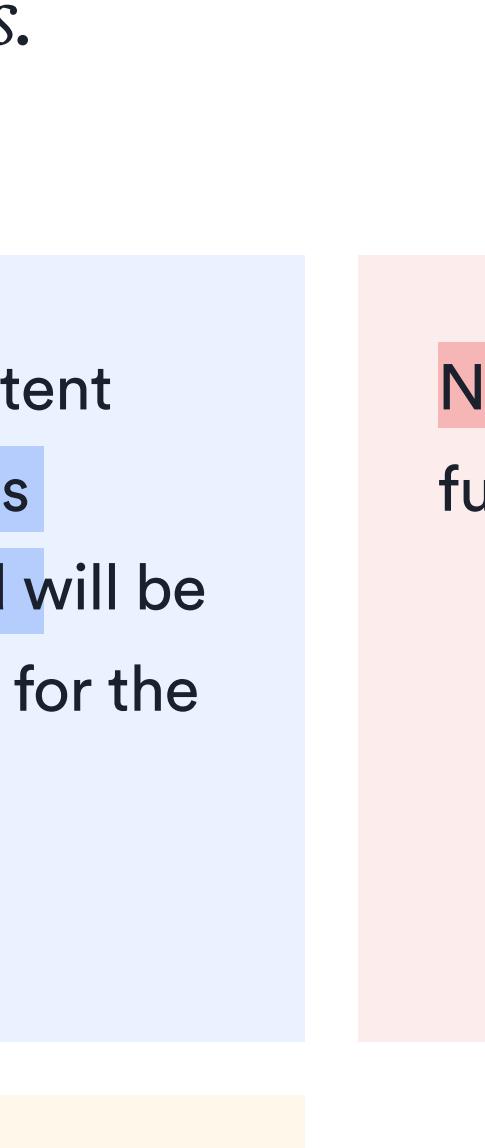
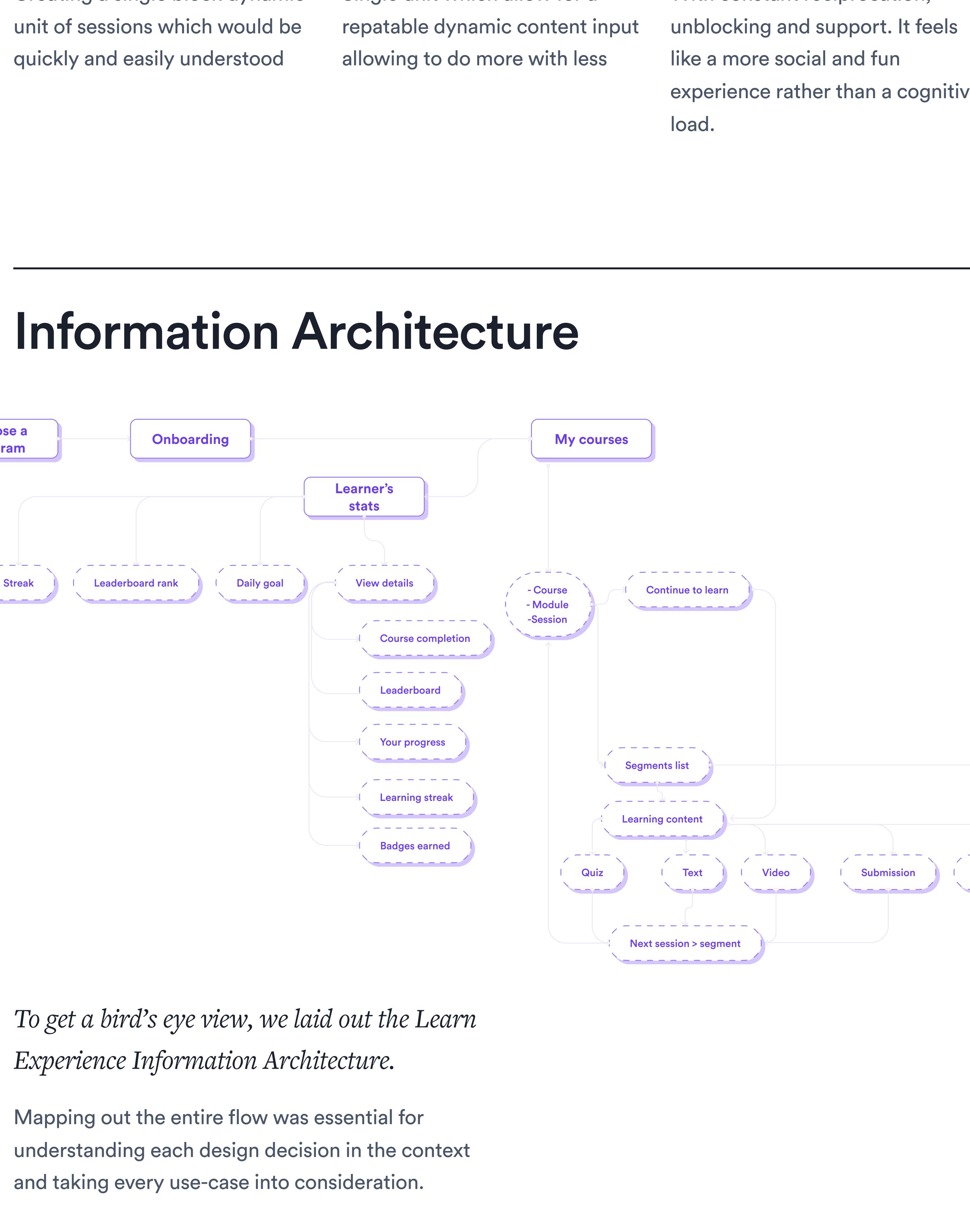


# Rethinking Our Learning Experience



## Identifying Pain Points

Below are the key problems and pain points we identified in current flows.



## Guiding principles

Once we gained a clearer picture of our user needs & want, we began defining guiding principles, user flows & paper prototypes.

### 01.

#### Simple

Creating a single block dynamic unit of sessions which would be quickly and easily understood

### 02.

#### Memetic

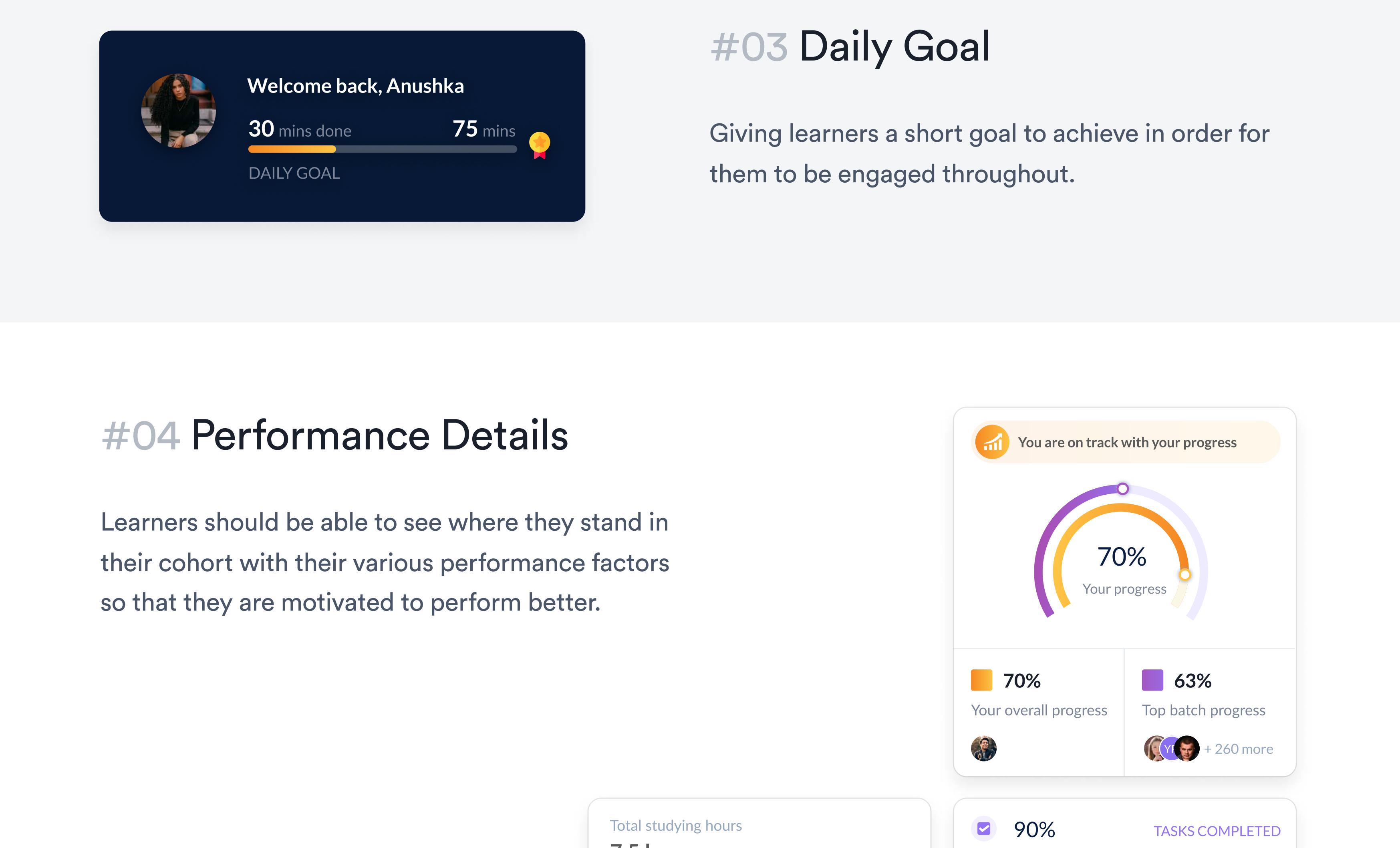
Single unit which allow for a repeatable dynamic content input allowing to do more with less

### 03.

#### Gregarious

With constant reciprocation, unblocking and support. It feels like a more social and fun experience rather than a cognitive load.

## Information Architecture



To get a bird's eye view, we laid out the Learn Experience Information Architecture.

Mapping out the entire flow was essential for understanding each design decision in the context and taking every use-case into consideration.

## The Solution

Let's take a closer look at the improvements.

### #01 Learner Home

Sessions are one of the key element of the entire learning path. Learner can click on the primary cta to directly go to the previously visited section.

Streaks and rank helps motivating the learner to maintain the studying continuity and be on top of everything.

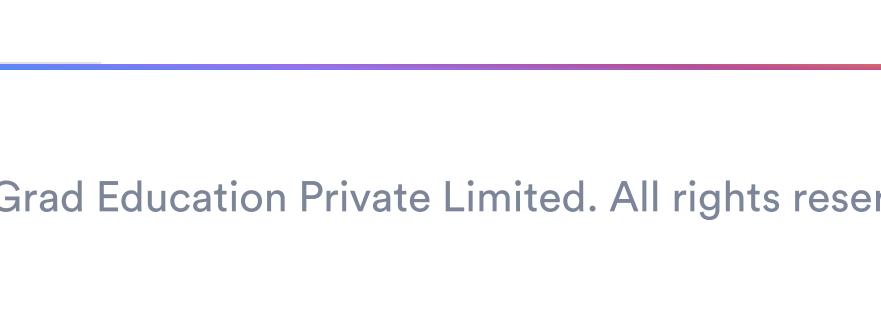


### #02 Performance

#### Performance Details

Learners should be able to see where they stand in their cohort with their various performance factors so that they are motivated to perform better.

Streaks and rank helps motivating the learner to maintain the studying continuity and be on top of everything.



### #03 Daily Goal

Giving learners a short goal to achieve in order for them to be engaged throughout.

### #04 Performance Details

Learners should be able to see where they stand in their cohort with their various performance factors so that they are motivated to perform better.

Streaks and rank helps motivating the learner to maintain the studying continuity and be on top of everything.

#### Performance Details



#### Project Learning experience

#### Product Design Team

Abhimanyu Rana, Product Design Lead

Hozefa Ayyajiwala, Product Design Direction

#### Outcome

The design feedback we received after initial rollout was positive. Lite platform felt faster to use, specifically on mobile.

#### Impact

#### DAU Growth

~ 10x Increase in Lite DAU (wrt baseline)

16% Decrease in classic (old platform) DAU (wrt baseline)

#### Feedback

Project Learning experience

Product Design Team

Abhimanyu Rana, Product Design Lead

Hozefa Ayyajiwala, Product Design Direction

#### Conclusion

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