

# Flipgrid

# UX Case Study

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## Project Overview

Flipgrid (now known as Flip) is a software application used by educators and students to facilitate social learning through video-based classroom discussions. Flip has been downloaded by over 30 million students in 180+ countries, and was acquired by Microsoft in 2018.

## The Problem

Social learning through interactive, discussion-based projects can be difficult to facilitate in both physical and remote classrooms. Introverted students may not feel comfortable speaking up in a larger group or classroom, presenting challenges with social learning.

## The Goal

The mission of Flipgrid is to “bring the back row of the classroom to the front” through inclusive video-based discussions, helping introverted students find their voice and explain their thought process through social learning.

## My Role

### UX Engineer

#### My Responsibilities

Designed and developed interactive web interfaces used to create and manage video-based assignments in K-12 and university classrooms.

#### My Tools

HTML  
CSS  
React.js  
WebRTC

# Outcomes & Results

Flipgrid has evolved into a popular choice for educators in K-12 and university classrooms from all over the world.

After being acquired by Microsoft in 2018, the Flipgrid video player my team designed and developed became Microsoft's Video SDK. It is used in common workplace software such as Microsoft Teams and Microsoft OneNote.

# My Work



## Recorder/Camera

Developed web based camera and recorder used to capture video responses.

🎥 Video Recording

✂️ Video Slicing

📝 Notes/Annotations

😊 Emojis/Reactions

# My Work



Student UI

Developed interface for students to access discussion topics and post video responses.

📱 Mobile Recording

✂️ Peer Responses

📝 Group Assignments

😊 Emojis/Reactions

# My Work

The screenshot shows the Flipgrid Instructor UI. At the top, there's a navigation bar with links for Discussion, Discovery, Activity, Mixtapes, Shorts, GridPals, Help, and a user icon. Below the navigation, a discussion thread titled "Instructional Tech Demo" is shown, dated Dec 17, 2020. The thread has 1 response, 0 views, 0 comments, and 0.0 hours of engagement. It includes a "Join Code" (keeling8221) and a "Add a CoPilot" button. A large video thumbnail of a shark swimming in the ocean is displayed. Below the video, the "Topics" tab is selected, showing two topics: "K-2 Example - Favorite Color" (1 response) and "What is your favorite animal?" (0 responses). Each topic has its own set of controls: Active, Share, Actions, and a pencil icon.

## Instructor UI

**Developed instructor interface for creating and grading video based assignments**

🎥 Individual Assignments

✂️ Group Assignments

📝 Grading/Feedback

😊 Course Templates