

The logo for VIDAA Mobile App features the word "VIDAA" in a large, bold, white sans-serif font. The letters are partially obscured by a thick, horizontal purple bar that spans the width of the text. Below "VIDAA", the words "MOBILE APP" are written in a smaller, white, all-caps sans-serif font. The background is a solid dark purple color.

User Global

Role

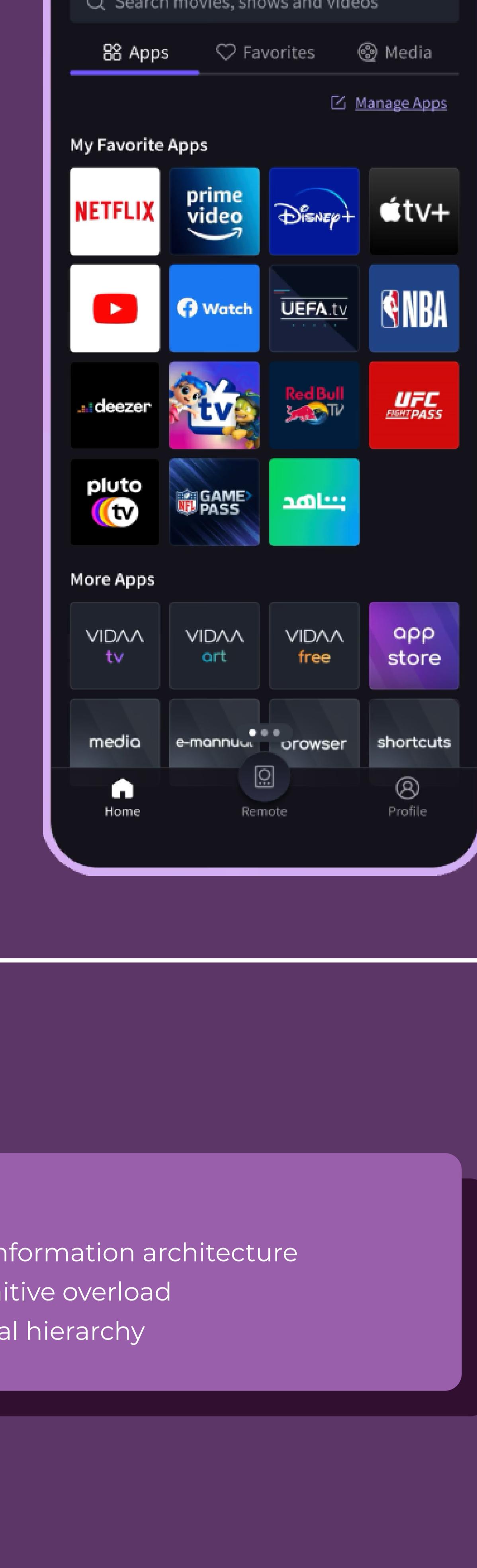
UX Designer

As the first step in the process of developing a new model of the system of higher education, it is necessary to identify the main problems of the existing system. The main problem of the existing system is the lack of a clear definition of the mission of higher education. This lack of clarity has led to a situation where different stakeholders have different interpretations of what higher education should achieve. This has resulted in a lack of coherence and consistency in the way higher education is delivered. Another problem is the lack of accountability. There is no clear mechanism for monitoring and evaluating the performance of higher education institutions. This lack of accountability has led to a situation where institutions can operate without being held responsible for their actions. A third problem is the lack of relevance. Higher education institutions have become increasingly disconnected from the needs of society. They have become focused on research and teaching rather than on preparing students for the real world. This has led to a situation where many students graduate with skills that are not relevant to the job market. A fourth problem is the lack of innovation. Higher education institutions have become complacent and resistant to change. They have become stuck in traditional ways of thinking and doing things. This has led to a situation where institutions are unable to keep up with the rapidly changing world around them.

Work Process

fine re

ments. We used windows
easily decided to reduce

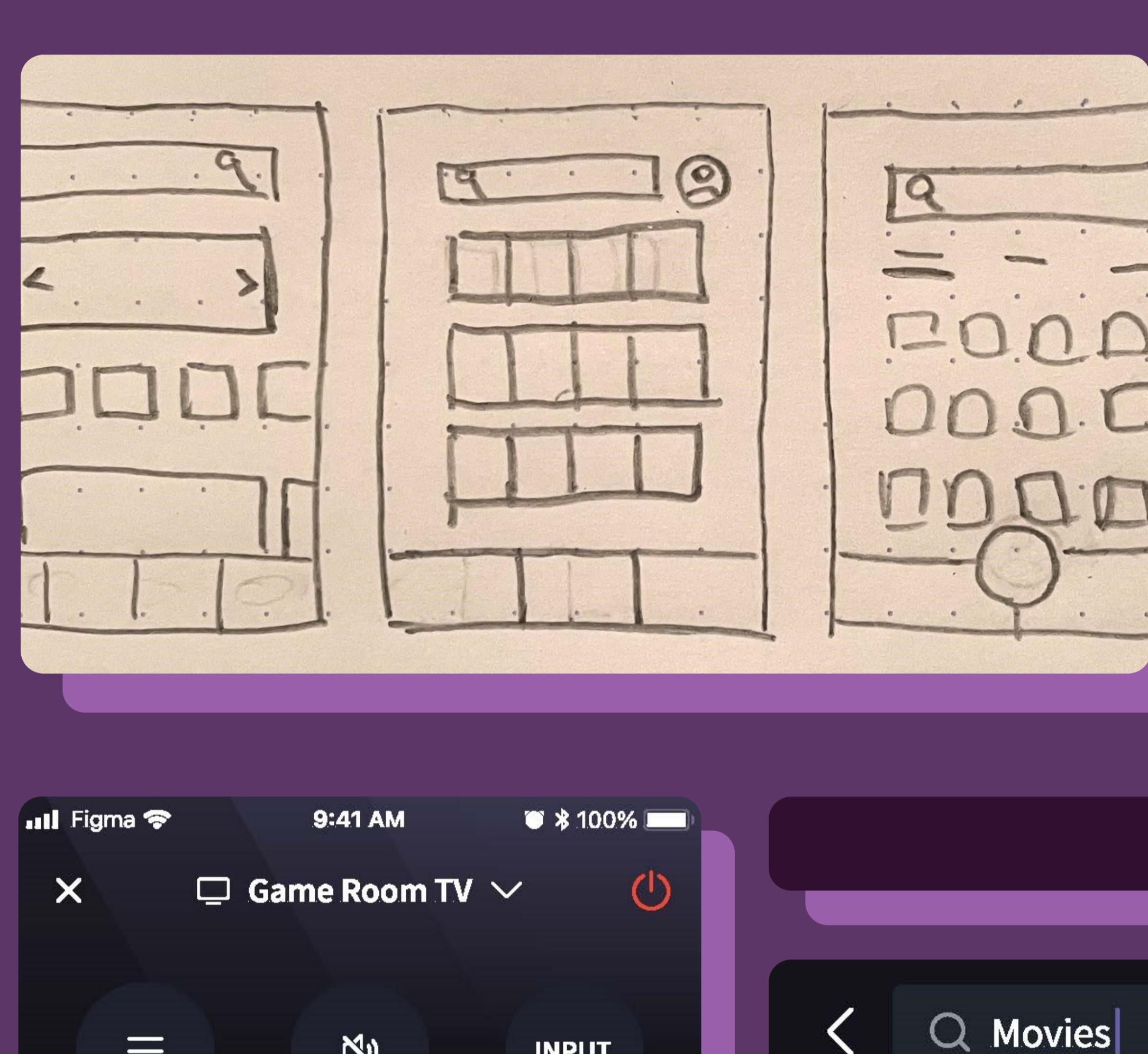


		Unconnected Remote redirects to "blank" Devices page	
Marketing Strategies	Are there any CSP onboarding strategies?	<ul style="list-style-type: none"> I think user has to sign up for CSPs during FTE. 	<ul style="list-style-type: none"> Large icon emphasizes HomeKit
Process ownership	Is help and guidance available at all steps?	When user isn't signed in, there are clear descriptions of the function of each page + clear user actions. Signed in, _____	Yes.

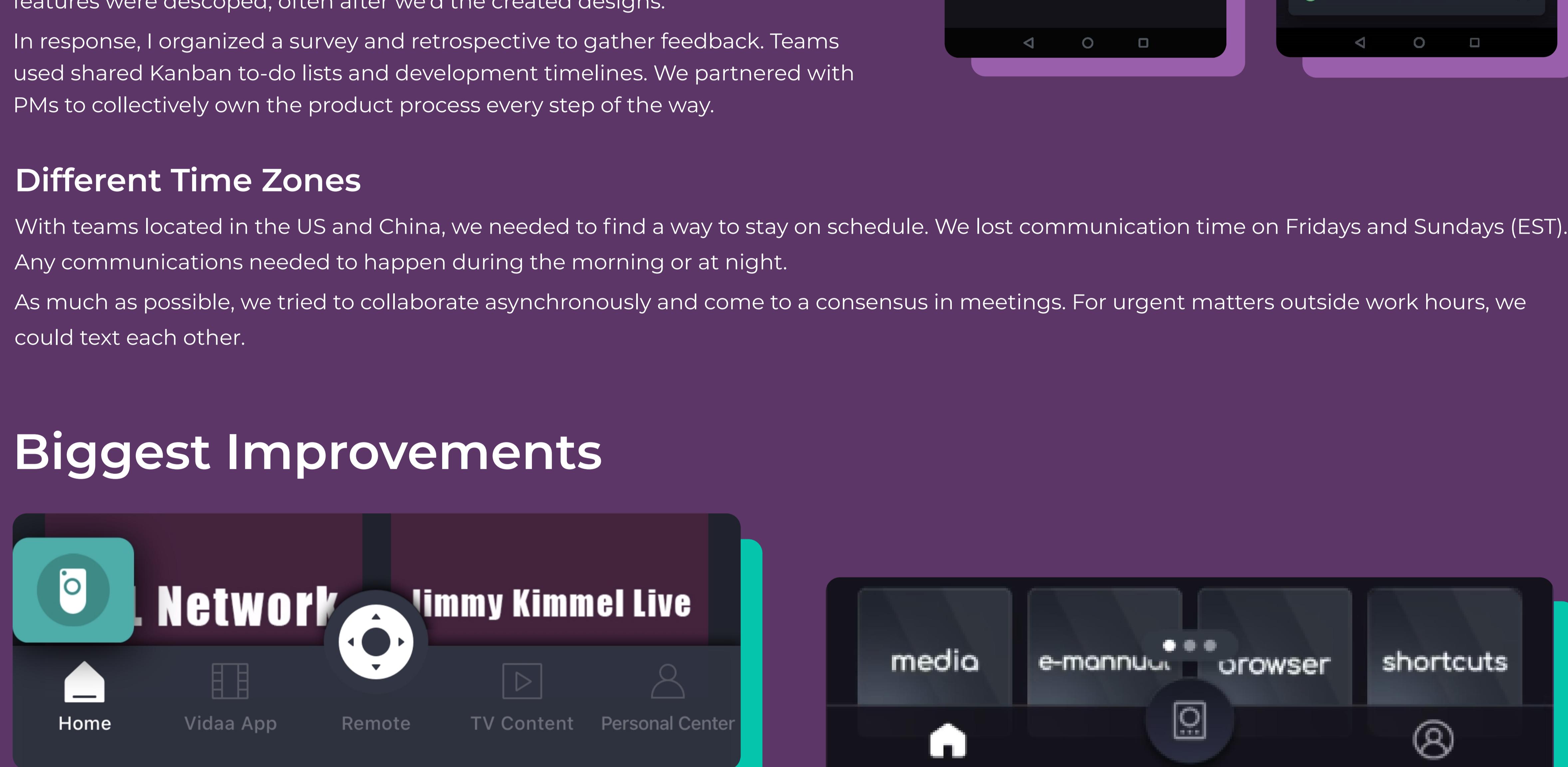
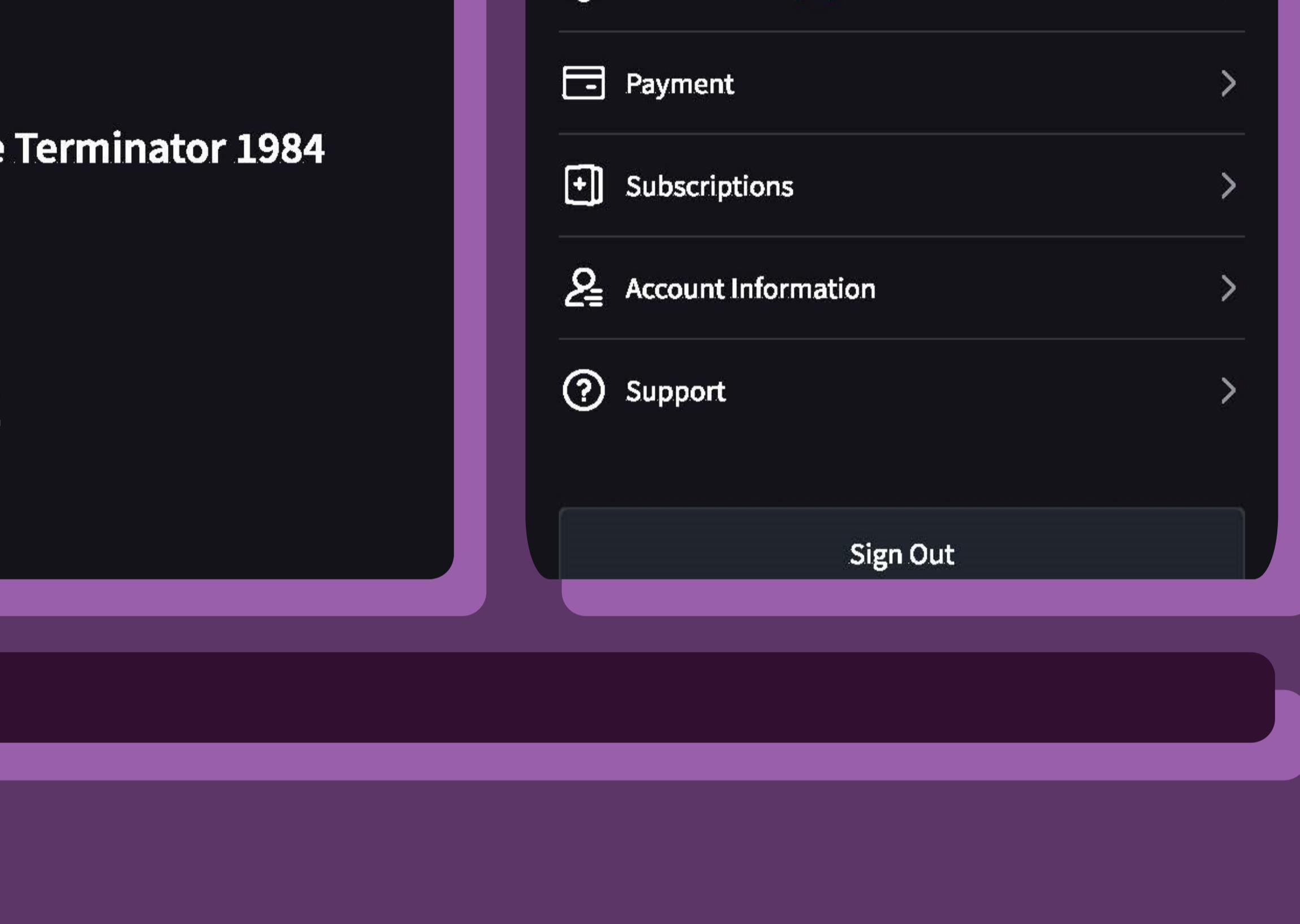
3. Group brainstorm

With other UX designers and PMs, we conducted an open card sort on Miro. Participants dragged features like "Search" and "Remote Control" into different categories, which they also named.

A close-up photograph showing a person's hands from a top-down perspective. The person is holding a white rectangular card in their left hand and a black Sharpie marker in their right hand, pointing it towards the card. In the background, four other white cards are arranged in a cross pattern on a dark, textured surface. The lighting is dramatic, creating strong shadows and highlights on the cards and hands.



OK



Modified Information Architect

"Center". This led to a clash between expectations and reality. For example, TV content for paid movies and shows, free movies and shows, and apps (like Netflix), were spread out across "Home", "Vidaa App" and "TV Content" tabs.

We simplified navigation to "Home", "Remote", and "Profile". The names became more specific and we regrouped where features were found.

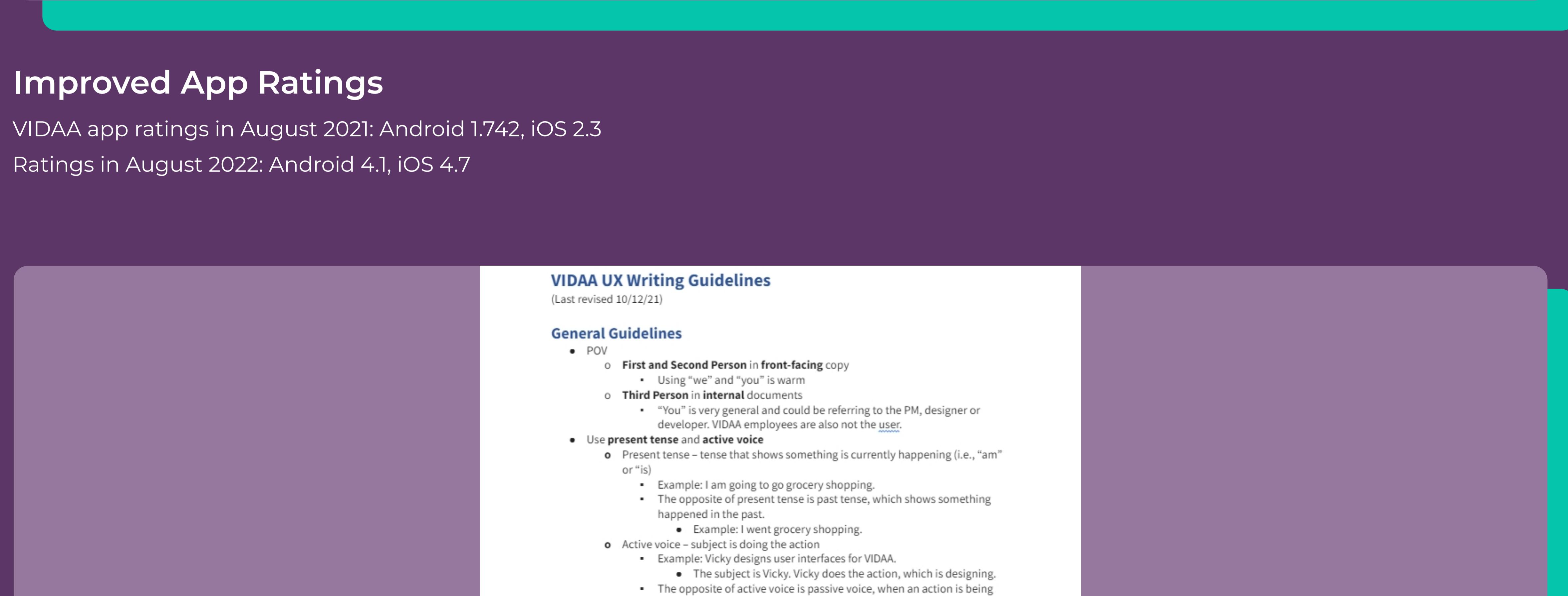
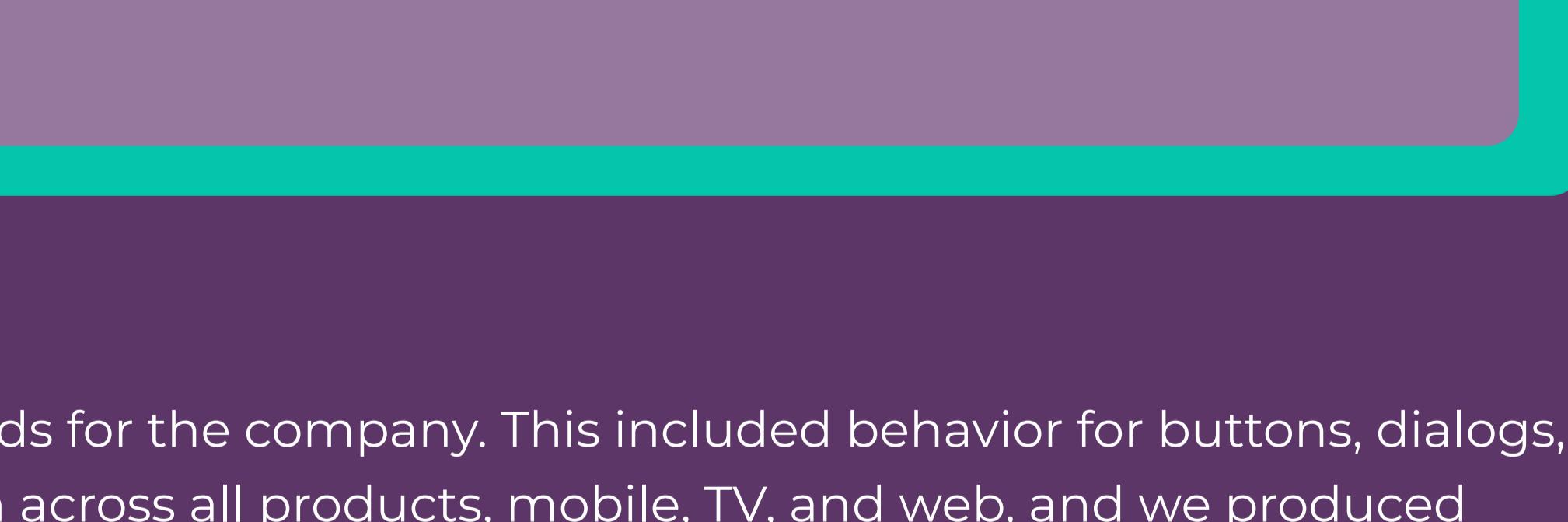
Body 2: Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim

Button Text

- A large black rounded rectangle centered on a light gray background. The rectangle has a thin white border and contains the text "Button Text" in a white, sans-serif font, positioned near the bottom center.

New Internal UX Standards

design systems and style guide



For more information about the study, please contact Dr. Michael J. Hwang at (310) 206-6500 or via email at mhwang@ucla.edu.

- The opposite of active voice is passive voice, where an action is being done to a subject.
 - Example: An email is/was sent to Abhinav.
- Base language to translate from is Global English and US English
 - According to United Language Group, Global English is the preferred language of translators. It's a literal and straightforward style used for technical writing.
 - Avoid figurative language, passive voice, and ambiguity.

Consistent Brand Voice & Tone