UXpert

Learn the power of UX design

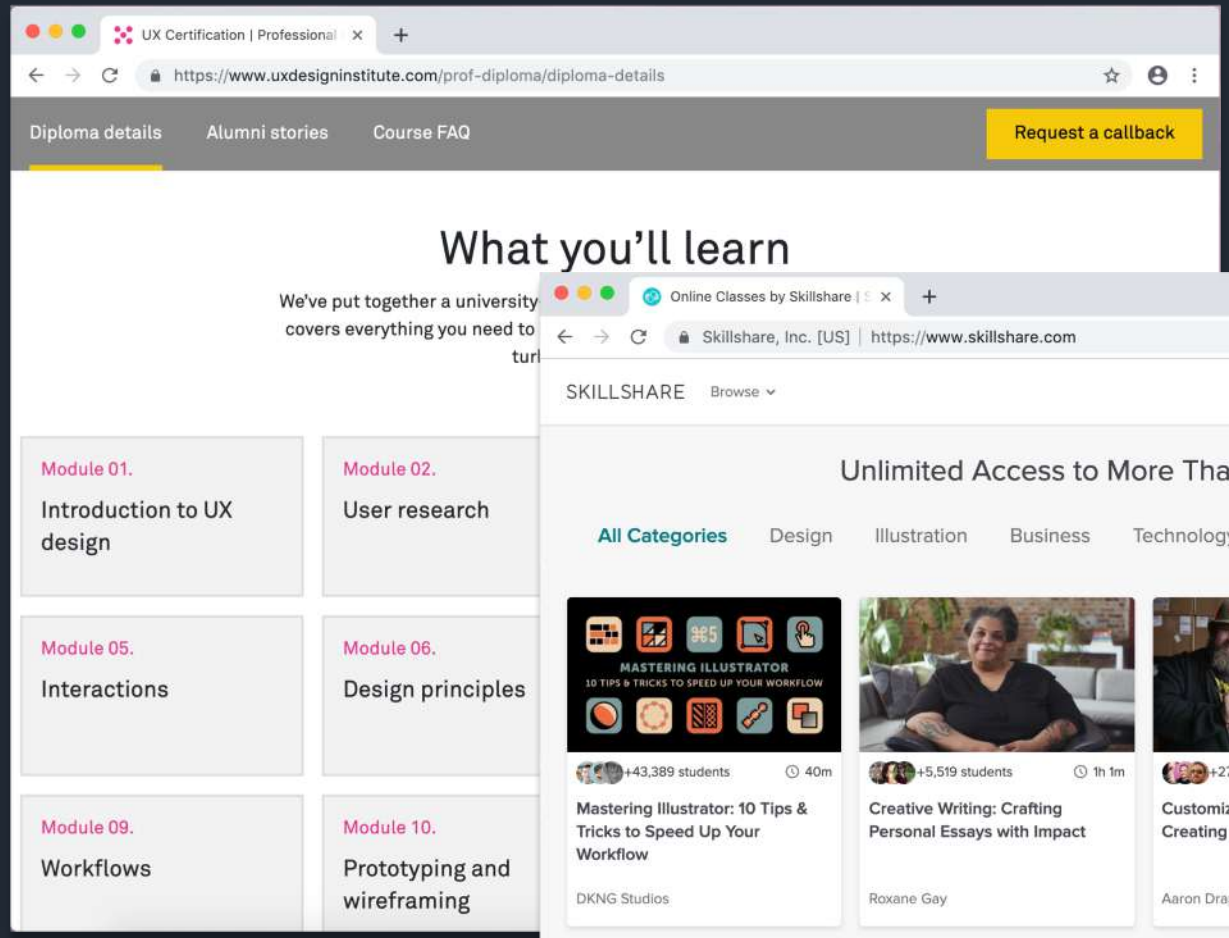
THE BIG HAIRY AUDACIOUS GOAL

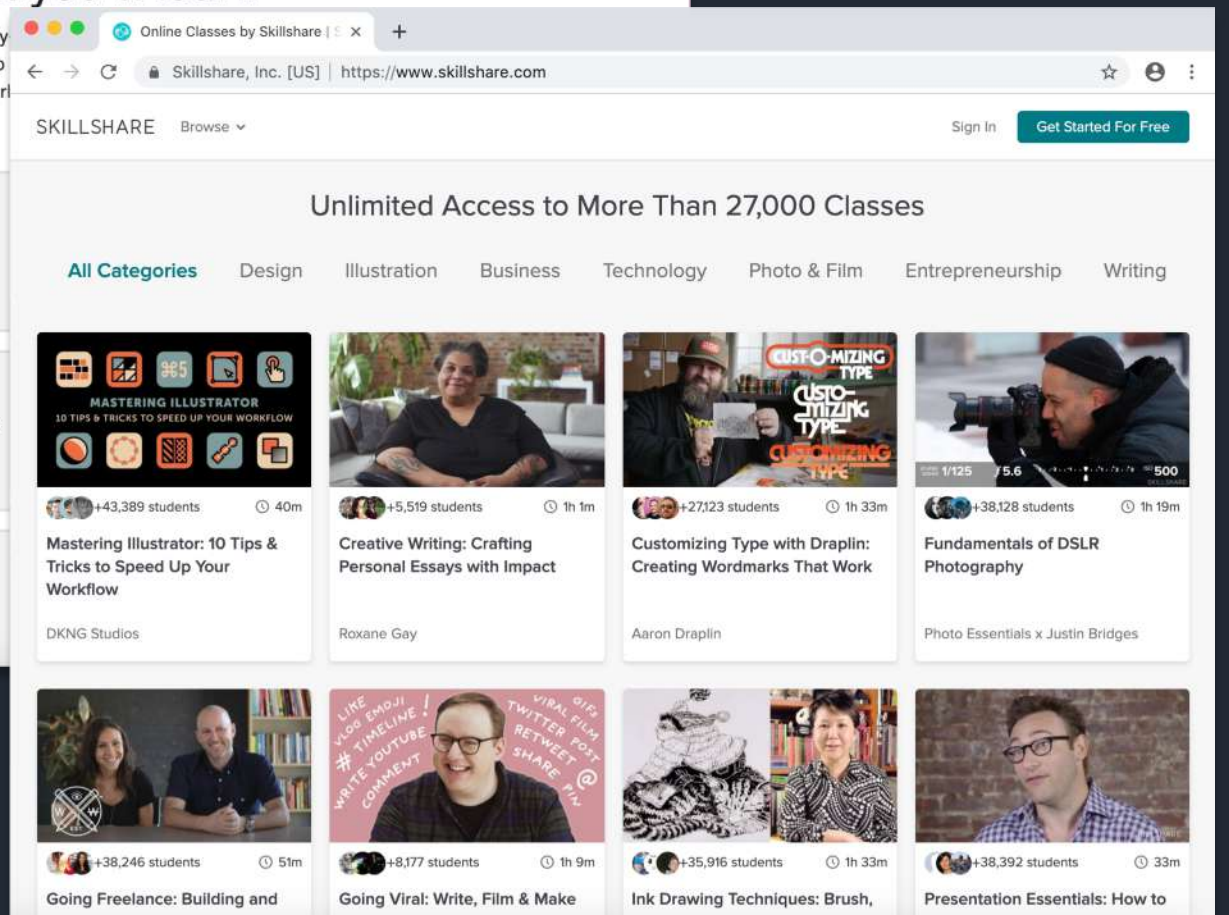
The brief was to ideate and design an online learning platform to teach people about UX design. Examining the current educative landscape and building on what could be the Monzo of UX education.

THE PROBLEMS WITH E-LEARNING

CONTENT STRUCTURE

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

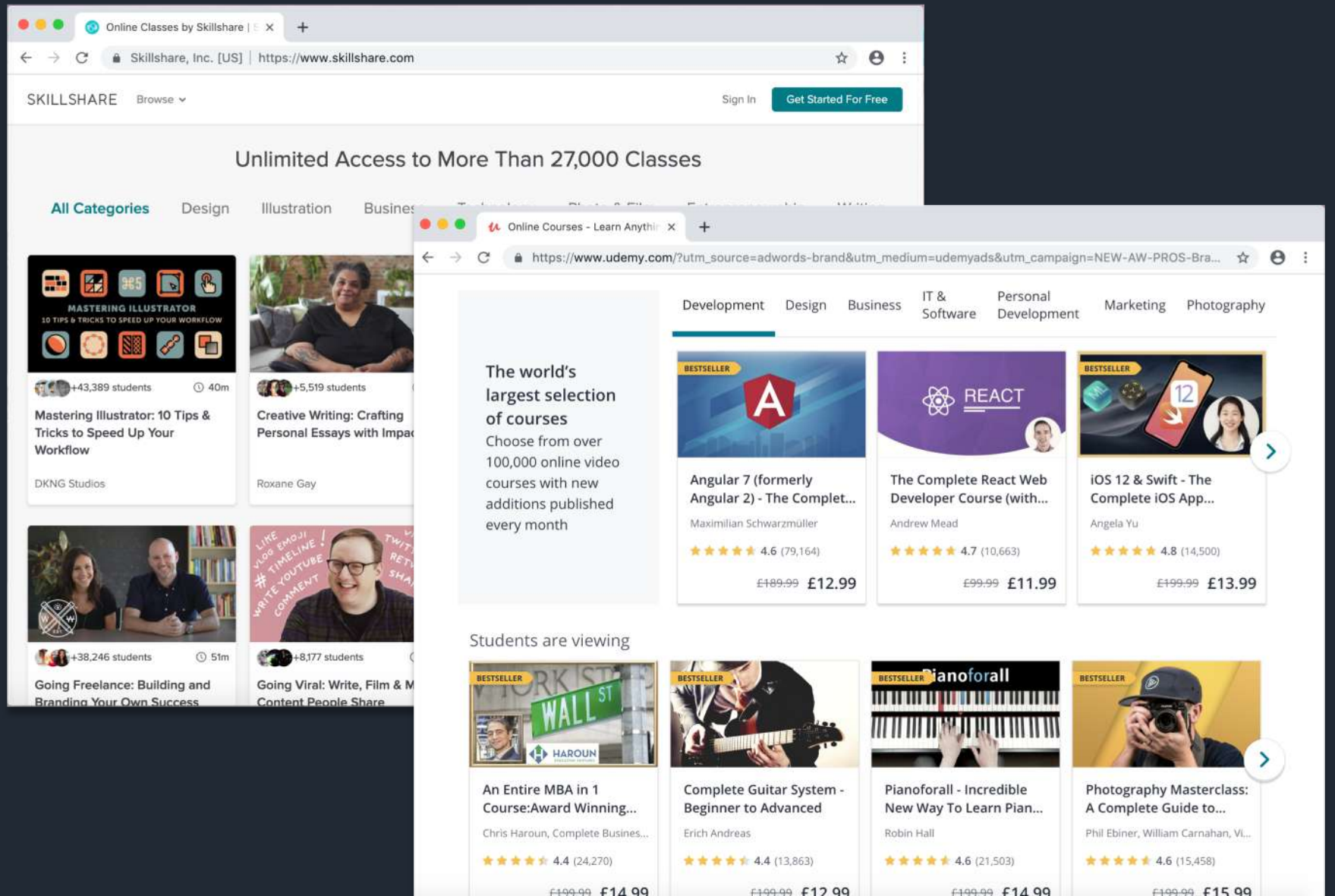




THE PROBLEMS WITH E-LEARNING

QUALITY CONTROL

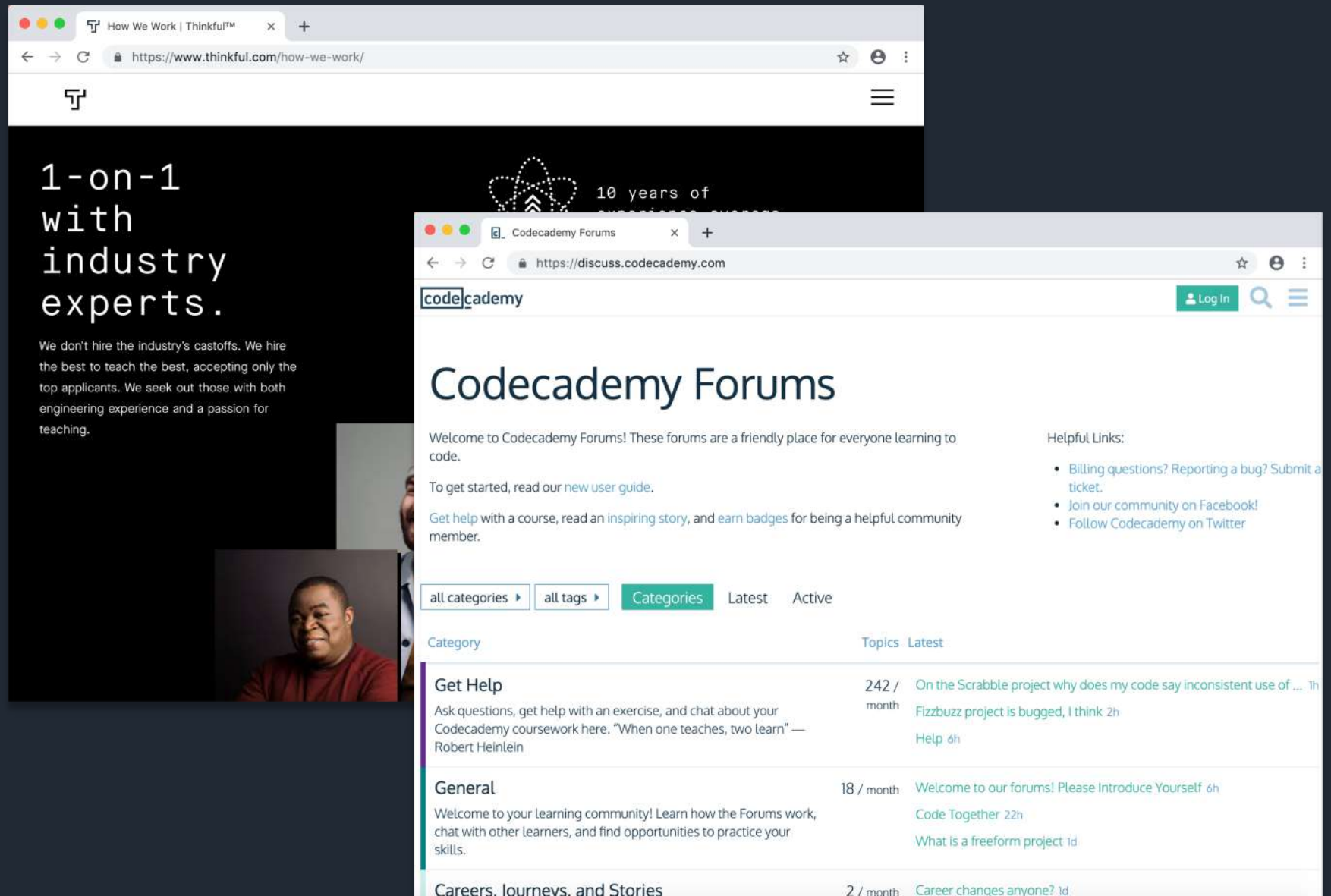
- Low entry barriers
- Different tutors different methods



THE PROBLEMS WITH E-LEARNING

LOW INTERACTIVITY

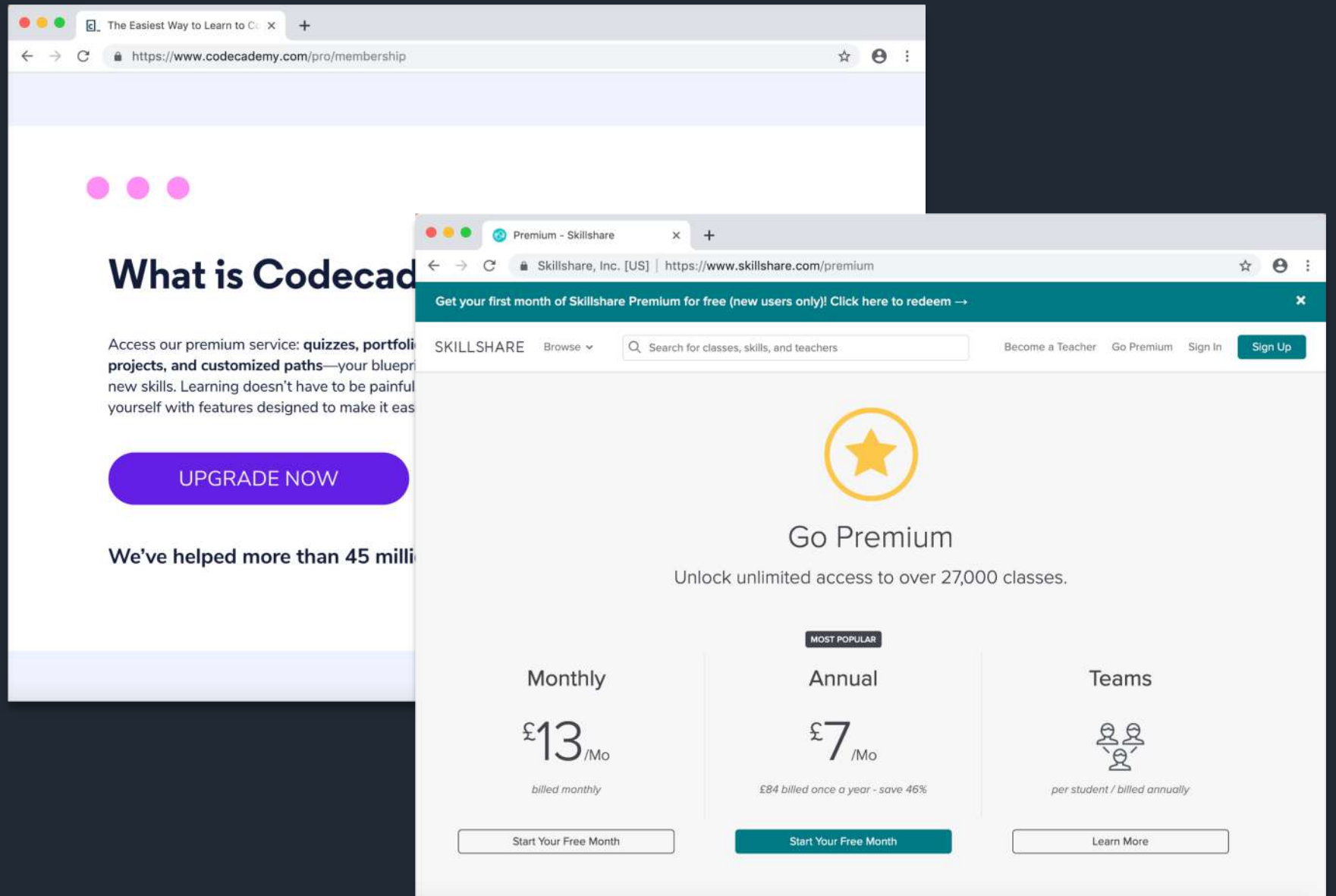
- Limited student support
- Lack of feedback
- Large community forums



THE PROBLEMS WITH E-LEARNING

COST

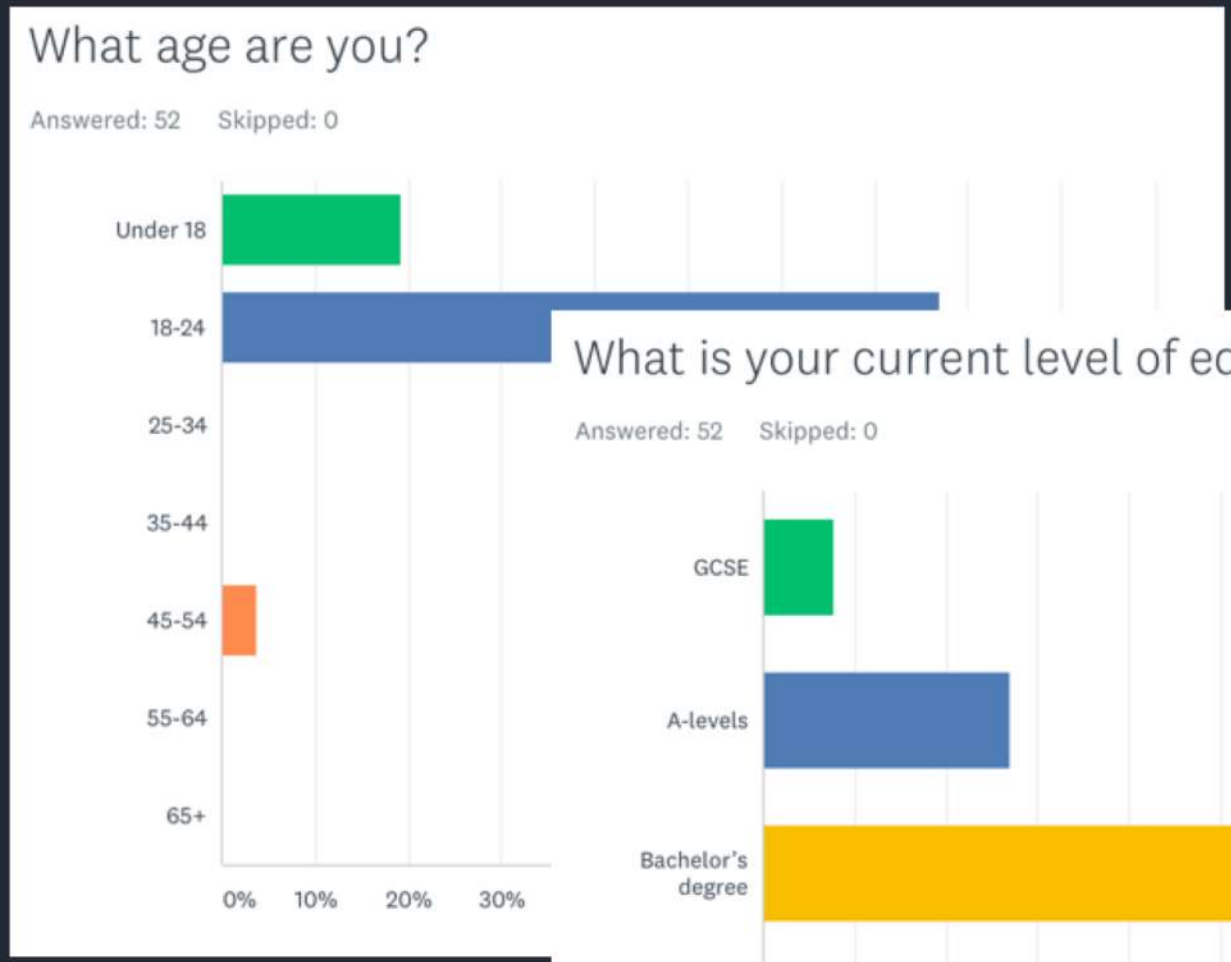
- Expensive courses
- Free services with options to upgrade

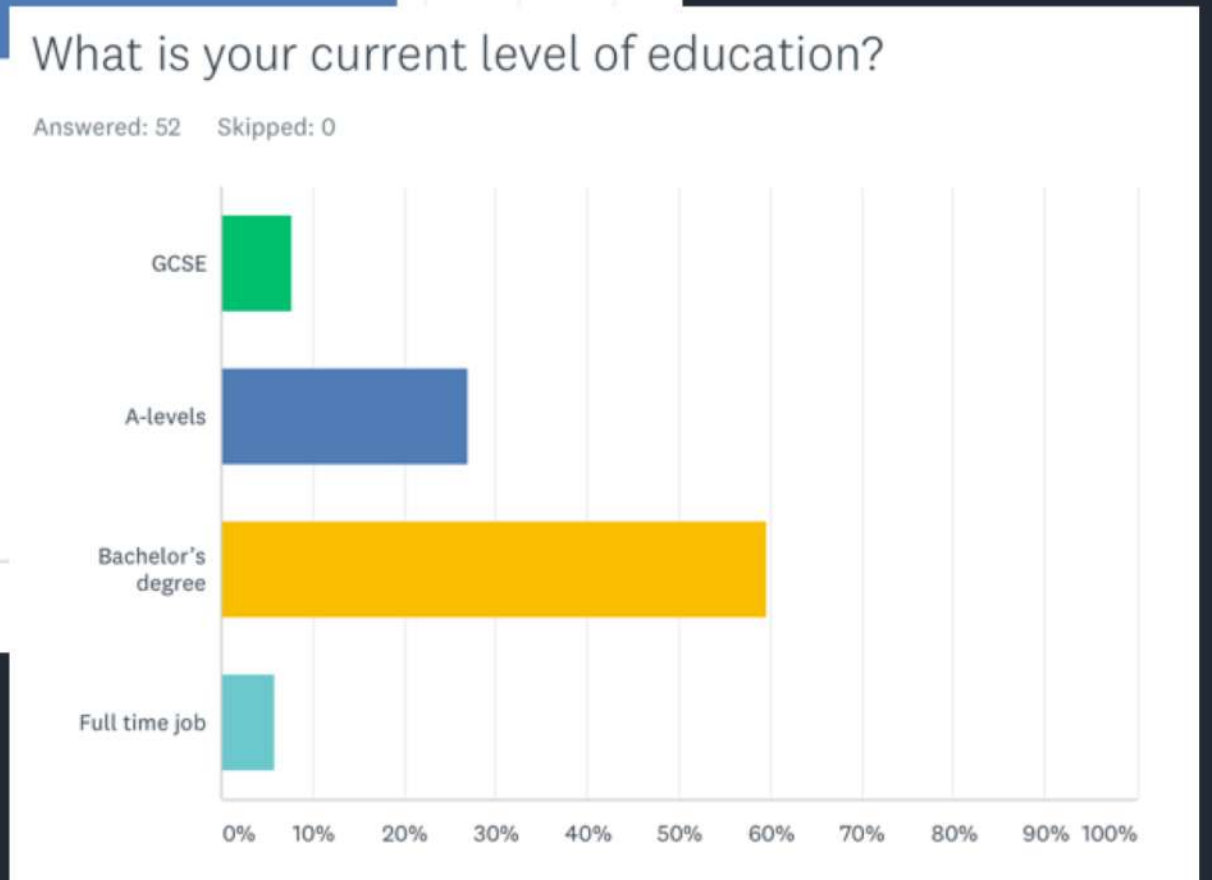


ONLINE SURVEY

AGE & LEVEL OF EDUCATION

- Mostly university students answering my survey

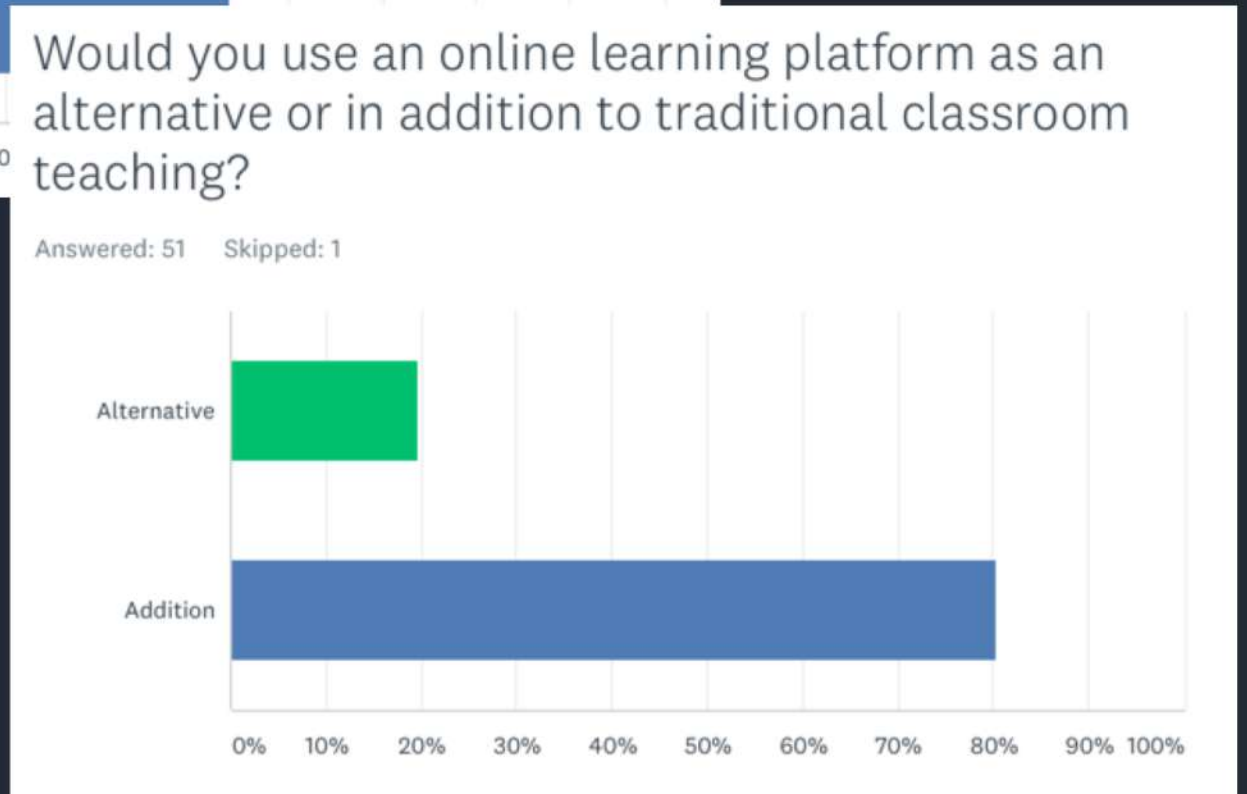




ONLINE SURVEY

ALTERNATIVE OR IN ADDITION

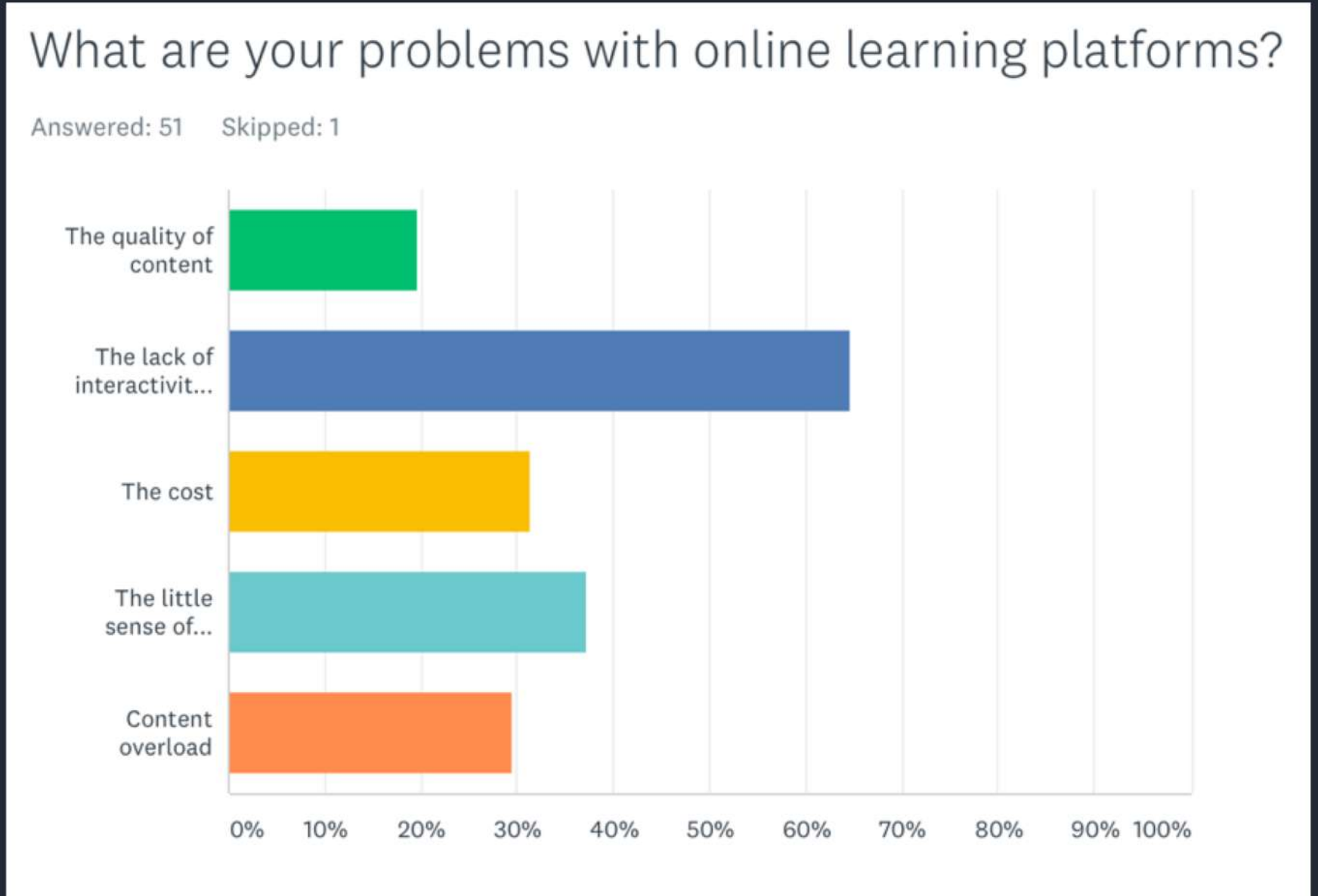
- Majority of responses said they would use a online learning platform in addition to traditional classroom teaching



ONLINE SURVEY

PROBLEMS WITH LEARNING ONLINE

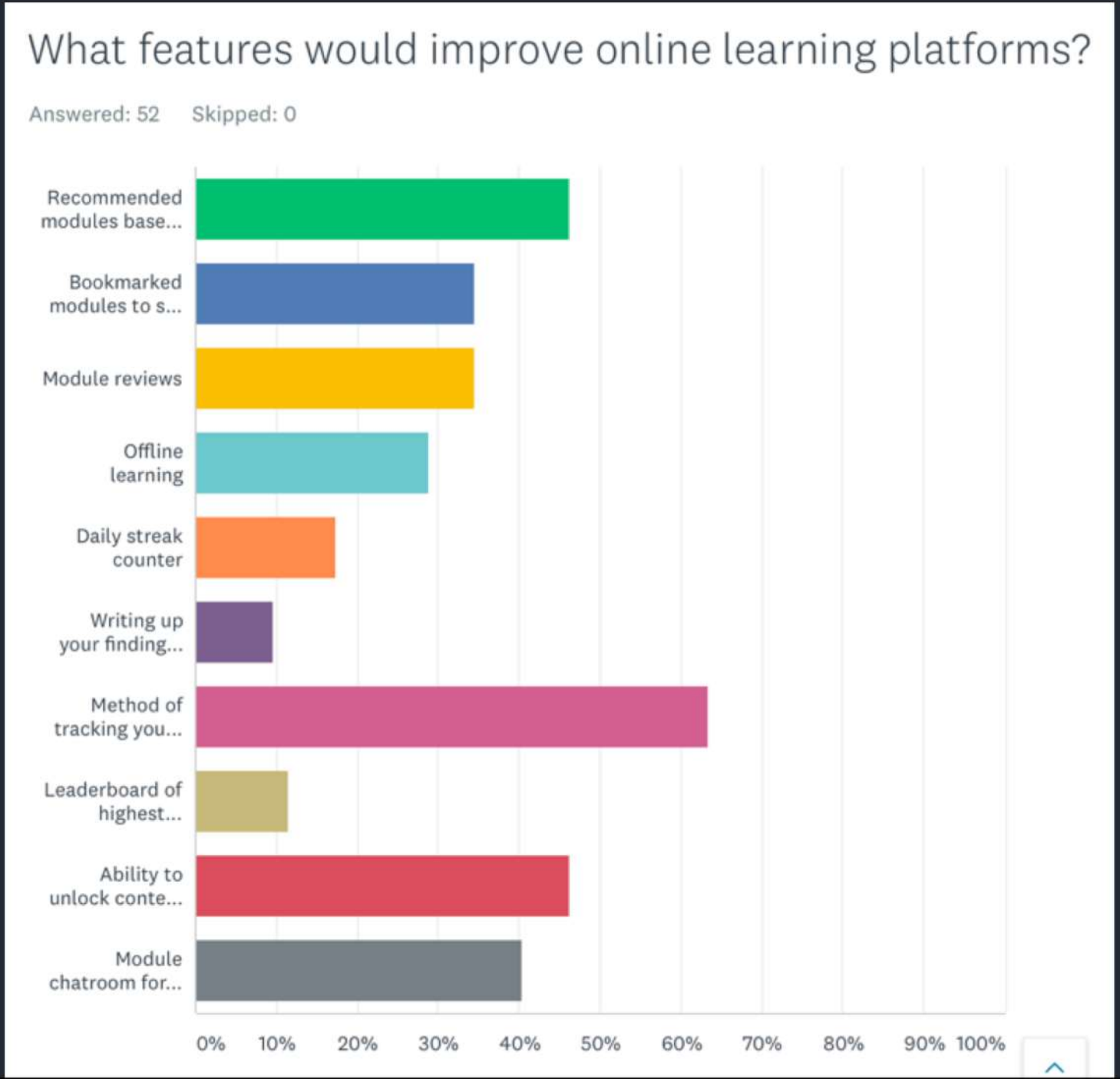
- The major issue identified is the lack of interactivity, similarly followed by the little sense of community



ONLINE SURVEY

MOST WANTED FEATURES

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



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 involve, I can’t afford to spend a lot.
- How long is learning process?

Does

- Explores his options, looking at the part time courses available in his 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.”

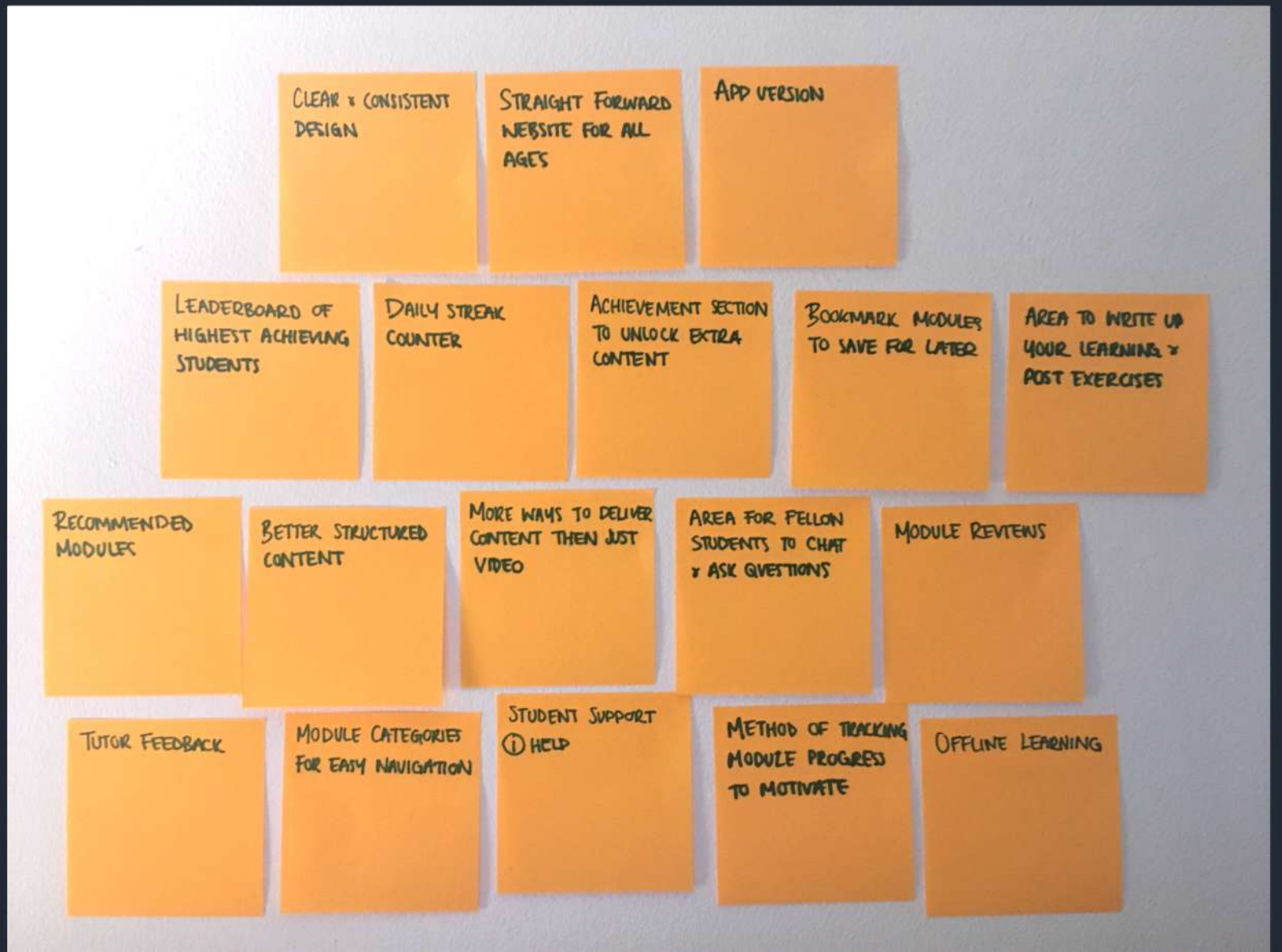
Thinks

- 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

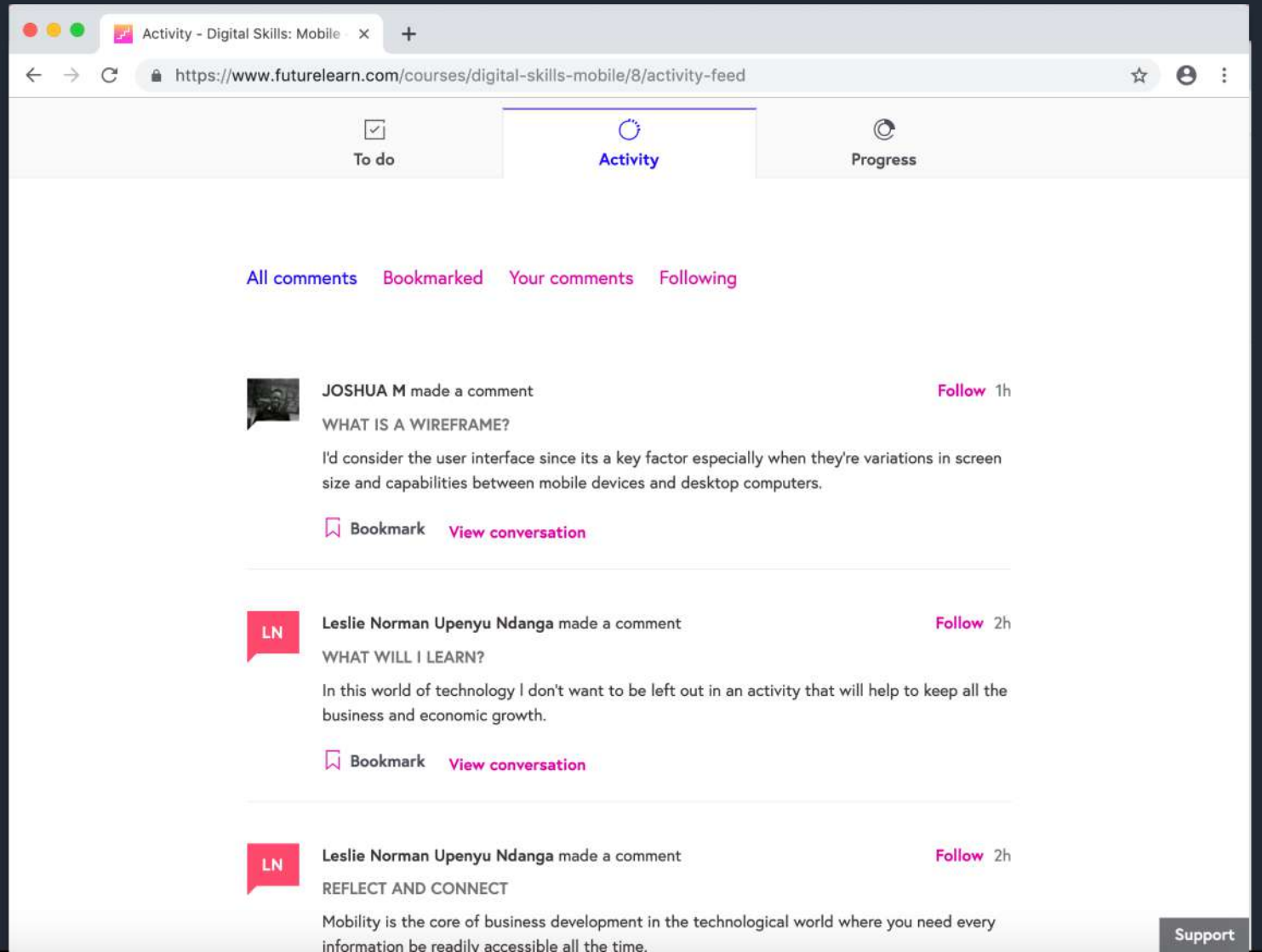
CONTENT	COMMUNITY	PROFILE
Design better structured content	Provide on demand student support	Motivate students when learning online

CONTENT STRUCTURE

COMMUNITY

ONE TUTOR TO ONE MODULE

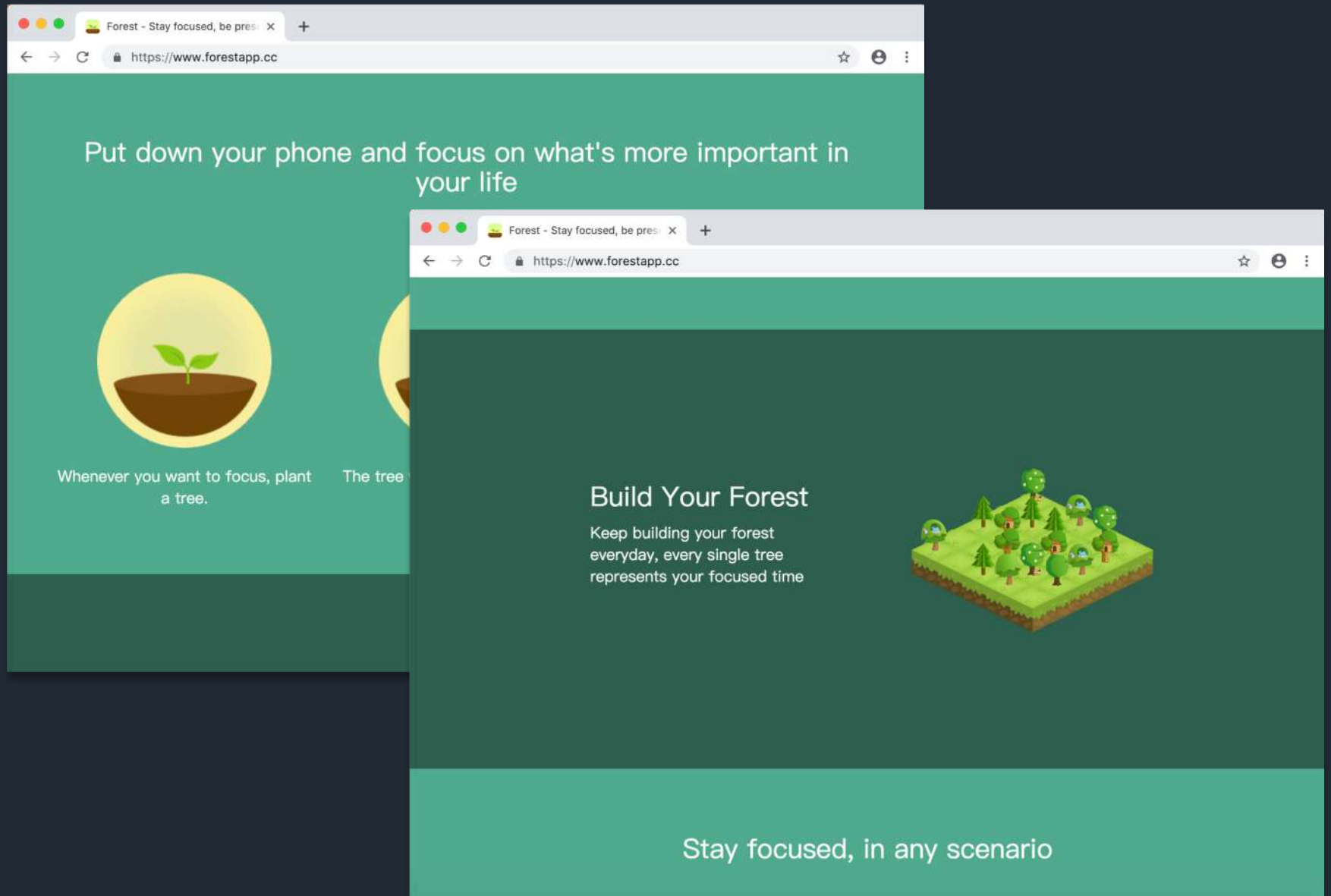
ONE CHATROOM TO ONE MODULE



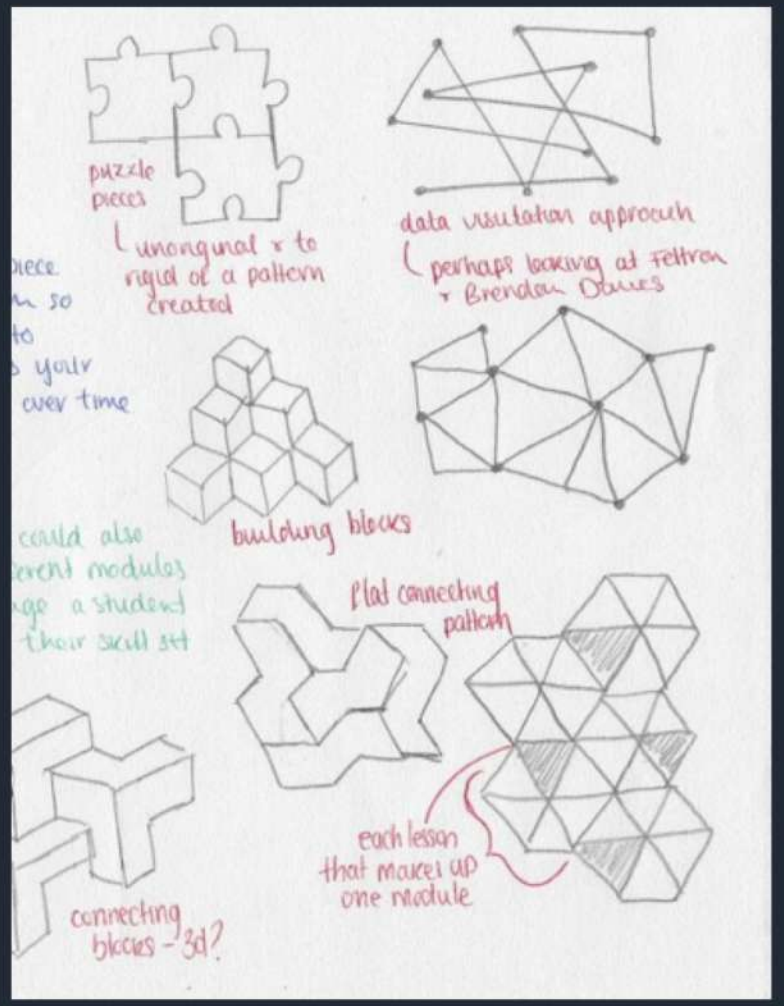
PROFILE TRACKING PROGRESS

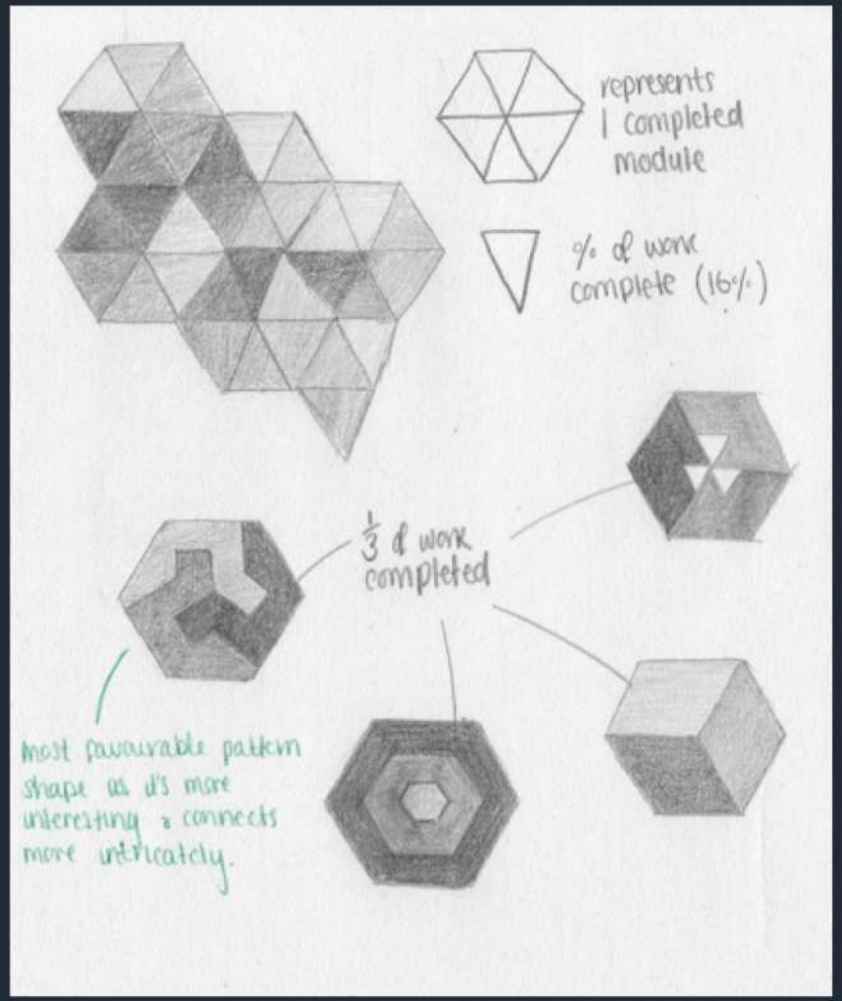
FOREST THE APP

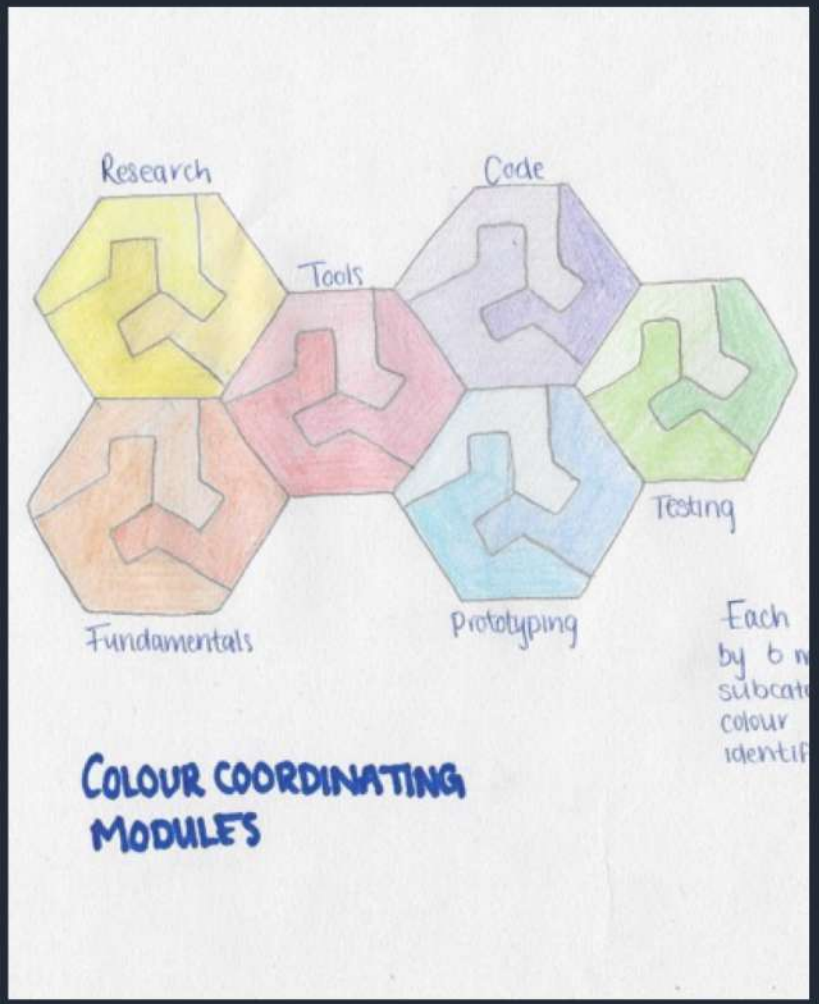
Helps you to put down your phone and successfully learn, you must stay on the app on order to successfully grow a tree which ultimately stops you from getting distracted by using your phone.



PROFILE TRACKING PROGRESS

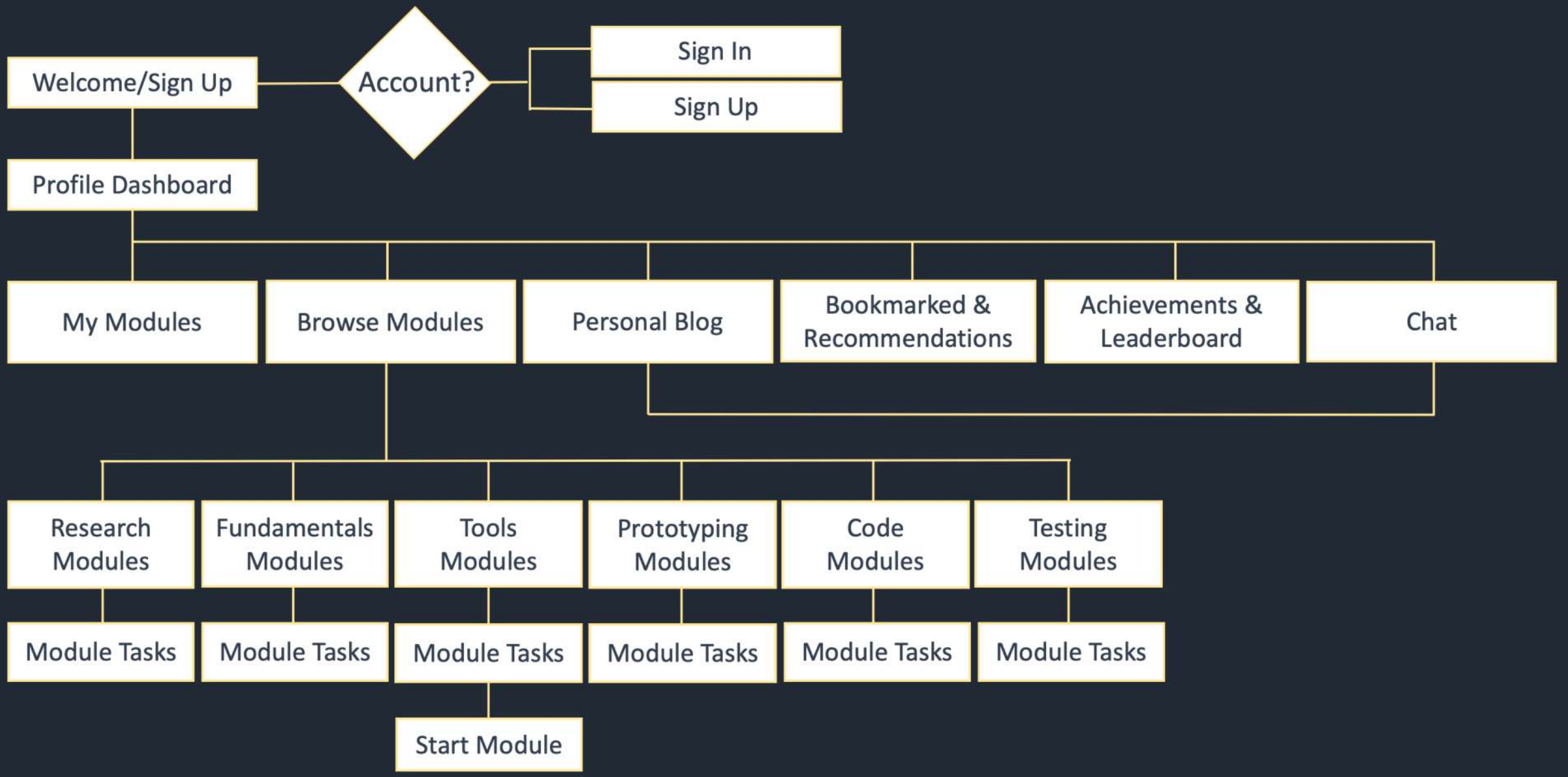




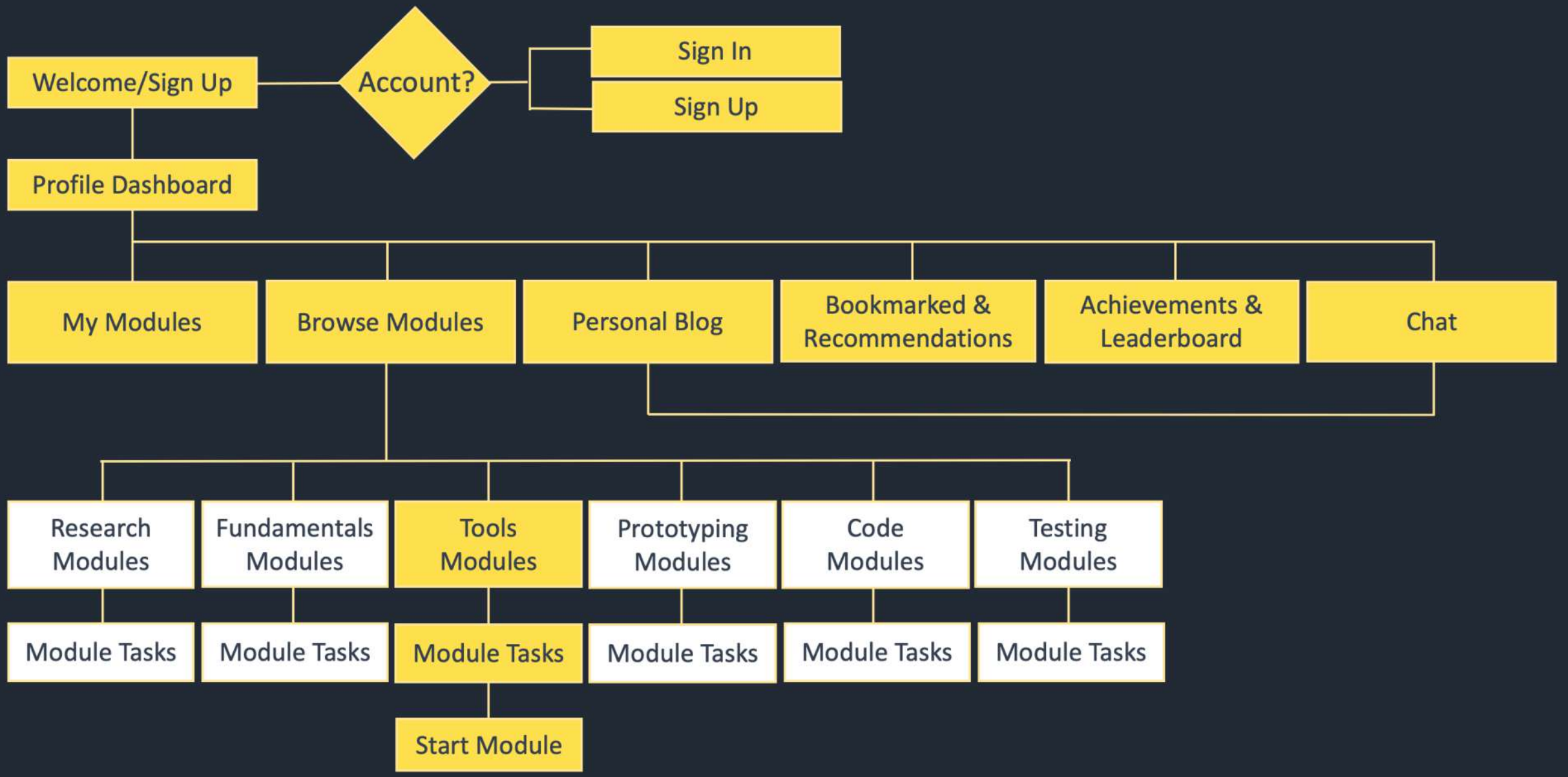


PROFILE TRACKING PROGRESS

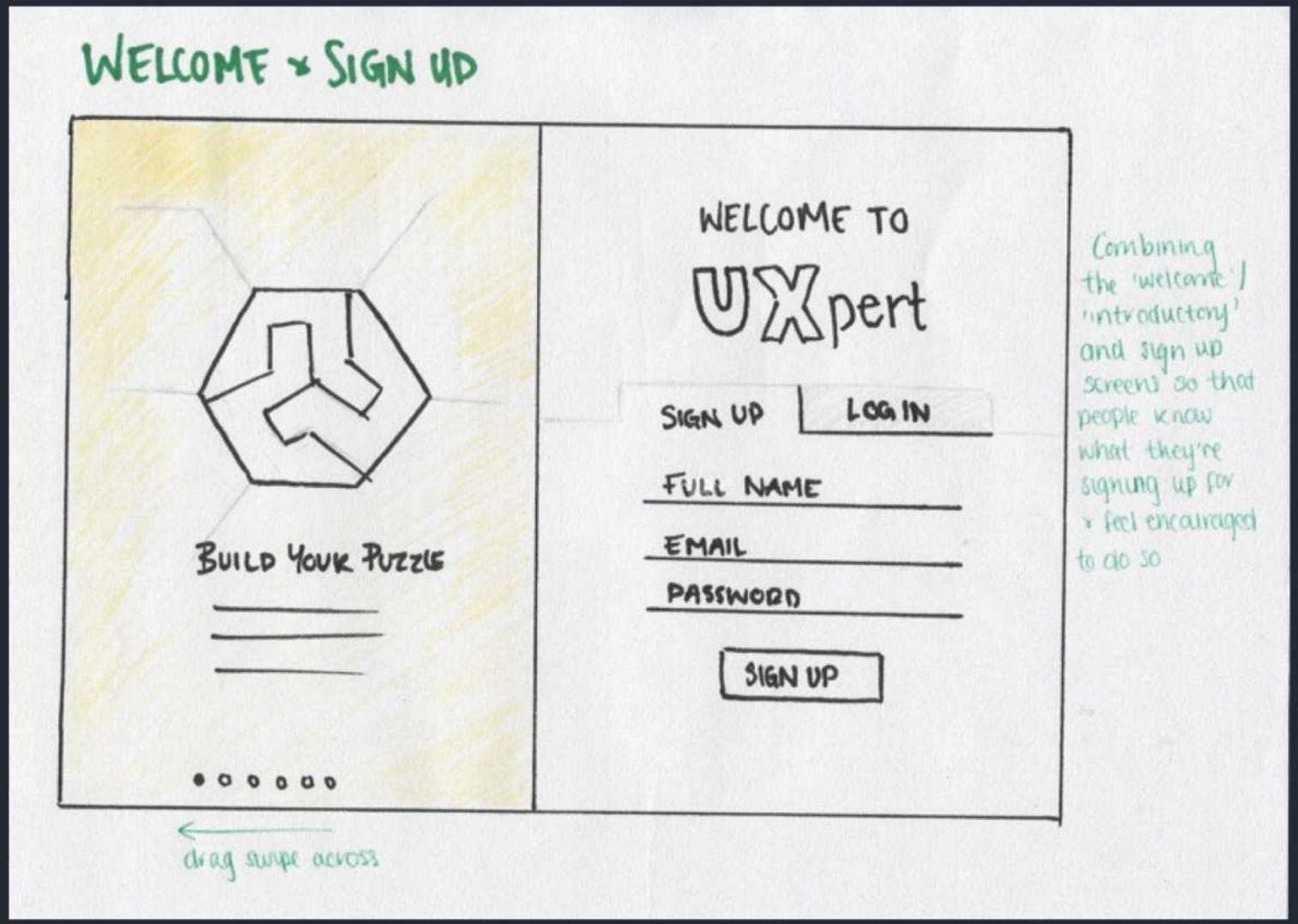
USER FLOW

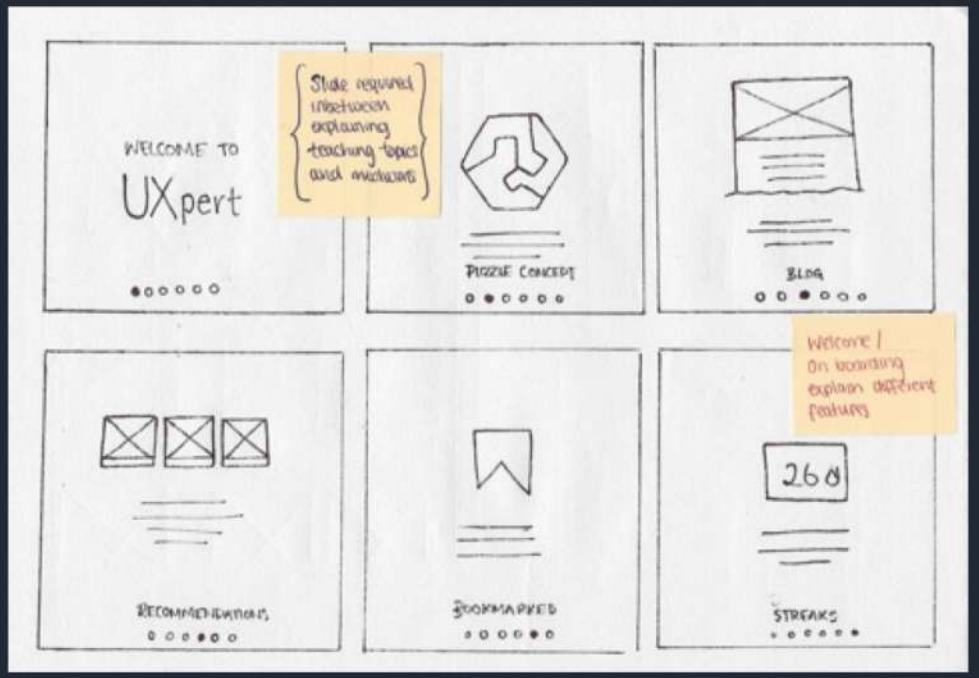

Welcome/Sign Up
Account?
Sign In
Sign Up
Profile Dashboard
My Modules
Browse Modules
Personal Blog
Bookmarked & Recommendations
Achievements & Leaderboard
Chat
Research Modules
Fundamentals Modules
Tools Modules
Prototyping Modules
Code Modules
Testing Modules
Module Tasks
Module Tasks
Module Tasks
Module Tasks
Module Tasks
Module Tasks
Start Module

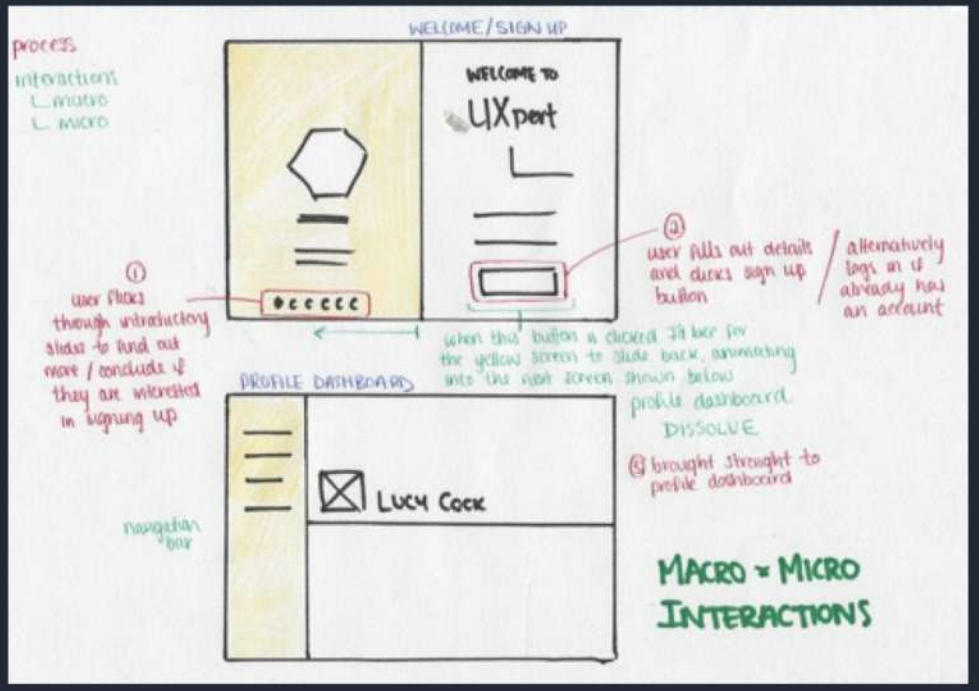
USER FLOW


Welcome/Sign Up
Account?
Sign In
Sign Up
Profile Dashboard
My Modules
Browse Modules
Personal Blog
Bookmarked & Recommendations
Achievements & Leaderboard
Chat
Research Modules
Fundamentals Modules
Tools Modules
Prototyping Modules
Code Modules
Testing Modules
Module Tasks
Module Tasks
Module Tasks
Module Tasks
Module Tasks
Module Tasks
Start Module

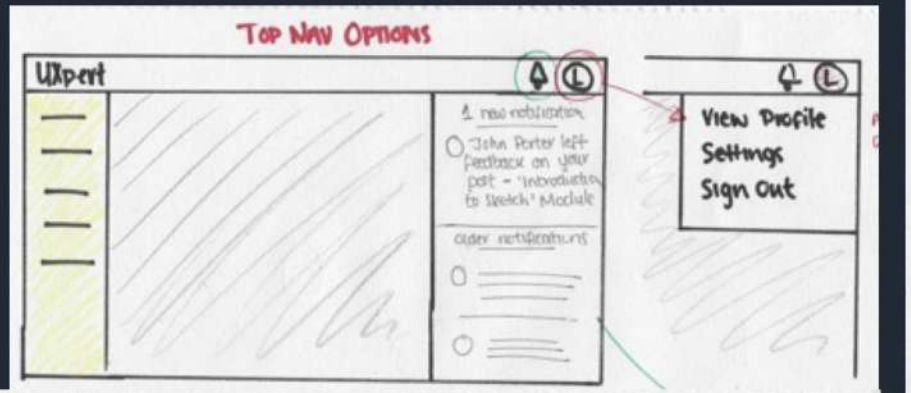
WELCOME AND SIGN UP

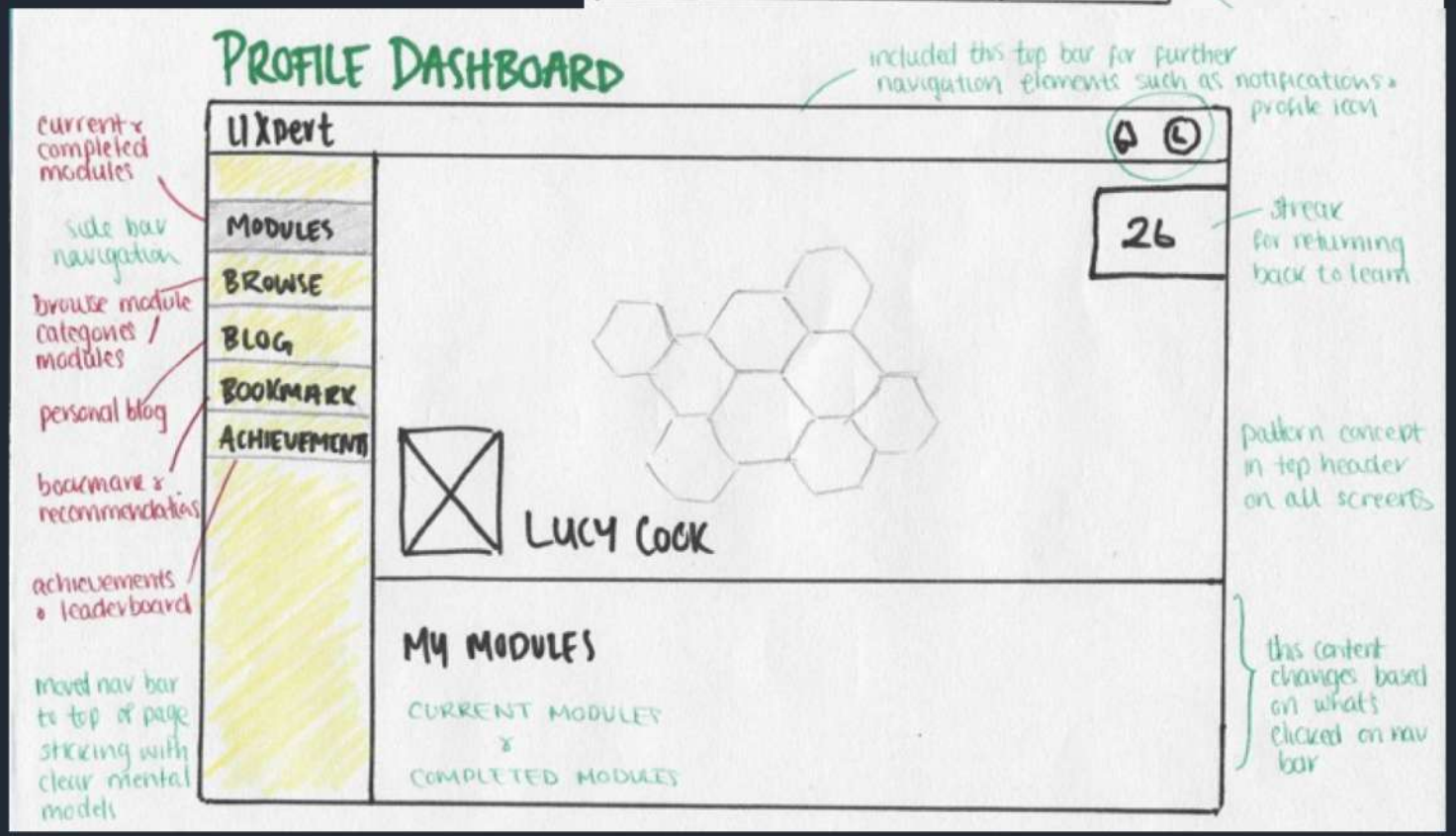


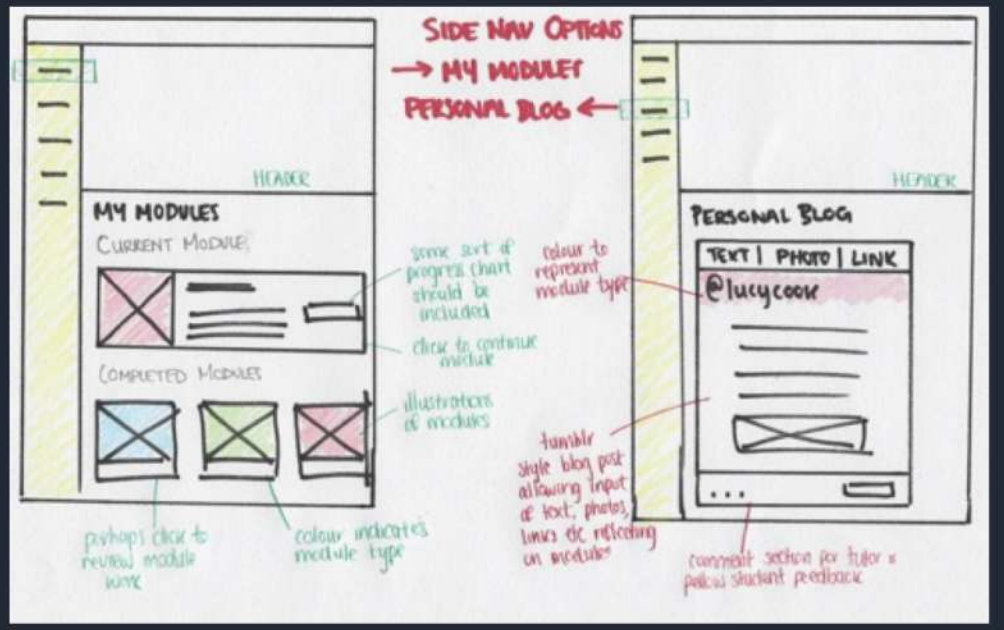


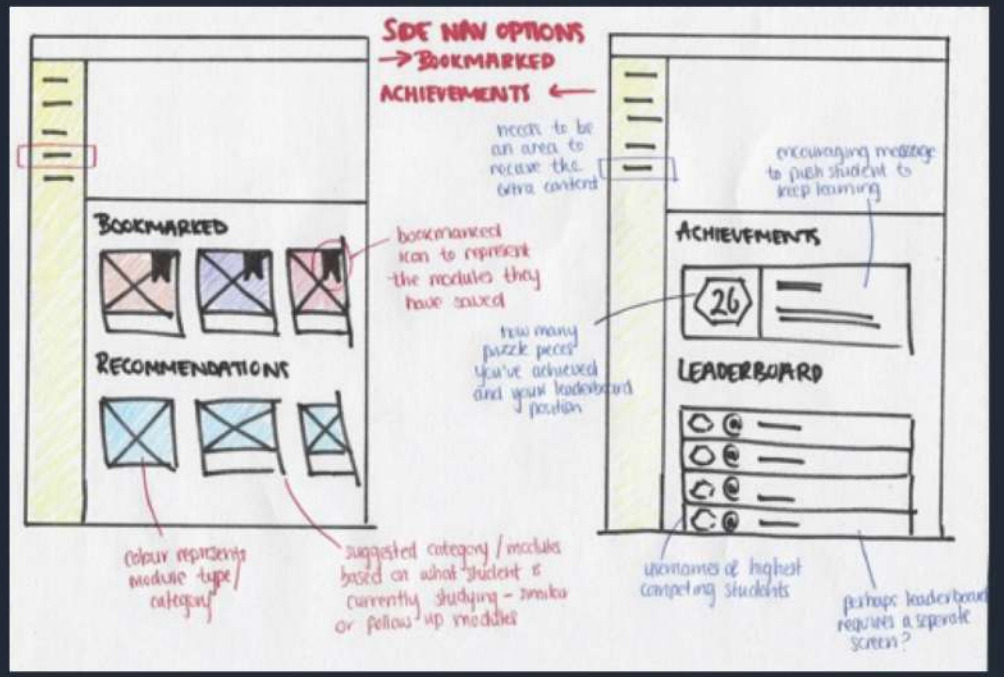


PROFILE DASHBOARD

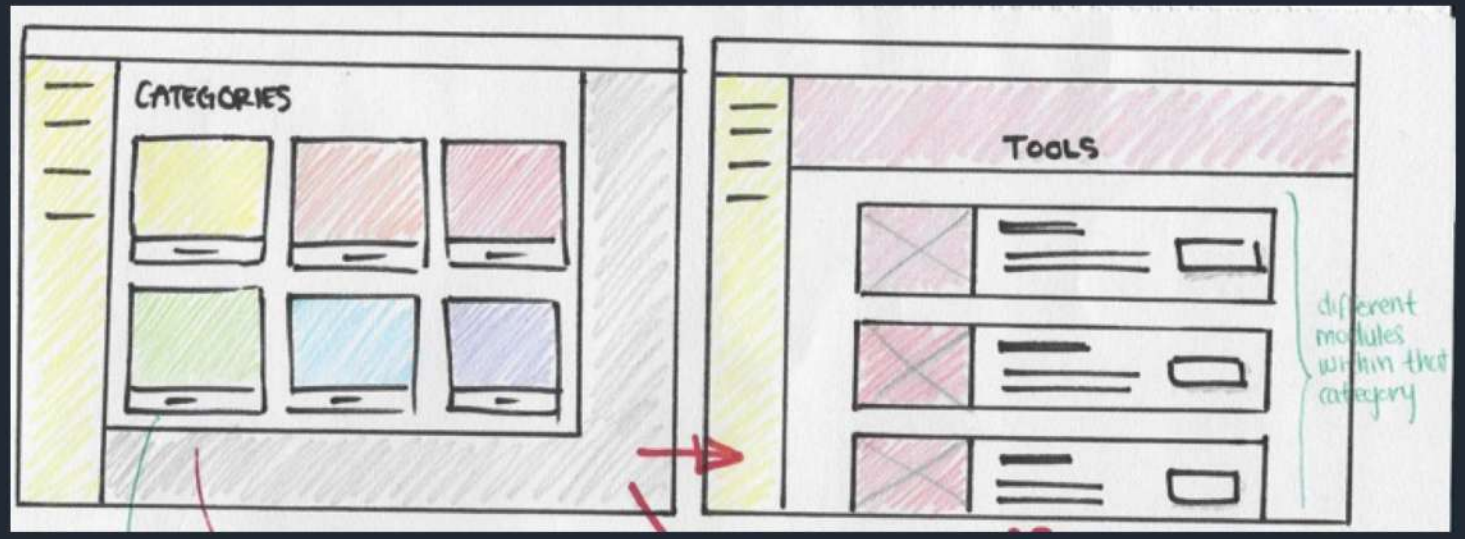


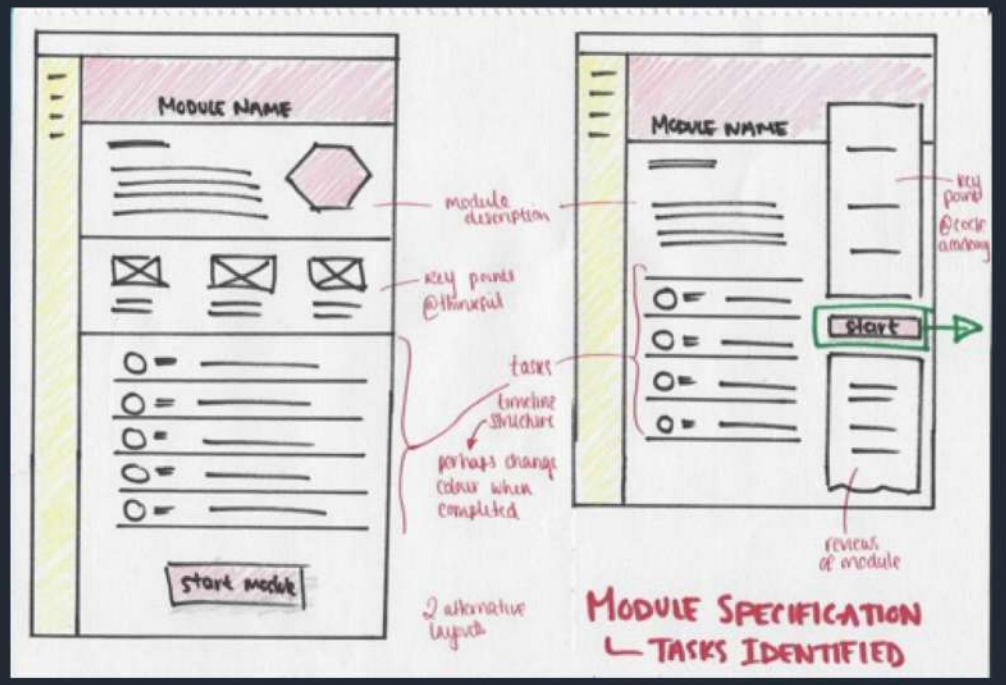


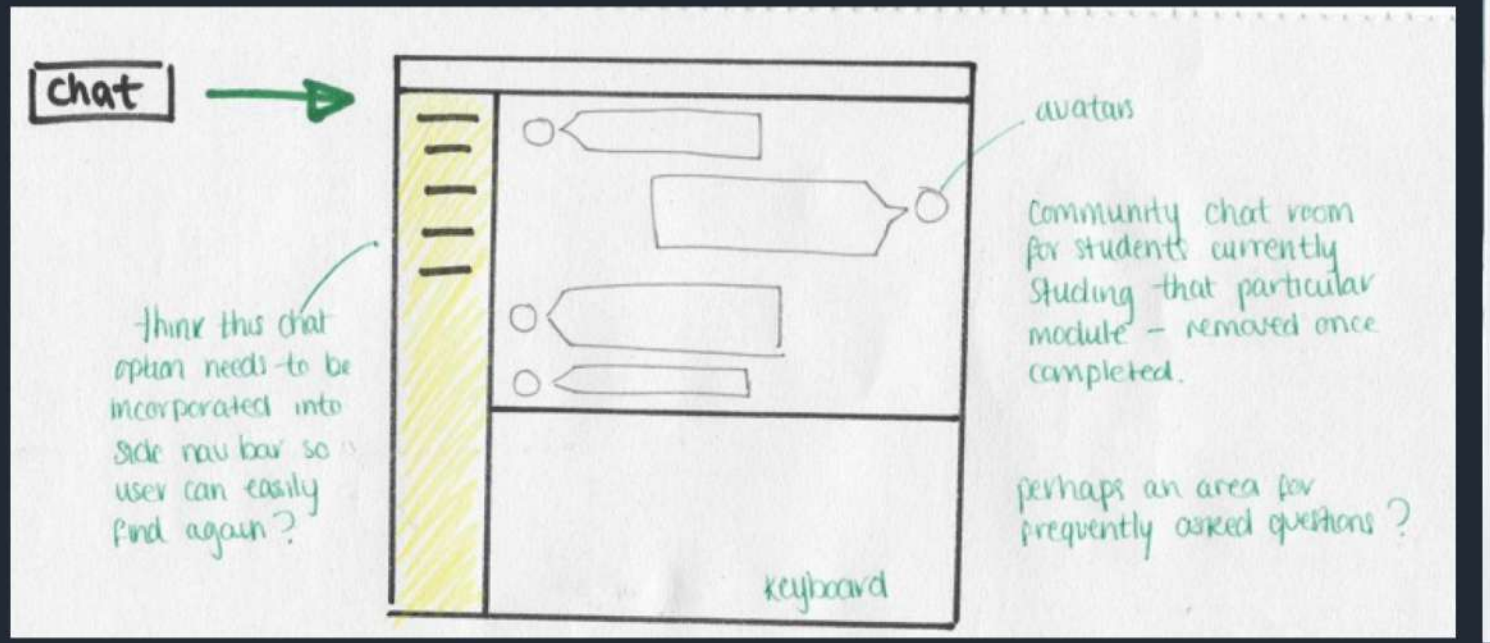


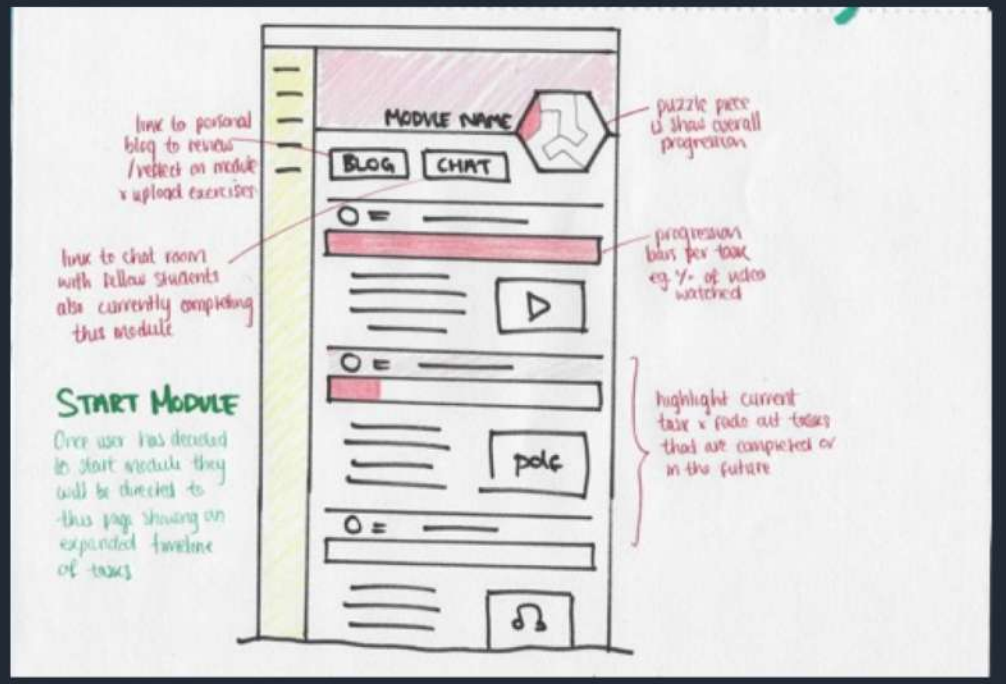


MODULE CONTENT









ELEMENT COLLAGE

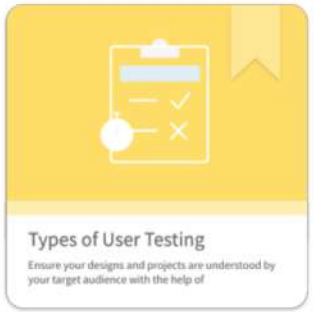
Page Heading

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 innovate 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.

@JohnDorman

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

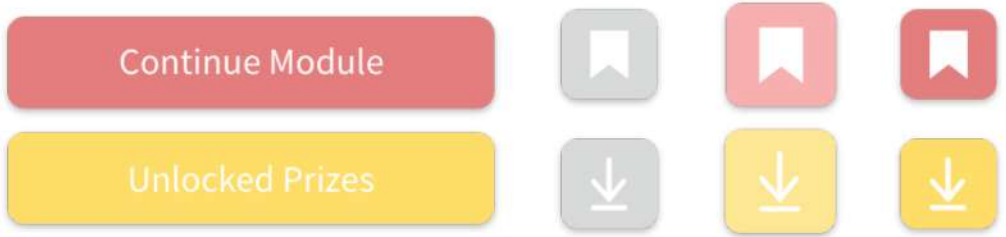
@HannahBlack

@SarahJohnston

@NeilMatthews

@JohnWilson

Read more....



Continue Module

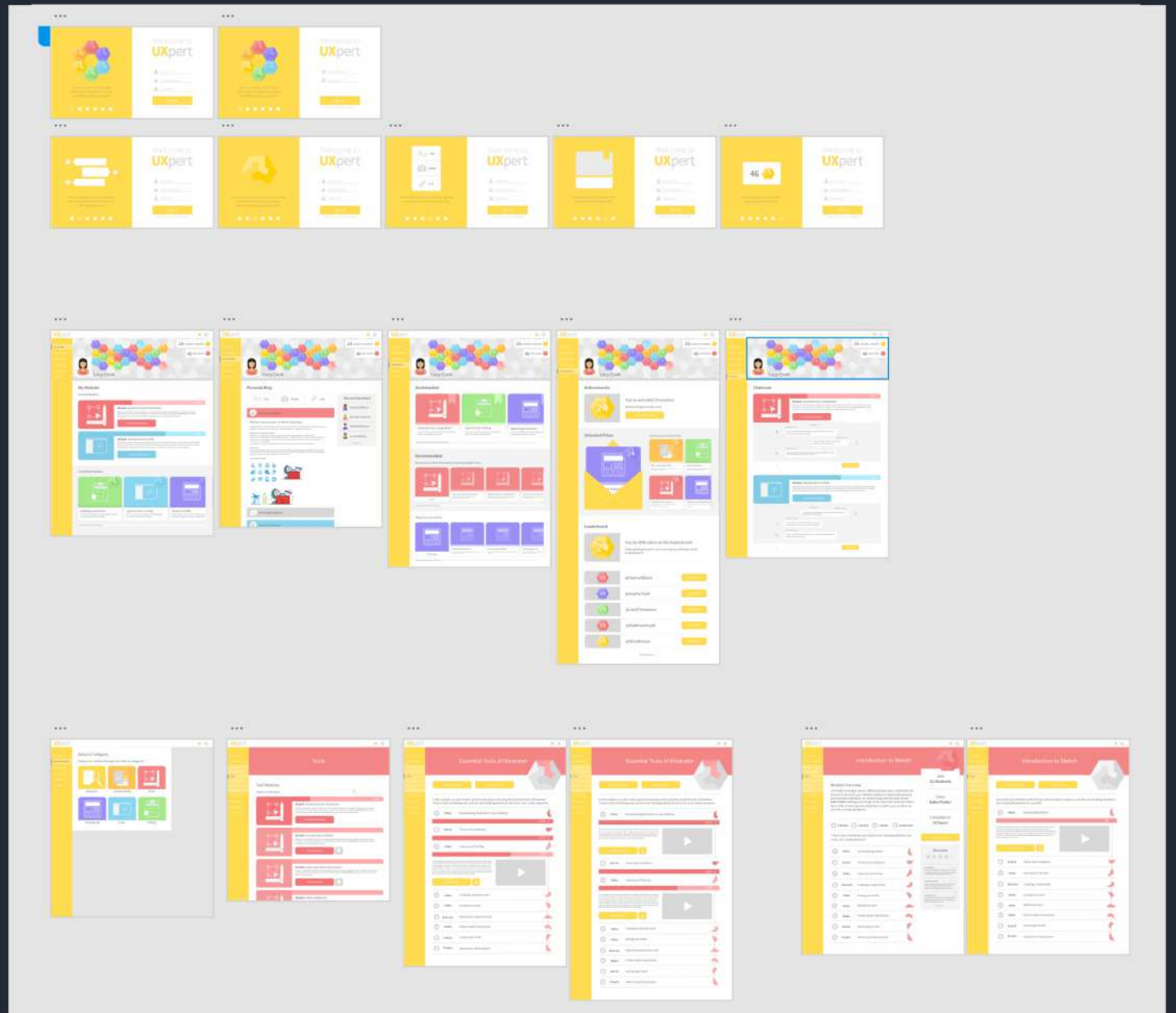
Unlocked Prizes

HIGH FIDELITY MOCKUPS

WELCOME/SIGN UP

PROFILE DASHBOARD

MODULE CONTENT

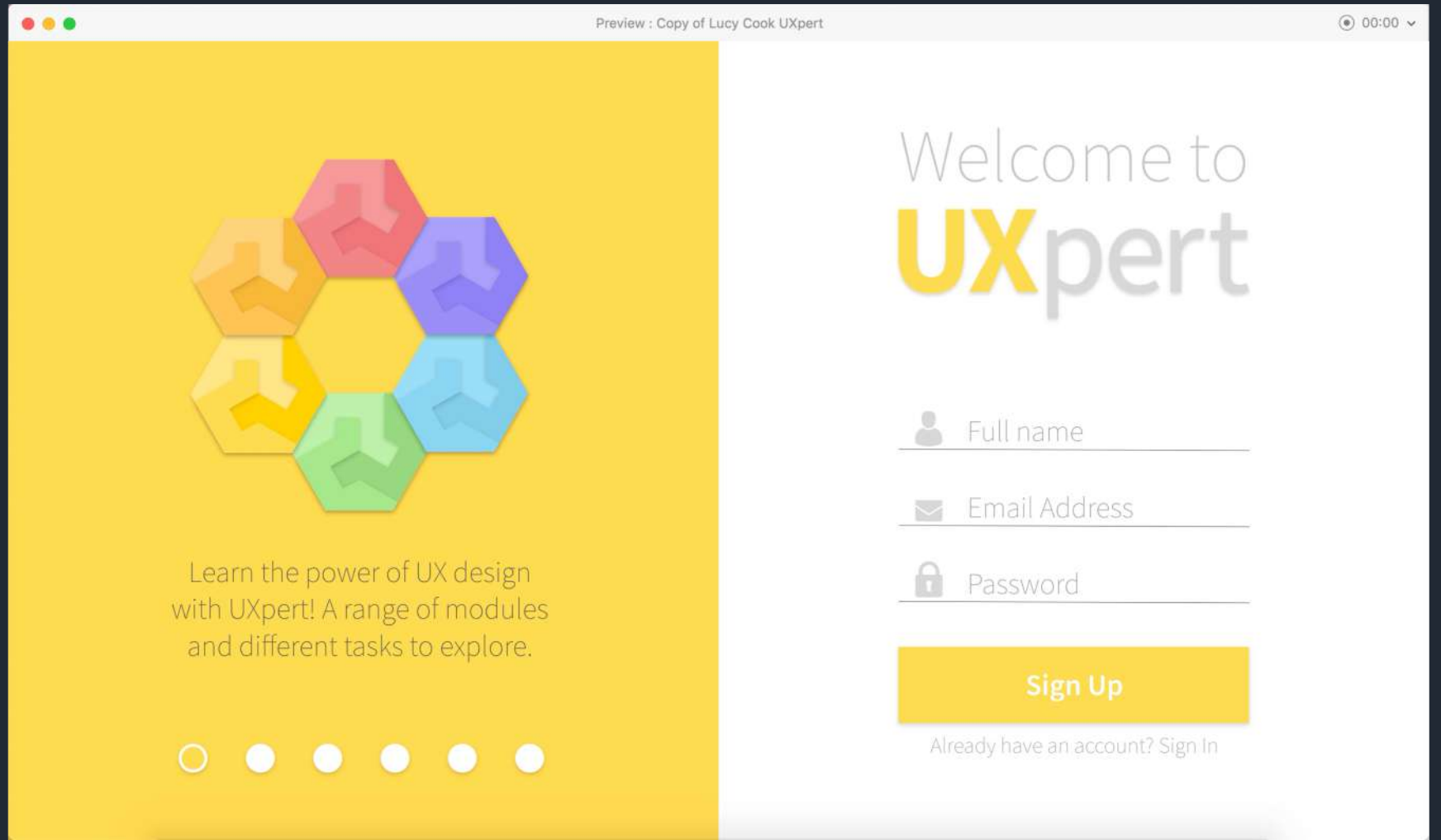


UXpert

UXPERT SCREENS

ONBOARDING EXPERIENCE

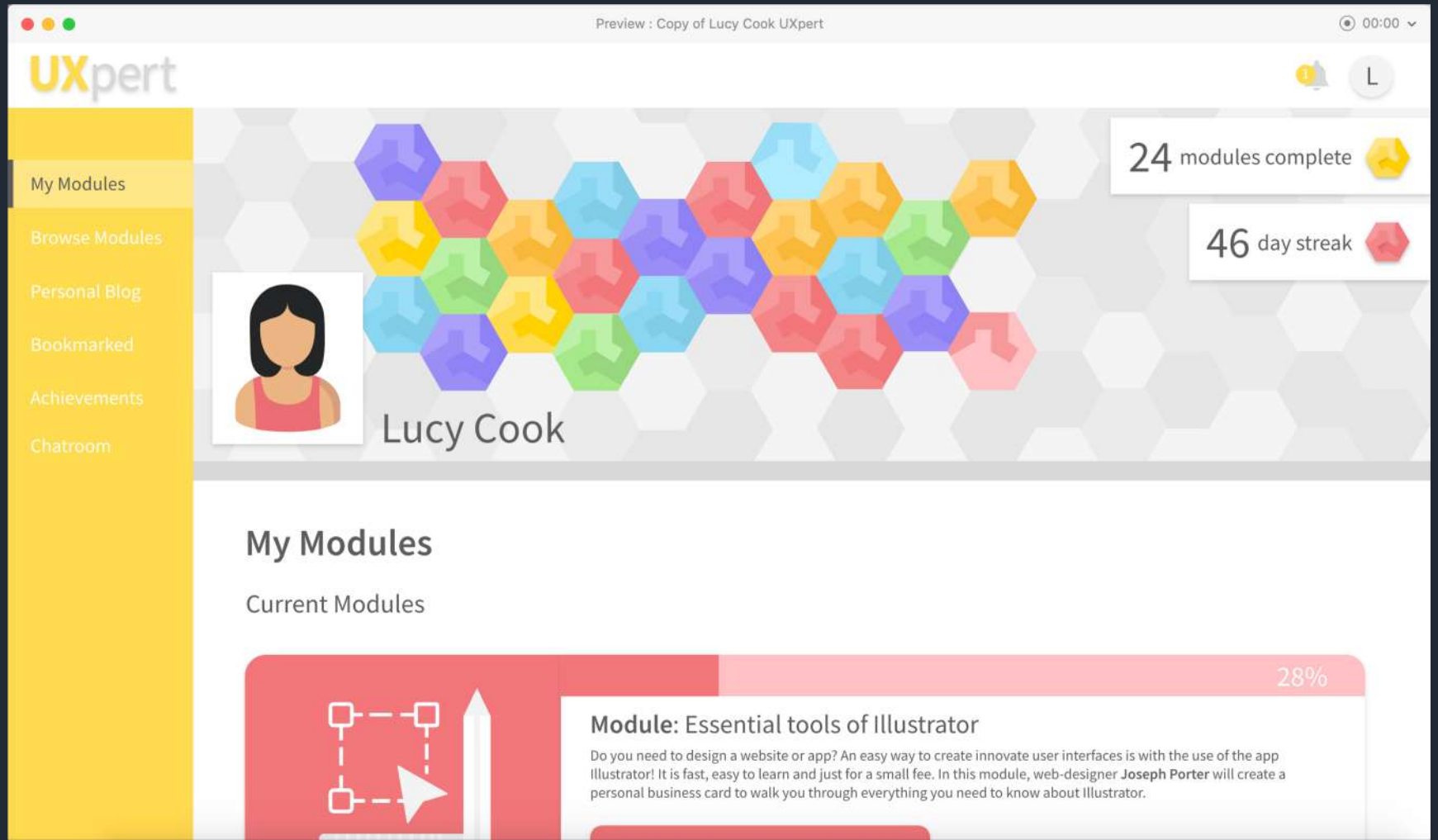
- Providing a brief explanation of what UXpert has to offer, so users know what they are signing up for.



UXPERT SCREENS

TRACKING PROGRESS

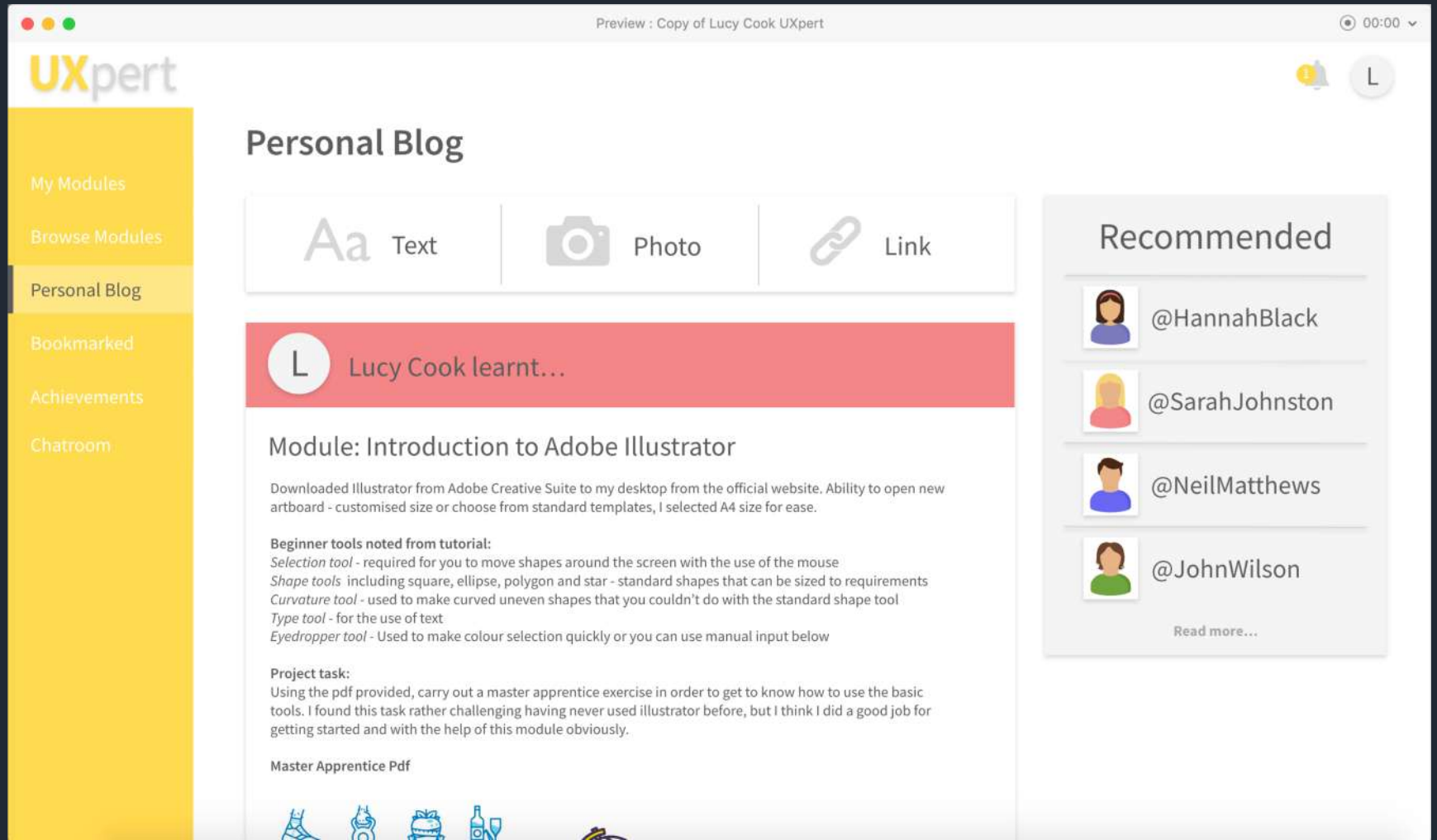
- Collection of pattern pieces colour co-ordinated to the modules a user has completed
- Loading bar on current module
- Daily streak flag



UXPERT SCREENS

PERSONAL BLOG

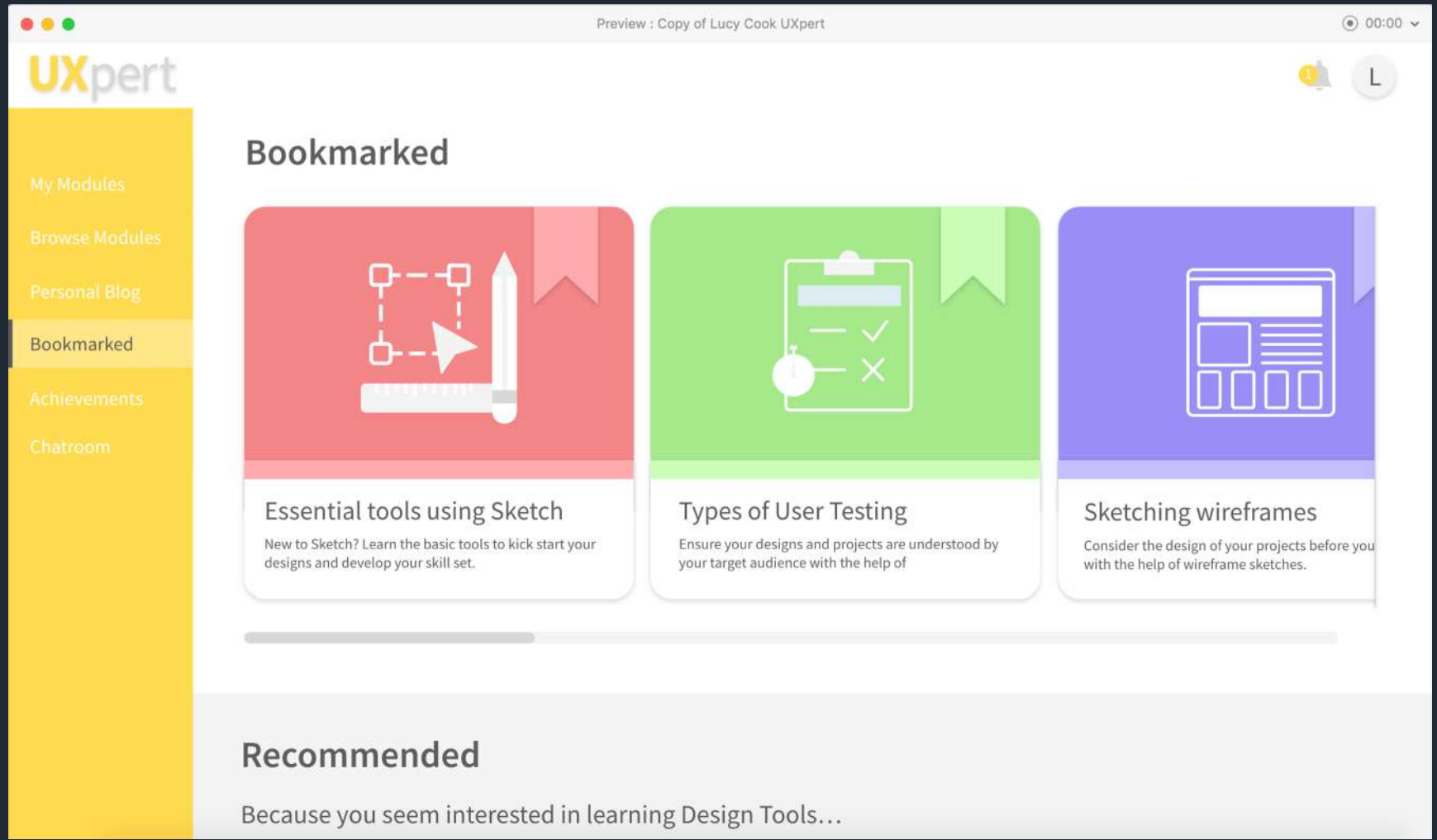
- Ability to log things you've learnt throughout a module
- Upload exercises and final projects to gain feedback from the tutor



UXPERT SCREENS

BOOKMARKED & RECOMMENDED

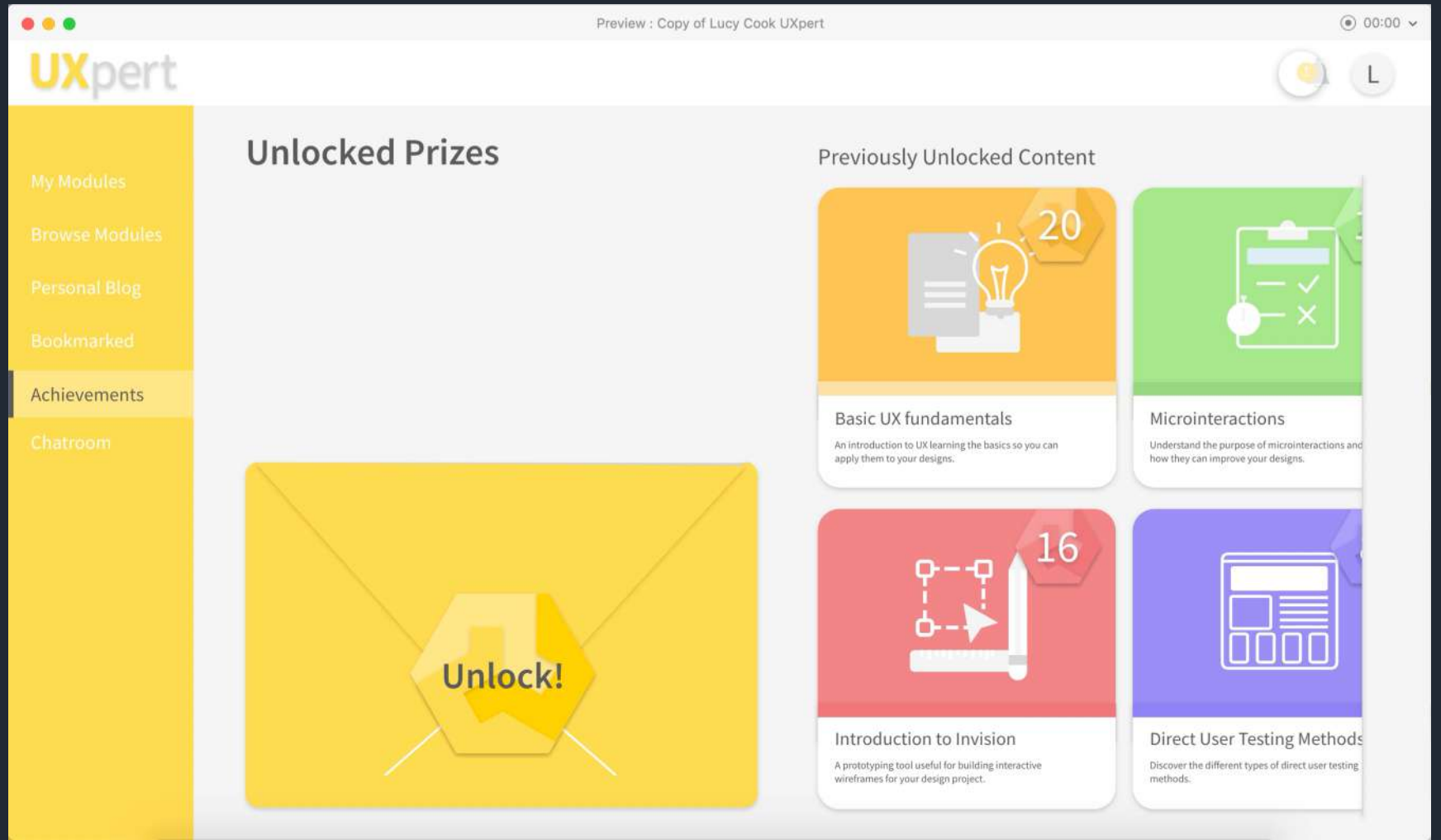
- Bookmarking modules you are interested in but don't currently have the time to complete
- Recommended modules based on what you seem interested in



UXPERT SCREENS

ACHIEVEMENTS

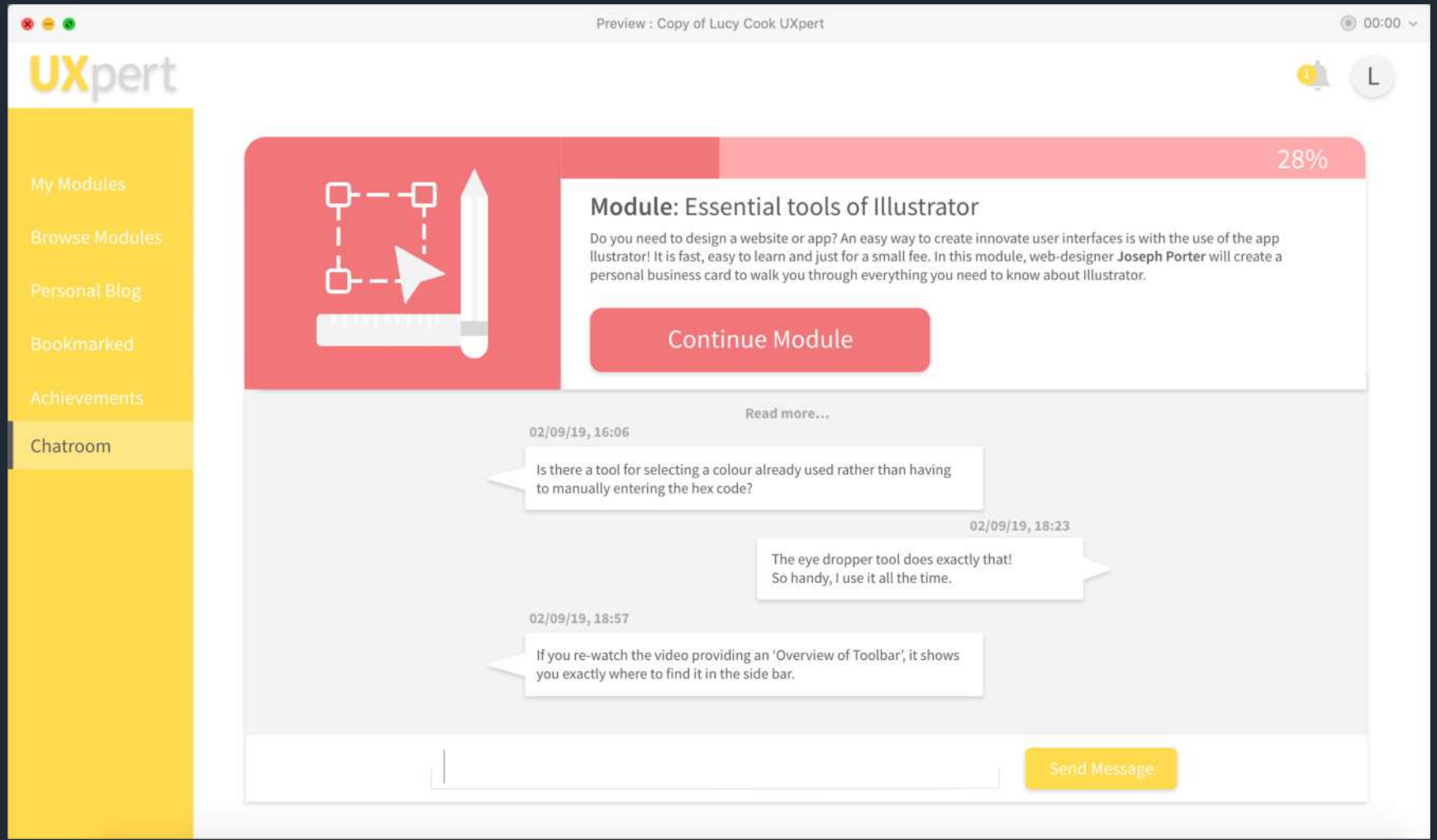
- Identifying how many pattern pieces you've collected
- Reaching certain amount of pattern pieces allows you to unlock hidden content
- Check your status on the leader board and compete against fellow students



UXPERT SCREENS

MODULE CHATROOM

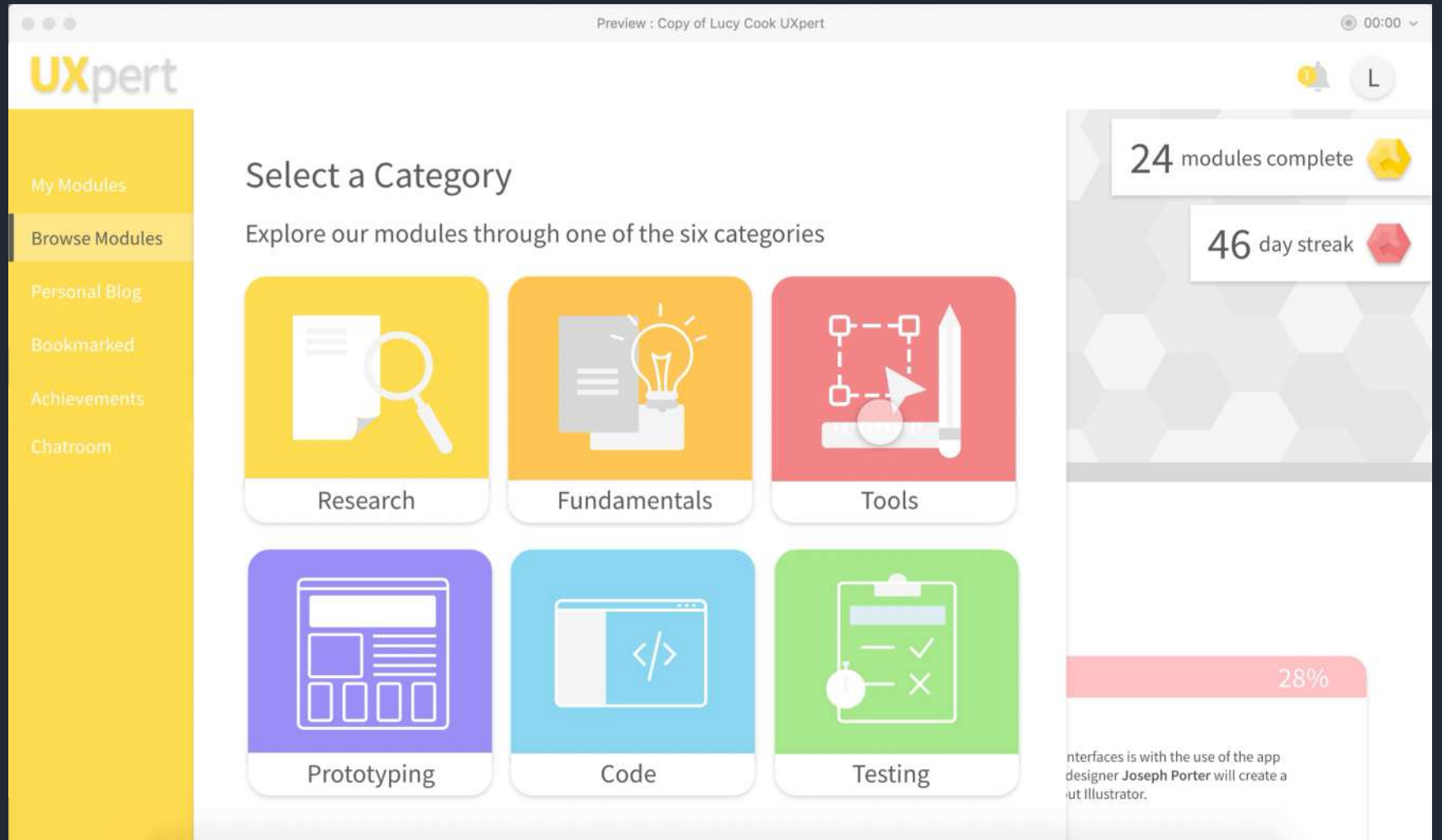
- Separate chatroom for each module so that only students currently completing that module can chat and help each other



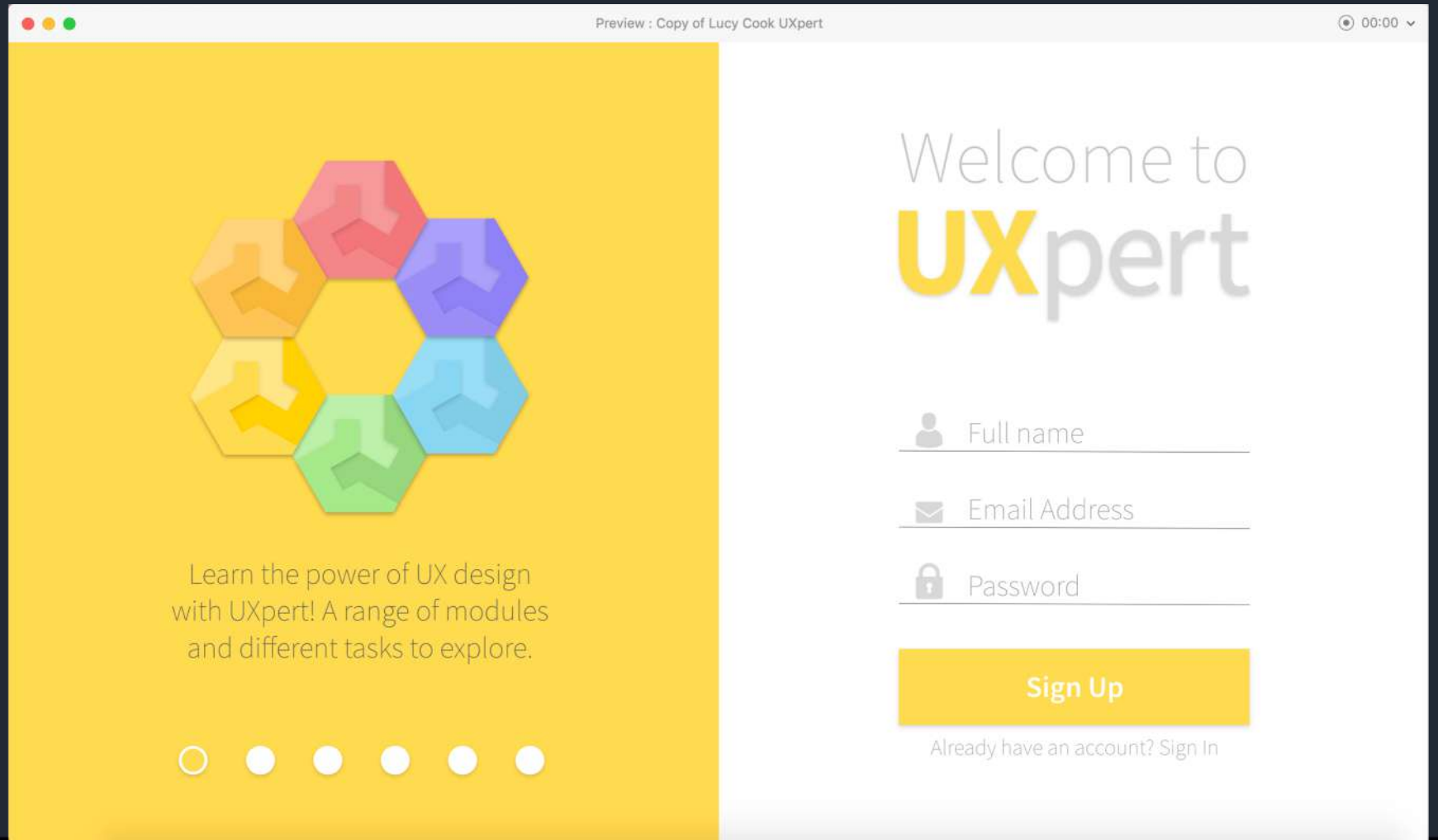
UXPERT SCREENS

MODULES AND TASKS

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



PROTOTYPE


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