

# Visual Grammar

LUCY COOK

IXD303 DESIGNING USER EXPERIENCES

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*

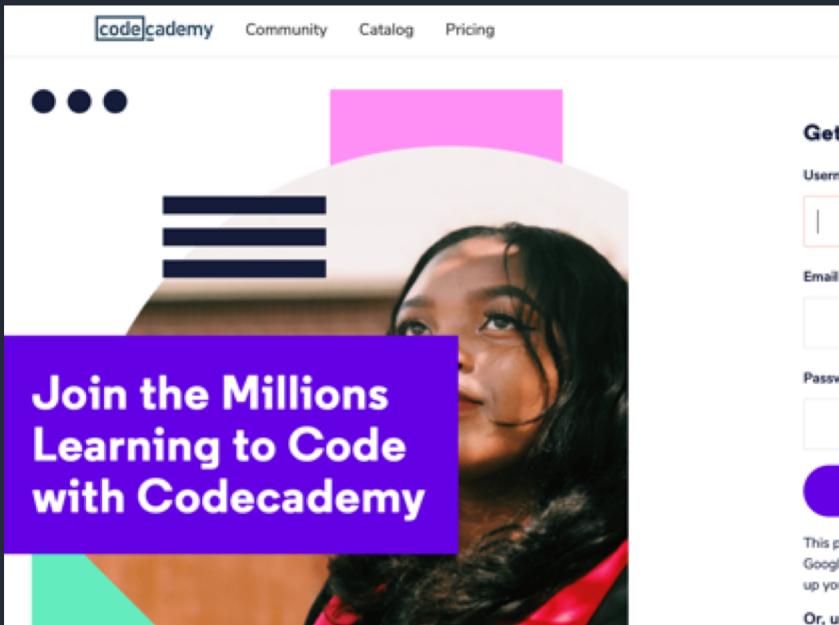
# FINAL BRANDING



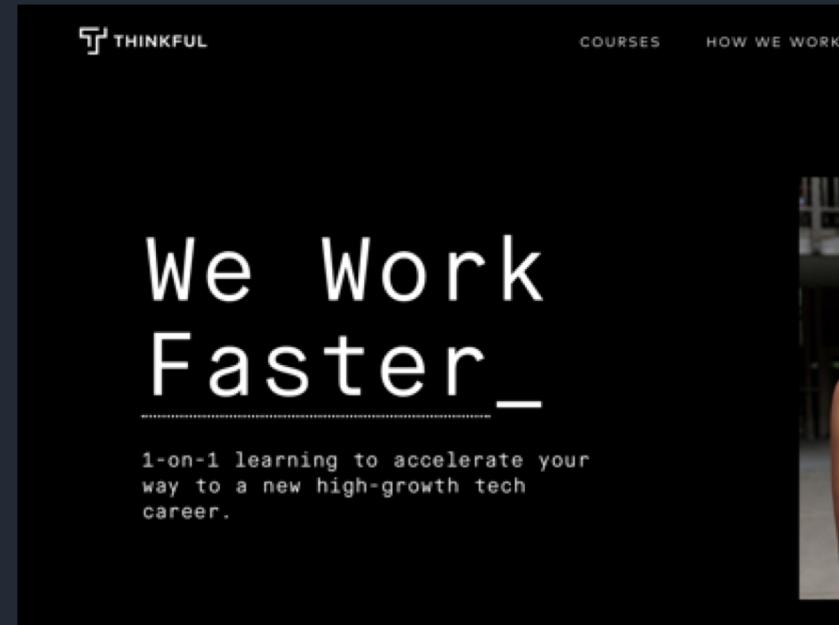
UXpert

*Learn the power of UX design*

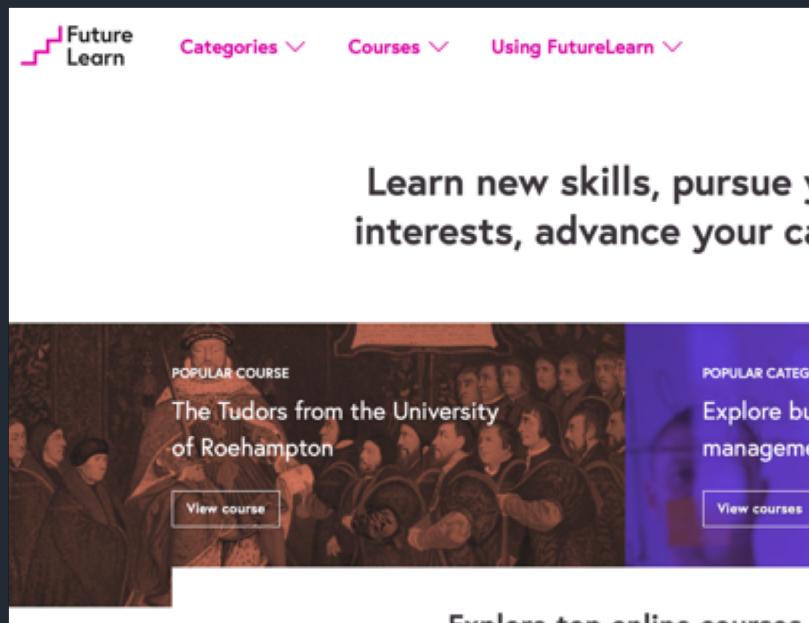
# PRODUCT DNA



CODEACADEMY



THINKFUL



FUTURE LEARN

# 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 its 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)

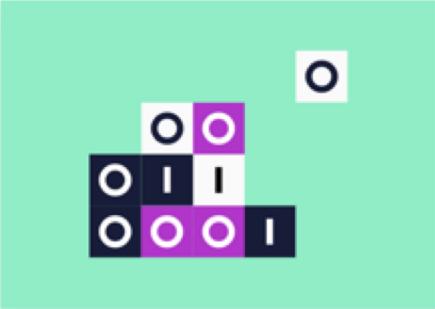
## PATHS

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:



**Business & Management**  
Business & Management

**Health & Psychology**  
Health & Psychology

**Tech & Coding**  
Tech & Coding

**Teaching**  
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

The image displays two screenshots illustrating task structures. On the left, the 'Introduction to Programming' course page from CodeAcademy shows a summary section with 1 video, 2 lessons, 2 quizzes, and 2 projects. Below this, a 'Learn Python: Syntax' lesson is detailed, featuring a video, a lesson, a quiz, and a project. On the right, a syllabus for 'Basics of Programming I' lists six items: '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). Below these screenshots, a section titled 'Admissions Process' outlines five steps: 01 Online Application, 02 Fit Interview, 03 Secure Financing, 04 Enroll, and 05 Start Class.

**Introduction to Programming**

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.

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), and 'Progress' (with a circular progress 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 customer expectations in the digital technology age, mentioning Gen Z people and ethical treatment of workers. The second comment from Boluwatife Ikusemoro discusses automation and its impact on the retail 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.

## CODEACADEMY

### 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**

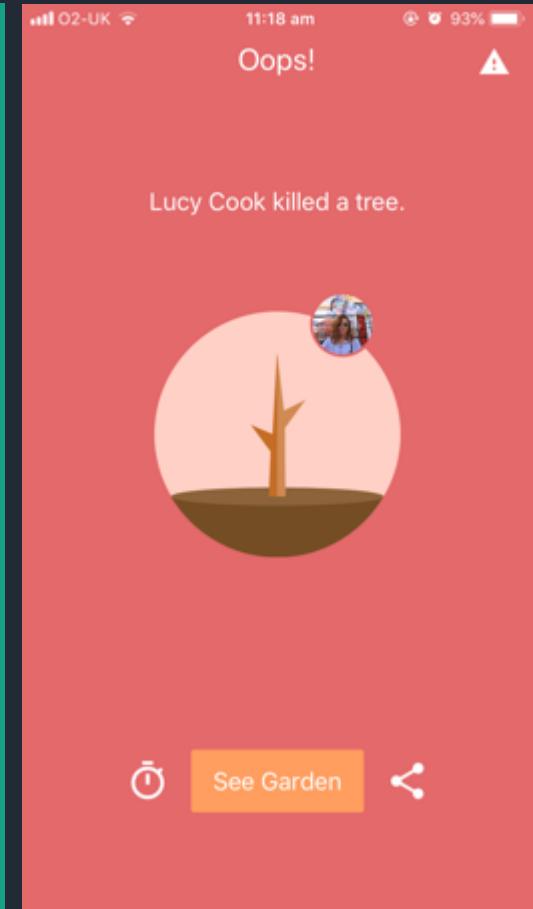
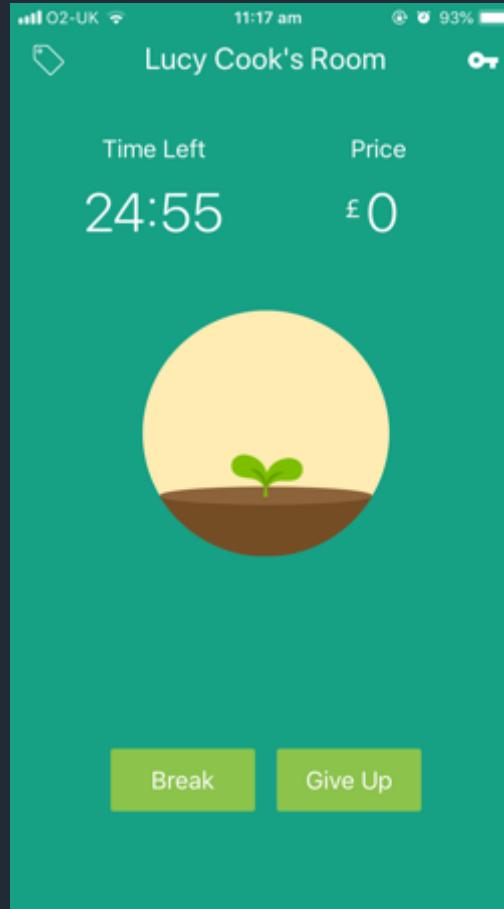
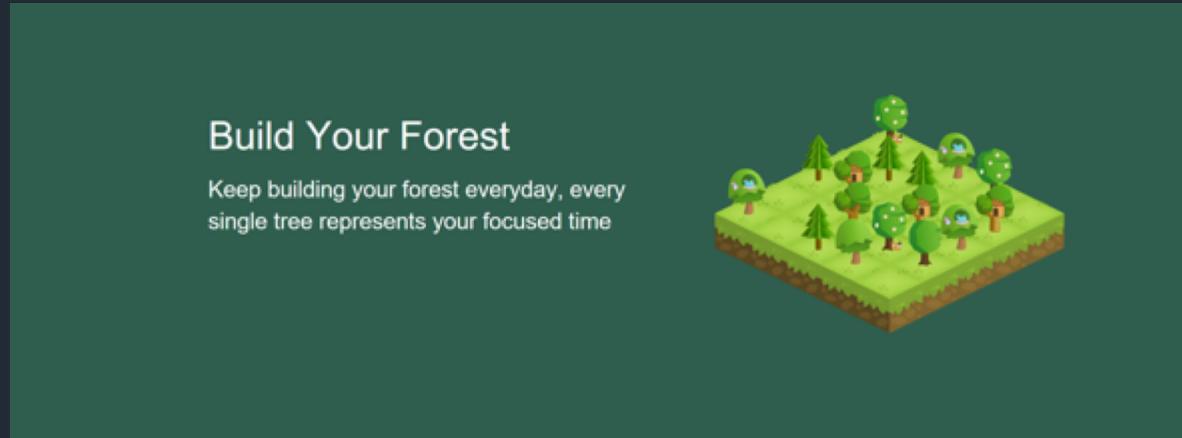
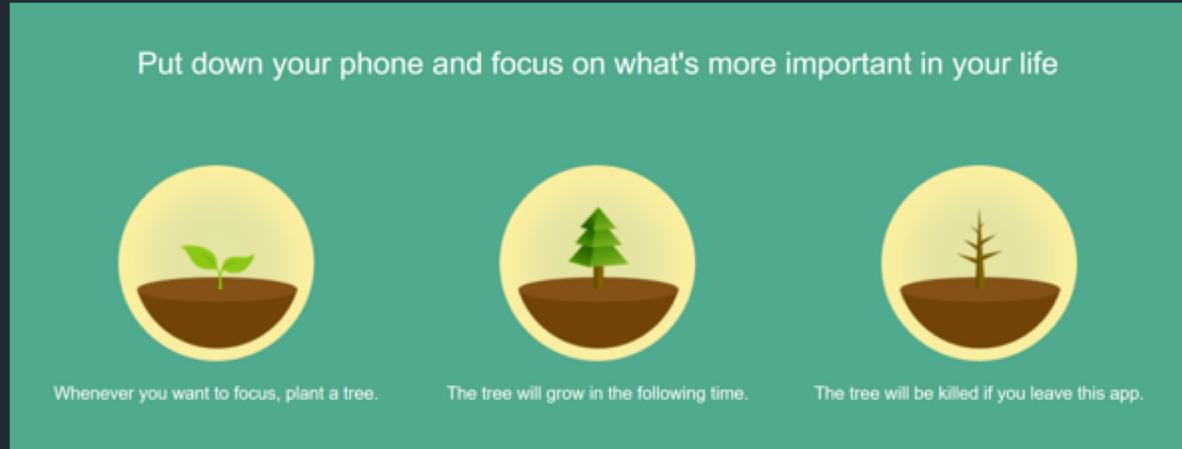
Have a career in mind? Try one of these structured paths and prepare for your learning plan.



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.

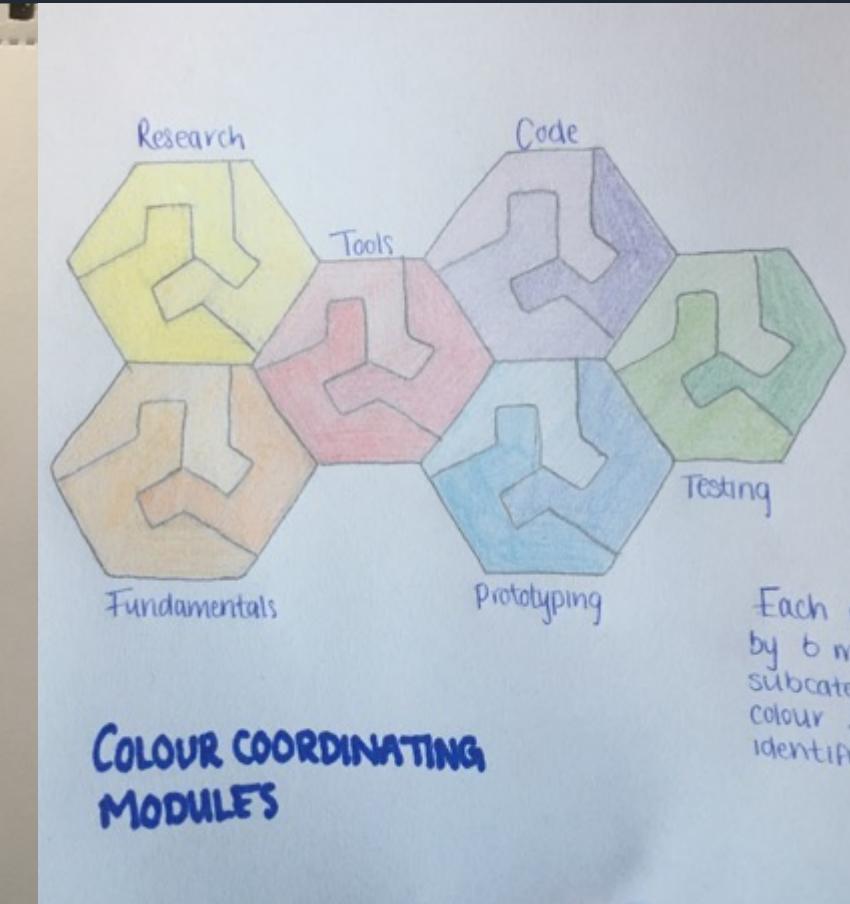
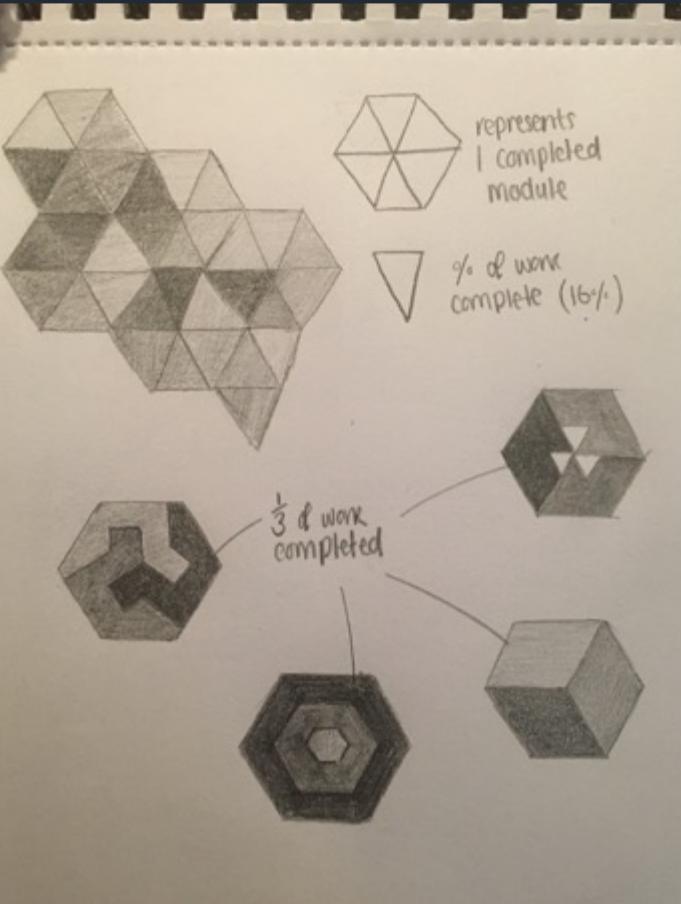
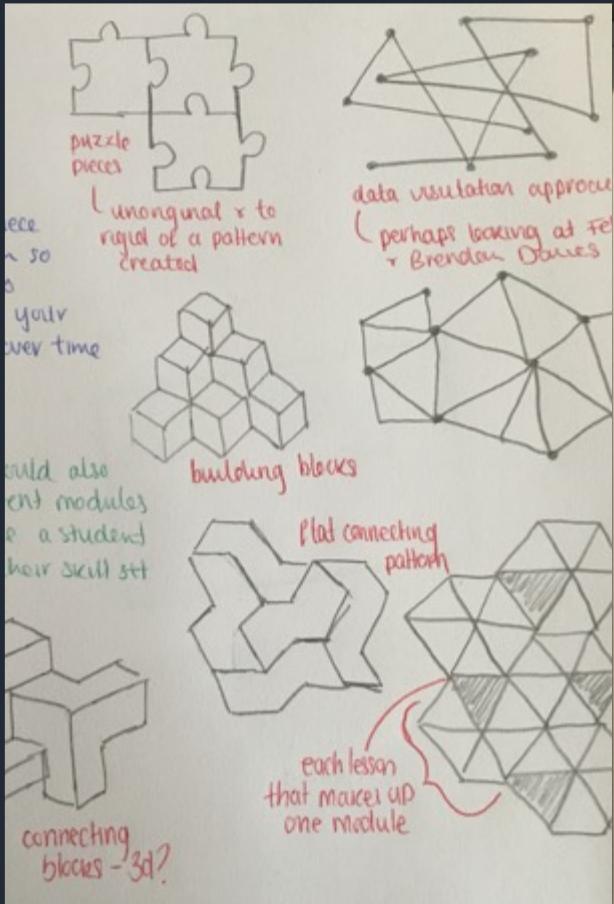
# TRACKING PROCESS

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 sidebar with account settings: Likes (1), Following (1), Settings, Help, and a Tumblrs section with a '+ New' button. The main area features a post from the user 'loosecookie'. The post includes a header image with a hand-drawn mind map centered around 'BRAND NAMES', various text blocks with quotes like 'UXpert', and a large red 'UXpert' watermark. The Tumblr interface has a dark blue header and a white main content area.

TUMBLR

loosecookie Lucy Cook

Posts 365

Followers 8

Activity

Drafts 4

Review flagged posts

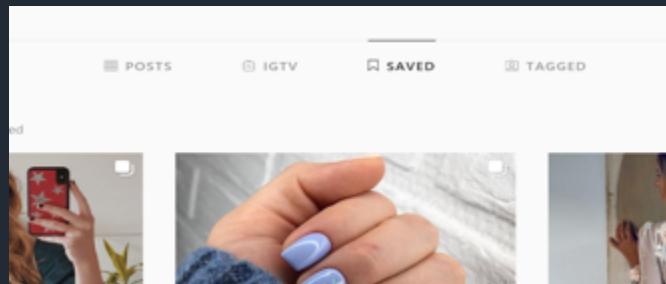
Edit appearance

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.

# EXTRA FEATURES

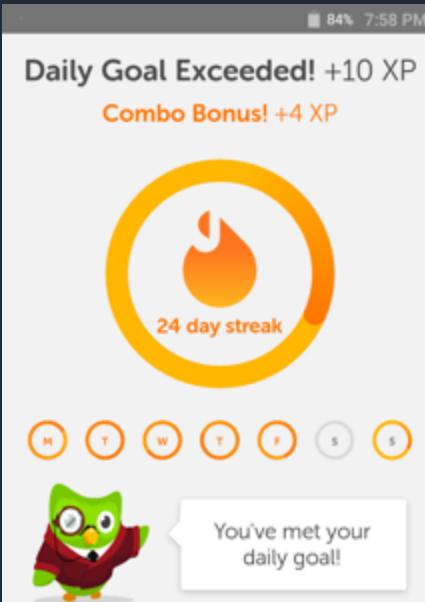
## INSTAGRAM



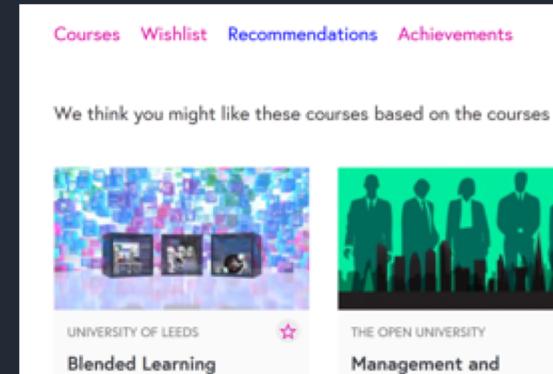
## SNAPCHAT



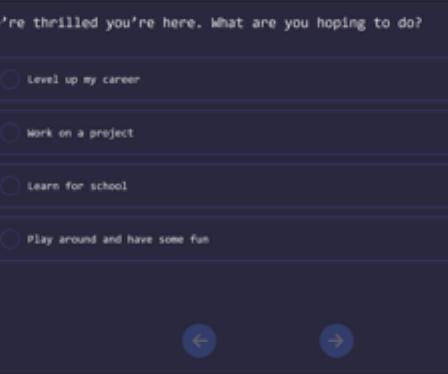
## DUOLINGO



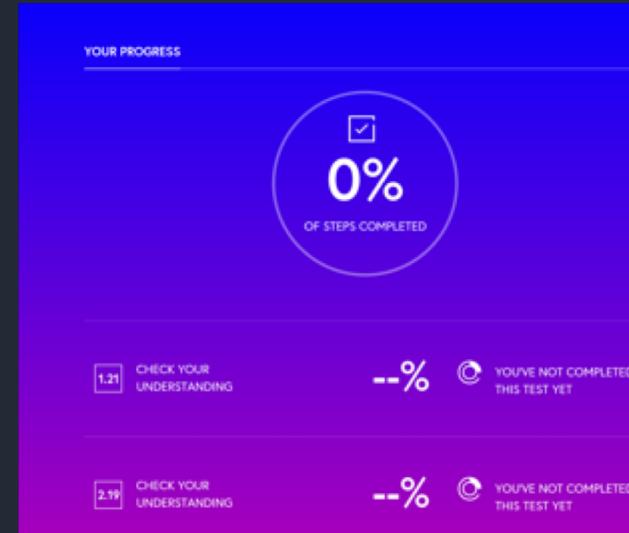
## FUTURELEARN



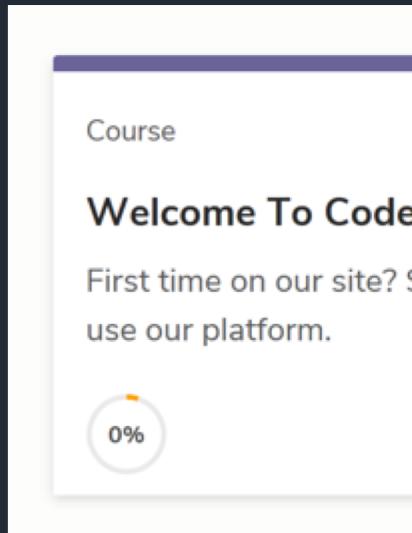
## CODEACADEMY



## FUTURELEARN

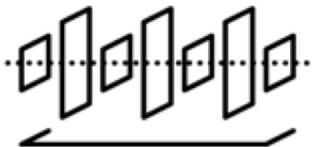


## CODEACADMY



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.

# MOODBOARD



## Structured

Aa



Photo



Quote



Link



Chat



Audio



Video



Business &  
Management



Health &  
Psychology



Tech & Coding

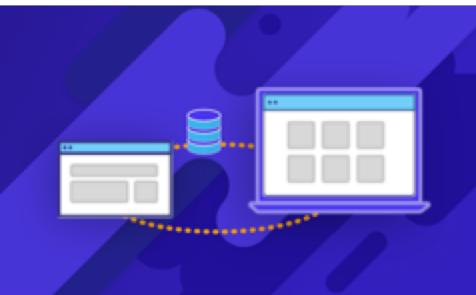


Teaching



Build Websites from Scratch

Learn to design and build professional websites using HTML & CSS



Build Front-End Web Applications  
from Scratch

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

8 weeks



## Guarantee

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



6 PRACTICAL  
ASSIGNMENTS



POLISHED  
PORTFOLIO WORK



CERTIFICATE  
OF COMPLETION



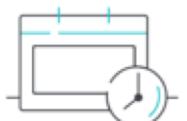
Learn by Doing

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.

Business & Management

Creative Arts & Media

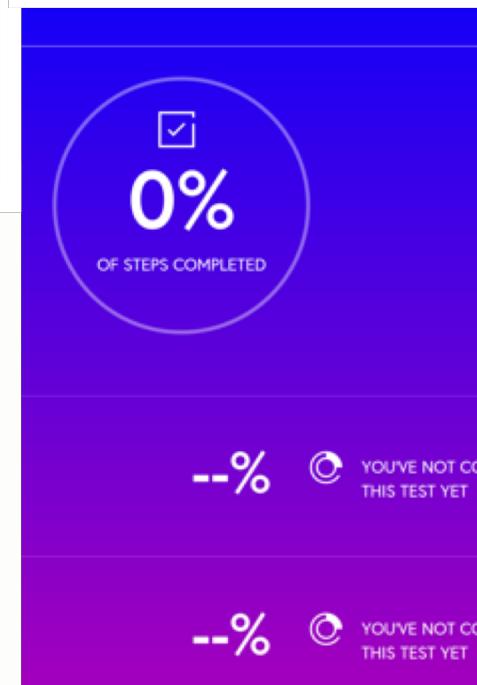
Health & Psychology

History

Languages & Cultures

Law

Literature



Search online courses



# COLOUR PALETTE



Primary colour palette made up of yellow and tones of grey for the structure and background of my prototype keeping it plain 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.

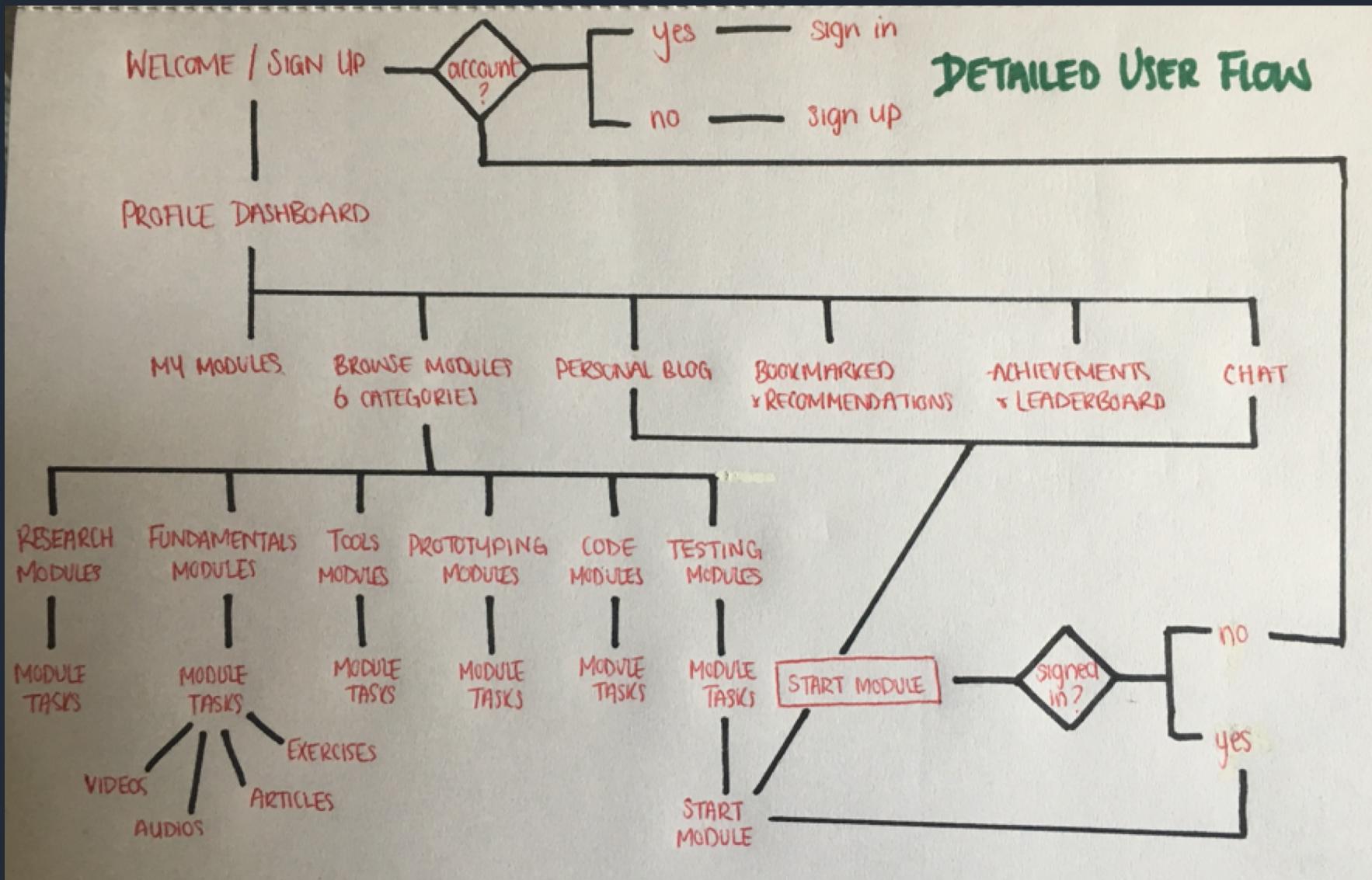


Sam Lucas, aged 20, Interaction Design Student at Ulster University

"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



# WELCOME AND SIGN UP

**WELCOME + SIGN UP**

WELCOME TO  
**UXpert**

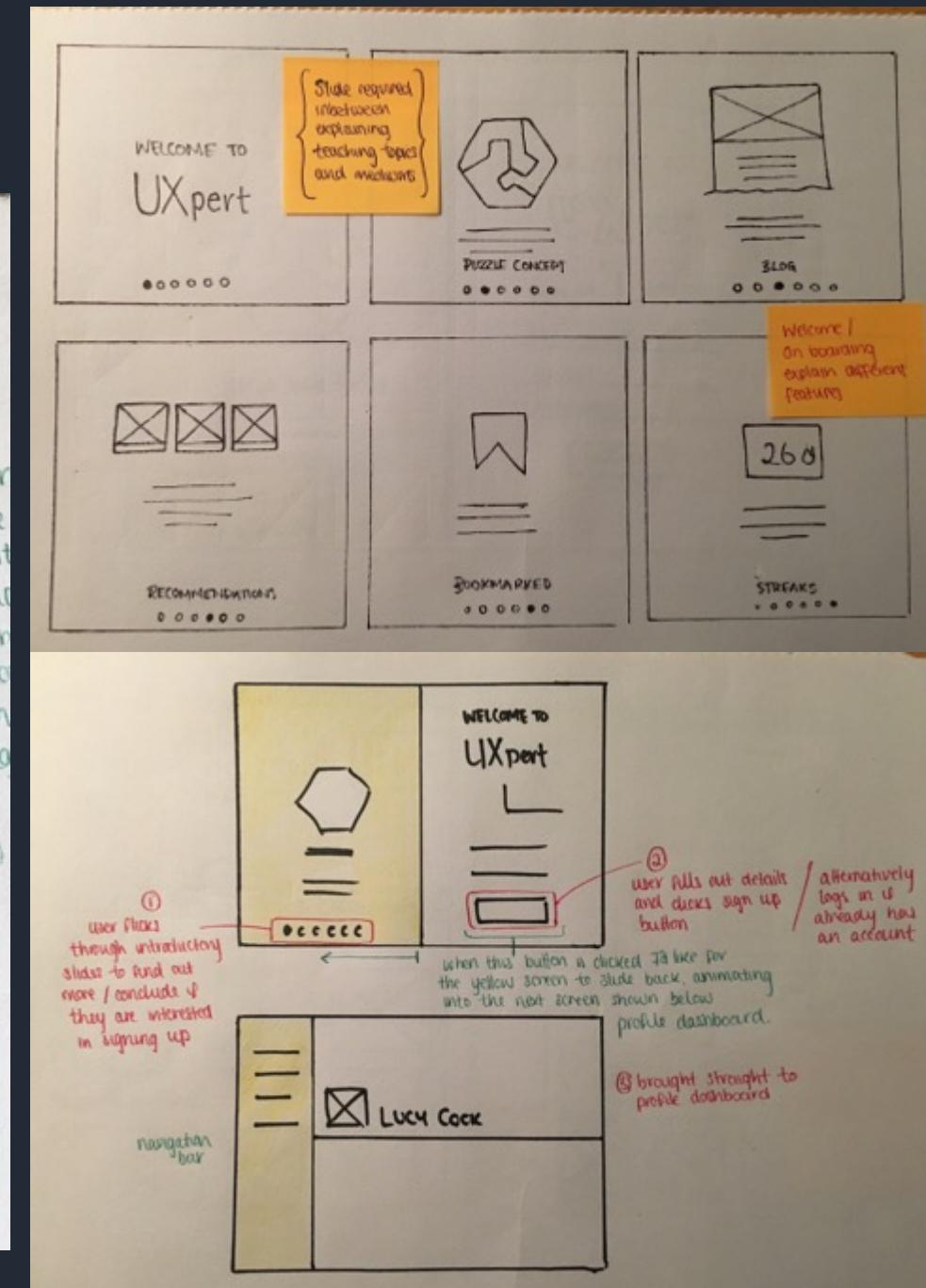
SIGN UP      LOGIN

FULL NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

PASSWORD \_\_\_\_\_

SIGN UP



# PROFILE DASHBOARD

**PROFILE DASHBOARD**

UXpert

MODULES

BROWSE

BLOG

BOOKMARK

ACHIEVEMENTS

LUCY COOK

MY MODULES

CURRENT MODULE

COMPLETED MODULES

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

streak for returning back to learn

pattern con in top head on all scr

this conte changes on what clicked bar

current & completed modules

side nav navigation

browse module categories / modules

personal blog

bookmarks & recommendations

achievements leaderboard

naved nav bar at top of page ticking with user mental models

UXpert

4 L

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  
→ MY MODULES  
PERSONAL BLOG ←

HEADER

MY MODULES

CURRENT MODULE:

COMPLETED MODULES

perhaps click to review module name

colour indicates module type

some sort of progress chart should be included

click to continue module

illustrations of modules

colour to represent module type

personal blog

TEXT | PHOTO | LINK

@lucycook

...  
comment section for tutor & fellow student peer feedback

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

SIDE NAV OPTIONS  
→ BOOKMARKED  
ACHIEVEMENTS ←

HEADER

BOOKMARKED

RECOMMENDATIONS

bookmarked icon to represent the modules they have saved

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

needs to be an area to receive the extra content

encouraging message to push student to keep learning

ACHIEVEMENTS

LEADERBOARD

usernames of highest competing students

perhaps lead requires a 2nd screen?

colour represents module type / category

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

# 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 SPECIFICATION**  
└ TASKS IDENTIFIED

**MODULE NAME**

module description

key points @timely

tasks timeline structure  
perhaps change colour when completed

start module

2 alternative layouts

**BLOG CHAT**

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 is 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

polc

# UXpert

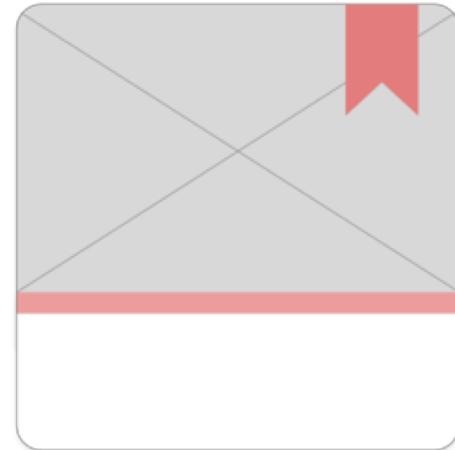
My Modules

Browse Modules

Blog

Bookmarked

Achievements



3 Videos



1 Article



1 Audio



2 Exercises

Start Module

# Welcome to UXpert

ELEMENT COLLAGE