Revamping

upGrad Community

Scroll Down

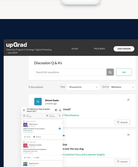
Revitalizing the upGrad discussion forum with an upgraded digital experience where learners create, discover and consume content.

How do people use community currently?

57% learners have asked a question atleast once

25% average engagement rate

50% have checked out their batchmates profile



Old Community designs

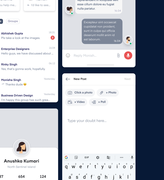
Understanding User Needs & Wants

Insights drawn from user research after interviewing our existing and potential users.

Connect to Batchmates	Quality of questions	Quality of answers	Quick doubt resolution	Networking	Careers
There's no way to chat with another learner	Interaction with similar minded people	Want to see only relevant discussions	Doubts solved by peers are faster and relevant	Get help or insights from upgrad alumni	Interview preparation
Separate groups for different kind of interactions		Take inspiration from learn people around me	Doubts solved by teachers and mentors will foster and clear neither	Seniors, industry leaders can share their experiences, give directions	Sharing of job related materials
College like interaction		One place with all relevant resources repository	Current platform not engaging enough	Offline meetups	New job announcements

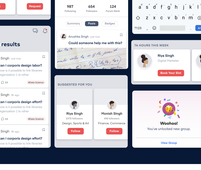
Figuring Out Target User & Market

Going further through the research, we identified 4 personas which have different needs and different goals. This data will be useful to improve the user experience for each one of them.



User Journey

Next, we scripted a typical daily routine for our persona. This process helped us decide how the app's user experience might be designed to fit in with a community usage routine.

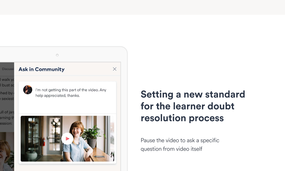


Wireframes

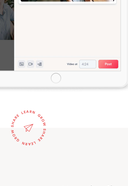
Next, We jumped into wireframes to quickly test ideas without diving into the details.

Visual Direction

A space to connect, create, discover and learn. Driven by collaboration, bringing together learners from different backgrounds to explore education and future skills through conversations.



A refined user experience for connecting with a global community of learners.

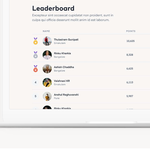


Setting a new standard for the learner doubt resolution process

Pause the video to ask a specific question from video itself

Honoring the past to build the future

Encouraging learners to engage with the community. Leaderboard will keep track of their scores with appropriate badges.



Project
Community

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