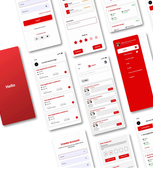
Cambridge Mobile App UI



Project Overview

The Cambridge App is an educational platform designed to provide students and educators with easy access to Cambridge-based resources and tools. The app offers a comprehensive library of self-structured course modules, live quizzes, and a bookmarking system to enhance the learning experience. I was responsible for the UI/UX design, ensuring a user-friendly interface with intuitive navigation and usability. One of the key challenges was understanding the client's complex requirements, which I addressed through regular meetings and iterations. The final product successfully delivered a seamless and engaging learning experience, making study materials more accessible and interactive for users.

My Role
Software Engineer

Tools
Figma, AI

Design Process

The design process for the Cambridge App was structured and user-focused, ensuring a seamless learning experience. It began with in-depth research and user analysis to understand the needs of students and educators using Cambridge-based resources. The process included wireframing and prototyping to refine the app's layout and flow. Key challenges, such as complex navigation and lack of personalization, flowed on these insights, I created low-fidelity wireframes to define the app's structure and user flow, followed by interactive prototypes in Figma to visualize the experience. Throughout the project, I maintained regular communication with the client, addressing their evolving requirements through iterative design improvements. After finalizing the UI, I conducted usability testing to ensure smooth navigation, accessibility, and overall usability. The final design was a user-friendly, intuitive, and visually appealing platform that made Cambridge study materials more accessible and interactive for students

01 Discover
User Interviews
User Research
Competitive Analysis

02 Define
Persona
Empathy Map
Journey Map

03 Ideat
User Flow
Card Sorting
Information Architecture

04 Design
Wireframe
Visual Design

05 Test
Usability Testing

User Research

For the Cambridge App, the user research phase was crucial in understanding the needs and pain points of students and educators using Cambridge-based resources. The research aimed to identify challenges in accessing study materials and students preparing for Cambridge exams and teachers looking for structured study resources. To gain insights, I conducted interviews and surveys with potential users to understand their challenges with existing educational apps. Common issues included complex navigation, lack of interactive content, and an overwhelming amount of study materials. Additionally, I performed a competitive analysis of similar e-learning platforms to identify best practices and gaps in the market. The insights gathered from this research helped shape the app's design, ensuring it would cater to both students as high school students, self-paced learners, and teachers. These findings helped shape the app's design ensuring an intuitive user flow, easy access to study materials, and interactive learning features.

Typography

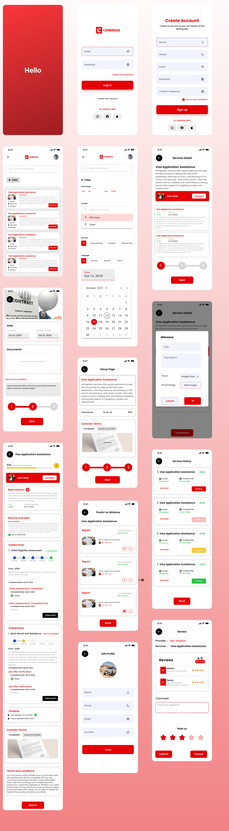
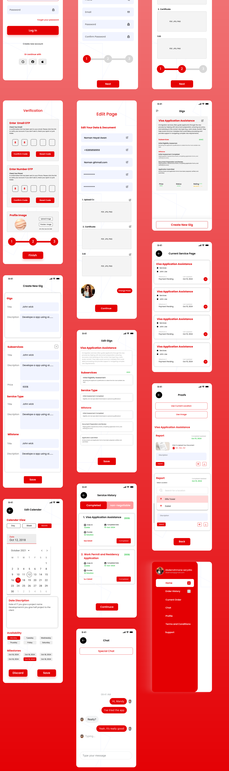
Aa
Poppins
Thin Light Regular Medium Medium Italic **SemiBold** **Bold**

A B C D E F G H I J K L M N O P Q R S, T, U, V, W, X, Y, Z.
A B C D E F G H I J K L M N O P Q R , T, U, V, W, X, Y, Z.

Color

#E40004 #312651 #83829A

Client Side



Provider Side