

haloEd

2022

mobile app



HaloEd educational platform

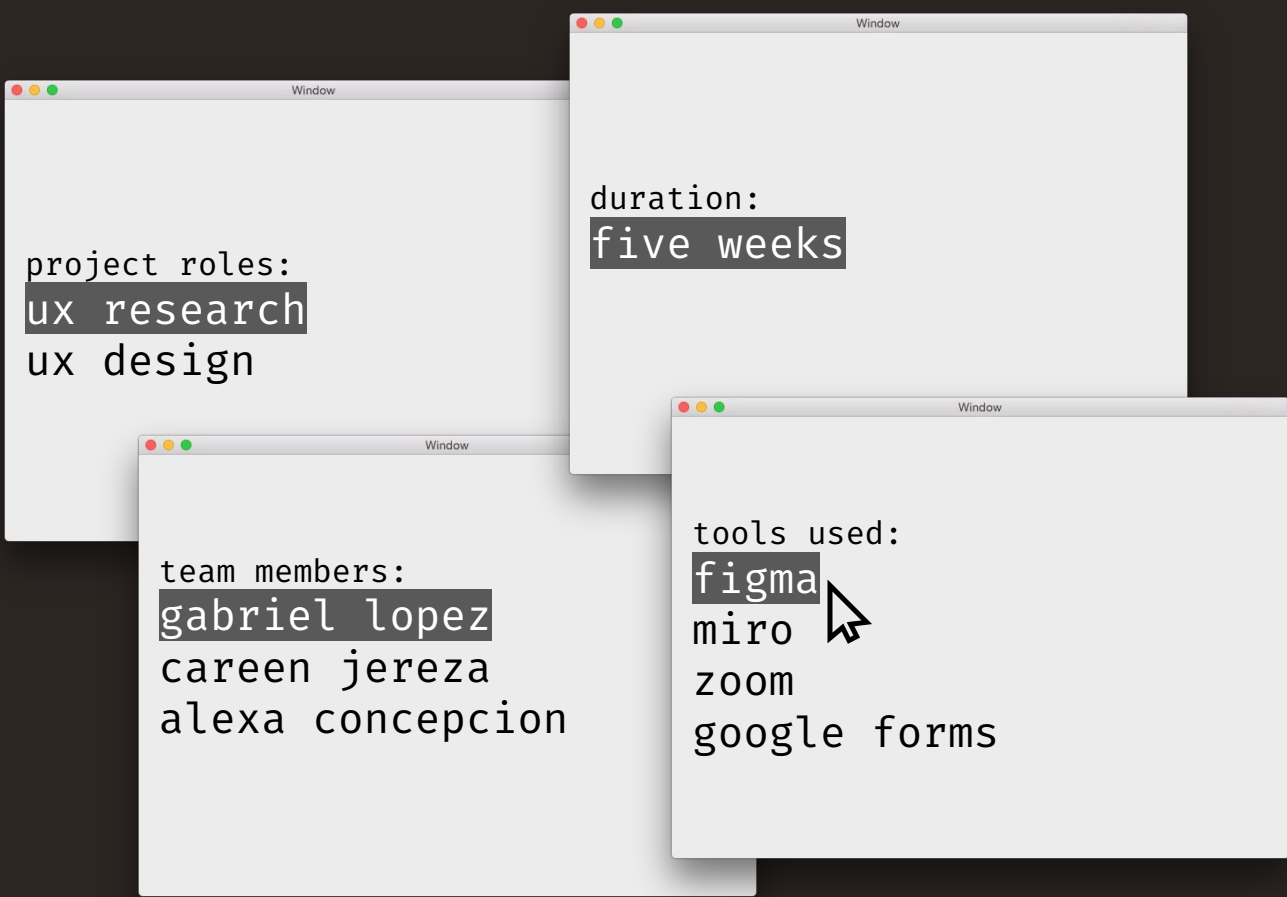
“a transformative learning experience”

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

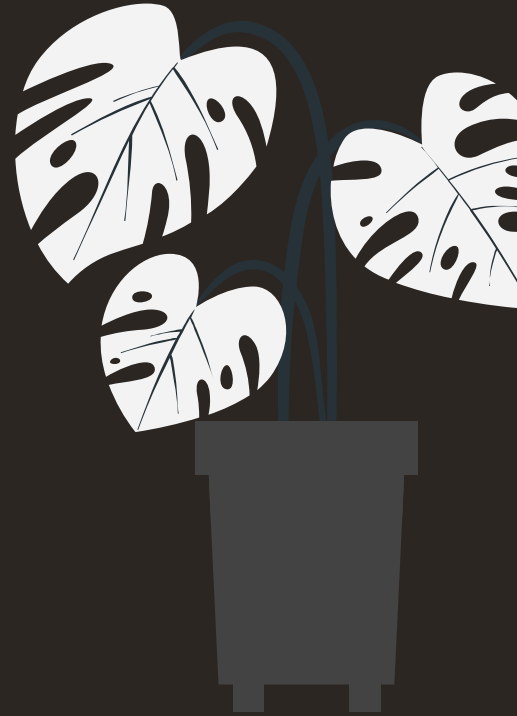
tools used:
figma
miro
zoom
google forms

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**



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

affinity diagram

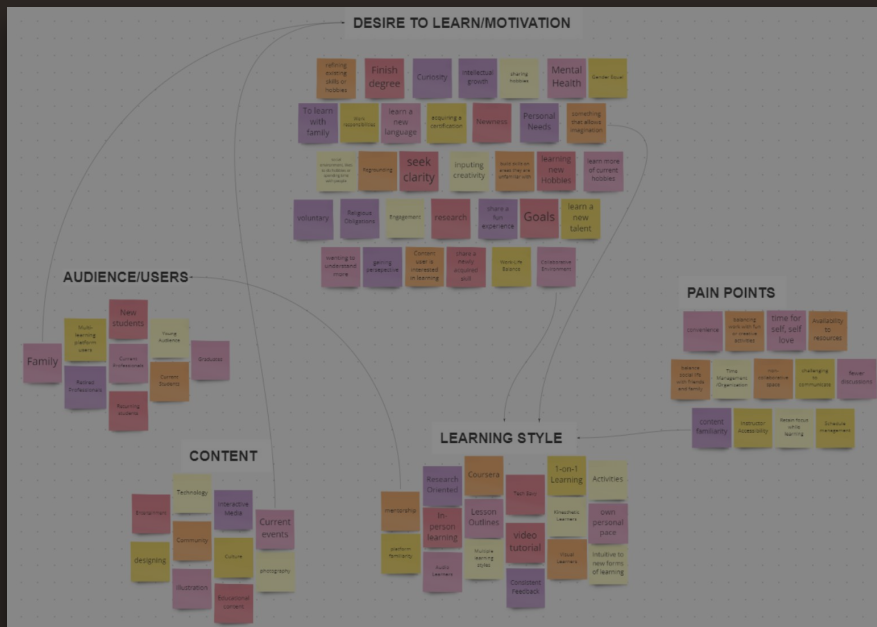
desire to learn

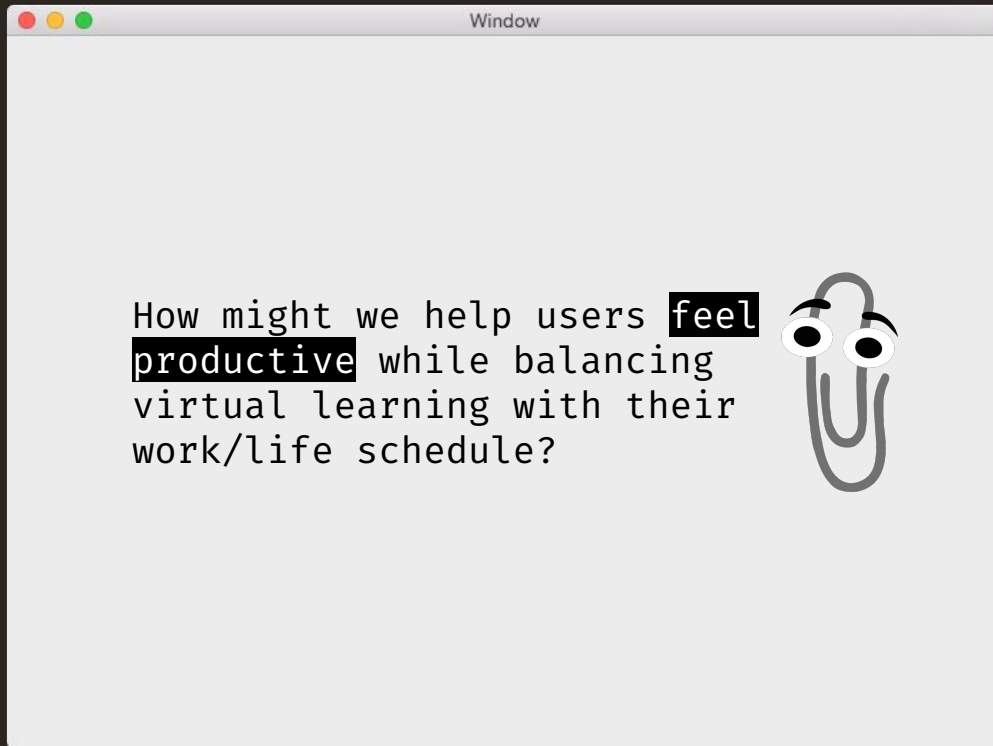
audience

content

learning style

pain points

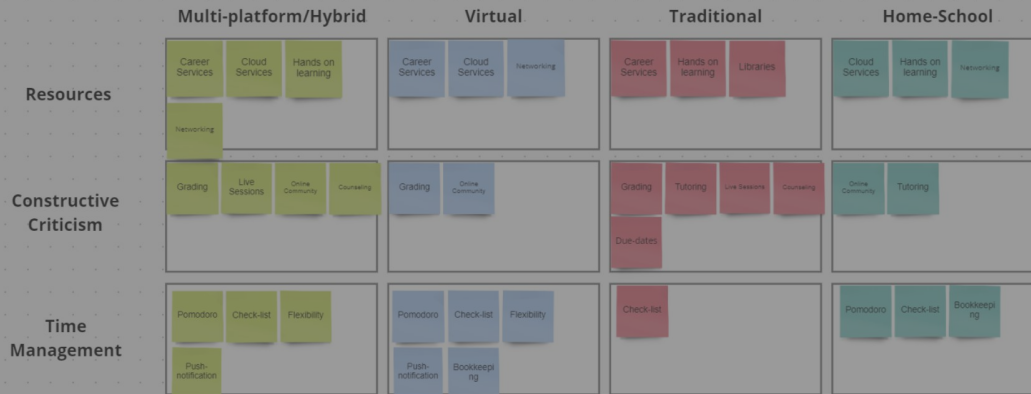




ideate

how can we
enhance the UX?

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



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

onboarding process

interaction

actions

exploration, sign up, choose a program

interest survey, build profile, sign up for class

attend class, forum page

touchpoint

search bar, navigation

user profile, catalog, course

screenshare, live chats

customer thought

“what skills can I learn?”

“which class best fits me?”

“joining a class is straight-forward”

customer feeling

curious

excited

proud

opportunities

trial period, FAQ

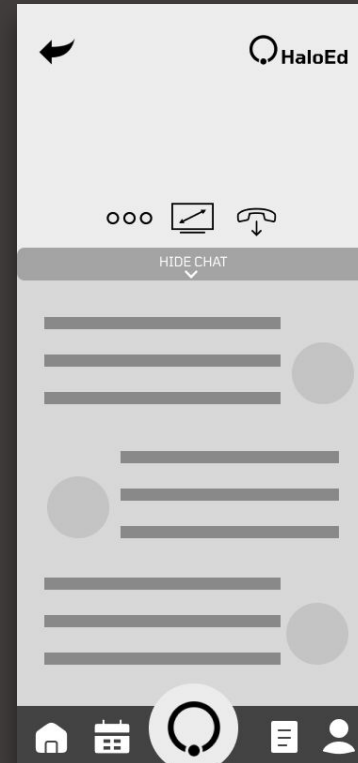
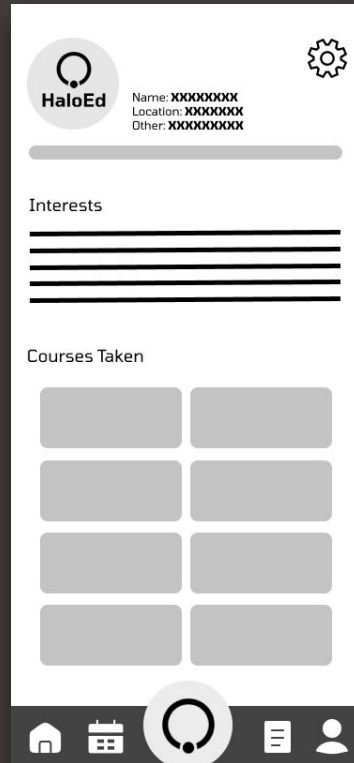
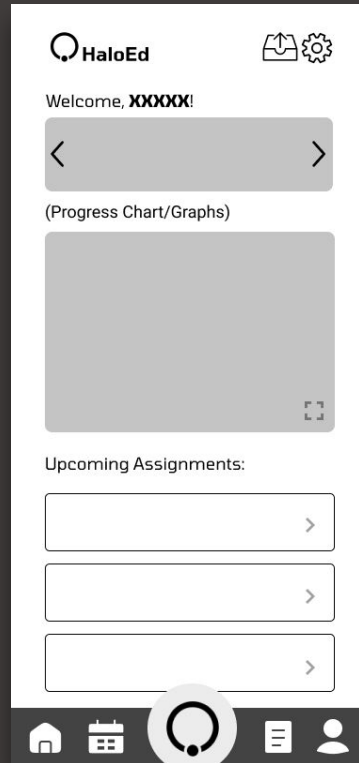
course reviews, instructor reviews

networking, milestones

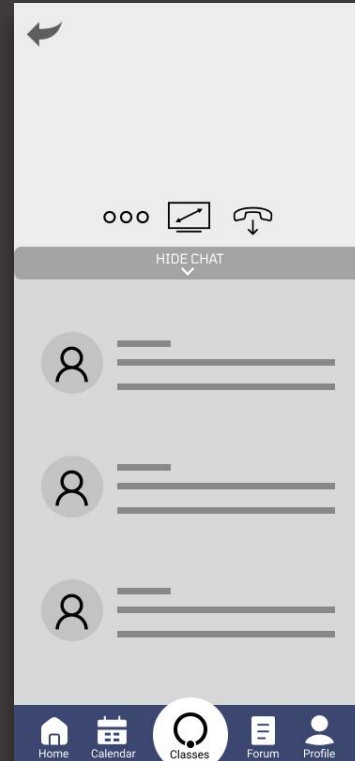
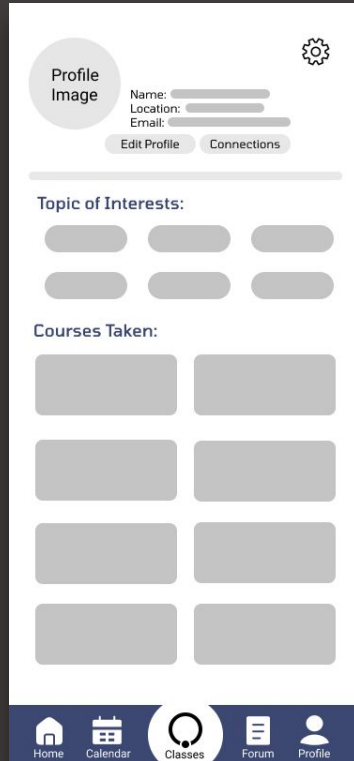
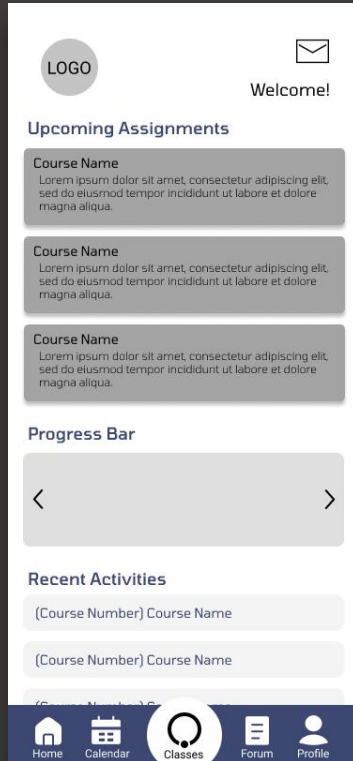
prototype

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

