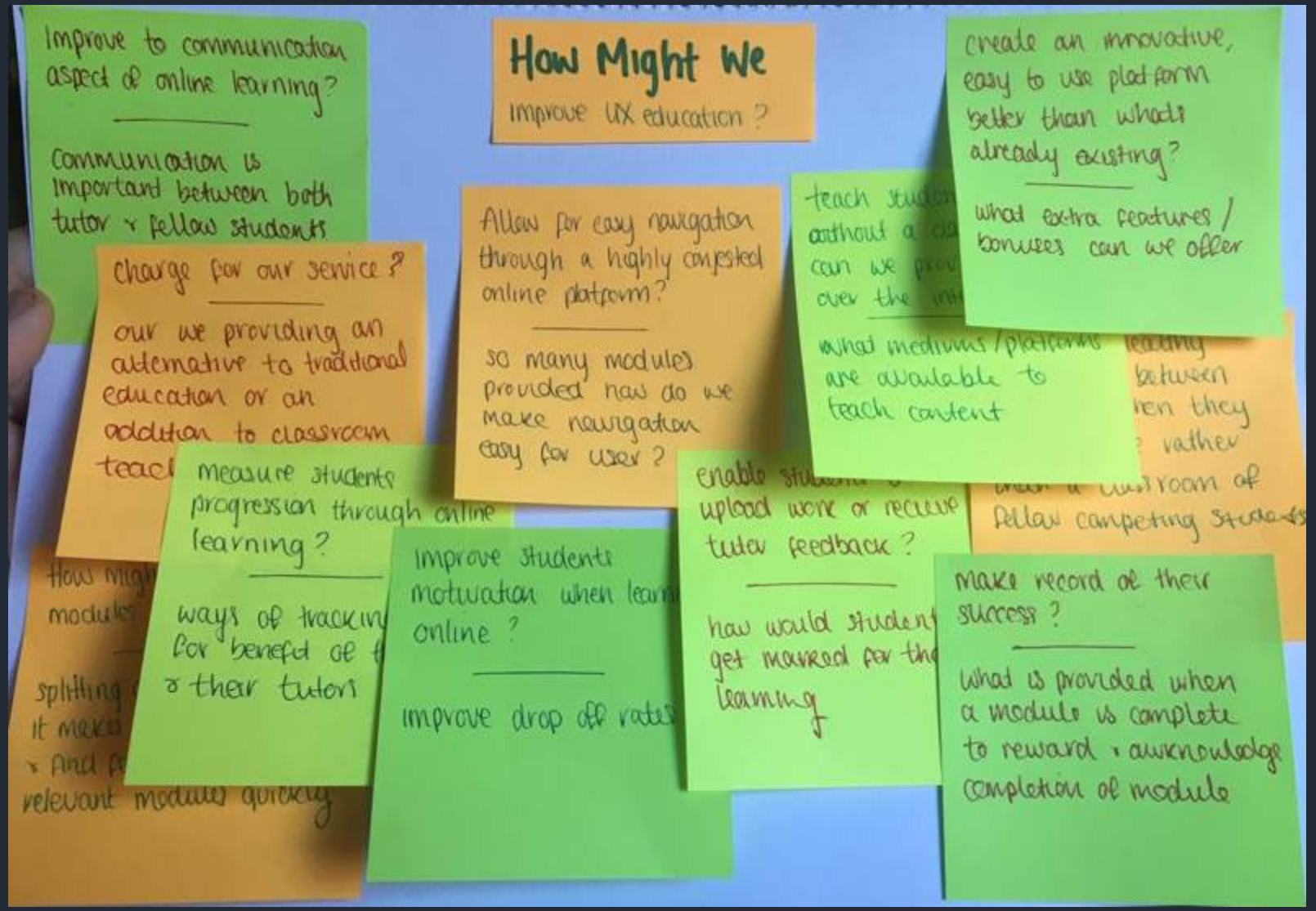
Visual Grammar

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

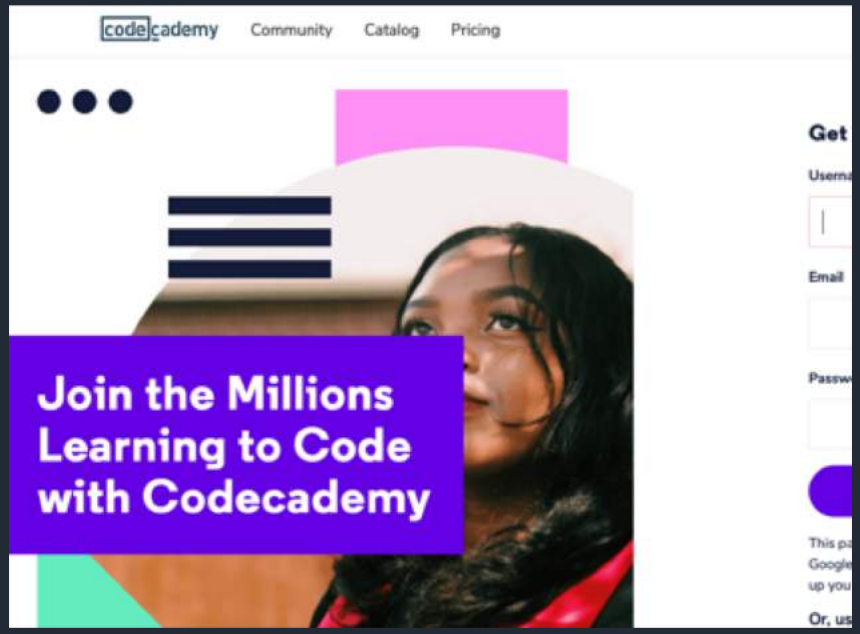
UXpert

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 were design would fall as an overall topic.

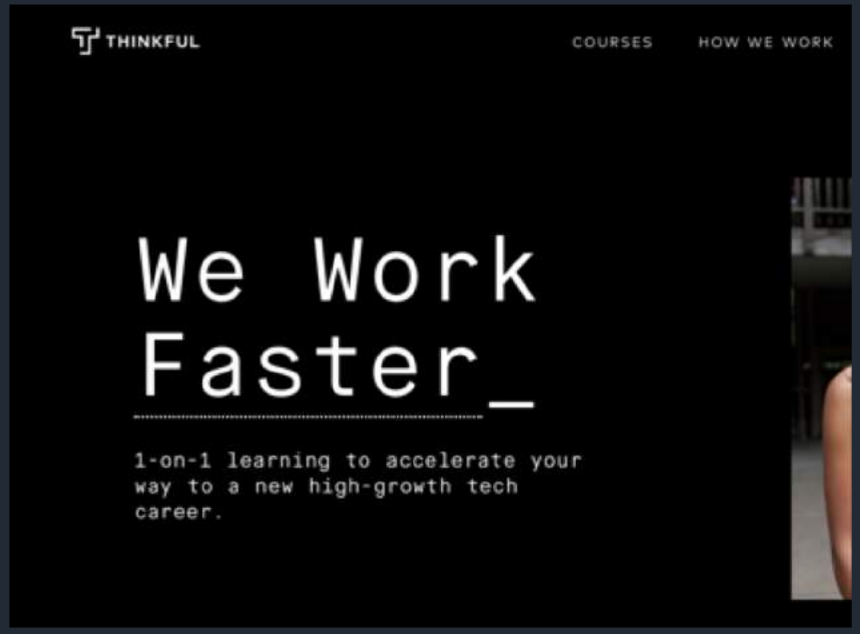
FINAL BRANDING

PRODUCT DNA



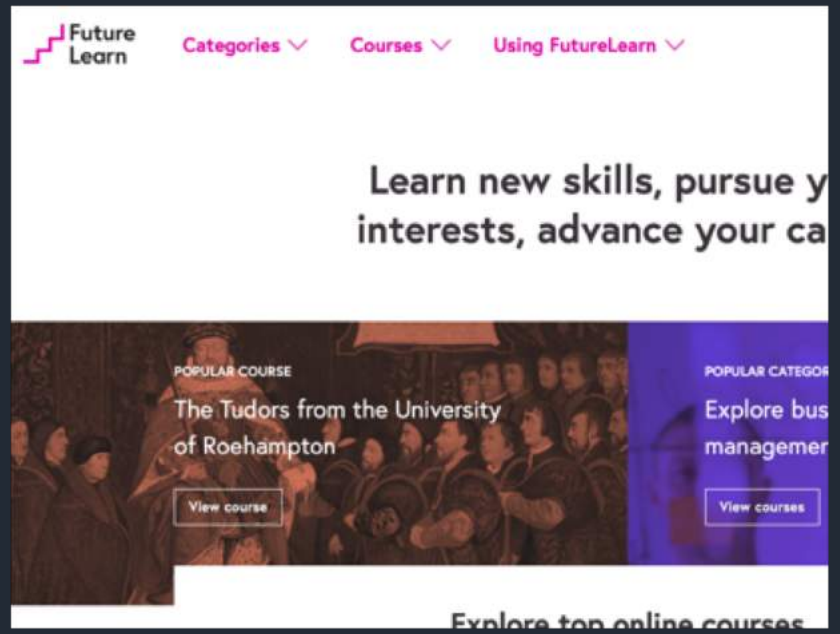
CODEACADEMY

Course Structure
Encouraging language
Task timelines
Colour and illustration



THINKFUL

Illustrations
Large typography
Task timelines



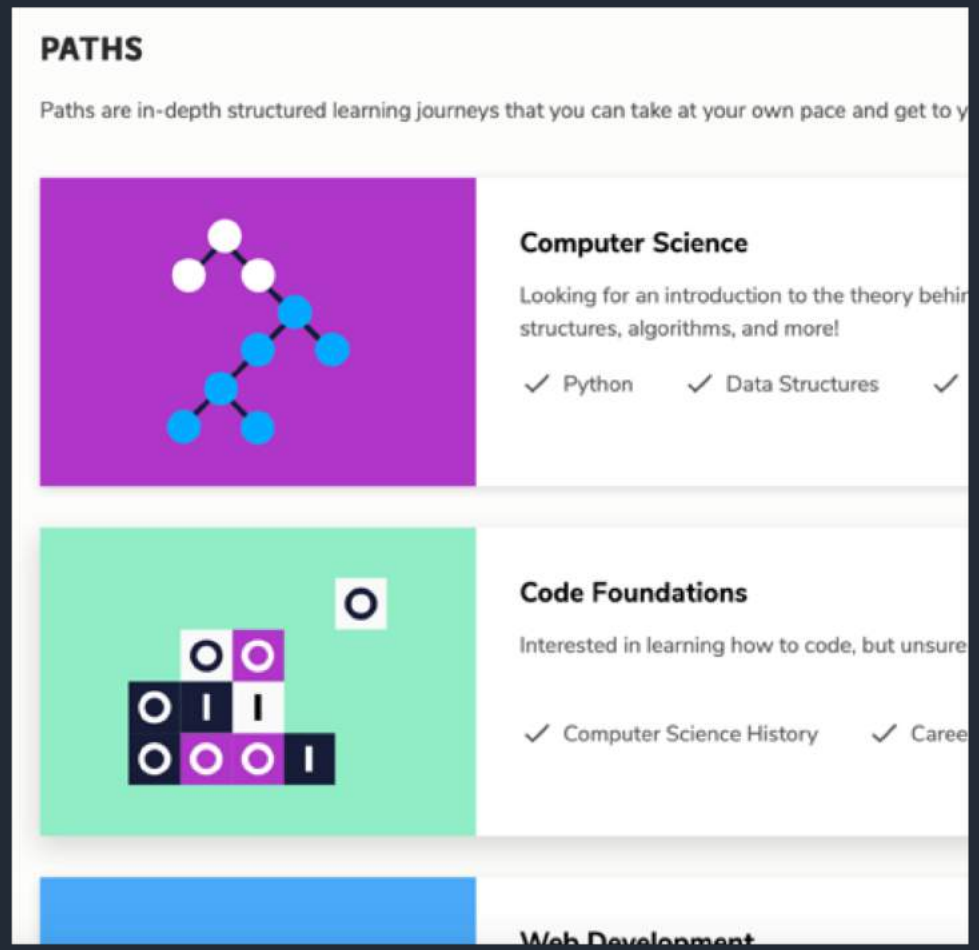
FUTURE LEARN

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)



CODEACADEMY

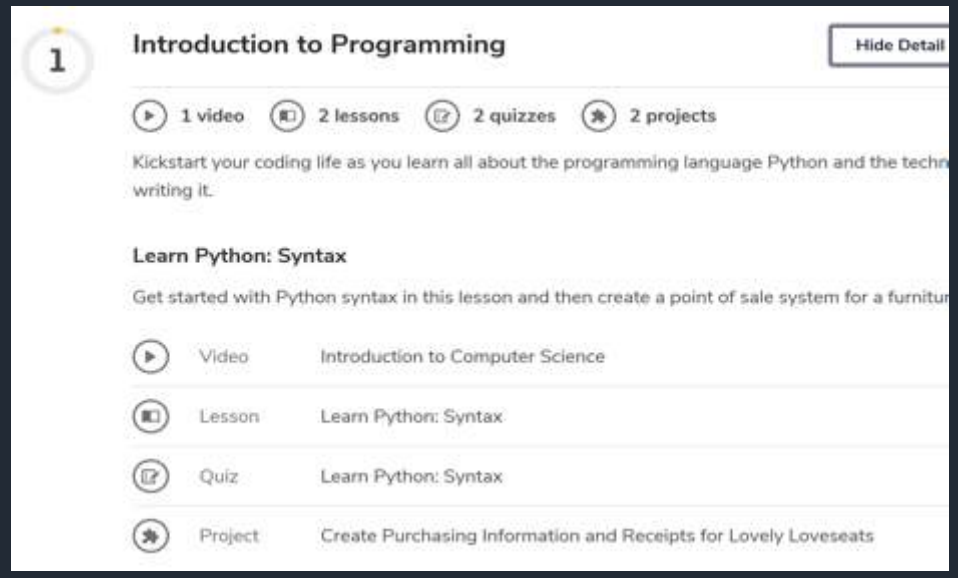
FUTURELEARN

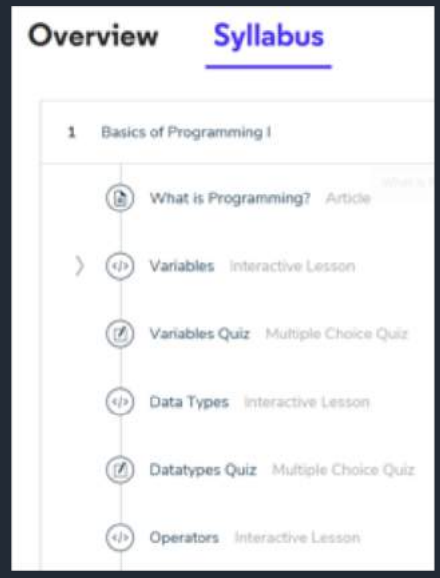
THINKFUL

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





THINKFUL

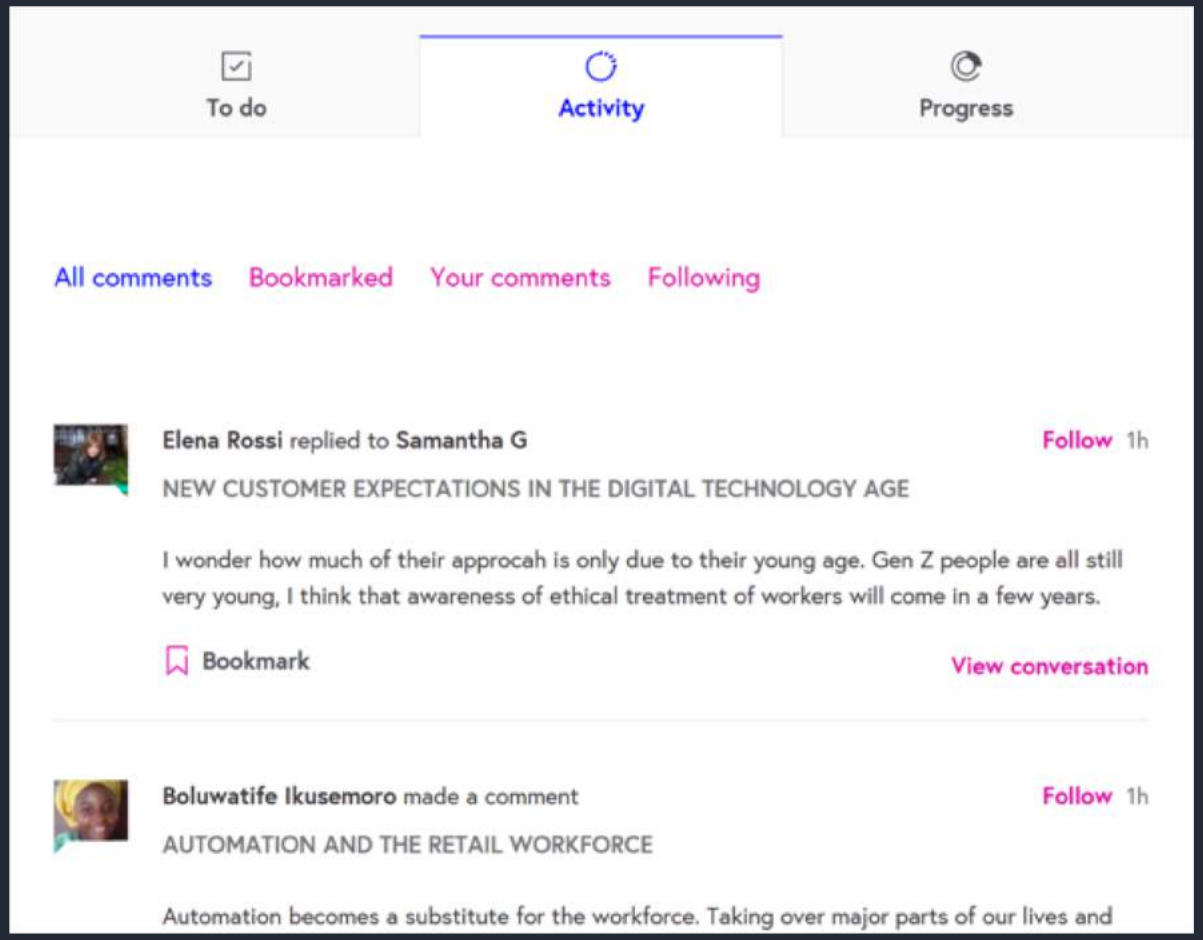
In terms of task structure, the most effective layout is a clear and simple timeline that will outline the clear tasks of each module in order and how that particular content is delivered so that they student knows exactly what they are expected of before they dive into learning.

COMMUNITY

FUTURELEARN

1 tutor to
1 module

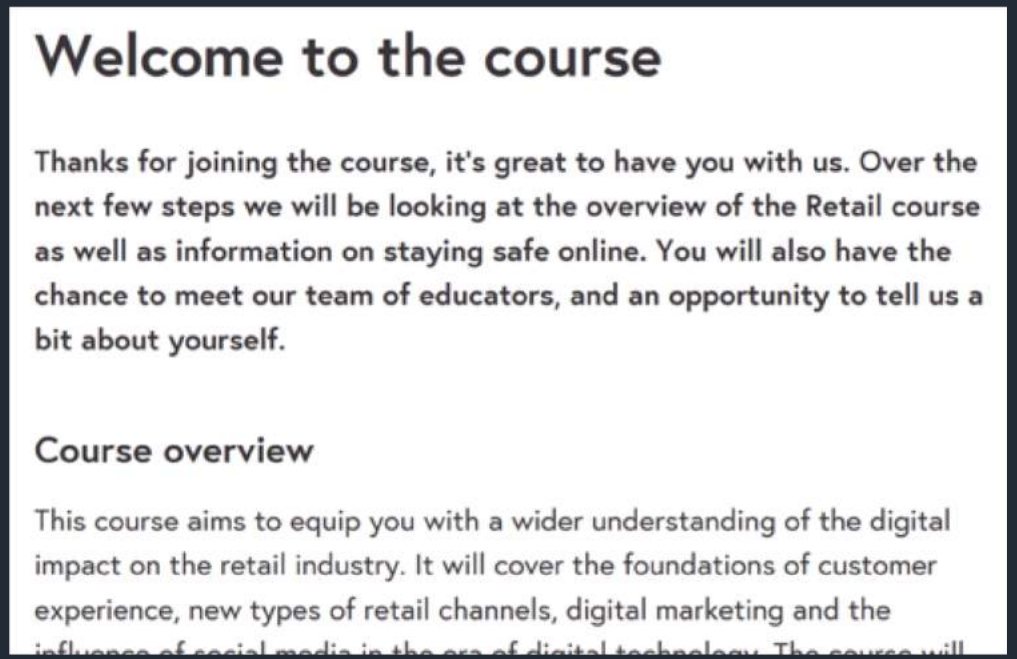
1 community
to 1 module



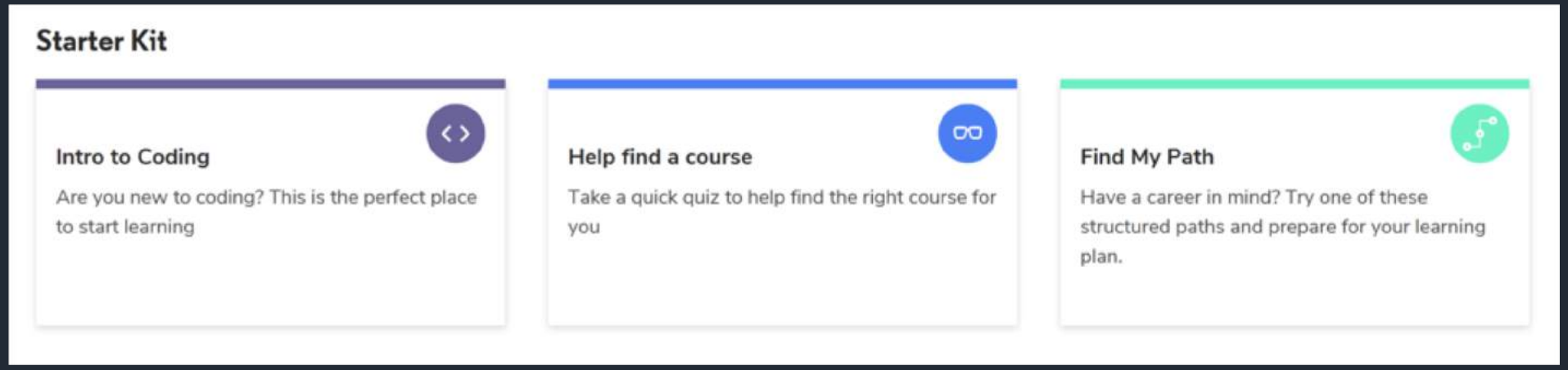
There will always be an underlying issue with communication because in the end you are still being taught through a computer screen rather than in a classroom. However ways to improve interactivity between tutors and fellow students in my opinion would be to assign 1 tutor to 1 module, therefore they 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.

PROFILE INDUCTION

FUTURELEARN



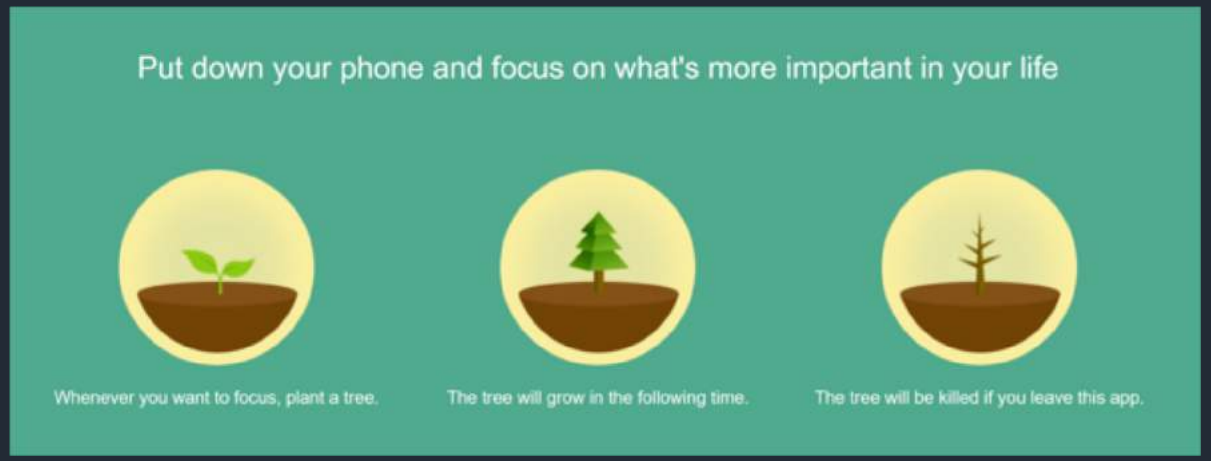
CODEACADEMY

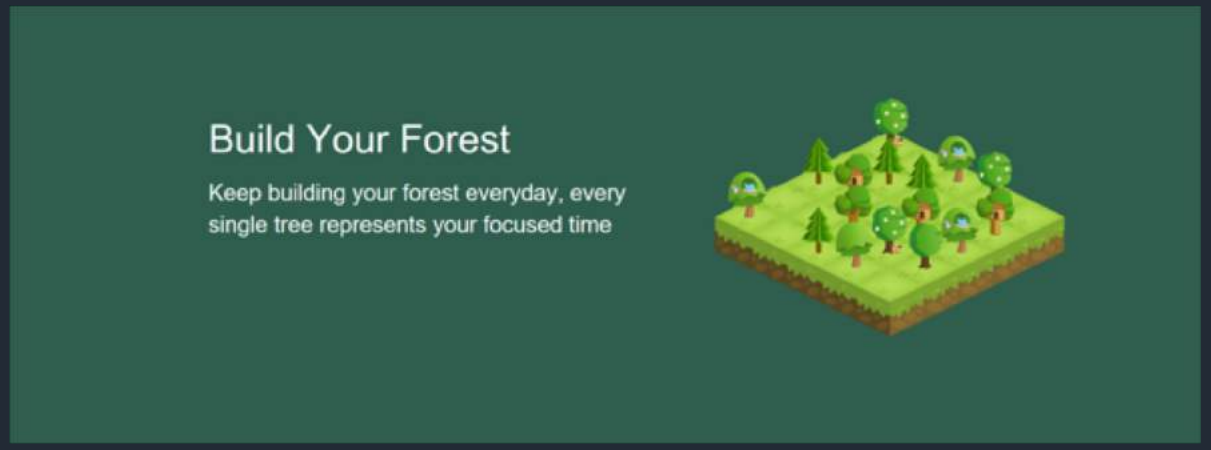


I think it’s important when a user signs up that they are provided with some sort of welcome explanation, like an on boarding experience, so that they can get to know how to navigate through the site and understand the purpose of different features as I believe I have a number to offer.

TRACKING PROCESS

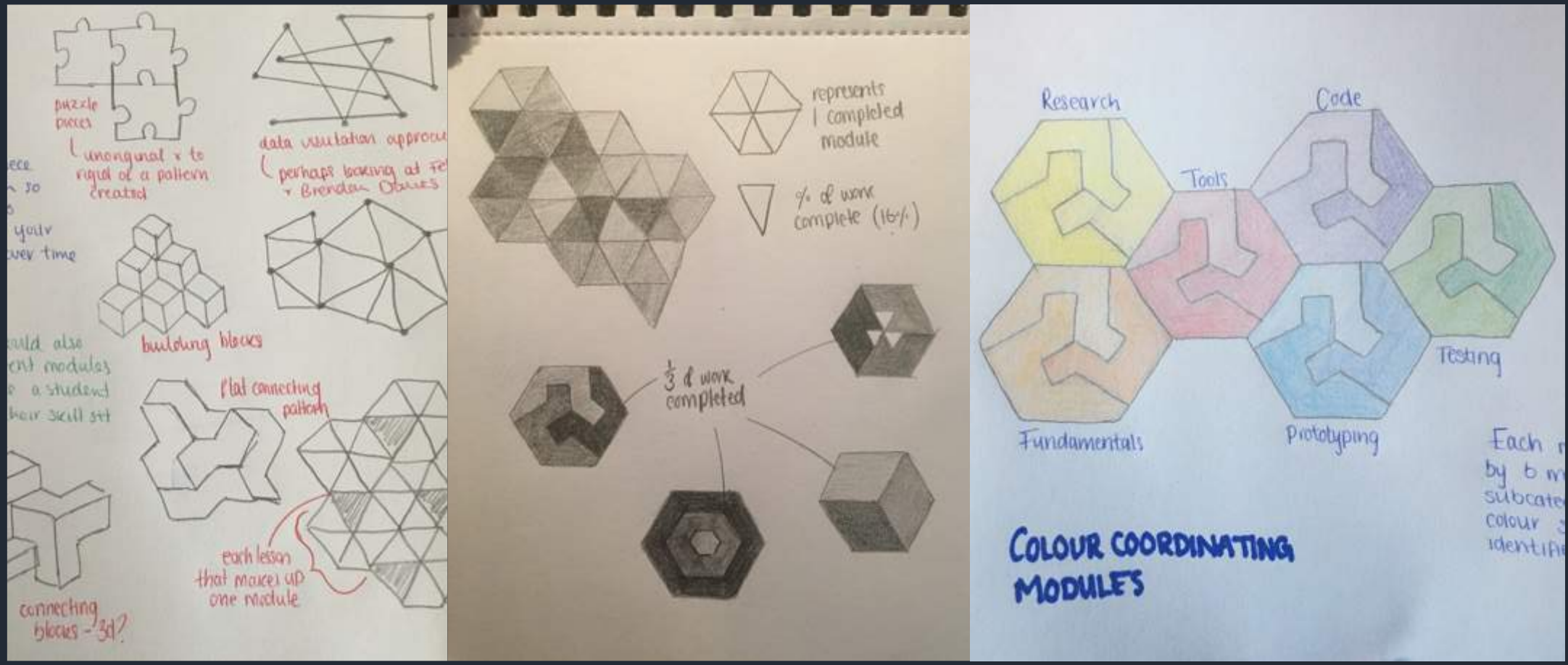
FOREST





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.

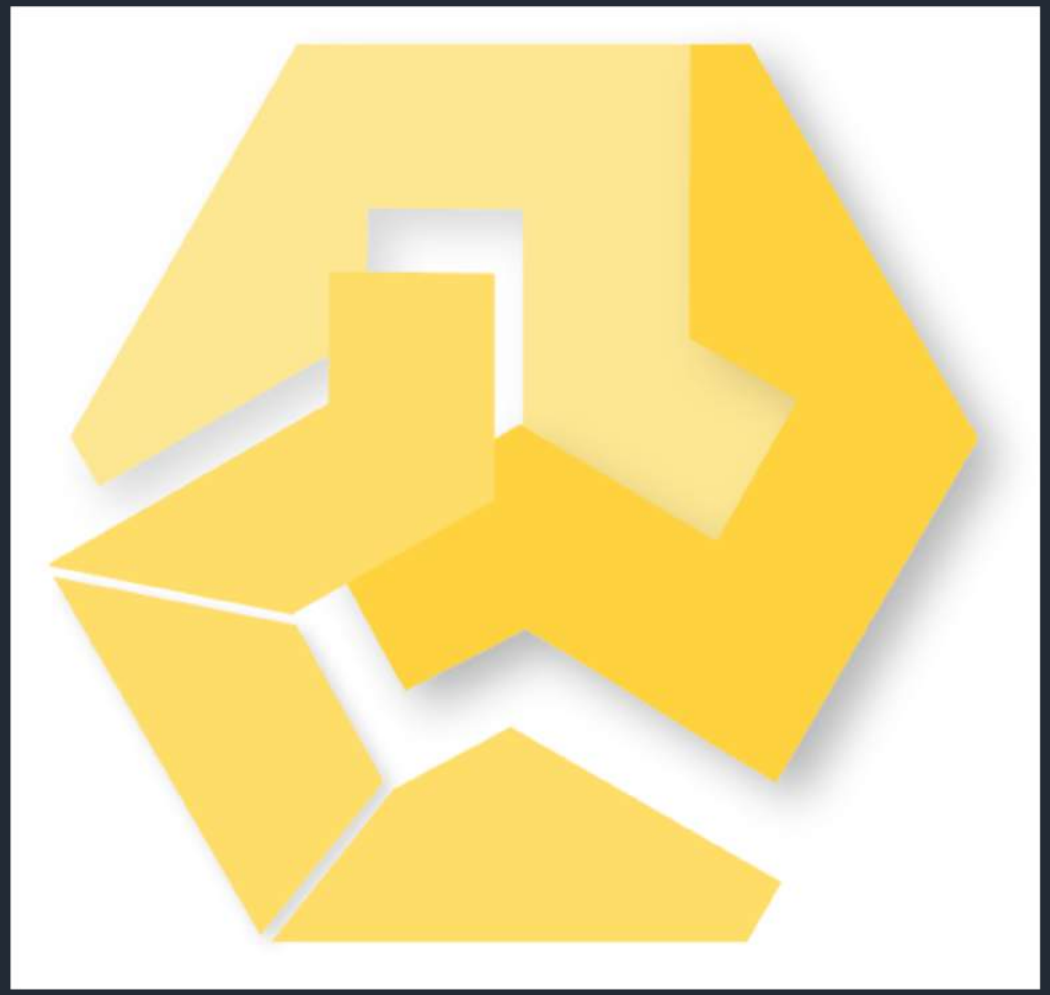
PATTERN AND REWARDING CONCEPT



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.

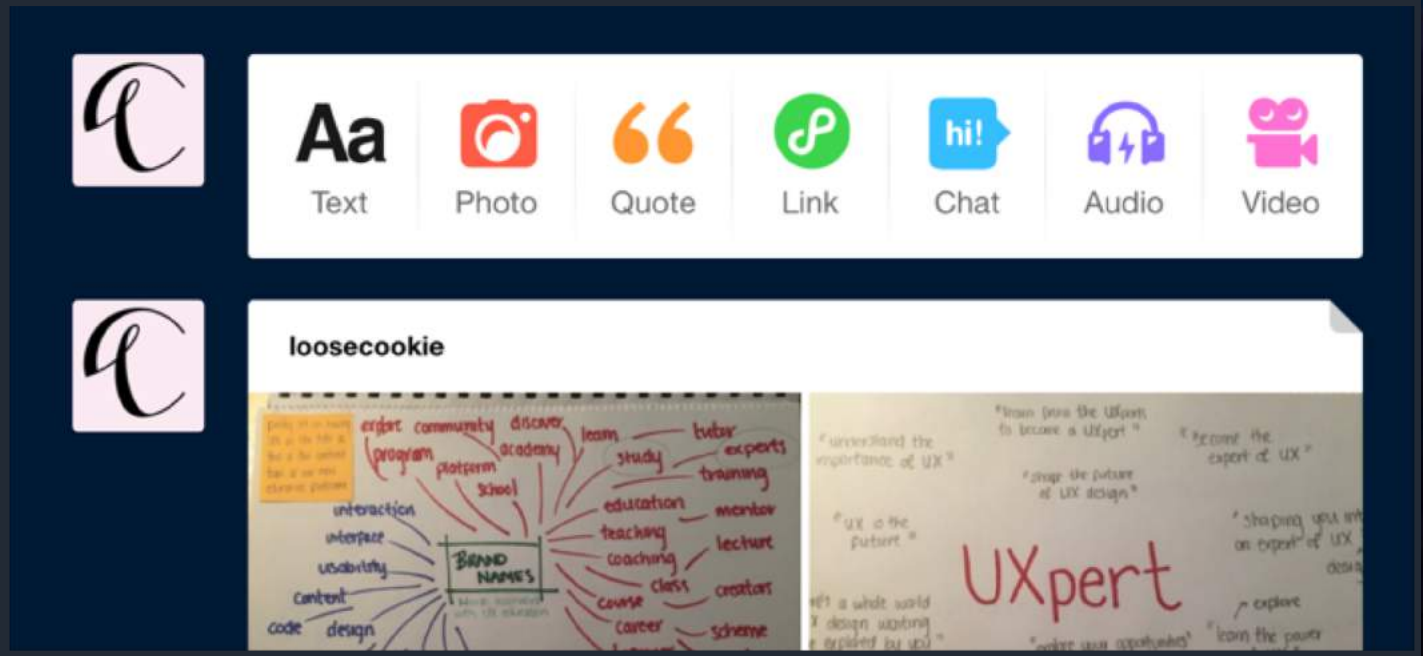
PATTERN AND REWARDING CONCEPT

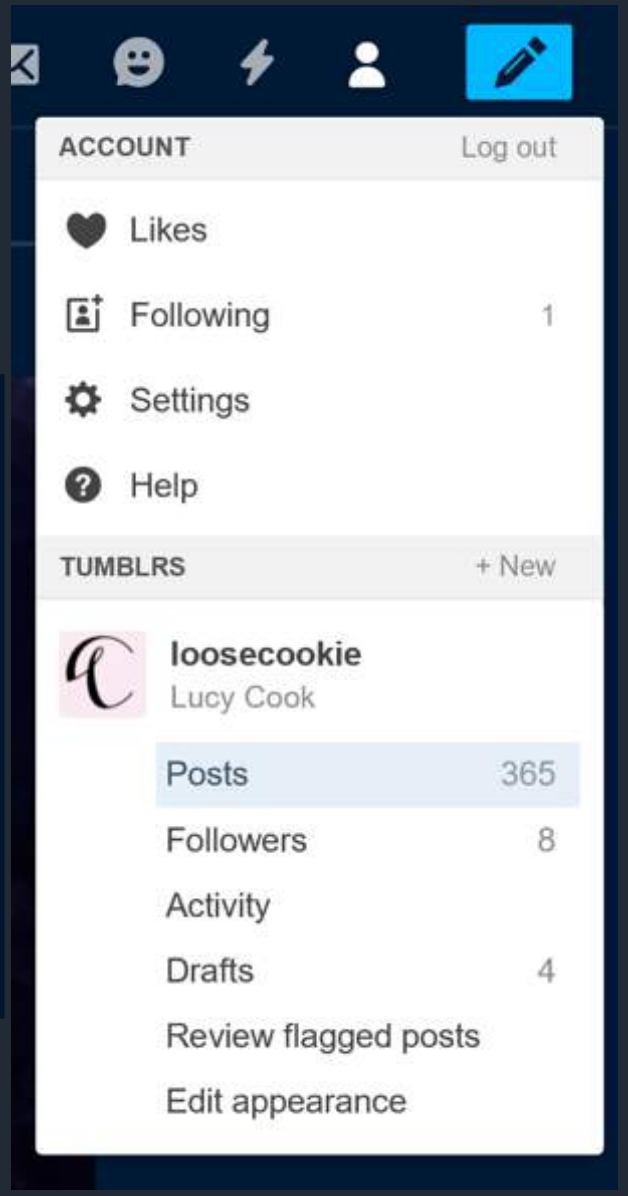


The shape will be broke up into semi irregular individual pieces which the user will receive depending on the number of tasks they complete. Something like shown above which will connect together to look more like what’s on the right.

BLOG

TUMBLR

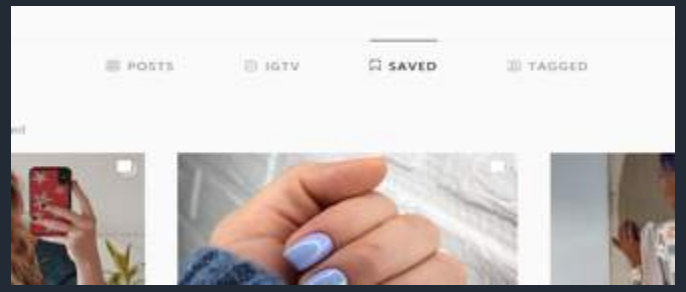




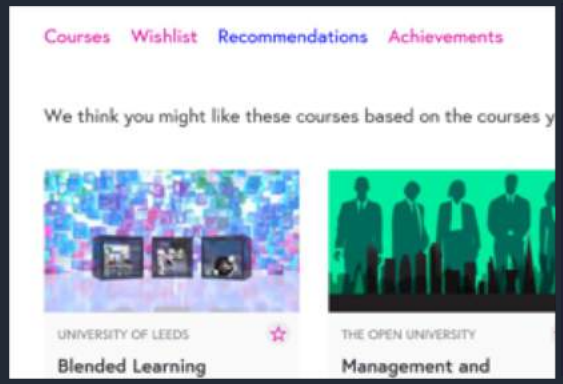
In our university course we blog on Tumblr about things we've learnt, our research, upload our individual exercises and post links to our final projects.
I believe this is a successful method for keeping track of our work and allowing our tutors to access what we've been working on. And therefore I think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

EXTRA FEATURES

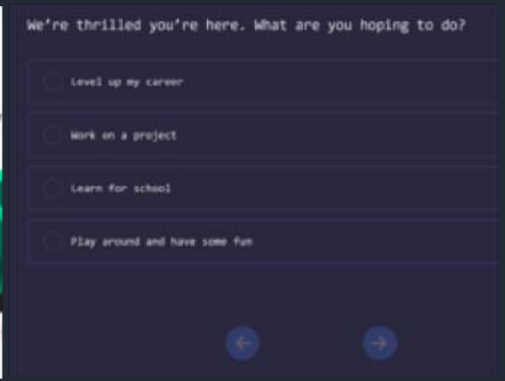
INSTAGRAM



FUTURELEARN

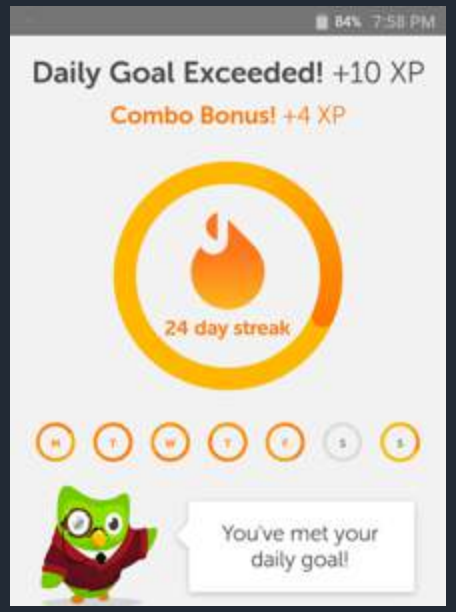


CODEACADEMY



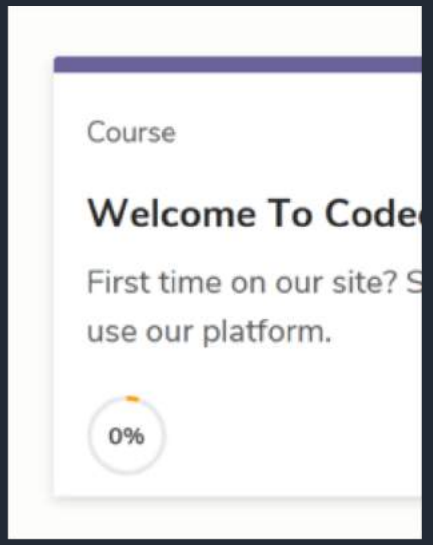
SNAPCHAT

DUOLINGO



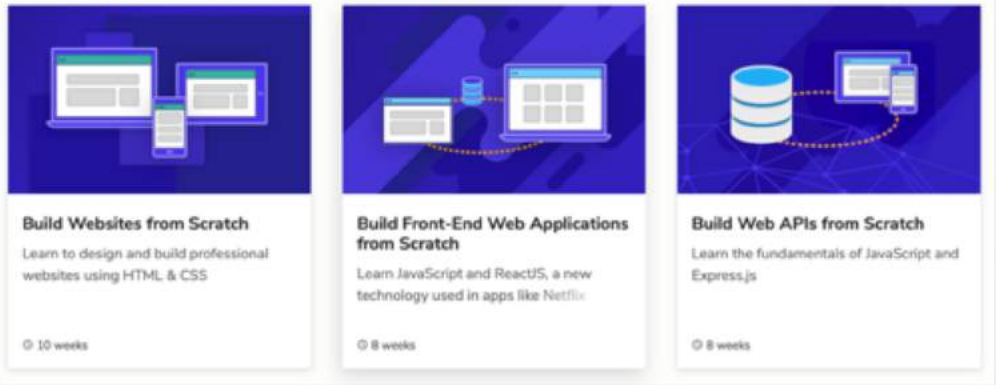
FUTURELEARN

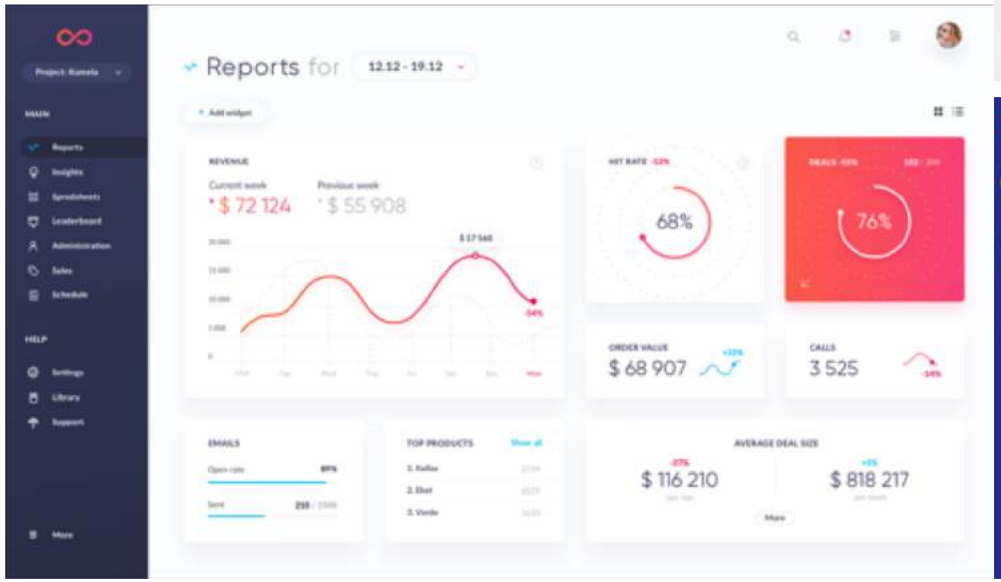
CODEACADEMY

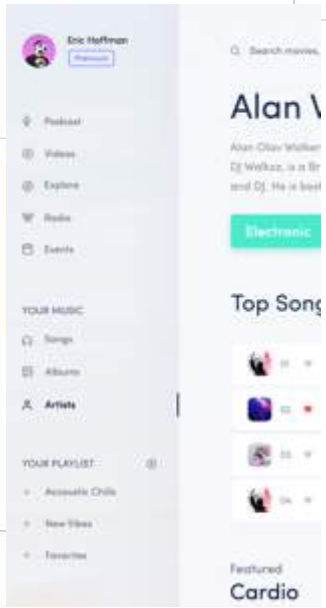


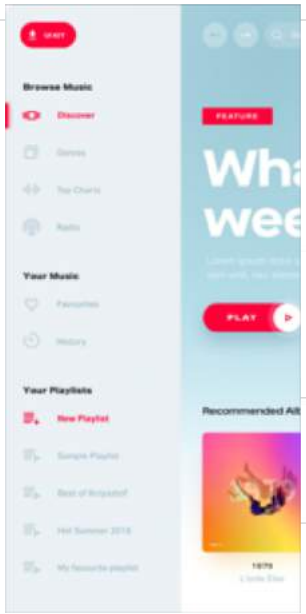
Instagram have a feature were you can **save your favourite posts** so you can easily find them again in future. I want to include this bookmark feature so users can save those modules they like the sound of but don't have the time to learn at the minute so instead of losing the link they can save it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

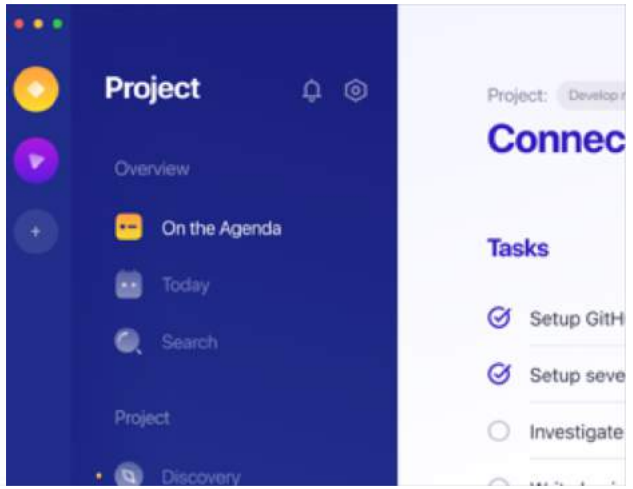
ELEMENT COLLAGE

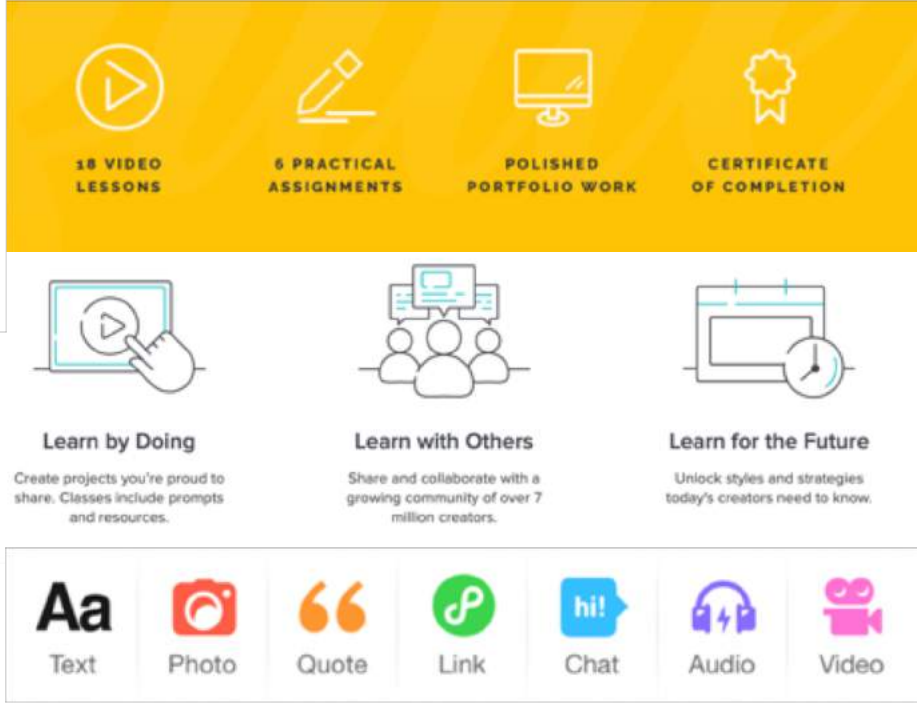


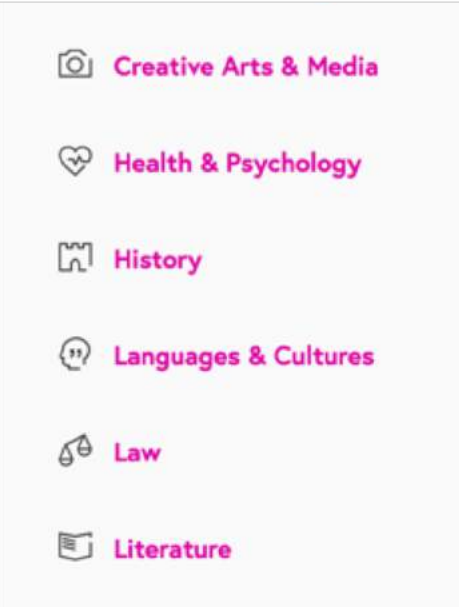




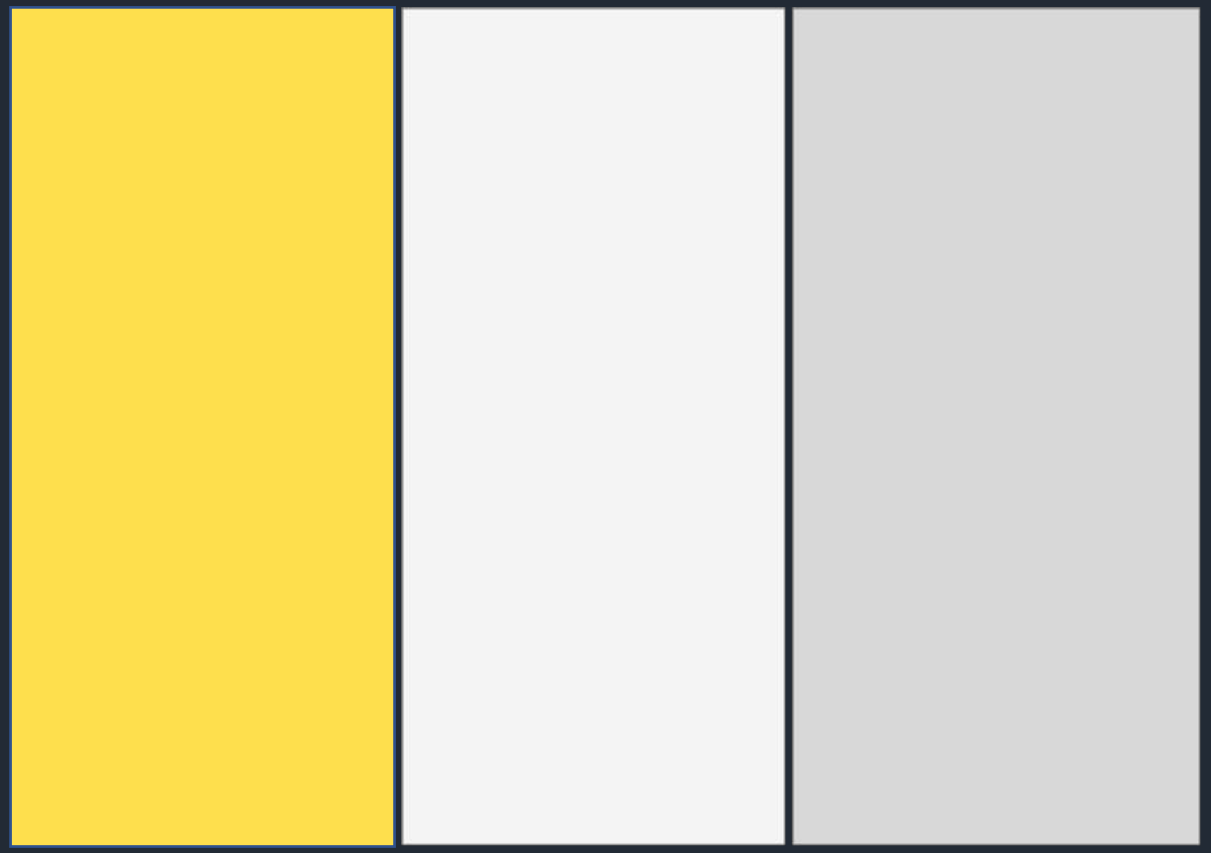








COLOUR PALETTE



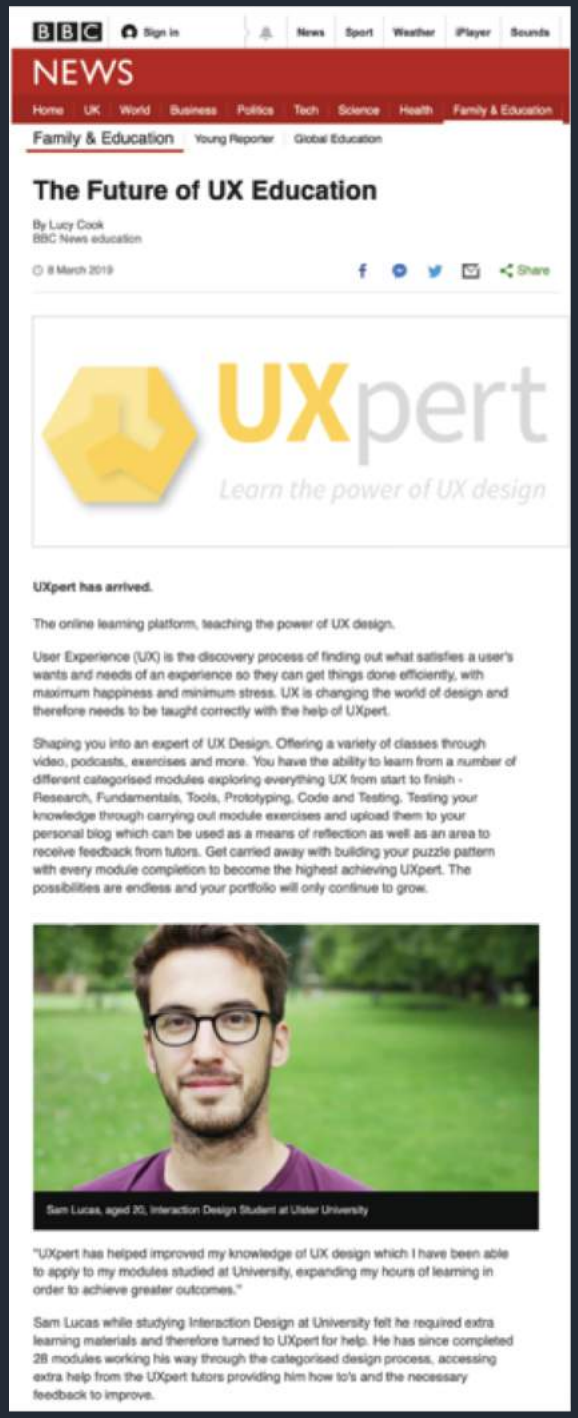
Primary colour palette made up of yellow and tones of grey for the structure and background of my prototype keeping it plain a simple then 6 different colours are used to differentiate the different module categories.

BRAND DICTIONARY

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

Collective words used to describe the vision and feel of my brand UXpert.

TOMORROW'S HEADLINES



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 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.

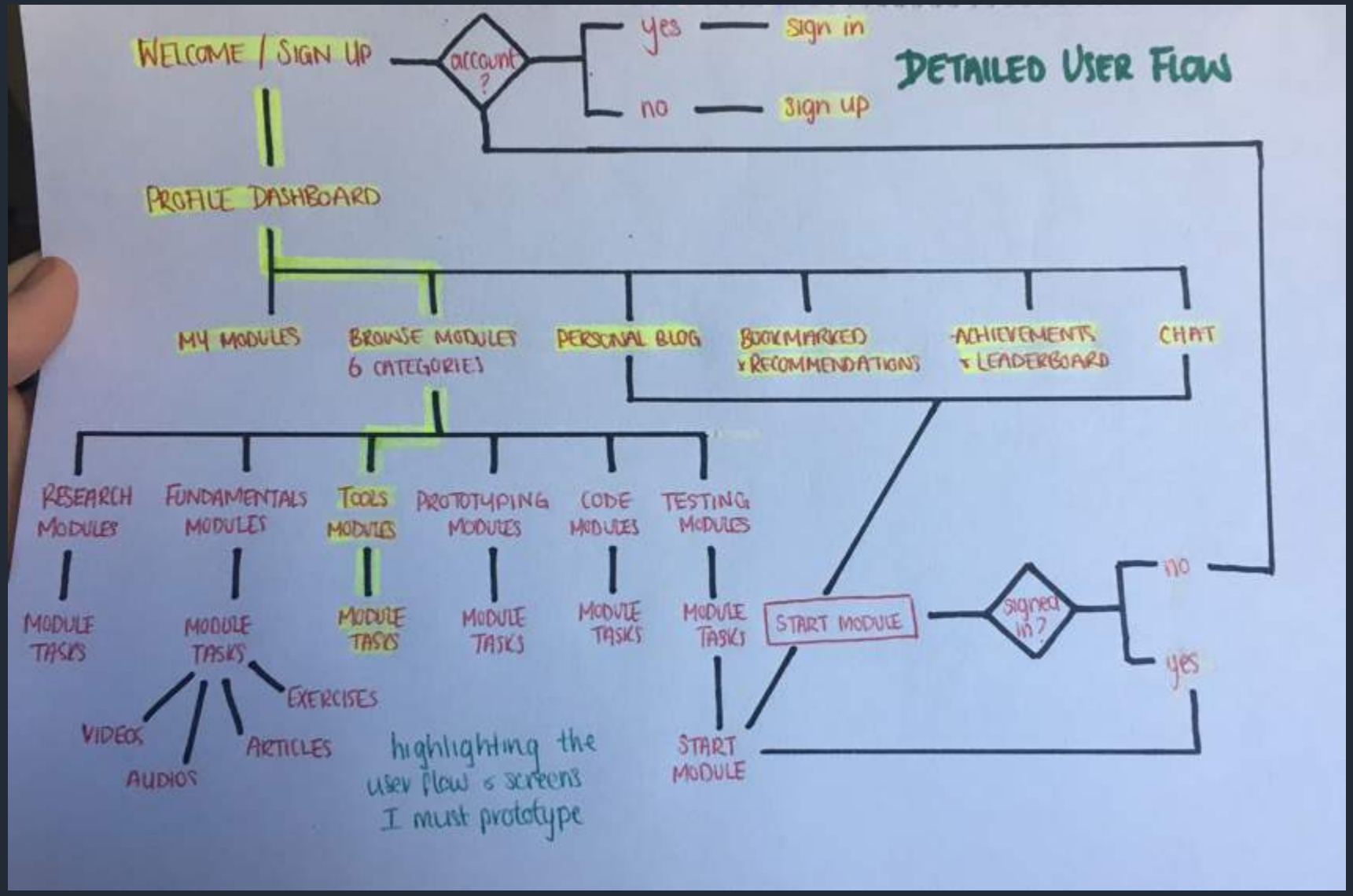
Sam Lucas, aged 20, Interaction Design Student at Ulster University

"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.

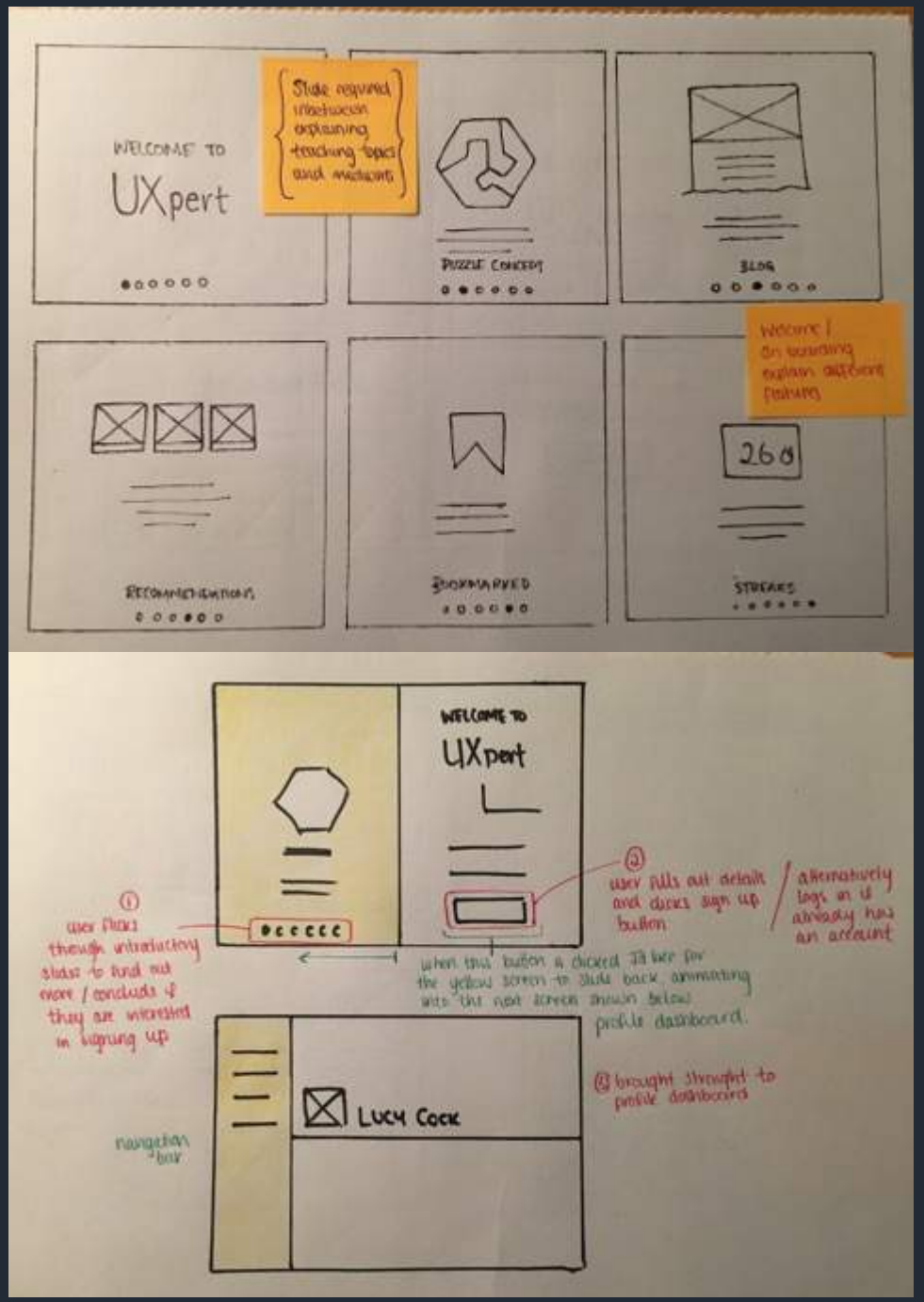
Using BBC to build a tomorrow headline in order to create a idealistic hype around my upcoming online learning platform Uxpert.

USER FLOW

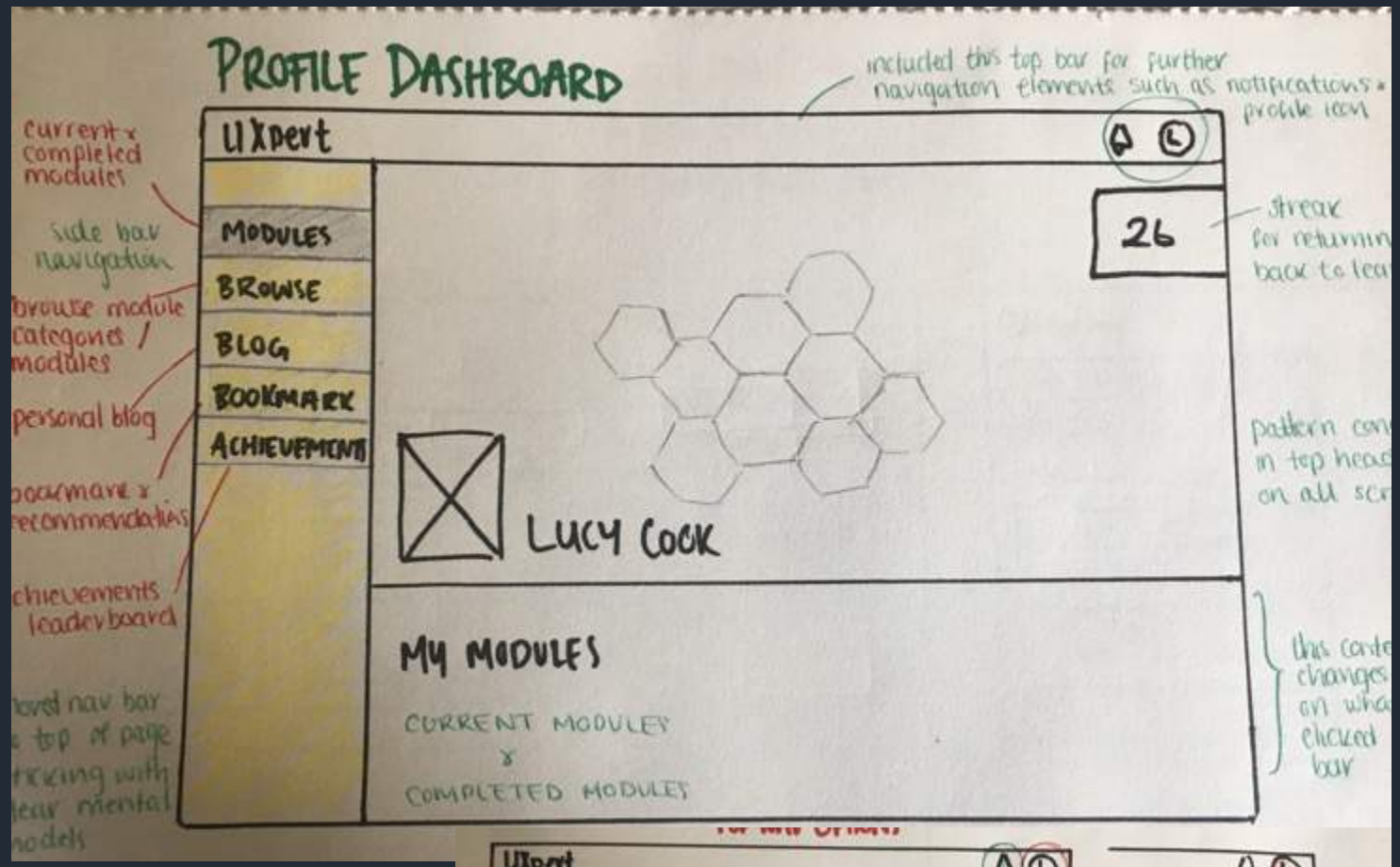


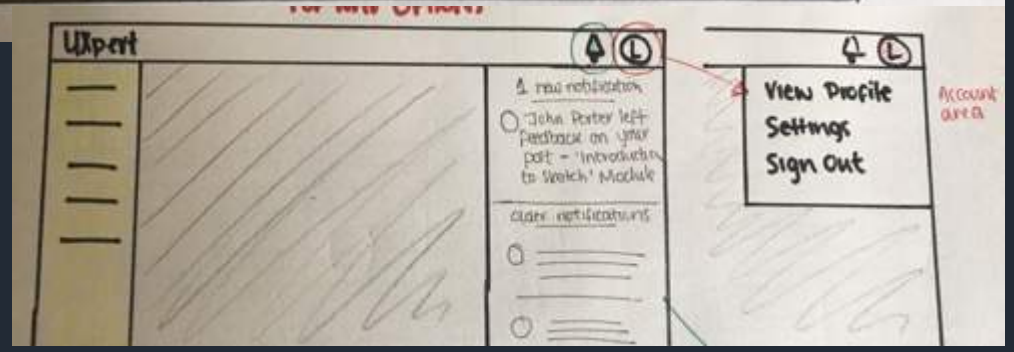
User flow identify the different paths a user could take however focusing on building the screens that are highlighted.

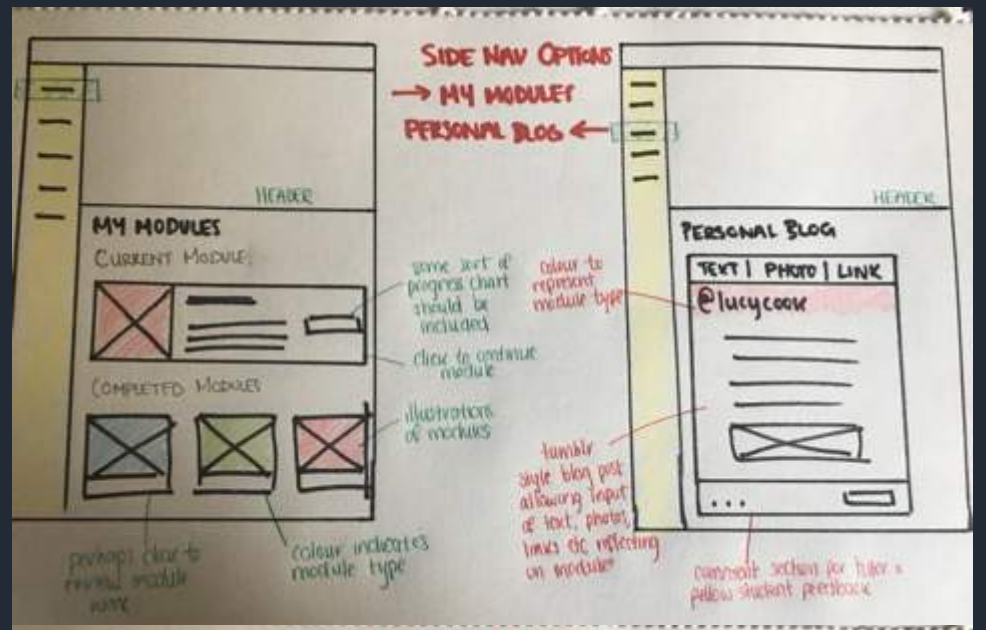
WELCOME AND SIGN UP

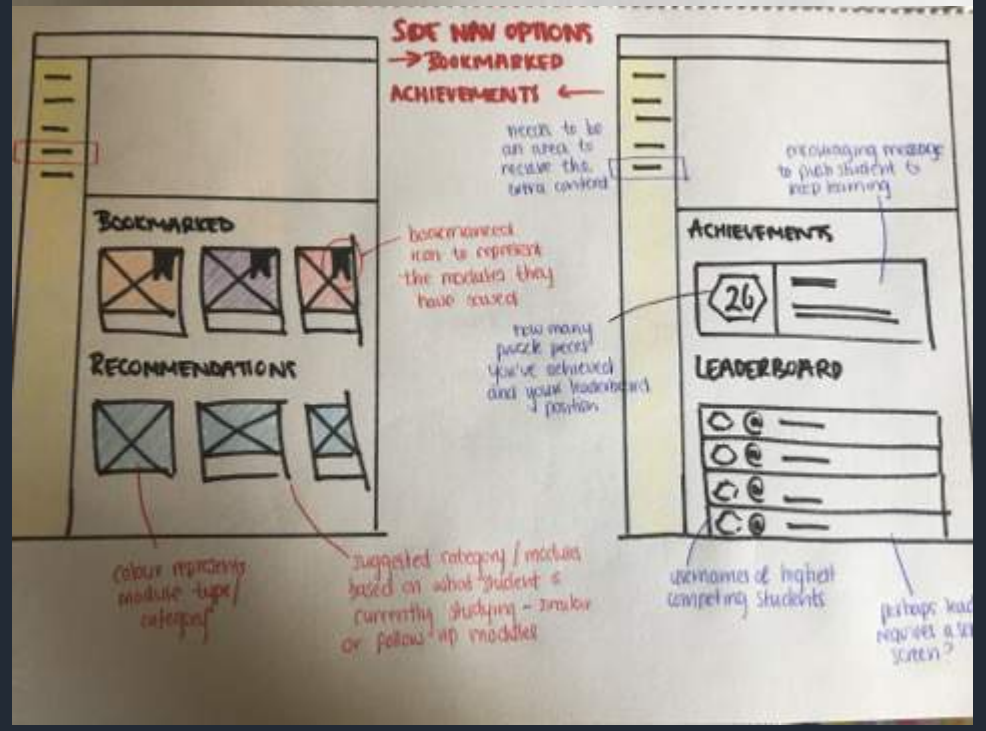


PROFILE DASHBOARD

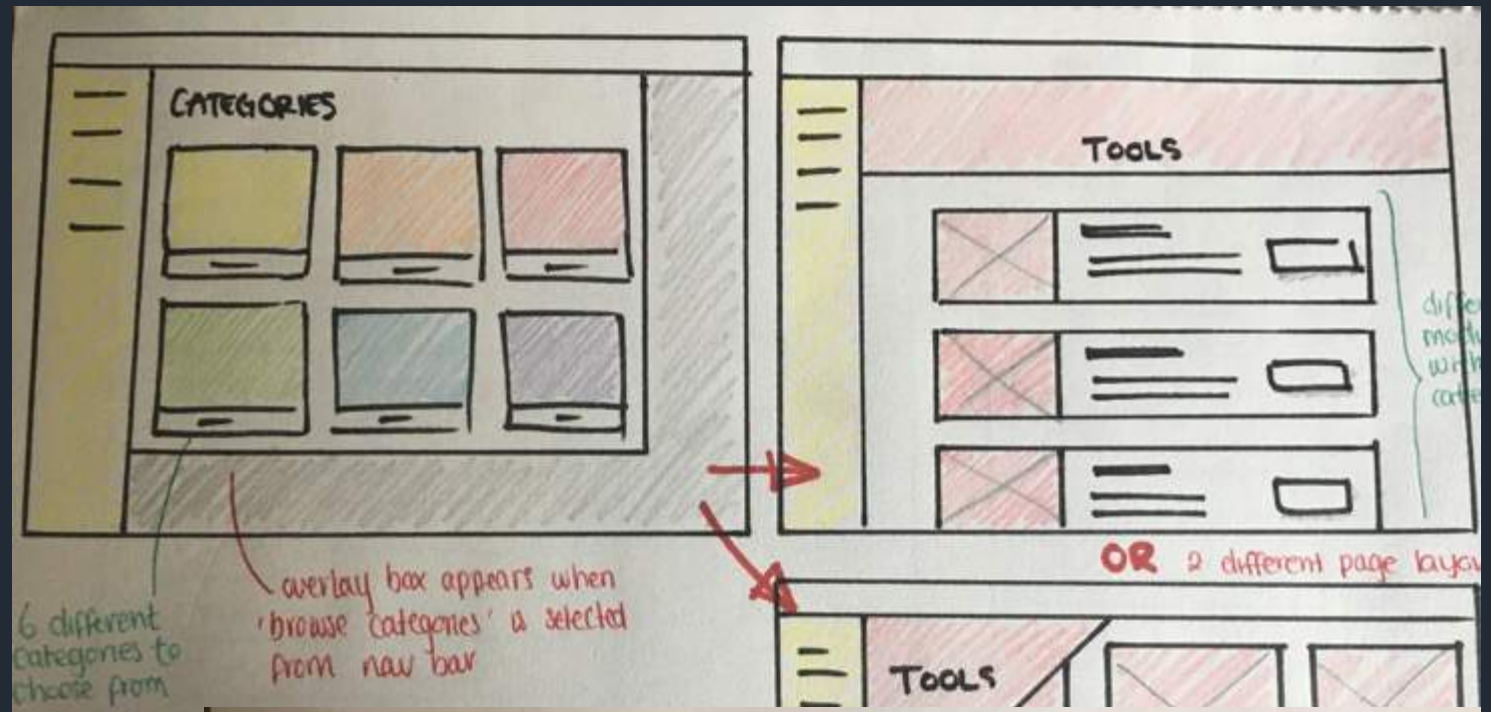


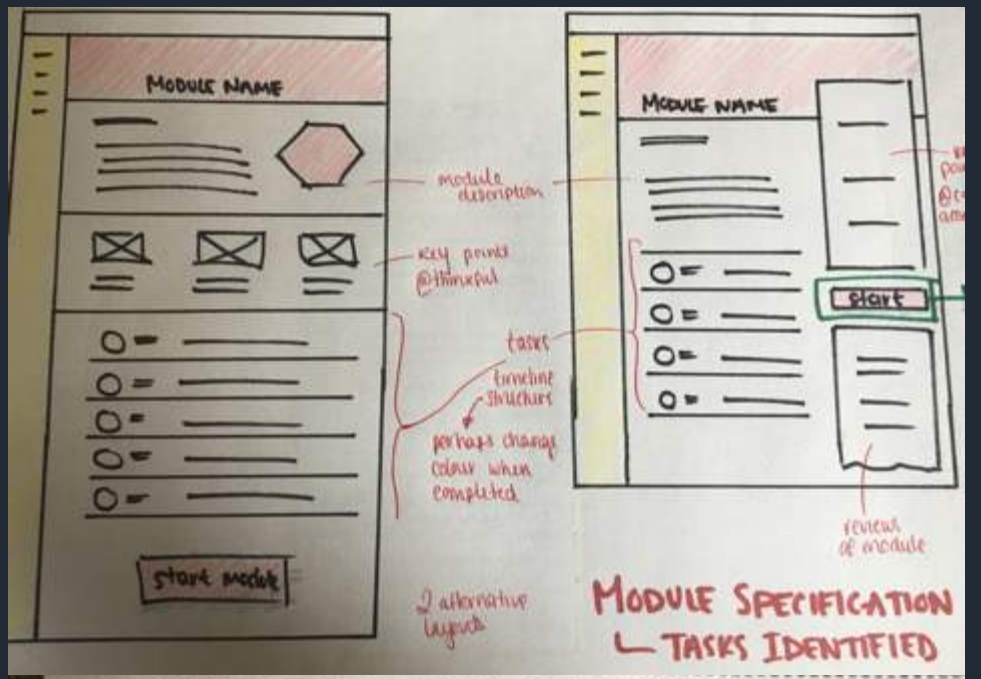


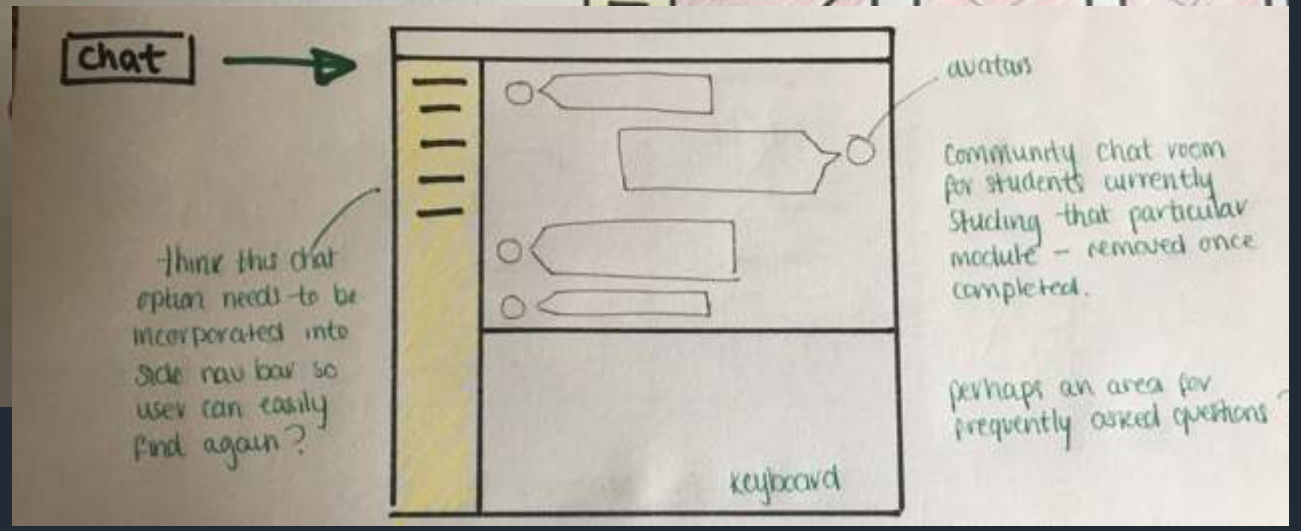


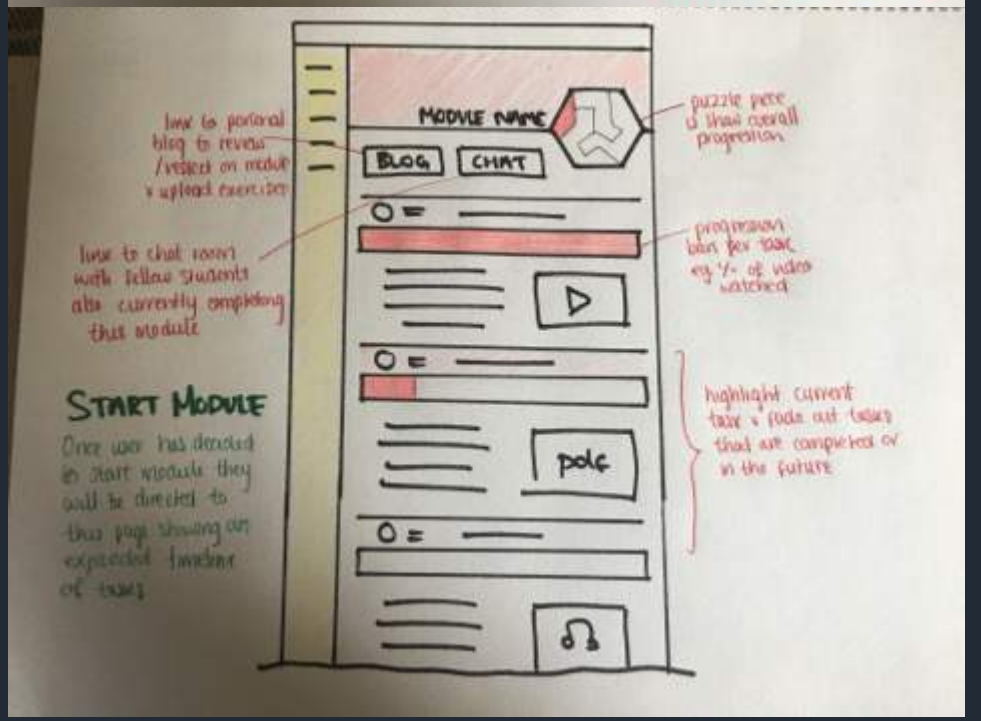


MODULE CONTENT









UXpert

My Modules

Browse Modules

Blog

Bookmarked

Achievements

Welcome to UXpert

3 Videos 1 Article 1 Audio 2 Exercises

Start Module

ELEMENT COLLAGE