upGrad Community

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

My role
Product Designer

Timeline
3 months

Deliverables
Research
Concept development
UX Flows
UI Designs
(Web, M-web, Mobile)

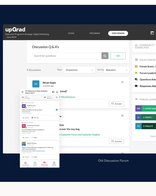
Design review
Abhimanyu
Design Lead)
Hozefa
(Head of Design)

How people used old platform?

25%
average engagement rate

57%
learners have asked a question atleast once

50%
have checked out their batchmates profile



Understanding User Needs & Wants

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

Connect to Batchmates
- Thirsts no way to chat with another learner
- Separate groups for different kind of interactions
- College like interaction

Quality of mentors
- Interaction with similar minded people

Quality of content
- Want to see only relevant discussions
- Take inspiration from better people around the world
- One place with all relevant resources/ repository

Quick doubt resolution
- Doubts solved by peers are faster and relevant
- Doubts solved by teachers and mentors are better with faster and clear replies
- Current platform not engaging enough

Networking
- Gain help on insights from signed alumni
- Seniors, industry leaders can share opportunities, give directions
- Offline meetups

Careers
- Interview preparation
- Sharing of job related materials
- New job announcements

Figuring Out Target User & Market

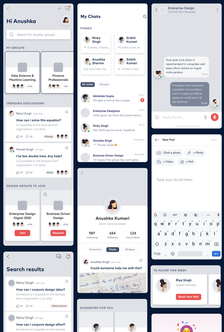
Going further through the research, we identified 4 personas which have different needs and goals. For this phase, we focused on 2 of them.

User Journey

This helped us decide how the user experience might be designed to fit in with a community usage routine.

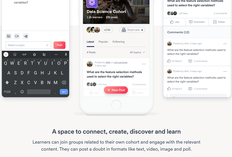
Wireframes

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



Visual Direction

Driven by collaboration, bringing together learners from different backgrounds to explore education and future skills through conversations.



A space to connect, create, discover and learn

Learners can join groups related to their own cohort and engage with the relevant content. They can post a doubt in formats like text, video, image and poll.

Doubt resolution

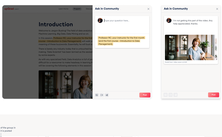
In order to have a smooth experience, learner should be able to ask a doubt from anywhere in their study module. It would be posted in the community where it could be answered by other people.

Learner can search for a question in a specific module as well. The sidebar layout will display all the questions asked by different students on that topic.

Asking a question

The highlighted text will be shown along with the question to get the context

One can pause the video in the content to ask a specific question



Content creation in the community groups

Content on the post can be created with the help of text, image, poll or a link. This is to create engagement and for better clarification of the topic.

Engagement

Leaderboard will keep track of their scores with appropriate badges. It will encourage learners to engage with the community and generate a sense of competition.

Next Steps

Doubt resolution part of the designs have been implemented in 4 cohorts and so far people have a positive response because of clarity of information and a streamlined process.

More features need 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 frictions.

Building a user engagement platform comes with it's own set of challenges. It's important to consider how it will work existing platform and other communications so as to not overwhelm the user. In order to open the platform to external users, integration of careers and networking with industrial leaders will be on top priority.

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