



Prepr Design Challenge –
Design Thinking Process and Ideation

By Sumaiya Saleem
<http://sumaiyasaleem.me>
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THE CHALLENGE

Redesign and reimagine the new Prepr.org website with a focus on the **Prepr Network**. Come up with a few mock-ups / wireframes of how you'd structure the **new homepage** to **on-board a new user** (focus on **students graduating** from university/college or exiting an incubator/accelerator program) to the Prepr Network.

DEFINING THE USER

To understand how to design the site to best appeal to the user, it is important to draft a persona and distinct the needs, wants, motivations, and frustrations a user would face. This persona is created based off the target audience defined in the challenge.



Kevin

About

- 22 years old
- Graduating from Sheridan College
- Graphic Design Major

Motivations

Seeking to gain new skills and certifications that will help him stand out in front of employers

Needs

An intuitive site that will give him all the information on the product, how it will help him achieve his goal, and what credibility it holds

Wants

Find the perfect platform and service for where he will be able to learn the skills he knows will be valued and recognized in the workforce

Frustrations

- Not understanding which of these skills will stand out in front of employers
- Variety of options, not sure exactly what each offer and what would be the best option for him
- Websites do not provide him with clear direction or information

ANALYSIS OF CURRENT SITE

i. Content

Before constructing the ideation of the new homepage, an analysis of the current sites design and content should be completed. The table below defines notable content from the homepage, as well as the Prepr Network as that is where the most student-oriented content is based.

Homepage	Prepr Network
<ul style="list-style-type: none">• “Co-Learn, Lab, Solve” – prepr slogan• Three ways Prepr helps you: PIE program, Challenges, and Solver Network• The PIE processes• “What we offer” services explanation• Laurier testimonial + informational video• “Future of work” statistics• Community partners	<ul style="list-style-type: none">• “Get recognized by employers” – key in persona recognition• Future proof skills with three ways: tackle, real world challenges, create projects to build a portfolio, and showcase skills• Mobile, tablet, and desktop versions of same content (unnecessary)• Explore challenges, join a lab, create projects, showcase your skills• Mobile, messaging, and connected

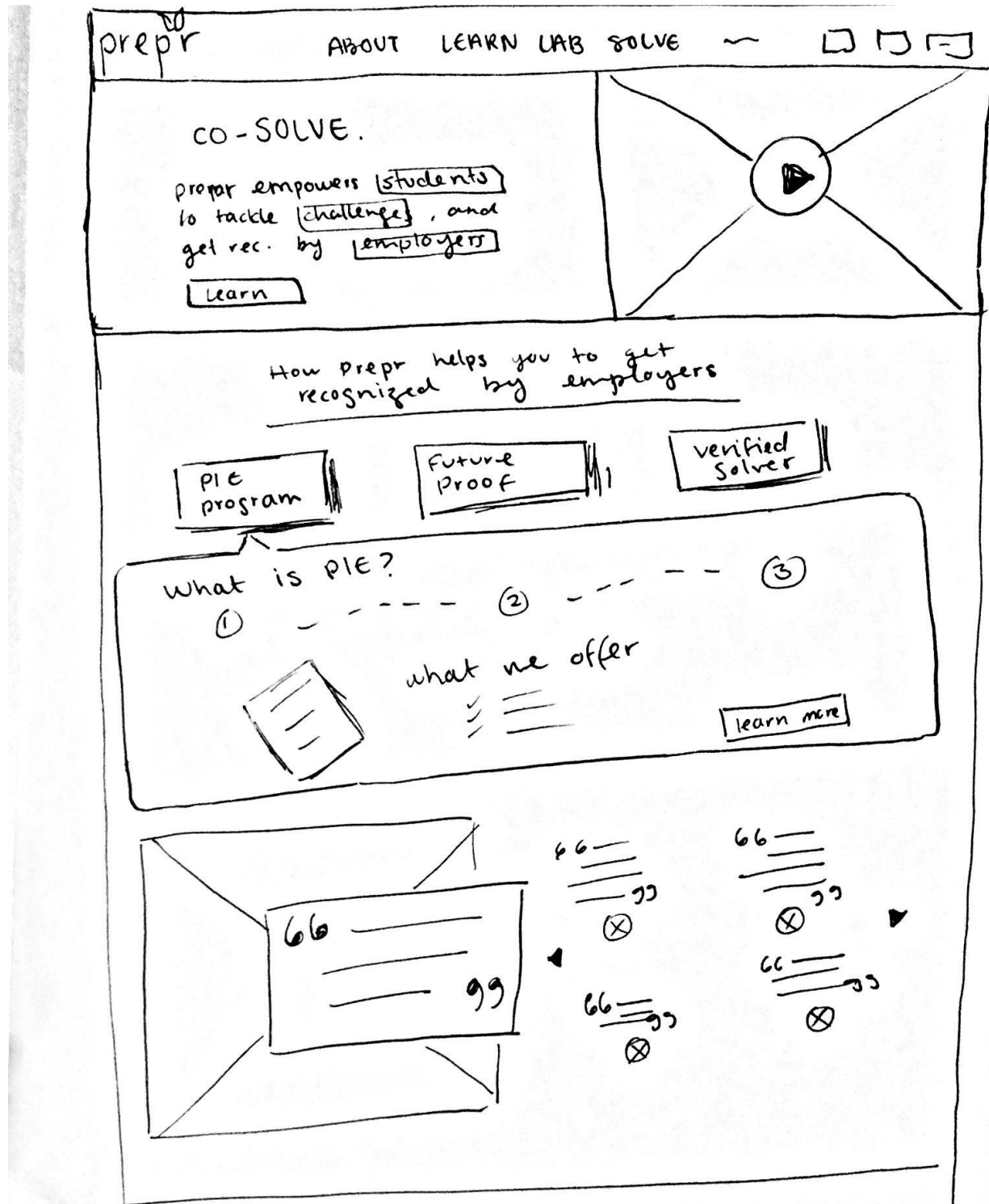
Based off of this, it is clear that the homepage lacks crucial information for students displayed on the Prepr Network, and the language used would not appeal to our desired persona. The new homepage should have more student-oriented language, in order to capture the user’s interest immediately. Credibility and reliability is extremely important to the user, so the statistics and community partners will be highlighted on the site to ensure this credibility, as well as implementation of student testimonials of users who have used the PIE program.

ii. Design

In terms of design, the current home page is not very interactive or reactive which has the potential to reduce the interest of a user. The site should strike a first impression, and colours play a big role in this. While the green and orange used complement the logo, the first colour being viewed is grey, and sets the mood for the rest of the site. Prepr represents a fresh and intuitive new way of learning, and this should be reflected to users through the site.

IDEATION

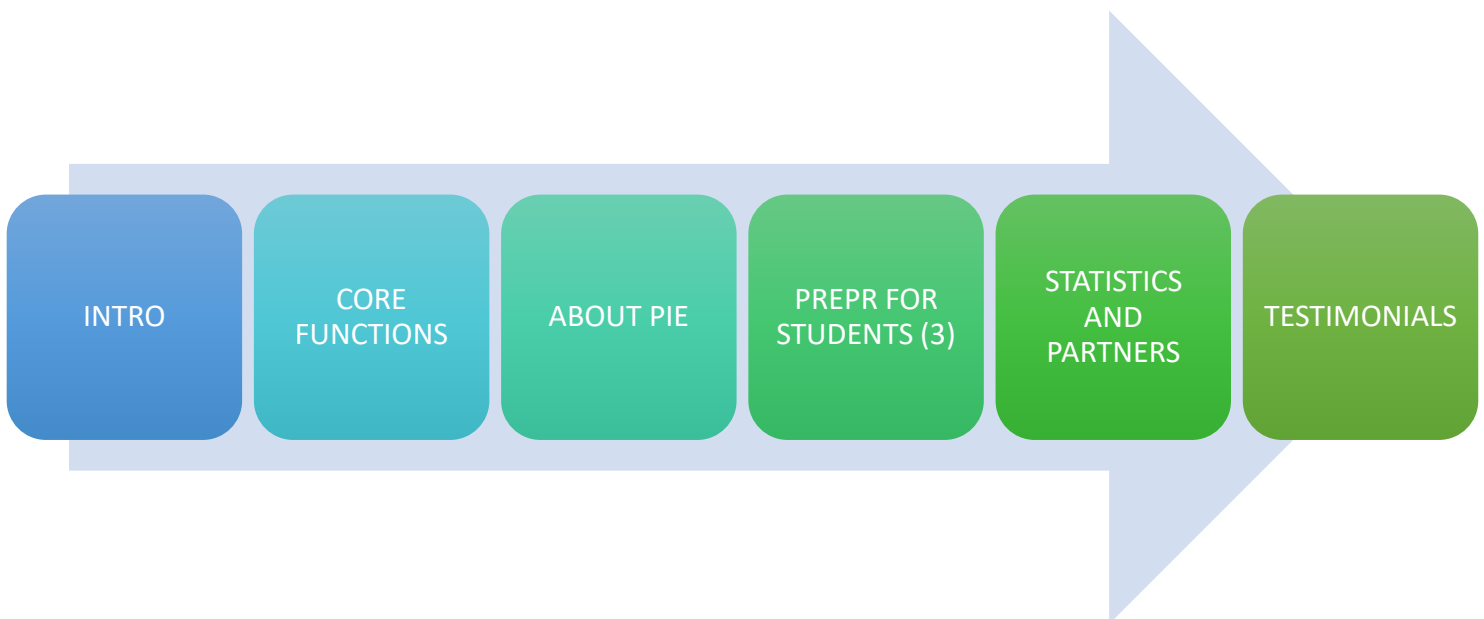
To initialize the ideation process, I started off with a sketch containing key features the home page should contain, and the structure it should be formatted in.



i. Key features

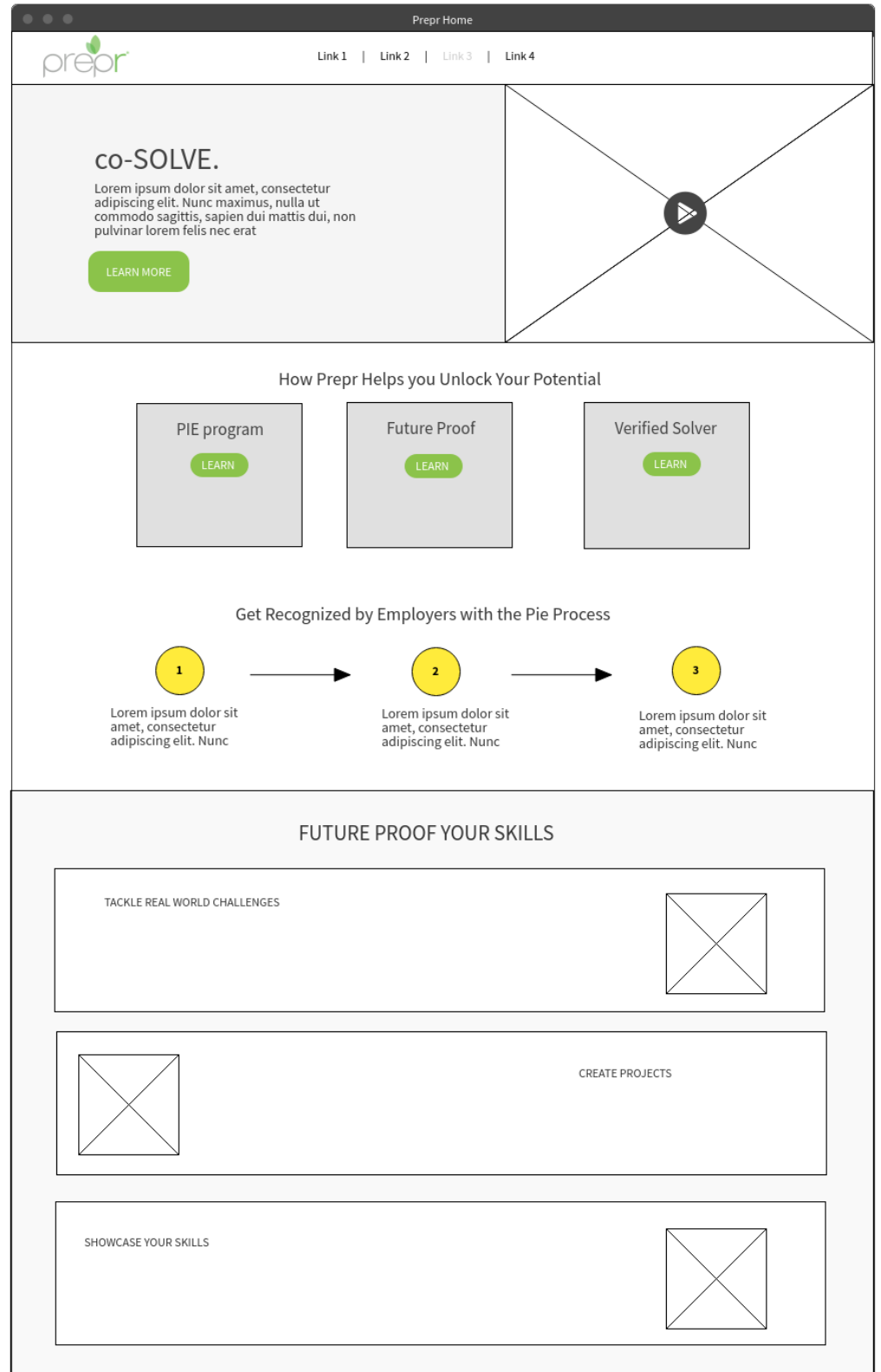
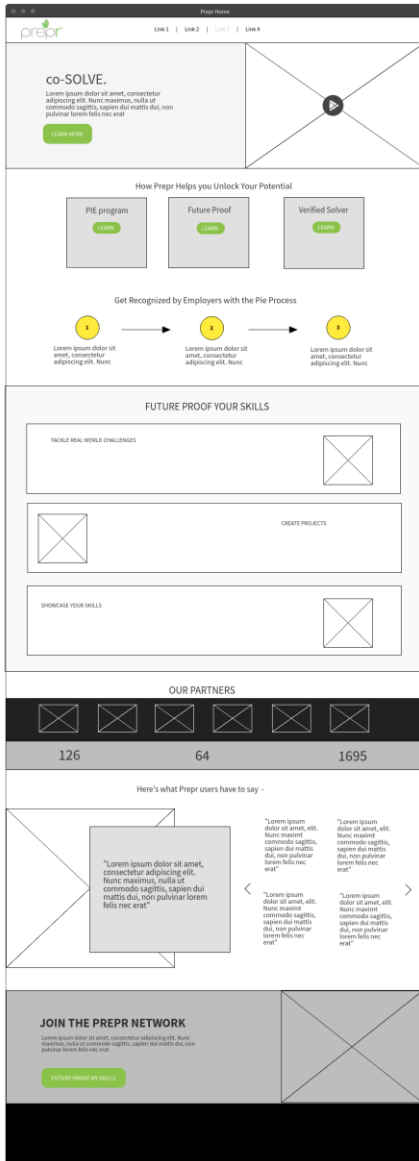
- Distinct navigation bar, that will remain fixed at the top of the page throughout a user's journey
- The hero banner will contain two portions.
 - On the right, a video explaining what Prepr aims to accomplish ([like this one](#))- this will allow a user to quickly understand the different features of Prepr immediately upon entering the site.
 - On the left, Prepr's slogan 'co-LEARN, co-LAB, co-SOLVE" will remain, but instead of listing it out, it will be more interactive and engaging as a typing feature, that will allow the user to focus on the main message. The description will have a style shown on the Prepr Labs page, with key words highlighted to be distinct to the user
- Prepr's three core functions will be next, but will provide more explanation for each through having separate message boxes which will switch once clicked on, providing the user with crucial information without further exploration
- Partners and statistics are important for credibility and will be provided in the same format as the original
- Student and professional testimonials are crucial, and the more testimonials the more credible. These testimonials can be displayed using a carousel.
- A bold "get started now" button at the bottom that will users to the Prepr Network page

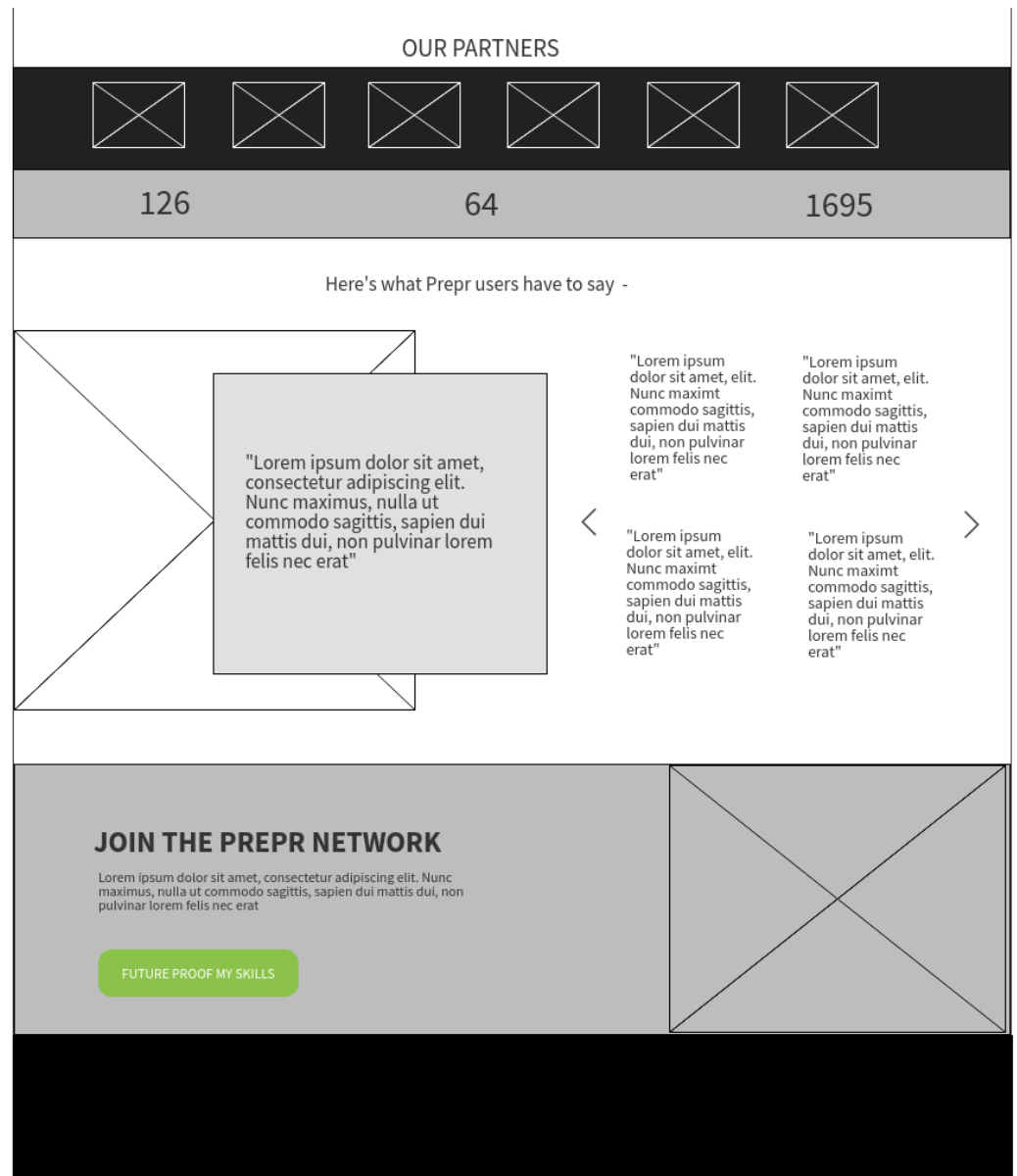
ii. User Flow



WIREFRAMES

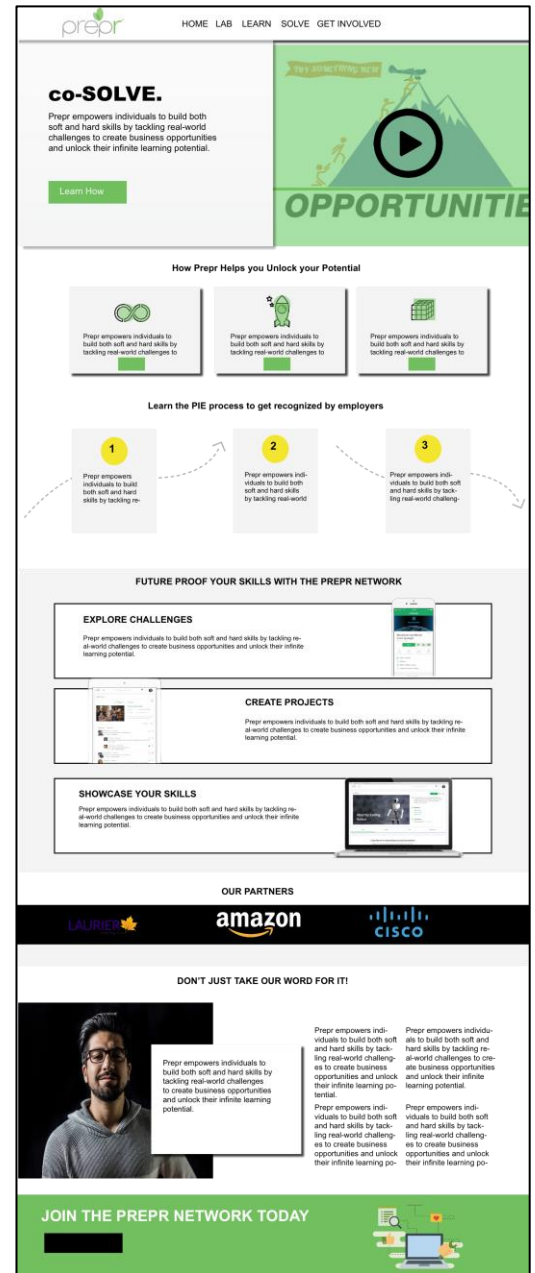
The wireframe was created using Mockflow.





Some changes were made from the original sketch, the most significant being the interactive tabs that allow you to read content based off your selection. I decided to change this since it is assumed that the user does not know what they are looking for, and want the facts given to them rather than exploring themselves. Therefore, I decided to list the three core components from the Prepr Network since that is relevant information for students.

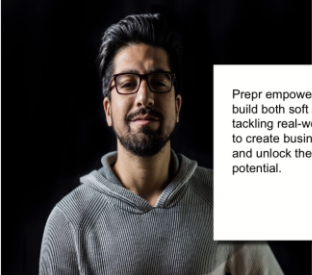
LOW-FIDELITY MOCKUP



OUR PARTNERS



DON'T JUST TAKE OUR WORD FOR IT!



Prepr empowers individuals to build both soft and hard skills by tackling real-world challenges to create business opportunities and unlock their infinite learning potential.

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JOIN THE PREPR NETWORK TODAY



Using Adobe InDesign, I created a low-fidelity mockup of the website to better visualize its layout, content, structure, and overall design. I believe this mockup is best design to cater to the expected personas, with the structure following an expected user journey, and overall aesthetic that presents the website as credible and reliable.

NEXT STEPS

With this low-fidelity mockup, the next steps to create the website page would be to conduct user testing by presenting scenarios to a user/group of users that fit the website personas. Based off of how they perceive and utilize the site, we can then make any changes necessary before creating the final website.