Siyavula Education - UX Analysis

Internship - UX/UI Consultation & Redesign

Project Summary

Siyavula's objective is to create 'innovative, technology powered learning experiences' for teachers and students. My brief was to create a more unified and frictionless experience for users of the Siyavula website. My team assessed the latest version of the website and delivered a redesigned UI that aims to be more intuitive and usable for the average user.

My Role

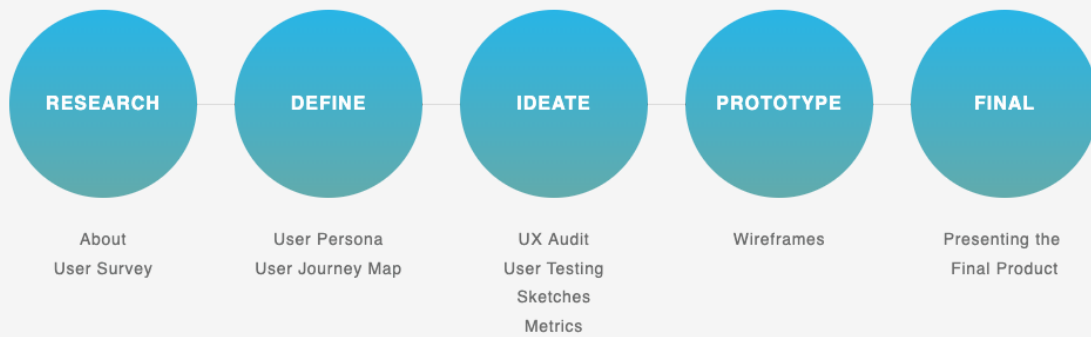I worked on this project as a UX/UI Design and UX Researcher. Main areas of responsibility:
- User Research / Surveys (interviews)
- Management (planning)
- UX analysis (flows and persona)
- Design (website and branding)
- Lo-fi prototyping (basic flow and interactions)
- Hi-fi prototyping

Problem Statement

The public school systems in South Africa are overburdened, and teachers are unable to give kids with the education they require. Whereas instructors at private schools appreciate Siyavula's customizability, public school teachers want a solution that is basic, fast, and simple to use. Siyavula's user interface is currently too complicated and inconsistent to be easily adopted and worth teachers' time to learn.

DESIGN PROCESS

RESEARCH — **DEFINE** — **IDEATE** — **PROTOTYPE** — **FINAL**

About
User Survey

User Persona
User Journey Map

UX Audit
User Testing
Sketches
Metrics

Wireframes

Presenting the
Final Product

RESEARCH

Researching and planning allows you to consider how project work will fit into the overall timeline and how we should do things. Keeping Siyavula's goal in mind, I organized an extensive research plan that including collecting data, user persona and design brief.
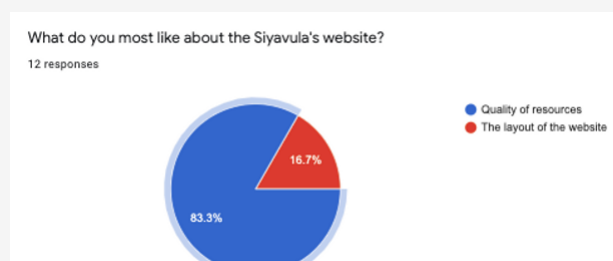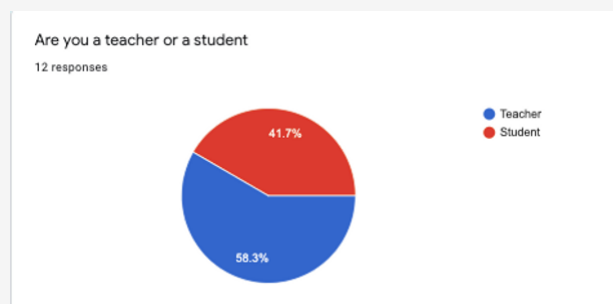
About

Siyavula is a viable contender in the E-learning industry, however, information is densely packed with redundancy and difficult navigation.
As a design team our vision was to reduce the friction points encountered in regular use through a website redesign, in efforts to improve adoption rates of Siyavula across South Africa.

User Survey

UX surveys are a quick and simple approach to get information about users. In this project, I used a user survey to understand people's practices.
The sample size of the survey is 12, and was recorded using a Google form. The quantitative data from the survey is presented below.

Are you a teacher or a student
12 responses

Teacher
Student

41.7%

58.3%

What do you most like about the Siyavula's website?
12 responses

Quality of resources
The layout of the website

16.7%

83.3%

What do you least like about the Siyavula's website?
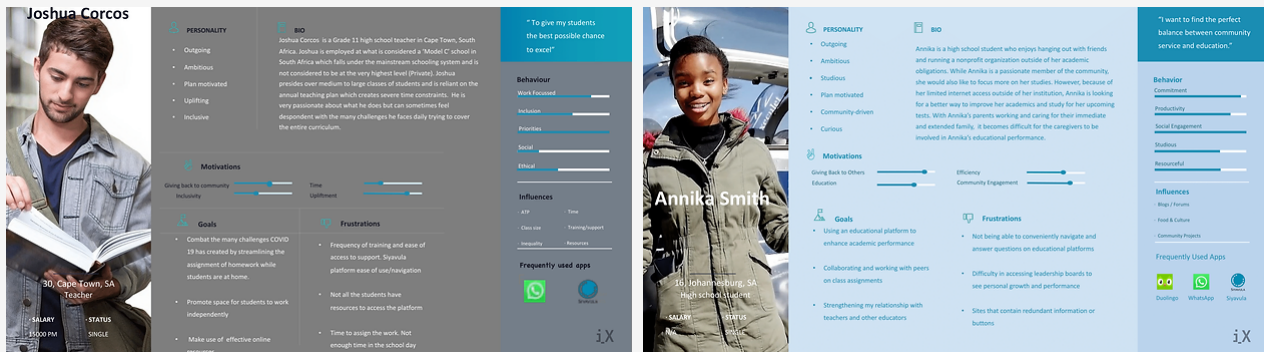12 responses
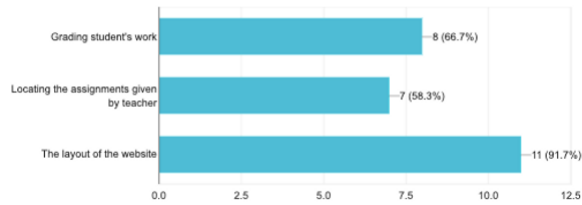
DEFINE

User Persona

I generated the personas based on the findings of the user research. It usually helps me in creating something user-centric. I have made two personas one was a teacher and the other was a student.

User Journey Map

After that, I developed a script for my persona's typical day routine. This technique assisted me in determining how the app's user experience may be altered to fit into a daily schedule. To guide our redesign and map friction spots from user testing, we focused on the teacher user journey.
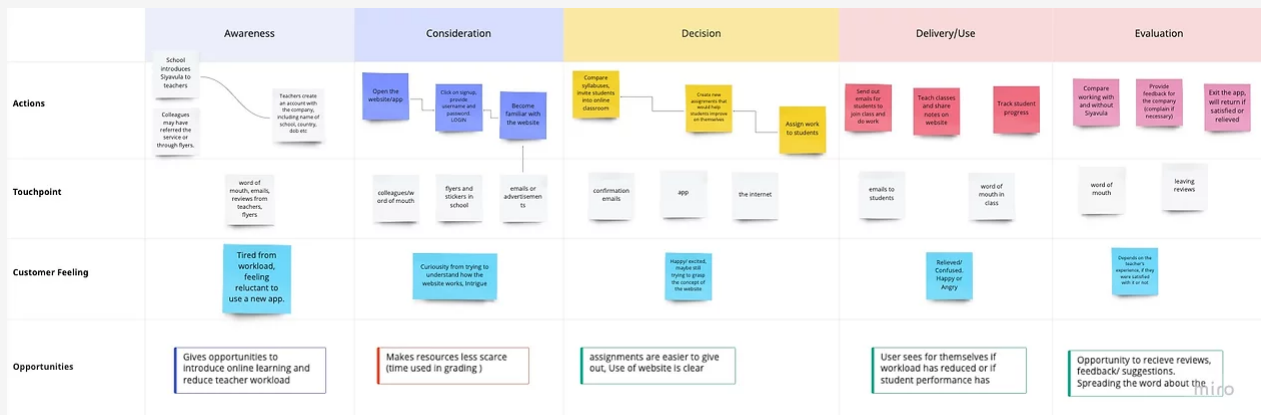
IDEATE

UX Audit

During the audit, I discovered that the website was vast, complicated, and content dense, with no navigational aids. With the minimalist structure and absence of chunking, the quantity of scrolling was overpowering, especially on mobile. Duplicate and redundant items, as well as excessive negative space, took up a lot of space, giving the impression of being lost in the experience.
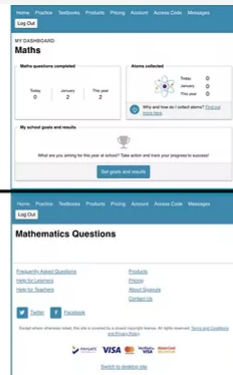
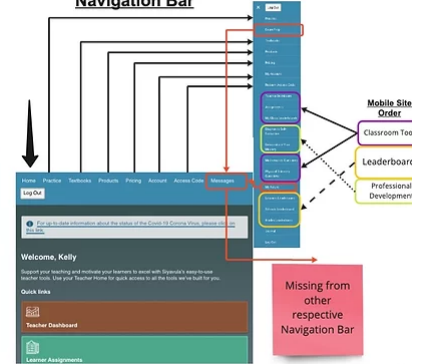Features on Desktop site are unavailable on Mobile site without Explanation nor Redirection

Across displays, coloured squares show connected bits of data.

User Testing

I ran semi-moderated remote testing with four people in all, two of whom were students and the other two were teachers. Clients were assigned tasks to do on the site without supervision, and they were then questioned. After categorising all user comments, two frequent problem areas identified.

- The main issue was that the user interface was unclear and delaying them down. Users spent a long time to find what they were seeking for due to the website's excessive complexity and content density.
- A absence of input and control was the second problem. Without action feedback, users sensed a loss of control and wondered if they were utilising the site appropriately at times.

Student Users Yellow & Pink, Teacher Users Green & Blue

Sketches

In response to the issues highlighted during the research phase, I have generated low-fidelity solution sketches. Given the short timeframe, I generated high-fidelity mockups quickly after creating low-fidelity wireframes to present our ideas.
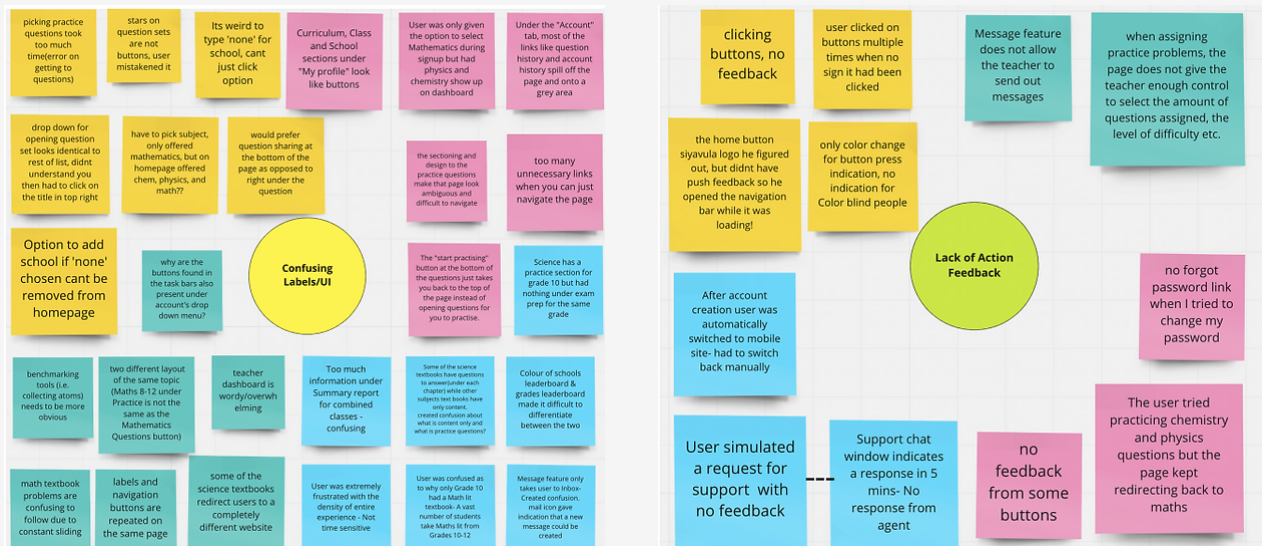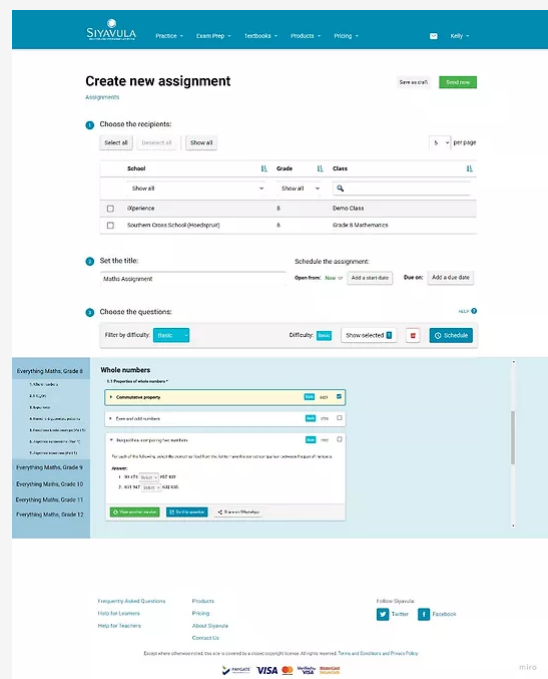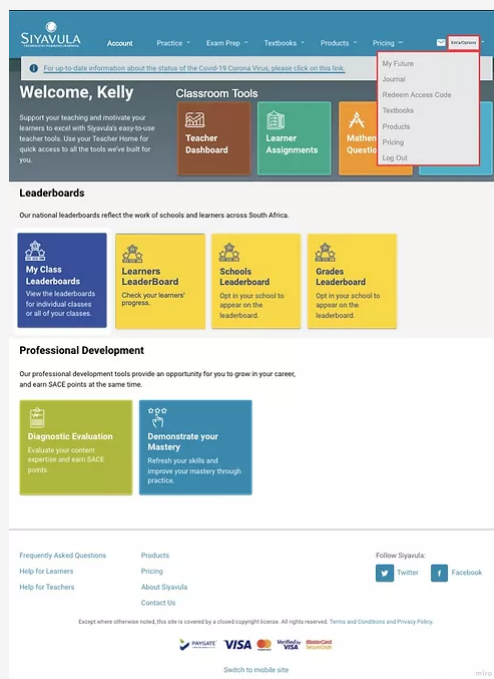
Metrics

Our team utilised an H.E.A.R.T. framework to demonstrate the goals and Key performance indicators we intended for our website redesign and the future of Siyavula after getting a deeper knowledge of the present status of the website.
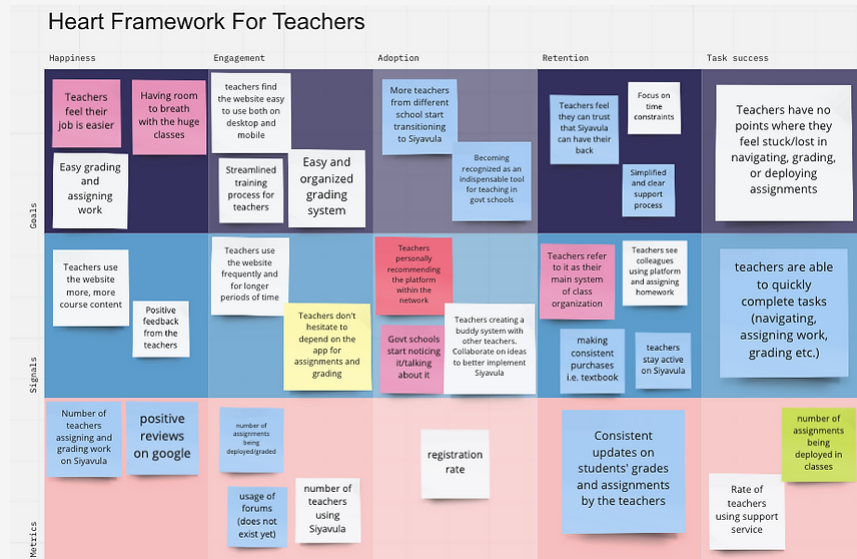
PROTOTYPE

Wireframes

This visual guide represents the redesign of the website. It helped me arrange the interface elements while I focused on the functionality rather than what it looks like. Moreover, the simplicity of wireframes allows me to quickly test ideas without diving into the details.

FINAL

Presenting the Final Product

Siyavula CEO Mark Horner applauded our team's in-depth analysis, research, and user-centered approach to enhancing adoption and retention rates of the Siyavula learning platform during the presentation of our results and redesigns.

The data-driven redesigns gave the team a head start on incorporating UX into Siyavula's vision, and some of our results were new insights that they were pleased to have on their radar. Our case study will be evaluated by the development team, and our redesigns will be put into the platform for usability testing among local users.

PREVIOUS

Siona Ravi
UX/UI Designer

NEXT