

# CoursAna

Jordan Rhodes



# Project overview

Coursana is an online learning platform specializing in affordable education. They needed site redesign that is responsive. It also needed a test taking user interface designed for it.

## Duration

August 2021



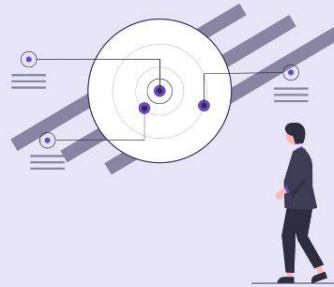
# The problem

Coursana users needed to be able to navigate through the site on several different platforms.



# The goal

To deliver a responsive website that is accessible, easy to use, and looks good.



# My role

UX Designer. I was with the process from conception, to delivery.

# Responsibilities

UX Design | UI Design | UX Research



# Understanding the user



User research

Personas

Problem statements

User journey maps





# Summary

I designed interviews to find out who my users are, and what their needs are. My primary user groups were frequent users, and occasional users.

During the usability study, there were several things that needed to be addressed. A good portion of the users didn't realize that there was a scroll involved with the pages, and because of this the design failed. However this was the only major issue, and visual scroll indicators were added, and can clearly be distinguished.



# Pain Points

## Convolutd designs

Users get irritated when they have to go through unnecessary steps to accomplish simple tasks.

## The inability to go back

There were a number individuals that had experienced test flows where one was unable to go back.



# Persona: Diana Jefferson



Age: 26  
Education: AS Computer Science  
Hometown: Córdoba, Argentina  
Family: Brother, dog  
Occupation: Web Content Designer

## Goals

- ▶ Dania wants to get through her assignments with little to no hassle from the interface
- ▶ Dania wants to be able to spend time with her brother and her dog.
- ▶ Dania wants to be able to view her progress visually.

## Frustrations

- ▶ Dania gets frustrated when the interface has senseless elements and/or makes you complete unnecessary tasks.
- ▶ Dania gets frustrated when the program doesn't let her go backwards in the test flow.

*"I am constantly learning new things."*



# Persona: Diana Jefferson



Dania lives in Argentina with her brother and her dog. She is a freelance web developer, and loves her career. She takes new courses constantly, and is always looking to deepen her knowledge of the world around her. Having impaired hearing is often a challenge for her when it comes to online interactions. She works to help people with disabilities have an equitable online experience by designing accessible online interactions because she believes she needs to be the change she wants to see in the world.

# User journey map

Action	Login	Navigate to the test	Start the test	Review her work	Submit the test and look over the results
Task list	<ol style="list-style-type: none"><li>1. Open the browser</li><li>2. Go the the course website</li><li>3. Login</li></ol>	<ol style="list-style-type: none"><li>1. Find the course</li><li>2. Find the section</li><li>3. Click the link</li></ol>	<ol style="list-style-type: none"><li>1. Click to start the test</li><li>2. Fill out each part of the test.</li></ol>	<ol style="list-style-type: none"><li>1. Look over answers</li><li>2. Make sure everything is filled out.</li></ol>	<ol style="list-style-type: none"><li>1. Submit</li><li>2. Wait for grade</li><li>2. Look through the results.</li></ol>
Feeling adjective	Ready to take a test.	Anxious	Determined	Focused	Curious  Anxious
Improvement opportunities		Have a quick access button on the home screen	Make sure any audio portions are available as text as well	Make it easy to review your work	Make it easy to access your grades, and provide as much information as possible about the review.

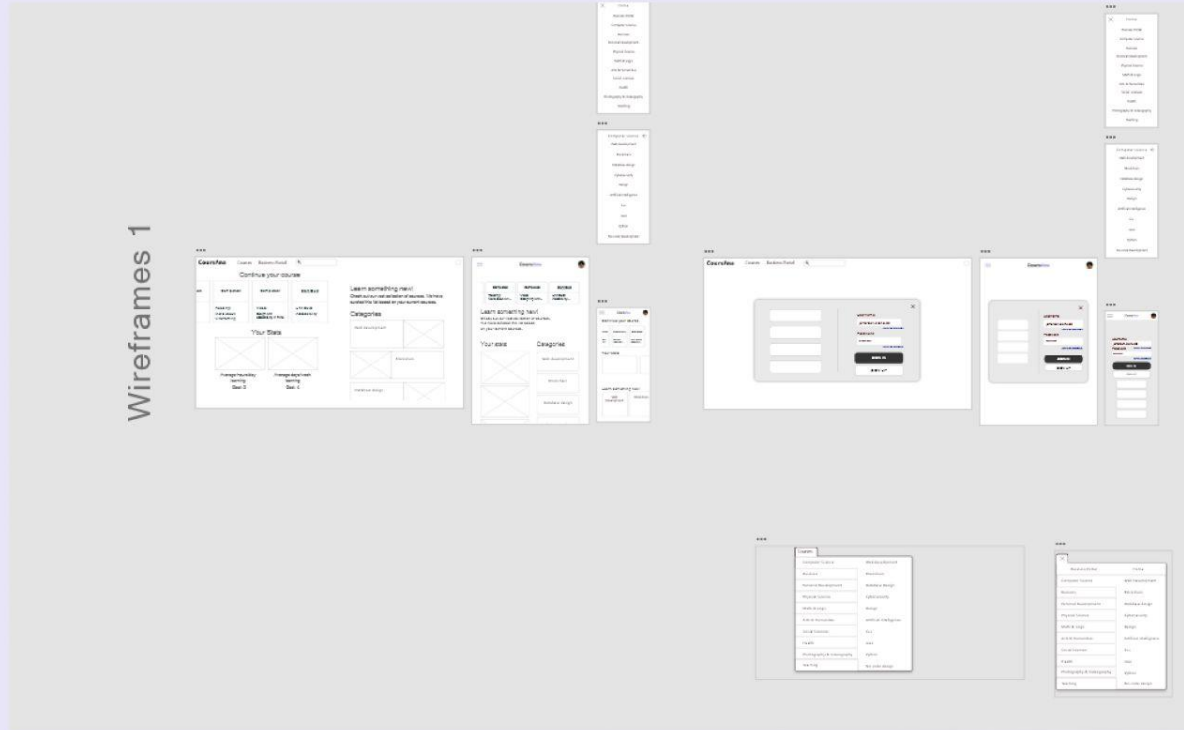
# Paper wireframes

## Round 1

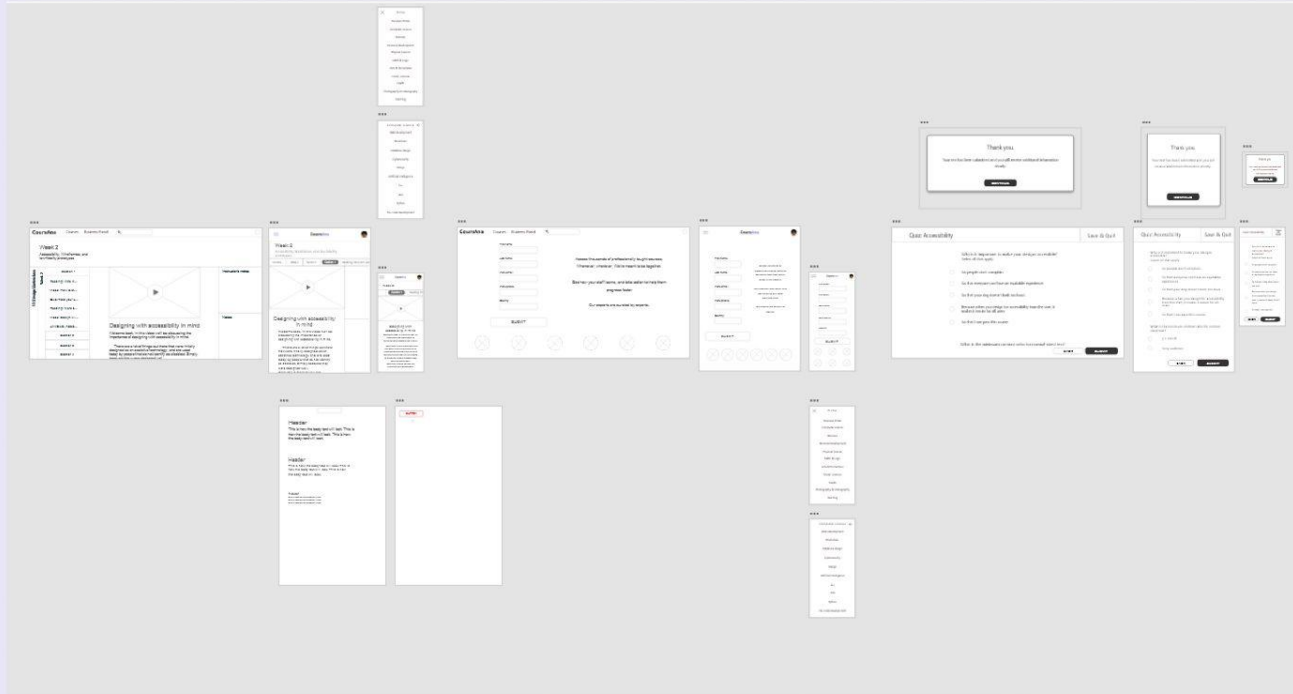
While drafting paper wireframes, I noticed that I wanted to have a relatively simple design. This was refined further later on in the process.



# Digital wireframes

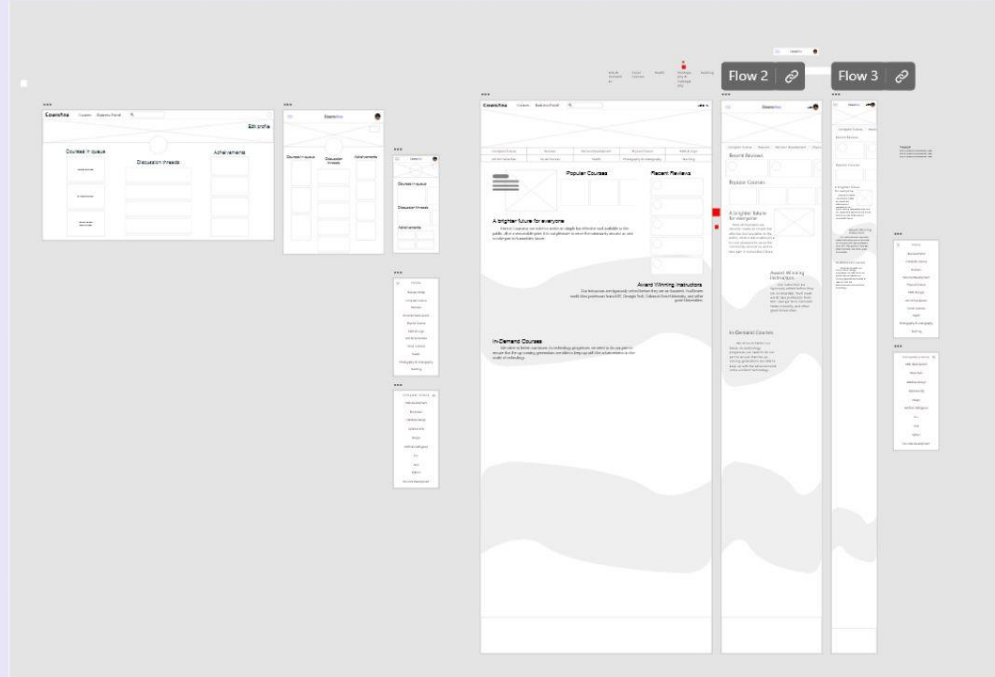


# Digital wireframes

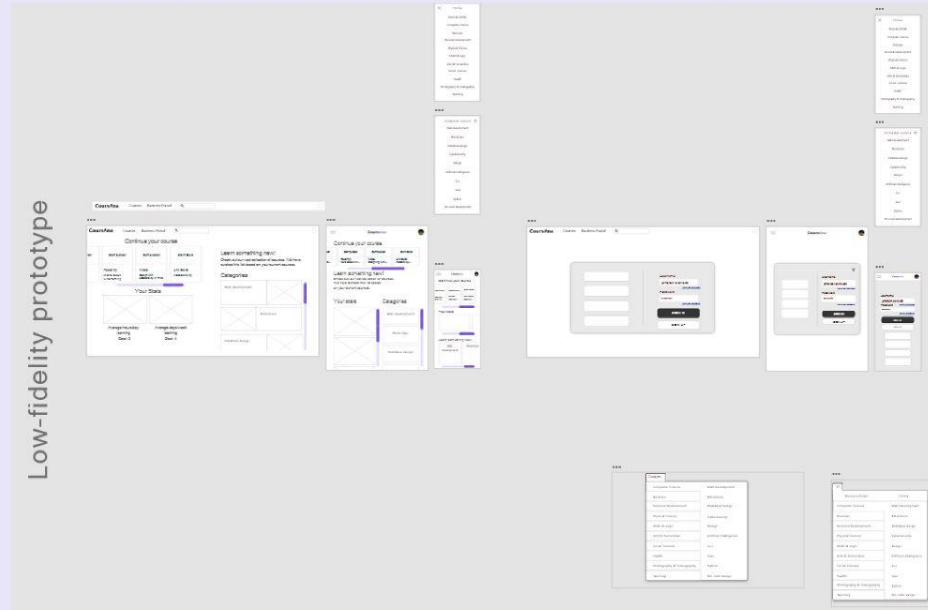




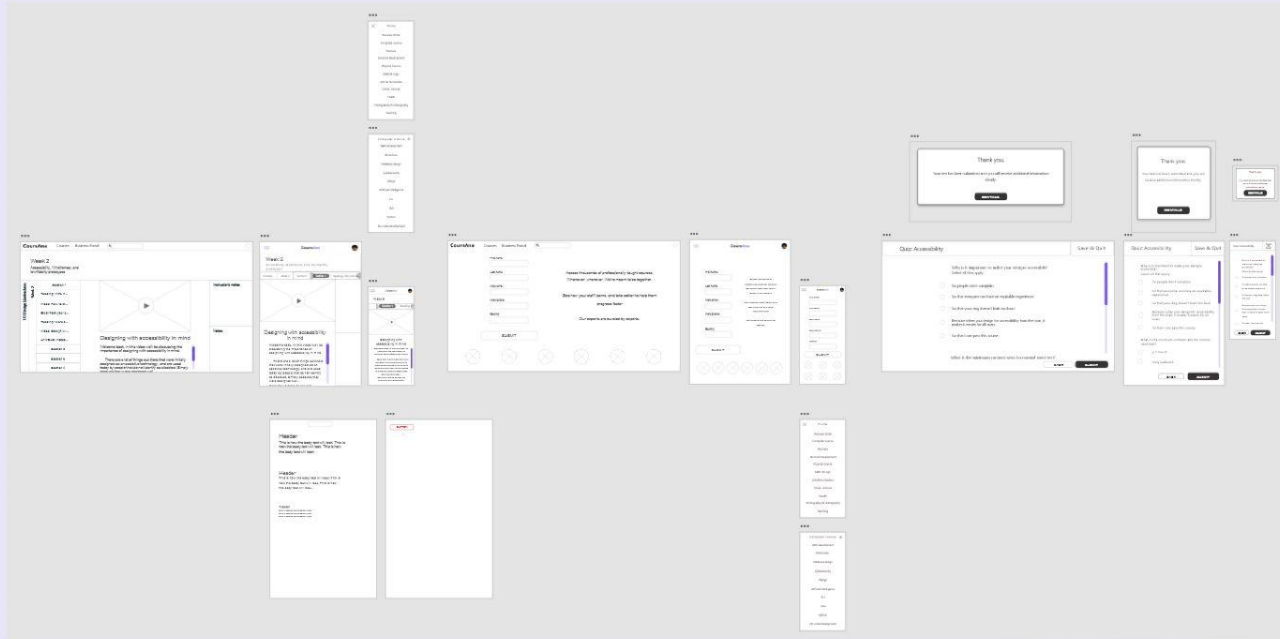
# Digital wireframes



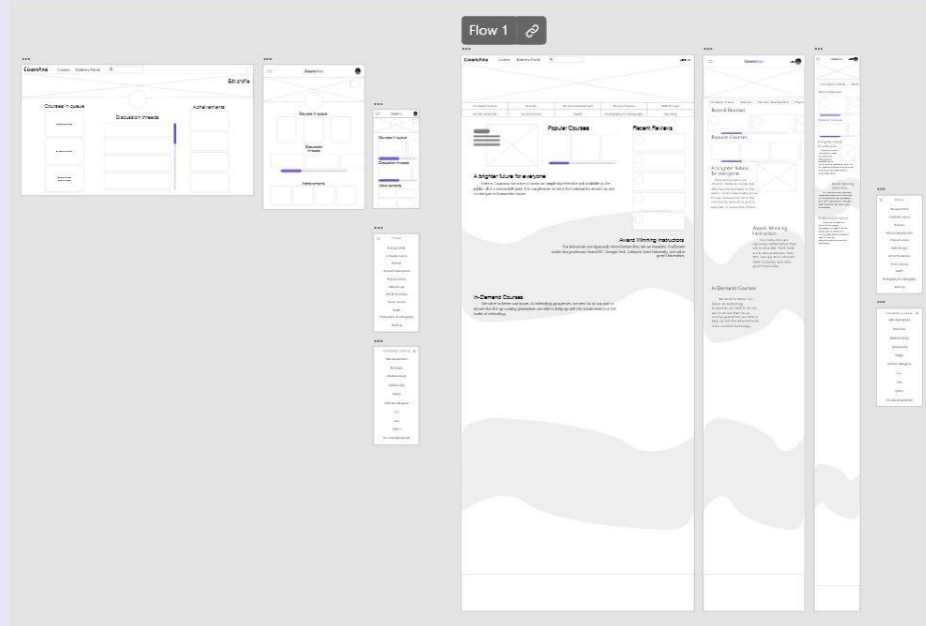
## Low-fidelity prototype



## Low-fidelity prototype



# Low-fidelity prototype



# Findings from usability studies

The usability unveiled a huge issue, a good portion of the users weren't able to complete the flow because they didn't know there was a scroll on the test taking flow. This is a critical issue as the test taking flow was one of the priorities. Another finding was the users weren't always able to tell whether or not they were logged in. Both of these issue were resolved; Scroll bars were added to all scrollable fields and the name is clearly displayed when logged in.

## Findings

1. Some users didn't complete the test because they didn't know there was a scroll
2. Users couldn't tell whether or not they were logged in.

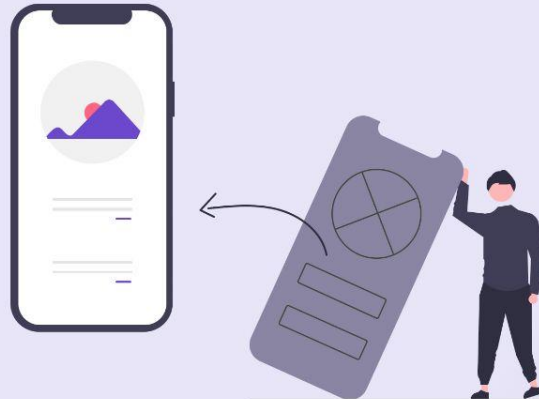


# Refining the design

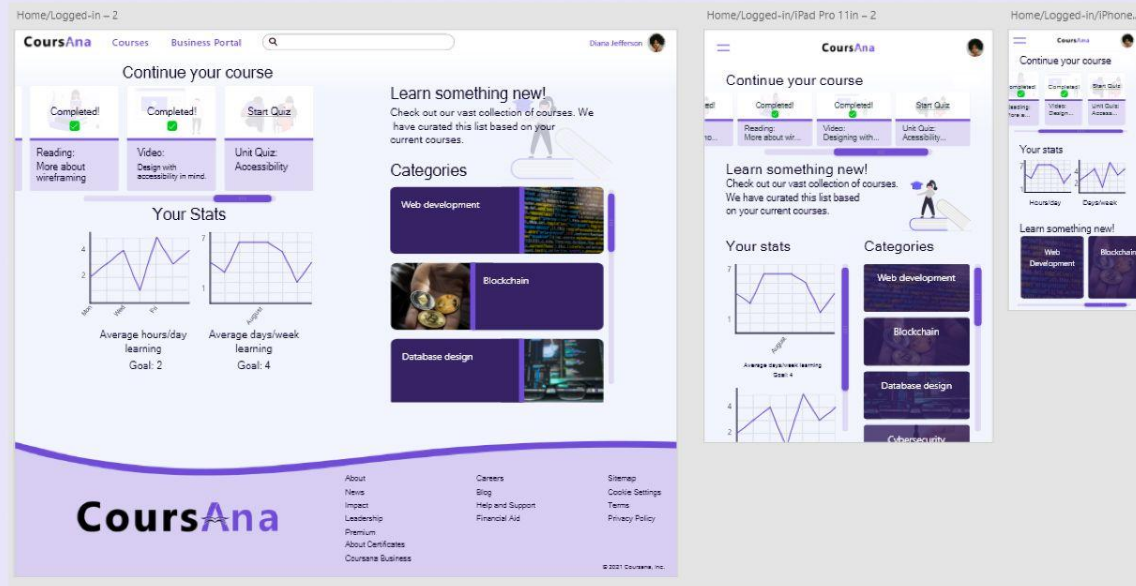
Mockups

High-fidelity prototypes

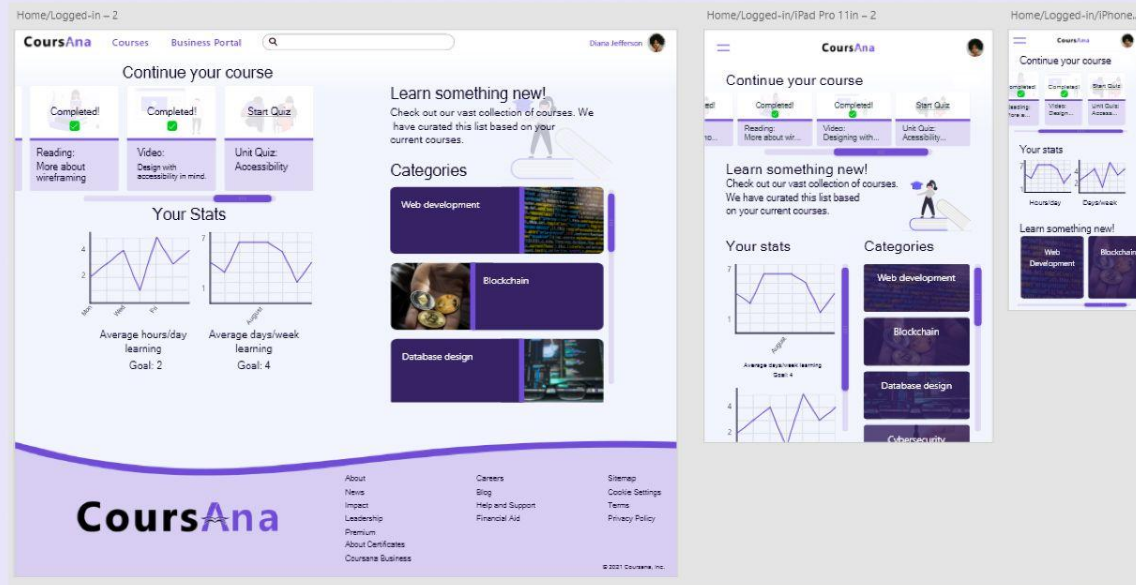
Accessibility



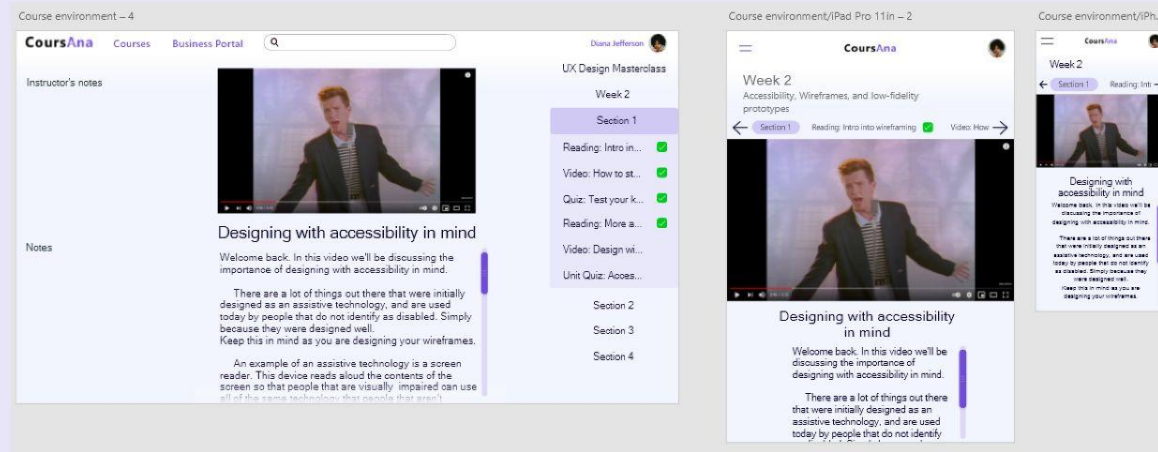
# Mockups



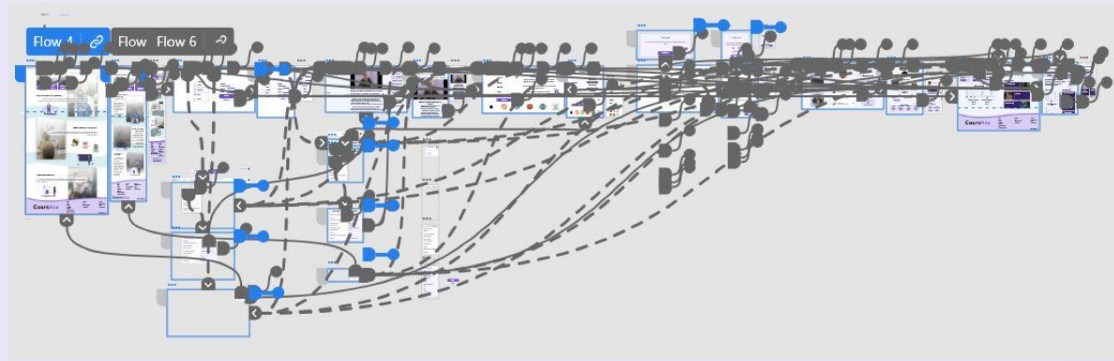
# Mockups



# Mockups



# High-fidelity prototype



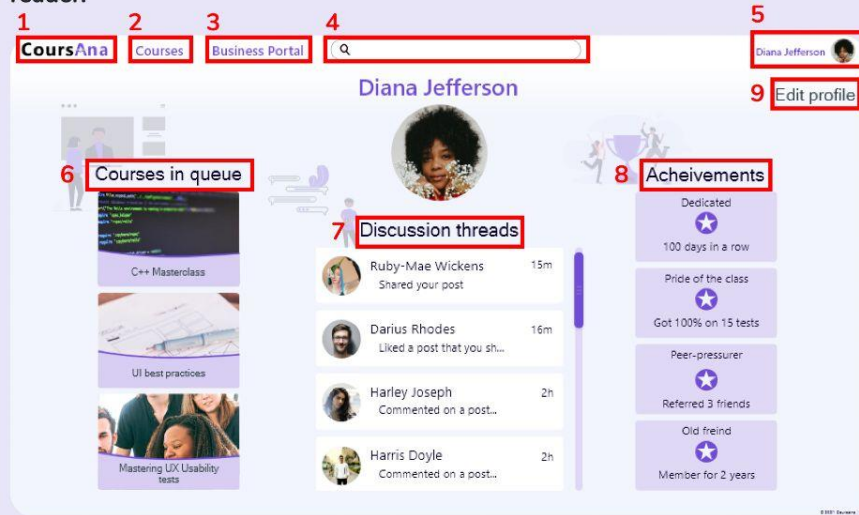


# Accessibility

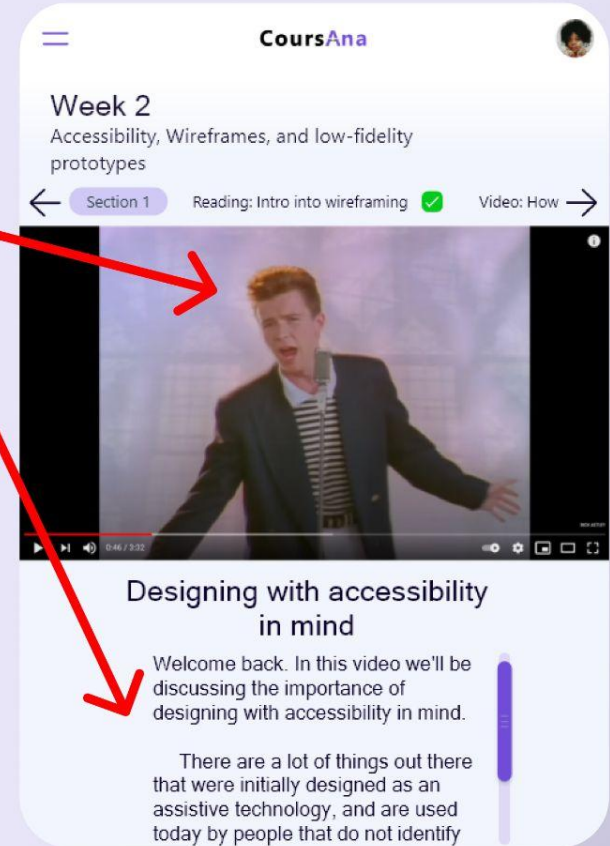
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#714CD9	#5C31D3		
#362366	#0B0029		

# Accessibility

The site has been arranged so that there are not so many options. This makes it a lot easier to use the site with a screen reader.



Both audio and video are provided so as to provide the most equitable experience for everyone involved



# Thank you for your time!



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