

# CETM44 Week 3 Workshop Tasks

## Task 1: Project Idea Creation

The project I'd like to work on is a Digital learning platform. One of my favorite websites that I use daily is Brilliant.org. Inspired by it, my Digital Learning Platform will have Guided bite-sized lessons, Effective, hands-on learning.

While Brilliant is for a broader audience, my platform will be crafted for a specific audience - university students, and offer features like personalized learning paths, interactive content, and community-based learning. I've named this platform - **AcademiConnect**, which connects your university courses to your learning. It's where your university courses don't just exist; they come alive, interweaving with your learning journey. I believe this will be the future of university learning, where every connection sparks a new horizon of understanding.

## Task 2: Cognitive Memory Loads in UX Design

For this task, I'll demonstrate how I plan to optimize cognitive loads in the design of AcademiConnect to improve usability in general.

I plan to make AcademiConnect as user-friendly as possible. The key is to keep it simple and intuitive. A sleek, minimalistic interface that's a breeze to navigate. It's all about matching the content's complexity with what the learner knows, plus throwing in some interactive bits to spice up the learning. And, nobody likes information overload, so I will keep things light and digestible. Here are the principles that I learned in week 3 -

- **Reducing Extraneous Load:** I will simplify the user interface to reduce unnecessary cognitive load. This will be achieved by having a clean, minimalistic design, using intuitive navigation, and avoiding clutter. The design will be streamlined to minimize

confusion. This includes consistent navigation menus and a simple layout. Additionally, I plan to implement a dashboard that prioritizes essential functions and information.

- **Leveraging Intrinsic Load:** I will match the complexity of the content with the learner's existing knowledge. The platform will adapt the difficulty level of the material based on the user's progress and feedback.
- **Supporting Germane Load:** I will enhance the learning experience by integrating features that promote understanding and skill acquisition. This would involve interactive simulations, quizzes, and real-life examples to help students apply the concepts they are learning. I will seek professional support for each course to organize information logically and intuitively, using categorizations and visual hierarchies to aid in long-term memory storage.
- **Minimizing Memory Attentional Load and Information Overload:** I will design the interface to minimize the need for retaining information across tasks. And, I will keep the interface free from irrelevant distractions, focusing on a clean design with only necessary elements, avoiding overwhelming users by breaking down information into manageable chunks and providing summaries or highlights of key points.
- **Decision Making Load:** I will simplify decision-making processes by providing clear, concise information, and logical grouping of options. This will include interacting with the universities, for example, [The University of Sunderland](#) students can have their courses added to the platform by default.

### Task 3: Color Schemes in AcademiConnect's UXD and Color Palette

The use of color schemes in my digital learning platform will be aligned with following UXD principles:

- **Contrast for Readability:** I will use high contrast color schemes for text and background to ensure readability.
- **Color to Indicate Functionality and Key Informations:** Different colors will signify different functions. For instance, green for 'proceed' or 'correct', red for 'stop' or 'incorrect'. I'll highlight important information or actions required, like notifications or important deadlines.
- **Aesthetic and Emotional Impact:** My palette will be visually appealing and aligns with the emotional tone of the learning environment. For example, using blues and greens to create a calm and focused atmosphere, energizing oranges for interactive quizzes and maybe, rose gold or a royal color upon finishing a course that'll indicate success and help with motivation.

- **Consistency:** I will maintain a consistent color palette that aligns with branding to create a cohesive user experience.

Here's a demo color palette for AcademiConnect -



Black: Readability  
#000000

Teal: Calm & Focus  
#207567

Coral: Interactive & Energizing  
#FF6F61

Gold: Success & Motivation  
#FFD700

Indigo: Consistency & Branding  
#4B0082

- **Black (#000000):** For high contrast readability.
- **Teal (#207567):** Creating a calm and focused atmosphere.
- **Coral (#FF6F61):** Interactive and energizing, ideal for quizzes and alerts.
- **Gold (#FFD700):** Signifies success and motivation, perfect for achievements.
- **Indigo (#4B0082):** Consistent with branding of AcademiConnect

## Task 4: Gestalt Principles in UX Design

Here's how I plan to use the Gestalt Principles to draw attention of the learners in my platform -

- **Law of Proximity:** I will group related items together on the platform, such as grouping all navigation links in one area, and having all discussion forums or resource links in one area.
- **Law of Similarity:** I will use similar visual elements for similar functions. For example, all interactive buttons could share the same color and shape.
- **Law of Continuity:** I will design the interface so that the user's eye naturally flows from one element to another in a logical sequence.
- **Law of Closure:** I will use partial shapes or images that the mind naturally completes, which can be an intriguing way to present information and maintain user engagement.
- **Law of Figure/Ground:** I will create visual contrast to make important elements stand out.
- **Prägnanz/Symmetry & Order:** I will aim for a balanced, symmetrical layout for a more organized and aesthetically pleasing interface.

## Task 5: SWOT Analysis for AcademiConnect

### 1. Strengths:

- **Personalized Learning Paths:** Tailored content based on user preferences and performance.
- **Interactive Content:** Enhances engagement and learning effectiveness.
- **Community Features:** Facilitates collaboration and peer learning.
- **User-Friendly Interface:** Minimizes cognitive load and improves user experience.

### 2. Weaknesses:

- **Technology Dependence:** Requires stable internet and modern devices.
- **Content Development:** High cost and time for developing quality content.
- **User Diversity:** Challenges in catering to varied learning styles and abilities.
- **Data Privacy:** Ensuring user data protection and security.

### 3. Opportunities:

- **Growing E-Learning Market:** Increasing demand for online education.
- **Technological Advancements:** Integration of AI, AR/VR for enhanced learning experiences.
- **Global Reach:** Opportunity to cater to a worldwide audience.
- **Partnerships:** Collaborations with educational institutions and content creators.

### 4. Threats:

- **Intense Competition:** Many established players in the online education market.
- **Rapid Technological Changes:** Keeping up with evolving tech trends.
- **User Attention Span:** Competing with various digital distractions.
- **Regulatory Changes:** Compliance with educational standards and data protection laws.

This SWOT analysis considers the improved usability aspects from cognitive loads and UX design enhancements. The strengths and opportunities focus on the unique features and potential growth areas, while the weaknesses and threats address the challenges and external factors that could impact the platform's success. The personalized paths, interactive content, and community are major pluses. Tech reliance, content creation challenges, and catering to diverse learners are the bumps on the road.

I learned a lot in week 3, I plan to apply these to make AcademiConnect a success.