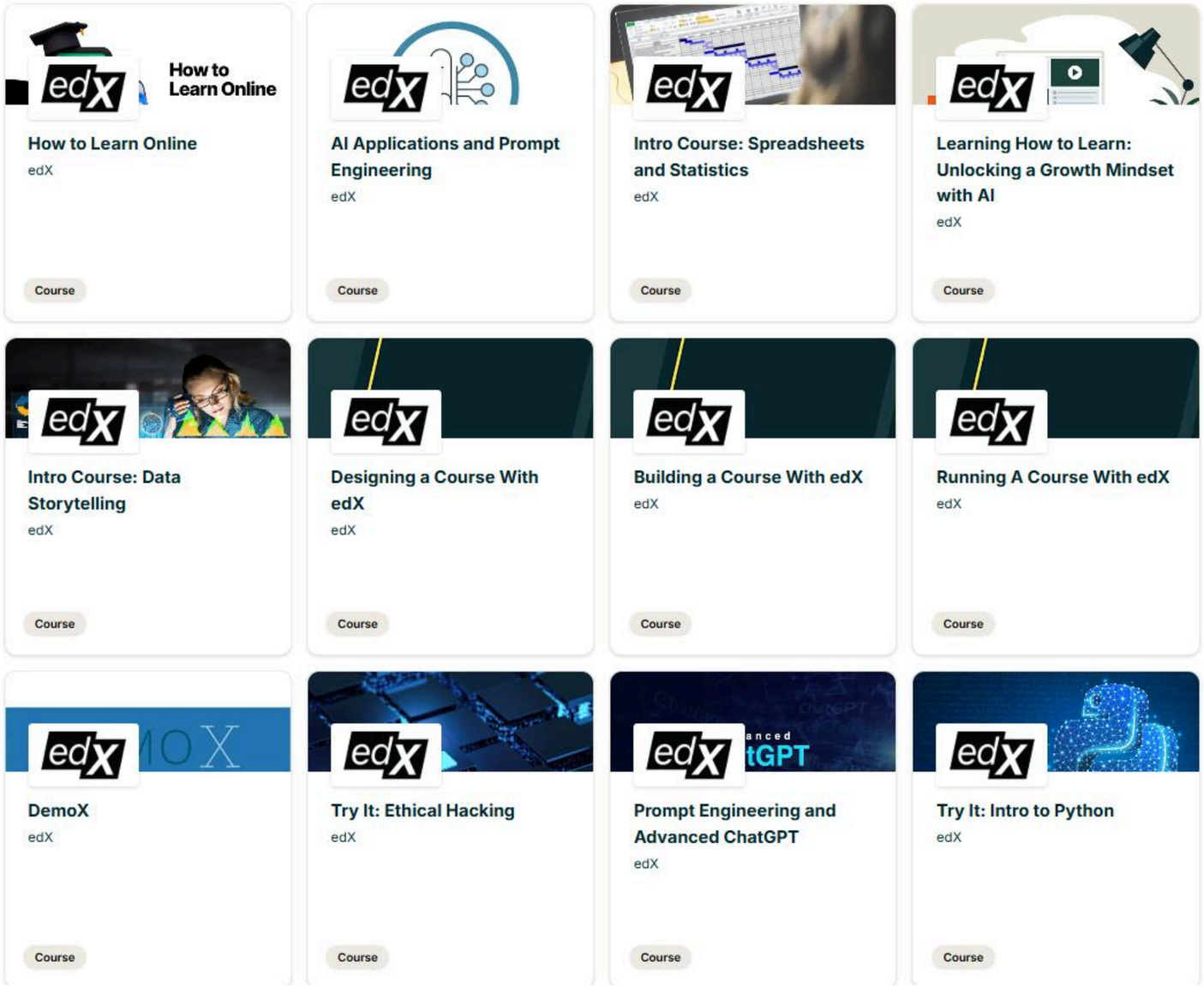
Lavanya HS



Problem: The page is plain and unengaging, lacking vibrant colors, imagery, and dynamic elements to attract users.

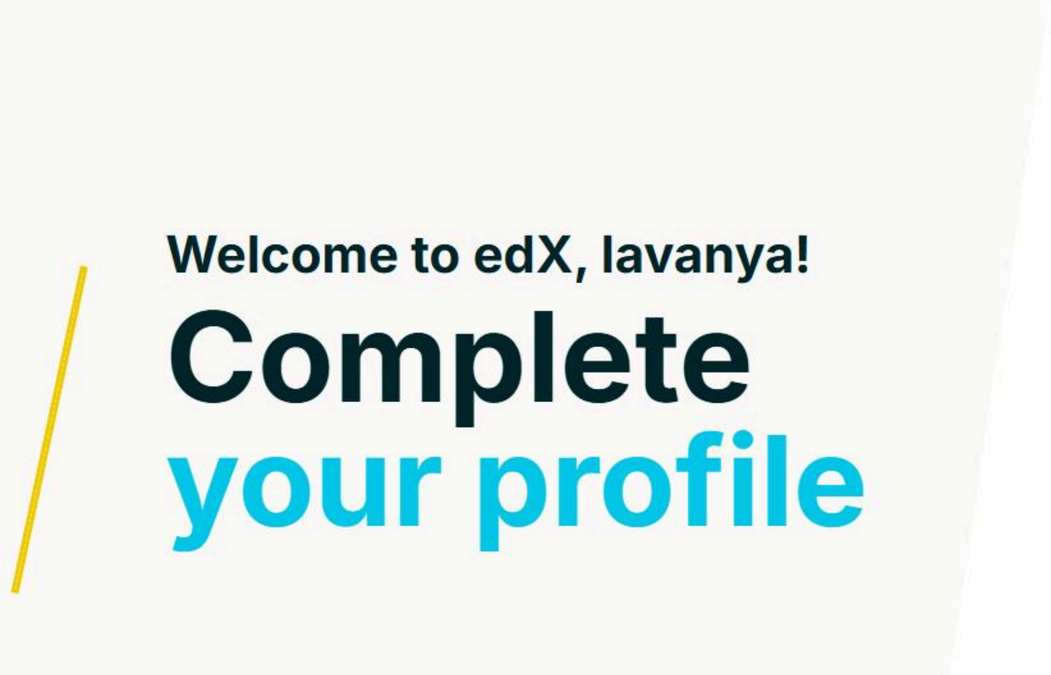
Solution:
Use a vibrant color scheme (e.g., blue and green gradients) and engaging imagery of students learning.
Add bold typography, icons (e.g., graduation cap), and a prominent call-to-action button.
Incorporate whitespace and enhance the discount banner with contrasting colors for urgency.

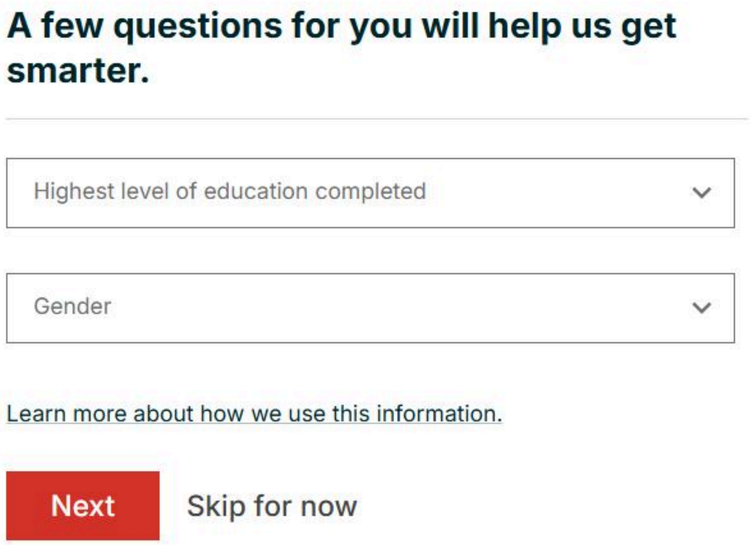
Courses



Problem: The course tiles lack visual hierarchy and vibrancy, with inconsistent imagery and plain backgrounds making the page look monotonous and uninviting.

Solution: Use consistent, colorful imagery for each tile, add icons or badges for course types, and introduce a subtle gradient background to enhance visual appeal and engagement.

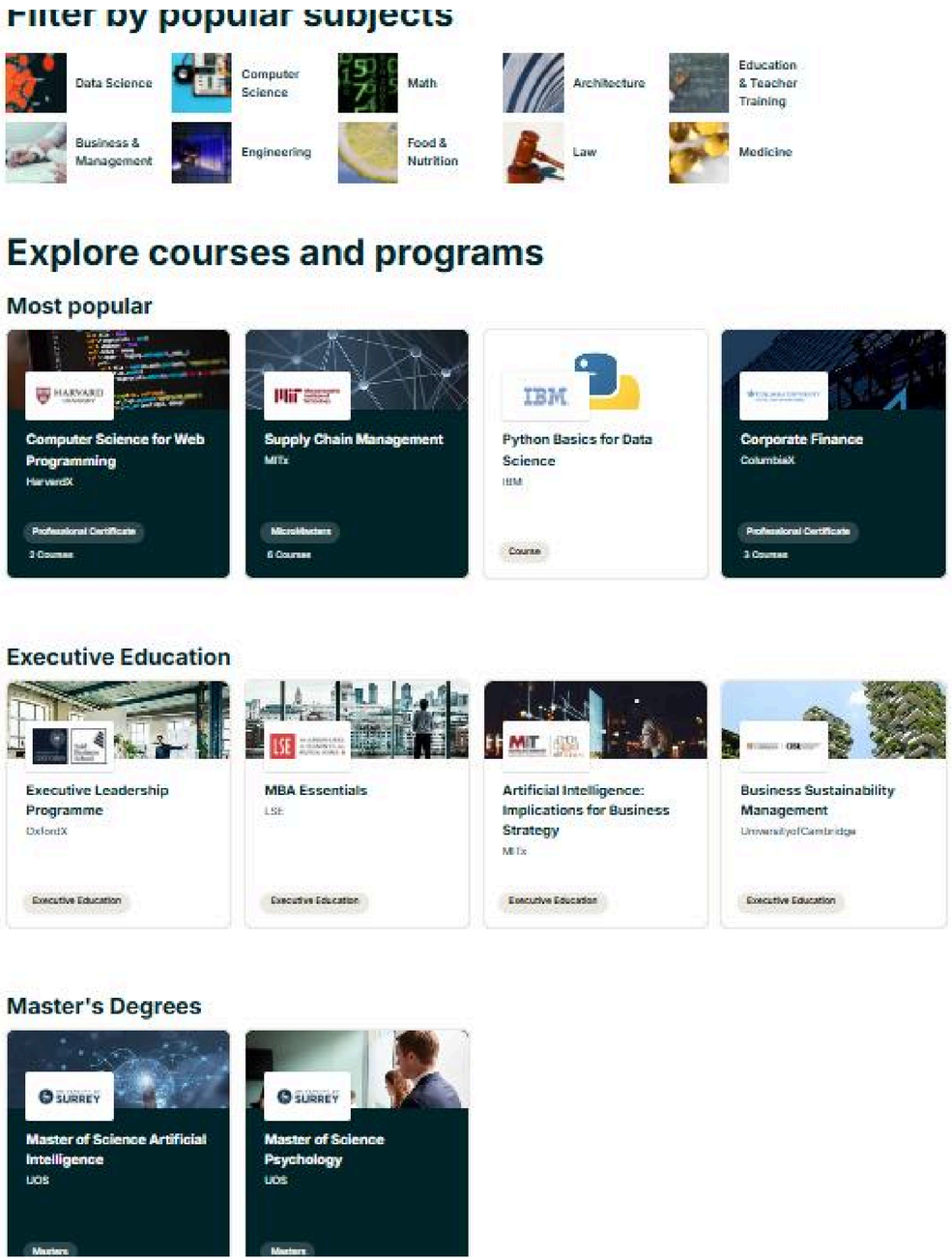




Problem: The welcome page feels flat with a plain white background, basic text, and no visual elements to draw the user in, making it less engaging for users.

Solution: Add a soft gradient background (e.g., blue to white), include a friendly welcome illustration (like a book or student), and use bolder, colorful fonts for the greeting.

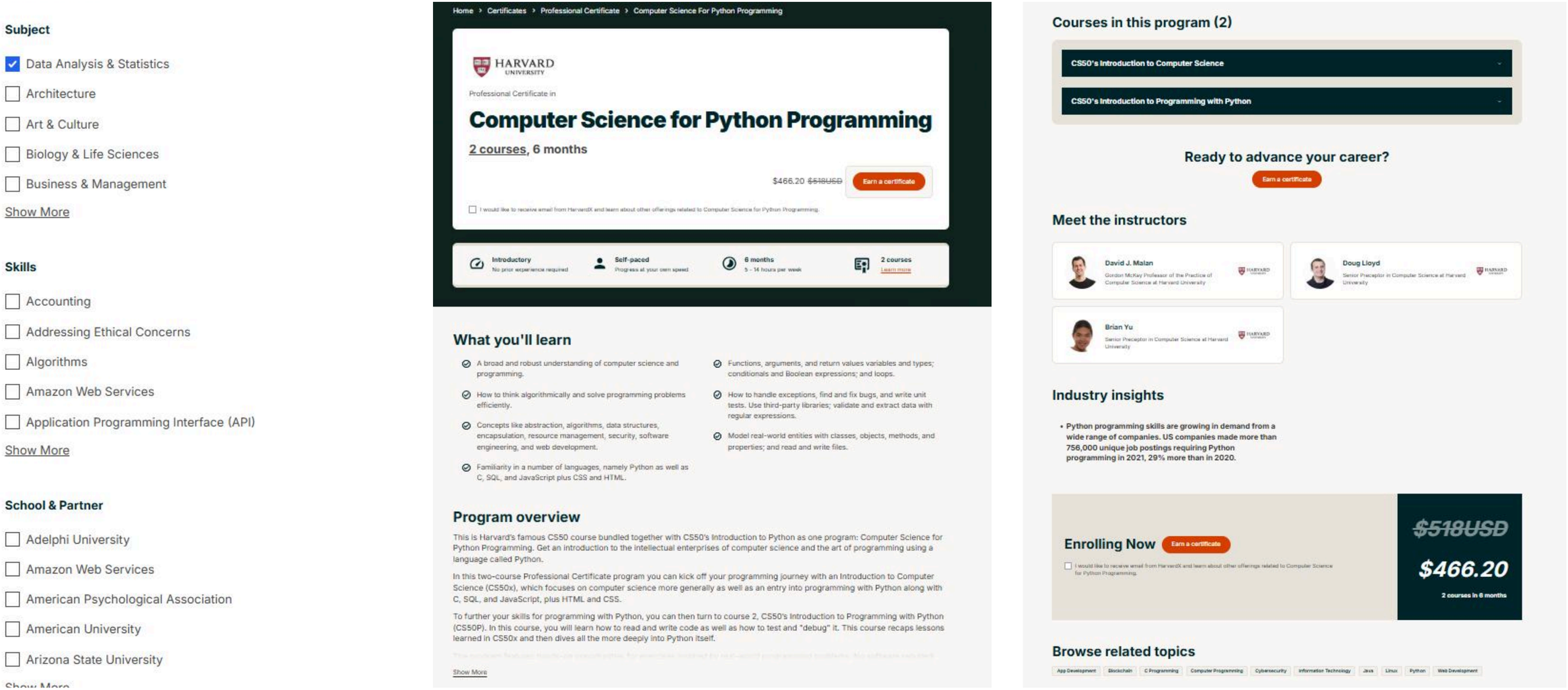
Feedback: The page is clean and functional, with clear instructions, but it would benefit from more visual warmth to make the experience more inviting and exciting.



Problem: The page layout is cluttered with inconsistent text alignment, garbled text, and a lack of visual cohesion, making it difficult to navigate and unappealing to users.

Solution: Standardize text alignment, correct garbled text to readable format, and use a consistent color scheme with clear section dividers to improve readability and visual appeal.

Feedback: The edited design shows effort with varied imagery, but the text issues and lack of structure detract from its usability; refining these elements would make it more effective and engaging.



Problem: The course page has a clean layout but feels text-heavy and lacks visual engagement, with minimal color contrast and no standout elements to draw attention.

Solution: Add vibrant accent colors to buttons and headings, include relevant icons or images (e.g., Python logos or coding visuals), and break up text with more whitespace or graphical dividers.

Feedback: The design is well-organized with clear information and a professional look, which is a strong foundation, but incorporating more visual elements and color would make it more engaging and appealing to users.

Unacademy

Product Offerings:

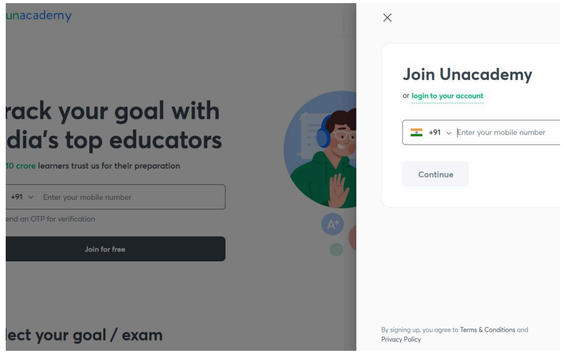
- Live classes
- Recorded Courses
- Test Series
- Doubt-clearing sessions
- Study materials for competitive exams (like UPSC, SSC, JEE, NEET, etc.)
- School curriculum (Class 6–12)

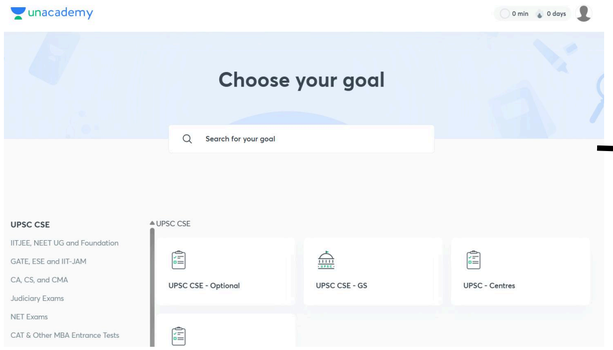
Reema Yadav

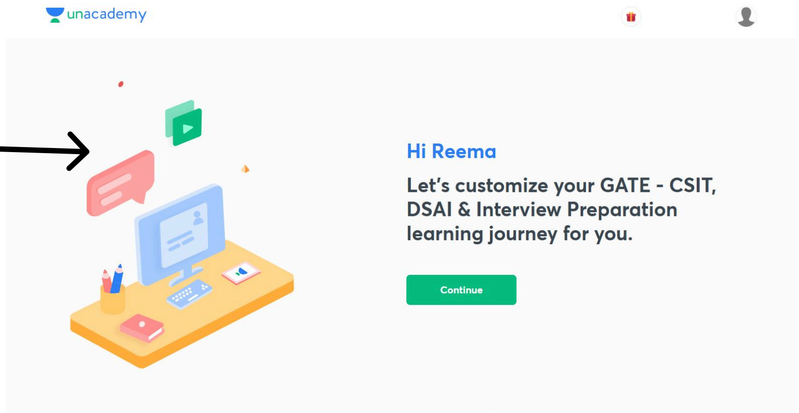
Overview

- Website Link : https://unacademy.com/
- Industry : Educational Technology (EdTech)
- Company Size : approx 8,333 employees
- Business Type : Large
- Headquarter : Bangalore, Karnataka, India
- Founder : Gaurav Munjal , Hemesh Singh, Roman Saini

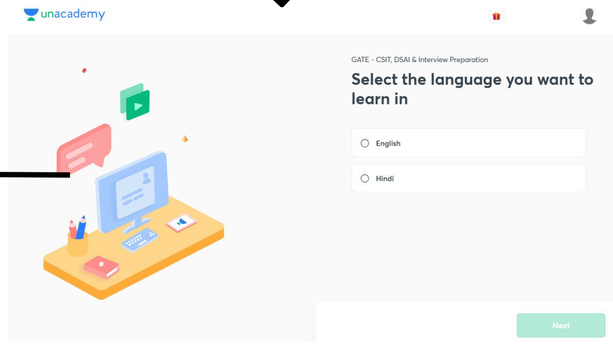
First Impression : Unacademy Website Experience

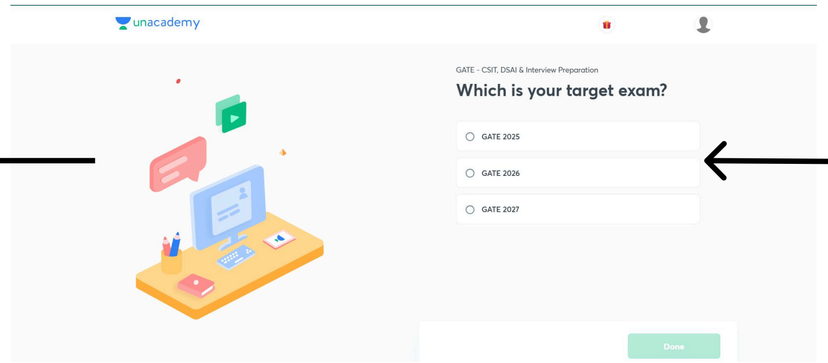


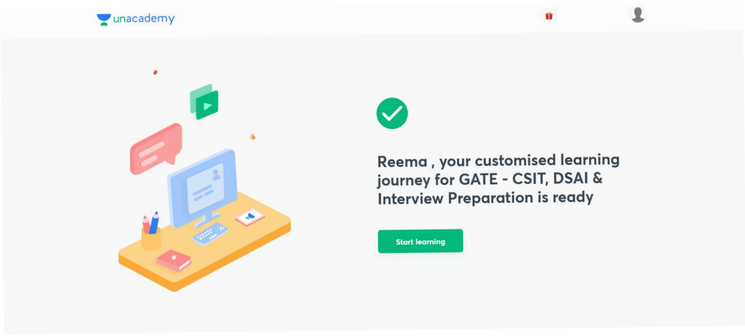




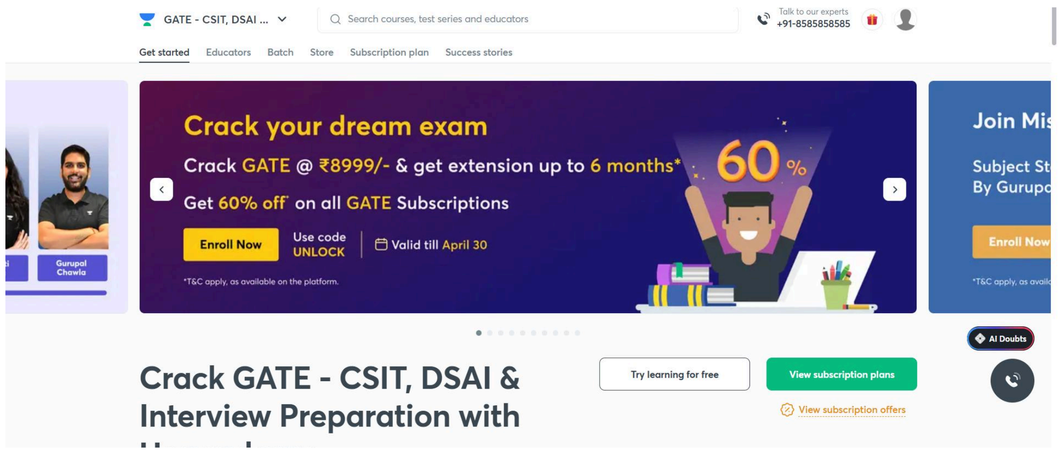
Sign up Process : Clear ,concise and smooth.

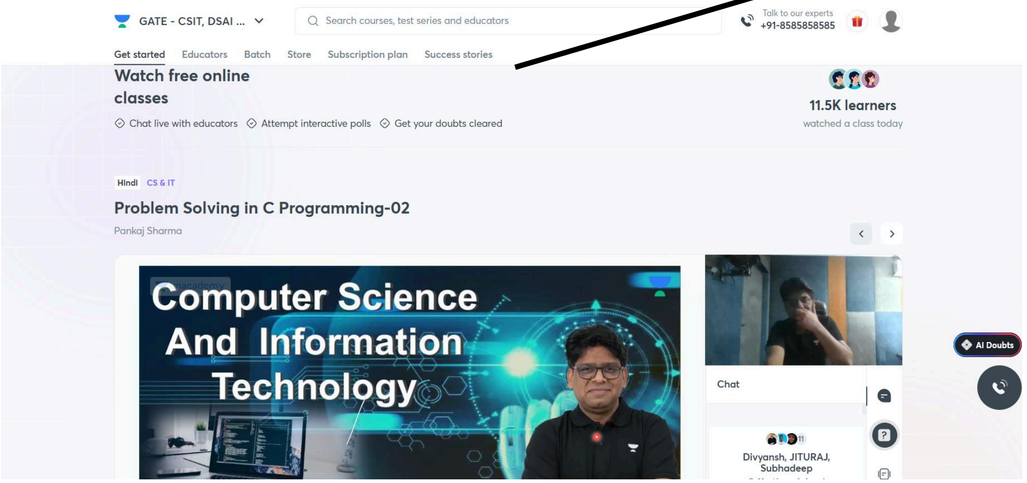






UI Design Experience



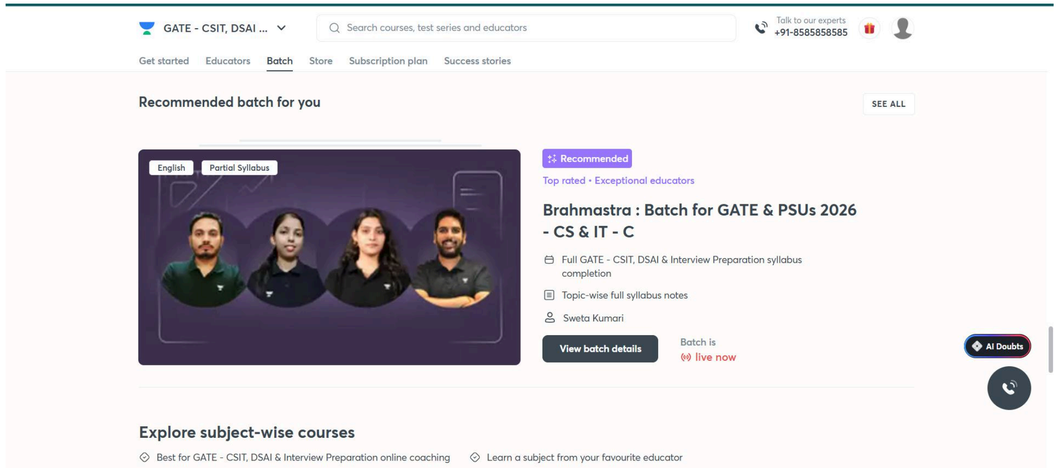


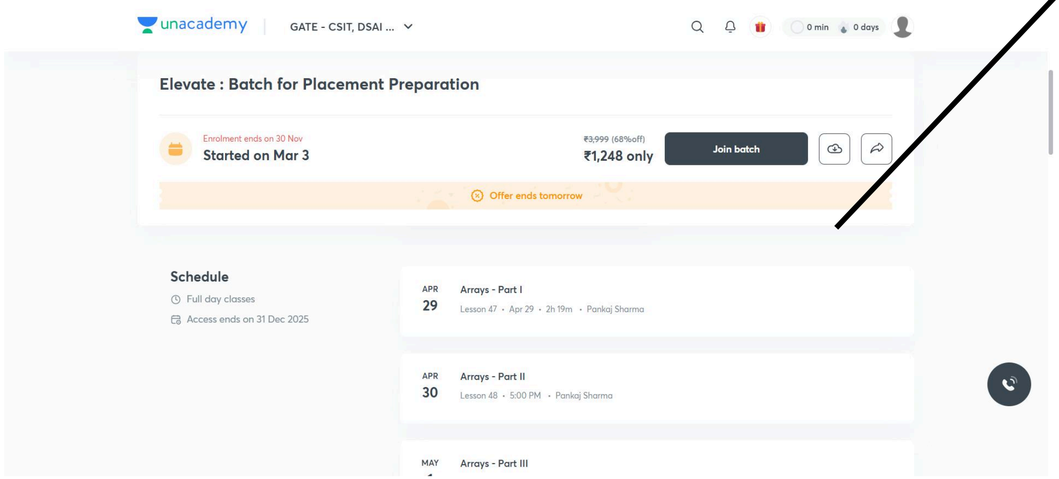
1. Clean and Minimalist Design
   - Uses a white and dark theme with consistent fonts and spacing.
   - Visual hierarchy is clear—course thumbnails, icons, and progress bars are easy to scan.

2. Organized Navigation
   - Top menu bar and sidebar provide intuitive access to courses, subscriptions, and profile.
   - Search functionality is fast and helpful for finding specific educators or topics.

3. Consistent Branding
   - Maintains a professional look aligned with trust and education: blue, white, grey.

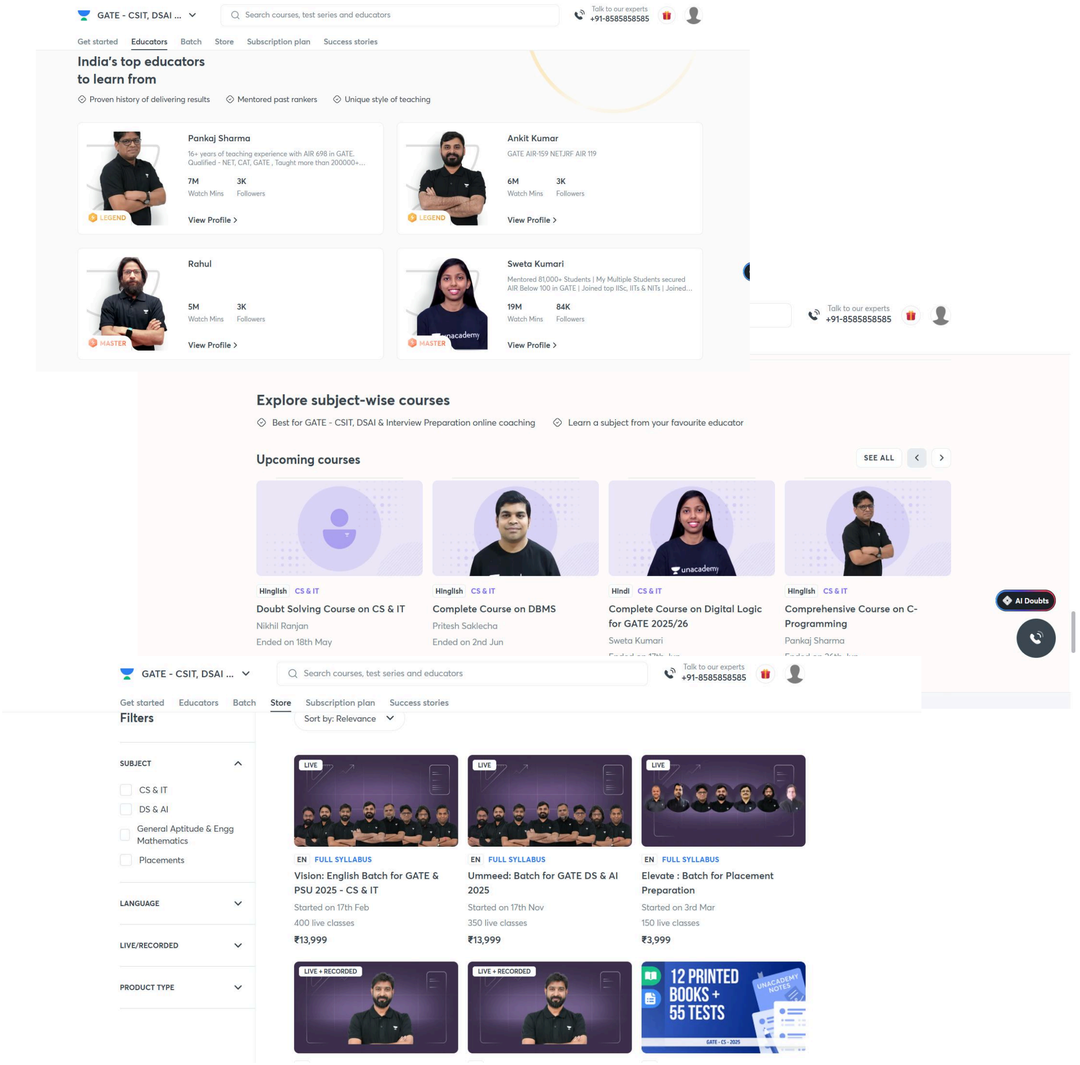
User Experience (UX) Analysis





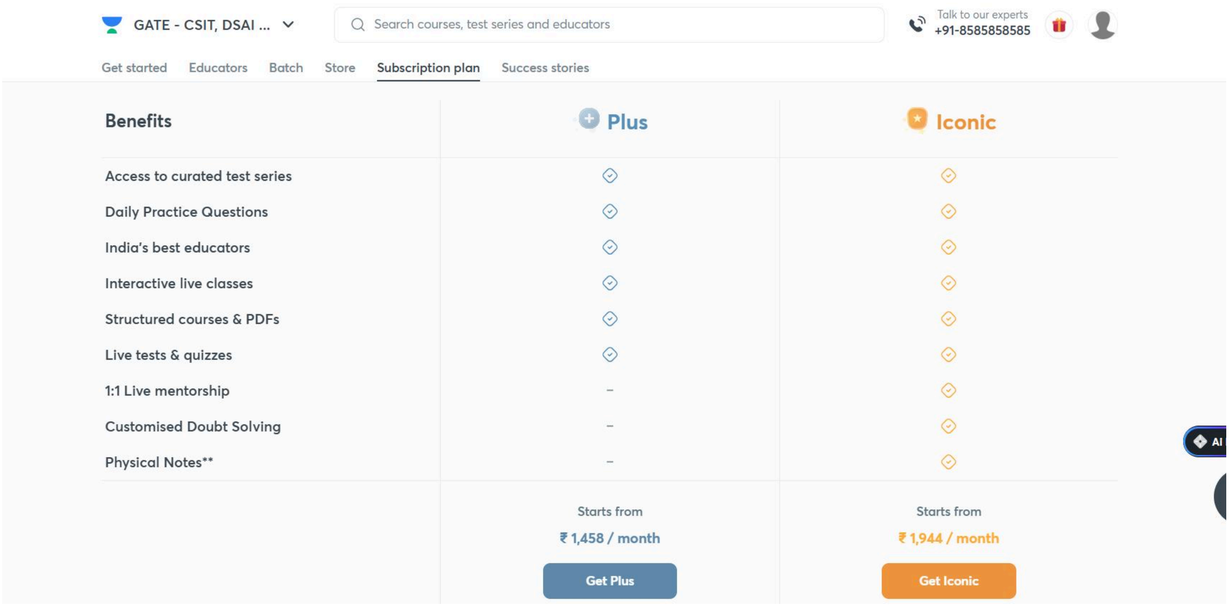
1. Smooth Onboarding
   - Users can sign up easily with email or phone number..
2. Personalized Dashboard
   - Shows enrolled courses, upcoming classes, and test results.
   - Helps students track progress and stay organized.
3. Interactive Class Experience
   - Users can rate sessions and save content to watch later.
4. Multilingual Support
   - Users can filter content by language—helpful for regional learners.
5. Responsive Design
   - Optimized for both desktop and mobile .

Some Issues Analysed:



1. Overwhelming First-Time Experience
   - Too many course options displayed at once without clear guidance.
2. Unclear Course Structure or Navigation
   - Course progress and lesson order can be hard to follow.

3. Search & Filter Inconsistencies
   - Search results often show unrelated content.



1. Limited Free User Experience
   - Free users can't try enough features to decide if it's worth subscribing.

2. Lack of Personalized Recommendations
   - No strong AI-driven suggestions based on user behavior or learning style.

SIMPLI LEARN

Competitive analysis

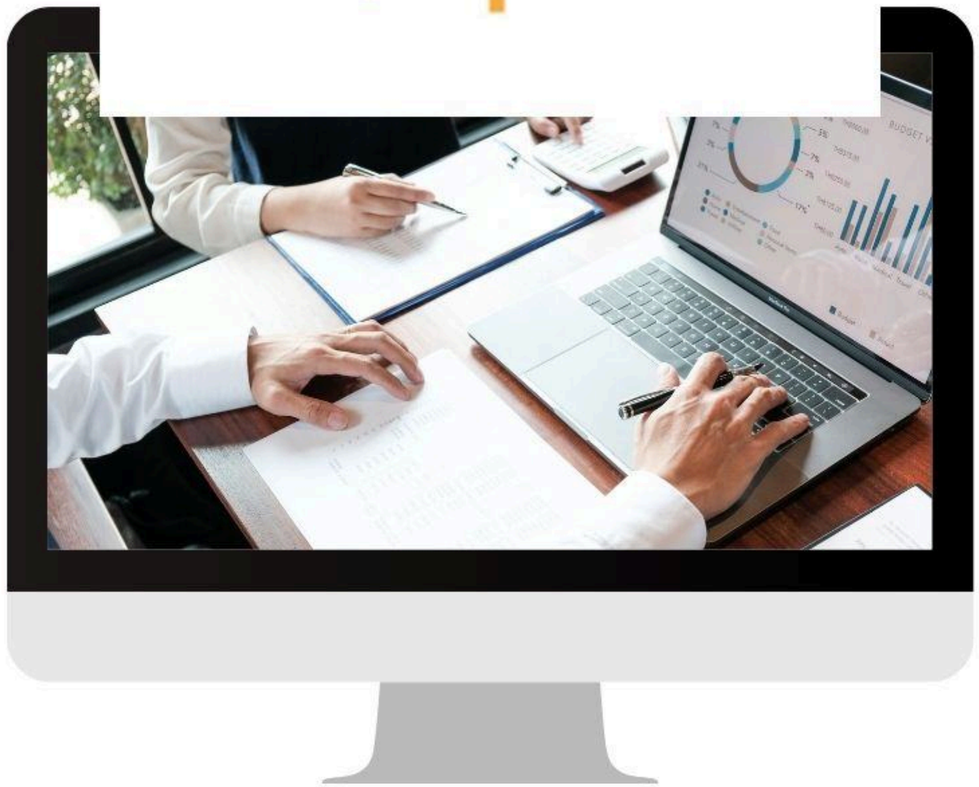
Product Offerings

1. Individual Courses
2. Master's Programs
3. Bootcamps
4. SkillUp by Simplilearn
5. Corporate Training Solutions
6. Career Support Services

E- Learning Platform

Presented by

Jayashree V



About

Simplilearn is a prominent online learning platform specializing in professional certification courses across various domains such as data science, cybersecurity, cloud computing, project management, and digital marketing. Established in 2010 by Krishna Kumar, the company is headquartered in San Francisco, California, with additional offices in Raleigh, North Carolina, and Bangalore, India.

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Pricing

Simplilearn offers various pricing tiers based on the course format:

Self-Paced Learning: Courses start at approximately $400–$600 (₹29,000–₹50,000), providing lifetime access to materials

Blended Learning (Online Bootcamps): Starting around $700–$800 (₹37,000–₹65,000), these include live instructor-led sessions, self-paced content, and additional support features.

Corporate Training: Customized pricing based on organizational needs, offering tailored training solutions.

Free Courses: The SkillUp platform provides over 1,000 hours of free content covering 300+ in-demand skills.

Business Size

Founded: 2010

Employees: Over 3,100 globally

Headquarters: San Francisco, California, USA, and Bangalore, India.

Annual Revenue: Estimated between $25 million and $100 million.

Ownership: Acquired by Blackstone Group

Target Audience

Simplilearn caters to:

Individuals: College students, early-career professionals, and experienced managers seeking upskilling.1

Corporations: Organizations aiming to enhance their workforce's digital skills.

Global Learners: Serving over 8 million learners across 150+ countries.

Next Slide

Unique Value Proposition

Industry Partnerships: Courses developed in collaboration with leading universities (e.g., Purdue University, Caltech CTME) and corporations (e.g., IBM, Google).

Flexible Learning: Offers self-paced, instructor-led, and blended learning options to suit diverse learning preferences.

Recognized Certifications: Provides industry-recognized certificates upon course completion, enhancing career prospects.

Comprehensive Support: 24/7 customer support, career assistance, and access to a global network of trainers.

Desktop Website Experience

Features: User-friendly interface with easy navigation, detailed course information

Accessibility: Supports various browsers, quick accessibility

User Flow: Streamlined process from course selection to enrollment, with clear calls-to-action and support options.

Navigation: Easy to navigate but feels stuck in few process

Mobile Website Experience

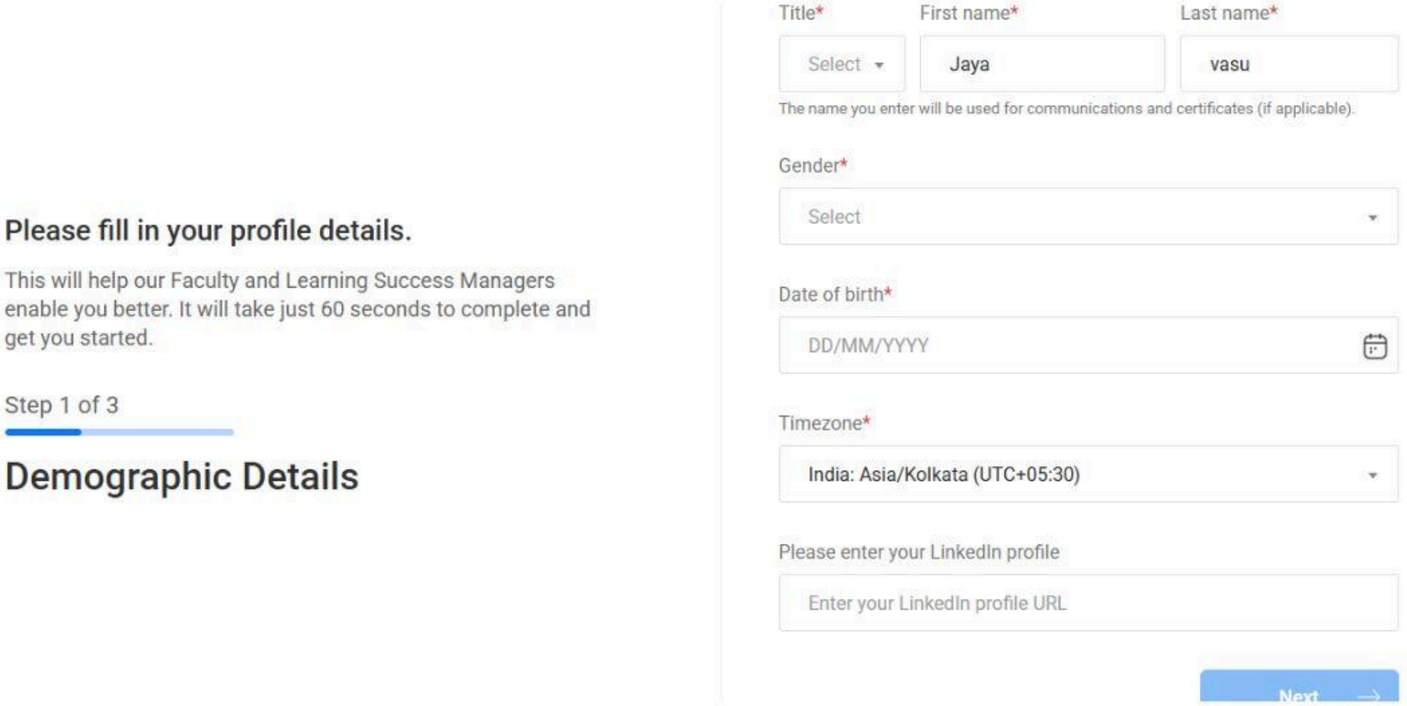
Features: Mobile-responsive design with access to course materials, live classes, and progress tracking.

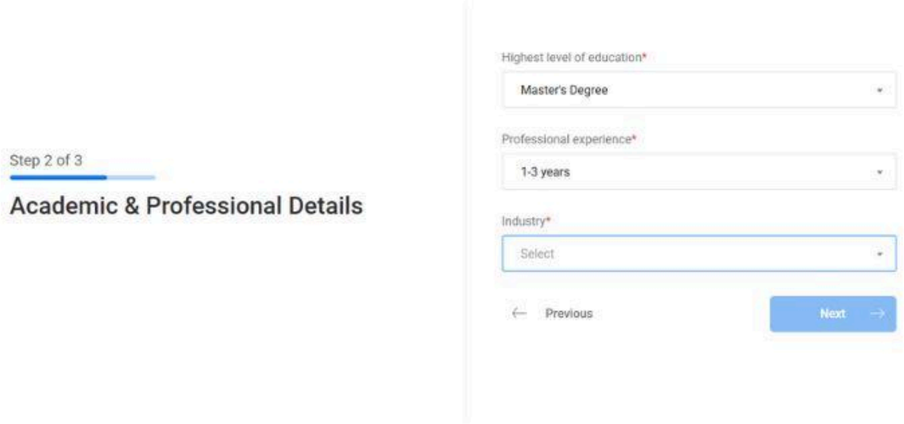
Accessibility: Available on both Android and iOS platforms

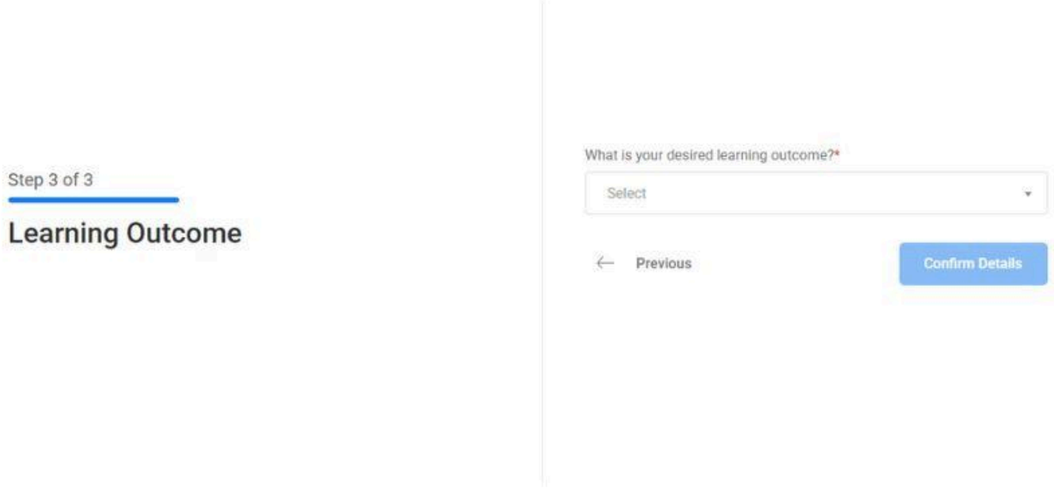
User Flow: seamless flow

Navigation: Easy to navigate but feels stuck in few process

Next Slide







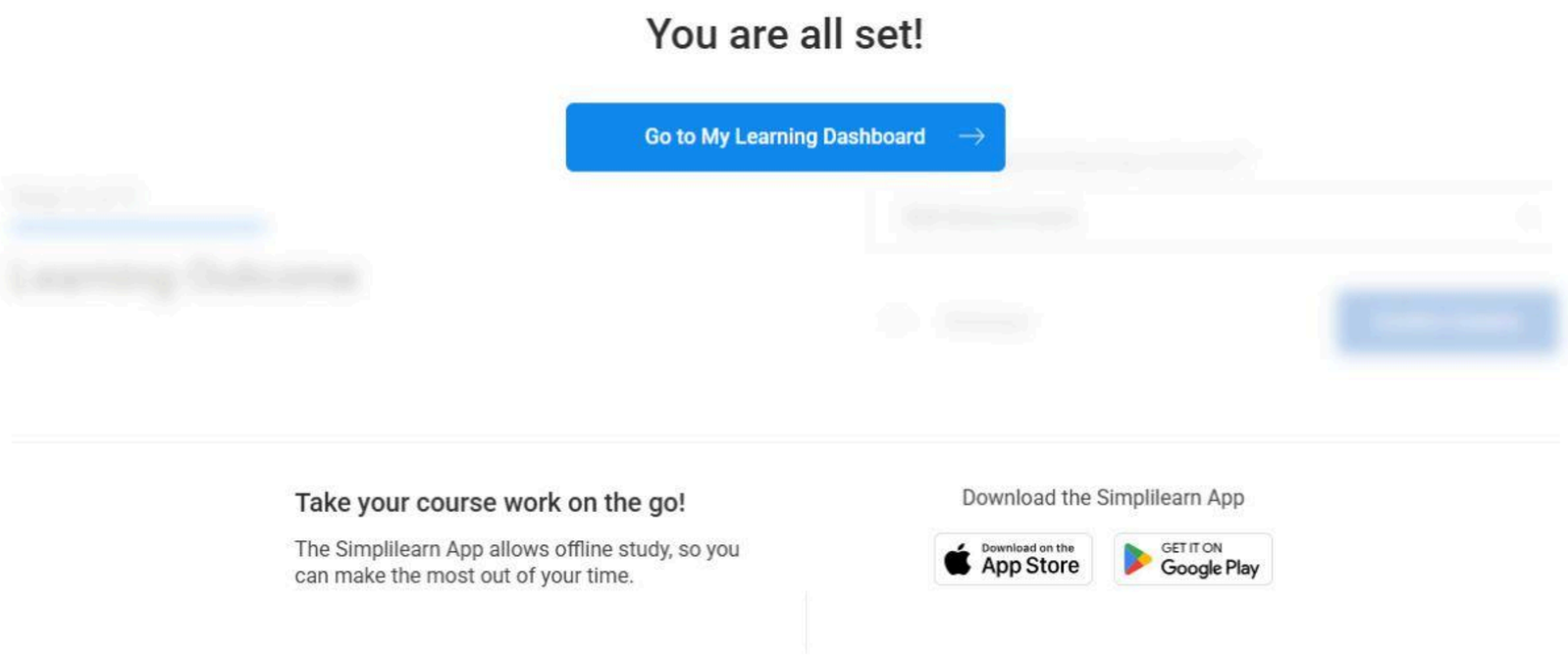
Problem:

It takes time in the onboarding screens in which user might feel frustrated

Solution:

instead make it all in one single step and can remove some kind of additional details

Next Slide



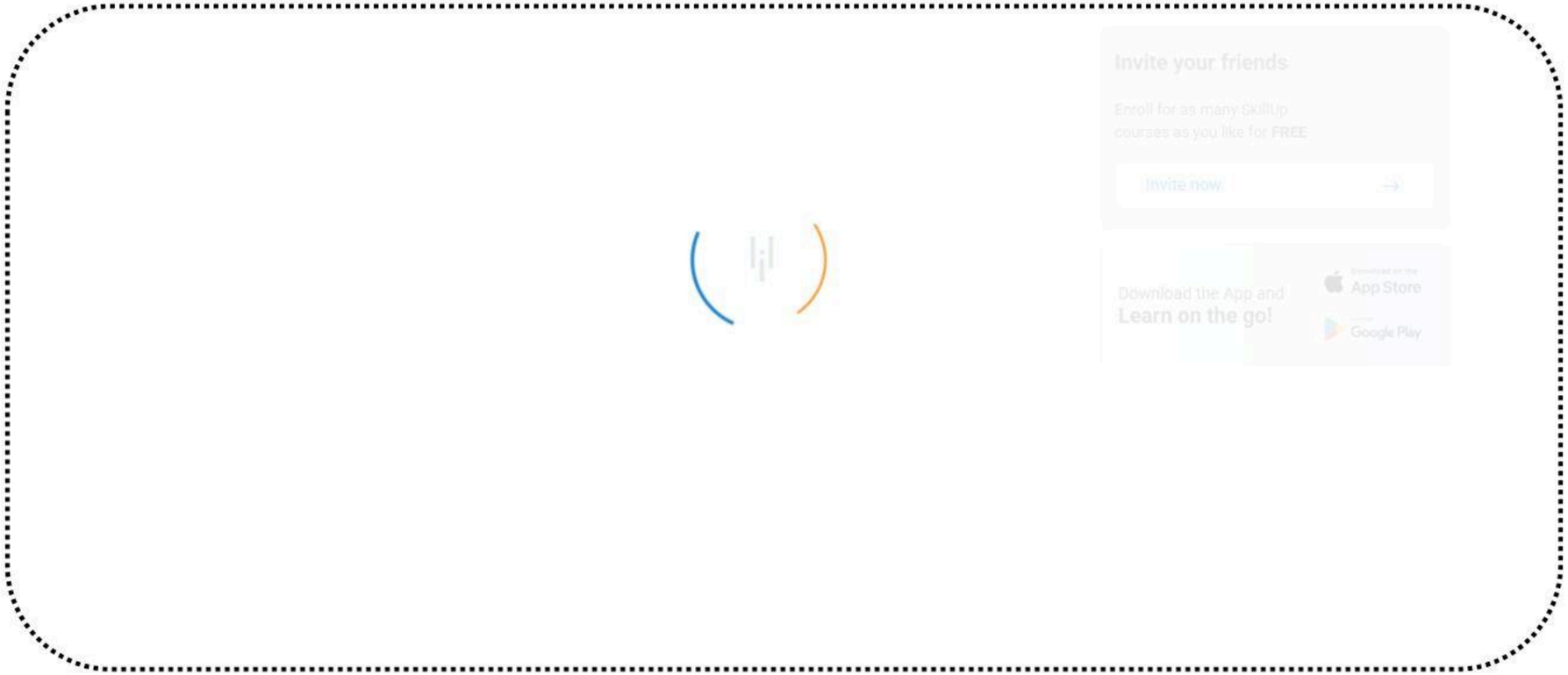
Problem:

Before getting into the dashboard this pop up screen which creates less curiosity to get into the learning dashboard

Solution:

Here In this case I would prefer adding any kind of visual elements like illustrations and adding any impressive quotes regarding learning which create curiosity to use the website

Next Slide



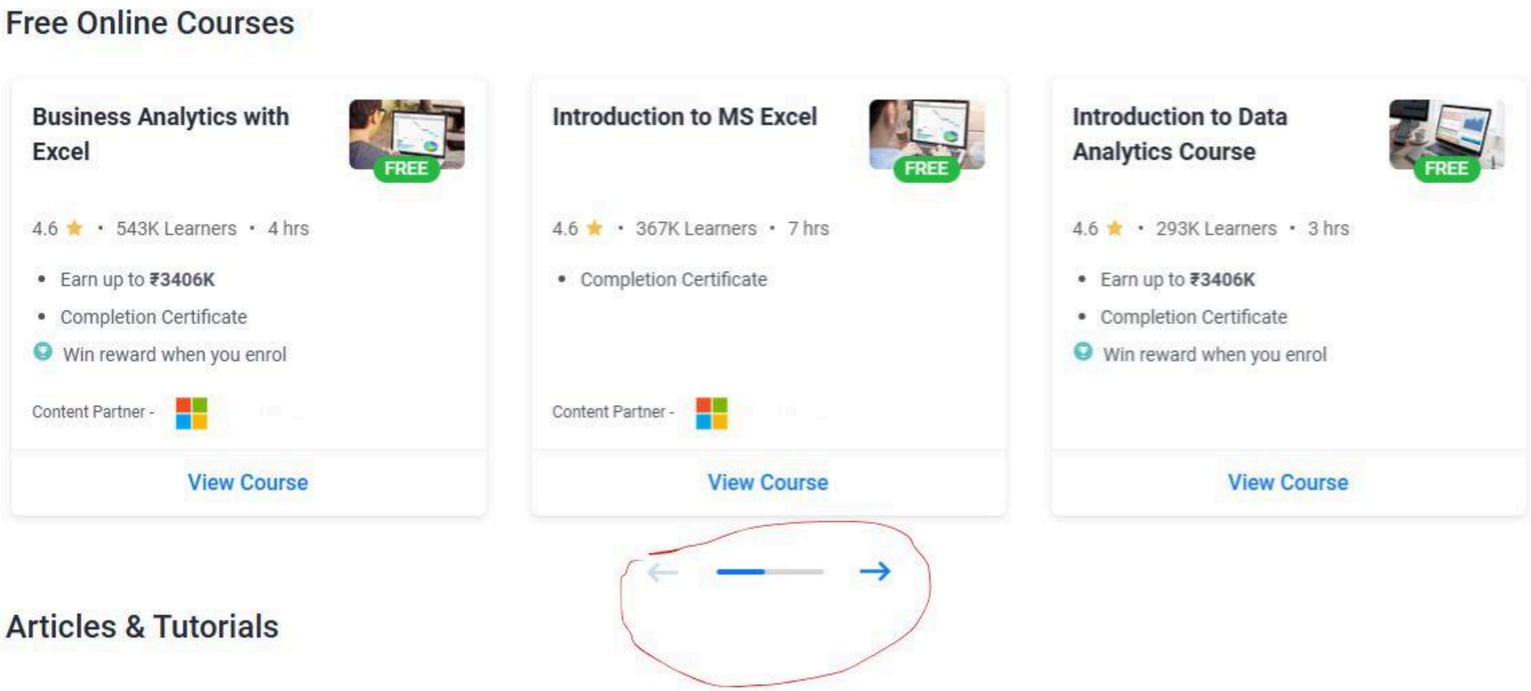
Problem:

this loading page feels frustrated to the user as it gives an feeling to wait for a long time

Solution:

In this case I would like to prefer skeleton loader In which user feels they will get into the screen quickly

Next Slide



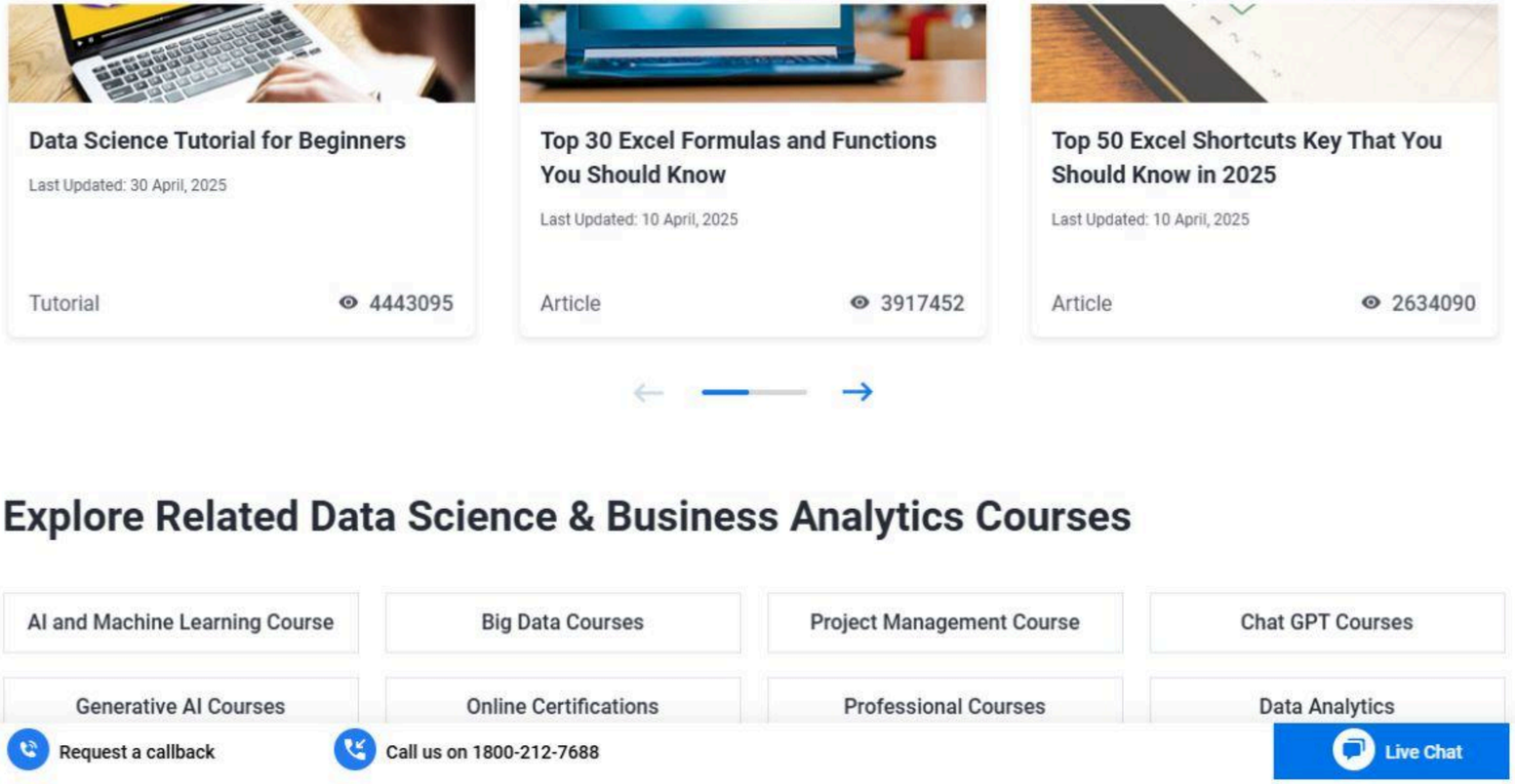
Problem:

This kind of horizontal scrolling works slow in a website and this creates frustration to the users

Solution:

Instead of this kind of scrolling method an arrow button can be added near to the cards for quick actions

Next Slide



Problem:

The explore section might feels less attractive to the users as it was too descriptive.

Solution:

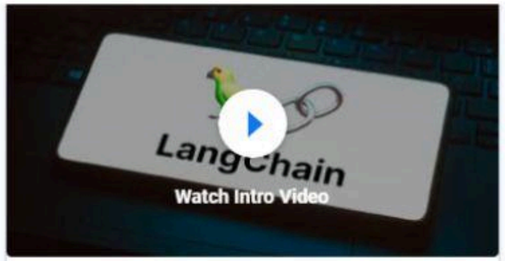
Instead we can make the explore courses in the cards format which creates interest towards the users

Next Slide

10. **Foundation for Advanced AI Concepts:** Build a strong base for exploring advanced topics like Retrieval-Augmented Generation (RAG) and multi-modal AI systems.

How to Build a Career After Completing the Course:

1. **Apply for Entry-Level Roles:** Start with roles like Junior AI Developer, Conversational AI Engineer, or AI Workflow Specialist to gain practical experience.
2. **Showcase Your Projects:** Build and demonstrate LangChain-powered applications like chatbots, dynamic AI workflows, or intelligent assistants in your portfolio.
3. **Target Specialized AI Roles:** Leverage LangChain skills to transition into roles like NLP Engineer, AI Developer, or Machine Learning Engineer.
4. **Expand Your Skill Set:** Learn complementary AI technologies like Retrieval-Augmented Generation (RAG), vector databases, or reinforcement learning to enhance your expertise.
5. **Pursue Advanced Certifications:** Enroll in certifications related to conversational AI, LLMs, or machine learning to validate your skills and boost credibility.
6. **Collaborate in Open-Source Projects:** Contribute to LangChain-related open-source projects to deepen your knowledge and gain industry recognition



FREE

Start Learning

This Course Includes

2 Hours
Of self-paced video lessons

Completion Certificate
awarded on course completion

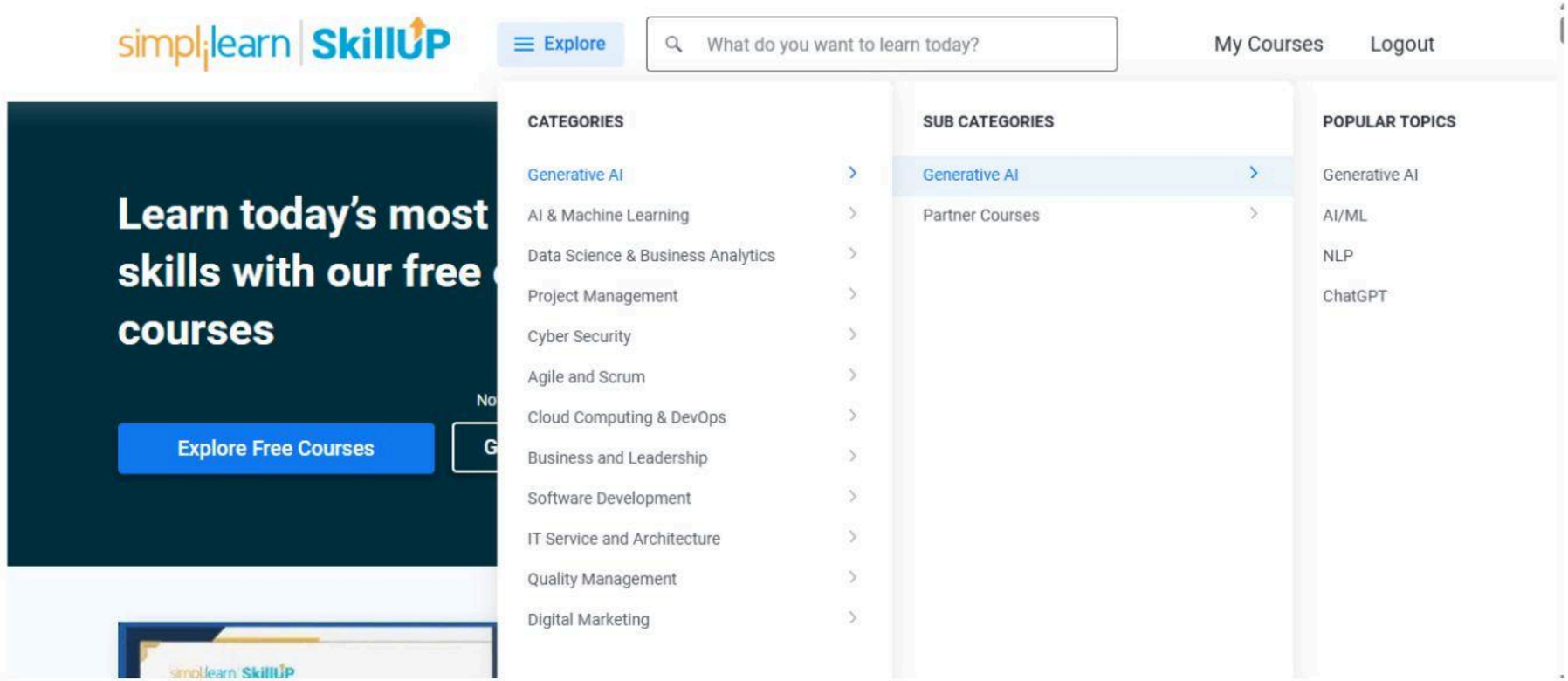
Problem:

The about course section was too descriptive which leads to more time consuming for the users

Solution:

It will be more effective while making the description short and crisp

Next Slide



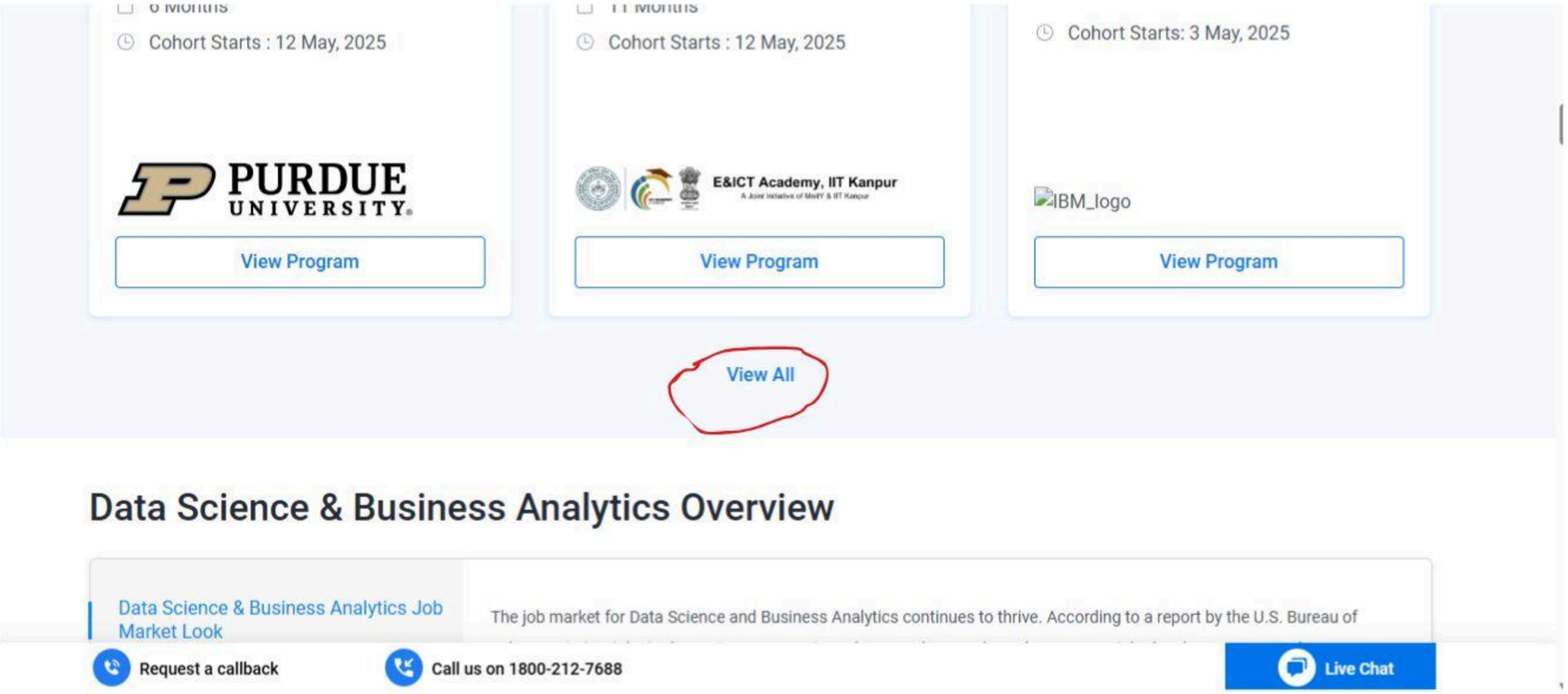
Problem:

While clicking on one category it shows two other sub categories which feels quite confusing to choose as a user point of view

Solution:

Instead the sub category can be shown after the selection of particular course from the category section

Next Slide



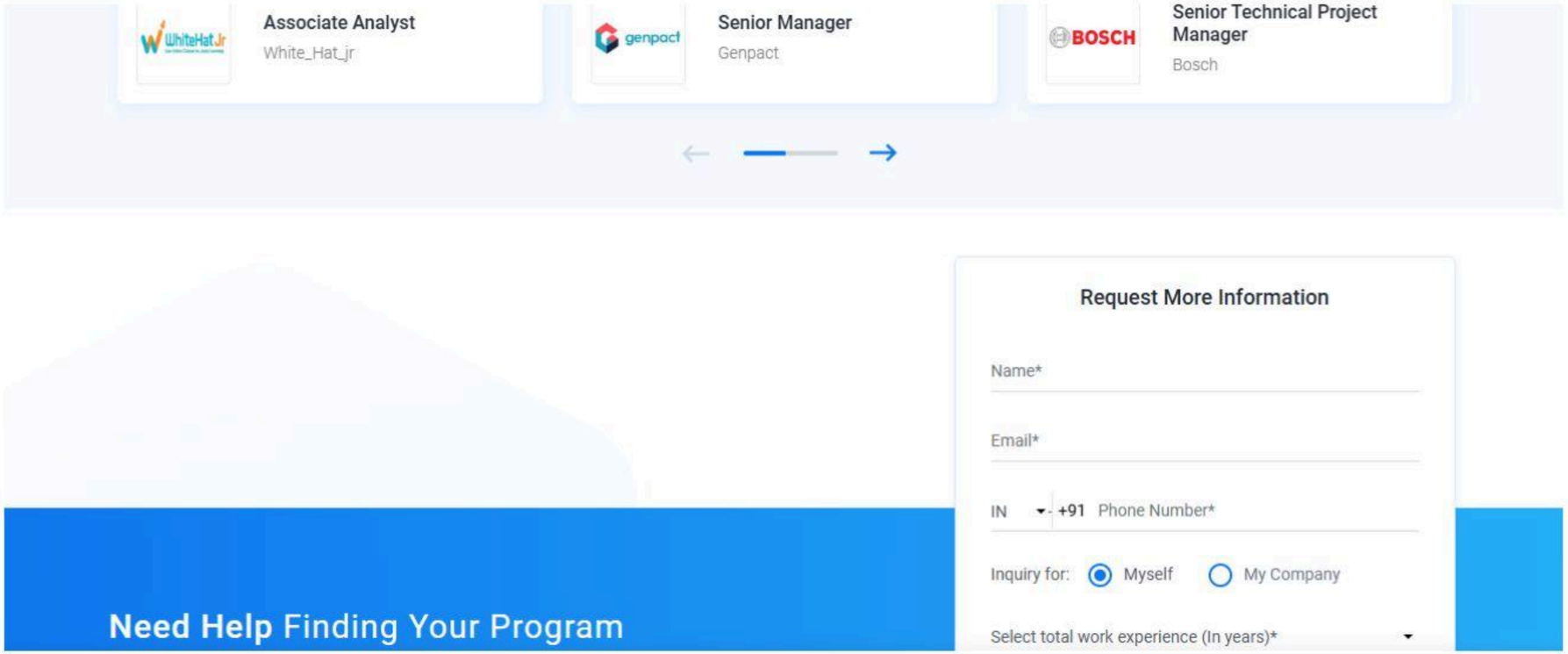
Problem:

As we scroll down fast the view all feels unnoticed

Solution:

The view all can be placed in the top right corner near the tittle in a button format in which user can easily identify

Next Slide



Problem:

The request form was distracting while scrolling down the other important information regarding the course

Solution:

Instead we can keep this request form at the end of the page

Next Slide

Coding Ninja

PRODUCT OFFERINGS

Targeted at beginners to advanced learners
job-focused content.
Full stack development course with gen AI
Data Analytics with gen AI
Bootcamp
Live Classes

Hemalatha M

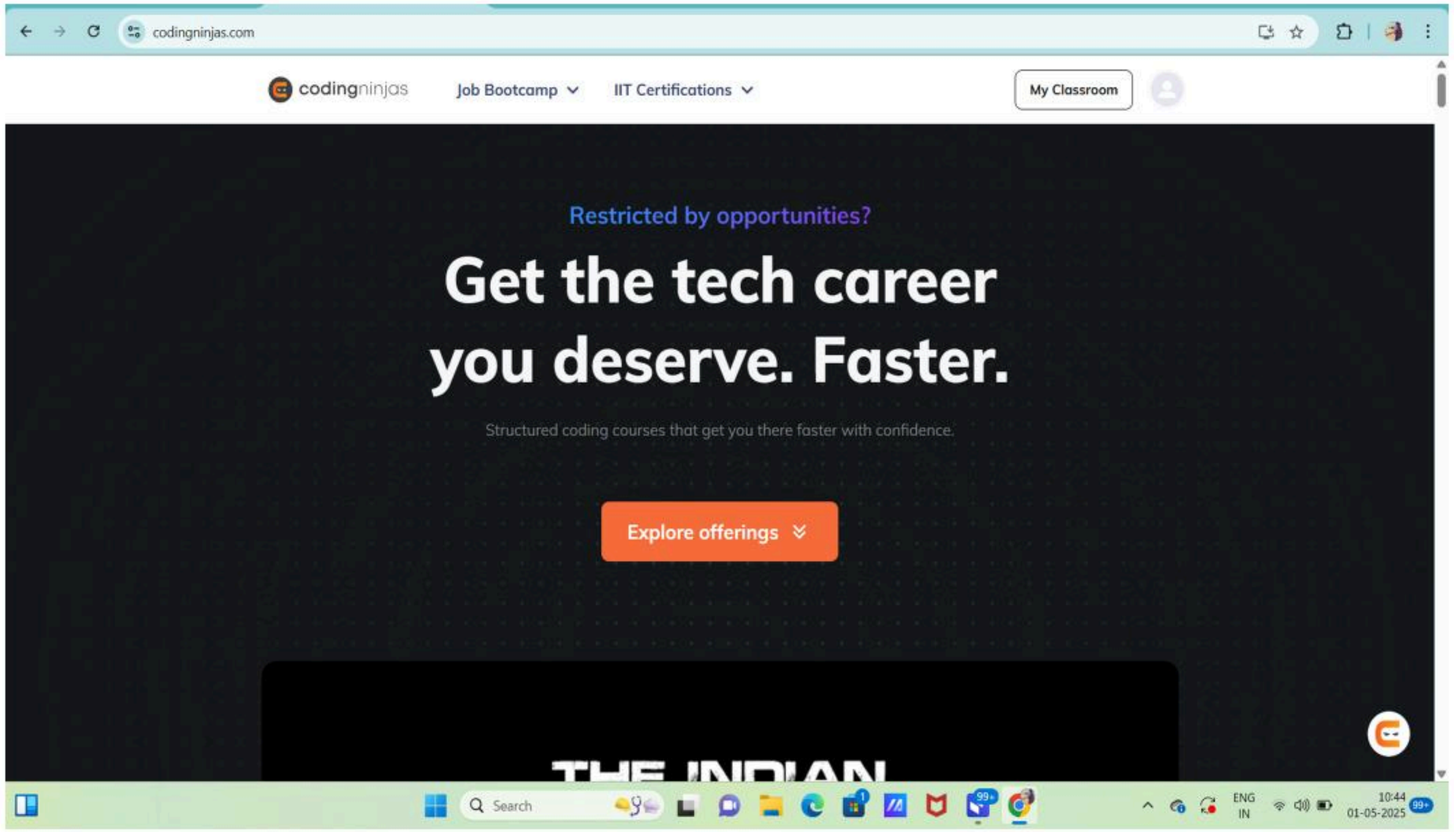
Overview

- Website Link: https://www.codingninjas.com
- Business Type: Medium to Large
- Industry: Educational Technology (EdTech)
- Headquarters: Gurugram, Haryana, India
- Company Size: Approx. 1,000+ employees
- Founders: Ankush Singla, Nidhi Agarwal, Kanika Arora

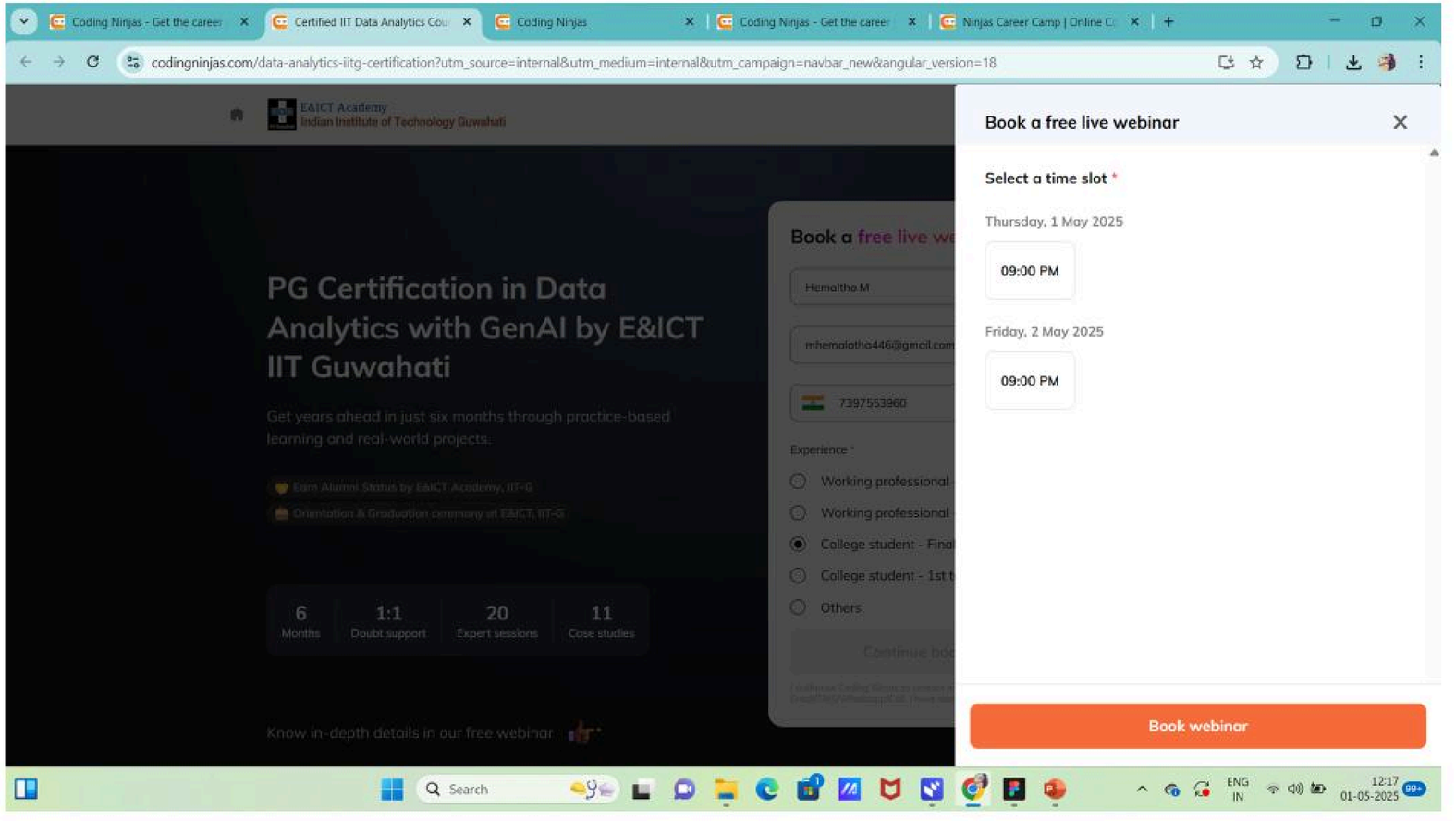
Growth 2025

- Global Expansion: Plans to scale offerings beyond India, targeting international students through partnerships and globally recognized certifications.
- Live & Hybrid Learning: Greater integration of live doubt-solving, hybrid bootcamps, and interactive webinars to foster real-time learning and community bonding.
- Skill-to-Job Mapping: Enhanced job placement services with skill gap analysis, real-time interview practice, and automated resume profiling to improve student-to-job match rates.
- Platform Enhancements: UI/UX improvements focusing on accessibility, dashboard personalization, and mobile-first features to drive higher retention.

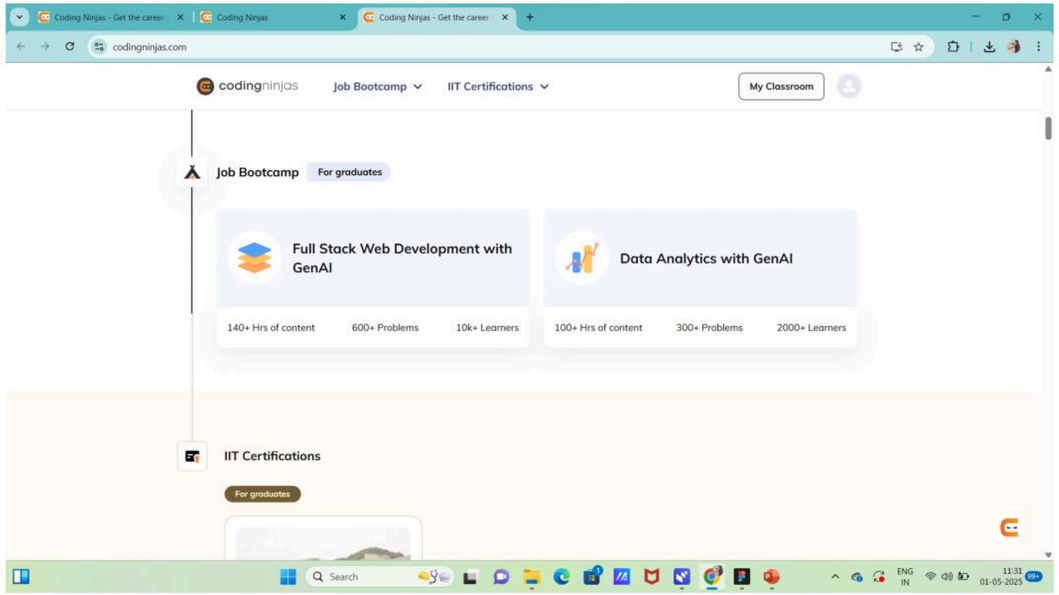
STRENGTH 1: Modern, clean UI with vibrant branding.

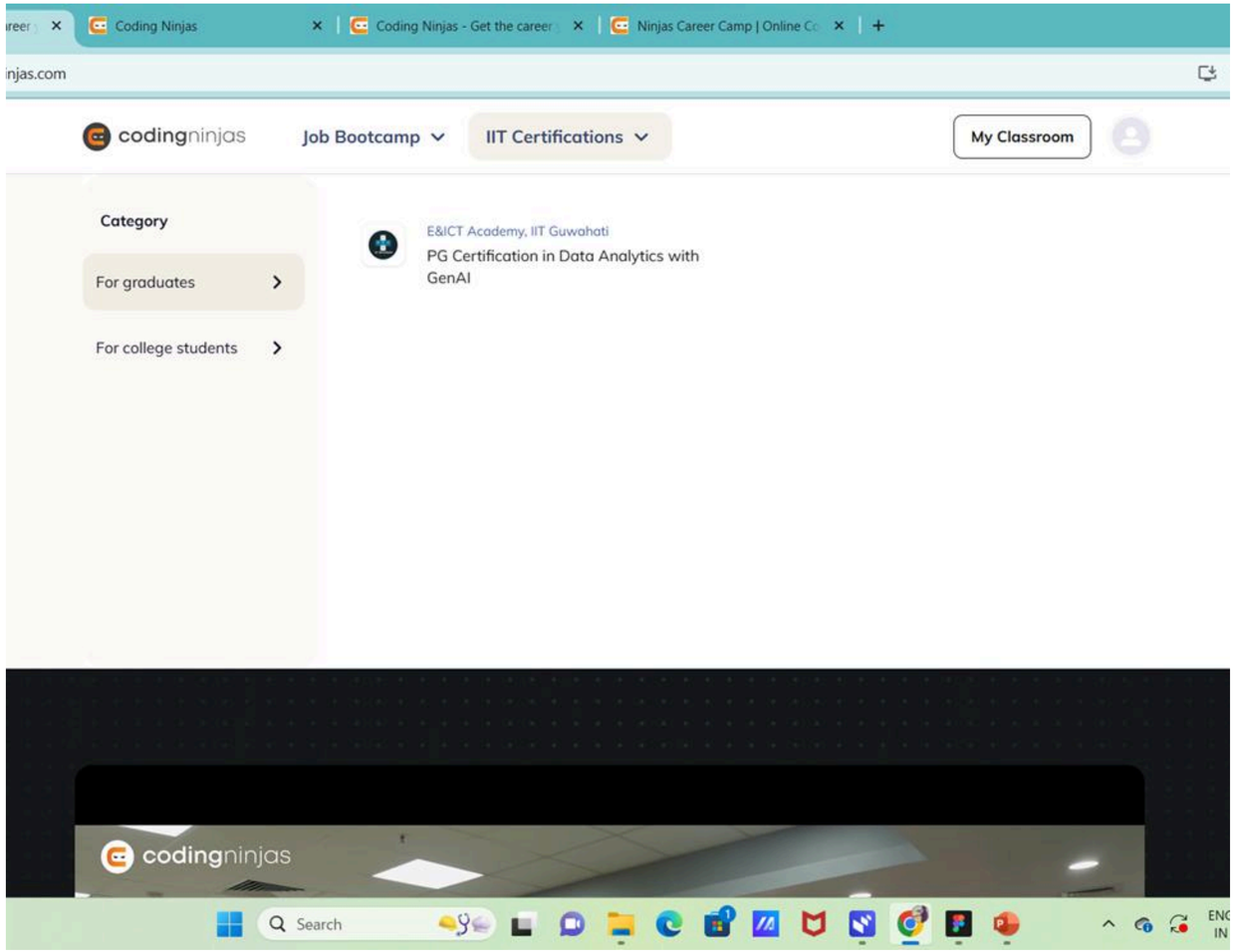


To Provide the live webinar classes with registration

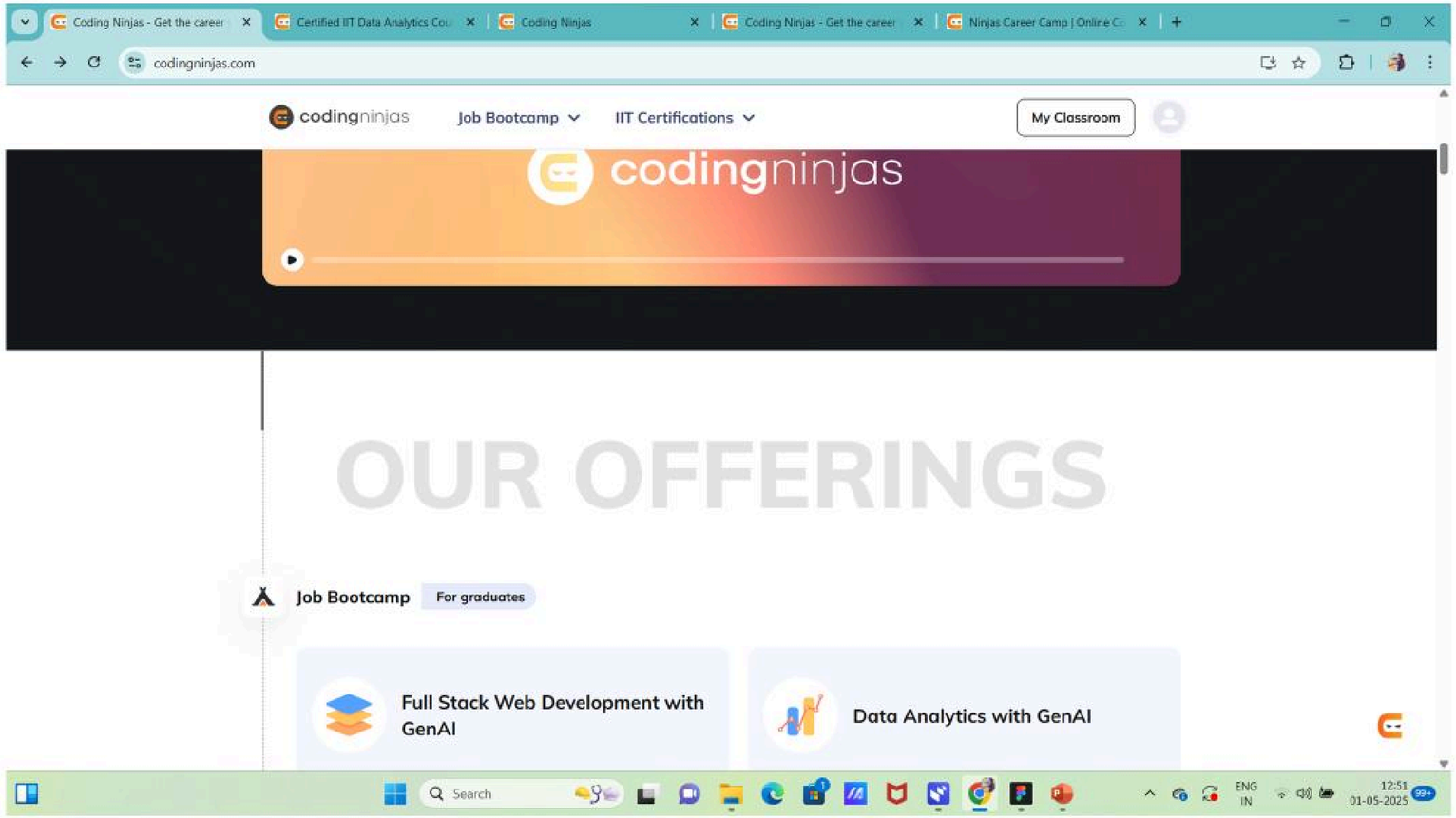


Provide a Job bootcamp and certifications





Issues: Overcrowded dashboard with too many widgets



Solution:

- Use progressive disclosure: Only show high-priority widgets by default.
- Allow customization of the dashboard (drag-and-drop, hide/show widgets).
- Group related widgets into collapsible sections for better organization.

Summary

- Coding Ninjas delivers a strong e-learning experience with:
- ✓ Structured content and built-in coding environment.
- ✓ Career services integrated with learning.

- However, it can improve by:
- ✗ Simplifying dashboard and navigation.
- ✗ Enhancing performance and accessibility.