

Laptop Scheme Website Design

Ajmal Fariz M

Project overview



The product:

This proposed web application was made for the laptop donors, who could be able to approve the applications and track the progress of the approved applicants, and the beneficiaries who are willing to apply for the scheme and start learning.



Project duration:

June 2022 to August 2022

The screenshot displays the 'Laptop Scheme' web application interface. At the top, a progress bar shows 9 steps: 1. Register/Login, 2. Fill the application, 3. Upload the acknowledgement, 4. Choose a domain, 5. Start Learning, 6. Upload resume, 7. Upload employment details, 8. Provide proof of payment, and 9. Provide feedback on scheme. The current step is 6, 'Upload resume'. Below the progress bar, there are sections for 'Steps To Make A Resume' (including links for guides and sample resumes), 'Some Websites To Create Your Resume' (listing various resume creation tools), and 'Upload Your Resume' (with an 'Upload Your Resume' button and a 'Submit' button). A note states: 'NOTE: Make sure that you have done minimum number of projects that are well established to get you a job. If not kindly click here.' The bottom section shows a user profile for 'DonorName' with a sidebar menu (New Requests, Completed Beneficiaries, Active Beneficiaries, Log Out) and a main area displaying personal details (Graduating Year: 2024, College: GCT, Coimbatore, Annual Income: 85,000, CGPA: 8.90, Address: 12, Xyz Street, City, State) and a 'Reason for applying' section with 'Approve' and 'Decline' buttons. A list of documents (ID Card Photo, Income Certificate, Selfie(Recent), Marksheet(Recent)) is also visible with 'View' links.

Project overview



The problem:

Complex to maintain the beneficiaries data.

No interface for the students who are willing to apply for the scheme.



The goal:

Design a web app that allows beneficiaries to apply for a laptop and start learning and allows the donors to keep track of the beneficiaries' data and track the beneficiary's learning progress.

Project overview



My role:

UX Designer designing a web app for a scheme that provides laptop for the deserved students.



Responsibilities:

Gathering research informations, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I gathered information and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research of people who are recruiters or someone those who wish to help the deserved students who are not affordable to buy a laptop.

Secondary group of users were identified through research of people who are students those who are not affordable to buy a laptop on their own for their education.

User research: pain points

1

Complex To Maintain

It is complex to maintain the data of the applicants applied for the scheme.

2

Inability to track

The learning progress of the applicant could not be tracked.

3

No Interface

No interface for the students who are willing to apply for the scheme.

Persona: Bharath

Problem statement:

Bharath is an aspiring full stack developer who needs an efficient way to keep track of his learning skill because he could be sure of getting employed.



Bharath

Age: 18
Education: B.Tech
Hometown: Rural
Family: Parents
Occupation: Student

"I need to keep track of my learning progress so that it could enhance my learning experience."

Goals

- To learn full stack development.
- Need for a laptop.
- Keeps track of his learning progress.

Frustrations

- Not being able to afford for a laptop.
- Worried of learning a job ready skill.
- Not sure of getting employment.

Bharath is a student studying B.Tech IT. He is an enthusiastic young man interested to learn full stack development but his family income is not sufficient to buy a laptop of his own. So he seeks the help of the alumni of his college. Hopefully, some donors are kind to help him and offered an interest free loan to buy a laptop. The donor of the laptop gave him a deal to return the cost of lap within one year after employment. Bharath is in need of an app where he can apply and submit his data and keeps track of learning his digital skills so that he could be sure of returning the cost.

User journey map

Mapping Bharath's user journey revealed how helpful it would be for users to have access to a dedicated Laptop Scheme app.

Persona: Bharath Goal: An easy way to apply for laptop scheme and learn a digital skill.

ACTION	Apply for loan	Choose a skill and start learning	Update the learning status	Update the employment status	Return back the cost of laptop.
TASK LIST	Tasks A. Find and request a donor. B. Submit the documents. C. Accept the deal and get the laptop.	Tasks A. Choose a skill. B. Find and Learn across the internet.	Tasks A. Providing the status of learning. B. Updating the project details if done.	Tasks A. Updating the company details and joining letter(if employed) to the donor.	Tasks A. Pay the cost. B. Submit the proof.
FEELING ADJECTIVE	<ul style="list-style-type: none">Worried about finding a donor.Excited in getting a laptop.	<ul style="list-style-type: none">Excited about getting started to learn.Frustrated in finding the perfect resources to learn.	<ul style="list-style-type: none">Excited in doing projects.	<ul style="list-style-type: none">Happy for being employed.	<ul style="list-style-type: none">Relaxed after returning the cost.
IMPROVEMENT OPPORTUNITIES	Offer a way for logging in to the app and apply for the laptop scheme.	Providing the resources for the domain chosen by the student to access it.	Offering an in app feature to update the status of learning and details of the project done.	Offering an in app feature to update the status of employment details.	Offering an app feature to pay to the donor(optional) or updating the transaction details and proof of the payment.

Sitemap

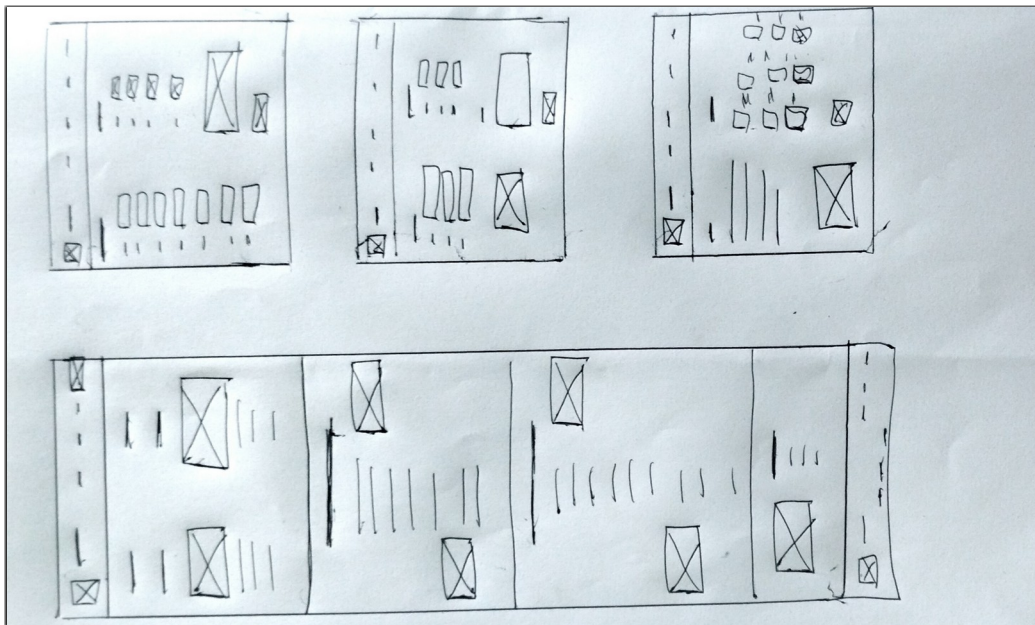
Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and user flow in mind.



Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.

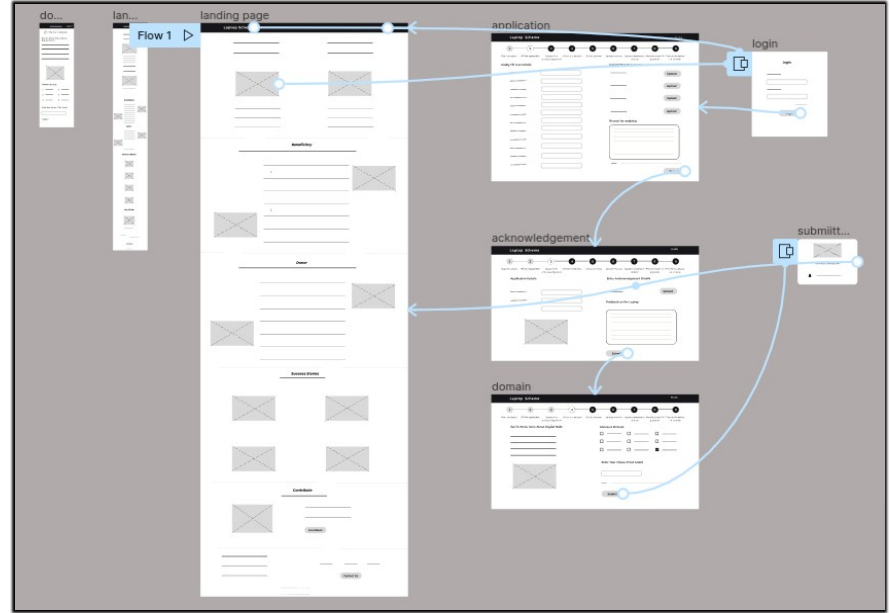
The wireframe illustrates a multi-step application process for a 'Laptop Scheme'. At the top, a dark header bar contains the title 'Laptop Scheme' on the left and a 'Profile' link on the right. Below the header, a horizontal progress bar with nine numbered steps (1-9) spans the width of the form. A yellow arrow points to step 2, 'Fill the application', indicating the current step. The steps are: 1. Register/Login, 2. Fill the application, 3. Upload the acknowledgement, 4. Choose a domain, 5. Start Learning, 6. Upload resume, 7. Upload employment details, 8. Provide proof of payment, and 9. Provide feedback on scheme. The main content area is divided into three sections. The first section, 'Kindly Fill Your Details', contains a vertical stack of ten input fields. The second section, 'Upload Your Documents', contains four input fields, each followed by an 'Upload' button. The third section, 'Reason for applying', contains a large text area with horizontal lines and a 'Submit' button at the bottom right.

Easy access to track progress.

Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



Usability study: findings

These were the main findings uncovered by the usability study:

1

Login

No separate login for donor and beneficiary.

2

Approve Requests

Donors only had the option to approve requests not to decline requests.

3

Request Info

No interface for the donor to request additional information.

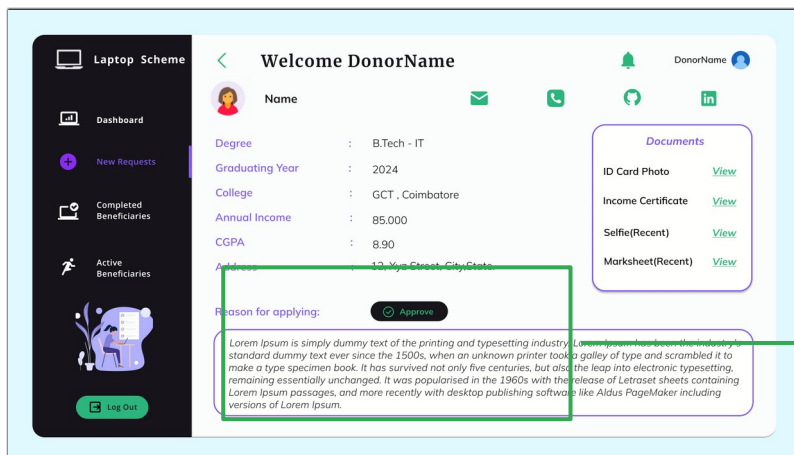
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

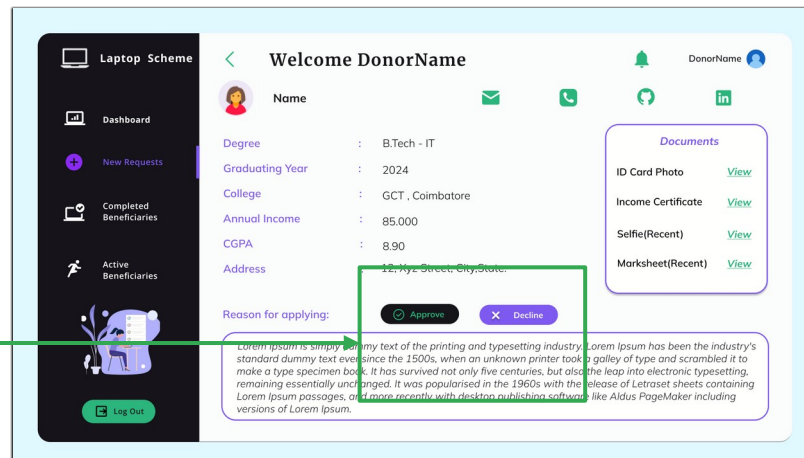
Mockups

To make the flow even easier for donors, I added a decline request option that allowed donors to decline requests.

Before usability study



After usability study



Mockups: Original screen size

Laptop Scheme

1

2

3

4

5

6

7

8

9

Register/Login Fill the application Upload the acknowledgement Choose a domain Start Learning Upload resume Upload employment details Provide proof of payment Provide feedback on scheme

Get To Know More About Digital Skills

The Top 10 Digital Skills Tech Companies Are Looking For Today

Essential Digital Skills To Learn In 2022

Choose a Domain

☐ UI/UX ☐ Fullstack ☐ App Development

☐ AI/ML ☐ Data Analytics ☐ Digital Marketing

☐ Data Science ☐ Content Writing ☒ Others

Enter Your Choice If Not Listed

IoT

NOTE : You can choose any number of skills and you can modify as per your wish later in your profile

Submit

Laptop Scheme

1

2

3

4

5

6

7

8

9

Register/Login Fill the application Upload the acknowledgement Choose a domain Start Learning Upload resume Upload employment details Provide proof of payment Provide feedback on scheme

Use These Resources To Prepare For Your Interview

20 Crucial Job Interview Dos And Don'ts - Career Sidekick

50+ Top Interview Questions and Answers in 2022 | The Muse

Interview Tips - CareerOneStop

Job Interview Tips That Will Help You Get Hired

Employment Details

Name Of The Company and Your RoleABC Company, FrontEnd Developer

Date Of Joining01-Oct-2022

Upload Your Job Offer Letter

Upload Your Job Offer Letter

Submit

Laptop Scheme

Welcome DonorName

Last Month

Total Money Donated

Rs. 12,30,000

Total Number Of Laptops Lent

10 Nos

Total Money Received

Rs. 4,00,000

Amount Returned Status

12/20

Number Of Beneficiaries Returned The Cost

Total Number Of Beneficiaries

Latest Donations

Name	Date	Amount	Acknowledgement
Name 1	09-jun-2022	Rs. 40,000	View
Name 2	05-jun-2022	Rs. 40,000	View
Name 3	01-jun-2022	Rs. 40,000	View
Name 4	05-jun-2022	Rs. 40,000	View

Laptop Scheme

Welcome DonorName

Last Month

Start Date

Domain

Employment

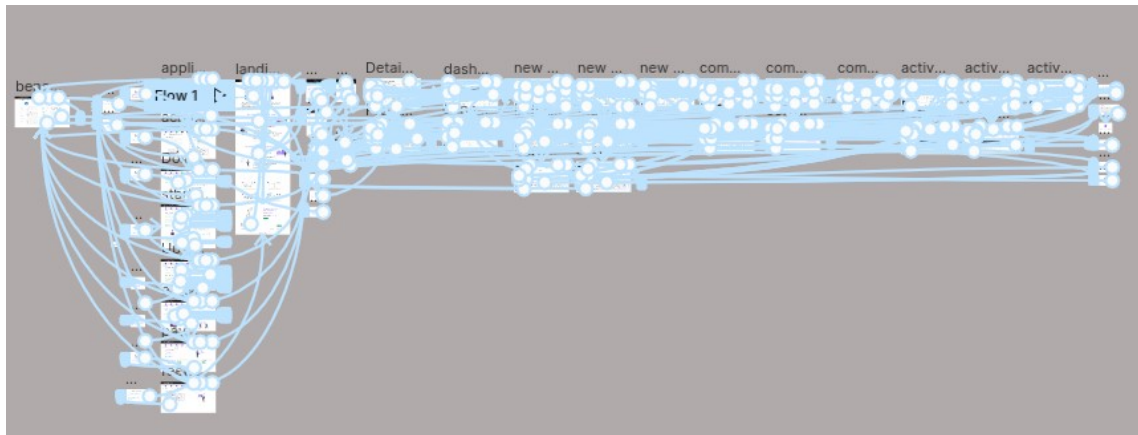
Latest Update

Name	10-june-2022	Fullstack		1 project Done. View more
Name	10-june-2022	Data Science		Employed in XYZ Company. View more
Name	10-june-2022	UI/UX		Working On a Project. View more
Name	10-june-2022	Fullstack		1 project Done. View more
Name	10-june-2022	Data Science		Employed in XYZ Company. View more
Name	10-june-2022	UI/UX		Working On a Project. View more

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High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for applying for loan and completing the scheme also met the donors' various pain points.



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

Used icons to help make navigation easier.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.

One quote from feedback

"I like the dashboard and new requests page. Nicely done."



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up
usability testing on the
new website

2

Identify any additional
areas of need and
ideate on new features

Let's connect!



Thank you for reviewing my work on the Laptop Scheme Web app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: jmartinez@email.com

Website: jmartinezdesign.uxportfolio.com