Name :   **Ahmed Ibrahim Alam El-Deen**

Track :   **Web & UI – Smart Village**

Case Study : **Ux Research for E-Learning Platform (Udacity.com)**

My Website : **Learn Vibe**

Presented to : *ENG. SHERIHAN FAKHRY*

Table of Contents

Introduction

- Learn Vibe is a website website offers you an online love learning community where confusion and frustration are left behind. This document serves as a comprehensive guide, unveiling our meticulous plan to create an online platform that exudes simplicity, delight, and utmost user-friendliness.

- Consider this guide as the compass for our journey in crafting a website that transforms the online learning experience into a seamless and invigorating adventure. We aspire to do more than merely providing information; our goal is to cultivate an atmosphere akin to a trusted companion, accompanying you throughout your learning endeavors.
As you navigate through these pages, you will gain insights into our thought process, from the inception of the idea to its practical implementation. Our vision is to fashion a digital realm that serves as a supportive ally, enabling you to learn effortlessly, regardless of your location or areas of interest.

Strategy:

1- Vision:

Our ultimate goal is to establish a forward-thinking and all-encompassing e-learning platform that transcends conventional limitations, empowering learners worldwide to unlock their fullest potential in all fields.

2- Goals:

- **Increase Accessibility:** We prioritize inclusivity by ensuring the platform is accessible to users with diverse abilities and accommodating various learning styles.

- **Optimize User Satisfaction:** We strive for high levels of user satisfaction by offering an intuitive, user-friendly interface that caters to the needs and expectations of our diverse user base.

- **Enhance User Engagement:** Our primary objective is to create an interactive and captivating e-learning environment that captivates users' attention and encourages active participation.

- **Improve Learning Outcomes:** We aim to design a user interface that facilitates effective learning experiences, contributing to enhanced retention and comprehension of educational content.

Product Definition

a. Business Objective:

Learn Vibe aims to deliver exceptional online courses across a wide range of career paths, providing learners with opportunities to enhance their skills and expand their knowledge.

b. Project Goal:

The objective is for Learn Vibe to establish itself as a prominent online learning platform, offering an extensive selection of courses that empower learners to improve their expertise and understanding.

c. Industry Focus:

Learn Vibe operates within the realm of online education, with a specific focus on e-learning within programming, language acquisition, English proficiency, and the fields of sales and marketing.

d. Target Audience:

Learn Vibe caters to a diverse audience, encompassing aspiring programmers, language learners, individuals seeking to enhance their English proficiency, as well as professionals in the sales and marketing domains.

e. Launch Strategy:

The project is slated for launch on [insert launch date], with a global reach targeting users worldwide. Notably, Learn Vibe will place particular emphasis on key regions such as Cairo, Port Said, and other relevant areas.

User Research:

Obtained through individual interviews and competitive research, the following key findings emerged:

- User Preferences: Users express a preference for intuitive interfaces, visually captivating content, and interactive learning experiences.

- Content Format: Short videos, quizzes, and interactive elements are favored over lengthy textual materials.

- Technical Proficiency: Users possess diverse levels of technical proficiency but universally expect seamless navigation and responsive design across various devices.

- Learning Preferences: Users value flexibility in learning schedules and personalized recommendations that cater to their individual needs.

- Payment and Support: Transparent payment processes and prompt, reliable customer support are crucial for ensuring user satisfaction.

Market Research

Strengths:

1. Industry-Relevant Courses: Udacity offers a wide range of courses that are highly relevant to current industry needs, focusing on cutting-edge technologies such as artificial intelligence, data science, and machine learning. This positions them as a valuable resource for individuals seeking to acquire practical skills in high-demand fields.

2. Nanodegree Programs: Udacity's nanodegree programs provide comprehensive learning paths that combine multiple courses and projects. These programs offer a structured and guided approach to learning, allowing learners to gain in-depth knowledge and practical experience in a specific domain.

3. Industry Partnerships: Udacity has established partnerships with leading companies and organizations, such as Google, IBM, and Amazon. These partnerships often result in co-developed courses and provide learners with access to real-world projects and industry mentors, enhancing the practicality and relevance of the learning experience.

4. Hands-on Projects and Capstone Experiences: Udacity emphasizes hands-on learning through projects and capstone experiences. This approach allows learners to apply their knowledge to real-world scenarios, enhancing their practical skills and preparing them for industry challenges.

Pitfalls:

1. Higher Price Point: Udacity's courses and nanodegree programs tend to be relatively more expensive compared to other online learning platforms. This higher price point may limit accessibility for some learners, particularly those with financial constraints.

2. Limited Course Offerings Outside of Tech: While Udacity excels in providing courses in technical fields, their course offerings in non-technical areas may be limited. This may deter learners looking for a broader range of subjects or those seeking to explore diverse interests beyond technology.

3. Self-Paced Learning Challenges: While self-paced learning offers flexibility, it may also pose challenges for learners who require more structure and guidance. Some learners may struggle with self-discipline and motivation without the accountability of fixed deadlines or regular instructor interaction.

4. Learning Community and Networking Opportunities: Udacity's learning experience is primarily self-paced and lacks extensive networking opportunities or a robust learning community compared to some other platforms. This may limit collaborative learning, peer interaction, and networking possibilities for learners.

Analysis for User Persona

|	
Name	Ahmed
Age & Location	25 – Port Said
Occupation	Web Development
Background	Junior frontend developer looking to enhance his skills to meet the demands of the real-life job market.
Goals	1. Learn the Latest Tech Skills: Ahmed wants to stay updated with the latest technology trends and acquire in-demand skills that will enhance his career prospects. 2. Advance His Career: Ahmed aims to advance his career in web development by gaining expertise in areas such as artificial intelligence, data science, cloud computing, or product management. 3. Prove His Potential: Ahmed wants to demonstrate his mastery of new skills through hands-on projects that simulate real-world scenarios, as well as receive personalized feedback from industry experts.
Challenges	1. Staying Up-to-Date: Ahmed finds it challenging to keep up with the rapidly evolving tech industry and wants a platform that offers courses on the latest technologies and skills. 2. Gaining Practical Experience: Ahmed seeks opportunities to work on real-world projects and develop critical thinking and problem-solving skills that are relevant to his career. 3. Accessing Expert Guidance: Ahmed aims to have access to mentors and industry experts who can provide guidance and support whenever he faces challenges or gets stuck during his learning journey.

Experience Map

1. **Discovery:** Ahmed discovers Learn Vibe through online research, recommendations from his peers, or targeted ads promoting its courses and nanodegree programs.

2. **Registration:** Ahmed creates an account on Learn Vibe, providing his personal information and selecting courses or nanodegree programs aligned with his career goals.

3. **Learning Journey:** Ahmed engages with the learning materials on Learn Vibe, including video lectures, quizzes, and hands-on projects. He actively participates in discussions on the platform and seeks support from mentors and fellow learners when needed.

4. **Project Completion and Feedback:** Ahmed completes hands-on projects and submits them for feedback. He values the personalized feedback received from industry experts, incorporating it into his work to improve his skills.

5. **Skill Development and Certification:** Ahmed gains practical experience and enhances his skills through the courses and projects on Learn Vibe. He earns certificates upon successful completion, which he can showcase to potential employers.

6. **Networking and Community Engagement:** Ahmed actively engages with the Learn Vibe community, participating in forums, attending webinars, and connecting with other learners and professionals in the web development field.

7. **Career Advancement:** Armed with new skills and certifications, Ahmed leverages his learning from Learn Vibe to advance his career. He updates his portfolio, applies for new job opportunities, and shares his achievements with prospective employers.

Udacity Good Usability :

1- Simplicity :
Udacity is an online learning platform that offers a variety of courses and nanodegree programs in the fields of technology, business, and data science. When I visited the site, I found the sections well clear and I did not feel like searching a lot for what I wanted
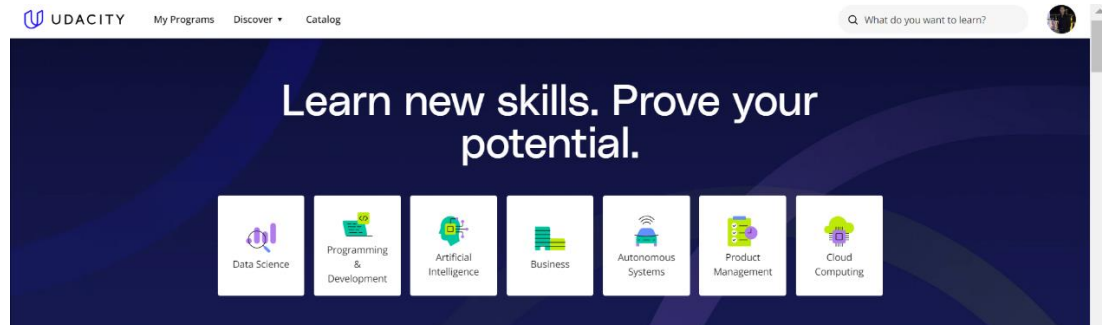
2- Minimize Memory Load :
Pages are not different from each other, so when I visited the site once, I became aware of where to see the content of the course and where to start learning.
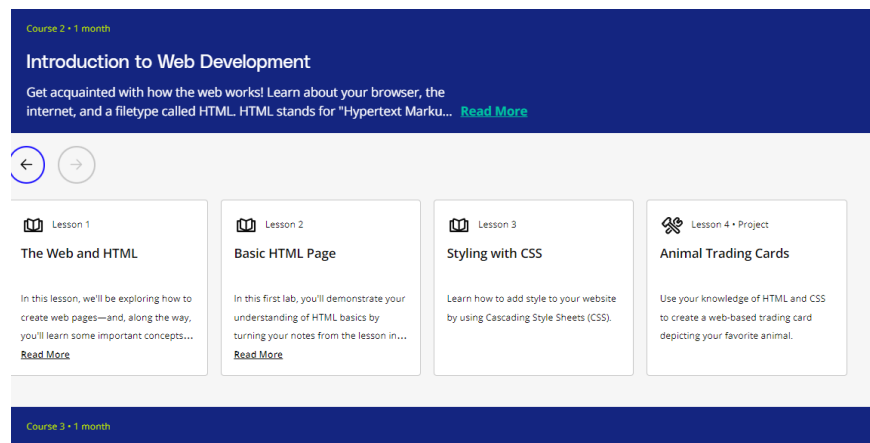
3- User Constructive Error Messages :
Error messages are clear and describe well what the problem is.

The email or password you entered is invalid

| G Sign in with Google | f Sign in with Facebook |

or

ahmed@gmail.com

•••• 👁

By clicking "Sign in," you agree to our Terms of Use and our Privacy Policy.

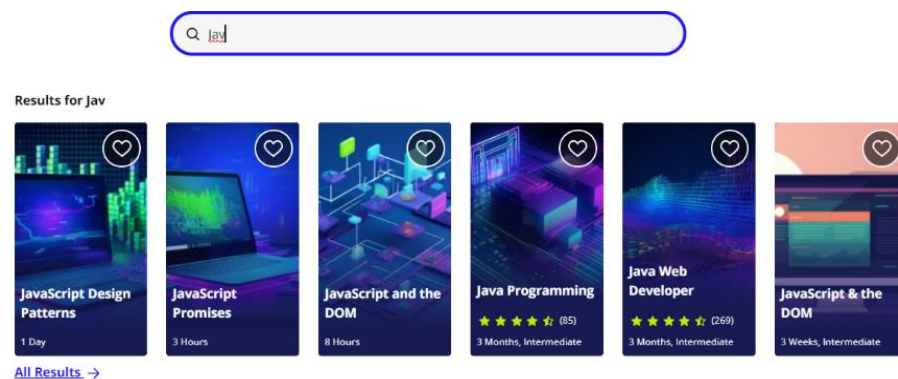☐ I'm not a robot
reCAPTCHA
Privacy - Terms

Sign in ⟶

4- Make Clear Exits :

You can move back to the previous page from the secondary navbar.

5- Give Feedback :

Q Javaaaa

ⓘ No Results Found

Popular

Introduction to Programming	User Experience	Deep Reinforcement Learning	Computer Vision	Natural Language Processing	Data Structures and Algorithms
★★★★☆ (1309)	★★★★☆ (672)	★★★★☆ (328)	★★★★☆ (450)	★★★★☆ (275)	★★★★☆ (498)
4 Months, Beginner	2 Months, Beginner	2 Months, Advanced	3 Months, Advanced	2 Months, Advanced	3 Months, Intermediate

6- Consistency :
The layout of all pages is similar, there is no confusing difference.

grams   Discover ▾   Catalog   Q What do yo

Steps To Become A Machine Learning Engineer

Step 1
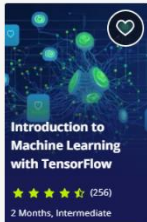**AI Programming with Python**
★★★★☆ (592)
2 Months, Beginner

Skills Covered
NumPy, Matplotlib, Vector Visualization, Python Data Types, Control Flow, Python Operators, Training Neural Networks, Backpropagation, PyTorch, AI Algorithms In Python, Gradient Descent, Limits Of Functions,...

Learn More →

Step 2
Introduction to Machine Learning with TensorFlow
★★★★☆ (256)
2 Months, Intermediate

Skills Covered
Naive Bayes Classifiers, Gaussian Mixture Models, Model Evaluation, Support Vector Machines, Decision Trees, Single Linkage Clustering, K-Means Clustering, Dimensionality Reduction, Market Segmentation, Cluster Models, Principal Compone...

Learn More →

Step 3
Introduction to Machine Learning with Pytorch

Skills Covered
Naive Bayes Classifiers, Gaussian Mixture Models, Model Evaluation, Support Vector Machines, Decision Trees, Single Linkage Clustering, K-Means Clustering, Dimensionality Reduction, Market Segmentation, Cluster Models, Principal Compone...

Step 4
AWS Machine Learning Engineer Nanodegree

Skills Covered
Neural Network Basics, Deep Learning Fluency, Sagemaker Jumpstart, Machine Learning Framework Fundamentals, Hyperparameter Tuning, Feature Engineering, Machine Learning Fluency, Cloud Resource Allocation,...

Udacity Bad Usability :

1- Make clear exits at some pages :
When I opened the (Catalog) page, I felt stuck. I couldn't go back, and the website logo wasn't working as a link to the home page.


2- Unreal attraction :
When you open any course, you will find a call to action (enroll now) button, but when you do that, you find that the course is not free, and this is normal for the free courses to be few, but the courses must at least be classified from a financial standpoint so that the customer knows which courses he does not need money to start it
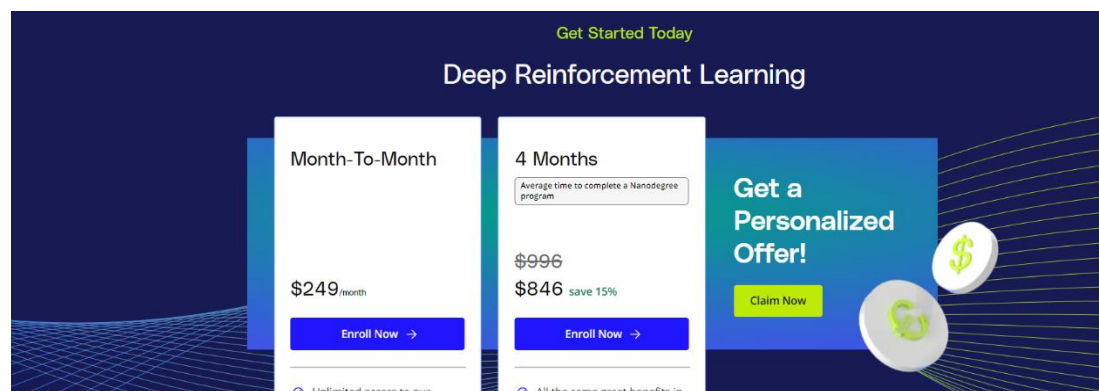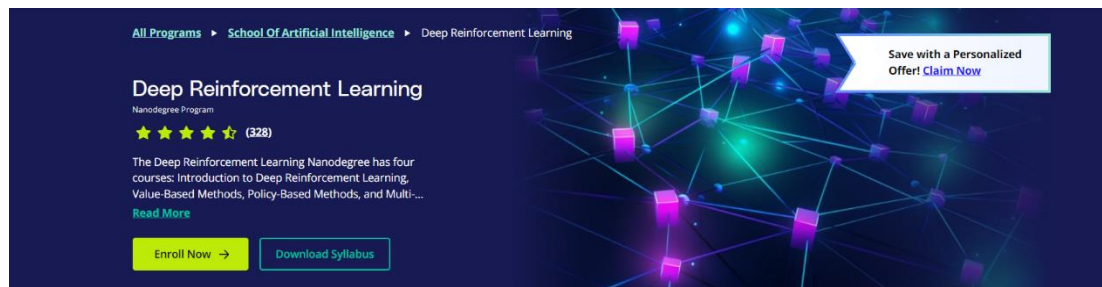
3- Inconspicuous content :

The text providing information on what you will learn and the prerequisites is quite small, making it challenging to read and understand. I found it difficult to discern the content as it appears briefly and is not easily noticeable.
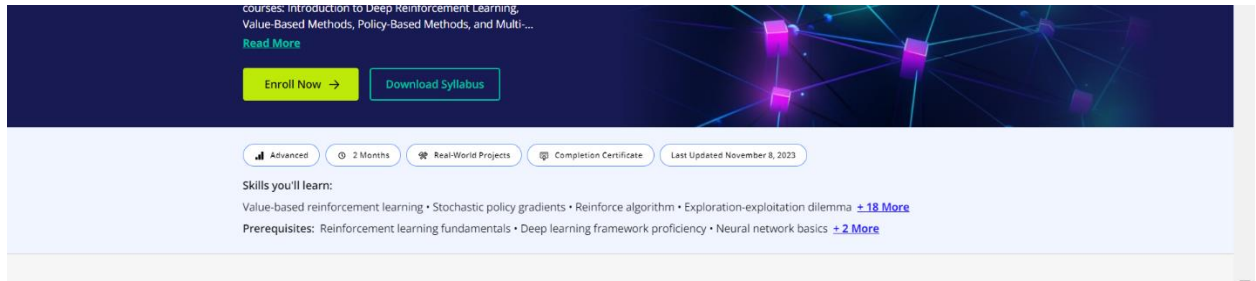
4- Don't talk user's language :

When I changed the language of the position, nothing changed at all on the site, and I did not understand the benefit of choosing the language then