



GROUP A_G4_P2

ANUSHA RANA	2023114
ARPIT RAJ	2023132
ASHER UL HAQUE	2023151
BHAVIK GARG	2023170
DEVAJ RATHORE	2023190
GAURAV CHAUHAN	2023218



[A_G4_P2 \(1\).pptx](#)



PROBLEM STATEMENT

“Upskilling is crucial for survival in this competitive world”

A vast portion of society finds it challenging to manage their time between their daily schedule and learning any new skill. This portion of society seeking to learn efficiently needs help manage the information available online efficiently and arrange lessons for themselves.



WHAT WE OFFER

“Upskilling is crucial for survival in this competitive world”

- ❖ Provide the user with information/ knowledge drawn from several sources after a thorough inspection of their material quality and credibility.
- ❖ Capability to create a micro learning schedule for the user with minimal input data about their existing schedules
- ❖ Robust Social integration
- ❖ Analysis and progress features that provide fair results for the user to self-evaluate



PROBLEM UNDERSTANDING

Learning is a universal concept that everyone has the potential to achieve.

However, people often struggle to start or continue their learning journey due to various barriers.

Goalx aims to address common barriers that plague our user base.



PROBLEM UNDERSTANDING

Lack of credible sources

The vastness of the internet provides the user with various sources claiming to be the best source of knowledge on the topic, but the user, because of his lack of awareness, cannot make the choice on his own.

Lack of scheduling abilities

Finding time for their goals and hobbies is a concern that our team discovered was shared by many. Many times the user simply forgot about their task and, in most of the other cases, could simply not be able to find the will to do the task



PROBLEM UNDERSTANDING

Find Goal to develop upon

Many times a user might want to develop their skills but might be unaware as to what skills they should work on or what hobbies are considered “trendy” or “in fashion”

Analyse their Progress

Using most conventional methods, it is not possible for the user to know exactly how much progress they have made and even if they are able to do so, it is not possible to determine how their progress in a single course fares against other courses for the same goals



REQUIREMENT GATHERING

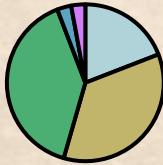
The team circulated an online forms and sat down with some target users to better understand their requirements

<https://forms.gle/LNFTZbGFjMPGsZC96>

<https://docs.google.com/spreadsheets/d/1JaXfNOcUxZiX7TKxm-T4smUz9ONEz0HGLOViVmWy07w/edit?usp=sharing>



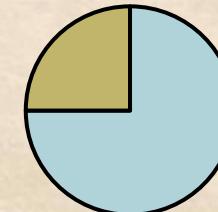
ANALYSIS OF DATA COLLECTED



Always Frequently Sometimes
 Rarely Never

Do you find it difficult to find time for your goals?

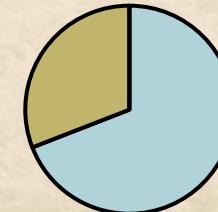
The team confirmed the requirement for scheduling suggestions as **only 5.8%** of the respondents rarely or never found it challenging to find time for their goals.



Yes No

Do you find starting a new goal/hobby difficult?

The team confirmed that **75%** of the target user base requires aid to start learning a new goal/hobby.



Yes Maybe No

If an application could provide you with a roadmap towards your goal/hobby, would you use it?

100% of the respondents showed interest



PERSONAS

This is our third iteration of personas

1st- Basic personas with outdated identified target user base

2nd- Identified new stakeholders and added corresponding personas. Added people with disabilities

3rd- Updated target user base and corresponding personas on suggestion of our TA

Our original target base was too broad and it was suggested that we shift our focus to only young adults and adults in order to better cater to their needs

Rohit Raj

- Demographics-**
 - >> 25 years old
 - >> Has a 9-5 job
 - >> Has a non-working wife, two kids
- Goals-**
 - >> Save enough to buy a small flat
 - >> Get significant side earning
 - >> Learn Trading
- Pain Points-**
 - >> Too many options in trading game
 - >> Doesn't know where to learn
 - >> Gets overwhelmed easily
 - >> Many non-trustable sources
- Habits-**
 - >> Overworking
 - >> Taking too much tension
 - >> Dedicated

Ajay Garg

- Demographics-**
 - >> 20 years old
 - >> Student at IIT-D
 - >> Nerd
 - >> Passionate about learning new things
 - >> New to programming
- Goals-**
 - >> Learn Programming
 - >> Balance studies and coding and having fun
 - >> Solve 100 questions on Leetcode by the end of the year
- Pain Points-**
 - >> Misses home and can't concentrate on studying
 - >> Most of his peers are not into programming
 - >> Hard to find helpful sources
 - >> Not easy to balance work-life in IIT-D
- Habits-**
 - >> Quick learner
 - >> Gives up quickly when faced with challenges
 - >> Not good at time management

Anjali Rana

- Demographics-**
 - >> 35 years old
 - >> Mother of two
 - >> Youngest is <2 years old
 - >> Her husband is supportive of her decision to start her own business
 - >> Bachelor's in business management
- Goals-**
 - >> Manage her married life and her business
 - >> Give time both to her baby, her elder kid and her business
 - >> Start the business within a year
- Pain Points-**
 - >> Post pregnancy recovery has left her body and mind drained
 - >> Hard to find time
 - >> Not easy to find proper childcare
 - >> Finds it hard to learn business plan and marketing strategy again
- Habits-**
 - >> Watches too many online blogs, articles on business and finance
 - >> Constantly worrying over her husband and children
 - >> Spends several hours online trying to find a good business model

Gaurav Sharma

- Demographics-**
 - >> 37 years old
 - >> Has no job
 - >> Has two kids to support
 - >> Short guy
- Goals-**
 - >> Learn web-development
 - >> Get a significant income streaming from web development
 - >> Support his wife to put bread on the table
- Pain Points-**
 - >> Not accepted in society due to being a stay at home dad
 - >> Help his wife instead of being taunted by her
- Habits-**
 - >> Lazy
 - >> Taking too much tension
 - >> Wastes too much time on social media

Ashee Malik

- Demographics-**
 - >> 60 years old
 - >> Retired nurse
 - >> Lives alone
 - >> Bachelor's in Nursing
- Goals-**
 - >> Wants to become a volunteer
 - >> She wants to give back to the community she was born in
 - >> To teach the next generation how to be a good nurse
- Pain Points-**
 - >> Lack of confidence in her teaching skills
 - >> Hard to find a good volunteer teaching program that allows her to share her knowledge
 - >> Can't follow through more complex applications on the internet due to her age
- Habits-**
 - >> Excellent nurse
 - >> Quick learner
 - >> Active on social media
 - >> Warmth, kindness and generosity
 - >> Avid reader

Devashri Rathore

- Demographics-**
 - >> 25 years old
 - >> Part-time teacher
 - >> Passionate about music
- Goals-**
 - >> Learn how to play the guitar
 - >> Express her creativity through music on Instagram
 - >> Connect with other guitarists on similar skill level
- Pain Points-**
 - >> Lack of access to a guitar teacher who is patient and understanding
 - >> Needs affordable guitar lessons
 - >> Not easy to find a platform which tests her skills and gives feedback
- Habits-**
 - >> Not active on social media
 - >> Constantly worrying over future life, plays guitar as an escape
 - >> Listens to a lot of music

Jogendar Bhogi

- Demographics-**
 - >> 64 years old
 - >> Retired engineer
 - >> Has two kids to support
 - >> Big knowledge of Technology
- Goals-**
 - >> Give his knowledge back to the society
 - >> Get platform to teach
 - >> Increase his modest retirement income
- Pain Points-**
 - >> Feeling lonely
 - >> Feels isolated from the rest of peer group of his age as he is very tech-savvy
- Habits-**
 - >> Doesn't spend enough time on social media
 - >> Taking too much tension
 - >> Avid coder

Kanupriya Narayan

- Demographics-**
 - >> 30 years old
 - >> Female
 - >> Has a child and a husband
- Goals-**
 - >> Make learning more engaging for her students
 - >> Help students be more creative
 - >> Use the power of technology in a positive way
- Pain Points-**
 - >> Feeling overwhelmed by curriculum requirements
 - >> Struggles to win her students' attention and make them obey her till the bell rings and only because she controls marks
- Habits-**
 - >> Very hands-on
 - >> Open to new ideas and willing to try new technologies
 - >> Plans and micromanages everything about her students

Anousha Fatima

- Demographics-**
 - >> 12 years old
 - >> Male
 - >> Student fifth grade
 - >> Has a lot of friends who like to play games
- Goals-**
 - >> Learn making games on Scratch
 - >> Learn to make animations on Scratch
 - >> Become the best game developer in the whole Universe
- Pain Points-**
 - >> Math homework, English homework, Hindi homework, Homework
 - >> Does not know math for coding in Scratch such as coordinate system
- Habits-**
 - >> Lazy
 - >> wastes too much time on youtube
 - >> Plays a lot of games



Rohit Raj

Demographics-

- >>27 years old
- >> Has a 9-5 job
- >>Has a non-working wife, two kids

Goals-

- >>Save enough to buy a small flat
- >>Get a significant side earning
- >>Learn Trading

Pain Points-

- >>Too many options in trading game
- >>Doesnt know where to learn
- >>Gets overwhelmed easily
- >>many non-trustable sources



Habits-

- >>Overworking
- >>Taking too much tension
- >>Dedicated



Ajay Garg

Demographics-

- >>18 years old
- >> Student at IIIT-D
- >>Male, nerd
- >>Passionate about learning new things
- >> New to programming

Goals-

- >>Learn Programming
- >>balance studies and coding and having fun
- >>Solve 100 questions on Leetcode by the end of the year

Pain Points-

- >>Misses home and cant concentrate on studying
- >>Most of his peers are not new to programming
- >>Not easy to find helpful sources
- >>Not easy to balance work-life in IIIT-D



Habits-

- >>Quick learner
- >>Gives up quickly when faced with failure
- >>Not good at time management



Anjali Rana

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- >>35 years old
- >> Mother of two
- >> Youngest is <2 years old
- >> Her husband is supportive of her decision to start her own business
- >> Bachelor's in business management

Pain Points-

- >>Post pregnancy recovery has left her body and mind drained
- >>She has a severe lack of time
- >>Not easy to find proper childcare
- >>Cant easily learn business plan and marketing strategy again

Goals-

- >>Manage her married life and her business
- >>Give time both to her baby her elder kid and her business
- >>Start the business within a year

Habits-

- >>Watches too many online blogs, articles on business and startups
- >>Constantly worrying over her husband and children
- >>Spends several hours online trying to find a good business model





Gaurav Sharma

Demographics-

- >>40 years old
- >> Has no job
- >> Has two kids to support
- >>short guy

Goals-

- >>Learn web-development
- >>Get a significant income streaming from web development
- >>Support his wife to put bread on the table

Pain Points-

- >> Not accepted in society due to being a stay at home dad
- >> Help his wife instead of being taunted by her



Habits-

- >>Lazy
- >>Taking too much tension
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- >> 60 years old
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Goals-

- >>Wants to become a volunteer teacher
- >>She wants to give back to the community she was born in
- >>To teach the next generation how to be a good nurse

Pain Points-

- >>Lack of confidence in her teaching skills
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Habits-

- >> Excellent nurse
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Pain Points-

- >> Lack of access to a guitar teacher who is patient and understanding
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- >> Not easy to find a platform which tests her skills and gives feedback



Goals-

- >> Learn how to play the guitar
- >> Express her creativity through music on instagram
- >> Connect with other guitarists on similar skill level

Habits-

- >> Not active on social media
- >> Constantly worrying over future life, plays guitar as an escape
- >> Listens to a lot of music



Jogendar Bhogi

Demographics-

- >> 64 years old
- >> Retired engineer
- >> Has two kids to support
- >> Big knowledge of Technology

Goals-

- >> Give his knowledge back to the community
- >> Get platform to teach
- >> Increase his modest retirement income

Pain Points-

- >> Feeling lonely
- >> Feels isolated from the rest of peer group of his age as he is very tech-savvy



Habits-

- >> Doesn't spend enough time on social media
- >> Taking too much tension
- >> Avid coder



Kanupriya Narayan

Demographics-

- >> 30 years old
- >> Middle School Teacher
- >> Female
- >> Has a child and a husband

Goals-

- >> Make learning more engaging for her students
- >> Help students be more creative
- >> Use the power of technology in a positive way

Pain Points-

- >> Feeling overwhelmed by curriculum requirements
- >> Struggles to win her students respect, they obey her till the bell rings and only because she controls marks



Habits-

- >> Very hardworking
- >> Open to new ideas and willing to try new technologies
- >> Plans and micromanages everything about her students



Anousha Fatima

Demographics-

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- >> Female
- >> Student fifth grade
- >> Has a lot of friends who like to play games

Goals-

- >> Learn making games on Scratch
- >> Learn making animations on Scratch
- >> Become the best game developer in the whole Universe

Pain Points-

- >> Math homework, English homework, Hindi homework. Homework
- >> Does not know math for coding in Scratch such as coordinate system

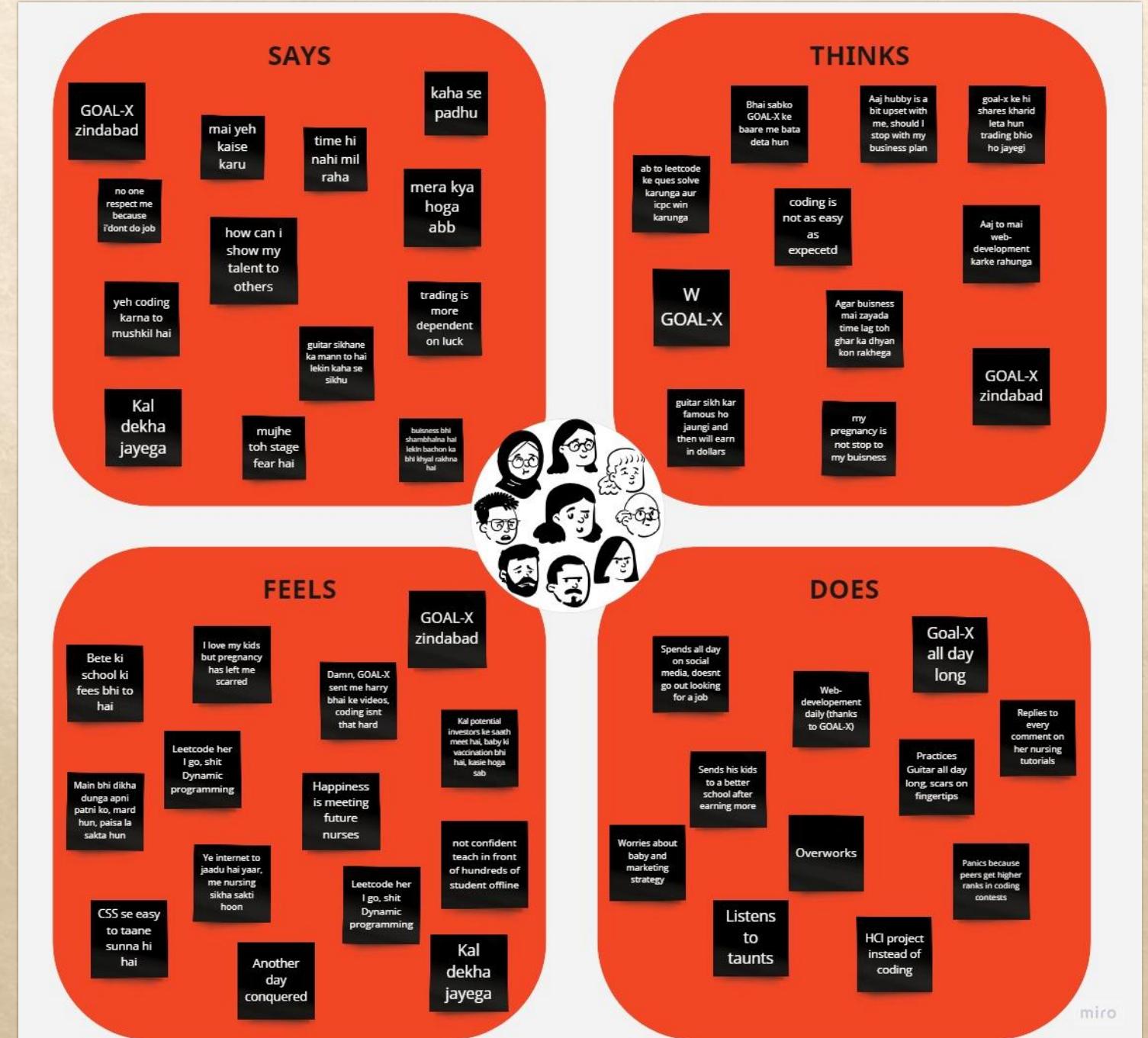
Habits-

- >> Lazy
- >> Wastes too much time on youtube
- >> Plays a lot of games





EMPATHY MAPPING



https://miro.com/app/board/uXjVNWNnY3Zg=/?share_link_id=566886366046



SAYS

GOAL-X
zindabad

no one
respect me
because
i'dont do job

yeh coding
karna to
mushkil hai

Kal
dekha
jayega

mai yeh
kaise
karu

how can i
show my
talent to
others

mujhe
toh stage
fear hai

time hi
nahi mil
raha

guitar sikhane
ka mann to hai
lekin kaha se
sikhu

kaha se
padhu

mera kya
hoga
abb

trading is
more
dependent
on luck

buisness bhi
shambhalna hai
lekin bachon ka
bhi khyal rakhna
hai





THINKS

ab to leetcode
ke ques solve
karunga aur
icpc win
karunga

W
GOAL-X

guitar sikh kar
famous ho
jaungi and
then will earn
in dollars

Bhai sabko
GOAL-X ke
baare me bata
deta hun

coding is
not as easy
as
expeceted

Agar buisness
mai zayada
time lag toh
ghar ka dhyan
kon rakhega

my
pregnancy is
not stop to
my buisness

Aaj hubby is a
bit upset with
me, should I
stop with my
business plan

goal-x ke hi
shares kharid
leta hun
trading bhio
ho jayegi

Aaj to mai
web-
development
karke rahunga

GOAL-X
zindabad



FEELS

GOAL-X
zindabad

Bete ki
school ki
fees bhi to
hai

I love my kids
but pregnancy
has left me
scared

Damn, GOAL-X
sent me harry
bhai ke videos,
coding isn't
that hard

Kal potential
investors ke saath
meet hai, baby ki
vaccination bhi
hai, kasie hogा
sab

Main bhi dikha
dunga apni
patni ko, mard
hun, paisa la
sakta hun

Leetcode her
I go, shit
Dynamic
programming

Happiness
is meeting
future
nurses

not confident
teach in front
of hundreds of
student offline

CSS se easy
to taane
sunna hi
hai

Ye internet to
jaadu hai yaar,
me nursing
sikha sakti
hoon

Leetcode her
I go, shit
Dynamic
programming

Kal
dekha
jayega

Another
day
conquered



DOES

Spends all day
on social
media, doesn't
go out looking
for a job

Web-
development
daily (thanks
to GOAL-X)

Goal-X
all day
long

Sends his kids
to a better
school after
earning more

Practices
Guitar all day
long, scars on
fingertips

Replies to
every
comment on
her nursing
tutorials

Worries about
baby and
marketing
strategy

Overworks

Panics because
peers get higher
ranks in coding
contests

Listens
to
taunts

HCI project
instead of
coding



SCENARIOS

https://www.canva.com/design/DAFx7XNZ6mk/6JTe1LX-JUwgIyK0NZvYGA/edit?utm_content=DAFx7XNZ6mk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton



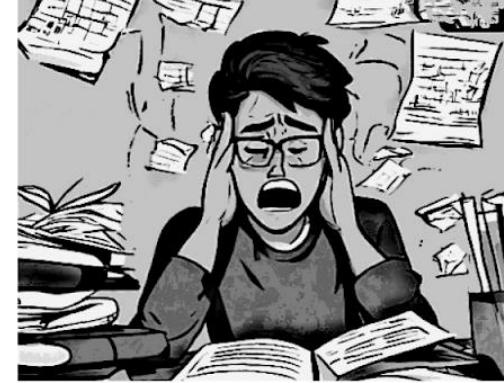
STORY BOARD



Ajay is a student who recently cleared JEE and got into IIIT Delhi in the CSE branch. He is very passionate and wants to learn new things.



There, He came to know about the world of Programming. He finds it interesting but finds it difficult to learn. He has gone through many sources, but none of them were helpful.



He got so frustrated and demotivated because of that. Due to continuous searching over the internet, he could not focus on other things in his life.



Then he remembered that his friend told him once about "GOAL-X" (an app that provides a roadmap for specific things, whichever the user demands).



He then created his account on it and explored the app. He got his all holidays scheduled there and got a perfect step-wise guide for programming.



Now, He is delighted as GOAL-X improved his work-life balance and also helped him learn Programming effortlessly, which he was keen to learn.

GOAL-X



GOAL-X

STORYBOARD



Rohit earns very minimal with his 9 to 5 job. So, he wants to have a side income with which he can provide more to his family.



He discussed his problem with his friend, to which his friend suggested him to do trading, as today trading generates the best side income one can have.



He started exploring different sources to learn to trade, but due to the guidance of many non-trustable sources, He started losing money in stock market and became very sad.



Then, one day, while scrolling YouTube, he saw an ad of "GOAL-X" that provides a proper roadmap per the user's needs. He downloaded it and filled in every info there, whatever is required in the app.



GOAL-X provided him with a perfect timetable for daily life and the best sources and books to learn to trade. He started following the steps religiously.

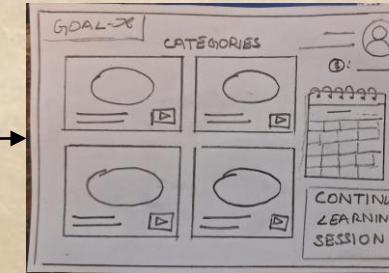
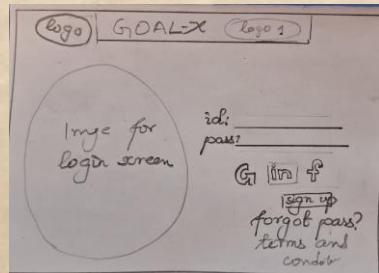
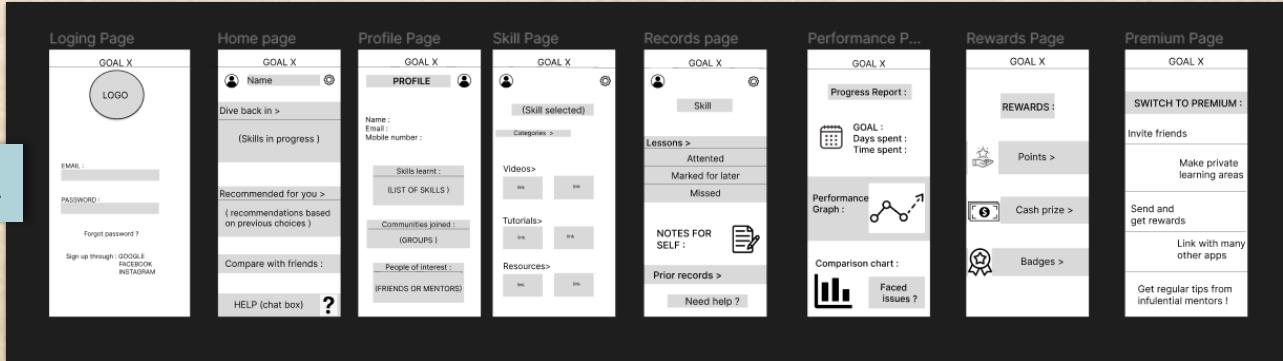


Now, Rohit is one of the big and profitable investors from his city in the stock market. See his happiness! Lastly, he rated GOAL-X a 5 star as it was actually the key-factor because of which he learnt trading properly.

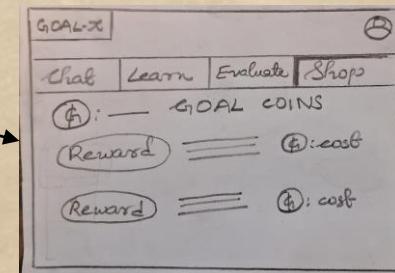
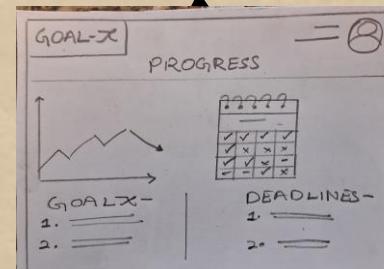
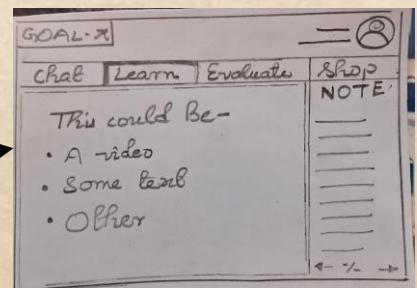
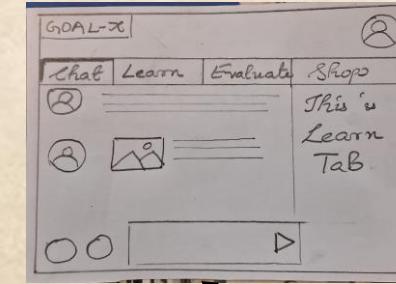


LO-FIs

LO-FI A



LOW-FI B





LOW-FI TESTING

Using the results from the low-fi testing, the group started working on our final iterations for the design process.

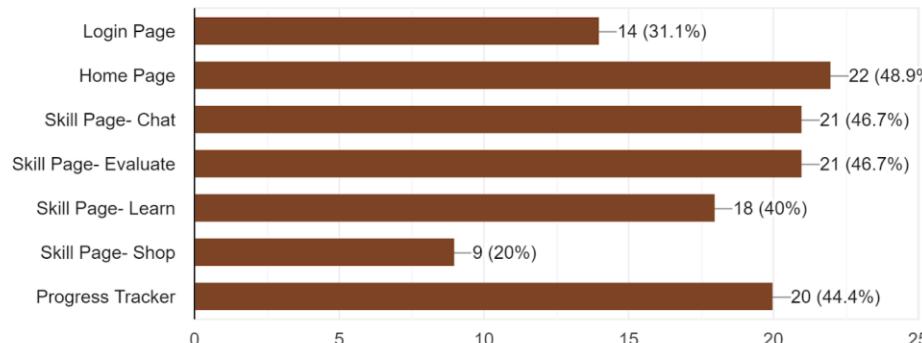
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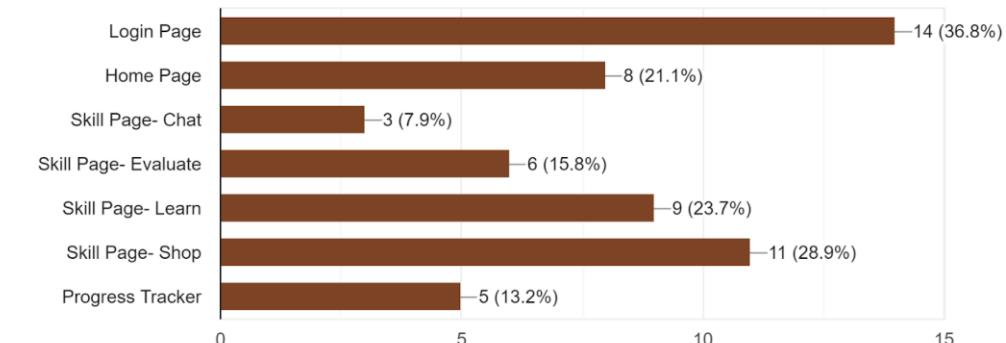
Which Pages of A did you appreciate?

45 responses



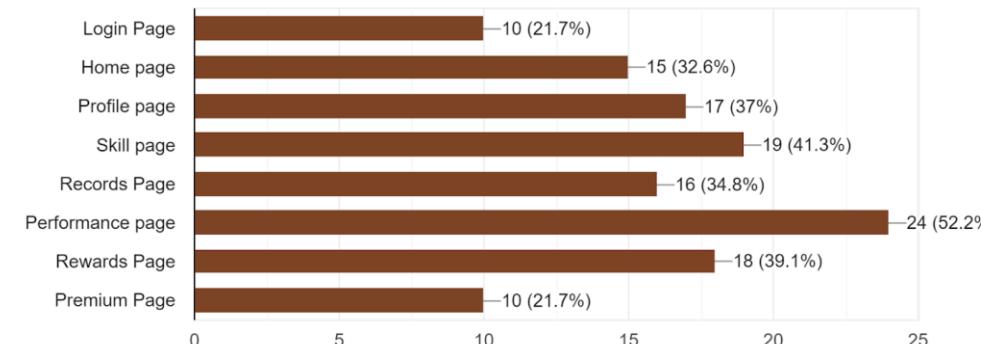
Which Pages of A did you NOT appreciate?

38 responses



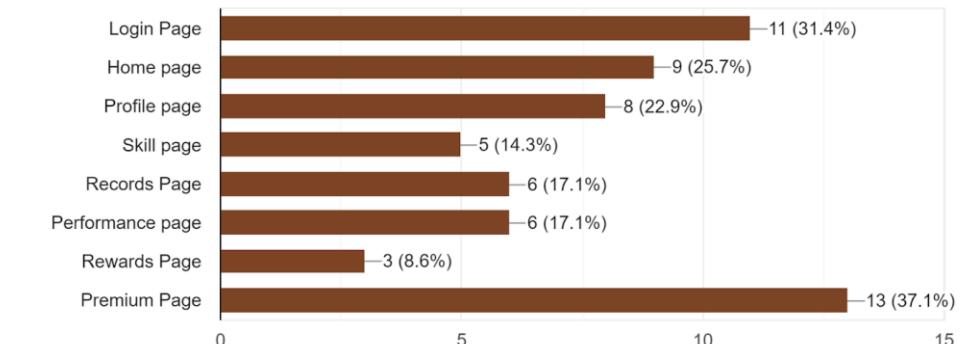
Which Pages of B did you appreciate?

46 responses



Which Pages of B did you NOT appreciate?

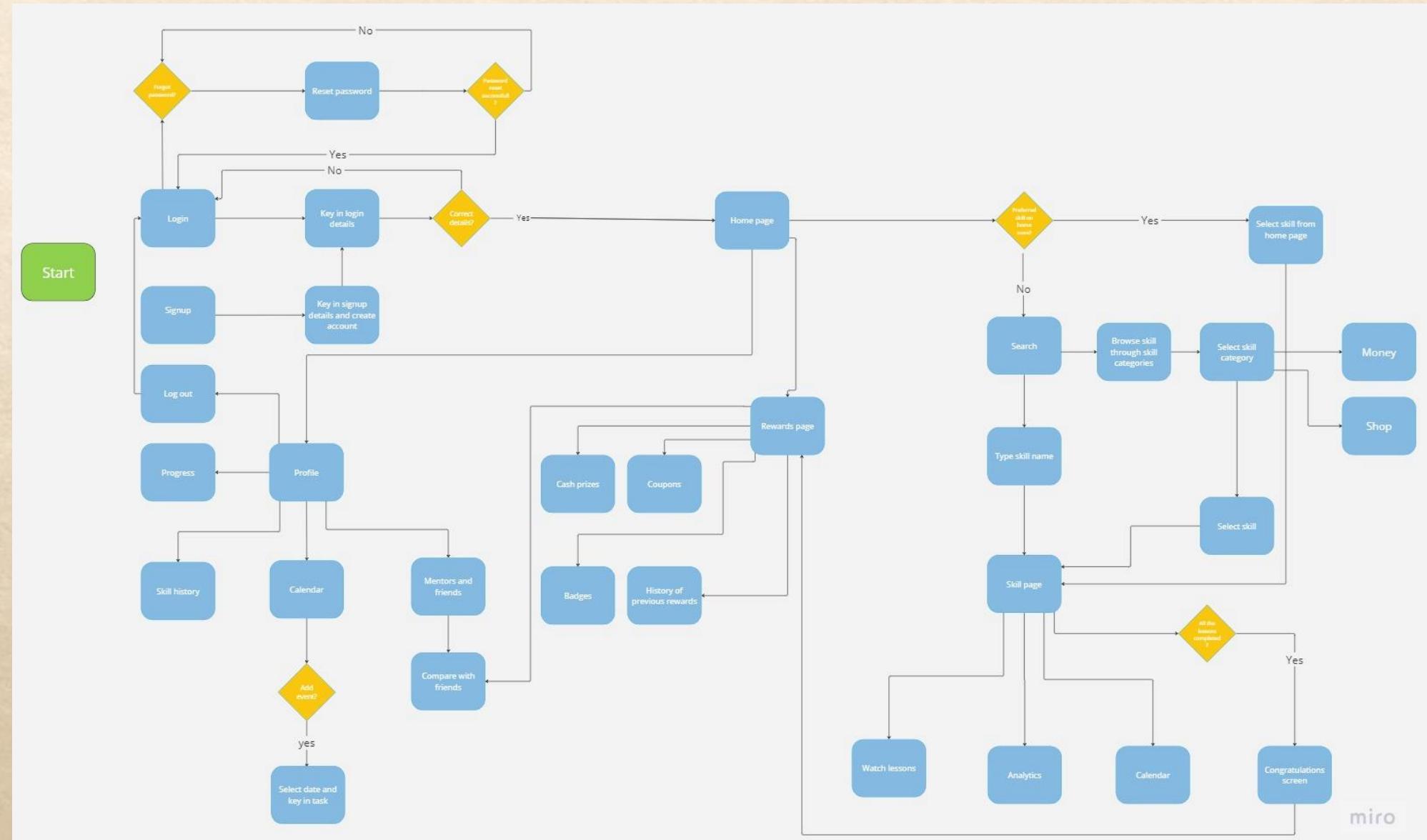
35 responses





FINAL TASK FLOW

<https://miro.com/app/board/uXjVNKs0yqU=/>

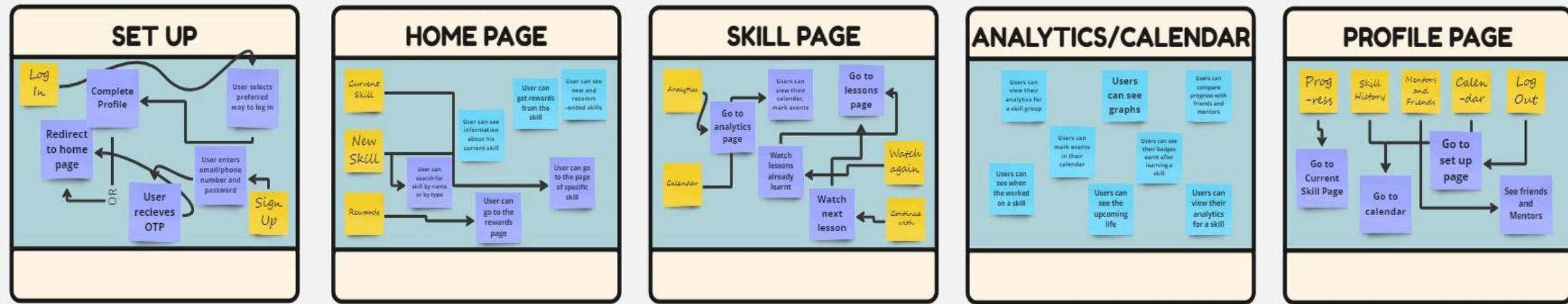


miro

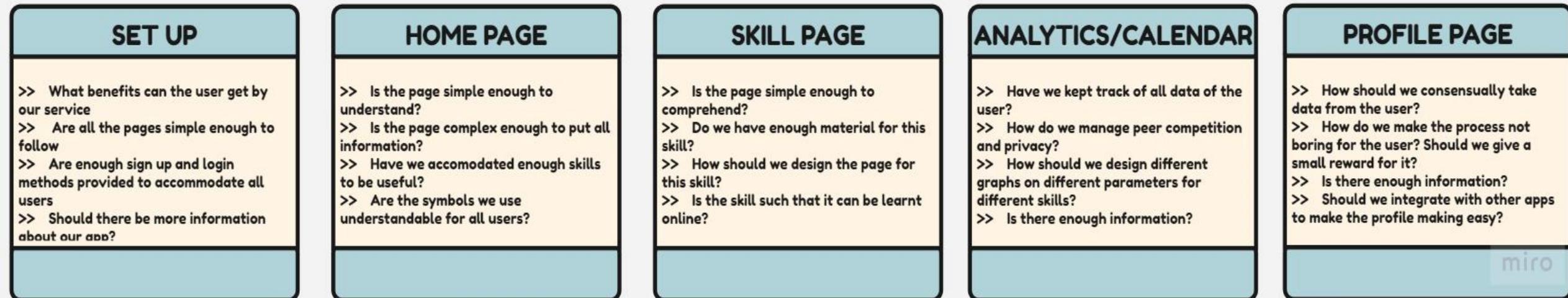


SCENARIO MAPPING OF AN AVERAGE USER EXPERIENCE

ACTIONS ACTIVITIES AND JOURNEY STEPS

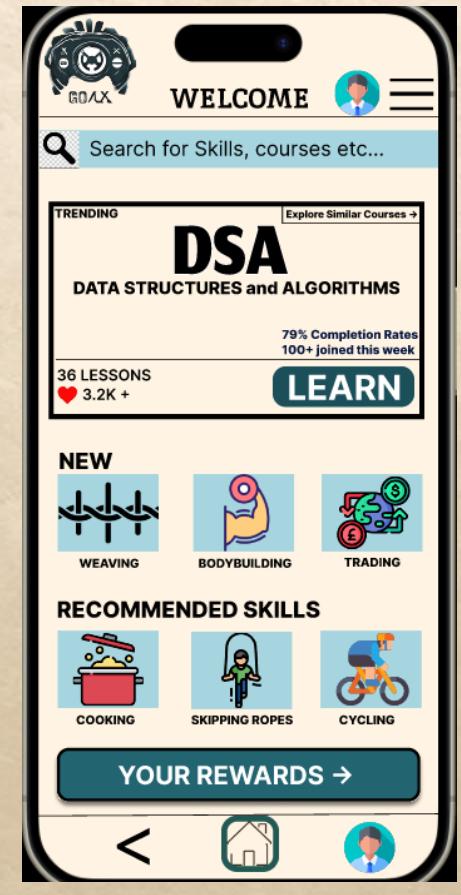


QUESTIONS ASKED IN EACH PROCESS





HIGH FIDELITY PROTOYPE



https://www.figma.com/file/j7zjTH8ioVvjI6CYEwbeh/A_G4_P2-HI?type=design&node-id=0-1&mode=design&t=yYB6PSGbDtthIP5d-0



HI-FI USER EVALUATION

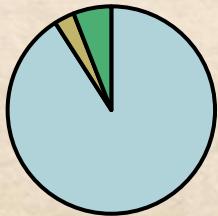
[https://docs.google.com/forms/d/e/1FAIpQLSdlvxF_Elw8_B2C7xkORjBrkop7UMXoWuh_6AoUSOsbj6dT7Q
/viewform?usp=sf_link](https://docs.google.com/forms/d/e/1FAIpQLSdlvxF_Elw8_B2C7xkORjBrkop7UMXoWuh_6AoUSOsbj6dT7Q/viewform?usp=sf_link)

https://docs.google.com/spreadsheets/d/19amSlmJKZu00k4OAOPk6JZTXeHL7JOCR_RhfRCOyutQ/edit?usp=sharing

<https://drive.google.com/drive/folders/1vylgiKz1IDYluipM3S2yXL6uqmy6EHEj?usp=sharing>

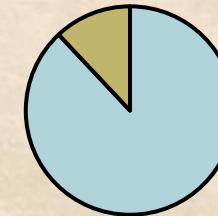


ANALYSIS OF QUANTITATIVE DATA



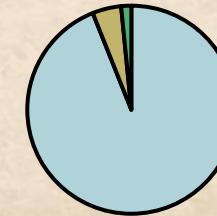
■ YES ■ NO ■ MAYBE

DOES THE FIRST IMPRESSION
LOOK VISUALLY APPEALING?



■ YES ■ NO

DO YOU THINK THE APP
COVERS ITS PURPOSE AS A
ONE-STEP SOLUTION FOR
EVERYTHING YOU NEED?



■ YES ■ NO ■ MAYBE

IS THE INTERFACE
MEMORABLE?

BRAND IDENTITY



We called our app “GOAL X”. This signifies how we provide a roadmap for users to use and achieve their goals.

Our logo consists of a remote game controller that portrays the RPG model/approach we adopted to attract more users so that people can enjoy their journey of accomplishing their goals by playing games.

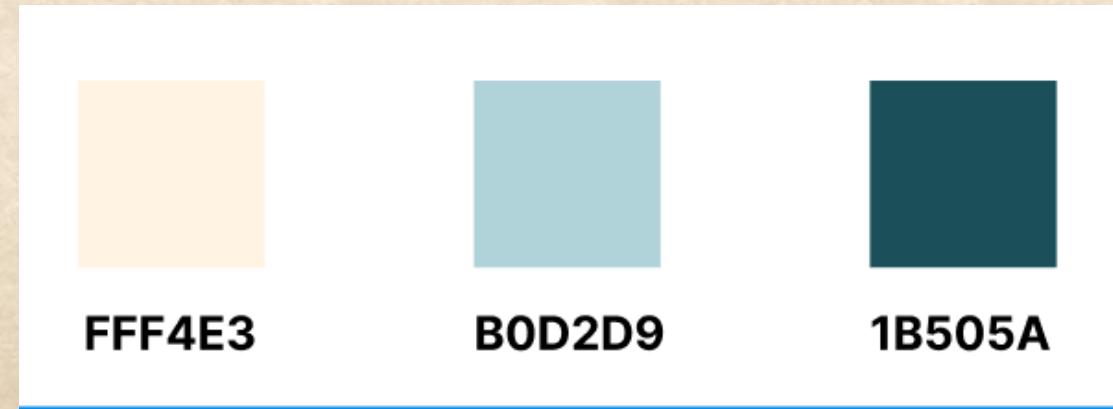


ITERATIONS OF OUR LOGO





COLOUR SCHEME



The chosen colour scheme consists of Light Almond/Skin Shade FFF4E3, Pale Blue B0D2D9, and Teal or Dark Cyan 1B505A.

- The Light Almond/Skin Shade (FFF4E3) reflects **cleanliness and beauty**.
- While Pale Blue (B0D2D9) has a **calming effect**.
- Teal or Dark Cyan (1B505A) is associated with **balance and enhances the overall colour scheme**.

The primary objective of selecting this colour scheme was to make the prototype look aesthetic and to enhance the user experience in design or communication.



TYPOGRAPHY



For our signature fonts, the group decided to combine the uniqueness and bold presence of INIKA with the common yet friendly font INTER.

This Pairing allowed us to signify our bold, unique yet friendly not, not-alien way of helping our users achieve their goals.



LEARNINGS AND REFLECTIONS

LEARNINGS

- ❖ Limit the Target user base.
- ❖ Don't use "hamburger" for profile icon
- ❖ User evaluation is necessary for any prototype.
- ❖ Consistency and spacing should be maintained on every page.

REFLECTIONS

- ❖ Group work/collaboration
- ❖ Problem-Solving
- ❖ Sharing of Tasks and roles
- ❖ Time management
- ❖ How to plan something and execute it under a given time frame?
- ❖ Some exciting design skills
- ❖ Choosing among alternatives