

Online Teaching Platform



Developed by chloewongwy

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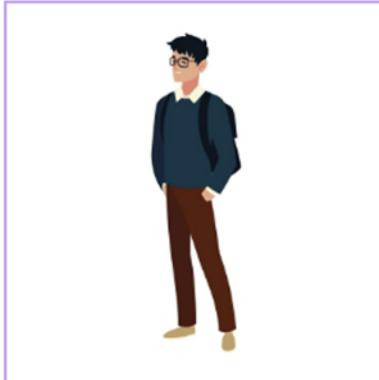
Demonstrate

01/ Personas and User Stories



Personas – Student

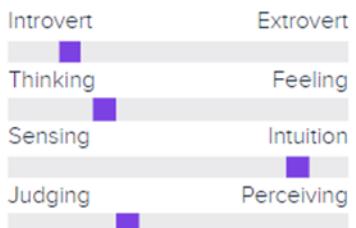
Student - Andy



"I would like to learn more about IT knowledge."

Age: **20**
Work: **Student**
Family: **Dad & Mom**
Location: **Hong Kong**
Character: **Gentle and Quiet**

Personality



Studious Introverted Focused

Goals

- To learn more IT skills
- To learn something outside the textbooks

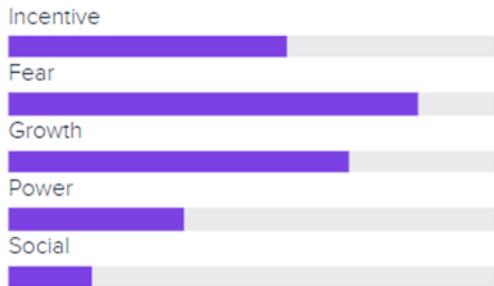
Frustrations

- Afraid to talk to people
- Not know much about IT knowledge

Bio

He is a studious person. He wants to know more about IT knowledge and can use the knowledge in the future but doesn't like talking to people and asking teachers questions face-to-face.

Motivation



Preferred Channels



Personas – Teacher

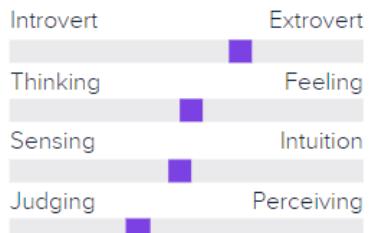
Teacher - Mrs Emily



"I would like to learn more about IT knowledge."

Age: **35**
Work: **Teacher**
Status: **Married**
Location: **Hong Kong**
Character: **Friendly**

Personality



Friendly Considerate Enthusiastic

Goals

- To become a better teacher
- To sharpen presentation skills
- To teach knowledge outside the textbook to students

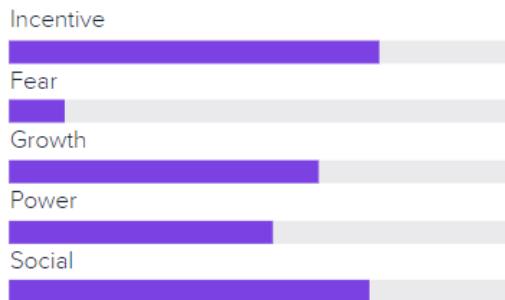
Frustrations

- Dread students are silent and do not have any response after talking to students.
- Afraid to receive awkward questions from students

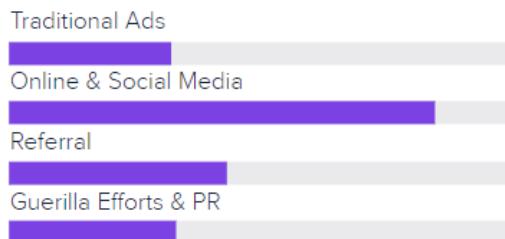
Bio

She is a friendly person.
She wants to let more students know more about knowledge outside the textbook.

Motivation



Preferred Channels



User Stories



Student - Andy

As a student, I want to know more about IT knowledge and learn something outside the textbooks, so that I can use the knowledge in the future

Acceptance Criteria :

- The online teaching platform gives online courses to let students choose
- When the students choose the online course that they want to learn
- Then the students can learn the knowledge.

User Stories



Teacher – Mrs. Emily

As a teacher, I want to sharpen presentation skills and to teach knowledge outside the textbook to students, so that I can become a better teacher.

Acceptance Criteria :

- The online teaching platform gives teacher to provide online courses, and upload the video to let students choose
- When the teachers upload the video, and students choose it
- Then can let more students know more about knowledge outside the textbook.

02/ Functional & Non-Functional



Functional requirement

- Choose the right course to buy and watch

Non-functional requirements

- Contact Page
- Chatbox function

- Back to top function 

When the user browses anywhere on the webpage, they can click the back to top button to slide to the top of the webpage

- QR code for downloading mobile application
- Search bar
- Comment & likes on course

- **Availability**

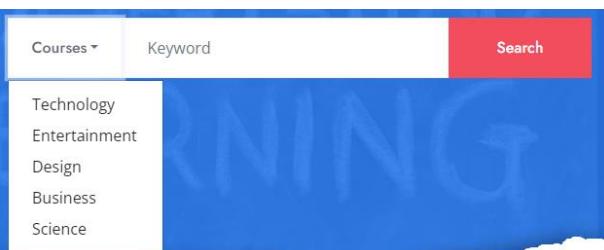
Users can access this app anytime, anywhere

- **Recovery**

Users need to log in to the website to save and purchase courses on the app

- **Legal restriction**

The footer displays the site's Privacy Policy, Terms and Conditions



Search bar

03/ Use Cases



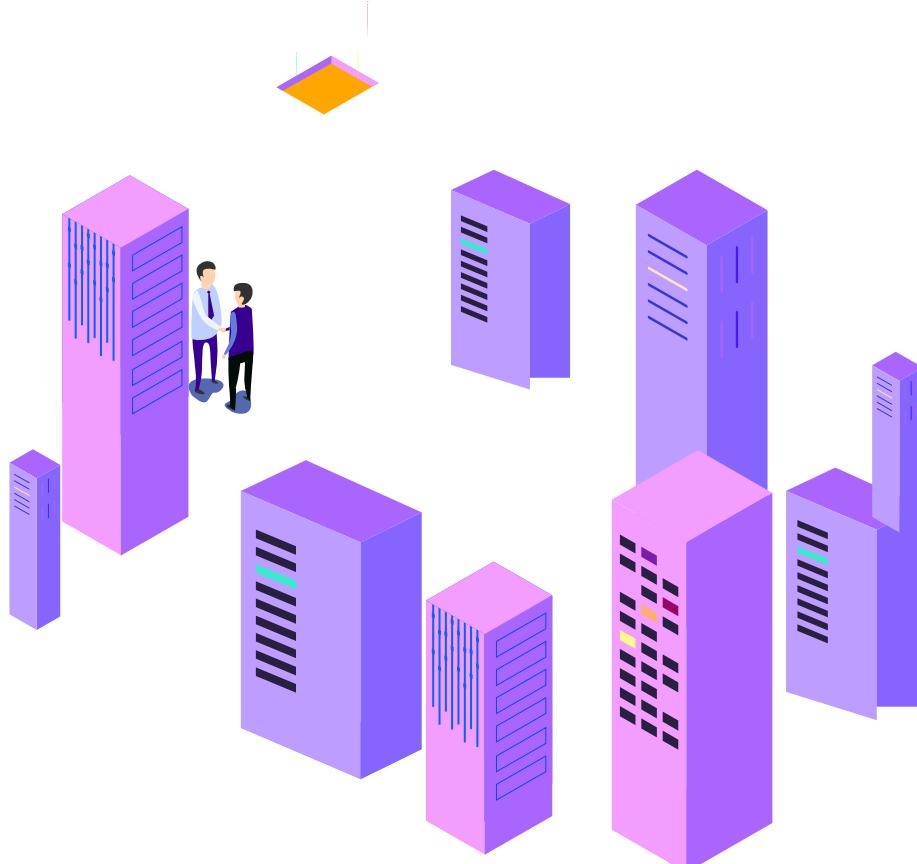


When the student want to select course...

- 1 Login to the student account and get into the home page
- 2 Get into the course page by click the navigation bar in home page
- 3 Look for the course or search the course that they are interest in
- 4 Buy the course and having the online course by themselves



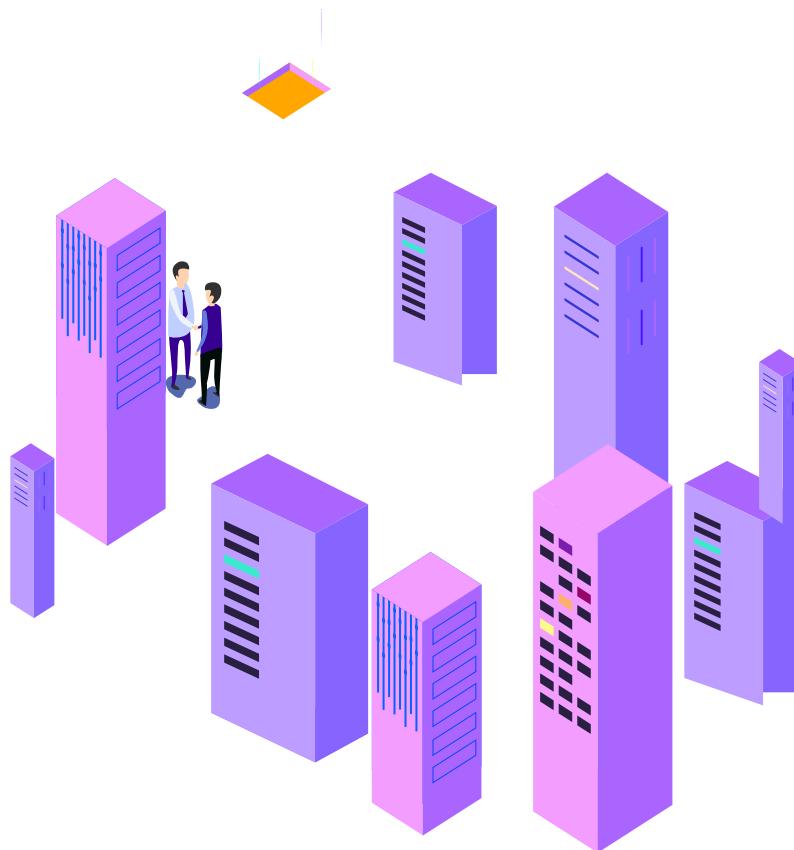
- 1 Log into the student account
- 2 Click the name of the instructor that the user want to choose
- 3 Click the chat app after the website reloaded
- 4 Send any messages the student wants to ask



- 1 Log into the instructor account
- 2 Email notification of Drift will be sent while a message came in
- 3 Instructor can reply through Drift app
- 4 Both messages will be show in the chatbox of the webpage



If users want to ask questions, they can feel free to type in the message to the office of the online teaching platform.



- 1 Click “Contact” button on the navigation bar, and go to Contact Page
- 2 Type in the name, E-mail, course name, and message
- 3 Click “Send Message” button

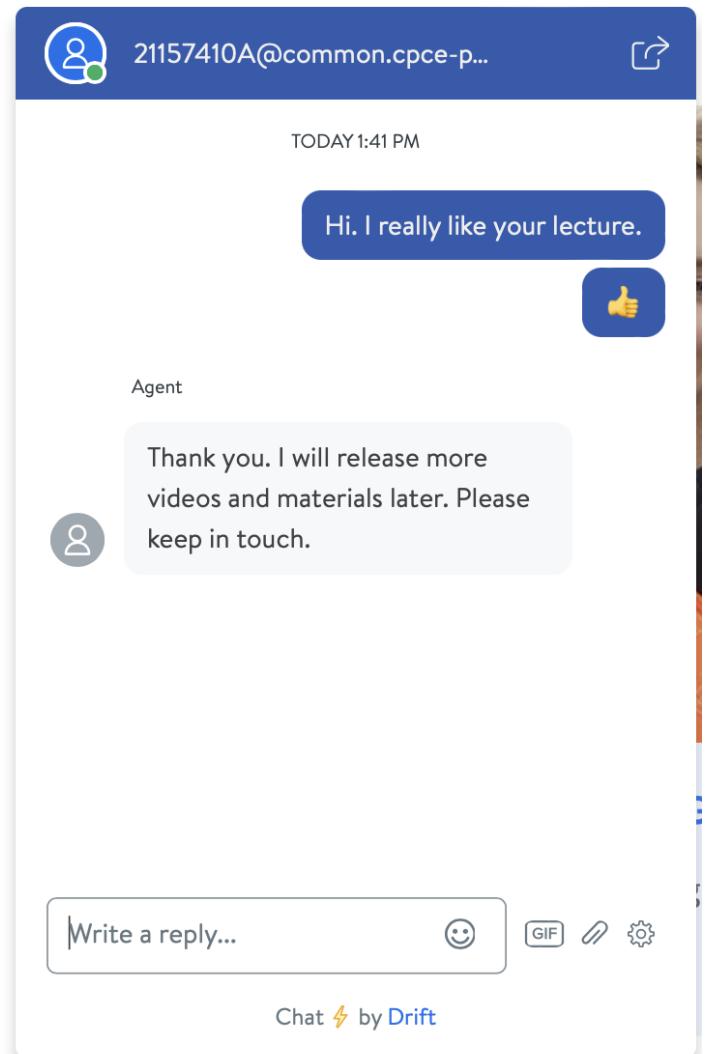
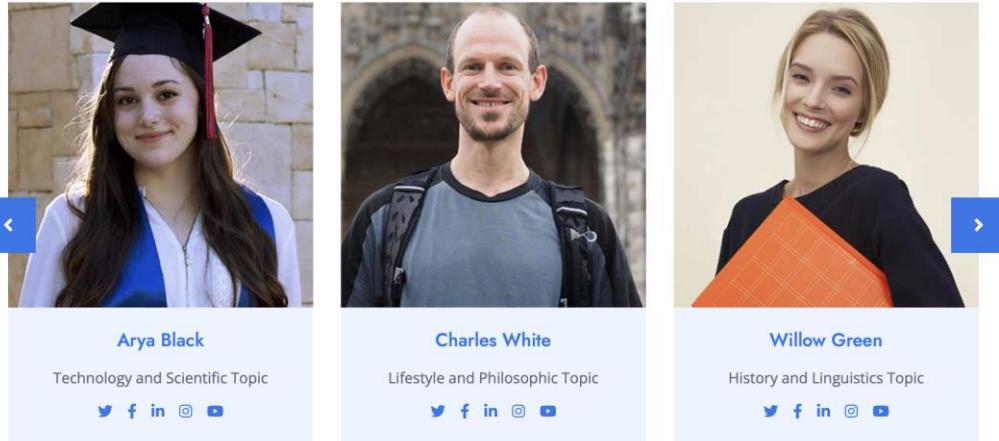
04/ Technologies used



Chatbox

- Users can choose an instructor
- Click the chat app to start chatting after the webpage reloaded
- Javascript provided by Drift

Chatbox App



Mobile app QR code in course sample page

- Users can scan the QR code to download the mobile app version of the website



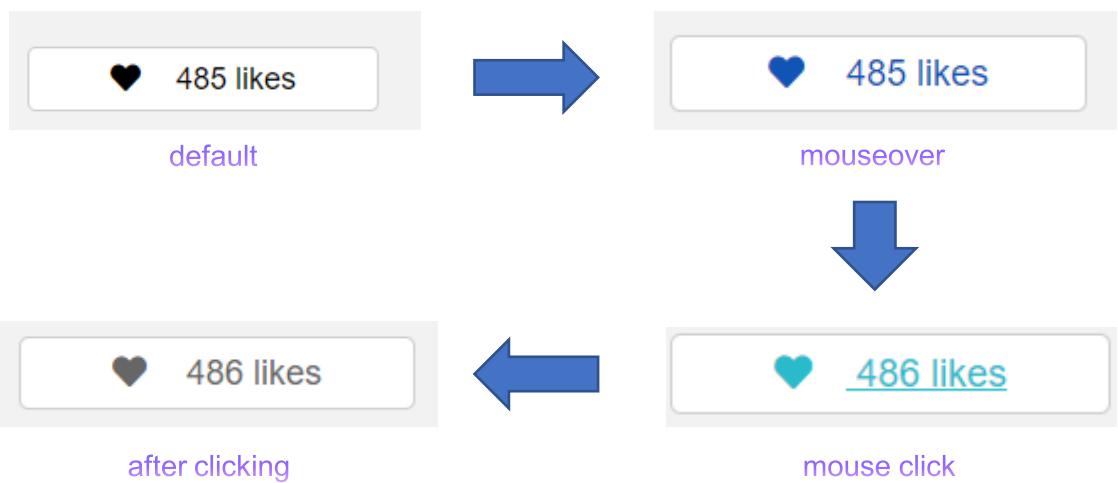
Learn on the go!

Scan to download app

"Like" button on course sample page

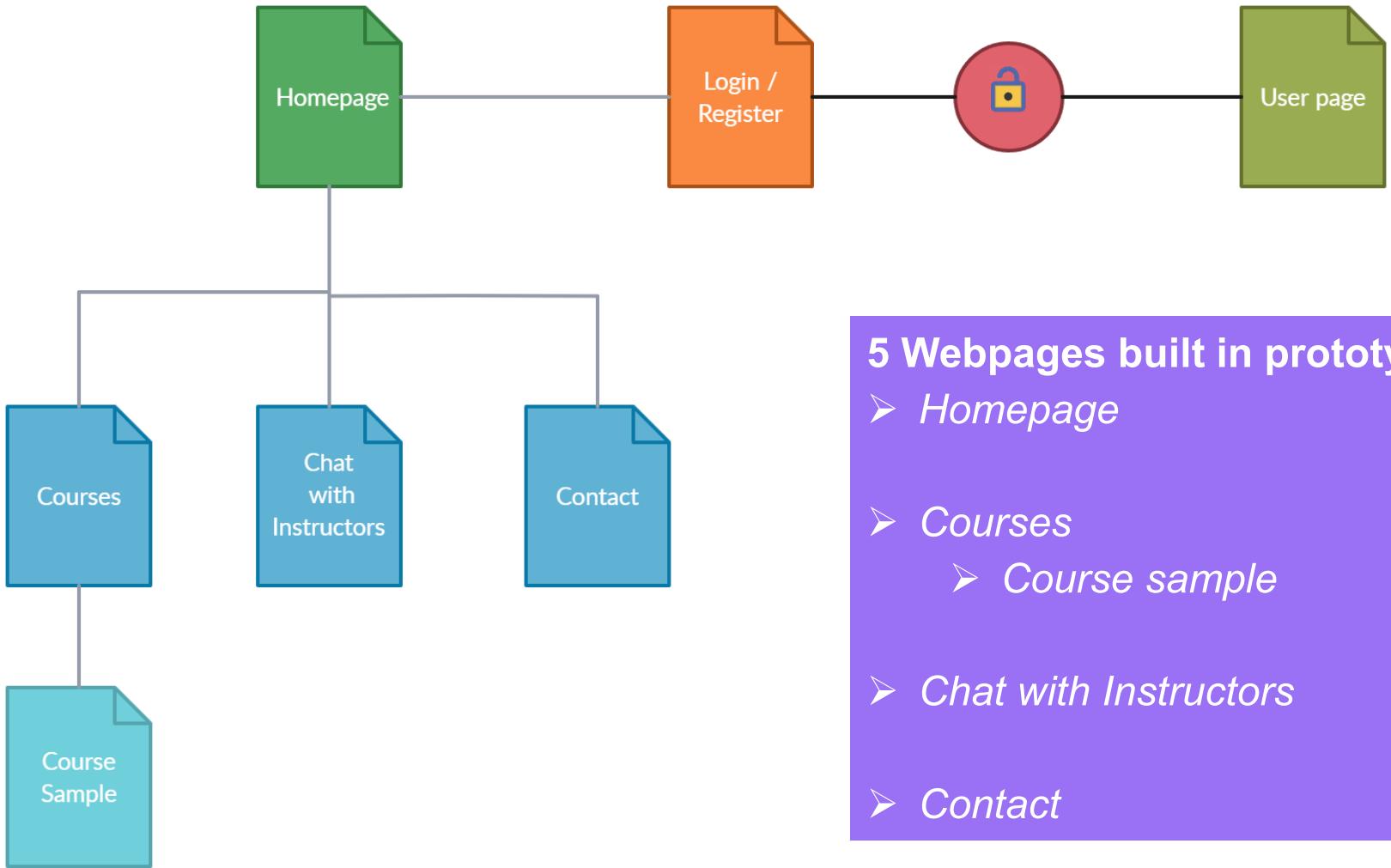
- When a user clicks, a like will be added
- When the user clicks the like again, it will be canceled

(javascript)



05/ Site Map





5 Webpages built in prototype

- *Homepage*
- *Courses*
 - *Course sample*
- *Chat with Instructors*
- *Contact*

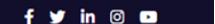
06/ Prototype



Top bar (phone no., email, social media)

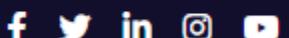
Desktop version

 +012 345 6789 |  info@example.com



Tablet version

 +012 345 6789 |  info@example.com



Mobile version

 +012 345 6789 |  info@example.com





Navigation bar

- Website logo & name
 - main pages in the site (Home, Courses, Chat with Instructors, Contact)
 - “Join us” button for login / register)
- ◆ ***mouseover → text turns blue***

Desktop version



Home Courses Chat with Instructors Contact

Join Us

Tablet & mobile version



When the user clicks the **menu button** in the upper right corner, the navigation buttons for the different pages are displayed



Home

Courses

Chat with Instructors

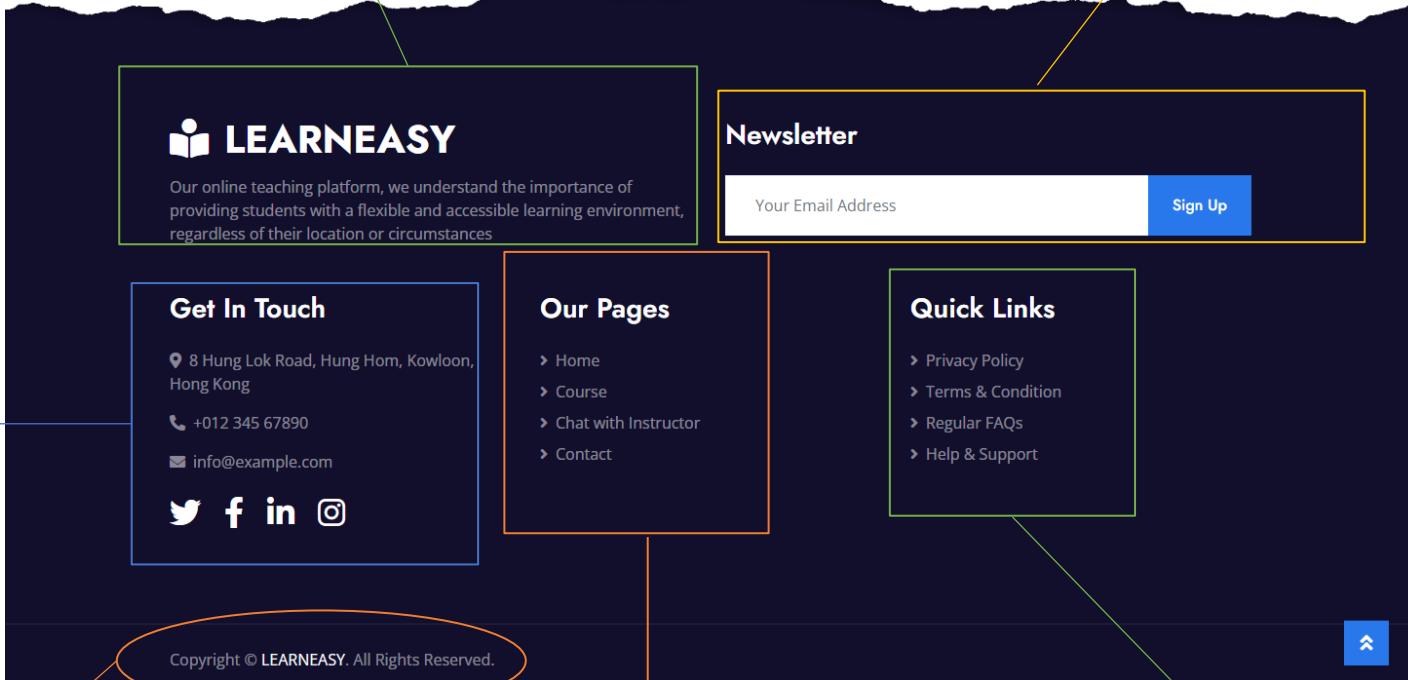
Contact

Footer (Desktop & Tablet version)

Same information as Topbar

Website Introduction

Subscribe to promotional emails



Copyright

Same page as navbar

Policy and User Support

Footer (Mobile version)



LEARNEASY

Our online teaching platform, we understand the importance of providing students with a flexible and accessible learning environment, regardless of their location or circumstances

Newsletter

Your Email Address Sign Up

Get In Touch

📍 8 Hung Lok Road, Hung Hom, Kowloon, Hong Kong
📞 +012 345 67890
✉️ info@example.com

Our Pages

- › Home
- › Course
- › Chat with Instructor
- › Contact

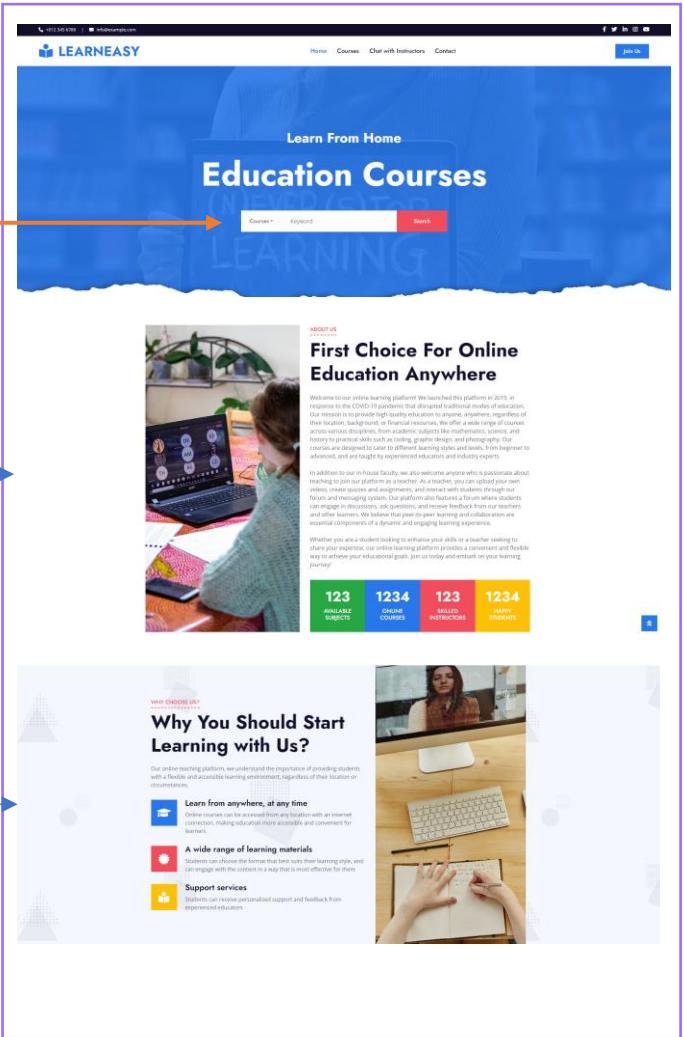
Quick Links

- › Privacy Policy
- › Terms & Condition
- › Regular FAQs
- › Help & Support

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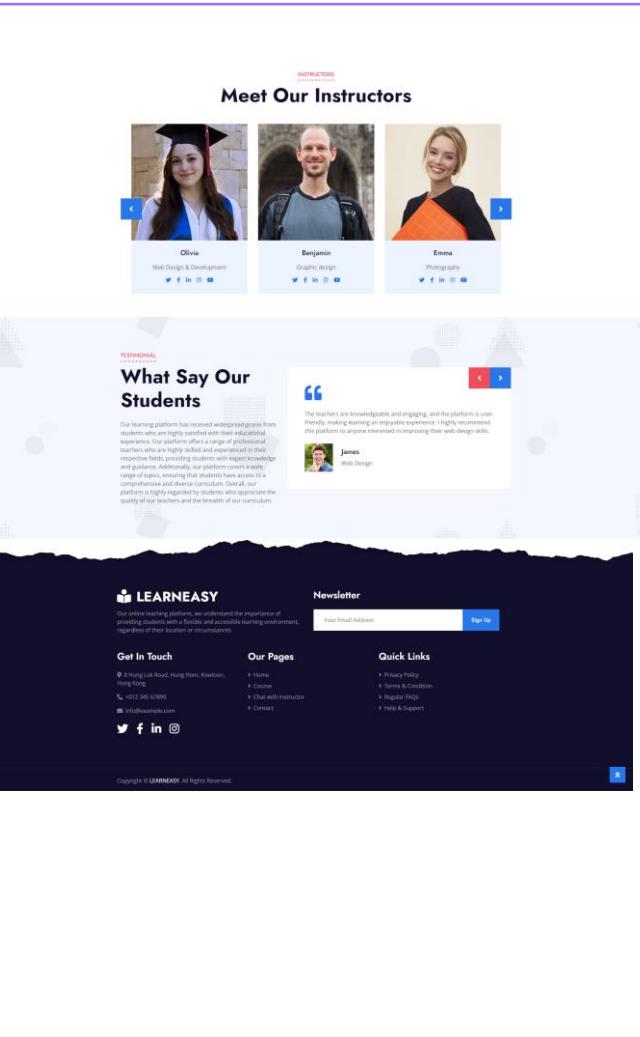
Homepage (Desktop version)

Search bar



Advantage
of our
Online
Teaching
Platform

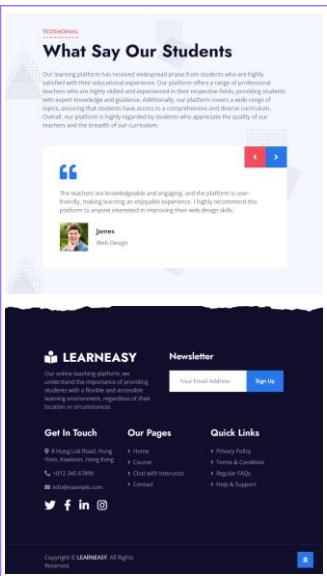
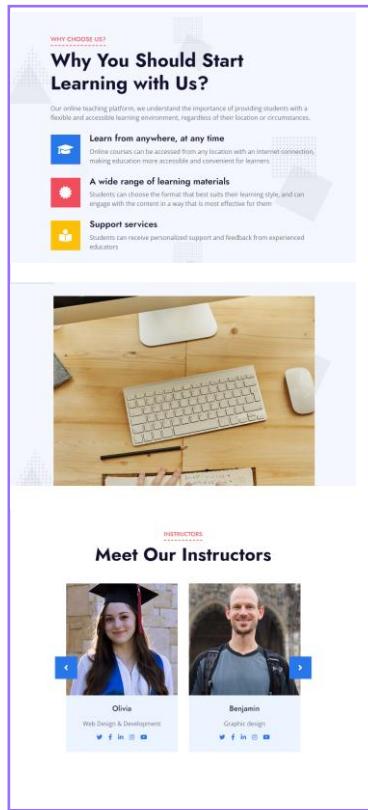
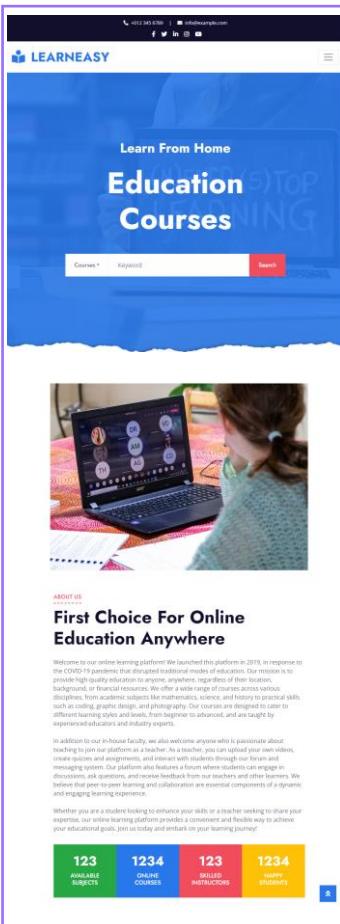
About Us



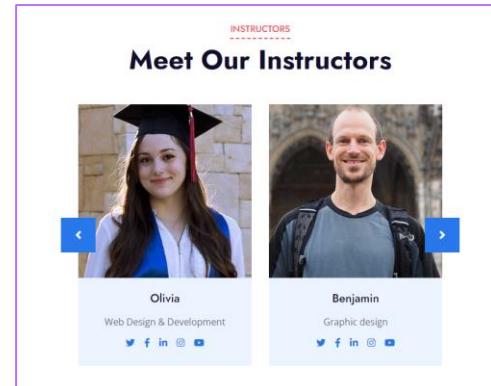
Instructor Information

Reviews from students
after purchasing
courses on our
platform

Homepage (Tablet & mobile version)



Main Difference



Tablet



Mobile

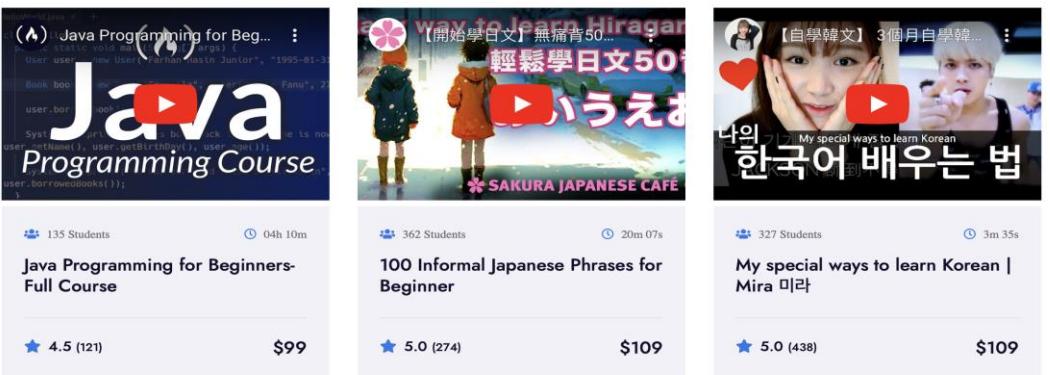


Course (Desktop version)

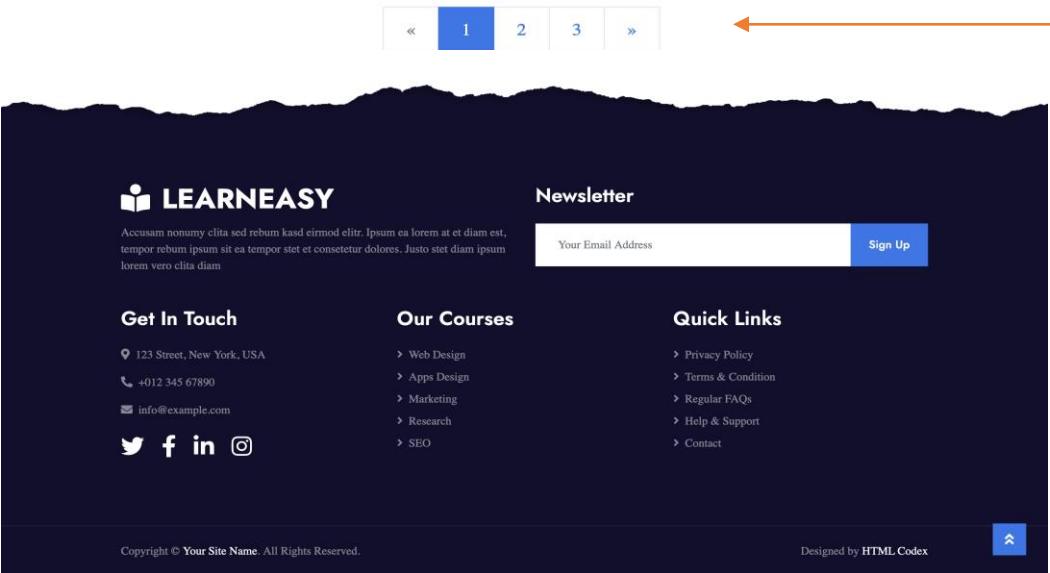
- Selector for the student to select the course which they may interest
- Can be select by topics, languages and duration time

- Search bar
➤ for direct searching
- Self learning course on the platform

Course (Desktop version)



- Self learning course on the platform

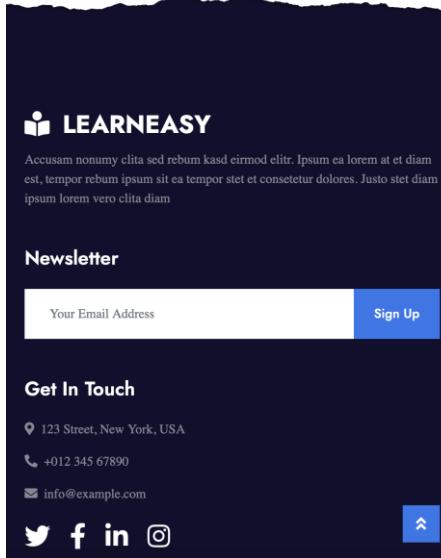
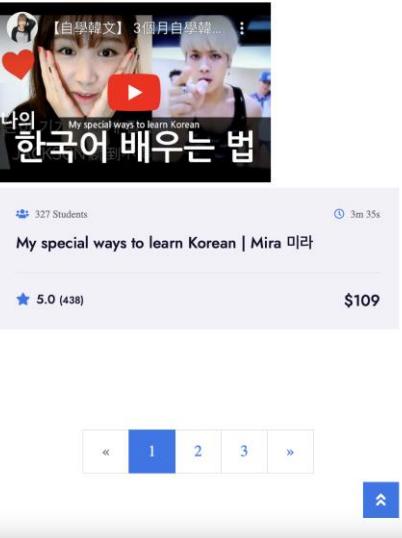
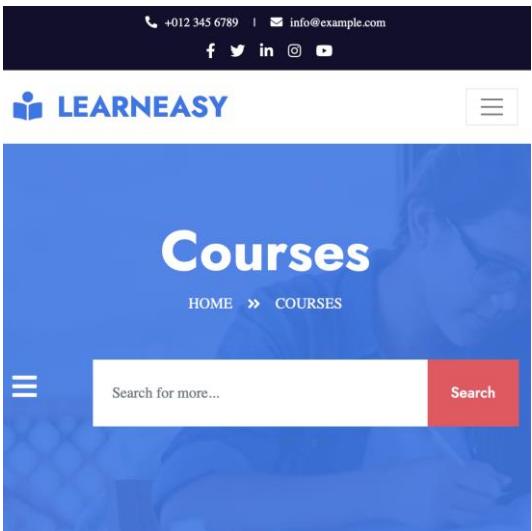


- Scrolling bar
➤ which can show more online course

Footer

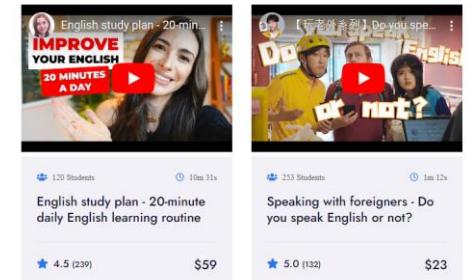
Course(Tablet & mobile version)

- Navigation buttons
- For hiding the selector when sense the display version change



Main Difference

Our Popular Courses



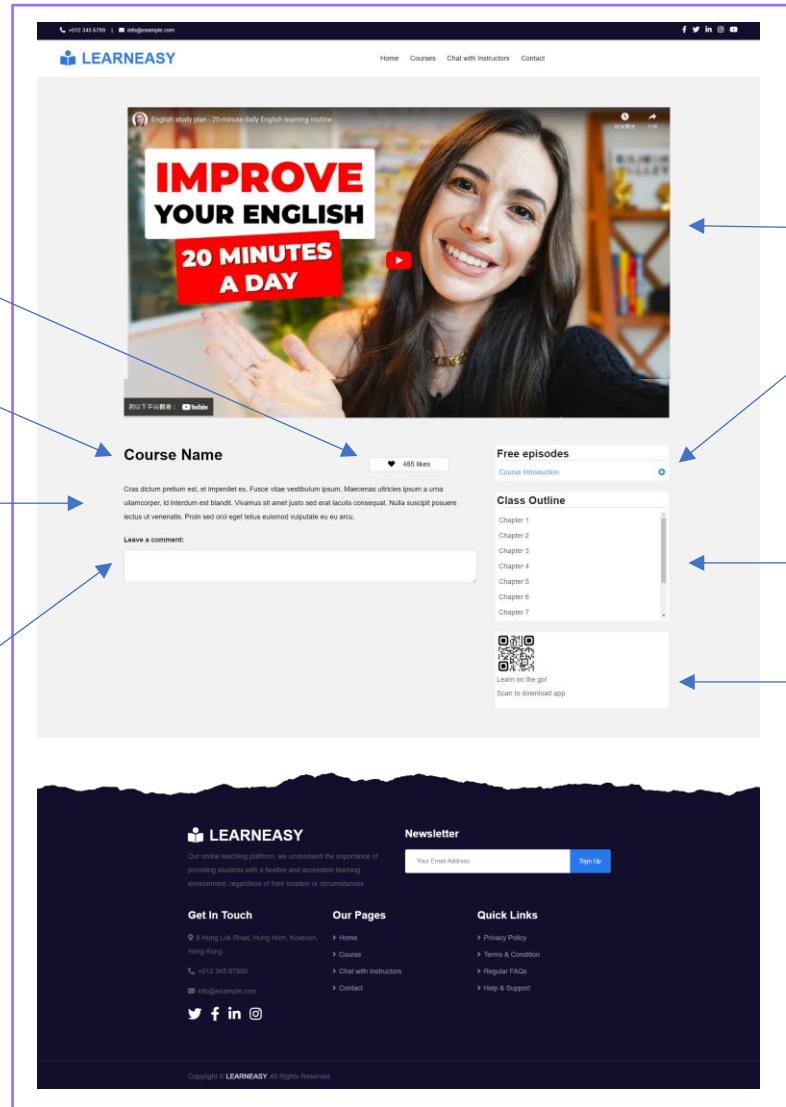
Tablet

Our Popular Courses



Mobile

Course Sample (Desktop version)



"Like" button

Course Name

Course Description

User Comment Area

Free episode (Course Introduction) is playing

Paid Course (Class Outline)

QR code to download the mobile app

Class Outline

- Chapter 1
- Chapter 2
- Chapter 3
- Chapter 4
- Chapter 5
- Chapter 6
- Chapter 7

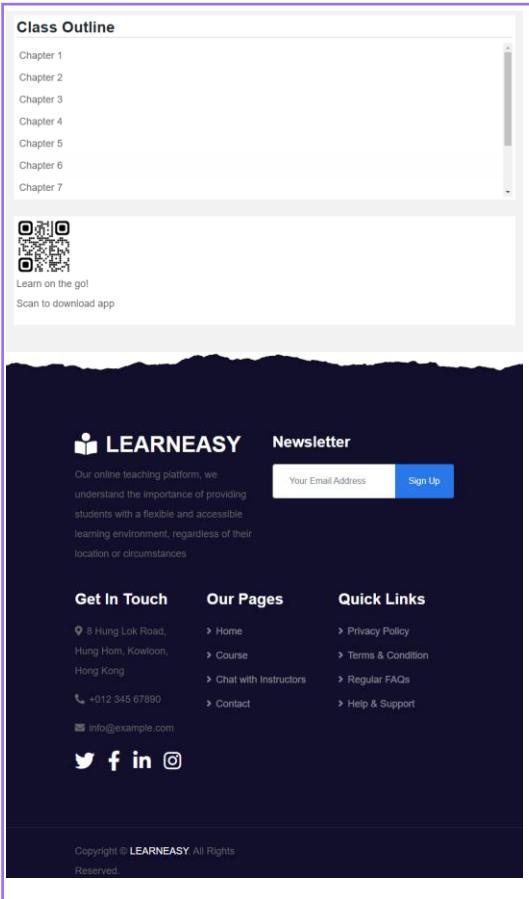
mouseover

→ blue text, light gray background color

Course Sample (Tablet & mobile version)



The tablet view shows a course landing page for "IMPROVE YOUR ENGLISH". It features a large video thumbnail with a woman smiling and the text "IMPROVE YOUR ENGLISH 20 MINUTES A DAY". Below the video, there's a section titled "Course Name" with a "Leave a comment:" input field and a "Free episodes" section showing "Course Introduction". The Learneeasy logo is at the top.



The mobile view shows a simplified course page. It includes a "Class Outline" sidebar with chapters 1-7, a QR code for the app, and a "Learn on the go!" section. The main content area has a dark background with white text for the "LEARNEASY" logo, "Newsletter", and "Get In Touch" information. It also features social media icons and a footer with copyright details.

Main Difference

Course Name

486 likes

Cras dictum pretium est, et imperdiet ex. Fusce vitae vestibulum ipsum. Maecenas ultricies ipsum a urna ullamcorper, id interdum est blandit. Vivamus sit amet justo sed erat iaculis consequat. Nulla suscipit posuere lectus ut venenatis. Proin sed orci eget tellus euismod vulputate eu eu arcu.

Tablet

Course Name

485 likes

Cras dictum pretium est, et imperdiet ex. Fusce vitae vestibulum ipsum. Maecenas ultricies ipsum a urna ullamcorper, id interdum est blandit. Vivamus sit amet justo sed erat iaculis consequat. Nulla suscipit posuere lectus ut venenatis. Proin sed orci eget tellus euismod vulputate eu eu arcu.

Mobile

Chatbox Sample (Desktop version)

The screenshot shows the desktop version of the LEARNEASY website. At the top, there's a navigation bar with links for Home, Courses, Chat with Instructors, Contact, and Join Us. Below the navigation is a search bar with fields for Courses and Keyword, and a Search button. The main content area has a blue header with the text "Chat with our Instructors". Underneath is a sub-header "CHOOSE A INSTRUCTOR TO CHAT WITH" followed by a section titled "Meet Our Instructors". It features three instructor profiles: Willow Green (History and Linguistics Topic), Arron Blue (Arts and Games Topic), and Arya Black (Technology and Scientific Topic). Each profile includes a photo, name, topic, and social media links. At the bottom of the page is a footer with sections for Get In Touch, Our Pages, and Quick Links, along with copyright information.

Select instructor

Chatbox

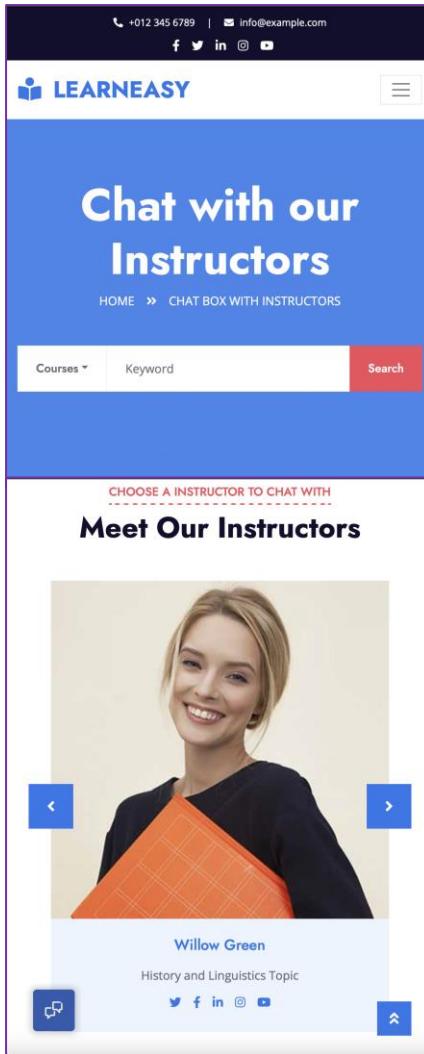
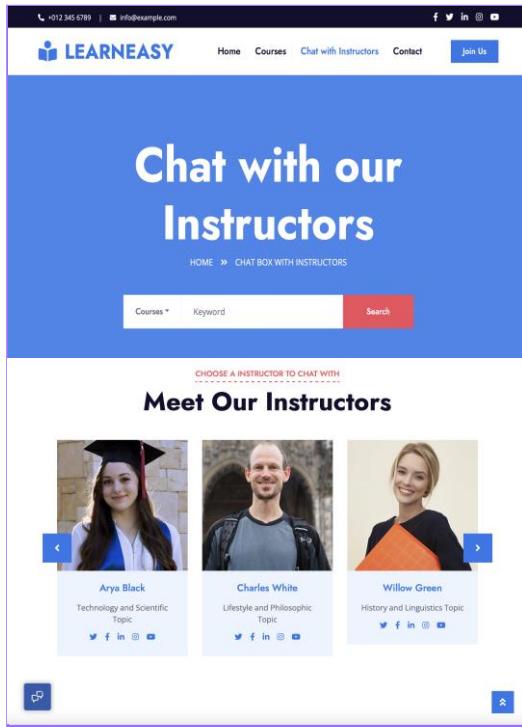
The screenshot shows a mobile phone displaying a chat interface. The top bar shows the time as TODAY 1:41 PM and the recipient as 21157410A@common.cpce-p... The message from the agent says, "Hi, I really like your lecture." with a thumbs-up emoji. The response from the instructor, Willow Green, says, "Thank you. I will release more videos and materials later. Please keep in touch." Below the messages is a text input field with placeholder "Write a reply..." and icons for emoji, GIF, file attachment, and settings. The bottom right corner of the screen shows the Drift logo. To the right of the phone are three photos of instructors: Willow Green, Arron Blue, and Arya Black, each with their names and topics below them. Social media links are also present for each instructor.

Chatbox

- Direct messages to the instructor
- Allow Emoji, GIF, file attachment transmission
- Allow Enter button setting

Main Difference

Chatbox Sample (Tablet & mobile version)



CHOOSE A INSTRUCTOR TO CHAT WITH

Meet Our Instructors

Arya Black
Technology and Scientific Topic
Willow Green
History and Linguistics Topic

CHOOSE A INSTRUCTOR TO CHAT WITH

Meet Our Instructors

Arya Black
Technology and Scientific Topic

Tablet

Mobile

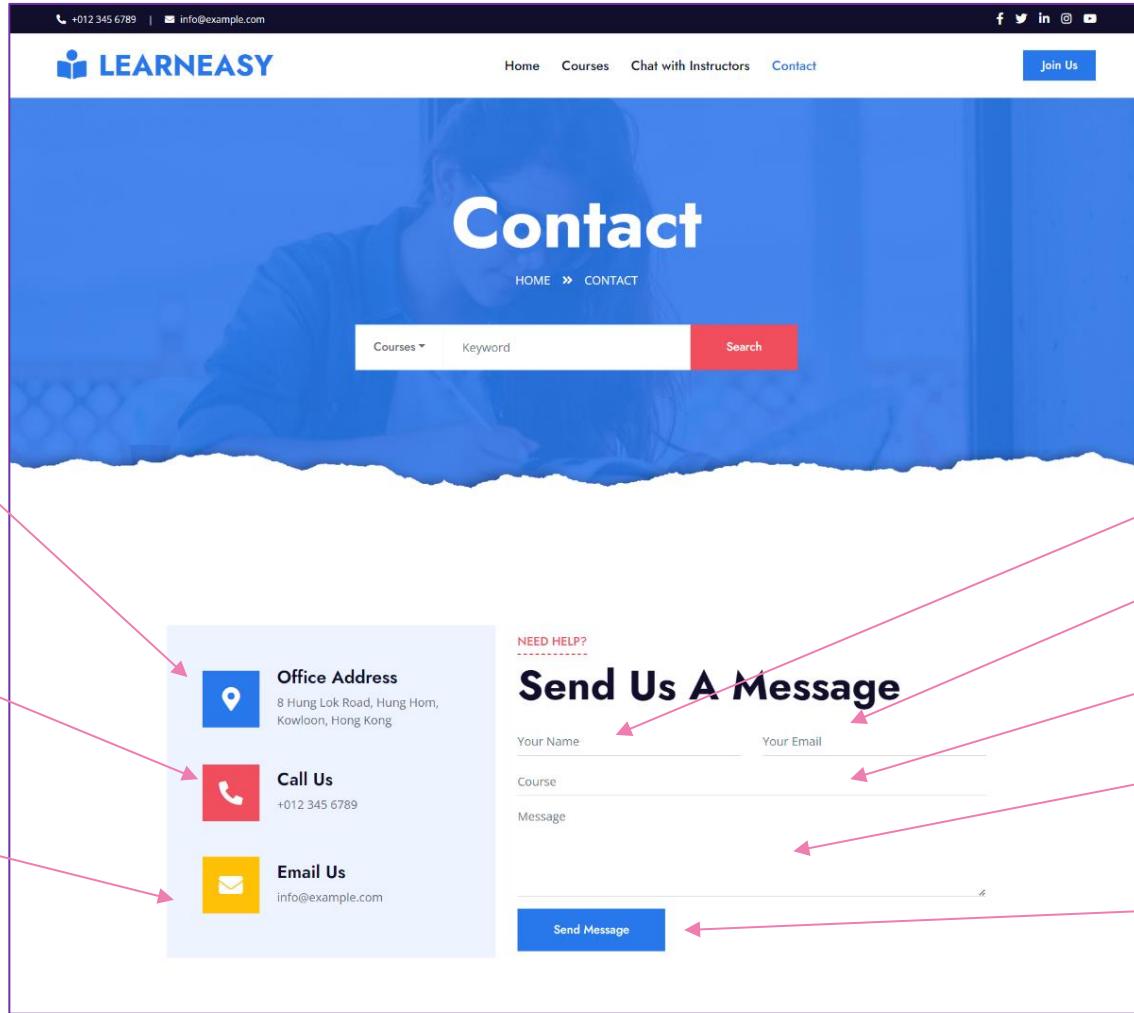


Contact Page (Desktop version)

Office Address

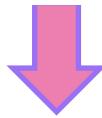
Office Phone Number

Office Email



Mouseover

Send Message



Send Message

The background color of the button more darken

Name of inquirer

Email of inquirer

Course Name

Text Area

“Send Message” Button



Contact Page (Desktop version)

Office Hours

Office Hours

Mon to Fri: 11:30am - 7:00pm
Sat: 11:30am - 6:00pm
Closed on Sundays & Public Holidays



LEARNEASY
Our online teaching platform, we understand the importance of providing students with a flexible and accessible learning environment, regardless of their location or circumstances.

Get In Touch

📍 8 Hung Lok Road, Hung Hom, Kowloon, Hong Kong
📞 +012 345 67890
✉️ info@example.com

[Twitter](#) [Facebook](#) [LinkedIn](#) [Instagram](#)

Our Pages

➤ Home
➤ Course
➤ Chat with Instructors
➤ Contact

Quick Links

➤ Privacy Policy
➤ Terms & Condition
➤ Regular FAQs
➤ Help & Support

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Google Map of Office

Contact Page (Tablet & mobile version)

The screenshot shows the Learneeasy Contact page on a mobile device. At the top, there's a header with the Learneeasy logo, a phone number (+012 345 6789), and an email link (info@example.com). Below the header is a large blue banner with the word "Contact" in white. Underneath the banner, there are navigation links for "HOME" and "CONTACT". A search bar with dropdown options for "Courses" and "Keyword" is followed by a red "Search" button. The main content area features three contact methods: "Office Address" (8 Hung Lok Road, Hung Hom, Kowloon, Hong Kong), "Call Us" (+012 345 6789), and "Email Us" (info@example.com). Below this is a "Send Us A Message" form with fields for "Your Name", "Your Email", "Course", and "Message", and a "Send Message" button at the bottom.

The screenshot shows the Learneeasy Contact page on a tablet. At the top, it displays "Office Hours" with operating times: Mon to Fri: 11:30am - 7:00pm, Sat: 11:30am - 6:00pm, and Closed on Sundays & Public Holidays. Below the hours is a map of the Hong Kong skyline with a red marker indicating the location of the Hong Kong Polytechnic University (PolyU) campus. The map shows various landmarks like the Science Museum, Yuen Building, and Tsing Yi. The Learneeasy logo is at the bottom left, and a "Newsletter" sign-up form with fields for "Your Email Address" and a "Sign Up" button is on the right. The footer contains links for "Get In Touch", "Our Pages", "Quick Links", and social media icons for Twitter, Facebook, LinkedIn, and Instagram. The copyright notice "Copyright © LEARNEASY. All Rights Reserved." is at the very bottom.

07/ Principles



Principles in Lecture Notes - PACT

1

People

- Groups: Students, Teachers
- Well educated and understand how to use computer
- Muti language: English, Spanish, Japanese, Chinese → Course Language

3

Contexts

Access Rights

Students can access the homepage, course page, course sample page, chat with instructor page, and contact page **without logging in**.

After logging in, students can purchase courses and view paid courses and progress on the user page.

2

Activities

- Users are not requiring cooperation with others

4

Technologies

- Responsive design website for online teaching platform
- Chatbox function, allowing users to select tutors and communicate with them instantly
- Online teaching platform mobile application

Principles in Lecture Notes

Design implications for attention

- All keywords on the website are in red
- The button will have a different color when the mouse is hovering over it

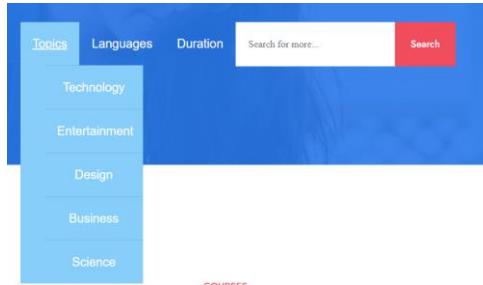
Perception



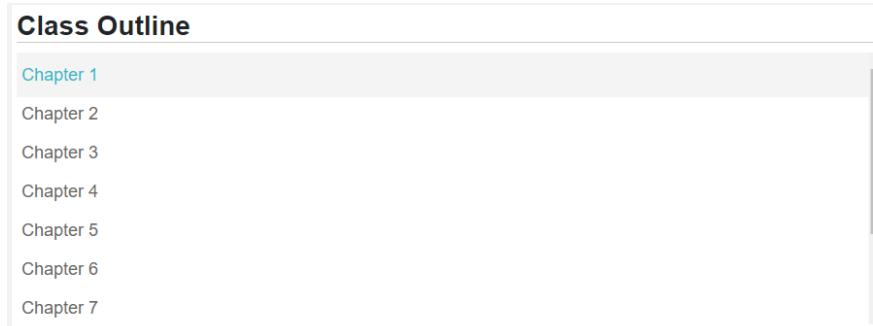
- The email, phone, address icon in the contact page is common
- There is enough line space between different areas for separation

The problem with the classic '7±2'

- Present only 4 options on the navigation bar
- The dropdown list inside the search box shows less than 7 options



- The class outline dropdown list in the course sample page only shows 7 chapters at a time



Principles not in Lecture Notes - 8 Golden Rules

01

Strive for consistency

- The website uses similar colors (Blue), layout (Hero image and search bar), capitalization and fonts (Open Sans)

02

Seek universal usability

- Subjective satisfaction

On the contact page, users can make suggestions or submit inquiries through the form.

03

Offer informative feedback

- When a user hovers over any button on the website, it changes color to let the user know what they are selecting
- The chat box function in the Chat with Instructors page allows students to get feedback from the teacher immediately after sending a message

05

Prevent errors

- On contact pages, users must fill in all field before submitting the form to avoid invalid data

Your Name

Course

 請填寫這個欄位。

hello

 請在電子郵件地址中包含「@」。「hello」未包含「@」。

07

Keep users in control

- We put all the main information including address, phone number, email, policy and help, webpages link in the footer to give users a clear understanding of our website

08/ Demonstrate



THANKS

