



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

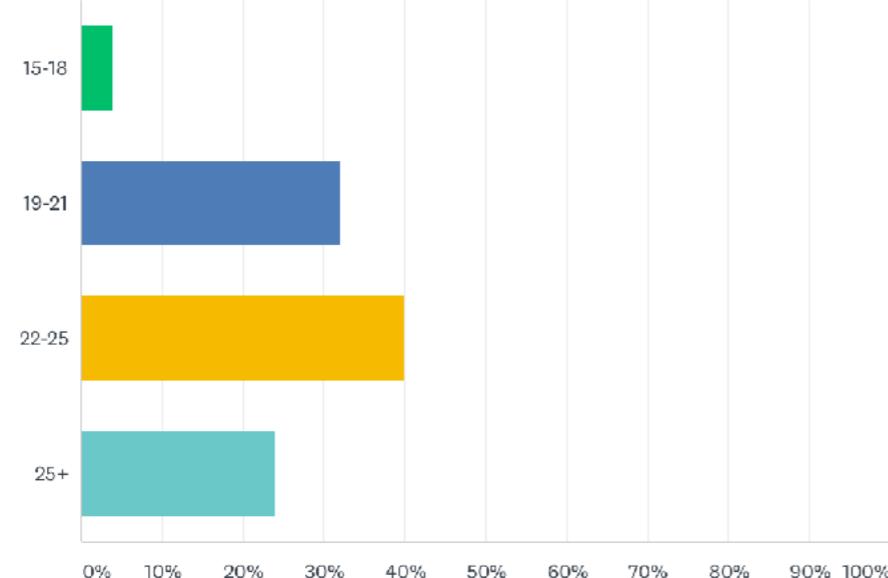
Useful Share



# Survey results

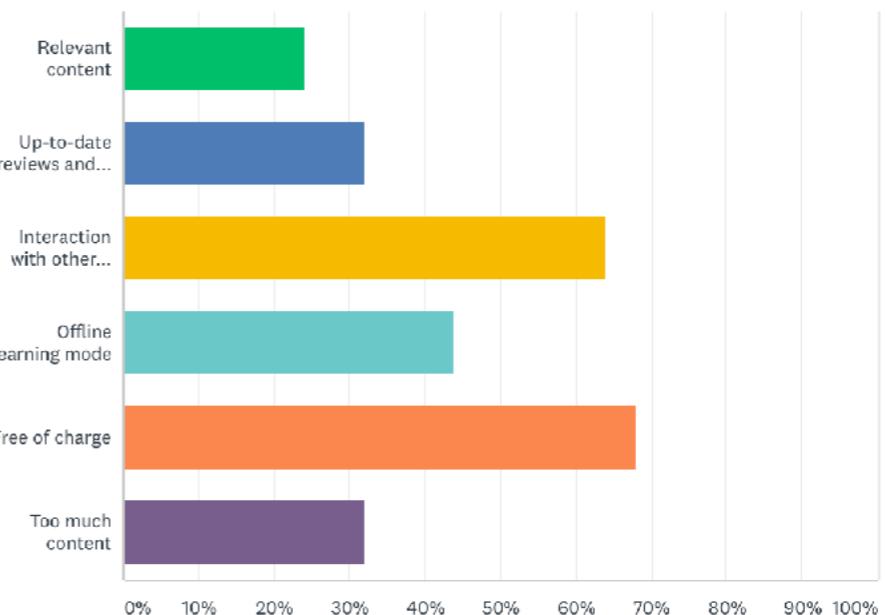
## What is your age group?

Answered: 25 Skipped: 0



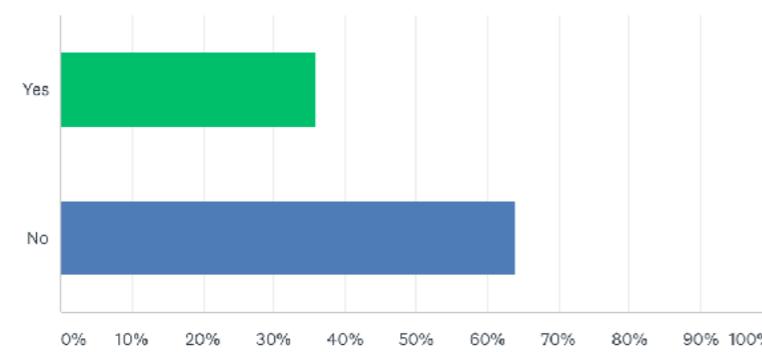
## What do you think current learning platforms lack?

Answered: 25 Skipped: 0



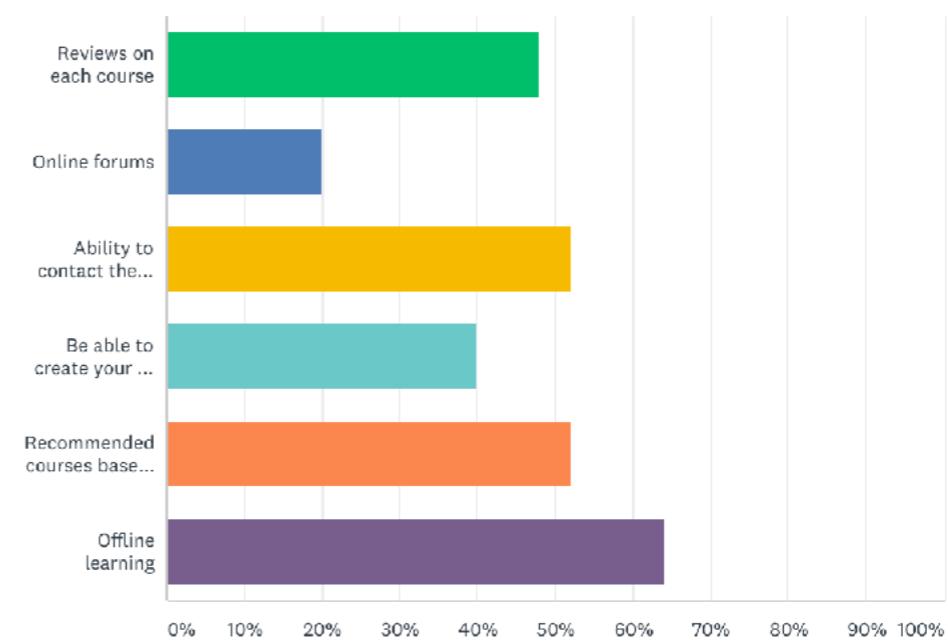
## Are you aware of any apps for UX learning?

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

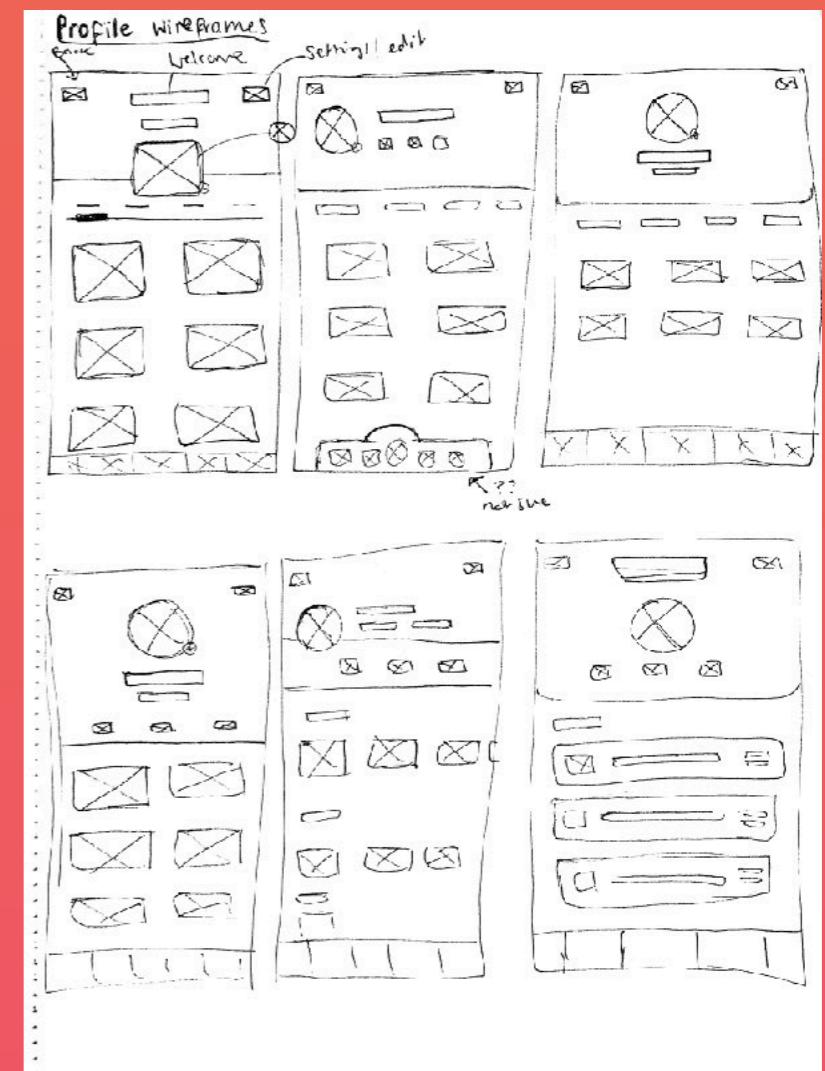
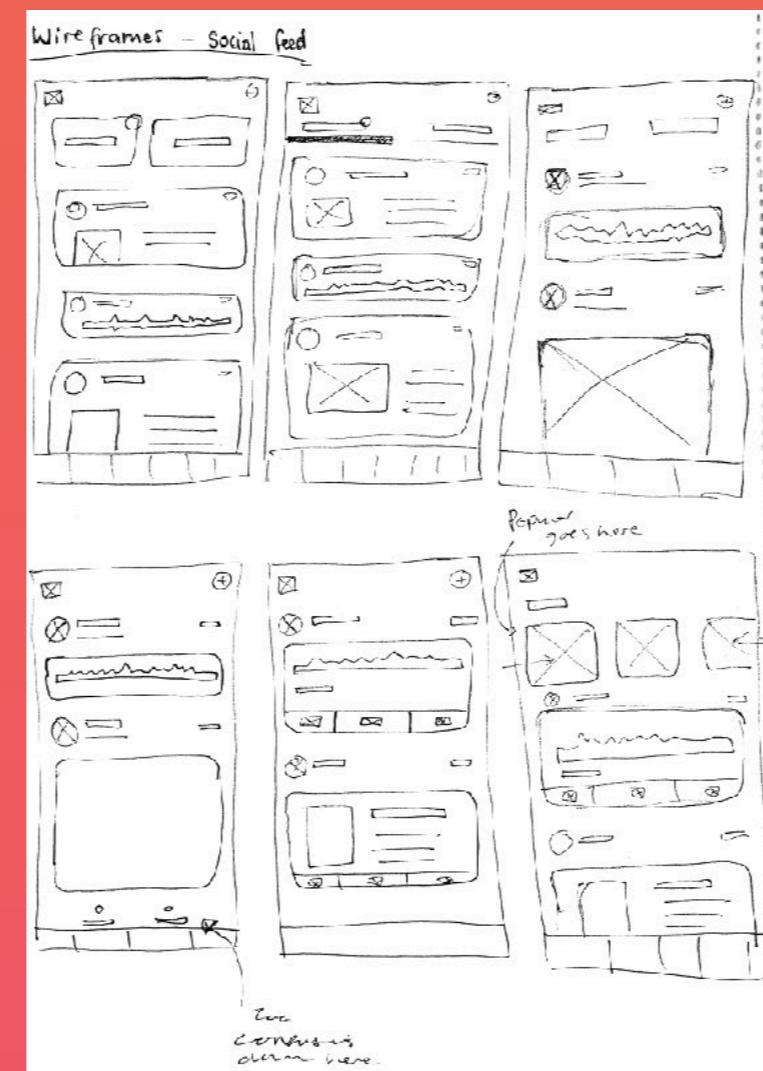
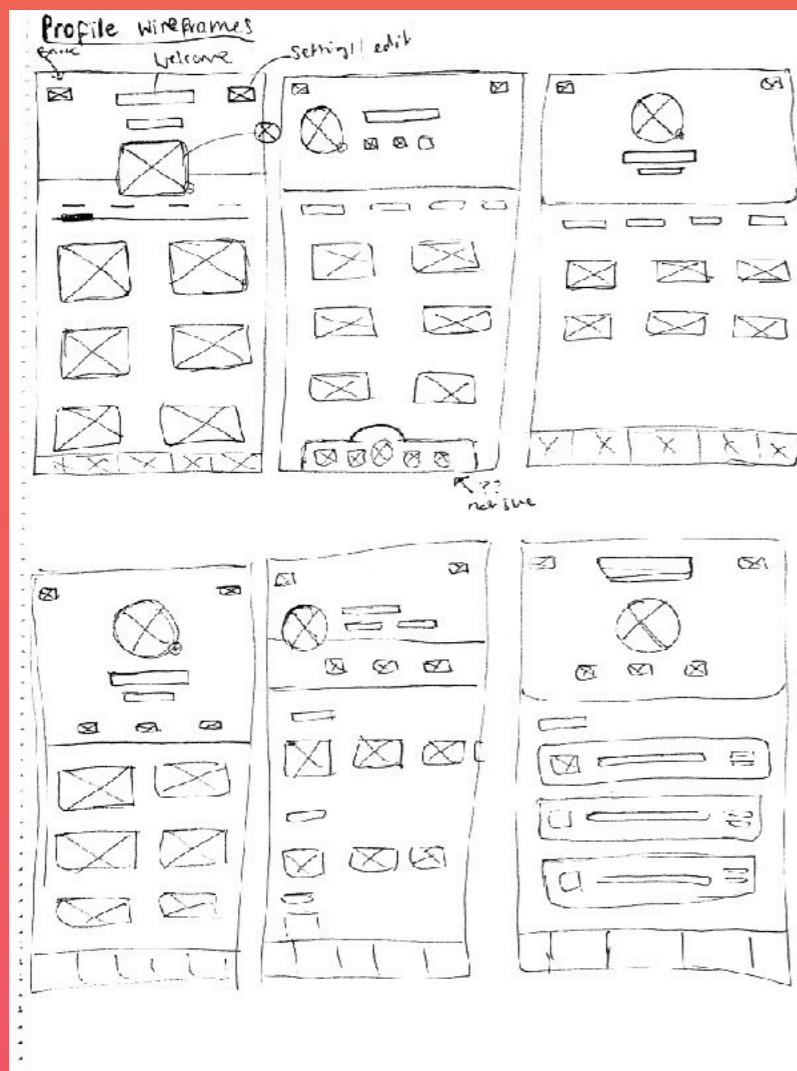
- Offline learning

- Free of charge

- Tailored learning

- Invitation only

# Paper & Low-fidelity Prototypes



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

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

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Name

Location

Email address

Password

— or —

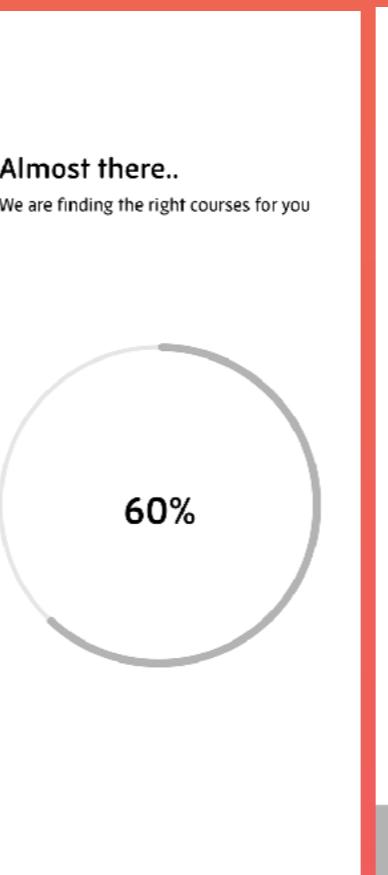
  

[Sign up](#)

# 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.



The screenshot shows the Skillshare mobile application interface. At the top, there's a large header 'Course of the week' with two grey circular dots to its right. Below this is a light grey rounded rectangle containing course details. The first course is 'Content Strategies with Karen McGrane', with a progress bar showing 98% completion, 441 lessons, and a 12 hrs duration. The second section, titled 'Top picks for you', contains four cards. Each card has a grey header and footer. The first card is for 'Data Visualisation with Brendan Dawes', showing 98% completion, 213 lessons, and a 15 hrs duration. The second card is for 'Icon Process with Jon Hicks', showing 98% completion, 120 lessons, and a 3 hrs duration, with a 'New' badge at the top right. The third card is for 'Infographic Design with David McCandless', showing 94% completion, 375 lessons, and a 25 hrs duration. The fourth card is for 'UX Design & Accessibility with Aarron Walter', showing 97% completion, 30 lessons, and a 25 hrs duration. At the bottom, there are four circular icons representing different features: 'Me', 'Courses', 'Profile', and 'Settings'.

# Data Visualisation

with Brendan Dawes



Introductory Video  
● 2 min

---

**Overview**

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%

**Jessica Copper**  
London, UK  
Beginner

320 Followers    124 Following    3 Courses

Posts    Chats    Courses    **Bookmarks**

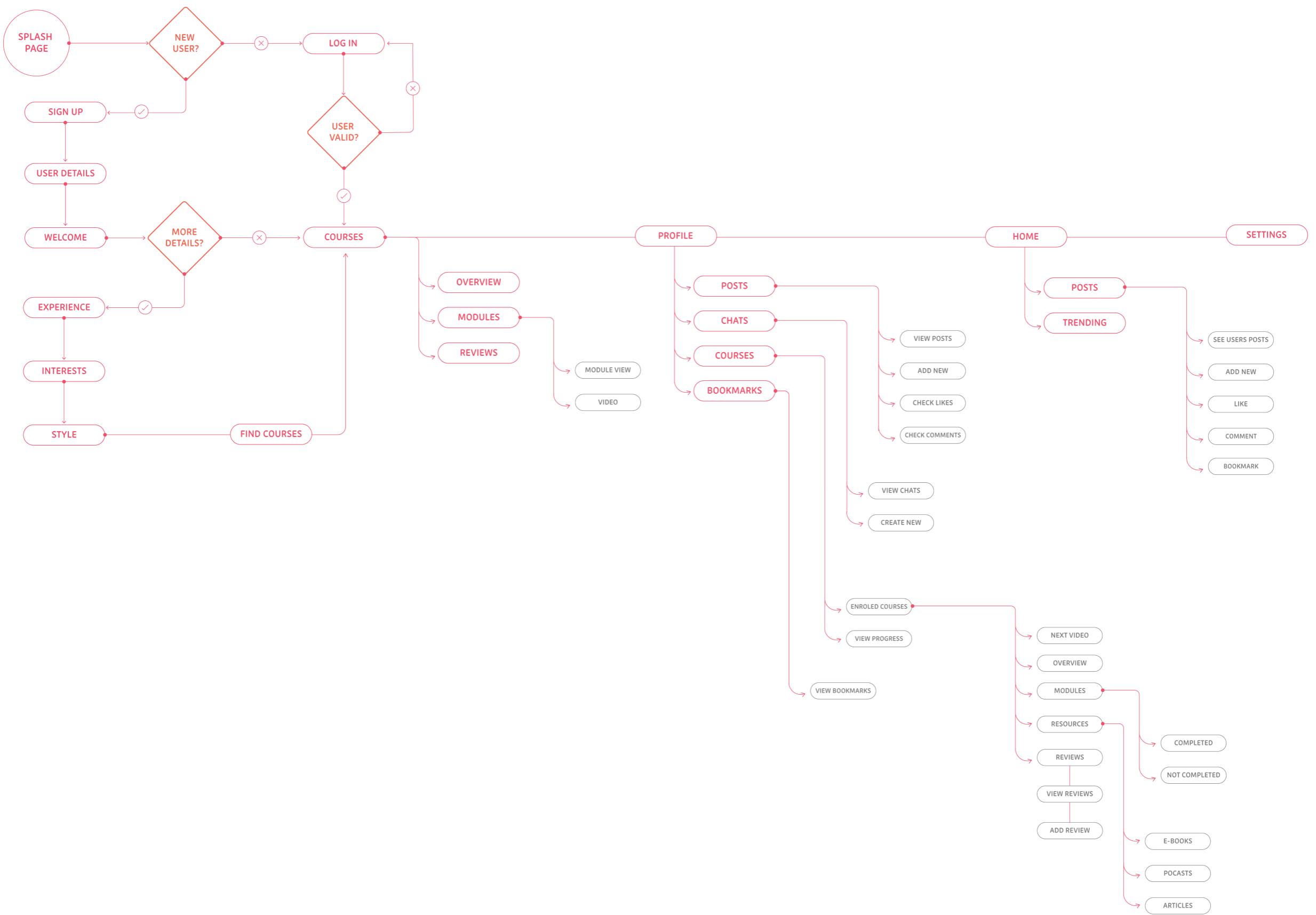
Don't make me think  
by Steve Krug

Good Design Favors  
with Joe Johnston

Information is Beautiful  
by David McCandless

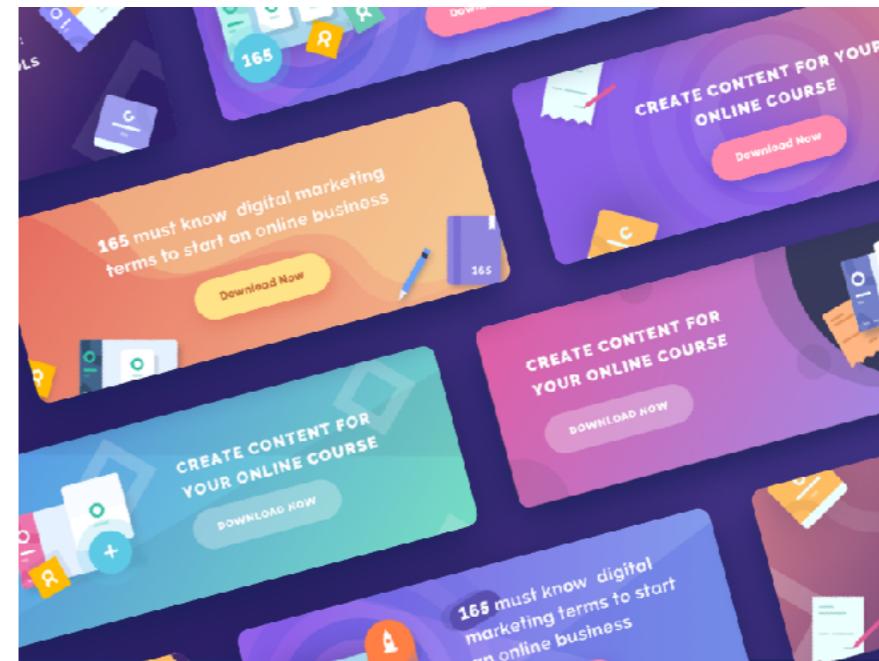
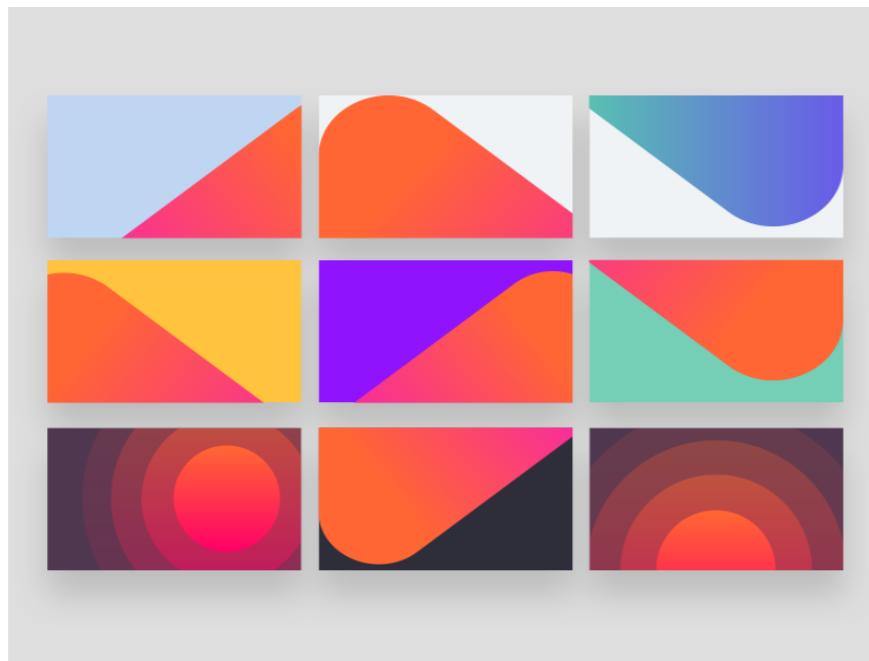
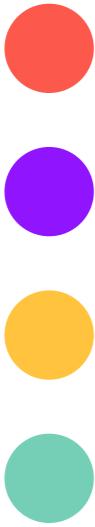
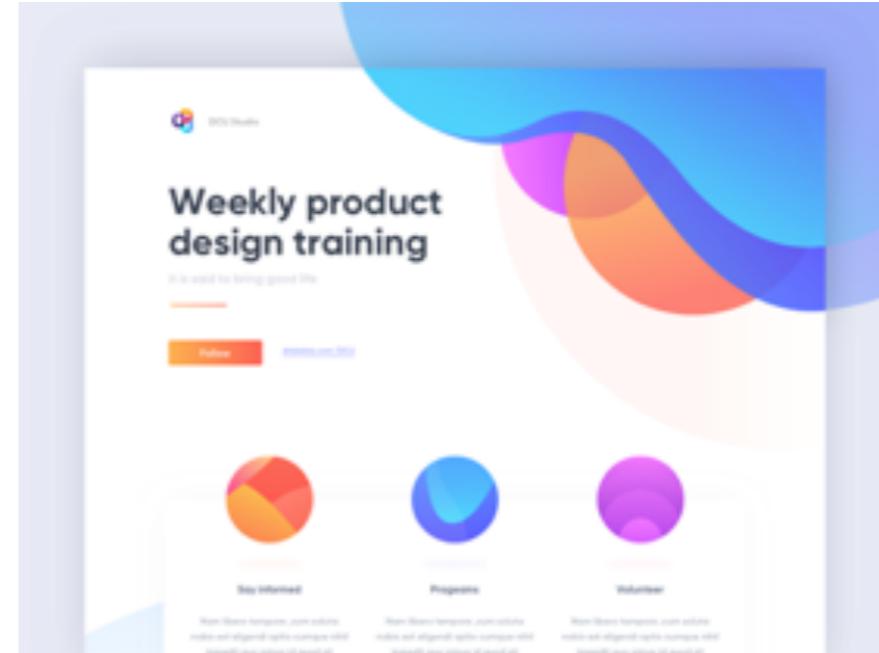
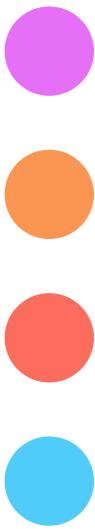
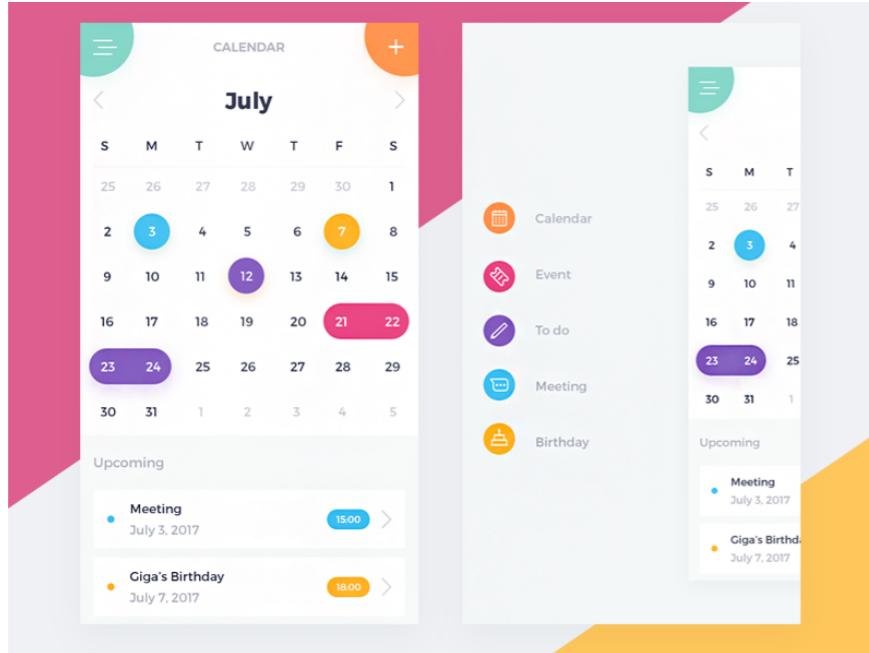
The Icon Handbook  
by Jon Hicks

# User Flow

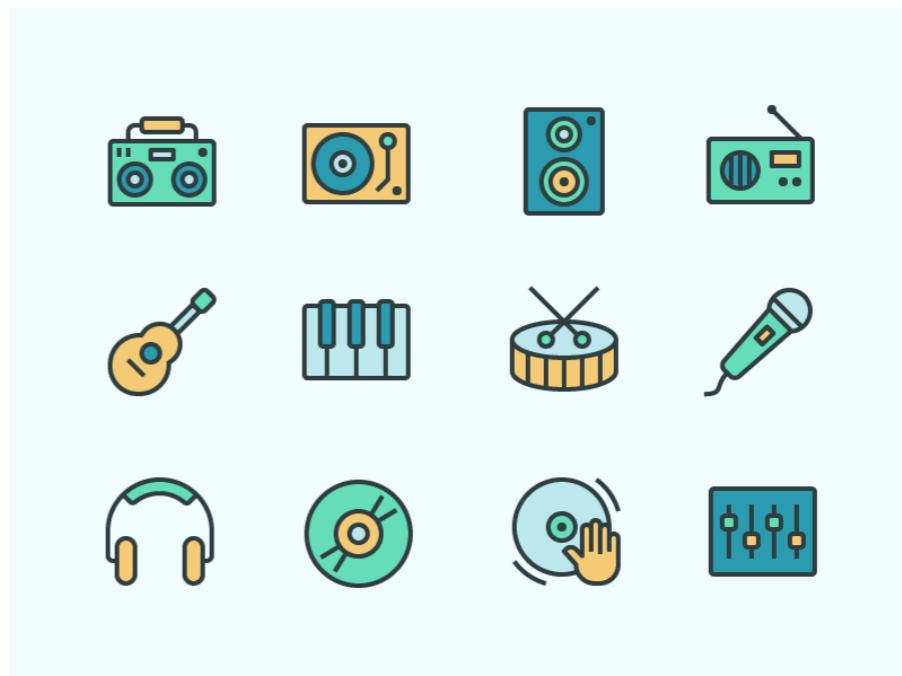
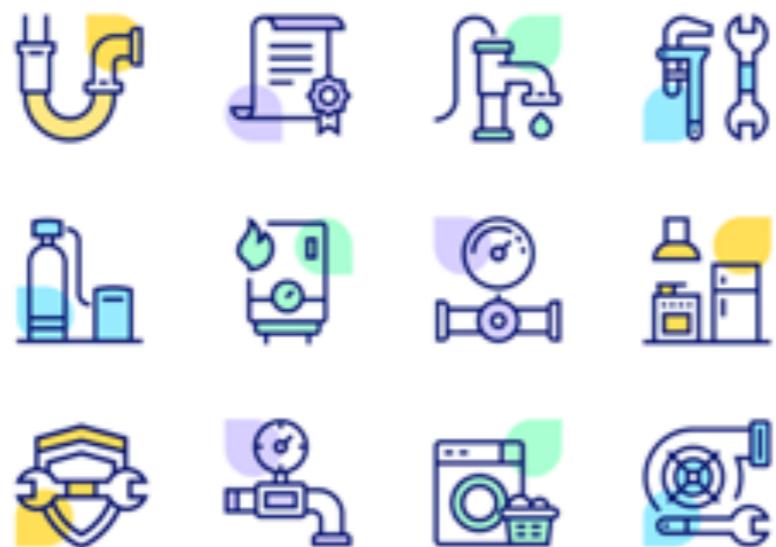
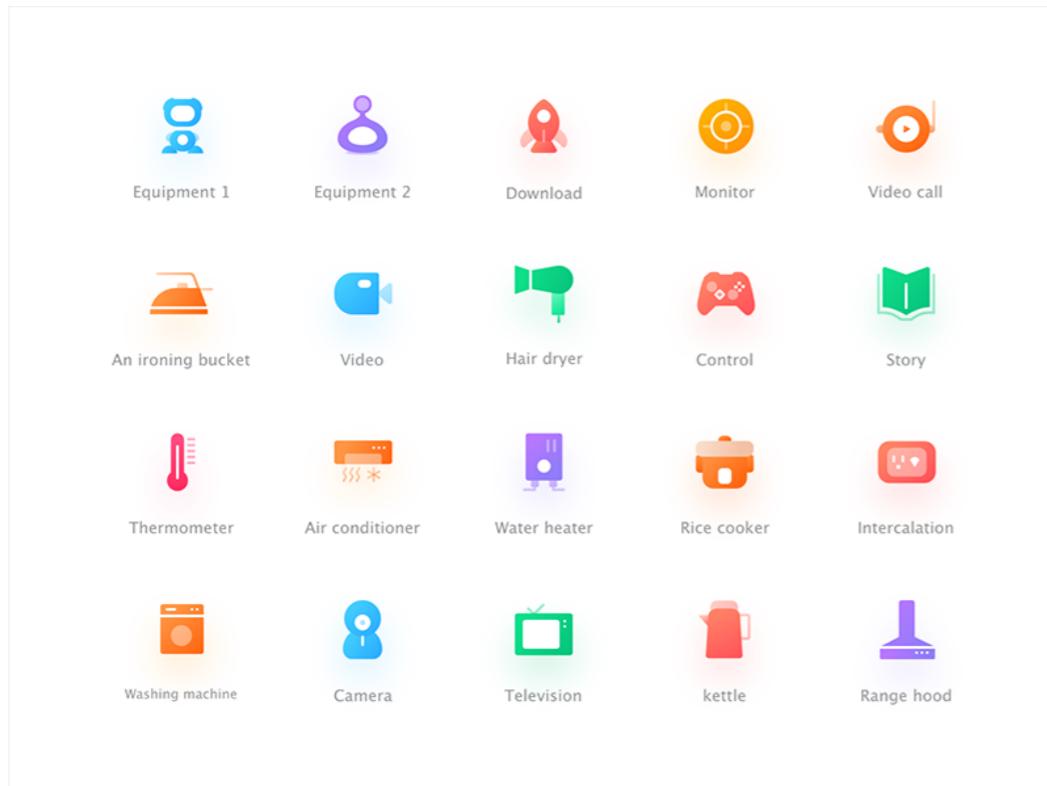


# Visual Grammar

# Colour

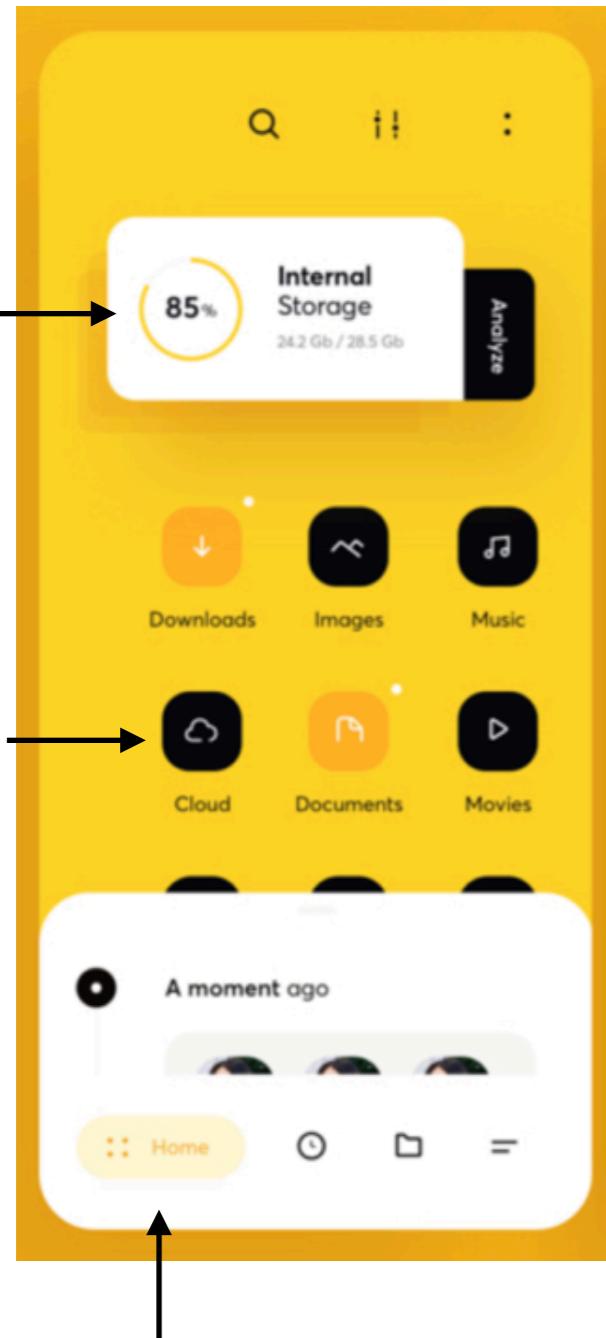


# Iconography

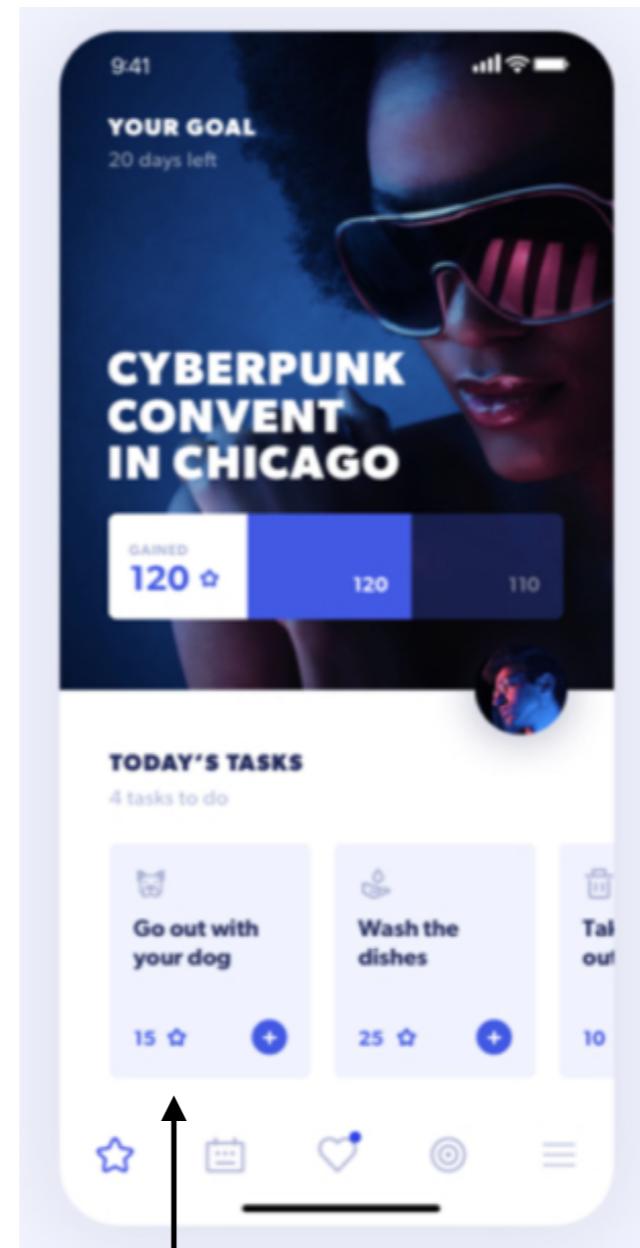


# UI Design

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

The image displays three screenshots of mobile applications demonstrating various UI design concepts:

- Screenshot 1 (Left):** Shows a "Your courses" section with three cards: "Design Principles" (purple, Beginner, 12 hrs), "UX Design for Devs" (teal, Intermediate, 8 hrs), and "Explor". An "Achievements" section below features icons for Swift, Sketch, and Figma, with a "+3" badge. A vertical black arrow on the left side highlights the color-coded course levels.
- Screenshot 2 (Middle):** Displays a dashboard for a user named "Amateur". It includes a summary card with "10" (green circle), a "Devenir pro" button, and tabs for "Caractéristiques", "Dashboard" (highlighted in green), and "Réussites". Below are three data cards: "37 jours" (Kwitter depuis), "128,46 euros" (Argent gagné), and "395 cigarettes" (Non fumées). A secondary navigation bar at the bottom includes "profil", "journal", "help" (with a plus sign), "stats", and "réglages". A horizontal arrow points from the text "Nice secondary nav" to the bottom navigation bar.
- Screenshot 3 (Right):** Shows a "Tasks list" for "Hi Daniel". It lists "Make cream" (Learn) and "Set your kitchen" (Prepare). A progress bar at the top indicates "75.4%". Below are cards for "The dough" (Nail it!) and "Toppings" (A basic). A vertical black arrow on the right highlights the process bar at the bottom of the cards.

Great use of colour and icons to differentiate the levels

Process bar at bottom of cards

# Element Collage

## Colour Palette



## Headings & body text

Main headings

Sub-headings

Course headings

Course instructor

Body text

## Gradient



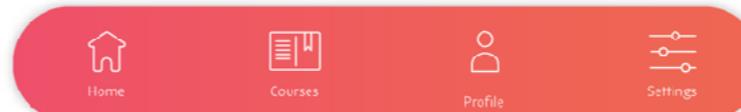
## Button Styles

Button



Button

## Navigation Icons



## Card Styles

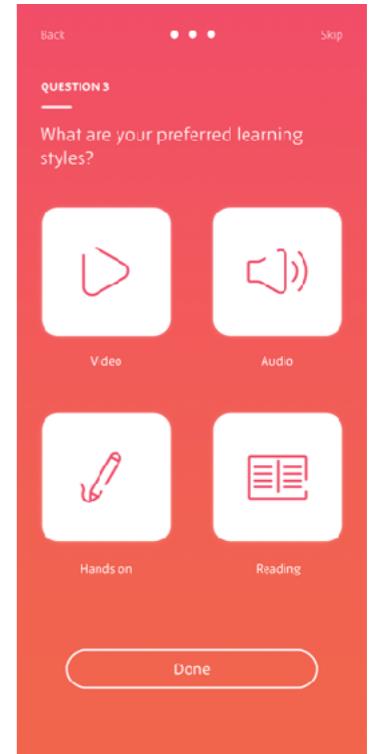
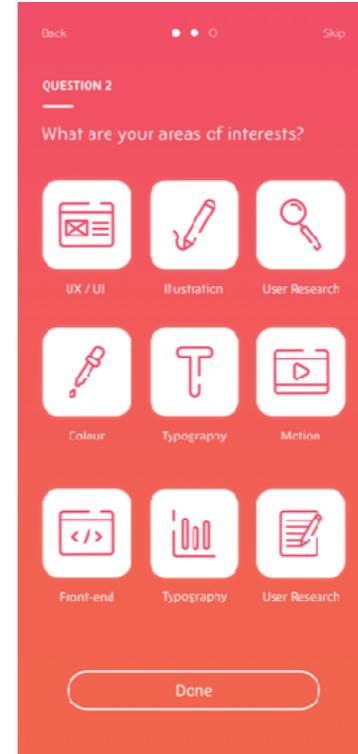
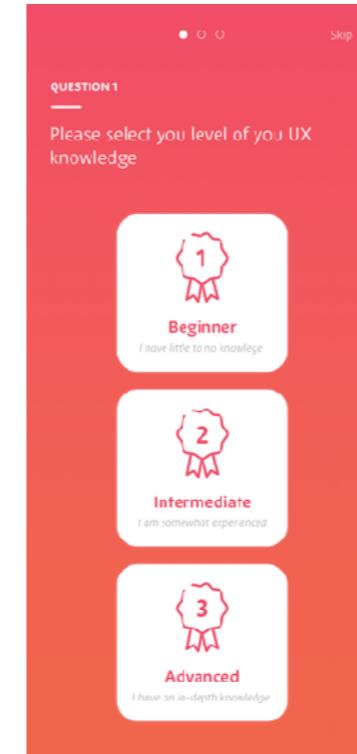
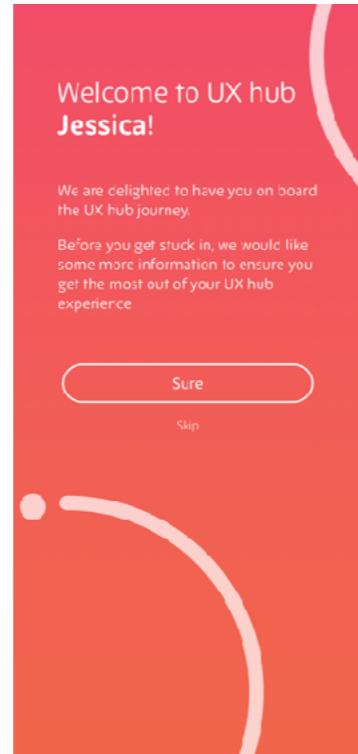
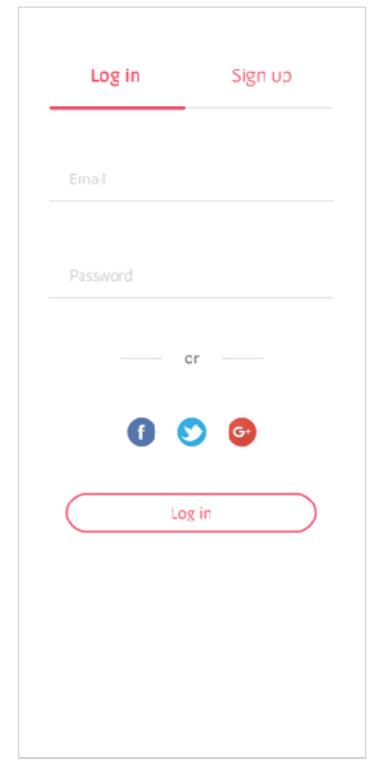
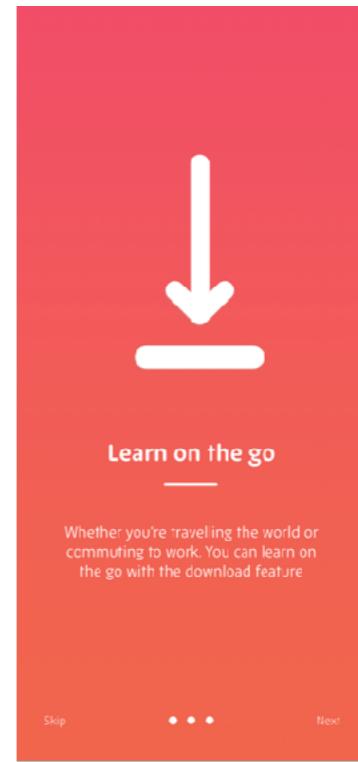
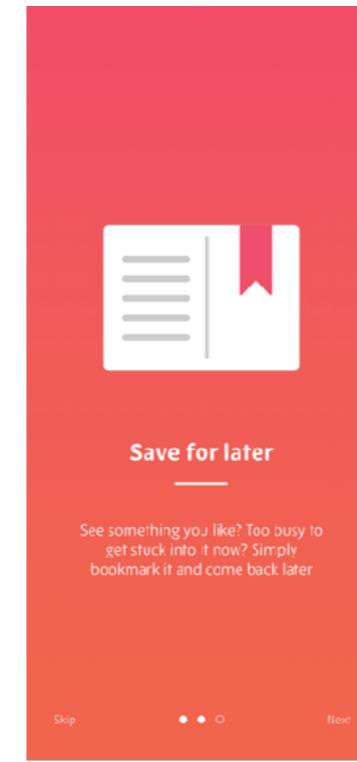
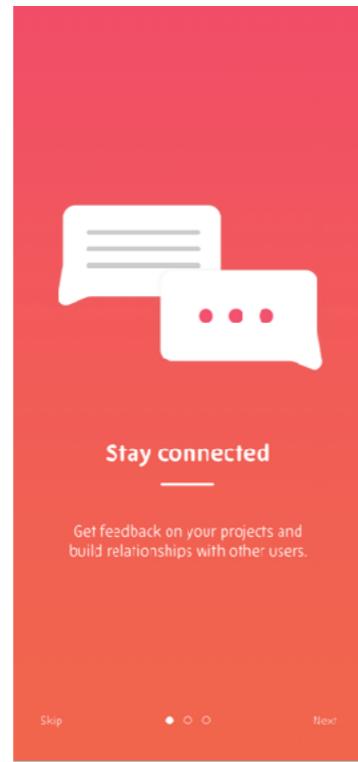
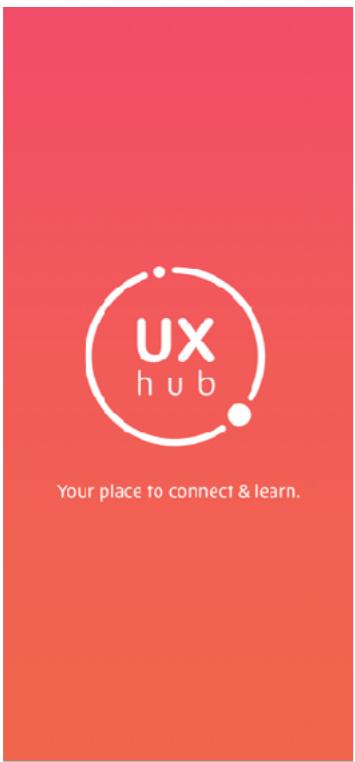


Heading

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 Joe 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 :)

Home Courses Profile Settings

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 Brenden 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

Home Courses Profile Settings

Jessica Copper London, UK

320 Followers 124 Following 3 Courses

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%

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 23 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 23 mins ago How to build a successful website with Paul Boag

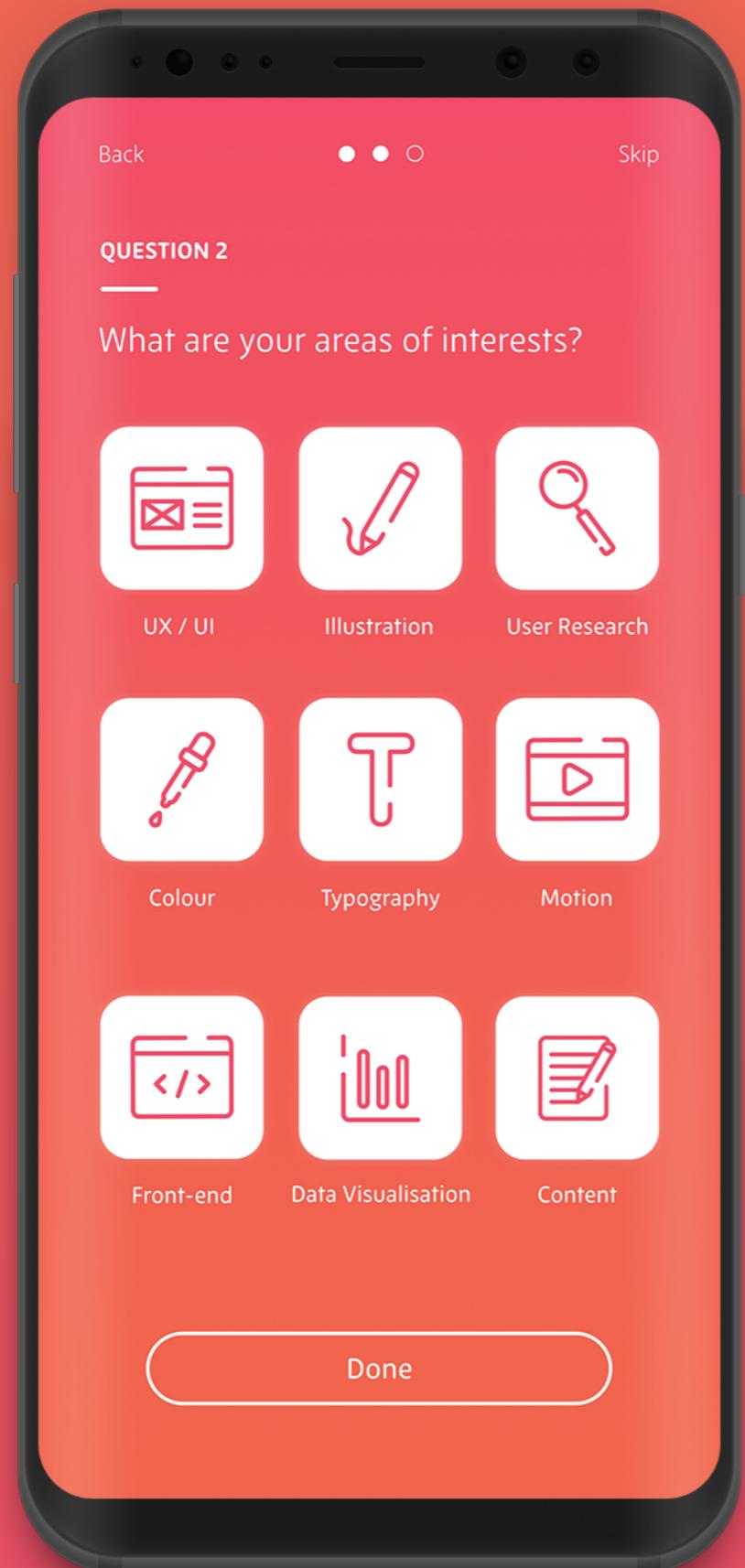
Anna polin 23 mins ago Any folks on here attending the UX London conference and interested in going together?

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

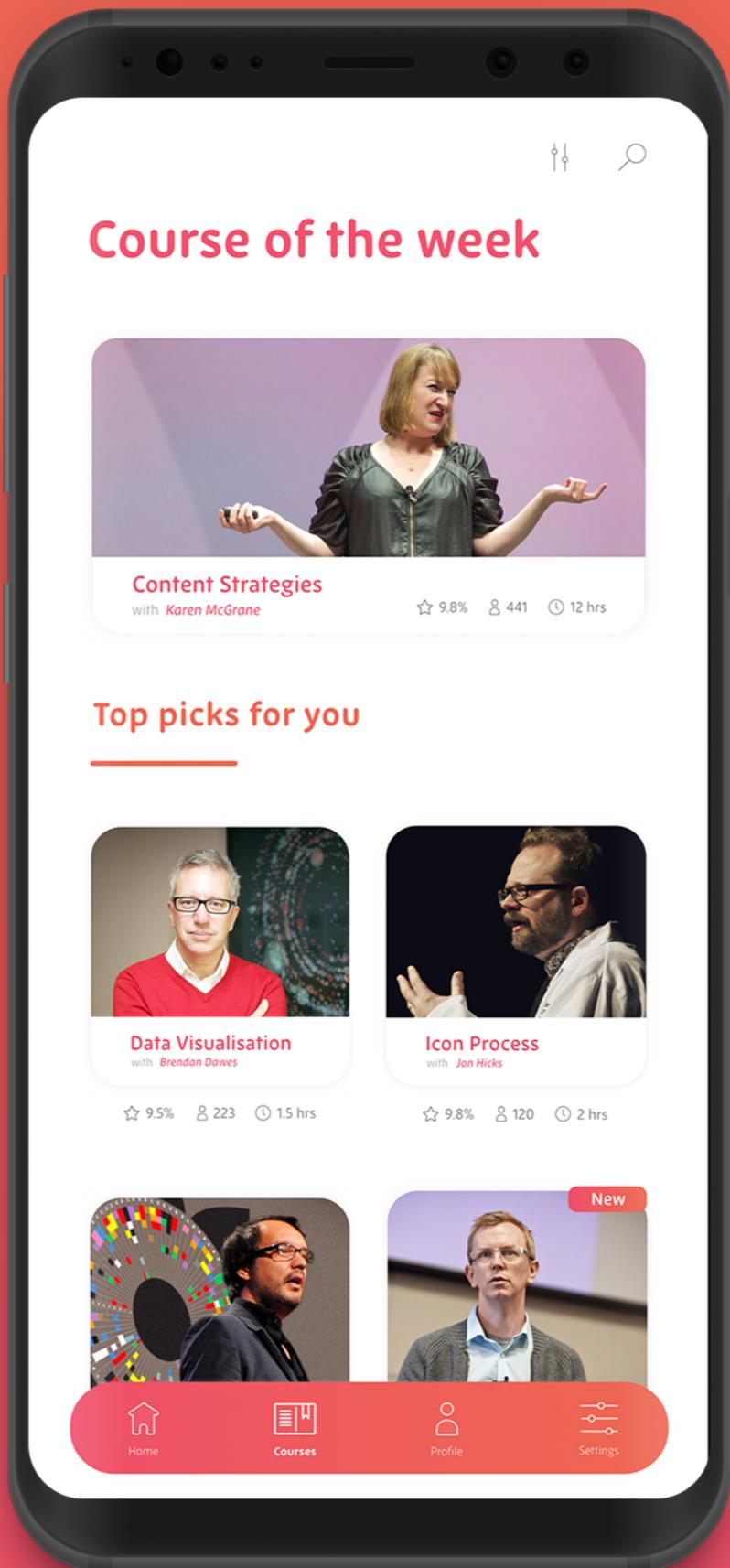
Home Courses Profile Settings

# UX hub's Features

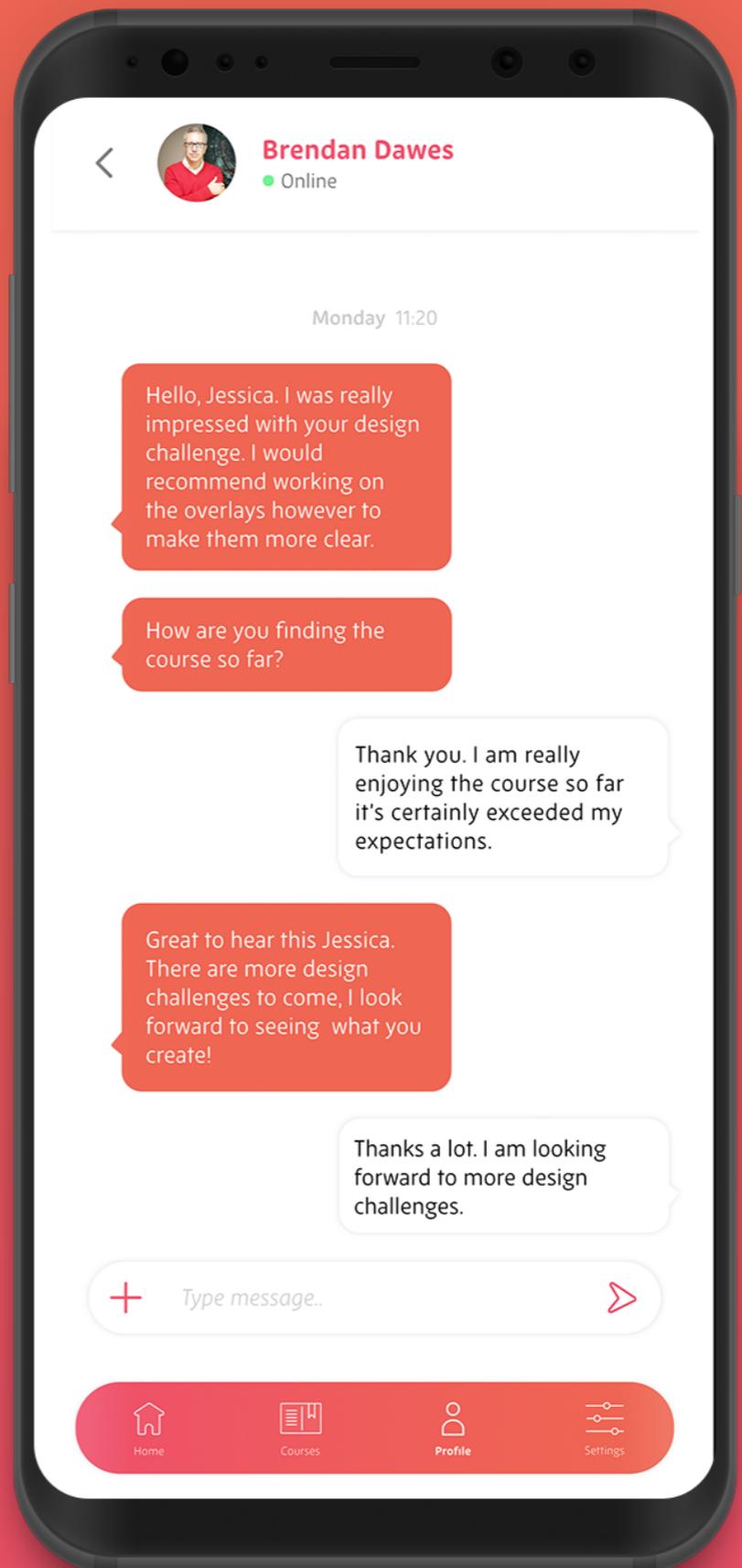
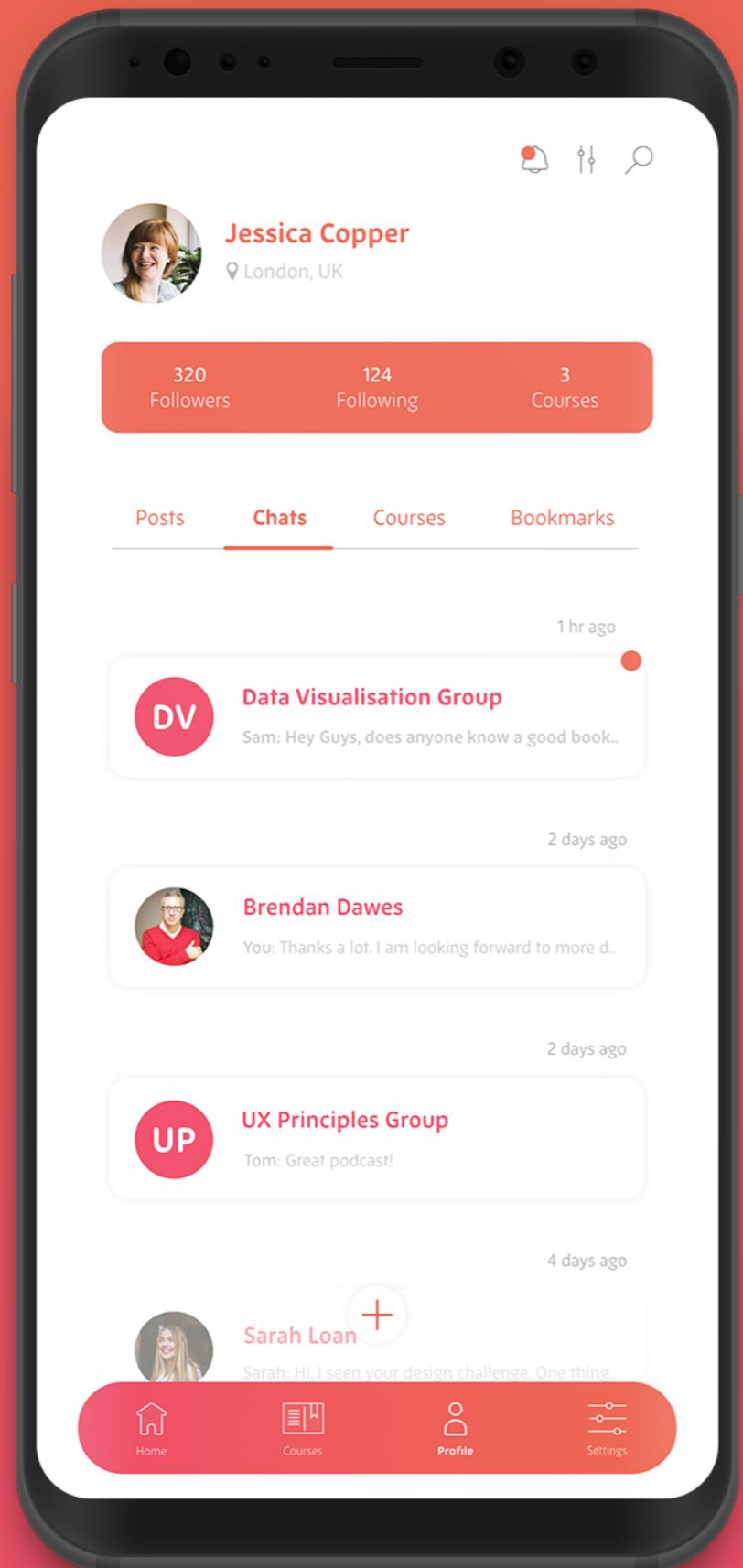
You pick how and what you want to learn



We recommended courses we think you'd love



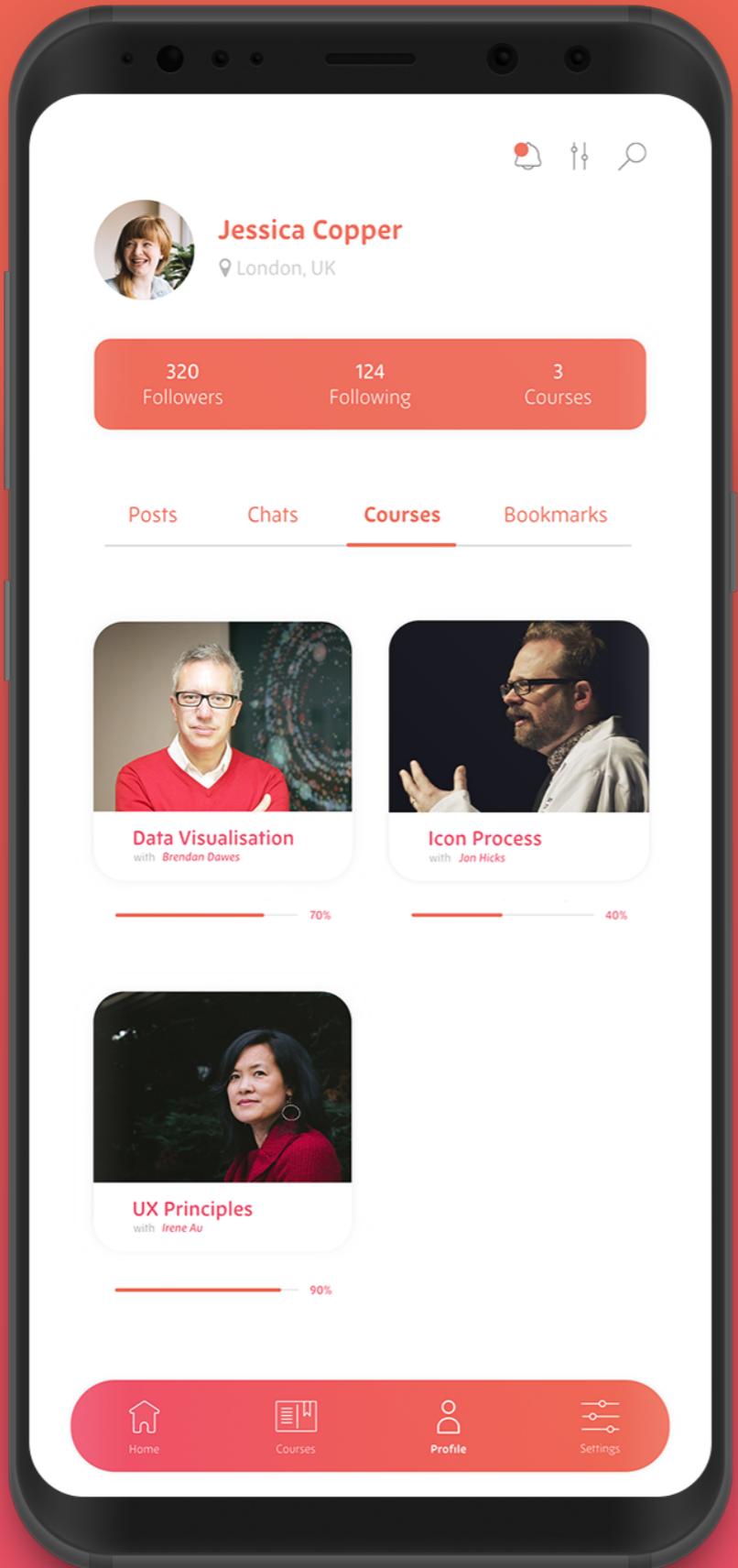
Chat and build relationships with other users



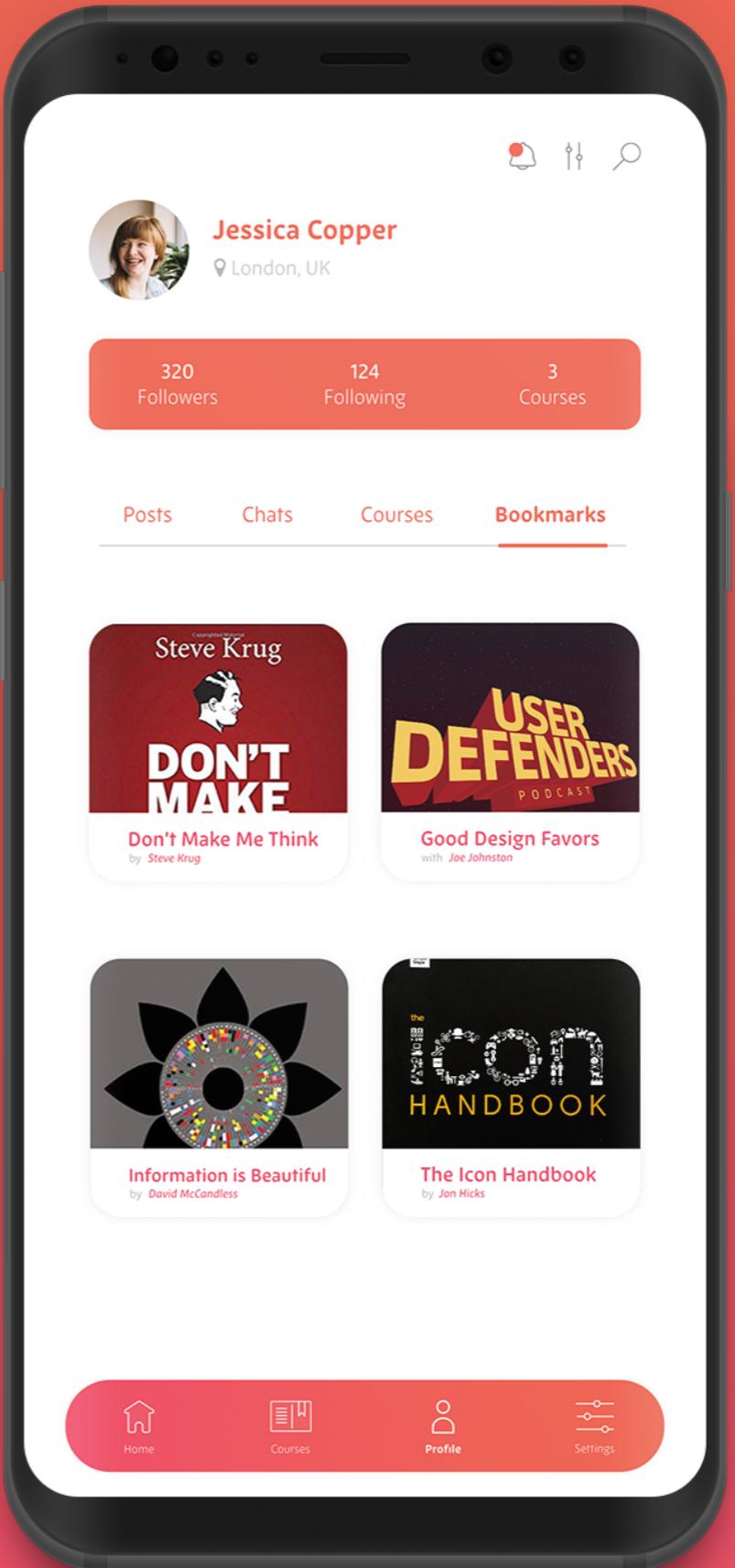
Get fast feedback and questions answered by tutors



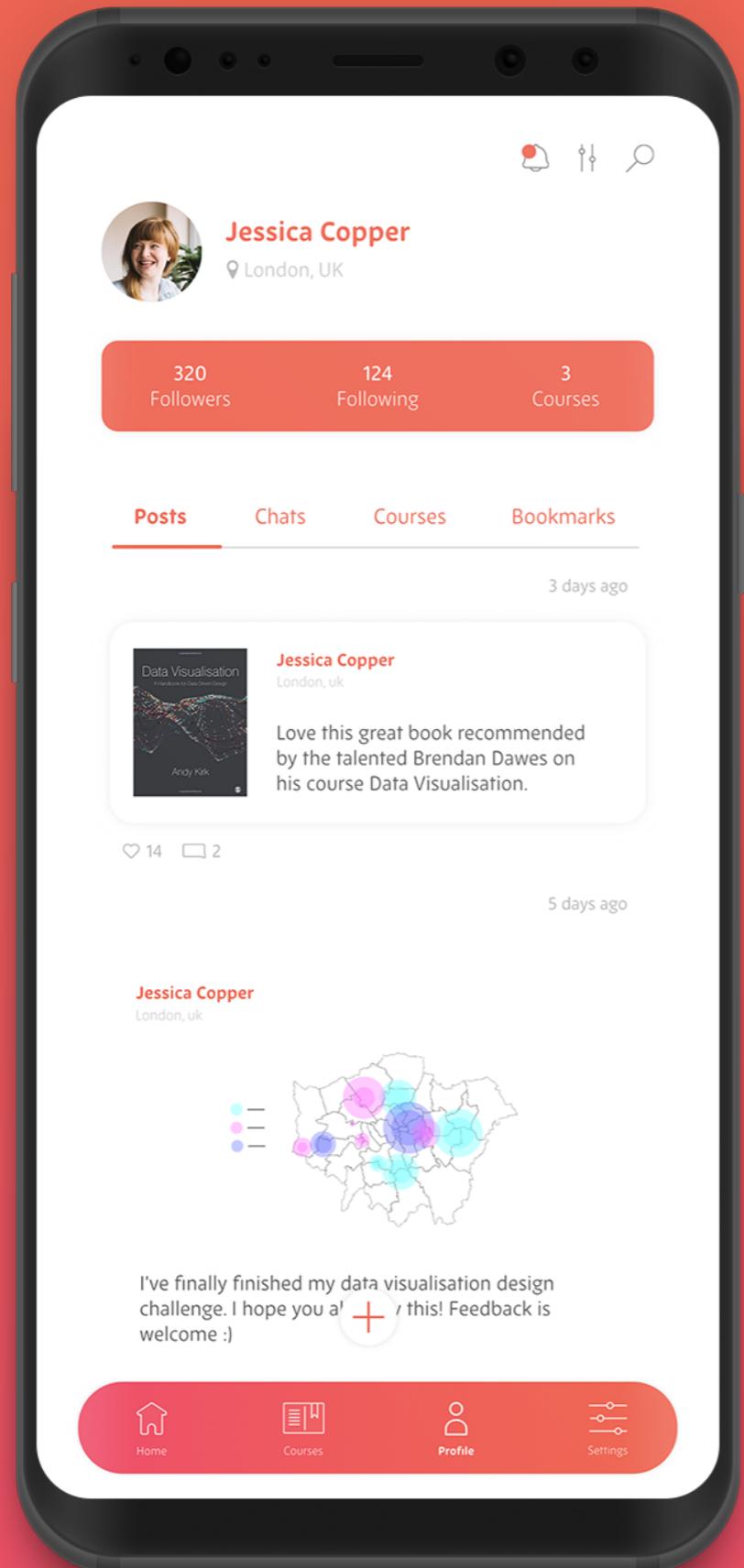
Easily access your enrolled courses and keep track of your progress



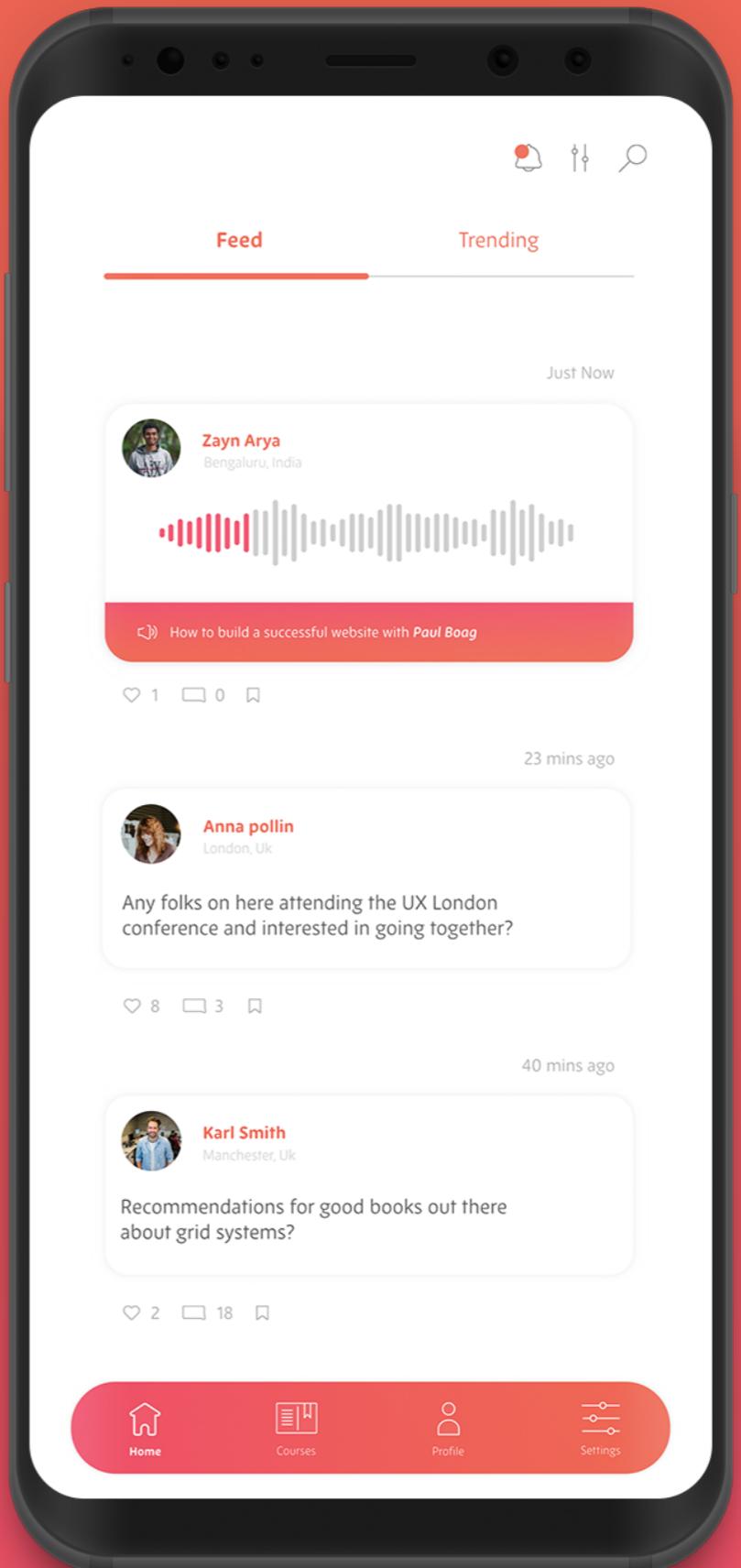
Gather things you'd like to look at later



Share your thoughts and work with other users



See what your followers are getting up to



# Prototype Link