

# Rethinking Our Learning Experience



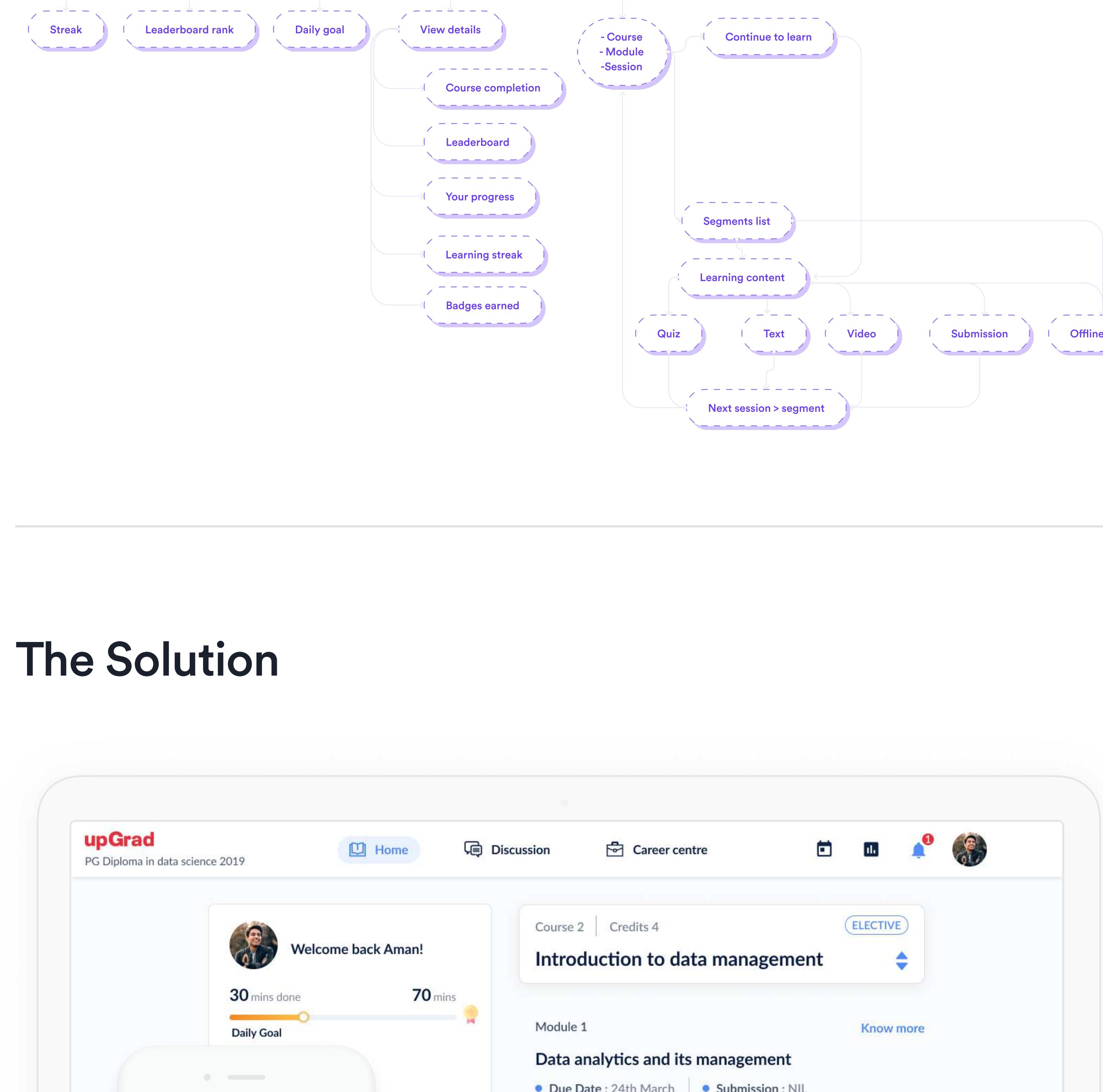
1 Designer | 1 PM | Design review (Design Lead & Design Head) | 3 months (2020)

The user experience of upGrad's 'Learn' platform (where learners access study material, attend lectures, complete submissions) was not up to the mark. There were gaps between learner's experience and goals due to cluttered flow of the platform. The goal was to design the platform in such a way where users are able to learn, comprehend, and directed towards their goal.

My role	Timeline
Product Designer	3 months
Deliverables	Team
User research insights	Shahir (Product Manager)
Concept development	Chirag (Engineering Manager)
UX Flows	
UI Designs	

## 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 designing guiding principles, user flows & paper prototypes.

### 01.

#### Simple

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

### 02.

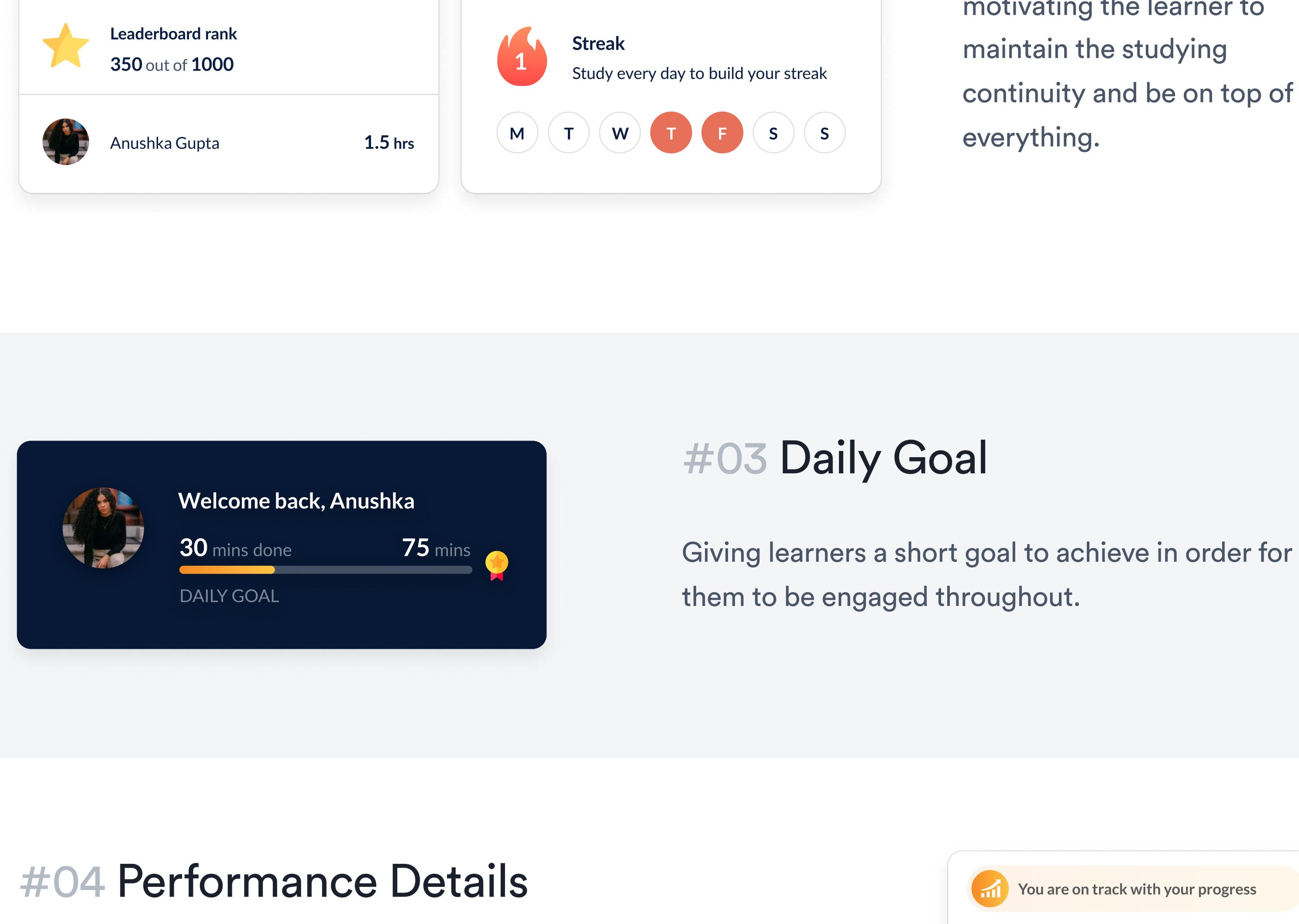
#### Memetic

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.



## 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.



Increase in Lite DAU (wrt baseline)

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

~ 9x

70% Your overall progress

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

70% Your batch progress

16%

260 more

Total studying hours 7.5 hours

90% TASKS COMPLETED

60 HOURS COMPLETED

Achieved a 3 day streak Crackerjack

Achieved a 15 day epic streak Epic Streak

Achieved a 3 Super Streak

75 mins DAILY GOAL

70% Your progress

30 mins done

63% Your batch progress

75 mins

260 more

75 mins DAILY GOAL

70% Your overall progress

30 mins done

63% Your batch progress

75 mins

260 more

75 mins DAILY GOAL

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