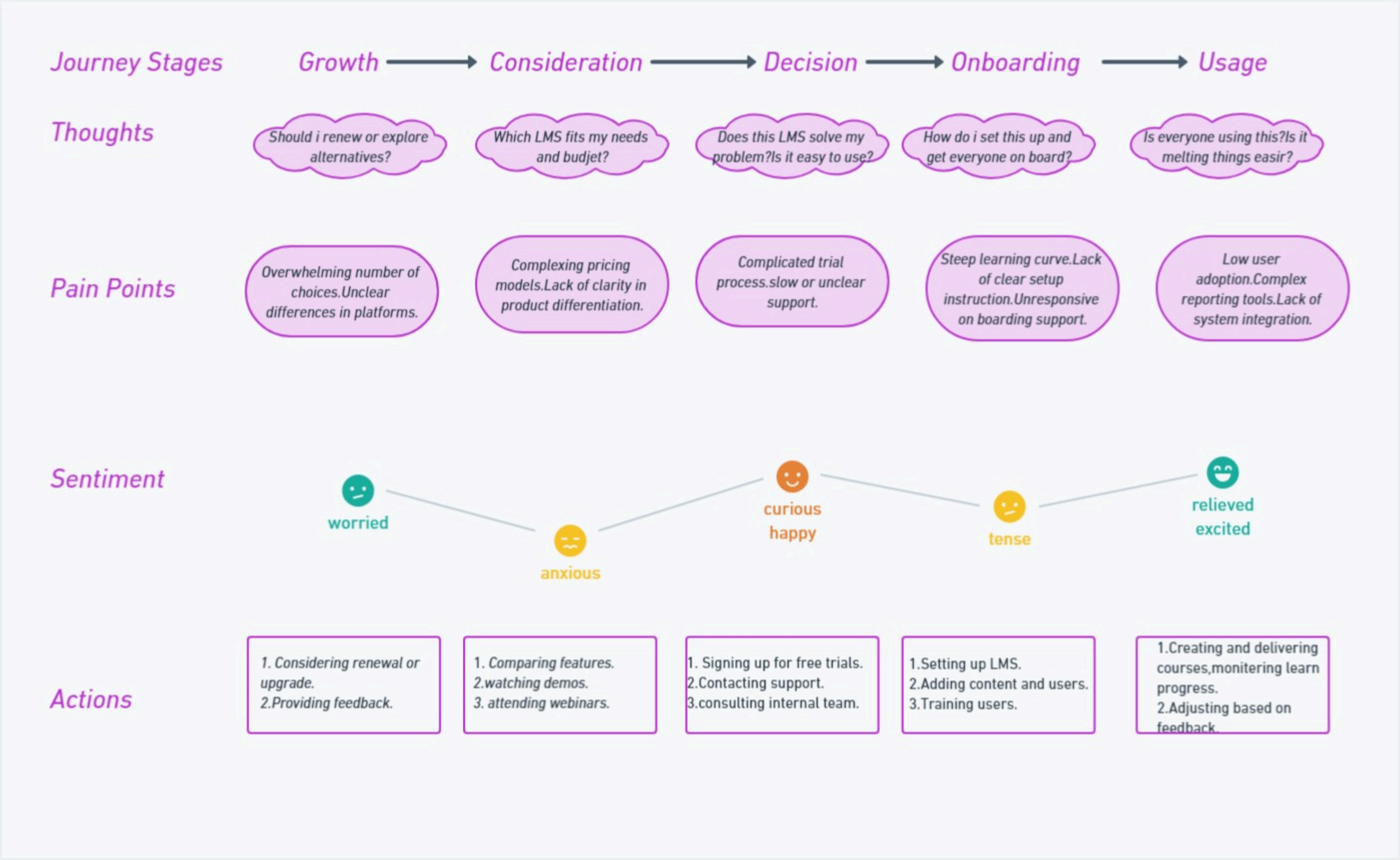
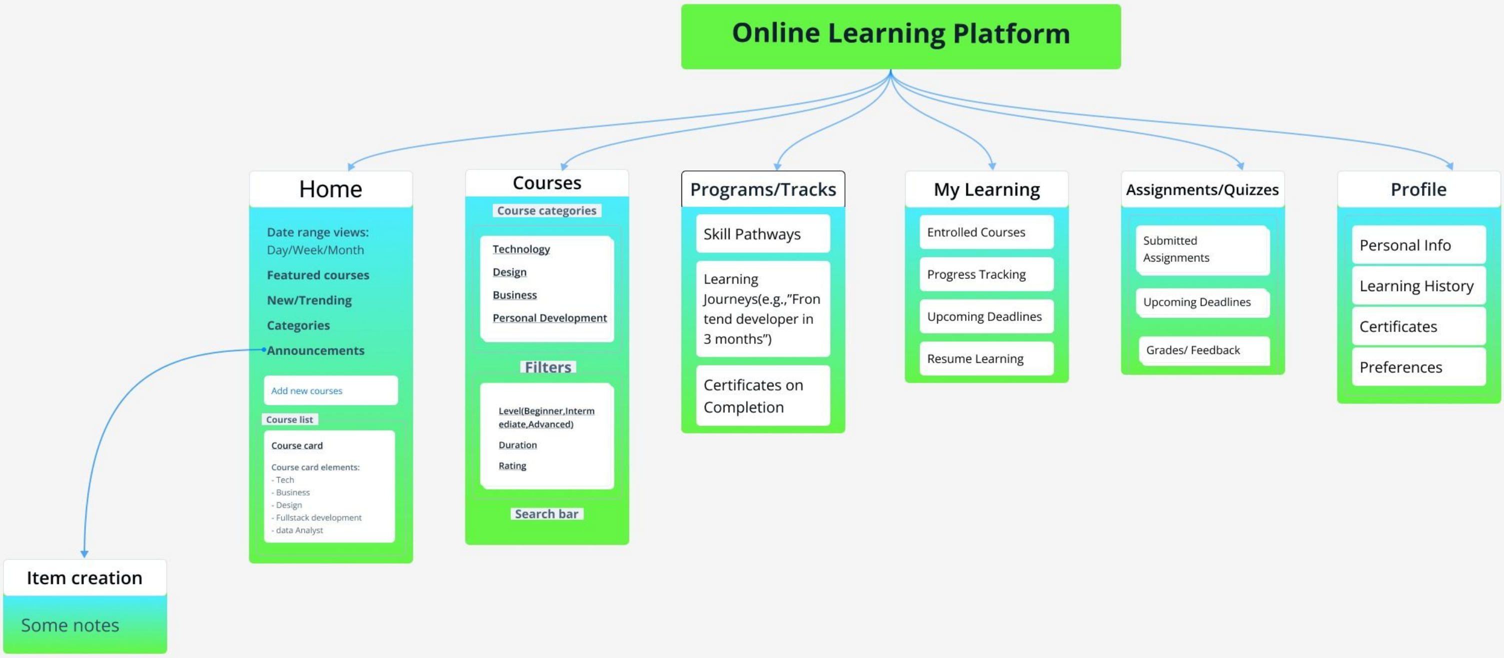


Journey Stages	Growth →	Consideration →	Decision →	Onboarding →	Usage
Thoughts	Should i renew or explore alternatives?	Which LMS fits my needs and budjet?	Does this LMS solve my problem?Is it easy to use?	How do i set this up and get everyone on board?	Is everyone using this?Is it melting things easir?
Pain Points	Overwhelming number of choices.Unclear differences in platforms.	Complexing pricing models.Lack of clarity in product differentiation.	Complicated trial process.slow or unclear support.	Steep learning curve.Lack of clear setup instruction.Unresponsive on boarding support.	Low user adoption.Complex reporting tools.Lack of system integration.
Sentiment	worried	anxious	curious happy	tense	relieved excited
Actions	1. Considering renewal or upgrade. 2.Providing feedback.	1. Comparing features. 2.watching demos. 3. attending webinars.	1. Signing up for free trials. 2.Contacting support. 3.consulting internal team.	1.Setting up LMS. 2.Adding content and users. 3.Training users.	1.Creating and delivering courses,monitering learn progress. 2.Adjusting based on feedback.

Informational Architecture



Online Learning Platform

Home
- Date range views: Day/Week/Month
- Featured courses
- New/Trending
- Categories
- Announcements
- Add new courses
- Course list
  - Course card
  - Course card elements:
    - Tech
    - Business
    - Design
    - Fullstack development
    - data Analyst

Item creation

Some notes

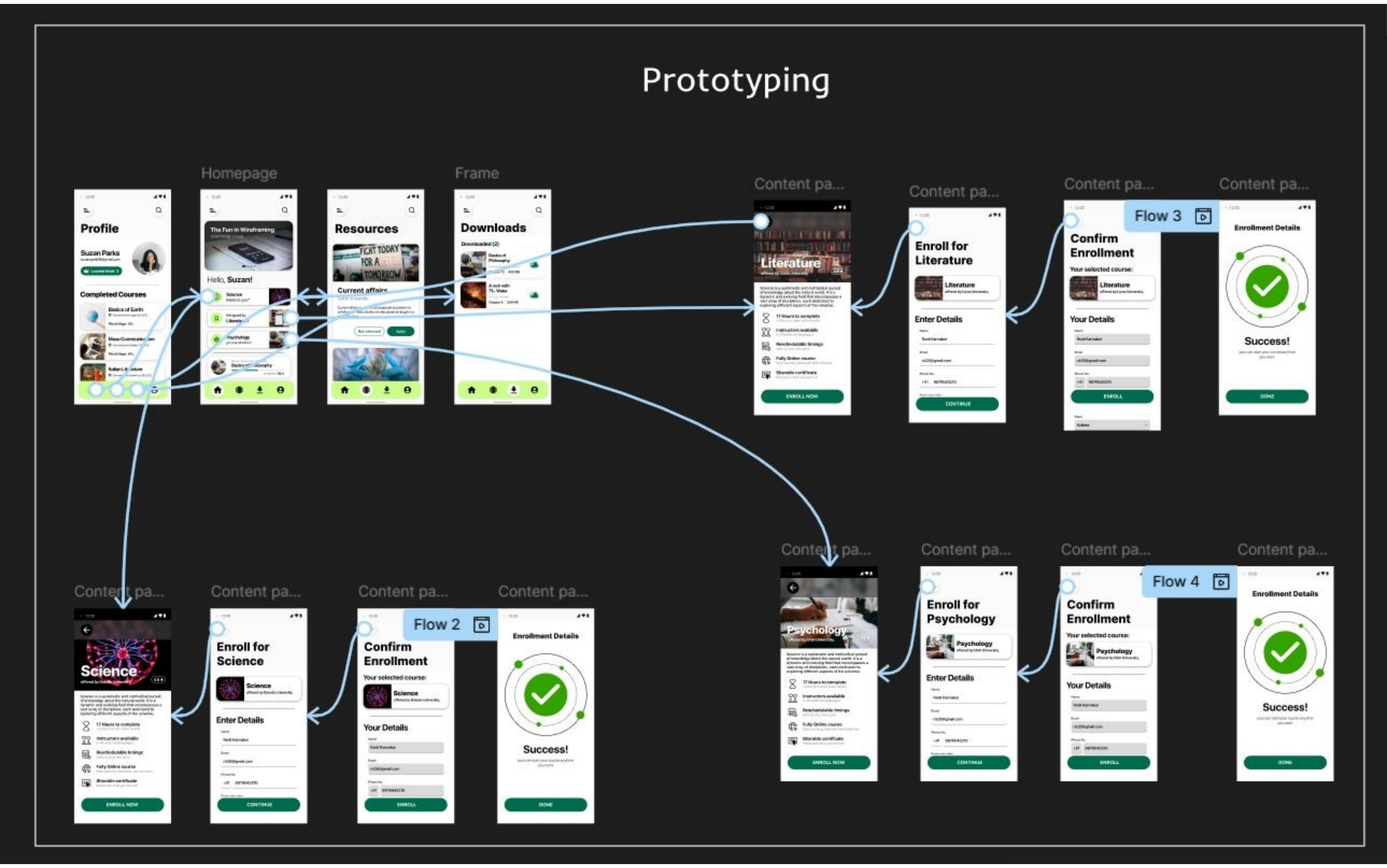
Courses
- Course categories
  - Technology
  - Design
  - Business
  - Personal Development
- Filters
  - Level(Beginner,Intermediate,Advanced)
  - Duration
  - Rating
- Search bar

Programs/Tracks
- Skill Pathways
- Learning Journeys(e.g.,"Frontend developer in 3 months")
- Certificates on Completion

My Learning
- Entrolled Courses
- Progress Tracking
- Upcoming Deadlines
- Resume Learning

Assignments/Quizzes
- Submitted Assignments
- Upcoming Deadlines
- Grades/ Feedback

Profile
- Personal Info
- Learning History
- Certificates
- Preferences


Prototyping
Homepage
Frame
Profile
Resources
Downloads
Hello, Suzan!
Completed Courses
Current affairs
Content pa...
Content pa...
Content pa...
Content pa...
Literature
Enroll for Literature
Enter Details
CONTINUE
Confirm Enrollment
Your selected course:
Your Details
ENROLL
Flow 3
Enrollment Details
Success!
DONE
ENROLL NOW
Content pa...
Content pa...
Content pa...
Content pa...
Psychology
Enroll for Psychology
Enter Details
CONTINUE
Confirm Enrollment
Your selected course:
Your Details
ENROLL
Flow 4
Enrollment Details
Success!
DONE
ENROLL NOW
Content pa...
Content pa...
Content pa...
Content pa...
Science
Enroll for Science
Enter Details
CONTINUE
Confirm Enrollment
Your selected course:
Your Details
ENROLL
Flow 2
Enrollment Details
Success!
DONE
ENROLL NOW

STUDENT (PRIMARY USER)

DEMOGRAPHIC

☐ Name	Vinodhini Karuppiah
☐ Age	20
☐ Role	Undergraduate Student
☐ Status	Single
☐ Location	Trichy,TamilNadu
☐ Device Preference	Smartphone,Laptop
☐ Learning Style	Visual+Interactive+Self-paced
☐ Tech-Savviness	Moderate

CUSTOMIZATION **FLEXIBILITY** **CAPABILITIES**

"I want to learn at my own pace, but I still need structure and reminders to stay on track.Sometimes I start a course but never finish it ,I wish the platform could keep me motivated."

Motivations

- To gain new skills that increase employability
- To earn certificates that enhance her resume and LinkedIn profile
- To learn from top instructors or platforms she trusts

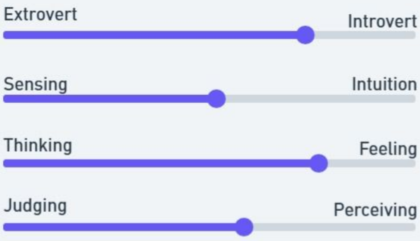
Goals

- Learn new skills to boost employability
- Complete college-assigned courses and certifications
- Access study material anytime, from anywhere
- Prepare for exams and interviews

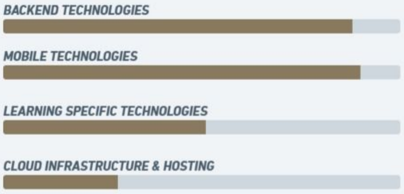
Frustrations

- Interface is sometimes cluttered or hard to navigate
- Struggles with motivation in self-paced courses
- Hard to track progress or deadlines

PERSONALITY



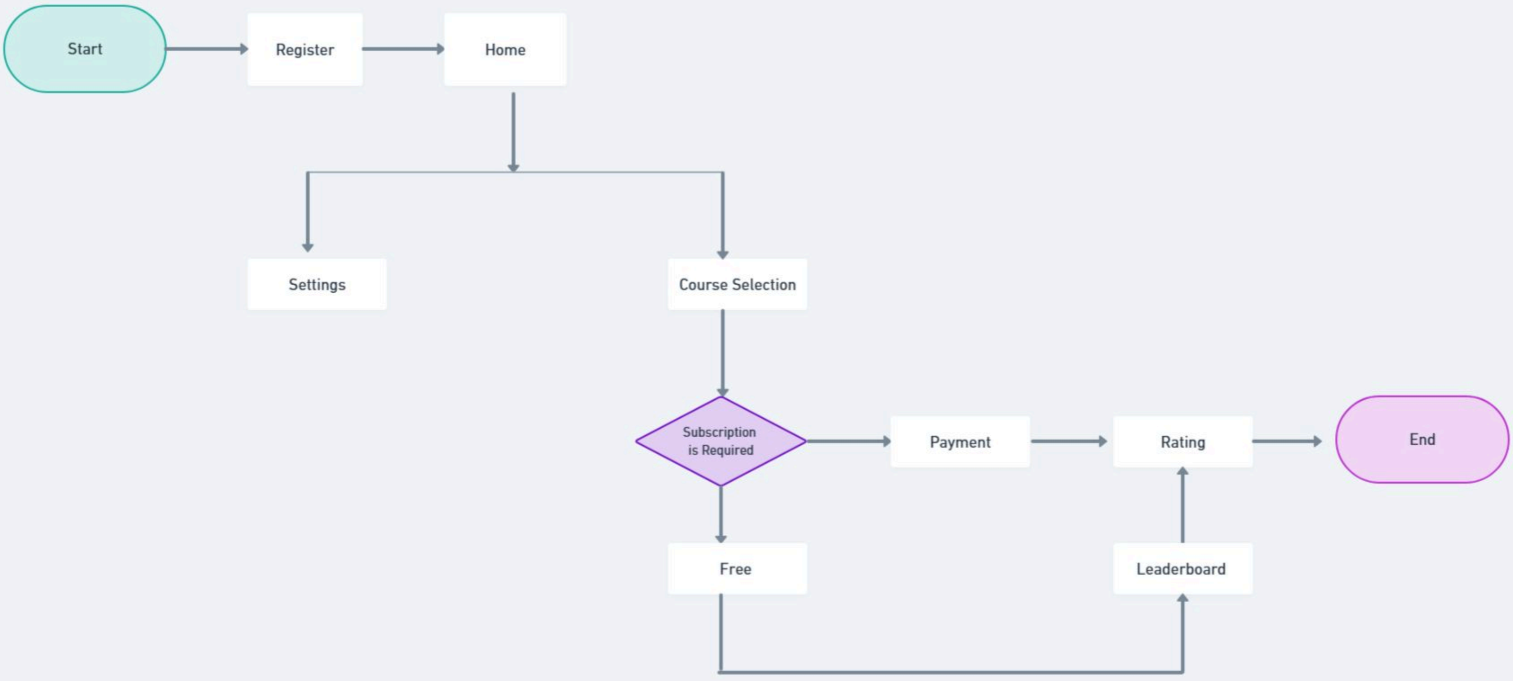
TECHNOLOGY



Browsers

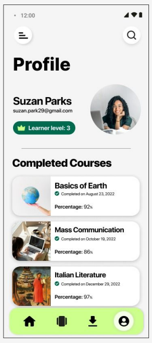
Bio

She is a tech-savvy undergraduate student who is passionate about learning new skills to improve her career prospects. She often explores online courses in coding, UI/UX design, and soft skills to complement her college education. She values user-friendly, mobile-optimized platforms with offline learning options due to spotty internet at home.


Start
Register
Home
Settings
Course Selection
Subscription is Required
Payment
Rating
End
Free
Leaderboard

Wireframe for Online Learning Platform

Home page



Profile

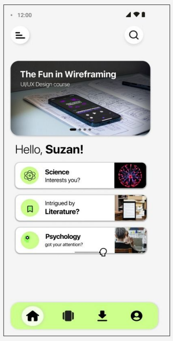
Suzan Parks
suzan.park29@gmail.com
Learner level: 3

Completed Courses

Basics of Earth
Completed on August 23, 2022
Percentage: 92%

Mass Communication
Completed on October 19, 2022
Percentage: 86%

Italian Literature
Completed on December 29, 2022
Percentage: 97%



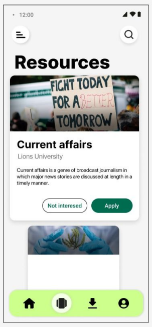
The Fun in Wireframing
UI/UX Design course

Hello, **Suzan!**

Science
Interests you?

Intrigued by
Literature?

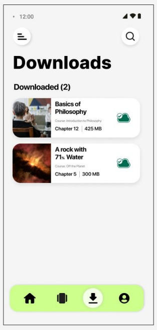
Psychology
got your attention?



Resources

Current affairs
Lions University

Current affairs is a genre of broadcast journalism in which major news stories are discussed at length in a timely manner.



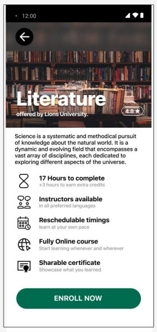
Downloads

Downloaded (2)

Basics of Philosophy
Course: Introduction to Philosophy
Chapter 12 | 425 MB

A rock with 71% Water
Course: Off the Planet
Chapter 5 | 300 MB

Page 2



Literature
offered by Lions University.

Science is a systematic and methodical pursuit of knowledge about the natural world. It is a dynamic and evolving field that encompasses a vast array of disciplines, each dedicated to exploring different aspects of the universe.

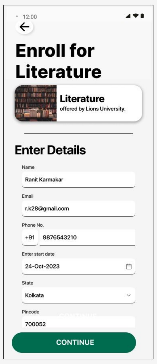
17 Hours to complete
+3 hours to earn extra credits

Instructors available
in all preferred languages

Reschedulable timings
learn at your own pace

Fully Online course
Start learning whenever and wherever

Sharable certificate
Showcase what you learned

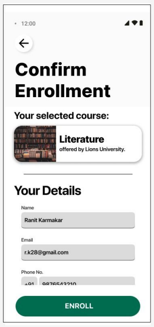


Enroll for Literature

Literature
offered by Lions University.

Enter Details

Name: Ranit Karmakar
Email: r.k28@gmail.com
Phone No.: +91 9876543210
Enter start date: 24-Oct-2023
State: Kolkata
Pincode: 700052



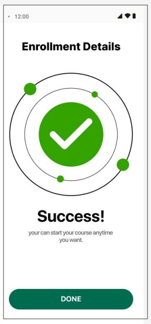
Confirm Enrollment

Your selected course:

Literature
offered by Lions University.

Your Details

Name: Ranit Karmakar
Email: r.k28@gmail.com
Phone No.: +91 9876543210

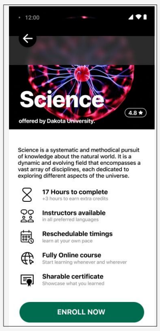


Enrollment Details

Success!

your can start your course anytime you want.

Page 3



Science
offered by Dakota University.

Science is a systematic and methodical pursuit of knowledge about the natural world. It is a dynamic and evolving field that encompasses a vast array of disciplines, each dedicated to exploring different aspects of the universe.

17 Hours to complete
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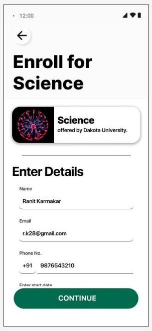
Instructors available
in all preferred languages

Reschedulable timings
learn at your own pace

Fully Online course
Start learning whenever and wherever

Sharable certificate
Showcase what you learned

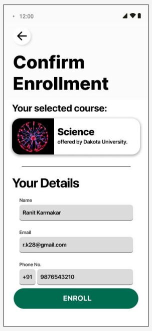


Enroll for Science

Science
offered by Dakota University.

Enter Details

Name: Ranit Karmakar
Email: r.k28@gmail.com
Phone No.: +91 9876543210
Enter start date



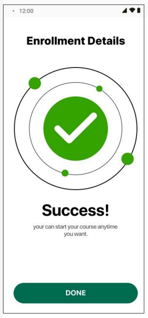
Confirm Enrollment

Your selected course:

Science
offered by Dakota University.

Your Details

Name: Ranit Karmakar
Email: r.k28@gmail.com
Phone No.: +91 9876543210

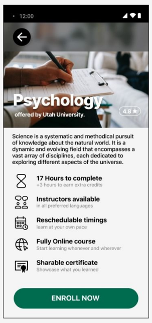


Enrollment Details

Success!

your can start your course anytime you want.

Page 4



Psychology
offered by Utah University.

Science is a systematic and methodical pursuit of knowledge about the natural world. It is a dynamic and evolving field that encompasses a vast array of disciplines, each dedicated to exploring different aspects of the universe.

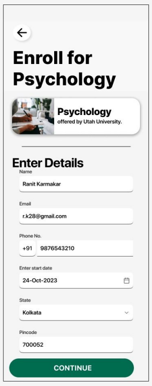
17 Hours to complete
+3 hours to earn extra credits

Instructors available
in all preferred languages

Reschedulable timings
learn at your own pace

Fully Online course
Start learning whenever and wherever

Sharable certificate
Showcase what you learned

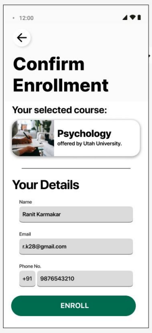


Enroll for Psychology

Psychology
offered by Utah University.

Enter Details

Name: Ranit Karmakar
Email: r.k28@gmail.com
Phone No.: +91 9876543210
Enter start date: 24-Oct-2023
State: Kolkata
Pincode: 700052



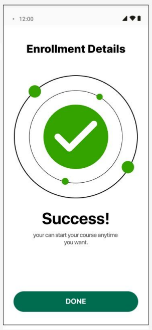
Confirm Enrollment

Your selected course:

Psychology
offered by Utah University.

Your Details

Name: Ranit Karmakar
Email: r.k28@gmail.com
Phone No.: +91 9876543210



Enrollment Details

Success!

your can start your course anytime you want.