



Your place to connect & learn.

Today I'll be covering

- User research
- Inspiration
- Design process
- Final prototype

The problem with education

Online reviews



I had couple of questions. But it seems from the Q&A the instructor is not interested in answering any question. So many unanswered questions.



It is something you can easily find on Youtube not really worth paying for

Was this review helpful? Report



Worse online learning platform.

Their courses are incredibly cheap!!! same as the quality of the courses they have!

13 Jun 2018



15 Dec 2018

Waste of time and money

When things get complicated, everything gets harder, including unclear, broken instructions. They don't even try to simplify the instruction, so it's easy to get lost and doubt yourself. More importantly, You don't have a community or anyone to talk. Invest your money somewhere else.

Useful Share



The instructor is not responsive, I have sent you a couple messages a while ago

Daniel Walter Scott (Instructor), 6 days ago

Hi Ilker, my apologies. Can you tell me which video you posted your question under and I'll try to help out. DWS

Was this review helpful? Report

Online reviews



31 Mar 2019

Huge variety of classes

Huge variety of classes, excellent teachers, very good price point, supportive community, learn on your own timeline.

Useful Share



Updated 12 Mar 2019



Interesting course

Interesting course, with very high quality and fast tutor input. Would highly recommend.

Useful Share



7 Mar 2019

I really like Skillshare <3

I really like Skillshare. It's easy to use, the teachers are engaging and classes are great and very well planned. You can find almost anything you want to learn there! Really changed the way I study. They also have an APP so you can download the classes and learn anywhere.

Useful Share



22 May 2018



I really love the Udemy

I really love the Udemy
There are a lot of online courses out there but this is the one of the best because most of the courses are really cheap and also you can access them any time from anywhere

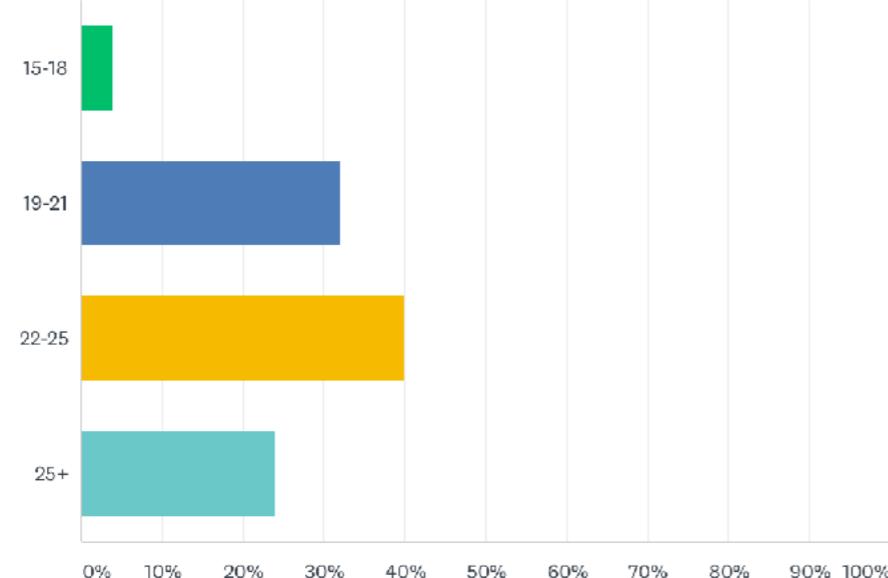
Useful Share



Survey results

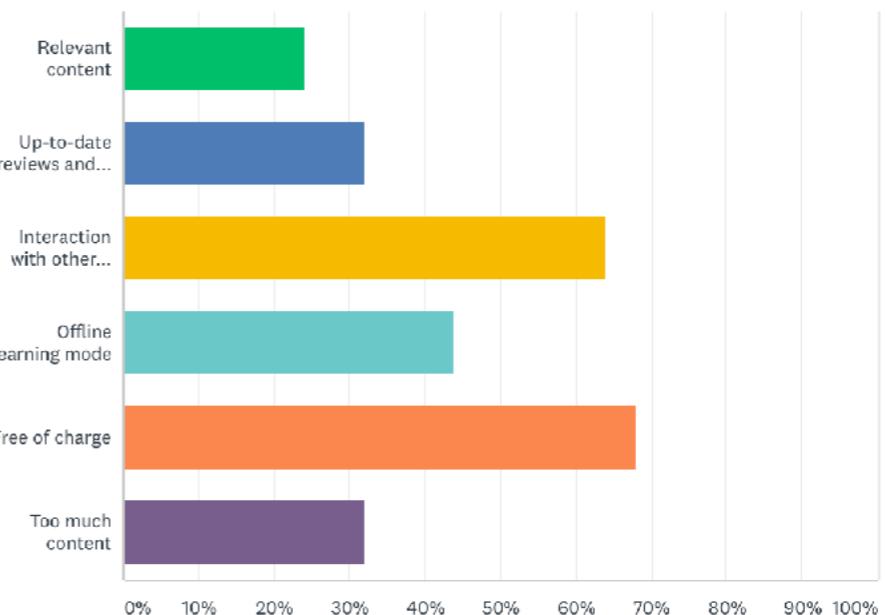
What is your age group?

Answered: 25 Skipped: 0



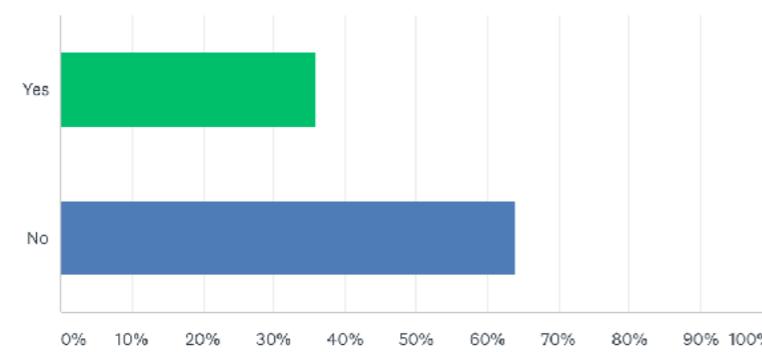
What do you think current learning platforms lack?

Answered: 25 Skipped: 0



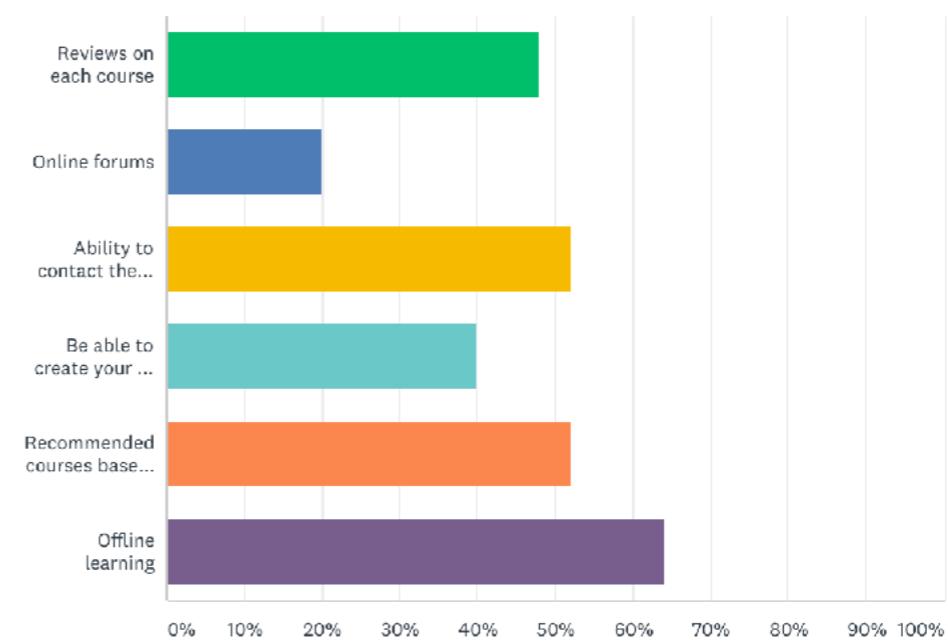
Are you aware of any apps for UX learning?

Answered: 25 Skipped: 0



What would be the essential features on the app?

Answered: 25 Skipped: 0



User Personas



"I gave up my job to travel. Now I freelance from anywhere in the world in my own time"

Technology

Mobile Apps:



Websites:



Social Media:



Toby Magee

Belfast, UK

Toby is a 24 year old who graduated from Ulster University, Belfast in 2015. After 3 years of working in a full time illustrator and designer role he felt that there was more to life than spending 5 days a week in a studio. He decided to quit so that he could travel the world and whilst doing so he works freelance. Toby wants a place where he can keep up with the industry and expand his existing skillset so that he is always offering clients the best service.

Interests & Goals

- Connect and build relationships with like minded people
- Learn and keep up to date with trends in the design industry
- Expand his skillset and knowledge in design

Pain Points

- Lack of signal when travelling or no WiFi
- Spending money and time on courses that turn out to not be right for him

Behaviours

- Searching for best UX/UI courses
- Only interested in courses taught by professionals and with high ratings
- Following people with the same interests

Areas of interest



Illustration



UX/UI



"I would love to be able to learn within my own time but also be able to connect with other students"

Technology

Mobile Apps:



Websites:



Social Media:



Aimee Hill

📍 London, UK

Aimee is a 20 year old student studying User Experience Design at the University of the Arts London. Whilst at university she has a part-time job to pay for her university fees and student accommodation. She finds herself struggling to have a healthy balance between university, working and socialising with friends which leaves her feeling under pressure and stressed.

Interests & Goals

- Build portfolio showcasing some of her best work
- Get a full time job as a UX/UI designer
- Meet new people who are studying the same course

Pain Points

- **High costs** of university
- No **flexibility**
- Feels like having a degree is the only way for her to get a job
- No money or time to attend design conferences

Behaviours

- Sceptical of online courses
- Embarrassed to post her work because she is fearful of what people will think
- Following people with the same interests

Areas of interest



Illustration

UX/UI

Typography

Colour

Empathy Mapping

I'd love to meet like-minded people. Are there design events near here?

I wish I could download this video so I can watch on the go.

Travelling light sucks! I wish I could pack more books.

Says

Does

Uses twitter to keep up with the industry

Downloads podcasts and e-books

Finds hotels and cafes with free wifi

Searches for design events nearby

Toby

wants to learn & travel at the same time

Why can't I download this?

These reviews look very similar? Is this genuine?

Which of course is best for me?

I don't know where to begin

Thinks

Feels

Isolated

Excited

Unsure

Motivated

Nervous

I wish education was free.
Sorry I can't make it.
I've got so much university
work to catch up on.
I'd love to buy this book
but I can't afford it.

Says

Does

Finding ways
to pay for university

Searches online for
cheaper learning

Uses free resources
at university

Downloads pirate
software



How will I tell my manager
I can't work anymore hours?
Is going to university
worth the stress?
How am I going to pay off this debt?
When will I have time
to work on my university project?

Thinks

Feels

Frustrated

Exhausted

Embarrassed

Nervous

Under pressure

Unsure

Anxious

Planning the Solution

Offline learning

You can learn on
the go as it's hub
allows lectures,
and course
resources to
be downloaded

Free of charge

- rich or poor? everyone
can learn at
ut hub
(it's free)

Personalised / Tailored learning

- user offered
a questionnaire
to allow
ut hub to
offer relevant
courses

Quality of Content

- only industry professionals
are invited to teach
to ensure quality, relevance.

- ut hub would then quickly
check courses every 1-2

Interaction + community

- Social feed
to connect
with other
users. share
work and
get feedback.
- chats so
that students
can receive
feedback. Be
part of group
chats.

- Chats

- Social feed

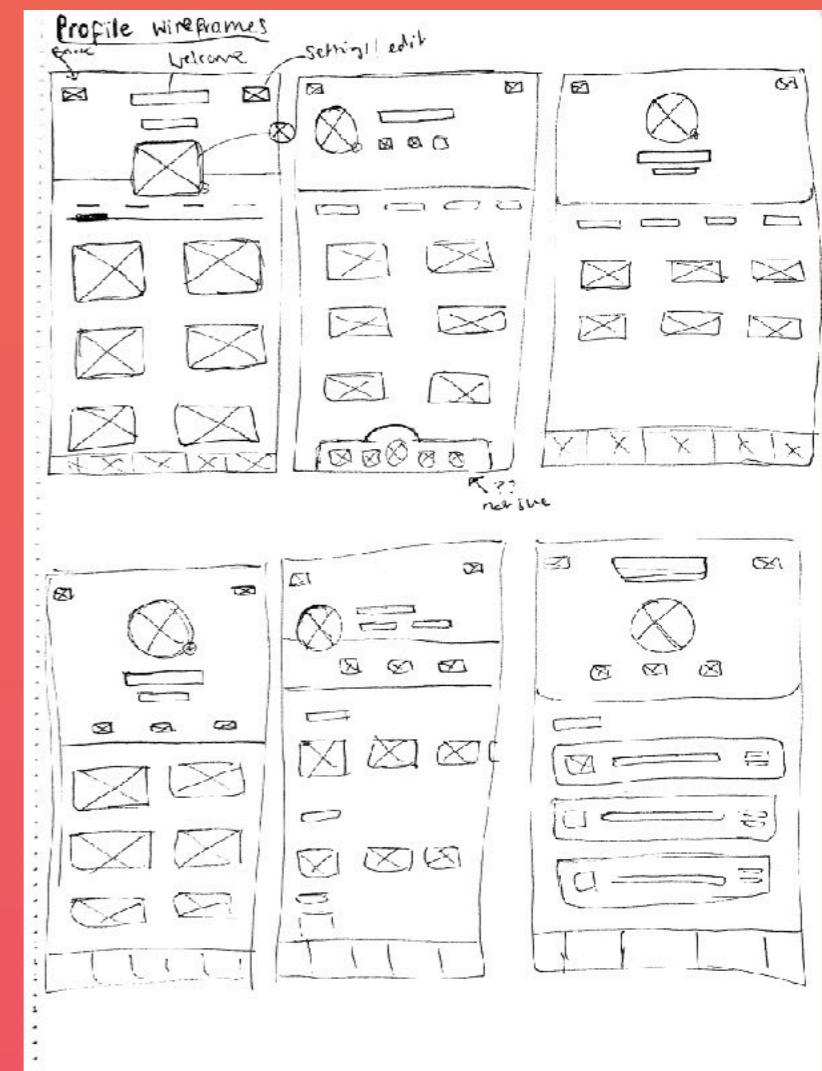
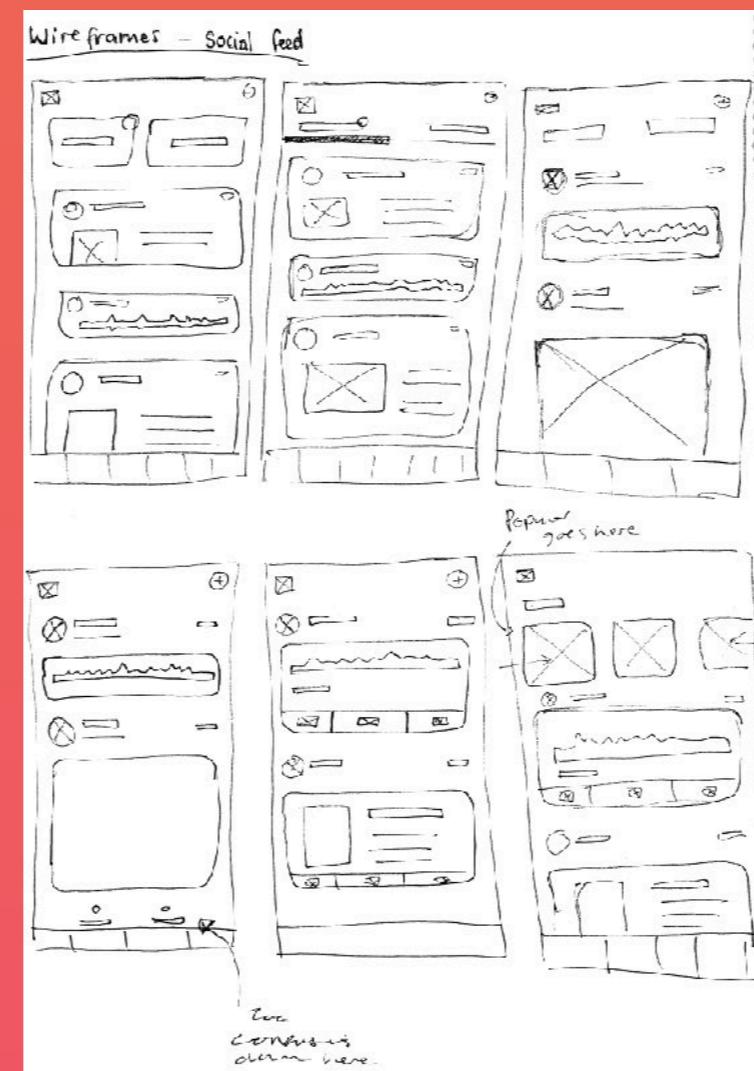
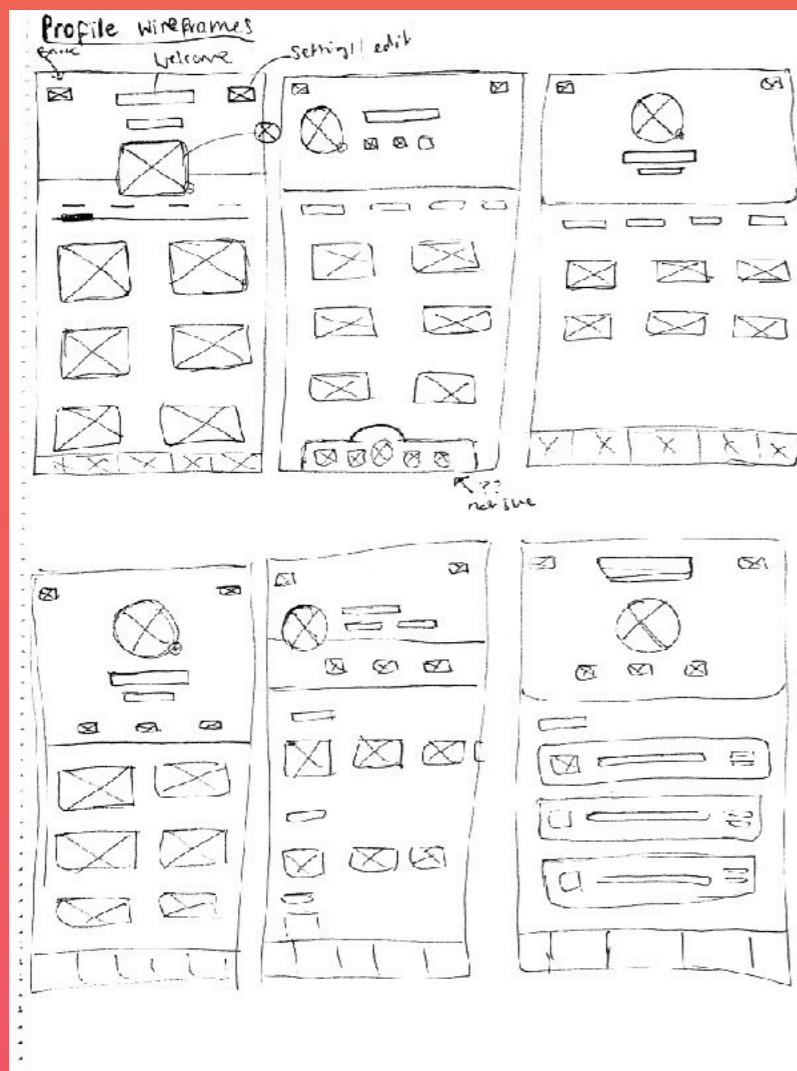
- Offline learning

- Free of charge

- Tailored learning

- Invitation only

Paper & Low-fidelity Prototypes



[Log in](#) [Sign up](#)

[Log in](#) [Sign up](#)

Name

Location

Email address

Password

— or —

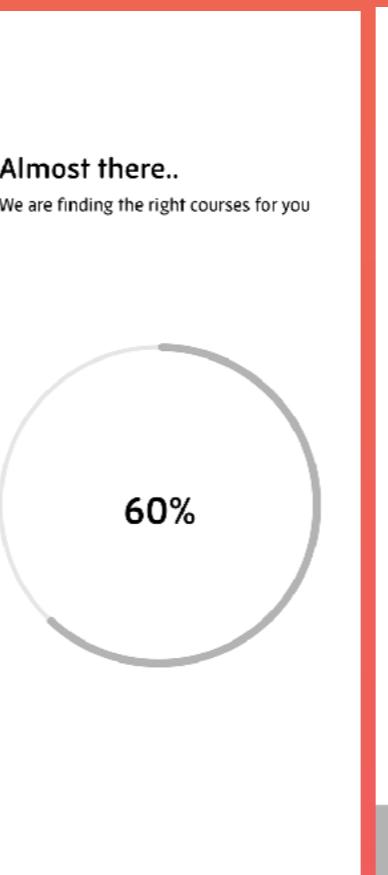
  

[Sign up](#)

Welcome to UX hub Jessica!

We are delighted to have you on board
the UX hub journey.

Before you get stuck in, we need some
more information to ensure you get the
most out of your UX hub experience.



A screenshot of a mobile application interface. At the top, there's a header bar with three dots on the right side. Below it, a large title "Course of the week" is displayed in a bold, black font. The main content area features several course cards with rounded corners. Each card includes a title, a thumbnail image, a brief description, and three circular progress indicators at the bottom. The first card, "Content Strategies with Karen McGrane", has a thumbnail of a person, a brief description, and progress indicators for 98%, 441, and 12 hrs. The second card, "Data Visualisation with Brendan Dawes", has a thumbnail of a chart, a brief description, and progress indicators for 98%, 213, and 15 hrs. The third card, "Icon Process with Jon Hicks", has a thumbnail of a person, a brief description, and progress indicators for 98%, 120, and 3 hrs. The fourth card, "Infographic Design with David McCandless", has a thumbnail of a chart, a brief description, and progress indicators for 94%, 375, and 25 yrs. The fifth card, "UX Design & Accessibility with Aarron Walter", has a thumbnail of a person, a brief description, and progress indicators for 97%, 30, and 25 hrs. There are also three circular icons at the bottom: one with a person icon labeled "me", one with a document icon labeled "Courses", and one with a gear icon labeled "Profile".

Data Visualisation

with Brendan Dawes



Introductory Video
● 2 min

Overview Modules Ratings

Data visualisation is a key technique for effectively analysing and presenting large datasets. Through visualisations we are able to draw conclusions from the data that would not be immediately obvious. Data visualisation also allows for interaction with the data in an entirely different way, giving the user the ability to present and compare data in a way that suits their needs.

This course will provide you with an informative introduction to the methods, tools and processes involved in visualising big data.

What this course involves:

- 1.5 hours of video lectures
- Quizzes

Enrol **Recommend**



Data Visualisation

with Brendan Dawes

Data Visualisation

with Brendan Dawes



Jessica Copper
London, UK
Beginner

320 Followers 124 Following 3 Courses

Posts Chats Courses Bookmarks

3 days ago



Jessica Cooper
London, UK

Love this great book recommended by the talented Erynnan Davies on his course Data Visualisation.

32 5 5

5 days ago



Jessica Cooper
London, UK

I've finally finished my data visualisation design challenge. I hope you all enjoy this. Feedback is welcome :)

 Home  Courses  Profile  Settings

Jessica Copper
London, UK
Beginner

320 Followers 124 Following 3 Courses

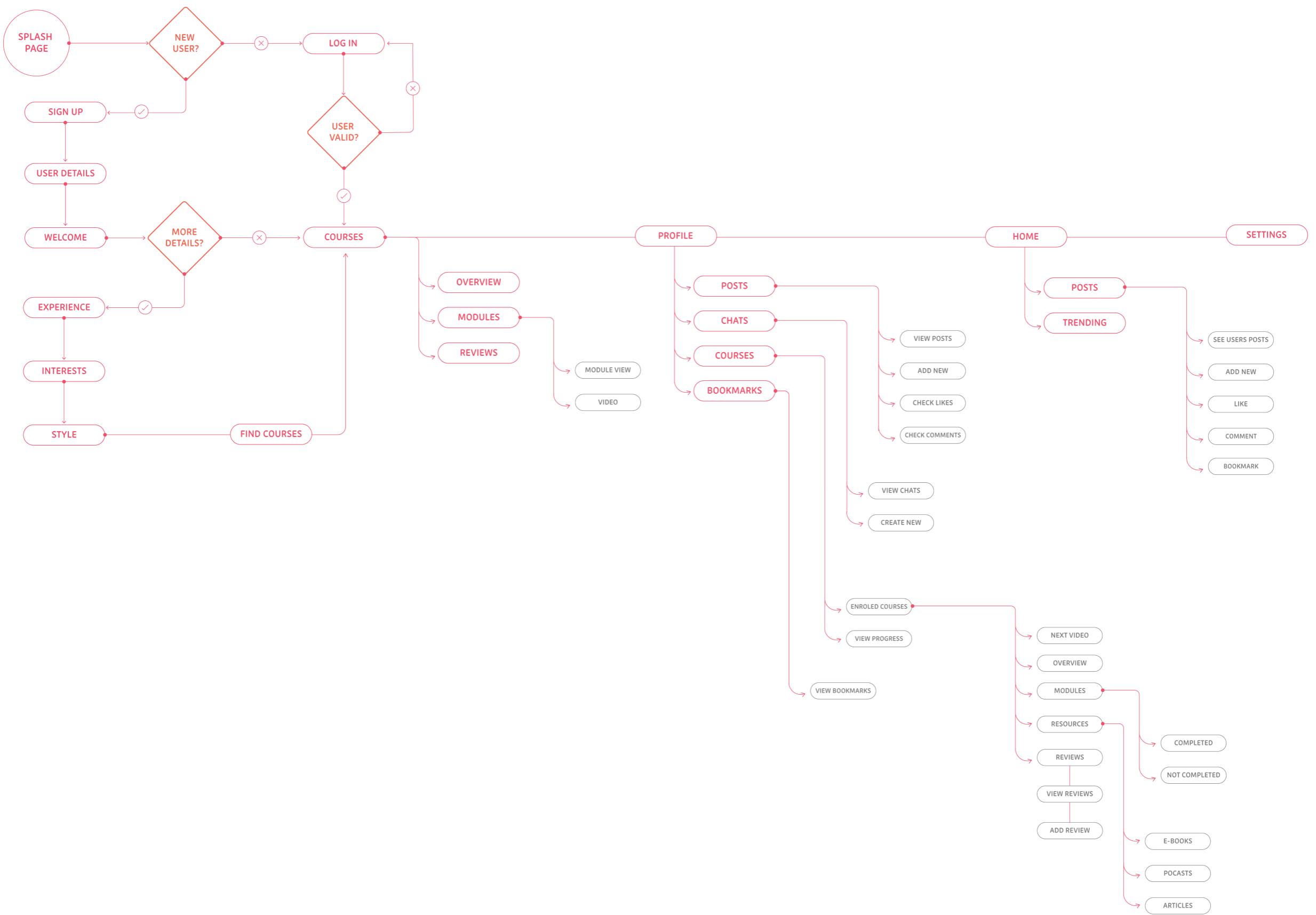
Posts Chats **Courses** Bookmarks

Data Visualisation with **Brendan Dawes** 70%

Icon Process with **John Hicks** 40%

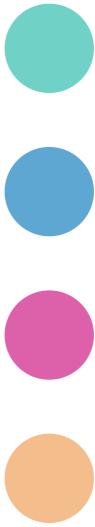
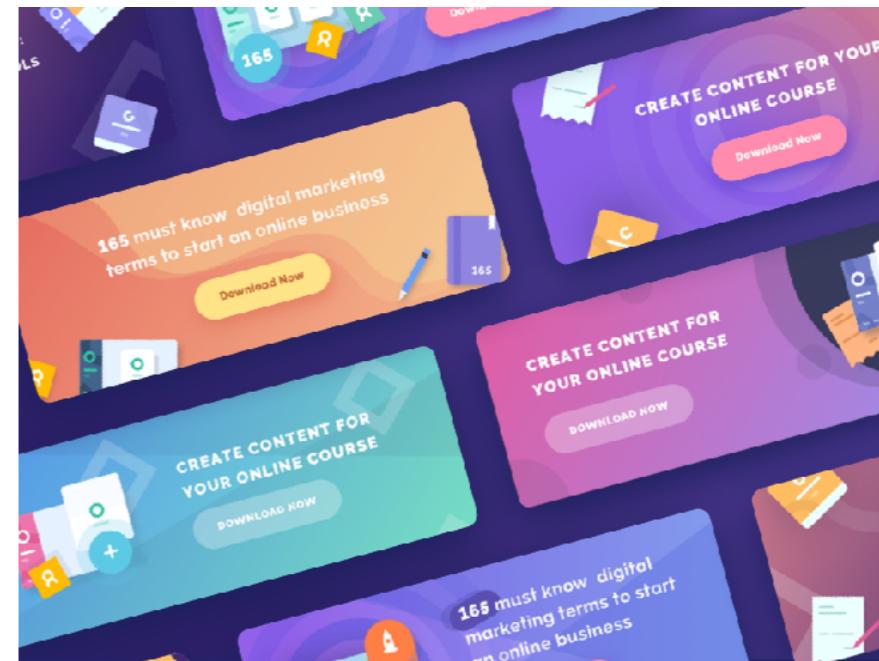
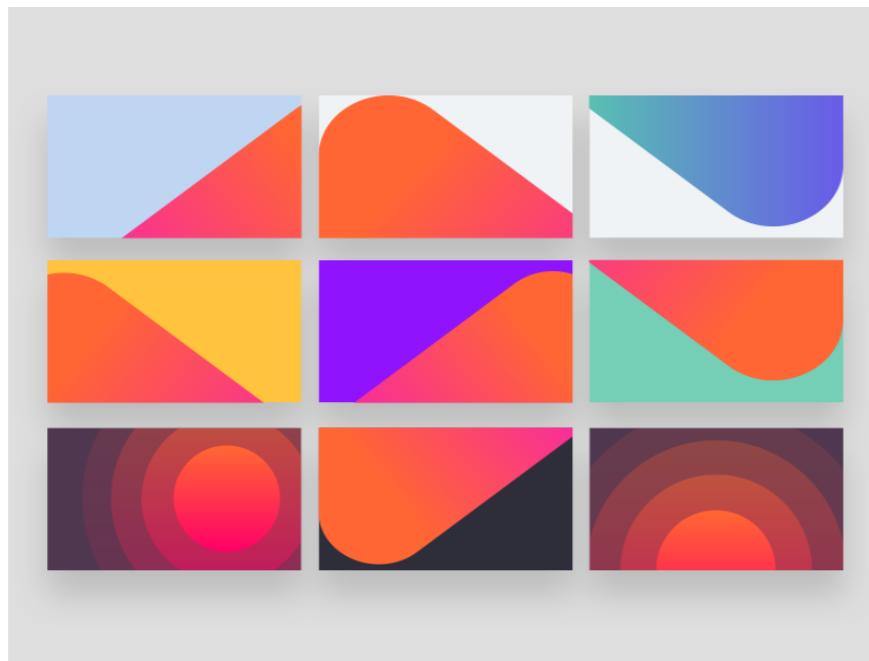
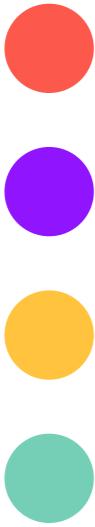
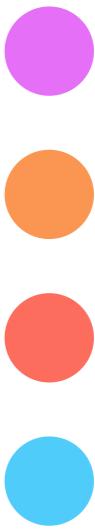
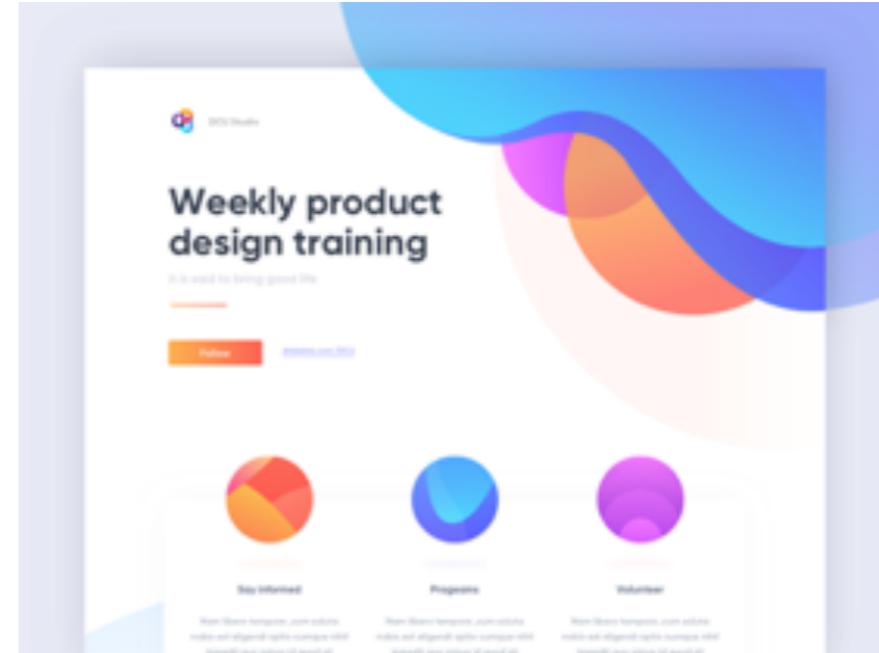
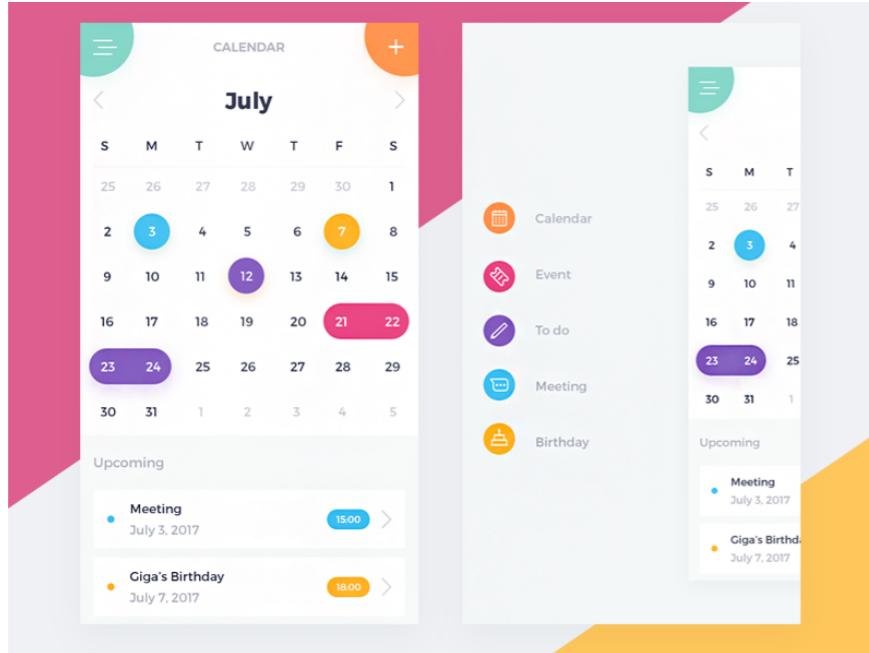
UX Principles with **Brendan Dawes** 90%

User Flow

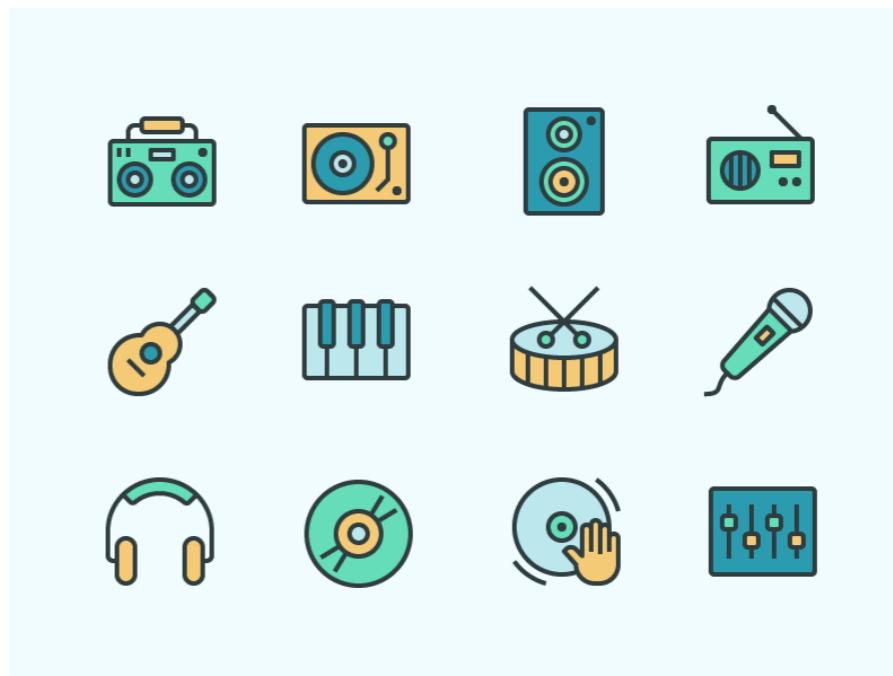
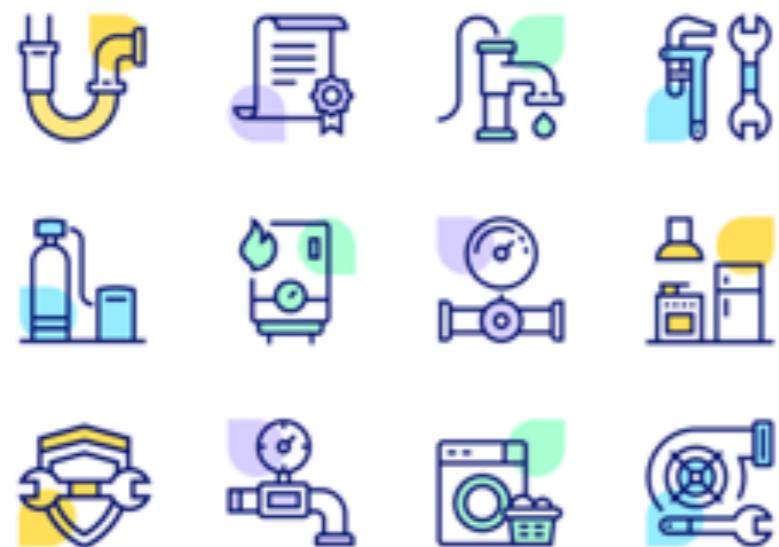
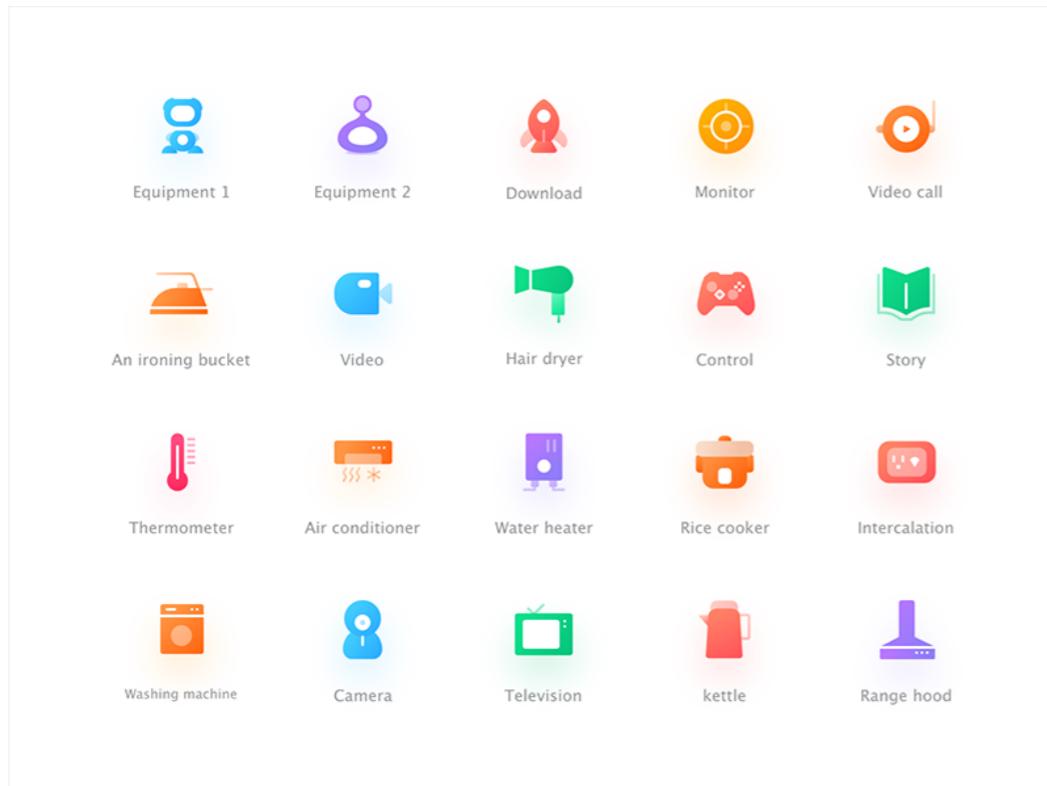


Visual Grammar

Colour

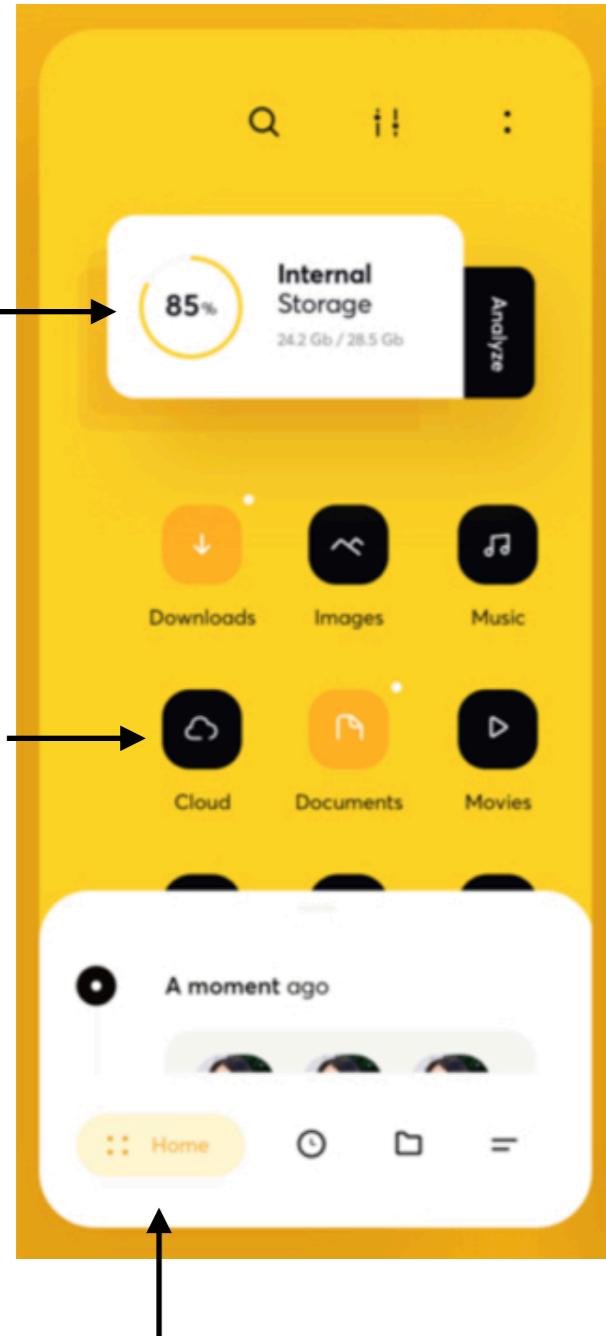


Iconography

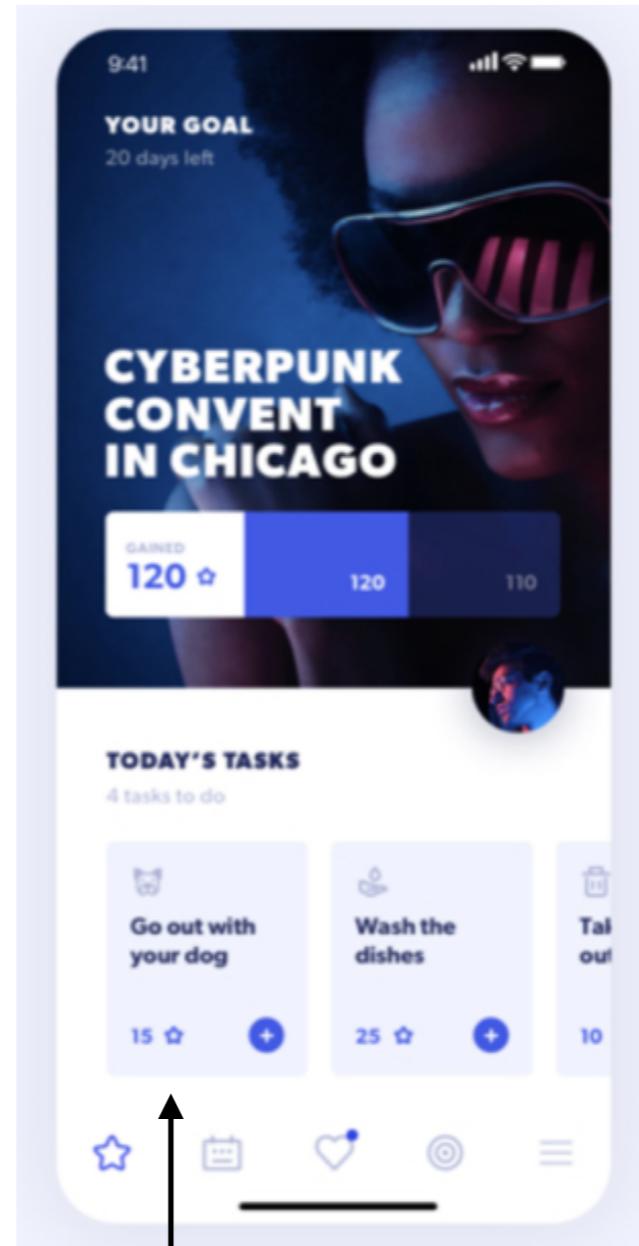


UI Design

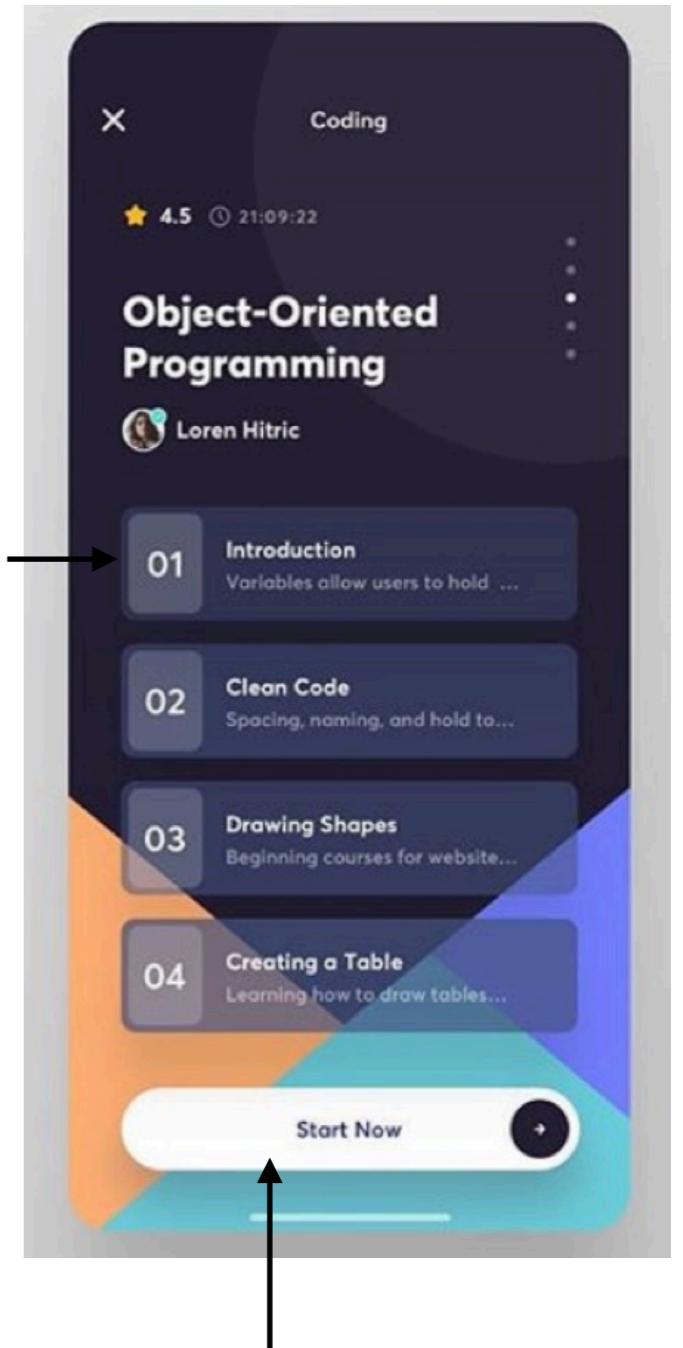
A nice way to show process or ratings



I like the use of both icons and text here. Text only appears when active.

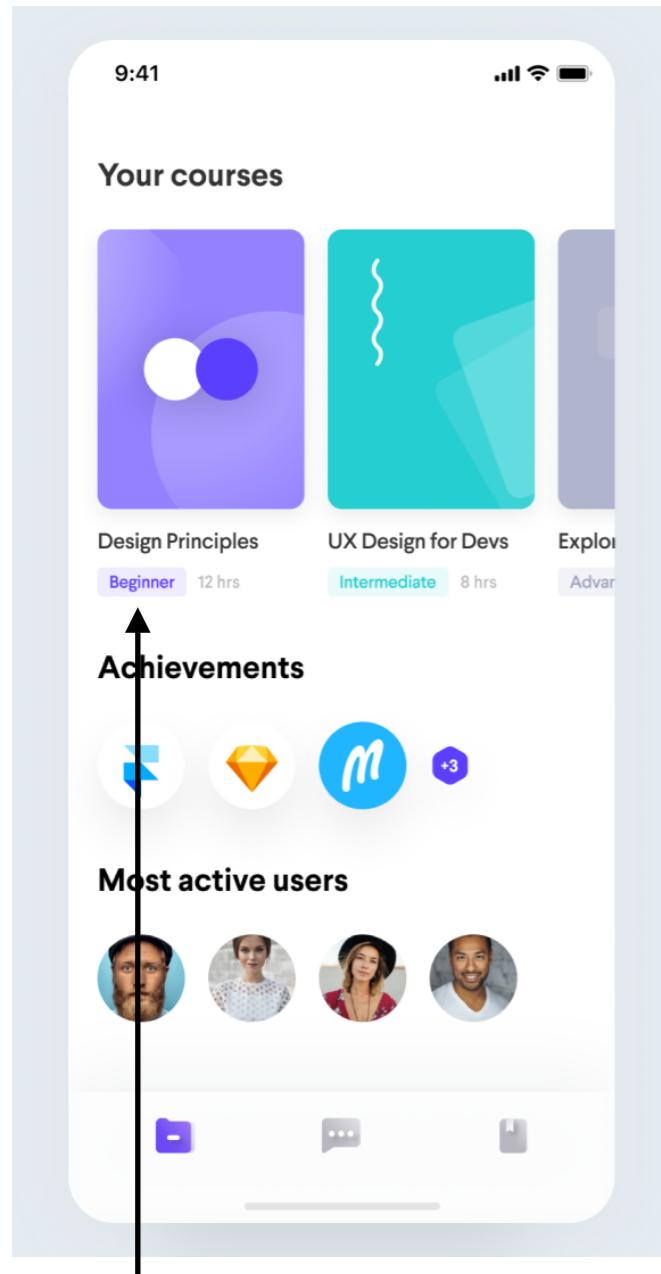


Nicely structured cards. I like the icons above headings to differentiate the categories

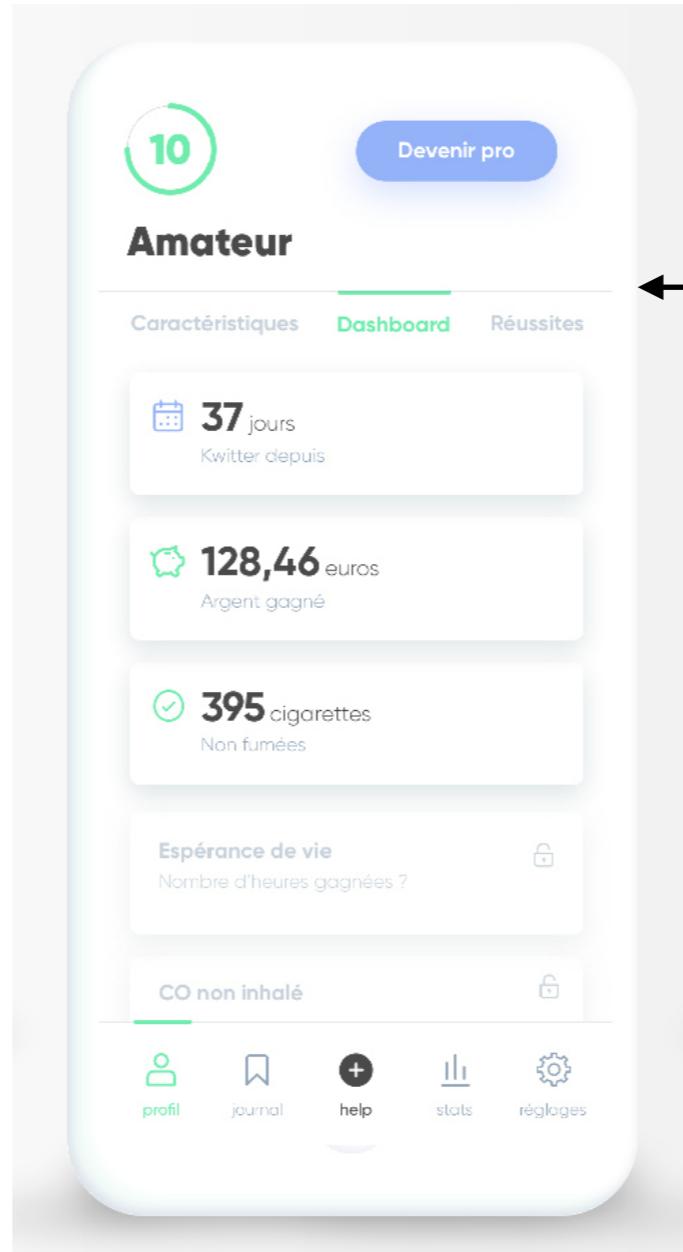


I like the arrow icon on this call to action button

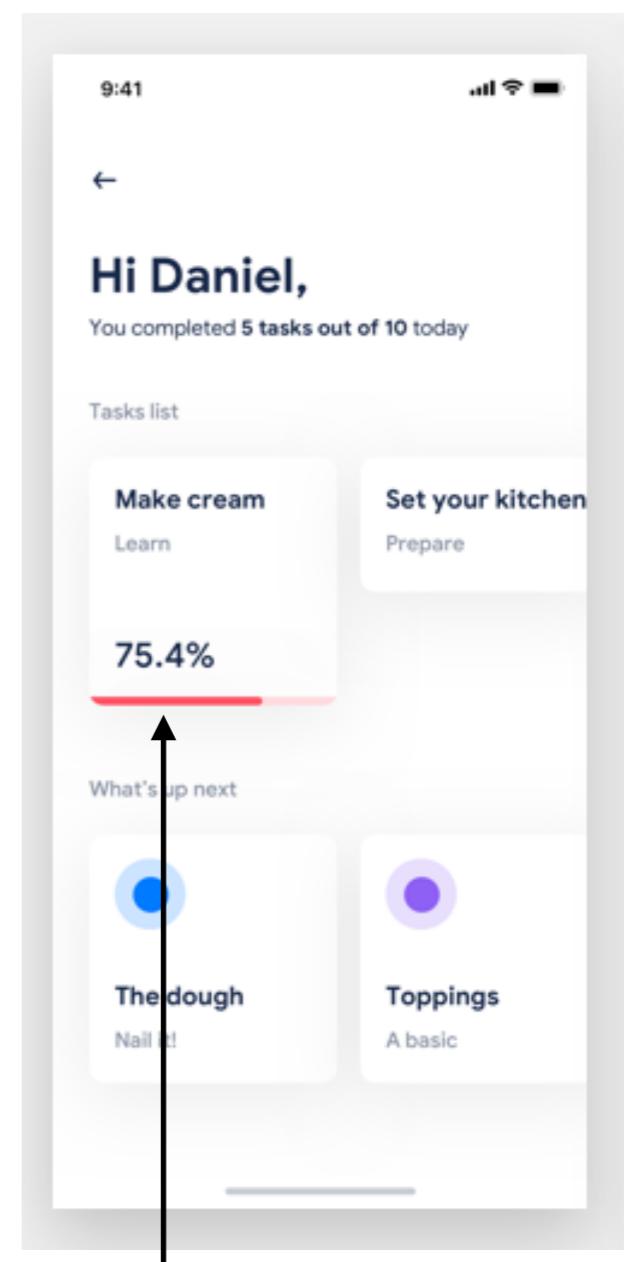
UI Design



Great use of colour and icons to differentiate the levels



Nice secondary nav



Process bar at bottom of cards

Element Collage

Colour Palette



Headings & body text

Main headings

Sub-headings

Course headings

Course instructor

Body text

Gradient

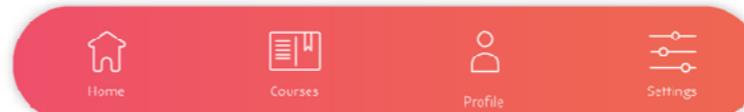


Button Styles



Button

Navigation Icons



Card Styles

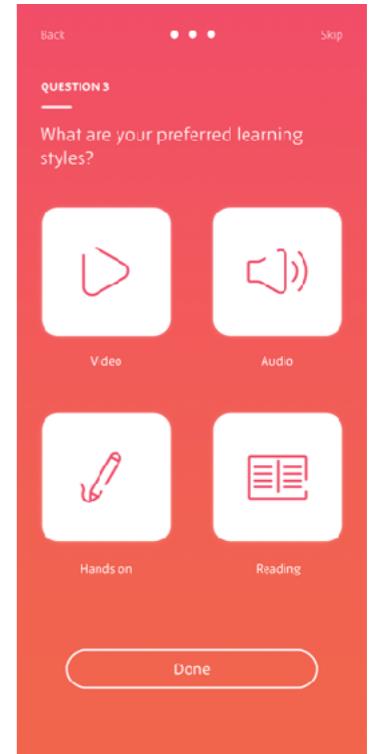
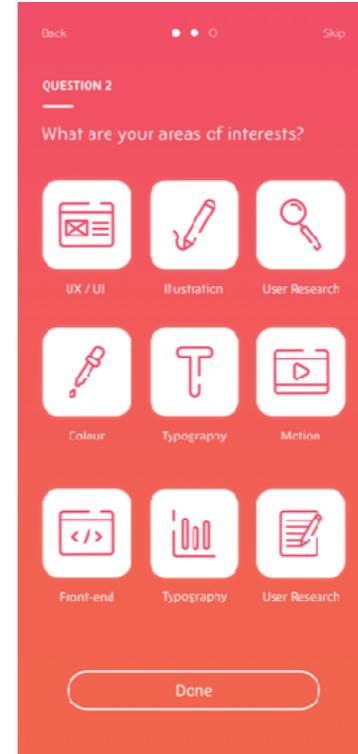
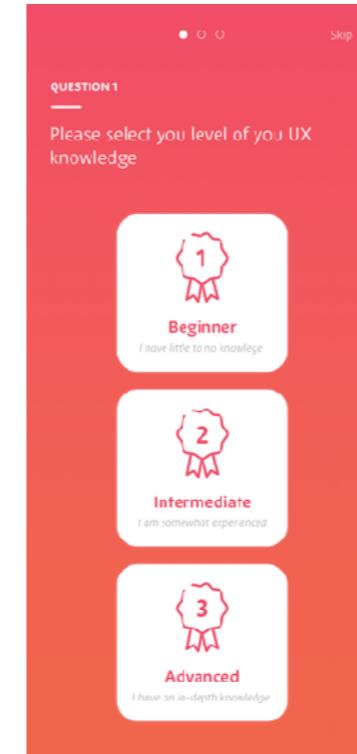
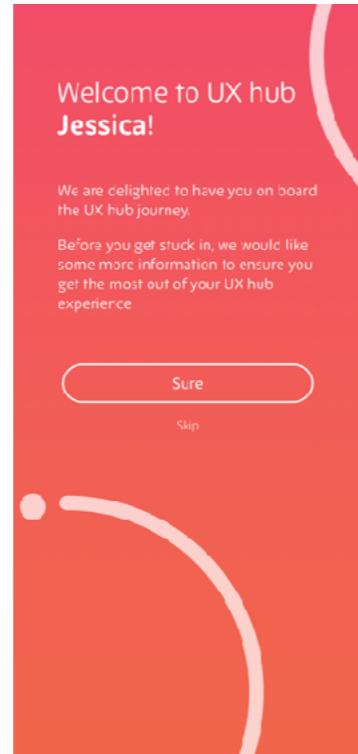
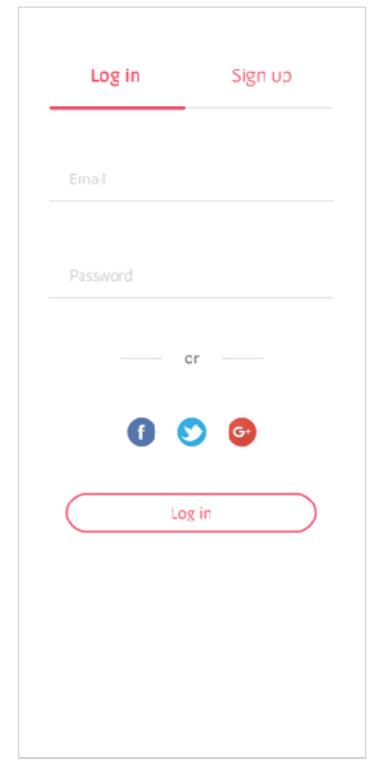
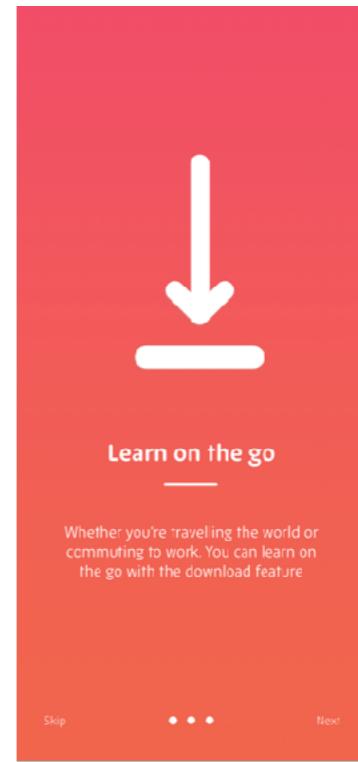
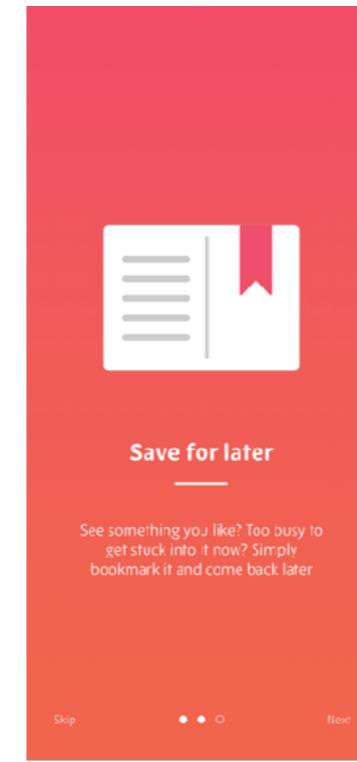
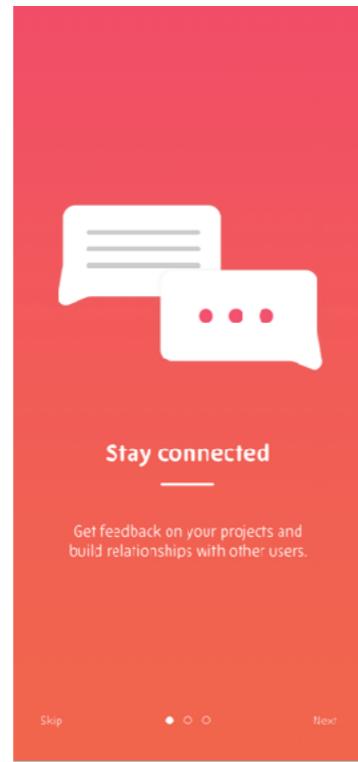
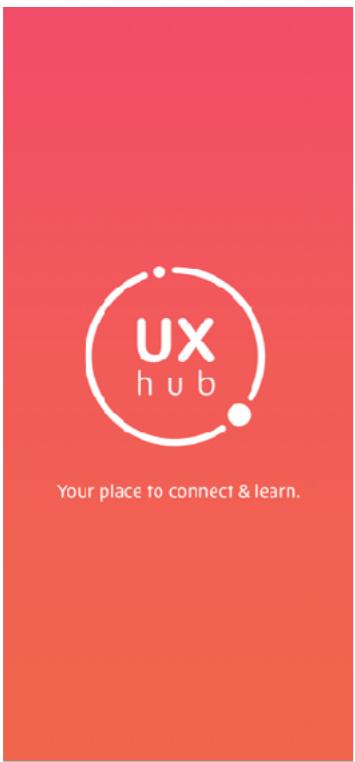


Heading

body text

Hi-fi Prototypes

On-boarding screens



Main screens

Course of the week

Content Strategies with Karen Malone 9.8% 441 12 hrs

Top picks for you

Data Visualisation with Brendan Dawes 9.5% 5.22 15 hrs
Icon Process with Jim Hicks 9.8% 2.10 2 hrs

New

Enrol Recommend

Home Courses Profile Settings

Data Visualisation with Brendan Dawes

Introductory Video 2 min

Overview Modules Ratings

Module 1: Introduction to visualisation
Module 2: Information visualisation
Module 3: Design approaches for visualisation
Module 4: Visualisation for communication

Enrol Recommend

Home Courses Profile Settings

Data Visualisation with Brendan Dawes

Introductory Video 2 min

Overview Modules Ratings

Course rating 9.5%

Content Quality	9.4
Resources	9.6
Relevance	9.4

Lucas Jones 9.2%
Wow, this course is truly incredible. Brendan has taught me so much about data visualisation in such a short period of time. The design was a lot o' fun. Great!

Enrol Recommend

Home Courses Profile Settings

Jessica Copper London, UK

320 Followers 124 Following 3 Courses

Posts Chats Courses Bookmarks

3 days ago Jessica Copper Love this great book recommended by the talented Brendan Dawes on his course Data Visualisation.

5 days ago Jessica Copper I've finally finished my data visualisation design challenge. I hope you all like this! Feedback is welcome :)

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Jessica Copper London, UK

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Posts Chats Courses Bookmarks

1 hr ago DV Data Visualisation Group Sam: Hey Guys, does anyone know a good book.

2 days ago Brendan Dawes You Thanks for the feedback, I was really helpful.

2 days ago UP UX Principles Group Tom: Great post!

4 days ago Sarah Loan

Home Courses Profile Settings

Brendan Dawes Online

Monday 11:20

Hello, Jessica. I was really impressed with your design challenge. I would recommend working on the overlays however to make them more clear.

How are you finding the course so far?

Thank you. I am really enjoying the course so far it's certainly exceeded my expectations.

Great to hear this Jessica. There are more design challenges to come I look forward to seeing what you create!

Thanks a lot I am looking forward to more design challenges.

+ type message >

Home Courses Profile Settings

Data Visualisation with Brendan Dawes

Introductory Video 2 min

Overview Modules Ratings

Data visualisation is a key technique for effectively analysing and presenting large datasets. Through visualisations we are able to draw conclusions from the data that would not be immediately obvious. Data visualisation also allows for interaction with the data in an entirely different way, giving the user the ability to present and compare data in a way that suits their needs.

This course will provide you with an informative introduction to the methods, tools and processes involved in visualising big data.

Enrol Recommend

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Jessica Copper London, UK

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Posts Chats Courses Bookmarks

Steve Krug DON'T MAKE ME THINK by Steve Krug
Information is Beautiful by David McCandless

UX Principles with Irene Au 9.5%

The Icon Handbook by Irene Au 9.5%

Home Courses Profile Settings

Jessica Copper London, UK

320 Followers 124 Following 3 Courses

Posts Chats Courses Bookmarks

Zayn Arya 2 mins ago How to build a successful website with Paul Boag

Anna polin 23 mins ago Any folks on here attending the UX London conference and interested in going together?

Karl Smith 40 mins ago Recommendations for good books out there about grid systems?

Home Courses Profile Settings

Feed Trends

Just Now Zayn Arya 2 mins ago How to build a successful website with Paul Boag

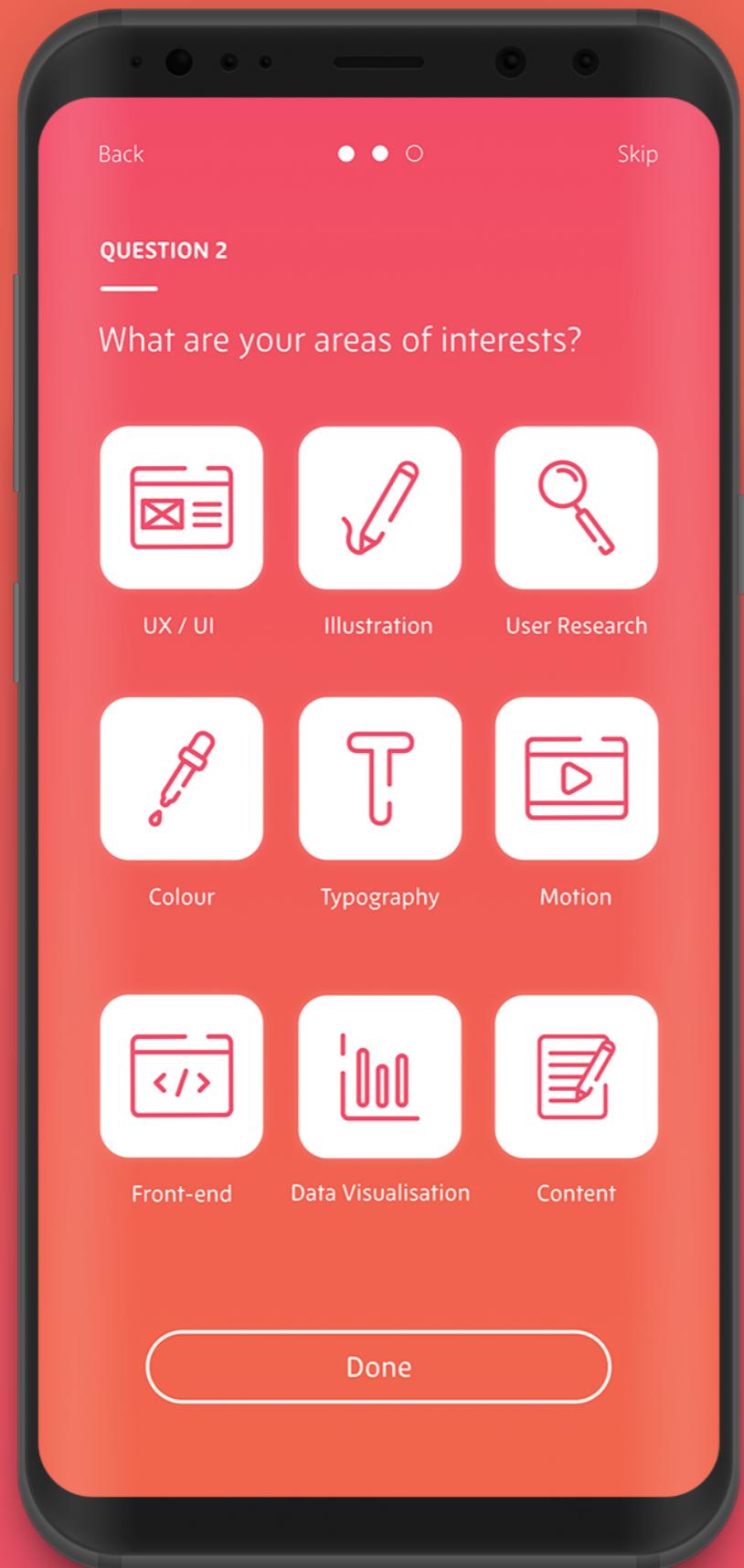
Anna polin 23 mins ago Any folks on here attending the UX London conference and interested in going together?

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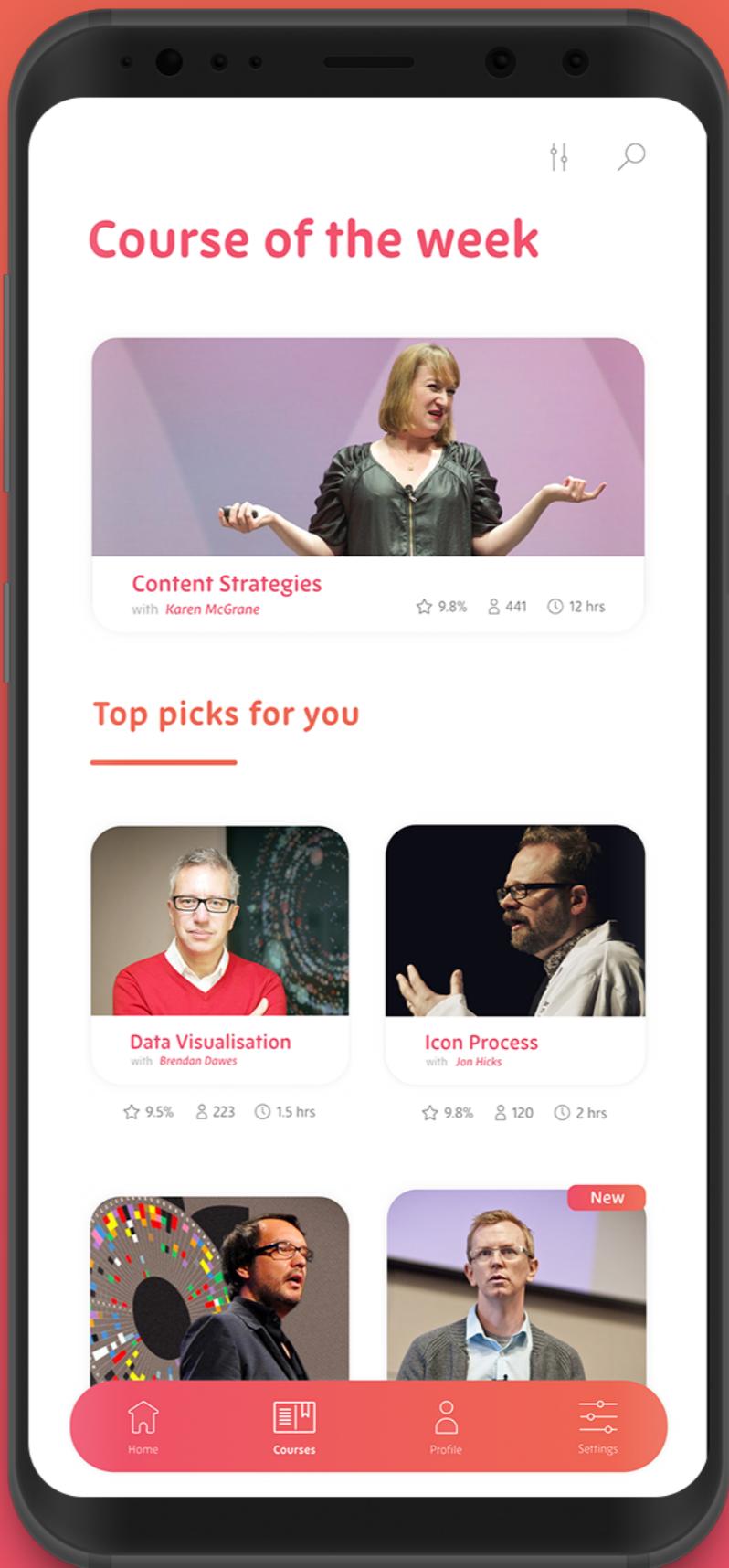
Home Courses Profile Settings

UX hub's Features

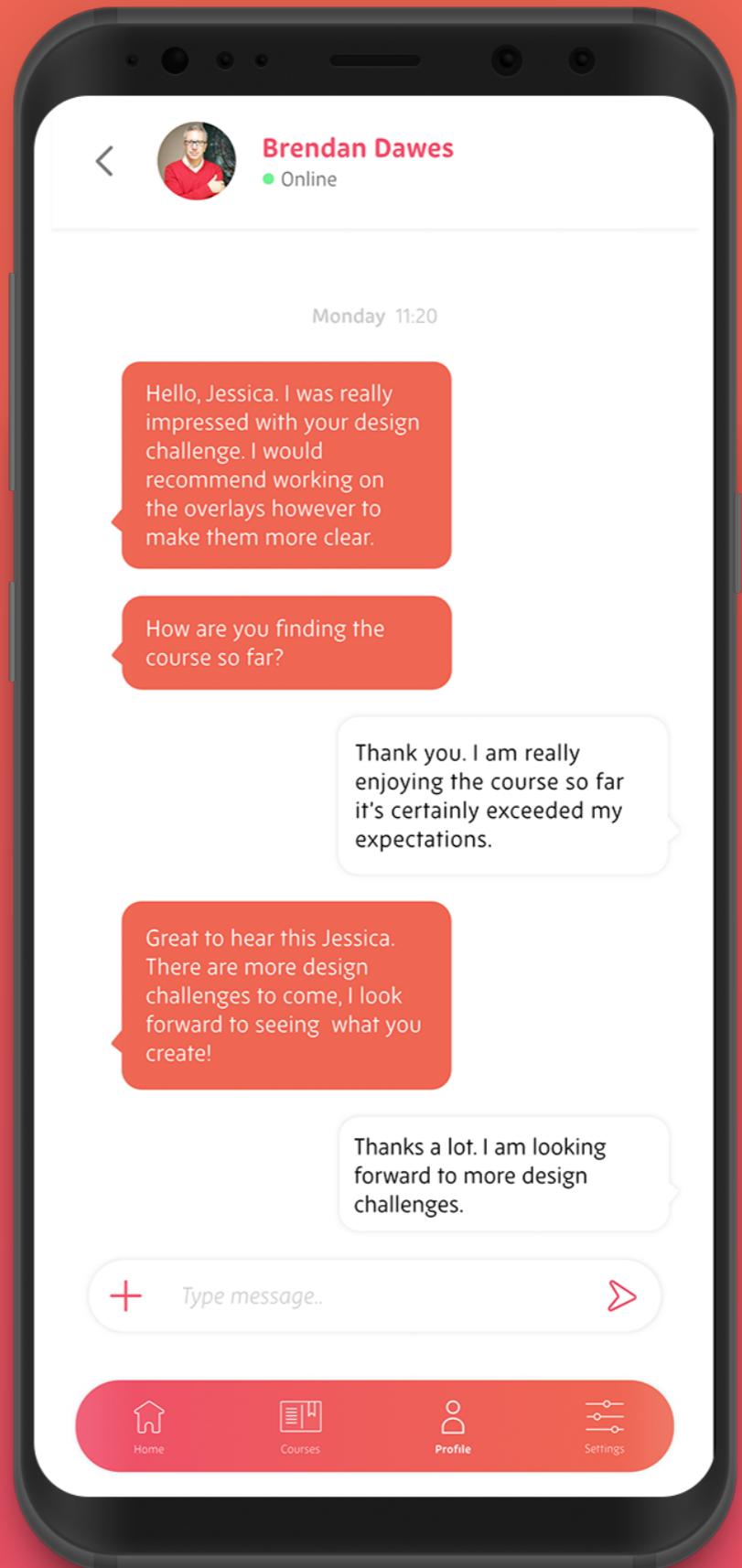
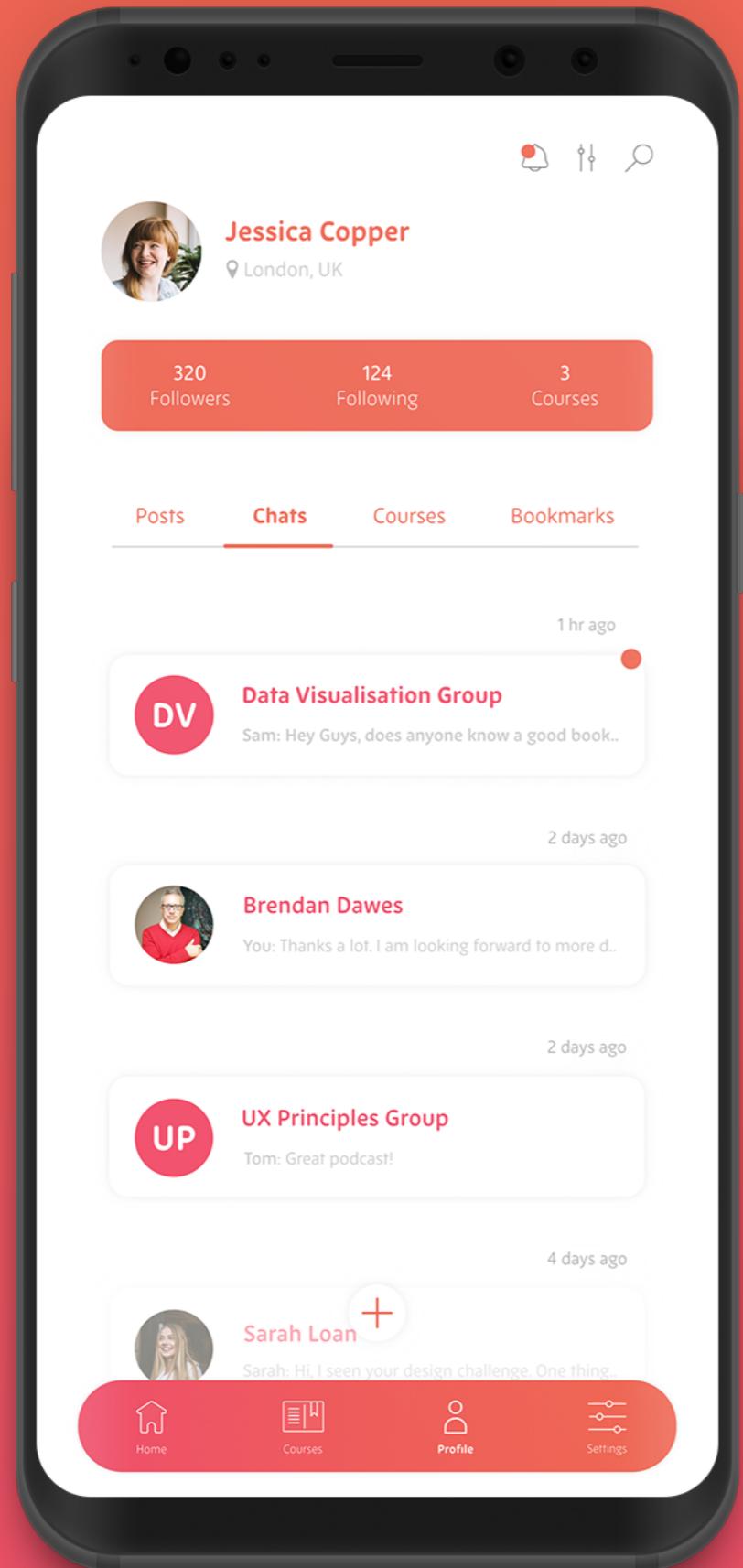
You pick how and what you want to learn



We recommended courses we think you'd love



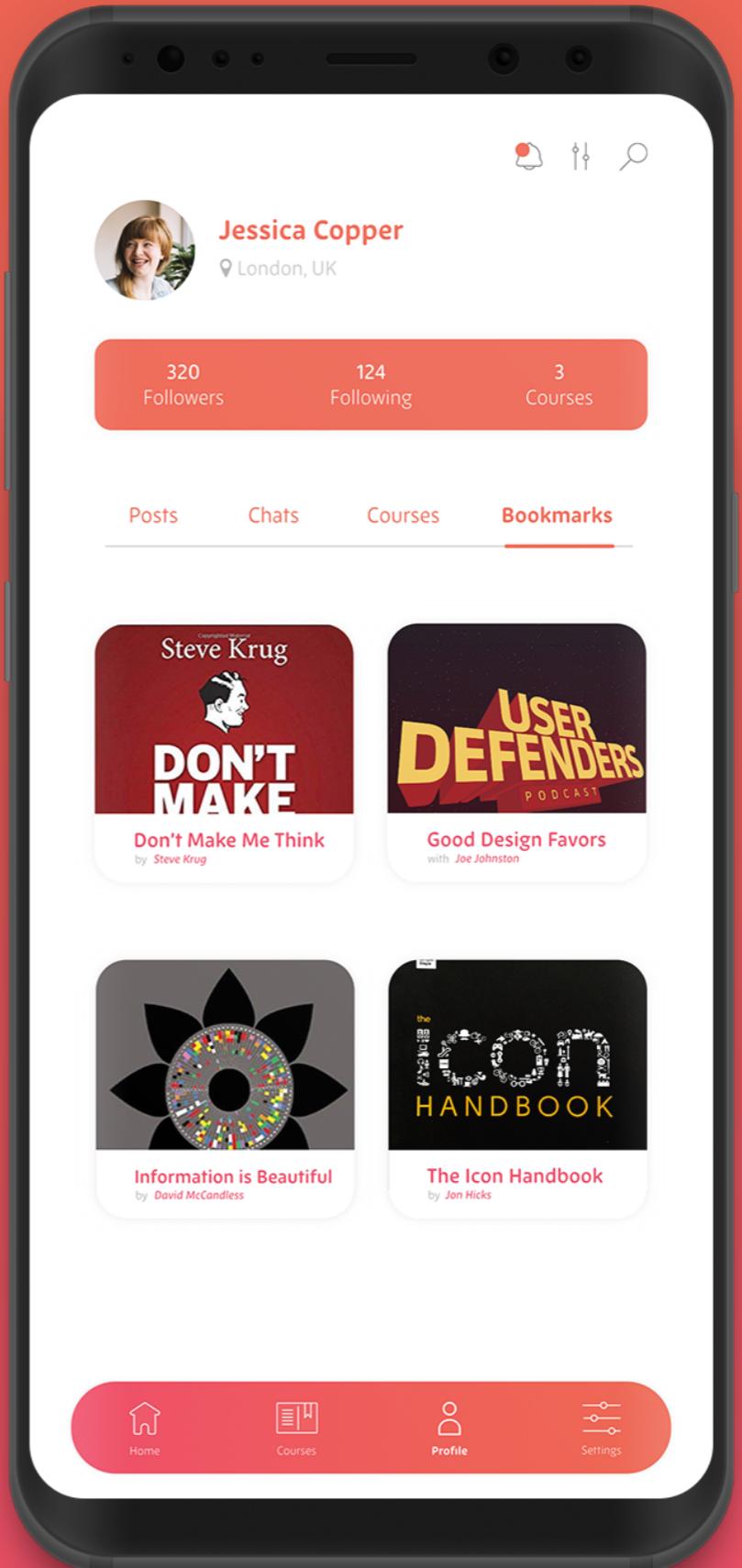
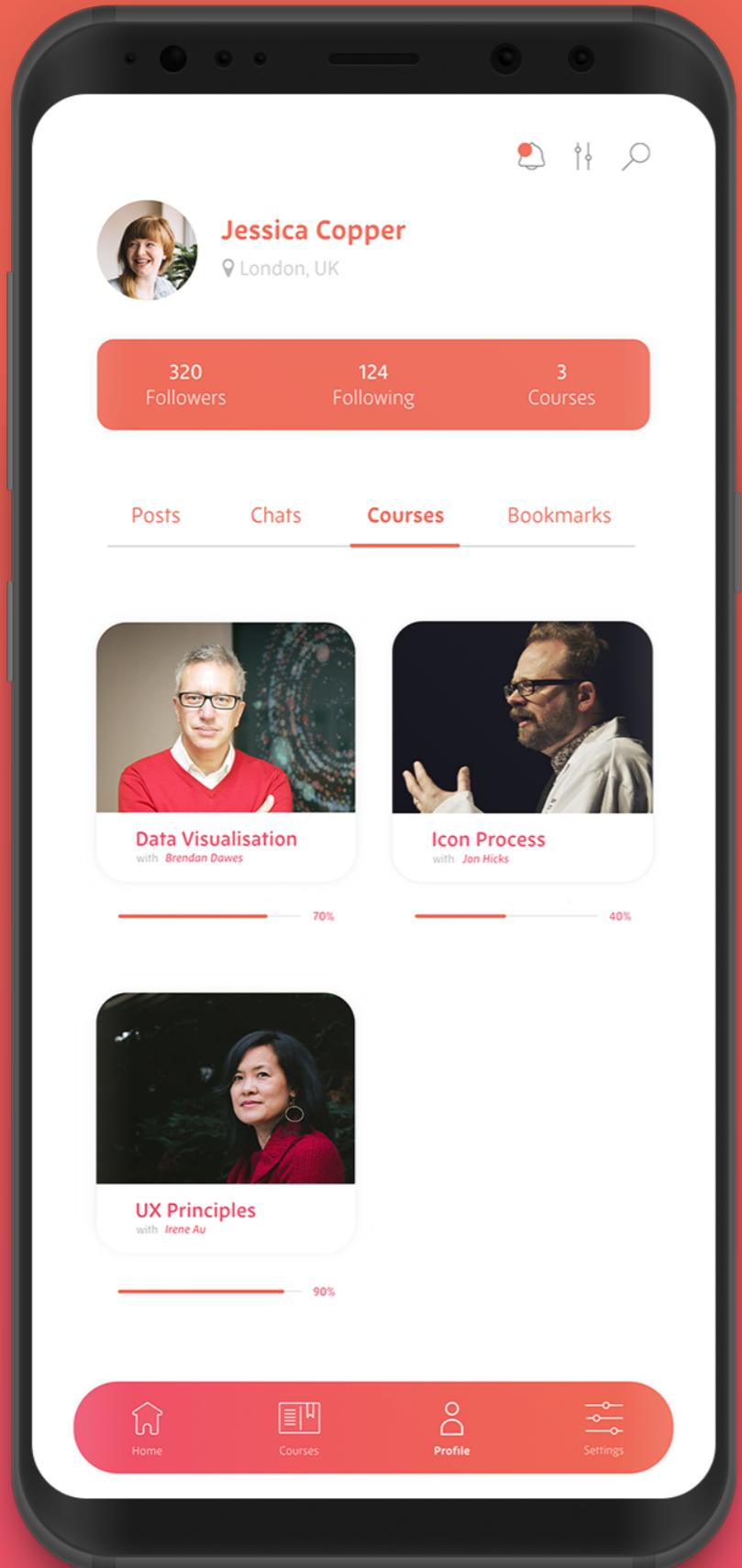
Chat and build relationships with other users



Get fast feedback and questions answered by tutors

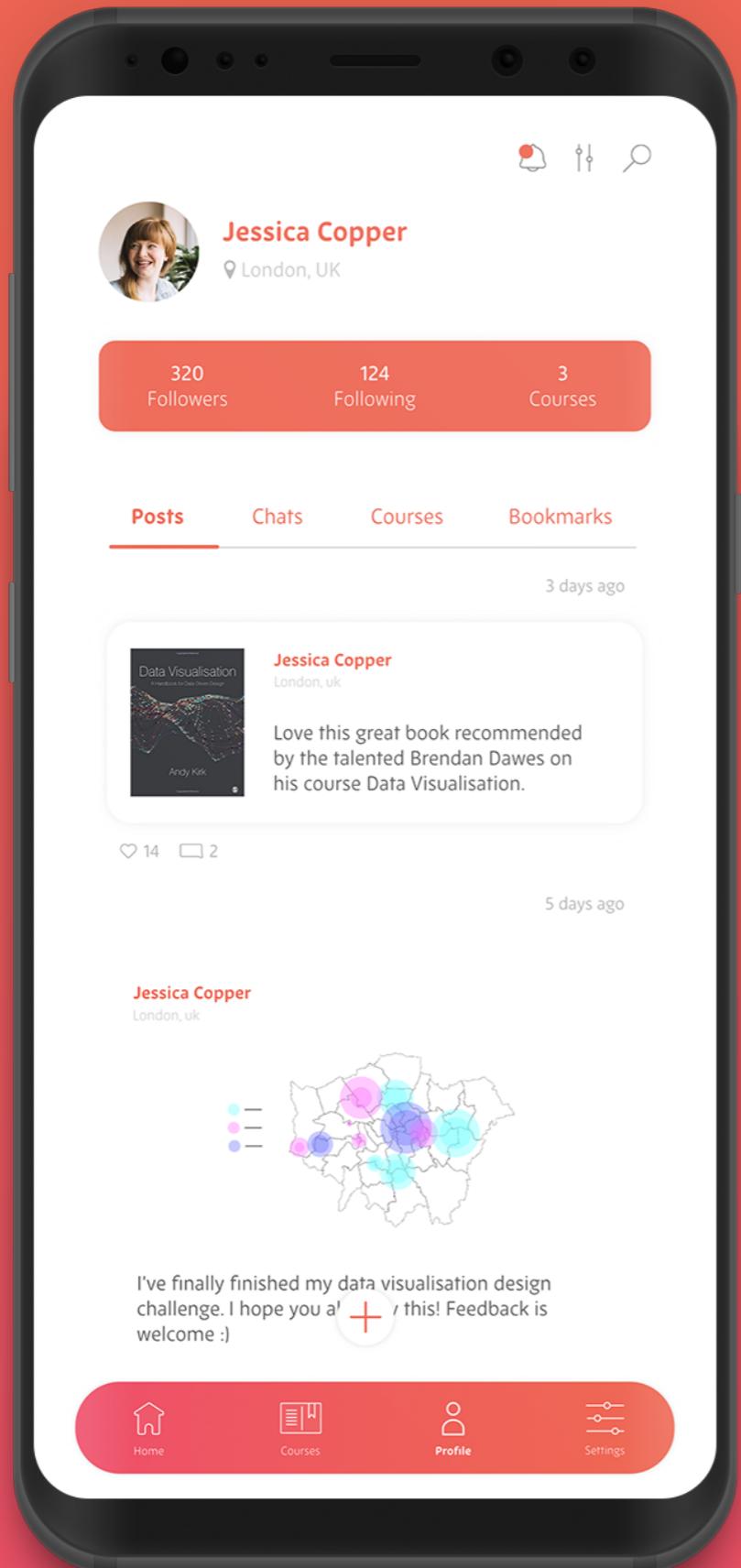


Easily access your enrolled courses and keep track of your progress

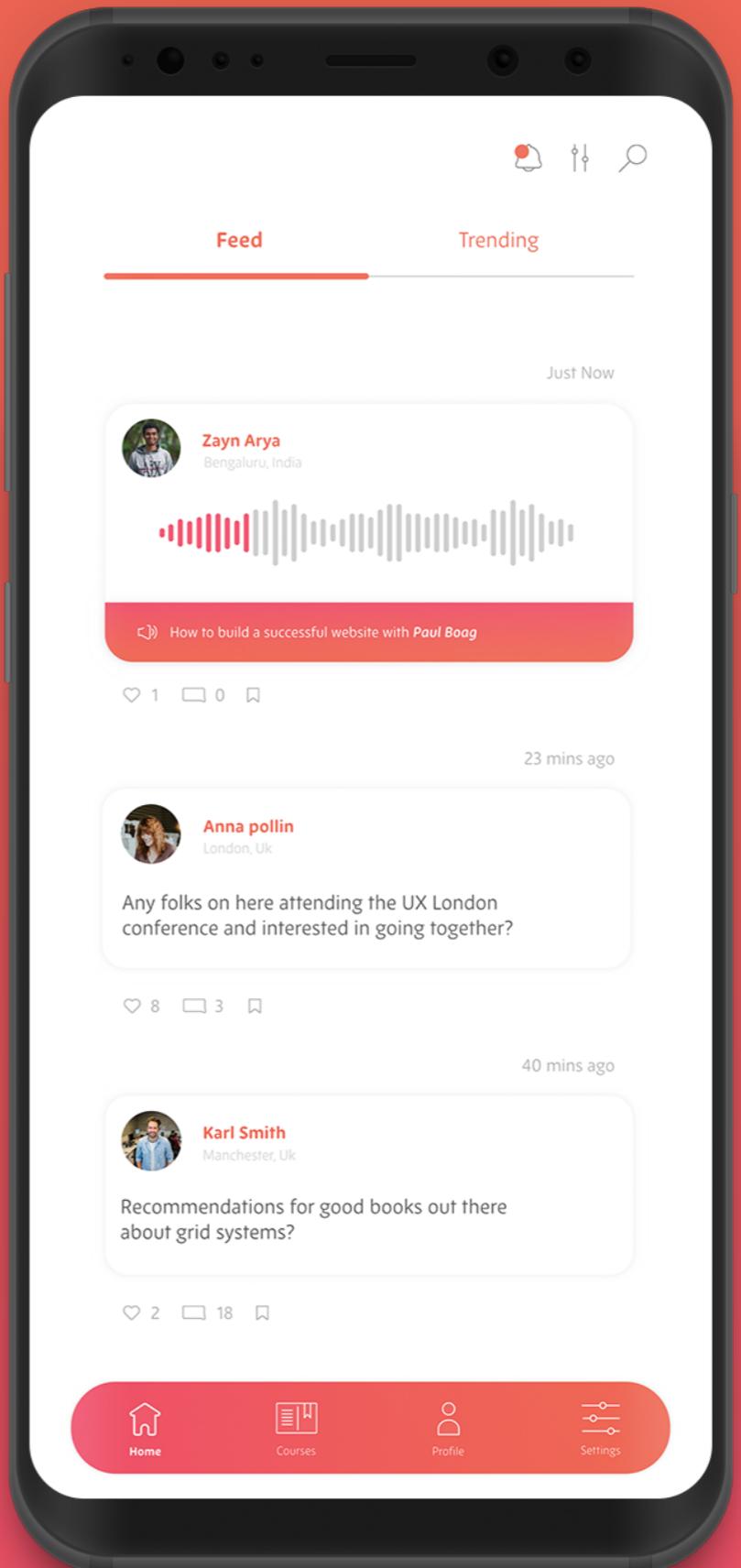


Gather things you'd like to look at later

Share your thoughts and work with other users



See what your followers are getting up to



Prototype Link