



# HaloEd

## educational platform

“a transformative learning experience”

# about HaloEd |



immersive mobile application aimed to provide an outlet for users who desire to learn or teach a skill.

this platform stands out for its collaborative environment and extensive user support.

project roles:  
ux research  
ux design

duration:  
**five weeks**

team members:  
gabriel lopez  
careen jerez  
alexia conception

tools used:  
**figma**   
miro  
zoom  
google forms

project specifications

## problem

aspiring professionals find it **difficult** to adopt new skills want to pursue outside of their busy schedules.

in the same way, seasoned professionals want and need an **outlet** to spread their knowledge of a certain skill.





## solution

develop an **application** for *aspiring* and *seasoned* professionals to meet the needs on both ends:

- those who aspire to adopt a new skill
- those in need of a community to share their knowledge.

## empathize

how can users benefit  
from this cause?

# industry research

in the age of post COVID-19 times, the transition to virtual learning has aged very well. however, the rise of online has challenges of its own.

with the rise of online education, how can we streamline the user experience in order to simulate a comfortable and personable environment?



Schooling During the COVID-19 Pandemic

Nearly 93% of Households With School-Age Children Report Some Form of Distance Learning During COVID-19



who is  
**user A?**

#### market profile

stay at home learner

#### scenario descriptor

learn a skill outside of  
everyday responsibilities

#### narrative

user is interested in learning or refining a hobby or skill during  
their available free time.

#### goals

productivity, mental health,  
social activities

#### thoughts

“Will I be wasting my time?”

#### needs

patience and discipline

#### feelings

motivated to learn something  
new, habit forming

#### pain points

time management, technical  
difficulties

#### actions

check lists, make available  
time



#### market profile

retired professional

#### scenario descriptor

share knowledge about their professional skill

#### narrative

A retired professional has found that they have so much more extra time. They want to continue sharing a mastered skill.

#### goals

share a professional skill to all ages

#### thoughts

"where can I show videos of my skill?"

#### needs

a platform to share classes or step-by-step process

#### feelings

excited to share knowledge of skill

#### pain points

non-technical/not tech savvy

#### actions

search for platforms to share skill

# define

what is the scope  
of the problem?

as a **ux researcher**, I want  
to understand... |

the strengths and  
weaknesses a user  
has between  
learning a skill  
in-person and  
learning a skill  
virtually.

understand what  
drives consumers to  
convert into  
virtual learning  
and participate in  
exercises that  
favor with their  
hobbies/skills.

how users manage  
their time to  
maintain a healthy  
and consistent  
schedule.

## research methods

audience: learners and professionals of all ages

### qualitative research

user interviews

### quantitative research

user surveys

## user interviews

*sample size of 3-5 interviews*

experience and  
background

activity  
preferences

motivations

## key takeaways

“would rather  
learn in-person  
for cognitive  
development”

“pro:  
stay-at-home  
personal space”

“students are  
familiar with  
online learning”

# user surveys

*sample size of 10-15*

virtual learning

technical  
versatility

learning style

previously  
utilized  
platforms

50% were comfortable

51% skilled

58.6% kinesthetics  
30% audio

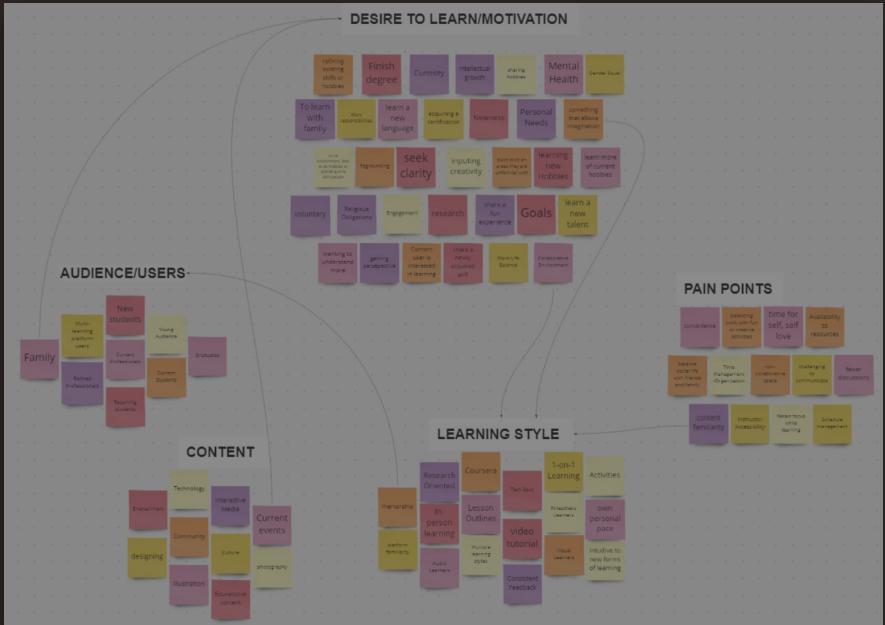
64% utilized

*results*

# competitive analysis|

	unique capabilities	best capabilities	same capabilities	poor capabilities
<b>haloEd</b>	screen sharing cloud services	all-in-one platform w/ feedback	varied lessons subjects	lack of popularity high dev costs
<b>skillShare</b>	introduction video 14-day free trial	partnerships with influencers	video lessons by chapters	course content limitations
<b>khanAcademy</b>	course credits	caters to different grades	accessibility (transcript)	unorganized page layouts
<b>courseEra</b>	subscription tiers	gives certifications	filtered by topics	high costs

# affinity diagram |



desire to learn

audience

content

learning style

pain points

How might we help users feel  
**productive** while balancing  
virtual learning with their  
work/life schedule?



# ideate

how can we  
enhance the UX?

How might we help users feel productive while balancing virtual learning with their work/life schedule?

	Multi-platform/Hybrid	Virtual	Traditional	Home-School
Resources	Career Services Cloud Services Hands on learning  Networking	Career Services Cloud Services Networking	Career Services Hands on learning Libraries	Cloud Services Hands on learning Networking
Constructive Criticism	Grading  Live Sessions Online Community Counseling	Grading  Online Community	Grading Tutoring Live Sessions Counseling  Due-dates	Online Community Tutoring
Time Management	Pomodoro  Check-list Flexibility  Push-notification	Pomodoro Check-list Flexibility  Push-notification Bookkeeping	Check-list	Pomodoro Check-list Bookkeeping

## creative matrix: key findings|

virtual learning demand more class interaction than the others due to the lack of hands-on experience.

time management is more tedious for hybrid and virtual learners.

# moscow table: key findings!

"should have's" became features that were not as feasible we originally thought (i.e. third party application to utilize features such as cloud services)

hands on learning may not be as tangible as this may require in person time.



# user journey |

## registration

actions

exploration, sign up, choose a program

touchpoint

search bar, navigation

customer thought

“what skills can I learn?”

customer feeling

*curious*

opportunities

trial period, FAQ

## onboarding process

interest survey, build profile, sign up for class

user profile, catalog, course

“which class best fits me?”

*excited*

course reviews, instructor reviews

## interaction

attend class, forum page

screenshare, live chats

“joining a class is straight-forward”

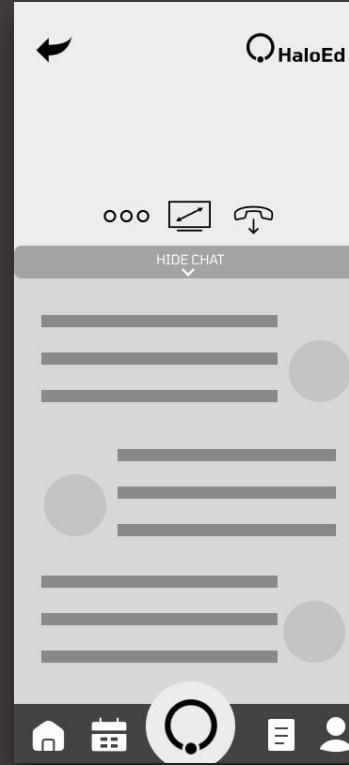
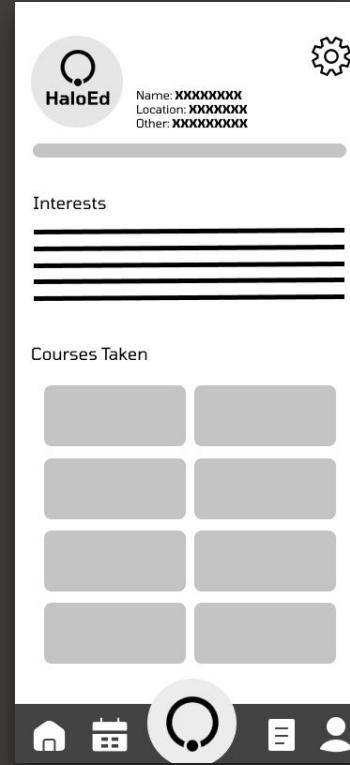
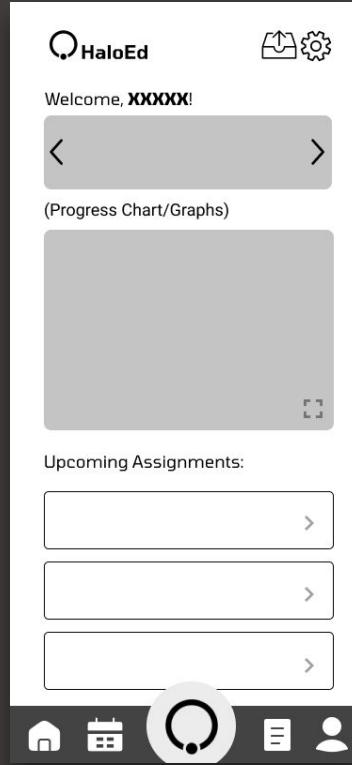
*proud*

networking, milestones

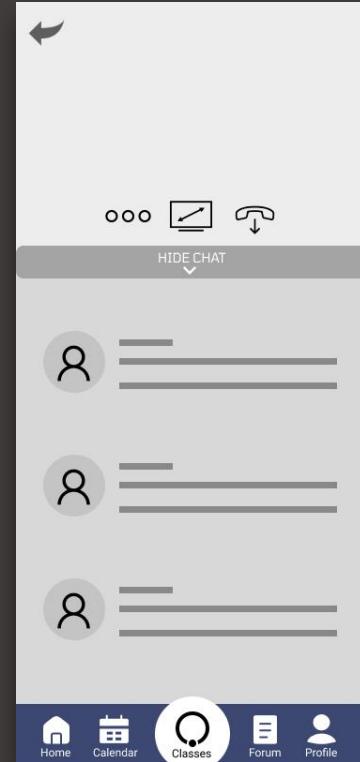
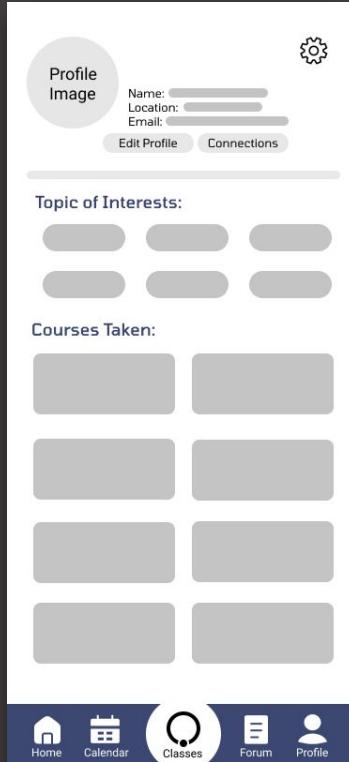
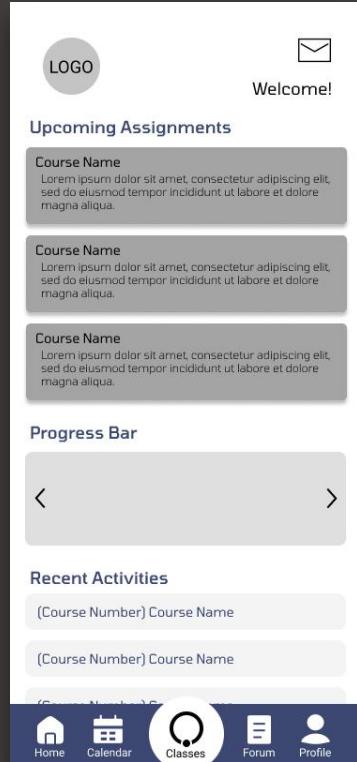
# prototype

how will the final  
product look like?

showcasing: initial low-fidelity mobile UI...|



# showcasing: iterated low-fidelity mobile UI...|



- in-app announcements,  
quick access to courses
- personalized interests and  
profile section
- streamlined conversation  
during live sessions

# testing

can we validate our  
research and design?

## guerilla testing

the **impromptu nature** would allow for unscripted feedback such as thoughts that come to mind during the testing...|

## tasking

a basic understanding of:

- log in/sign up features
- profile personalization
- Navigation bar

# key performance indicators |

stress levels during testing

thoughts & feelings

time allotted per task

learning style

criticism & opinions

## iterations & takeaways...|

- user found our product **relieving** and **organized**
- consider additional steps such as user connections and course organization
- implement a survey during the signup process for course suggestions
- design a signup/tutorial feature

