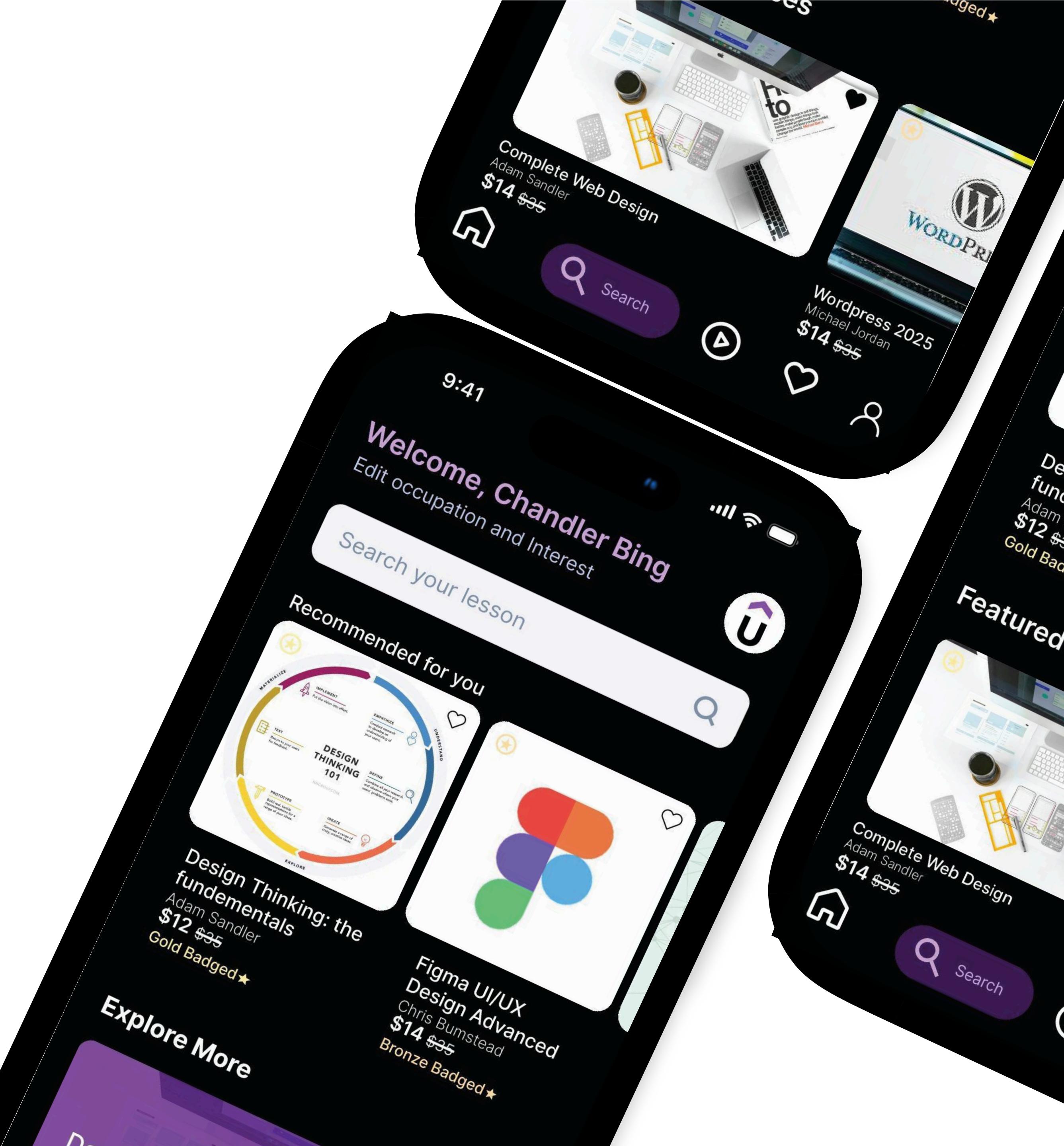


Refining Udemy

Using usability principles





Overview

Goal

To enhance the user engagement
in Udemy app

Key Findings

- Difficult Thumb Zone
- Text Heavy
- Less Reliable
- No Breathing Space

Task Given

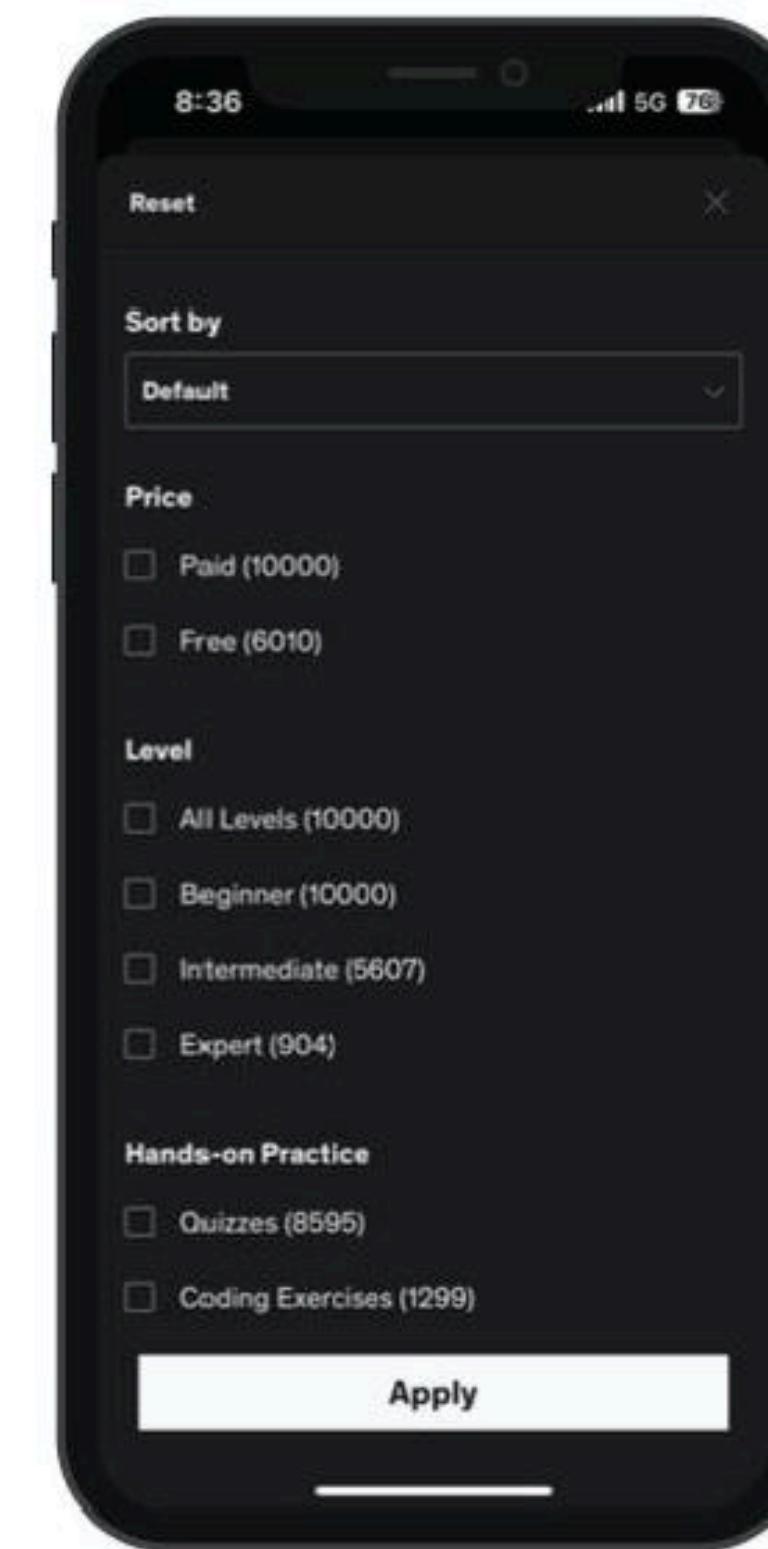
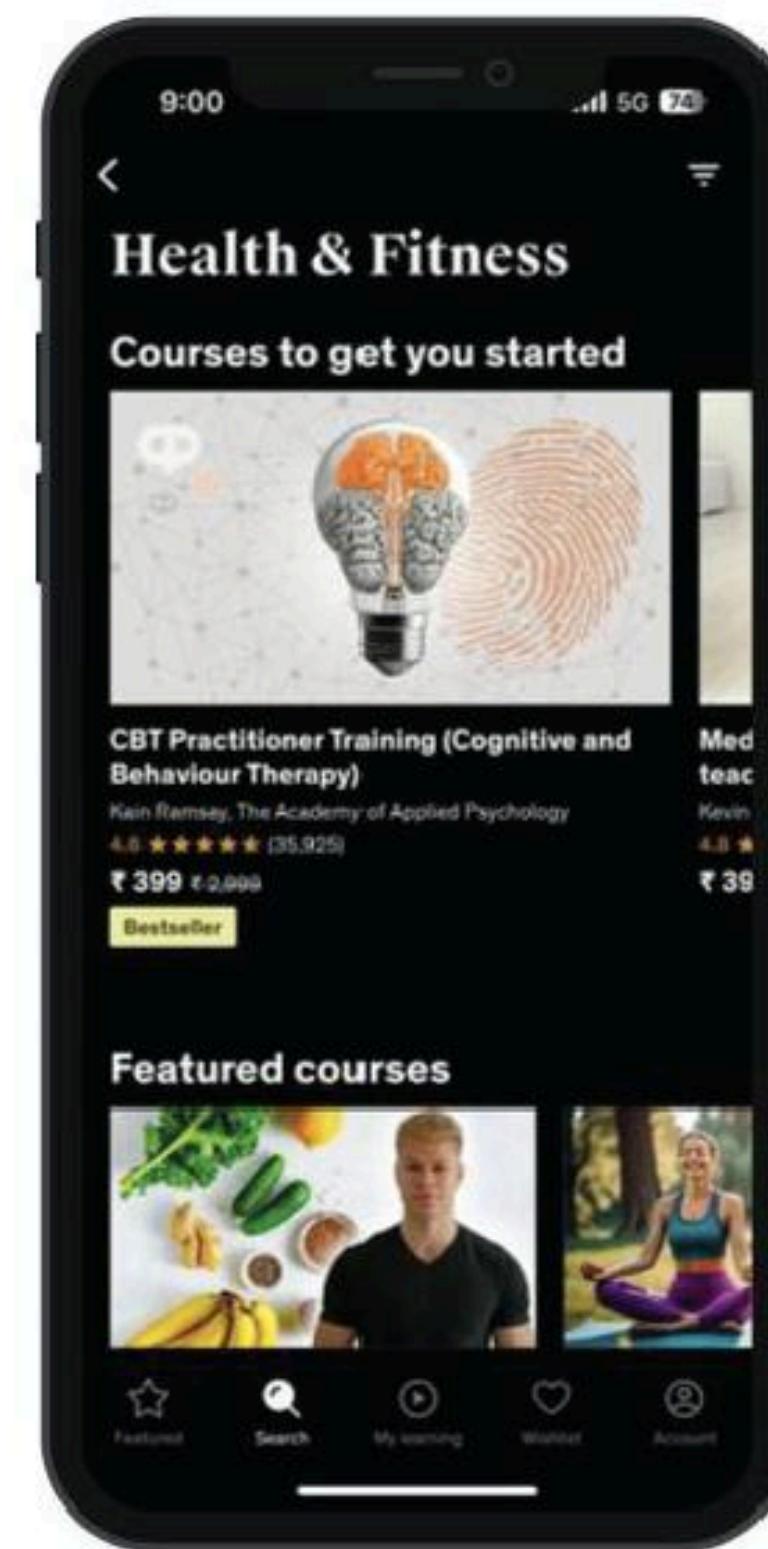
Search a course based of your choice by applying filters to it



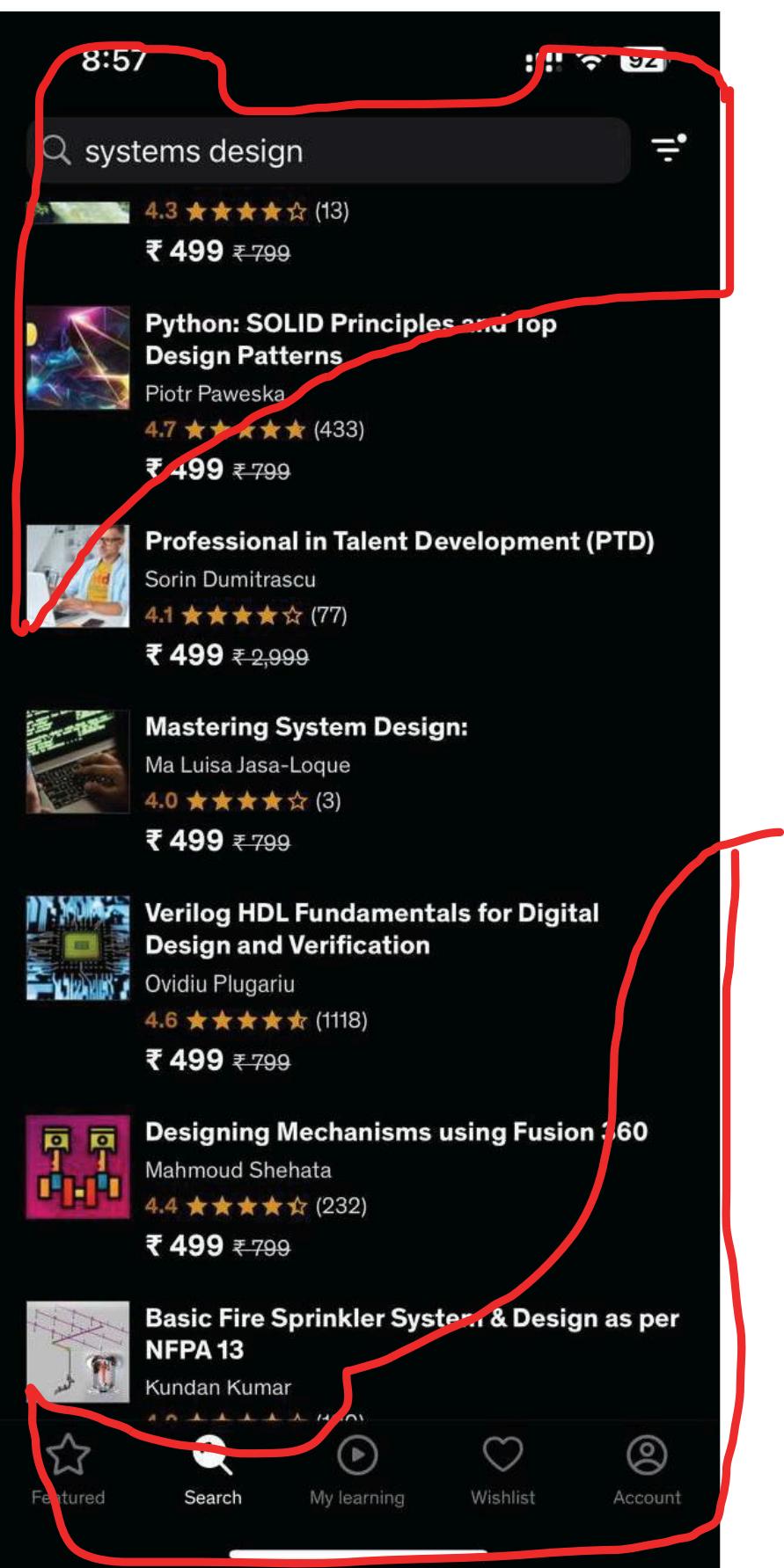
Competitive Analysis: Udemy vs Coursera

Parameter	udemy	coursera
Best For	Practical skills & quick learning	Academic certificates & degrees
Price Range	\$19.99 to \$199.99/ course	Starting \$39/ course
Course Format	Fully self-paced	Structured with deadlines
Instructors	Independent instructors & professionals	University professors & industry experts
Course Count	250,000+	7,000+
Certification Type	Course completion	Accredited
Quality Control	Varied quality standards	Strict vetting process
Users	Over 64 million	Over 92 million

Previous Screens



Outcome



Green: Easy-Reach Zone (most accessible)
Comfortably tap with their thumbs

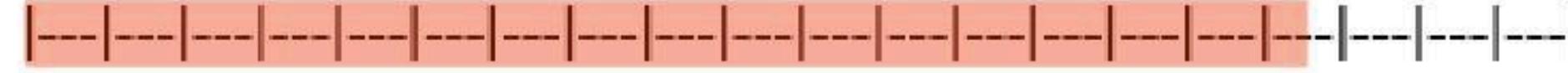
Yellow: Stretch Zone (moderately accessible)
requires some effort to reach but is still
accessible

Red: Hard-to-Reach Zone (least accessible)
Difficult to access with one-handed use

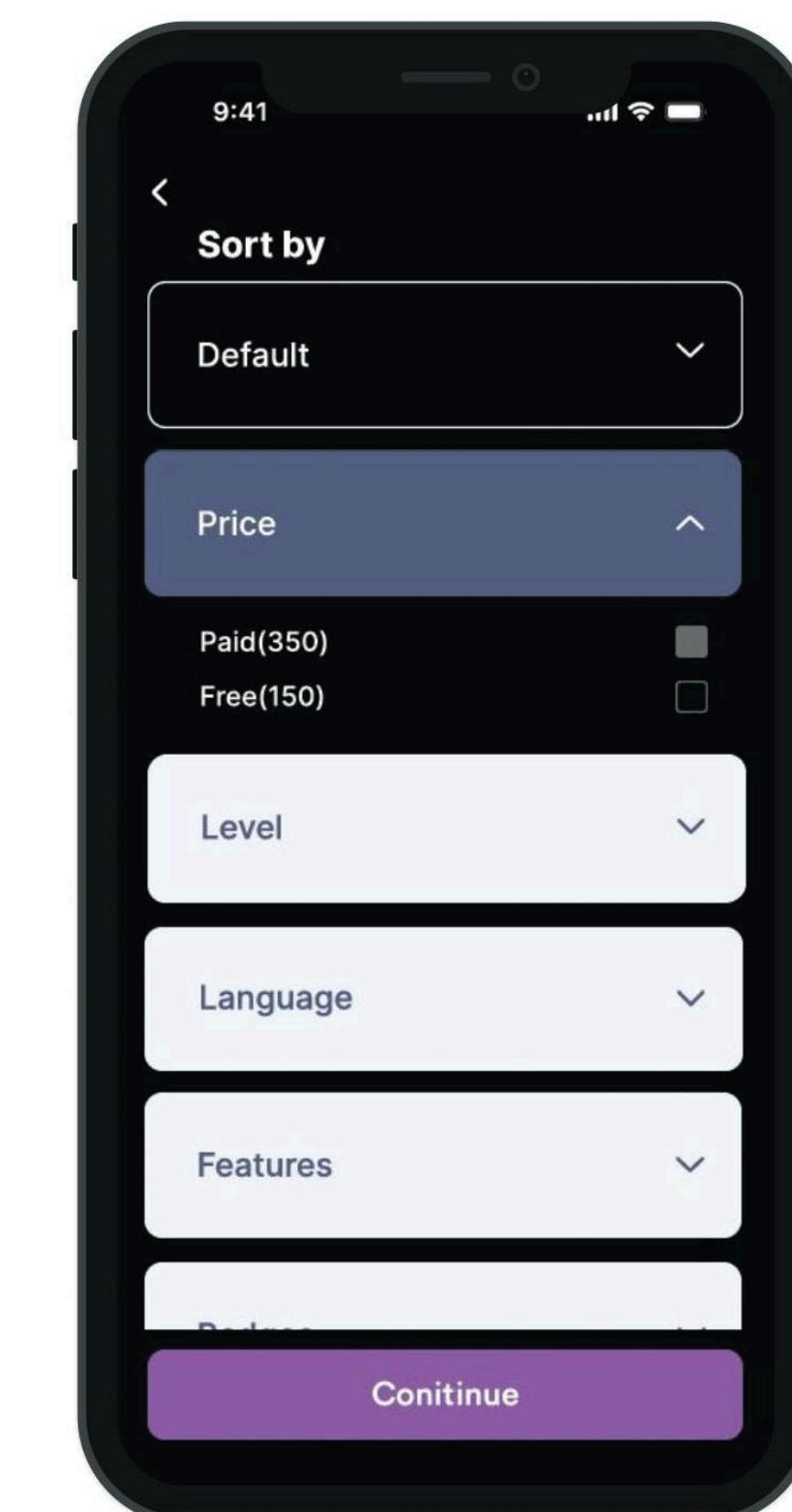
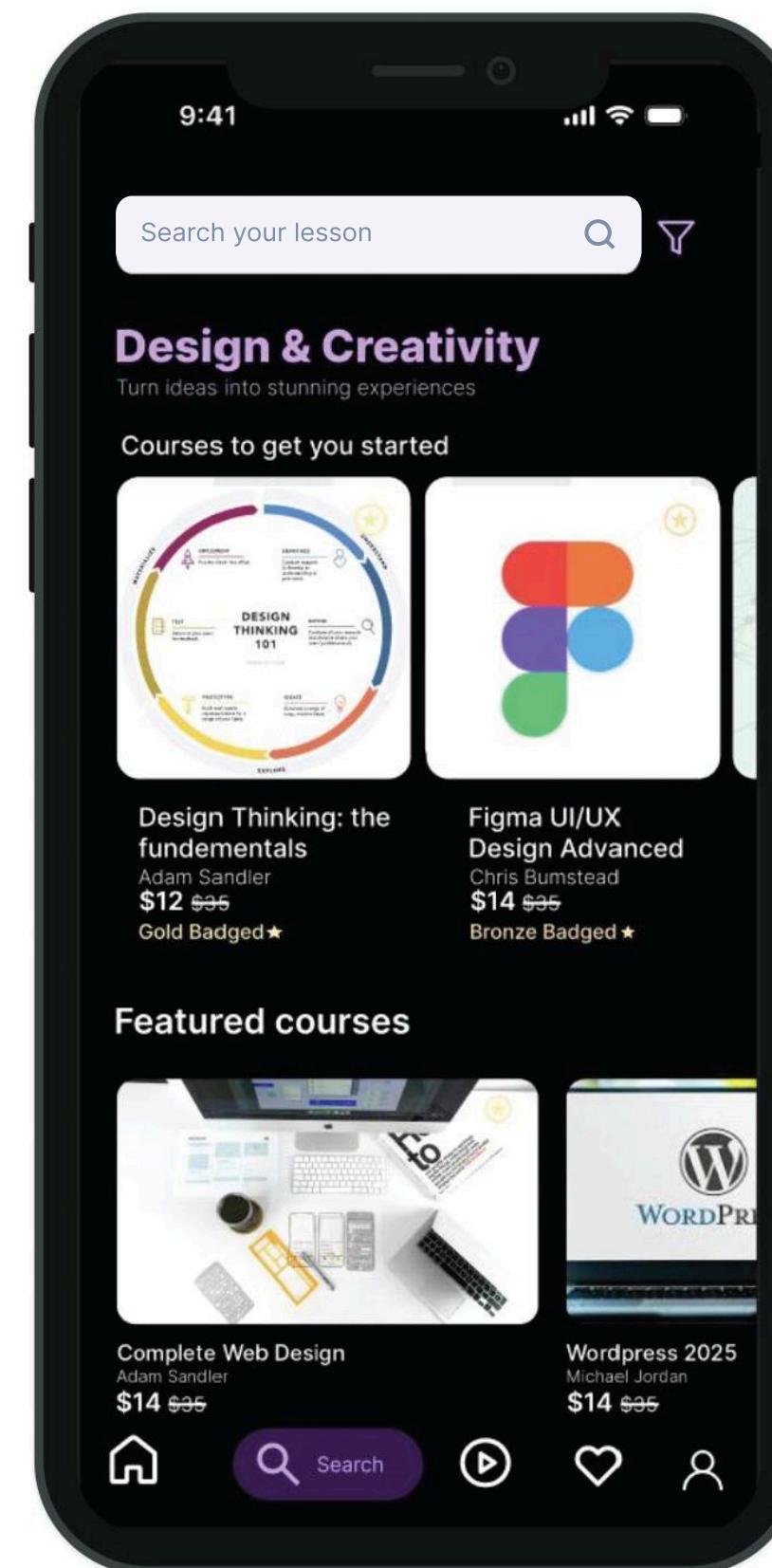
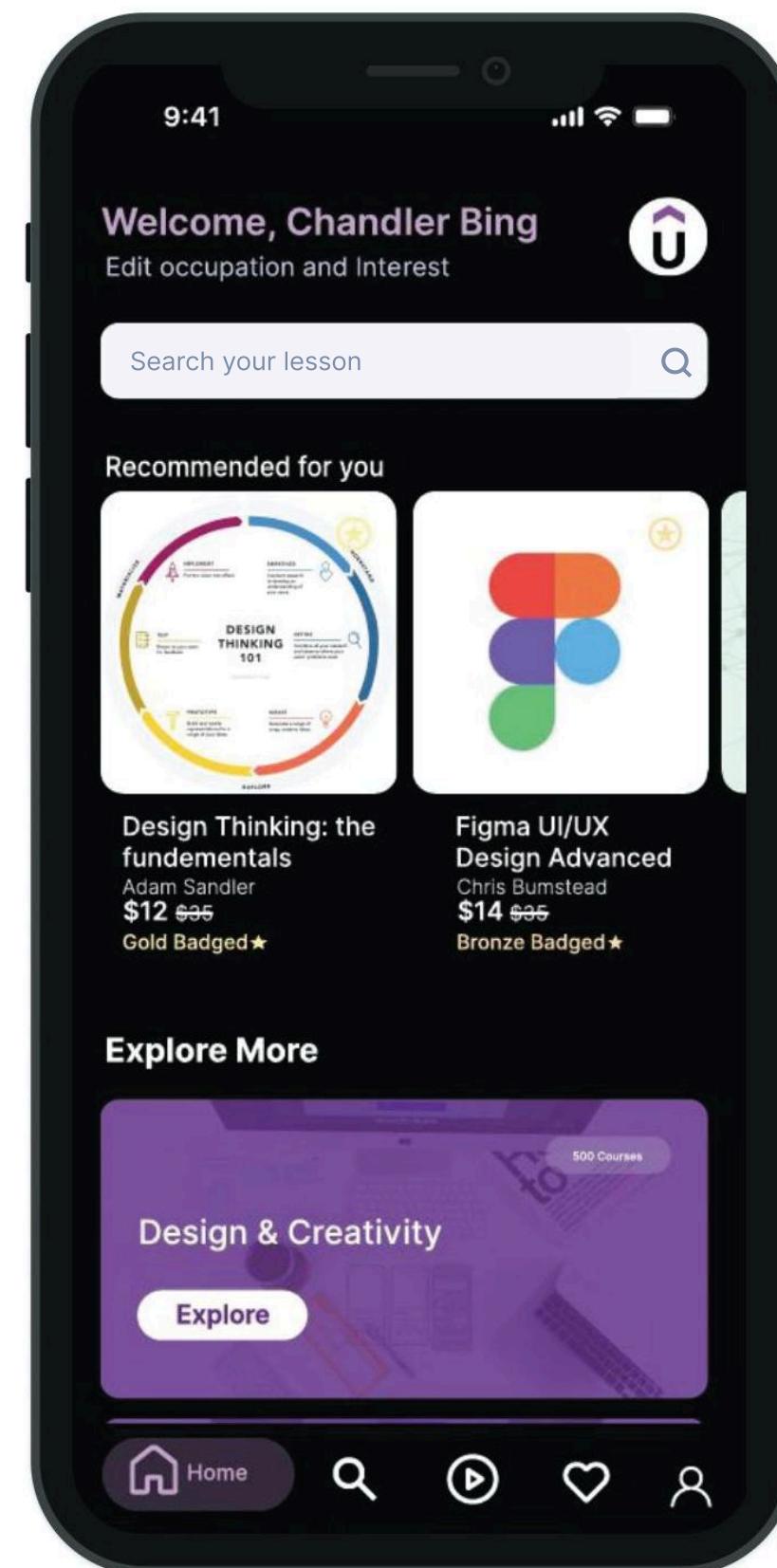




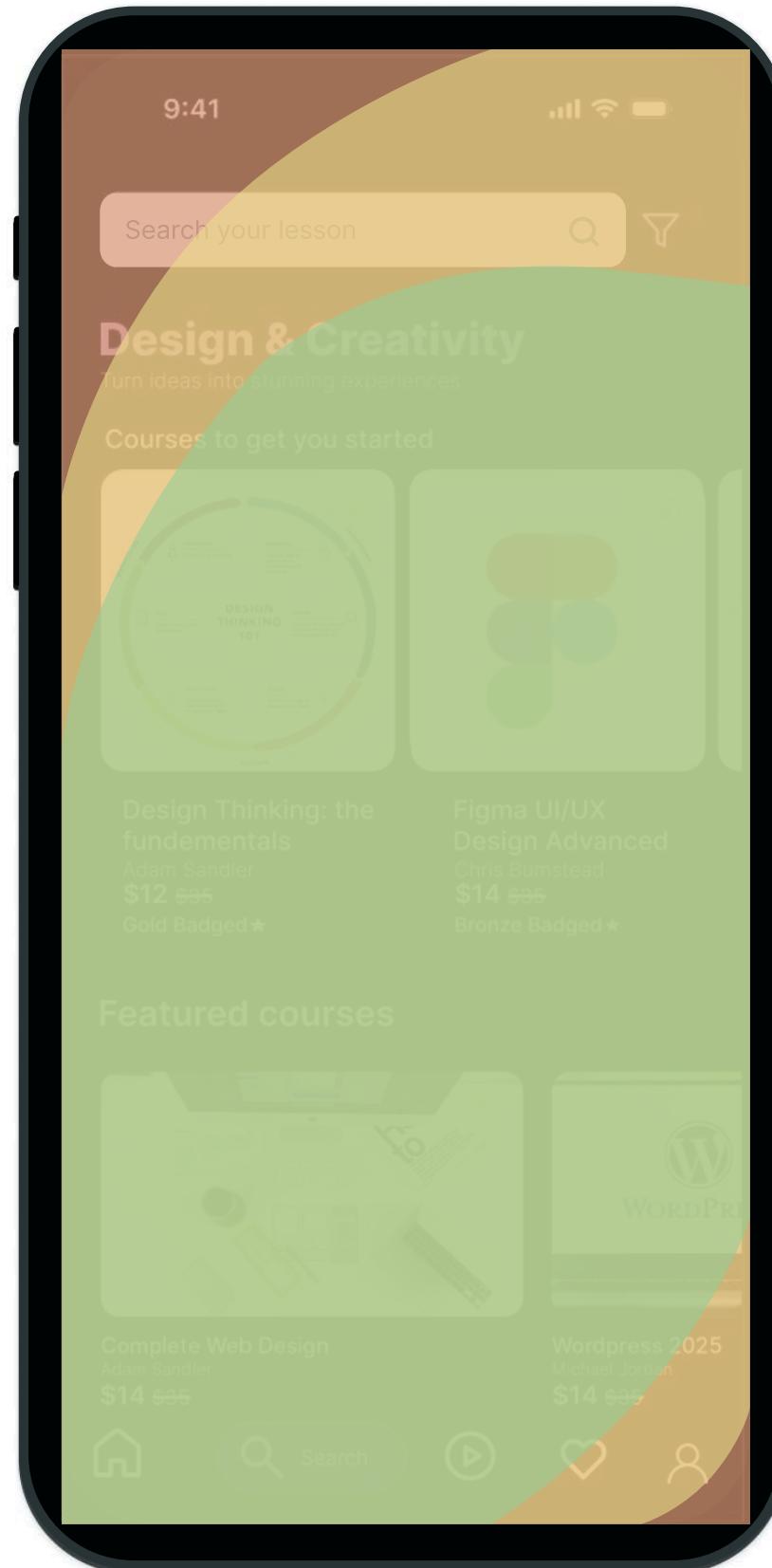
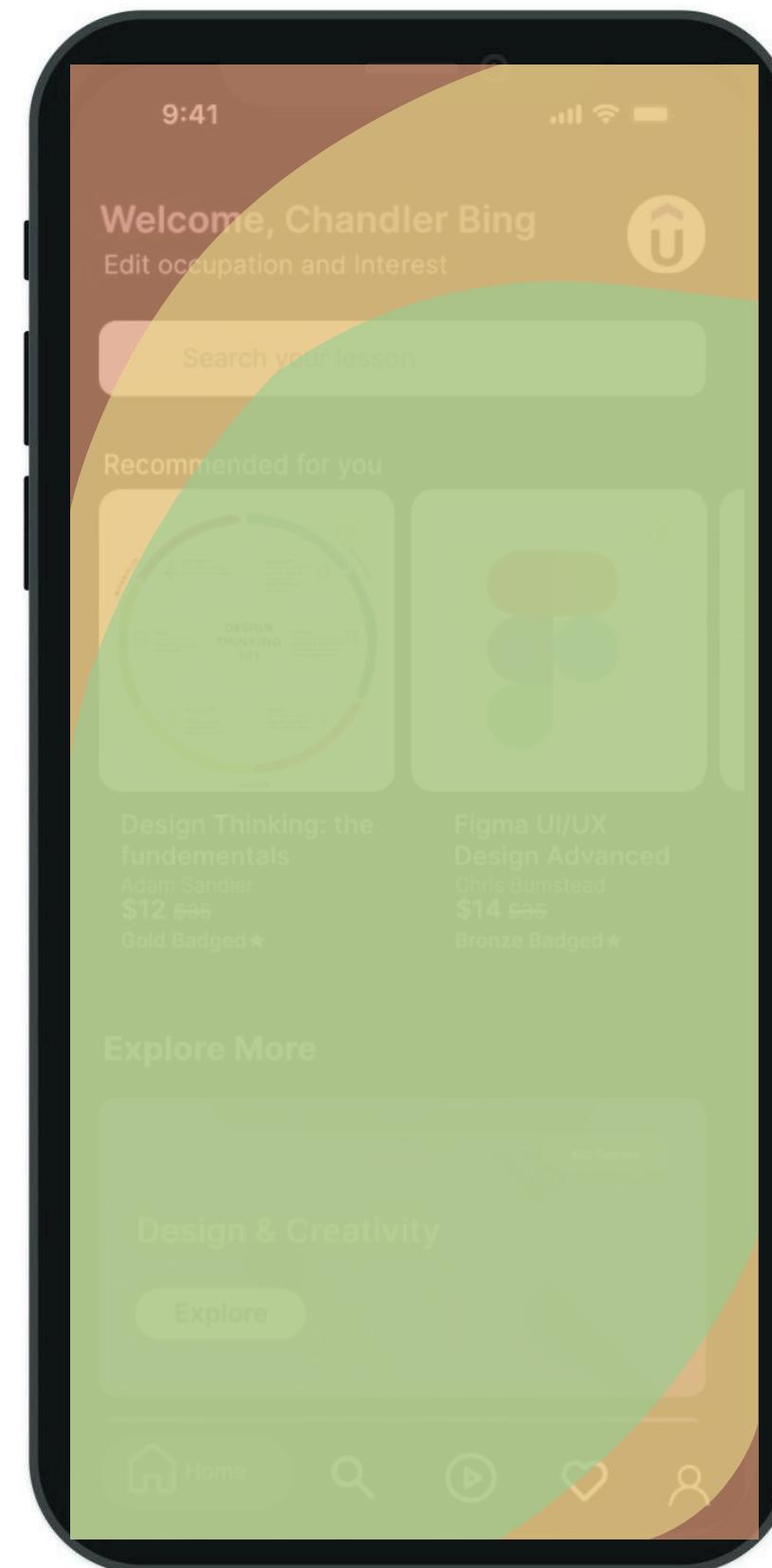
NASA TLX Results

Item	Factor		Response Line	
1	Mental Demand	Low		High
2	Physical Demand	Low		High
3	Temporal Demand	Low		High
4	Performance	Good		Poor
5	Effort	Low		High

High Fidelity Wireframes



New Thumb Zone(Right Hand)



Heatmap for New Screens

