



# 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



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

technical  
versatility

learning style

previously  
utilized platforms

50% were comfortable

51% skilled

58.6% kinesthetics  
30% audio

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

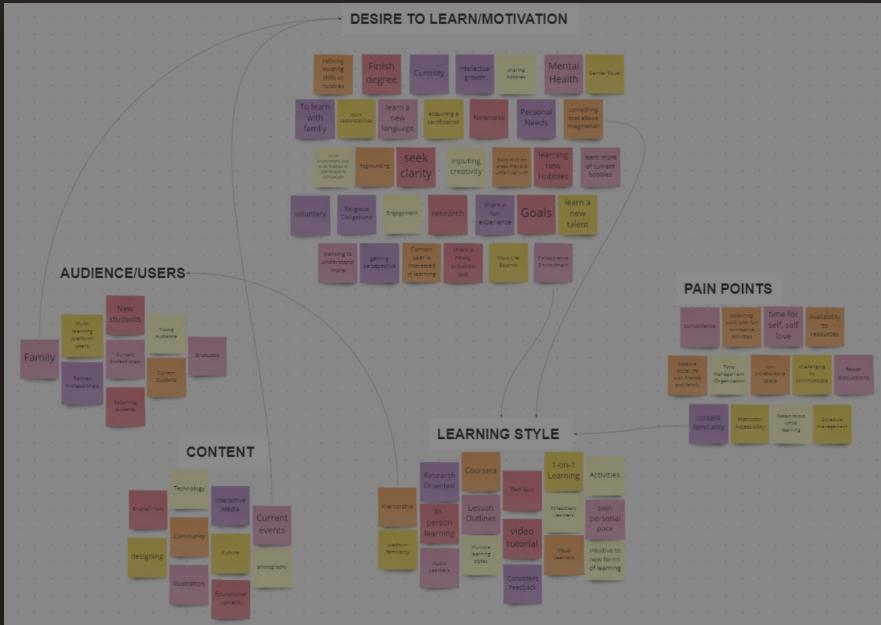
previously  
utilized platforms

**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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