UniGhana

In 2022, I designed a mobile app for UniGhana with goal assisting high school graduates in Ghana with their university search and application process

2 Months | Not Shipped Yet

Problem Statement

High school graduates in Ghana lack a user-friendly platform to access comprehensive information about universities and simplify the application process.

This project aimed at creating an intuitive and efficient solution for high school graduates in Ghana seeking information about universities in the country.

Pocess

Discover | Define | Ideate | Design

Discovery and defintion

Using a mix of qualitative data and user feedback, in we identified a handful of issues with School and program searching in Ghana.

The problems were:

1. Lack of centralized information: Graduates often struggle to find comprehensive and up-to-date information about universities and their programs.

2. Limited accessibility: Accessing information about universities, especially those in remote areas, can be difficult for some students.

I'll be honoured if I didn't mention the amazing talented UniGhana team worked with on this project. Although I was the sole designer, I collaborated with a team of developers and PM. This case study will focus on the projects primarily designed as we built the team by what it is today.

User Persona

Kwame

About

- 17
- Accra
- WASSCE

Description

Kwame is a recent high school graduate

Goal

- To find the right university in Ghana and successfully apply

Challenges

- Overwhelmed by the multitude of university options and application requirements

Features & Functionalities

To resolve user needs

Buddy Sytems | School Database | Form and Voucher Purchase

User Journey Map

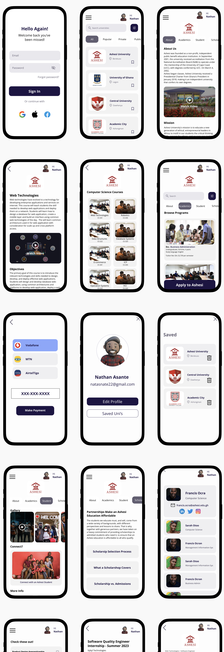
Discovery → Sign up → Search Schools → Reach out → Shortlist → Apply → Purchase form

Usability Testing

During the development of the UniGhana app, we conducted usability testing with our target users to ensure that the design met their needs and expectations. This iterative process allowed us to identify and address usability issues early in the design phase.

The results of the usability testing were highly positive. Users found the app easy to navigate, and they appreciated the centralized information it provided. T

Screens



Key Takeaways

User Centric Design: Putting the needs of our users at the forefront of our design process was crucial to the app's success. By empathizing with their challenges, we were able to create a solution that genuinely addressed their pain points.

Comprehensive Research: Extensive user research was the foundation of our project. It allowed us to gain deep insights into user behavior and preferences, guiding our design decisions effectively.

Iterative Improvement: The iterative design process ensured that we could adapt to user feedback and make continuous enhancements to the app's usability and functionality.

Conclusion

The Unighana mobile app design project successfully addressed the challenges faced by high school graduates in Ghana, offering them an intuitive and efficient platform to explore universities and apply seamlessly. By focusing on user-centric design, comprehensive research, and iterative improvements, we were able to make a positive impact on the lives of our users.