



UXpert

Learn the power of UX design

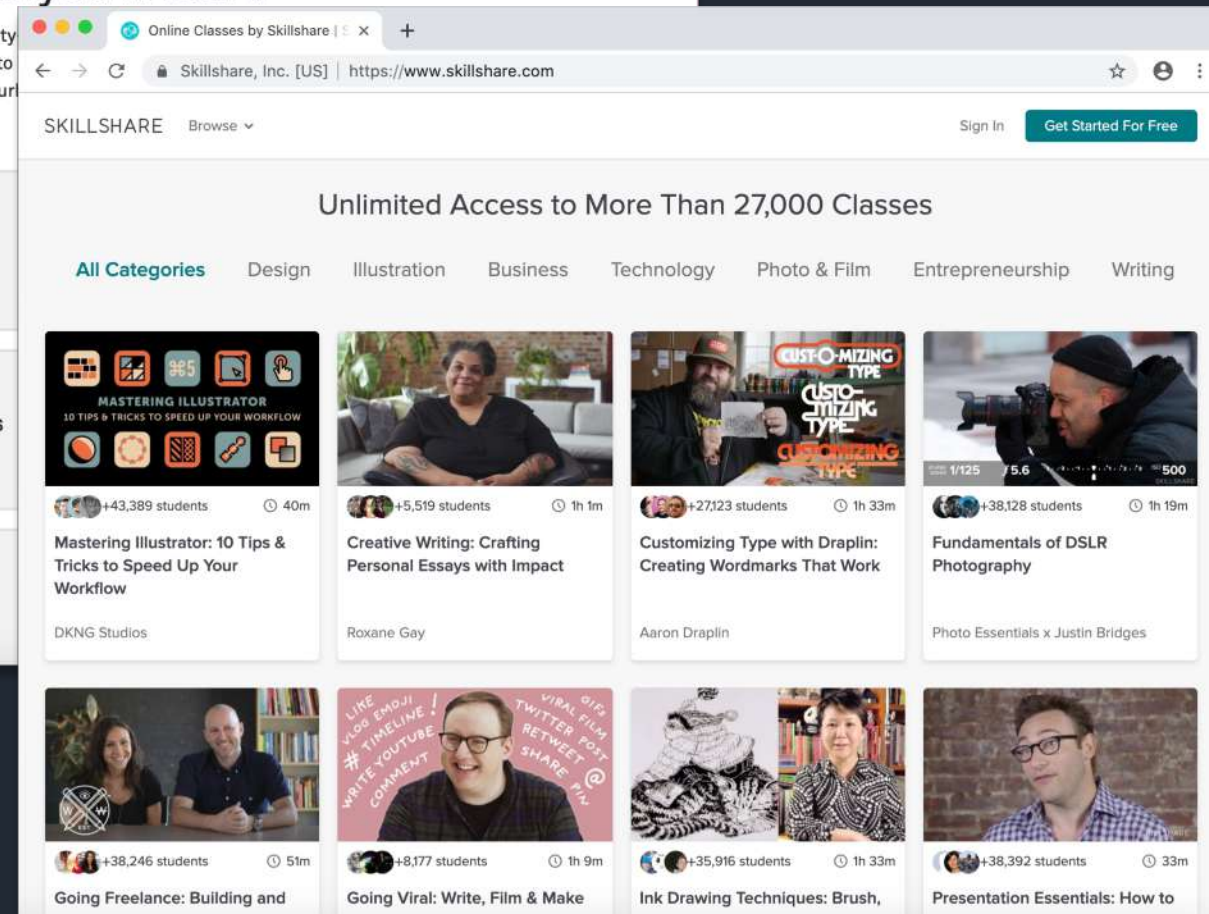
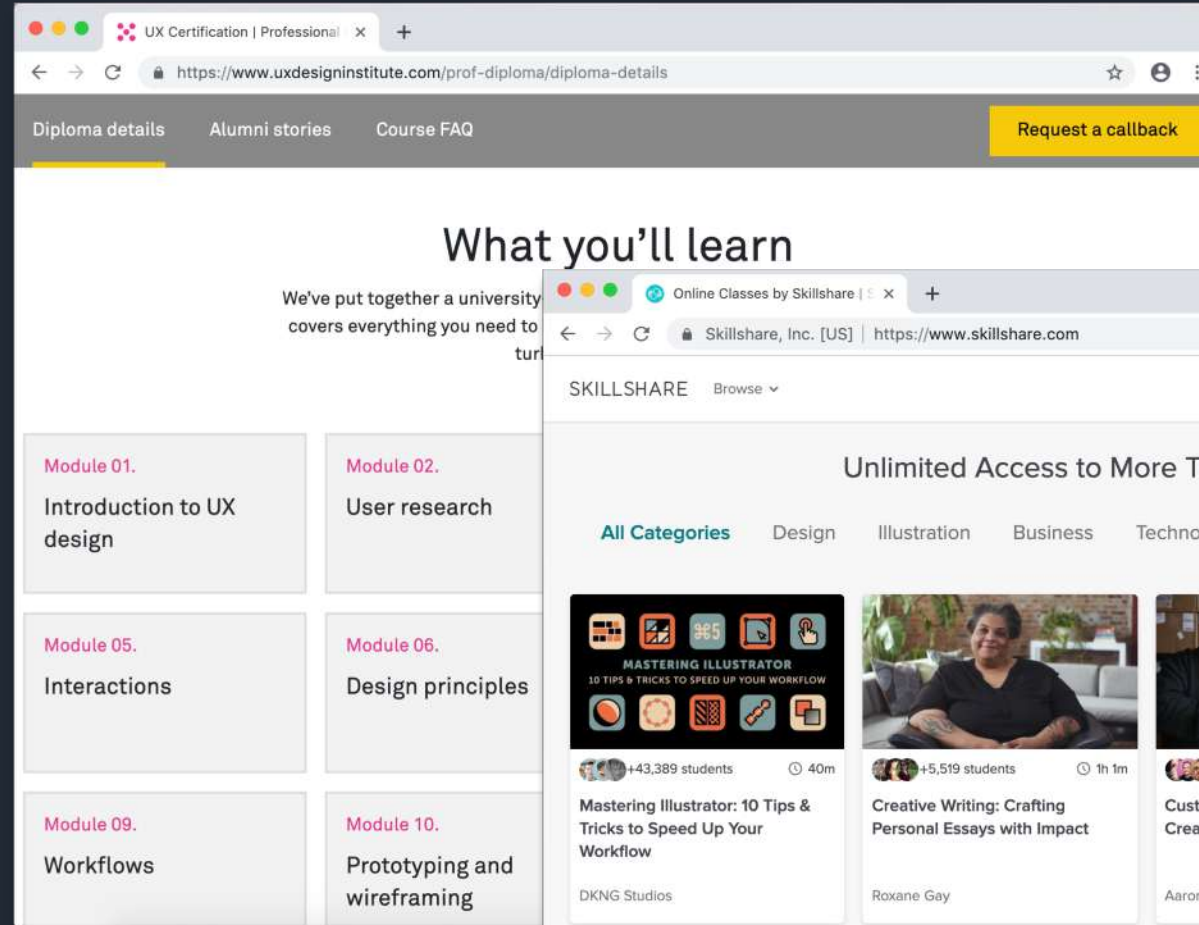
THE BIG HAIRY AUDACIOUS GOAL

The brief was to ideate and design an online learning platform to teach people about UX design. Examining the current educative landscape and building on what could be the Monzo of UX education.

THE PROBLEMS WITH E-LEARNING

CONTENT STRUCTURE

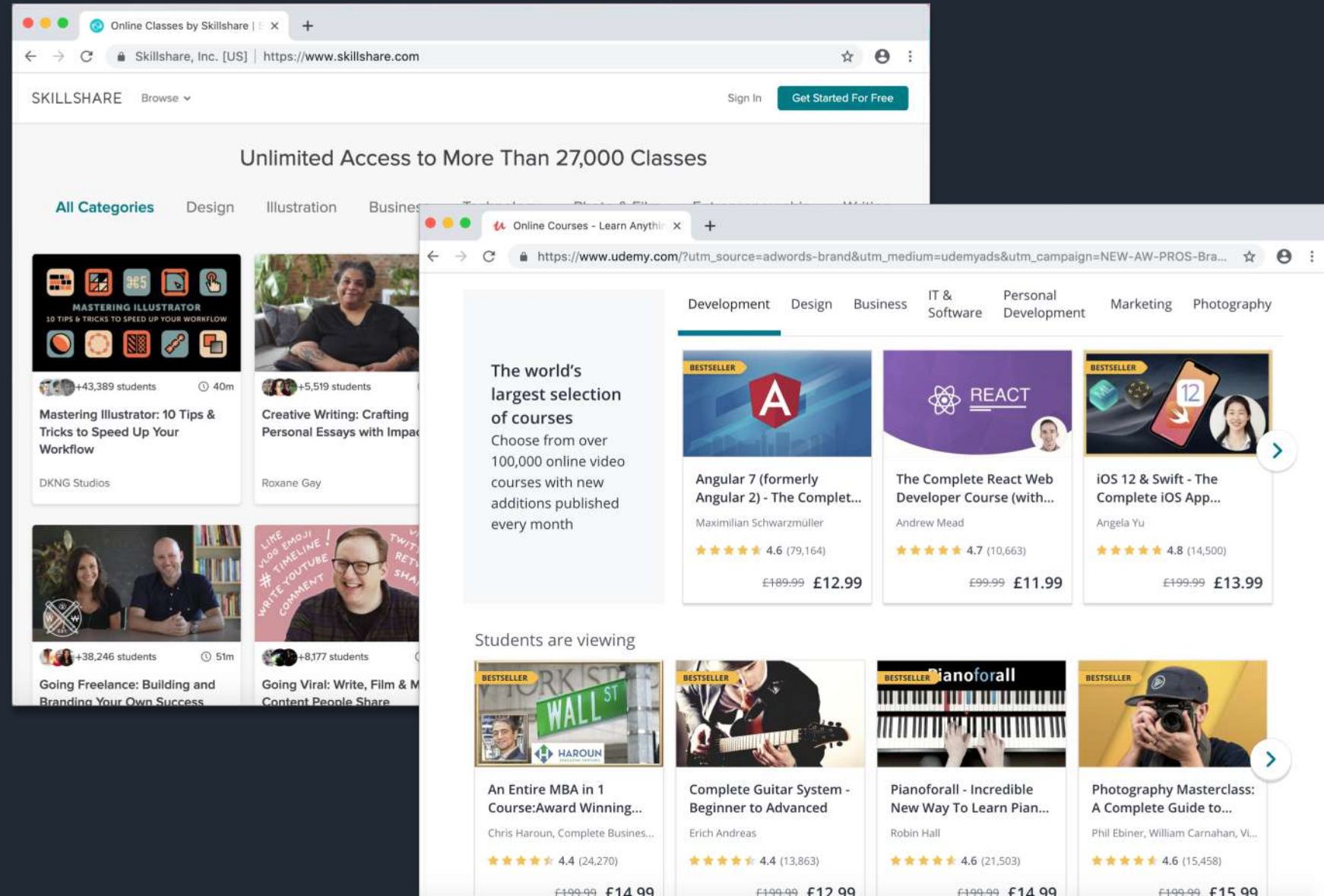
- Limited module breakdown
- Lack of pathway/structure
- Just video to deliver content



THE PROBLEMS WITH E-LEARNING

QUALITY CONTROL

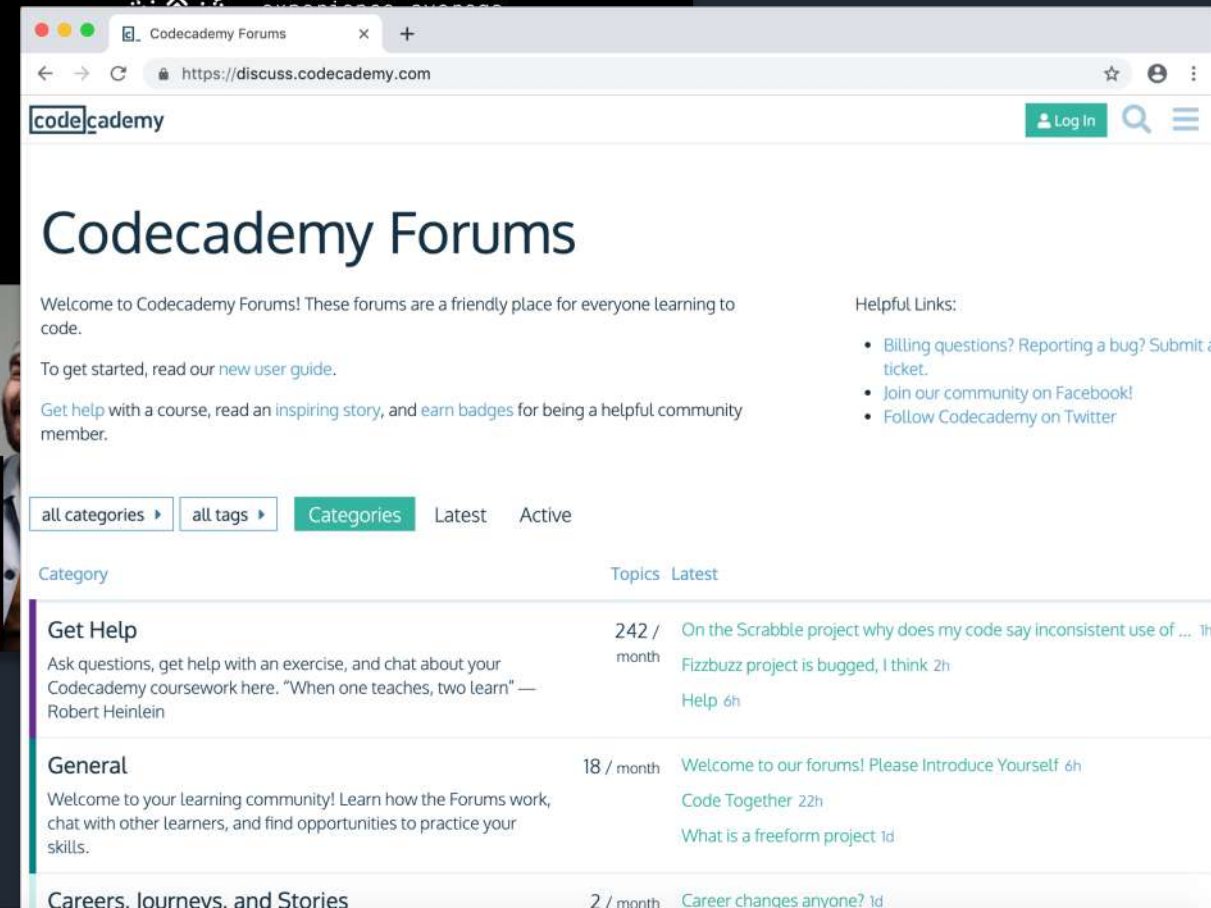
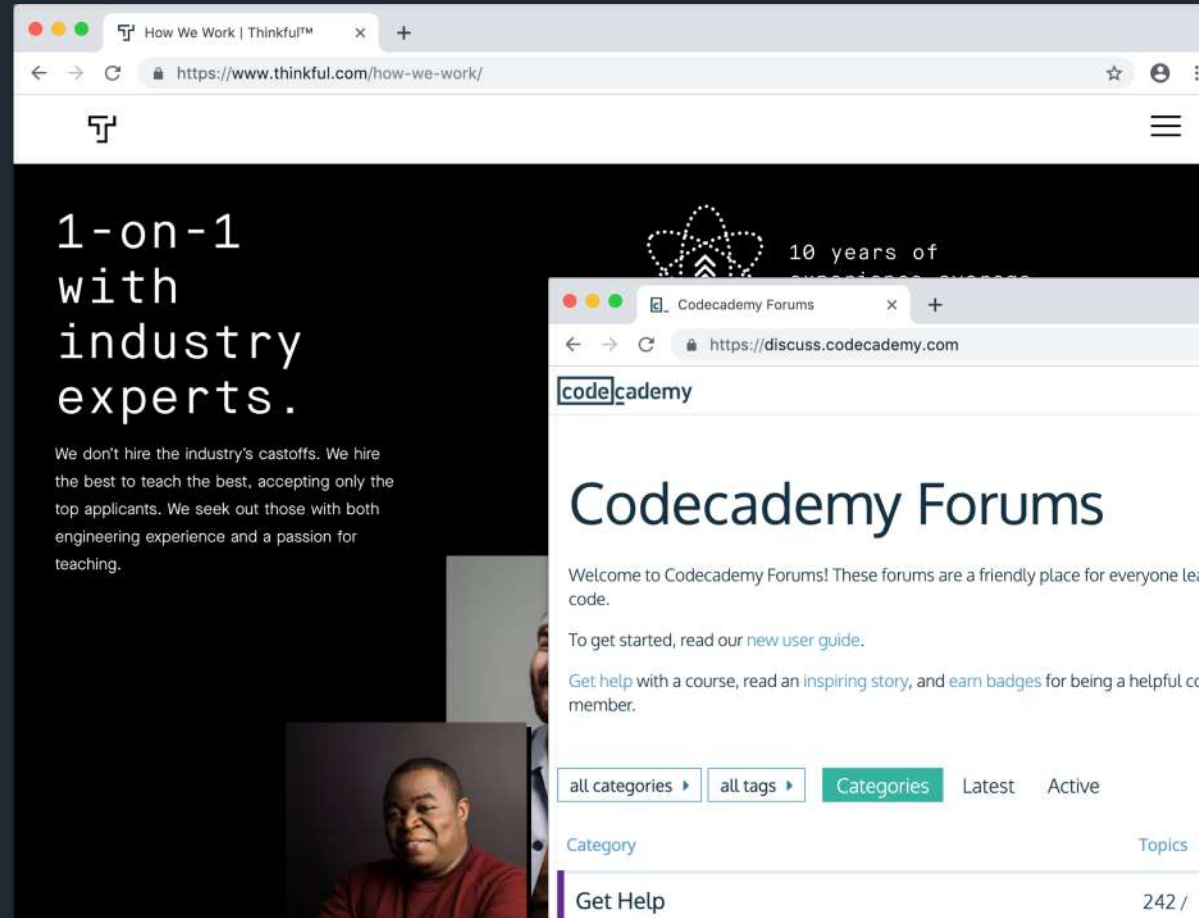
- Low entry barriers
- Different tutors different methods



THE PROBLEMS WITH E-LEARNING

LOW INTERACTIVITY

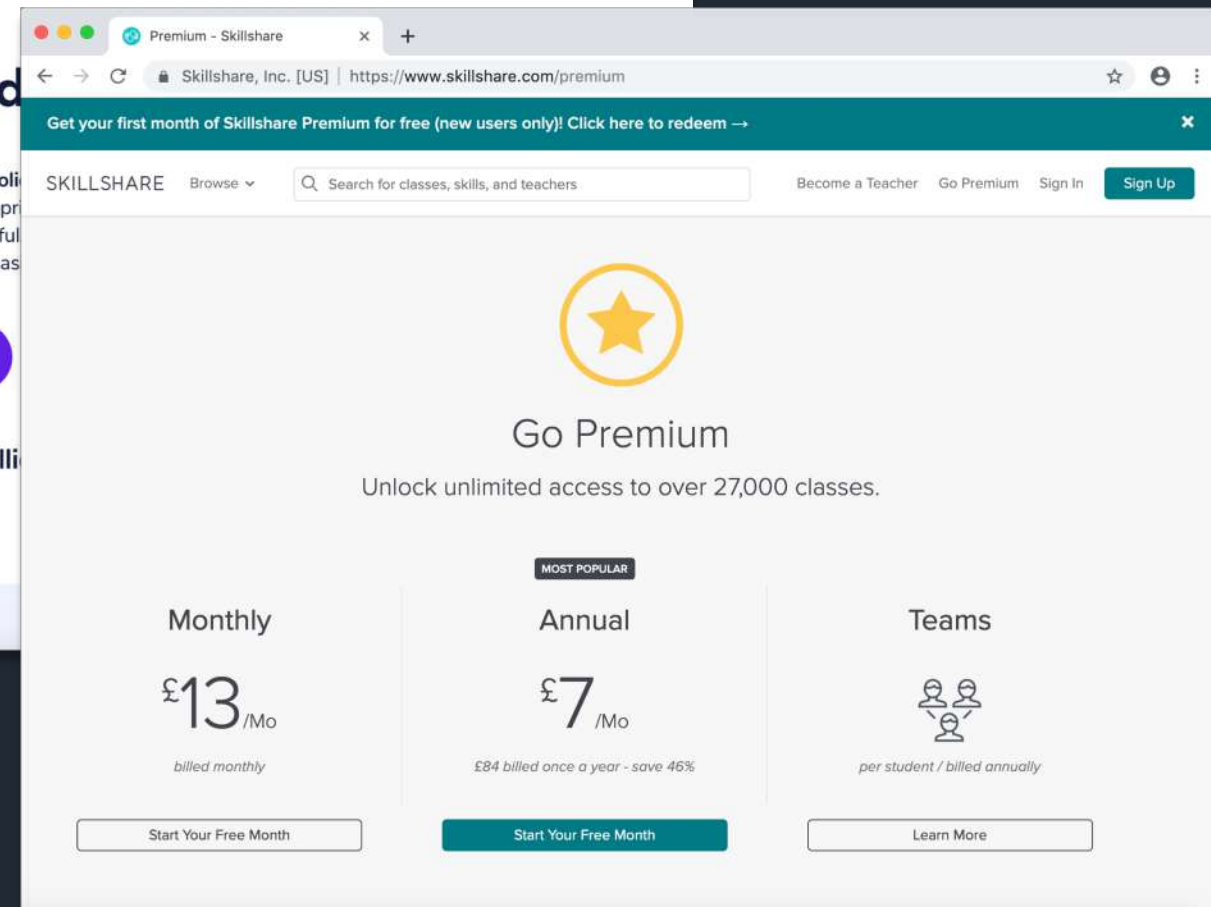
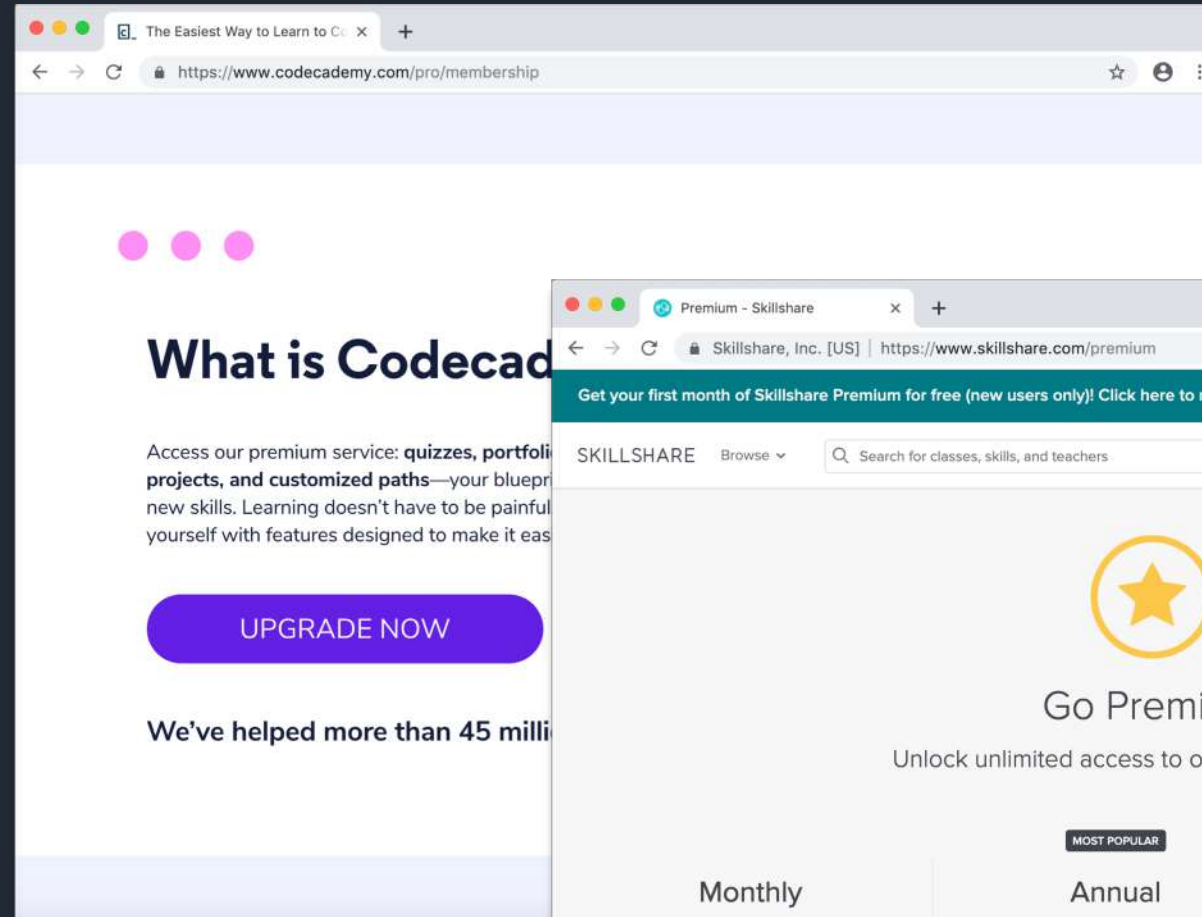
- Limited student support
- Lack of feedback
- Large community forums



THE PROBLEMS WITH E-LEARNING

COST

- Expensive courses
- Free services with options to upgrade



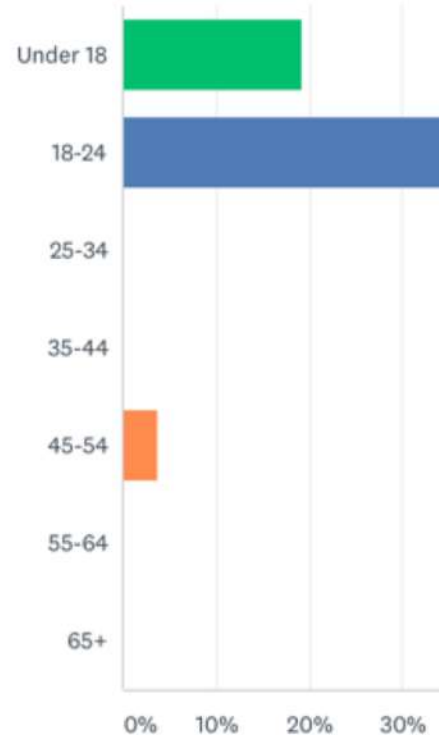
ONLINE SURVEY

AGE & LEVEL OF EDUCATION

- Mostly university students answering my survey

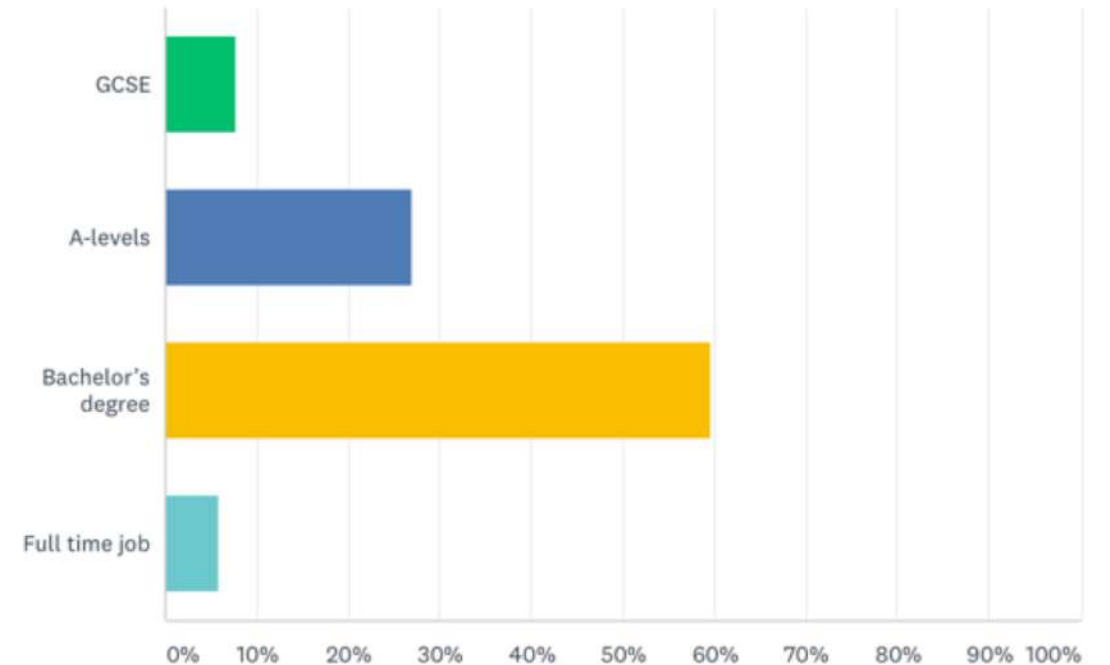
What age are you?

Answered: 52 Skipped: 0



What is your current level of education?

Answered: 52 Skipped: 0



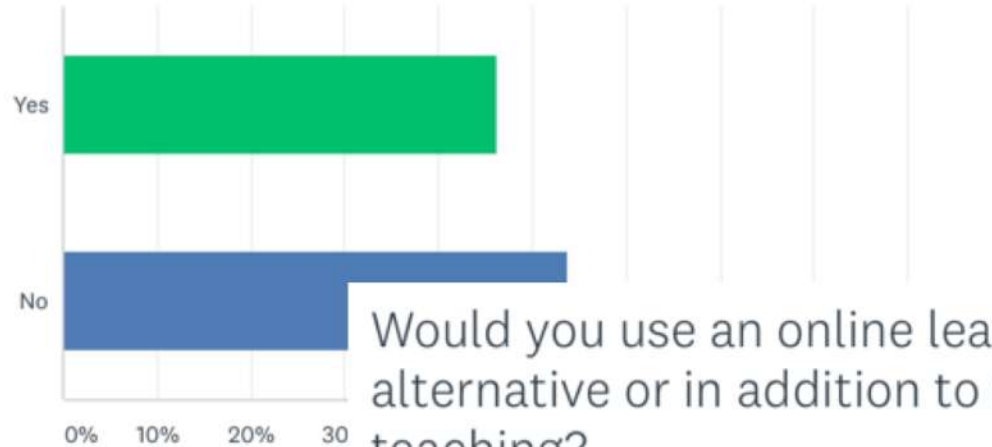
ONLINE SURVEY

ALTERNATIVE OR IN ADDITION

- Majority of responses said they would use a online learning platform in addition to traditional classroom teaching

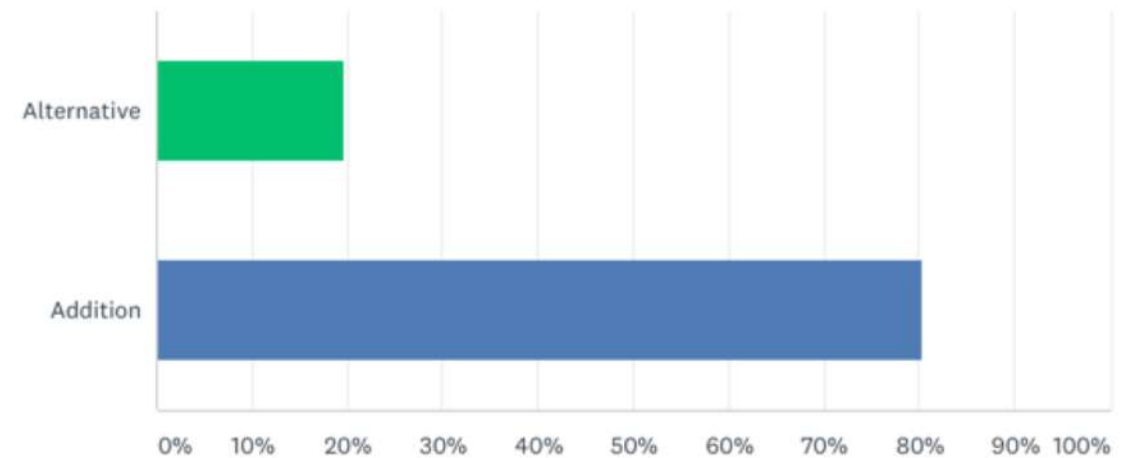
Would you pay a fee to learn online?

Answered: 52 Skipped: 0



Would you use an online learning platform as an alternative or in addition to traditional classroom teaching?

Answered: 51 Skipped: 1



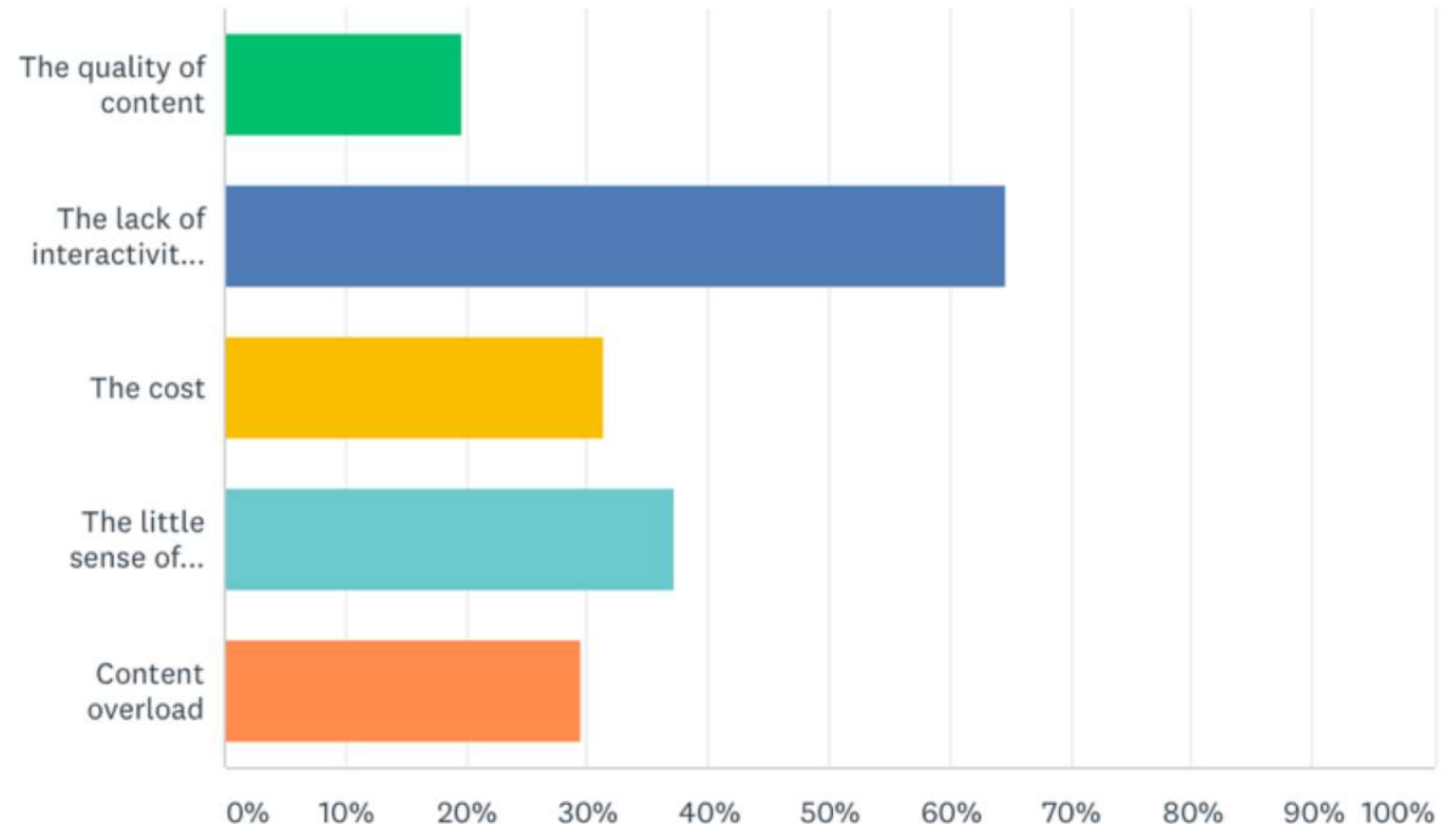
ONLINE SURVEY

PROBLEMS WITH LEARNING ONLINE

- The major issue identified is the lack of interactivity, similarly followed by the little sense of community

What are your problems with online learning platforms?

Answered: 51 Skipped: 1



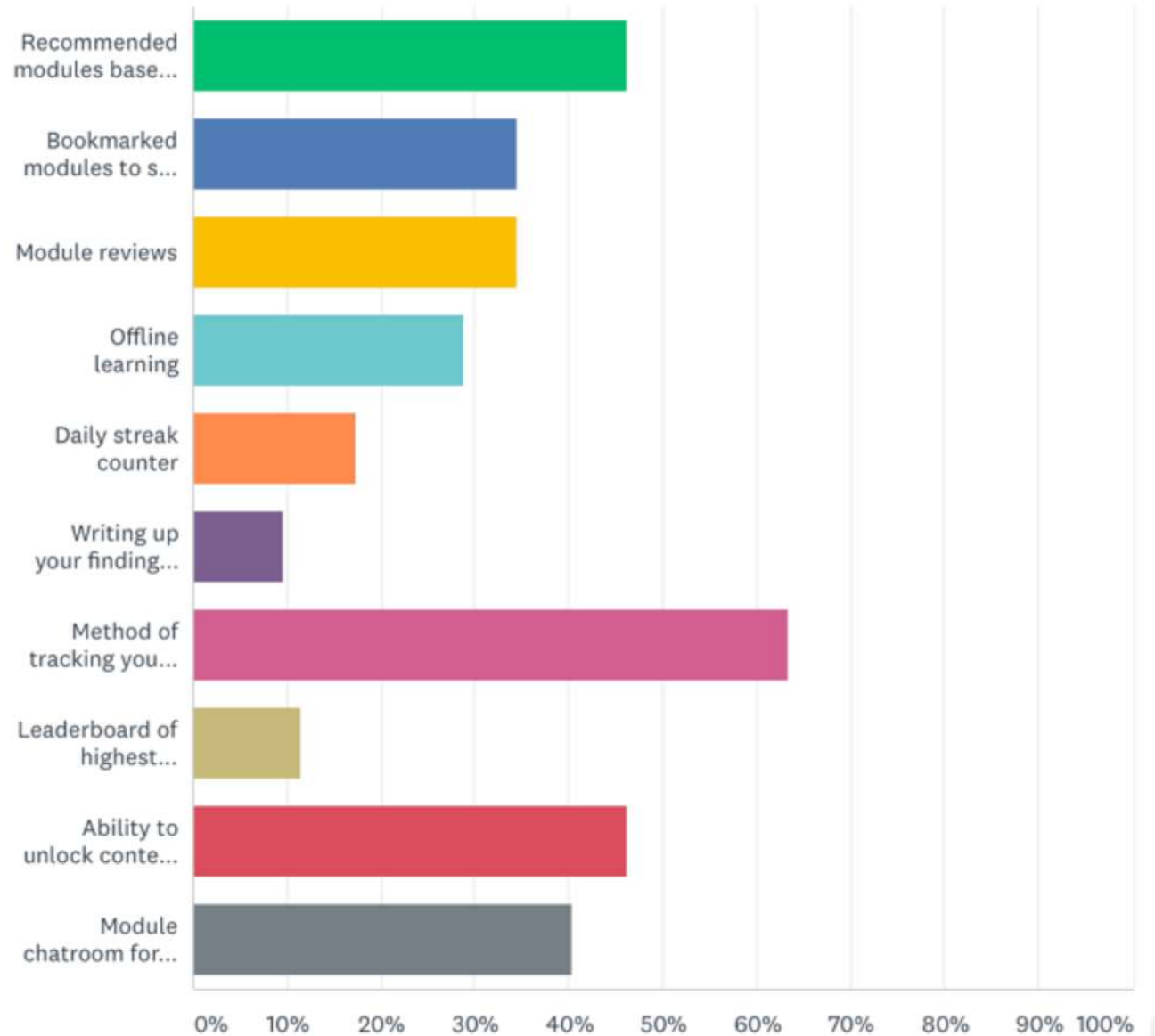
ONLINE SURVEY

MOST WANTED FEATURES

- Identifying the most wanted features of my platform which seemed to be a method of tracking your progress

What features would improve online learning platforms?

Answered: 52 Skipped: 0





Mark Patterson

19 years old

Studies Interaction Design at Ulster University, looking to improve his knowledge of code to apply it to his current module.

"I've never studied code previously and can't seem to get enough contact time with my tutor to ask questions, I need to find somewhere online where I can learn quickly"

Thinks

- I'm unsure of where to start looking for a relevant course?
- Would I be better off taking a part time course?
- How do I know what they're teaching online is accurate?
- Do I need to buy or download new tools?
- Is there a cost involved, I can't afford to spend a lot.
- How long is learning process?

Does

- Explores her options, looking at the part time courses available in her near town.
- Reflecting his financial position and weighs up how he could save money the most while receiving quality content.
- Tries finding relevant Youtube videos, however struggles to receive accurate results.



John Matthews

46 years old

A Interaction Design tutor wanting to help his students achieve the best with the aid of an online learning platform.

"I want to produce the best students and allow them to achieve the best opportunities, but I don't have enough time in the week to provide feedback to everyone. I can't always reply to their emails outside of school hours."

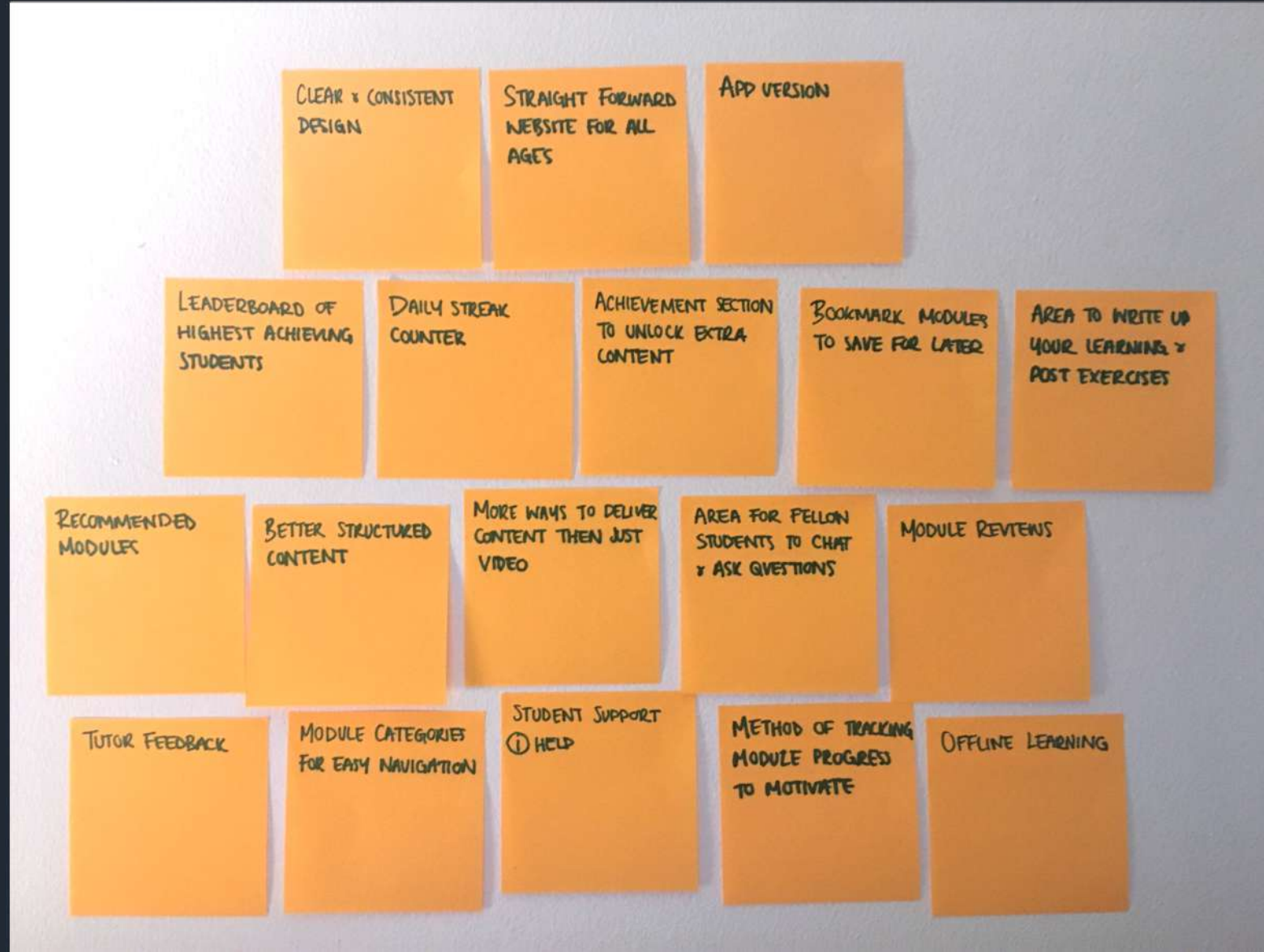
Thinks

- I want to help but I don't have enough time in the day to reach all students.
- I'm aware that students have limited money and time, it is hard to juggle university and their everyday life.
- Unsure where to direct them for extra help.

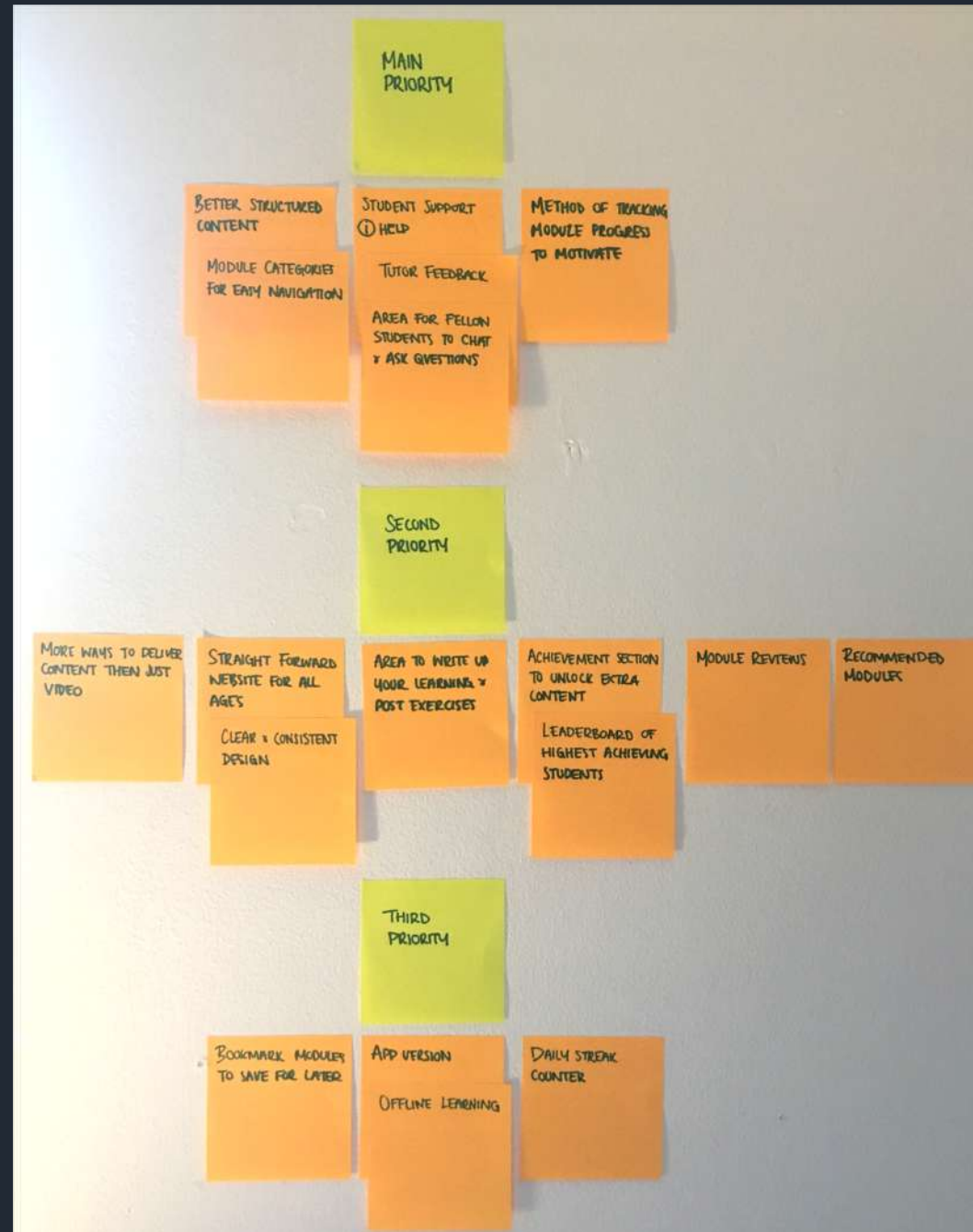
Does

- Enquiring his options with the school's head office.
- Contacting similar courses to understand how they manage their student contact time.
- Googling the types of platforms that are available to students.

CARD SORTING



CARD SORTING



HOW MIGHT WE

Design better
structured content

CONTENT

Provide on
demand student
support

COMMUNITY

Motivate students
when learning
online

PROFILE

CONTENT STRUCTURE



COMMUNITY

ONE TUTOR TO ONE MODULE

ONE CHATROOM TO ONE MODULE

The screenshot shows a web browser window with the address bar displaying <https://www.futurelearn.com/courses/digital-skills-mobile/8/activity-feed>. The page has a navigation bar with three tabs: "To do" (with a checkmark icon), "Activity" (with a circular arrow icon and highlighted in blue), and "Progress" (with a circular arrow icon). Below the navigation bar, there are four filter tabs: "All comments" (highlighted in yellow), "Bookmarked", "Your comments", and "Following". The main content area displays a list of comments. The first comment is from JOSHUA M, titled "WHAT IS A WIREFRAME?", with a "Follow" button and a "1h" timestamp. The comment text reads: "I'd consider the user interface since its a key factor especially when they're variations in screen size and capabilities between mobile devices and desktop computers." Below the comment are "Bookmark" and "View conversation" links. The second comment is from Leslie Norman Upenyu Ndanga, titled "WHAT WILL I LEARN?", with a "Follow" button and a "2h" timestamp. The comment text reads: "In this world of technology I don't want to be left out in an activity that will help to keep all the business and economic growth." Below the comment are "Bookmark" and "View conversation" links. The third comment is also from Leslie Norman Upenyu Ndanga, titled "REFLECT AND CONNECT", with a "Follow" button and a "2h" timestamp. The comment text reads: "Mobility is the core of business development in the technological world where you need every information be readily accessible all the time." Below the comment are "Bookmark" and "View conversation" links. In the bottom right corner, there is a "Support" button.

Activity - Digital Skills: Mobile x +

← → ↺ 🔒 <https://www.futurelearn.com/courses/digital-skills-mobile/8/activity-feed> ☆ 👤 ⋮

☒ To do **Activity** Progress

[All comments](#) [Bookmarked](#) [Your comments](#) [Following](#)

JOSHUA M made a comment [Follow](#) 1h

WHAT IS A WIREFRAME?

I'd consider the user interface since its a key factor especially when they're variations in screen size and capabilities between mobile devices and desktop computers.

Bookmark [View conversation](#)

LN Leslie Norman Upenyu Ndanga made a comment [Follow](#) 2h

WHAT WILL I LEARN?

In this world of technology I don't want to be left out in an activity that will help to keep all the business and economic growth.

Bookmark [View conversation](#)

LN Leslie Norman Upenyu Ndanga made a comment [Follow](#) 2h

REFLECT AND CONNECT

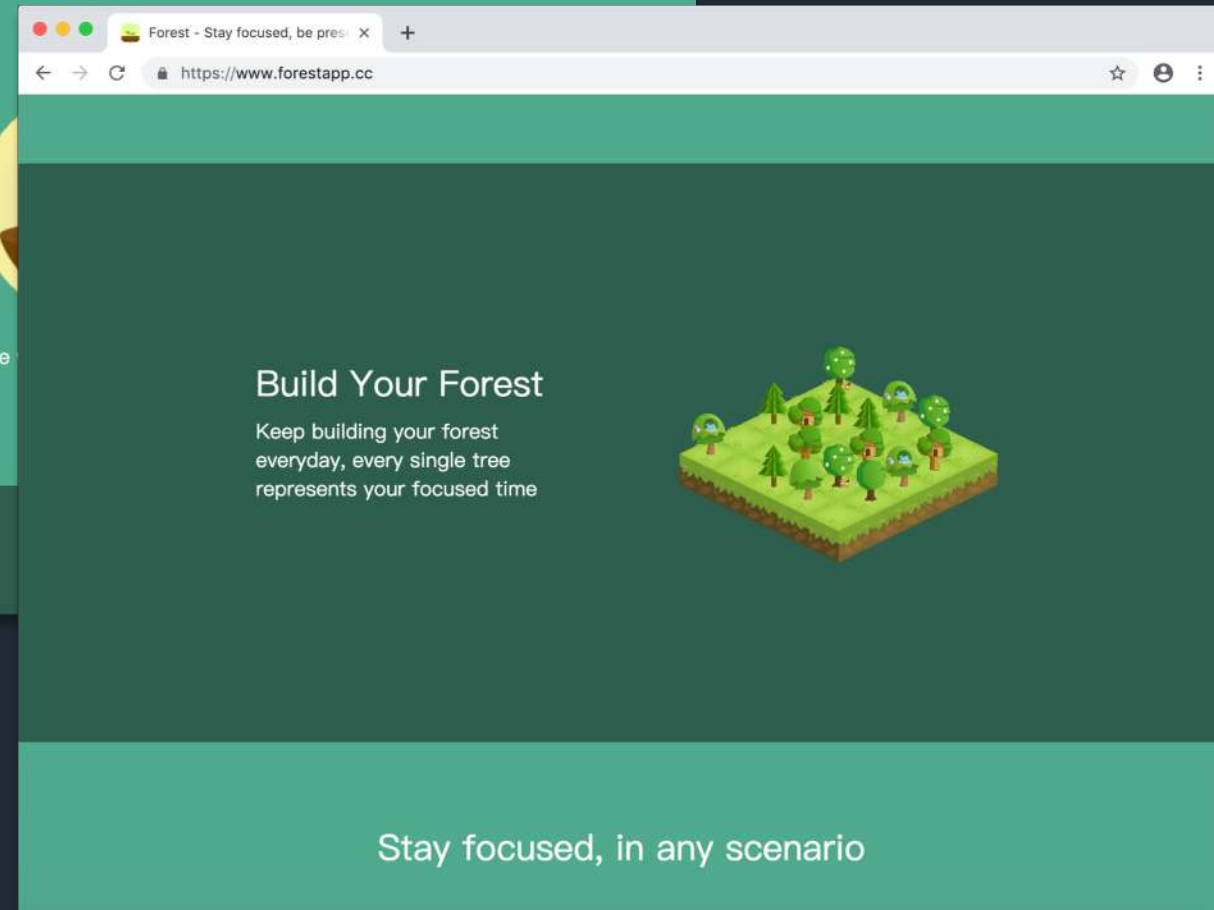
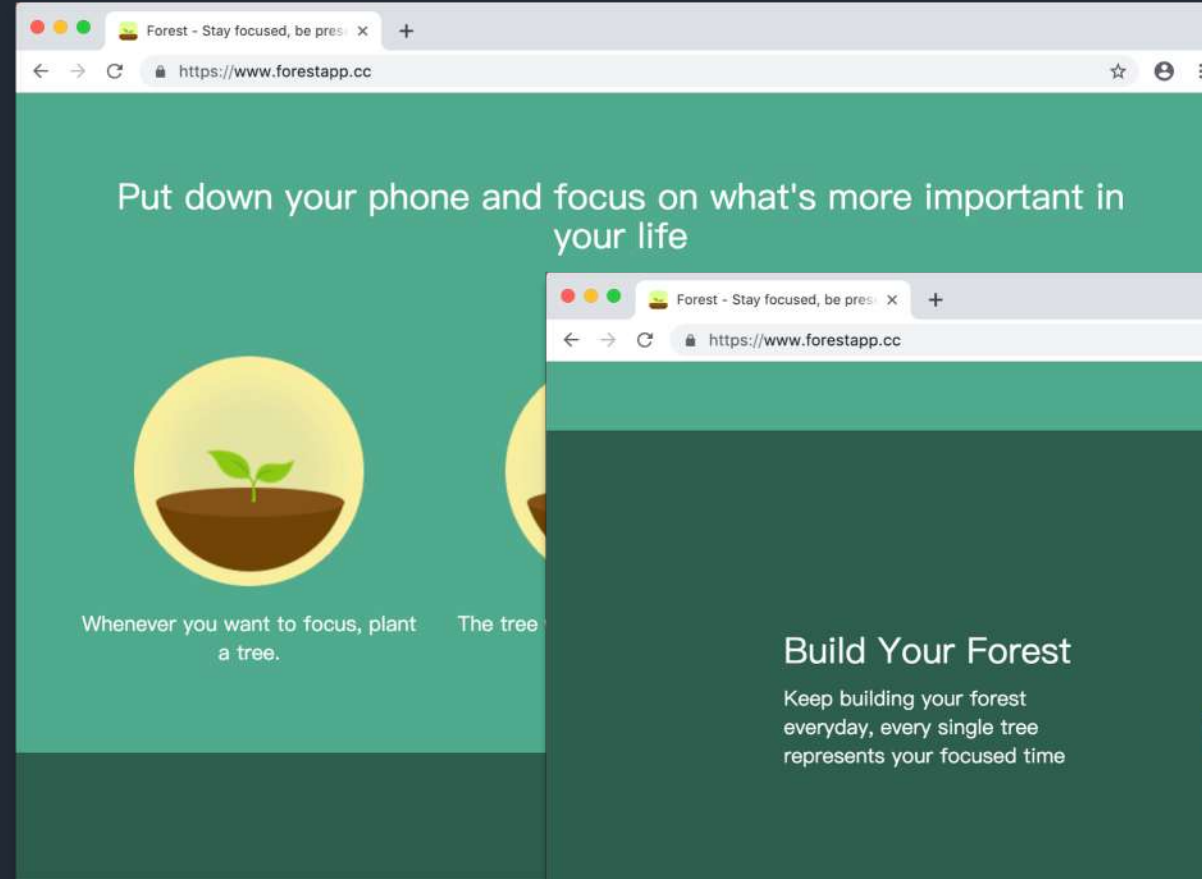
Mobility is the core of business development in the technological world where you need every information be readily accessible all the time.

Support

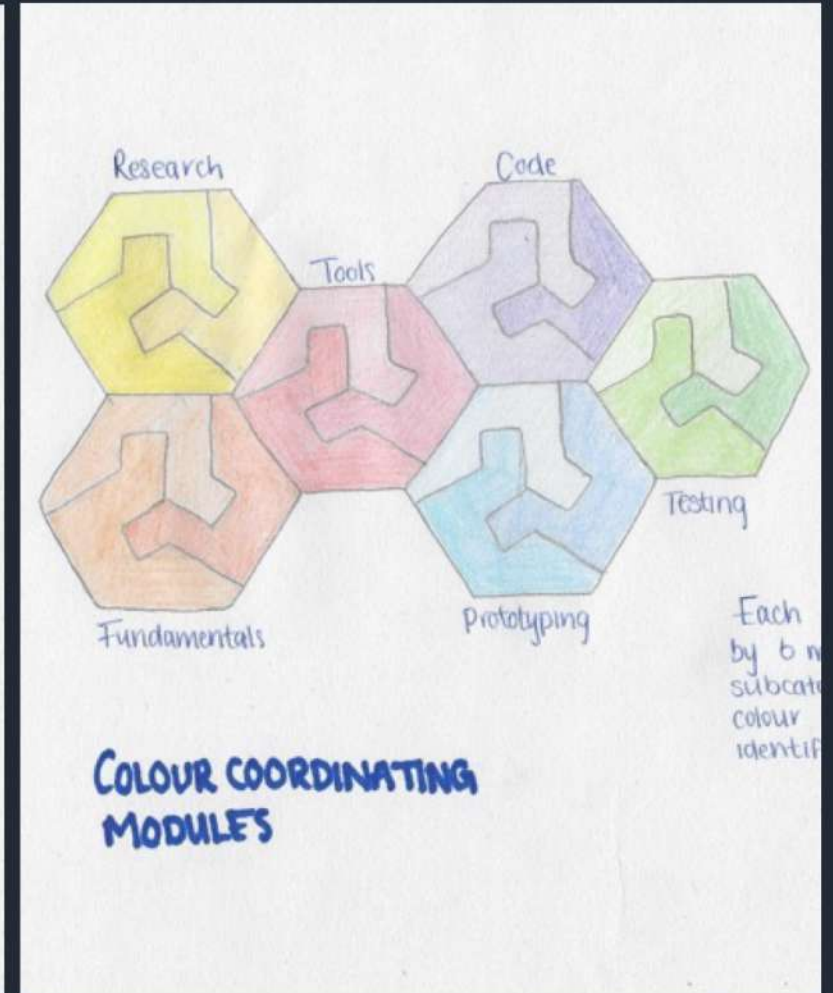
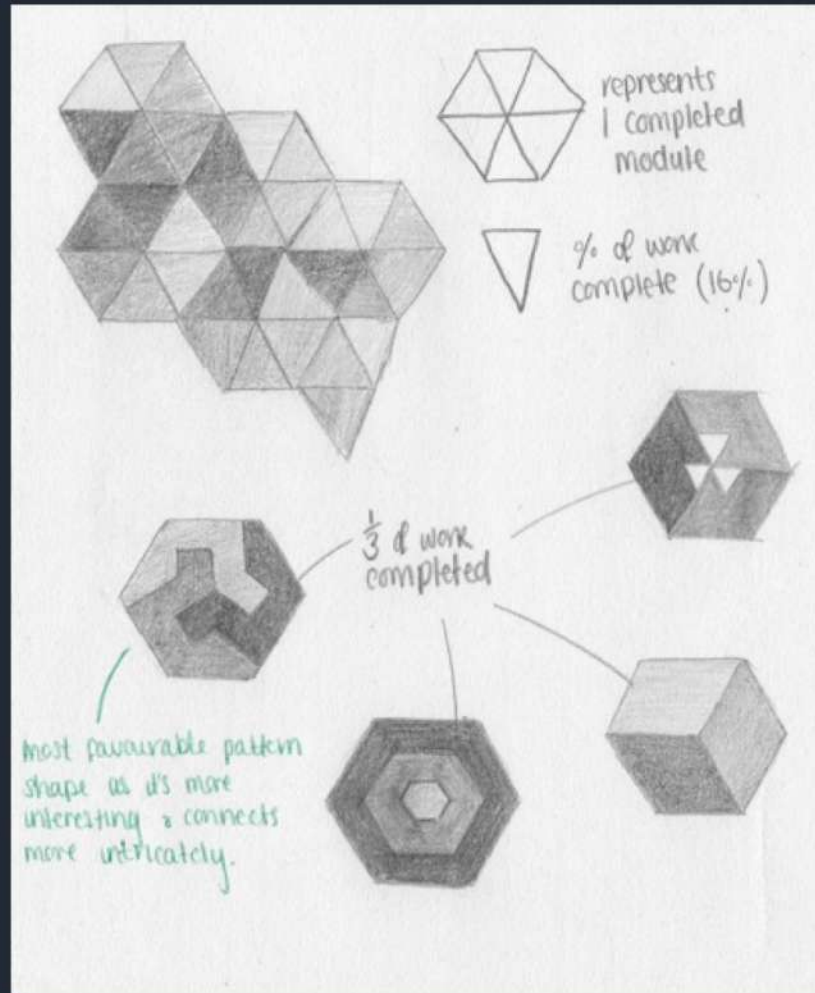
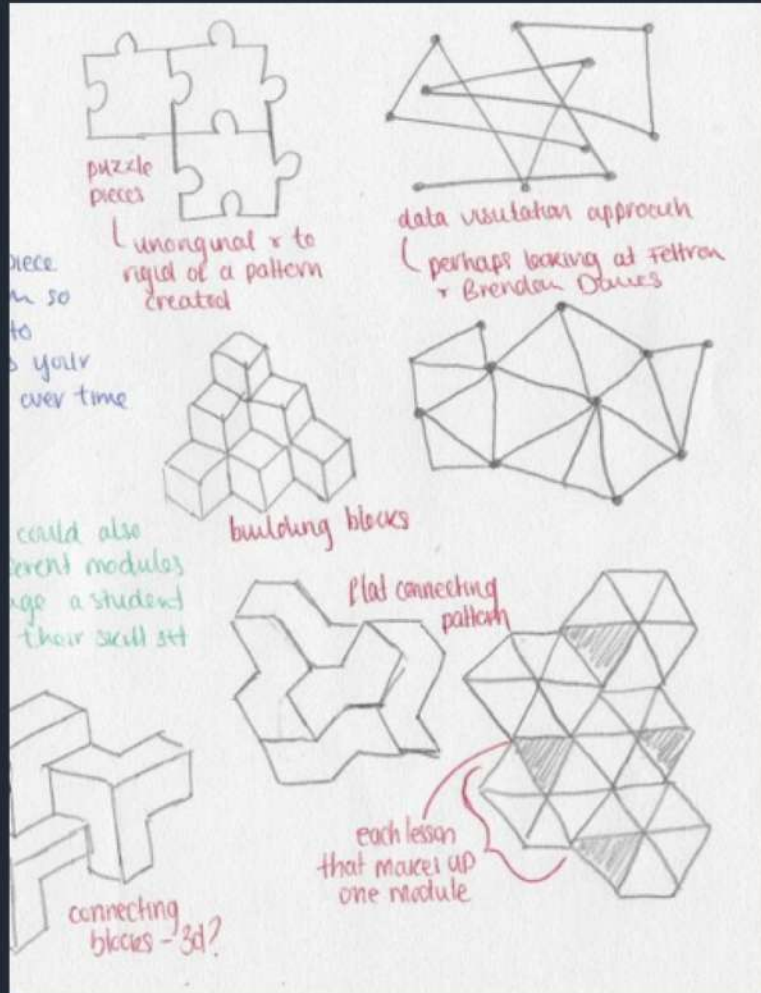
PROFILE TRACKING PROGRESS

FOREST THE APP

Helps you to put down your phone and successfully learn, you must stay on the app on order to successfully grow a tree which ultimately stops you from getting distracted by using your phone.



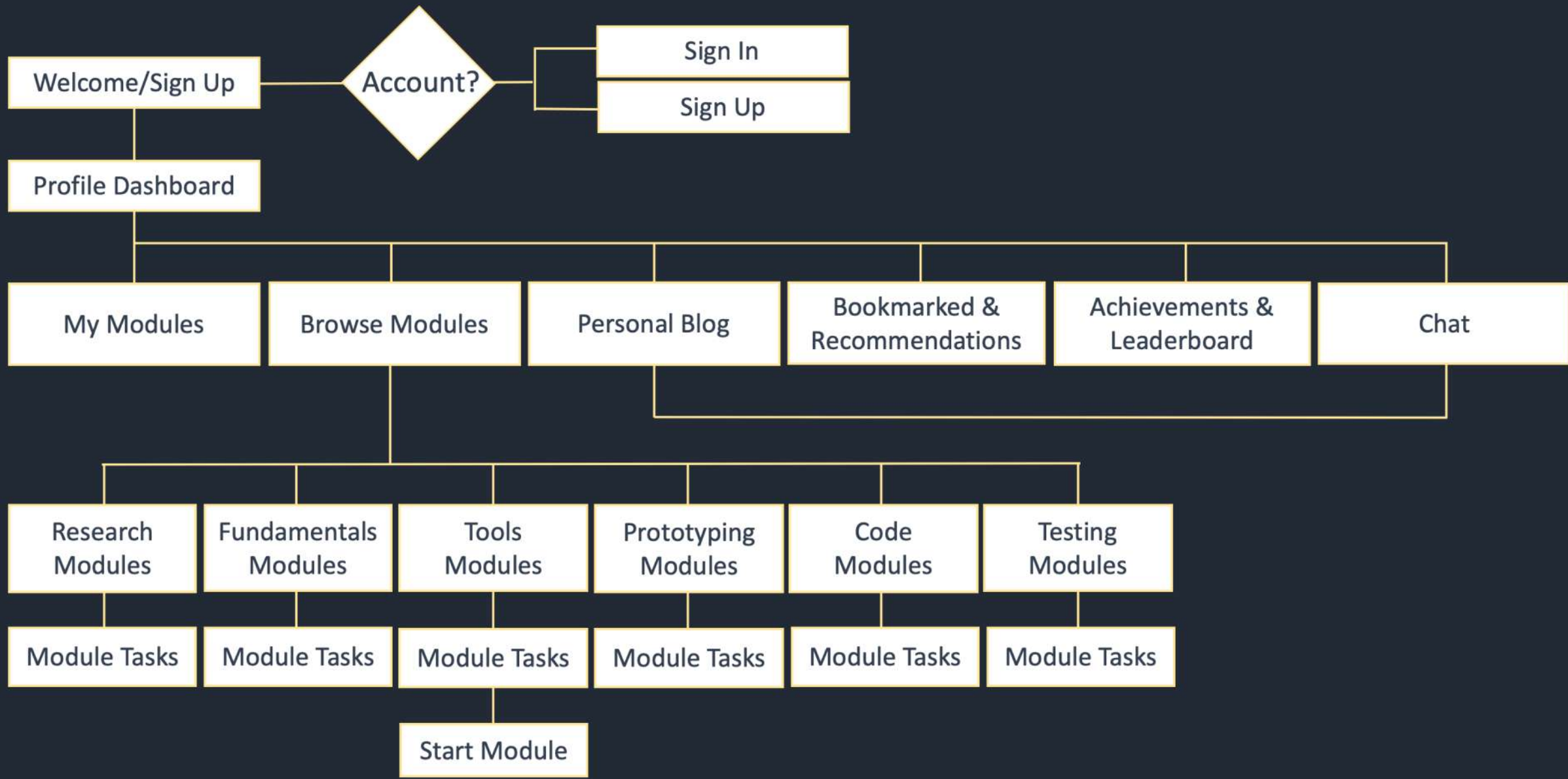
PROFILE TRACKING PROGRESS



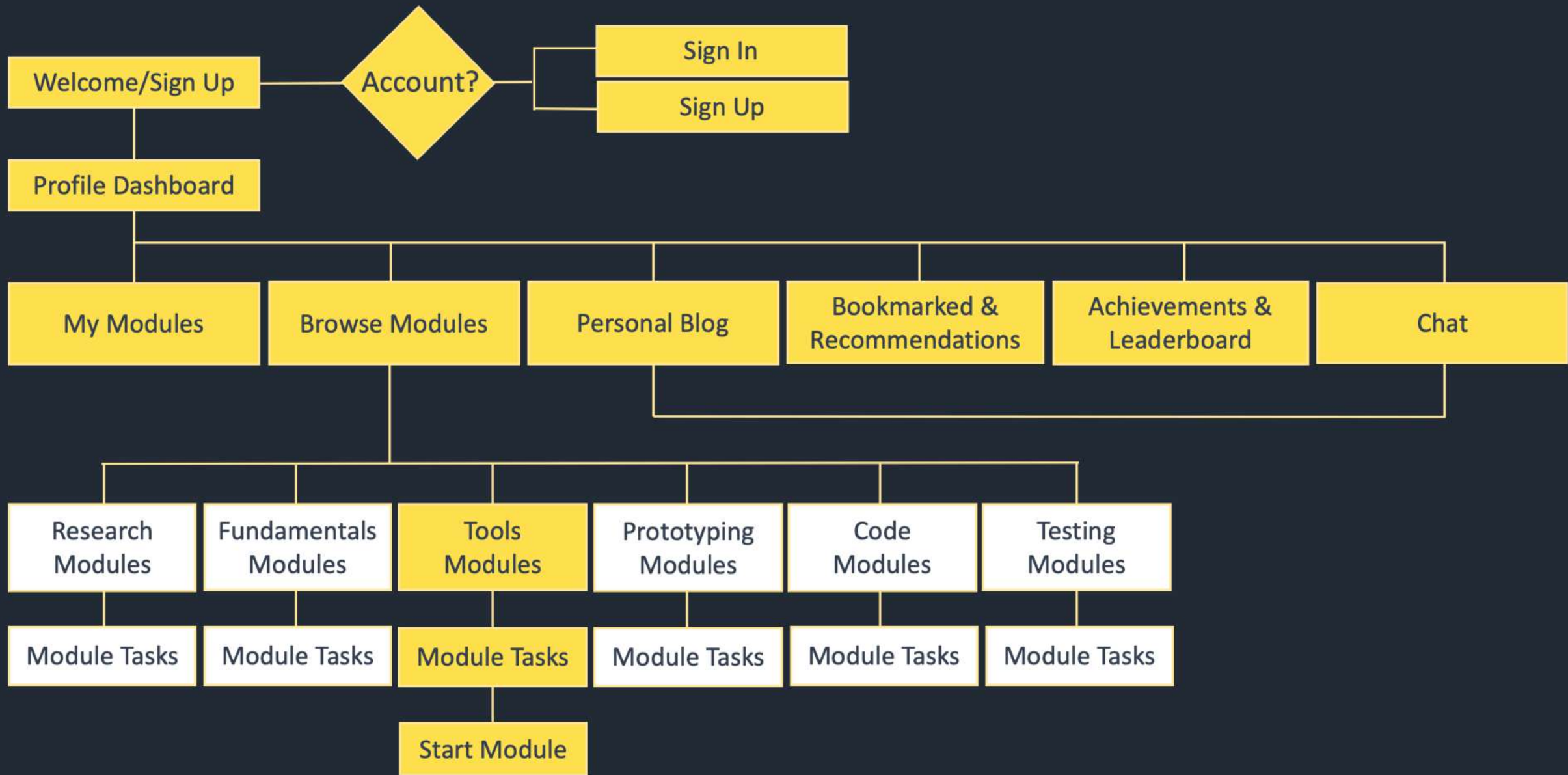
PROFILE TRACKING PROGRESS



USER FLOW




USER FLOW



WELCOME AND SIGN UP

WELCOME & SIGN UP



BUILD YOUR PUZZLE

• • • • •

WELCOME TO
UXpert

SIGN UP | LOGIN

FULL NAME

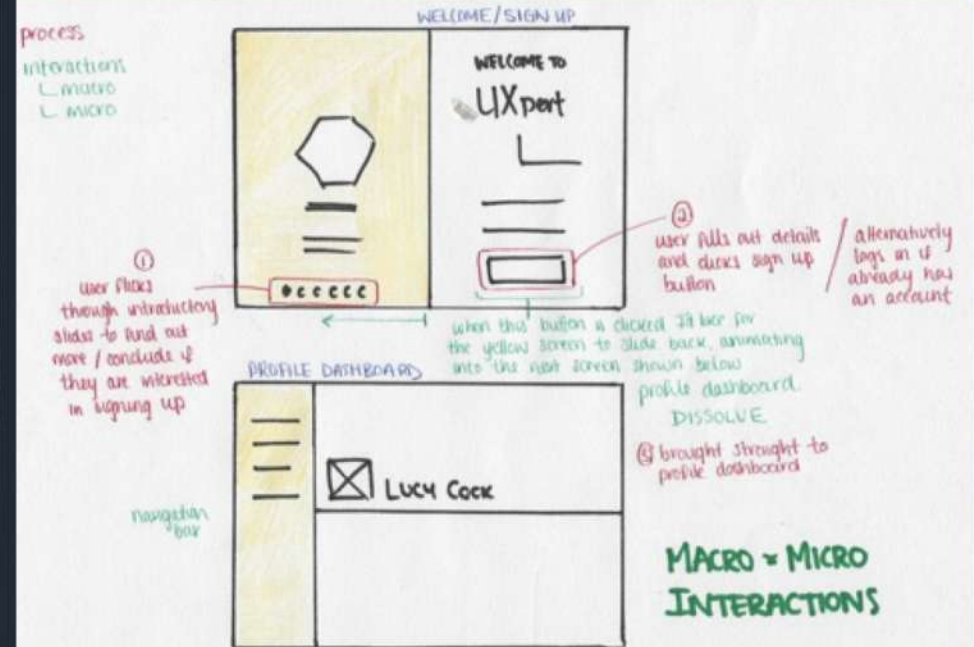
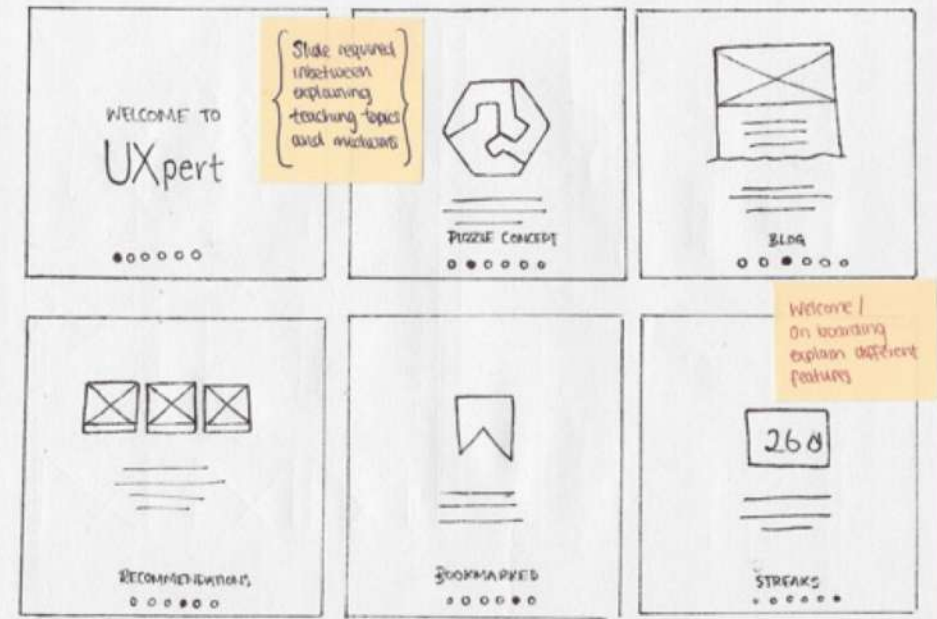
EMAIL

PASSWORD

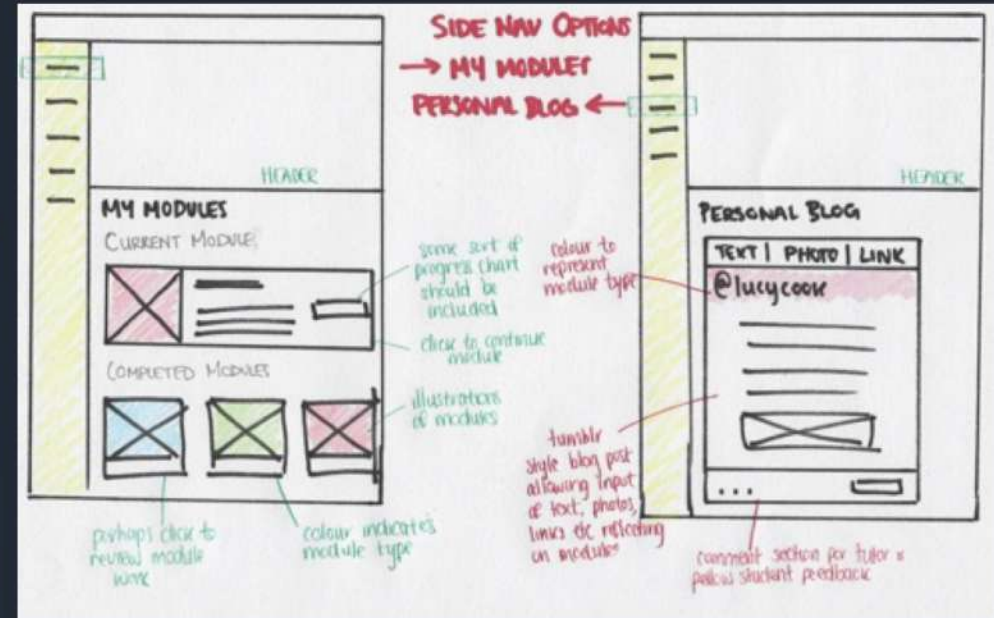
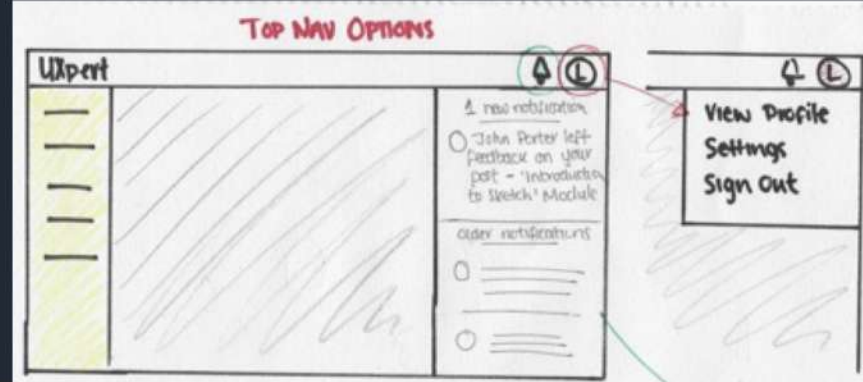
SIGN UP

← drag swipe across

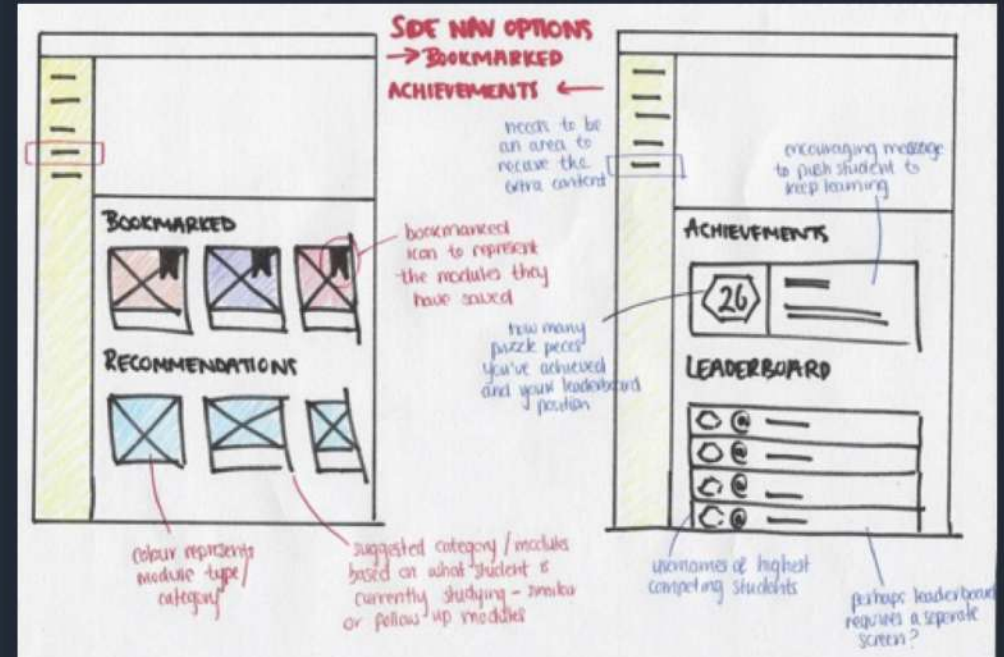
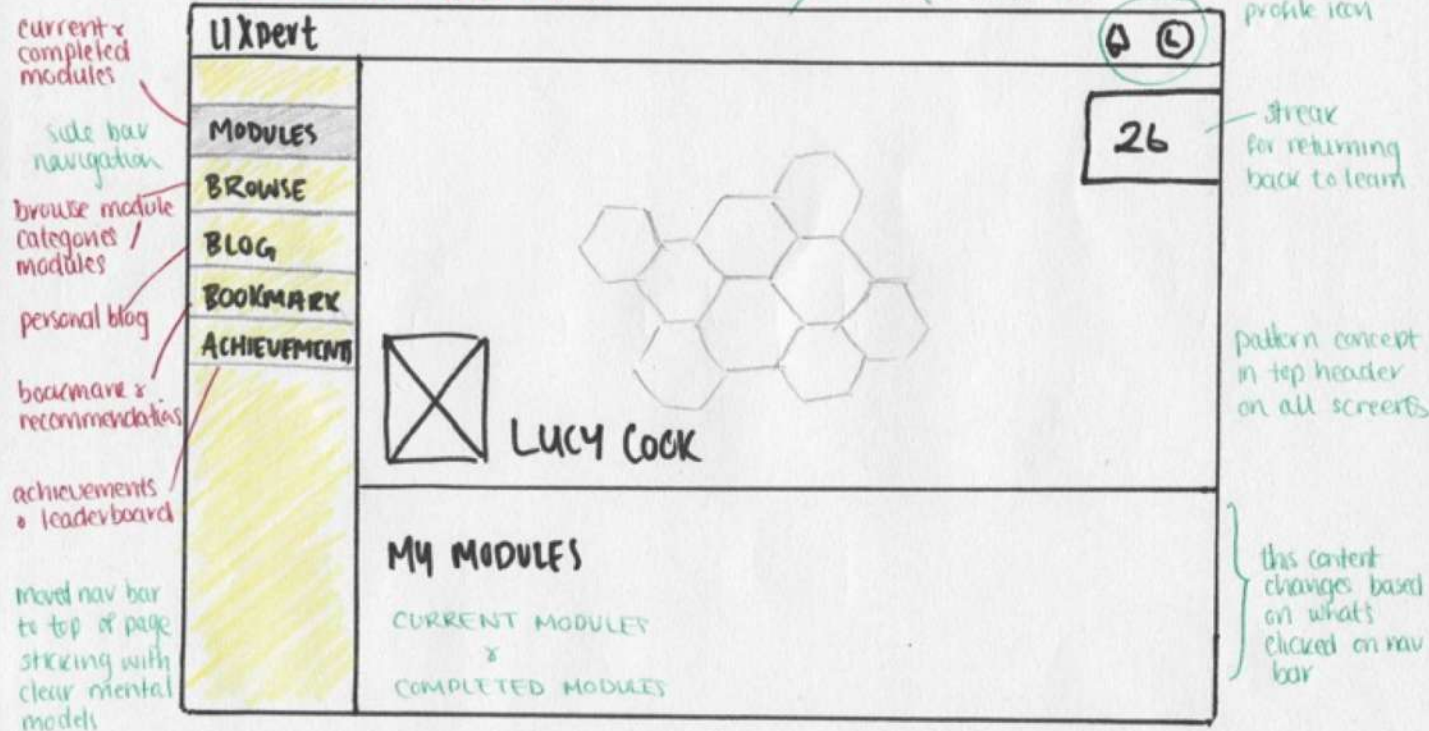
Combining the 'welcome' / 'introductory' and sign up screens so that people know what they're signing up for & feel encouraged to do so



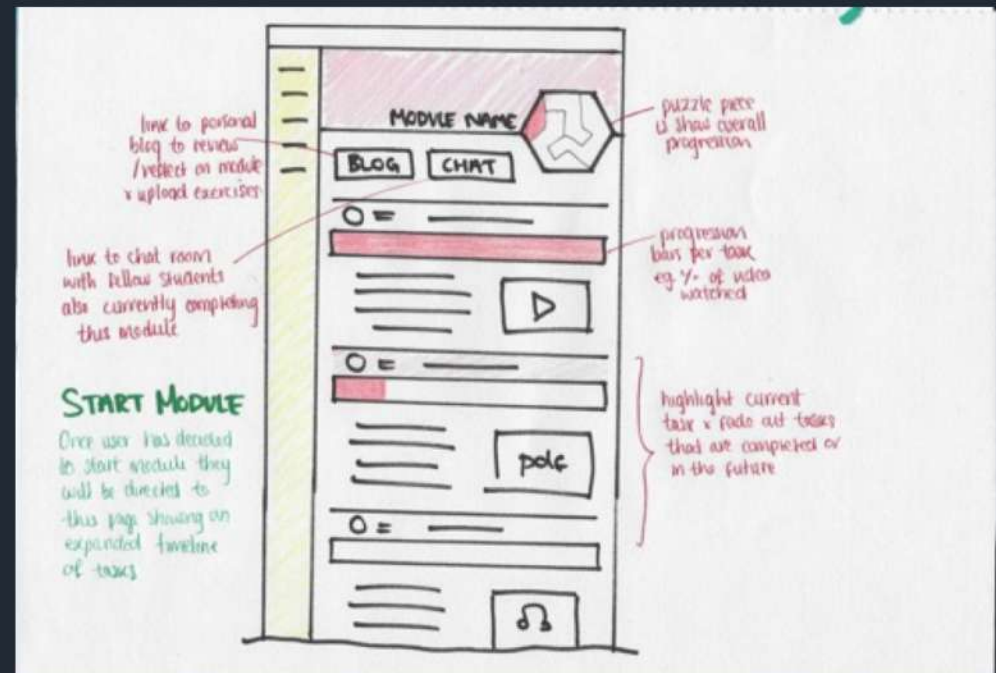
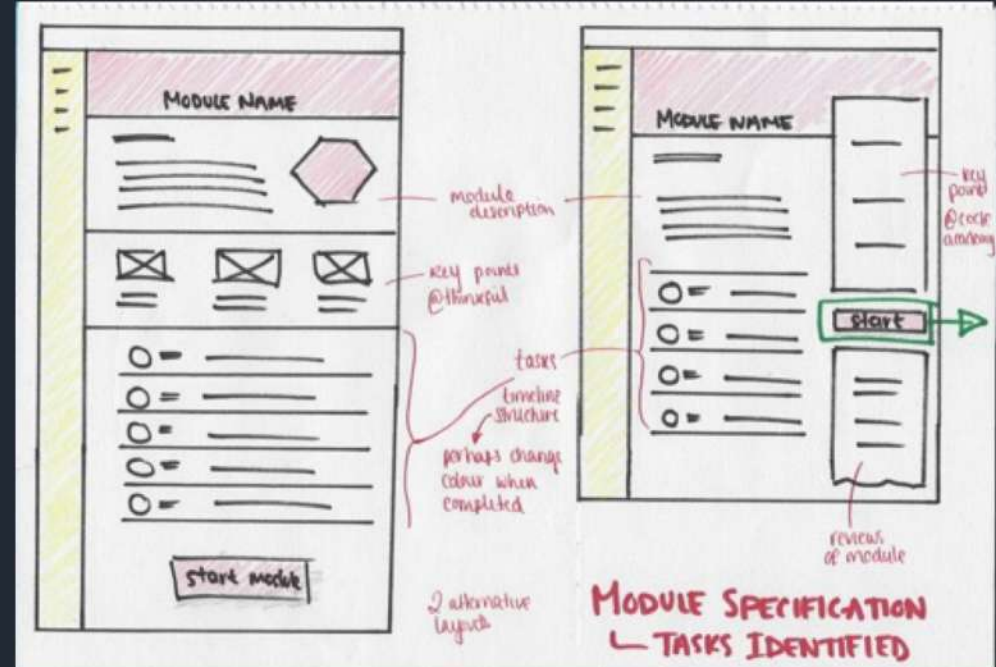
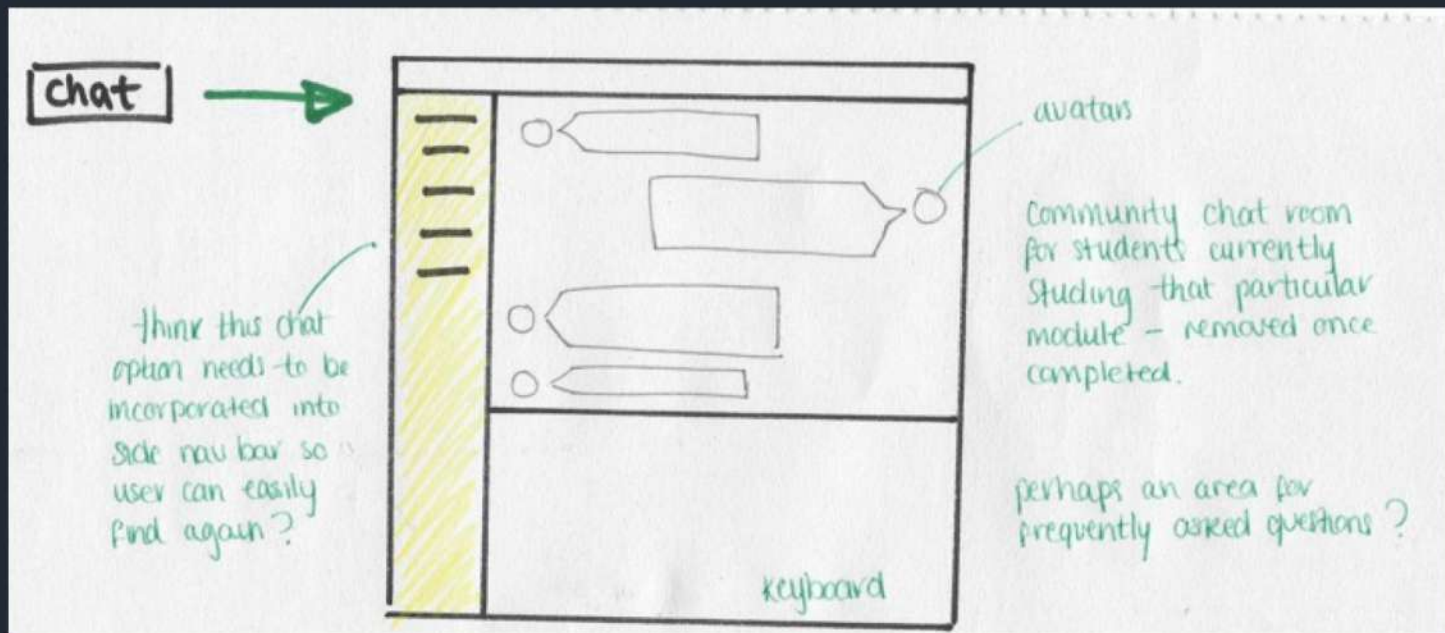
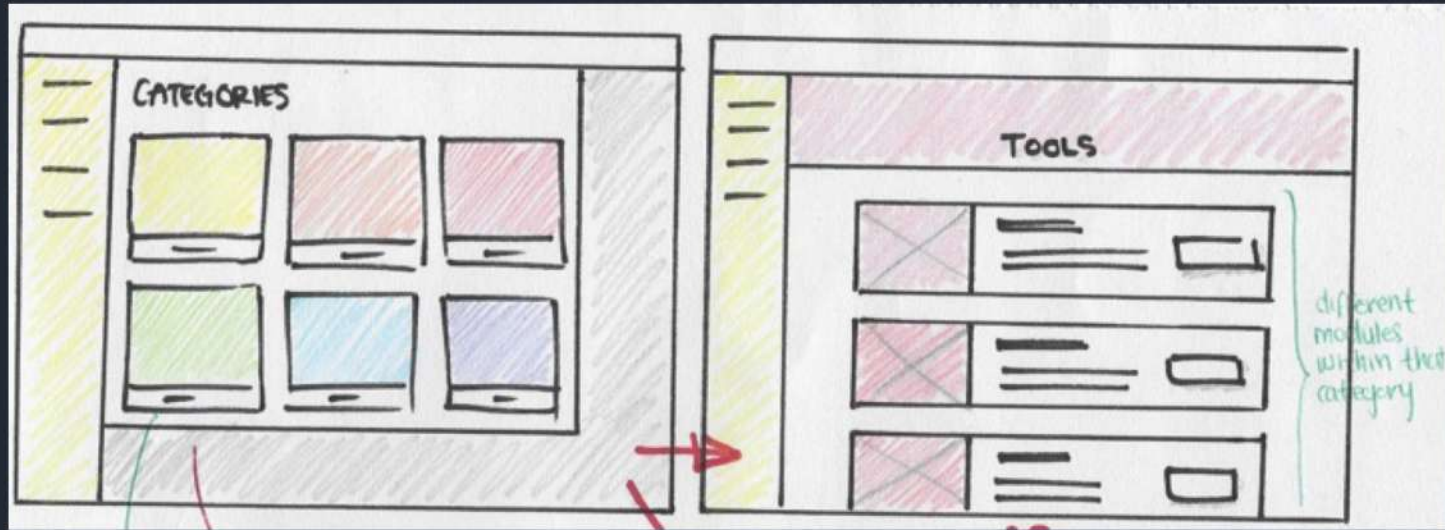
PROFILE DASHBOARD



PROFILE DASHBOARD



MODULE CONTENT

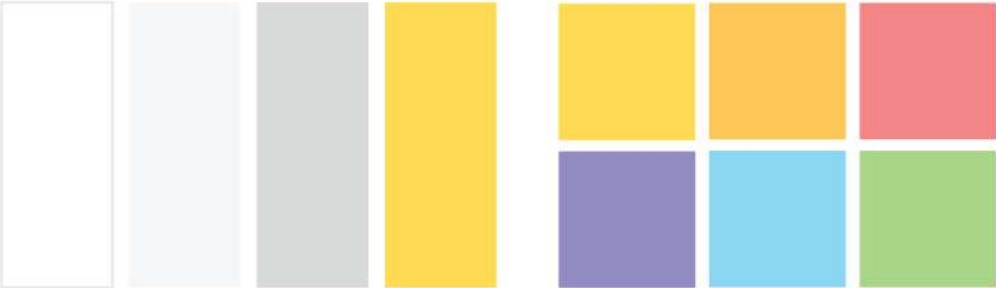


ELEMENT COLLAGE

Page Heading

Section Heading

Body Text



Building wireframes
Consider the design of your projects before you build with the help of wireframe sketches.

Types of User Testing
Ensure your designs and projects are understood by your target audience with the help of

28%

Module: Essential tools of Illustrator
Do you need to design a website or app? An easy way to create innovative user interfaces is with the use of the app Illustrator! It is fast, easy to learn and just for a small fee. In this module, web-designer **Joseph Porter** will create a personal business card to walk you through everything you need to know about Illustrator.

Continue Module

Module: Introduction to Sketch
Looking at various different design tools, could Sketch be the tool of choice for you? With the ability to create fun illustrations and innovative interfaces, try Sketch today with the help of tutor **Katie Parker** walking you through all the important elements Sketch has to offer.

View Module

Reviews

@JackDenver
Very helpful module, for a beginner to Sketch, this module sped up the introductory process so I could get designing straight away!

@SarahThompson
Found it useful to gain an understanding of Sketch, perhaps providing a few more exercises would be increasingly helpful.

@JohnDerman
Directed my students to this module which I believe they found useful as an add on from what we discussed in class.

Read more...

Recommended

@HannahBlack

@SarahJohnston

@NeilMatthews

@JohnWilson

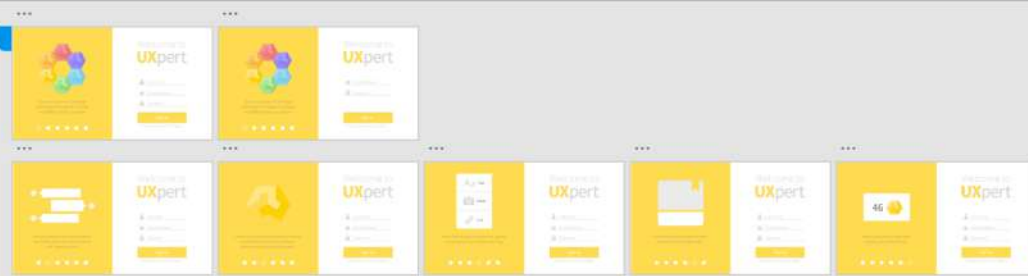
Read more...

Continue Module

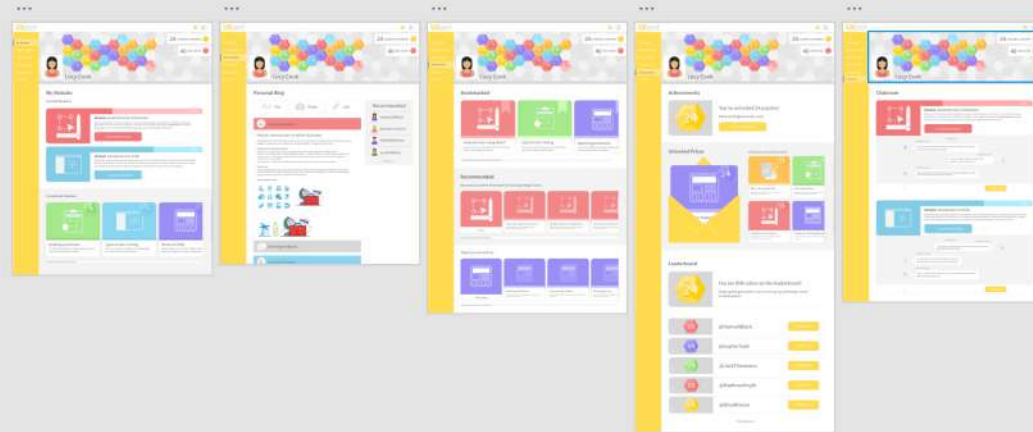
Unlocked Prizes

HIGH FIDELITY MOCKUPS

WELCOME/SIGN UP



PROFILE DASHBOARD



MODULE CONTENT




UXpert

UXPERT SCREENS

ONBOARDING EXPERIENCE

- Providing a brief explanation of what UXpert has to offer, so users know what they are signing up for.


Preview : Copy of Lucy Cook UXpert 00:00





Learn the power of UX design with UXpert! A range of modules and different tasks to explore.

○ ● ● ● ● ●

Welcome to
UXpert

 Full name

 Email Address

 Password

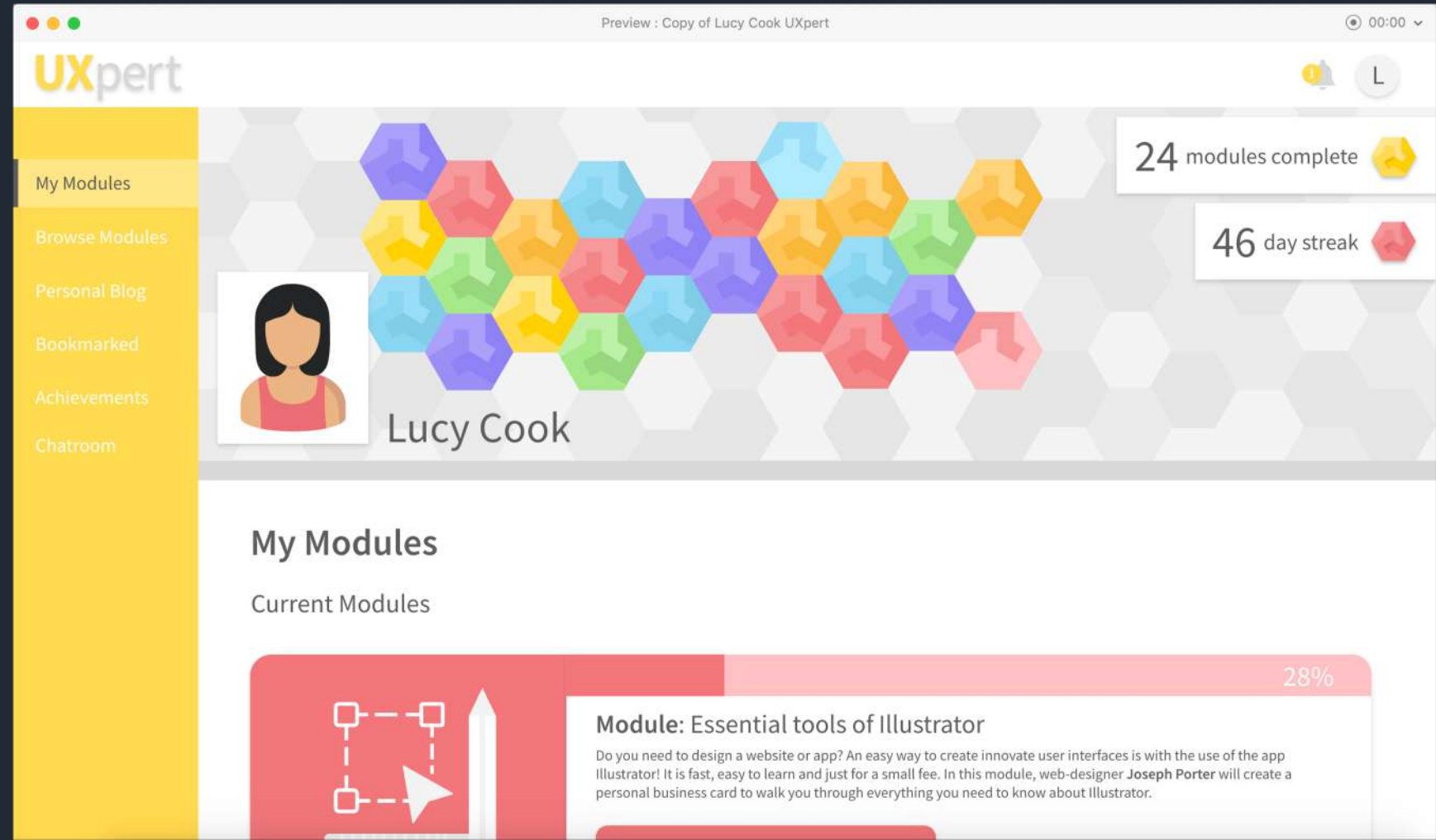
Sign Up

Already have an account? [Sign In](#)

UXPERT SCREENS

TRACKING PROGRESS

- Collection of pattern pieces colour co-ordinated to the modules a user has completed
- Loading bar on current module
- Daily streak flag



UXPERT SCREENS

PERSONAL BLOG

- Ability to log things you've learnt throughout a module
- Upload exercises and final projects to gain feedback from the tutor

The screenshot shows a web browser window titled "Preview : Copy of Lucy Cook UXpert" with a timer at "00:00". The UXpert logo is in the top left. A yellow sidebar on the left contains a menu with "My Modules", "Browse Modules", "Personal Blog" (highlighted), "Bookmarked", "Achievements", and "Chatroom". The main content area is titled "Personal Blog" and features a toolbar with "Text" (Aa), "Photo" (camera icon), and "Link" (chain icon). Below the toolbar is a red header for a post by "Lucy Cook learnt..." with a profile icon "L". The post title is "Module: Introduction to Adobe Illustrator". The text describes downloading Illustrator and lists beginner tools: Selection tool, Shape tools (square, ellipse, polygon, star), Curvature tool, Type tool, and Eyedropper tool. It includes a "Project task" about a master apprentice exercise and a link to a "Master Apprentice Pdf". A footer shows icons for a book, a person, a burger, a bottle, and a person. On the right, a "Recommended" section lists four users: @HannahBlack, @SarahJohnston, @NeilMatthews, and @JohnWilson, with a "Read more..." link.

UXpert

Preview : Copy of Lucy Cook UXpert 00:00

Personal Blog

My Modules
Browse Modules
Personal Blog
Bookmarked
Achievements
Chatroom

Aa Text Photo Link

L Lucy Cook learnt...

Module: Introduction to Adobe Illustrator

Downloaded Illustrator from Adobe Creative Suite to my desktop from the official website. Ability to open new artboard - customised size or choose from standard templates, I selected A4 size for ease.

Beginner tools noted from tutorial:
Selection tool - required for you to move shapes around the screen with the use of the mouse
Shape tools including square, ellipse, polygon and star - standard shapes that can be sized to requirements
Curvature tool - used to make curved uneven shapes that you couldn't do with the standard shape tool
Type tool - for the use of text
Eyedropper tool - Used to make colour selection quickly or you can use manual input below

Project task:
Using the pdf provided, carry out a master apprentice exercise in order to get to know how to use the basic tools. I found this task rather challenging having never used illustrator before, but I think I did a good job for getting started and with the help of this module obviously.

Master Apprentice Pdf

Recommended

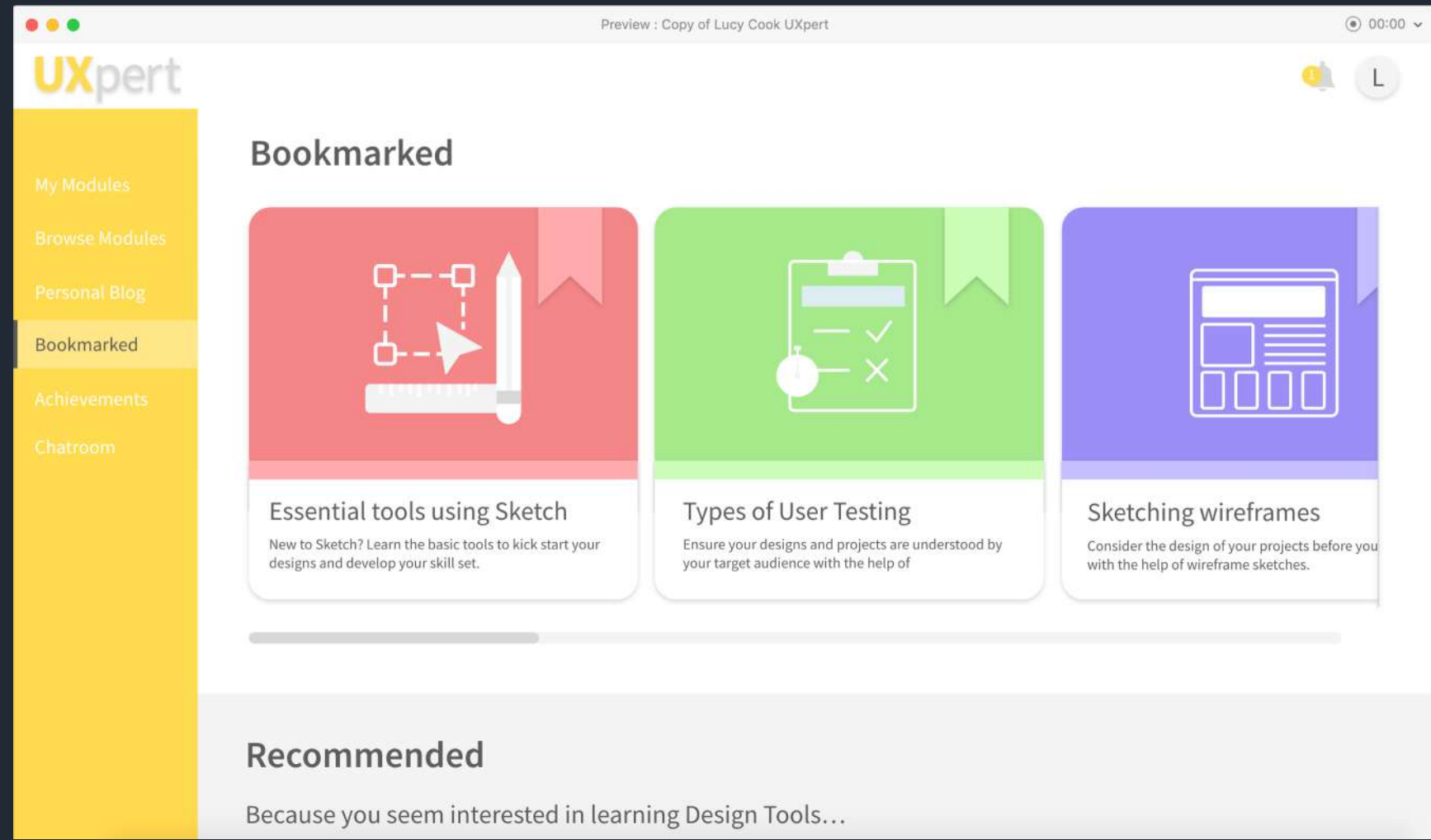
@HannahBlack
@SarahJohnston
@NeilMatthews
@JohnWilson

Read more...

UXPERT SCREENS

BOOKMARKED & RECOMMENDED

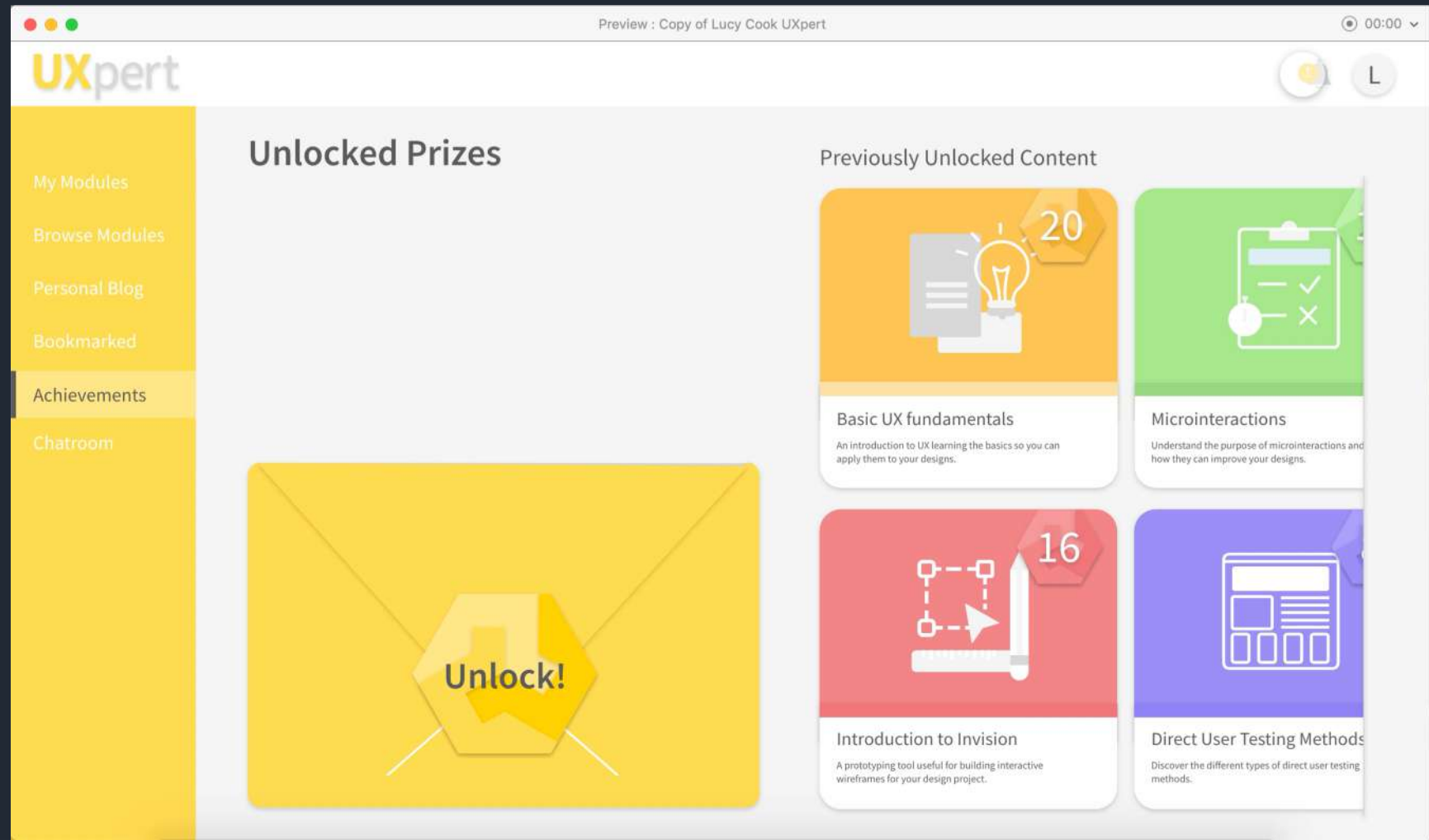
- Bookmarking modules you are interested in but don't currently have the time to complete
- Recommended modules based on what you seem interested in



UXPERT SCREENS

ACHIEVEMENTS

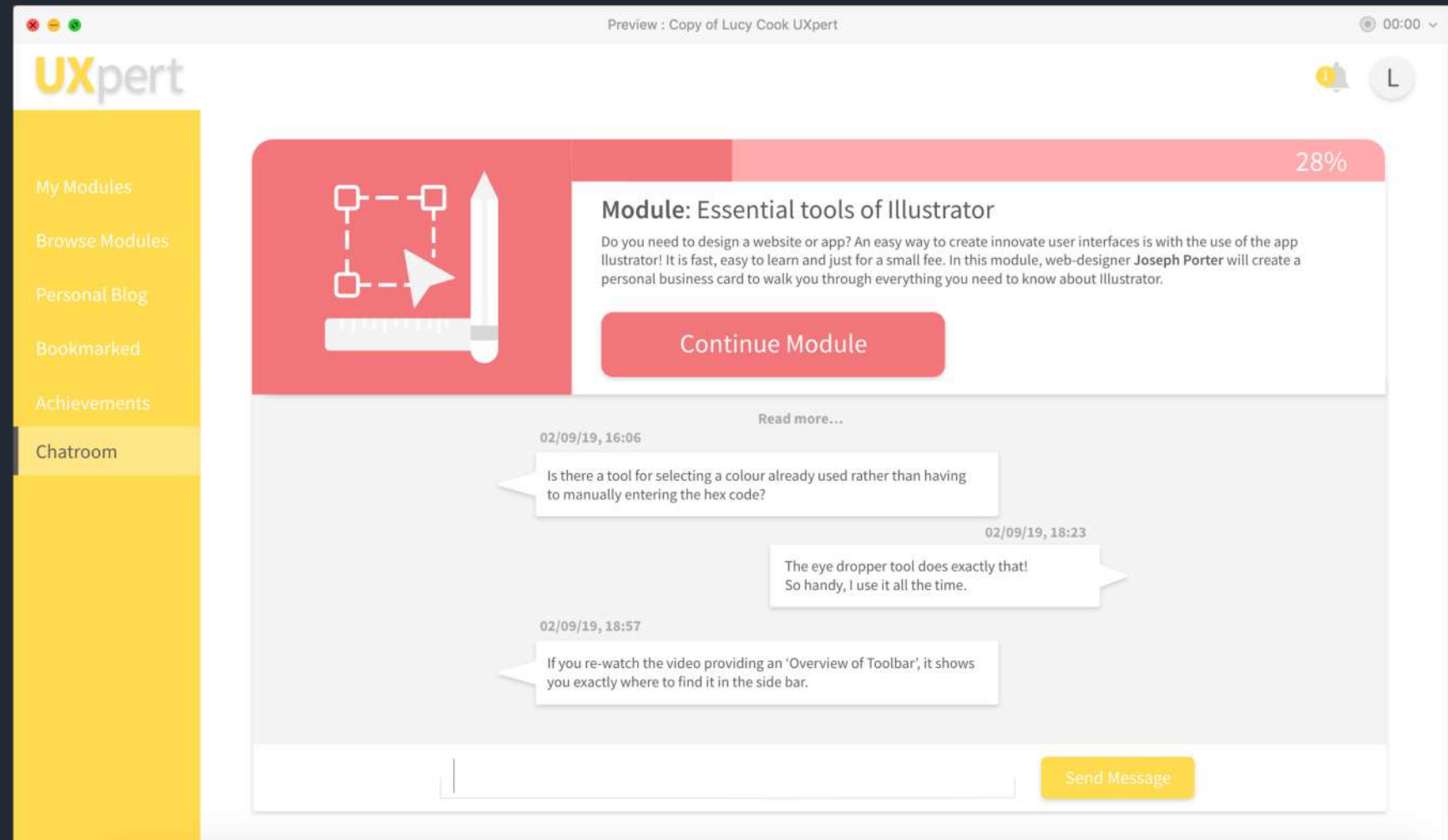
- Identifying how many pattern pieces you've collected
- Reaching certain amount of pattern pieces allows you to unlock hidden content
- Check your status on the leader board and compete against fellow students



UXPERT SCREENS

MODULE CHATROOM

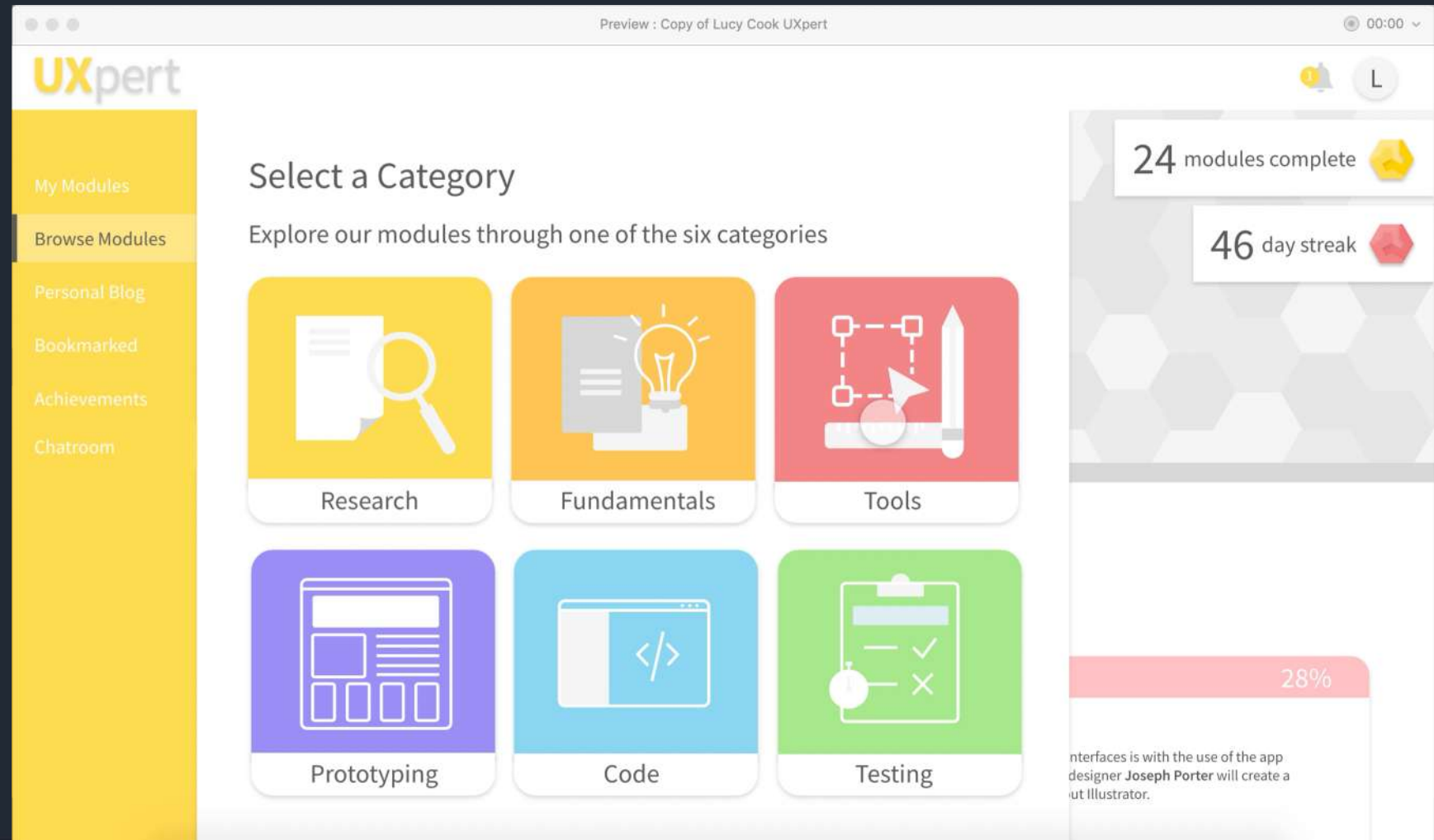
- Separate chatroom for each module so that only students currently completing that module can chat and help each other



UXPERT SCREENS

MODULES AND TASKS

- 6 categories made up of different modules that offer different tasks
- Often provided through different media



PROTOTYPE

