

Visual Grammar

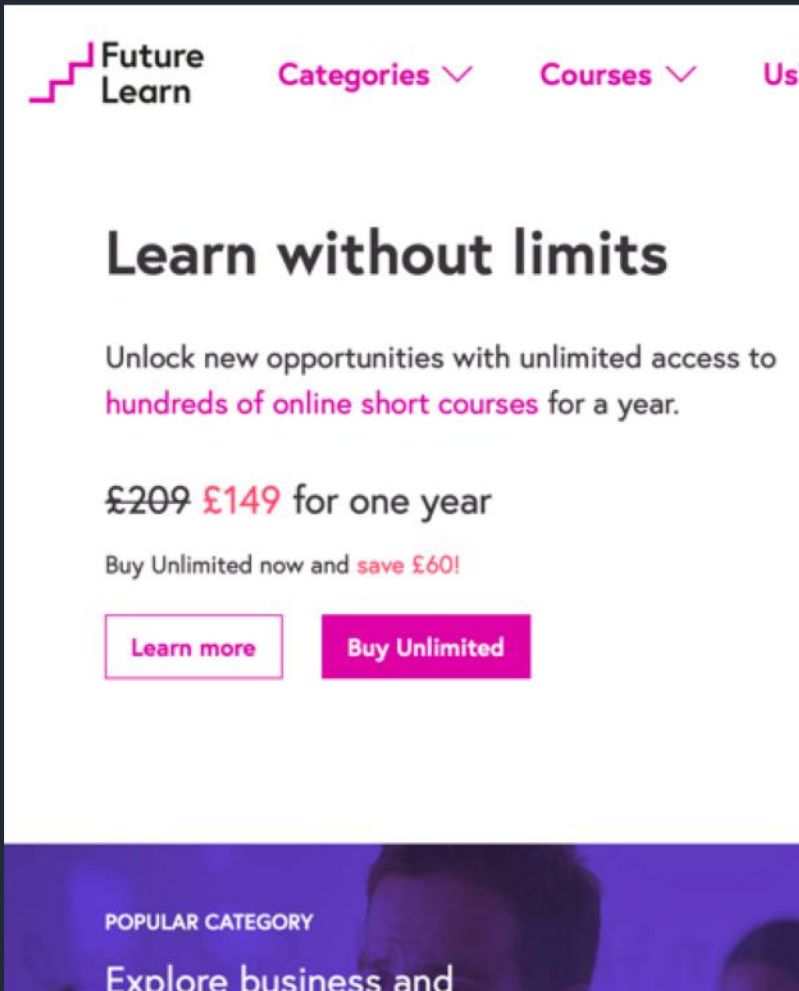
LUCY COOK

IXD303 DESIGNING USER EXPERIENCES

IXD303 BRIEF

The brief for this module is 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.

PRODUCT DNA



Future Learn

Categories ▾ Courses ▾ Us

Learn without limits

Unlock new opportunities with unlimited access to **hundreds of online short courses** for a year.

£209 **£149** for one year

Buy Unlimited now and **save £60!**

[Learn more](#) [Buy Unlimited](#)

POPULAR CATEGORY

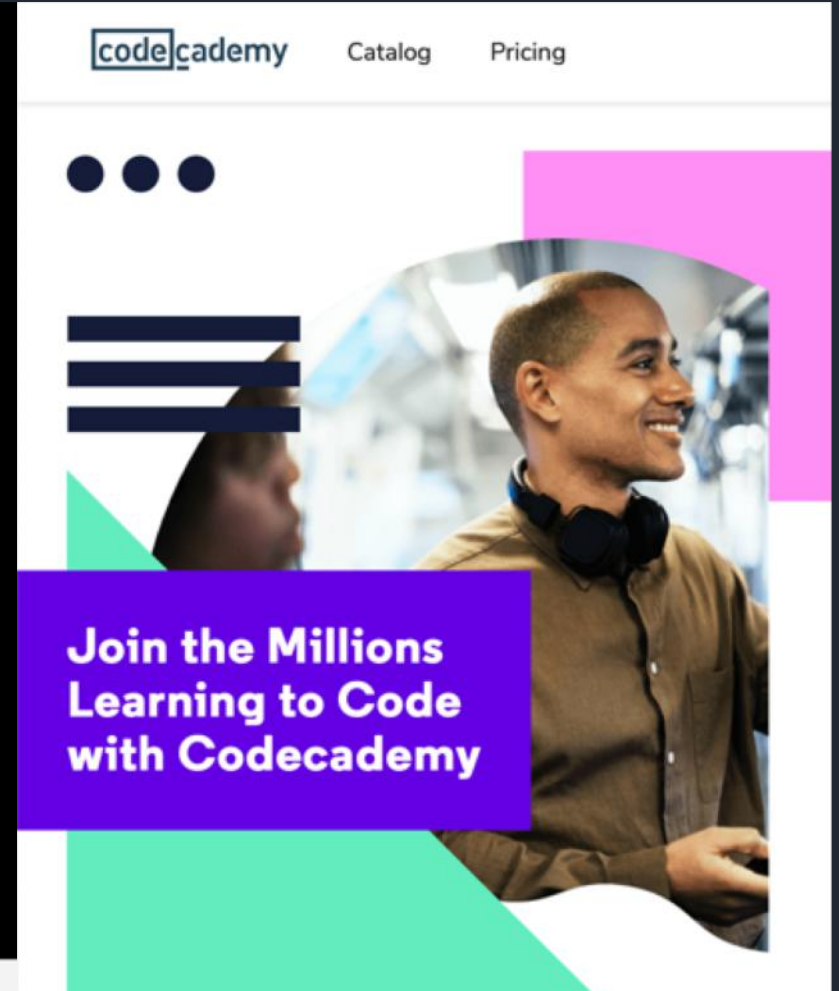
Explore business and



Thinkful

We Work Sma_

1-on-1 learning to accelerate
your way to a new high-growth
tech career.



codecademy Catalog Pricing

● ● ●

Join the Millions
Learning to Code
with Codecademy

After extensive competitor benchmarking, here's a look at my top 3 online learning platforms I wish to draw inspiration from:

FutureLearn – for the course structure, strong brand colour and iconography, **Thinkful** – for the heavy use typography and illustrations following a simplistic design, **Codecademy** – for the course structure, encouraging language, colour and illustrations.

CONTENT STRUCTURE



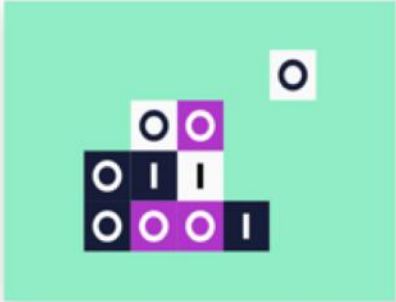
In terms of content structure, each module will be categorised by 6 module headings, each student can follow the process from start (*Research*) through to finish (*Testing*) or they have to option to simply navigate through to find the course that suits them with the help of the categorised headings. 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)

PURSUE A CAREER

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


CODEACADEMY



Code Foundations

Interested in learning how to code, but unsure where to start? This


- ✓ Computer Science History
- ✓ Career Exploration
- ✓ In-progress



Data Science

Learn SQL and Python and build the skills you need to query, analyze

- ✓ Python
- ✓ SQL
- ✓ Data Visualization
- ✓ Mac




Computer Science


Looking for an introduction to the theory behind programming? Master

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:




Business & Management



Health & Psychology



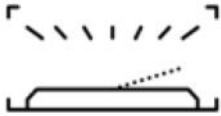
Tech & Coding



Teaching


[View all course categories](#)

THINKFUL




20-30 Hrs

20-30 hours a week means you can get ready for a new job without having to quit your job. Graduate in 6 months.



Your Schedule

A flexible bootcamp-style program means you can set your own schedule to fit your life.



Guarantee

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

[LEARN MORE](#)

Both **Futurelearn** and **Codecademy** 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

WEEK
1

WEEK
2

WEEK
3

Hi lucy, here's the last step you visited:

1.2 PROTECTING YOURSELF ONLINE ARTICLE

Continue

WEEK 1: RETAIL IN THE DIGITAL AGE AND CREATING NEW CUSTOMER EXPERIENCES

Getting started


Welcome to the Retail Course. First, let's look at staying safe online, and how you will be recognised for completing the Course.

1.1 WELCOME TO THE COURSE ARTICLE

1.2 PROTECTING YOURSELF ONLINE ARTICLE

1.3 MEET THE TEAM ARTICLE

FUTURELEARN



1

Introduction to Programming

Hide Details

1 video 2 lessons 2 quizzes 2 projects

Kickstart your coding life as you learn all about the programming language Python and the techniques used when writing it.

Learn Python: Syntax

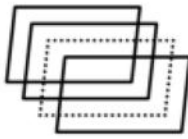
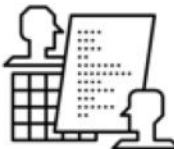
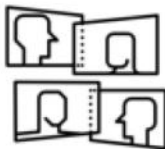
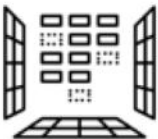
Get started with Python syntax in this lesson and then create a point of sale system for a furniture store!

Video Introduction to Computer Science

Lesson Learn Python: Syntax

10:00am EST 11:00am EST 12:45pm EST 1:30pm EST 2:30pm EST 5

Group Workshop Pair Programming Break Peer Review Pair Programming 1-on-1 Mentor Session

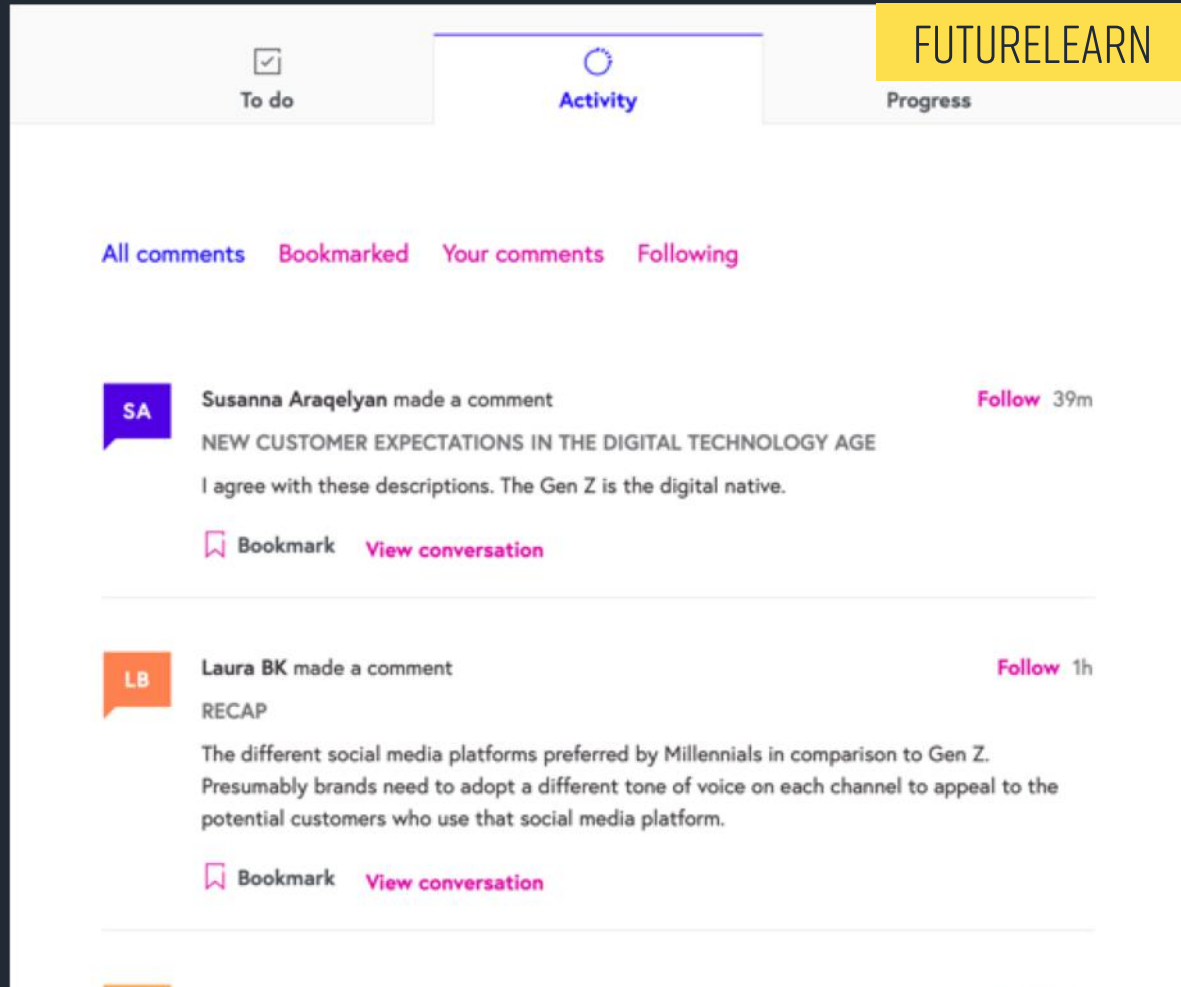


CODEACADEMY

THINKFUL

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

COMMUNITY



1 tutor to
1 module

1 community to
1 module

There will always be an underlying issue with communication because in the end you are still being taught through a computer screen. However ways to improve 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. Similarly 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

1.1

yo

FUTURELEARN

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 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 also consider the critical role of data analytics in retail, and how businesses can utilise data to improve performance. In the final week

Starter Kit

Mobile Practice

Not by your desktop? Now you can review and practice what you learned on Codecademy Go app anytime anywhere



Find My Path

Have a career in mind? Try one of these structured paths and prepare for your learning plan.



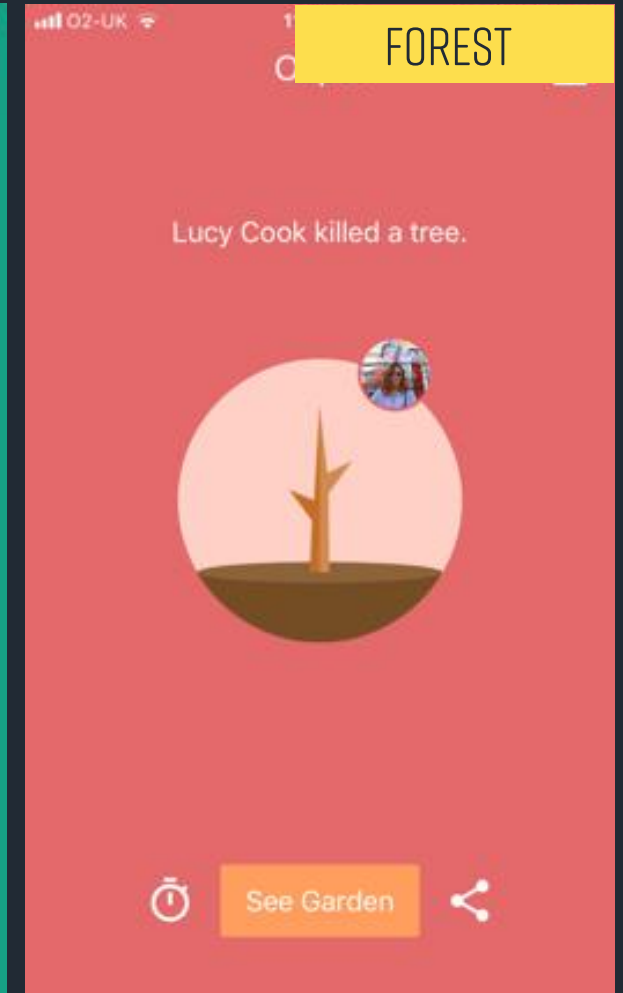
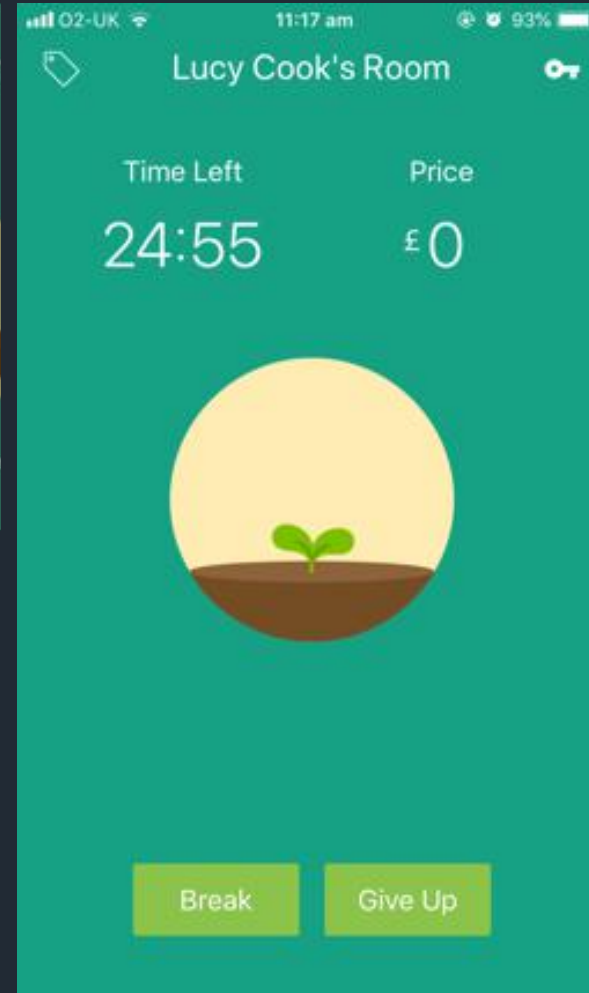
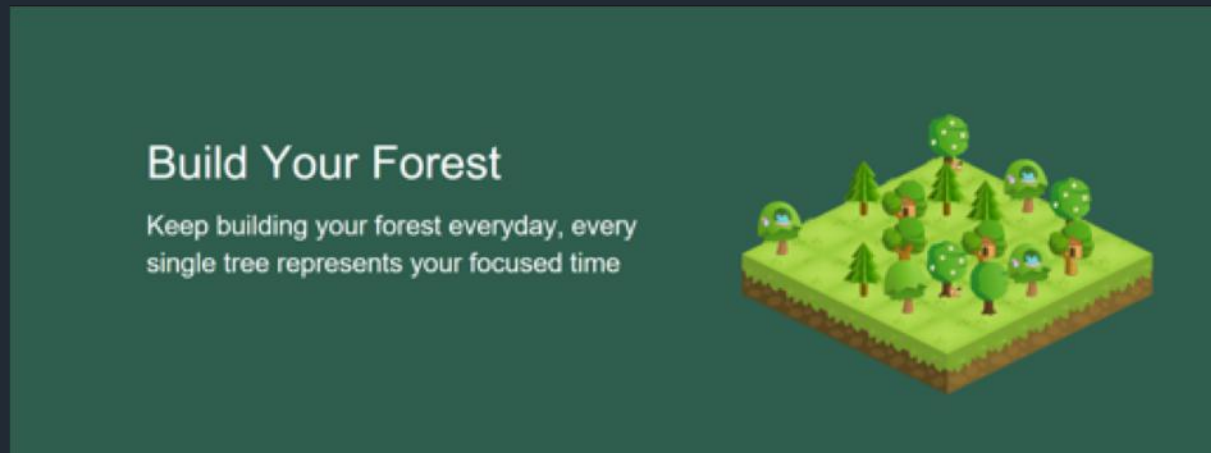
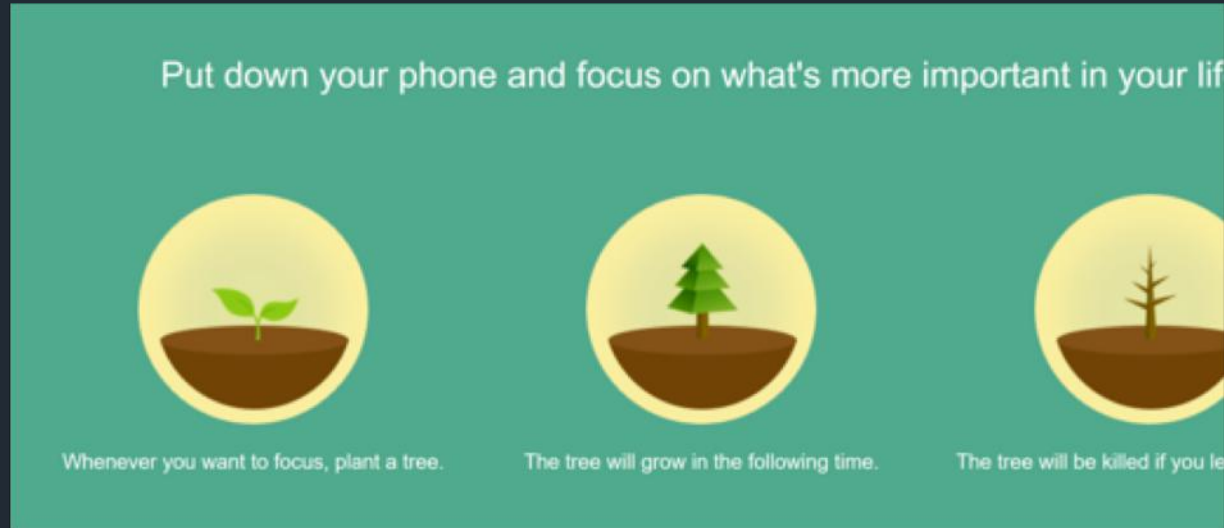
CODEACADEMY

Join the Facebook Group

Want to connect and code with a community on Facebook to find resources, and events to help you

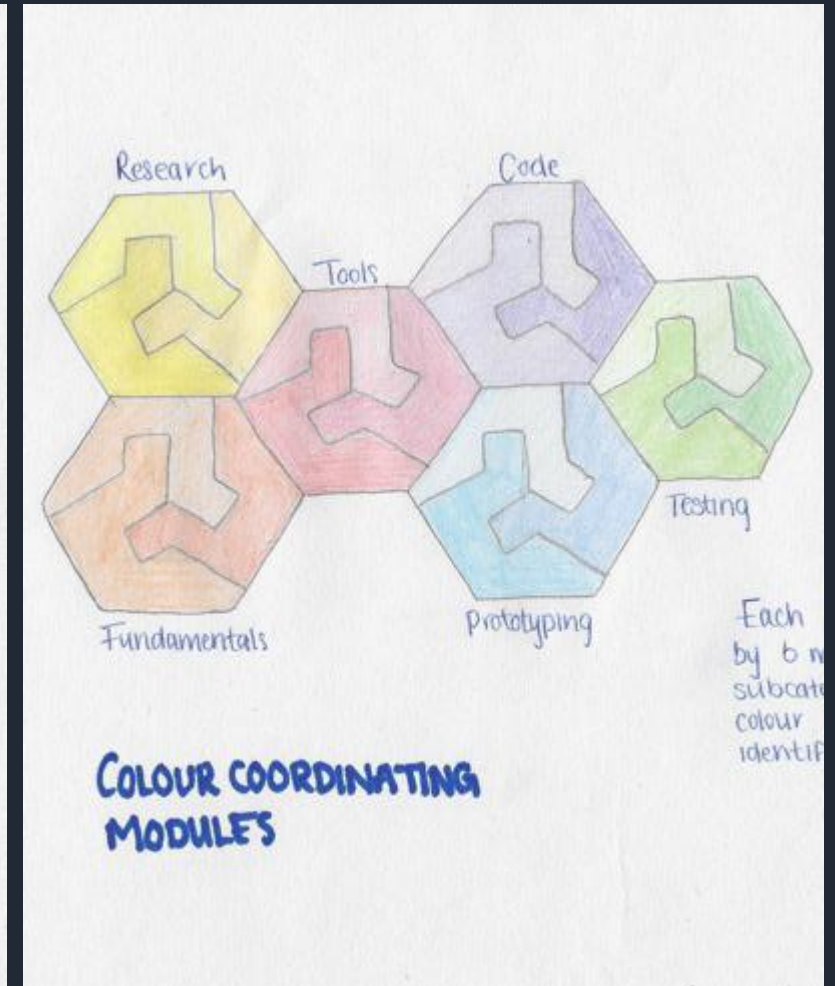
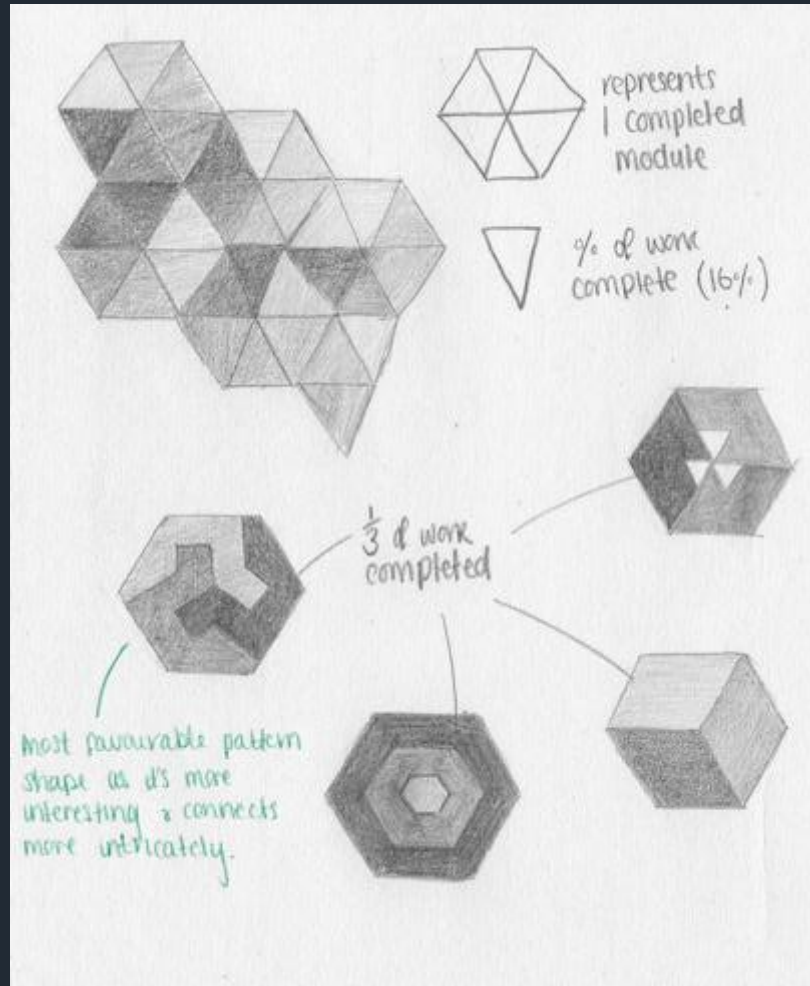
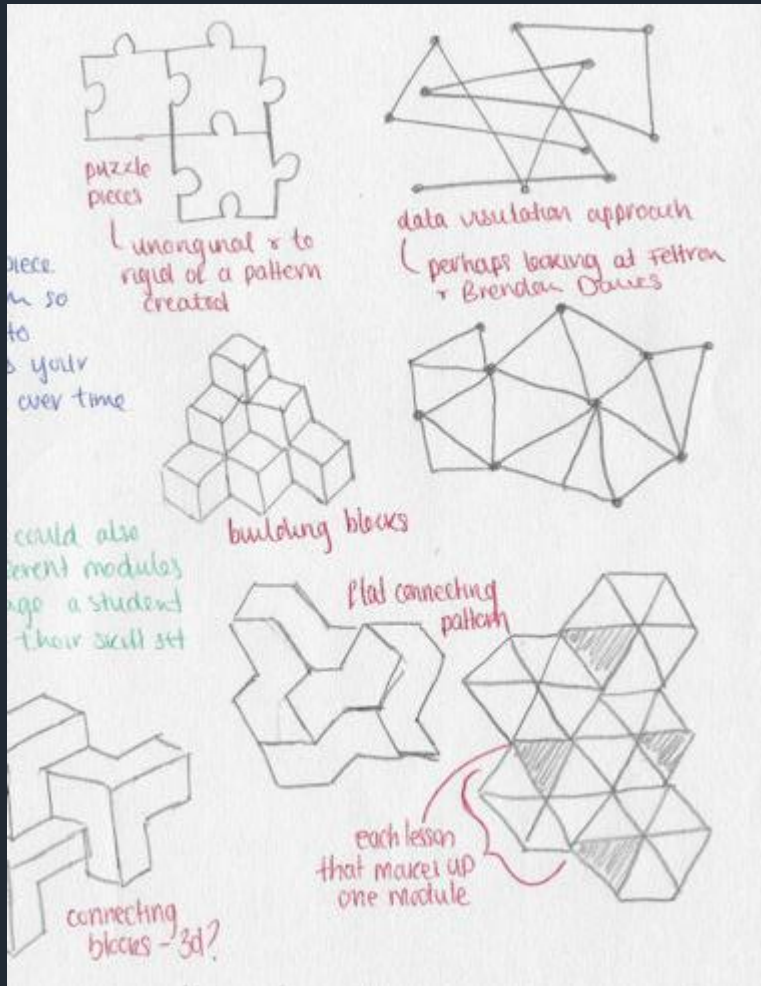
I think it's important when a user signs up that they are provided with some sort of welcome/introduction, like an on boarding experience, so that they can get to know how to navigate through the site and understand the purpose of different features as I believe I have a number to offer.

TRACKING PROCESS



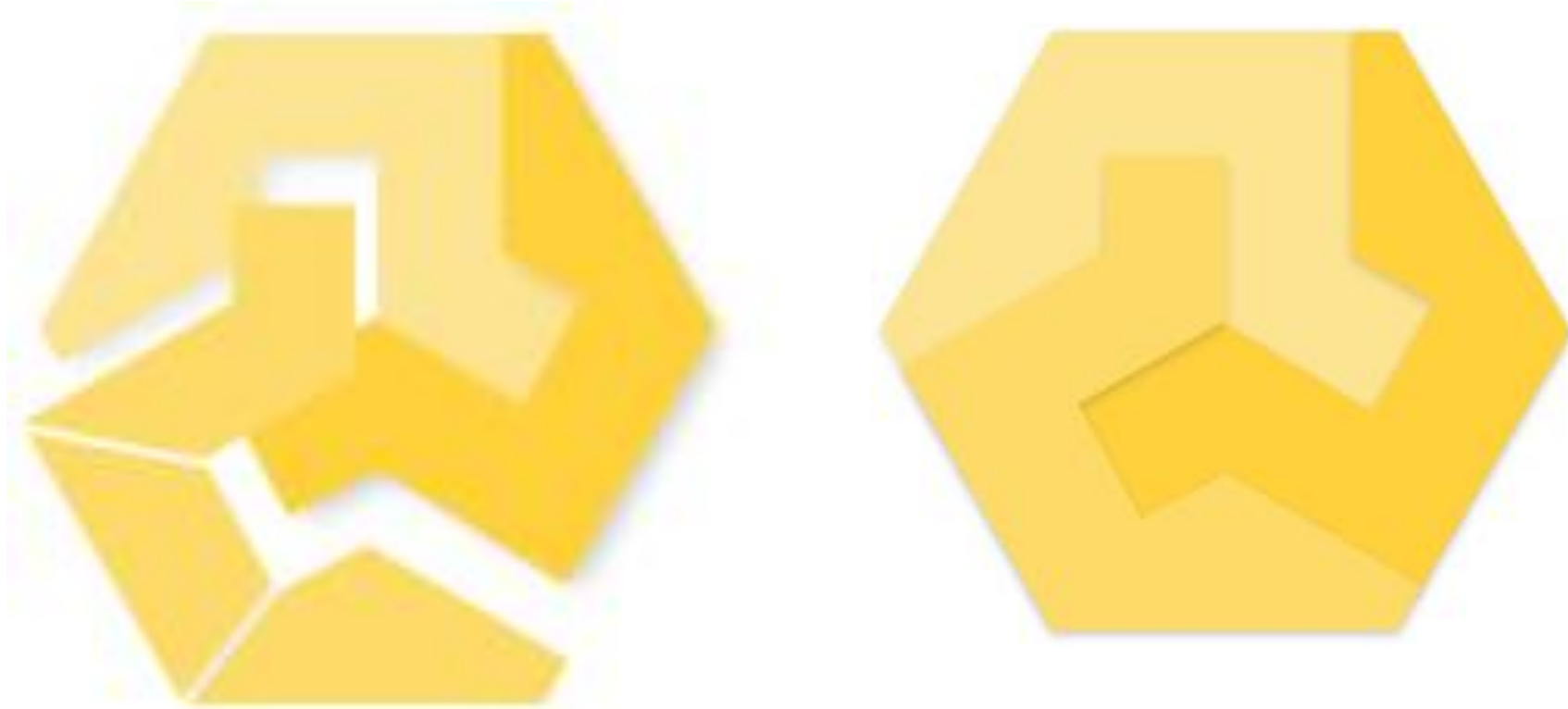
Forest is an app that helps you to put down your phone and successfully learn, you must stay on the app on order to successfully grow a tree which ultimately stops you from getting distracted by using your phone. After a set amount of time, you will have grown a tree that is then added to your personal forest. Online learning can be very distracting, 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



I want users to be able to build their own pattern, as a means of tracking their progress. 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 a forest. Each module will be **colour coordinated** based on their different sub categories.

PATTERN AND REWARDING CONCEPT



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

BLOG

The image shows the Tumblr mobile app interface. At the top, there's a navigation bar with icons for home, search, messages, and a profile icon. A yellow banner with the word "TUMBLR" is in the top right corner. Below the navigation bar, there's a post by "loosecookie" (Lucy Cook). The post features a red background with the text "Sherlock Holmes" in a cursive font, followed by a paragraph about the character and a small illustration of Sherlock Holmes. To the right of the post, there's a sidebar menu with options: Posts, Followers, Activity, Drafts, Review flagged posts, Edit appearance, Mass Post Editor, and Radar. At the bottom right, there's a "sanjiseo" profile card. On the far right, there's a dropdown menu for the "loosecookie" account, showing options like Likes, Following (1), Settings, Help, and a list of stats: Posts (411), Followers (8), Activity, Drafts (4), Review flagged posts, and Edit appearance.

loosecookie
Lucy Cook

Posts

Followers

Activity

Drafts

Review flagged posts

Edit appearance

Mass Post Editor

Radar

sanjiseo
SANJI SEO

ACCOUNT Log out

- Likes
- Following 1
- Settings
- Help

TUMBLRS + New

- loosecookie Lucy Cook
 - Posts 411
 - Followers 8
 - Activity
 - Drafts 4
 - Review flagged posts
 - 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.

RECOMMENDATIONS

1

2

3

4

✓

INTEREST

Which topic are you most interested in?

Select one. Don't worry you can edit it later.

Web Development	Data Science	Programming
Finance	Marketing	Design
Product Management	I don't know	

CODEACADEMY

CoursesWishlistRecommendationsAchievement

FUTURELEARN

We think you might like these courses based on the courses you've joined.

THE OPEN UNIVERSITY

Italian for Beginners 5: Time To Travel

In the fifth Italian for Beginners course, learn to ask for information on trains and buy train tickets.

⌚ 4 weeks

🕒 4 hrs per week

🔗 Included in Unlimited

Join free

KEIO UNIVERSITY

Understanding Quantum Computers

Explore the key concepts of quantum computing and find out how it's changing computer science with this introductory course.

⌚ 4 weeks

🕒 5 hrs per week

🔗 Included in Unlimited

Join free

LONDON TROPICAL

Controlling Viscosity

Understand the physics of viscosity and gain practical experience with your own experiments.

⌚ 4 weeks

🕒 4 hrs per week

🔗 Included in Unlimited

Join free

An important feature that many platforms provide is a recommendation section. Similar to what is used on the likes of Amazon and Netflix, online learning platforms can do the same. Codecademy actually offer a quiz after signing up so that you can be directed straight to modules that are recommended for you.

PROGRESS TRACKERS

YOUR PROGRESS

✓

0%

OF STEPS COMPLETED

1.21

CHECK YOUR UNDERSTANDING

--%

⦿

YOU'VE NOT COMPLETED THIS TEST YET

FUTURELEARN

CODEACADEMY

Welcome To Codecademy

Keep making progress on Welcome To Codecademy

RESUME 0%

✓ Computer Science History

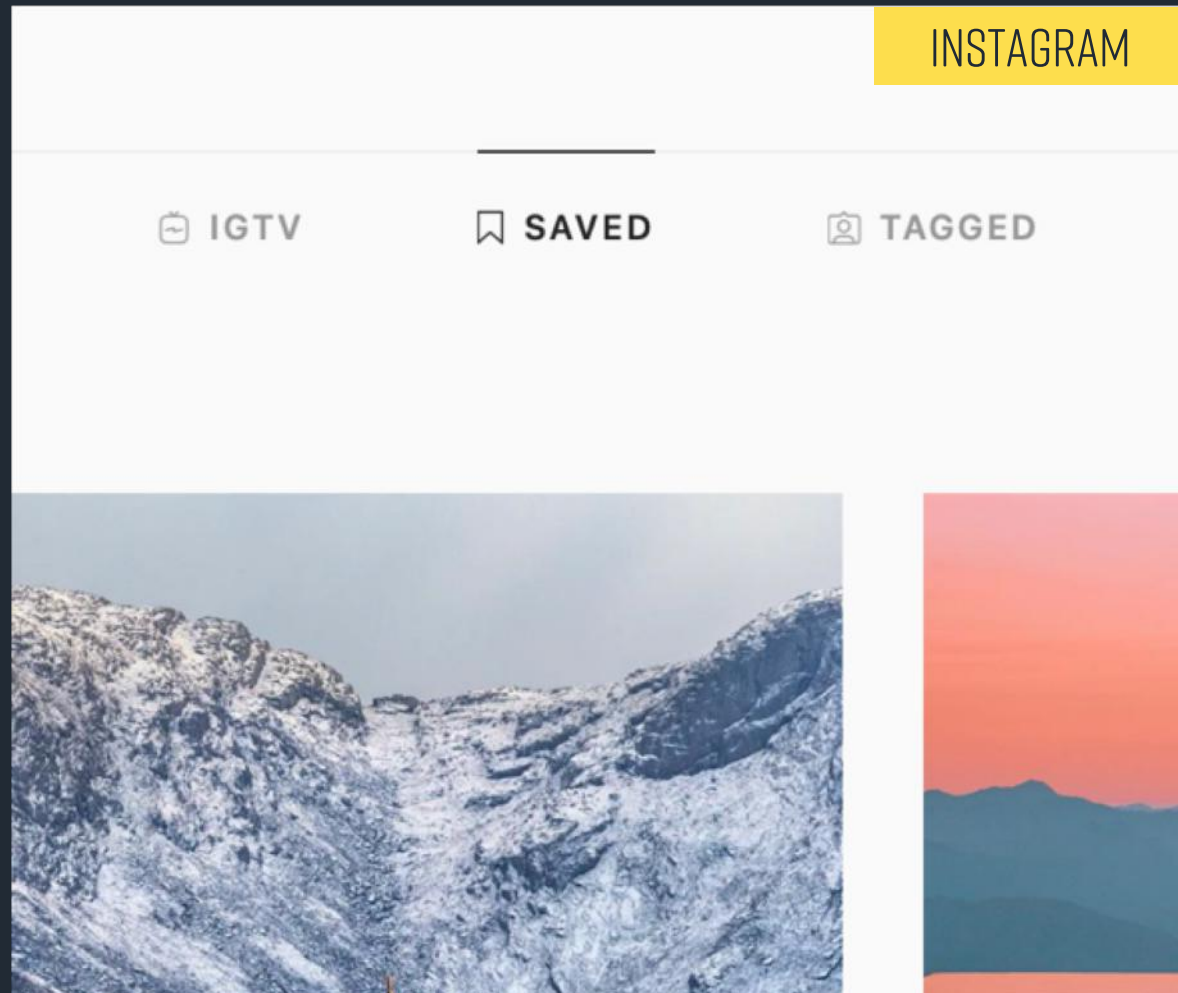
○ In-progress

to use our platform.

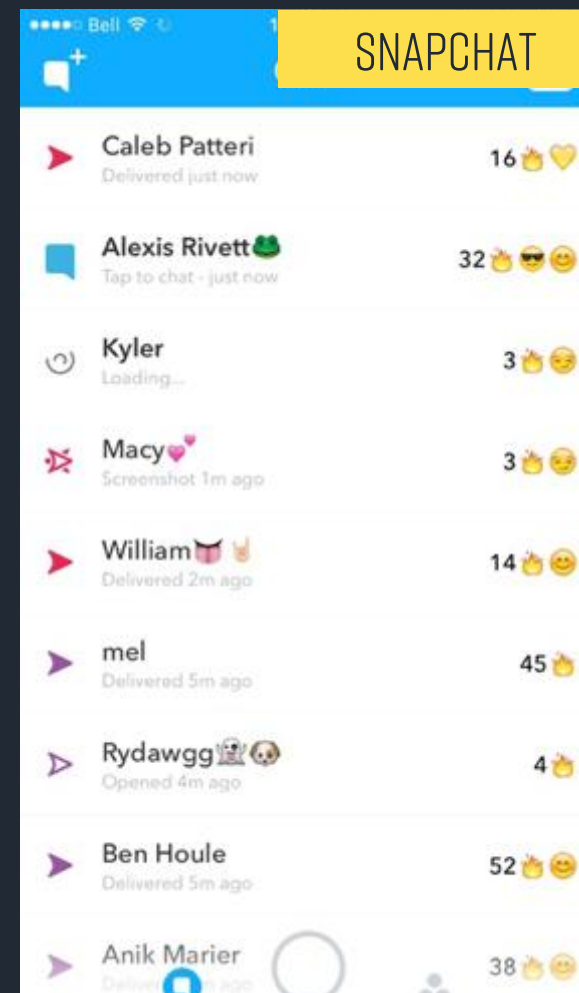
0%

A few of the sites I've seen track your progress by using a simple percentage markers 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.

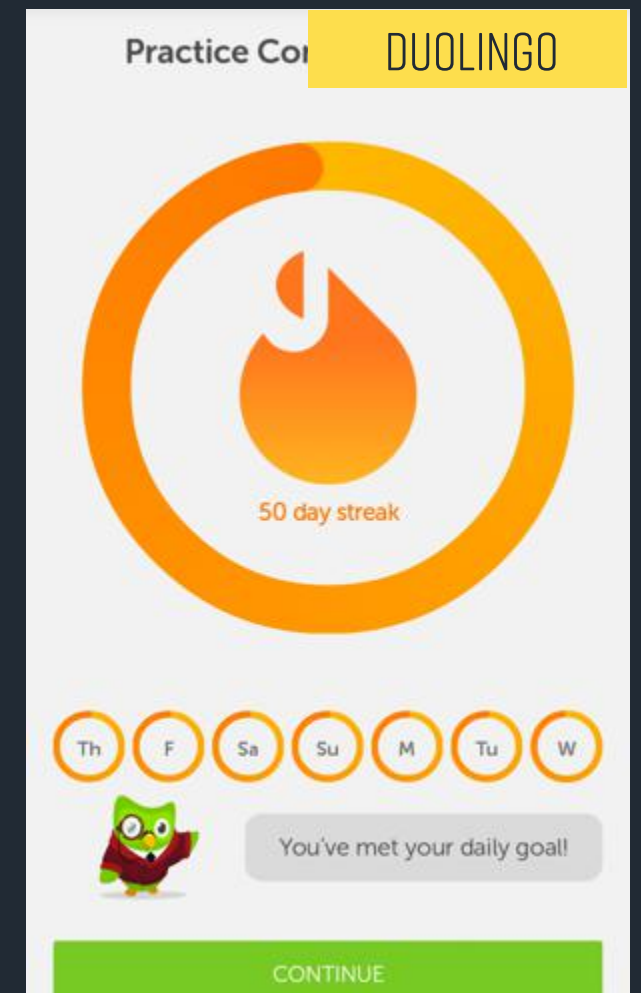
BOOKMARKS AND STREAKS



INSTAGRAM



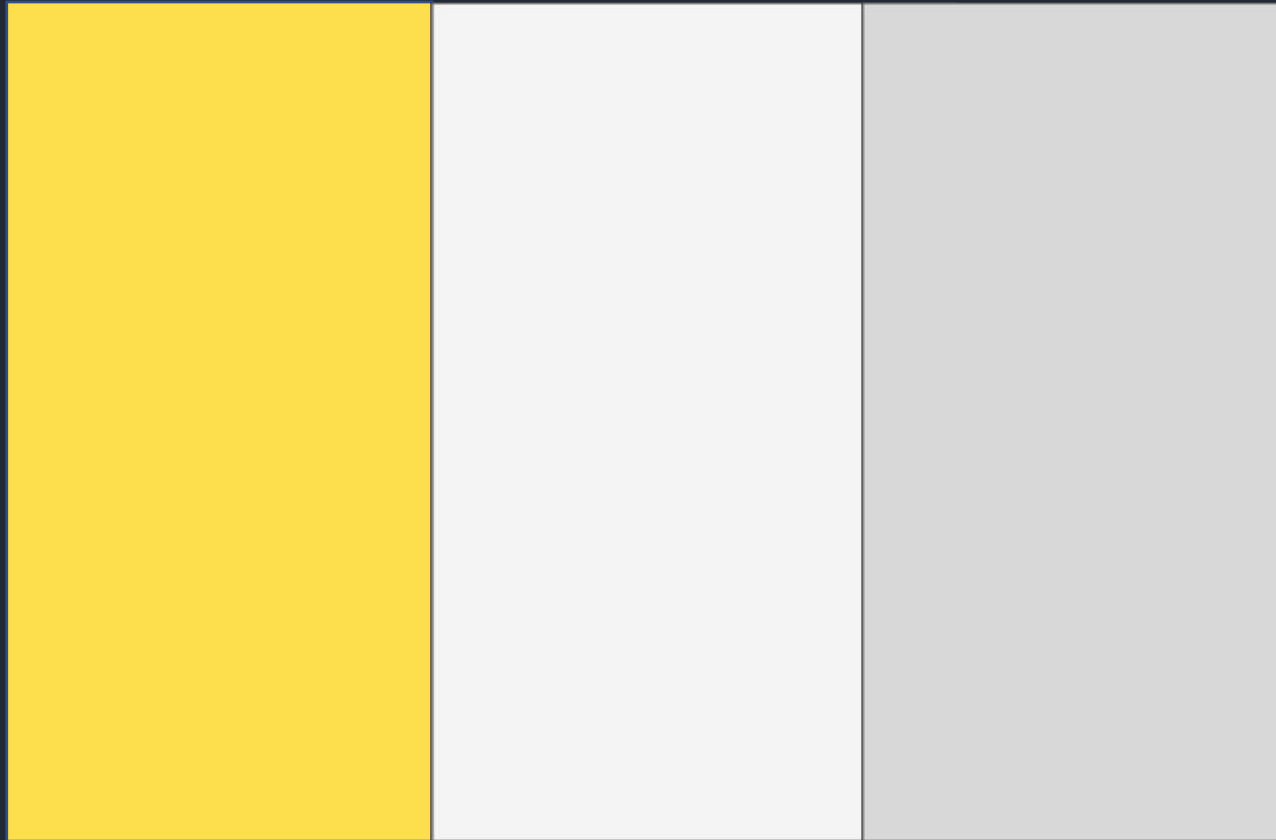
SNAPCHAT



DUOLINGO

Instagram have 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 the modules they like the sound of but don't have the time to learn at the minute so instead of losing the module page they can save it to their profile section and review at another time. Duolingo has the feature allowing users that repeatedly return to the app to receive a **daily streak**, keeping count of every day they return to learn.

COLOUR PALETTE



Primary colour palette is made up of yellow and tones of grey layout of my prototype designs, keeping it simplistic. As well as the 6 different colours shown to the right which are used to differentiate the different module categories.

BRAND

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



UXpert
Learn the power of UX design

UXpert combines UX design and expert. In terms of a logo, I originally sketched and digitalised the 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 a pattern concept and felt this represented my brand better. Yellow is my primary colour which in education represents 'languages and other creative pursuits' such as arts which is where design would fall as an overall topic and therefore very relevant.

FINAL BRANDING



UXpert

Learn the power of UX design

VISUAL AESTHETICS



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.



18 VIDEO LESSONS



6 PRACTICAL ASSIGNMENTS



POLISHED PORTFOLIO WORK



CERTIFICATE OF COMPLETION



Business & Management



Health & Psychology



Tech & Coding



Teaching



Build Websites from Scratch

Learn to design and build professional websites using HTML & CSS

10 weeks



Build Front-End Web Applications from Scratch

Learn JavaScript and ReactJS, a new technology used in apps like Netflix

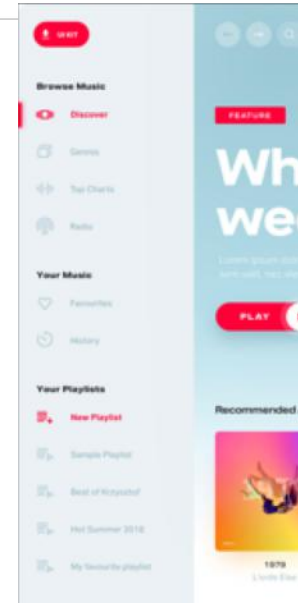
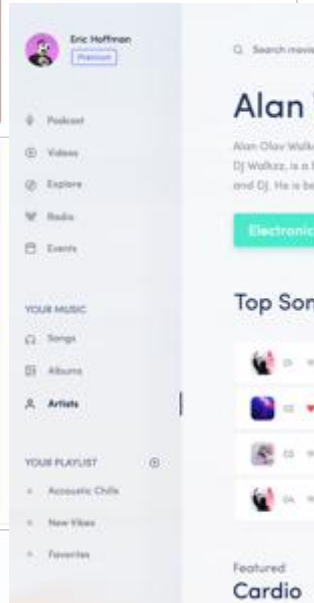
8 weeks



Build Web APIs from Scratch

Learn the fundamentals of JavaScript and Express.js

8 weeks



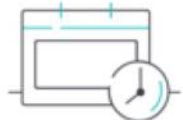
Learn by Doing

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

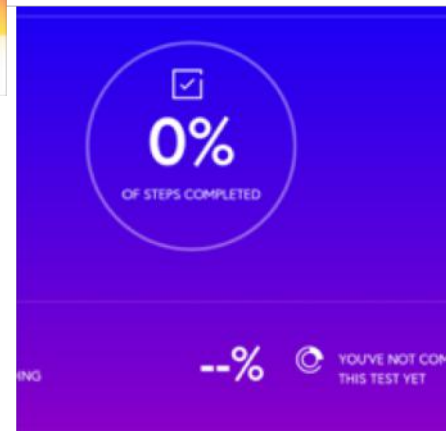
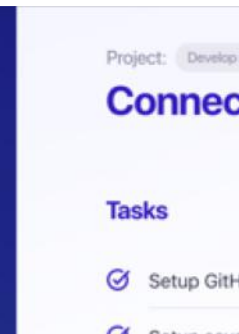
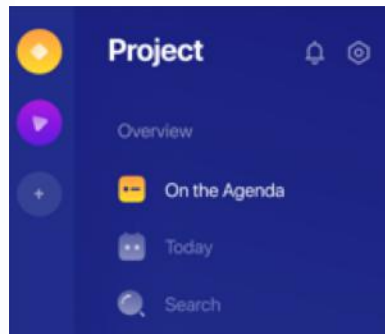
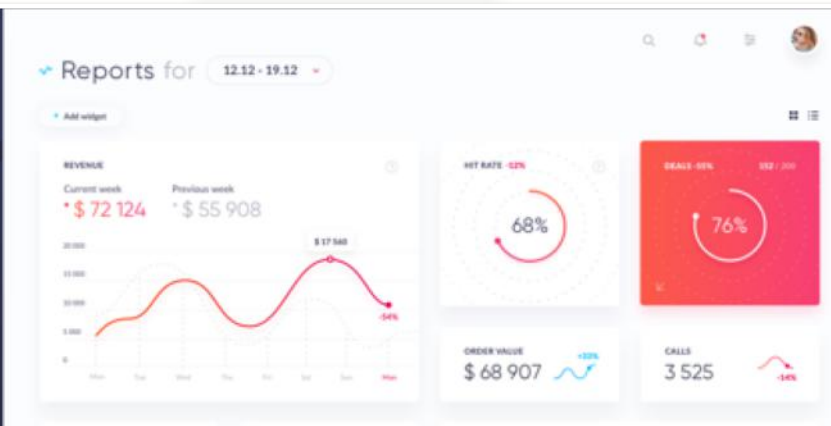
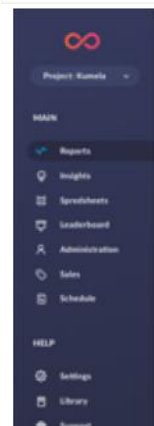


Audio



Video

Search online courses



Creative Arts & Media

Health & Psychology

History

Languages & Cultures

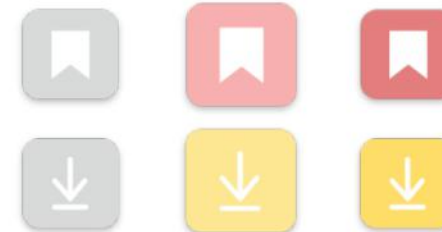
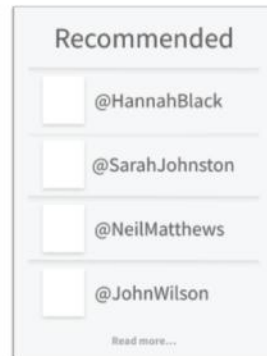
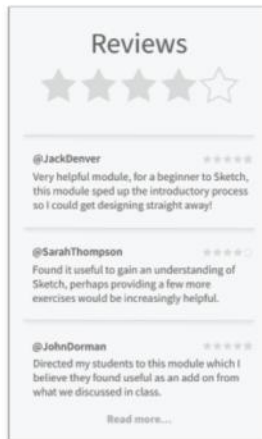
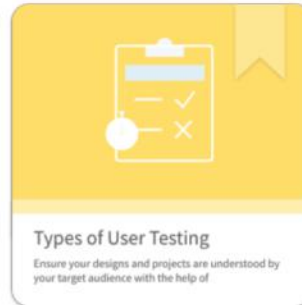
Collecting a few pieces of visual inspiration from different online learning platforms as well as the likes of Dribbble and other social media platforms. Gathering inspiration for illustrations, navigation bars, iconography, charts and progress trackers.

ELEMENT COLLAGE

Page Heading

Section Heading

Body Text



Based on my sketched wireframes, I am building my interface on the basics of these elements. Creating this element collage for the purpose of generating a look and feel for how my prototype will develop into a finished product.