

haloEd

2022

mobile app



HaloEd  
educational  
platform

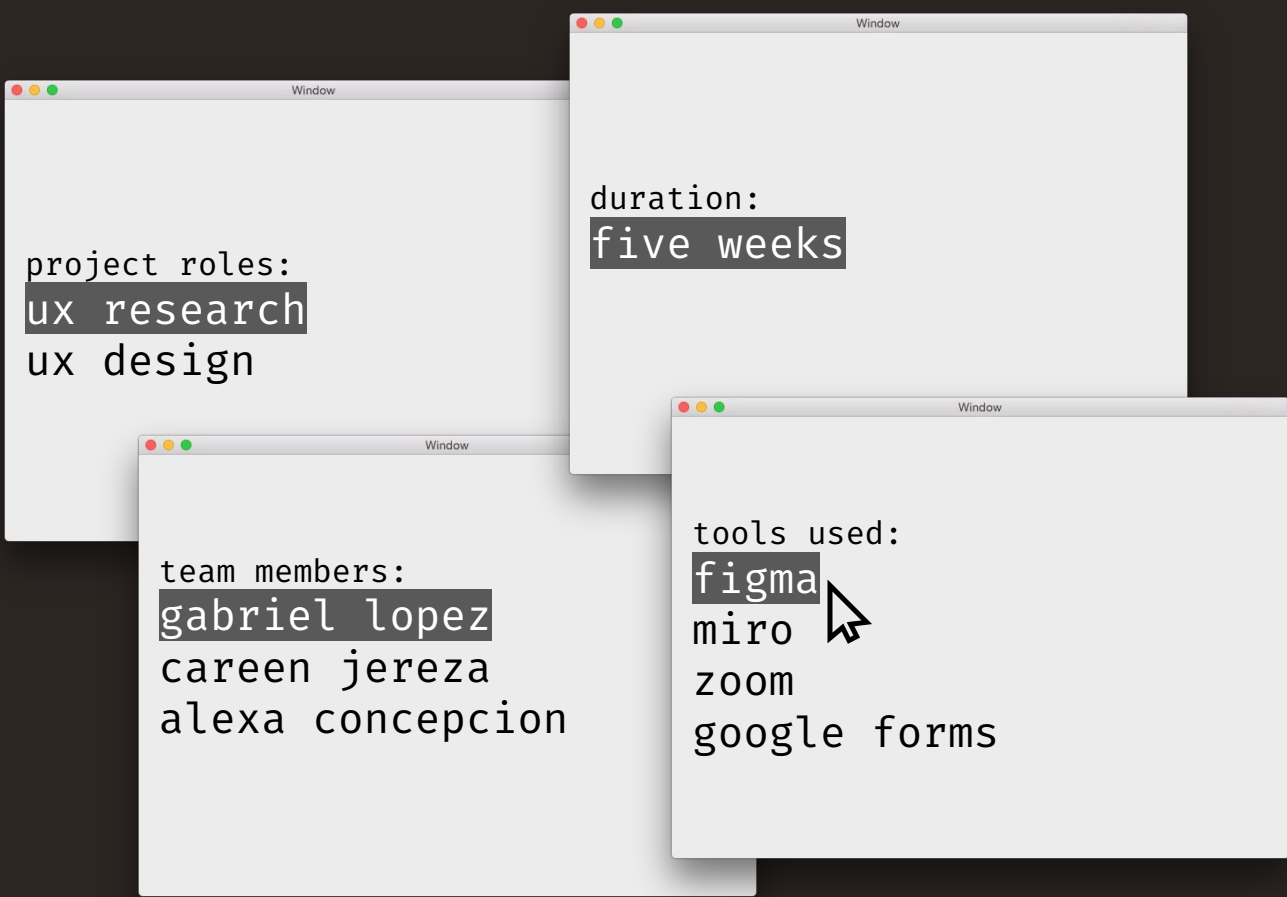
“a transformative learning experience”

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 jereza  
alexa concepcion

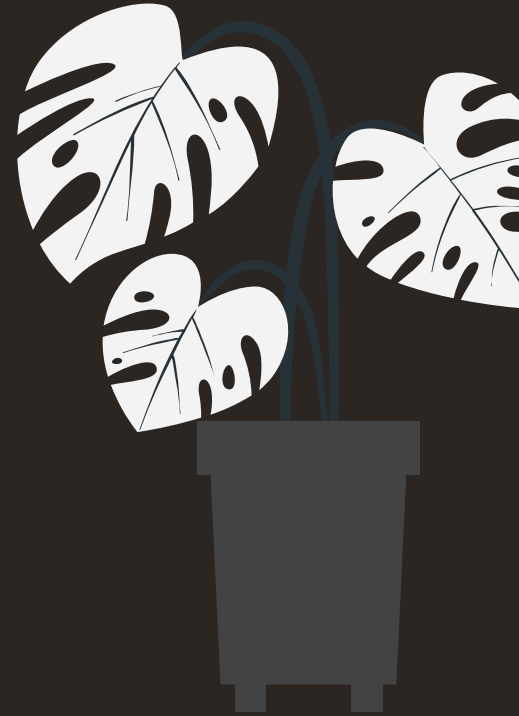
tools used:  
figma  
miro  
zoom  
google forms

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**



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*

experience and  
background

activity  
preferences

motivations

# user surveys

## *results*

familiarity with  
virtual learning

50% were comfortable

technical  
versatility

51% skilled

learning style

58.6% kinesthetics  
30% audio

previously  
utilized platforms

64% utilized

## user surveys results

### *key takeaway*

Most participants were comfortable with learning virtually.

familiarity with  
virtual learning

50% were comfortable

technical  
versatility

51% skilled

learning style

58.6% kinesthetics  
30% audio

previously  
utilized platforms

64% utilized



# 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

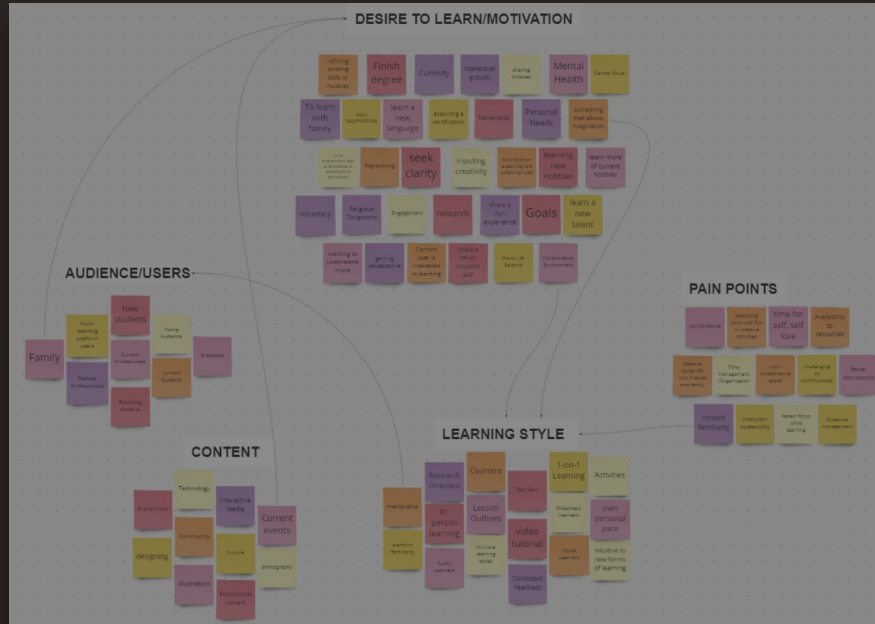
desire to learn

audience

## content

## learning style

pain points



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