



RESPONSIVE WEB DESIGN

# AI-Master Learning Web App

An AI knowledge service that makes machine learning education more efficient



**Client** Ai-Master - AI knowledge service platform

**Timeline** [12 weeks] June - August 2017

**Team** 2 Designers, 2 Data Scientists, 4 Content Creators,  
5 Engineers

**Deliverables** *High fidelity responsive designs for web, tablet, and mobile*  
*Animations & illustrations for machine learning course curriculum*  
*Style & brand guide*

**My role** Collaborated on responsive designs for web, tablet, and mobile  
100+ illustrations & animations  
Collaborated on style & brand guide

## THE CHALLENGE

**Create a seamless web app experience on all devices,  
make educational content easier to understand, &  
drive user adoption & purchase of service**

Ai-Master reimagined the educational experience of machine learning concepts by improving content through interactivity, gamification, and device accessibility. I created the mobile & tablet responsive designs in addition to 100+ illustrations & animations of high level machine learning concepts.

## TARGET USERS

### Undergraduate students who study machine learning

Data taken from user interviews & learning studies researched by co-founders



University students are high-tech and use a variety of devices on the go to learn and engage in course concepts



Having more illustrations or explanations of high level concepts would promote deeper understanding



Being able to review learning material in a self-paced way would be preferable compared to the quarter system

## Ideation

Wireframes &  
storyboards

## Evaluation

Desk checks w/  
co-founders, data  
scientists, and lead  
designer

## Deliverables

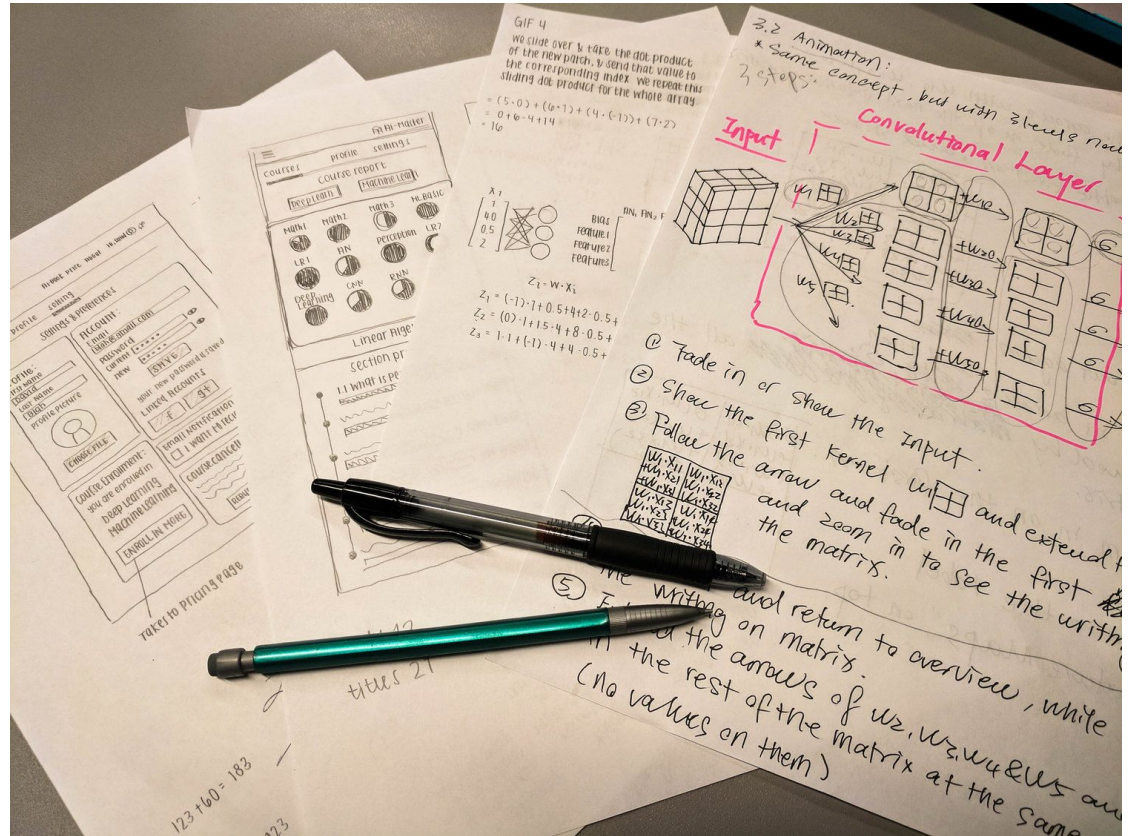
Style & brand guide  
  
Hi-fidelity mockups  
  
Illustrations /  
animations

## IDEATION - WIREFRAMES & STORYBOARDS

We had to ship the first version of full working product in 3 months. Because of fast paced startup demands, we relied on low-fidelity sketches & stakeholder feedback

## EVALUATION - DESK CHECKS & STAKEHOLDER FEEDBACK

I designed the responsive behavior of the web app & created storyboards for the animations and flows. I reviewed each body of work with our team's data scientist, cofounders, and engineers to ensure accuracy and evaluate the usability and desired behavior.



DELIVERABLES - STYLE & BRAND GUIDE

COLOR

333333

Text Color

777777

Grey Text

d7d7d7

Tracking Line

c6c6c6

for stroke

000000

Footer Color

fafafa

Body Background

Deep Learning

Mountain Colors

D0EAEF

C1DEE6

AECBD8

96B6CB

89ADC1

81A8BD

799BB3

4B8EAF

3E749B

37668D

213D66

192D53

111F3F

0B1330

Gradient Colors ( Image Background )

16213D

37668D

3B93B7

Gradient Colors ( Tracking )

3E749B

ffffff

Button Colors

FFB900

3E749B

ffffff

Ture / False Colors

FF9798 (false)

48B7A1 ( turo)

TYPOGRAPHY

h1 Open Sans Bold(600) 36px

h2 Open Sans Bold(600) 30px

h3 Open Sans Bold 24px

h4 Open Sans Bold 21px

h5 Open Sans Regular 18px

h6 Section Open Sans Bold 13px

Body Open Sans for Large Screen: 17px.  
Light- Height: 1.75em.

Body Open Sans for Small Screen: 15px.  
Light- Height: 1.6em.

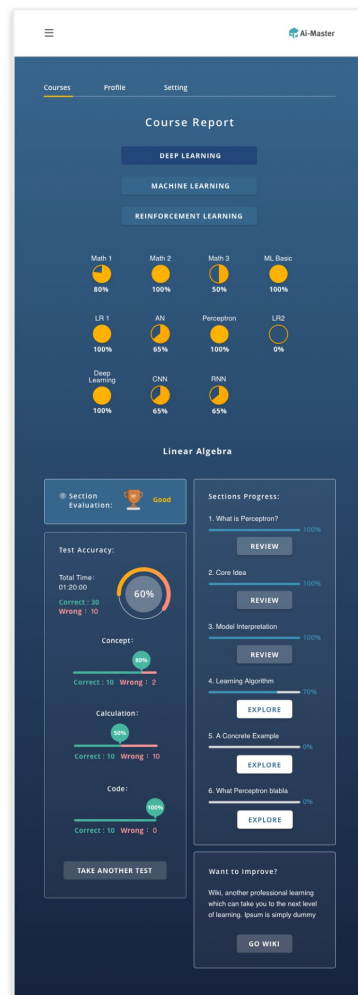
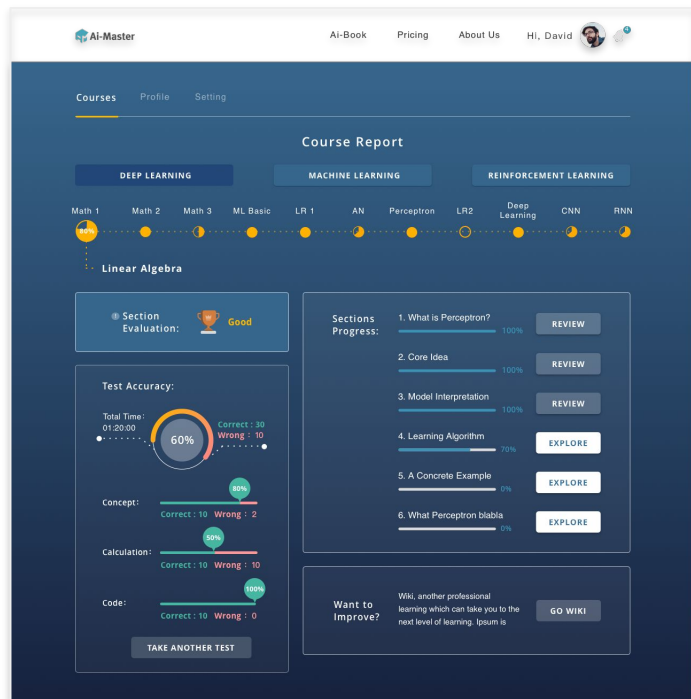
SPECIAL TYPOGRAPHY

Times New Roman (600) 100px

\* Only for background text (#EEEEEE)

# DELIVERABLES - HIGH FIDELITY MOCKUPS

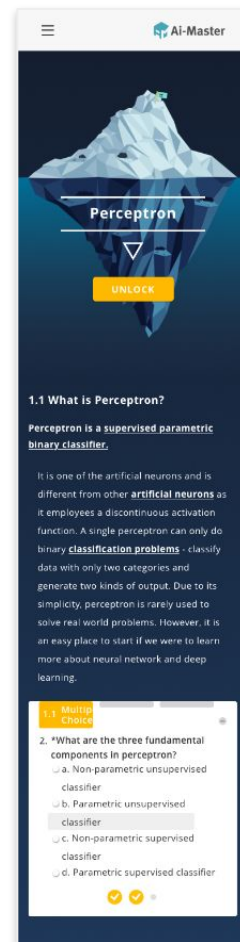
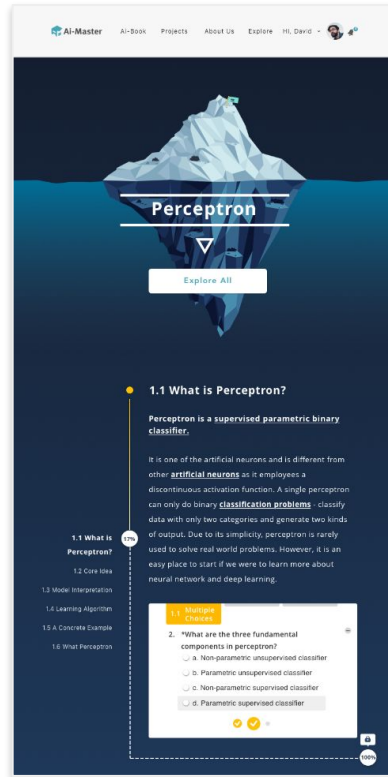
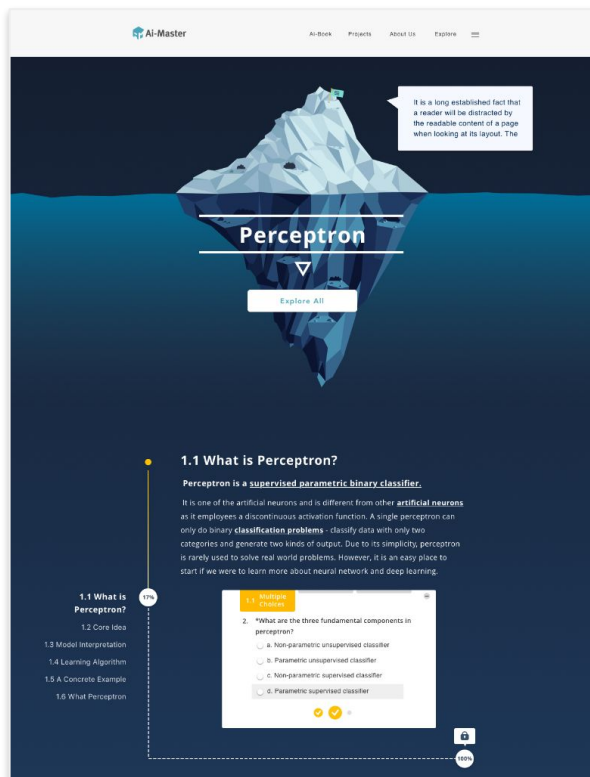
## Course report





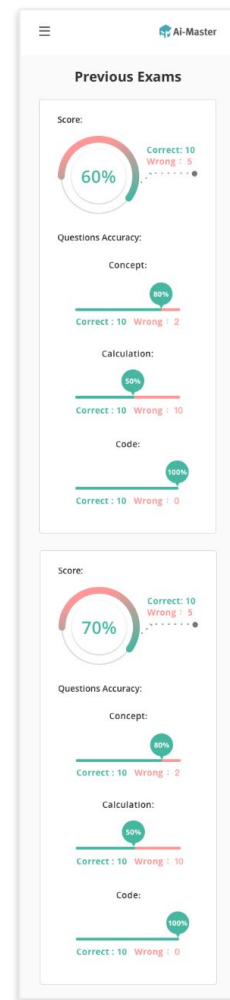
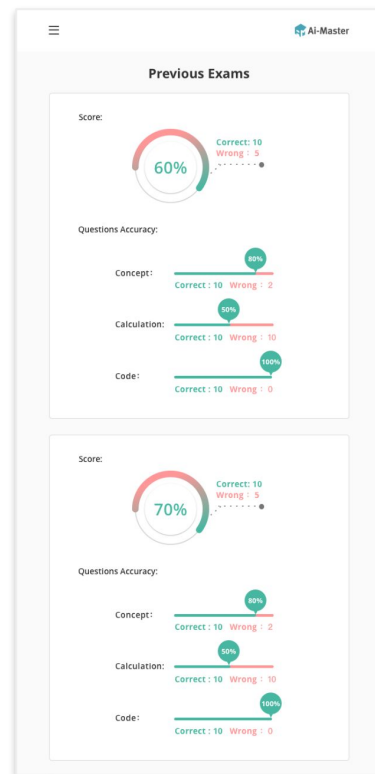
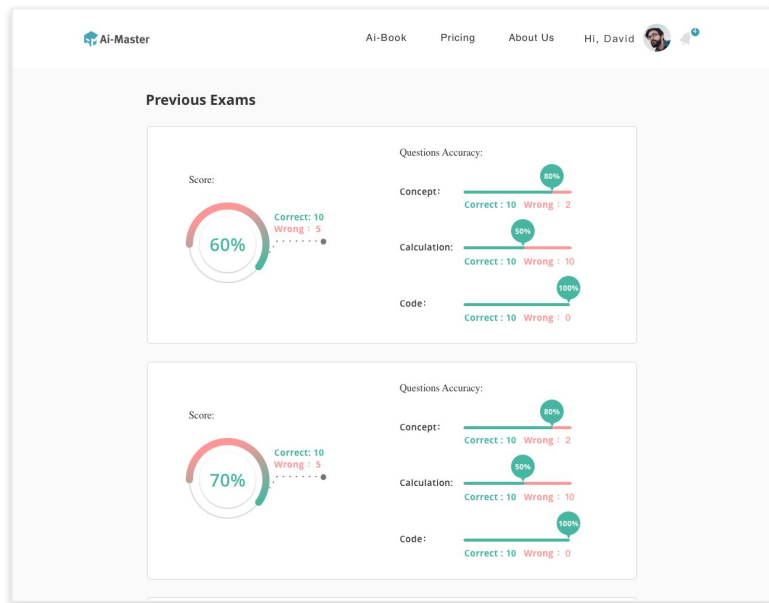
# DELIVERABLES - HIGH FIDELITY MOCKUPS

## AI textbook



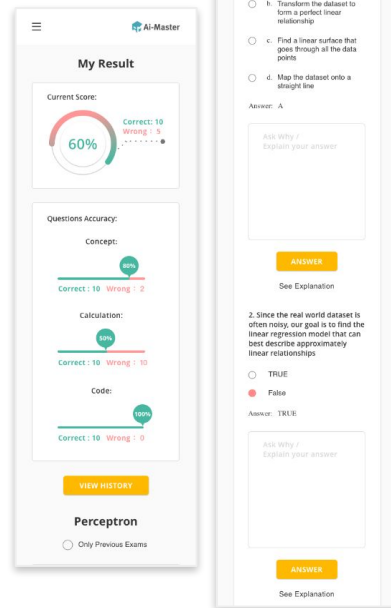
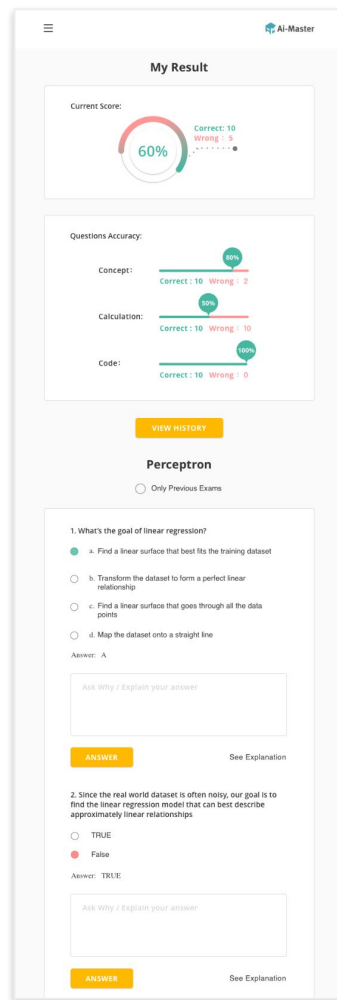
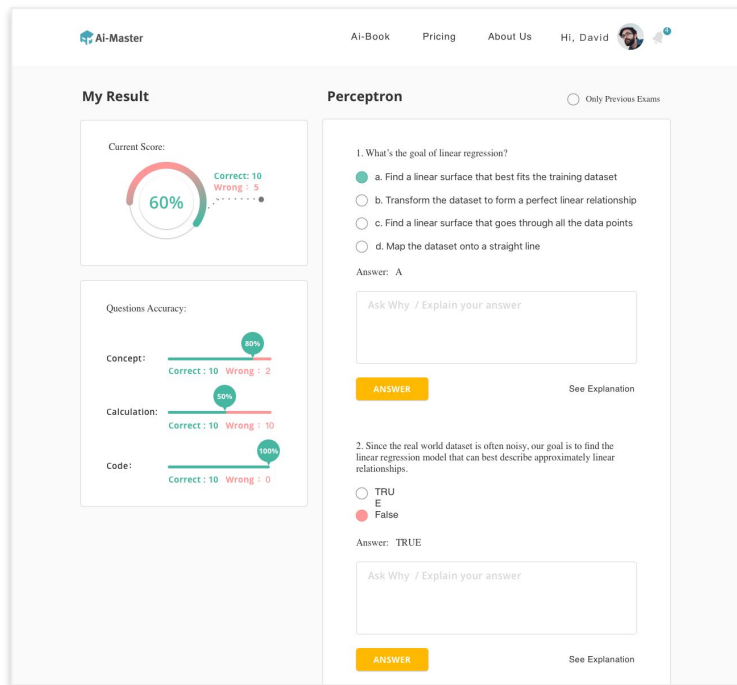
## DELIVERABLES - HIGH FIDELITY MOCKUPS

### Exam history



# DELIVERABLES - HIGH FIDELITY MOCKUPS


## Exam results



## DELIVERABLES - HIGH FIDELITY MOCKUPS

### Personal settings

AI-Master

AI-BookPricingAbout UsHi, David

CoursesProfileSetting

Settings & Preferences

Update Profile:


First Name

David

Last Name

Smith

Profile Picture:



UPLOADRemove Image

Email Notifications:

☐ Yes, I want to receive newsletters from AI-Master

Course Cancellation:

Please contact [service@ai-master.com](mailto:service@ai-master.com) to request to cancel your course enrollment. We will respond to you within 7 business days. Thank you for your patience!

Update Account:

User Name

davidsmith

SAVE CHANGES

Email

davidsmith@gmail.com

SAVE CHANGES

Current Password

\*\*\*\*\*

New Password


\*\*\*\*


Retype New Password

poop |

SAVE CHANGES

Linked Accounts

 Not Connected

 Connected

AI-Master

CoursesProfileSetting

Settings & Preferences

Update Profile:


First Name

David

Last Name

Smith

Profile Picture:



UPLOADRemove Image

Email Notifications:

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Course Cancellation:

Please contact [service@ai-master.com](mailto:service@ai-master.com) to request to cancel your course enrollment. We will respond to you within 7 business days. Thank you for your patience!

Update Account:

User Name

davidsmith

SAVE CHANGES

Email

davidsmith@gmail.com

SAVE CHANGES

Current Password

\*\*\*\*\*

New Password


\*\*\*\*


Retype New Password

poop |

SAVE CHANGES

Linked Accounts

 Not Connected

 Connected

AI-Master

CoursesProfileSetting

Settings & Preferences

Update Profile:


First Name

David

Last Name

Smith

Profile Picture:



UPLOADRemove Image

Update Account:

User Name

davidsmith

SAVE CHANGES

Email

davidsmith@gmail.com

SAVE CHANGES

Current Password

\*\*\*\*\*

New Password


\*\*\*\*


Retype New Password

poop |

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## DELIVERABLES - HIGH FIDELITY MOCKUPS

### Illustrations

#### BINARY CLASSIFICATION

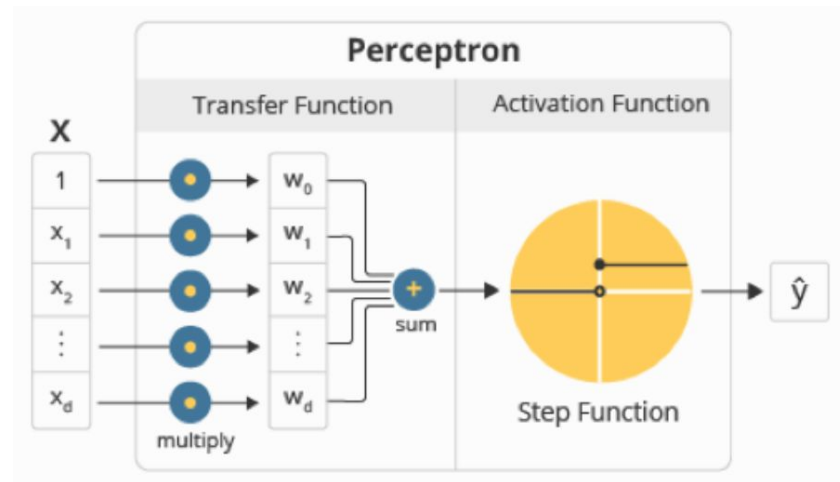
Is this a dog or a cat?



VS

#### MULTI-CLASS CLASSIFICATION

What fruit is this?



## LOOKING BACK AT THE PROJECT



### What went well

Frequent desk checks & stakeholder collaboration in a small team allowed us to make product decisions incredibly quickly despite not all of us having technical backgrounds.

Grew my knowledge & practiced extensively with responsive bootstrap grid systems.



### What could be better

More strategic, tactical usability, and market research would have been incredibly beneficial.

Shortly after the launch of this project & a beta program with university students, the founders left to pursue other opportunities.



### My key takeaways

Thinking about about responsiveness early on is important to reaching larger audiences. It takes effort to thoughtfully prioritize information & content for smaller devices.

Thank you for your time ...  
**Any questions?**



## SOME TEAM MEMBERS

Lead UX Designer - Irene Sun

Visual Designer - Tracy Wei

Front-End Developer - Esther Quang

Software Engineer - David Liao

Cofounder - Joyce He

Cofounder - Yifan Xu

Data Scientist - Daniel Maryonkovsky

## & CREDITS

Illustrations for this slide deck - Pablo Stanley

Lineal Flaticons for this slide deck - Freepik