

FLC Algebra Application

Design Presentation

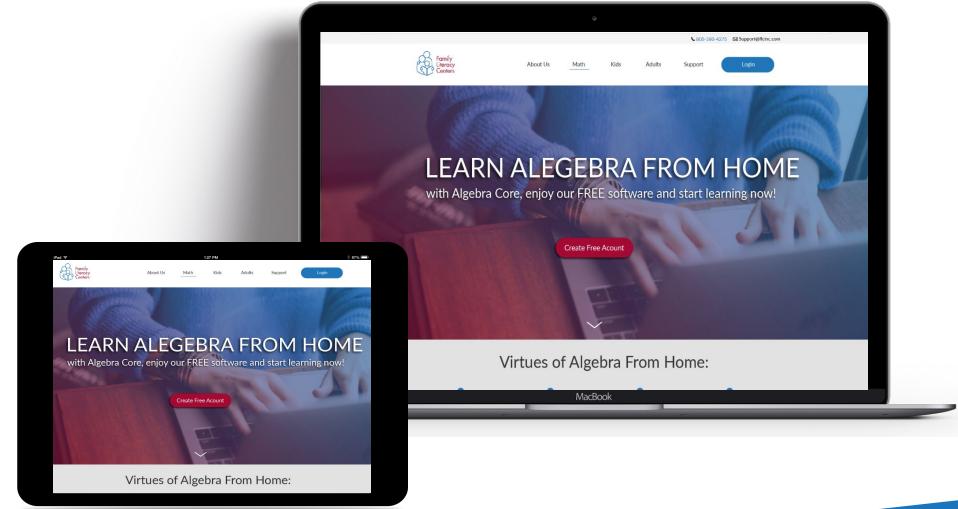
Candace Cantrell

Maurina Davis

Ryan Murray

Krystal Mitchell

Aubrey Jones Barnes



Problem

- Mathematics software for e-learning needs to be updated
- Current site uses flash and only really works on some browsers
- Site needs to meet the needs of children learning Algebra
- Applications need to be interactive
- Teachers/Parents need to be able to access the progress of their students and see what concepts they might be struggling with

STRATEGY

Persona 1



Susan

The Holistic Homeschool Parent

About

Age: 32
Profession: Biology
Relationship Status: Married
Household Income: 60k
Children: 2

Core Needs

Susan wants guided lessons for the kids so that they're able to self-study for their math courses. She'd also like to be able to keep track of both of her students from one account.

Motivations

Feels it's important for her children to learn in a holistic and low-pressure environment. However, she still wants to know that she can track them along the way to ensure that they are learning all of the necessary material.

Pain Points

Susan studied biology in school and doesn't feel as comfortable teaching her kids math now that they are getting to higher levels. However, many math programs she's found are not comprehensive. They don't teach the math lessons and then quiz the students on material learned.

STRATEGY

Persona 2



Ryan

The Busy Homeschool Parent

About

Age: 35
Profession: Marketing
Relationship Status: Married
Household Income: 80k
Children: 3

Core Needs

Ryan is looking for Lessons for his kids to learn themselves, but that he can easily follow up on. He uses textbooks and other online resources as the primary method of teaching, however, he wants an extra resource for the kids to go over material already covered.

Motivations

Ryan's kids aren't bad students, however, keeping them motivated to finish their lessons can be tough. Lessons that feel like games tend to help her students stay on task.

Pain Points

Ryan tends to plan too much in his day to day schedule. Between running the three kids to sports practice, homeschool and everything else she packs into their busy schedule she needs some of the kids lessons to be self taught.

STRATEGY

Persona 3



Marcus

The Mathematic Parent

About

Age: 42
Profession: Accountant
Relationship Status: Married
Household Income: 80k
Children: 4

Core Needs

Marcus is looking for a math program that allows him to test what information his kids are actually picking up. For him, it's all about convenience. His wife does most of the homeschooling while he helps the kids with some extra math in the evenings.

Motivations

Testing the information the kids are learning. Marcus feels comfortable teaching the kids math, however, he wants to make sure he know what information they are retaining.

Pain Points

Marcus would like the tests to show what areas his kids are struggling in so he can know what to focus on to help them improve.

SCOPE

Target

Functionality

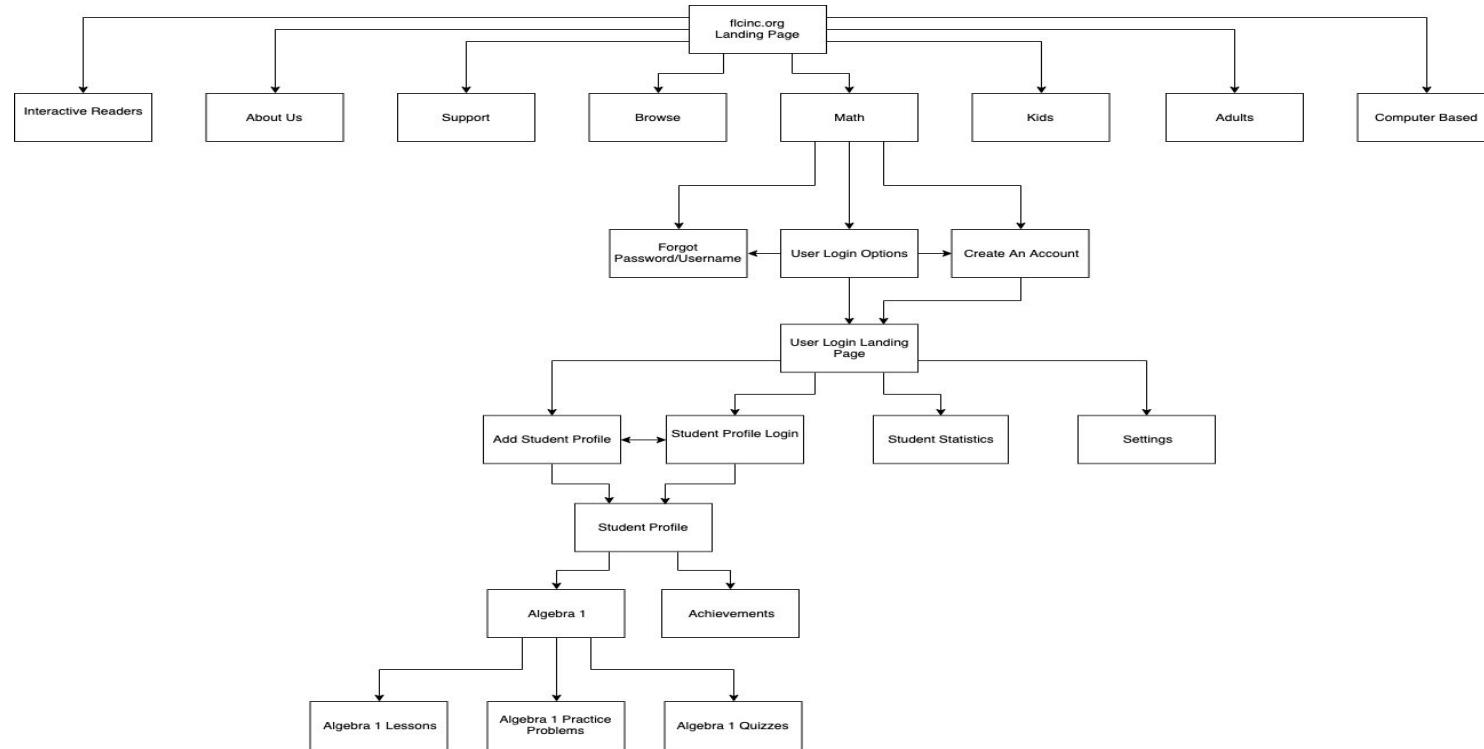
- Secure user login
- Navigation
- Progress recorded in a database

Content

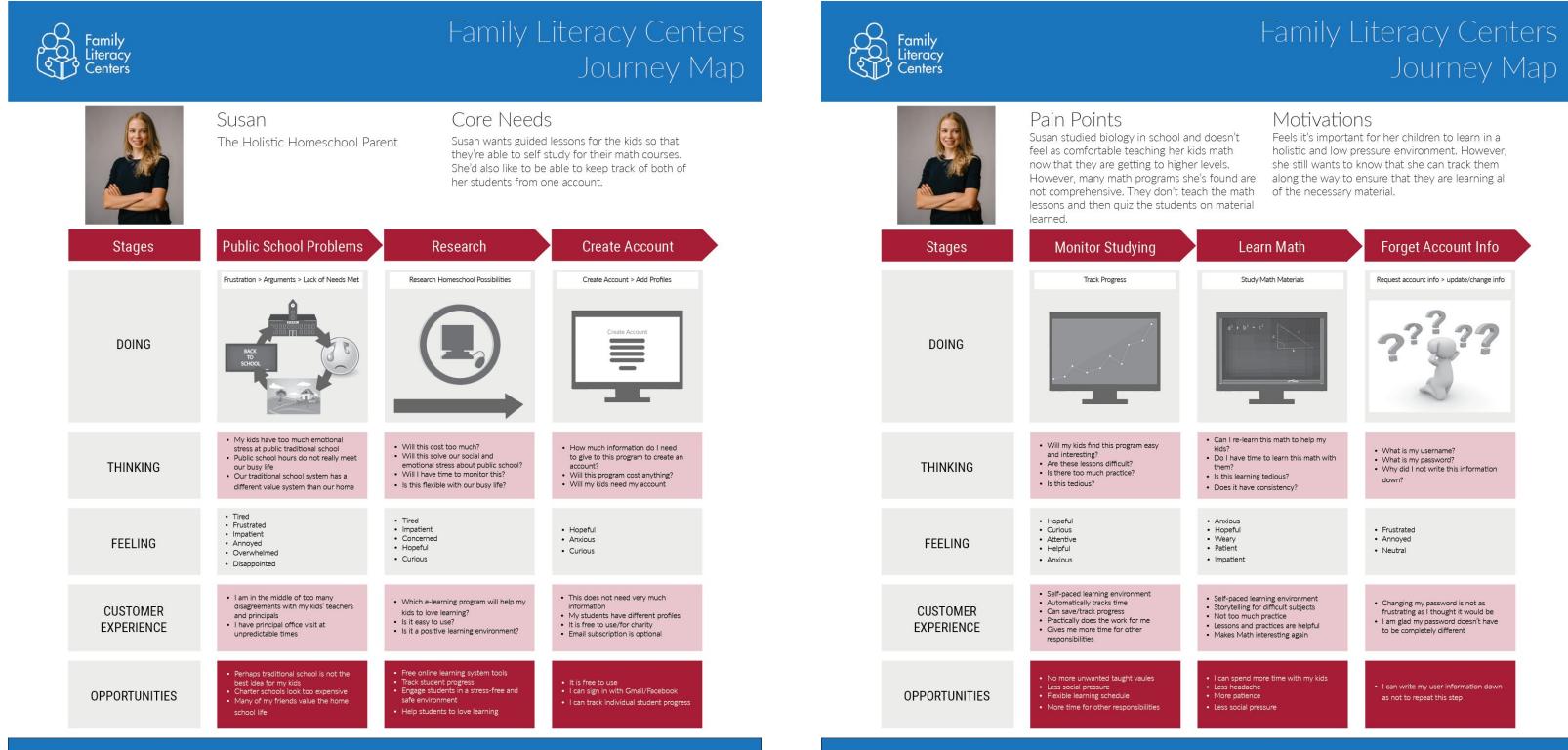
- Math modules
- Images
- Progress displayed

STRUCTURE

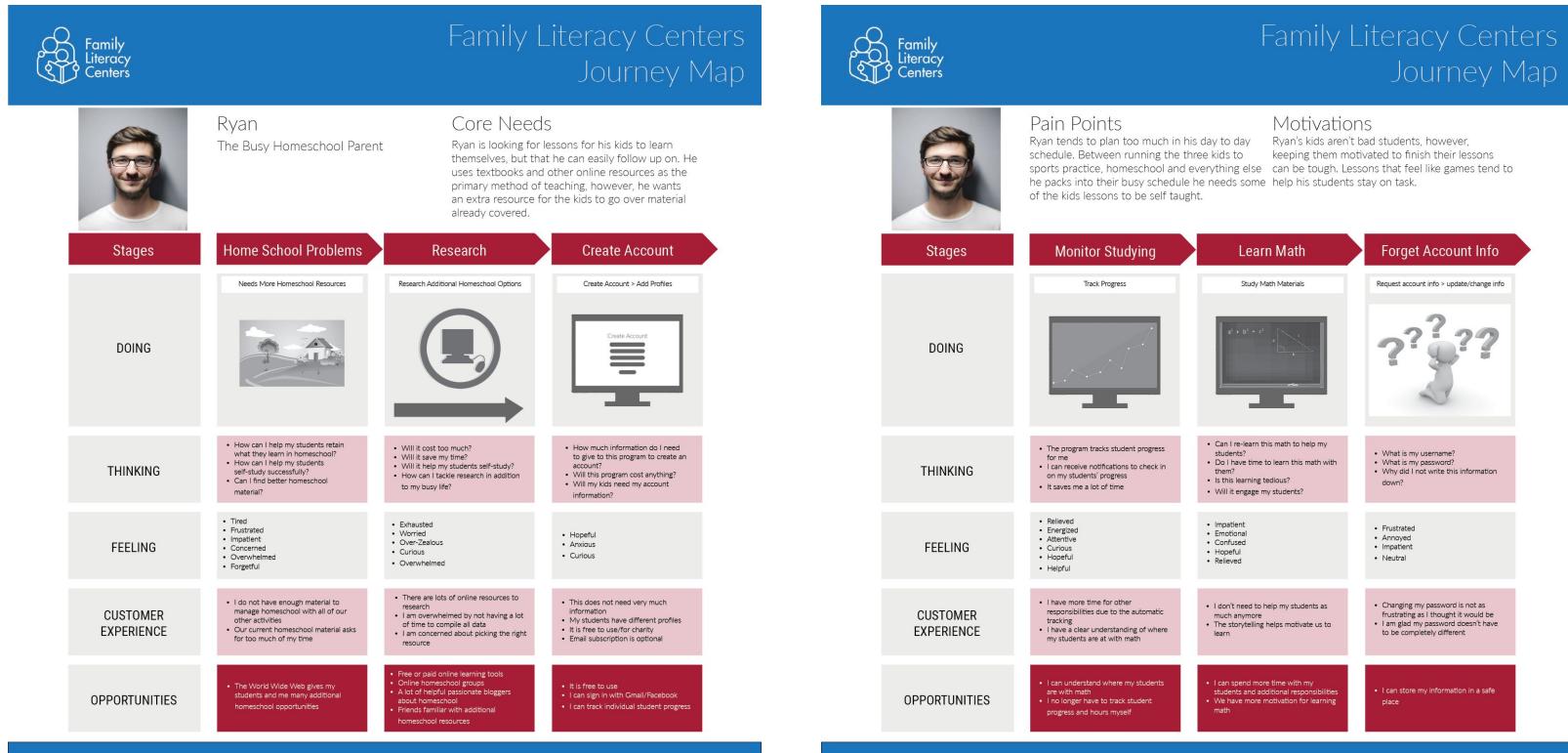
Site Map



JOURNEY MAP



JOURNEY MAP



STYLE

Colors



#1b74bcff



#a61d36ff



#6D6E71



#E6E7E8



STYLE

Typography & Logo

H1 - Futura, 36pt, 100/700 alternating

H2 - Futura, 24pt, Charcoal, 100

P - Futura Sans, 14pt, 500

Action - Futura, 14pt, Blue, 100

Imagery - Child Focused

Bright, crisp colors with pure white background



DESIGN PRINCIPLES

Affordance

Affordances are an object's properties that show the possible actions users can take with it, thereby suggesting *how* they may interact with that object. For instance, a button can look as if it needs to be turned or pushed.

Consistency

Consistency is the key principle of UX design. A usable and user-friendly design always provides a consistent experience. If user has to find a new way each time to resolve a similar kind of problem while working in a design, he will get confused and frustrated at the same time. Consistency helps to reduce the learning time for a product since user gets familiar with the given experience.

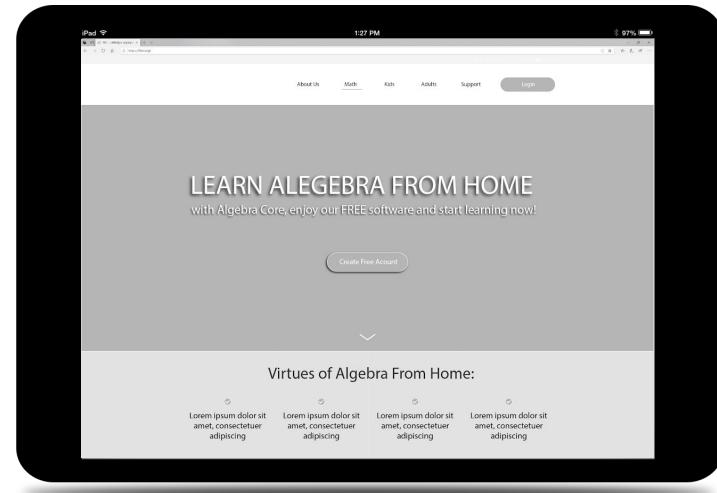
Usability Flexibility trade-off

The flexibility–usability tradeoff is a design principle maintaining that, as the flexibility of a system increases, its usability decreases. The tradeoff exists because accommodating flexibility requires satisfying a larger set of requirements, which results in complexity and usability compromises

WIREFRAMES

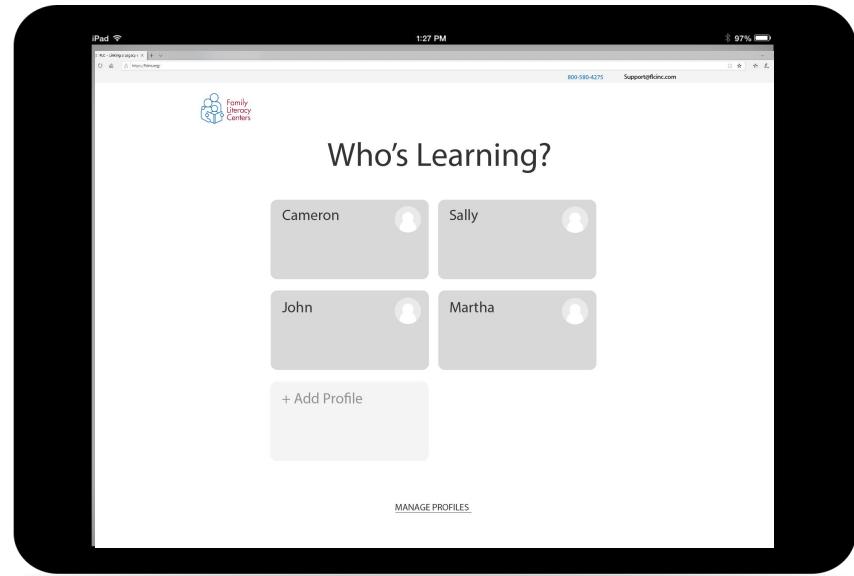
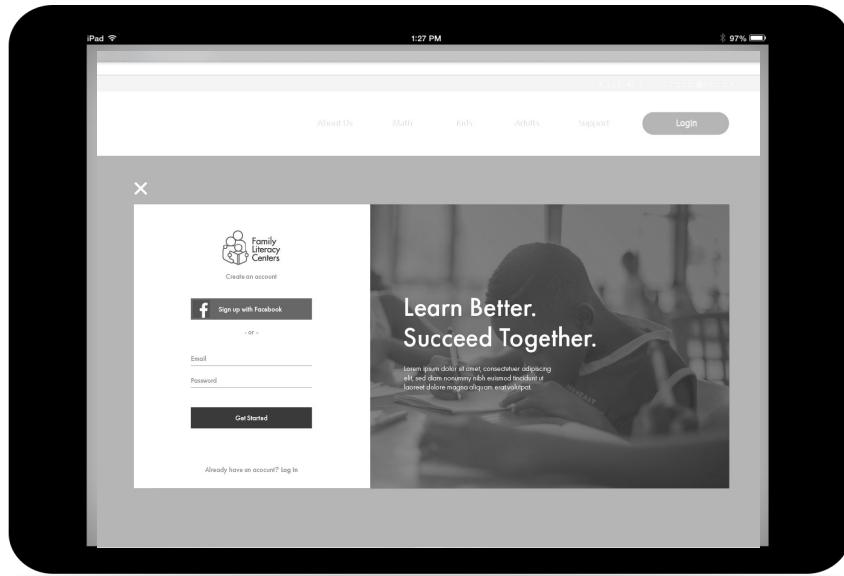
Tablet

This page will be the landing page that all new users will land on, it contains clear call to actions and login prompts, and provides a brief overview of the site's purpose. Users who have logged out will land on this page as well. Users who were previously logged in are automatically logged in and forwarded to the main page of their account.



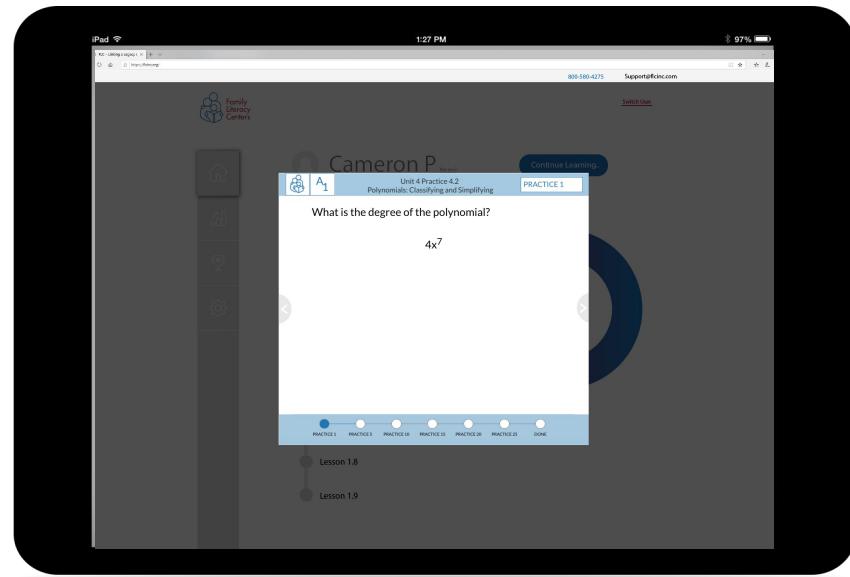
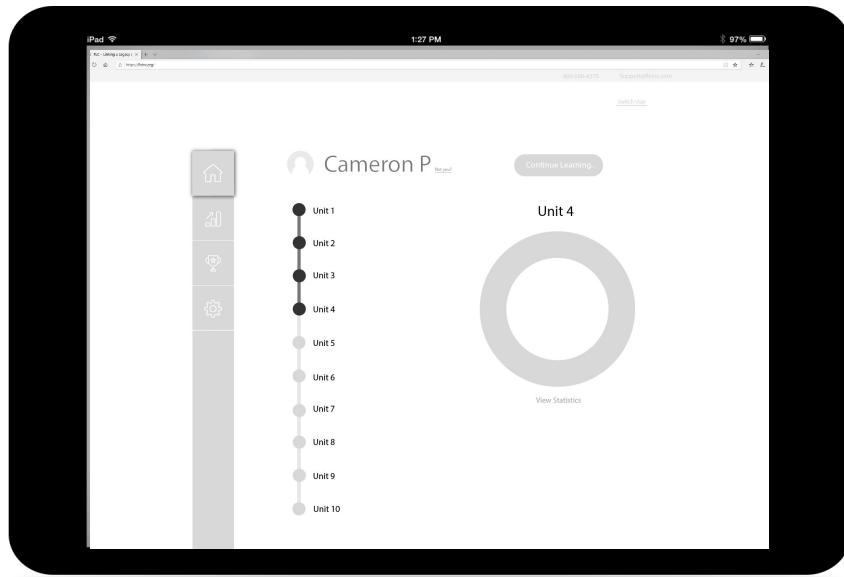
WIREFRAMES

Tablet



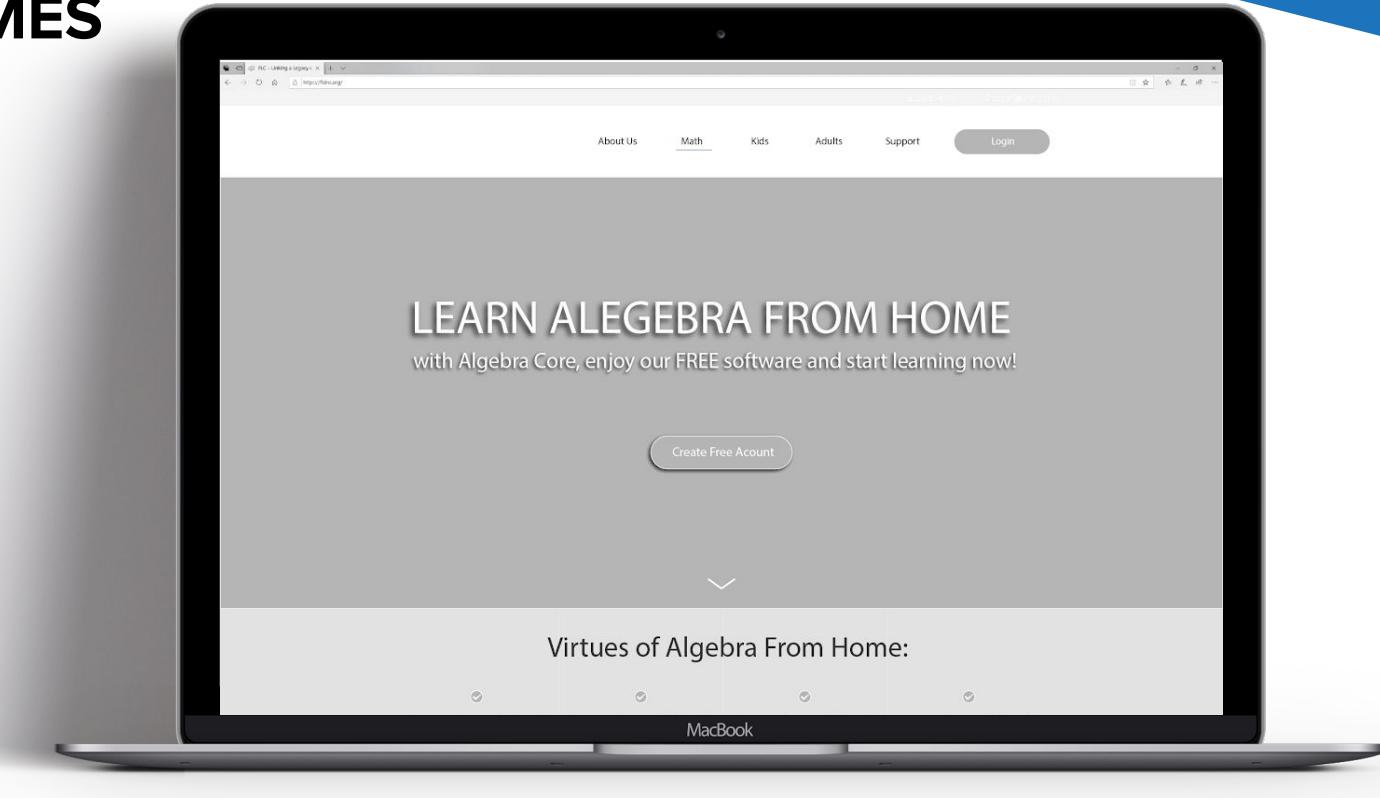
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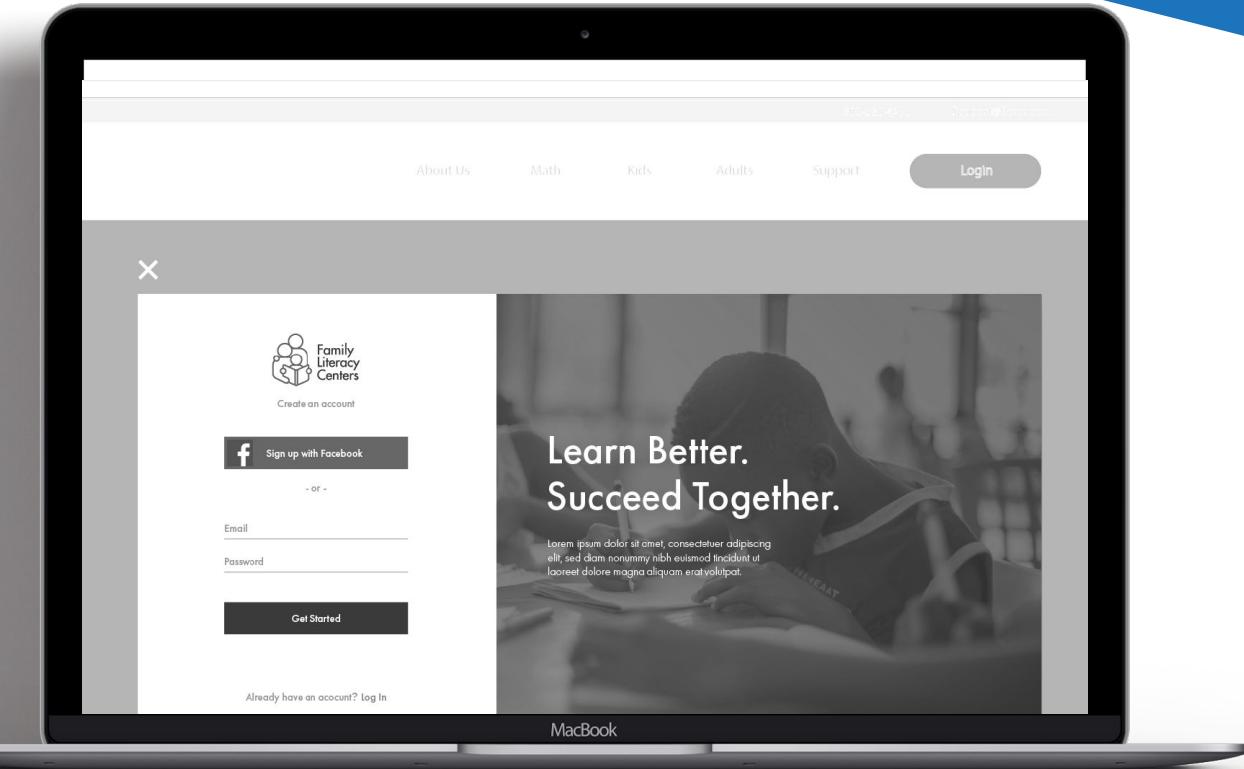
WIREFRAMES

Desktop



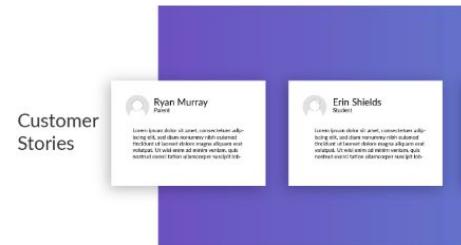
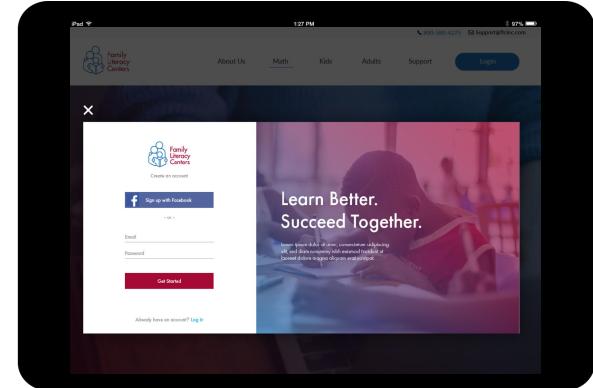
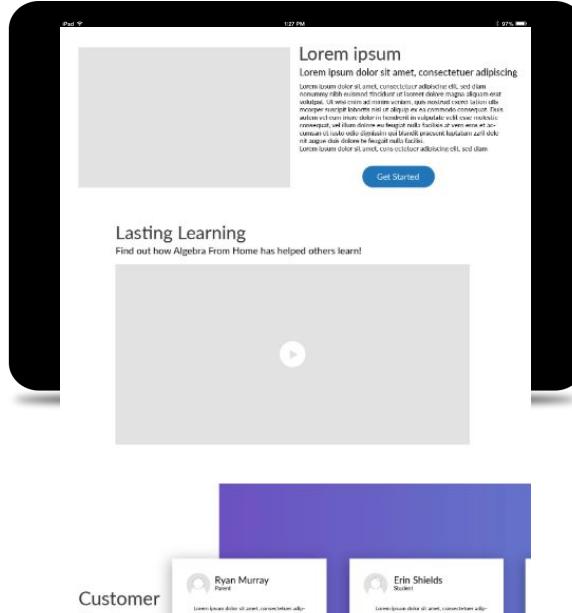
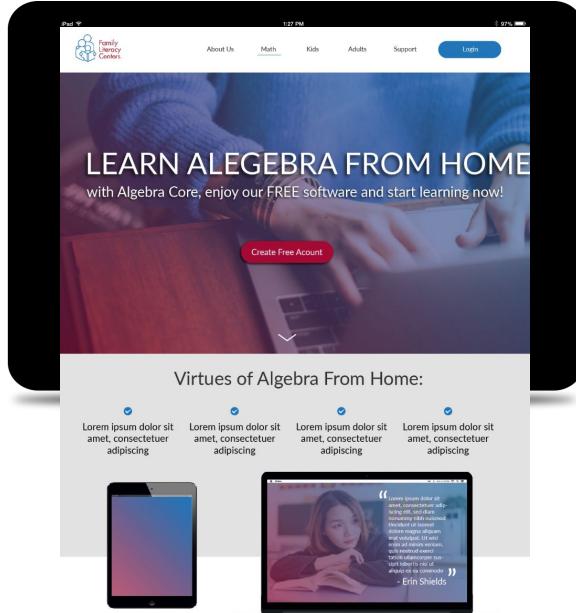
WIREFRAMES

Desktop



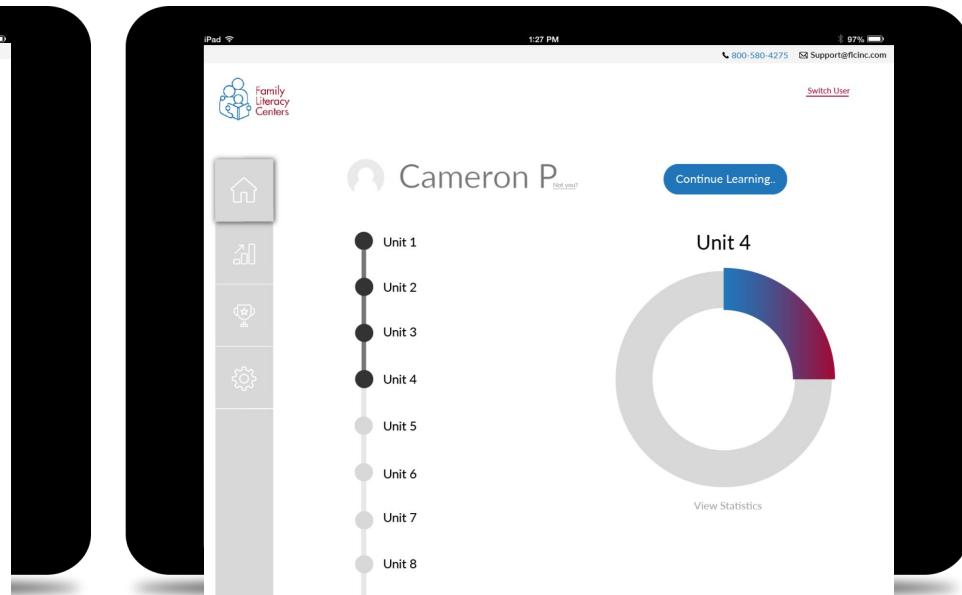
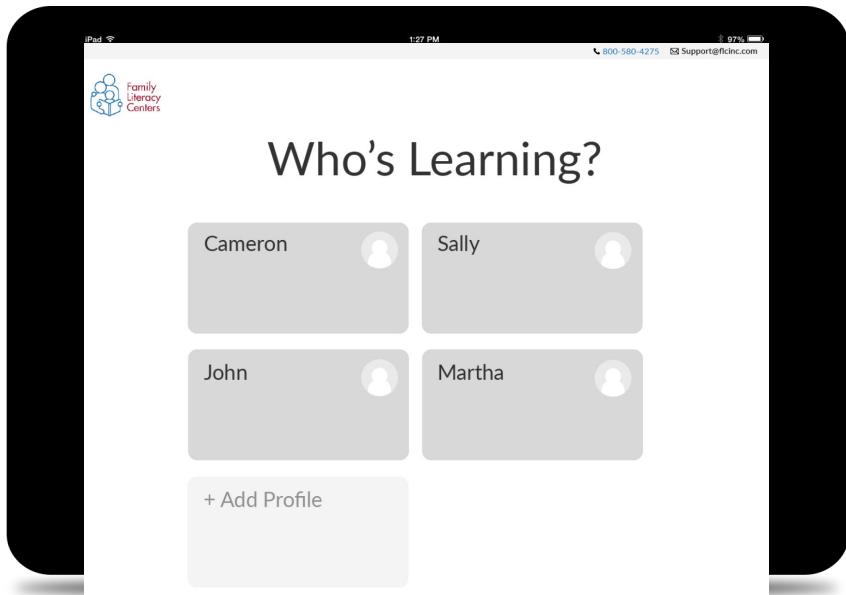
MOCKUPS

Tablet



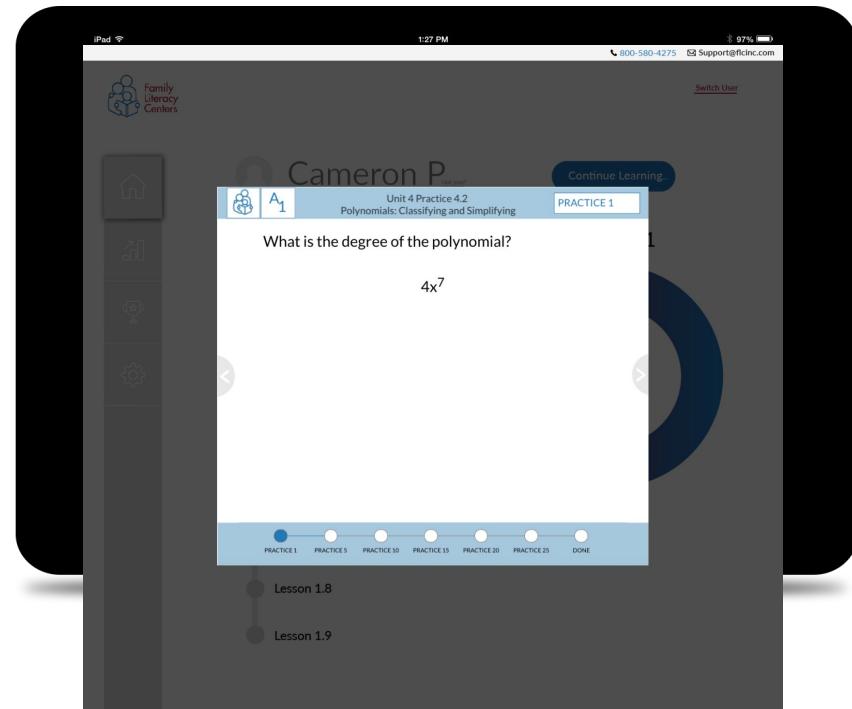
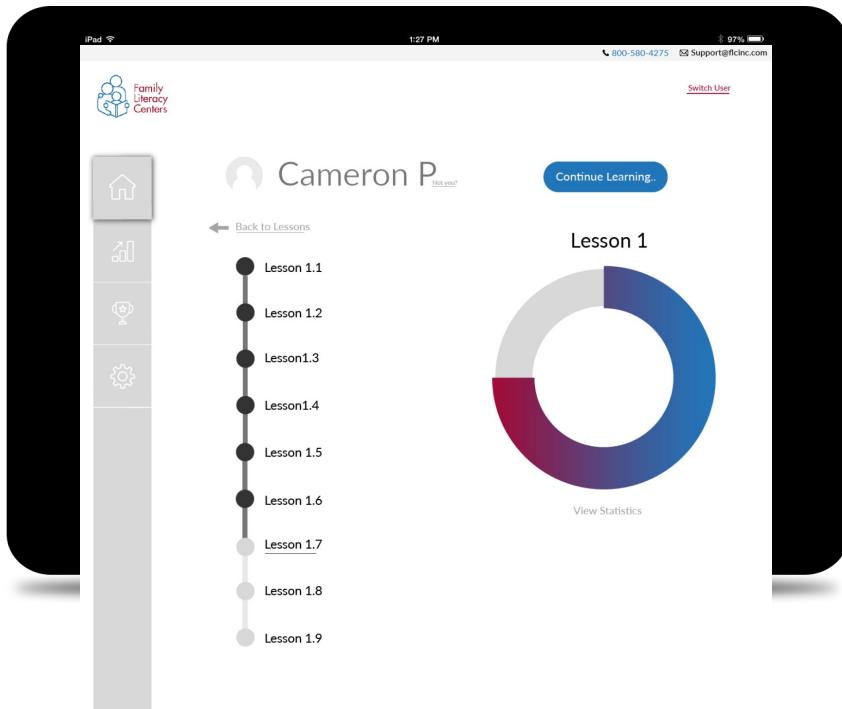
MOCKUPS

Tablet



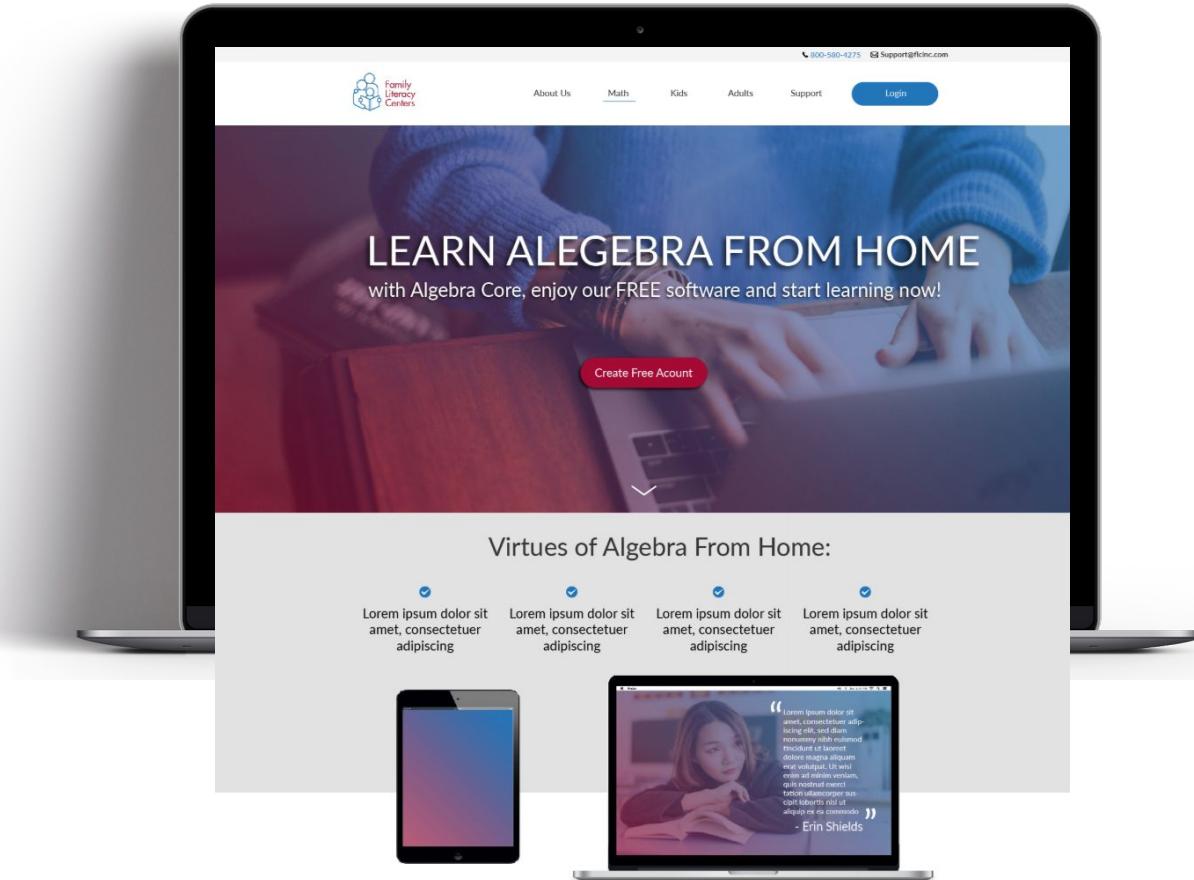
MOCKUPS

Tablet



MOCKUPS

Desktop



MOCKUPS

Desktop

The image shows a desktop computer setup with a black monitor displaying a website design. To the left of the monitor is a silver tower component. The website on the screen has a light gray header section. Below it is a large white area containing a video player placeholder with a play button icon. At the top right of this area is a blue button labeled "Get Started". Below the video placeholder, the text "Lasting Learning" is displayed in bold, followed by the subtitle "Find out how Algebra From Home has helped others learn!". A purple horizontal bar spans across the bottom of the page. Below this bar are three white rectangular boxes, each containing a user testimonial. The first testimonial is for "Ryan Murray" (Parent), the second for "Erin Shields" (Student), and the third for "Leero" (Teacher). Each testimonial includes a small profile icon and a short snippet of text.

Customer Stories

Ryan Murray
Parent

Erin Shields
Student

Leero
Teacher

Customer Stories

Get Started

Lasting Learning

Find out how Algebra From Home has helped others learn!

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Customer Stories

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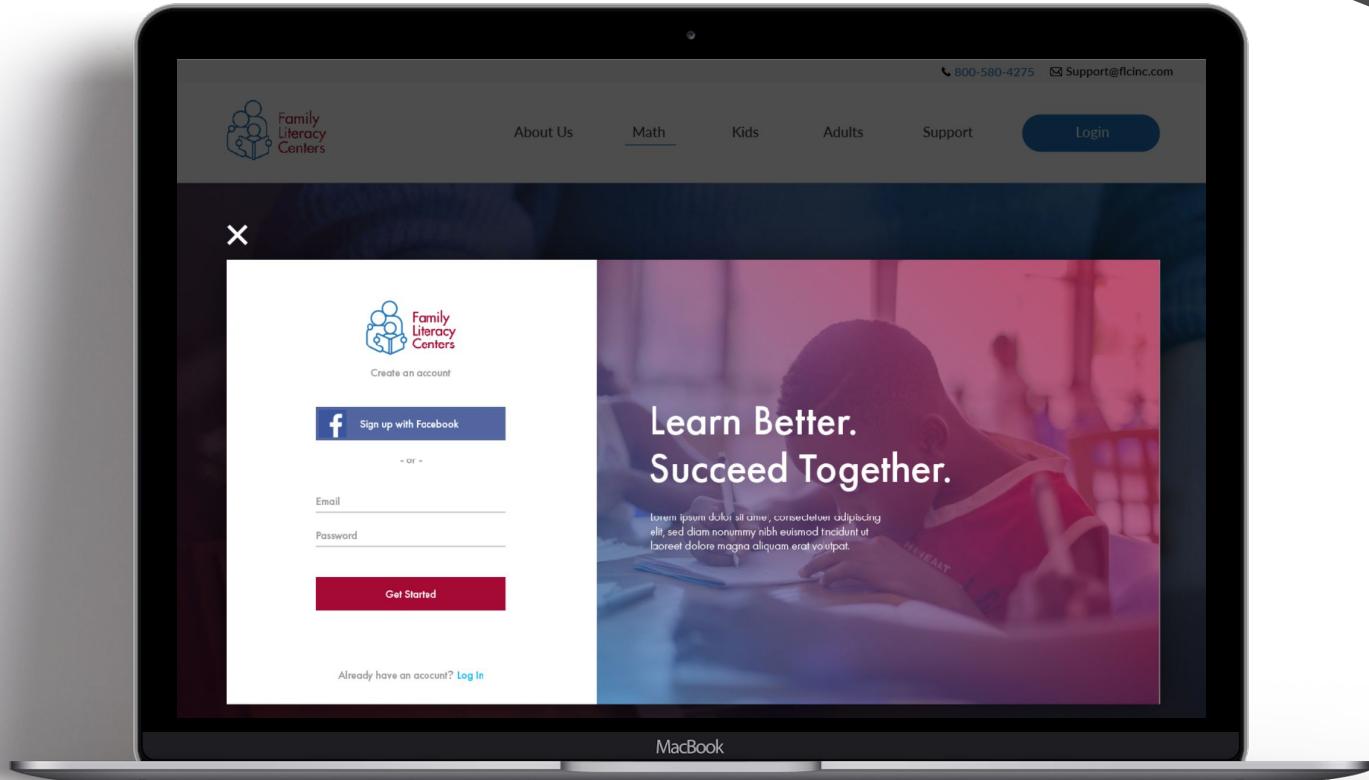
Ryan Murray
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Erin Shields
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Leero
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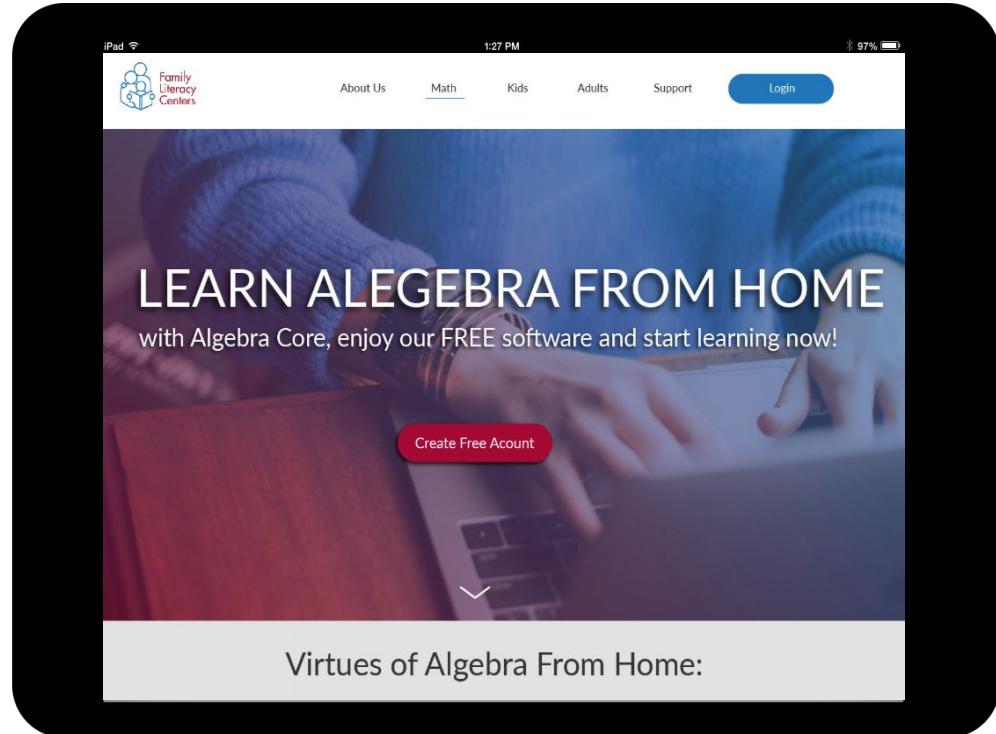
MOCKUPS

Desktop



PROTOTYPE

[See our prototype here!](#)



PRODUCTION WORK ANALYSIS

Target

- ❑ Prototype finalized and approved
- ❑ Image assets created and exported
- ❑ Database and API created and structured properly with tables and fields
- ❑ Front End Development for all pages
 - ❑ Landing Page
 - ❑ Unit Page
 - ❑ Lesson Pages
- ❑ Backend Development for all features
 - ❑ Login/Auto Login via VUE store
 - ❑ Unit Page Progression Pulled and Updated via API
 - ❑ Lesson Page Progression Pulled and Updated via API
 - ❑ Lesson Modul Progression Pulled and Updated via API
- ❑ QA and Bug maintenance
- ❑ Transfer final project to FLC hosting and Database

GANTT CHART

