Visual Grammar

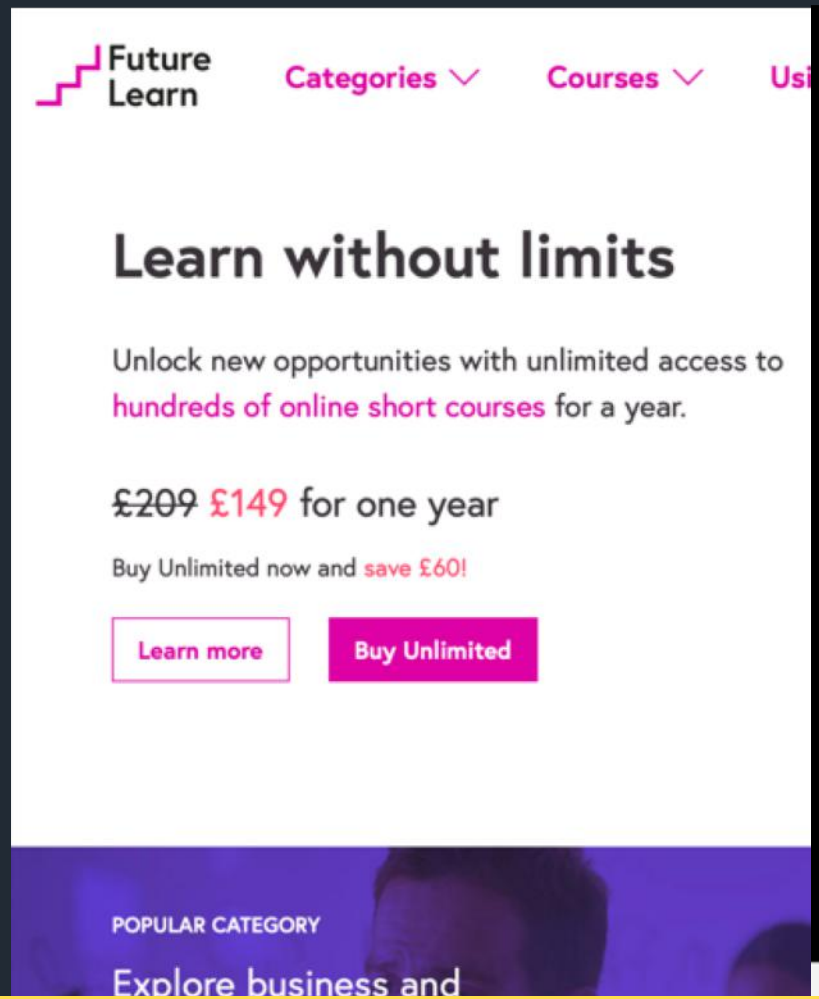
LUCY COOK

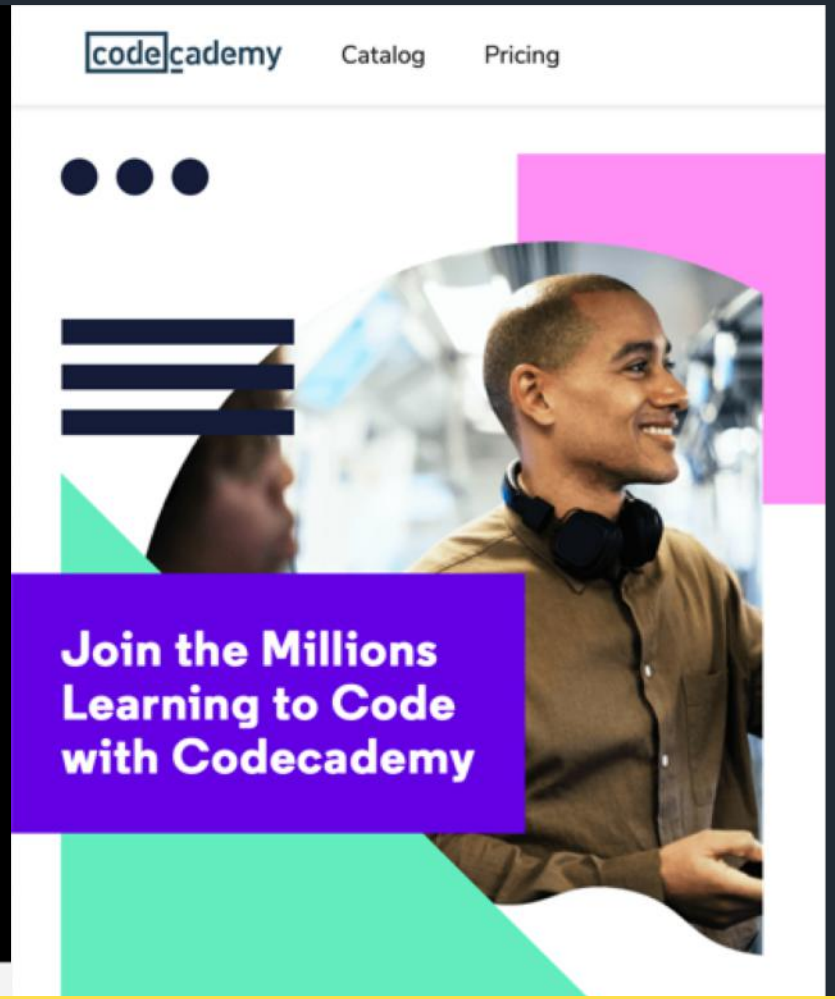
IXD303 DESIGNING USER EXPERIENCES

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



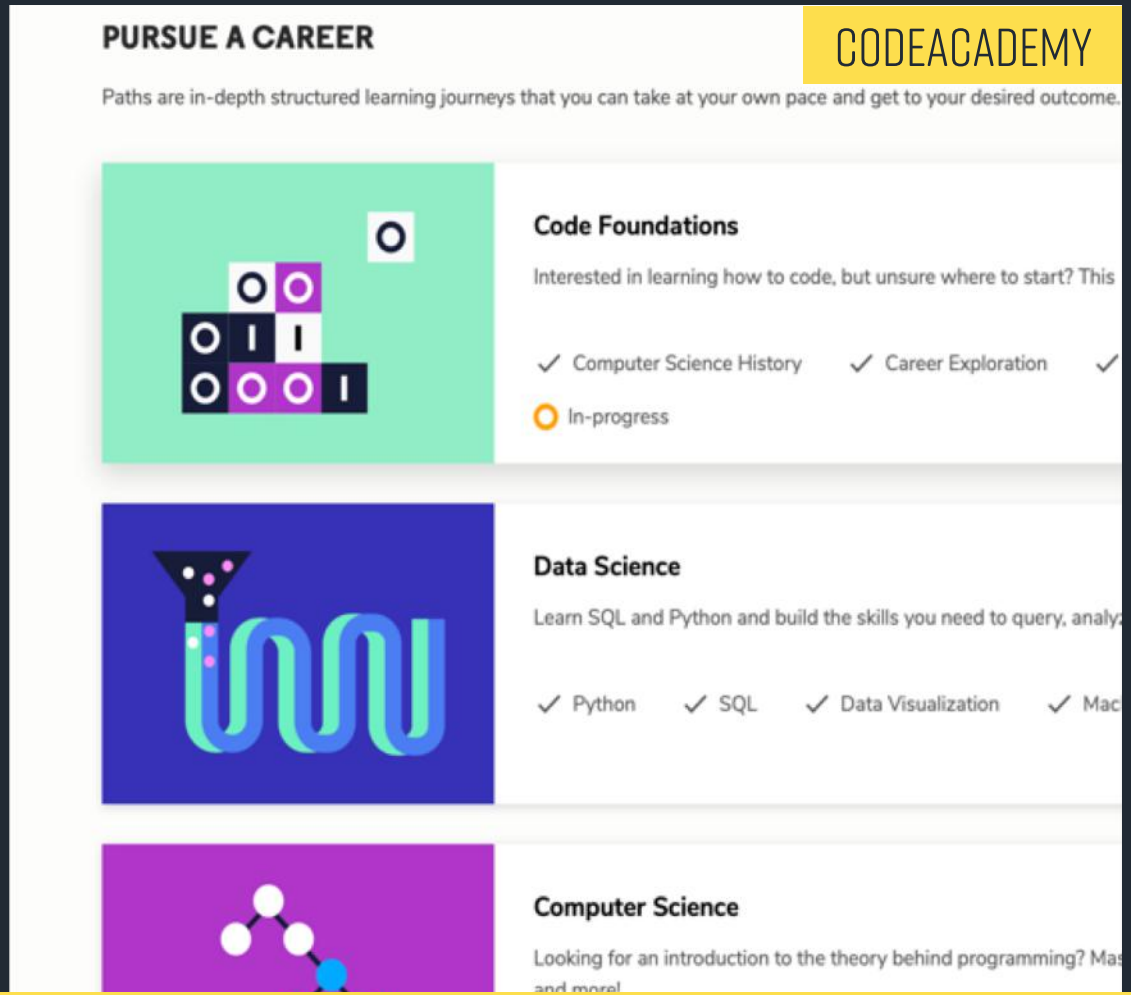


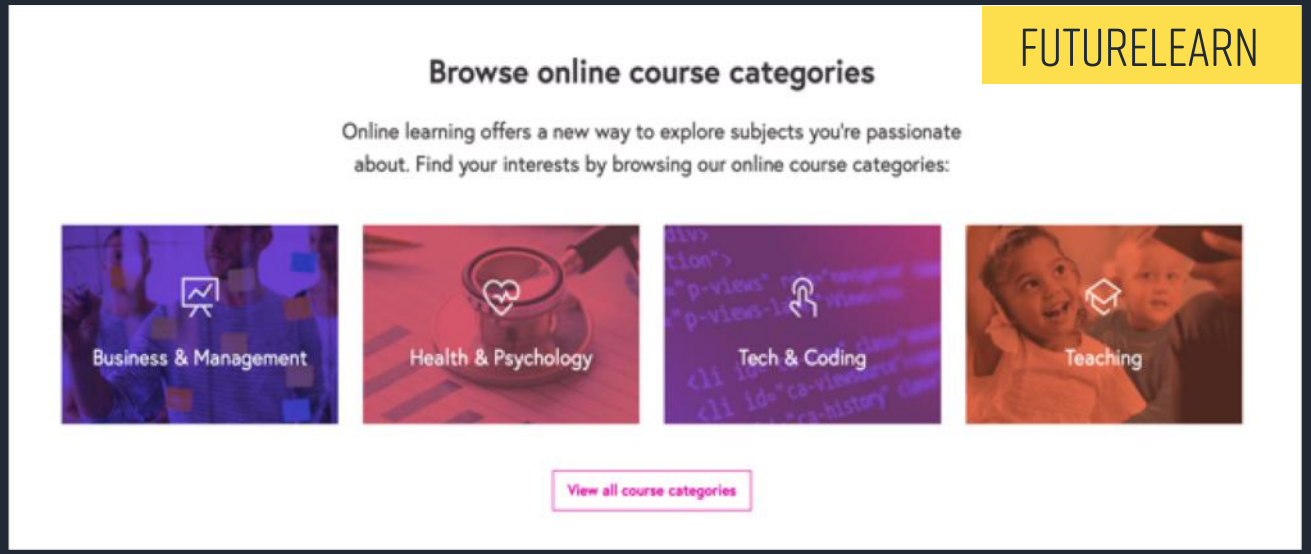
After extensive competitor benchmarking, here's a look at my top 3 online learning platforms I wish to draw inspiration from:
FutureLearn – for the course structure, strong brand colour and iconography, **Thinkful** – for the heavy use typography and illustrations following a simplistic design, **Codeacademy** – for the course structure, encouraging language, colour and illustrations.

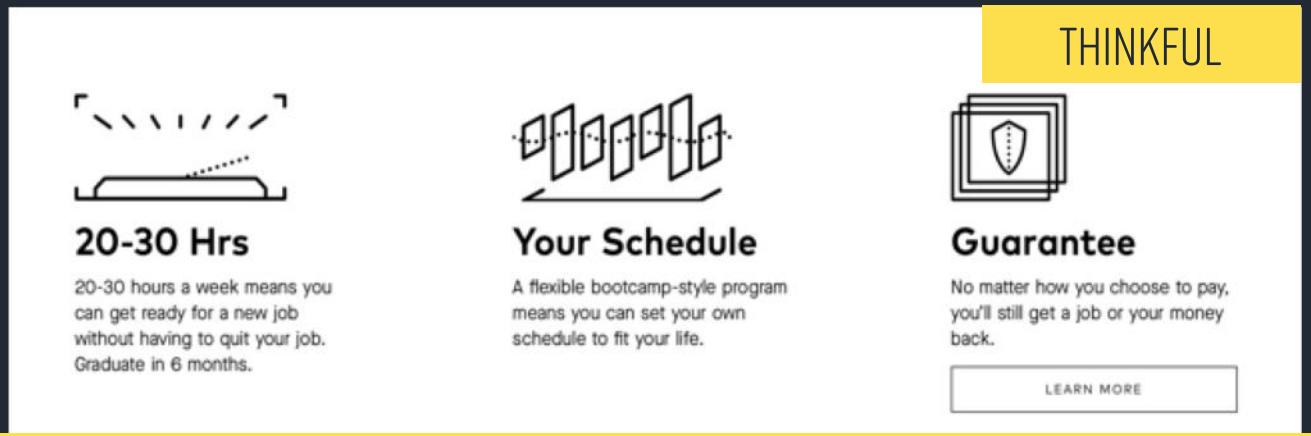
CONTENT STRUCTURE

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)



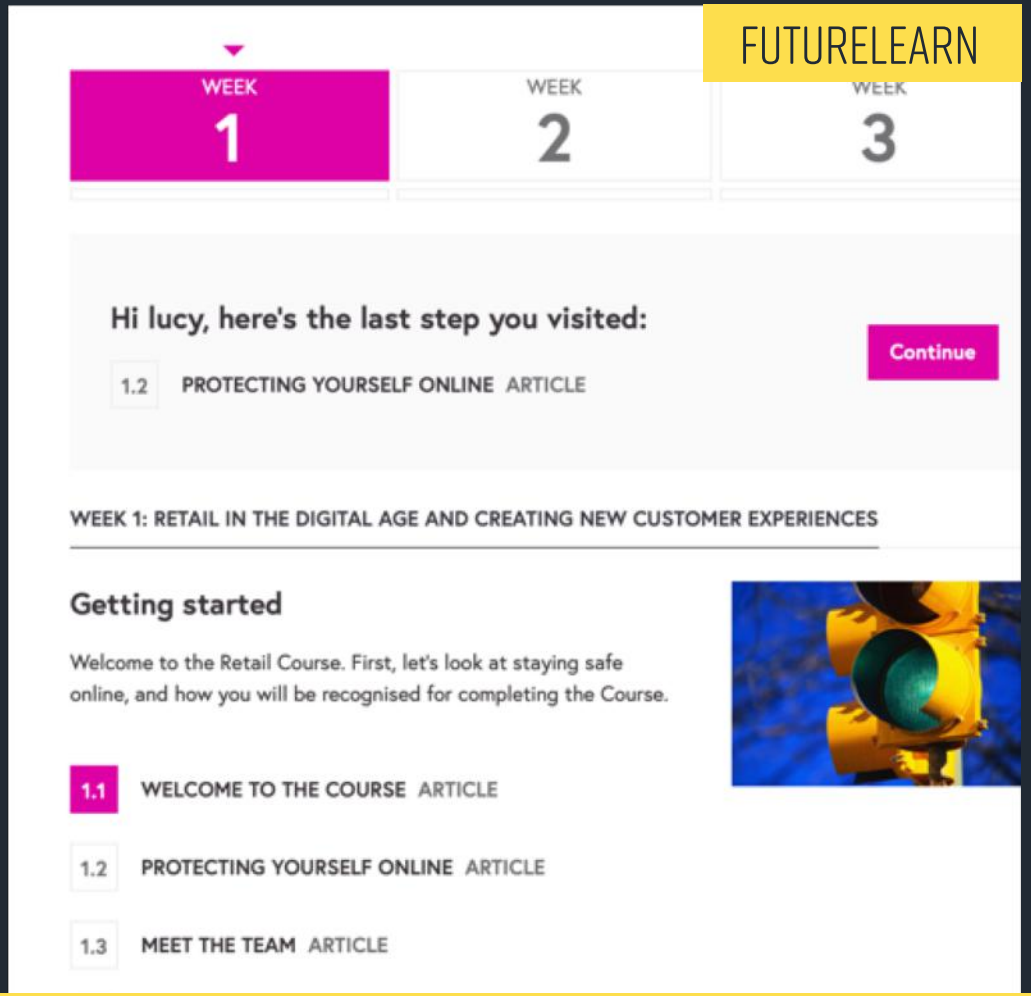




Both **Futurelearn** and **Codeacademy** have a similar content layout, in that they have grouped individual modules into different categories. Grouping content makes for easier navigation and for the purpose of my pattern concept which I explain later. As you can see from my 3 chosen websites I'm very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

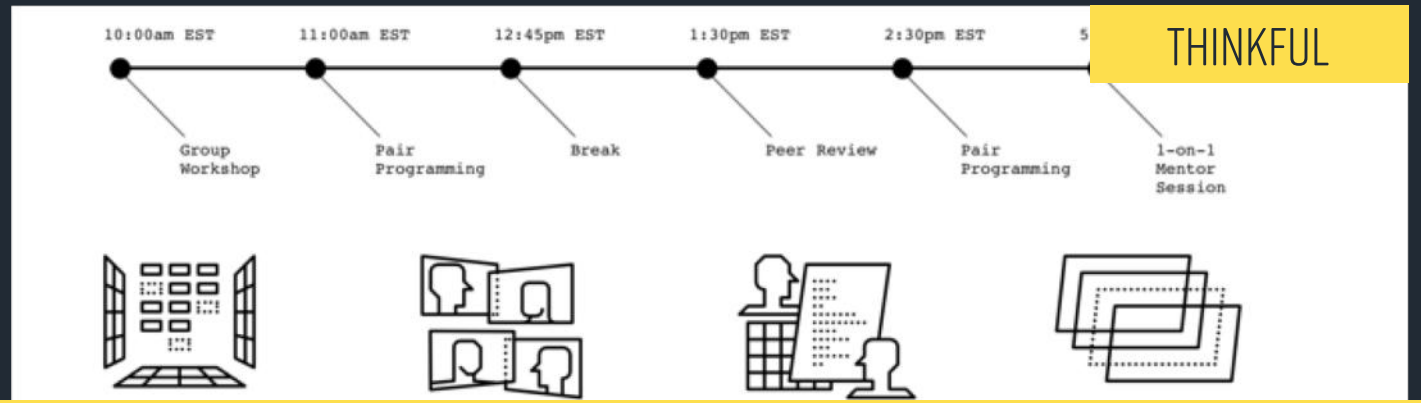
TASK STRUCTURE

FUTURELEARN



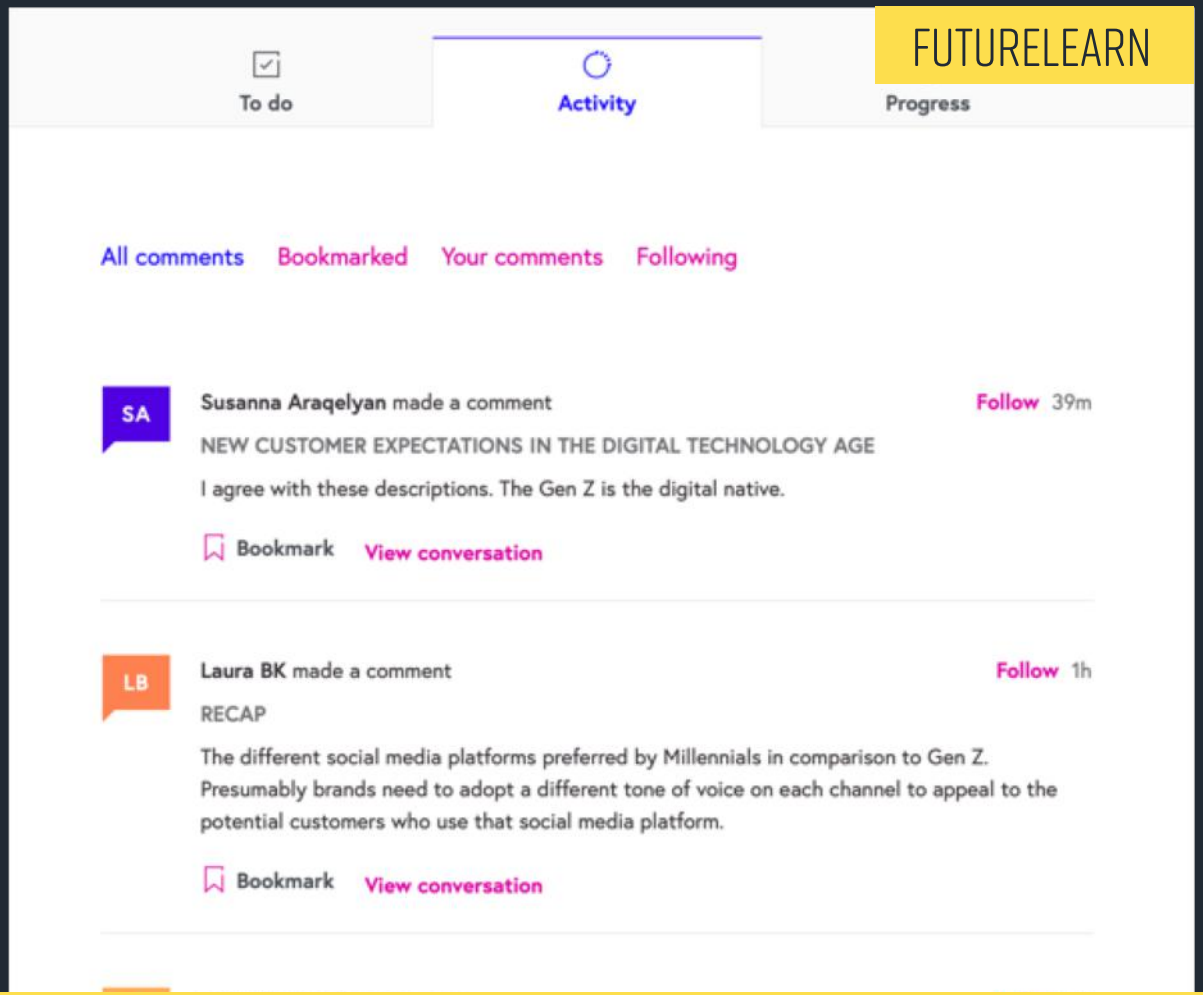
CODEACADEMY

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



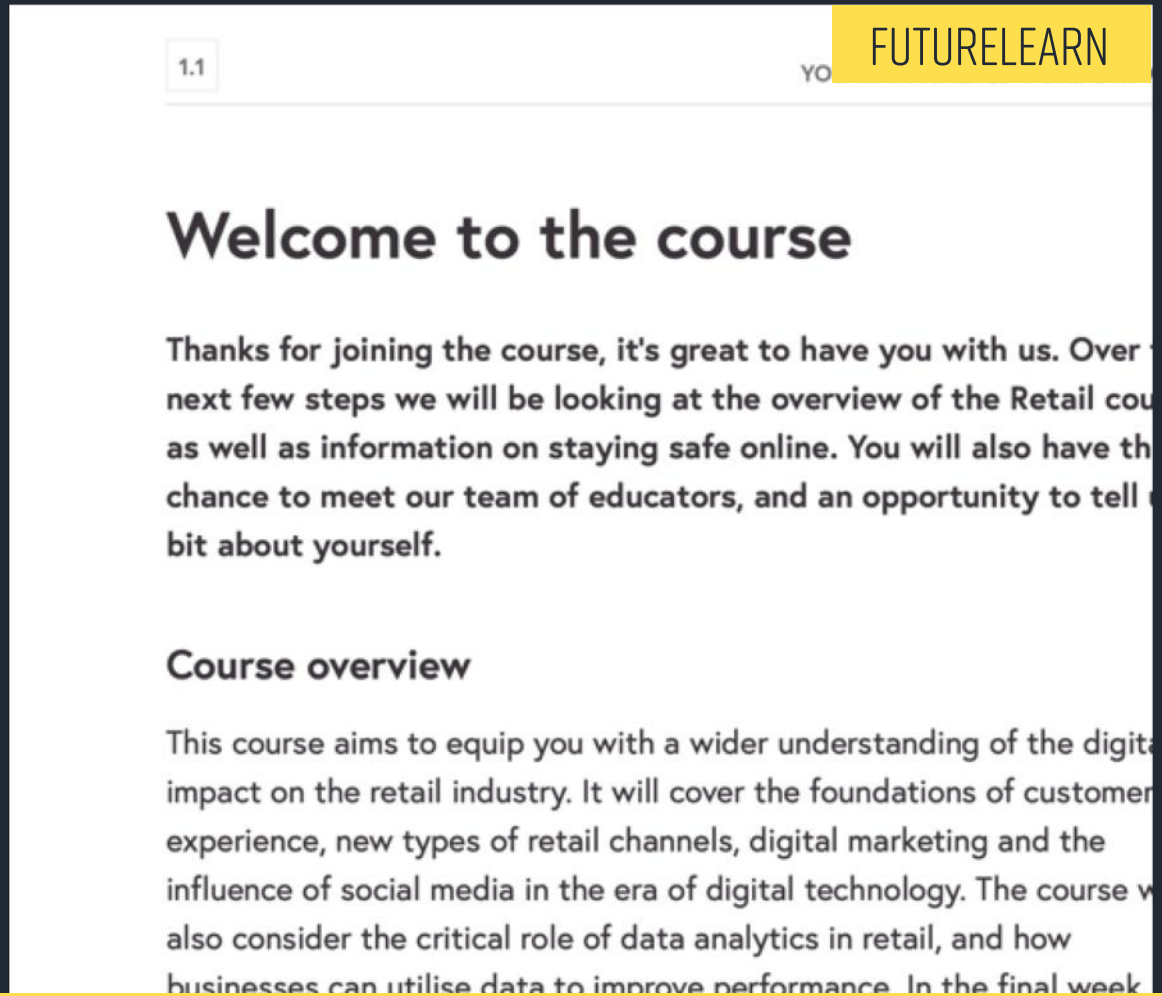
1 tutor to
1 module

1 community to
1 module

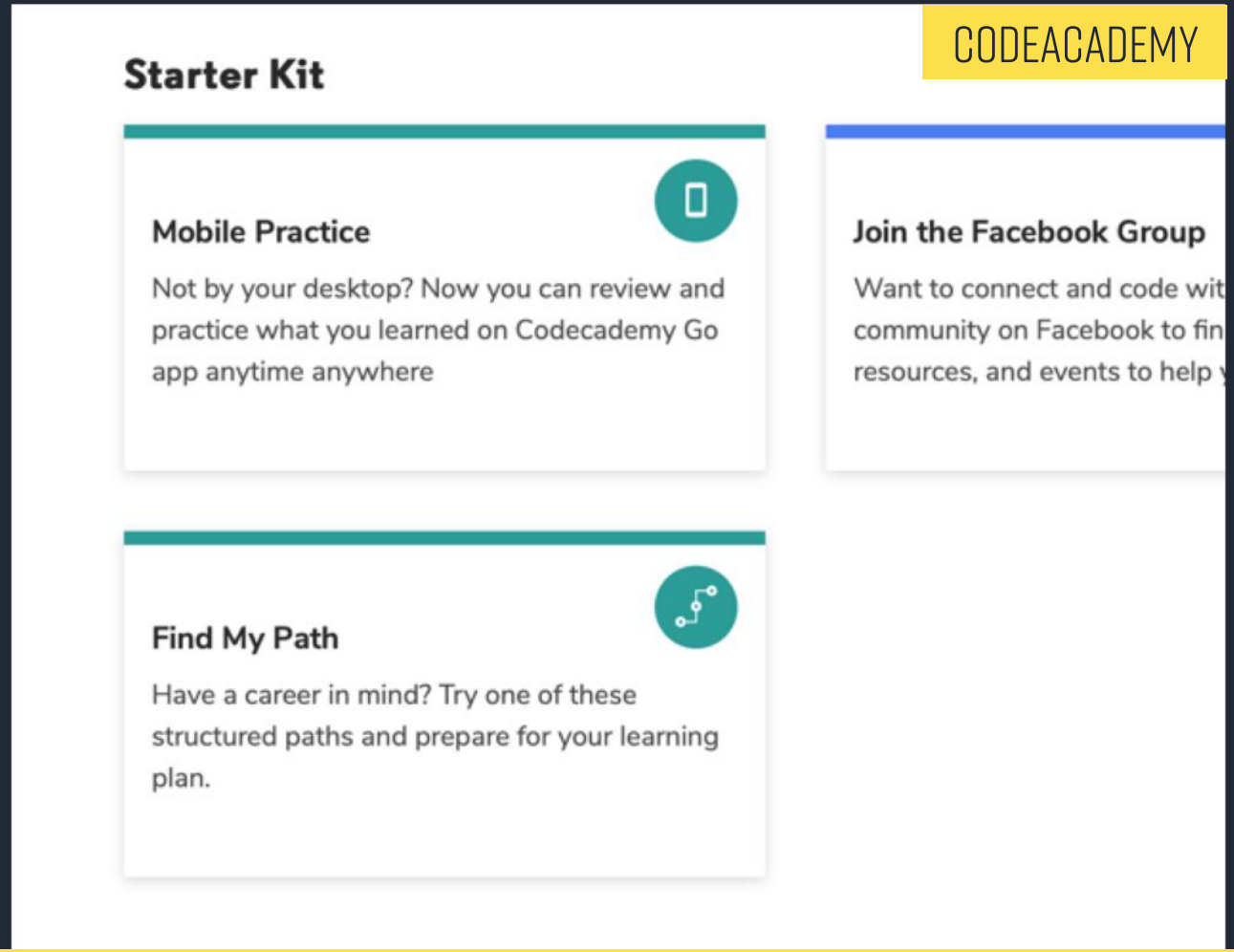
There will always be an underlying issue with communication because in the end you are still being taught through a computer screen. However ways to improve would be to assign 1 tutor to 1 module, therefore they deal with just those students currently undertaking a module in terms of providing feedback 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

FUTURELEARN

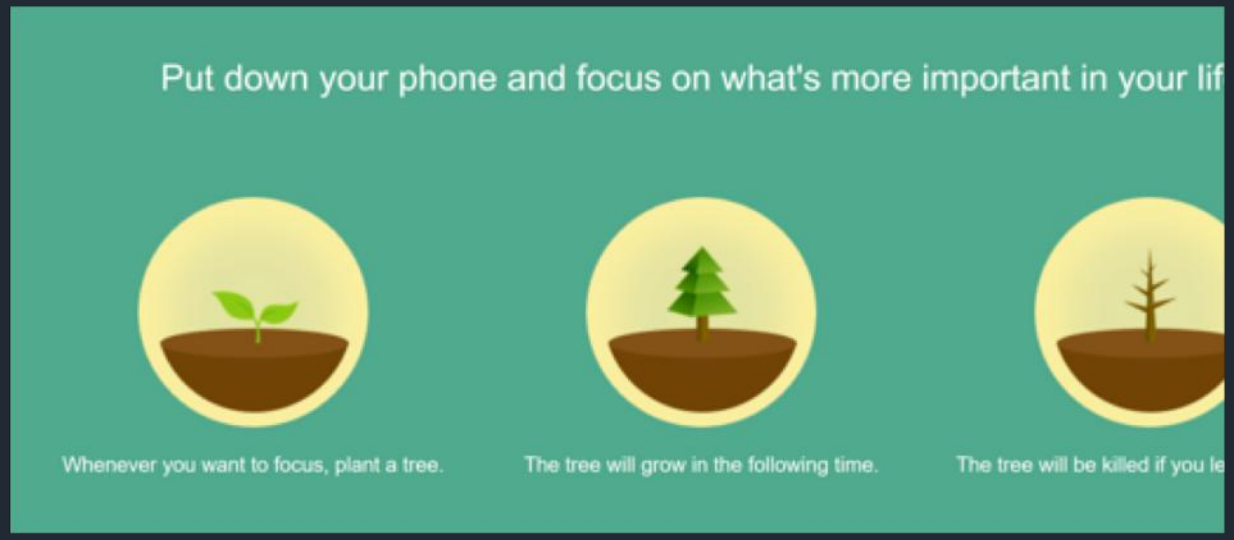


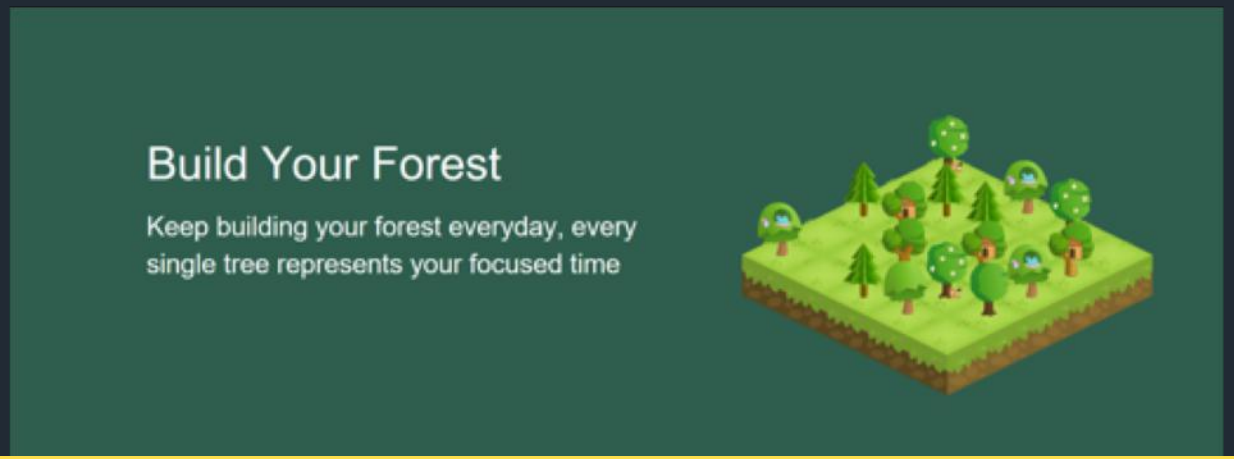
CODEACADEMY



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.

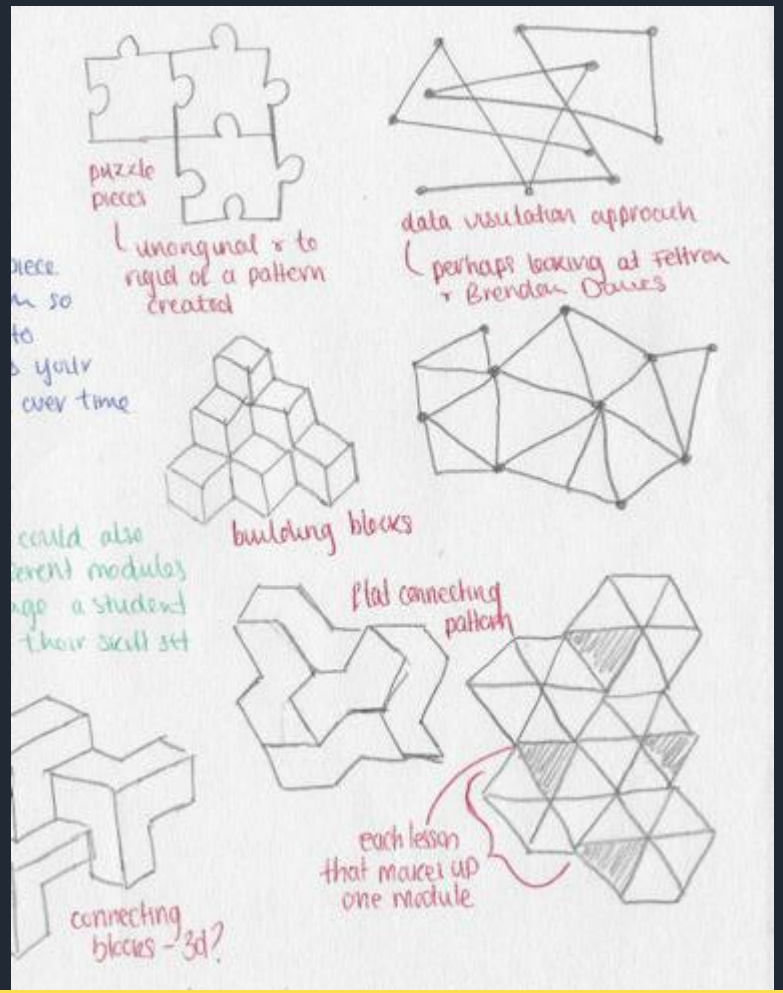
TRACKING PROCESS

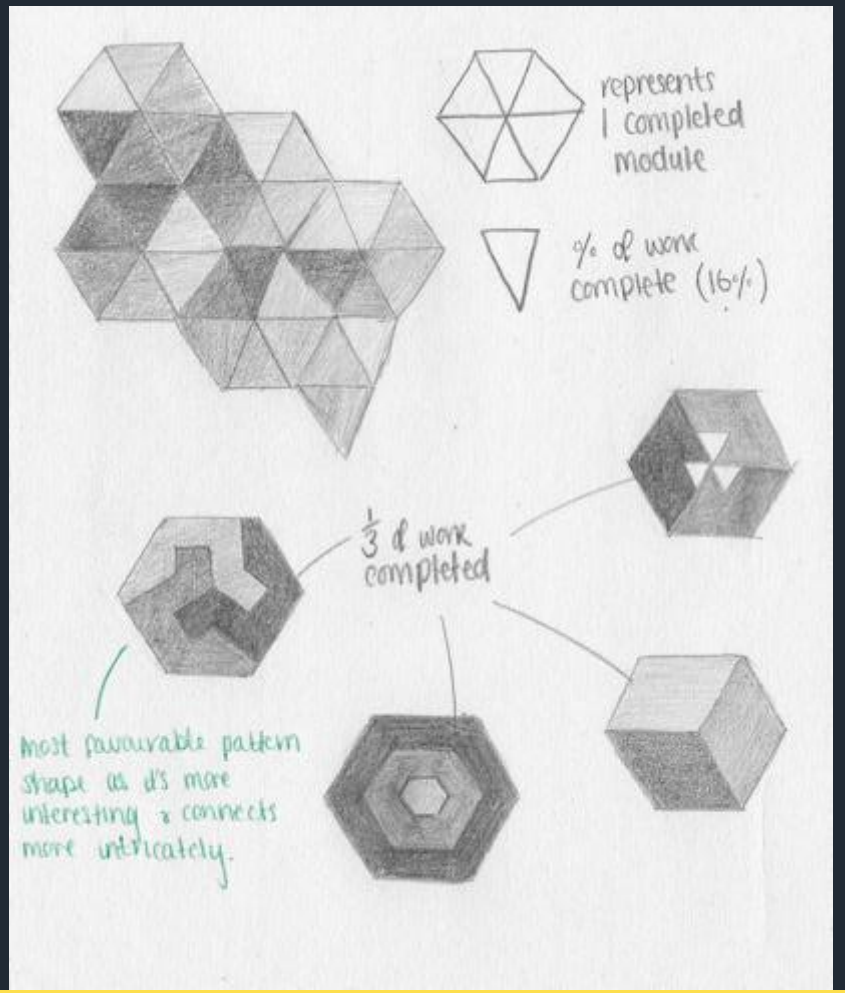


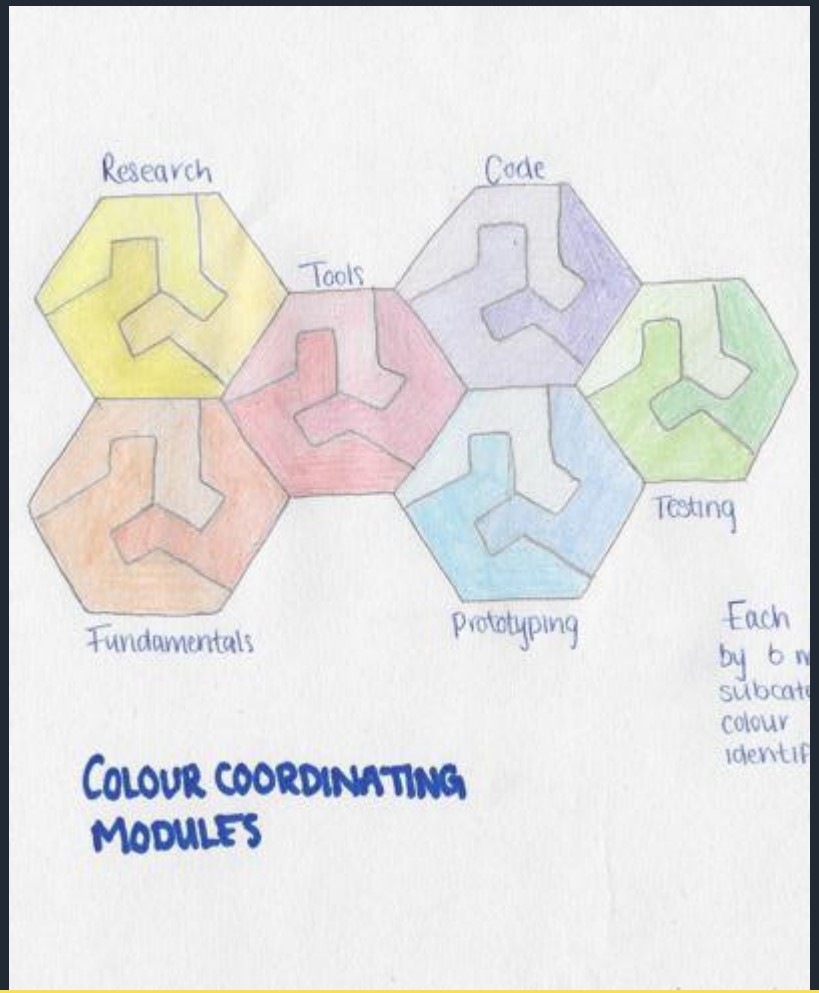


Forest is an app that helps you to put down your phone and successfully learn, you must stay on the app on order to successfully grow a tree which ultimately stops you from getting distracted by using your phone. After a set amount of time, you will have grown a tree that is then added to your personal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

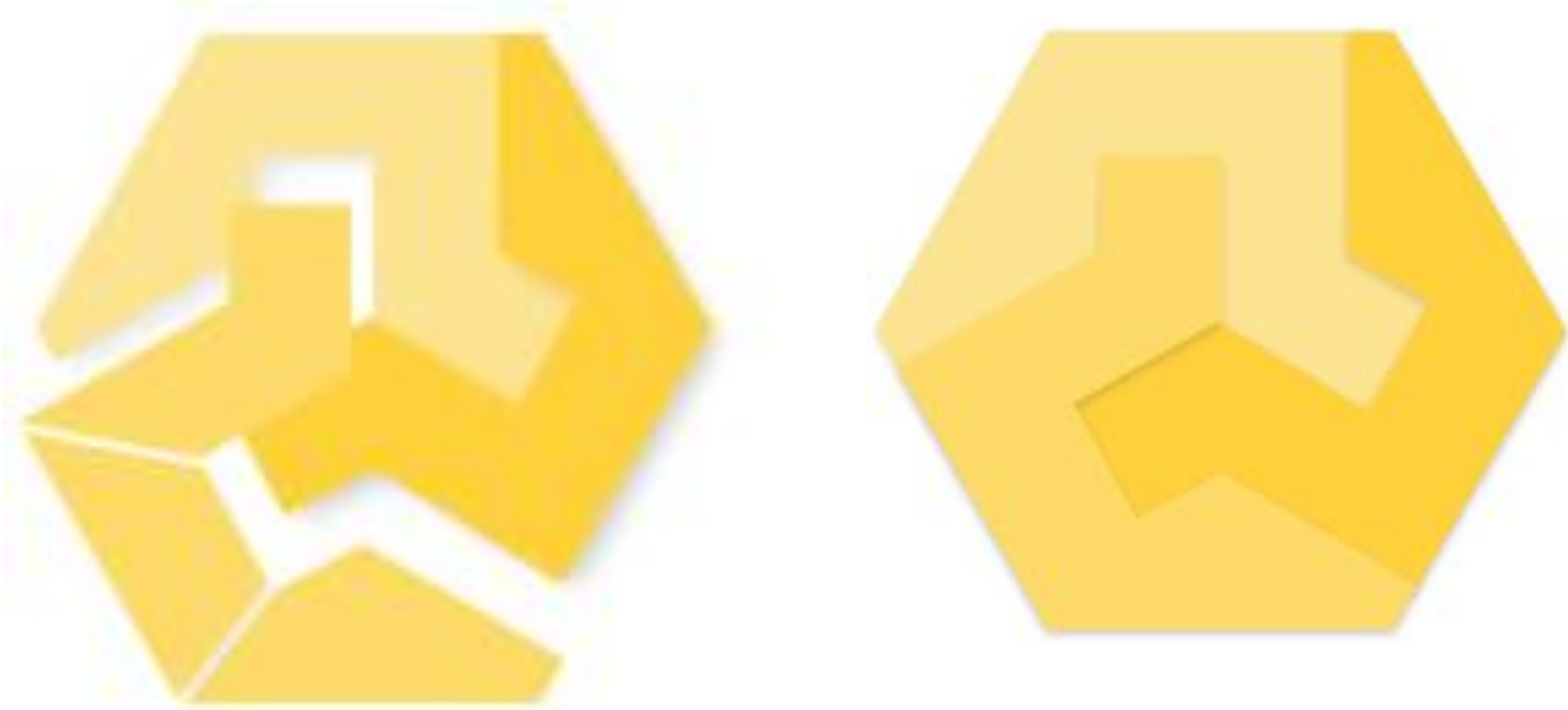






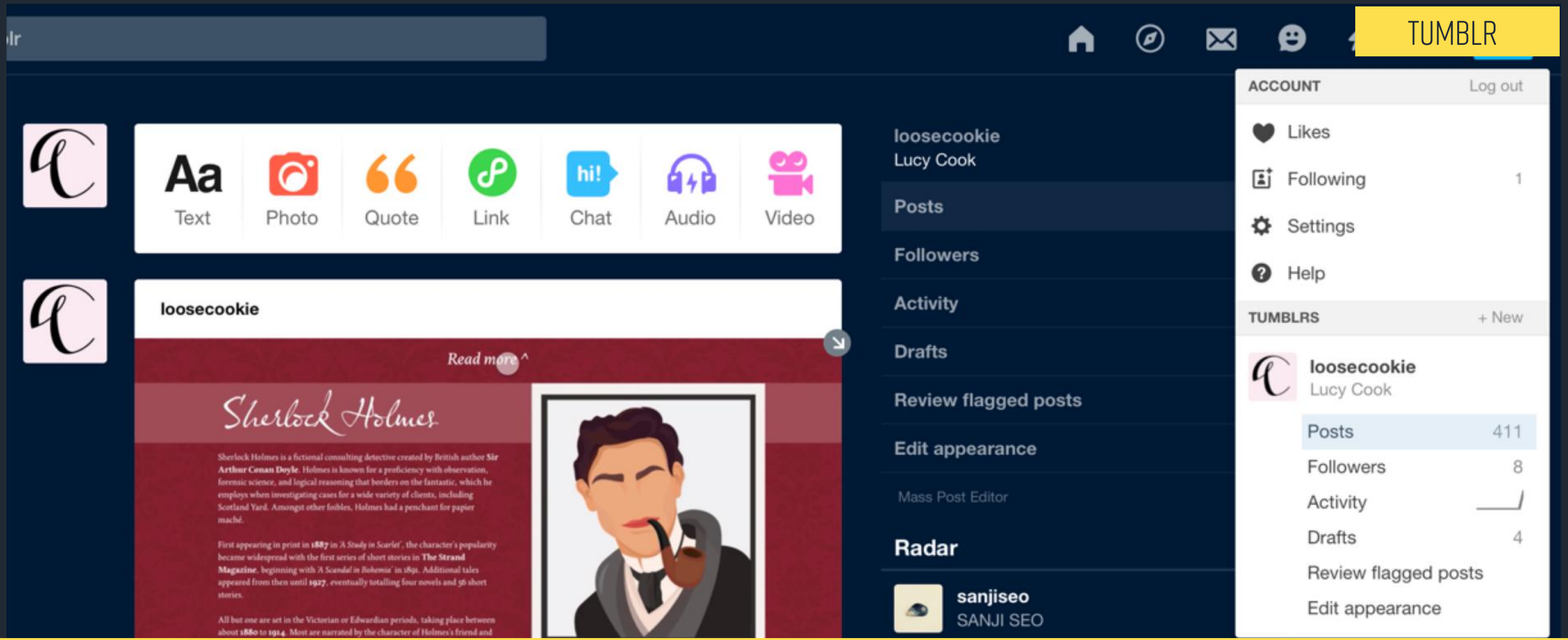
I want users to be able to build their own pattern, as a means of tracking their progress. One 'puzzle' will represent a module, made up of individual 'puzzle pieces' representing the task within a module. Students receive a 'puzzle piece' with every task completion encouraging them to keep learning 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.

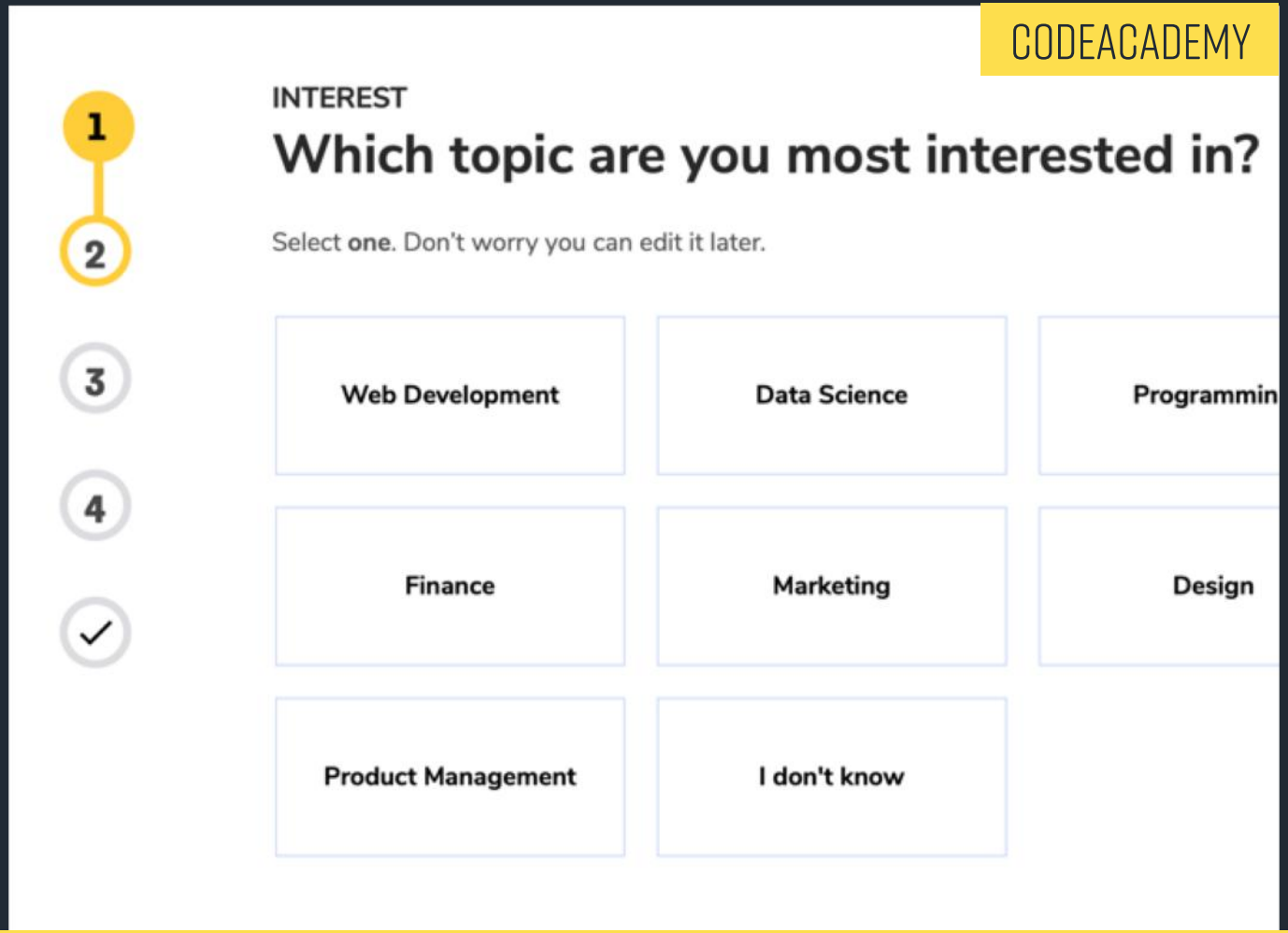
BLOG



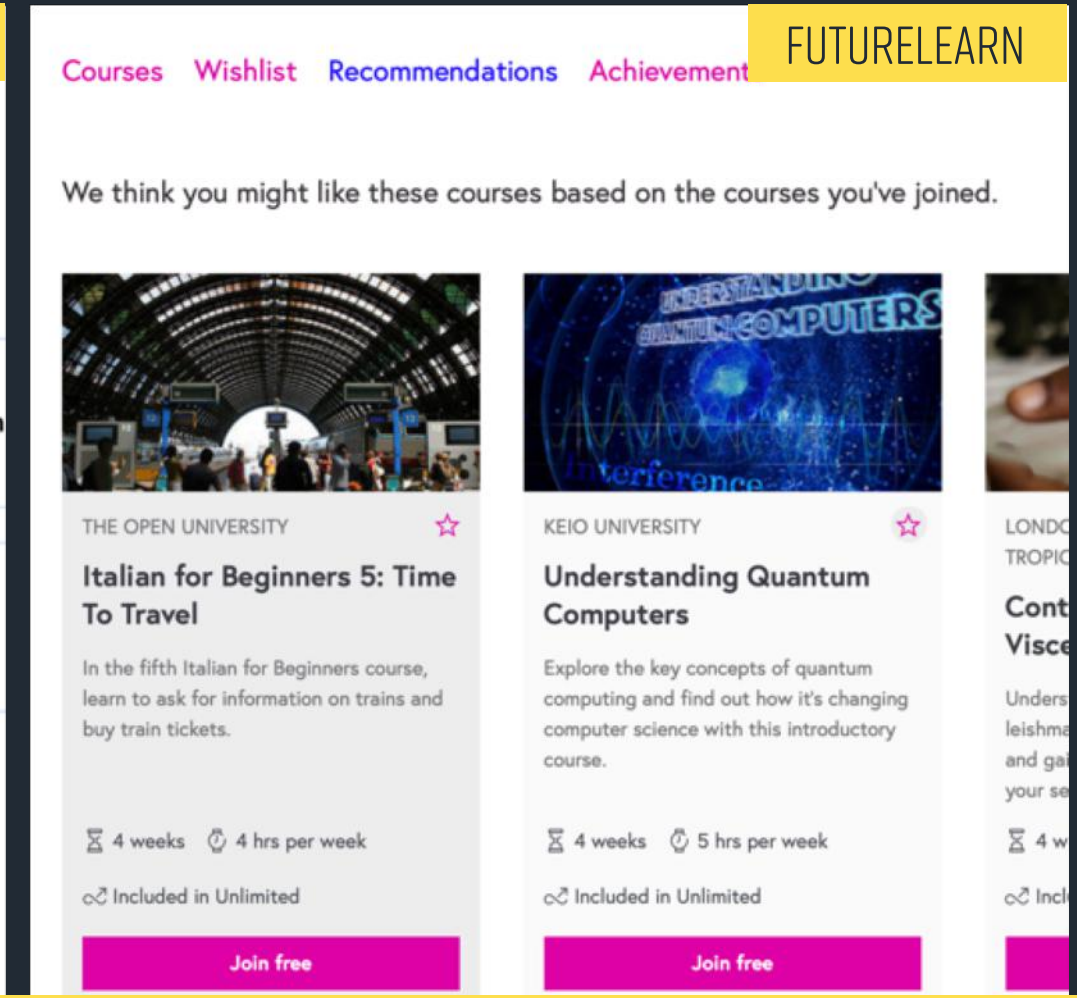
In our university course we blog on Tumblr about things we've learnt, our research, upload our individual exercises and post links to our final projects. I believe this is a successful method for keeping track of our work and allowing our tutors to access what we've been working on. And therefore I think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

RECOMMENDATIONS

CODEACADEMY



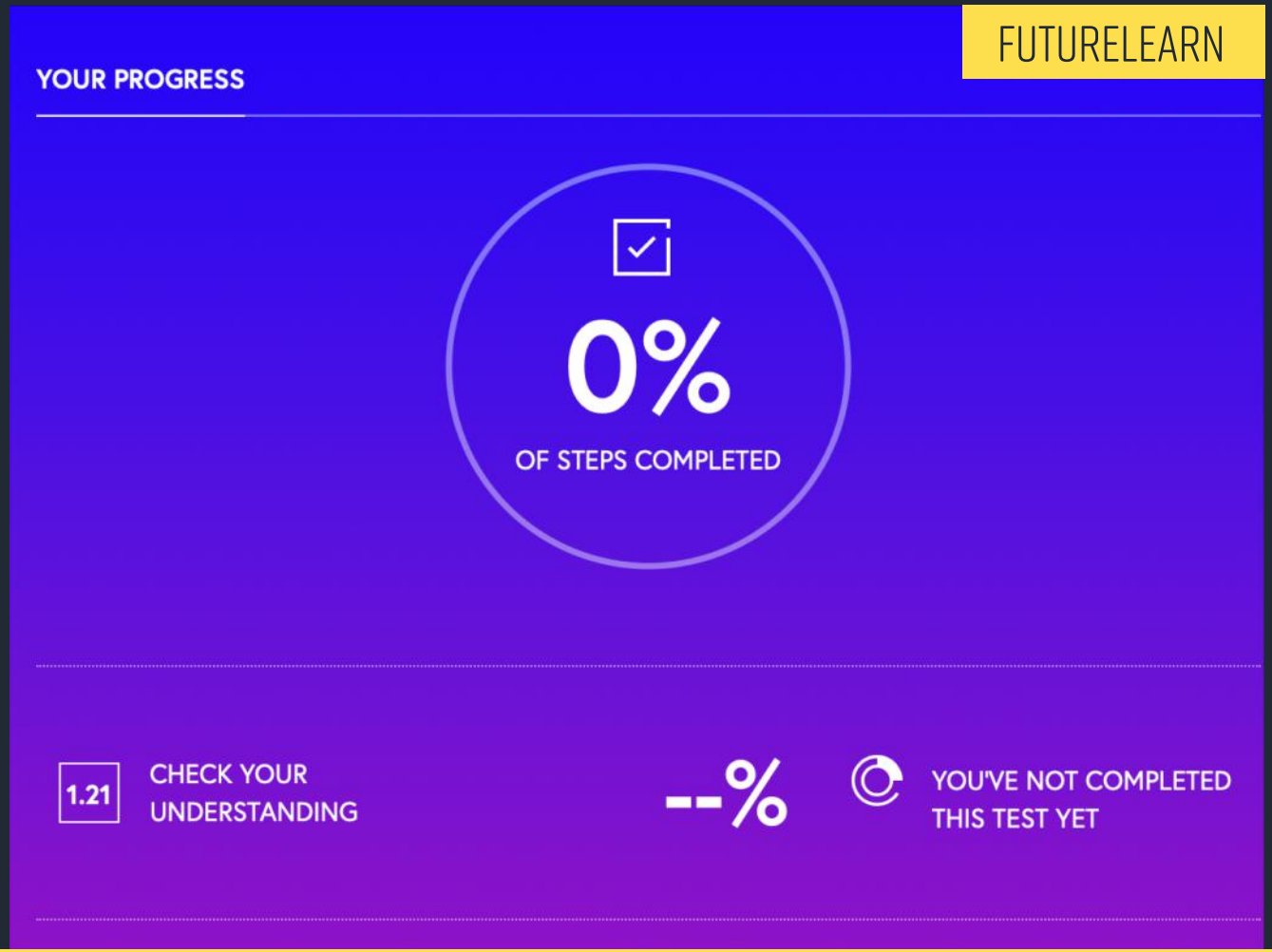
FUTURELEARN



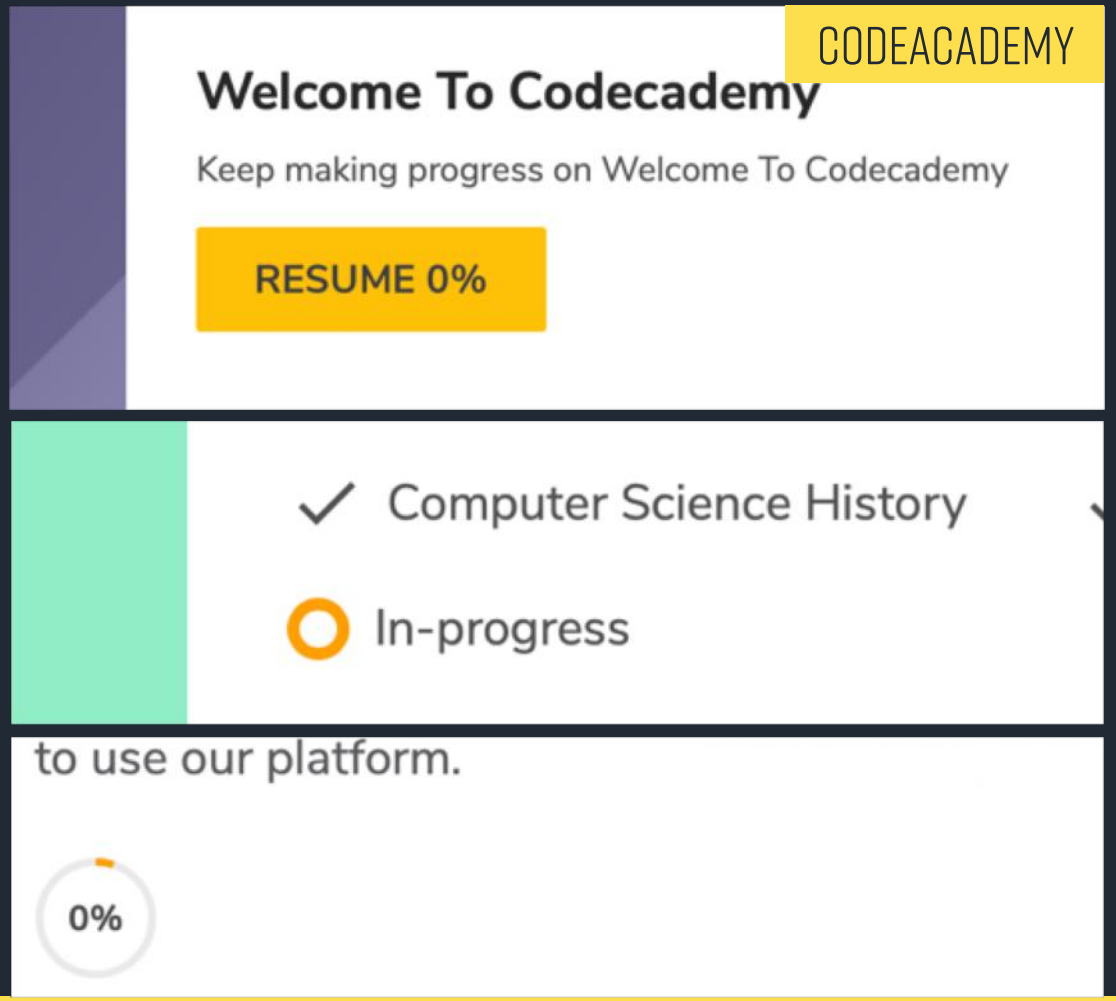
An important feature that many platforms provide is a recommendation section. Similar to what is used on the likes of Amazon and Netflix, online learning platforms can do the same. Codeacademy actually offer a quiz after signing up so that you can be directed straight to modules that are recommended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

PROGRESS TRACKERS

FUTURELEARN

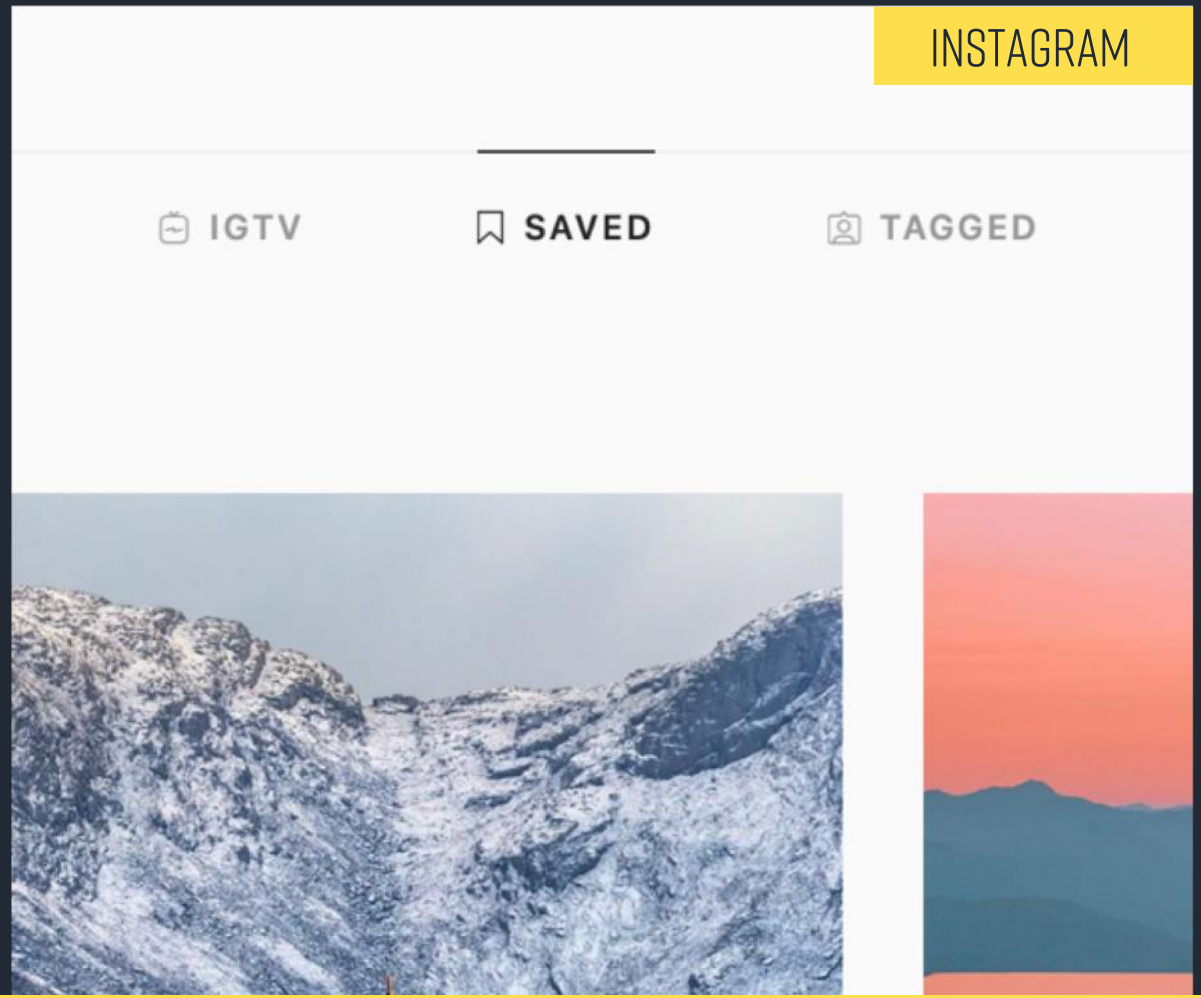


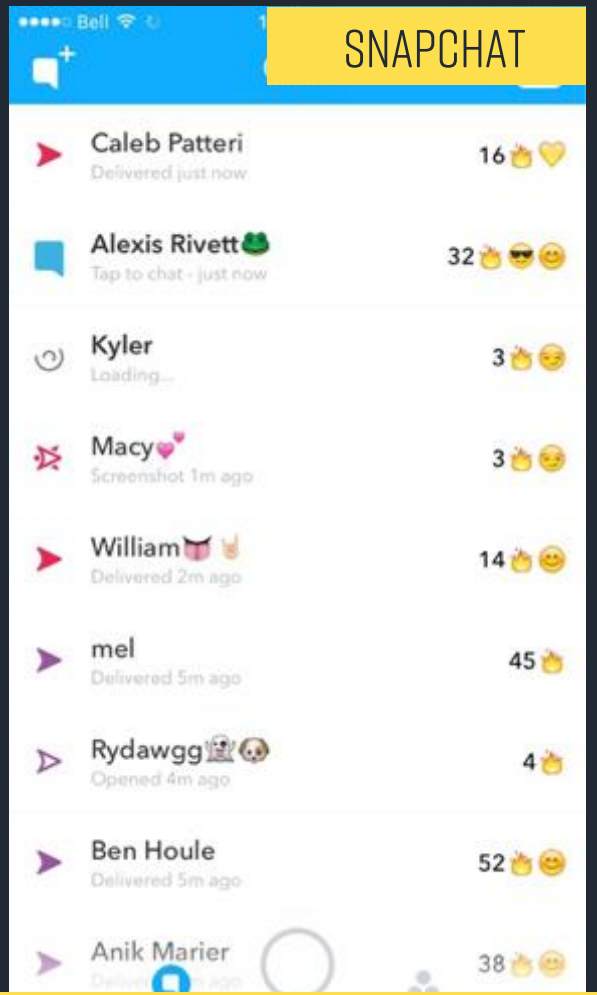
CODEACADEMY

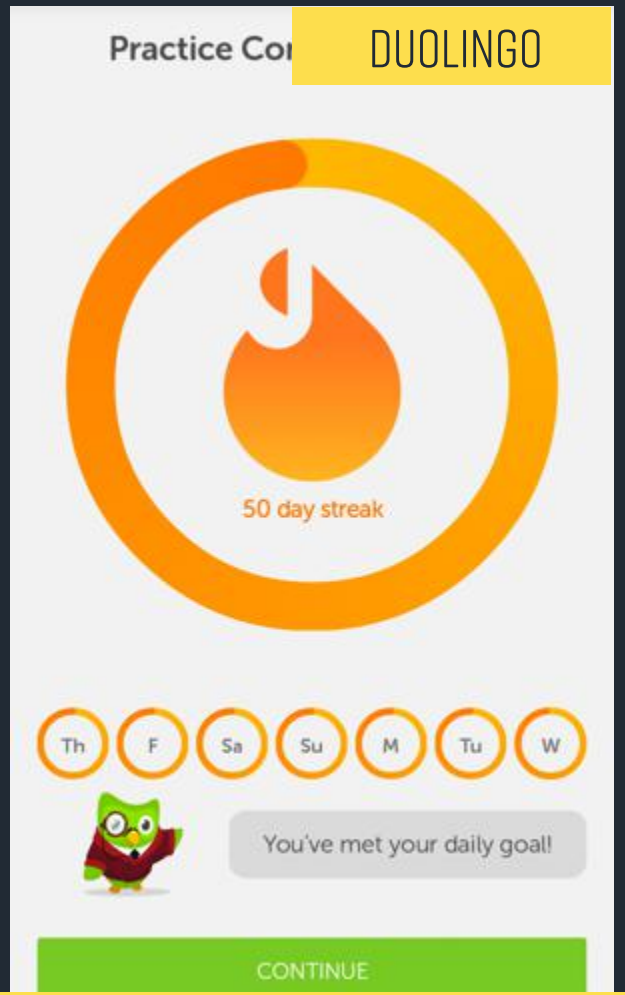


A few of the sites I've seen track your progress by using a simple percentage markers which I believe is a good idea to encourage users to keep working through their module. While my pattern concept does incorporate this idea of a progress tracker I think it would also be useful to use to track individual elements.

BOOKMARKS AND STREAKS

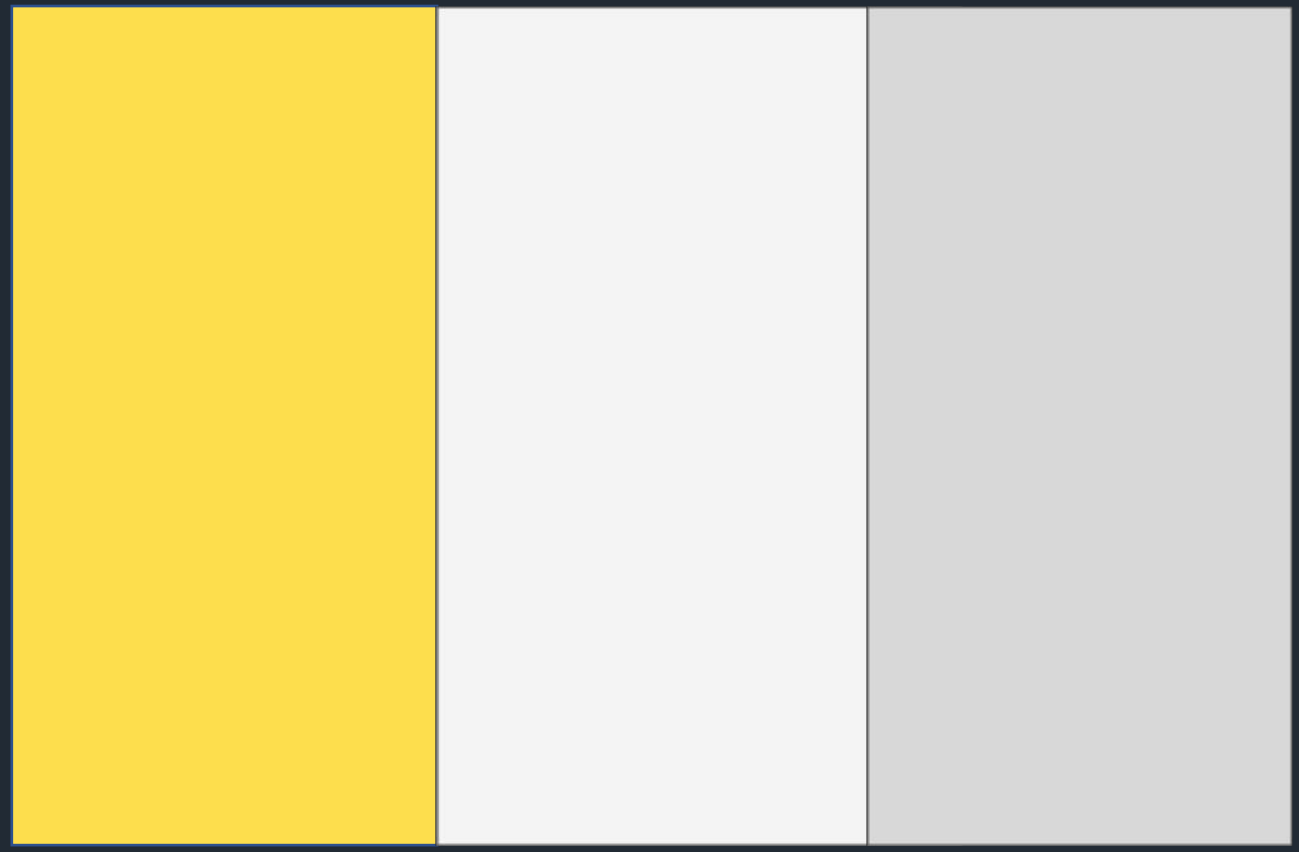






Instagram have a feature were you can **save your favourite posts** so you can easily find them again in future. I want to include this bookmark feature so users can save the modules they like the sound of but don't have the time to learn at the minute so instead of losing the module page they can save 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

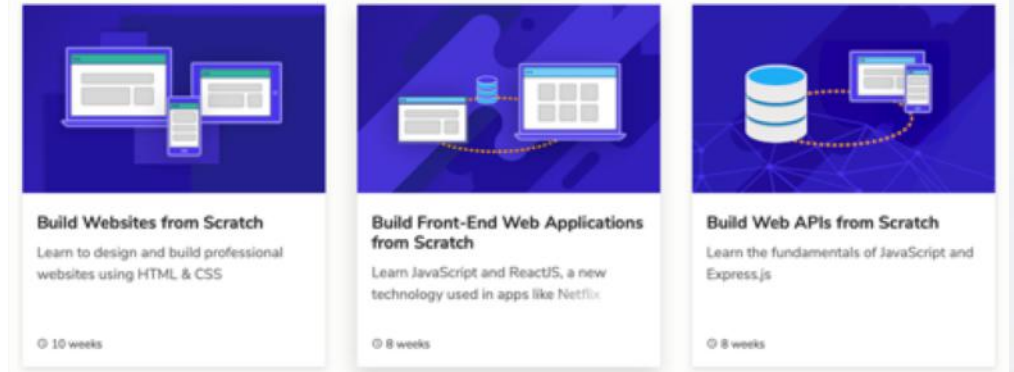
UXpert

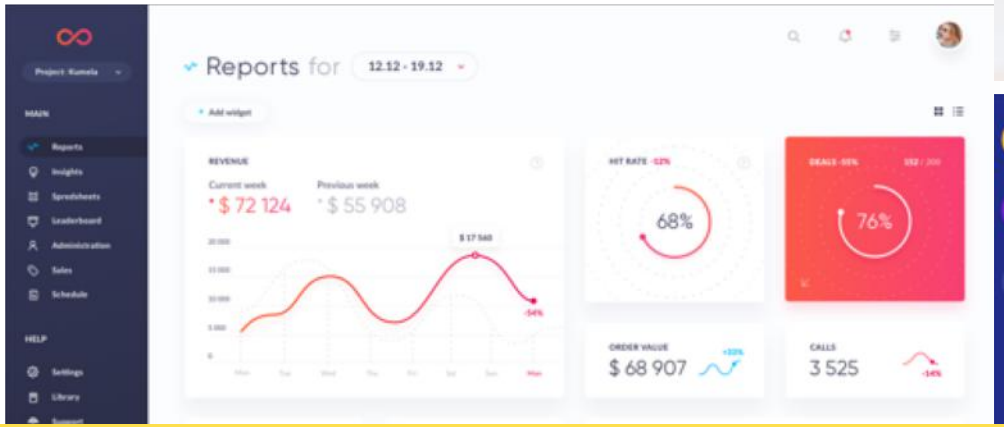
Learn the power of UX design

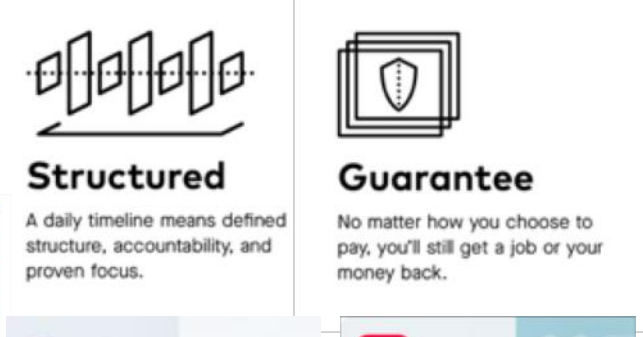
UXpert combines UX design and expert. In terms of a logo, I originally sketched and digitalised the light bulb representing fresh ideas that wears a graduation hat which represents the educational aspect. However as I developed my ideas, I came up with a pattern concept and felt this represented my brand better. Yellow is my primary colour which in education represents *'languages and other creative pursuits'* such as arts which is were design would fall as an overall topic and therefore very relevant.

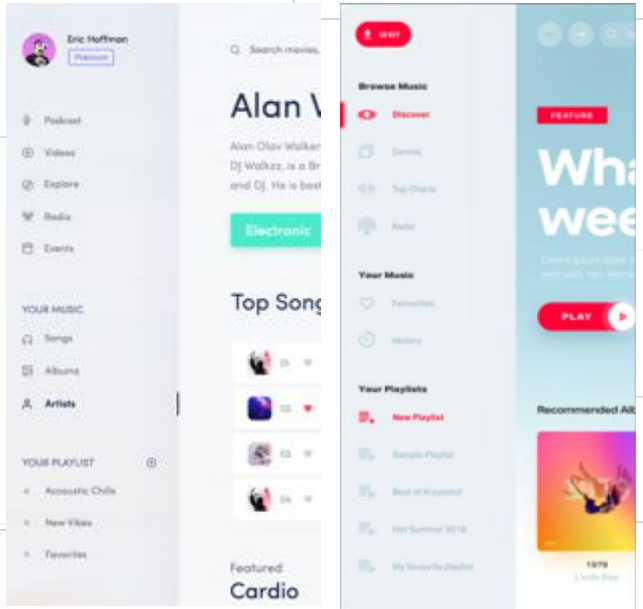
FINAL BRANDING

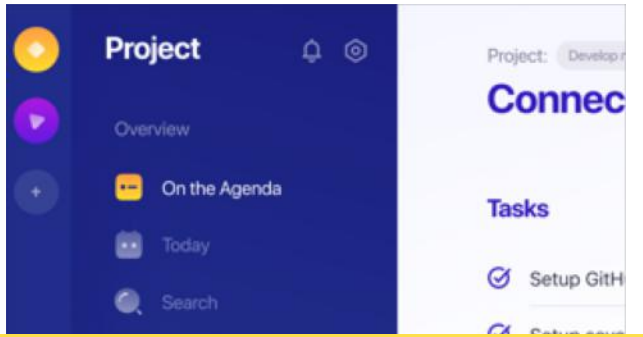
VISUAL AESTHETICS

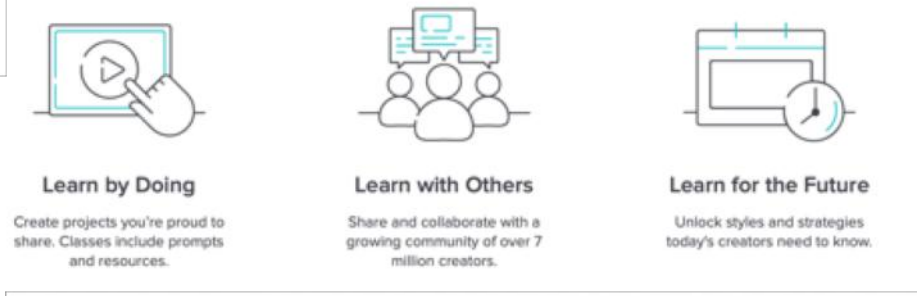


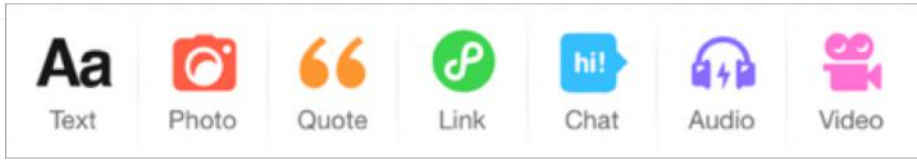


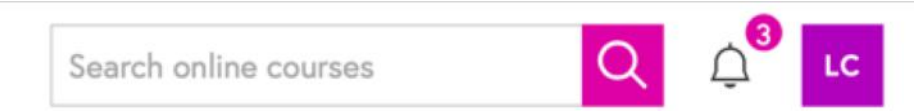


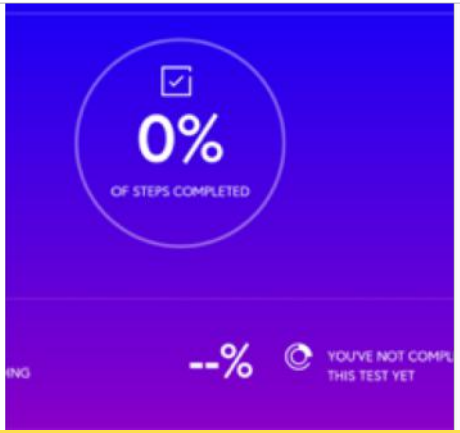


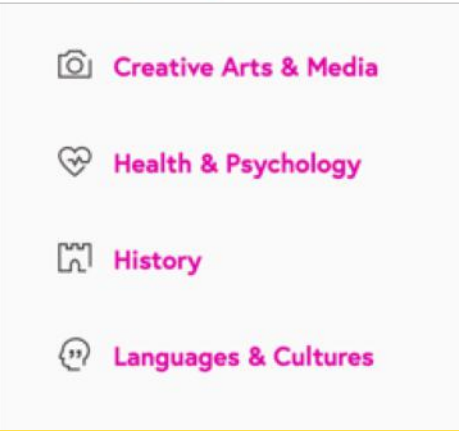






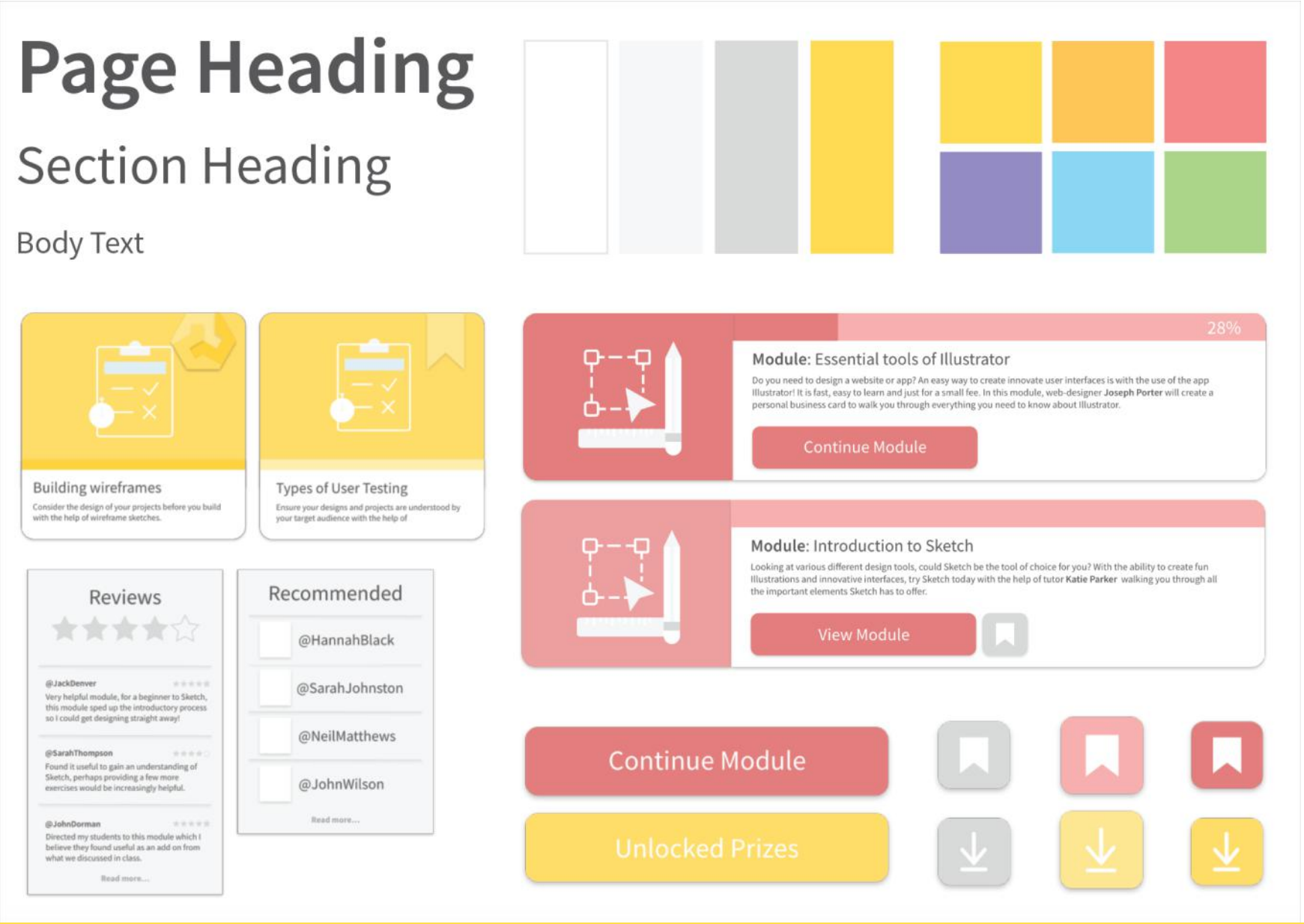






Collecting a few pieces of visual inspiration from different online learning platforms as well as the likes of Dribbble and other social media platforms. Gathering inspiration for illustrations, navigation bars, iconography, charts and progress trackers.

ELEMENT COLLAGE



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.