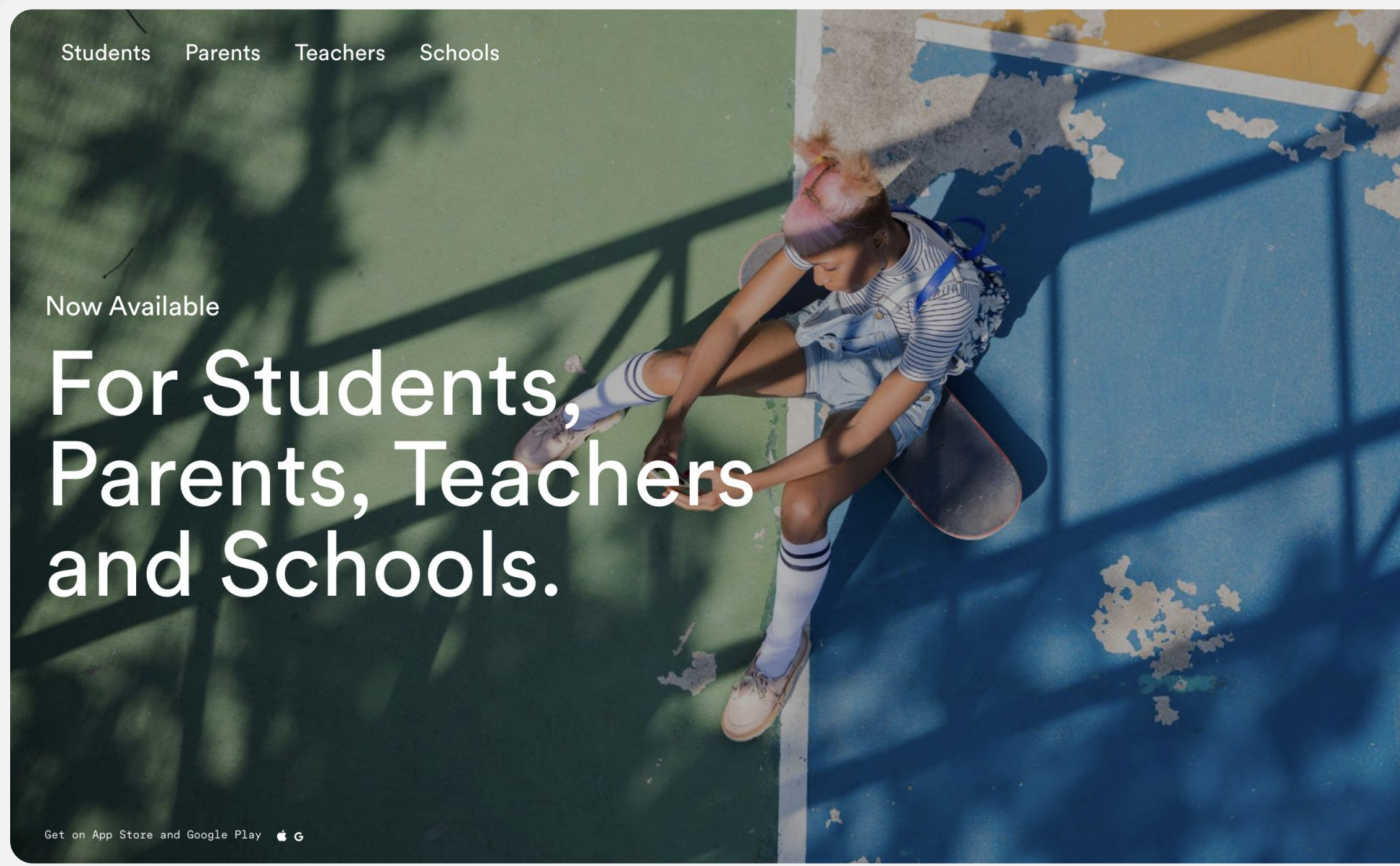


Glu

Glu, an online Learning and Teaching Platform, connected students and parents with expert tutors, offering tailored education. Specialized teachers were also available, ensuring a comprehensive learning experience.



Duration

3 Months

Engagment model

Monthly basis

Plat form

Web App

Industry

Edtech

Expertise

UX Research, UX Flow and Prototyping, and UI Design

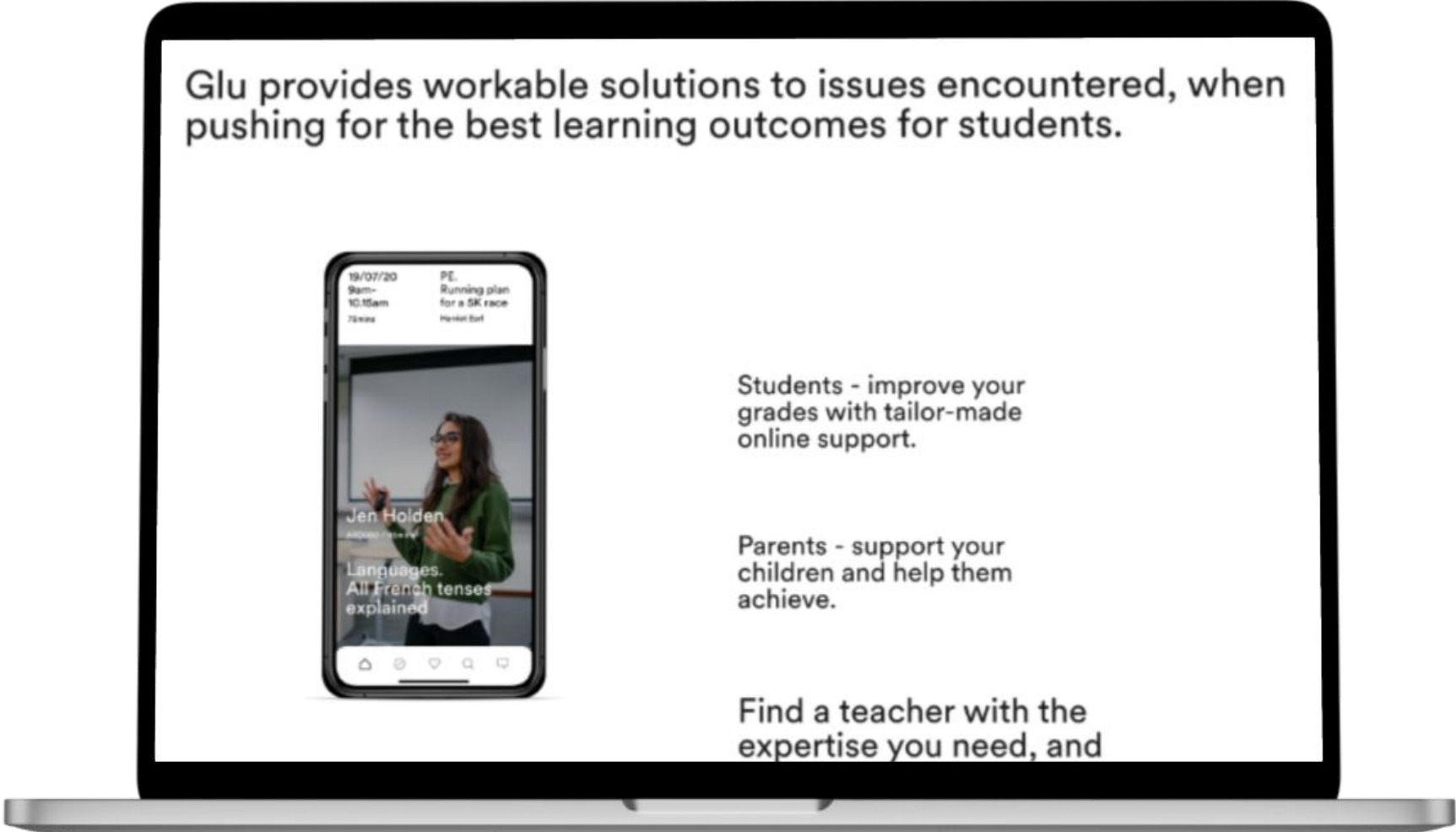
Process

UX & UI Design

Project scope and requirements

The project's scope entailed creating a Landing Page, along with distinct Dashboards tailored for Teachers, Students, and Parents.

The design directive emphasized a minimalistic approach, while also exuding a sense of class and premium quality.



Challenge

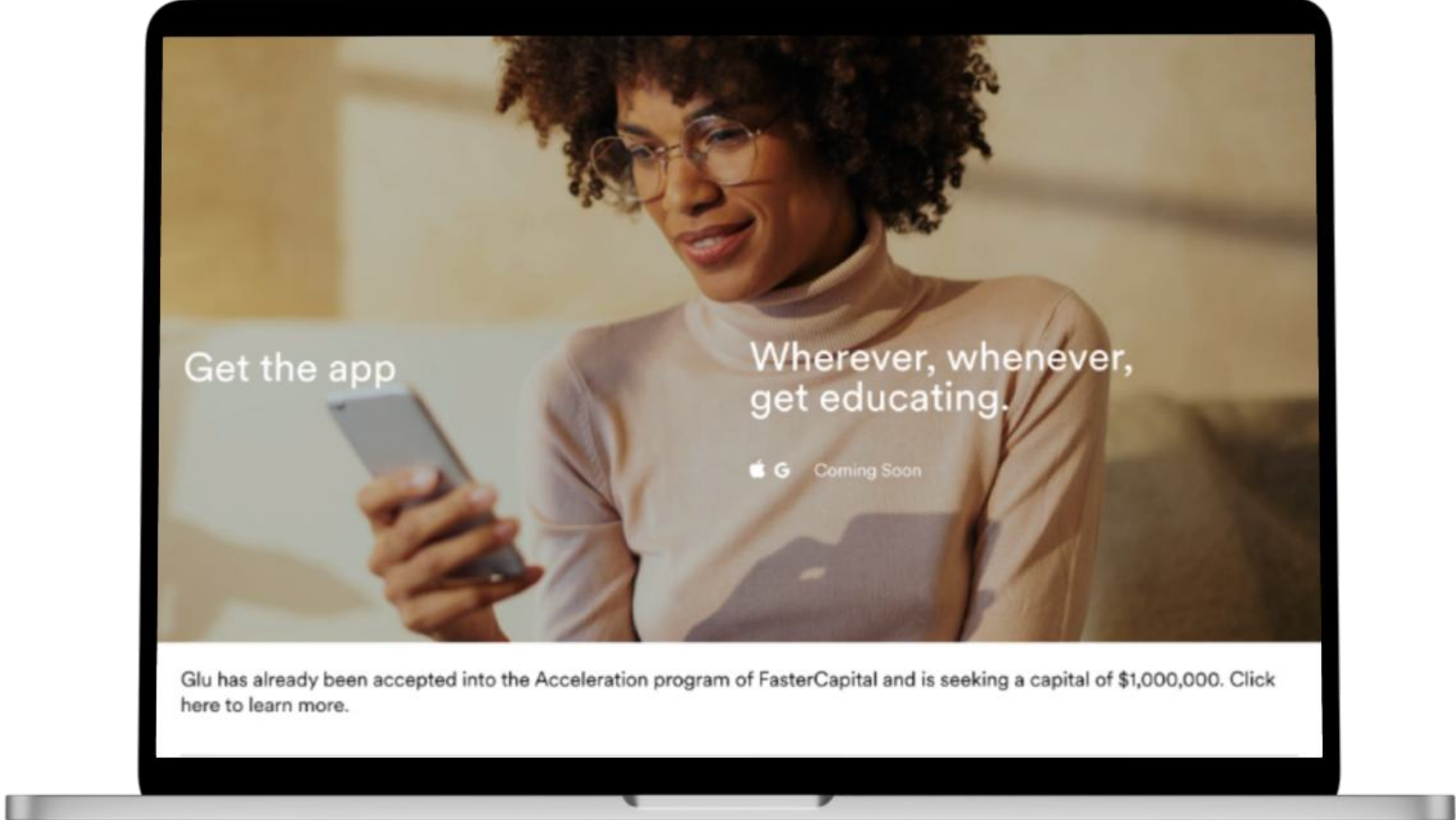
One of the key challenges we encountered during the design process was the diverse nature of our target audience, which encompassed individuals of varying ages and backgrounds. Balancing the need for a premium aesthetic with universal accessibility became our paramount objective.

Solution

Our design approach was driven by the aspiration to strike a delicate balance, making certain that the interface not only appealed to individuals of all age groups but also exuded an air of sophistication.

To achieve this, we proposed a solution that involved a combination of intuitive navigation, clear and concise visuals, and a user-friendly layout.

These elements were strategically implemented to enhance the reach among our diverse target audience, ensuring that the platform remained both aesthetically pleasing and easily accessible to everyone, regardless of age or background.



Outcome

The successful completion of the project yielded a meticulously structured platform with user-friendly sections that significantly enhanced navigation and user engagement. The courses, projects, and assessments were thoughtfully organized, contributing to efficient content access and an overall improved learning experience. The design exemplified a user-centered approach, seamlessly harmonizing aesthetics with utility, resulting in an interface that not only appealed to a broad range of users but also significantly elevated usability and accessibility, ultimately creating a more enriching experience for all.

