

About

Learning on the go serves as learning app, so whether the user is walking or travelling, they can learn one lesson which will take 5-10 minutes. The learning should be done like working with Case Studies - easy and fun like riding a bus.

Problem

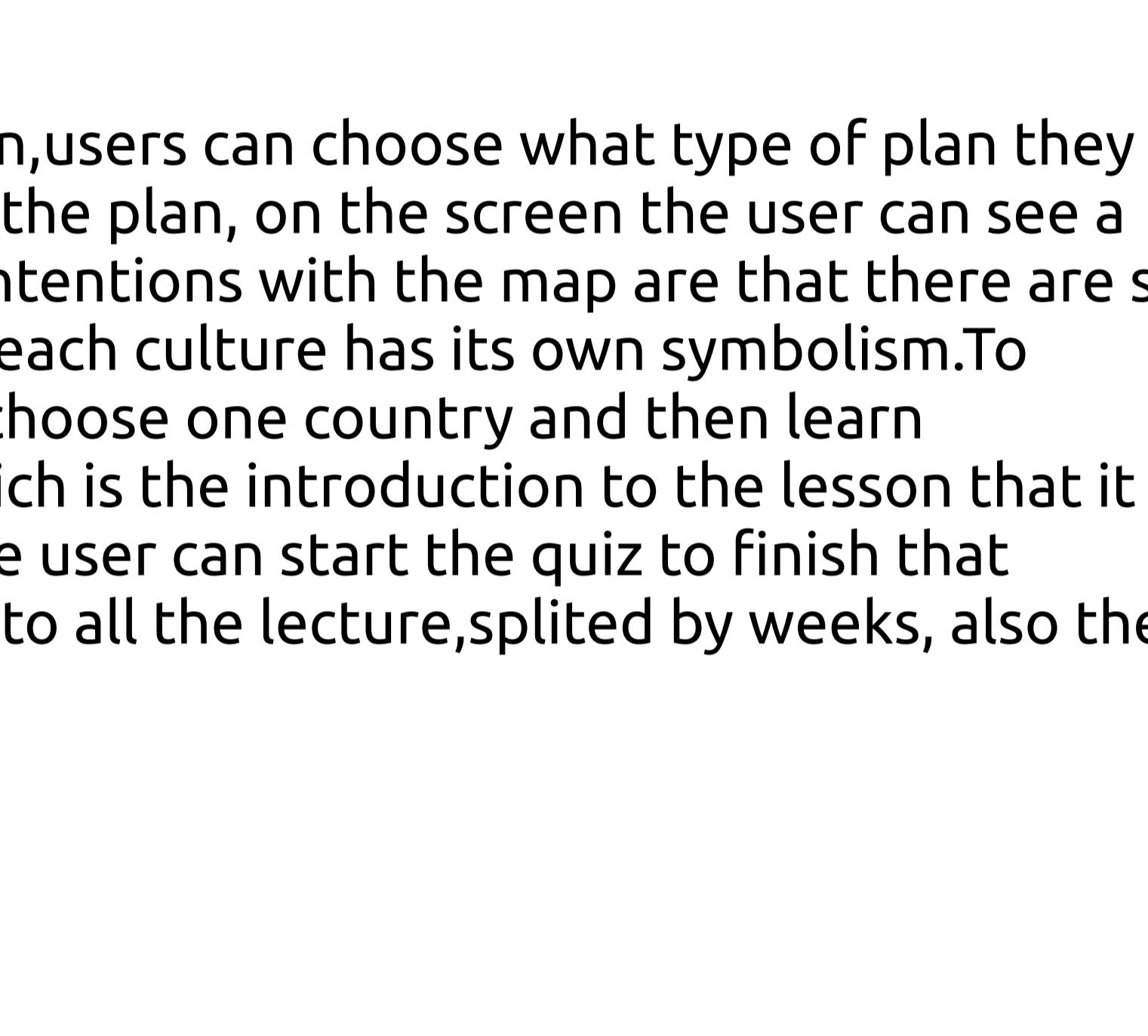
Main objective is to leverage simplicity and accessibility for continuous usability and completion - their biggest challenge is ensuring the app offers continuous learning and is designed around the learners' needs - next-gen learning.

Solution

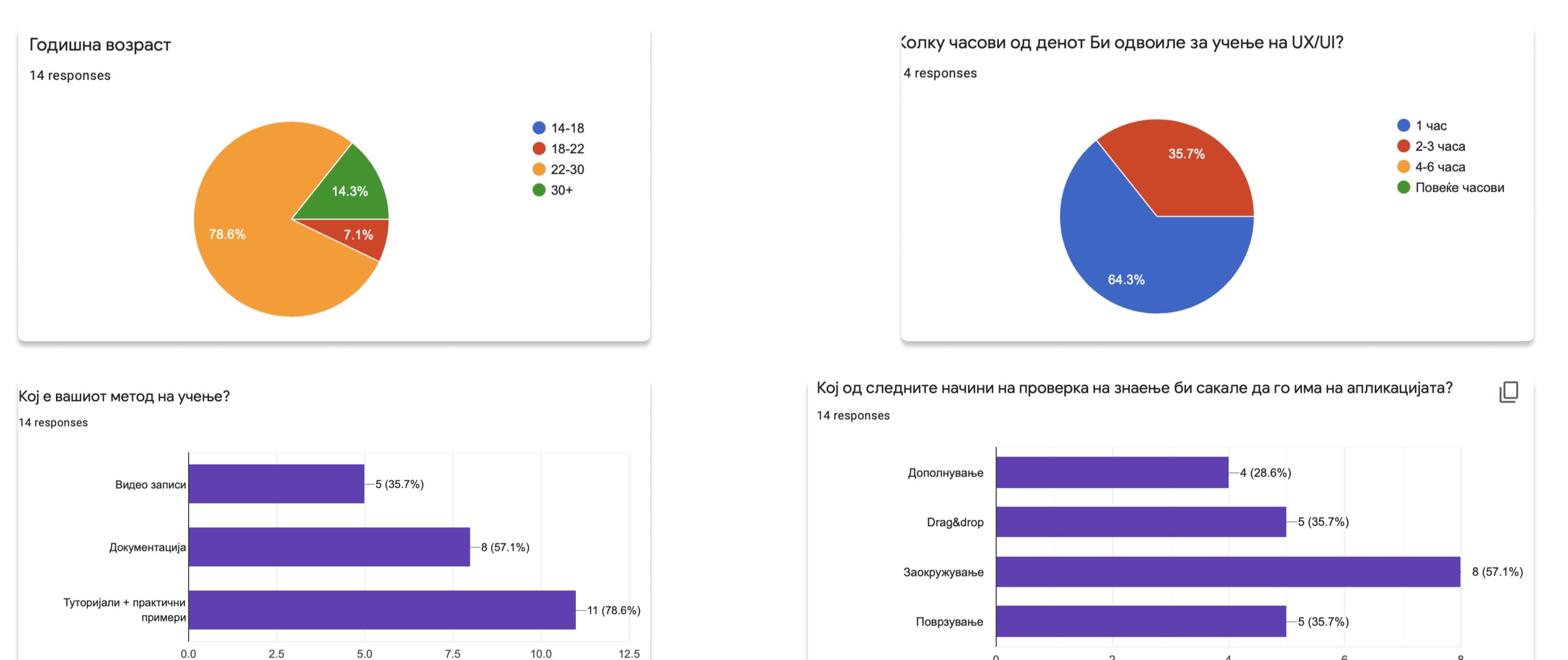
This product, once launched, will ultimately serve Brainster as an additional channel to convert users to our UX/UI Design bootcamp, so users could properly go through the full Brainster learning experience.

Duration

October November



Design process



Discover

Stakeholder interview

- Q1) How will you get users to use your application instead of your competitors?
- Q2) Why should users choose this application?
- Q3) Will only UX area or more areas be covered?
 - How would you get the user to complete the lessons?
- Q4) At the end of each lesson, would the user be shown what to expect at the end of the module?
- Q5) Does the user have the option to find an option ('Hint') if they do not know how to answer the question?
- Q6) Can the user expect help from a mentor / administrator? Would there be an option to access a forum?
- Q7) How would you motivate the user to continue learning, ie to switch to a basic plan?

Design strategy

Executive Intent

This project is intended for learning while travelling. Users will have a chance to listen a 5 min. video and then answer quizzes or questions coming from that video.

Target Audience

I High School students (Senior preferred), but not limited to.
II 23-28 yo's looking to change their careers (trial & error before taking a path)

General Tasks

When starting the application, users can choose what type of plan they are choosing. After selecting the plan, on the screen the user can see a map of many countries. The intentions with the map are that there are so much different cultures and each culture has its own symbolism. To continue further, user must choose one country and then learn something short about it which is the introduction to the lesson that it needs to be listened. Then the user can start the quiz to finish that lecture. The user have access to all the lectures, split by weeks, also they can join to solve challenges.

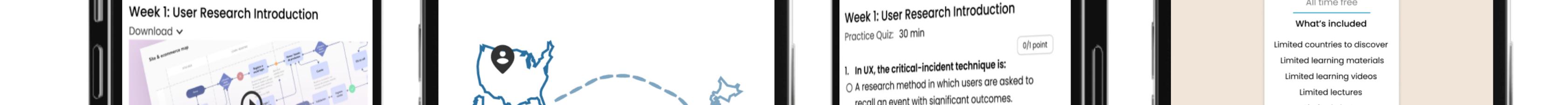
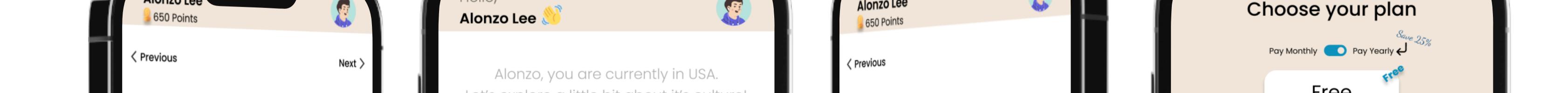
Cross channels

Mobile app

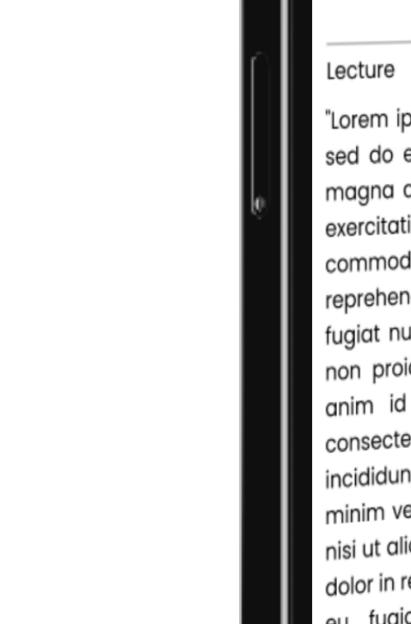
User Research

Quantitative Research

I have asked people to record their response through the online survey form and questionnaires. Around 14 people had participated in filling the survey and made this research possible.



Primary Persona



Sam Wilson
20 years old
Student, 4th year in Highschool

Bio:
Loves EdTech platforms that offer fund, education and challenges.

Needs:

- Access to fun and educational platform that they would get engaged with
- Interactive badges
- Wants to know what type of channel is next: video, article, etc.
- Wants to be able to learn on-the-go, i.e. when walking or traveling
- Notifications for new content available
- Sharing with friends
- Progress tracking points achieved
- Completion / level statistics presented

Frustrations:

- Long and unclear buttons
- Too much text
- Unable to access previously completed content

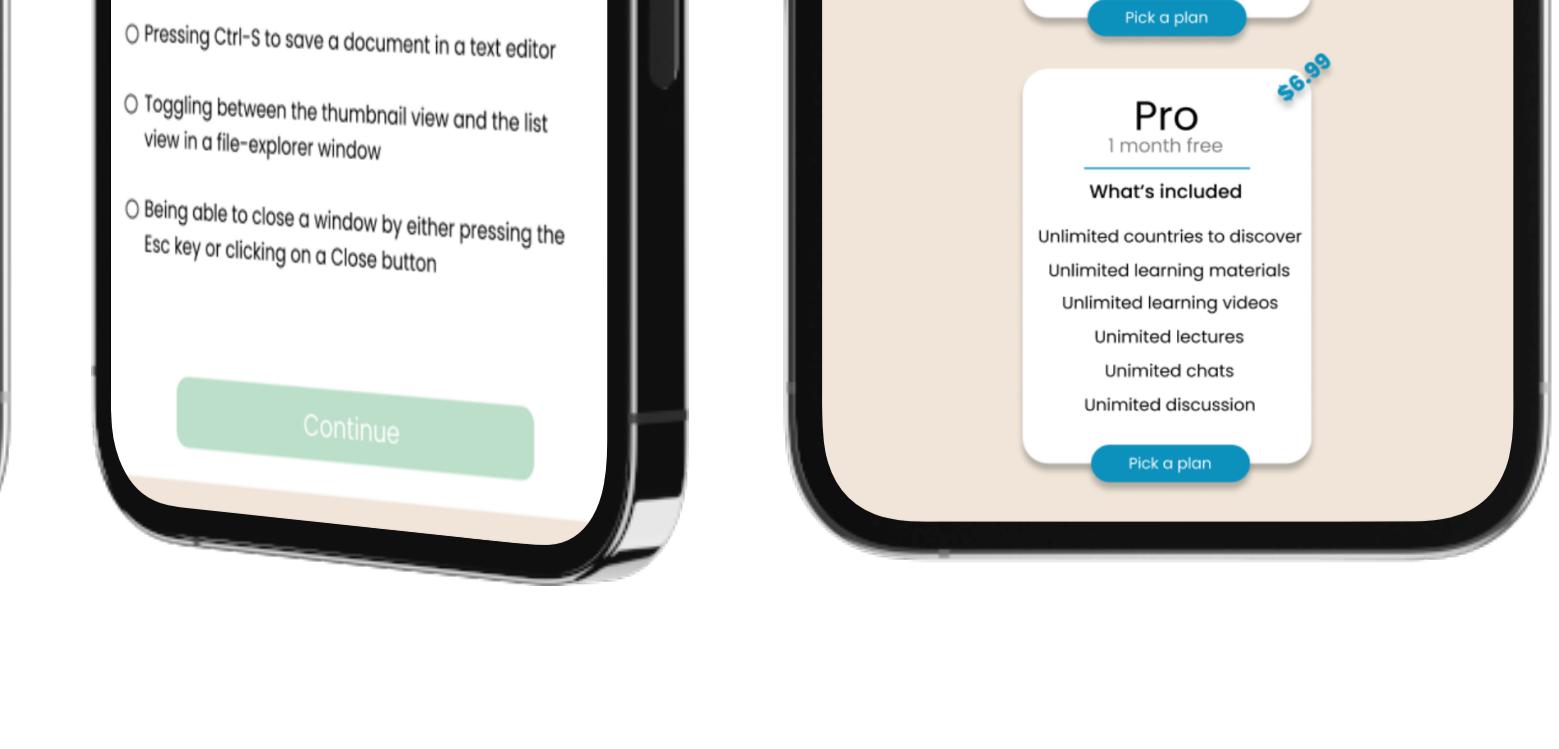
Competitive Analysis

CHARACTERISTICS	COMPETITIVE ANALYSIS					
	Bootcamp	SoloLearn	Udemy App	Other Academy	Instagram	Facebook
Freelance skills	●	●	●	●	●	●
In-demand skills	●	●	●	●	●	●
Categories	●	●	●	●	●	●
My lessons	●	●	●	●	●	●
Account	●	●	●	●	●	●
Wishlist	●	●	●	●	●	●
Invite friends	●	●	●	●	●	●
Store for power-ups	●	●	●	●	●	●
Achievements	●	●	●	●	●	●
Ratings	●	●	●	●	●	●
Badges	●	●	●	●	●	●
Exercises	●	●	●	●	●	●
Join class	●	●	●	●	●	●
Search	●	●	●	●	●	●

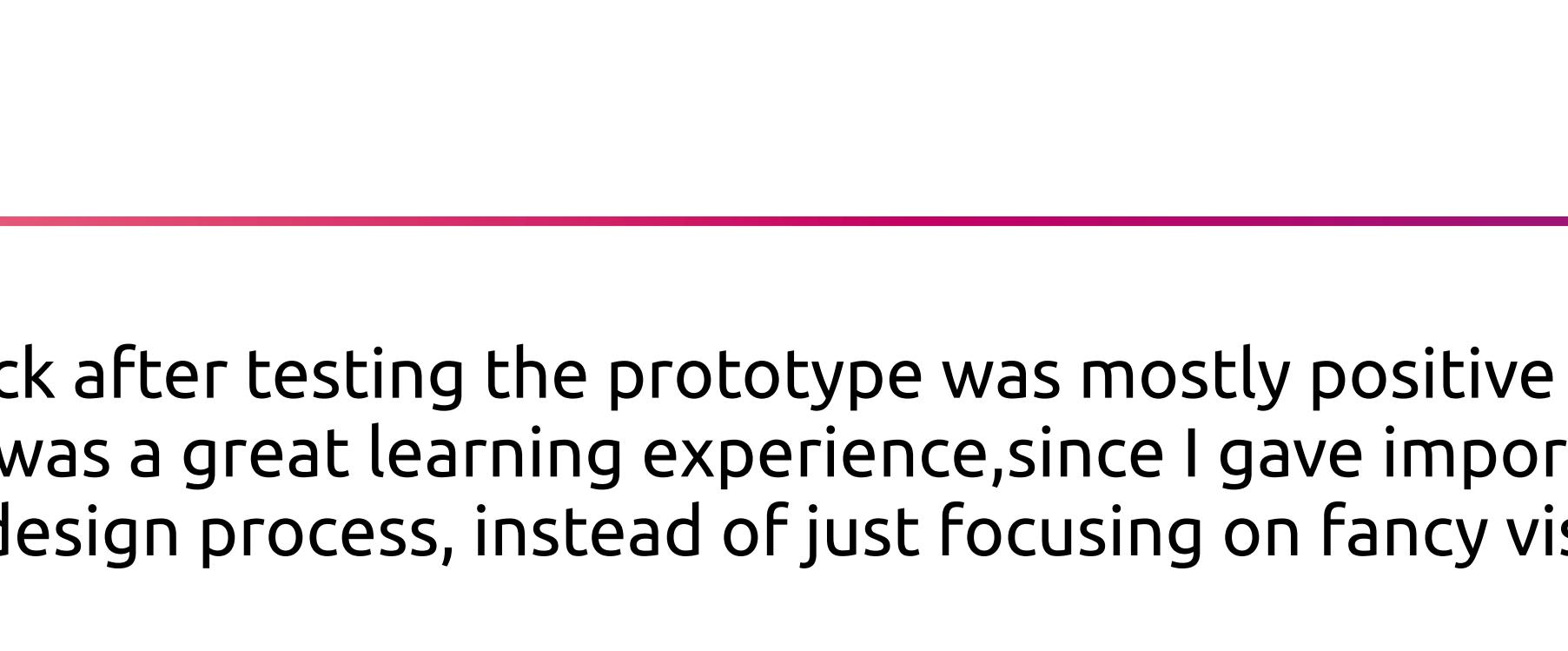
User Empathy map



User Journey



User flow



Design

Final Solution

Conclusion

While the feedback after testing the prototype was mostly positive from the participants, the whole project was a great learning experience, since I gave importance to the overall UX design process, instead of just focusing on fancy visuals.