

Educater App and Responsive Website

Balasakthi

Project overview



The product:
Educater is online learning platform for common people. This product help to learn specification in a particular skills and provide professional certificate for the selected course completion. It helps Certification part in resume



Project duration:
July 05/06/22 to July 08/06/22



Project overview



The problem:

Lot of people they don't have a deep knowledge about technical skills for their job.
This platform helps to transfer knowledge about the technical skills



The goal:

Design an app that will improve education on the technical skills.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Ideation

User research: summary



This product help to learn specification in a particular skills and provide professional certificate for the selected course completion. It helps Certification part in resume. Lot of people they don't have a deep knowledge about technical skills for their job. This platform helps to transfer knowledge about the technical skills

Persona Name : Ezhilan

Problem Statement

Ezhilan is trainee engineer, he want to develop his knowledge in safety relevent in his domain, for his safety management in field



Ezhilan

Age: 22
Education: B.E
Hometown: Pattukkottai
Family: Mom, Dad, Two brothers
Occupation: Trainee Engineer

“Skills is a uplifting one”

Goals

- Searching for courses that related with chemical engineering

Frustrations

- Have trouble to find information

Ezhilan is Trainee engineer is finish his graduation now. He looking for professional certification courses for his career development

Persona Name : Arun

Problem statement

Arun is software developer, he want to develop his knowledge in drupal tool, for his career development



Arun

Age: 29
Education: B.E
Hometown: Chennai
Family: Married person
Occupation: Software developer

“Learning is a never ended journey”

Goals

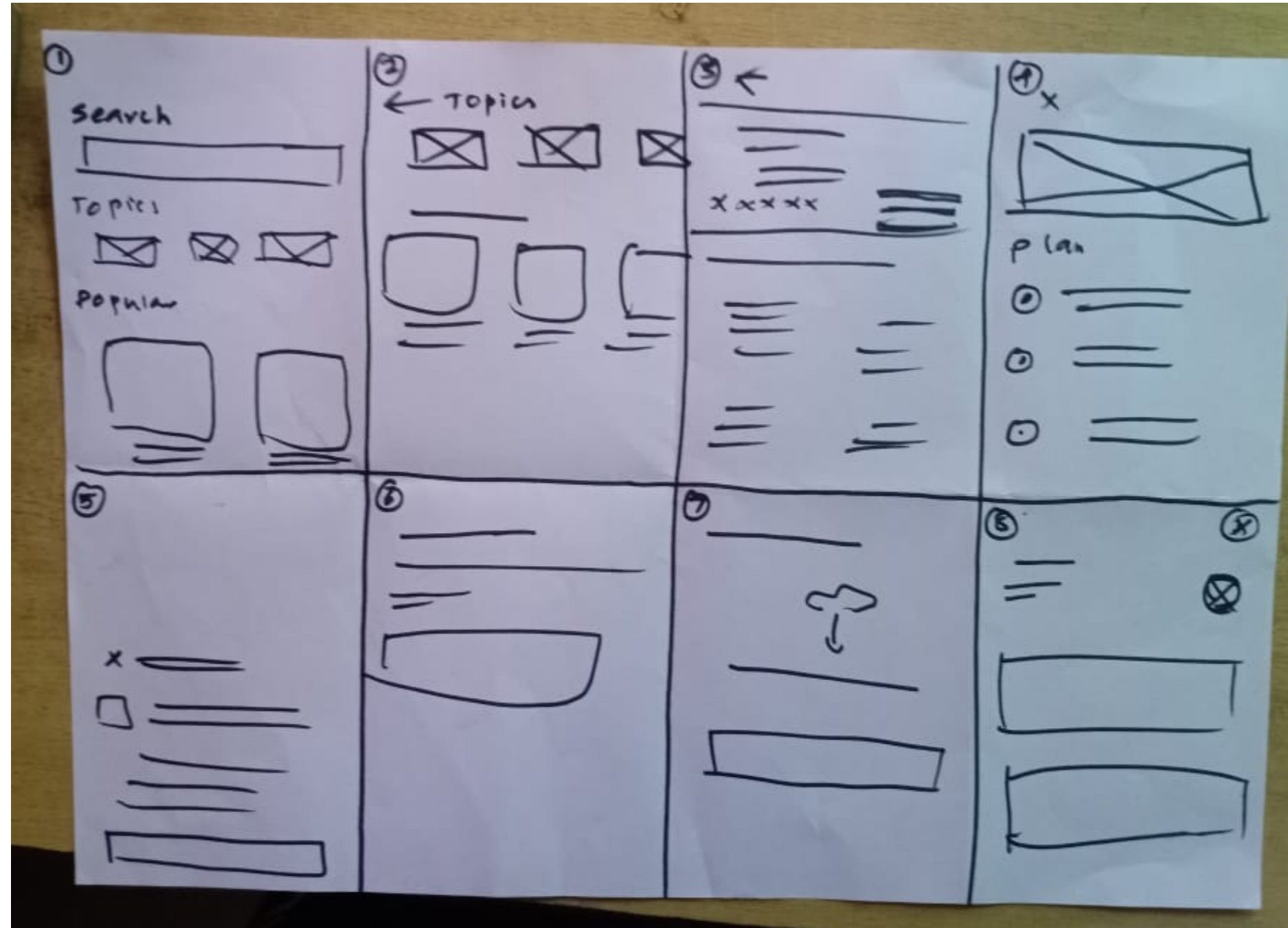
- Searching for courses that related with drupal

Frustrations

- There is no specification in the certificated program

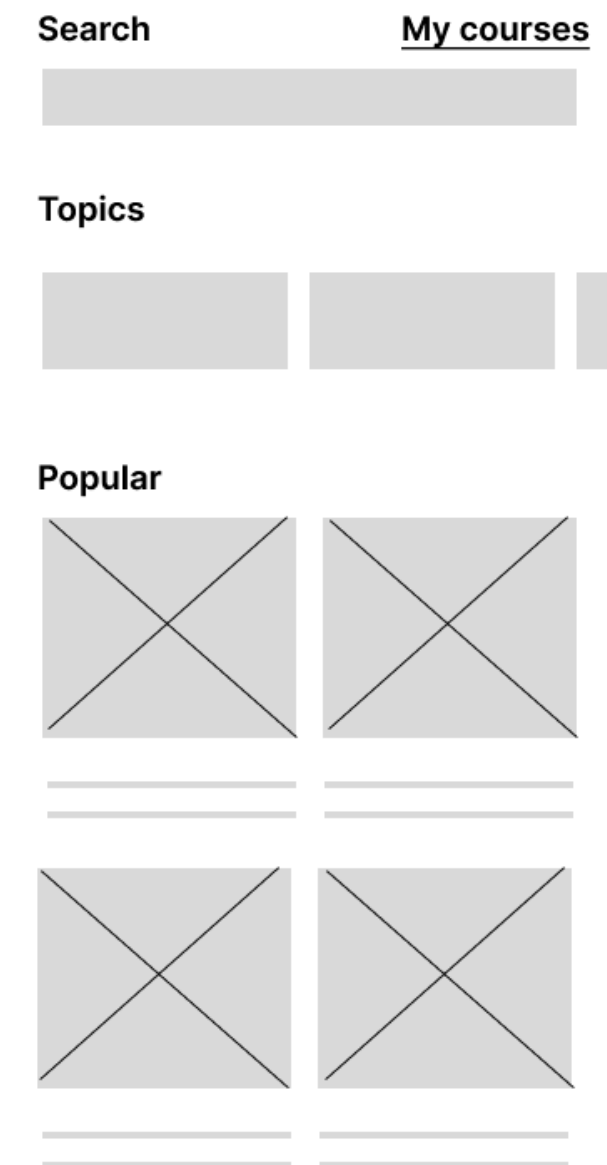
Arun is Software developer. He looking for professionally enhance his knowledge so he want to learn more information about software industry

Ideation



Digital wireframes

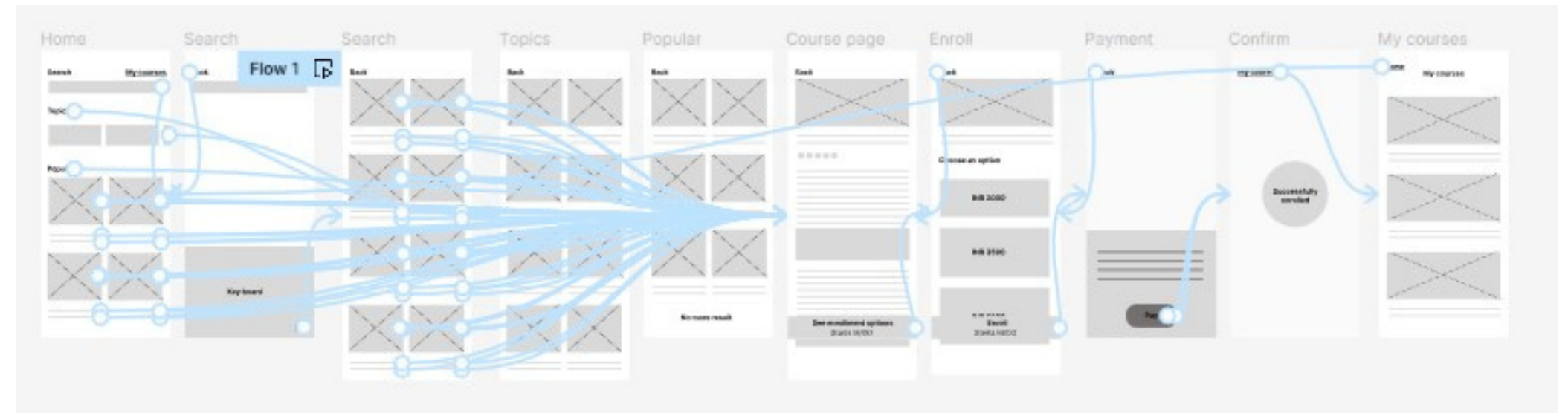
After ideating and drafting some paper wireframes, I created the initial designs for the Educater app



Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing courses

[View Educater app](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Remote



Participants:

7 participants



Length:

10-15 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Courses

People want easy access
the course that faster

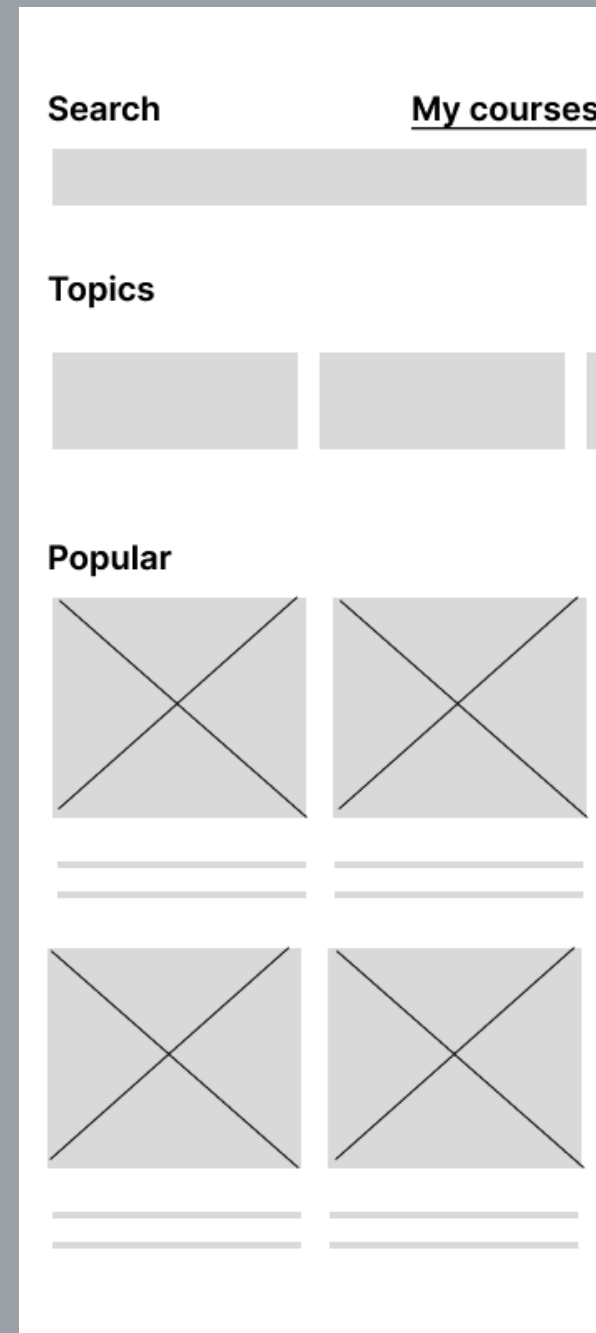
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

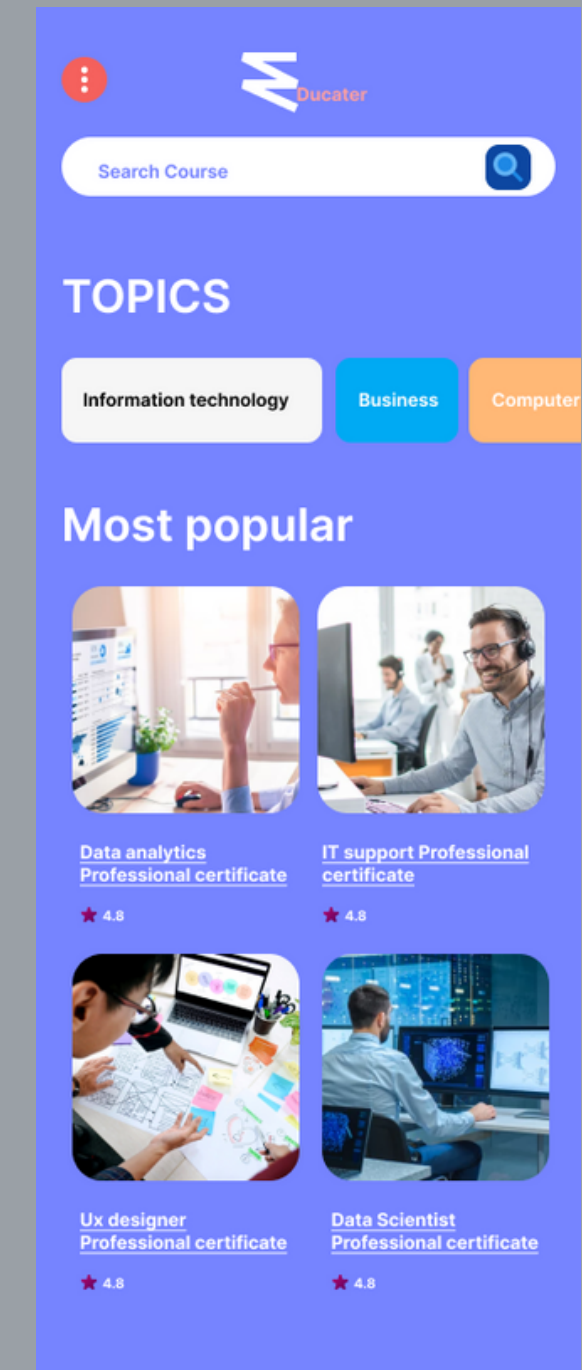
Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to enroll courses

Before usability study



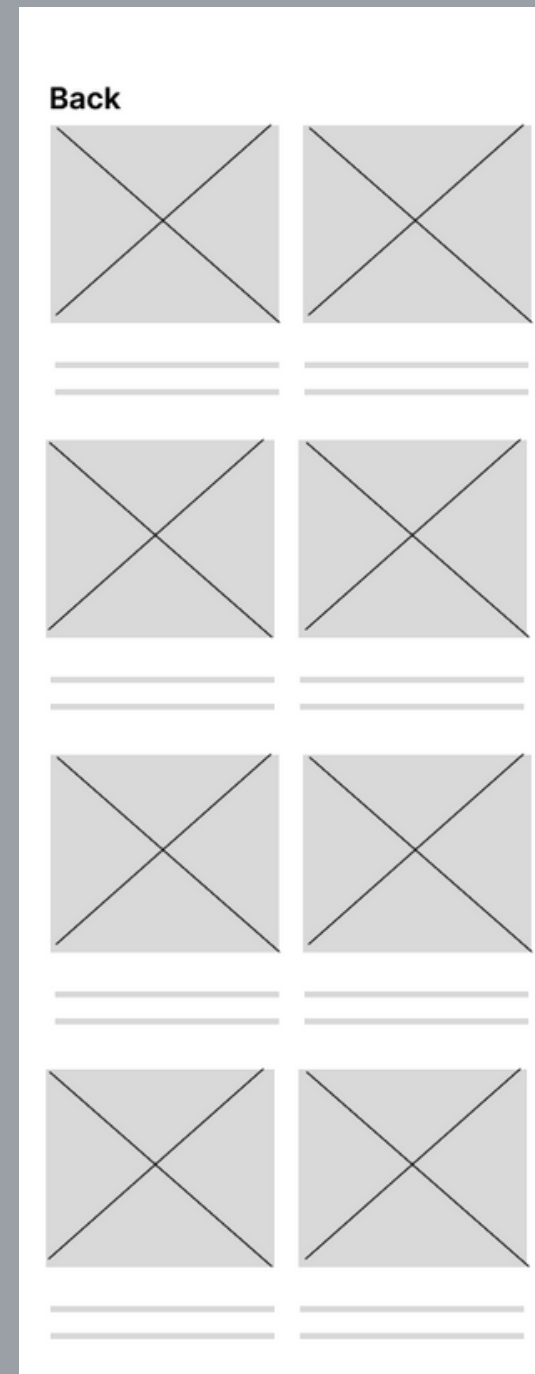
After usability study



Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section to enroll courses

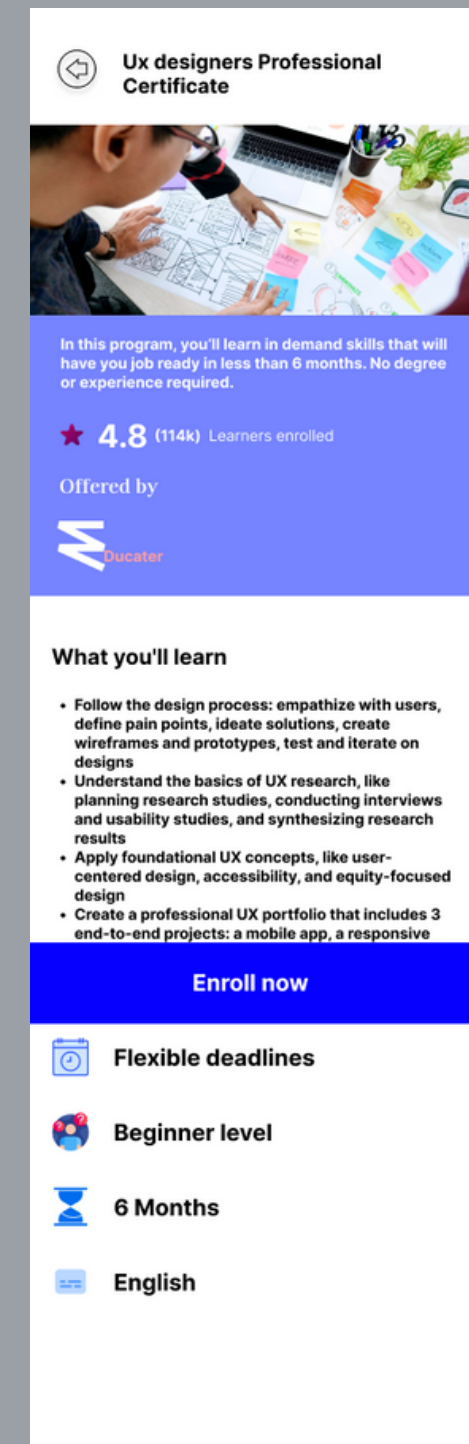
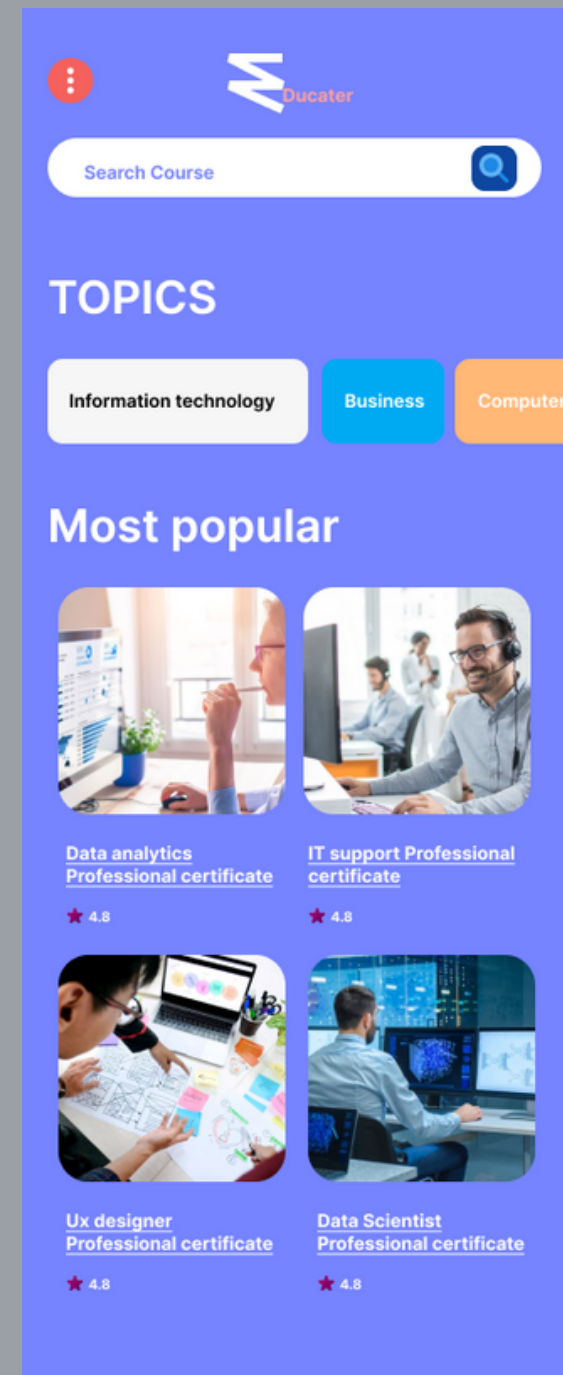
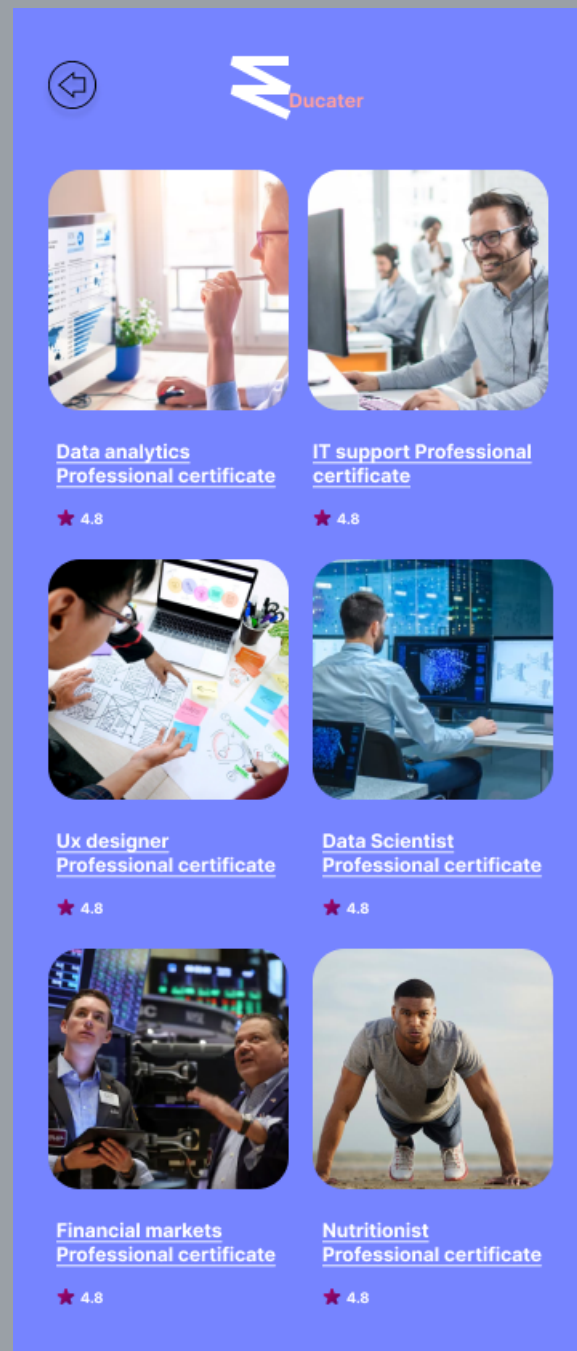
Before usability study



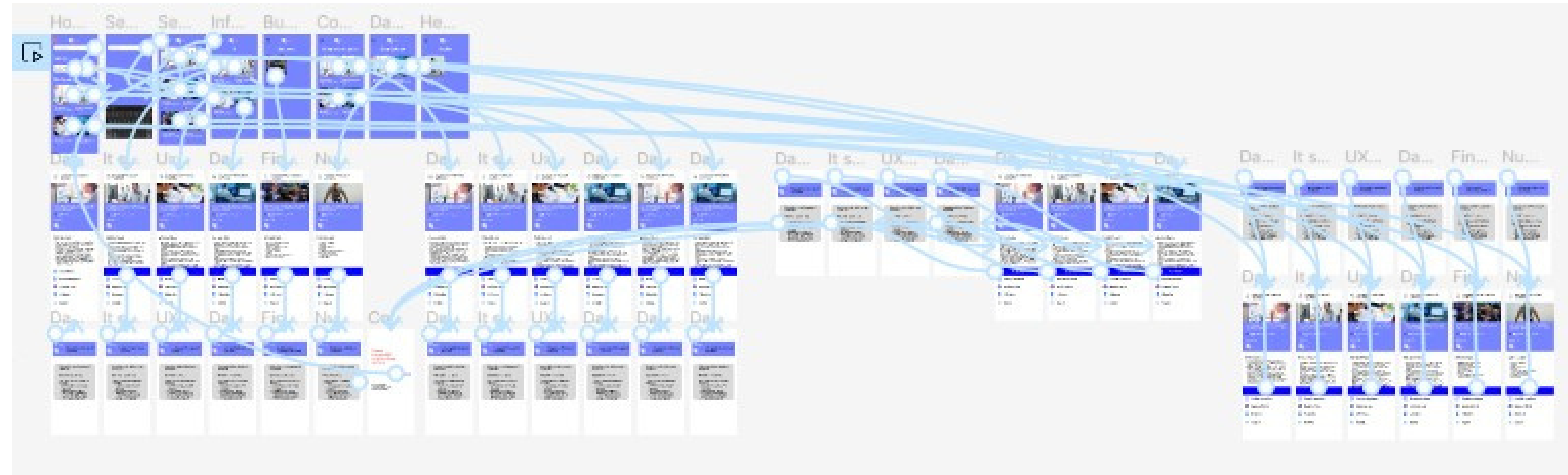
After usability study



Mockups



High-fidelity prototype



[View Hi-fi prototype](#)

Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

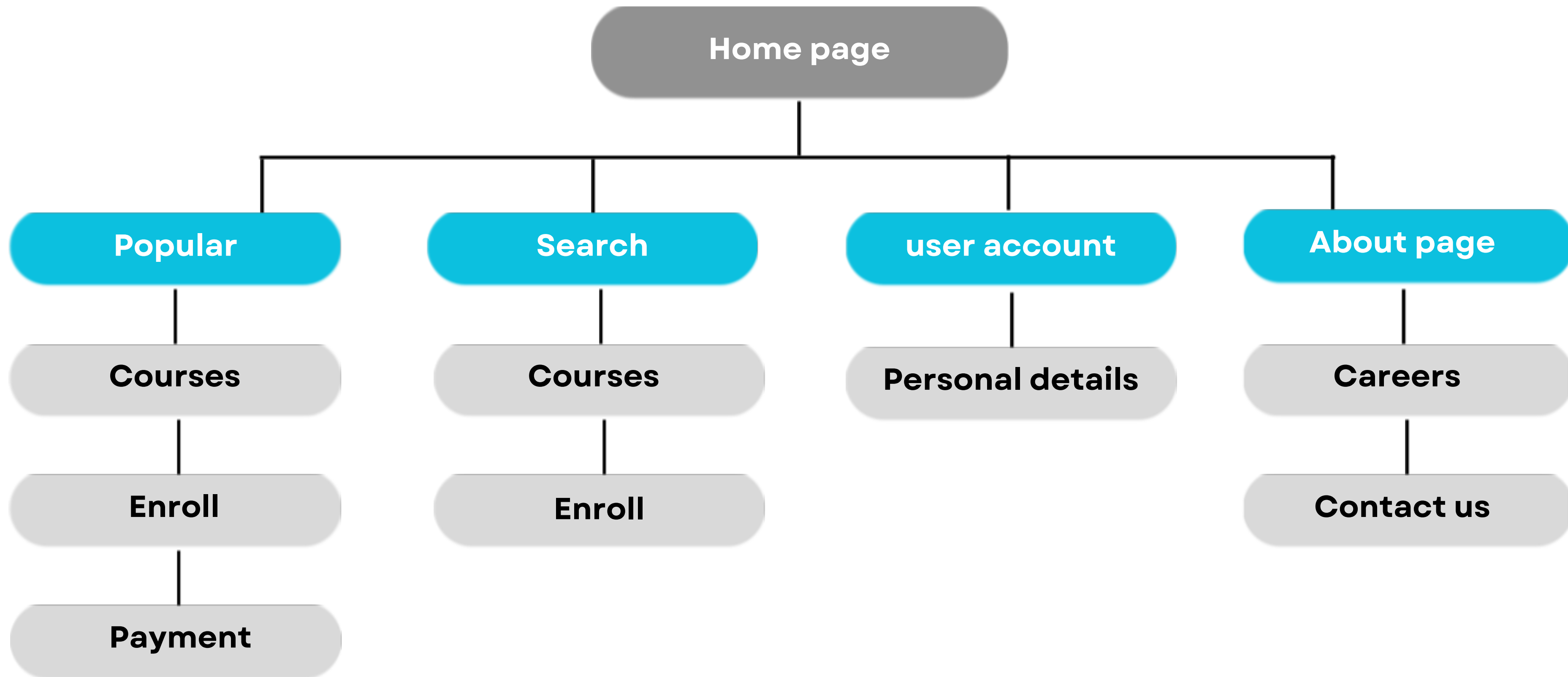
2

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

Responsive Design

- Information architecture
- Responsive design

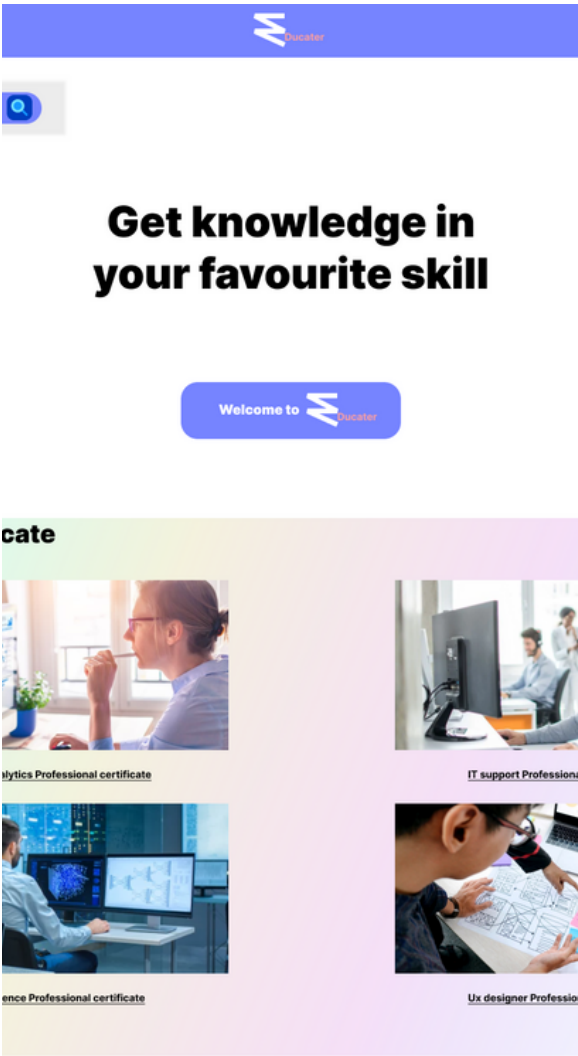
Site map of Educater



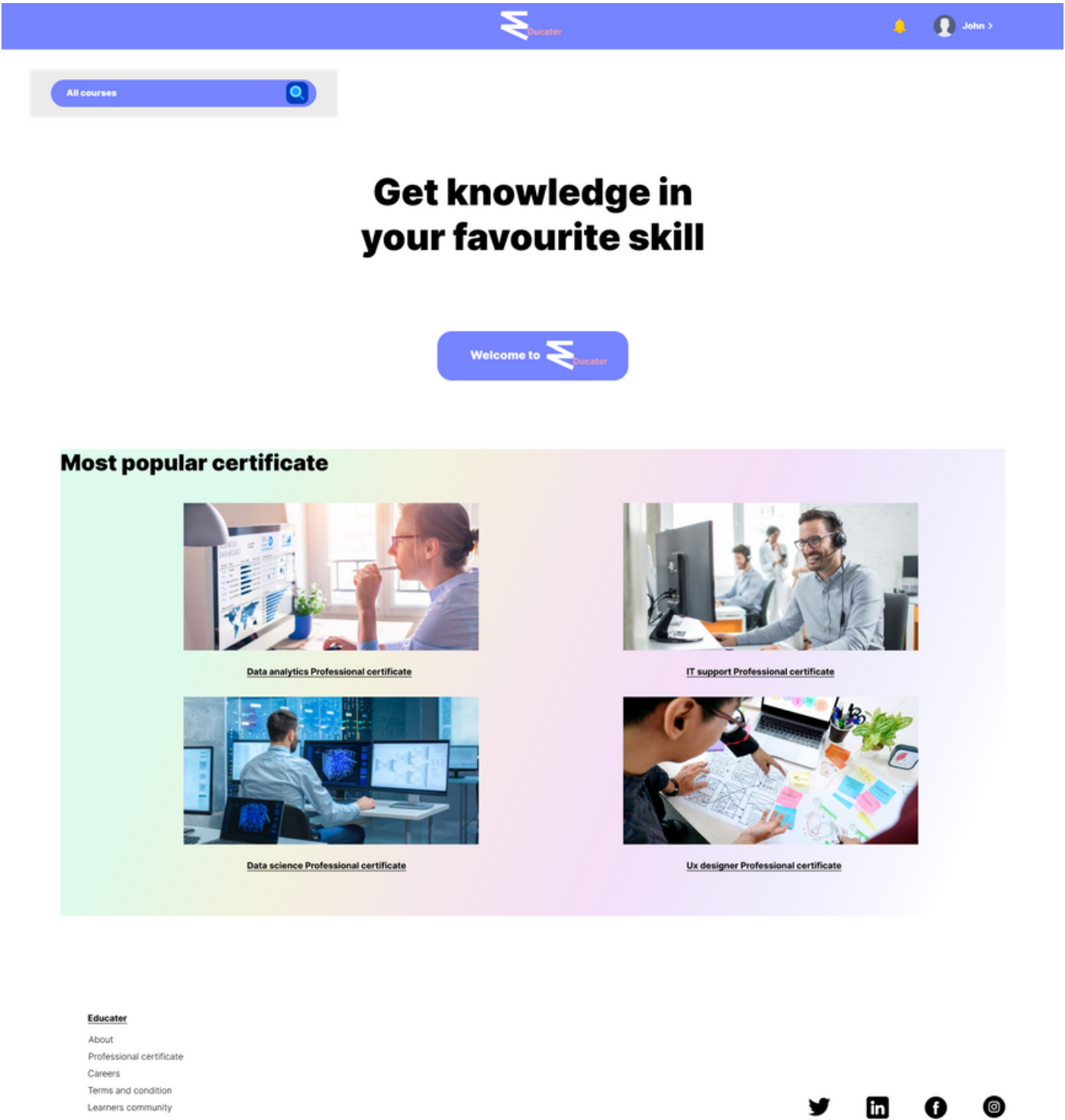
Responsive designs

The designs for screen size variation included mobile, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

Mobile website



Desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This app make huge impact in non-knowledgable person helps to upgrade



What I learned:

I learned that learning is a constant thing in the world

Next steps

1

Conduct research on how successful the app is in reaching the goal to increase learner

2

Add more educational resources for users

Let's connect!



Thank you for your time reviewing my work on the Educater app! If you'd like to see more or would like to get in touch, my contact information is provided below.

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