Edu Connect

UI/UX Case Study

E learning Mobile Application

Role	Duration	Platform
UI & UX Designer	3 Weeks	Android, iOS

What Made You Choose This Concept:

- The concept of an e-learning mobile application was chosen due to its immense potential to address critical educational challenges.
- With the recent shift towards remote and online learning, there's a pressing need for accessible, engaging, and personalized education platforms.
- E-learning apps can democratize education, making it accessible to a wider audience, and provide learners with the flexibility to study at their pace and convenience.
- Front and foremost, that leverage demand for accessible and flexible learning options, especially in light of recent global events, has highlighted the importance of online education.
- E-learning platforms offer the convenience of learning from anywhere, at any time, making education more inclusive for diverse demographics.

Project Overview:

Our project, "Edu Connect," is centered around the development of a cutting-edge mobile application designed to revolutionize the e-learning experience. Edu Connect aims to provide a comprehensive and user-friendly platform that caters to the diverse educational needs of students, professionals, and lifelong learners. Through personalized course recommendations, interactive multimedia content, live classes, peer-to-peer collaboration, and a streamlined interface, Edu Connect aims to empower users to access high-quality education anytime, anywhere, fostering a culture of lifelong learning.

Problem statement

The traditional education system faces various challenges, such as limited access to quality education, rigid curricula, and a lack of personalized learning experiences. These issues hinder the accessibility and effectiveness of education, leaving many learners underserved. The rapid shift towards remote and online learning has highlighted these challenges, creating an urgent need for innovative solutions that can address these challenges by creating an inclusive e-learning app that caters to diverse needs and tastes.

Project Goal

The primary goal of this project is to empower individuals of all ages and backgrounds to access quality education in a way that suits their lifestyles and preferences. We aim to break down geographical and financial barriers that have traditionally limited access to education. By leveraging technology, we strive to create a platform that fosters lifelong learning, skill development, and personal growth, ultimately, we aspire to enhance the global learning landscape by providing a platform that makes education more engaging.

Design Process

Design Strategy

Executive Intent

- Edu Connect aims to revolutionize online learning by providing a user-centric platform that offers diverse, high-quality courses tailored to individual learning styles and career goals.
- Our intent is to empower learners worldwide to achieve their educational aspirations effectively and efficiently.

Target Audience

- Our target audience includes students, professionals, and lifelong learners seeking to expand their knowledge and skills.
- We cater to both enthusiasts, business professionals, creative minds, and anyone eager to learn and grow.

General Task

- To provide an intuitive, user-friendly platform that allows learners to discover, enroll in, and progress through course materials.
- We aim to facilitate a sense of community and engagement through discussions, peer collaboration, and instructor interaction.

Technology Constraints

- We prioritize mobile responsiveness, ensuring our app runs smoothly on a variety of devices and screen sizes. We also focus on optimizing load times for a seamless learning experience, even with limited internet connectivity.
- Data security and privacy are important, with robust measures in place to protect user information.

Revenue Model

- Our revenue model includes subscription plans with monthly and annual options for premium features. We also offer one-time course purchases for individual learners.
- Additionally, strategic partnerships and corporate plans are explored to diversify revenue streams.

Business Model

- Our business model is centered around a subscription-based premium tier that offers exclusive access to advanced courses, personalized learning paths, and premium support.
- Additionally, we offer a freemium model with limited access to basic courses, allowing users to explore our platform before subscribing.

Cross Channel Integration

- We integrate seamlessly with web platforms, allowing users to transition between mobile and desktop for a consistent learning experience.
- Cross-channel integration also includes gamification elements, email notifications, and community interaction to keep learners engaged and informed.

User Research

Qualitative User Interview

User Interviews are guided interviews where a researcher asks existing or potential users question to gain an understanding of their preferences, thoughts, and feeling.

Key Insight From User Interview

Pain Points

01	02	03
Difficulty Finding Relevant Courses Among The Wide Range Of Options.	Limited Interaction With Instructors Or Peers For Clarifying Queries.	Desire For More Real-Time And Interactive Learning Experiences.

04	05
Difficulty In Finding Relevant Courses Among The Wide Range Of Options.

User Needs

01	02	03
Personalized Course Recommendations For Career Advancement.	User-Friendly Interface With Intuitive Navigation For Ease Of Use.	Supportive Community Offering Learning To Overcome Connectivity Issues.

04
Regularly Updated, High-Quality Course Content For Effective Learning.

Qualitative User Interview

Qualitative User Interviews are conducted to measure user behavior, its attitude in different ways, such as conducting surveys, surveys and online polls or analyzing big data.

1. How Satisfied Are You With The Variety Of Courses Available On The App?

Very Satisfied	(75%)
Some What Satisfied	(15%)
Not Satisfied	(5%)

2. How Would You Rate The User Interface And Navigation Of The App?

Excellent	(60%)
Good	(30%)
Average	(10%)

3. To What Extent Have Personalized Course Recommendations Been Helpful In Your Learning Journey?

Extremely Helpful	(40%)
Somewhat Helpful	(40%)
Not Helpful	(20%)

4. How Often Do You Use The Progress Tracking Feature To Monitor Your Learning Progress?

Very Often	(50%)
Often	(30%)
Rarely	(20%)

5. How Important Is Offline Learning Capability For Your Learning?

Very Important	(80%)
Somewhat Important	(20%)
Not Important	(0%)

6. How Would You Rate The Quality And Relevance Of The Course Content You Accessed?

Excellent	(80%)
Good	(20%)
Fair	(0%)
Poor	(0%)

7. Have You Achieved A Significant Milestone Or Certification Through The App?

Yes	(60%)
Maybe	(20%)
Not Yet	(20%)

8. Which Additional Feature Would Enhance Your Learning Experience The Most?

More Live Interactive Sessions With Instructors	(40%)
Offline Accessibility	(30%)
Advance Course Search Functionality	(30%)

9. Have You Engaged With The Community Features For Discussions And Peer Collaboration?

Frequently	(50%)
Occasionally	(30%)
Rarely	(20%)

10. How Well Has "Edu Connect" Helped You Balance Learning With Other Commitments?

Extremely Well	(70%)
Moderately Well	(20%)
Not Well	(10%)

Define

User Personas

User Personas are user profile that represent the wants and needs of your target audience. It helps you understand your target audience and their behavior patterns goals, attitudes, problems and other background information about user.

Bio

Sam is A University Student Majoring In Economics. He's Determined To Excel Academically And Prepare For A Successful Career In Finance. He's Always Looking For Opportunities To Enhance His Skills And Build Knowledge. Statistics.

Goal:

- Sam Is Actively Seeking Top Grades, Secure Internships, And Ultimately Aim For A Competitive Job Upon Graduation. He Is Committed To Maintaining A Strong Academic Record While Also Gaining Valuable Extracurricular Experiences.

Pain Points

- Sam Struggles With Balancing The Demand Study Materials Of Different Courses Simultaneously.
- Finding Time For Extracurricular Activities While Maintaining Academic Excellence.
- Adapting To Online Learning Platforms And Ensuring Effective Interaction Of Traditional Classrooms.

Quote

"As A Focused On Acing My Studies And Seeking A Head Start In My Career."

Social Activities

Cooking | Music | Gaming | Photography | Reading | Sport | Travel | Shopping

Personality

Introvert | Extrovert | Ambivert

User Empathy Mapping

User Empathy Maps are essentially a visual representation of user's emotions, thoughts, feelings, and behaviors. It is powerful tool to better understand of customer's needs and pain points.

Ideate

User Journey Mapping

User Journey Map lays out all touchpoints that your customer may have with your brand. It is useful tool for anyone in your company to look at your product from the user point view.

User Persona	Sam Patel 24 Yrs Student				
User Touch Points	Browsing Courses	Enrolling In A Course	Engaging With Content	Joining Discussions	Course Completions
	Sam Searching For Top Grades In Her Major	Sam Enrolling In Course For Enhance Her Learning	Sam Watches Video Lectures And Completes Quizzes	Sam Participates In A Financial Literacy Discussion.	Sam Completes The Financial Literacy Course
User Emotions	Excited	Confused	Boring	Happy	Satisfied
User Thoughts	Let's See What Interesting Courses Edu Connect Recommends Today	This Course Looks Challenging But Seems Worth Learn	I Understand That Complex Vs Making Progress	I'm Glad I Found This Discussion Very Insightful.	I've Completed The Course What Should I Learn Next?
User Opportunities	Implement More Personalized Course Suggestions Or Engaging Tech Facts.	Enhance The Enrollment Process With AI Driven Course Recommendations.	Offer Live Interactive Learning Sessions Or Peer Learning Groups.	Create Collaborative Spaces To Recognize Milestones.	Provide Personalized Learning Paths Or To Master Others.

Information Architecture

Information Architecture is research driven from the process that focuses on the structure and organization of information in a website or application. It is the foundation for effective learning materials, content is an effective and available way.

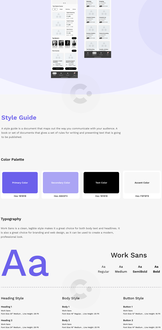
User Site Mapping

A user site map for a learning application is designed to provide a direct intuitive entrance, guiding users like users asked to select the course and make the enroll payment for the selected courses. It is a blueprint of website that help search engine find crawl and index all of your website's content.

Design

High Fidelity Wireframe

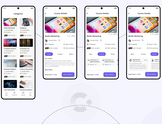
A high fidelity wireframe is the look and feel of the product in the advanced stages of the design process. Finally it is closely look like a final design.



Style Guide

A style guide is a document that maps out the way you communicate with your audience. It is a set of standards that gives a set of rules for writing and presenting text that is going to be published.

Color Palette



Typography

Work Sans is a clean, legible-style makes it a great choice for both body text and headlines. It is also a great choice for branding and web design, as it can be used to create a modern, professional look.

Aa

Work Sans

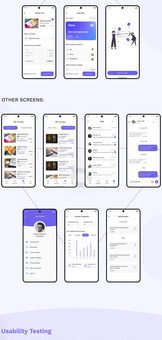
Fa Regular | Fa Medium | Fa SemiBold | Fa Bold

Heading Style	Body Style	Button Style
Heading 1 Font Family: Work Sans Font Size: 40px Line Height: 48 px Font Weight: 700	**Body 1** Font Family: Work Sans Font Size: 16 px Line Height: 24 px Font Weight: 400	**Button 1** Font Family: Work Sans Font Size: 16 px Line Height: 24 px Font Weight: 400
Heading 2 Font Family: Work Sans Font Size: 32 px Line Height: 40 px Font Weight: 700	**Body 2** Font Family: Work Sans Font Size: 14 px Line Height: 22 px Font Weight: 400	**Button 2** Font Family: Work Sans Font Size: 14 px Line Height: 22 px Font Weight: 400
Heading 3 Font Family: Work Sans Font Size: 24 px Line Height: 32 px Font Weight: 700		**Button 3** Font Family: Work Sans Font Size: 12 px Line Height: 20 px Font Weight: 400

User Interface Design

LOGO & LOGIN SCREEN:

Welcome & Edu Connect(The Edu Connect logo can feature a sleek and modern design, incorporating an open book or a graduation cap with a subtle gradient to symbolize knowledge and progress. The gradient could feature a bold sapphire and vibrant magenta palette to signal a cutting-edge educational journey with Edu Connect.



ONBOARDING SCREEN:

Edu Connect's onboarding screens offer a user-friendly interface, aimed to, and make your progress to courses that matter to you. The screens provide a clear overview of the platform's features and functionality, ensuring a smooth and intuitive experience. The goal is to ease the user at ease. It's a beginner-learning ecosystem that helps you overcome that needs to dive into a world of knowledge and unleash in a transformative educational journey with Edu Connect.

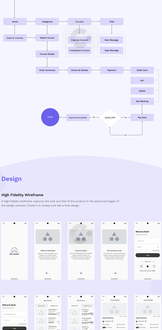
HOME SCREEN:

Edu Home screen is designed to be your personalized learning hub, where you can embark on a journey of educational discovery and skill enhancement. The screen provides a clear overview of your ongoing courses, upcoming events, and recent activities. Once the question is answered, you can explore more courses or connect with your peers through discussions, collaborations, and sharing your achievements. Edu Home screen is the centralized canvas, personal fitness, and additional learning resources.

SELECT COURSE & PAYMENT:

Edu Connect's course selection screen offers a wide array of courses spanning various categories, from technology and business to arts and personal development. Enrolling in a course is a breeze. Users can click the "Enroll" button, which initiates a secure payment process. The platform supports various payment methods, ensuring convenience and security. Upon successful enrollment, the course becomes accessible, with detailed lesson outlines, the instructor's profile, personal fitness, and additional learning resources.

OTHER SCREENS:



Usability Testing

Usability testing focuses evaluating how easy and efficient it is for users to interact with the Edu Connect mobile app. It aims to identify usability issues, gather user feedback, and make improvements to enhance the user experience.

Task Assigned:

Before specific tasks the participants will be asked to complete during the usability test, for example:

- Sign-Up to access Edu Connect.
- Navigate to the discussion forum and post a question.
- Join a learning group in a specific course.
- Find and access course materials offline.

Target Audience:

The target audience for this usability testing includes users who would typically use the Edu Connect app for their educational needs. This includes students, working professionals, and anyone interested in online learning.

Participants:

- Recruit a diverse group of participants, including students, professionals, and lifelong learners.
- Ensure the participants represent the target audience.
- Schedule sessions with individuals who overlap both of technology with a learning gap.

Feedback and Suggestions:

Collect qualitative feedback and suggestions from participants as they complete the assigned tasks. Focus on their experiences, challenges encountered, and any improvements they recommend.

Edu Connect

Thanks For Watching

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