



GROUP-21

COURSEERA

MOBILE APPLICATION

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Summary



- Coursera is a global online learning platform offering courses, certifications, and degrees in partnership with world-leading universities and companies.
- It aims to empower people with education to improve their lives, the lives of their families, and the communities they live in.

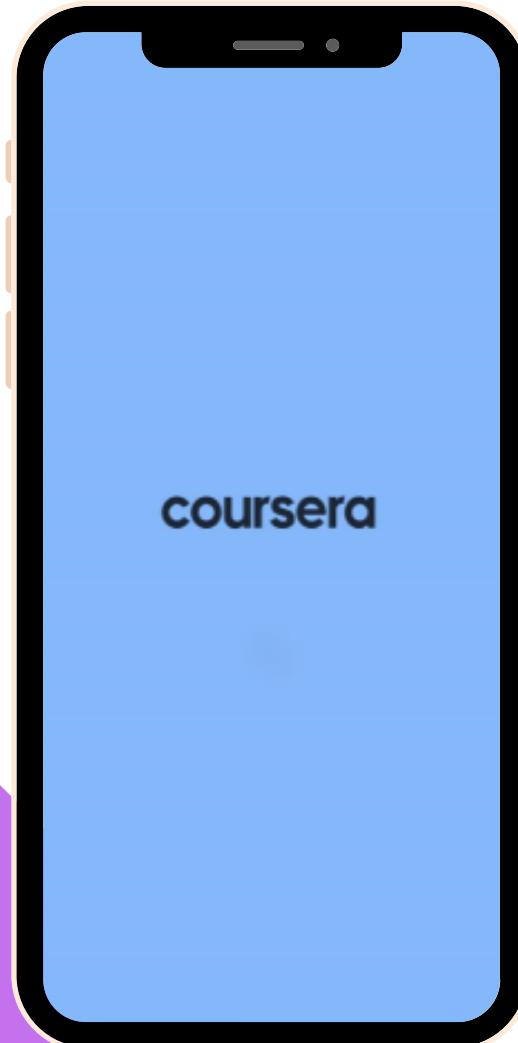
Summary



- Introduction to the project's goal: Redesigning Coursera's interface for enhanced usability and engagement.
- Overview of the redesigned features: Improved navigation, accessibility, and interactive elements.
- Purpose of the redesign: To facilitate a more user-friendly environment that supports efficient learning.
- Impact of redesign on user experience: Anticipated improvements in course discovery, engagement, and overall user satisfaction.



Project Intro



About the Project: Focused on redesigning Coursera's User Interface to enhance user experience and engagement through Figma.

Project Type: This is an academic project undertaken to apply UI/UX design principles in a real-world context.

Tools Used: Moqups for Mid-Fidelity and Figma for High-fidelity prototyping.

Duration: Spanning a total of 3 months, from initial research to final presentation.

Responsibilities: Included conducting user research, creating and testing wireframes, developing prototypes, and iterating based on feedback.

Problem Statement

- **Course Discovery Issues:** Users face difficulties in efficiently finding courses aligned with their personal learning objectives, leading to frustration and potential dropout.
- **Navigation Challenges:** New and returning users struggle with platform navigation, finding it hard to intuitively access course materials across various devices.
- **Lack of Personalization:** The platform does not offer enough personalized learning paths or tailored content adjustments based on user progress and feedback.



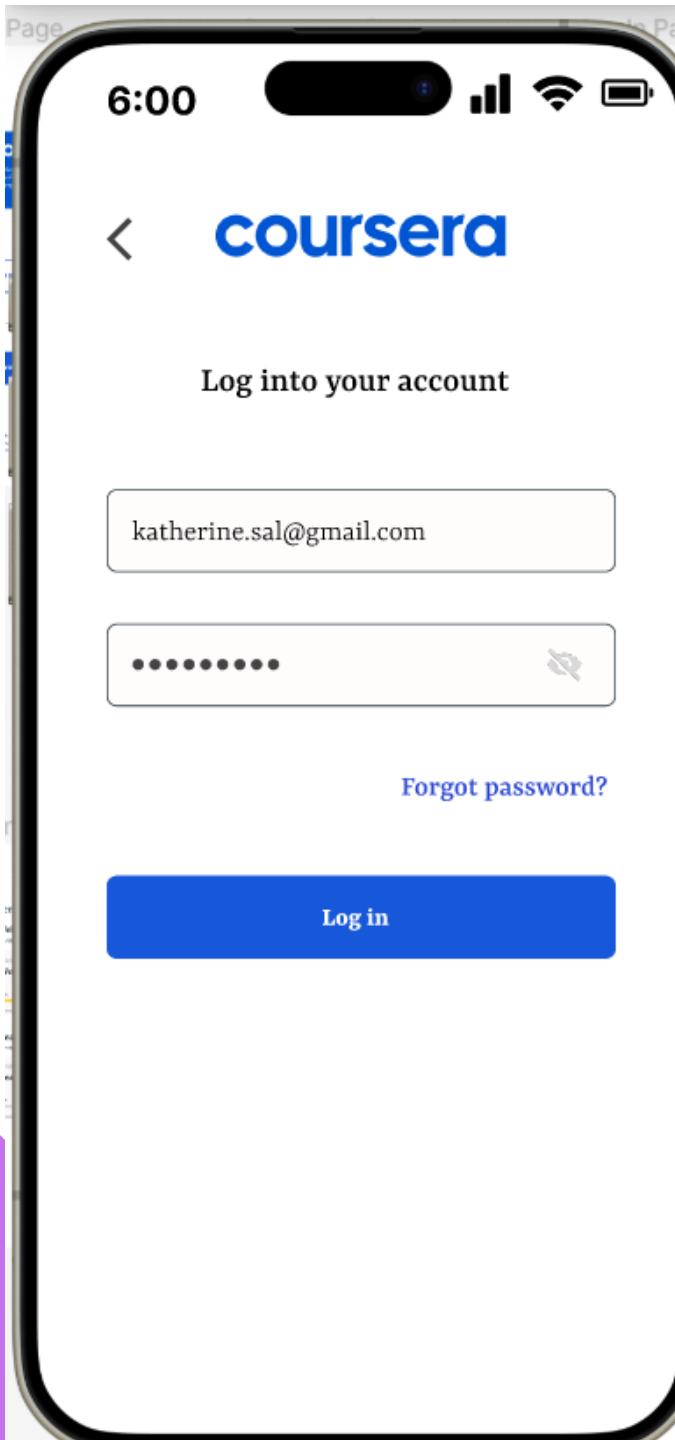
SOLUTION

- By enhancing search and filtering, we enable users to efficiently locate courses that match their learning goals, reducing frustrations and dropout rates.
- By redesigning the user interface, we provide a seamless experience across all devices, making course materials easily accessible.
- By developing customized learning paths using adaptive technologies, we tailor content and recommendations to suit individual progress and feedback, enhancing user engagement.

Design Process

- **Empathize:** Conducted user interviews and surveys to understand the needs and challenges faced by Coursera users.
- **Define:** Analyzed the research findings to define clear user personas and problem statements that guided our design process.
- **Ideate:** Generated a variety of design solutions through brainstorming and sketching sessions to address the defined user needs.
- **Prototype:** Developed low-fidelity wireframes and gradually moved to high-fidelity prototypes that simulated the final product.
- **Test :** Conducted usability testing with real users to gather feedback, identified usability issues, and refined the design accordingly.

Design System



- **Colors:** The design uses a palette with **deep navy blue (#37474F)** for text elements, a **vibrant blue (#1658D9)** likely for call-to-action elements like buttons, combined with **greys (#C1C2C3)** for input outlines and pure white (#FFFFFF) for backgrounds.
- **Typography:** The font used across the interface is Yrsa, a contemporary serif that balances classical and modern design elements, chosen for readability and character.
- **Icons:** Minimalist icons, such as the eye icon for the password field, are employed for function and to maintain a clean aesthetic.
- **Dimensions:** The design caters to mobile screen dimensions, optimizing for a width of 430 pixels and a height of 932 pixels, ensuring usability across standard smartphone displays.
- **Logo:** The Coursera logo is scaled appropriately to maintain brand presence without overpowering the login screen's real estate.

Target Audience

- Our target audience comprises students and professionals seeking online learning opportunities.
- Understanding their diverse needs and preferences is crucial for optimizing the Coursera experience.
- By catering to their educational goals and providing accessible, high-quality content, we aim to enhance user satisfaction and engagement on the platform.

User Needs & Benefits

- **Find Courses Easily:** Users need a simple way to search and find courses that fit what they're looking to learn.
- **Easy Sign-Up:** Signing up for courses, especially paid ones, should be quick and easy.
- **Course Suggestions:** Users should see recommended courses on their homepage, picked based on what they've liked and completed before.
- **Learning with Others:** Features like chat and group discussions should be part of the learning experience to keep users engaged.

USER PERSONA 1



carl

Demographic Information

Carl is a 22-year-old recent college graduate living in an urban area.

He is single and currently unemployed, actively seeking entry-level positions in the technology industry.

About the User

- Carl is ambitious and eager to kickstart his career. He has a strong academic background but lacks practical experience and industry-specific skills required by employers.

Problems

- Lack of Practical Experience: Despite having a strong academic background, Carl lacks practical experience in the technology field. Many employers prefer candidates with hands-on experience, which puts Carl at a disadvantage during job interviews and selection processes.

Challenges

- Stiff Competition in the Job Market: Carl faces intense competition from other recent graduates and experienced professionals seeking entry-level positions in the technology industry. This makes it challenging for him to stand out and secure job opportunities.

Needs

- Carl needs affordable and accessible learning resources that offer practical skills and certifications recognized by employers. He also values career development resources such as resume-building workshops and networking events.

Goals

- Carl's primary goal is to gain relevant skills and experience that will make him more competitive in the job market. He also hopes to build a professional network that could provide mentorship and career guidance.

USER PERSONA 2



Lisa

Demographic Information

Lisa is a 35-year-old married woman with two children. She lives in a suburban area and works as a marketing manager in a medium-sized company.

About the User

- Lisa is highly motivated and ambitious, always seeking opportunities for personal and professional growth. She enjoys learning new things and believes in the importance of continuous education to stay relevant in her field.

Problems

- **Limited Flexibility:** Lisa's lack of flexibility in her schedule due to family responsibilities restricts her ability to attend traditional in-person classes or participate in live online sessions. This limits her access to certain educational opportunities and makes it harder for her to pursue her learning goals.

Challenges

- **Balancing Family Responsibilities:** Lisa struggles to balance her family responsibilities, such as caring for her children and managing household tasks, with her career aspirations and desire for further education. This balancing act often leaves her with limited time and energy to focus on her personal and professional development.

Needs

- Lisa needs flexible learning options that allow her to study at her own pace and fit learning into her busy schedule. She also values courses that offer practical insights and real-world applications relevant to her professional responsibilities.

Goals

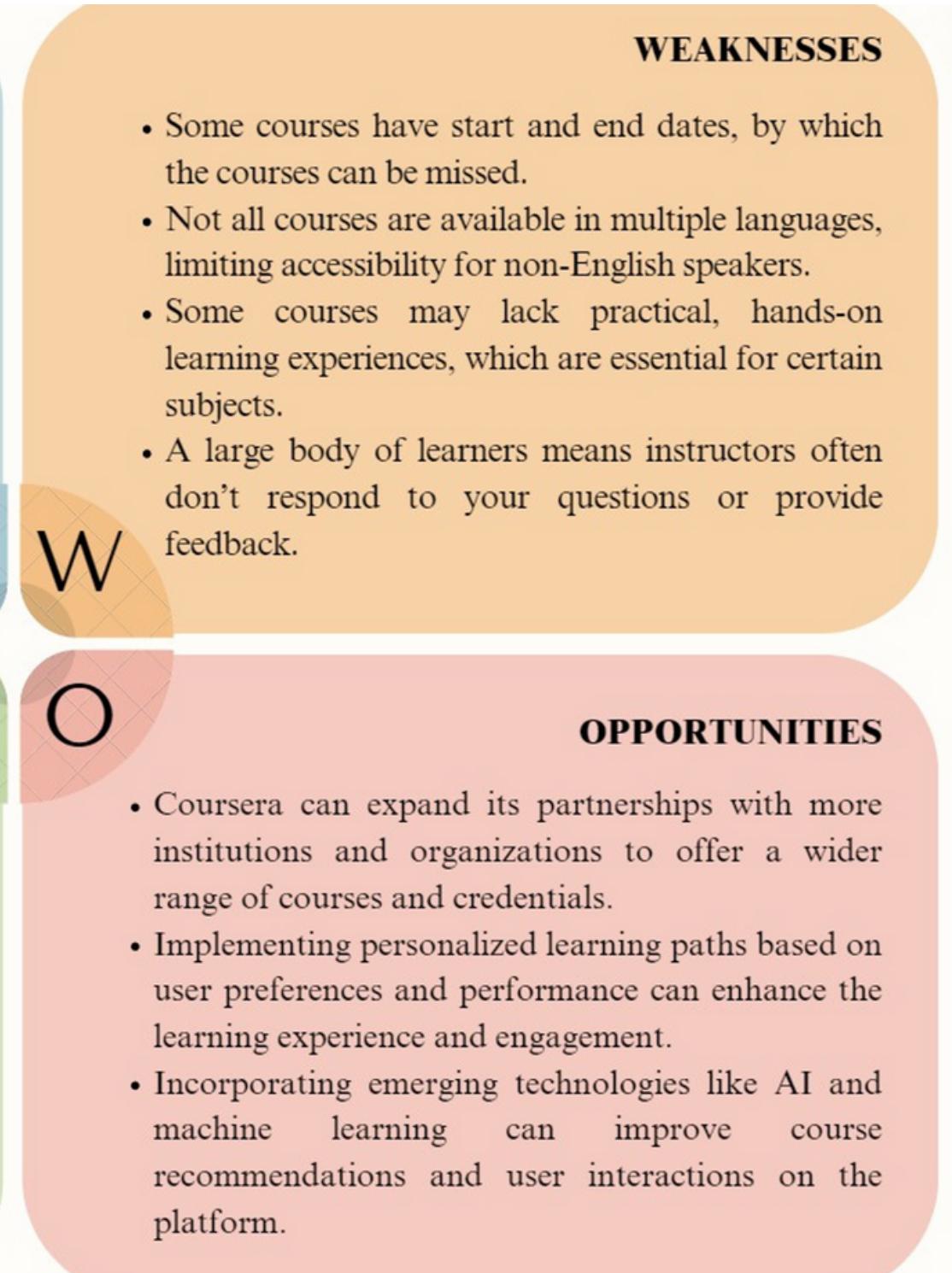
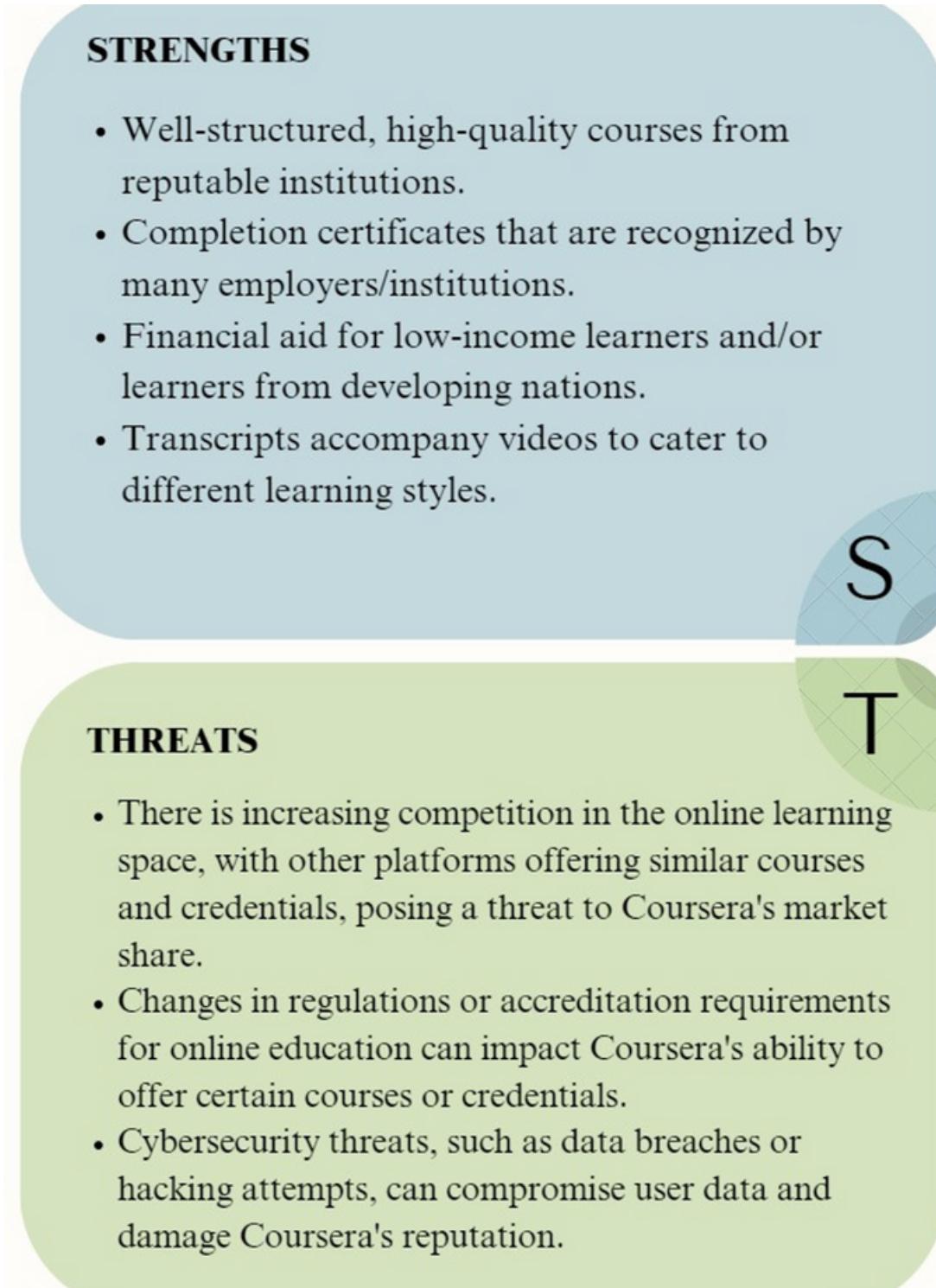
- Lisa's primary goal is to enhance her skills and knowledge to advance her career. She is also interested in exploring new topics and hobbies to enrich her personal life.

User Research Methods:

- SWOT Analysis.
- Competitive Analysis
- Empathy Maps

SWOT ANALYSIS

- **Reason for Choosing:** To evaluate the strengths, weaknesses, opportunities, and threats associated with the Coursera platform in relation to its competitors.
- **Overview of Research Method:** Conducting research on Coursera's internal capabilities and external market conditions, comparing them with competitors.
- **Needs:** To identify areas of competitive advantage, potential vulnerabilities, market trends, and strategic opportunities.
- **Benefits:** Helps in understanding the competitive landscape, informing strategic decision-making, and identifying areas for differentiation and improvement.



COMPETITIVE ANALYSIS

- **Reason for Choosing:** To assess the strengths and weaknesses of competing online learning platforms in comparison to Coursera.
- **Overview of Research Method:** Analyzing features, user experience, pricing, marketing strategies, and customer reviews of competitors.
- **Needs:** To benchmark Coursera against its rivals, identify gaps in offerings, and learn from best practices and innovations in the industry.
- **Benefits:** Provides insights into areas where Coursera can improve or innovate, helps in positioning the platform effectively in the market, and guides strategic decision-making.

	COMPETITOR TYPE	LOCATION	PRODUCT OFFERINGS	TARGET AUDIENCE
COURSERA	DIRECT	ONLINE LEARNING PLATFORM (WEBSITE/APP)	Offers courses, specializations, professional certificates, and degrees in collaboration with universities and companies.	<ul style="list-style-type: none"> More academic and professional focus. Aims at college students and professionals. Serves lifelong learners seeking university-level courses
UDEMY	DIRECT	ONLINE LEARNING PLATFORM (WEBSITE/APP)	Offers courses across a wide range of topics, from programming and data science to personal development and hobbies.	<ul style="list-style-type: none"> Wide-ranging demographic. Targets individuals seeking to learn new skills. Caters to young adults, professionals, and hobbyists.

Competitive analysis

	BUSINESS SIZE	UNIQUE VALUE PROPOSITION	PRICING	WEBSITE/APP EXPERIENCE
COURSERA	<p>Large, with millions of students and thousands of courses, but with a focus on higher education and professional development</p>	<p>Provides academically rigorous courses with accreditation from universities, appealing to those who want a more formal education online.</p>	 <ul style="list-style-type: none"> Free to audit courses. Optional purchases for certificates. Subscription model for professional certificates. Fee-based model for accredited degree programs. 	<ul style="list-style-type: none"> Rating: Needs Work/Good The course discovery process is academic-focused and detailed. The layout is professional but can sometimes conflict with the header on smaller screens. Alignment and symmetry of design elements need some refinement. The text size in navigation is balanced, but the choice of font may not be ideal for quick scanning. Lacks a prominent 'back to courses' feature to continue exploring after adding a course to the cart.
UDEMY	<p>Large, with millions of students and tens of thousands of courses.</p>	<p>Offers a vast selection of courses on diverse topics with affordable prices and lifetime access to course content.</p>	 <ul style="list-style-type: none"> Courses are individually priced. Frequent discounts and promotions available. Lifetime access to purchased courses. 	<ul style="list-style-type: none"> Rating: Good The shopping experience is streamlined and user-friendly. Course pages are well-organized, facilitating easy navigation. Occasionally, certain elements may not align perfectly on all screen sizes. The text in the navigation menu is clear, though it can be large for some users. The platform could benefit from a more evident 'continue browsing' option after course enrollment.

Competitive analysis

	VISUAL DESIGN	CONTENT TONE/ DESCRIPTIVENESS	UX (FEATURES, USERFLOW, NAVIGATION)
COURSERA	<ul style="list-style-type: none">Rating: GoodProfessional and academic color scheme.Typography is consistent and reflects academic integrity.The interface could be more engaging with more vibrant visuals.Some pages have sparse graphics, which may not capture attention	<ul style="list-style-type: none">Rating: OutstandingAcademic and professional, with content backed by university credentials.Creative presentation of complex subjects, making them visually appealing and accessible.Some courses may be too formal, which could be intimidating for casual learners.The uniformity in course delivery might lack the unique flair found in more informal platforms.	<ul style="list-style-type: none">User Flow:<ul style="list-style-type: none">Academic-centric, with a clear learning path.Free course auditing with upgrade options.Navigation:<ul style="list-style-type: none">Consistent layout with breadcrumbs for course tracking.Well-defined sections for courses and degree programs.Features:<ul style="list-style-type: none">Peer reviews, discussion forums, and accredited certificates.Hands-on projects and industry-relevant tool access.
UDEMY	<ul style="list-style-type: none">Rating: GoodUses a modern and appealing color palette.Consistent typography across the platform.Some course thumbnails are not visually appealing.Minimalistic design may be perceived as too plain for some users.	<ul style="list-style-type: none">GoodContent is engaging and designed to be approachable.A diverse range of course materials that cater to various interests, making it fun and unique.Some courses might lack depth in content, affecting perceived quality.The tone can vary significantly between courses due to different instructors' styles.	<ul style="list-style-type: none">User Flow:<ul style="list-style-type: none">Streamlined from discovery to enrollment.Immediate access to courses post-purchase.Navigation:<ul style="list-style-type: none">Intuitive top bar for course access and account management.Clear categorization and effective search with filters.Features:<ul style="list-style-type: none">Video content, downloadable resources, and quizzes.Interactive elements and instructor-student communication.

Empathy Map

Reasons for Choosing:

- Allows us to deeply understand user emotions, motivations, and goals.

Overview:

- Visualization exercise to map out what users think, see, feel, hear, say and do.
- Based on observations, interviews and qualitative insights gathered.

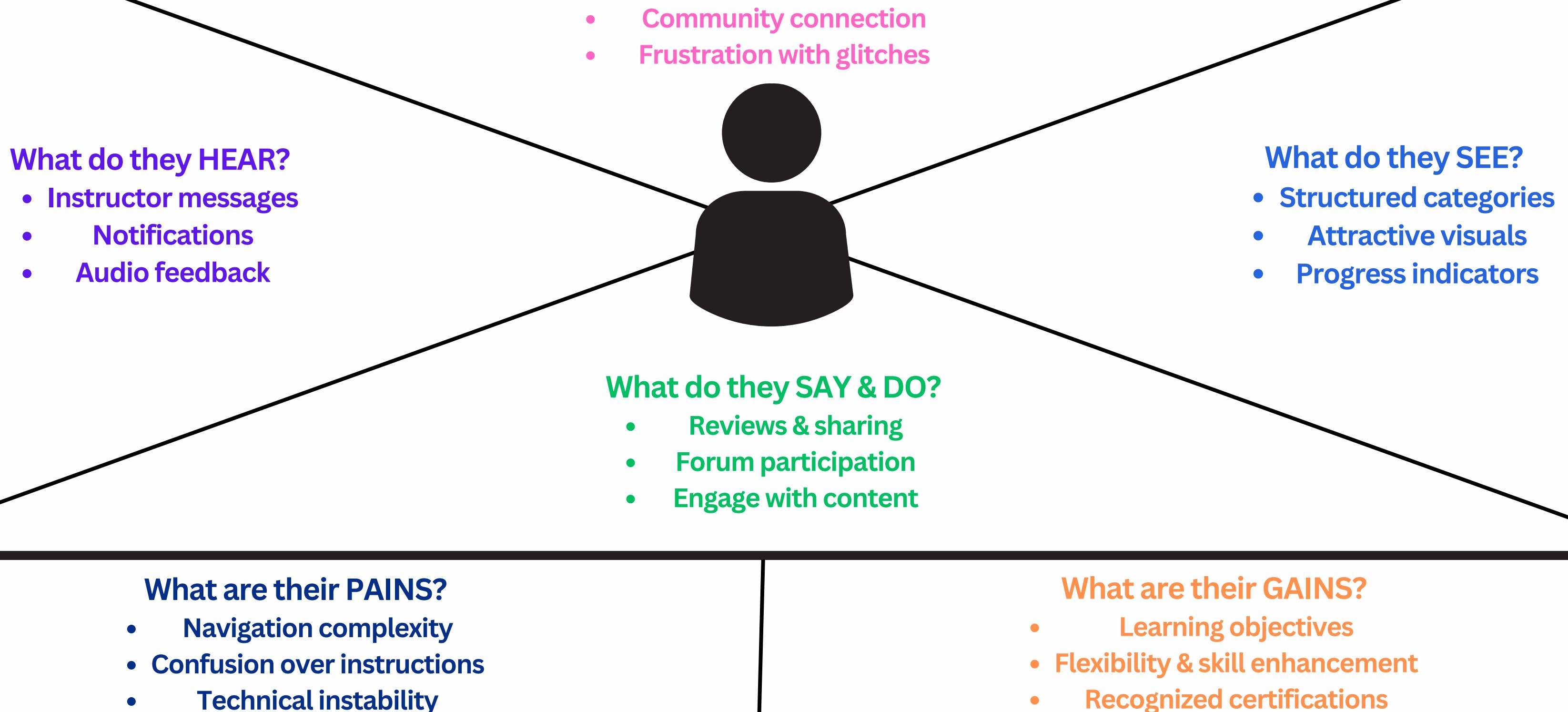
Needs:

- Guide design of appropriate solutions tailored to user needs

Benefits:

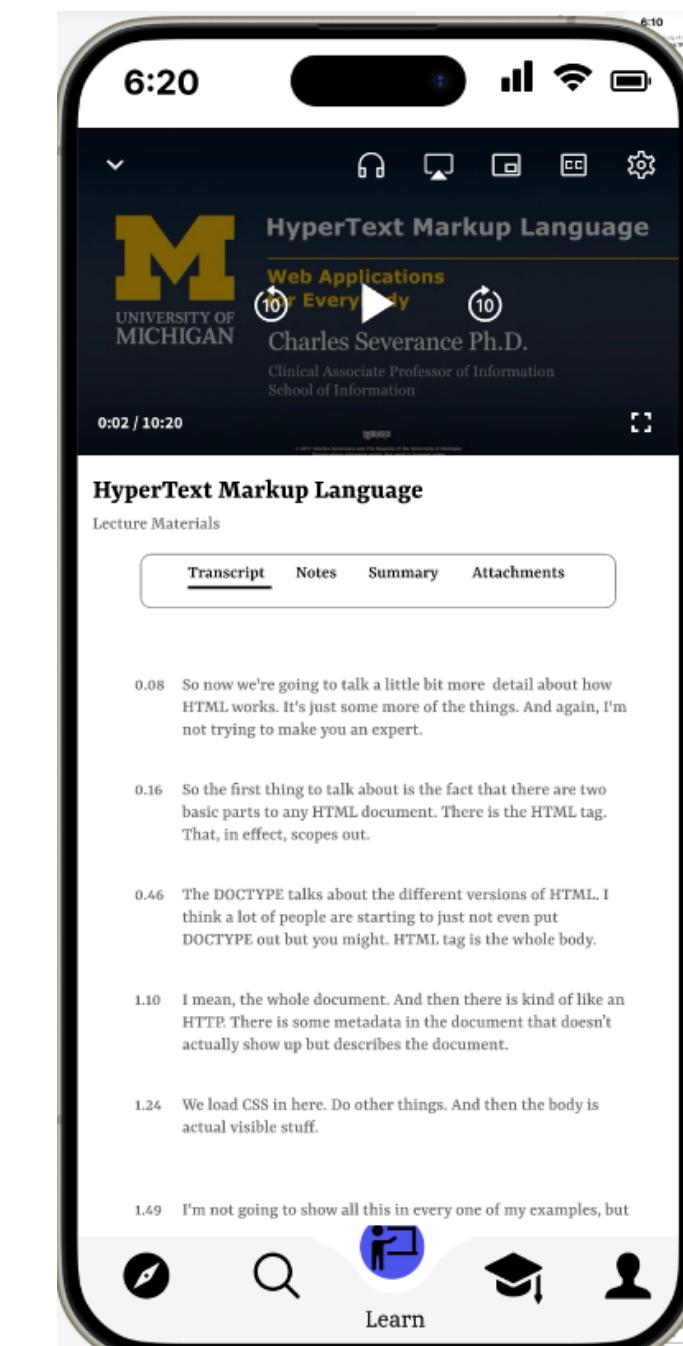
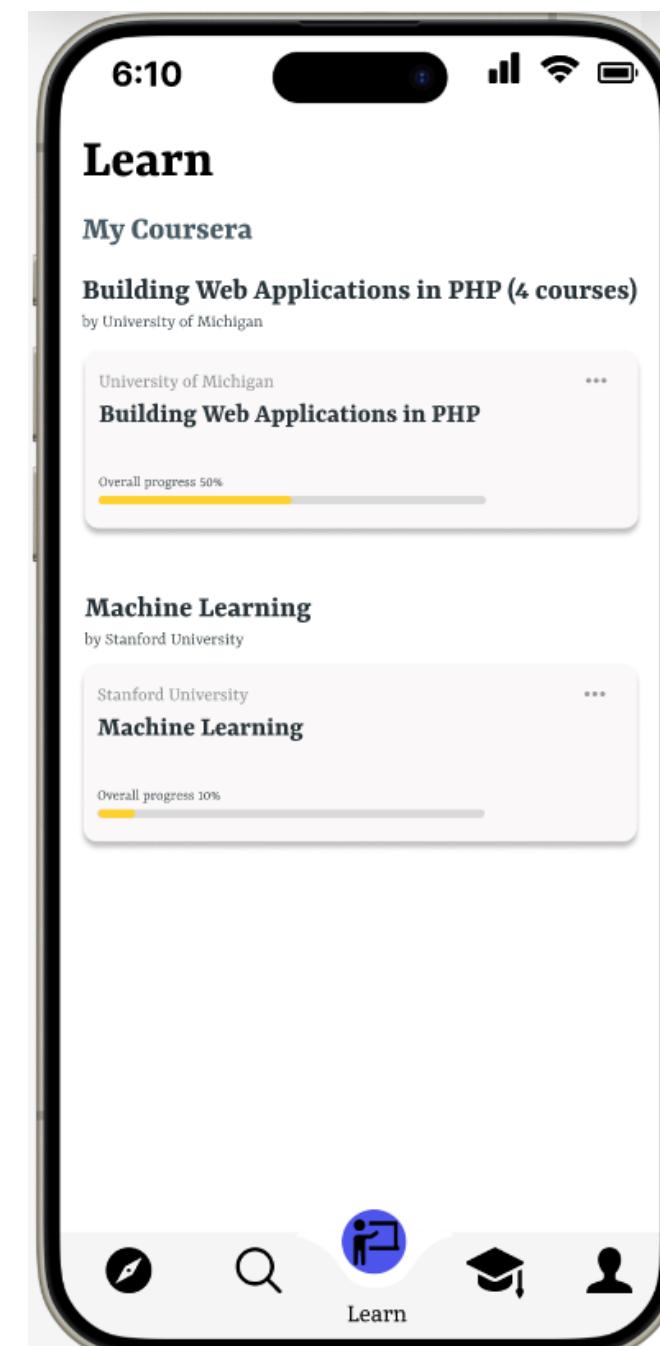
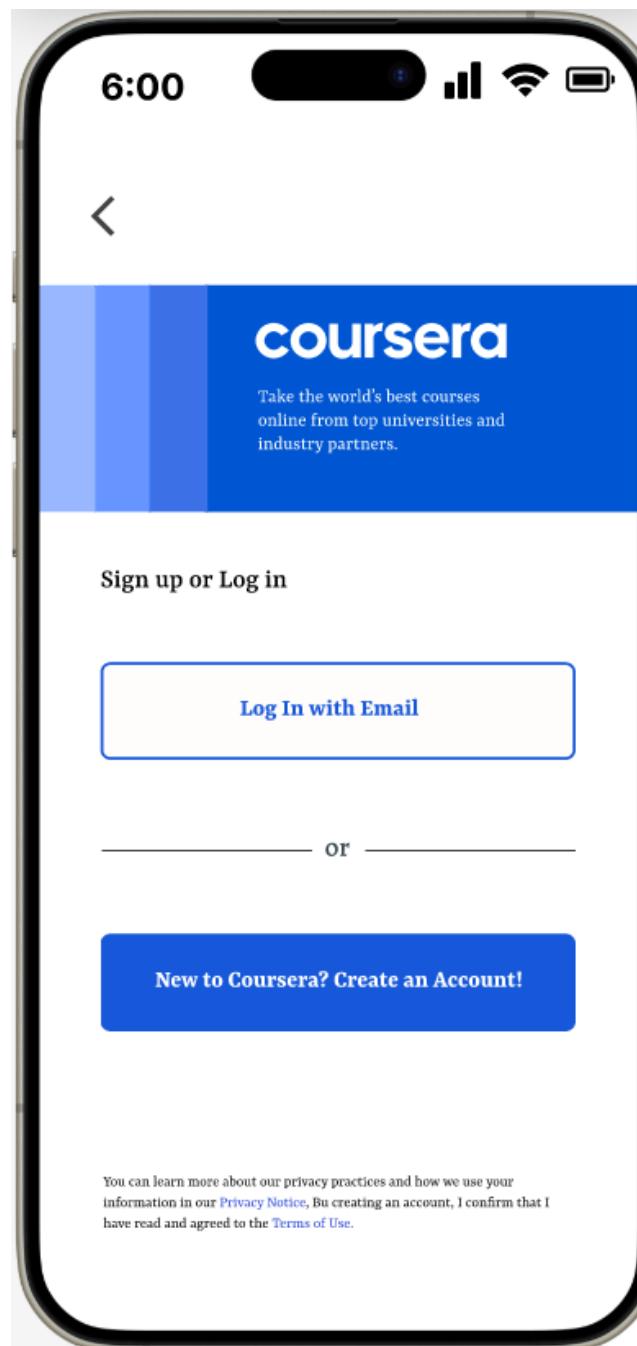
- Builds empathy by mapping the learner experience beyond just behaviors

Empathy Maps





Wireframe Screens - Figma



Applications of 5 planes

Stratergy Plane

- "Aligned the project's goals with Coursera's user needs and business ambitions."
- "Conducted surveys to pinpoint user preferences for flexible and affordable courses, shaping the project's strategic direction."
- "Planned initiatives to enhance user engagement and tap into new markets to broaden Coursera's global educational impact."

Scope Plane

- "Identified and prioritized essential features such as user authentication and course browsing, defining the project's scope."
- "Integrated high-quality educational content like videos and quizzes to engage users and improve learning outcomes."

Structure Plane

- Organized a user-friendly structure for navigating the Coursera platform, improving the way users find and interact with courses."
- "Ensured the information architecture was clear, making it easy for users to access and manage their learning materials effectively."

Applications of 5 planes

Skeleton Plane

- "Designed wireframes that laid out the essential interface elements, setting a blueprint for the development team."
- "Ensured designs were responsive, providing a seamless experience across various devices and screen sizes."

Surface Plane

- "Chose a visual design that reflects reliability and educational value, using a coherent color scheme and readable typography."
- "Developed custom icons and interactive elements to enhance navigability and user engagement, making the platform more intuitive and enjoyable."

MoSCoW Approach

Mo

Must Have

- User authentication and account management
- Course browsing and enrollment
- Progress tracking and completion certificates
- Responsive design for optimal viewing on different screen sizes

S

Should Have

- Integration with calendar and reminders for assignment due dates
- Personalized course recommendations based on interests and history
- Offline mode for accessing downloaded content without an internet connection
- Dark mode or customizable themes

Co

Couldn't have

- Integration with smart home devices (e.g., Alexa, Google Assistant) for hands-free learning
- Virtual study groups or study buddy matching
- Augmented reality (AR) or virtual reality (VR) experiences for certain courses

W

Won't Have

- Live video streaming or webinar functionality
- Integrated coding environment or IDE for programming courses
- Paid subscription management or in-app purchases
- Integration with other learning platforms or course providers



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Project Demo

Conclusion



- **Enhanced User Experience:** Addressed crucial user pain points, improving navigation and course discovery on the Coursera platform.
- **Insightful Research:** Employed storyboarding, SWOT, and competitive analysis to gain deep insights into user preferences and challenges.
- **Technological Advancements:** Plans to integrate AI and VR technologies to further enhance the interactivity and accessibility of the learning experience.
- **Ongoing Improvement:** Committed to continuous refinement based on user feedback and iterative testing to improve functionalities.

Future Scope



- **Smarter Help:** Using AI to answer questions and suggest courses.
- **Learning Everywhere:** Courses in virtual reality to learn in 3D spaces
- **Study Buddies:** Connect learners with study partners or groups.
- **Focus on Wellness:** Add courses and features that support mental health while studying.



References

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Project Link

<https://www.figma.com/file/U9akcsKQWiaaWKLI1E3by/FINAL-DESIGN?type=design&node-id=0%3A1&mode=design&t=Bc0YWPRAEmCr37iw-1>