SURE TRUST

UX **Case Study on**

Challenges in Mobile Learning to be Improved on SURE TRUST

About

SURE Trust is a non-government organization based in Pulapaadi, India dedicated to enhancing the employability of educated yet unemployed rural youth by providing free training in emerging technologies. The organization's mission aligns with Sustainable Development Goals, the principle of giving back to society.
Through these initiatives, SURE Trust aims to bridge the skills gap in rural India, empowering youth with the necessary tools to succeed in the evolving job market.

My Role

My Role in this Project as UI/UX Designer is to identify the UX Challenges and th things can be Improved to enhance the experience of the users of SURETRUST website

Discover Phase

Qualitative Research

I interviewed around 8 potential users over phone calls to understand challenges they face with using Sure Trust Website. A few sample questions are listed below

1.What are your primary goal while using the Sure Trust website?

2.What is your first impression on the sure trust website?

3.Is it easy for you to find the course that you are interested in?

4.Do you find information hard or easy to locate on your course?

5.Do you have any difficulties while using the website in mobile compared to laptop?

6.Are you satisfied with the design of the website?

7.Have you encountered any technical issues or bugs ?

8.Is there any feature you would like to add in the website ?

- Most peoples find the course content is not clear enough
- The first impression on the sure trust website for most people is neither too good nor too bad
- Some people find difficulties in using thewebsite in mobile phone because the responsiveness on the website needs improvement
- Most of the people find the design of the types of course layout page can be improved
- The main features that can be added is an evaluation where the students can enter the areas of interest and their educational qualification.Jobs can be recommended for various courses
- Only few people face some bugs and issues while trying to register in the website

Quantitative Research

I did an online survey using google forms to observe any pattern and similarity in what the potential user may want. A total of 8 people responded and I tabulated a few questions in a frame the problem correctly

- The survey further confirmed that most peoples Expect Recommendation for courses
- Also confirmed that most peoples expect features like Success story,Interactive community, resource library and event calendars
- People learns to have some bugs or issue during sign up process
- Some People feel that course content need to more clearly defined

Competitor Analysis

We did a competitor analysis based on the few features of some major competitors in the market

Features/Sites	Udemy	Sure Trust	Hyper Learning
Interactive community	Yes, students can interact with instructors and other students through discussion forums and messaging.	Yes, students can interact with instructors and other students through discussion forums and messaging.	Yes, students can interact with instructors and other students through discussion forums and messaging.
Success stories	Success stories are shared through testimonials and ratings on course pages.	Success stories are shared through testimonials and ratings on course pages.	Success stories are shared through testimonials and ratings on course pages.
Job Portal	Udemy does not have a dedicated job portal but provides career advice and resources.	Offers job listings and resources for students to find internships and jobs.	Provides job listings and career advice.
Blog	Udemy does not have a dedicated blog but provides various articles and resources on its website.	Includes a blog section with articles on various topics related to education and career development.	Includes a blog section with articles on various topics related to education and career development.
Live Classes	Offers live classes through its platform, allowing students to interact with instructors in real-time.	Does not offer live classes. Focuses on pre-recorded courses and interactive community discussions.	Does not offer live classes. Focuses on pre-recorded courses and interactive community discussions.
Mobile Responsiveness	Offers a mobile app for iOS and Android devices, ensuring a responsive and user-friendly experience on mobile devices.	Offers a responsive mobile interface, ensuring a user-friendly experience on mobile devices.	Offers a responsive mobile interface, ensuring a user-friendly experience on mobile devices.

Define Phase

Personas

With the data collected from the interviews and survey I created persona representing an ideal user of the website. Creating a persona helps me to think from a better solution as it gives an depth understanding of the user goals and frustration and overall personality

Empathy map

This process was done to define target audience with more clarity, as well as illustrate their needs and wishes. Empathy mapping helped me get perspective on their thoughts and feelings. The data in the empathy map are based on insights from user interviews

Says

- Real-Time value providing course
- Personalized Recommendations
- Algorithm
- Success story or testimonials

Thinks

- Ease of Use
- Visual Appeal
- Course content information
- Speed and Responsiveness

Do

- Researches on authenticity of Courses
- Read reviews

Feels

- Community that smiles at to communicate
- Learn video of the mentors
- Accessibility

Problem Statements and solutions

With the data collected from the interviews and survey the major pain and community reported challenges are listed in the problem statements and the solutions. They are

Most users cannot find the necessary information as quickly as possible in the course page ?

To solve this, a video of the mentors of responsible course can be recorded, preferably using team members. This will enhance the course and what they are going to learn in this course

Most People felt like there is no human touch in the website?

To solve this, a video of the mentors of responsible course can be recorded, preferably using team members. This will enhance the course and what they are going to learn in this course

Most users felt does this courses in this academy really helps them to grow ?

Most People felt like the course contents in the website are not informative?

To solve this, the course contents can renewed and updated with the latest information and technologies so that it can provide the necessary information to the users

More than half of potential users felt like they don't know which course might be helpful to them?

Most People felt like the website is very simple and the design is not attractive and appealing?

To solve this, the website can be redesigned with current features like interactive community,preferably a telegram or discord,resource library,calendars that helps to learn the course contents and event calendars that helps to store information happening in the sure trust

Most of the users had issue in using website in various devices and some bugs and issues while trying to sign up

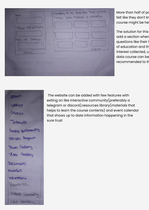
Most People felt like the features in the website is not enough for them to get enough information?

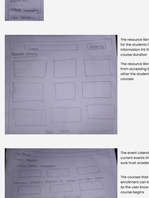
To solve this, the website can be added with few features like interactive community,preferably a telegram or discord,resource library,calendars that helps to learn the course contents and event calendars that helps to store information happening in the sure trust

Design Phase

Low fidelity wireframes

First I sketched low fidelity wireframes on paper to get a rough idea so that I can present solutions for the user challenges before creating the visual design





THANK YOU FOR SCROLLING !

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