

# TUTOR SELECTION ON ENGOO WEBSITE

Project: Design, Test, Refine

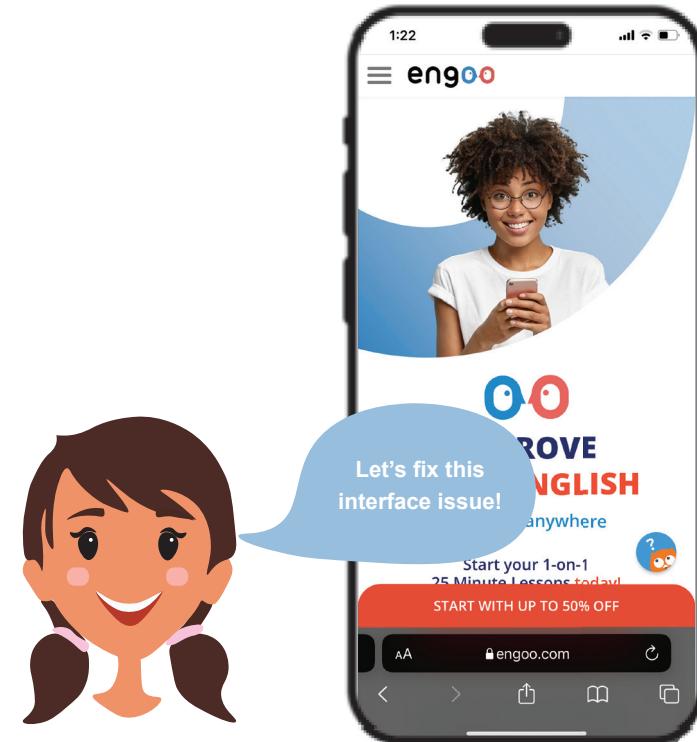
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## REVISITING PROJECT BRIEF:

Based on the analysis of my research from the previous project, the current **Engoo page fails to ensure there's a smooth and user-friendly interaction when selecting a tutor**. Due to **information deficiency**, users often find it challenging to make informed decisions about their tutors and where to begin. Leading to confusion and an overwhelming experience for the student and their academic learning.

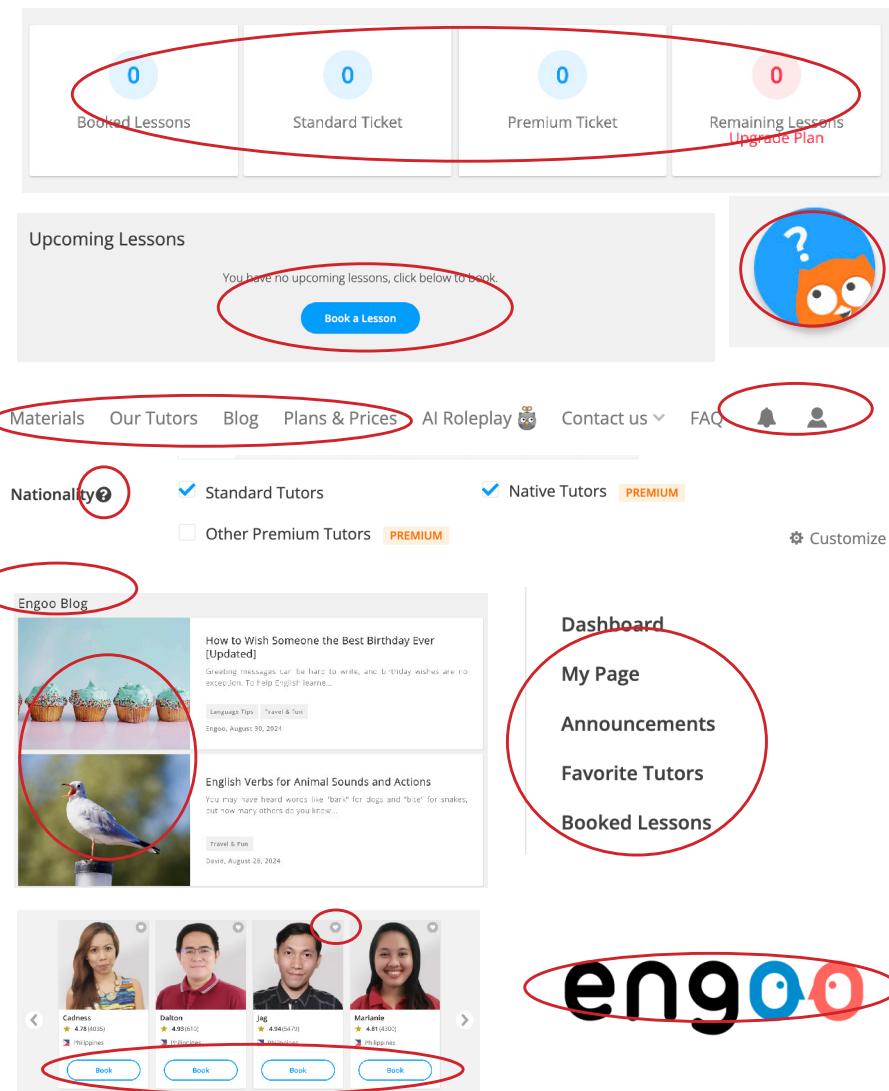
The design should be revised to **mirror students' needs and preferences** by implementing a user-centric approach. Users should be able to **navigate a straightforward system, select a date and time** and **find a tutor that matches their personality**. Creating an interactive flow, the **system should incorporate intuitive interfaces, clear visual cues, a progress bar and personalised recommendations**. The user journey should be seamless, ensuring that users can easily complete their search without any unnecessary issues. Additionally, the system should be responsive and accessible for all users leading to a more effective and enjoyable learning experience for Engoo members.



*Personal  
Note Taking*

*Testing Usability  
Feedback*

03



## TESTING USABILITY ONE:

To gain further insight about my prototype and create consistency, I decided to research the current engoo design and conduct another user research test. I interviewed an individual in class, asking them what aspects they liked, what worked effectively, and what improvements they would like to see in the redesign of choosing a tutor in Engoo.

### Think-aloud Protocol

Usability testing method where users vocalise their thoughts as they perform tasks, helping designers understand their thought processes and challenges

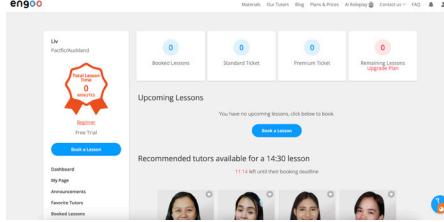
- Users are given defined tasks to complete and instructed to talk aloud while completing the tasks
- Highlights pain points and areas of confusion
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- The process can slow down user interactions, affecting natural behaviour.

They personally like the question bot at the bottom of screen for assistance if in need	The side bar with the buttons: dashboard, my page, announcements and favourite tutors are ideal	They liked the Engoo blog and how its structured nicely with pictures and creates a connection to website
Adding symbols like profile and announcements icons helps users quickly identify and access key sections		
They liked the feature that allows students to immediately select a tutor with just a click, making the process quick and straight forward	The "Favourite" feature is a great addition, as it lets students easily revisit and rebook their previous tutors in the future.	Ensuring there's key symbols, the user liked how there was some guidance if they didn't understand a word or process

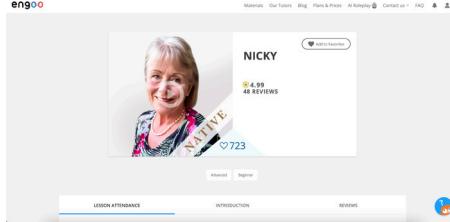
<b>Landing page:</b>	<b>Focus Area:</b> Participant directs their eyes towards "Book Lesson" placed directly beneath a container of four components	<b>Observation:</b> The layout is well-designed, and the button is strategically placed to effectively capture the user's attention, highlighting its importance.	<b>Comments in study:</b> "This button looks like it takes me to the tutor selection to book my lessons. It was easy to find"
<b>Select "Our Tutors"</b>	<b>Focus Area:</b> Participant scrolls down the page, observing the list of tutors before conducting a search	<b>Observation:</b> The participant scrolls down the page to review the list of tutors before initiating a search, suggesting an interest in exploring available options first.	<b>Comments in study:</b> "Wow, there are so many tutors!"
<b>Select "Our Tutors"</b>	<b>Focus Area:</b> Participant inputs requested details such as area such as day, time and advanced options before clicking 'Search'	<b>Observation:</b> The user engages with the filters effectively while searching for a tutor	<b>Comments in study:</b> "This doesn't seem too difficult"
<b>Selecting a Tutor</b>	<b>Focus Area:</b> Participant identifies a tutor with a high star rating and reviews their profile	<b>Observation:</b> The user engages with the tutors profile, reading through the bio and additional content	<b>Comments in study:</b> "This tutor seems nice, and looks friendly"
<b>Booking a Time</b>	<b>Focus Area:</b> Participant scrolls down to view the available times and expresses satisfaction with the options presented	<b>Observation:</b> The user is pleased to have selected a time but has to scroll quite a bit to find available lesson	<b>Comments in study:</b> "Yay, there's an available spot! But the amount of scrolling was a bit annoying"
	The participants' navigation emphasized the importance of intuitive design, starting with the use of the 'book lesson' button, demonstrating a clear expectation for quick easy access to main goal	The focus on using the filters revealed that users prioritise finding the most relevant tutor options quickly, allowing them to tailor their search to meet specific needs and preferences.	The participants engagement with the tutors profile indicates that detailed information plays a critical role in user decision-making. Suggesting that providing comprehensive bios and clarity of teaching style is essential

(Note-taking Reflection)

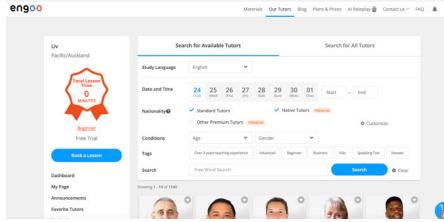
### Landing Page



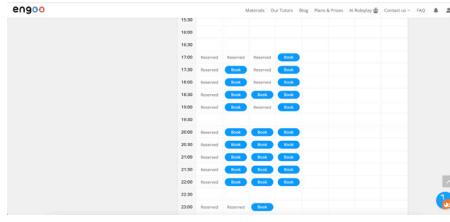
### Selecting a Tutor



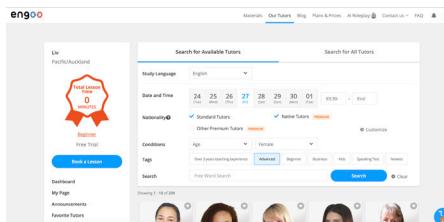
### Our Tutors Page



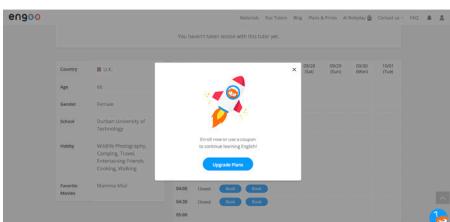
### Booking a Time



### Our Tutors Page



### Booking a Time

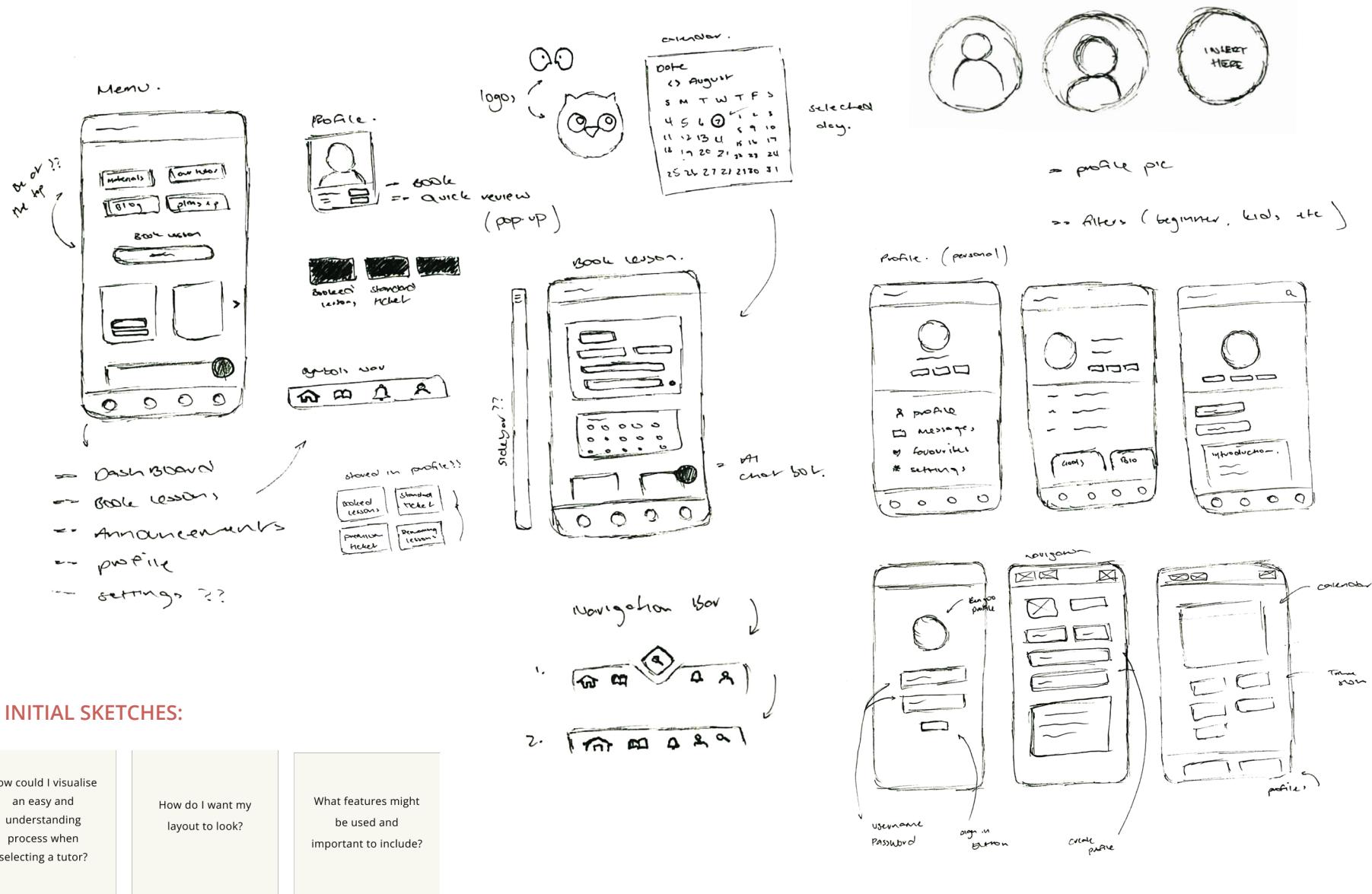


## Eye-tracking Studies

A method that tracks where users look on the screen and what they focus on during tasks.

**Scenario:** You are a student wanting to learn English on Engoo. Out loud, explain how you would choose a tutor and navigate the system. Share your thoughts and opinions during the process.

# 06.



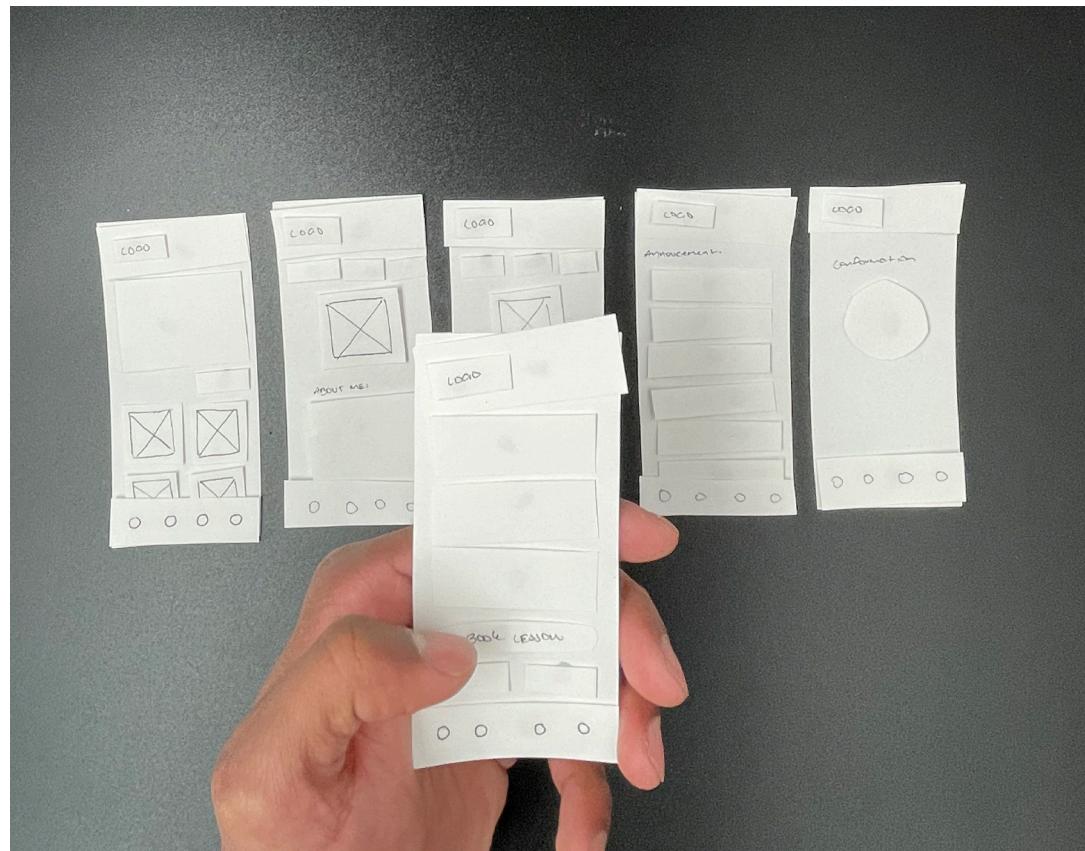


## TESTING USABILITY TWO:

**Scenario:** You are a student wanting to learn English on Engoo. Out loud, explain how you would choose a tutor and navigate the system. Share your thoughts and opinions during the process.

To test further in my design, I went from exploring with sketches and different layouts to **paper prototypes**. This visual approach not only enhanced my understanding but also helped gain perspective and feedback from my peers through their interaction.

I like the consistency of the nav bar and logo being across all screens	A search bar would be beneficial for users when they need help or need something in particular	I don't like the size of the buttons on the home screen, why are they so big? Are they important?	The "book a lesson" button needs to be higher on the page, it's placed way too low for users to find
I like the layout of the tutors page, not much happening but I'm liking the simplicity of it.	I like how you've incorporated personal profiles, i think that's a nice touch.	The conformation page looks quite empty, also where is the back button for users to go back if they've missed a step	
Include a search bar in the app to help users quickly find assistance or specific content when needed	Reduce the size of the buttons on the home screen as they currently appear too large, play around with portion	Move the 'Book a Lesson' button higher on the page, as it's currently positioned too low for users to find	Add a back button on conformation page, so users can backtrack



### Structure of Design:

- Paper for base
- Bluetack to elevate the button's dimension
- Simple wireframe drawings to convey the concept

# 08.

## CONCEPT 2: *LOW FIDELITY DESIGN*

### **Start Simple:**

Begin with a clean, minimalist layout.

Ensure core elements are easy to understand and interact with.

Use neutral colors and basic typography to avoid overwhelming users.

### **Test Basics:**

Focus on essential interactions such as navigation, input fields, and buttons.

Conduct user tests on basic tasks (e.g., finding a button, navigating to a page).

### **Think-aloud Protocol**

Usability testing method where users vocalise their thoughts as they perform tasks, helping designers understand their thought processes and challenge

- Users are given defined tasks to complete and instructed to talk aloud while completing the tasks
- Highlights pain points and areas of confusion
- Useful for identifying hidden assumptions and mental models
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- The process can slow down user interactions, affecting natural behaviour.



### **Colours used:**

Light grey: D9D9D9

Dark grey: C2BEBE

Blue (navigation page indication): 007AFF



*Personal  
Note Taking*



*Testing Usability  
Feedback*

## General comments:

The wireframes illustrate a navigation system with a top bar containing a logo and search function. Below this, a vertical navigation bar lists 'Materials', 'Our Tutors', 'Blog', and 'Plans & Prices'. A large central area for content is shown, along with a 'Book Lesson' button at the bottom. The footer contains four circular icons labeled 'Label'.

**Annotations from the first slide:**

- I like how straightforward the layout is, it's easy for users to navigate between different screens** (top left)
- The bottom nav bar is nice, it would be great to see essential functions from the Engoo page here** (middle left)
- "Book a lesson" button could be placed at the top of the page to make it more prominent and draw attention** (bottom left)
- Photos or articles would be nice to see displayed on homescreen to bring connection and opportunities** (bottom left)
- Profile page about me section might need more structuring: could include headers like goals / skills etc** (bottom center)
- Adding a call-to-action feature so users can edit their profiles could be good** (bottom center)
- The search bar could be placed in navigation bar to fill in the empty space and declutter pages + add symbols** (bottom center)
- Booking confirmation screen feels quite empty, perhaps adding details like the tutors name, time could improve the users sense of completion** (bottom right)



## TESTING USABILITY THREE:

**Scenario:** You are a student wanting to learn English on Engoo. Out loud, explain how you would choose a tutor and navigate the system. Share your thoughts and opinions during the process.

For my **low fidelity**, I decided to use wireframes to gain a digital perspective. This was useful as I was able to go into more detail with basic information allowing me to visualise the overall structure more clearly. Here I explored different layouts; playing with portions and sizes while also applying users feedback from the previous slide.

User found navigation simple and easy to use	Add photos and articles to homepage	Make sure the navigation bar has essential and useful functions	Change the position of "book a lesson" to the top of page to draw more attention
Add a call-to-action feature so users can edit profiles	Add more details to conformation page: name of tutor, time, contacts etc		

# 10.

## CONCEPT 2: TESTING METHOD - CARD SORTING

### Card Sorting:

A method where users organise content (i.e., menus, navigational elements, filters,etc.) into categories that make sense to them

- It helps understand how users naturally think about information structure
- Reveals how users naturally group and access information
- Provides insight into how content should be organised.

### Instructions:

- Generally, participants are asked to organise cards into groups.
- If it is an open card sorting approach, participants are also asked to label each group. This is good for finding out new ways of structuring information
- If closed, participants are given pre-defined labels. This is good for checking if users understand how the system is already categorising content
- A hybrid approach is also possible, if pre-defined labels already exist but still have some labels which are unknown.

### Navigation Bar



### Overall Feedback on Navigation bar:

- “The icons and their labels are clear and straightforward. I understood their purpose without hesitation”.
- The active state is indicated by the blue color, which helps identify which section the user is currently on - for example, the "Home" section is active

### Suggestions:

- Adding subtle visual cues such as colour for inactive icons, or adding a colour to the hover of active buttons could make navigation more intuitive.
- You could experiment with making the active state more prominent (bolder or a different colour) to ensure that users instantly recognize where they are within the navigation system.
- Adding specific icons for each button to enhance the user experience and improve navigation flow

### TESTING USABILITY FOUR:

<p><b>Home button:</b> This is more likely the main dashboard or homepage. I expect it to lead the primary landing page where users can see a general overview of important content or relevant elements to Engoo</p>	<p><b>Book Lesson button:</b> based on the label, i assume this would allow users to book a lesson with tutor.</p>	<p><b>Announcements button:</b> I would expect this to show notifications or updates from Engoo. New features like reminders or upcoming event + updates</p>	<p><b>Profile button:</b> This seems like the section where i can view and manage my personal information/</p>
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## CONCEPT 3: MID FIDELITY DESIGN

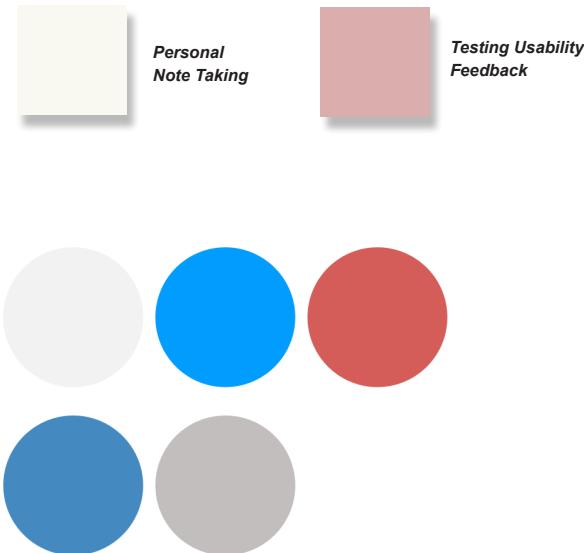
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### Design Enhancements:

- Added an additional page to personal profile, giving users the option to select booked lessons, favourites, subscription and settings. This enhances the user flow to be more intuitive and easier to navigate

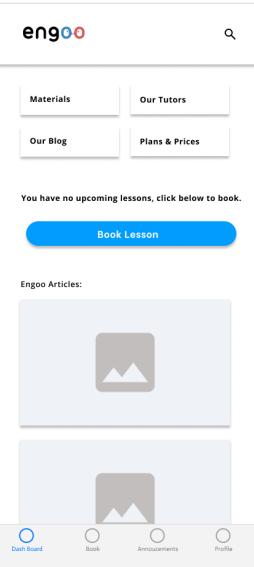


### Colours used:

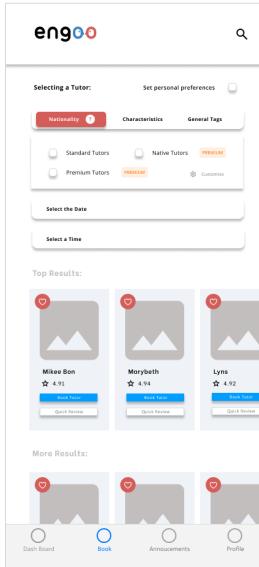
White grey: F2F2F2	Engoo blue: 448AC1
Blue: 009DFF	Grey: C2BEBE
Red: D45D59	

## FEEDBACK (CONCEPT 2) + ITERATION FOR MID FIDELITY

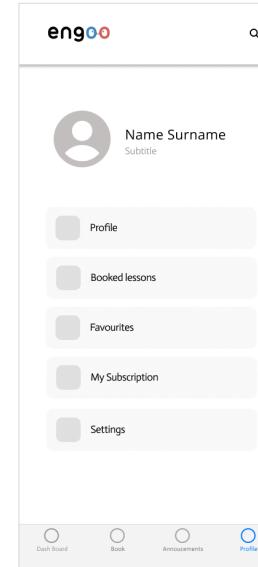
**Change the position of "book a lesson" to the top of page to draw more attention**



**Put search bar into the top navigation bar; add symbols**



**Add a call-to-action feature so users can edit profiles**



**Engoo**

Materials Our Tutors

Our Blog Plans & Prices

You have no upcoming lessons, click below to book.

**Book Lesson**

Engoo Articles:

Dash Board Book Announcements Profile

Materials Our Tutors

Our Blog Plans & Prices

Selecting a Tutor: Set personal preferences

Native Only Characteristics General Tags

Standard Tutors Native Tutors Premium

Premium Tutors Customer

Select the Date

Select a Time

Top Results:

- Mikea Bon ★ 4.91 Quick Review Book Now
- Marybeth ★ 4.94 Quick Review Book Now
- Lyns ★ 4.92 Quick Review Book Now

More Results:

Dash Board Book Announcements Profile

Engoo

Name Surname ★ 4.91 Beginner Kids

Lesson Attendance

Introduction

Reviews

About me:

Country

Age

Gender

School

Dash Board Book Announcements Profile

Engoo

Name Surname Subtitle

Beginner

Edit Profile >

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s.

About me:

Country

Age

Gender

School

Hobby

Favourite

Dash Board Book Announcements Profile

Engoo

Urgent:

General:

Booking information

Mike Bon Date: Lorem ipsum Time: Lorem ipsum

Back

Dash Board Book Announcements Profile

Engoo

Confirmation booking

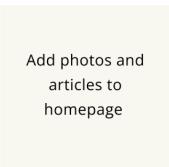
Booking information

Mike Bon Date: Lorem ipsum Time: Lorem ipsum

Back

Dash Board Book Announcements Profile

Add photos and articles to homepage

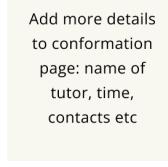


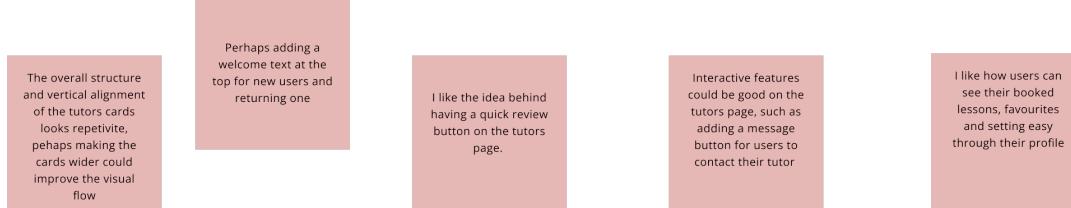
Make sure the navigation bar has essential and useful functions

- Dashboard
- Book
- Announcements
- Profile

Dash Board Book Announcements Profile

Add more details to confirmation page: name of tutor, time, contacts etc



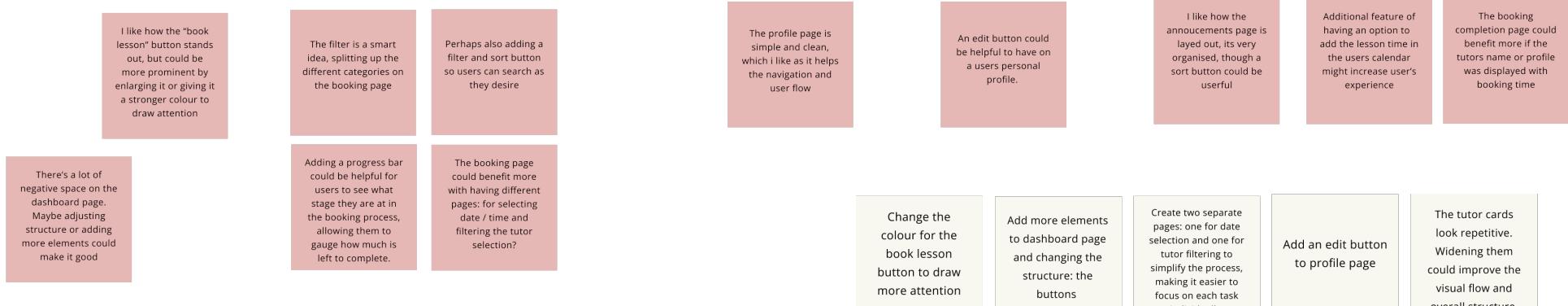


## TESTING USABILITY FIVE:

**Scenario:** You are a student wanting to learn English on Engoo. Out loud, explain how you would choose a tutor and navigate the system. Share your thoughts and opinions during the process.

The sequence of screens illustrates the user journey:

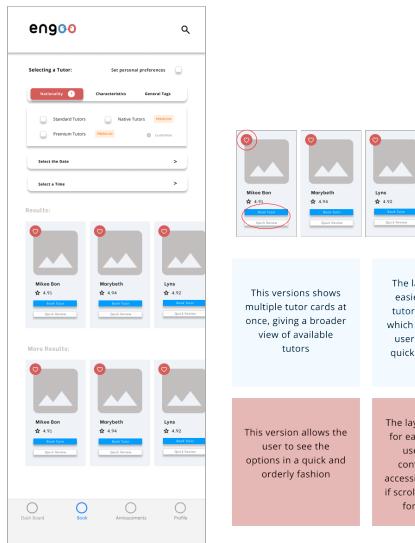
- Homepage:** Shows 'Materials', 'Our Tutors', 'Our Blog', and 'Plans & Prices'. A message says 'You have no upcoming lessons, click below to book.' A blue 'Book Lesson' button is prominent.
- Selecting a Tutor:** A search bar and filter options ('Native', 'Characteristics', 'General Tags') are shown. Filters include 'Standard Tutors', 'Native Tutors' (selected), 'Premium Tutors', 'Native', 'Medium', and 'Custom'. Buttons for 'Select the Date' and 'Select a Time' are present. Below are 'Top Results' for 'Mike Ben', 'Marybeth', and 'Lynn'.
- Tutor Profile:** Shows a profile picture, name 'Name Surname', subtitle 'Subtitle', and rating '4.91'. Buttons for 'Beginner' and 'Kids'. Below are sections for 'Lesson Attendance', 'Introduction', and 'Reviews'.
- About me:** Shows a profile picture, name 'Name Surname', subtitle 'Subtitle', and rating '4.91'. Buttons for 'Beginner' and 'Kids'. Below are sections for 'Profile', 'Booked lessons', 'Favourites', 'My Subscription', and 'Settings'.
- User Profile:** Shows a profile picture, name 'Name Surname', subtitle 'Subtitle', and rating '4.91'. Buttons for 'Beginner' and 'Kids'. Below are sections for 'Country', 'Age', 'Gender', 'School', 'Hobby', and 'Favourite'.
- Booking Information:** Shows a form with fields for 'Urgent', 'Name Surname', 'Subtitle', and 'Beginner'. Below are sections for 'General', 'Country', 'Age', 'Gender', 'School', 'Hobby', and 'Favourite'.
- Confirmation booking:** Shows a large circular placeholder for the tutor's profile picture. A blue 'Booking information' button is visible.



Transitioning into the **mid fidelity** prototype, I decided to add features in relation to the Engoo website like the logo to create consistency in the design, followed by adjusting my home page structure. I decided to alter my screens, using my user feedback. I also played around with shadows, to make the containers more realistic and stand out. Further usability testing was conducted, focusing more on visual aspects.

## CONCEPT 3: A/B TESTING METHOD:

Version A: Compact Grid View



This version shows multiple tutor cards at once, giving a broader view of available tutors

The layout makes it easier to compare tutors at first glance, which is beneficial for users who want to quickly browse their options

Heart icons are easy to spot though placement could improve and the use of buttons are placed nicely

Showing multiple results in a smaller card format may limit how much detail the user can see about each tutor

The page feels compact and might appeal to users who prefer to see a lot of options at once, however might be overwhelming for some

This version allows the user to see the options in a quick and orderly fashion

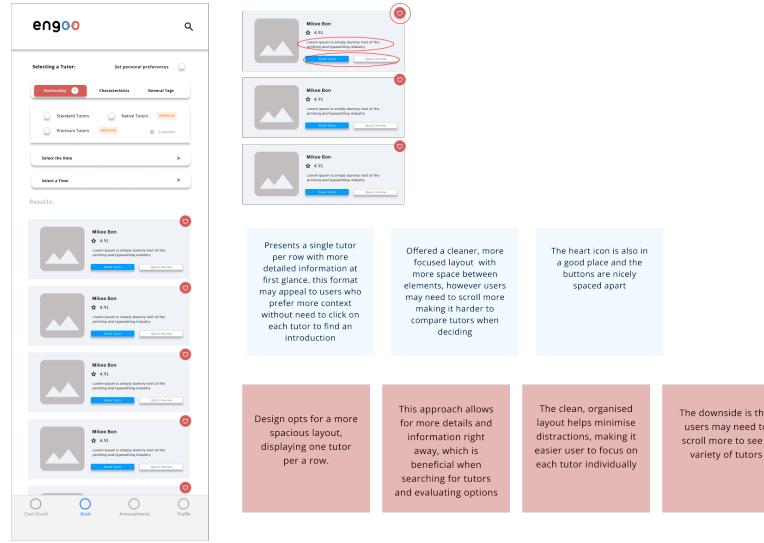
The simplicity is designed for easy one-handed use, improving convenience and accessibility, especially if scrolling horizontally for more users

The simplicity is a nice but, adding more information could be beneficial such as a short bio or availability would enhance users decision-making

The heart icons for favouriting tutors are displayed and the action buttons are logically placed for users convenience.

This page has a packed layout, which could make users feel overwhelmed at times

Version B: Detailed List View



Presents a single tutor per row with more detailed information at first glance, this format may appeal to users who prefer more context without need to click on each tutor to find an introduction

Offered a cleaner, more focused layout with more space between elements, however users may need to scroll more making it harder to compare tutors when deciding

The heart icon is also in a good place and the buttons are nicely spaced apart

Design opts for a more spacious layout, displaying one tutor per a row.

This approach allows for more details and information right away, which is beneficial when searching for tutors and evaluating options

The clean, organised layout helps minimise distractions, making it easier user to focus on each tutor individually

The downside is that users may need to scroll more to see a variety of tutors

### A/B Testing Considerations

For quick browsers (version A): this version is ideal for users who are more visual and want to select a tutor based on basic details

For detailed oriented User (version B): Best suited for users who want more details at first glance - offering clarity and comprehensive information but requires more scrolling



Both had similar perspectives for each version.

For quick browsers (version A): this layout is perfect for users who thrive on speed and prefer to skim through options quickly

For Details oriented User (version B): this version caters to those who want more indepth information but would have to scroll more

### Potential Improvements

Combining the two strengths - increase card sizes in Version A to include more information while maintaining a multi-card layout

OR  
Offering a toggle between a "grid view" (version A) and "list view" (Version B style)

Maybe exploring a hybrid layout that balanced detailed information with a quick browsing format, enlarging the cards in the version A and adding more detail like version B

## TESTING USABILITY SIX:

For this test i used two participants to gather a stronger opinion and perspective

### A / B Testing:

- Method where two versions (A and B) of a design are tested to see which performs better on specific metric
- Generally most useful for minor design variation
- The more participants, the more validity is given to the results

## CONCEPT 4: HIGH FIDELITY DESIGN

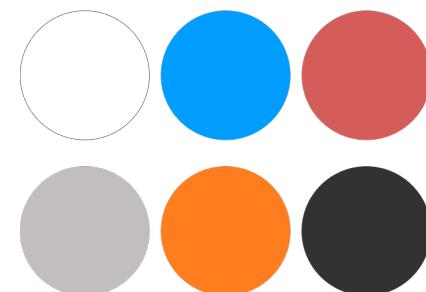
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Colour palette for High Fidelity Design



#### Colours used:

White: FFFFFF	Grey: C2BEBE
Blue: 009DFF	Orange: FF7D1F
Red: D45D59	Off tone Black: 323232

# 16.

## FEEDBACK (CONCEPT 3) + ITERATION FOR HIGH FIDELITY

I like how the 'Hello' text is at the top of the page.  
Adding a welcome text at the top for new users and returning ones one draw attention.

Hello,  
Hi Adam

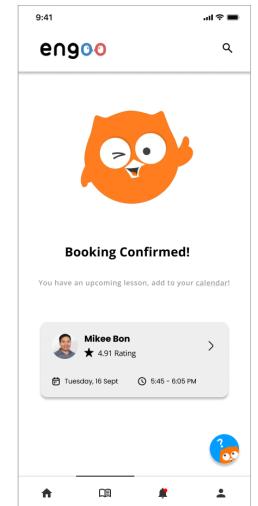
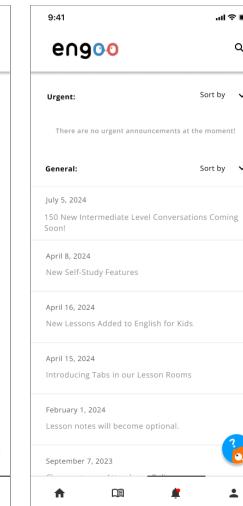
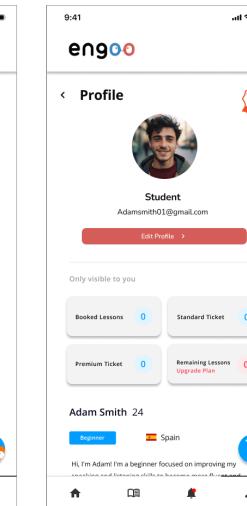
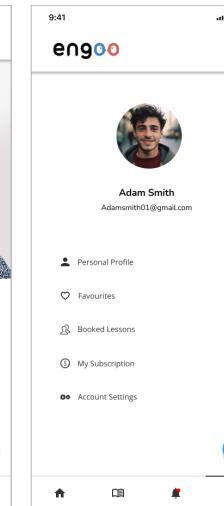
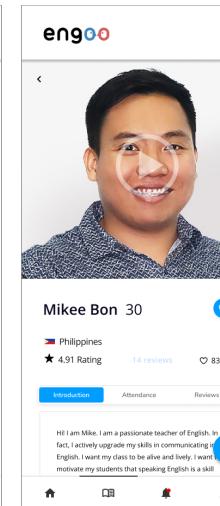
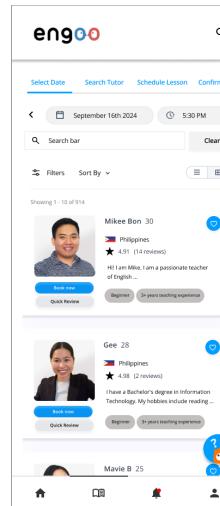
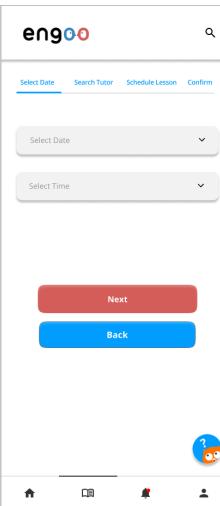
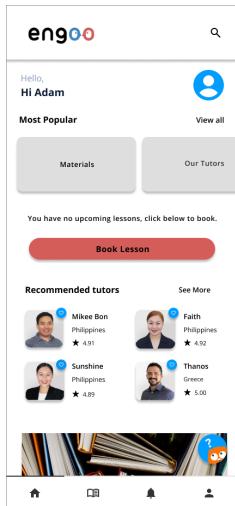


Users can customize their profile picture and set their own preferences, fostering a sense of connection and creating a more personalized experience.

Create two separate pages: one for date selection and one for tutor filtering to simplify the process, making it easier to focus on each task individually.

Add an edit button to profile page

Adding an option to sync lesson times with the user's calendar to enhance the user experience.



Change the colour for the book lesson button to draw more attention

Book Lesson

Decided to go with the cherry red color choice for the "Book Lesson" button to grab attention and make the call-to-action stand out clearly against the rest of the interface. This also links to the logo of the app, creating a sense of connection and flow, while reinforcing brand identity and visual consistency across the platform.

The tutor cards look repetitive. Widening them could improve the visual flow and overall structure.

Add a visible introduction to the tutors' profiles for students to see upon viewing.

Adding a sort button could enhance usability for the announcements page

Display the tutor's name or profile alongside the booking time on the completion page for added clarity.

Add more elements to dashboard page and changing the structure: the buttons



Reducing clutter and incorporating a horizontal scroll feature will enhance accessibility, allowing users to navigate easily

Adding a contact button on tutors pages, so users can ask questions

Did not add this due to privacy reasons, however I added their email to their profile after students have booked a lesson, where they also have the option to cancel if needed.

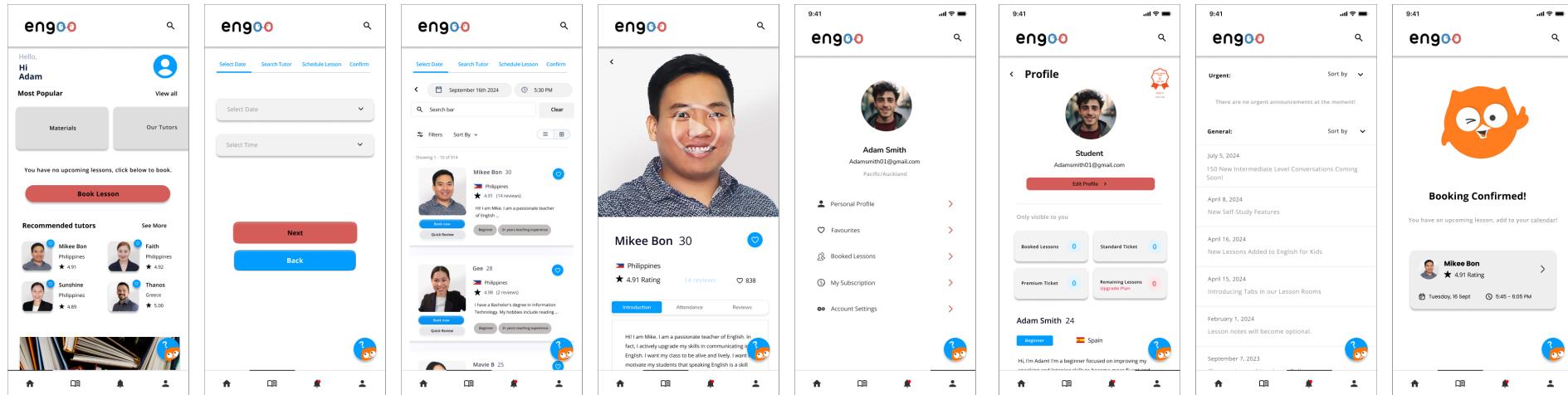
#### General comments:

The layout and UI elements are consistent across all screen, which is a nice touch and enhances the overall user experience

Icons and spacing are used effectively to distinguish between sections, creating a smooth and natural flow in navigation.

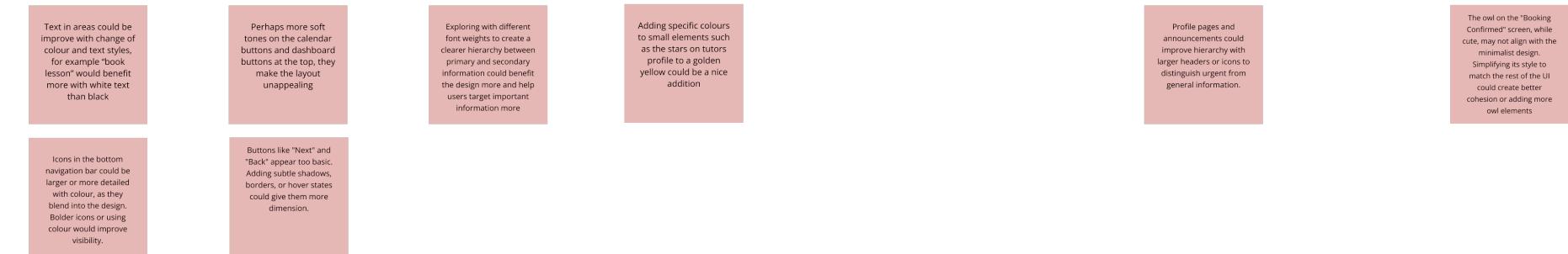
Call-to-action button such as "Next", "Book Lesson" etc, are clearly visible and distinct from the rest of the page, making it easier for users to target

While the blue and white color scheme works, it may feel too plain. Introducing accent colors could add depth.



#### Overall conclusion:

The design is strong but could benefit from refinements in readability, visual hierarchy, and aesthetics. Enhancing text contrast, improving design elements for visual hierarchy, refining icons, and adding more spacing would elevate the overall design



## TESTING USABILITY SEVEN:

**Scenario:** You are a student wanting to learn English on Engoo. Out loud, explain how you would choose a tutor and navigate the system. Share your thoughts and opinions during the process.

For my **High fidelity prototype**, I focused on the aesthetic of my design, ensuring feedback was conducted while adding a few key details. However, to enhance the overall usability, I aim to gain more feedback. I am not entirely satisfied with the colour scheme and believe I could incorporate additional colours.

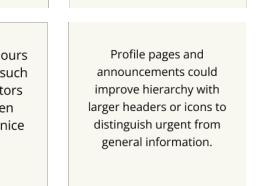
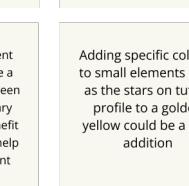
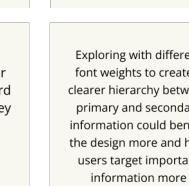
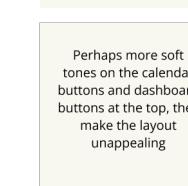
Here I've screenshoted the main pages, to demonstrate and overall idea.



### Personal Note Taking



### Testing Usability Feedback



# 18.

## CONCEPT 5: AESTHETICS HIGH FIDELITY DESIGN

### Typography Choices for Engoo

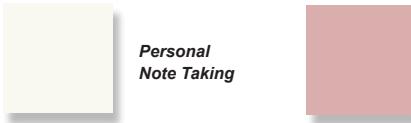
Open Sans Regular

Open Sans SemiBold

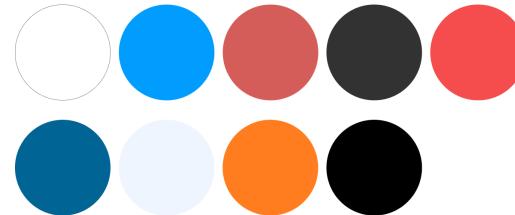
In crafting the overall design for Engoo, I was directed to use Open Sans as the primary typeface. To enhance the design visual hierarchy, I employed various weights of Open Sans: including regular and semibold. This variation allowed me to explore and identify elements with clear differentiation between headings, subheadings and body text. Guiding the user through the content seamlessly.

**Headings:** For my headings, I opted for open sans semibold, to create emphasis and draw attention. The increase weight and boldness helped these elements stand out more from the rest, ensuring users can quickly identify certain section of the interface.

**Body Text:** For my body text, I opted for open sans regular to maintain legibility while weaving a clean and cohesive appearance. This choice supports readability across various devices and screens.



### Colour palette for Aesthetics High Fidelity Design



#### Colours used:

White: #FFFFFF	Navy Blue: #006495
Blue: #009DFF	Light blue: #EFF5FF
Red: #D45D59	Orange: #FF7D1F
Black: #000000	Charcoal Black: #323232
Pink: #F54D4D	

The image displays a series of 10 screenshots of a mobile application interface for Engoo, showing various screens from the home page to user profiles and booking confirmation.

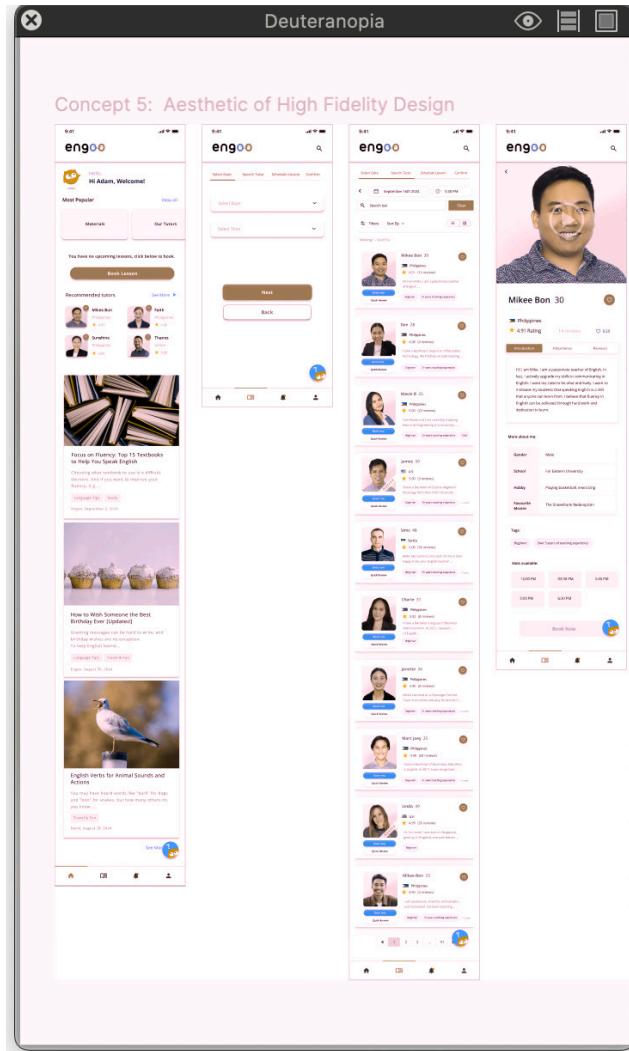
- Home Screen:** Shows a welcome message "Hello, Hi Adam, Welcome!" and sections for "Most Popular Materials" and "Our Tutors". It includes a search bar and a large button to "Book Lesson".
- Tutor Selection Screen:** Allows users to "Select Date", "Search Tutor", "Schedule Lesson", and "Confirm". It shows a list of tutors with their names, ratings, and teaching experience.
- Tutor Profile Screen:** Displays a detailed profile of Mikee Bon, including her photo, bio, teaching experience, and availability. A "Book Now" button is present.
- Lesson Booking Screen:** Shows a list of available slots for booking a lesson with Mikee Bon.
- User Profile Screen:** Shows the profile of Adam Smith, including his personal information, favourites, booked lessons, and account settings.
- Booking Confirmation Screen:** Confirms a booking for Mikee Bon on Tuesday, 16 Sept, at 5:45 - 6:05 PM.

**Textual Content and Design Notes:**

In my **high-fidelity prototype**, achieving a **consistent aesthetic** is crucial for an effective design. This consistency helps convey information clearly and enhances the overall user experience. Typography plays a key role in improving readability and accessibility, using bold titles and subtitles to guide the user's eye and emphasise important points throughout the process. The color scheme is inspired by the Engoo website and theme, ensuring a visually cohesive interface.

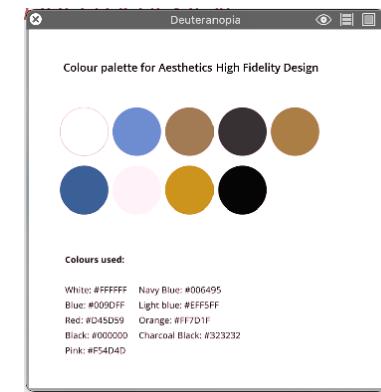
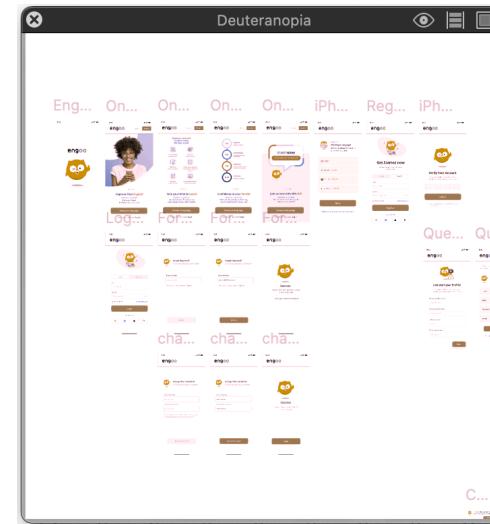
For this high-fidelity prototype, I added additional colors and enhanced the overall usability by using colors to indicate buttons or highlight important elements. This helps guide the user's attention and improves interaction by making key features more visually distinct and easy to identify when using the Engoo App.

# 20.

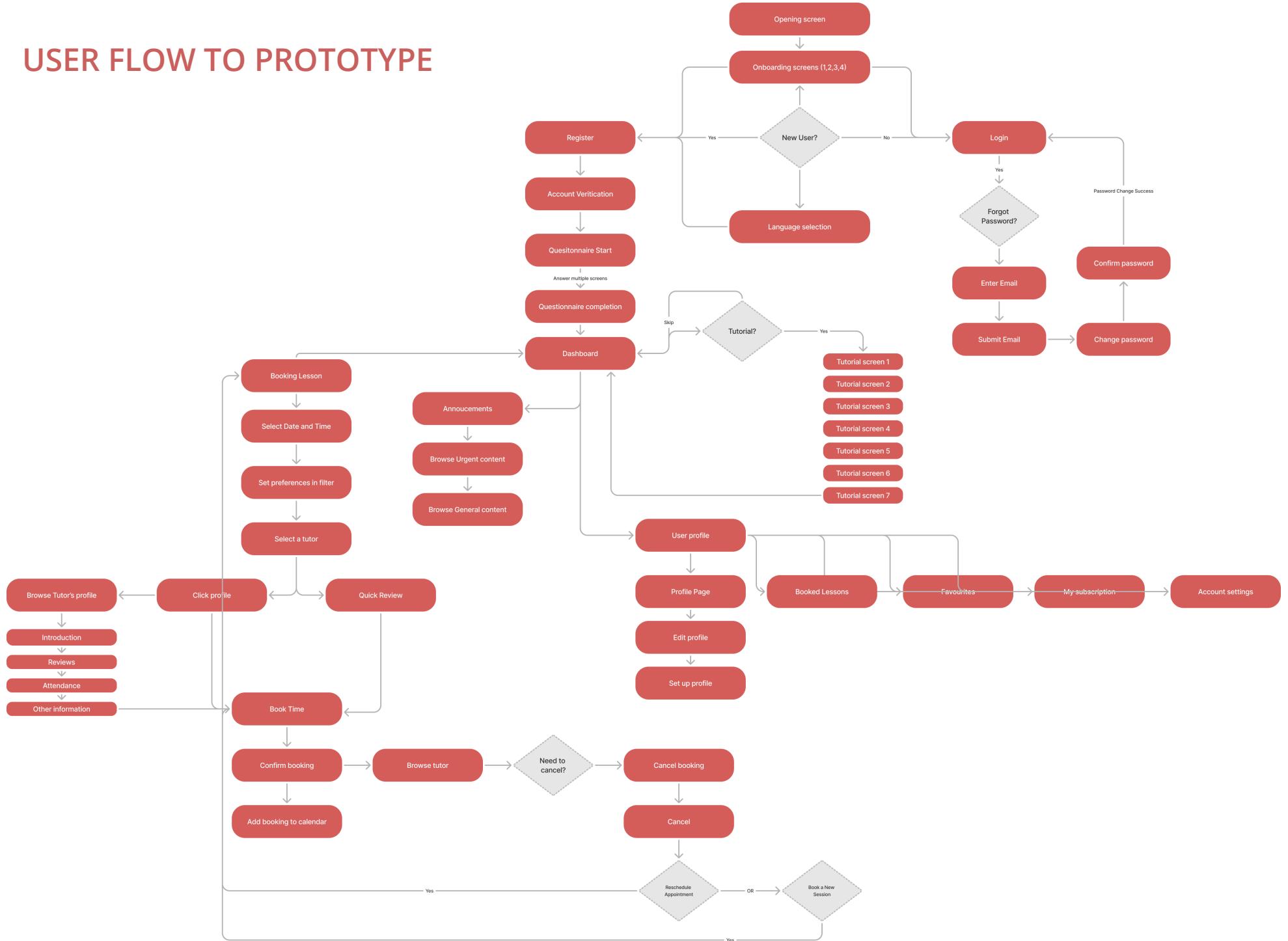


## TESTING USABILITY EIGHT:

To gain further insight from a different perspective, I conducted an **accessibility test**, focusing on individuals with colour deficiencies. This step was crucial to ensure that the design remained visually accessible to all users, particularly those with colour blindness. To achieve this, I used a tool called Sim Daltonism, which provided a valuable way to view the final design from various colour-blindness perspectives. This allowed me to verify that no critical elements were overlapping or hard to identify, ensuring a more inclusive and user friendly experience.



# USER FLOW TO PROTOTYPE



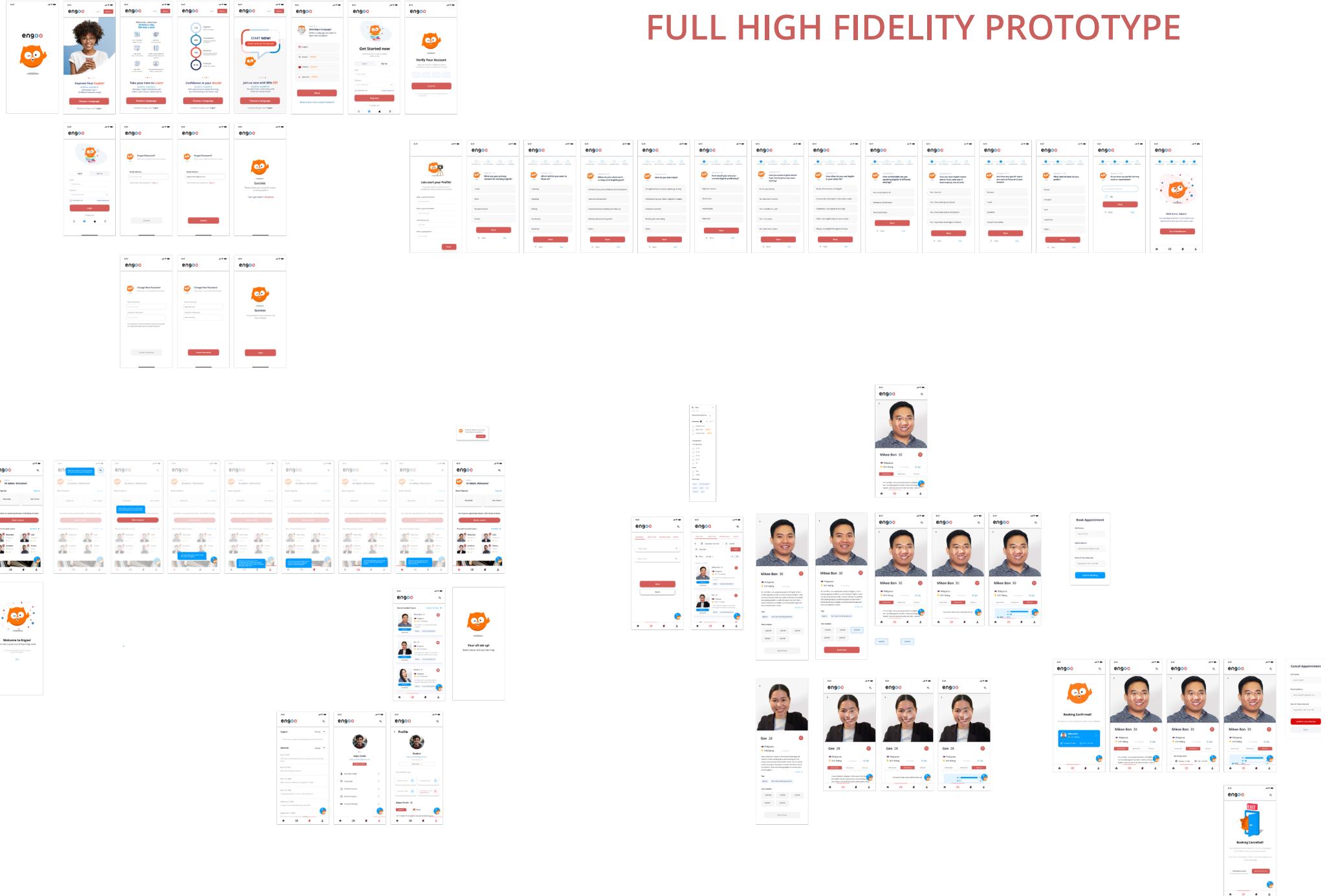
22

# HIGH FIDELITY - MAIN PAGES

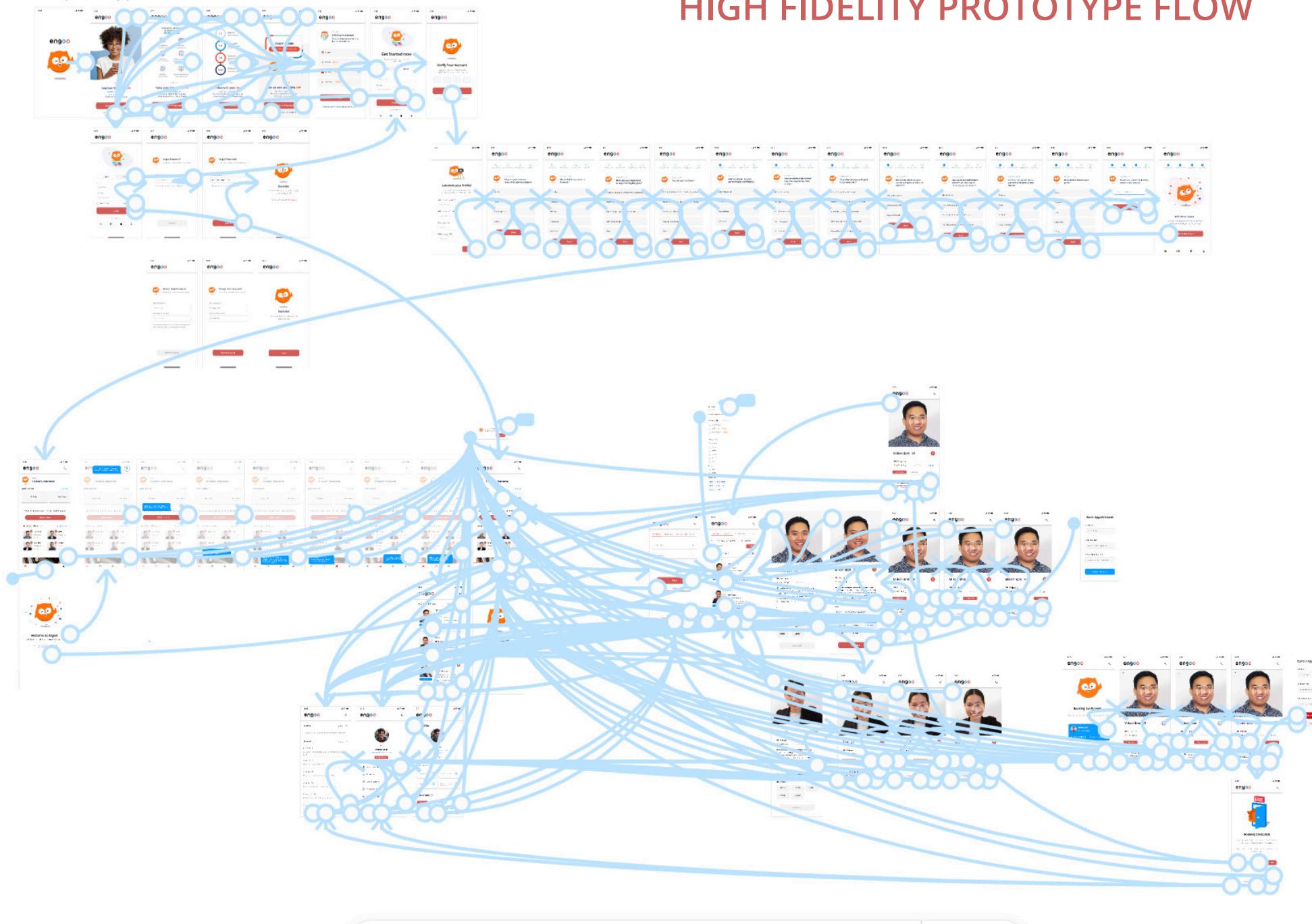
The image displays a grid of 14 screenshots from the engoo mobile application, illustrating its user interface across different screens.

- Row 1:**
  - Home screen: Shows a large orange owl icon, a woman holding a phone, and the text "Improve Your English! Anytime, anywhere! Start your 1-on-1 25 Minute Lessons today! Choose a language".
  - Registration screen: "Get Started now" with fields for Email, Password, First Name, Last Name, Age, Gender, and a "Register" button.
  - Profile setup screen: "Lets start your Profile!" with fields for First Name, Last Name, Age, and Gender, followed by a "Next" button.
  - Lesson selection screen: "What are your primary reasons for learning English?" with options: Travel, Work, Personal Interest, and School.
  - Welcome screen: "Hello, Hi Adam, Welcome!" with a "Book Lesson" button.
  - Tutor search screen: "Recommended Tutors" listing Mikee Bon (30), Gee 28, and Mavie B 25, each with a profile picture, name, age, location, rating, and a "Book Now" button.
- Row 2:**
  - Profile screen: "Profile" for Adam Smith, showing a photo, name, email, and location (Pacific/Auckland). Includes "Edit Profile" and "Personal Profile" sections.
  - Lesson booking screen: "Select Date" and "Search Tutor" sections, followed by a list of tutors (Mikee Bon 30, Gee 28) with their profiles and a "Next" button.
  - Lesson booking screen: Detailed view of Mikee Bon's profile, including a video thumbnail, photo, name, age, location, rating, and a "Book Now" button.
  - Lesson booking screen: Detailed view of Gee 28's profile, including a video thumbnail, photo, name, age, location, rating, and a "Book Now" button.
  - Confirmation screen: "Booking Confirmed!" message with a "Reschedule Lesson" and "Book New Session" button.
  - Confirmation screen: "Booking Cancelled!" message with a "Reschedule Lesson" and "Book New Session" button.

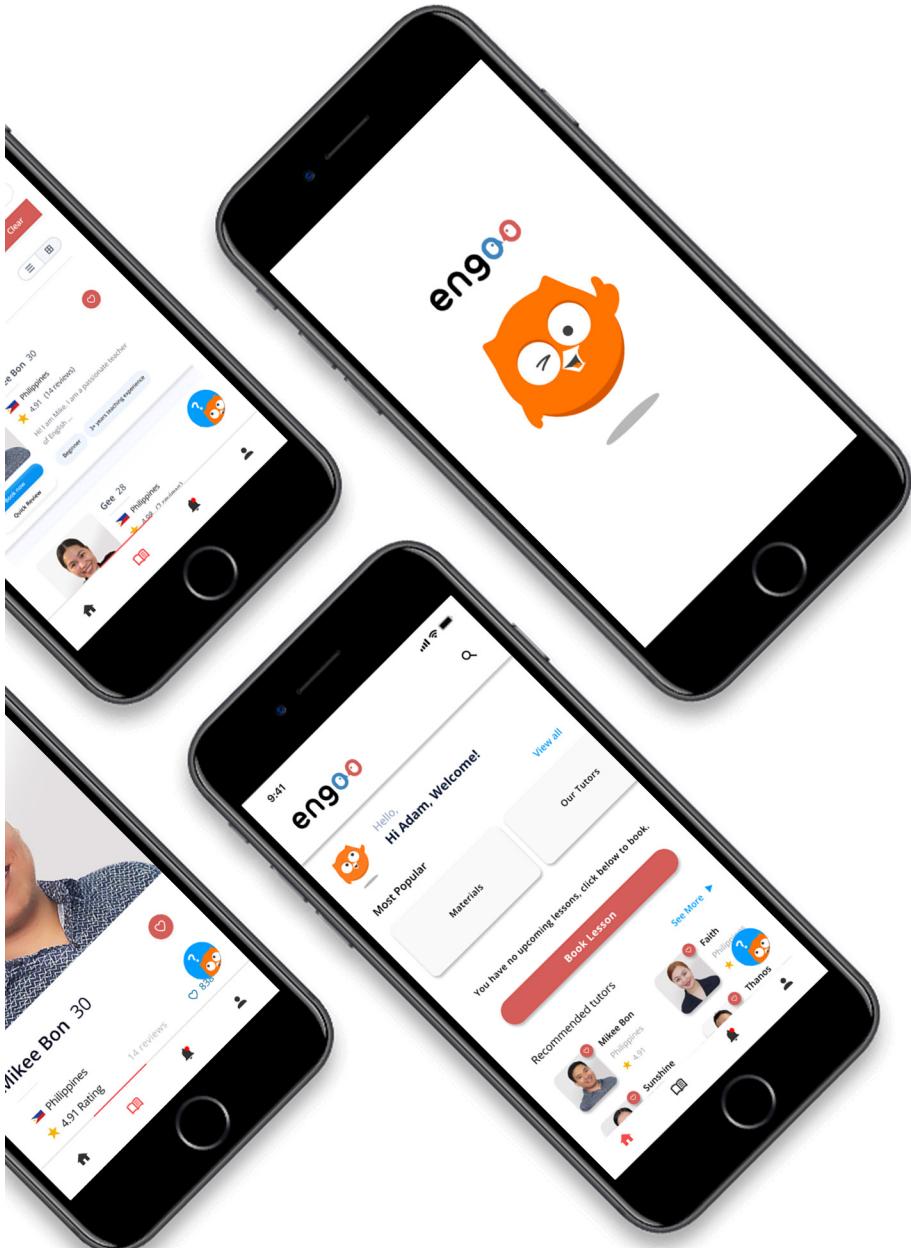
# FULL HIGH FIDELITY PROTOTYPE



Main prototype



## HIGH FIDELITY PROTOTYPE FLOW



## REFLECTION + CONCLUSION

The primary goal of the prototype was to enhance the user experience by implementing a user-centric approach, focusing on streamlining the navigation process and improving the overall usability. Throughout the design process, I conducted various rounds of usability tests to ensure the design met users' needs and preferences. This led to several adjustments in layouts, interactions and overall aesthetic, making the interface user-friendly and engaging. Reflecting on the project, at times I found it frustrating and seemingly impossible to make everything interactive - for example the booking system and having it automatically set the day chosen. However, I reminded myself that this is only a prototype and not a fully coded app. In the future, I aim to take this project further by coding it into an interface app to bring the final product to life.

[LINK HERE: FIGMA FILE](#)

[LINK FOR FIGMA WALK-THROUGH](#)