

DESIGNLAB

DESIGNLAB - PRODUCT GROWTH

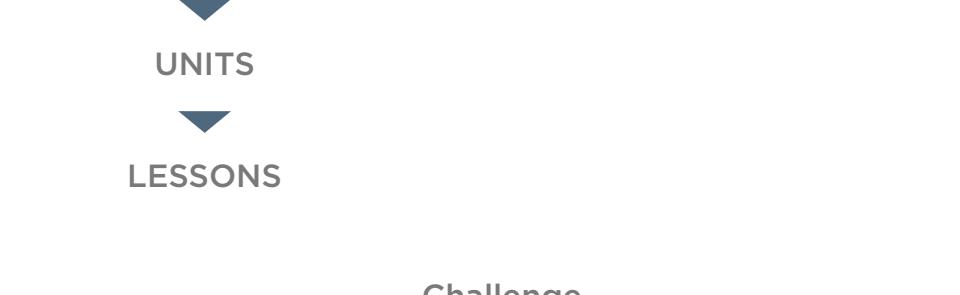
UX Design & Front-end Development

Designlab offers online design learning courses. They recently released a new product, UX Academy, which is a more formalized course with multiple different phases and subject areas.

GOAL

To kickoff a new product offering with the least amount of development effort possible

ARCHITECTURE



MODULES

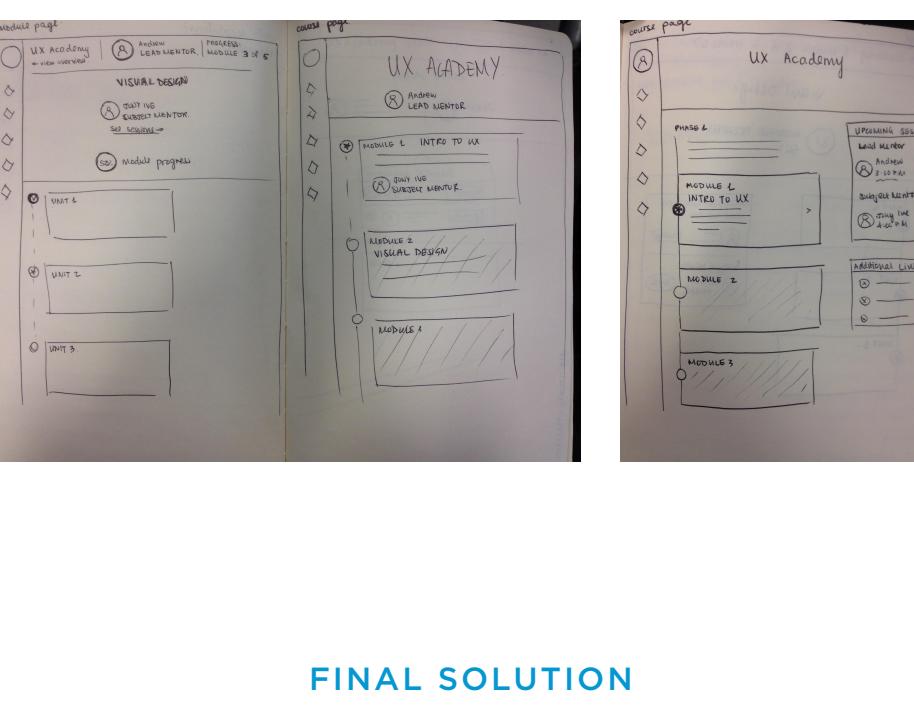
UNITS

LESSONS

Challenge

How can the same design structure be used for multiple different product offerings?

CONCEPTING & IDEATION



FINAL SOLUTION

COURSE PAGE

The course page features a header with the 'UX Academy' logo and navigation links. Below is a 'Phase 1' section with two modules: 'MODULE 1: Intro to UX' and 'MODULE 2: Visual Design'. A sidebar on the left shows a tree view of the course structure. On the right, there's a 'Course links' sidebar with options like 'Slack group', 'Course overview guide', and 'Email Designlab support'.

MODULE PAGE

The module page for 'Intro to UX' shows a summary card with '15 hours', '8 lessons', and '3 projects'. Below are two units: 'UNIT 1: Intro to UX' and 'UNIT 2: Tools & Resources'. A sidebar on the left shows the course structure, and on the right, there's a 'Your mentors' sidebar listing 'Angel Steger' and 'Patrick Multani' with their respective profiles and session details.