

## Case Study of Ba'yen website

### Overview

Between students and teachers, our website acts as a third party. In which students may quickly locate an appropriate teacher for any subject in which they are having difficulty. The teachers, on the other hand, will outline the subjects they are competent to teach as well as any other benefits they may provide. Furthermore, the website will include a variety of services, which will be our competitive advantage, such as offering offers for low-income students, the opportunity to select whether the student requires assistance with homework, lectures, or test explanations, and so on. Furthermore, both students and teachers will have the option of meeting on-site or online.

### Problem Statement

Numerous students have problems during studying, such as a lack of resources for each course, quick consultation, and emergent responses to some questions. Additionally, some teachers require new strategies for delivering engaging courses to their students as well as an easy way to communicate with students rather than keeping a record of all of their phone numbers.

### Solution

To satisfy the needs of students, a website with several features was developed. The following features are listed as a design principle:

1. Accessibility (Library of lectures): Students will be able to search through the site's library at any moment to access any recorded lectures, and get document resources and explanations they require to prepare for exams.
2. Usability : Enable parents to add one or more of their children easily from the My children page.
3. Dealing with urgent questions: an emergency chat feature will be accessible on the app, allowing users to receive answers during 24 hours.
4. Payment Methods: There will be multiple payment methods so, the users can choose the way they are most comfortable with it and it will be secure.
5. Empathize: Teachers are allowed to use videos , white board, groups chat features to bring joy while teaching kids.
6. Using a Chat Feature : Teachers can communicate with their students easily .Each student have their name appear in the chat screen.

## Goal of the Project

1. Bring people easier and faster ways to find teachers.
2. Help students break records.
3. Enhance the quality of learning and teaching.
4. Improve the efficiency and effectiveness.
5. Improve user-accessibility and time flexibility to engage learners in the learning.

## Design Process

WEEK 1

We began by creating a research plan and a website project description that includes a description of the website, a list of competitors, project goals, information about our target audience, and all design requirements. The affinity diagram was then developed.

WEEK 2

This week, we developed the problem statement, decided upon the design principles, produced the journey map, and began developing the low fidelity.

WEEK 3

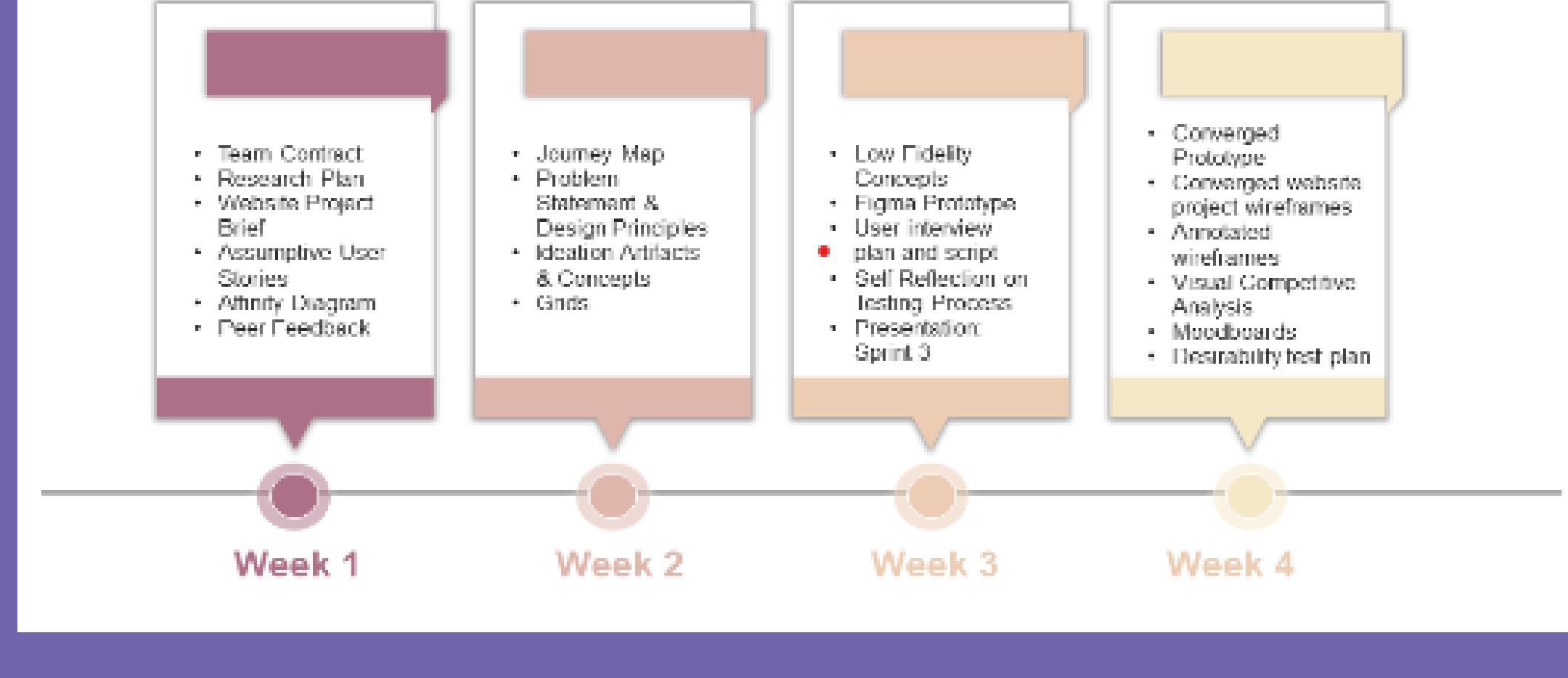
In this week, we also continue to create the low fidelity, in addition to planning and doing user interviews to gather feedback on our current design.

WEEK 4

We are pushing on with the process to develop the mid-fidelity and the prototype this week after creating the mood board and the desirability test plan.

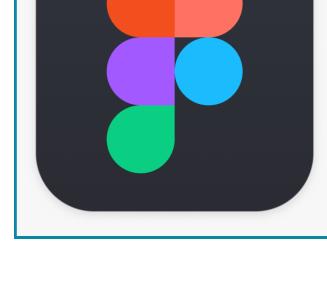
WEEK 5

This week marks the completion of the website's development, which also included building the high-fidelity prototype and conducting a desirability test.



Caption: Hands-on Project timeline/schedule made with the team.

## Tools Used



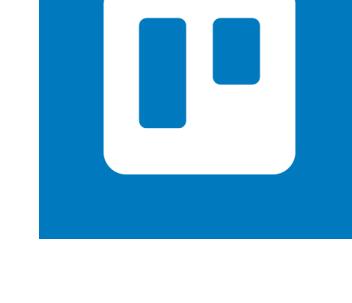
Used for:

- Persona
- low, mid, and High Fidelity Fireframes
- Prototyping
- Journey map
- Task flow



Used for;

- Ideation



Used for:

- Divide tasks

## My Role



The project was done as a team, and was making sure that all members had tasks to complete. Some of the tasks that were assigned to me, as follows:

- 1- Making sketches
- 2- Write some content
- 3- Collaborating in making the mid and high fidelity.
- 4- Brainstorming the design principle
- 5- For the Usability testing- i took the role of facilitator.
- 6- Collaborating in making the task flow

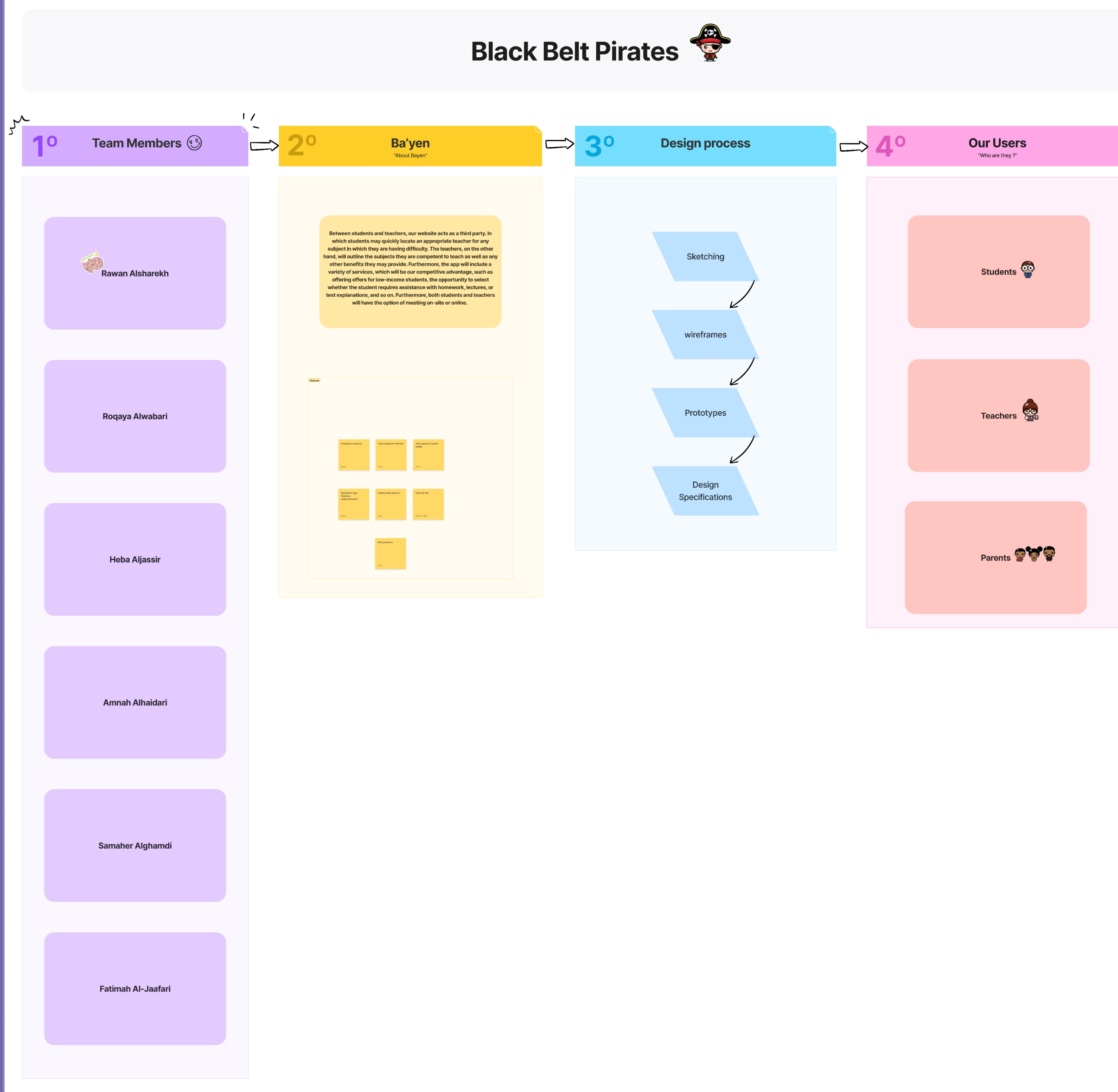
## Target User



Students from three levels, elementary, intermediate, and high school, as well as teachers from various majors, will be our users.

## Affinity diagram

Caption: Hands-on Affinity diagram made with the team.



## Visual Competitive Analysis

We did a competitor analysis by reviewing 3 websites. Personally we tested them and identify the strength and weakness for the users.

### AlGooru website

Brand Description:



Algooru, the online tutoring platform, its mission is to easily match-make students and tutors, creating a community of dedicated professionals and enthusiastic learners to benefit from shared experiences.

### noon academy website

Brand Description:

It is a leading academy for students in both levels (intermediate, and secondary). Noon Academy provides individual and group lessons for the educational curricula in addition to free training in a different way that combines study and entertainment.



### Droos school website

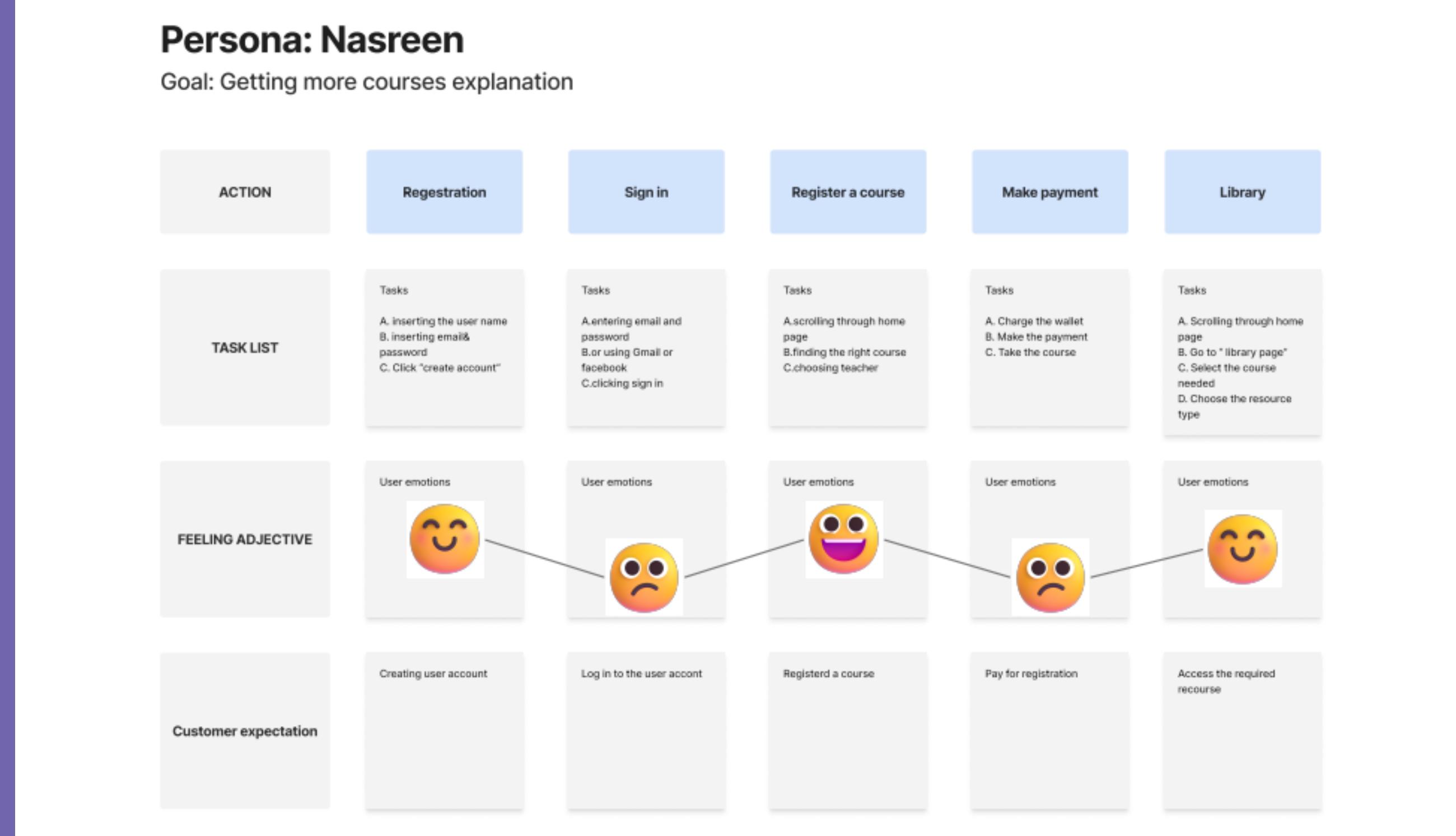
Brand Description:



It helps students achieve academic excellence by connecting them with professional teachers in technically equipped virtual classrooms to provide an enjoyable and innovative learning experience.

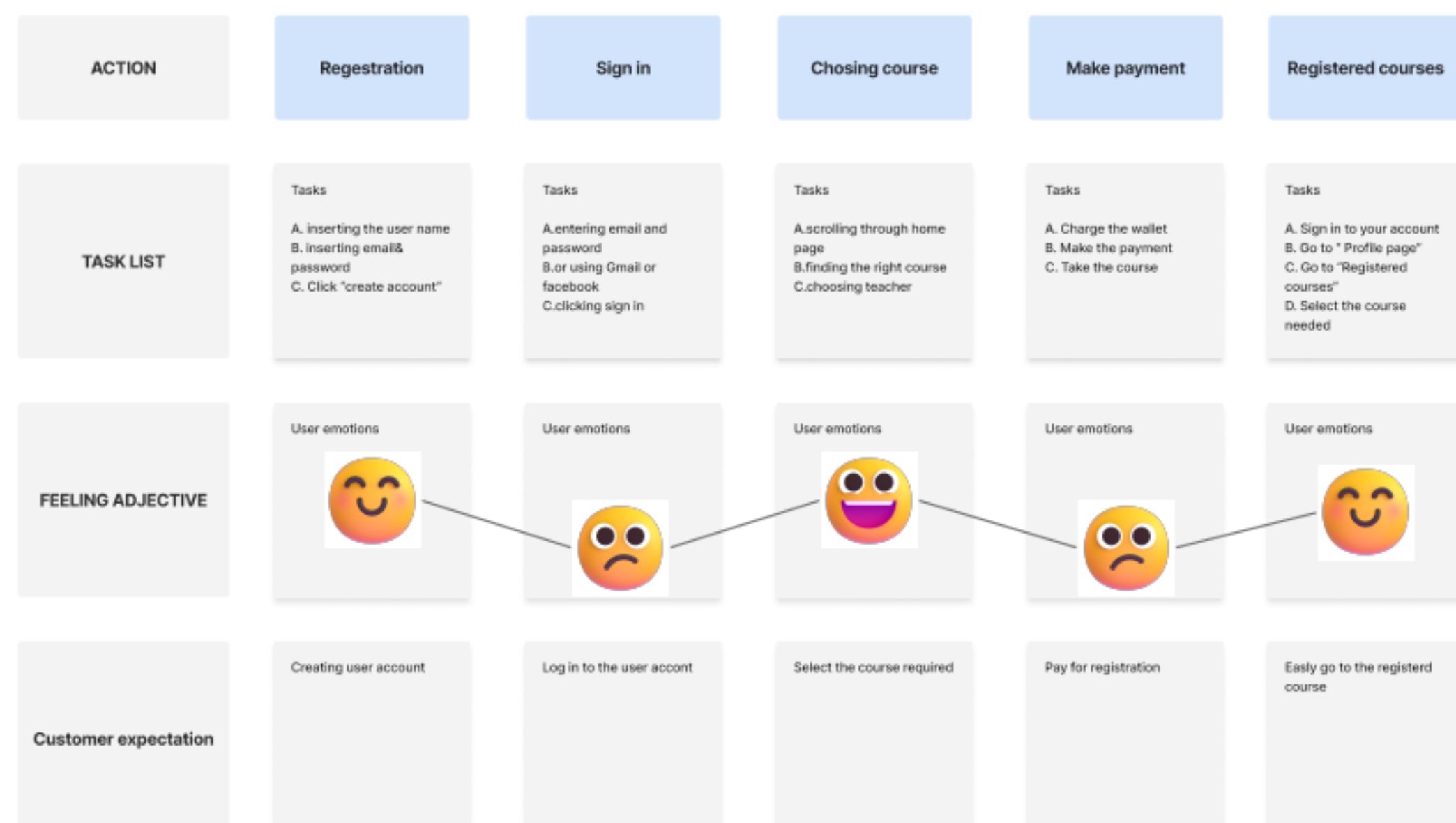
## User Journey Map

Caption: Hands-on Journey map made with the team.



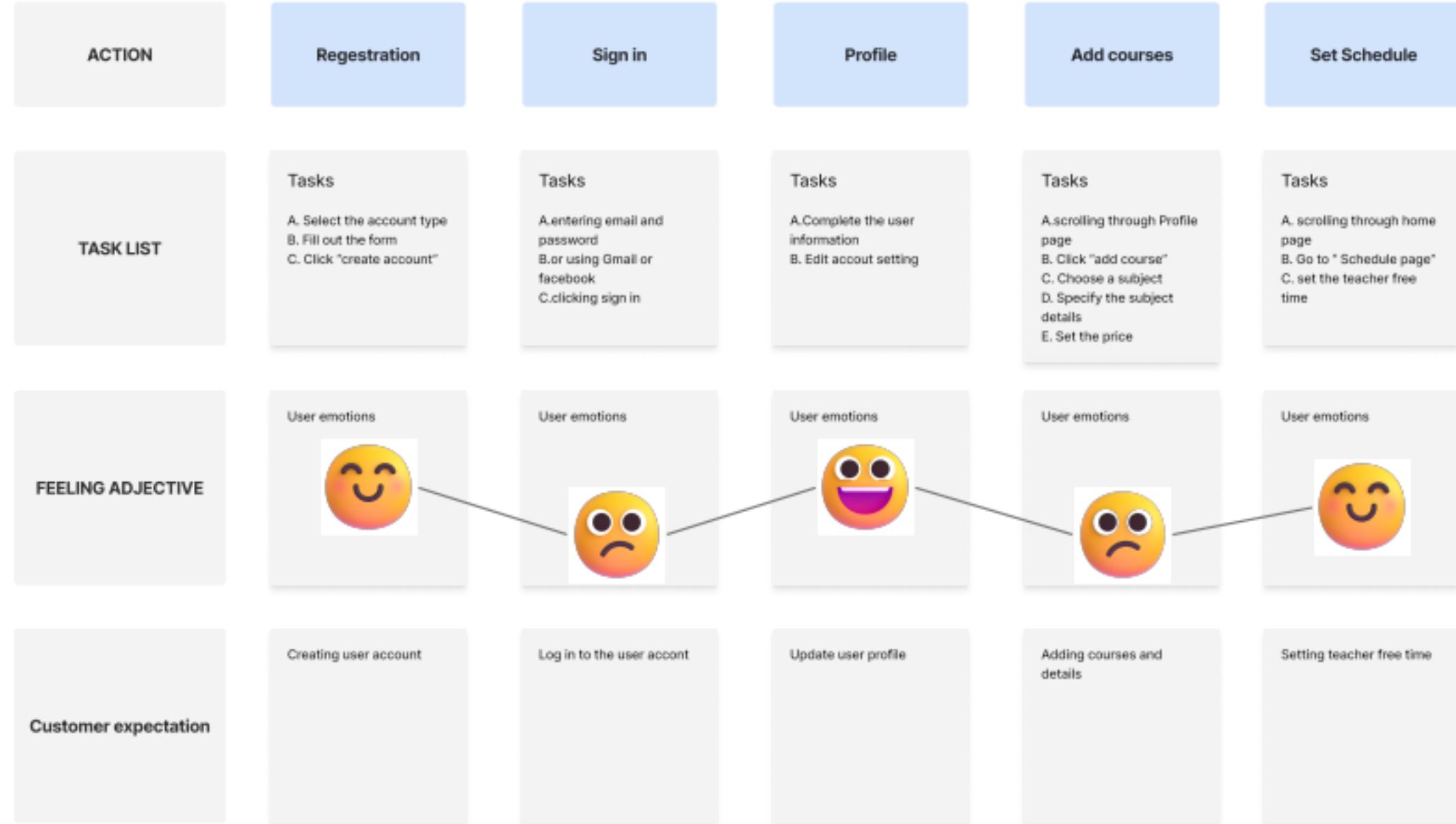
## Persona: Atheer

Goal: Find a tutor



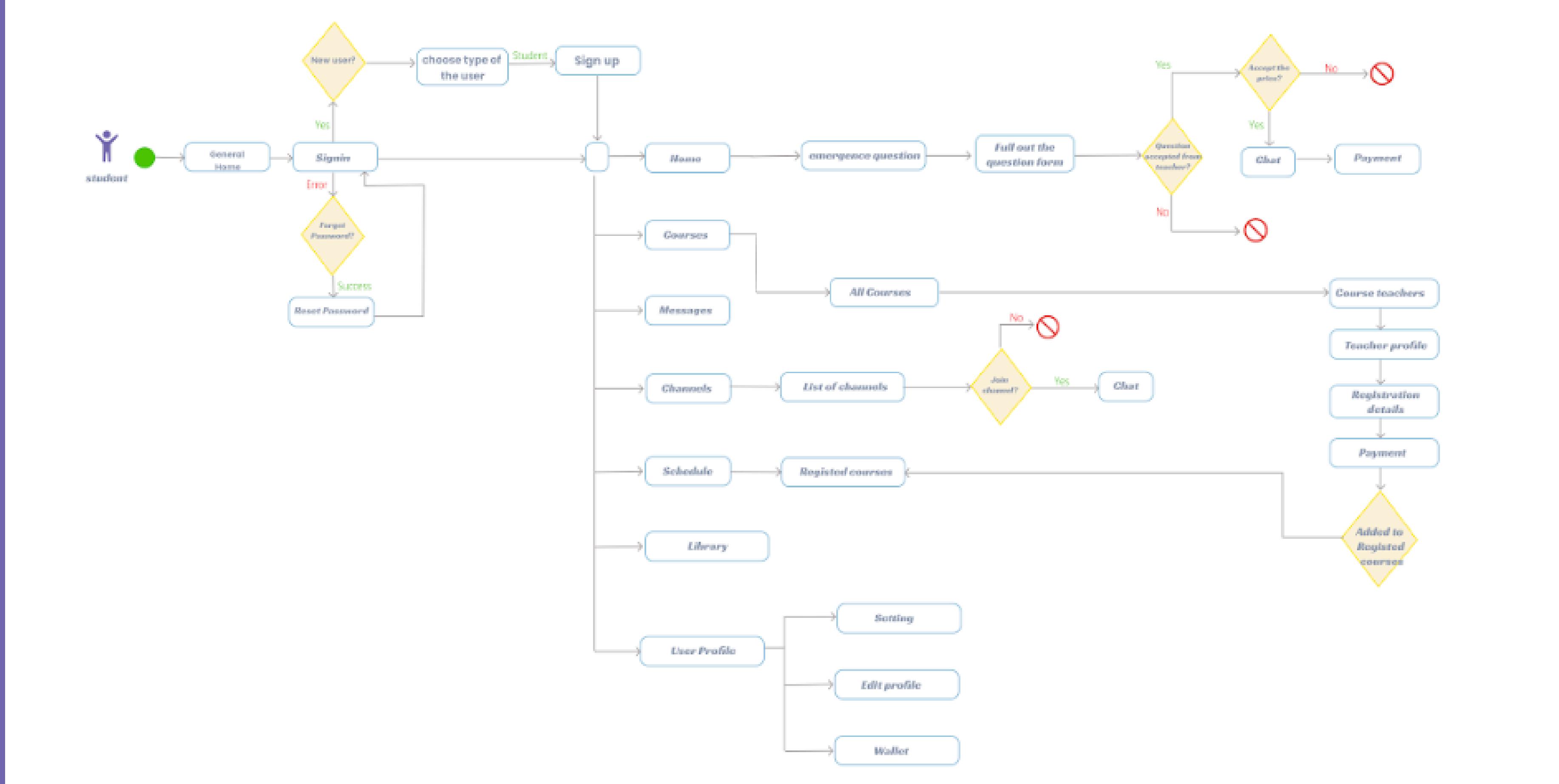
## Persona: Amal

Goal: Part time job



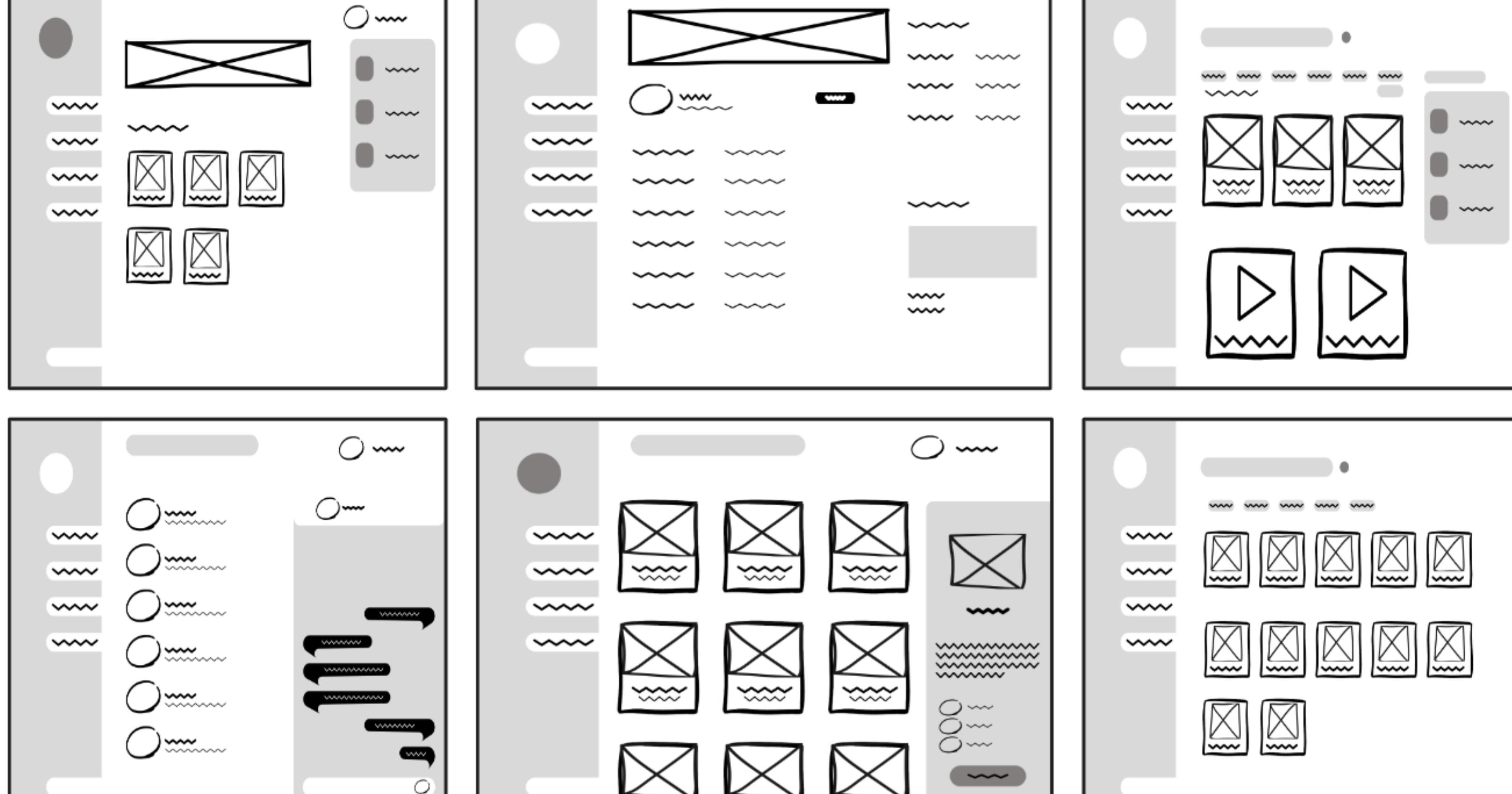
## Task Flow

Caption: Hands-on User task flow as a role of student made with the team.



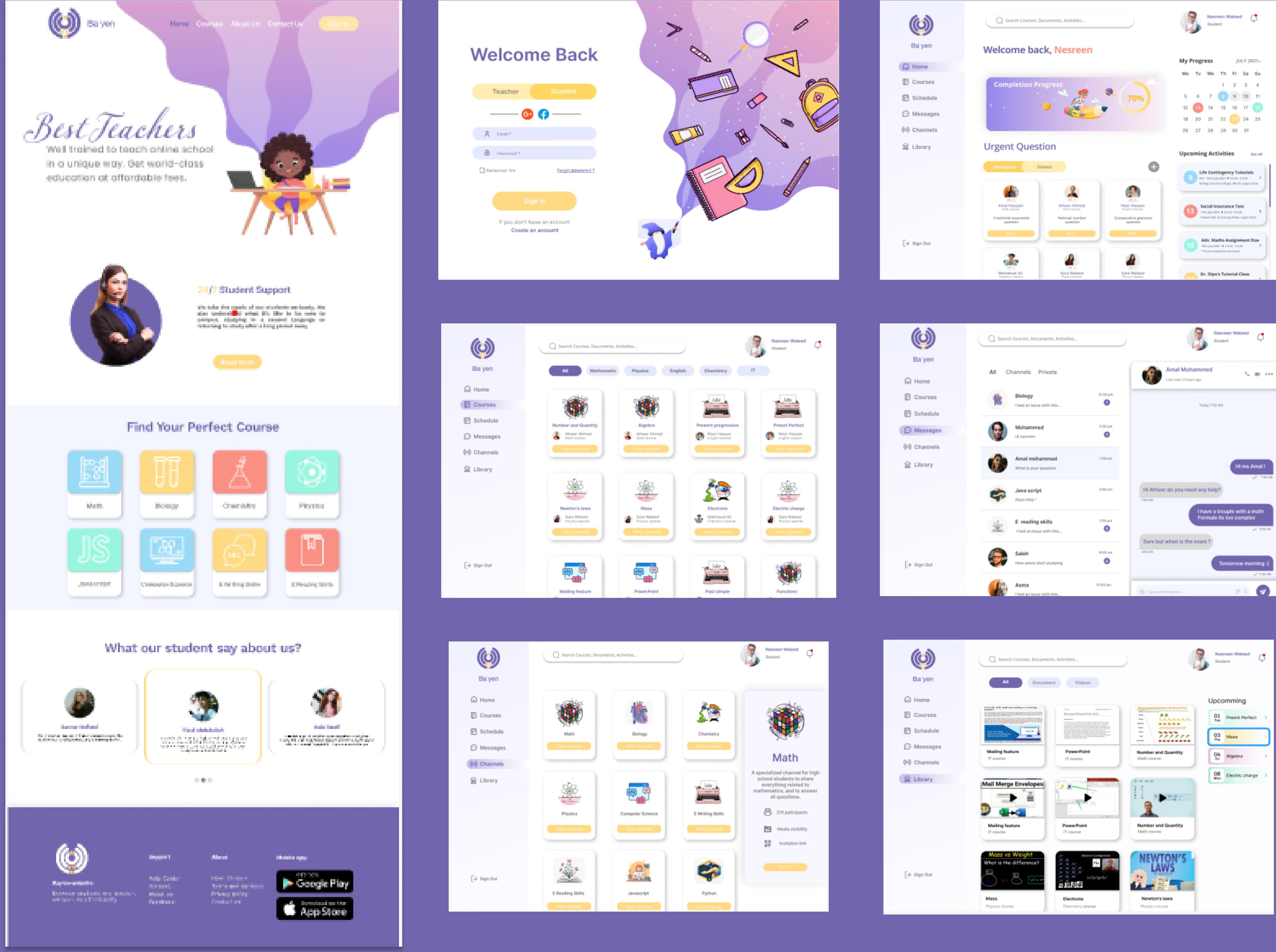
## Low Fidelity Wireframes

The creation of low fidelity wireframes were done using **Figma**.



# High Fidelity Wireframes

The creation of Highfidelity wireframes, prototyping and the testing were done using Figma.



## UI Parts

### Typography

Title/Header

Family: Poppies  
Weight: Medium  
Size: 20

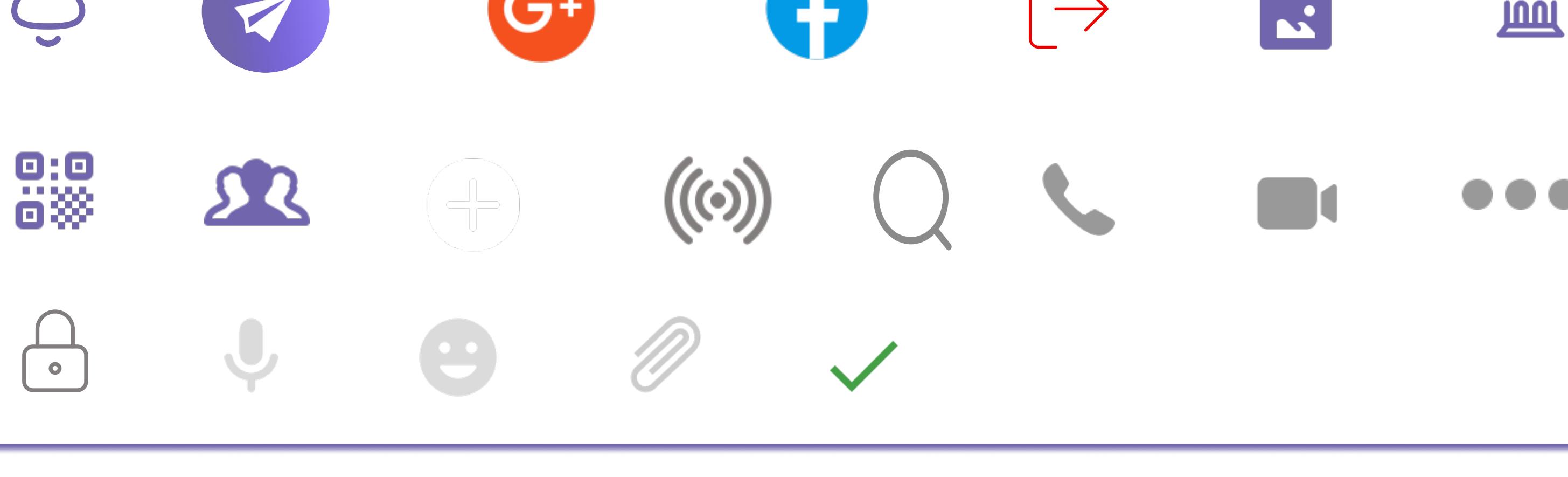
Subtitle

Family: Poppies  
Weight: Semibold  
Size: 16.94

Body

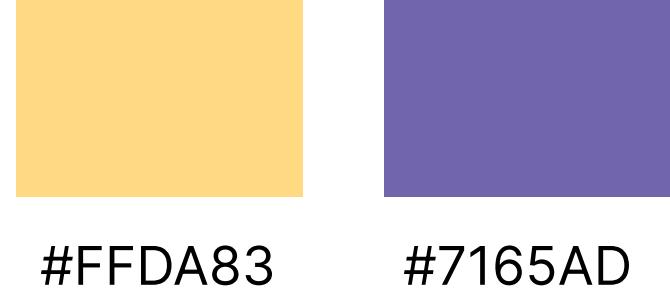
Family: Inter - Archivo  
Weight: Regular  
Size: 11

### Iconography



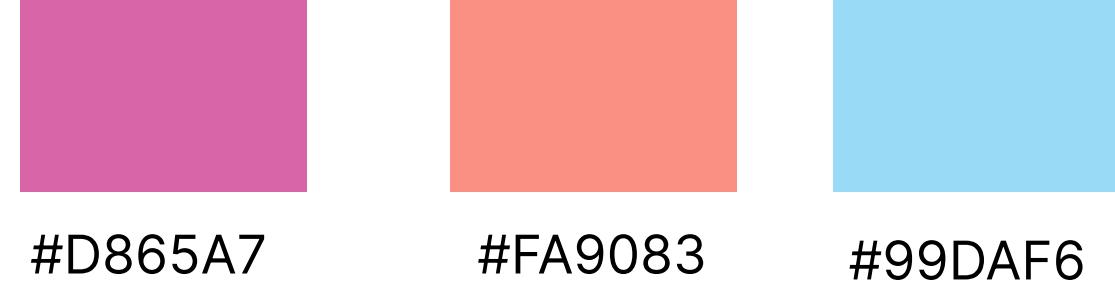
### Color Palette

#### Primary Colors



#FFDA83    #7165AD

#### Secondary Colors



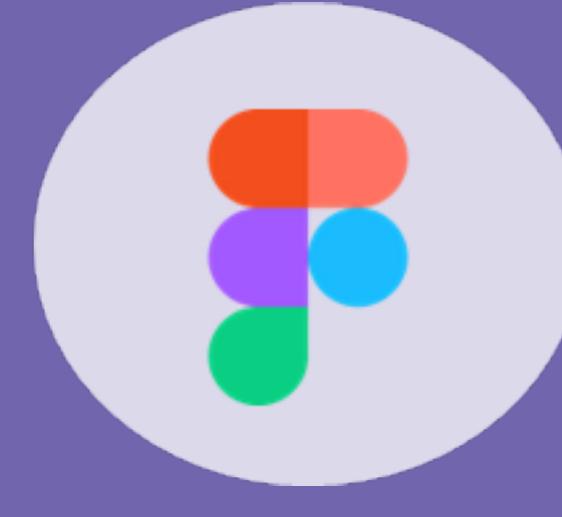
#D865A7    #FA9083    #99DAF6    #98F5DE

## Testing

We make test for mid and high fidelity to see if the website work perfectly and as expected.

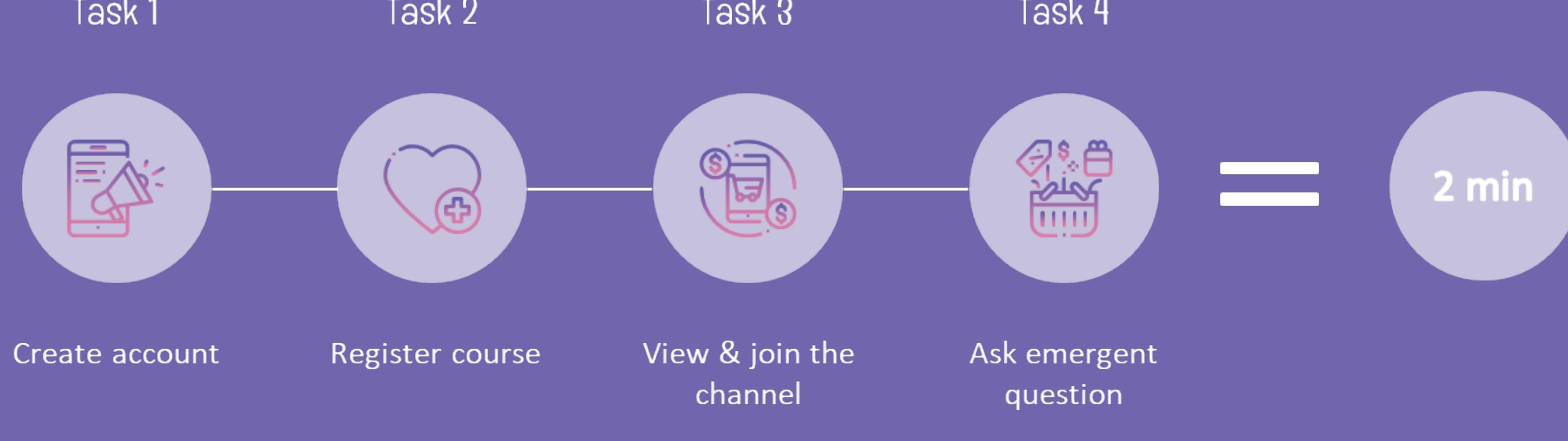


Zoom



Figma

## Important tasks, users were used to perform



## Result

After making the survey, and finding that many students face similar problems, we created a website with many features that allow students to enjoy online learning, and enhance the learning outcome. Besides that, we may include many other feature into the site in the future, including:

- 1- Translation.
- 2- Tooltip, to make it easy for new users to use the website.
- 3- University courses.