

Laptop Scheme Website Design

Ajmal Fariz M

Project overview



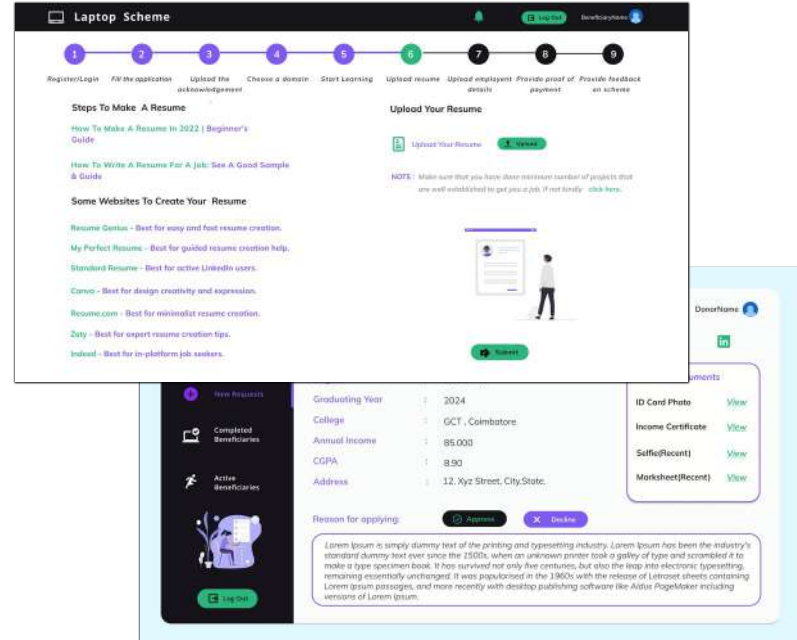
The product:

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



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

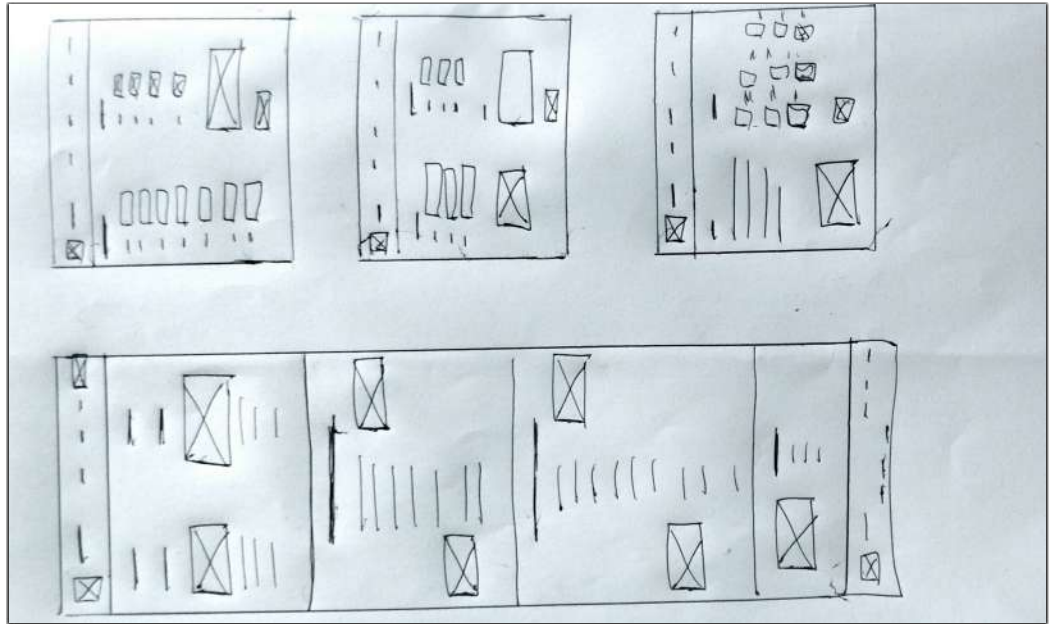
Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

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.

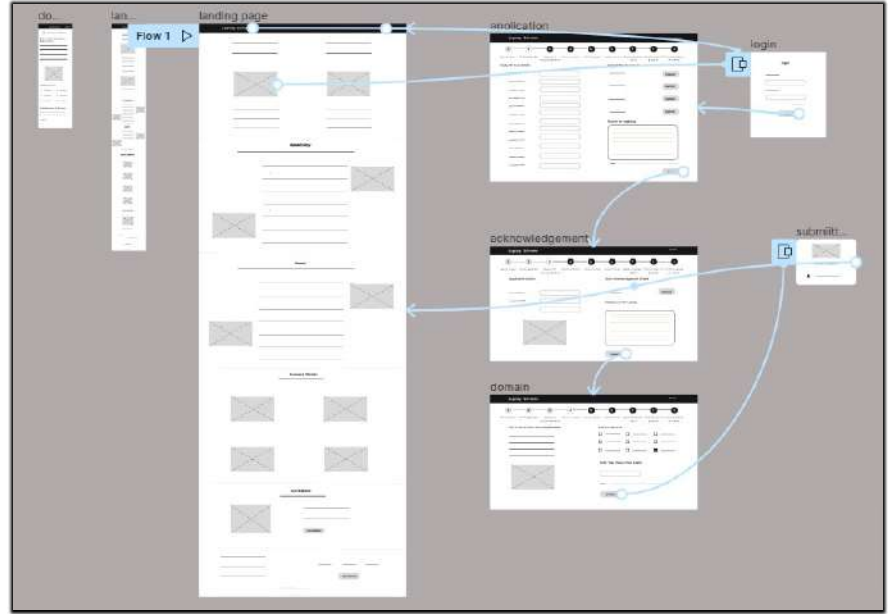
The wireframe shows a multi-step application process titled "Laptop Scheme". At the top right is a "Profile" link. A progress bar at the top contains nine numbered steps: 1. Register/Login, 2. Fill the application, 3. Upload the acknowledgement, 4. Choose a domain, 5. Start Learning, 6. Upload resume, 7. Upload employment details, 8. Provide proof of payment, and 9. Provide feedback on scheme. Step 2 is currently active, indicated by a yellow arrow pointing to it from below. The form is divided into three main sections: "Kindly Fill Your Details" on the left with ten horizontal input lines; a central column with eight rounded rectangular input boxes; and "Upload Your Documents" on the right with four horizontal lines, each followed by an "Upload" button. Below these is a "Reason for applying" section with a large text area 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.

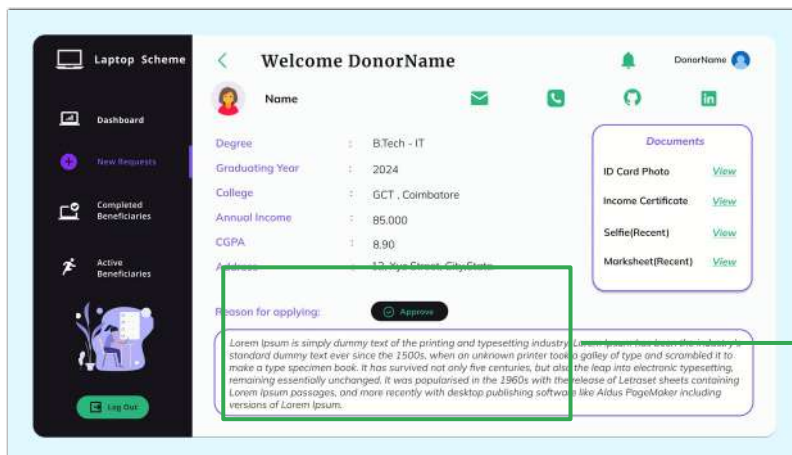
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

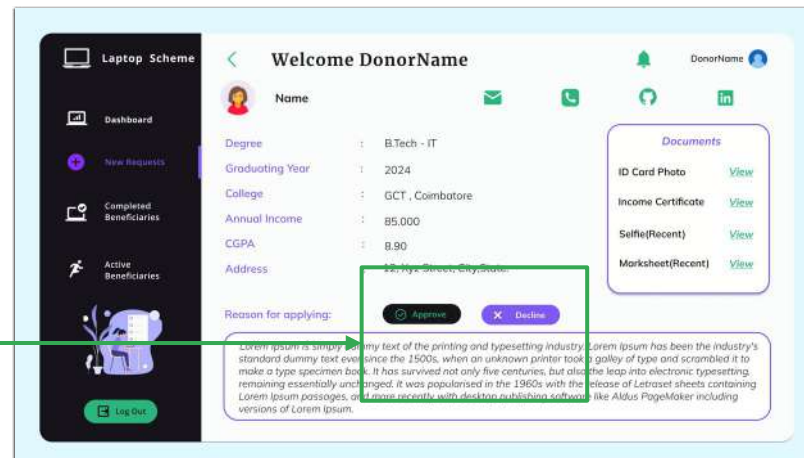
Mockups

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

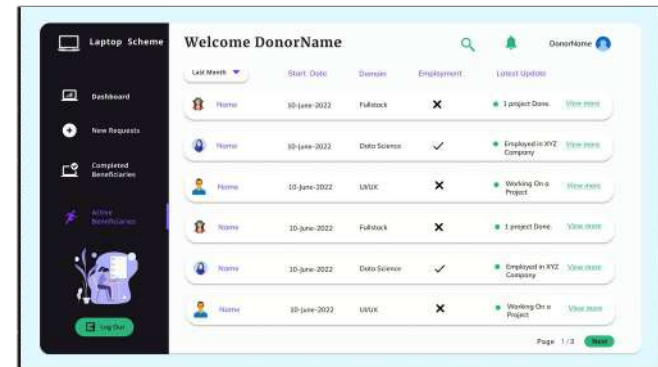
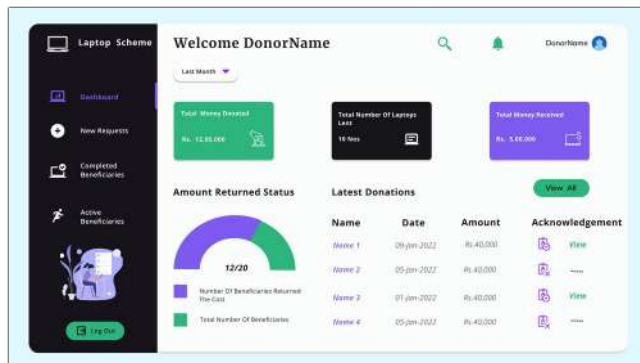
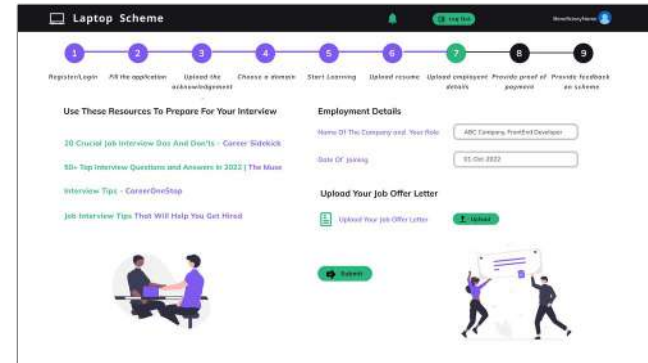
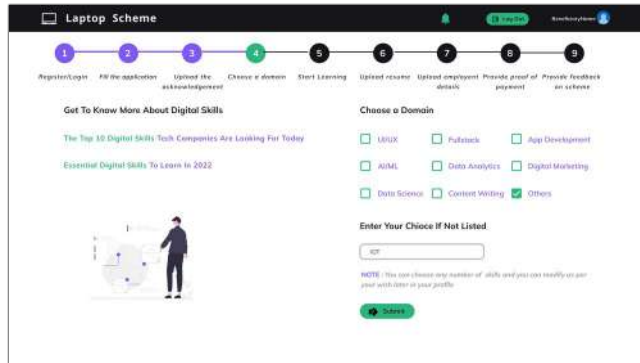
Before usability study



After usability study

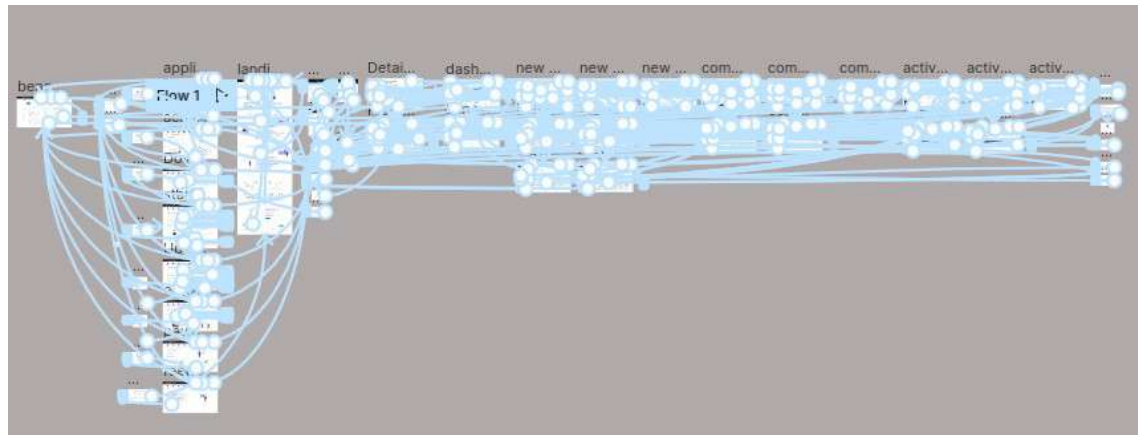


Mockups: Original screen size



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:

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