

!ME-ensina ?

Smart Learning



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< Voltar

Pontos: 23

História do mundo - Egito Antigo



Questão 1/5

Qual foi o Imperador responsável pela unificação do Baixo e Alto Egito?

- Amenófis IV.
- Menés. (Selected)
- Ramsés II.
- Amenhotep III.

Voltar ⏪ Avançar ⏩

Ranking

Semanal Geral

Rank	User	Points
1	Marco Aurélio	300 pontos
2	Luciana Araújo	250 pontos
3	Julia Nunes	200 pontos
4	Lucas Marques	190 pontos
5	Daniel Molo	180 pontos
7	Beatriz Silva	150 pontos

Topics

- Personas
- References
- User Flow
- Design System
- Style Guide
- High-Fidelity UI
- Future Research
- Considerations



Personas

Overall, the personas helped me give a voice and face to the application, making it more visual and incorporating gamification aspects. They also served as a foundation for thorough reference research.

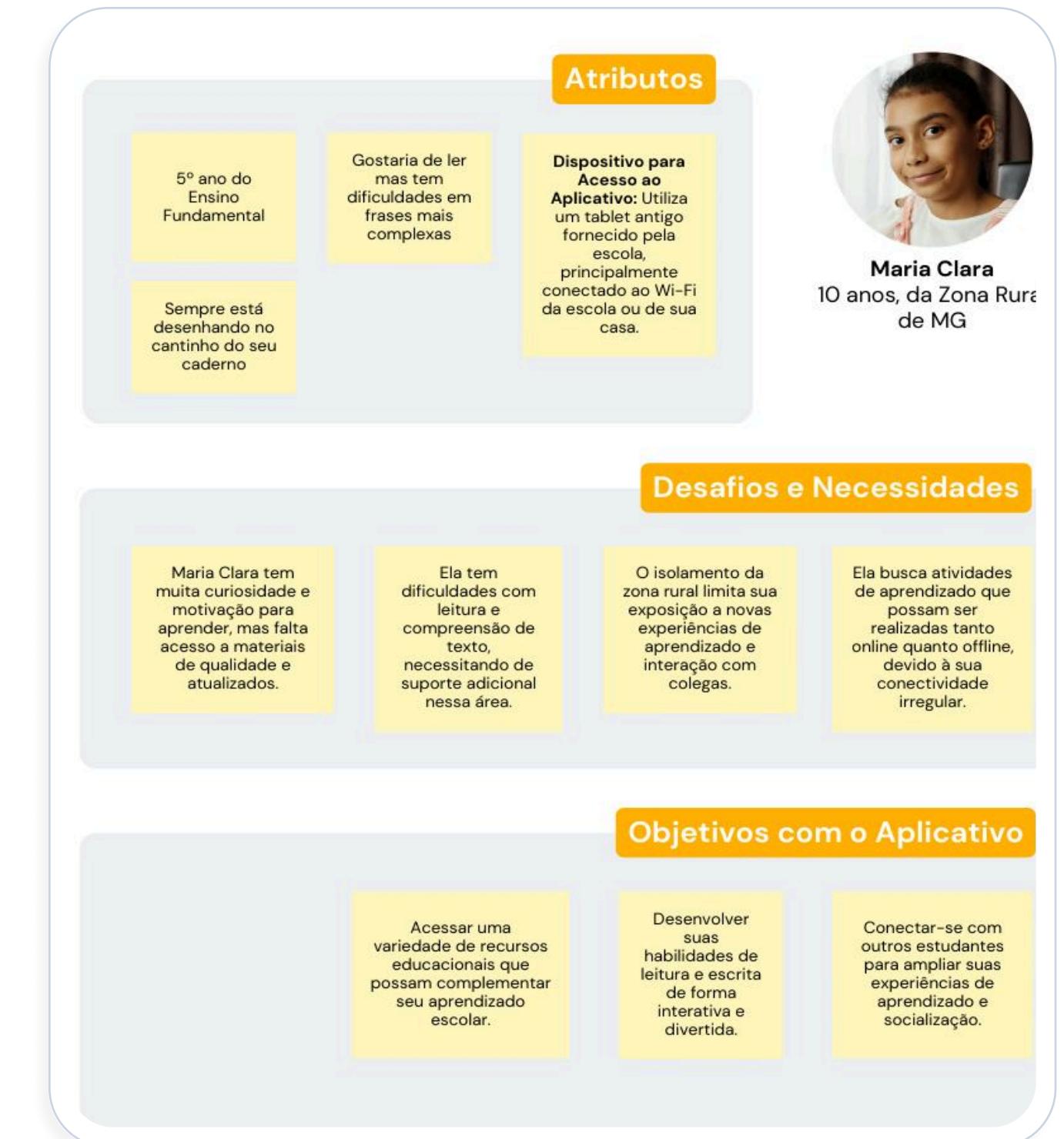


Insights - João Pedro

Pedro is someone who needs stimulation to stay engaged. A good idea would be to apply gamification elements in the application.

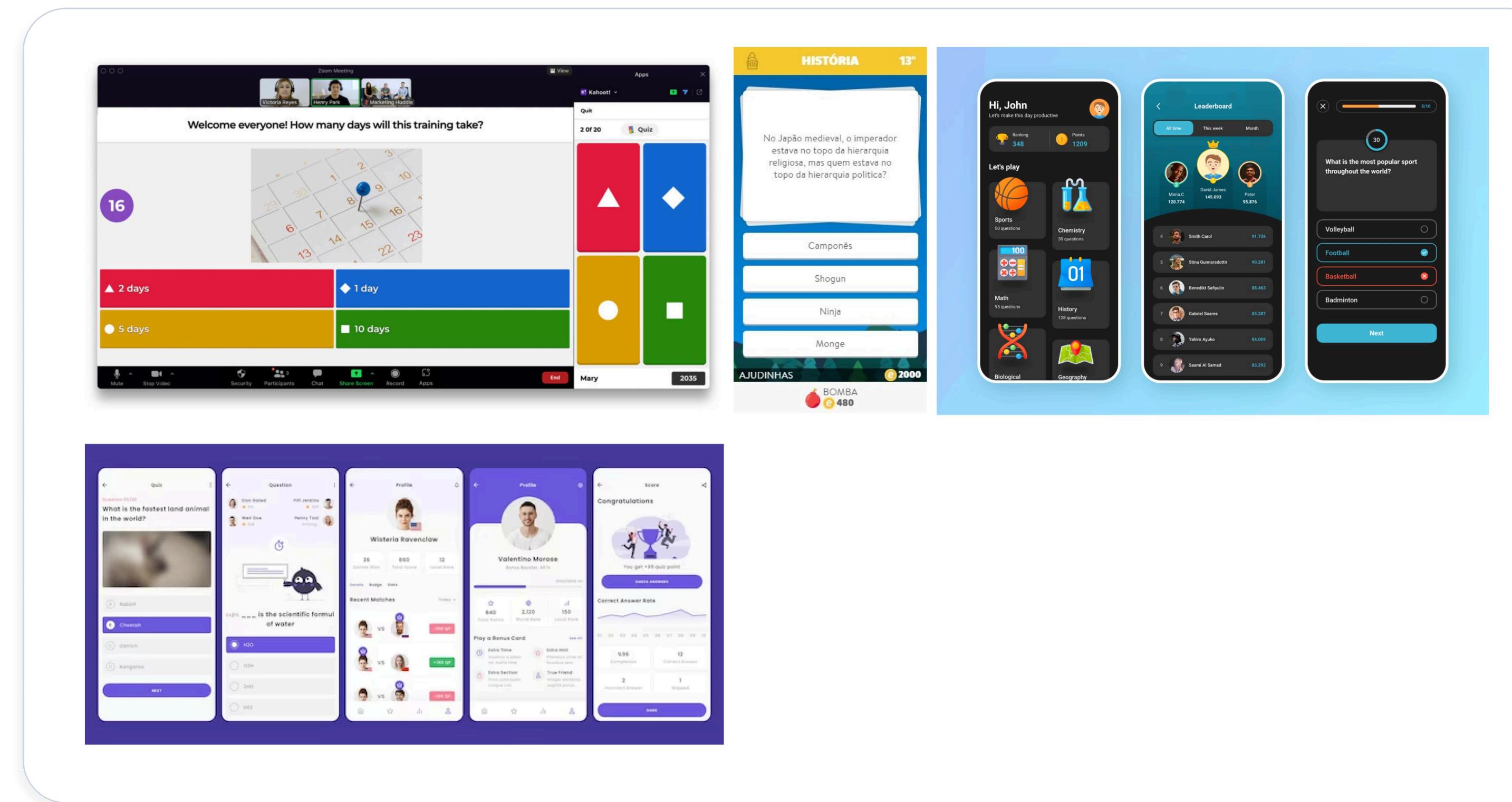
Insights - Maria Clara

Maria Clara has difficulty with complex texts. One way to enhance her experience is by associating questions with pictograms. Additionally, I limited the use of videos in the application to prevent her from facing access difficulties.

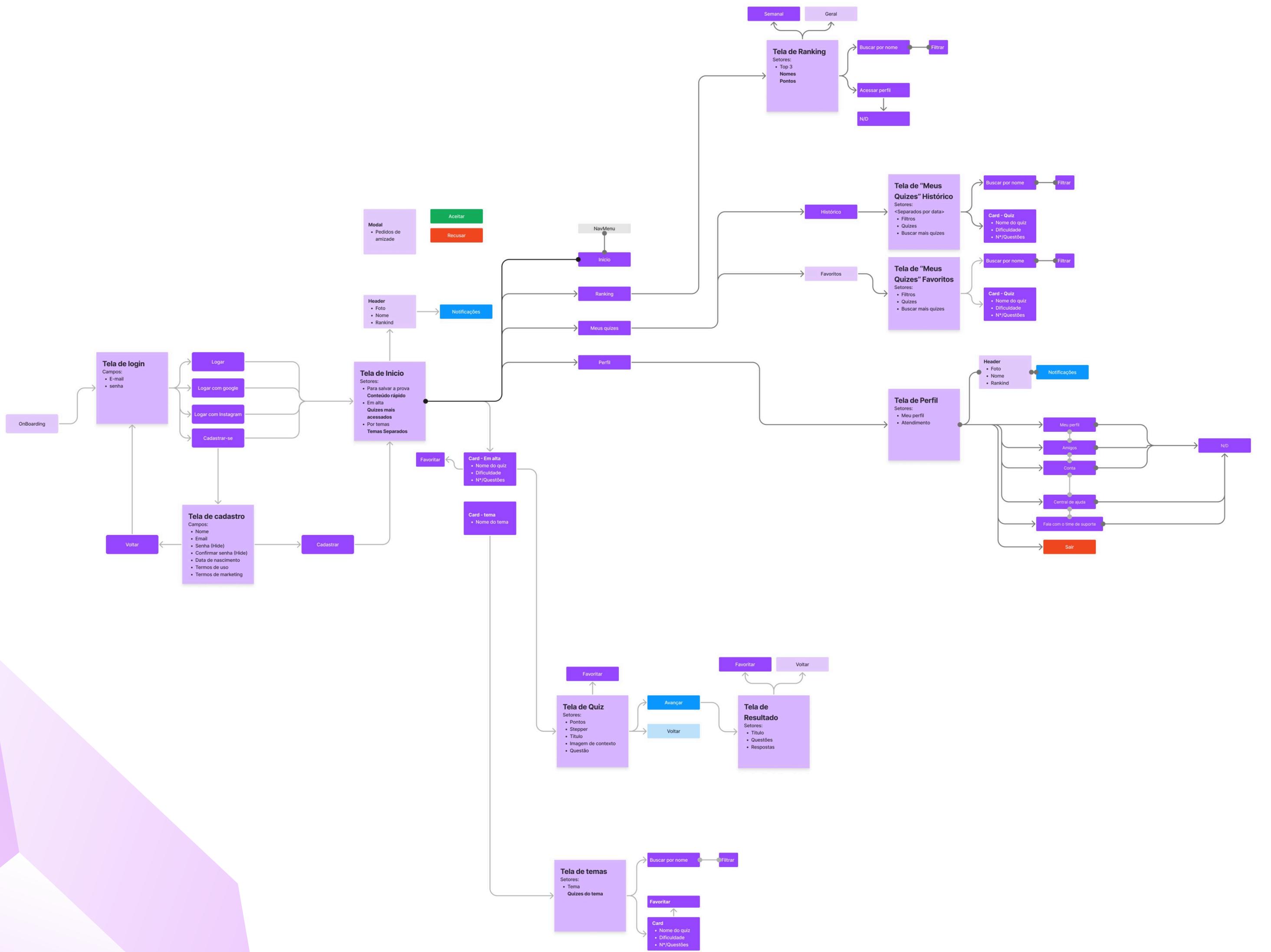


References

For the references, I looked for visually appealing interfaces, rich in colors, and with rounded edges that meet the needs of the target audience. Some of the validated references include Kahoot and Trivia Crack.



UserFLow



About the user flow

Within the workflow, I chose to develop a quiz app concept that could be accessed by any mobile device.

Why mobile?

With the goal of democratizing access, I chose the mobile platform because it is the most commonly used by children. According to the IBGE in 2022, 86.5% of people aged 10 and over owned a mobile phone for personal use, representing an increase of 2.1 percentage points compared to 2021 (84.4%).

Gamification

To motivate users (children and teenagers), I envisioned a basic gamification system where users are rewarded for answering quizzes correctly, thus earning a higher position in the game's ranking.

Quizzes

Since the target audience is younger, between 5 and 12 years old, I designed the quizzes by always associating them with pictograms, using visual language and contextual images.

Consultation

In the 'My Quizzes' section, the student can check the answers to the quizzes, view their favorite quizzes, and review the quizzes they have completed in the history.

A little bit about the StyleGuide

Principais cores



500
#6AD09D



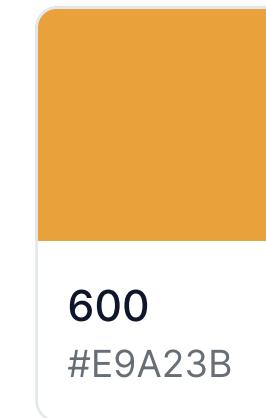
500
#64748B



600
#53B483



600
#F34141

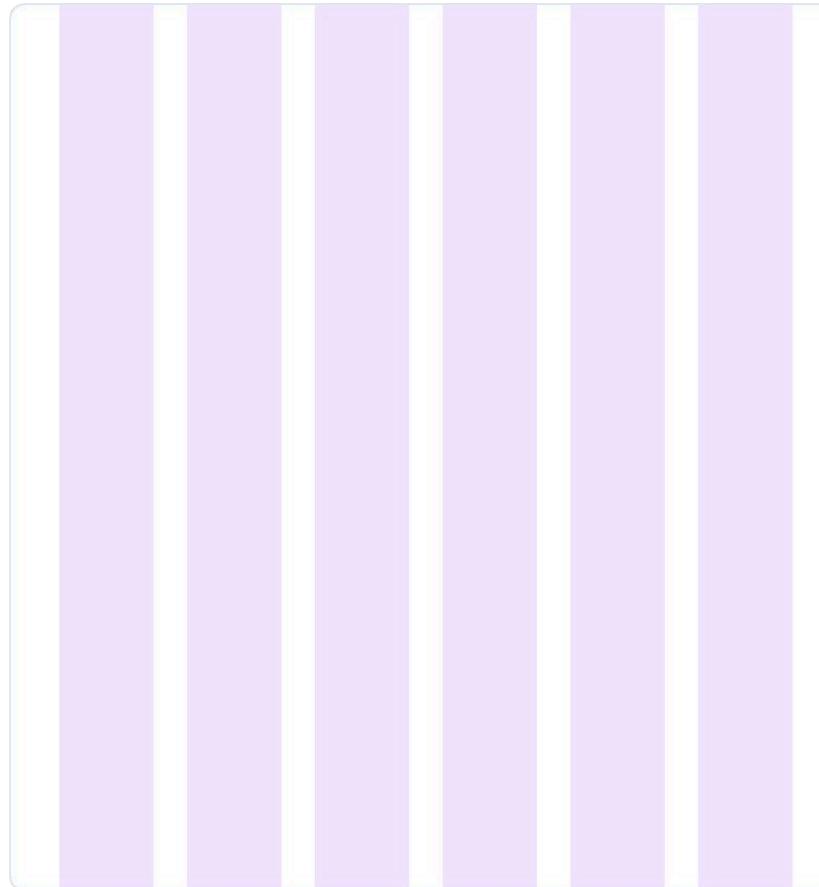


600
#E9A23B



600
#1975FF

Grids



Columns: 6 Type: Stretch Margin: 24

Gutter: 16

About the StyleGuide

The StyleGuide played a crucial role in defining colors, metrics, and fonts, promoting comprehensive standardization throughout the project. This approach ensured visual consistency across all elements, providing a cohesive and recognizable experience for users.

Cores

I organized the colors into distinct scales with specific functions in the design, prioritizing vibrant hues for a visually engaging and impactful project.

Font

I chose the Roboto font because it is versatile and widely used in web and mobile, ensuring an easy and consistent application in the project.

Aa

Font

Roboto

Aa Roboto Bold

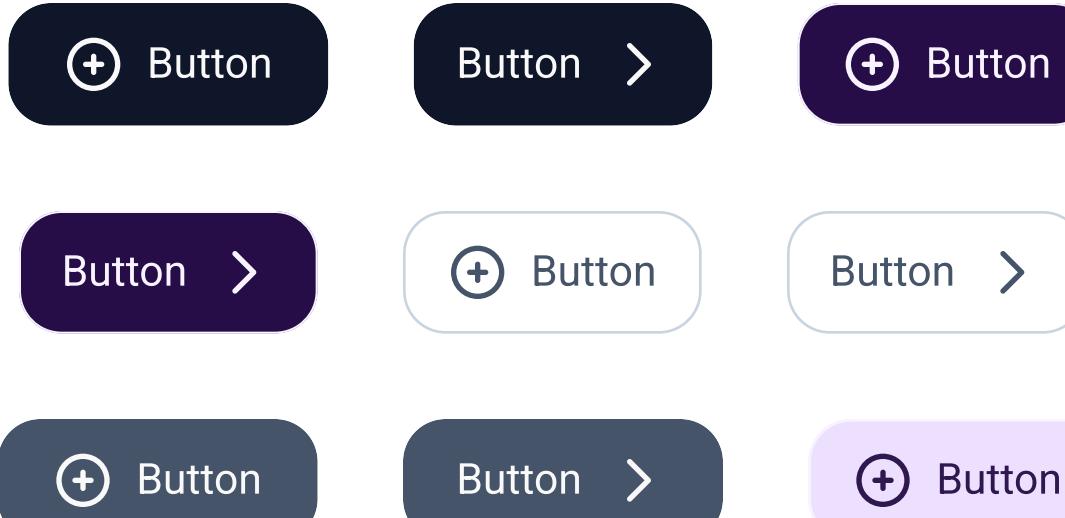
Aa Roboto Semibold

Aa Roboto Medium

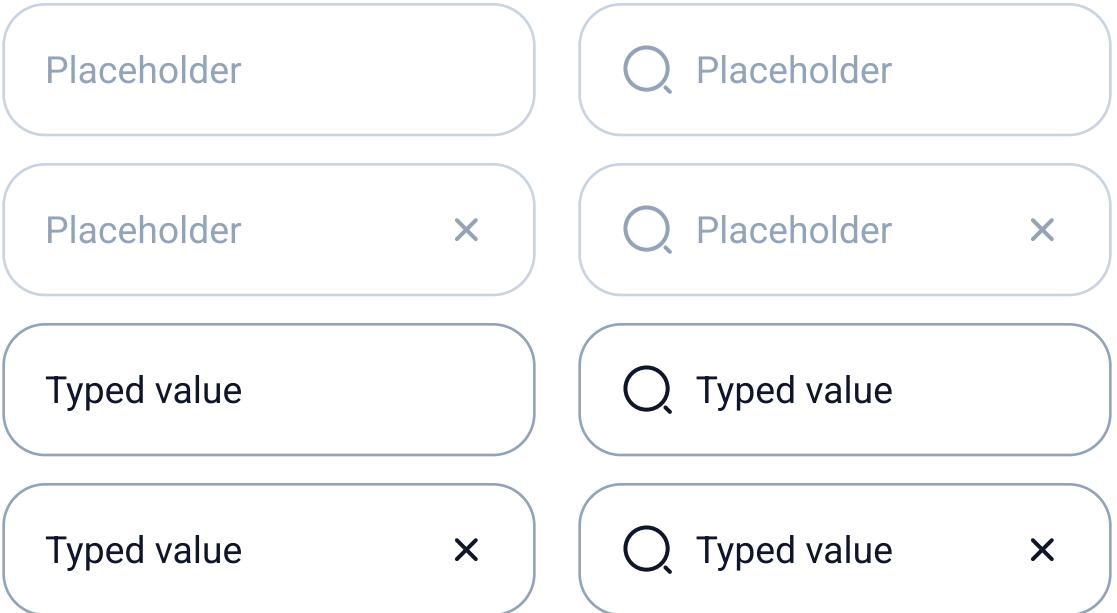
Aa Roboto Regular

A little bit about the DesignSystem

Buttons



Inputs



Icons -Vuesax Linear



Consideration about the DesignSystem

During the development of the Design System, I prioritized visual cohesion and brand identity, choosing elements with rounded edges, vibrant colors, and simplified icons. These choices were made to ensure a consistent and appealing user experience across all platforms, promoting intuitive usability and understanding.

High-Fidelity UI

OnBoarding



!ME-ensina?

Acesse sua conta!

E-mail
Placeholder

Senha
Placeholder

[Esqueceu sua senha?](#)

Logar >

Google Instagram

Não tem uma conta? [Cadastre-se](#)

Decisions

At this stage, I used references to devise the best way to start structuring an application.

OnBoarding

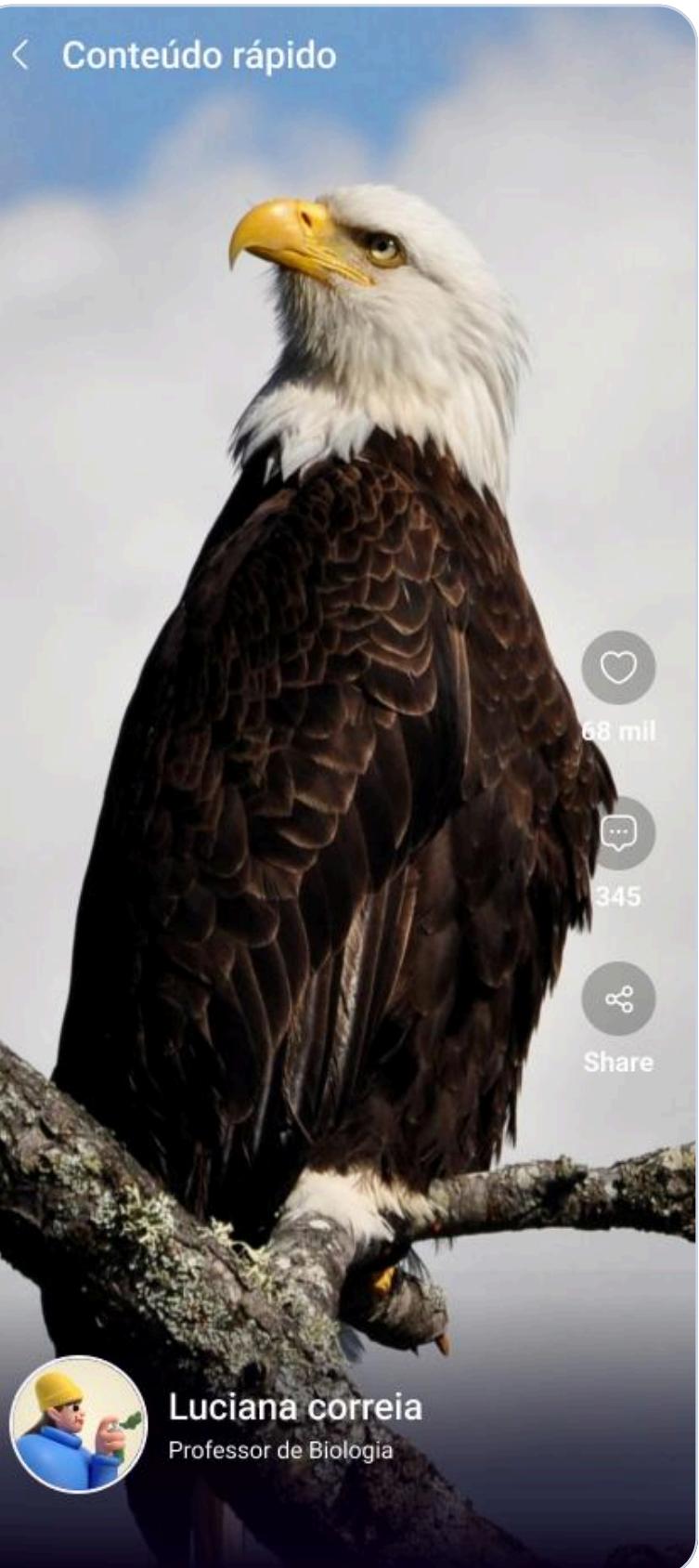
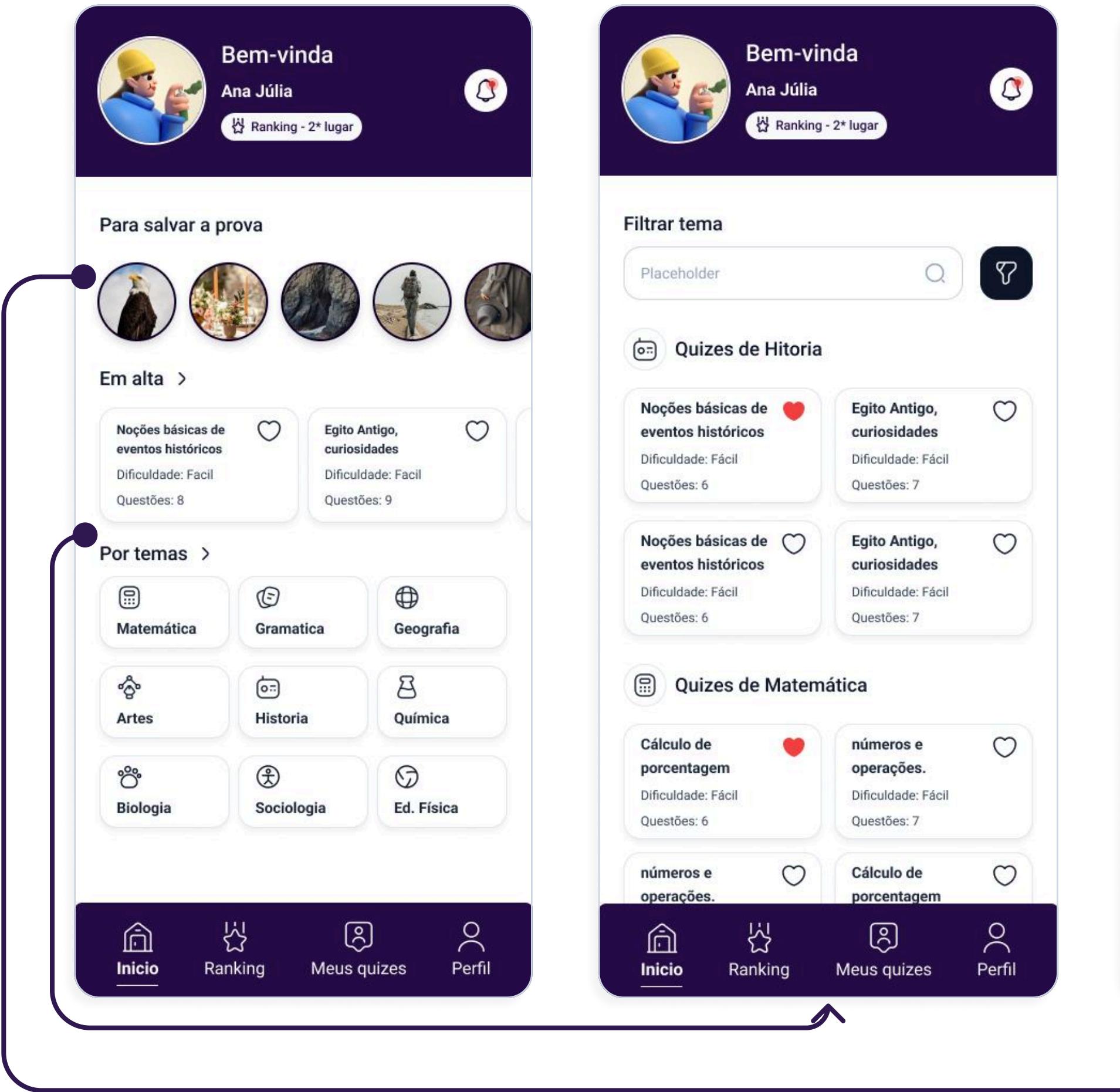
In the onboarding process, I chose to include illustrations that complement the explanations, providing entertainment to the user at the same time.

Login

For the login, I opted to use entry through external SSOs, which means that the user does not necessarily need to remember their credentials.

High-Fidelity UI

Tela inicial



Decisions

In this flow, I sought to incorporate social media concepts, such as stories, so that students can quickly watch content provided by teachers.

Header

The header is quite simple, containing information such as the user's ranking, name, and avatar, in addition to including a notifications area.

Trending

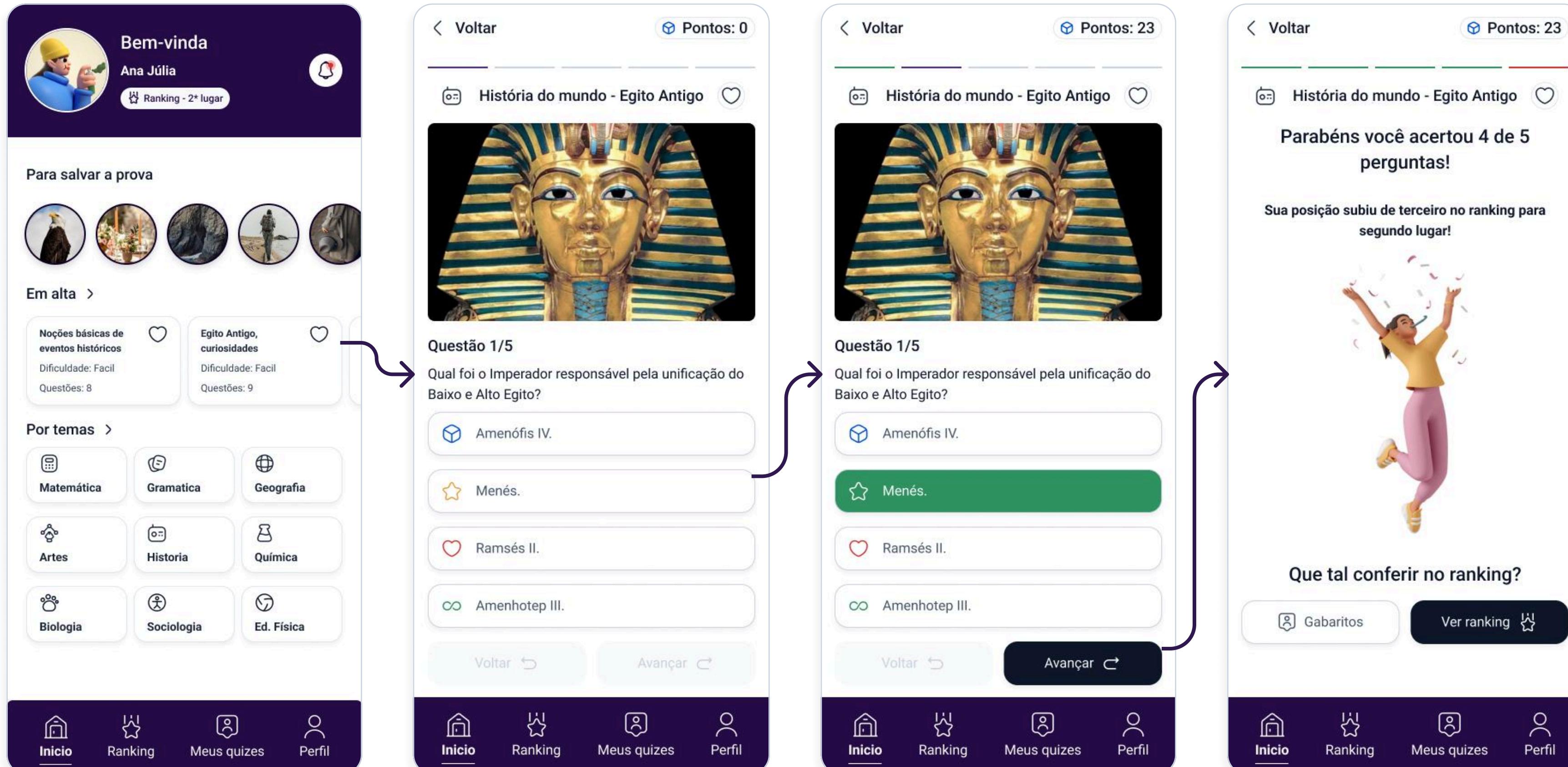
The 'Trending' section is used to view quizzes that most students in the same age range as the user are accessing.

Themes

In the themes area, the user can access a specific theme or go to the general themes screen and search for quizzes.

High-Fidelity UI

Quizzes



Decisions

Quiz card

The card for accessing the quiz is simple, containing the title, difficulty level, and number of questions.

Quiz

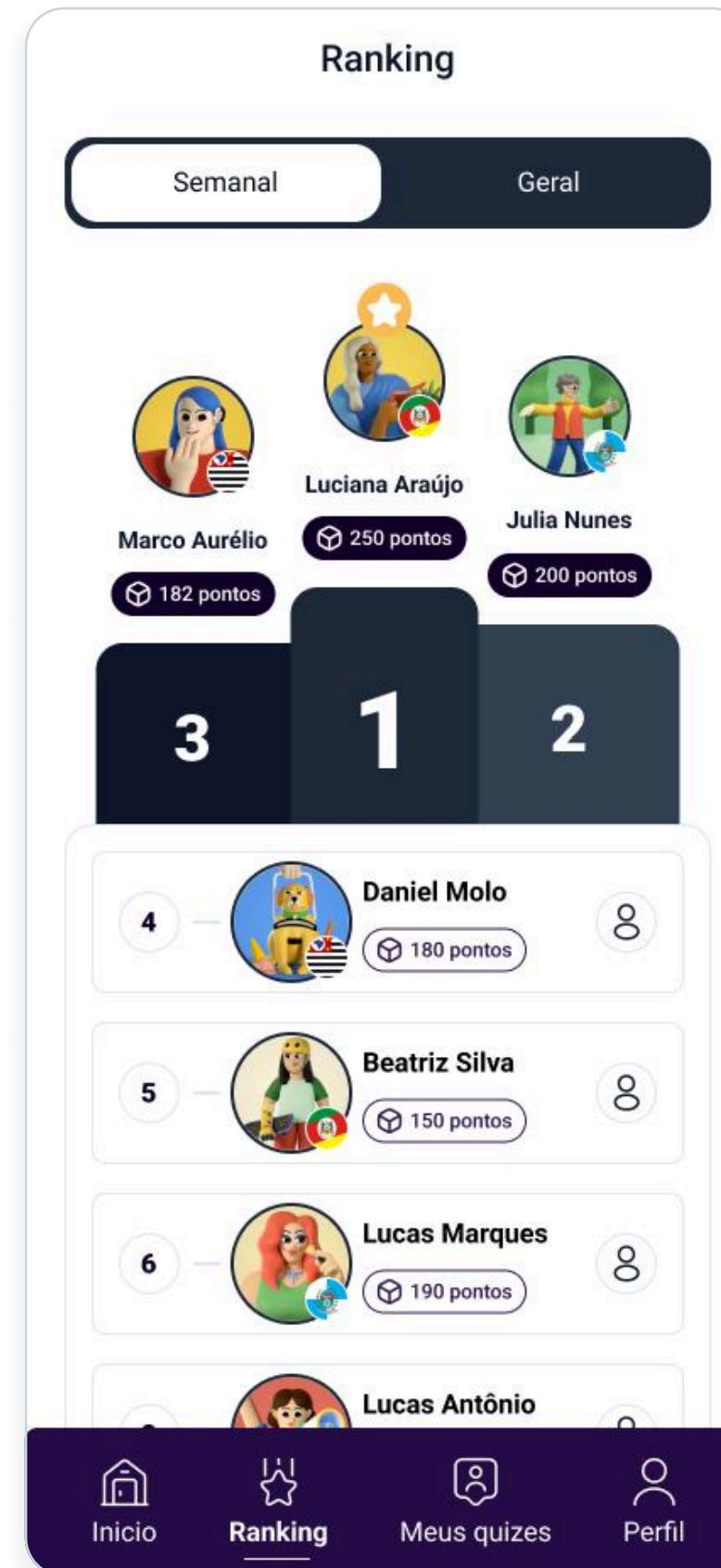
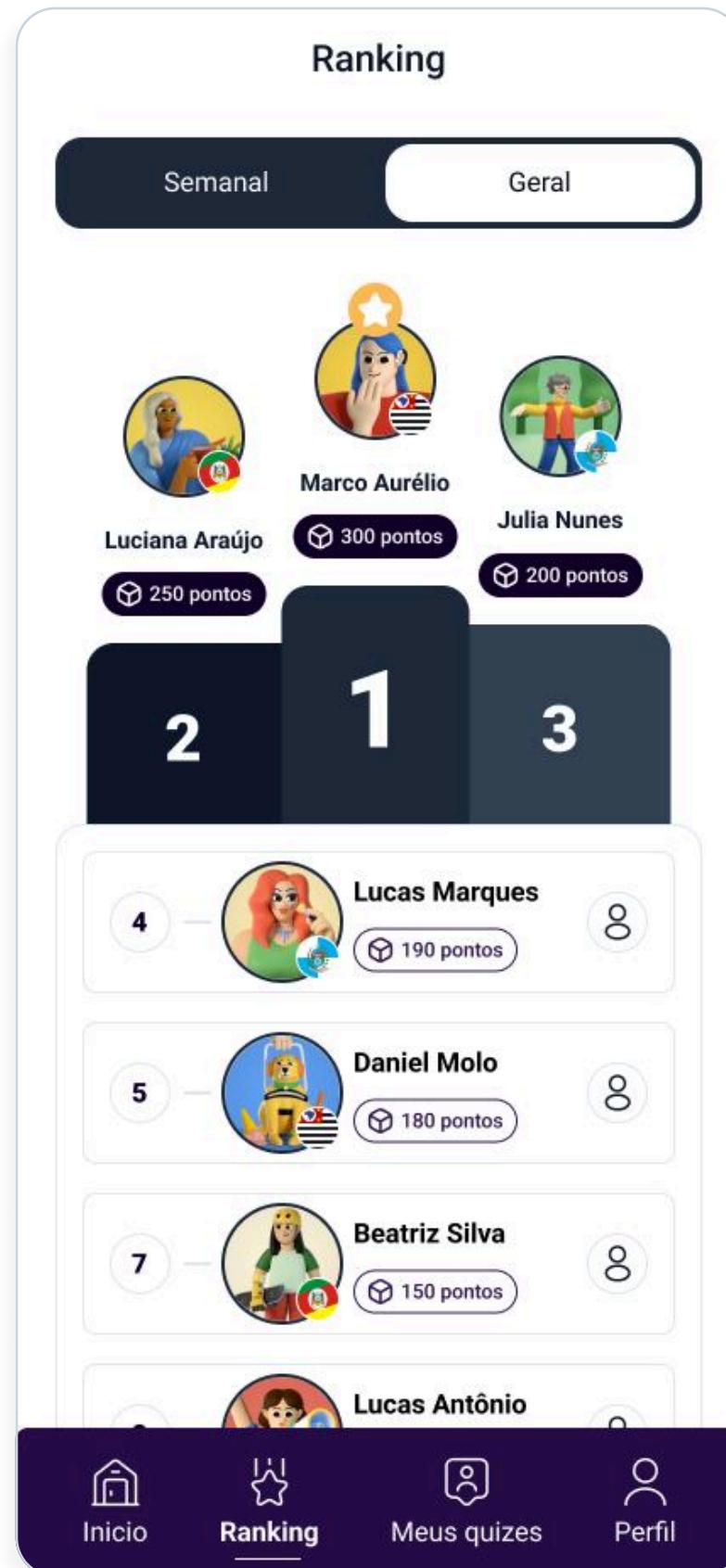
In the quiz, the options are always associated with pictograms, making it easier for younger children to use.

Points

In the quiz, the options are always accompanied by pictograms, which makes it easier for younger children to use.

High-Fidelity UI

Ranking



Decisions

The card for accessing the quiz is simple, containing the title, difficulty level, and number of questions.

Weekly Ranking

The weekly ranking serves as a summary to show how the results are progressing throughout the week.

General Ranking

The general ranking, in turn, represents the global top 10 that is updated every hour.

High-Fidelity UI

Consult Quizzes

The image displays three mobile application screens related to 'Meus quizzes' (My Quizzes).

- Left Screen (Histórico):** Shows a list of quizzes with a search bar at the top. Each quiz card includes a title, a heart icon, difficulty level (Fácil), and number of questions (e.g., Questões: 6).
 - Equações de primeiro grau - 1:** Dificuldade: Fácil, Questões: 6.
 - Egito Antigo - curiosidades:** Dificuldade: Fácil, Questões: 7.
 - Estado dos elementos:** Dificuldade: Fácil, Questões: 8.
 - Egito Antigo - curiosidades:** Dificuldade: Fácil, Questões: 5.
 - Egito Antigo - curiosidades:** Dificuldade: Fácil, Questões: 12.
- Middle Screen (Favoritos):** Similar to the first, but the search bar says 'Buscar favoritos'. It shows:
 - Equações de primeiro grau - 1:** Dificuldade: Fácil, Questões: 6.
 - Egito Antigo - curiosidades:** Dificuldade: Fácil, Questões: 7.
 - Estado dos elementos:** Dificuldade: Fácil, Questões: 10.
 - Egito Antigo - curiosidades:** Dificuldade: Fácil, Questões: 4.
 - Egito Antigo - curiosidades:** Dificuldade: Fácil, Questões: 8.
- Right Screen (Quiz Consultation):** Shows a quiz from 'Ontem - 26/02/2024'.
 - Questão 1/5:** Qual foi o Imperador responsável pela unificação do Baixo e Alto Egito?
 - Amenófis IV.**
 - Menés.** (highlighted in green)
 - Ramsés II.**
 - Amenhotep III.**
 - Questão 2/5:** O Rio Nilo foi importante para os egípcios, pois:
 - Suas cheias tornavam a terra fértil.**
 - Era utilizado pelos egípcios para pesca.**

Decisions

On the quiz consultation screen, the idea is to make accessing the answer key easier for users.

Favorite Quizzes

Favorite quizzes are those that the student has saved to retake later.

Quiz History

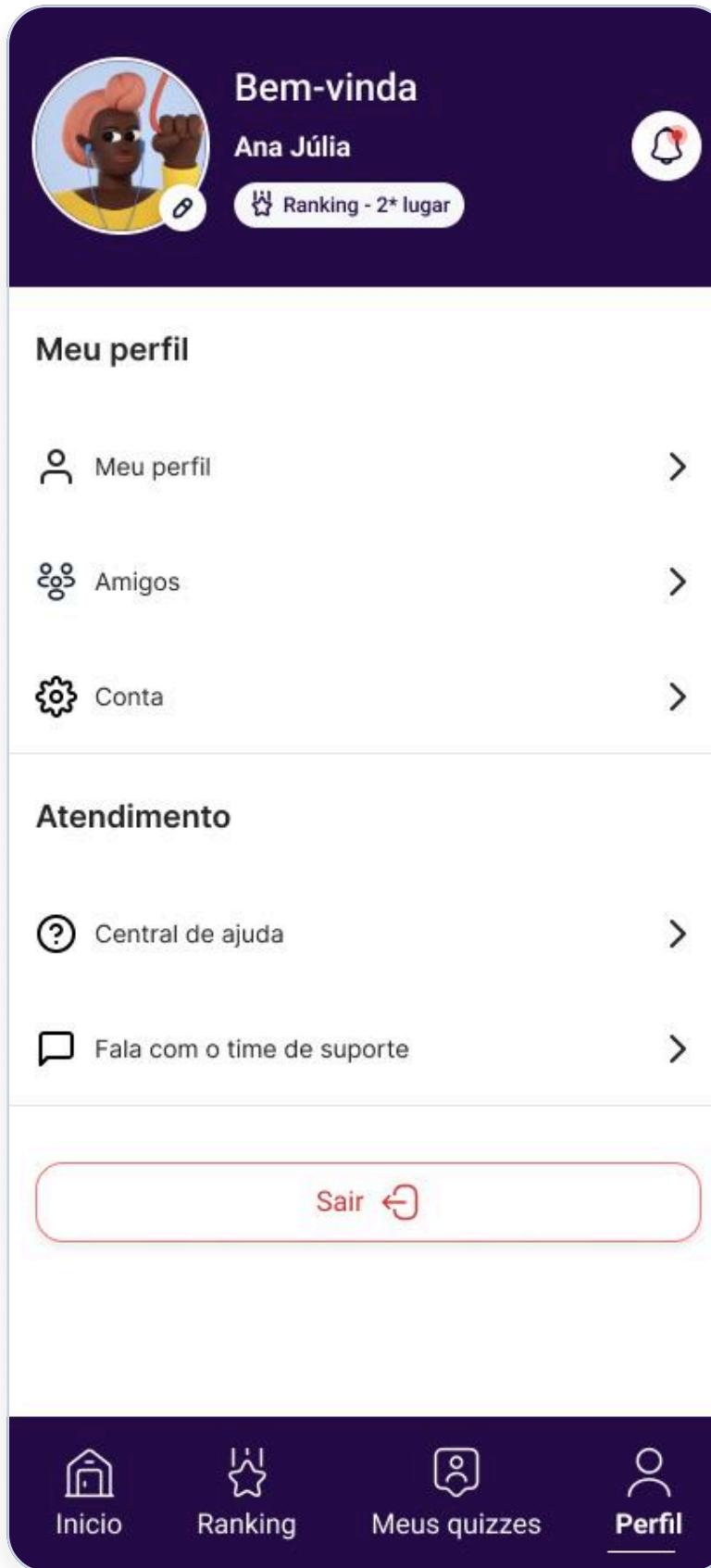
The quiz history logs the most recent quizzes accessed by the student, sorted by date.

Consultation

The quiz consultation function allows access to the answer key for the selected quiz.

High-Fidelity UI

Extra - Profile Screen



About the Profile Screen

Since I didn't define its flow, I consider it more as an additional element. The idea in this project was to focus on the teaching aspect itself, without necessarily developing a complete application. However, there are some ideas for the future of this interface that could be explored.

Process Thinking and Problem Solving

To address the issue of maintaining student engagement over time, I would follow these steps:

Qualitative and Quantitative Research:

To understand the motivations and problems of the students, I would conduct qualitative research such as focus groups and interviews. Additionally, I would collect quantitative data by analyzing app usage and user feedback.

Data Analysis:

I would examine the collected data to find patterns and trends that might indicate the primary causes of students' lack of engagement.

Usability Testing:

Based on the research findings, I would implement changes to the app and conduct usability tests to check the effectiveness of these changes. I would observe how students use the app and gather feedback to make further adjustments if necessary.

Continuous Interaction:

The improvement process would be ongoing, based on user feedback and continuous analysis of app usage data. Over time, I would always be looking for ways to enhance the user experience and increase student engagement.

These steps would help identify the key factors that hinder student engagement and create solutions to improve their experience with the mobile learning app.

Final Considerations

I would like to express my deep gratitude for the opportunity to participate in the selection process for the UX Designer position.

It was a challenging experience, where I had the chance to demonstrate my skills and contribute innovative ideas.

Developing the '**ME-ensina**' project was an exciting journey, during which I was able to dive into creative and strategic solutions. I appreciate the trust placed in me to present my proposals and demonstrate my potential.

Once again, I would like to express my sincere gratitude for the opportunity granted by the Fundação 1Bi.