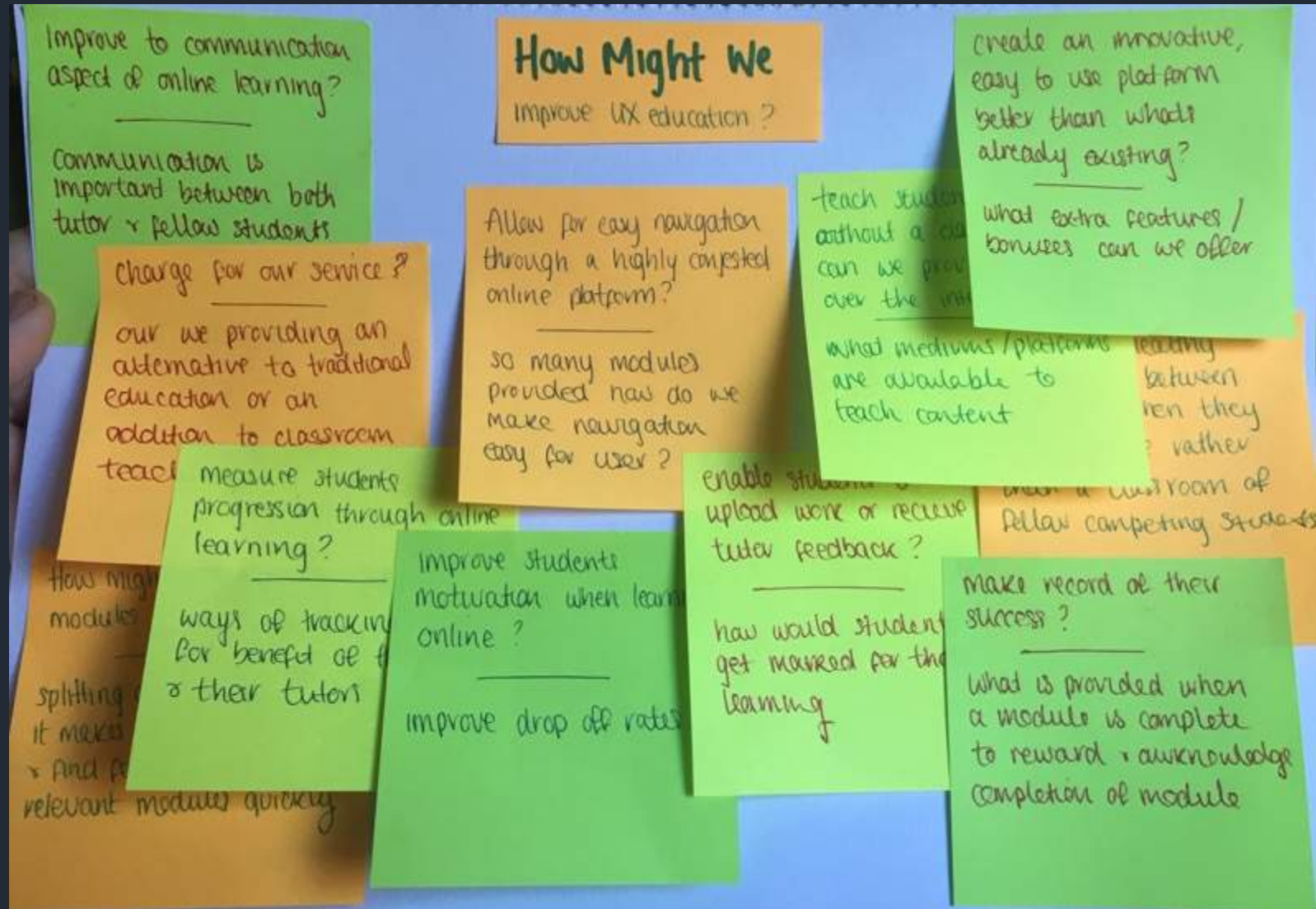


Visual Grammar

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 is where 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

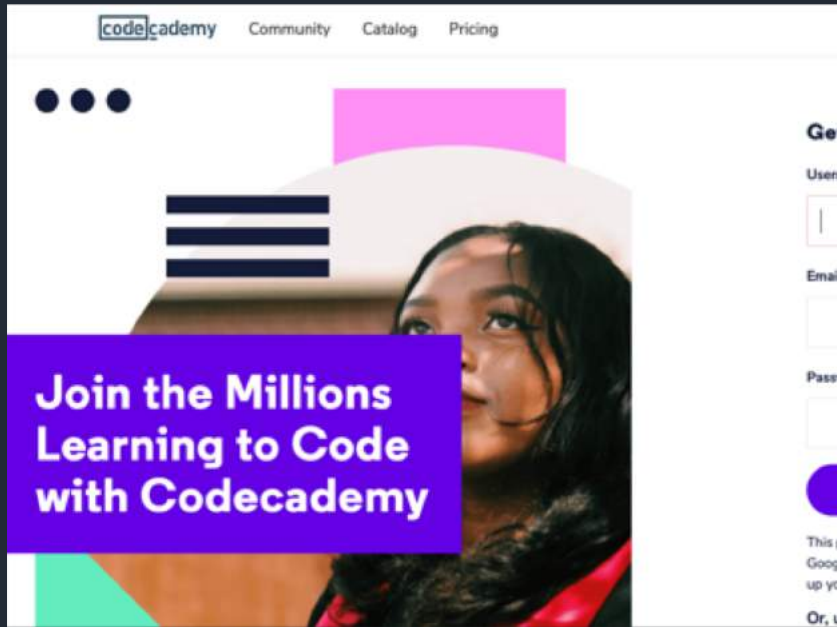
FINAL BRANDING



UXpert

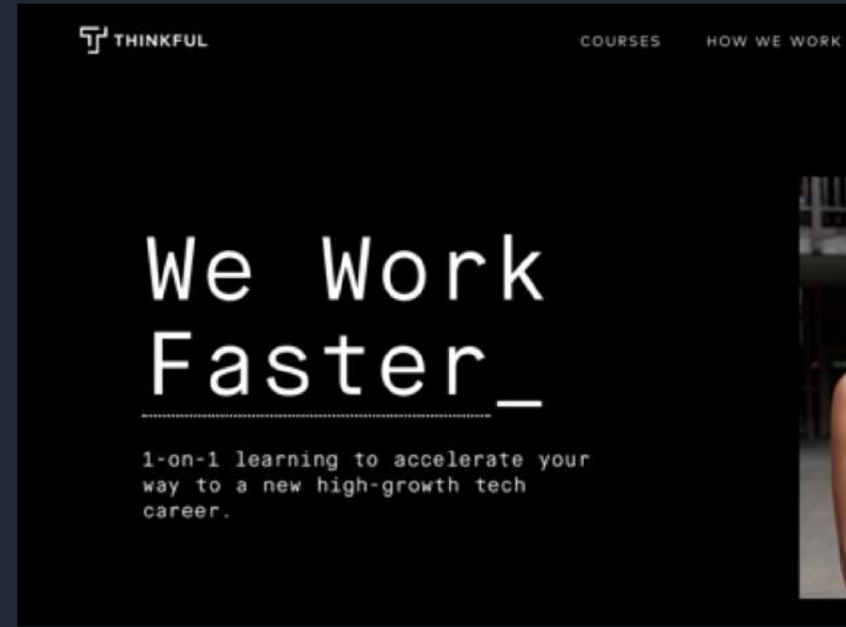
Learn the power of UX design

PRODUCT DNA



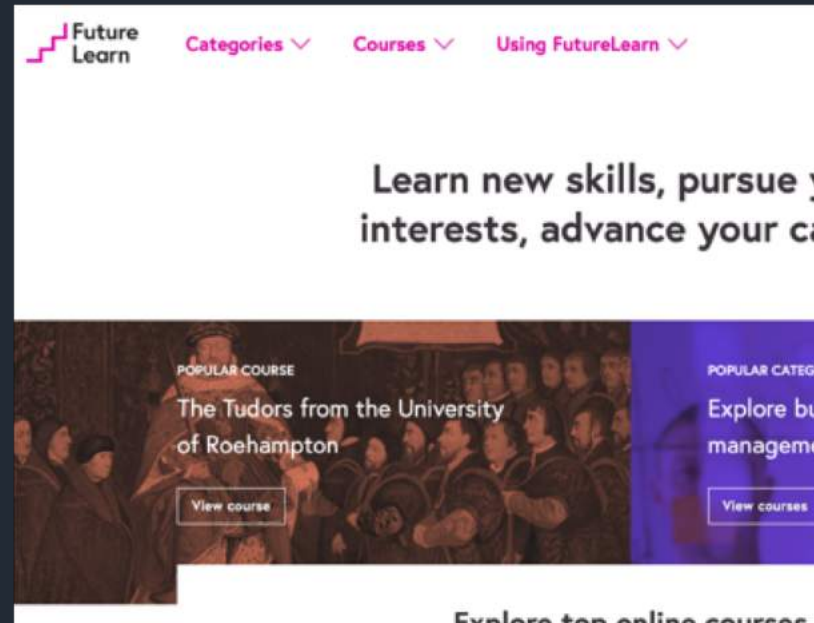
CODEACADEMY

- 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

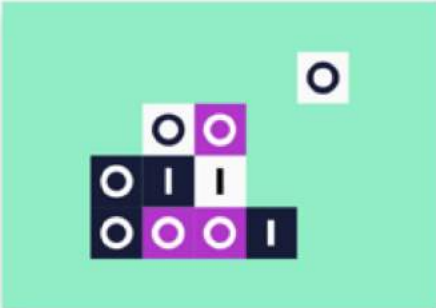
Paths are in-depth structured learning journeys that you can take at your own pace and get to y



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

✓ 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:




Business & Management



Health & Psychology



Tech & Coding



Teaching

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

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 for 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

Quiz

Learn Python: Syntax

Project

Create Purchasing Information and Receipts for Lovely Loveseats

Overview

Syllabus

1 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

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.

THANKFUL

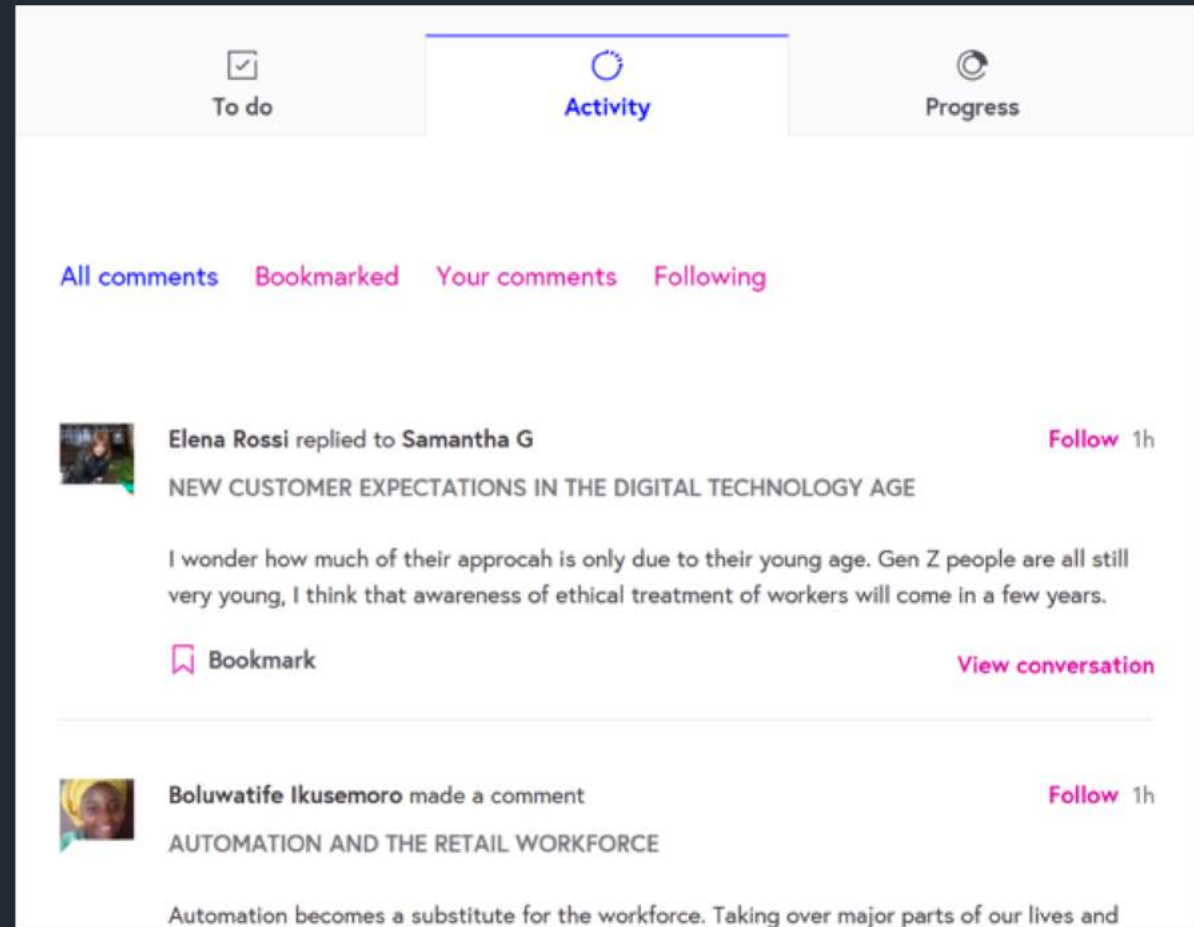
In terms of task structure, the most effective layout is a clear and simple timeline that will outline the clear tasks of each module in order and how that particular content is delivered so that they student knows exactly what they are expected of before they dive into learning.

COMMUNITY

FUTURELEARN

1 tutor to
1 module

1 community
to 1 module



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.

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

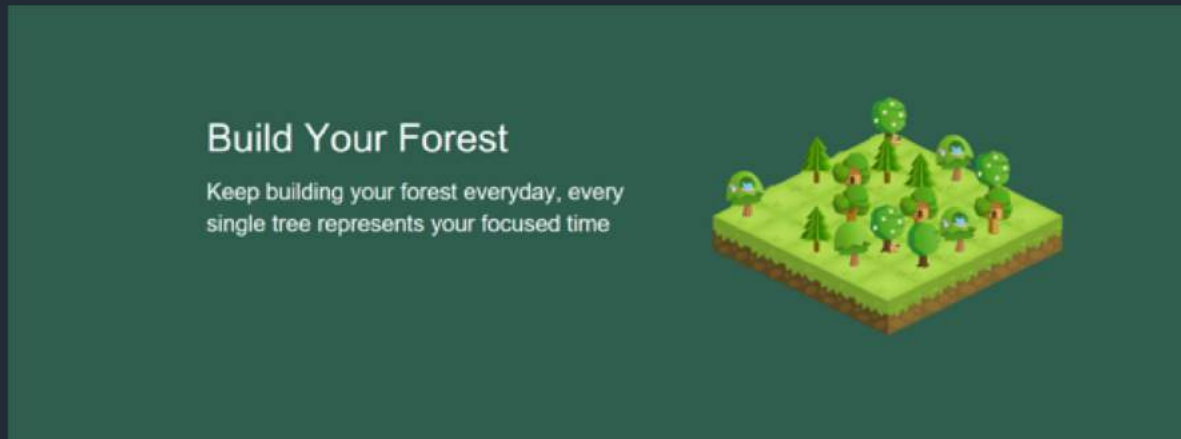
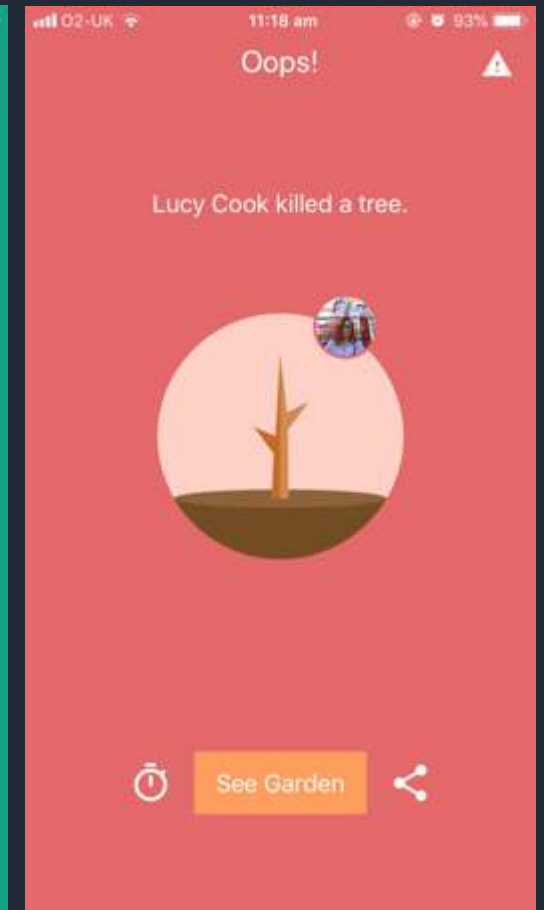
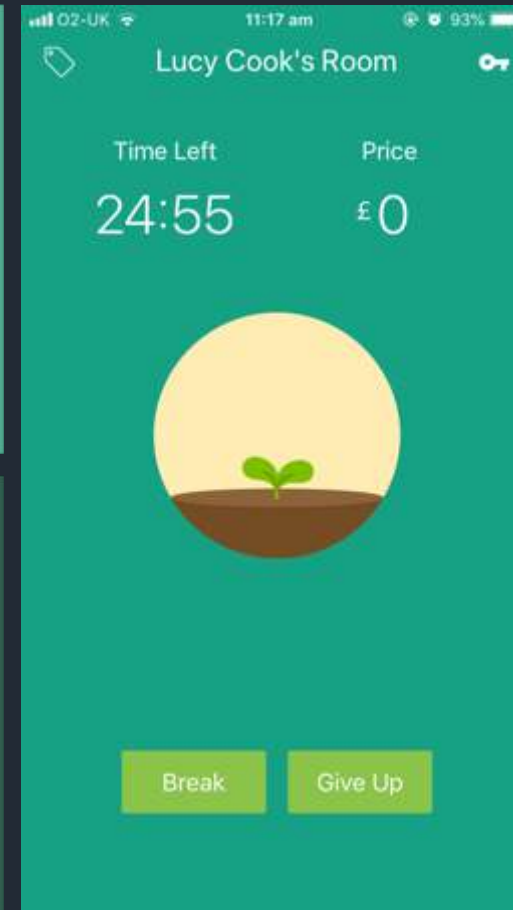
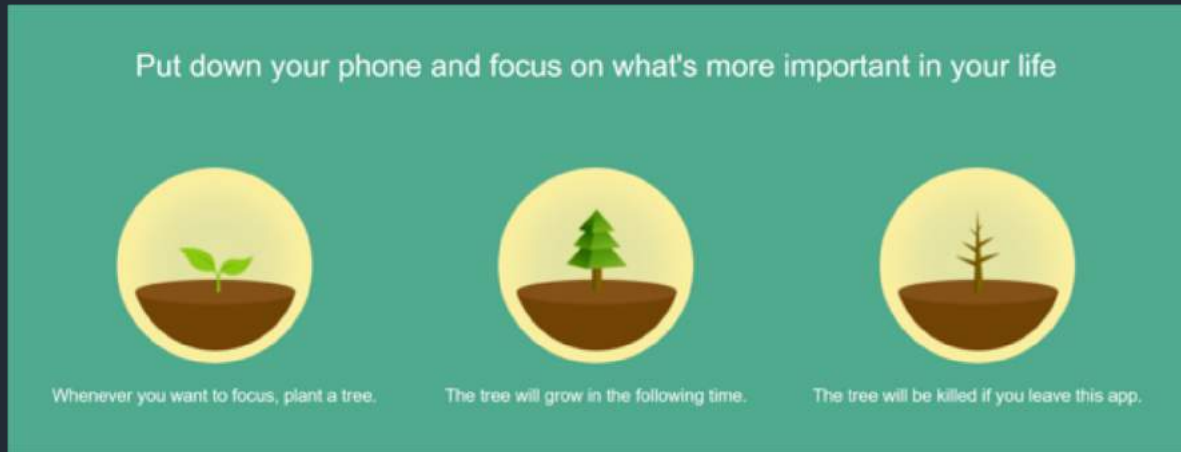
Find My Path

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.

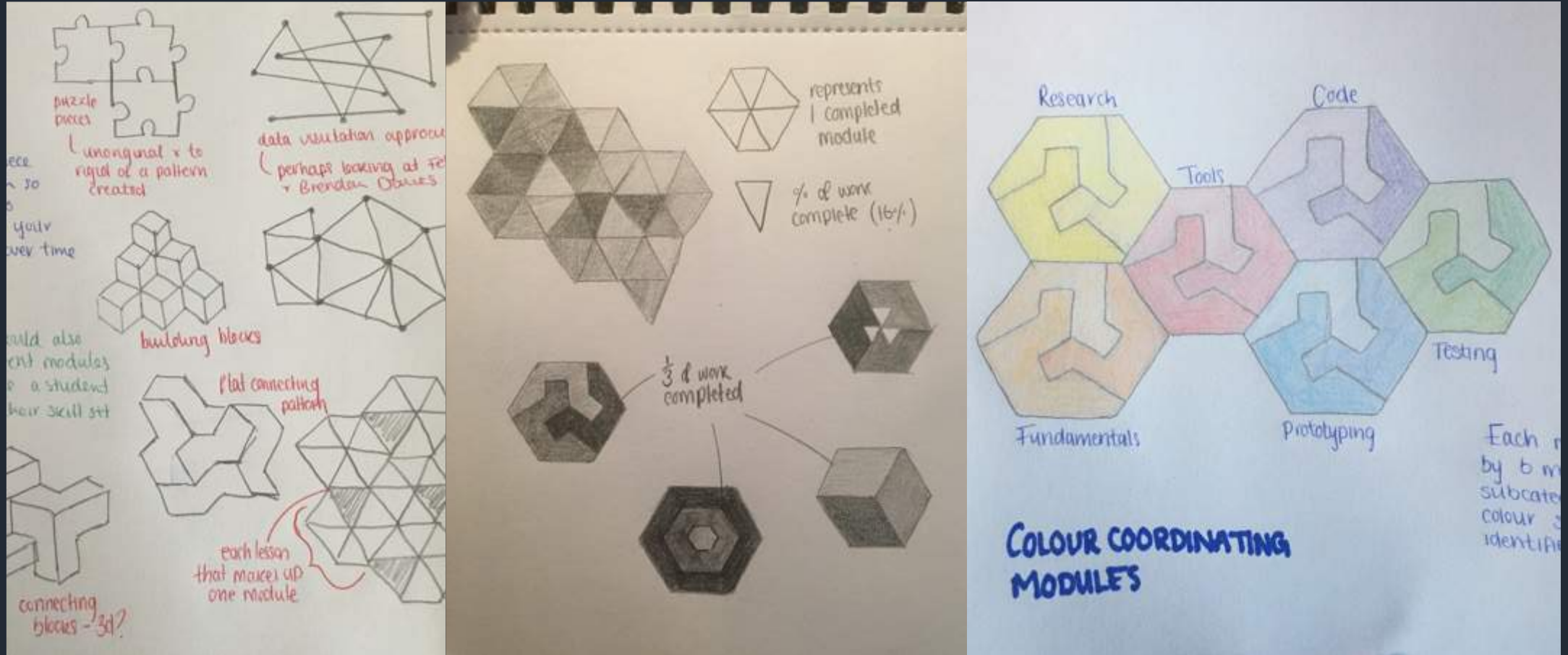
TRACKING PROCESS

FOREST



Forest is an app that helps you to put down your phone and successfully learn, you must stay on the app 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 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.

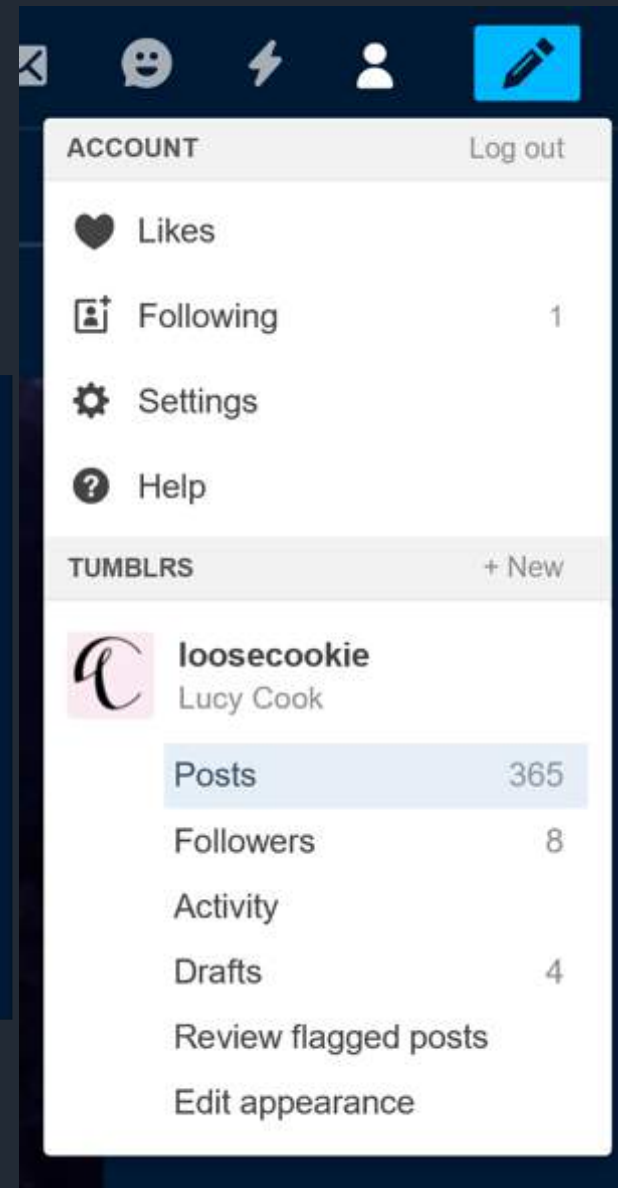
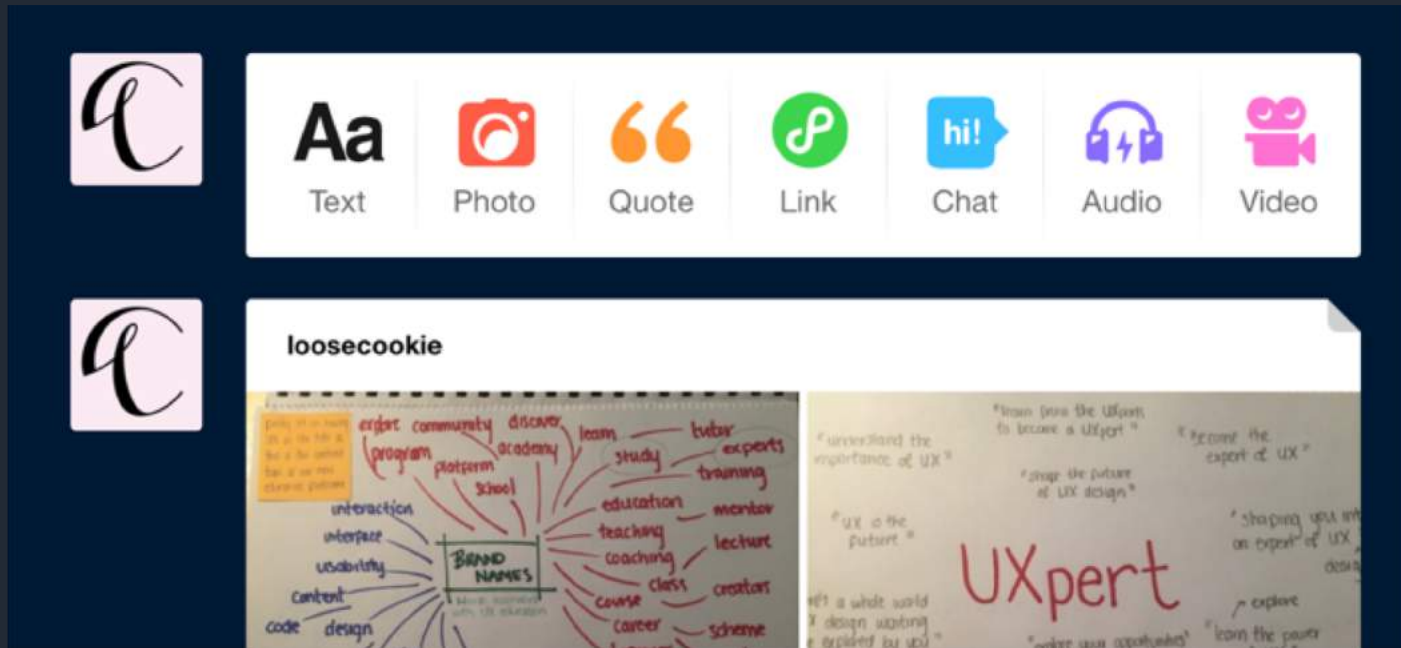
PATTERN AND REWARDING CONCEPT



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

TUMBLR

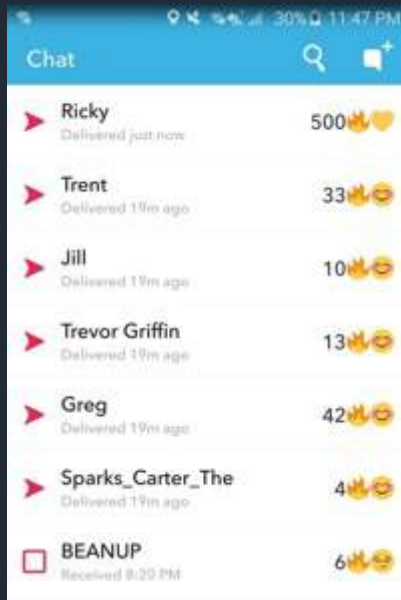


In our university course we blog on Tumblr about things we've learnt, our research, upload our individual exercises and post links to our final projects. I believe this is a successful method for keeping track of our work and allowing our tutors to access what we've been working on. And therefore I think I could incorporate a personal blog for each student, an area where they can upload their thoughts and work for every module.

INSTAGRAM



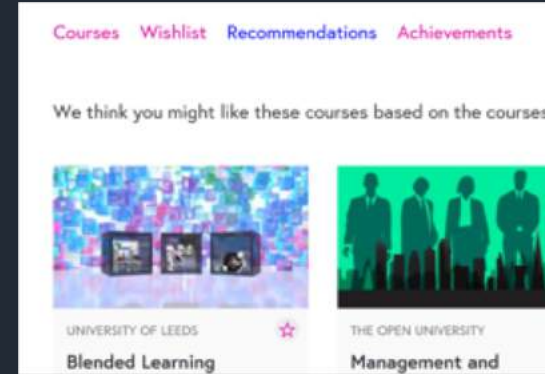
SNAPCHAT



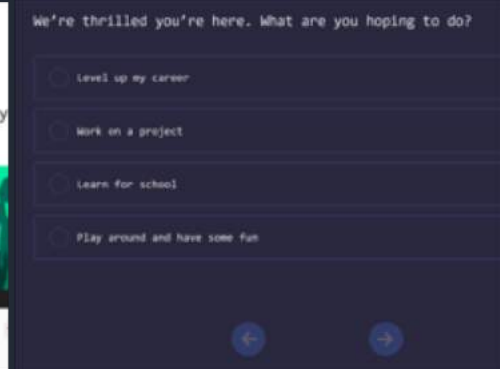
DUOLINGO



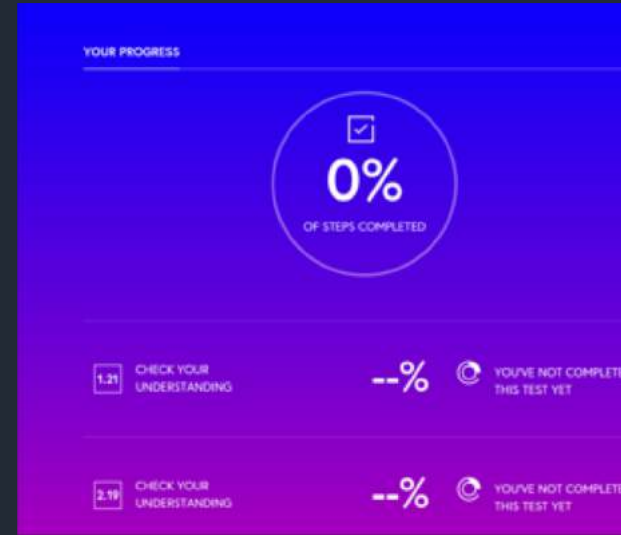
FUTURELEARN



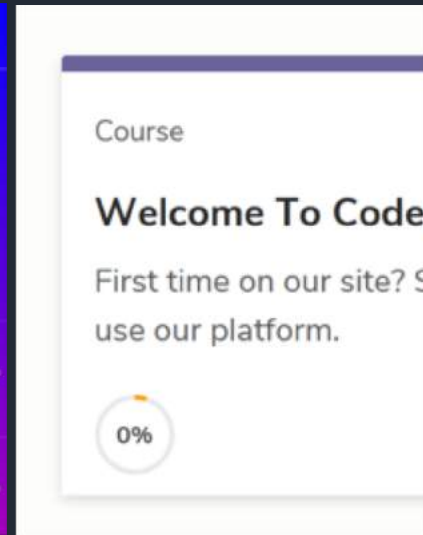
CODECADEMY



FUTURELEARN

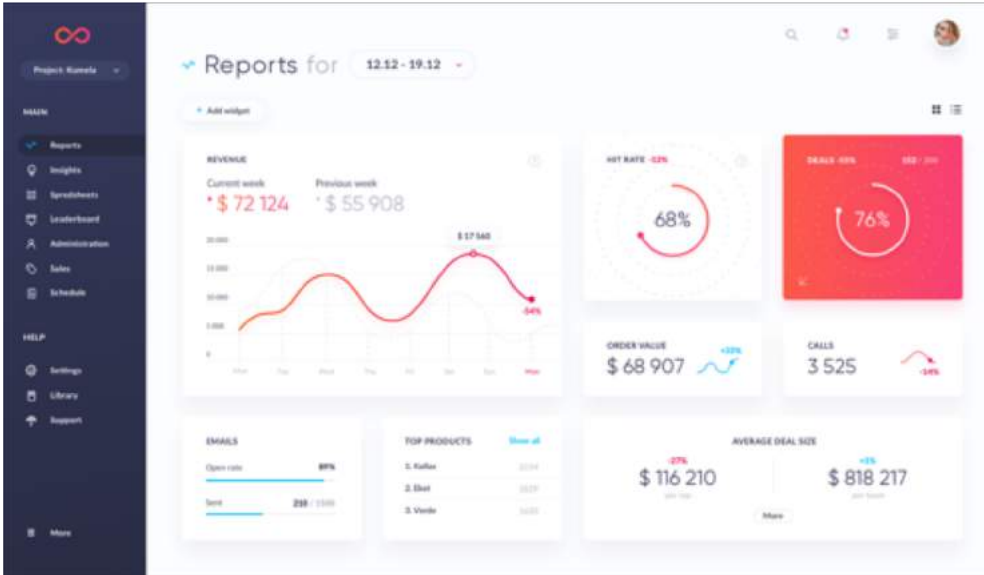
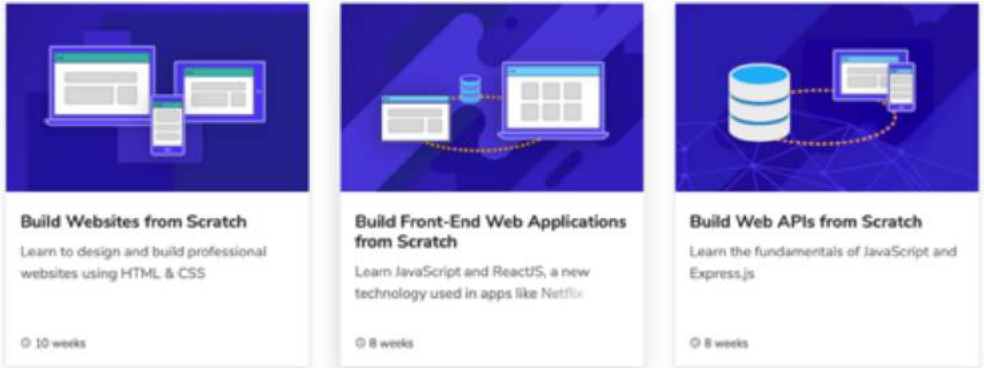



CODECADEMY



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 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





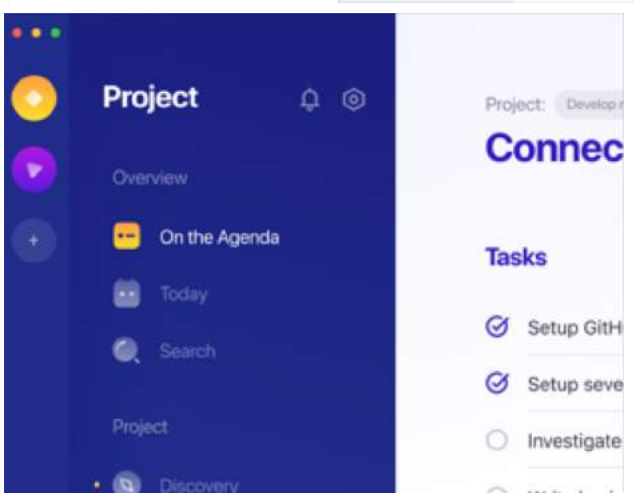
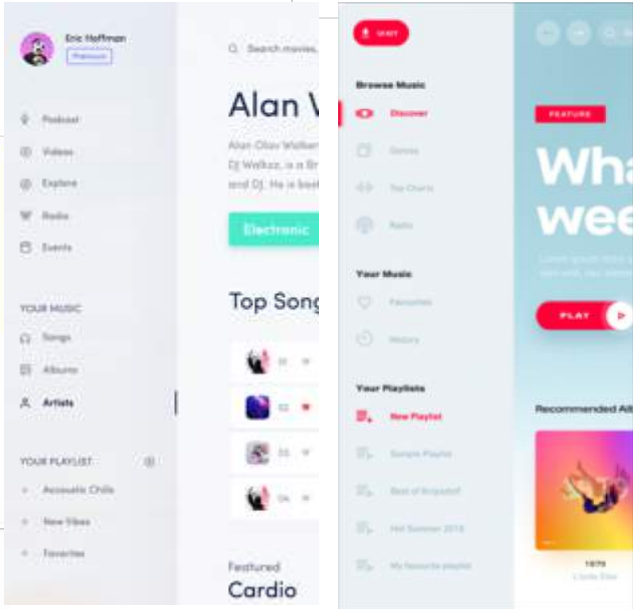
Structured

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




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.




Text




Photo




Quote




Link




Chat





Audio




Video












Creative Arts & Media




Health & Psychology




History




Languages & Cultures




Law




Literature




0% OF STEPS COMPLETED



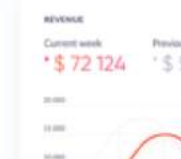
76%



68%

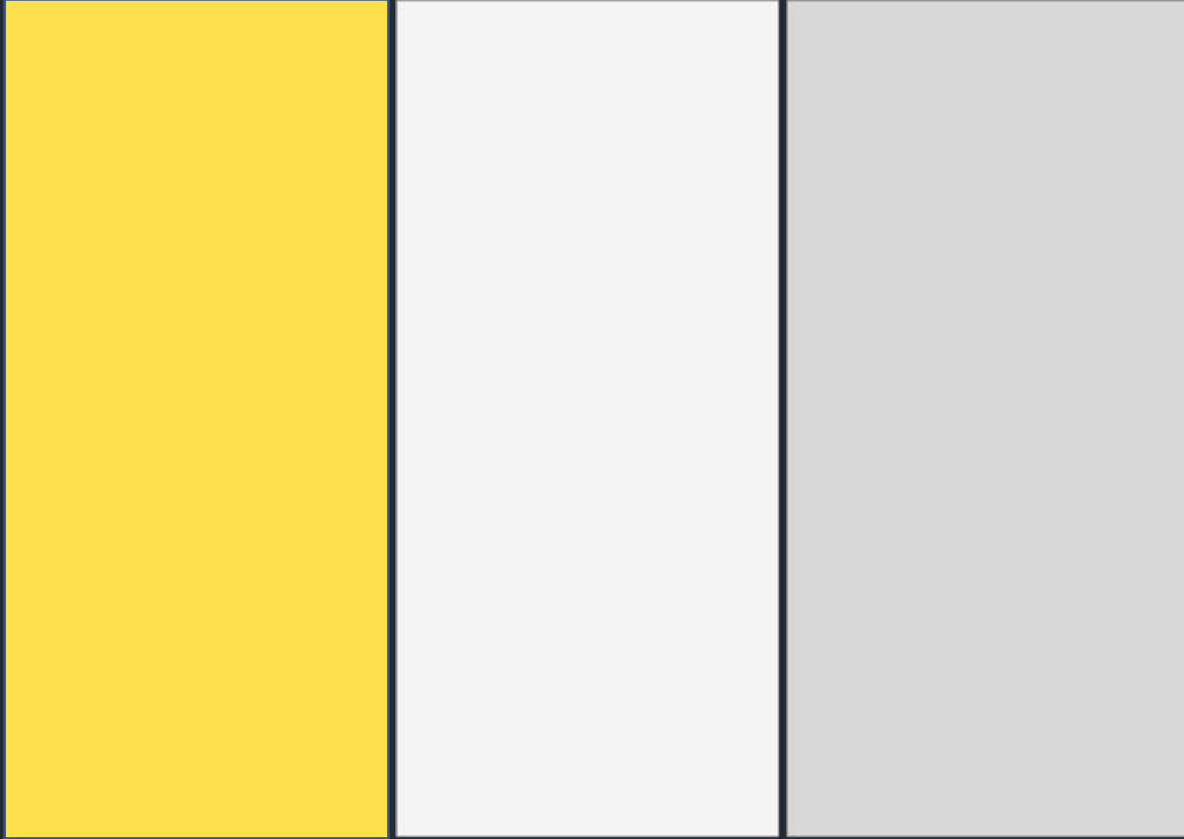


100%



100%

COLOUR PALETTE



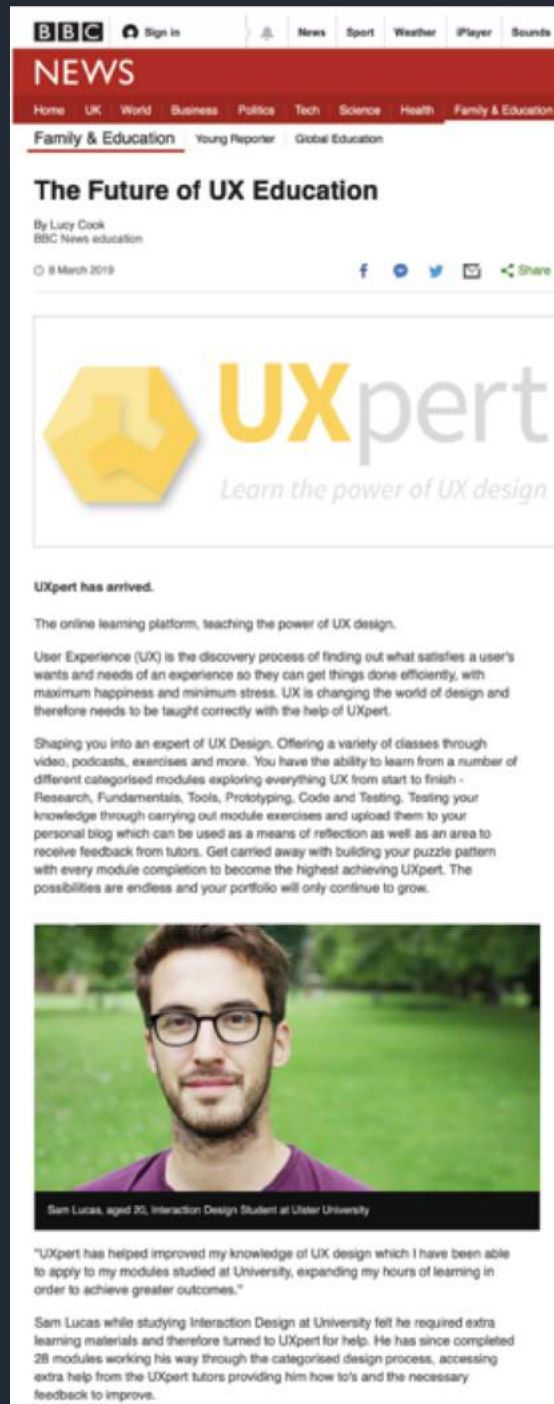
Primary colour palette made up of yellow and tones of grey for the structure and background of my prototype keeping it plain a simple then 6 different colours are used to differentiate the different module categories.

BRAND DICTIONARY

- Friendly
- Clear
- Understanding
- Informal
- Helpful

- Innovative
- Sharing
- Community
- Caring

TOMORROW'S HEADLINES



The screenshot shows a BBC News article page. At the top is the BBC logo and navigation links for News, Sport, Weather, iPlayer, and Sounds. Below this is a red header with the word 'NEWS' in white. A secondary navigation bar lists various news categories: Home, UK, World, Business, Politics, Tech, Science, Health, and Family & Education. The article is categorized under 'Family & Education'. The main headline is 'The Future of UX Education' by Lucy Cook, dated 8 March 2019. Below the headline is a large graphic for 'UXpert' featuring a yellow hexagonal logo and the text 'UXpert Learn the power of UX design'. The article text begins with 'UXpert has arrived.' and describes the online learning platform. It defines User Experience (UX) and explains how UXpert helps users learn through video, podcasts, and exercises. A photo of Sam Lucas, a student, is included with a caption. The article concludes with a quote from Sam Lucas about how UXpert improved his knowledge and learning outcomes.

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

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.



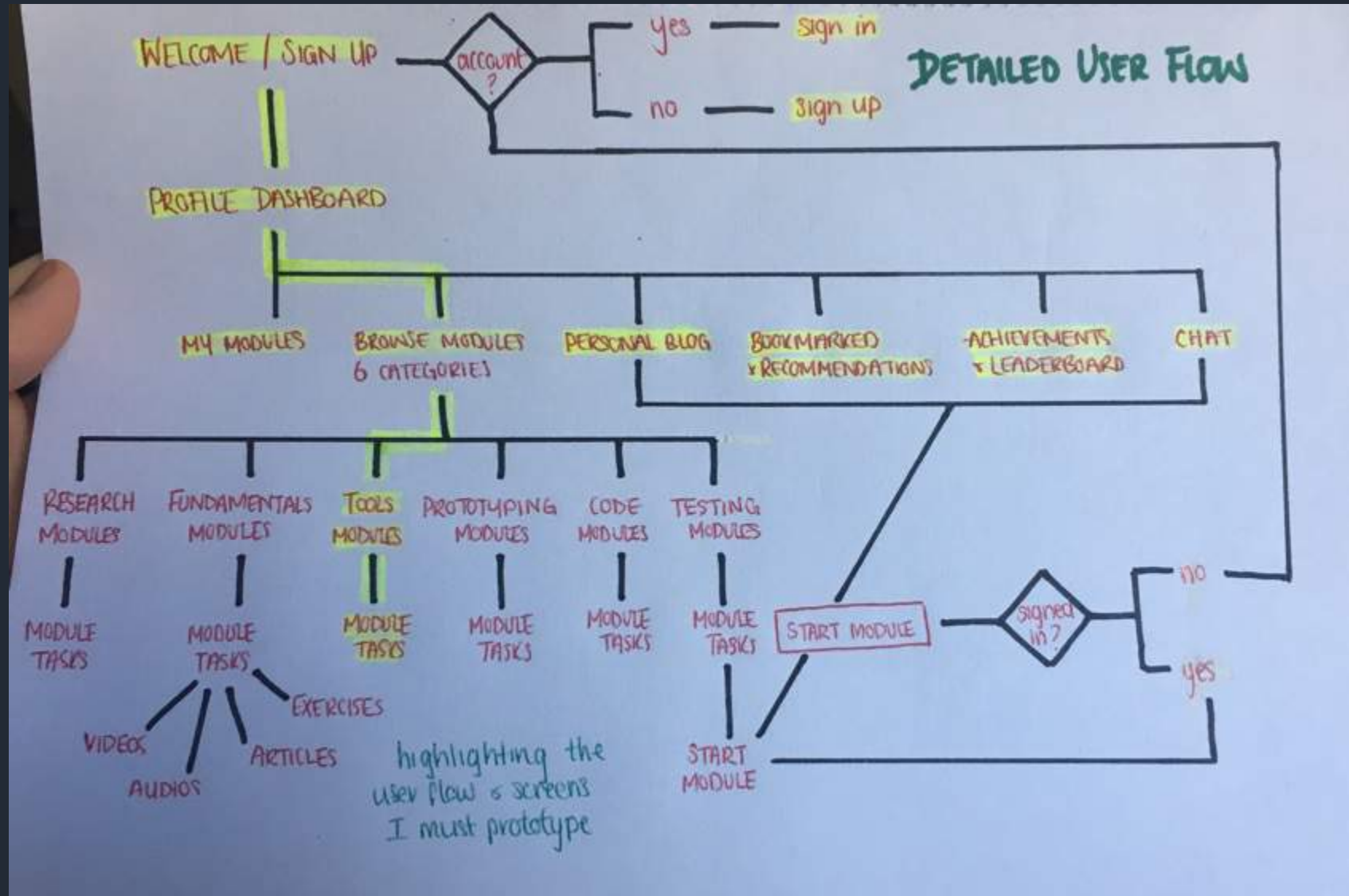
Sam Lucas, aged 20, Interaction Design Student at Ulster University

"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.

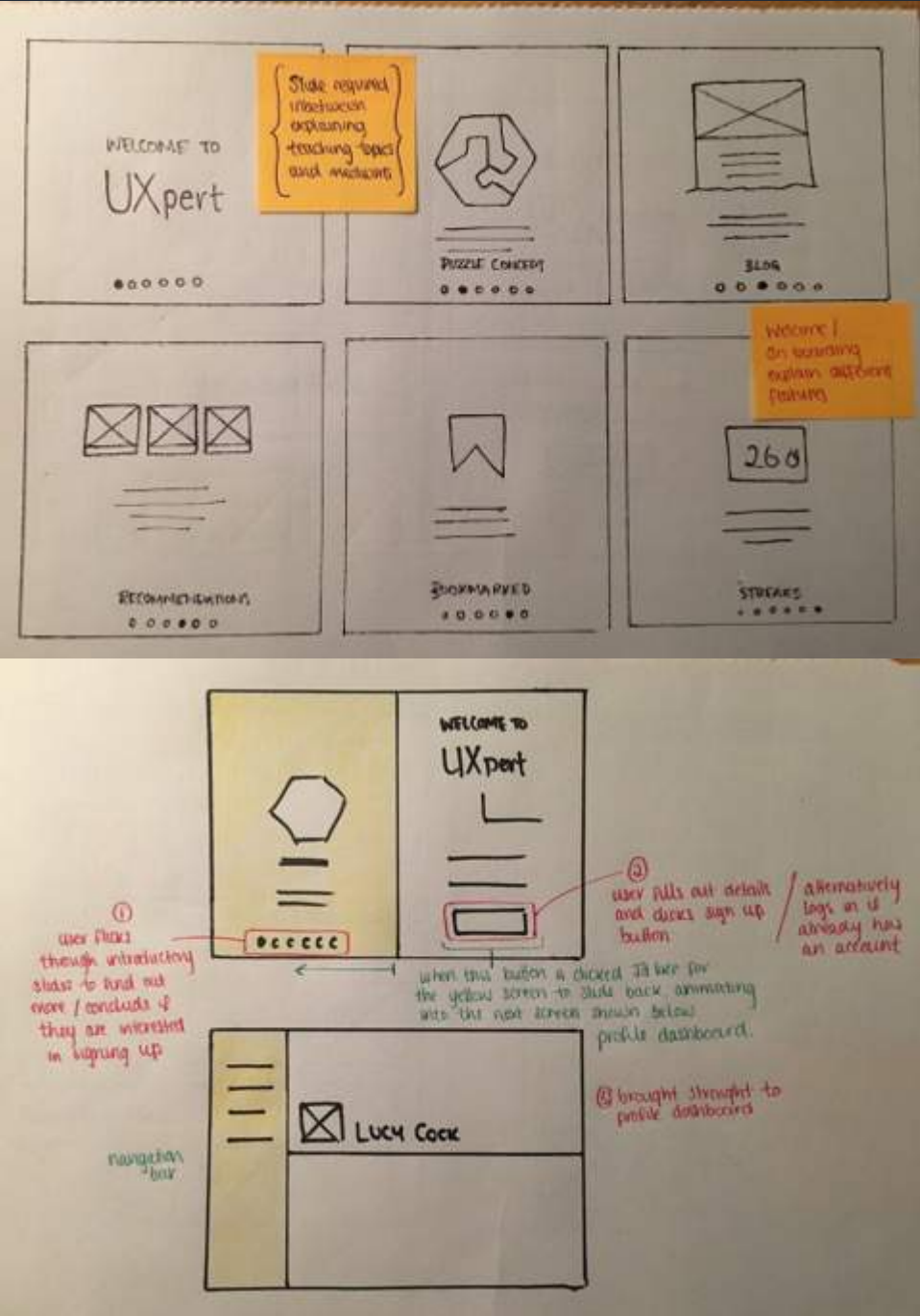
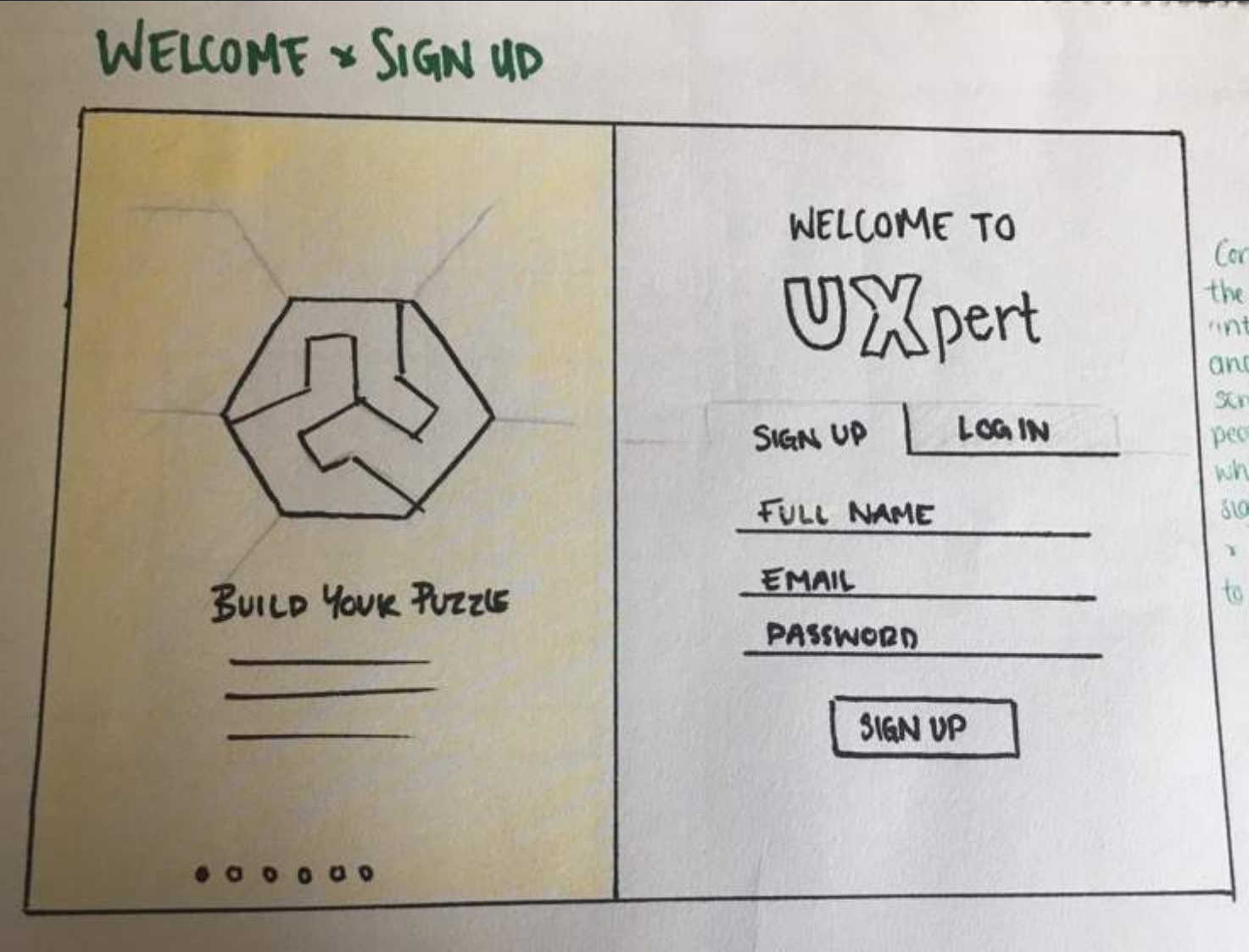
Using BBC to build a tomorrow headline in order to create a idealistic hype around my upcoming online learning platform Uxpert.

USER FLOW

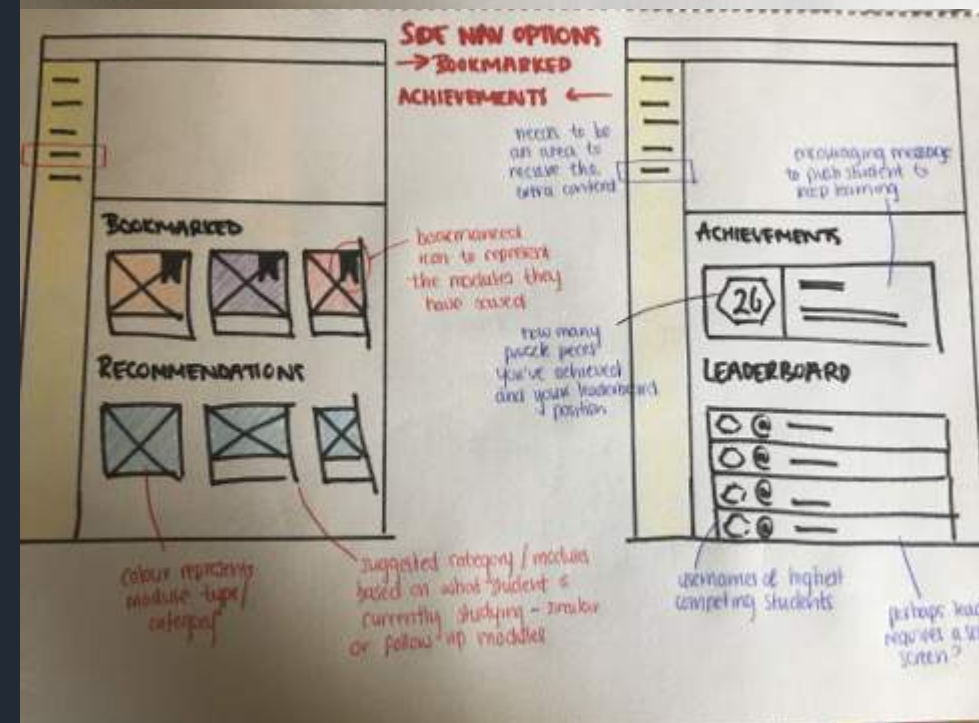
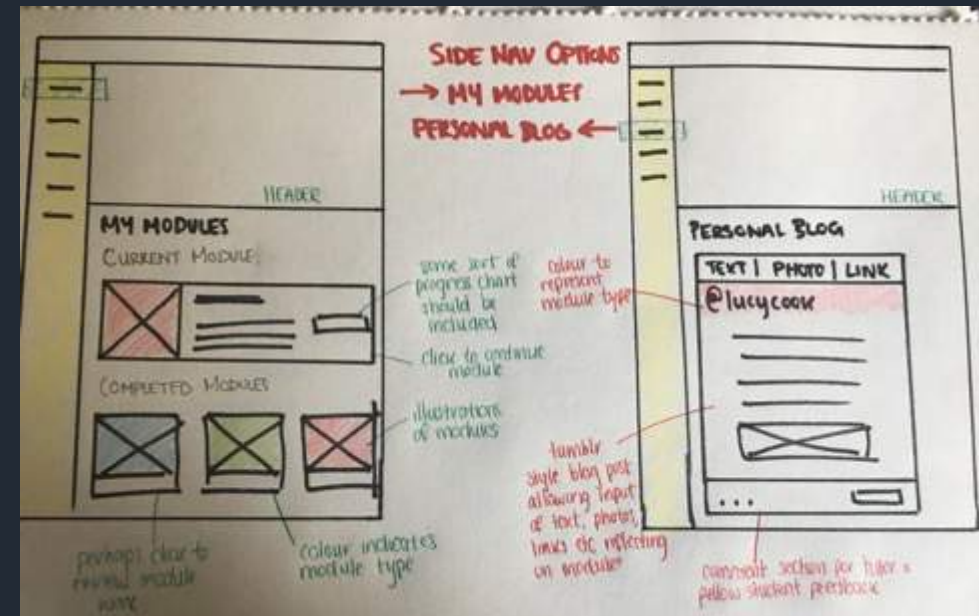
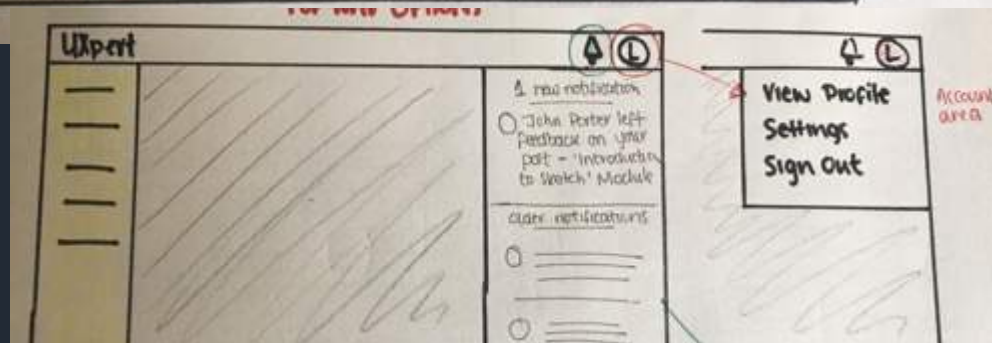
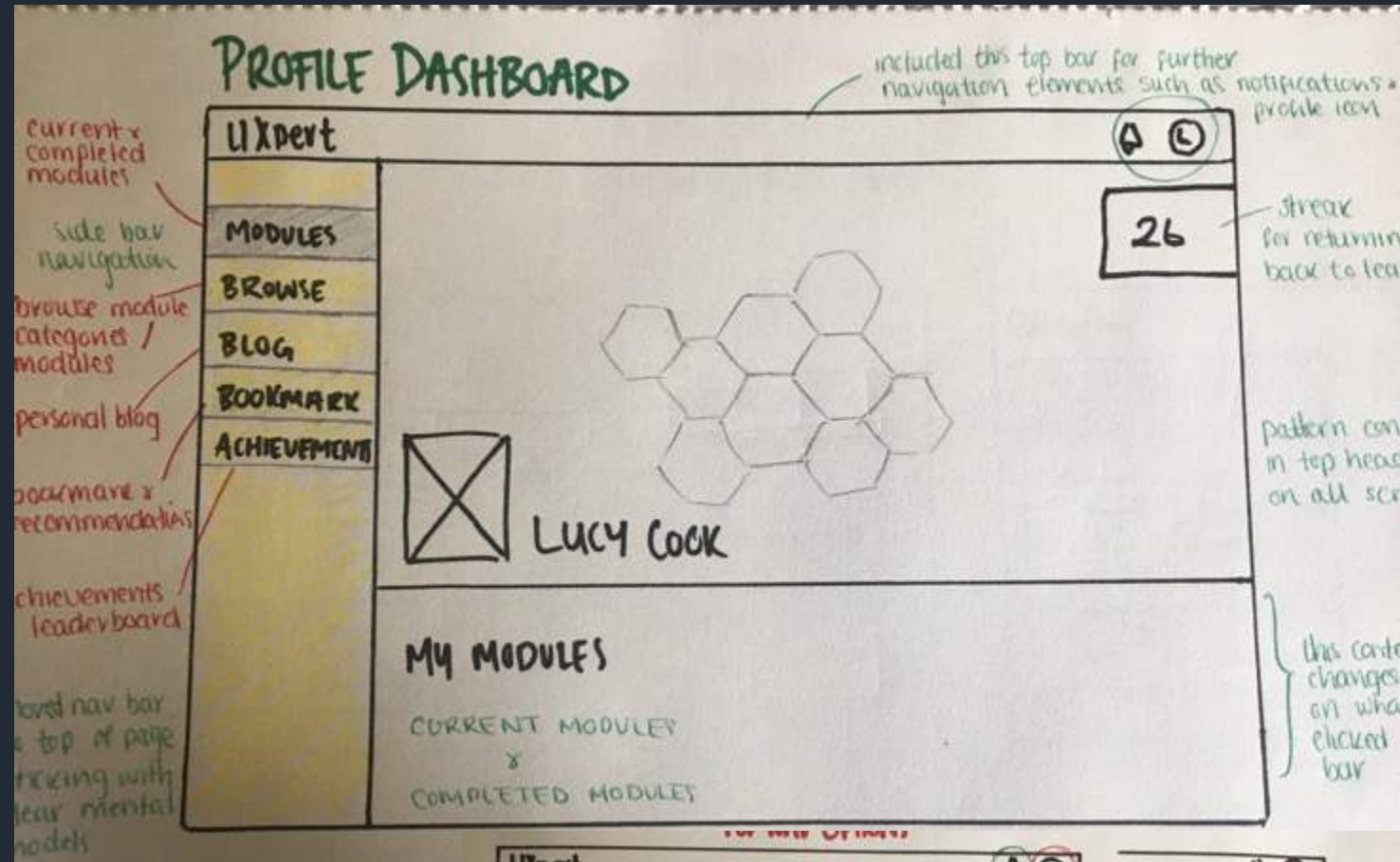


User flow identify the different paths a user could take however focusing on building the screens that are highlighted.

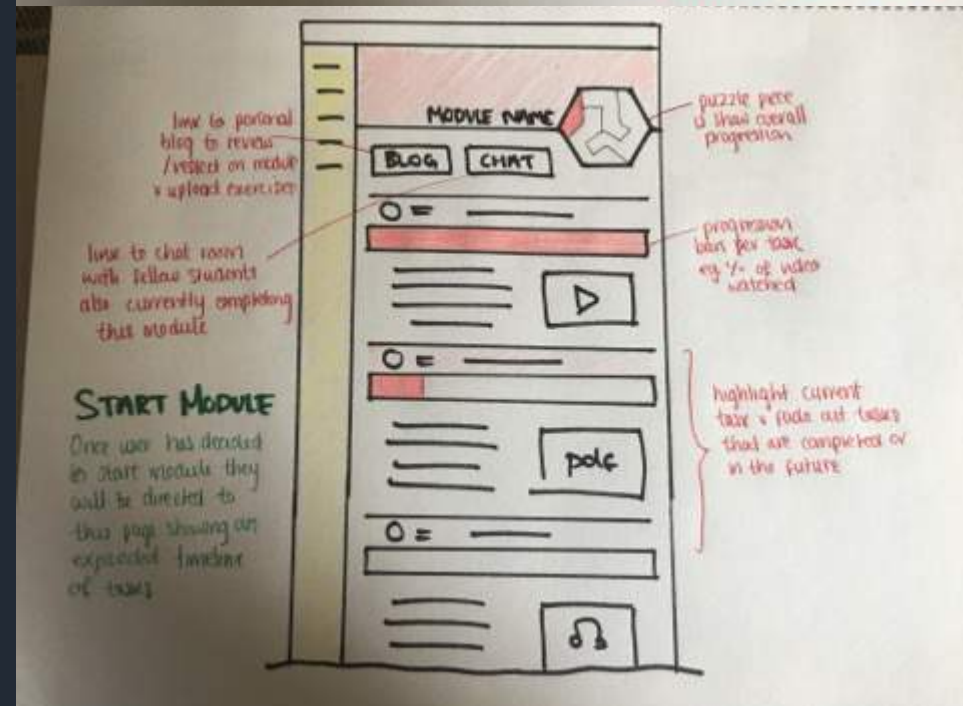
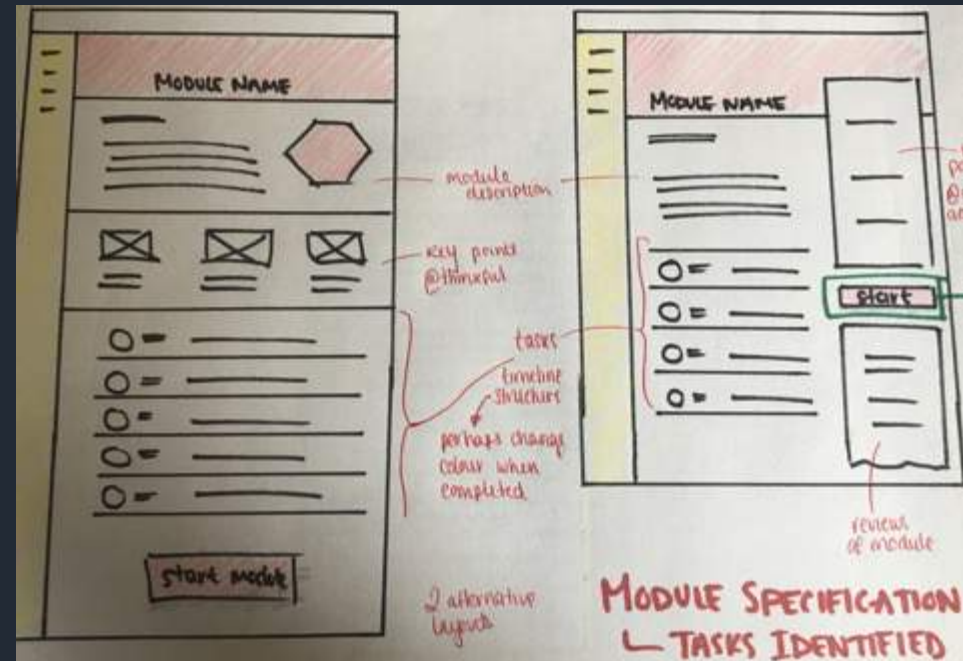
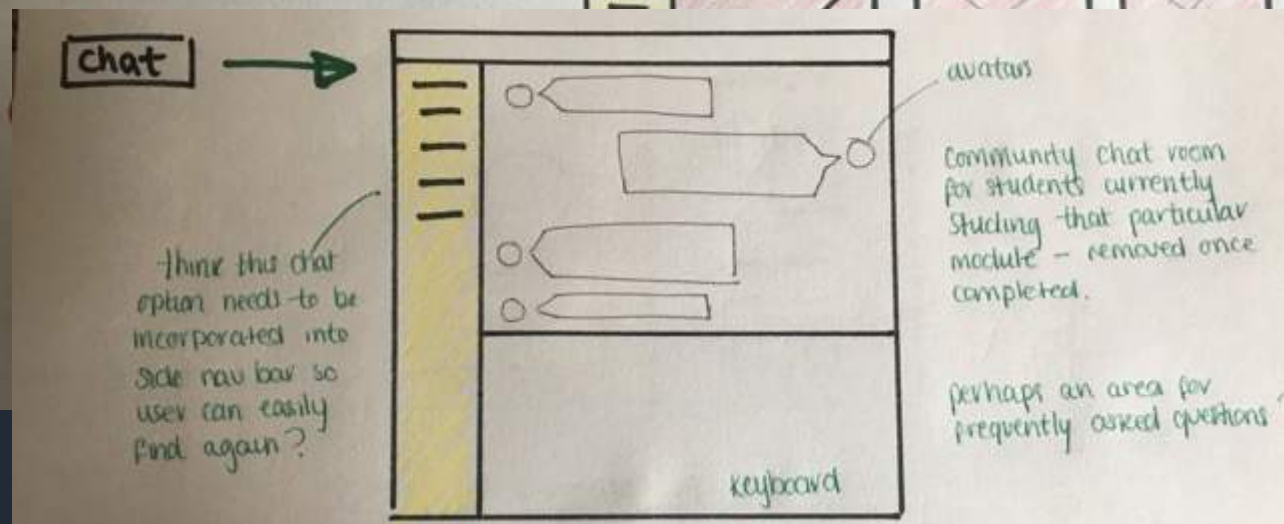
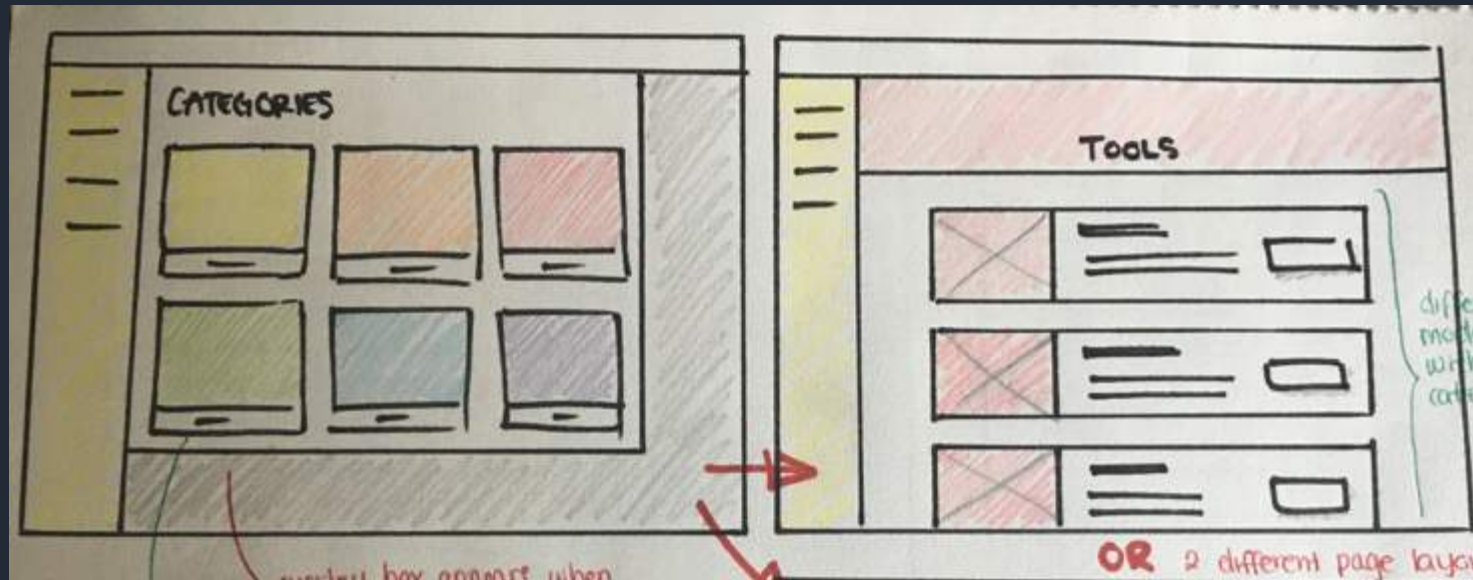
WELCOME AND SIGN UP



PROFILE DASHBOARD



MODULE CONTENT



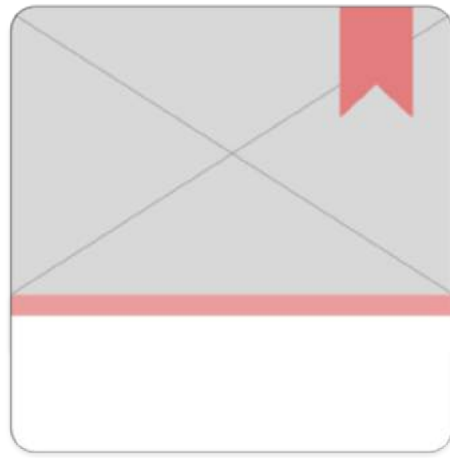
My Modules

Browse Modules

Blog

Bookmarked

Achievements



Welcome to UXpert



3 Videos



1 Article



1 Audio



2 Exercises

Start Module

ELEMENT COLLAGE