# F88 Academy Online

Kcnguyen

Project overview

The product:

F88 Academy online provides courses, certificates, training routes for employees of a professional company. In addition to lessons and exams, users can participate in games to accumulate points to redeem gifts. Secret tasks by week, by month to help users regularly visit to interact with the website

Project duration:

December 2021 to February 2022

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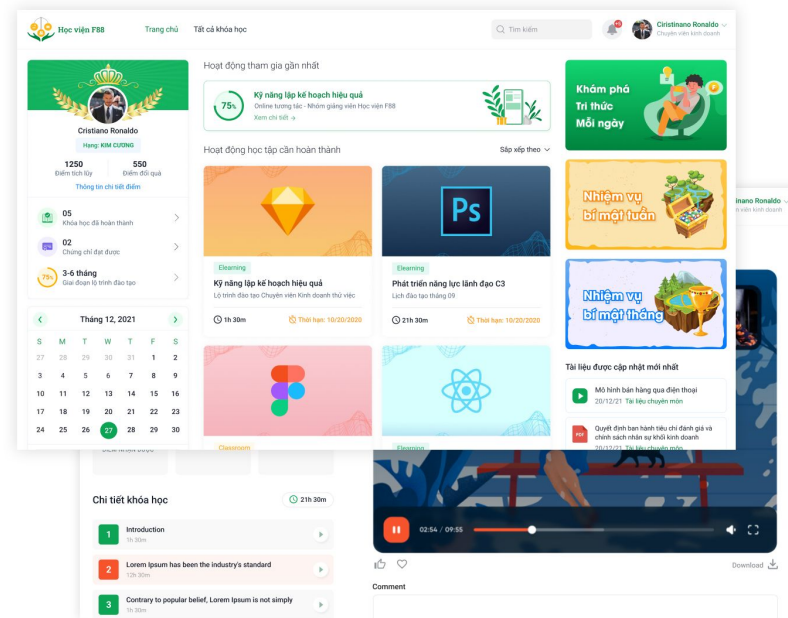
Project overview

The problem:

Users usually don't access the academy when there are no courses to complete

The goal:

Increase user experience, give ideas for users to regularly visit the academy. Double your onsite time

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Project overview

My role:

Ui/Ux designer leading the F88 Academy website design

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

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User research: summary

I have conducted interviews and created empathy maps to understand the users I am designing for and their requirements. The key user groups identified through the Study are the employees who work in the store, and the employees who work in the back office.

These 2 user groups differ in the number of courses that need to be completed on the online academy. But one thing in common is that apart from the action of studying and taking the exam, users never return to the academy

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User research: pain points

1

Accessibility

Users can't use it on mobile phones, it's very difficult to learn and perform on mobile phones

2

Technology

Lessons learned can't be rewinded when viewed and have to be learned from the beginning

3

Support

When users have trouble on the academy, they don't know where to look for help, and who to turn to for help

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Persona: **kcnguyen**

Problem statement:

kcnguyen is a busy salesman with daily work. In addition to studying and taking the mandatory exam, he never wanted to return to the academy, but kcnguyen wanted the academy to create something to attract users more.

Kcnguyen

Age: 22
Education: University
Hometown: Hanoi
Family: No
Occupation: Business

"Very busy with work at the store, Need to complete many required courses, so need notice to arrange completion time"

Goals

- Looking for smooth service, view learning metrics, courses to complete and length of each course to schedule completion time

Frustrations

Can't sort the courses that need to be completed, and the courses are about to expire, as well as the duration of each course, no content note-taking tool

Usually visit the academy to study and take the courses that need to be completed. It often takes a long time to find the course to complete on the list, and not enough time to complete a course in a day

Google

User journey map

I created a user journey map of kcnguyen's experience using the site to help identify possible pain points and improvement opportunities

ACTION	Browse the course catalog	Choose a course	Participate in course activities	Complete each activity in the course	Complete the final exam to get the certificate
TASK LIST	• Browse new course • Sort course by genre • Search course name	• Scroll down to view courses • Select a course to view course details • Click the "start learning" button	• Click the button to "start learning" • Watch video lessons	• Click "Next Lesson" when the video ends	• View exam overview information: number of questions, passing score, number of times to be retested, and click "start test" • Answer each question in turn and "submit"
FEELING ADJECTIVE	• Confused • Inquisitive	• Excited • eager • worry	• Eager • curious	• Delight • worry • disappointed	• Satisfied • worry • Excited
IMPROVEMENT OPPORTUNITIES	• Group of courses to complete, courses that are about to expire	• can't distinguish which courses need to be completed to prioritize • You have to click on the details to see the course information, then start deciding to study	• Must take notes of knowledge on paper during the learning process	• Provide the duration of each activity in the course for users to take the initiative in time • List all activities in the course, including status: studying, completed and unfinished	• Allows the display of notices when taking the test

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Sitemap

difficulty with website
navigation was a primary
pain point for users, so i
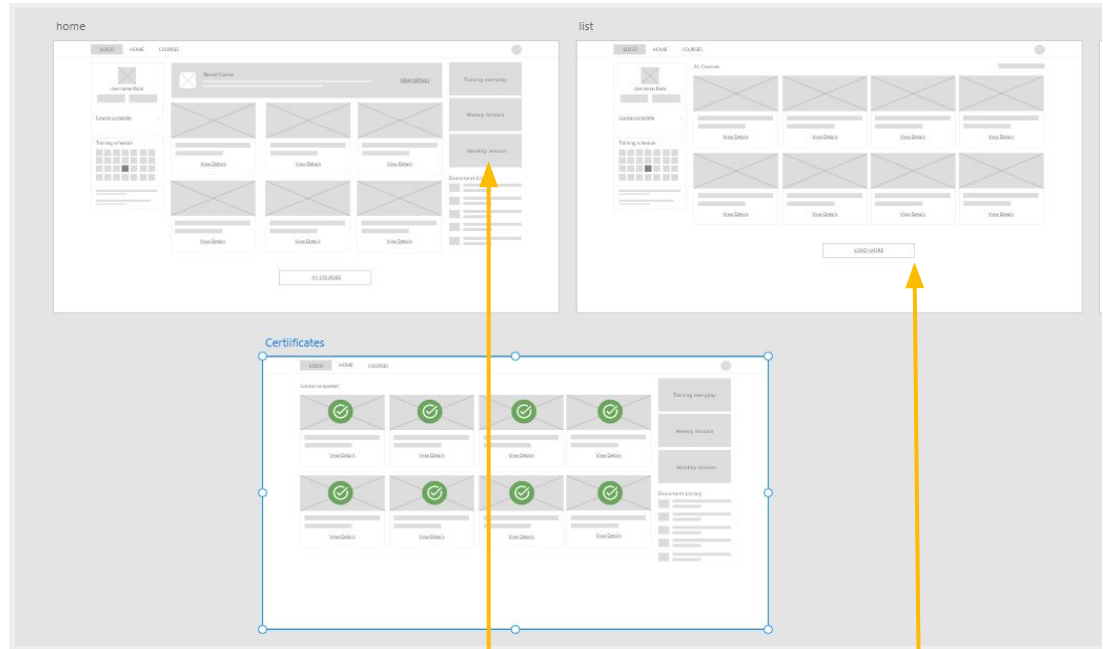used that knowledge to
create a sitemap.

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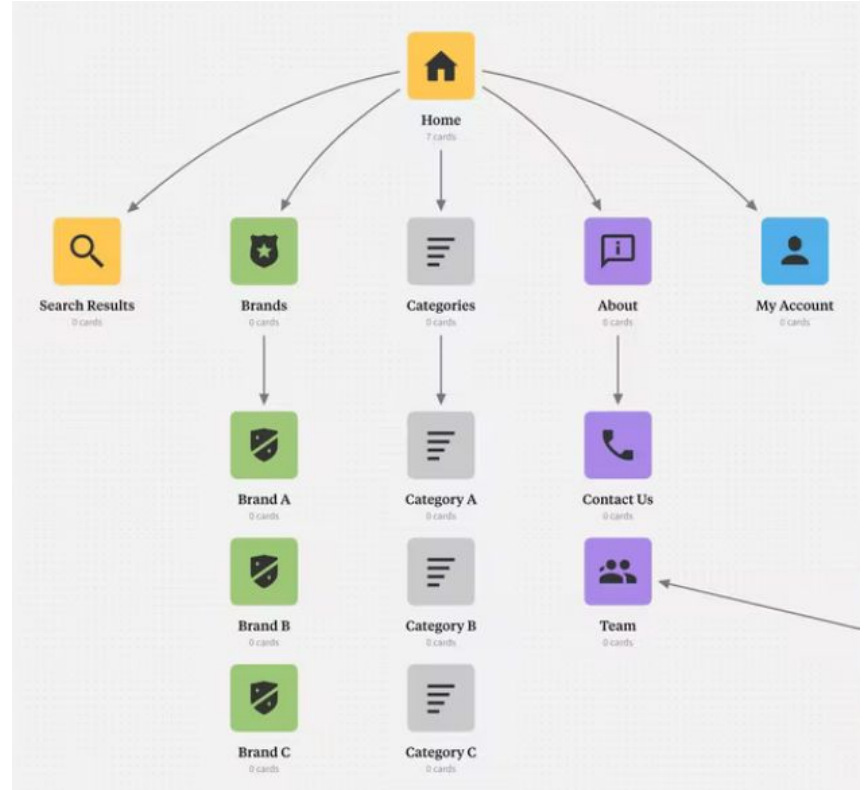
Paper wireframes
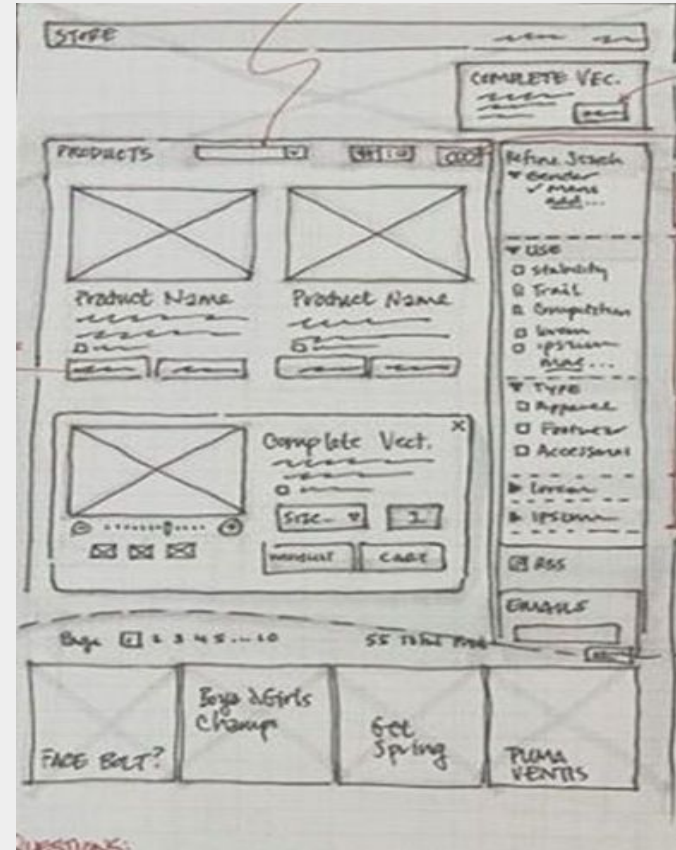
Digital wireframes

Digital wireframes

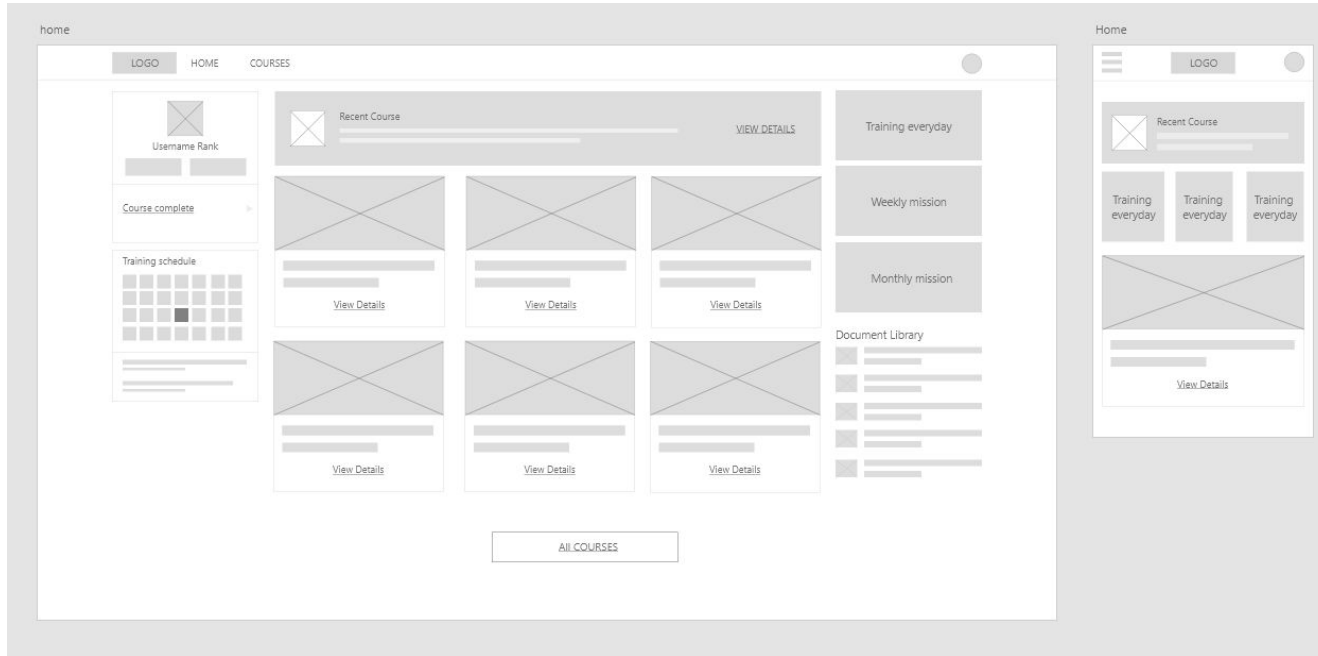Daily, weekly and monthly games attract users to participate

easy-to-follow list of courses to complete

Google

Digital wireframe screen size variation(s)

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

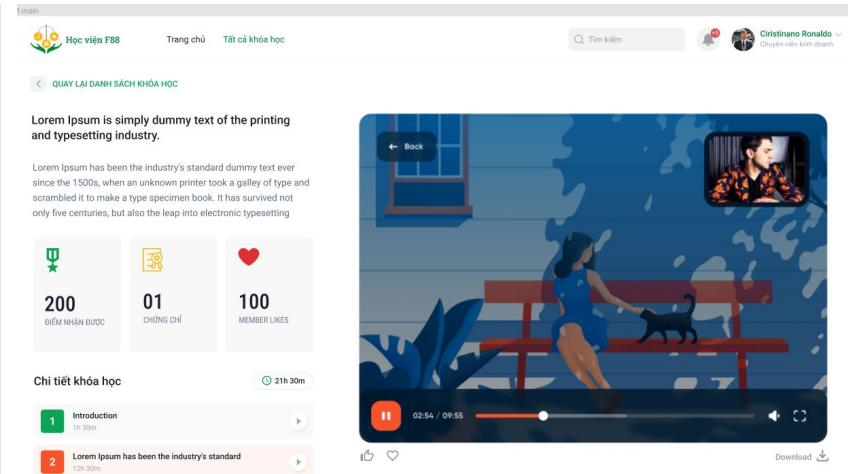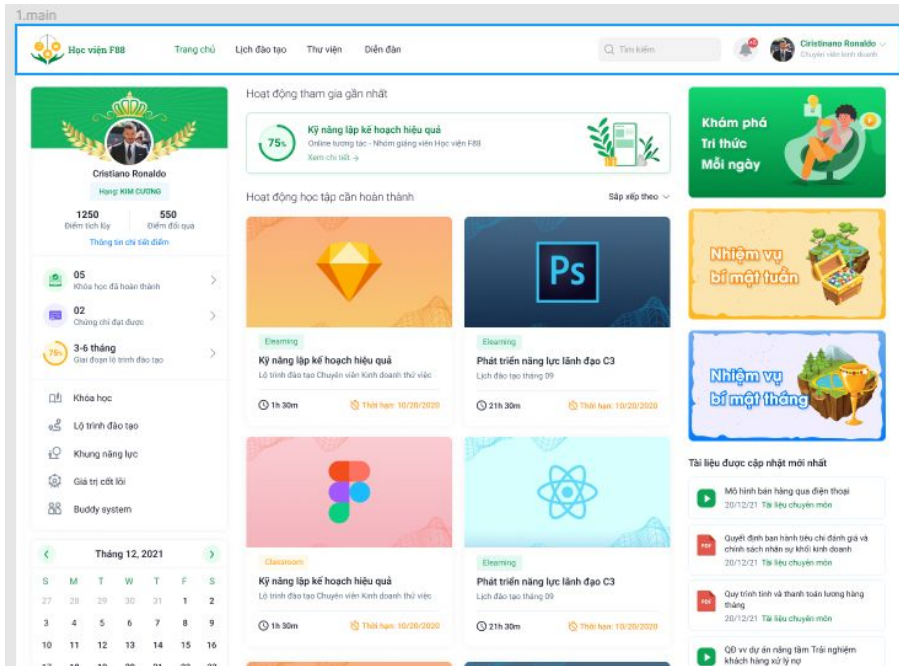Insert wireframe example that showcases different screen size variations

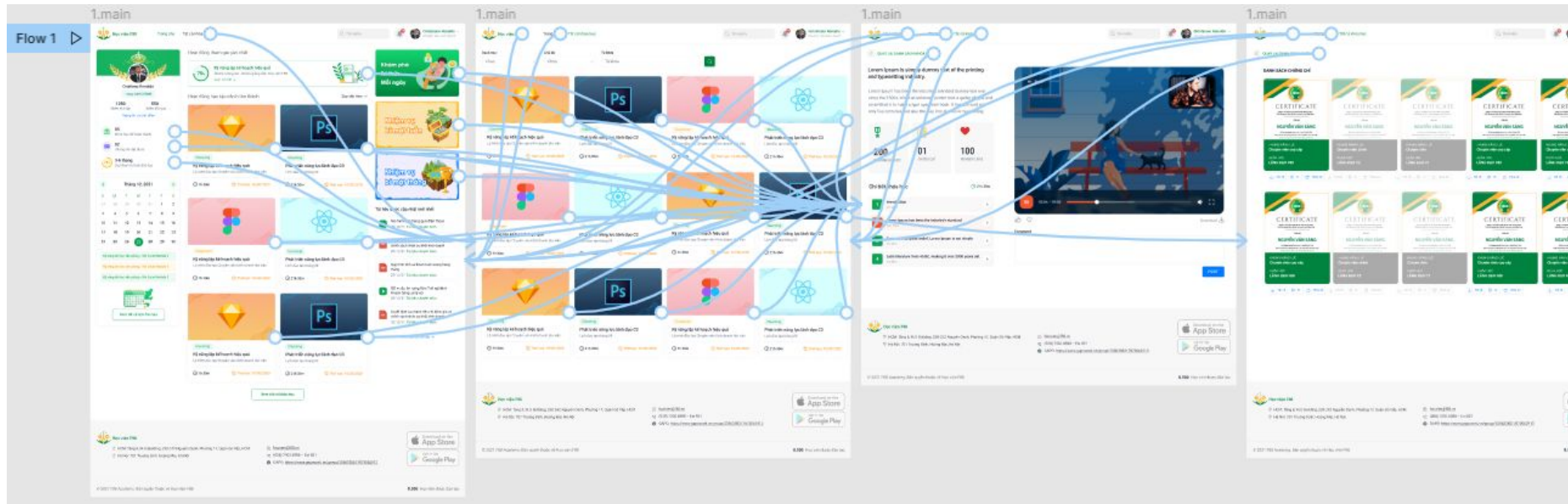# Low-fidelity prototype

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups: Screen size variations

High-fidelity prototype:

https://www.figma.com/file/votp22riOm6jdIacnOP6EB/hocvien-v2.0?node-id=2848%3A2

Accessibility considerations

1

Full-page responsive design for Desktop, mobile, Tablet

2

I use clear navigation menus with anchor text to make it easier for users to navigate

3

Point-to-reward games are highlighted, attracting users to participate

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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy

What I learned:

I have referenced course layout as well as details of Coursera

Next steps

1

Conduct follow-up usability testing on the new website

2

Add more gift warehouses, attractive gifts to attract users to join the game

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Let's connect!

Thank you for reviewing my work on the F88 Academy app!

Email: kcnguyencong@gmail.com
Website: https://kcnguyencong.github.io/vodka/

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