

# DevU

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Tom Rago

# Project overview



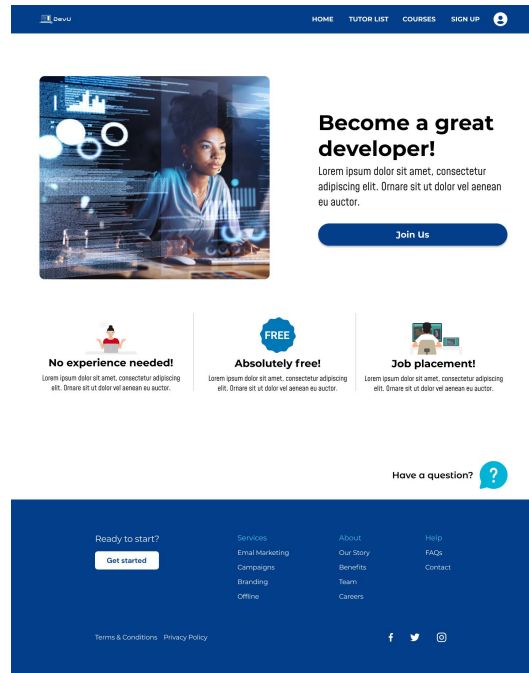
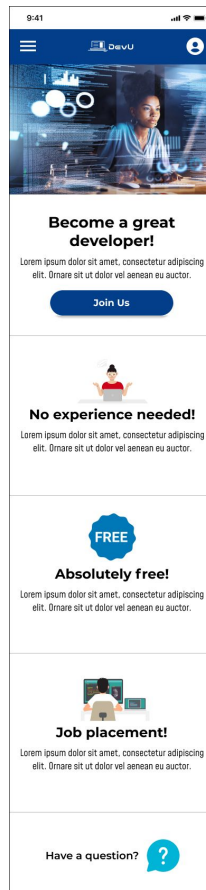
## The product:

DevU is an app/website that has online courses and tutors to help students with their career in web development.



## Project duration:

November 2021 - December 2021



# Project overview



## The problem:

Students who want to learn web development need an app that is free and offers tutors to whoever needs help.



## The goal:

Make a web development online school that is free for students who can't afford it and has help from tutors 24/7.

# Project overview



## My role:

UX Designer designing app for DevU.



## Responsibilities:

Conducting interviews, creating paper and digital wireframes, creating prototypes, and conducting usability studies.

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary



I conducted interviews with students and people looking for a career change.

The user group agreed that most people can't afford school or don't have time to go back to school. Students are looking for courses that aren't there to take their money and tutors who are always there to help whenever they need it.

# User research: pain points

1

## Money

Customers have limited time with tough work schedules to cook meals.

2

## User Friendly

Apps sometimes are confusing to customers who aren't tech savvy.

3

## Time

People with a family looking for a career change don't have time to go back to school.

# Persona 1: Nancy

## Problem statement:

Nancy has a full time job and kids but wants to change careers.



Nancy

**Age:** 40  
**Education:** College  
**Hometown:** Langhorne, PA  
**Family:** Married  
**Occupation:** Secretary

*"I'm looking to change careers but I don't have time to go back to school because I work a full time job"*

## Goals

- To change careers and learn something while working full time.
- Learn web development.

## Frustrations

- Don't have time to go back to school because of full time job.

Nancy is a secretary looking to change careers. She wants to get into web development but doesn't have the time to go back to school because of full time job and family.



## Persona 2: Joe

### Problem statement:

Joe is a server and wants to go to school for web development but cannot afford it.



Joe

**Age:** 22

**Education:** Some college

**Hometown:** Langhorne, PA

**Family:** Single

**Occupation:** Server

*"I can't afford to go back to school but I want to learn web development"*

### Goals

- Learn web development the best possible way without going back to school.
- Have someone tutor me to help me learn.

### Frustrations

- Most websites charge for courses online.
- I need a tutor to be there when I need help.

Joe is a server and looking to get into web development. He can't afford college so he's looking for online schooling for free.

# Competitive audit

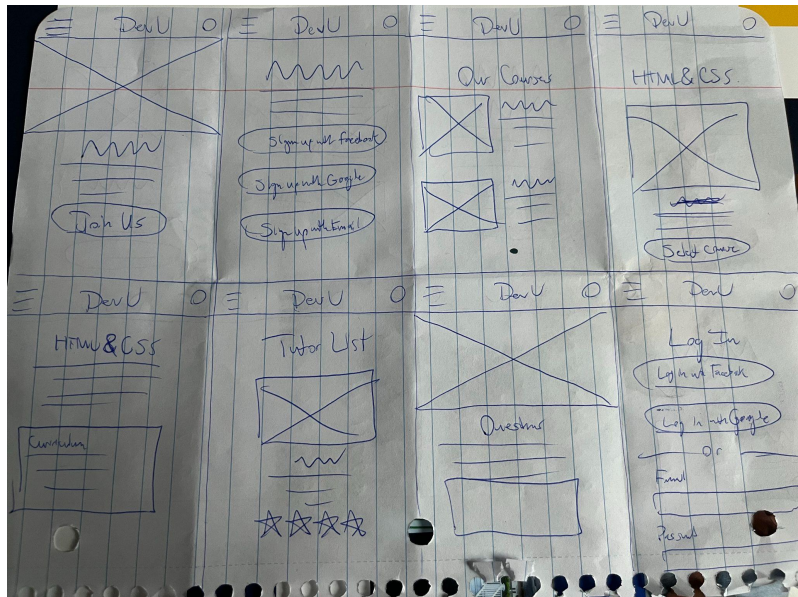
An audit of a few competitor's online schools provided the different options they provide for their students.

Competitive audit										
Competitive audit goal: Identify the features and goals of other online school/tutoring websites.										
	General information								First impressions	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
PrincetonReview	indirect	United States	Online tutoring	\$5	<a href="https://www.princetonreview.com">www.princetonreview.com</a>	medium	Ages 12-18	24/7 online help	Okay + Decent design - Cluttered	Okay + Fully responsive
CodeMentor	direct	United States	Online web development	\$5	<a href="https://www.codementor.io">www.codementor.io</a>	large	Junior developers	Many code mentors to help	Good + Nice, slick design	Good + Full responsive

UX (rated: needs work, okay, good, or outstanding)						
Interaction				Visual design	Content	
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Good + Homework help, SAT help	Good + Text is easy to read	Okay + Very cluttered	Okay + Too much items in navigation	Needs Work + Boring logo	Formal	Good + Very descriptive
Outstanding + Help at anytime on your code, find a freelancer	Good + Nice colors, text easy to read	Outstanding + Very easy to follow	Outstanding + Very easy navigation	Good + Decent logo	Formal	Outstanding + Very descriptive

# Ideation

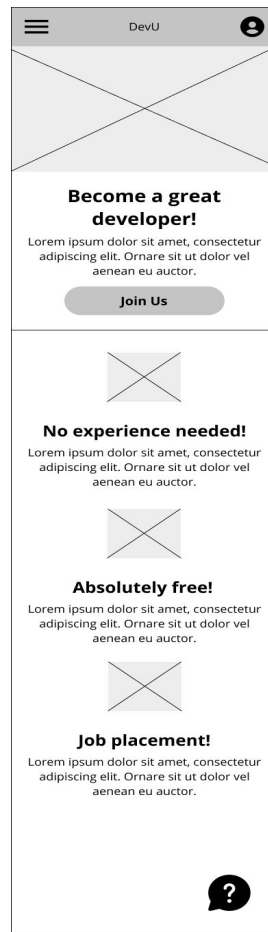
I did a quick ideation exercise to sketch out how DevU will look.





# Digital wireframes

After ideating and drafting some paper wireframes I designed a homepage that welcomes students to DevU and what we offer.



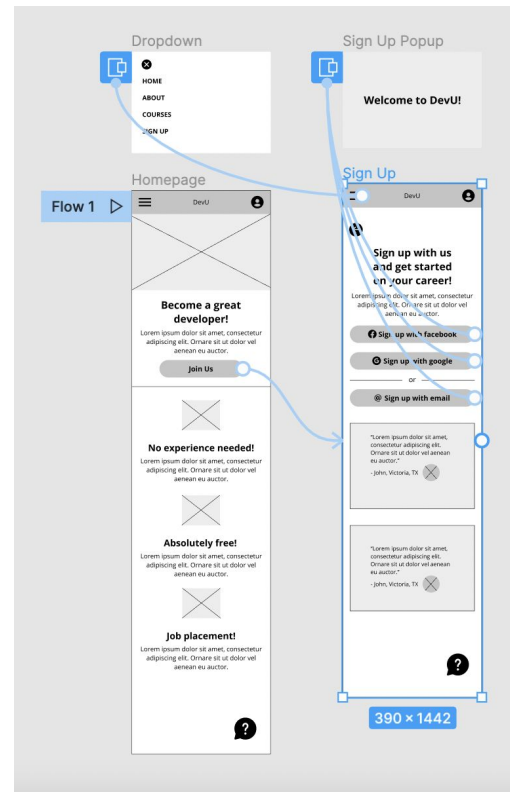
Description of the different benefits DevU offers.

# Low-fidelity prototype

To prepare for usability testing, I created a low fidelity prototype that shows the flow from the homepage to the sign up page. After signing up there is a welcome message that pops up.

View DevU

[Low fidelity prototype](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

2 participants



## Length:

30 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Course Overview

Users suggested having an course overview page to explain the course a little more.

2

## View course

Users had difficulty finding a way to view the course overview.



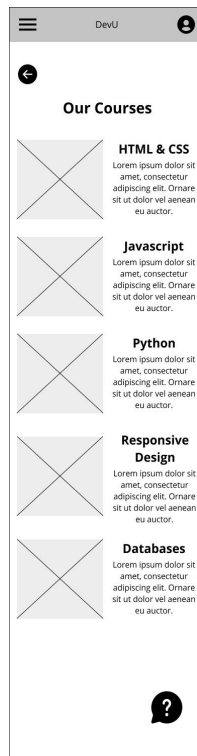
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

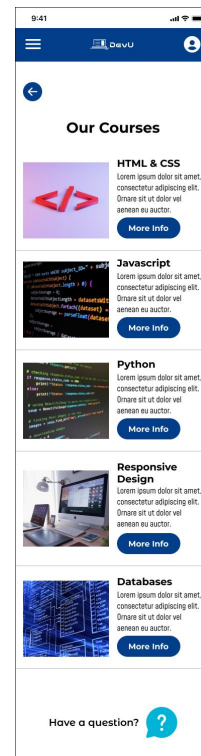
# Mockups

Based on the insights from the usability studies, I provided design changes which shows the more info button added to the new design.

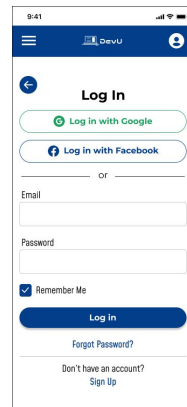
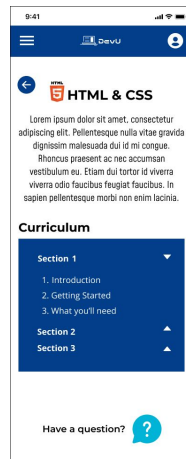
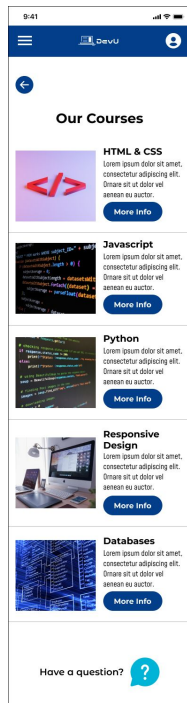
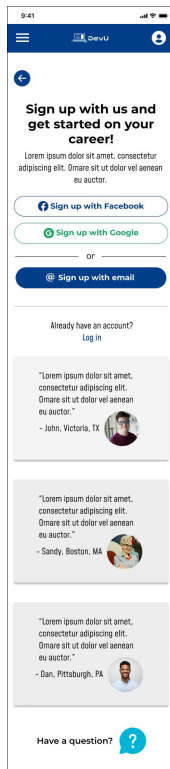
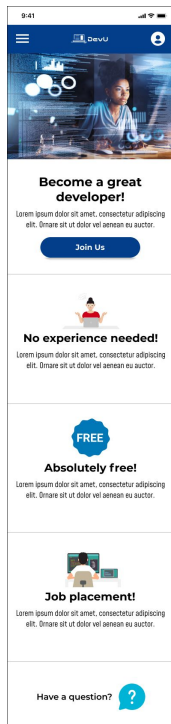
Before usability study



After usability study



# Mockups

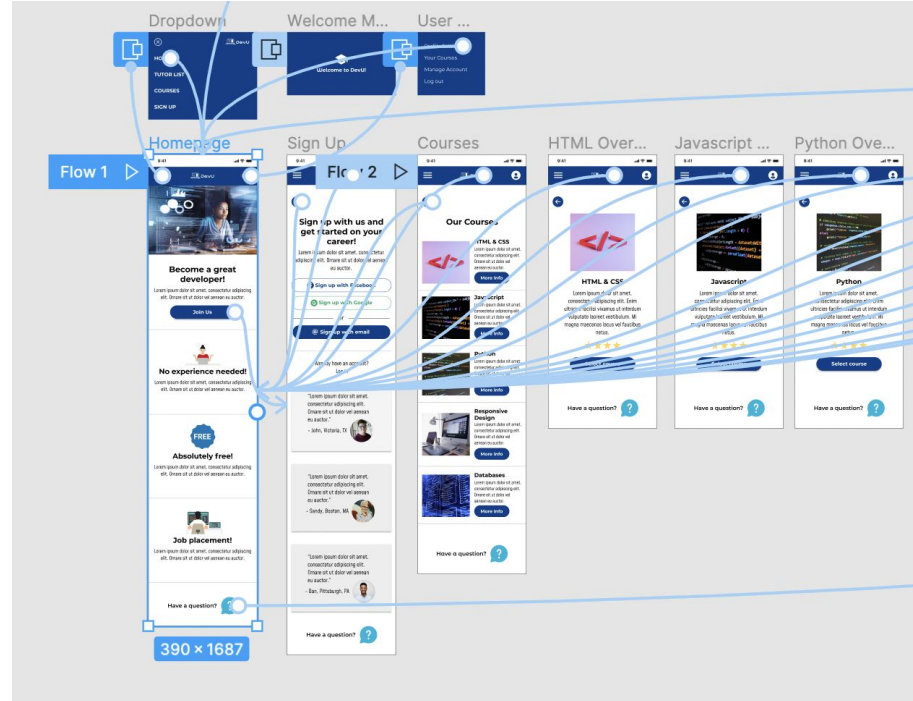


# High-fidelity prototype

The high fidelity prototype followed the same user flow as the low fidelity prototype, including design changes after the usability study.

View DevU

[High fidelity prototype](#)



# Accessibility considerations

1

Buttons are increased in size for visually impaired users.

2

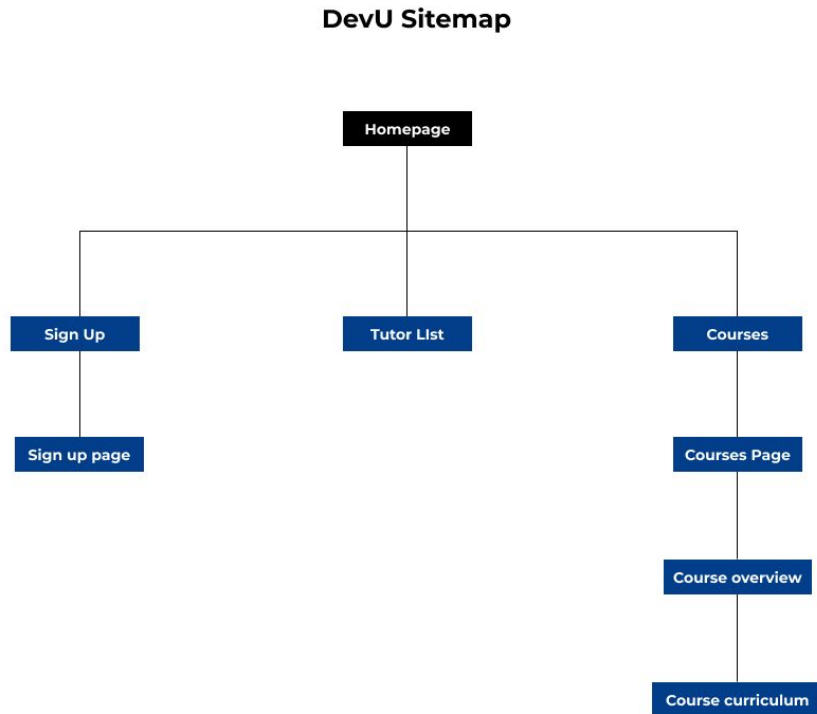
I made the contrast of colors easy on the eyes for visually impaired users.

# Responsive Design

- Information architecture
- Responsive design

# Sitemap

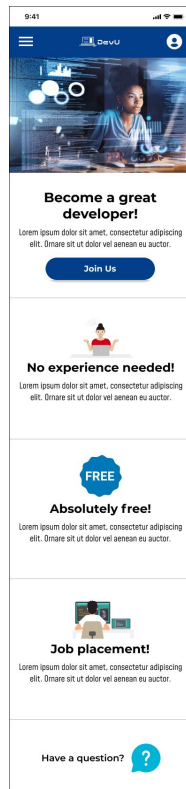
I made this sitemap to help guide the structural aspect of the website.



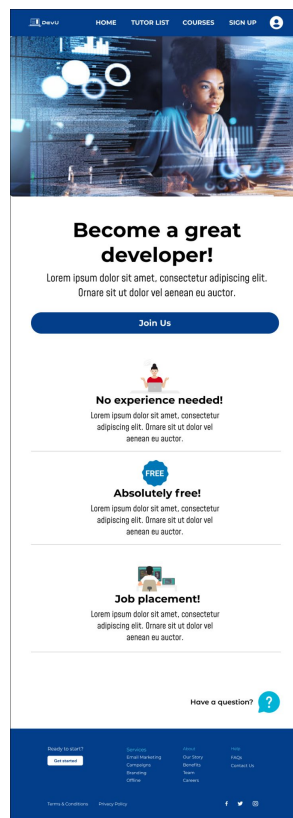
# Responsive designs

The designs for screen variation included mobile, tablet, and desktop.

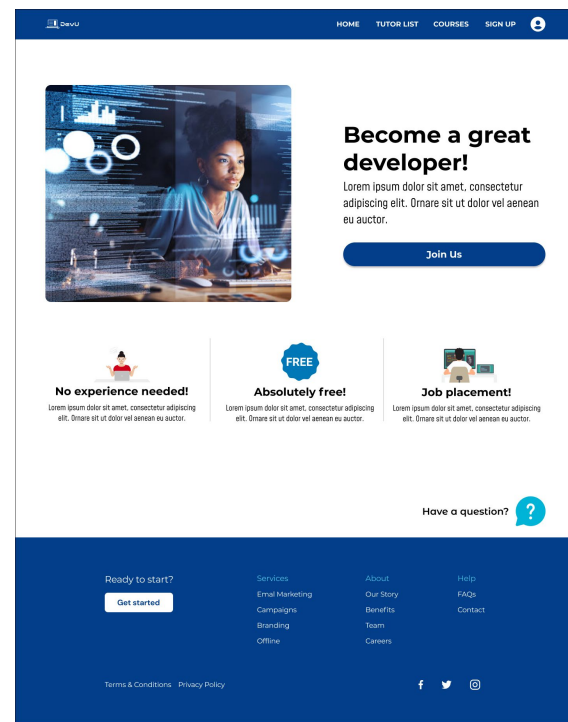
Mobile



Tablet



Desktop





# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Users that shared that the app is great especially for people with low income, and a busy schedule.



## What I learned:

I learned that people really do want to further their education but sometimes there is circumstances that stand in the way. More apps need to fill these users needs too.

# Next steps

1

Do another usability study to get more information that can help this app grow.

2

Compare product to competitors to see how this app levels up.

# Let's connect!



Thank you for reviewing my work on DevU! If you'd like to see more of my work or get in touch with me, my contact information is provided below:

Email: [tomrago580@gmail.com](mailto:tomrago580@gmail.com)

Website: [www.tomragocreations.com](http://www.tomragocreations.com)

Phone: 267-566-0208