Revamping

upGrad Community

| Designer | PM | Design review Design Lead & Design Head | 3 months

About upGrad

upGrad is an online higher education platform providing rigorous industry relevant programs designed and delivered in collaboration with world-class faculty and industry.

Experts (Mentors, Career coaches, Student Success Coaches (SSC)) are able to help the learners in their career journey by conducting one on one meetings and group meetings to guide them. Mentors make sure learner's study goals are fulfilled & they are able to finish their course seamlessly.

Revamping 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 Mentors/Peers
- Peers's ex-way to mentors/ alumni learner
- Separate groups for different topics/ interests
- College file interaction

Quality of Conversations
- Interaction with peers/ mentors
- Take inspiration from better conversations
- One place with relevant content repository

Quality of Content
- Want to see only relevant discussions
- Take inspiration from better conversations
- One place with relevant content repository

Social Good Contribution
- Doubts solved by learners and mentors
- Doubts solved by learners and mentors
- Curated platform for sharing through

Networking
- Each India or Global learners's capital stories
- Seniors, mentors leaders can connect with people give directions
- Offline meetups

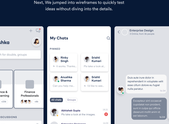
Careers
- Interview preparation
- Sharing of job related resources
- Real job announcements

Figuring Out Target User & Market

Going further through the research, we identified 4 personas which have different needs and goals. For this phase, we focused on 2 of them.

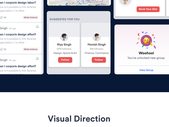
User Journey

This helped us decide how the 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.

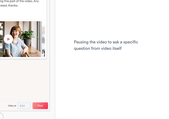
A refined user experience for connecting with a global community of learners.

Asking questions with a proper context

Pausing the video to ask a specific question from video itself

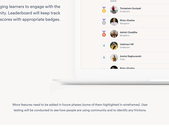
Doubt resolution

Detecting the text to ask a specific question in a segment



Honoring the past to build the future

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



Wireframes are not to be added in future phases (some of them highlighted in wireframes). User testing will be conducted to see how people are using community and to identify any friictions.

Project
Community Revamp

Design owner
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