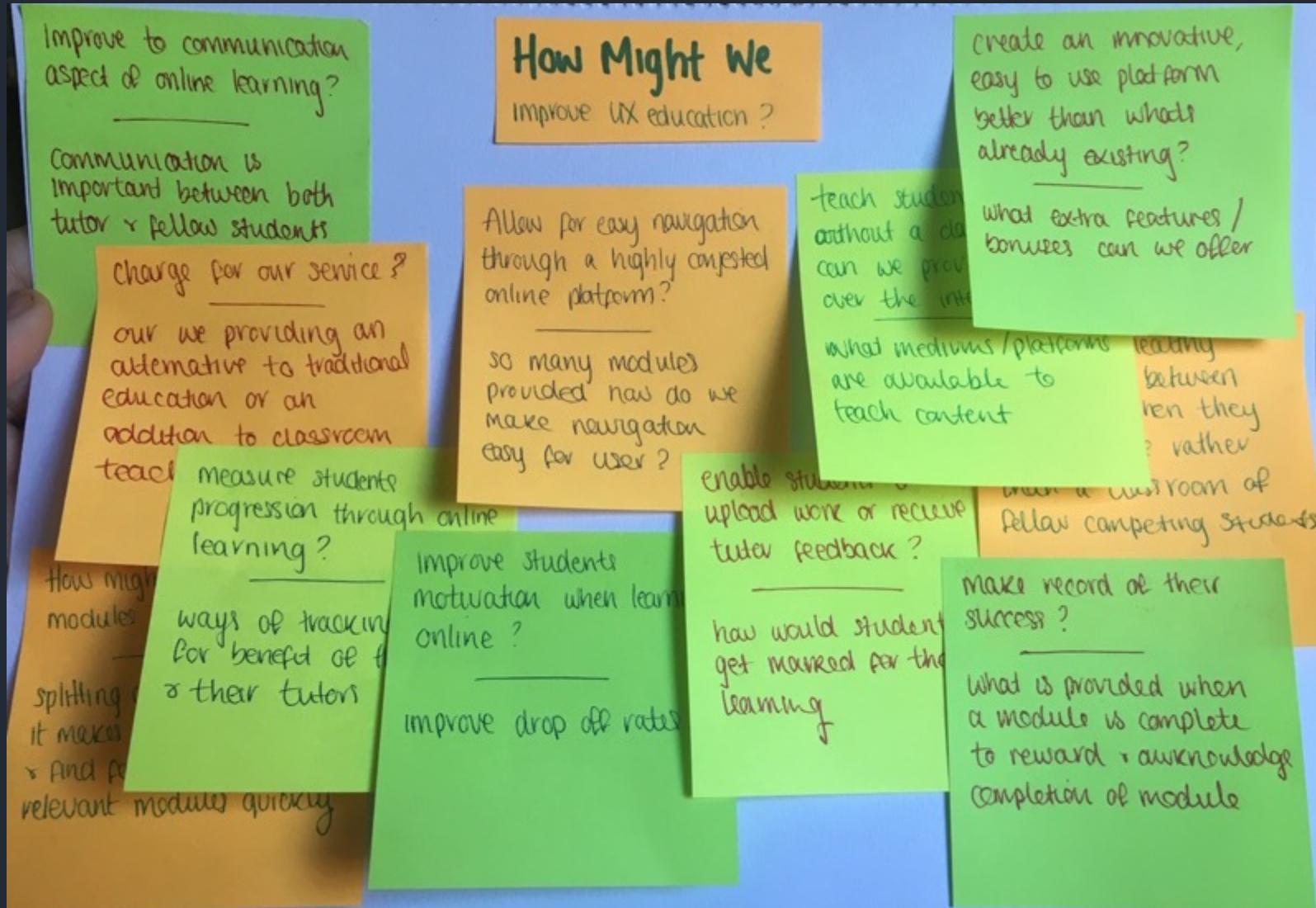


# Visual Grammar

LUCY COOK

IXD303 DESIGNING USER EXPERIENCES

# HOW MIGHT WE?



An exercise that allowed me to identify points of this project brief, to build an online learning platform that teaches UX, that require consideration based on my finds with competitor benchmarking. This should improve the purpose and design of existing online learning platforms.

BRAND

# UXpert

*Learn the power of UX design*

**Name:** combination of UX design and expert.

**Logo:** originally sketched and digitalised the icon at the top – a light bulb representing fresh ideas that wears a graduation hat which represents the educational aspect.

However as I developed my ideas, I came up with the pattern concept. I considered changing my logo to represent this pattern shape. Most favourable to the third down.

**Colour:** Yellow was seen as a colour in education representing ‘languages and other creative pursuits’ such as arts which were design would fall as an overall topic.



# UXpert

*Learn the power of UX design*



# UXpert

*Learn the power of UX design*



# UXpert

*Learn the power of UX design*



# UXpert

*Learn the power of UX design*

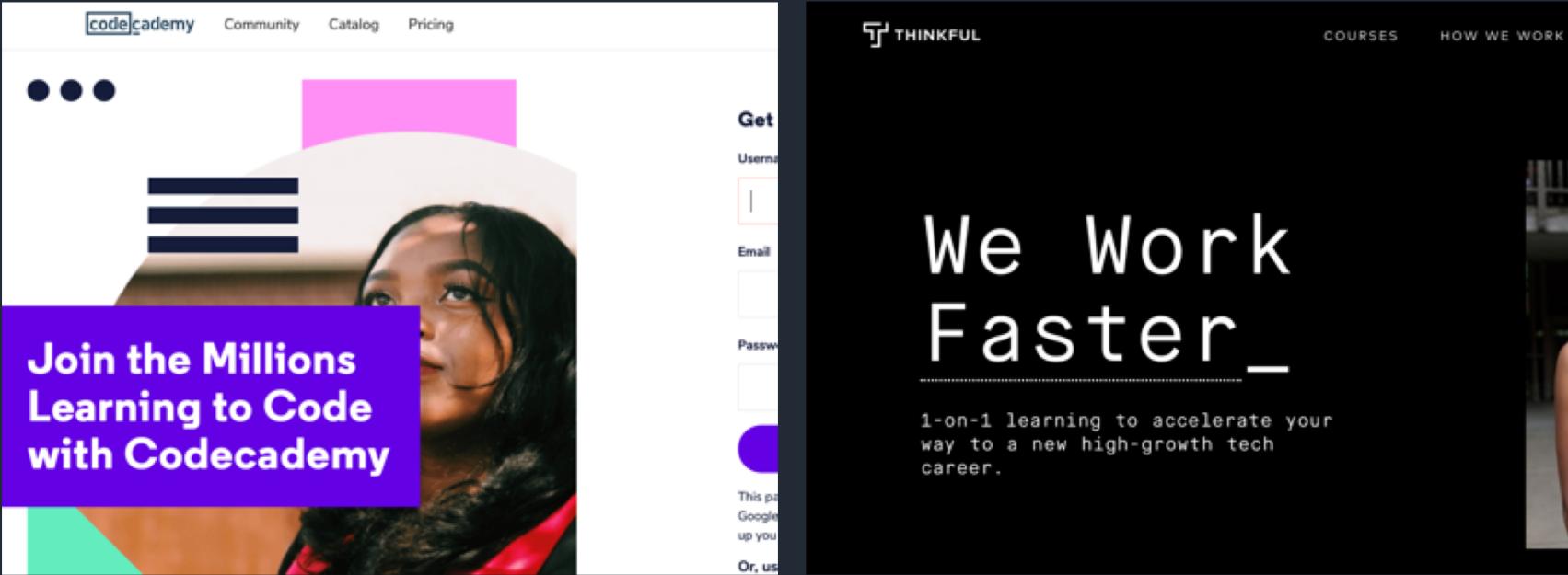
# FINAL BRANDING



UXpert

*Learn the power of UX design*

# PRODUCT DNA

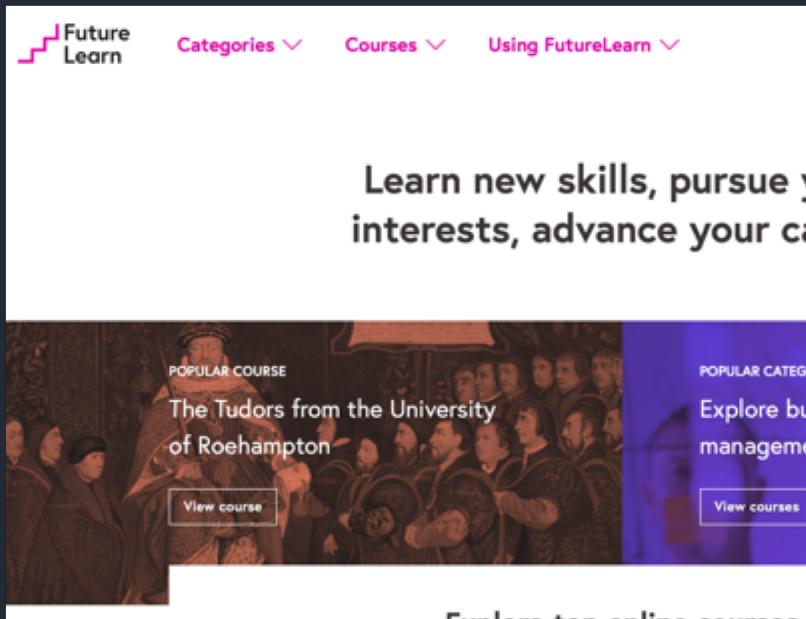


## CODEACADEMY

Course Structure  
Encouraging language  
Task timelines  
Colour and illustration

## THINKFUL

Illustrations  
Large typography  
Task timelines



FUTURE LEARN

Strong brand colour  
Iconography and illustration  
Course structure

# CONTENT STRUCTURE

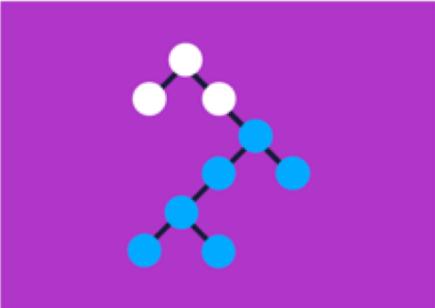


In terms of content structure for my service. It's set out so that each module is categorised by 6 module headings for the purpose of effective structure to my site, each student can follow the process from start (Research) through to finish (Testing) or they have to option to easily navigate through to find the course that suits them with the help of headings. Each module has it's own set of tasks delivered by different mediums, a student must complete every task outlined in order to complete the module.

# CONTENT STRUCTURE (AND VISUAL AESTHETIC)

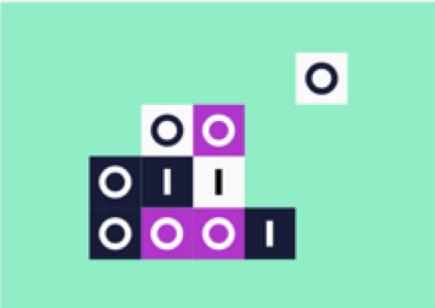
## PATHS

Paths are in-depth structured learning journeys that you can take at your own pace and get to your goals.



**Computer Science**  
Looking for an introduction to the theory behind structures, algorithms, and more!

✓ Python   ✓ Data Structures   ✓



**Code Foundations**  
Interested in learning how to code, but unsure where to start?

✓ Computer Science History   ✓ Career

Web Development

CODEACADEMY

## Browse online course categories

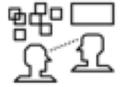
Online learning offers a new way to explore subjects you're passionate about. Find your interests by browsing our online course categories:



FUTURELEARN



**Flexible Schedule**  
20-30 hours a week means you can get ready for a new job without having to quit your current one. Set your own study schedule to fit your life.



**1-on-1 Mentorship**  
You bring the ambition, we'll bring the support. Your personal mentor is like your boss throughout the program, making sure you're working in the right direction.



**Tuition Guarantee**  
Change careers with confidence. Get a job within 6 months of graduation, or your money back.

THINKFUL

Both Futurelearn and Codeacademy have a similar content layout, in that they have grouped individual modules into different categories. Grouping content makes for easier navigation and for the purpose of my pattern concept which I explain later. As you can see from my 3 chosen websites I'm very favourable to using colour and iconography/illustrations in order to make the web content more visually appealing and I believe easier to use.

# TASK STRUCTURE

CODEACADEMY

The screenshot shows the 'Introduction to Programming' course page. At the top left is a circular icon with the number '1'. To its right is the course title 'Introduction to Programming'. Below the title are four icons: a video camera for '1 video', a lesson icon for '2 lessons', a quiz icon for '2 quizzes', and a project icon for '2 projects'. A 'Hide Detail' button is located in the top right corner. The main content area starts with a brief description: 'Kickstart your coding life as you learn all about the programming language Python and the techniques for writing it.' Below this is a section titled 'Learn Python: Syntax' with the subtext 'Get started with Python syntax in this lesson and then create a point of sale system for a furniture store.' Underneath are five items listed in a grid: 'Video' (Introduction to Computer Science), 'Lesson' (Learn Python: Syntax), 'Quiz' (Learn Python: Syntax), and 'Project' (Create Purchasing Information and Receipts for Lovely Loveseats). On the right side of the page, there are two tabs: 'Overview' and 'Syllabus'. The 'Syllabus' tab is currently selected, showing a detailed list of topics under 'Basics of Programming I': 'What is Programming?' (Article), 'Variables' (Interactive Lesson), 'Variables Quiz' (Multiple Choice Quiz), 'Data Types' (Interactive Lesson), 'Datatypes Quiz' (Multiple Choice Quiz), and 'Operators' (Interactive Lesson).

## Admissions Process

01

### Online Application

Complete a 10-15 minute application covering your background, goals, and experience.

[Apply now](#)

02

### Fit Interview

This interview will make sure your learning preferences and schedule align with the course.

03

### Secure Financing

Select a payment plan, or choose from one of our many financing options.

[Payment plans & financing options](#)

04

### Enroll

Complete online enrollment with your Admissions advisor.

05

### Start Class

Begin your design journey with your mentor.

THINKFUL

In terms of task structure, the most effective layout is a clear and simple timeline that will outline the clear tasks of each module in order and how that particular content is delivered so that the student knows exactly what they are expected of before they dive into learning.

# COMMUNITY

FUTURELEARN

1 tutor to  
1 module

1 community  
to 1 module

The screenshot shows a user interface for a learning platform. At the top, there are three tabs: 'To do' (with a checked box icon), 'Activity' (which is selected and highlighted in blue with a circular arrow icon), and 'Progress' (with a circular progress bar icon). Below the tabs, there are four navigation links: 'All comments', 'Bookmarked', 'Your comments', and 'Following'. The main content area displays two comments from users 'Elena Rossi' and 'Boluwatife Ikusemoro'. Each comment includes a profile picture, the user's name, a reply-to message ('replied to Samantha G'), a timestamp ('1h'), and a 'Follow' link. Below each comment is a 'Bookmark' button and a 'View conversation' link. The first comment from Elena Rossi discusses 'NEW CUSTOMER EXPECTATIONS IN THE DIGITAL TECHNOLOGY AGE' and mentions Gen Z people. The second comment from Boluwatife Ikusemoro discusses 'AUTOMATION AND THE RETAIL WORKFORCE' and mentions automation becoming a substitute for the workforce.

All comments Bookmarked Your comments Following

Elena Rossi replied to Samantha G Follow 1h  
NEW CUSTOMER EXPECTATIONS IN THE DIGITAL TECHNOLOGY AGE

I wonder how much of their approach is only due to their young age. Gen Z people are all still very young, I think that awareness of ethical treatment of workers will come in a few years.

Bookmark View conversation

Boluwatife Ikusemoro made a comment Follow 1h  
AUTOMATION AND THE RETAIL WORKFORCE

Automation becomes a substitute for the workforce. Taking over major parts of our lives and

There will always be an underlying issue with communication because in the end you are still being taught through a computer screen rather than in a classroom. However ways to improve interactivity between tutors and fellow students in my opinion would be to assign 1 tutor to 1 module, therefore they deal with just those students currently undertaking a module in terms of providing feedback etc. Same with access to fellow students, I believe it would be more controllable having a community section per module so that those students are discussing the same areas.

# PROFILE INDUCTION

FUTURELEARN

CODEACADEMY

## Welcome to the course

Thanks for joining the course, it's great to have you with us. Over the next few steps we will be looking at the overview of the Retail course as well as information on staying safe online. You will also have the chance to meet our team of educators, and an opportunity to tell us a bit about yourself.

### Course overview

This course aims to equip you with a wider understanding of the digital impact on the retail industry. It will cover the foundations of customer experience, new types of retail channels, digital marketing and the influence of social media in the era of digital technology. The course will

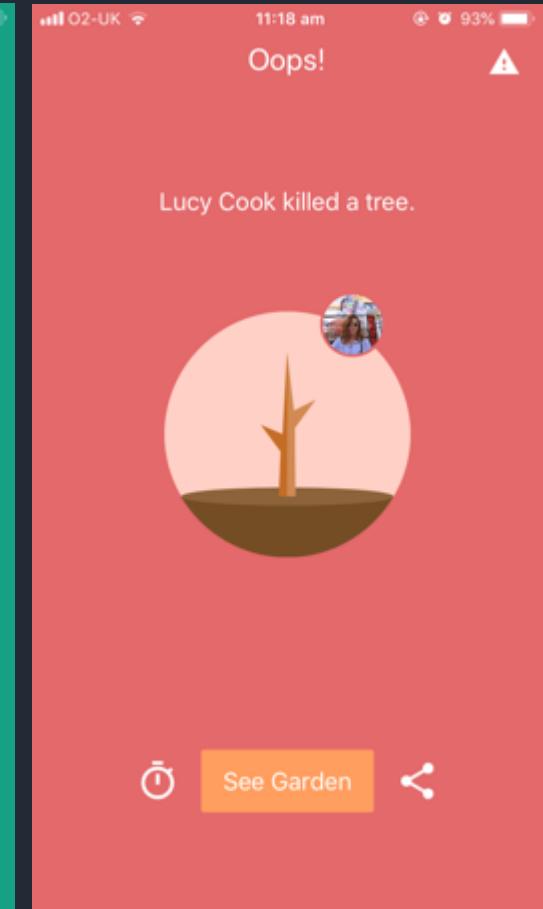
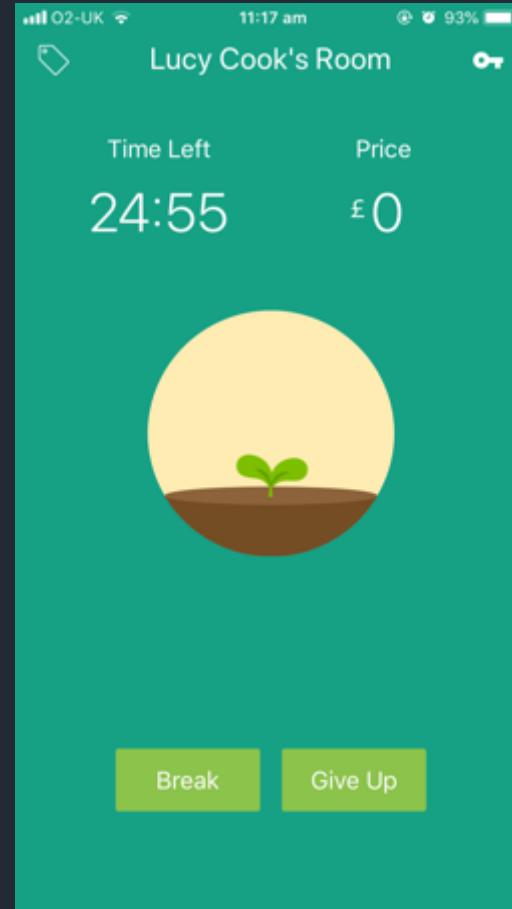
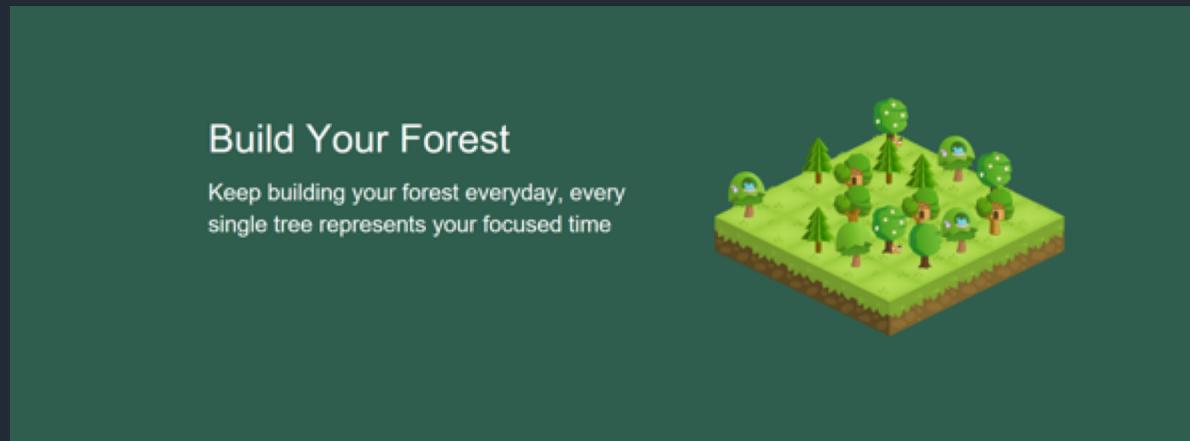
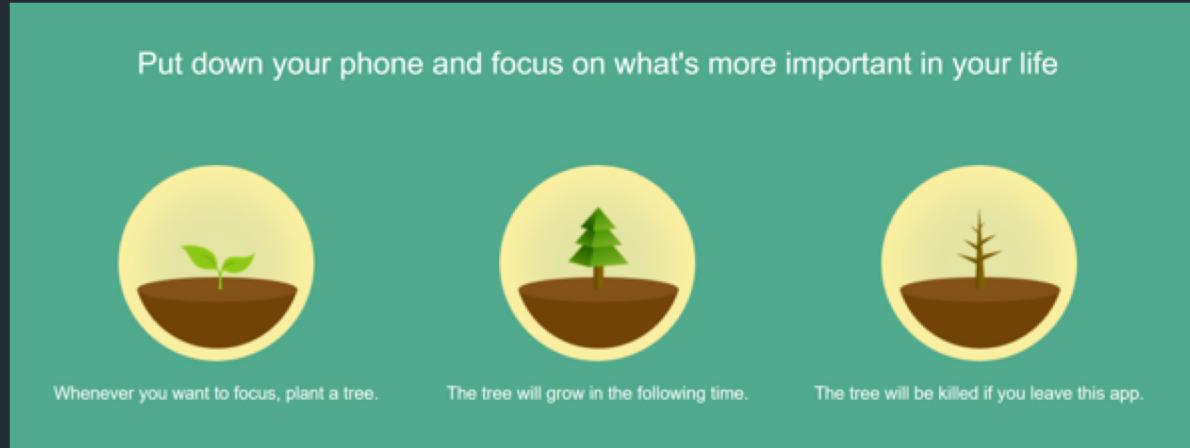
#### Starter Kit

- Intro to Coding**  Are you new to coding? This is the perfect place to start learning
- Help find a course**  Take a quick quiz to help find the right course for you
- Find My Path**  Have a career in mind? Try one of these structured paths and prepare for your learning plan.

I think it's important when a user signs up that they are provided with some sort of welcome explanation, like an on boarding experience, so that they can get to know how to navigate through the site and understand the purpose of different features as I believe I have a number to offer.

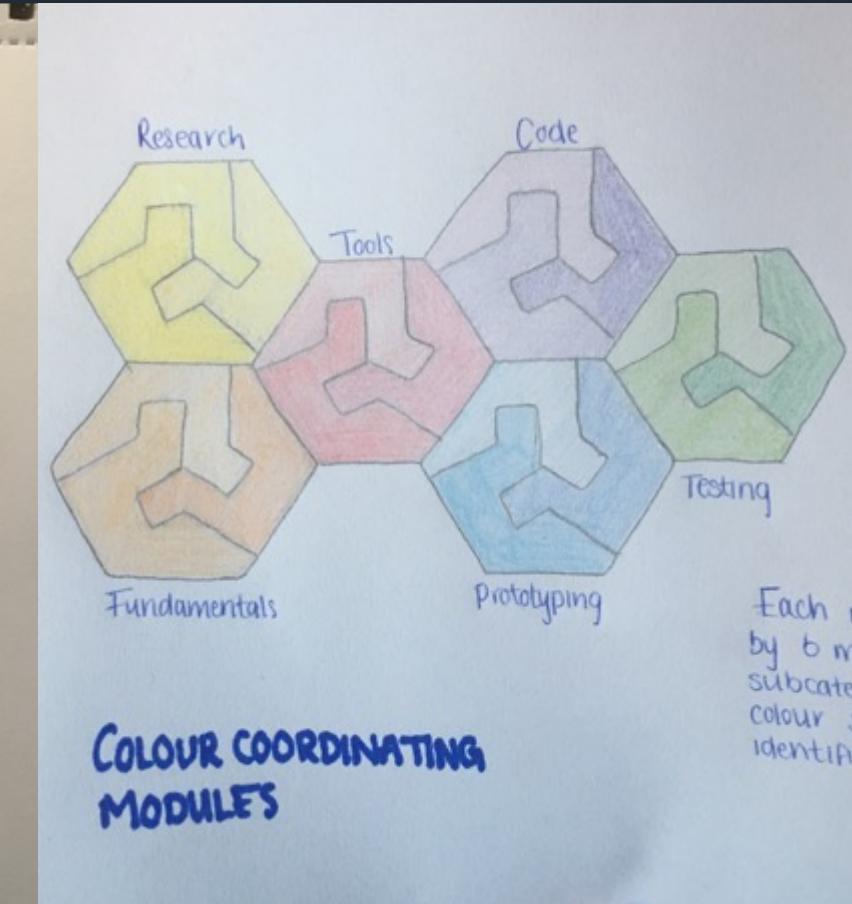
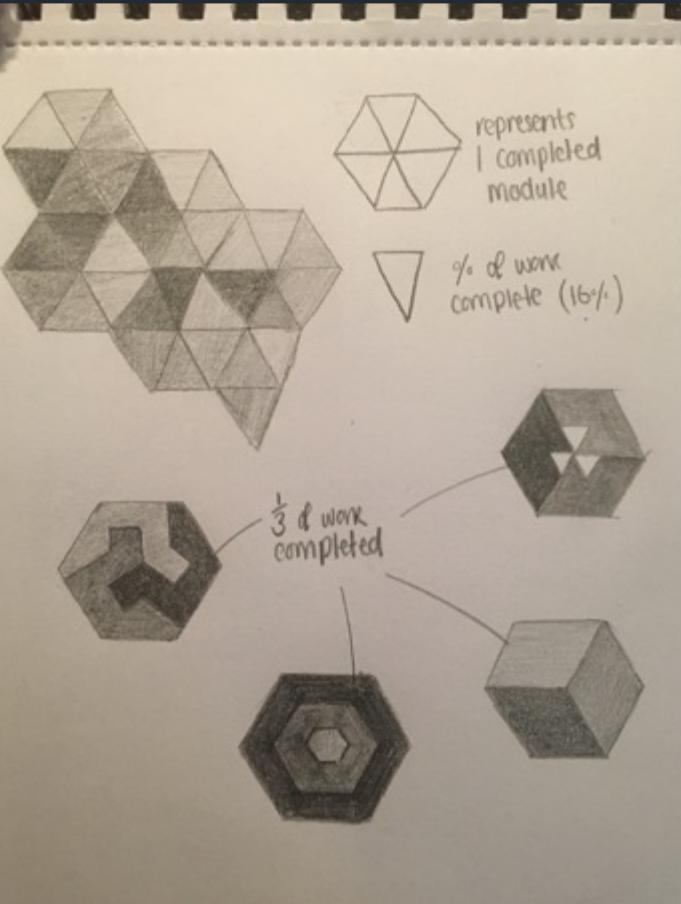
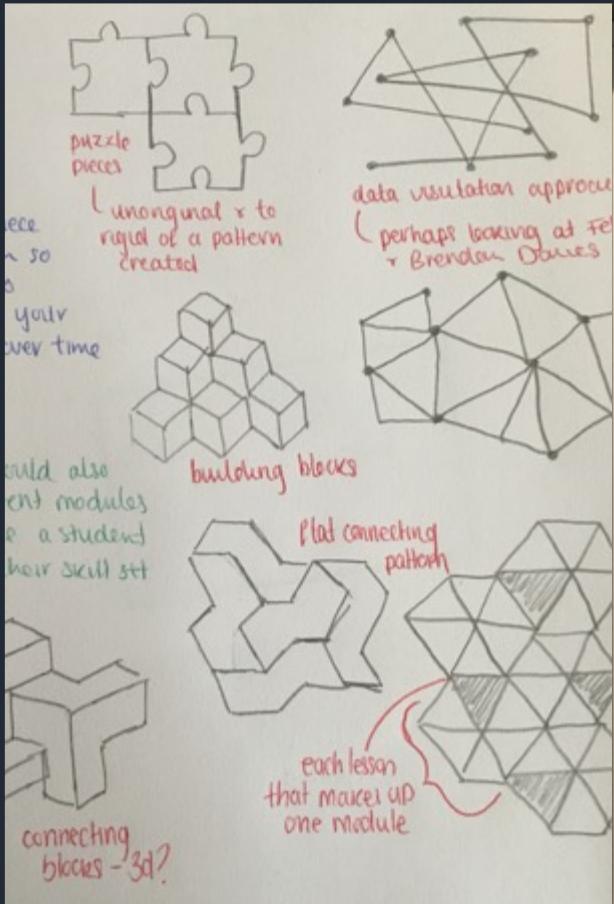
# TRACKING PROCESS

FOREST



Forest is an app that helps you to put down your phone and successfully learn, you must stay on the app in order to successfully grow a tree which ultimately stops you from getting distracted by using your phone. After a set amount of time, you will have grown a tree that is then added to your personal forest. Online learning can be very distracting when there are so many more interesting things to find on the internet, therefore introducing this concept was very intriguing to me. I came up with a similar idea, using a pattern that can grow as you develop rather than a tree.

# PATTERN AND REWARDING CONCEPT



**My concept** is to use a puzzle piece shape, that connects to other pieces so in the end you can produce an overall pattern. One 'puzzle' will represent a module, made up of individual 'puzzle pieces' representing the task within a module. Students receive a 'puzzle piece' with every task completion encouraging them to keep learning and build on their pattern, similar to building their forest. Each module will be **colour coordinated** based on their different sub categories.

While other platforms require you to sign up to a premium service with a monthly subscription to receive extra content, I disagree with only allowing those students that can afford to pay the monthly fees being able to receive that added help. Instead it should be based on their level of hard work, which with my puzzle concept, I've thought about an incentive scheme where that when you reach a certain number of puzzle pieces in your pattern you can **unlock extra content** that will boost your learning. A kind of gamification concept that encourages and rewards hard working students. Similarly using a leader board, those with the largest patterns will evidently appear higher on the leader board.

# PATTERN AND REWARDING CONCEPT



The shape will be broke up into semi irregular individual pieces which the user will receive depending on the number of tasks they complete. Something like shown above which will connect together to look more like what's on the right.

# BLOG

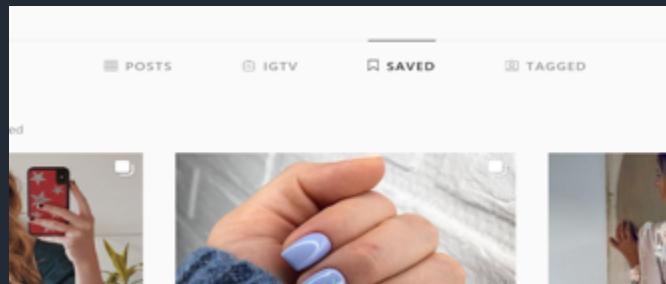
The image shows a screenshot of a Tumblr dashboard. At the top, there's a navigation bar with icons for back, forward, search, and account management. Below that is a header with the word "TUMBLR". The main area features a post from the user "loosecookie" with the handle "Lucy Cook". The post includes a "Text" icon, a "Photo" icon, a "Quote" icon, a "Link" icon, a "Chat" icon, an "Audio" icon, and a "Video" icon. The post itself contains a hand-drawn diagram of "BRAND NAMES" connected to various terms like "interaction", "interface", "usability", "Content", "design", "program", "platform", "school", "community", "discover", "academy", "team", "study", "tutor", "experts", "training", "mentor", "lecture", "education", "teaching", "coaching", "class", "course", "creators", "career", and "scheme". To the right of the diagram is a large red "UXpert" logo with the tagline "shape your future". On the right side of the dashboard, there's a sidebar for account settings with options for Likes, Following (1 follower), Settings, Help, TUMBLRS (+ New), Posts (365), Followers (8), Activity, Drafts (4), Review flagged posts, and Edit appearance.

In our university course we blog on Tumblr about things we've learnt, our research, upload our individual exercises and post links to our final projects.

I believe this is a successful method for keeping track of our work and allowing our tutors to access what we've been working on. And therefore I think I could incorporate a personal blog for each student, an area where they can upload their thoughts and work for every module.

# EXTRA FEATURES

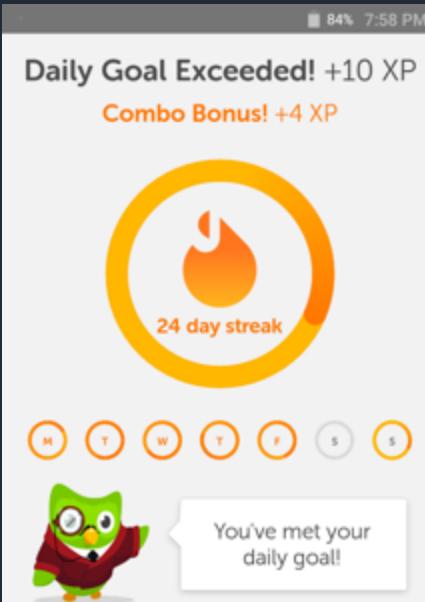
## INSTAGRAM



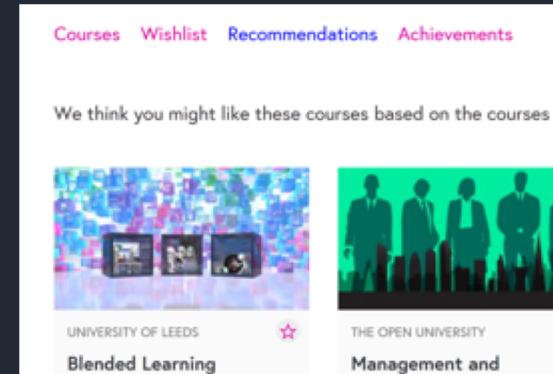
## SNAPCHAT



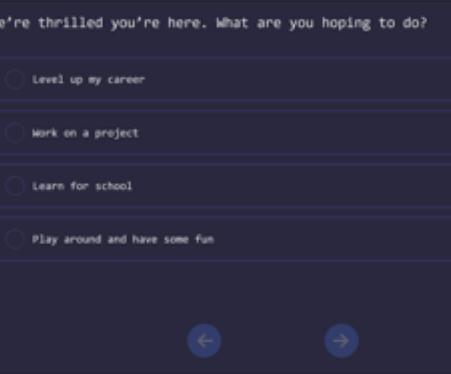
## DUOLINGO



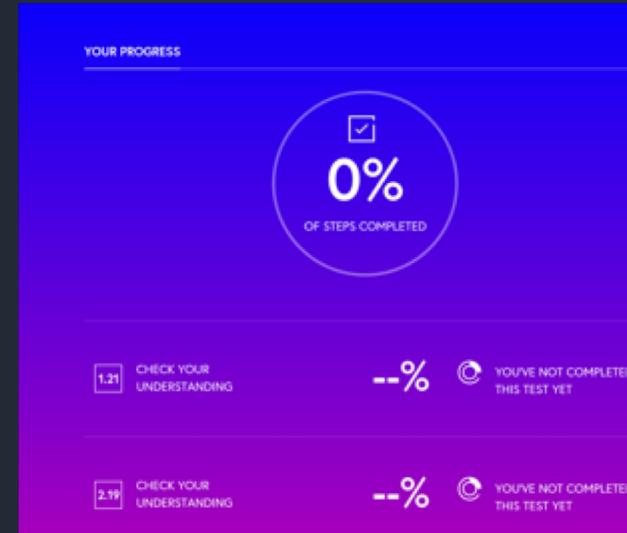
## FUTURELEARN



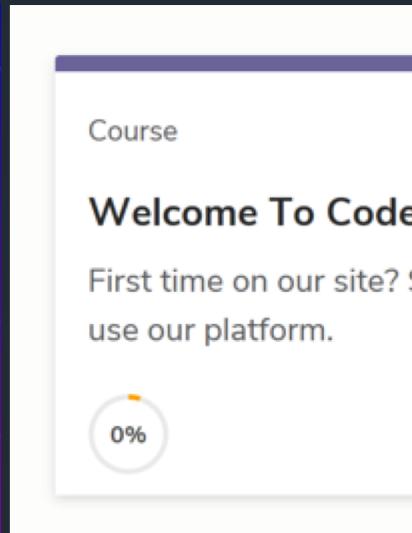
## CODEACADEMY



## FUTURELEARN



## CODEACADEMY



Instagram has a feature where you can **save your favourite posts** so you can easily find them again in future. I want to include this bookmark feature so users can save those modules they like the sound of but don't have the time to learn at the minute so instead of losing the link they can save it to their profile section and review at another time. Duolingo has this feature allowing users that repeatedly return to the app to receive a **daily streak**, keeping count of every day they return to learn. An important feature that many platforms provide is a **recommendation section**, similar to what is used on the likes of Amazon and Netflix. A few of the sites I've seen **track your progress** by using a simple percentage marker which I believe is a good idea to encourage users to keep working through their module. While my pattern concept does incorporate this idea of a progress tracker I think it would also be useful to use to track individual elements.

# ELEMENT COLLAGE



Build Websites from Scratch  
Learn to design and build professional websites using HTML & CSS  
① 10 weeks

Build Front-End Web Applications from Scratch  
Learn JavaScript and ReactJS, a new technology used in apps like Netflix  
② 8 weeks

Build Web APIs from Scratch  
Learn the fundamentals of JavaScript and Express.js  
③ 8 weeks

Reports for 12.12 - 19.12

REVENUE  
Current week: \$ 72 124  
Previous week: \$ 55 908

NET RATE: +2%  
DEALS: 93%  
\$ 116 210 per team

ORDER VALUE: \$ 68 907  
CALLS: 3 525

EMAILS  
Open rate: 88%  
Sent: 299 / 1 000

TOP PRODUCTS  
1. Kaffee  
2. Brot  
3. Vorteile

AVERAGE DEAL SIZE  
\$ 818 217 per team

**Structured**  
A daily timeline means defined structure, accountability, and proven focus.

**Guarantee**  
No matter how you choose to pay, you'll still get a job or your money back.

Eric Hoffman Premium

Search movies, TV shows, and more

Podcast

Videos

Explore

Radio

Events

YOUR MUSIC

Songs

Albums

Artists

YOUR PLAYLIST

- Acoustic Chills
- New Vibes
- Favorites

Featured: Cardio

Alan Walker

Alan Olav Walker  
DJ Walker is a British DJ. He is best known for his song "Faded".

Browse Music

Discover

Genres

Top Charts

Radio

Electronic

Top Songs

1. DJ Walker - Faded

2. DJ Walker - Wake Me Up

3. DJ Walker - I'm Gonna Be (500 Miles)

4. DJ Walker - Don't You Worry Child

Your Music

Song Favourites

History

Your Playlists

New Playlist

Sample Playlist

Best of Krystof

Hot Summer 2018

My favourite playlist

Recommended Artist: DJ Walker

What's new this week?

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Donec euismod, nunc et ultricies.

PLAY

18 VIDEO LESSONS  
6 PRACTICAL ASSIGNMENTS  
POLISHED PORTFOLIO WORK  
CERTIFICATE OF COMPLETION

**Learn by Doing**  
Create projects you're proud to share. Classes include prompts and resources.

**Learn with Others**  
Share and collaborate with a growing community of over 7 million creators.

**Learn for the Future**  
Unlock styles and strategies today's creators need to know.

Aa Text  
Photo  
“ Quote  
Link  
Chat  
Audio  
Video

Search online courses

LC

**Creative Arts & Media**

**Health & Psychology**

**History**

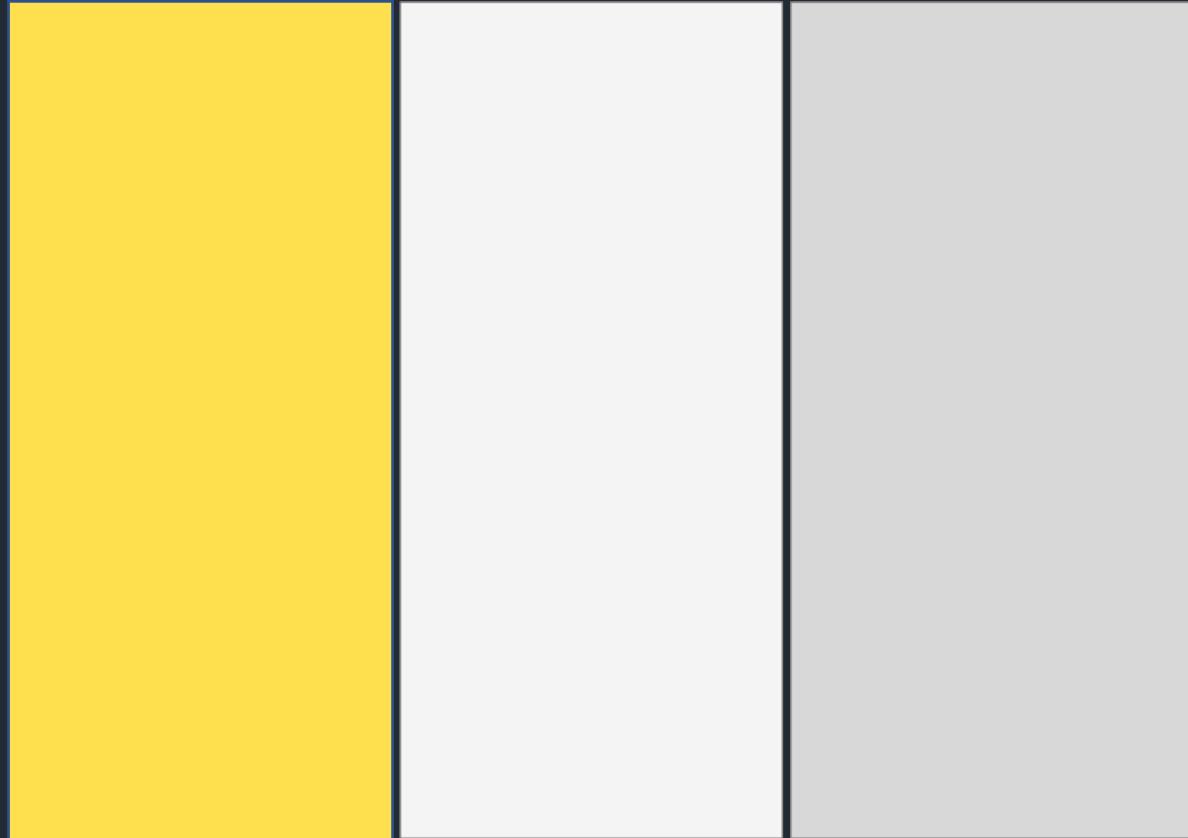
**Languages & Cultures**

**Law**

**Literature**

0% OF STEPS COMPLETED  
--% YOU'VE NOT COMPLETED THIS TEST YET

# COLOUR PALETTE



Primary colour palette made up of yellow and tones of grey for the structure and background of my prototype keeping it plain a simple then 6 different colours are used to differentiate the different module categories.

# BRAND DICTIONARY

- Friendly
- Clear
- Understanding
- Informal
- Helpful
- Innovative
- Sharing
- Community
- Caring

# TOMORROW'S HEADLINES

Using BBC to build a tomorrow headline in order to create a idealistic hype around my upcoming online learning platform Uxpert.

BBC Sign In News Sport Weather iPlayer Sounds

NEWS

Home UK World Business Politics Tech Science Health Family & Education

Family & Education Young Reporter Global Education

## The Future of UX Education

By Lucy Cook BBC News education

8 March 2019 f Share



# UXpert

*Learn the power of UX design*

UXpert has arrived.

The online learning platform, teaching the power of UX design.

User Experience (UX) is the discovery process of finding out what satisfies a user's wants and needs of an experience so they can get things done efficiently, with maximum happiness and minimum stress. UX is changing the world of design and therefore needs to be taught correctly with the help of UXpert.

Shaping you into an expert of UX Design. Offering a variety of classes through video, podcasts, exercises and more. You have the ability to learn from a number of different categorised modules exploring everything UX from start to finish - Research, Fundamentals, Tools, Prototyping, Code and Testing. Testing your knowledge through carrying out module exercises and upload them to your personal blog which can be used as a means of reflection as well as an area to receive feedback from tutors. Get carried away with building your puzzle pattern with every module completion to become the highest achieving UXpert. The possibilities are endless and your portfolio will only continue to grow.

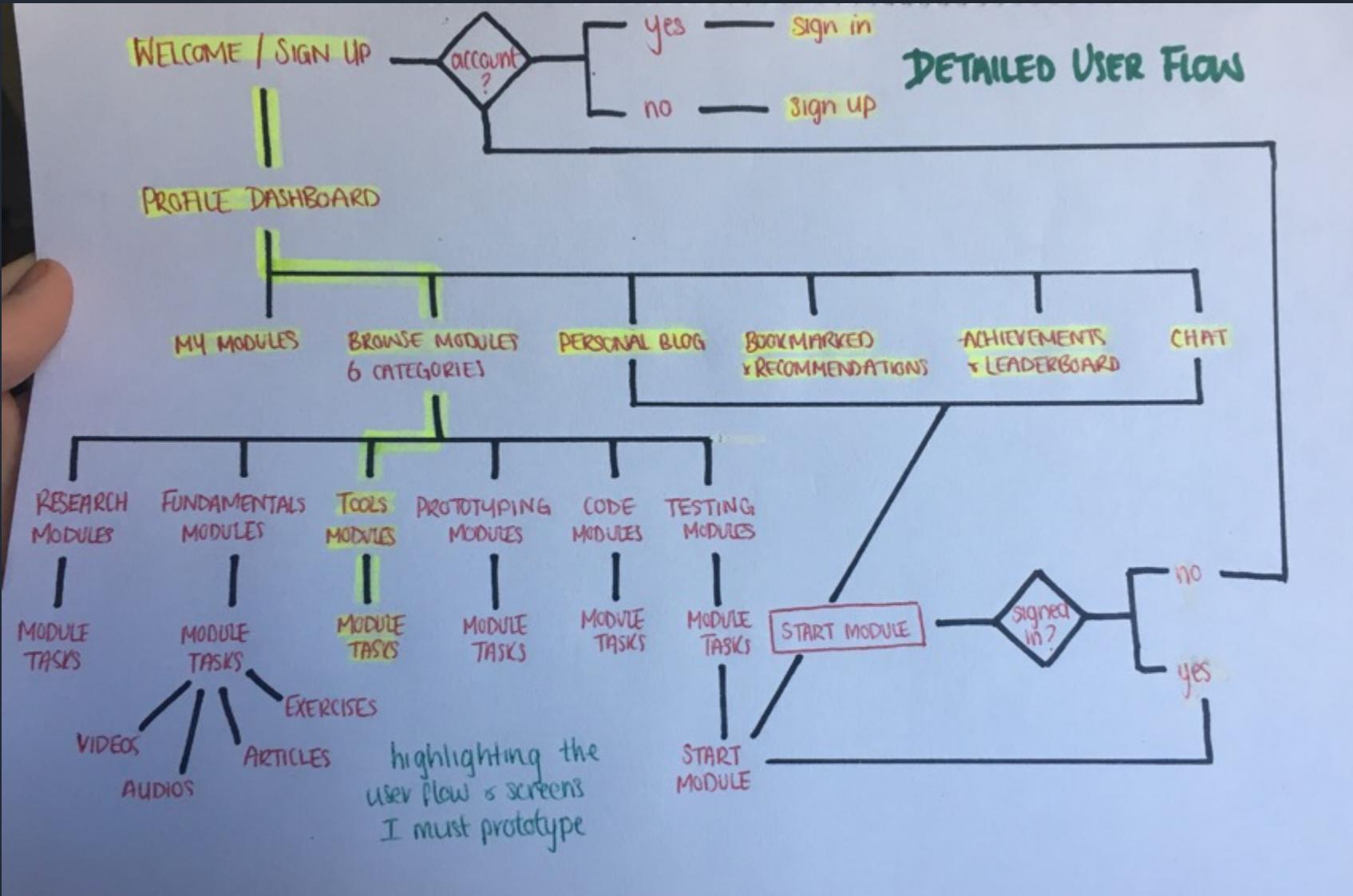


Sam Lucas, aged 20, Interaction Design Student at Ulster University

"UXpert has helped improved my knowledge of UX design which I have been able to apply to my modules studied at University, expanding my hours of learning in order to achieve greater outcomes."

Sam Lucas while studying Interaction Design at University felt he required extra learning materials and therefore turned to UXpert for help. He has since completed 28 modules working his way through the categorised design process, accessing extra help from the UXpert tutors providing him how to's and the necessary feedback to improve.

# USER FLOW



User flow identify the different paths a user could take however focusing on building the screens that are highlighted.

# WELCOME AND SIGN UP

**WELCOME + SIGN UP**

WELCOME TO UXpert

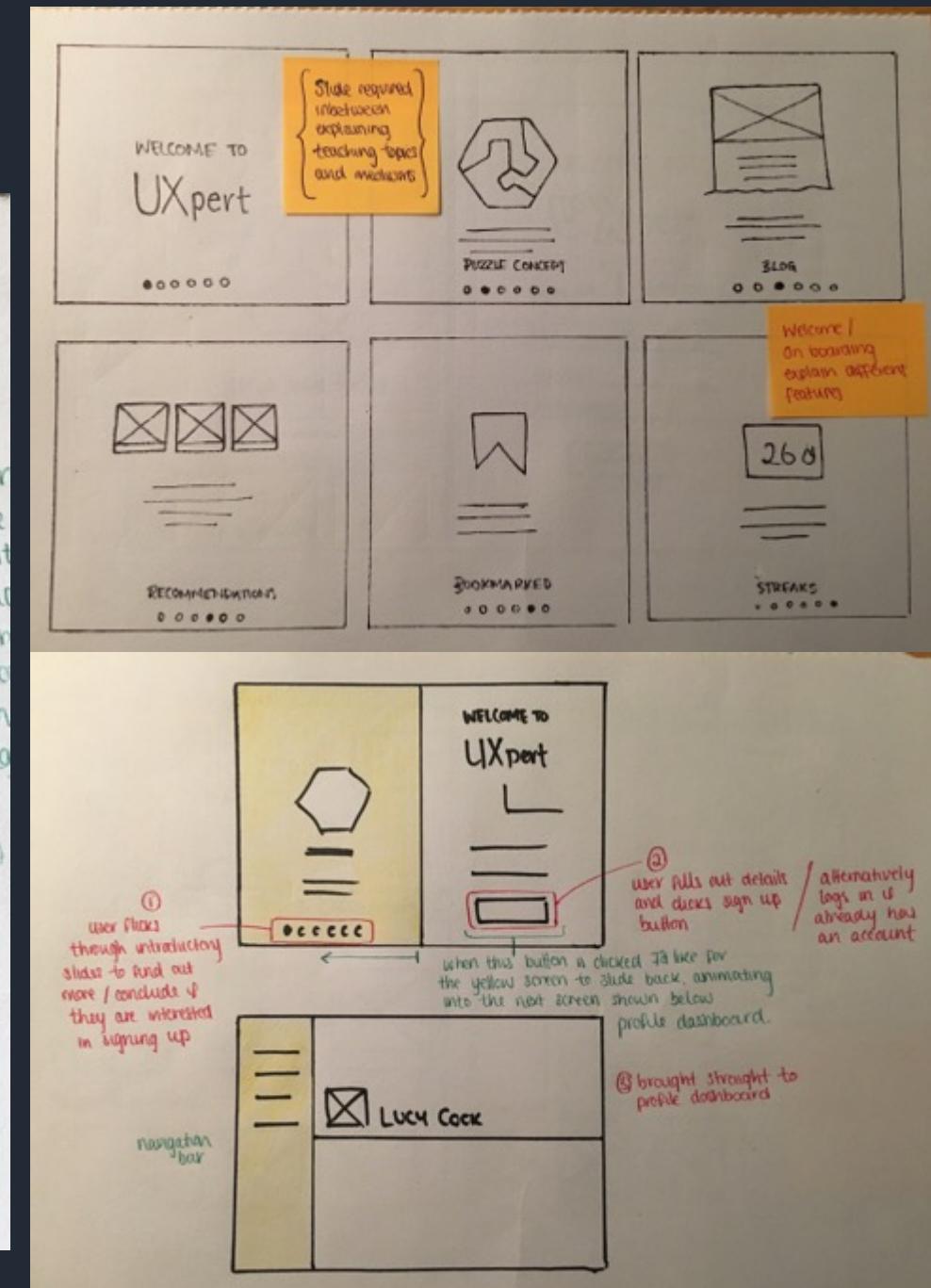
SIGN UP    LOG IN

FULL NAME

EMAIL

PASSWORD

SIGN UP



# PROFILE DASHBOARD

**PROFILE DASHBOARD**

UXpert

MODULES  
BROWSE  
BLOG  
BOOKMARK  
ACHIEVEMENTS

LUCY COOK

MY MODULES

CURRENT MODULES  
COMPLETED MODULES

current completed modules  
side bar navigation  
browse module categories / modules  
personal blog  
bookmarks & recommendations  
achievements leader board  
oved nav bar at top of page  
tricking with your mental models

included this top bar for further navigation elements such as notifications + profile icon

streak for returning back to learn

pattern can in top header on all screen

this content changes on what checked bar

UXpert

4 1

26

1 new notification  
John Porter left feedback on your post - 'Introduction to Sketch' Module

older notifications

View Profile  
Settings  
Sign Out

Account area

**SIDE NAV OPTIONS**

→ M4 MODULES ←  
PERSONAL BLOG ←

**M4 MODULES**

Current Module:

Completed Modules:

perhaps: clear to review module work

colour indicates module type

some sort of progress chart should be included

click to continue module

illustrations of modules

colour to represent module type

Tumblr style blog post allowing input of text, photos, links etc reflecting on modules

@lucycook

comment section for tutor & fellow student feedback

...

**SIDE NAV OPTIONS**

→ BOOKMARKED ←  
ACHIEVEMENTS ←

BOOKMARKED

RECOMMENDATIONS

Colour represents module type / category

suggested category / modules based on what student is currently studying - similar or follow up modules

needs to be an area to receive the extra content

bookmarked icon to represent the modules they have saved

how many puzzle pieces you've achieved and your leaderboard position

encouraging message to push student to keep learning

ACHIEVEMENTS

LEADERBOARD

usernames of highest competing students

perhaps leads requires a screen?

# MODULE CONTENT

**CATEGORIES**

6 different categories to choose from

overlay box appears when 'browse categories' is selected from nav bar

**TOOLS**

different media with controls

**chat**

think this chat option needs to be incorporated into side nav bar so user can easily find again?

avatars

Community chat room for students currently studying that particular module - removed once completed.

perhaps an area for frequently asked questions

Keyboard

**OR 2 different page layouts**

Module Name

module description

key points @timely

tasks timeline structure

perhaps change colour when completed

Start module

2 alternative layouts

reviews of module

Module Specification

Tasks Identified

link to personal blog to review / reflect on module & upload exercises

link to chat room with fellow students also currently completing this module

**START MODULE**

Once user has decided to start module they will be directed to this page showing an expanded timeline of tasks

puzzle piece to show overall progression

progression bars per task eg '1% of video watched'

highlight current task & fade out tasks that are completed or in the future

BLOG CHAT

polc

# UXpert

My Modules

Browse Modules

Blog

Bookmarked

Achievements



3 Videos



1 Article



1 Audio



2 Exercises

Start Module

Welcome to  
**UXpert**

ELEMENT COLLAGE