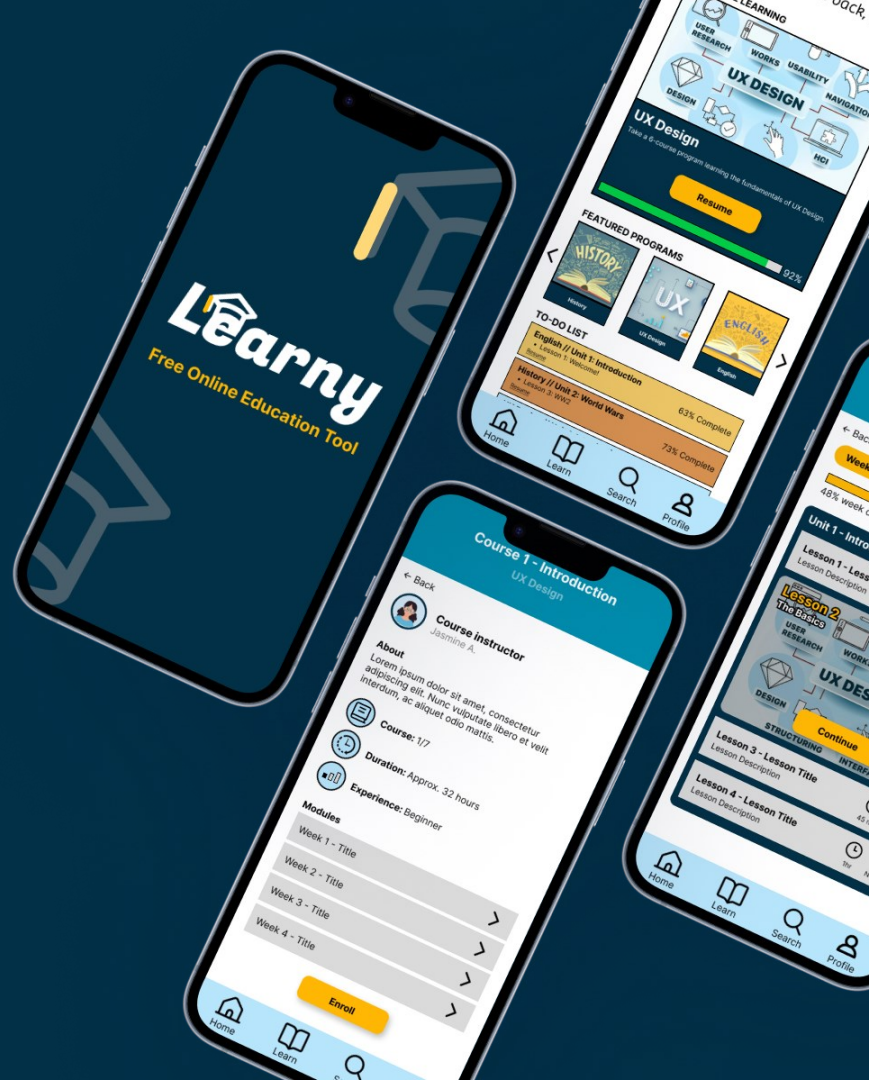


Learny

Free Online Education Tool

Jacob Eddings



PROJECT OVERVIEW



The product:

Design a tool to help people without income get access to quality education.



Project duration:

September 2023 – October 2023





PROJECT OVERVIEW



The problem:

People who don't have a steady income but are looking to receive an education can't afford the schooling that it takes to get a better education.



The goal:

Design a user experience for social good.
Create an online learning tool that allows people without income to get the education they need to be equipped for the workforce.

PROJECT OVERVIEW



My role:

UX Designer and UX Researcher

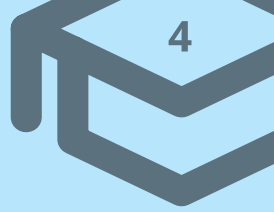


Responsibilities:

- User Research
- Wireframing
- Prototyping
- Creating User Stories
- Creating Personas
- Conducting interviews
- Iterating on designs
- Creating Desktop and Mobile designs

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps



USER RESEARCH: Summary



Research Questions:

- What is the average time it takes to complete the user flow?
- Are users more likely to use a desktop computer or a mobile phone to access this tool?
- What features would users like to see to help them navigate the UI easier?
- Do users prefer a game-style learning experience (XP, points, etc.) or a traditional learning experience (grades, scores, etc.)?
- How often would users be using the application to study? (10mins/day, 3days/wk, etc.)

Usability Study:

I performed moderated usability studies for both the mobile and desktop version of my product, measuring Time on Task, Conversion rates, and System Usability Scale as the KPIs. I also conducted a competitive analysis on other products with similar experiences to understand what the strengths and weaknesses are in this industry.

USER RESEARCH: Pain Points

1

No Search Option

Because there was no search option, users who want to search for a program or course would have to scroll through the slider until they found what they were looking for.

2

Missing information

Users were unsure who the program/course instructors were when enrolling. Users also wanted to know where they placed in regards to the other participants in the course/program when they completed a lesson or activity.

3

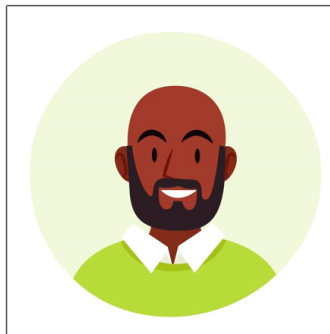
Confusing Icons

In the early wireframes, the placement of icons on the Dashboard page would confuse users because they weren't representative of the actual status, such as a "complete" green check icon showing on a course that hadn't been started yet.

PERSONA: Kenny

Problem statement:

Kenny is a 45-year-old father with no income who needs to get an inexpensive quality education online because he needs a better education to get a more secure job to provide for his family.



Kenny

Age: 45

Education: High School

Hometown: Fort Lauderdale, FL.

Family: Married, one child.

Occupation: None (currently)

"I'll do whatever it takes to provide for my family."

Goals

- Receive a better education on my own time/schedule.
- Learn new skills without emptying the bank.

Frustrations

- School is expensive.
- Doesn't have a lot of time in the day to study.
- Needs to support family financially.
- No smartphone.

Kenny is a 45-year-old male who recently lost his job as a commercial fisherman captain. He never went to school due to having to get a job at a young age to support his family. Now that he lost his job, he fears his level of education won't allow him to get into a better-paying career. Kenny lives with his wife Kat and son Ken Jr. He is looking for a way to get a better education without having to empty his savings account to go to school.



USER JOURNEY MAP: Kenny

Persona: Kenny

Goal: Take online classes from my desktop computer that works around my schedule.

ACTION	Search for “free education”	Create account on website	Browse available free courses	Begin program	Finish program
TASK LIST	A. Type “free online education courses” into search bar. B. Scan search results for the most relevant site. C. Click on a link.	A. Click “sign up for free” button. B. Enter personal information (name, age, DOB, etc.) C. Set your learning goals.	A. Browse featured courses. B. Search for a career field that you’re interested in. C. Select “learn more” on the course card.	A. Read description of the course. B. Click “Enroll” C. Begin progressing through the course at your own pace.	A. Complete program. B. Receive certification. C. Apply for jobs in the workforce.
FEELING ADJECTIVE	<ul style="list-style-type: none">Excited to make a change.Nervous.	<ul style="list-style-type: none">Skeptical about providing personal information.	<ul style="list-style-type: none">Overwhelmed by all the courses.Worried they aren’t all free.	<ul style="list-style-type: none">Nervous about starting the program.Hopeful.	<ul style="list-style-type: none">Encouraged to look for jobs.Proud to have completed the course.
IMPROVEMENT OPPORTUNITIES	Make sure the search result catches the users attention.	Make the account-creation process simple and easy.	Promote the free courses more than the paid courses to avoid deterring users.	Make the program very basic and user friendly to keep users from getting overwhelmed.	Make the “course complete” screen very interactive and exciting to make users feel accomplished.

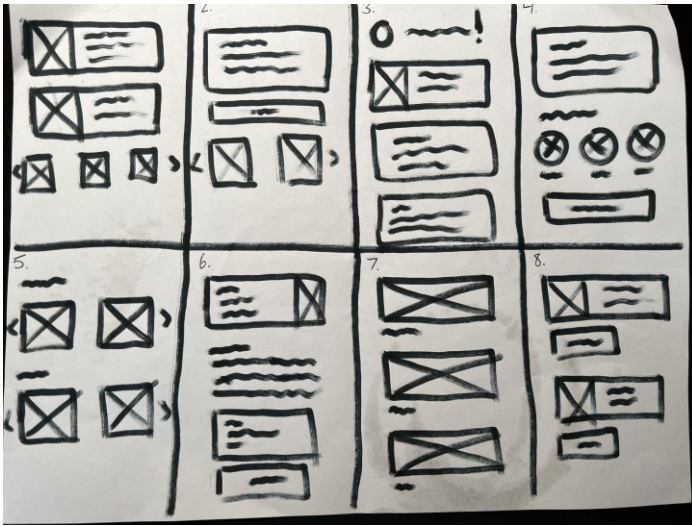
The user starts the user journey by searching online for a “free education” program. They find “Learny” and create an account on the website, providing income details and goals for their education. The user then browses available free courses or searches for a specific program. The user begins the program and completes it on their own time, receiving a certificate and allowing them special access to jobs from the program creator.

Starting the design

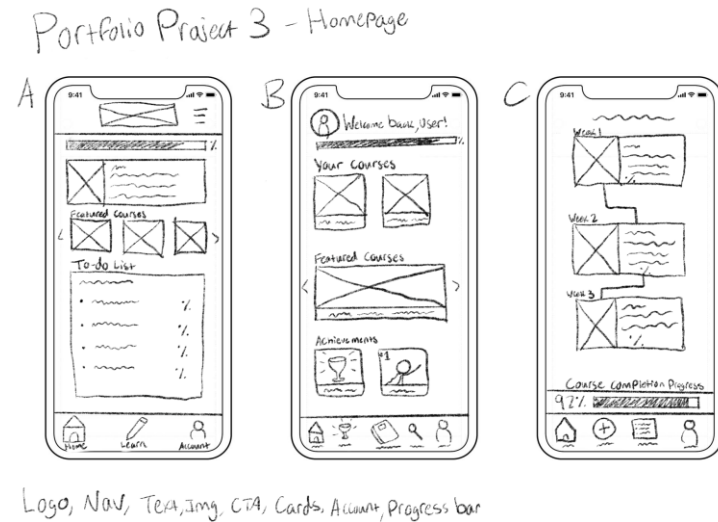
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies



PAPER WIREFRAMES



Crazy Eights Brainstorming Exercise



Paper wireframes of the homepage

I started with a Crazy Eights exercise to jot down as many ideas as I could for the homepage and then repeated this process for the other screens. I then transferred the design I liked most into a paper wireframe and added some other ideas that came into fruition as I was creating the paper wireframes.

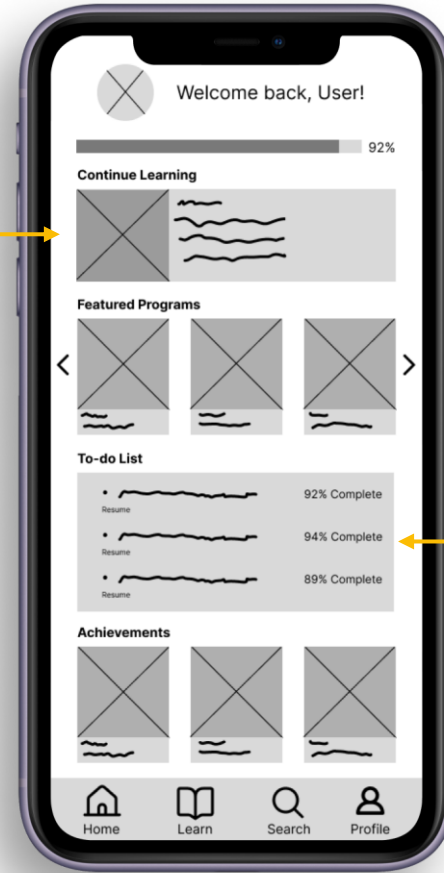


DIGITAL WIREFRAMES

Homepage

The goal of the homepage wireframe was to provide users with a warm welcome and to tailor their experience with programs/courses that are relevant to what they're currently learning or what they may be interested in based on their programs. This would help to keep the learning more entertaining and feel less like a chore.

Large "Continue Learning" box allows users to resume their lesson quickly while still being able to explore other options below.



"To-do" list shows users where they left off and allows them to quickly hop back into the lessons.

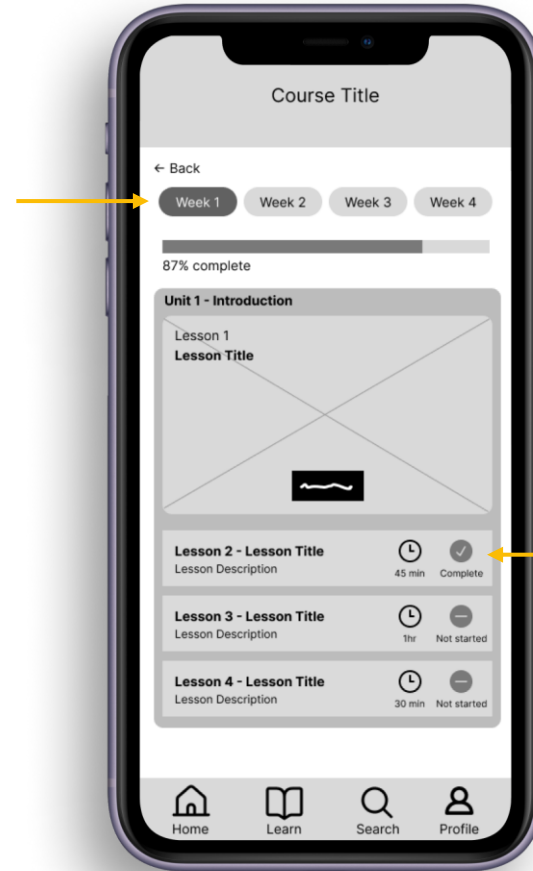


DIGITAL WIREFRAMES

Dashboard

When creating the dashboard page, I wanted to make sure that users could see their week progress using a dynamic progress bar. Users could also toggle between the various weeks of the program using the chips at the top. I also wanted users to know what lessons they've already completed and how long each lesson will take by adding the "clock" and "check/minus" icons to allow for quick scanning and reduced cognitive load.

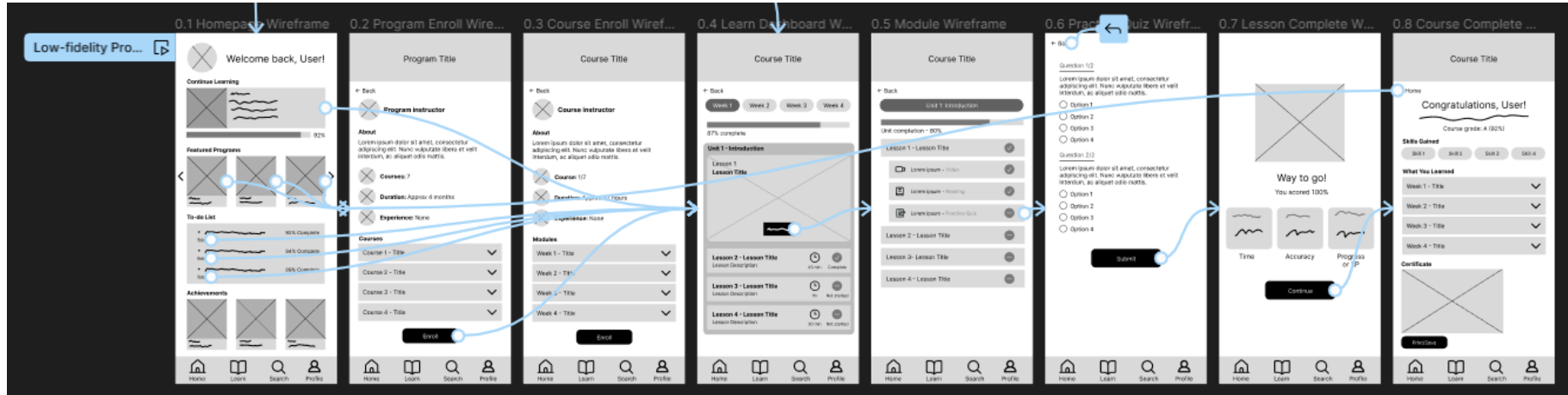
Chips to allow users to cycle between different weeks of the program.



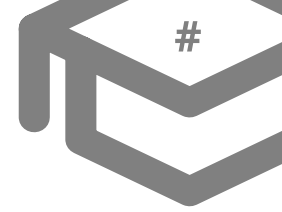
Iconography used with text to allow for easy readability and show users important information.



LOW-FI PROTOTYPE



Link to my [low-fidelity prototype](#) created in Figma.



USABILITY STUDY: Findings

I conducted two moderated usability studies with my family members, one for my hi-fi mobile prototype and one for my hi-fi desktop prototype. I introduced a list of prompts for them to complete while I monitored their click path, observations, quotes, and task completion. I then asked users what medium they prefer more, desktop or mobile, as there are differences between their layouts.

Mobile Prototype Findings

- 1 Users want to the ability to search for programs/courses.
- 2 Users want to be able to customize their account page.
- 3 Users want to know where they rank out of their classmates after submitting an assignment/quiz.

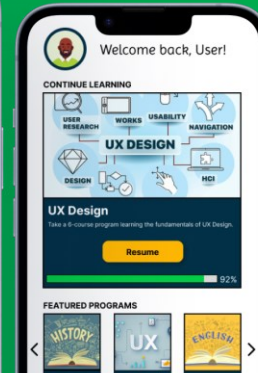
Desktop Prototype Findings

- 1 Users like the look of the “Module” page more on Desktop than on Mobile.
- 2 Useres want the ability to search for programs/courses.
- 3 Users want more interactivity on Desktop version.

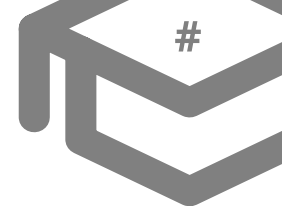


Refining the design

- Mockups
- High-fidelity prototype
- Accessibility



STICKER SHEET



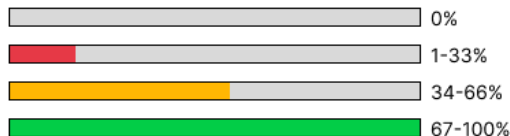
Bottom Navbar



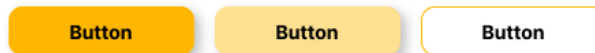
Color Palette



Progress Bars



Buttons



Chips



Logo



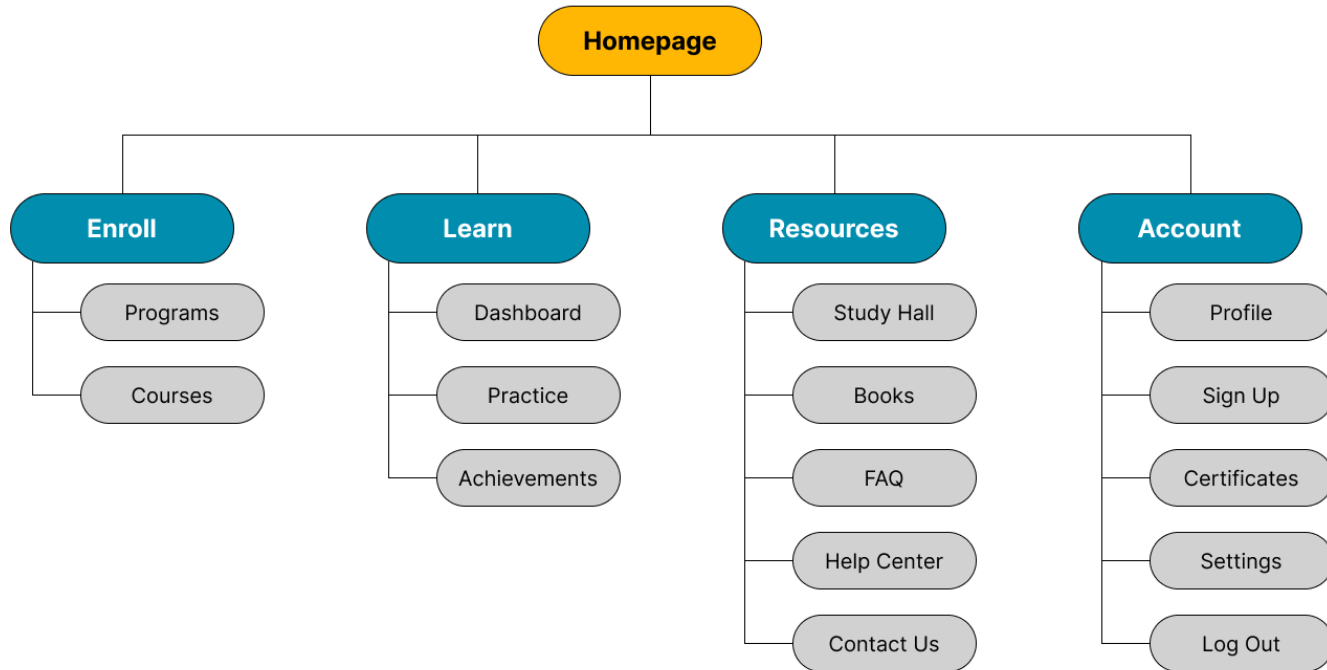
Typography

Logo	Header	Body
Fugaz One	Inter - Bold	Inter - Regular

Iconography



SITEMAP



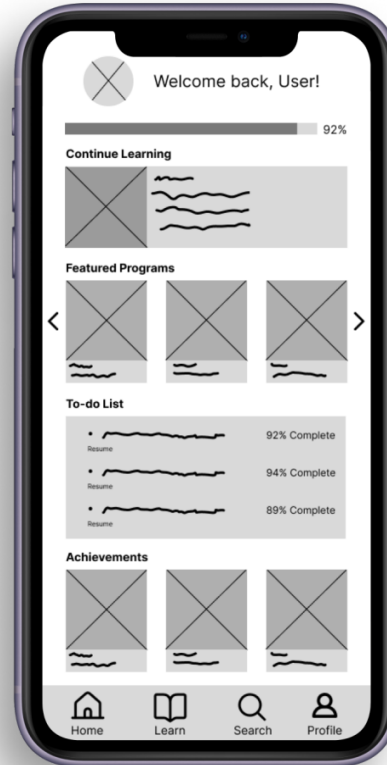


MOCKUPS

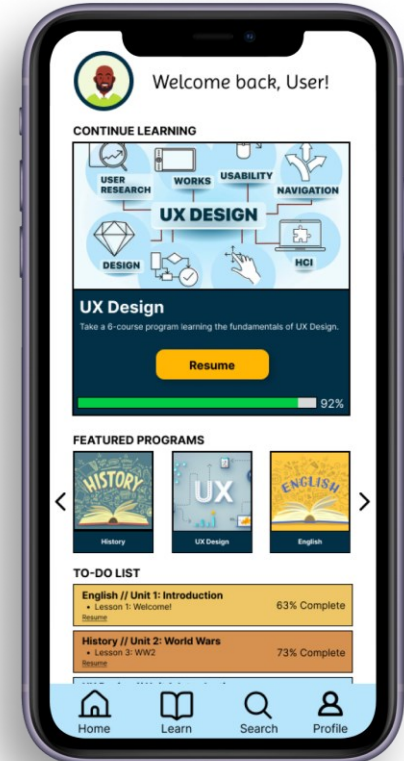
Homepage

There were a few changes made from the low-fi wireframe to the hi-fi mockup. After performing the usability study, I found that users preferred a larger button for the “continue learning” section to draw their attention to it. The progress bar at the top of the screen was also confusing as people could be taking multiple programs, so I moved the progress bar down into the “continue learning” section for better association.

Low-fi Wireframe



Hi-fi Prototype



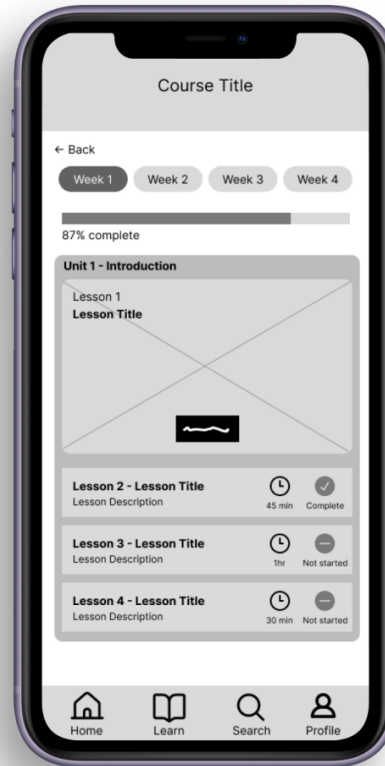


MOCKUPS

Dashboard

For the Dashboard screen, I kept it fairly similar to the wireframe as users from the usability study liked the layout. I made sure to keep the progress bar at the top and color coded to show the progress (red, yellow, green). I also colored the icons to show when a lesson is complete (green check) or not started (grey minus). This way, users can easily see what they have completed and what they still need to complete.

Low-fi Wireframe



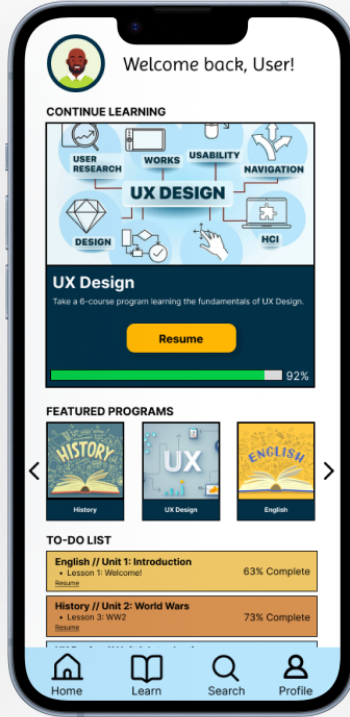
Hi-fi Prototype



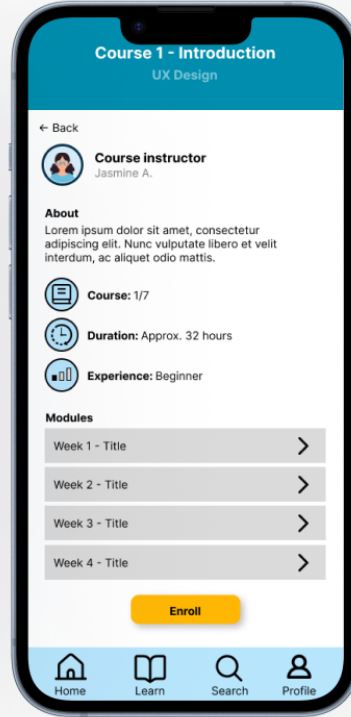
MOCKUPS



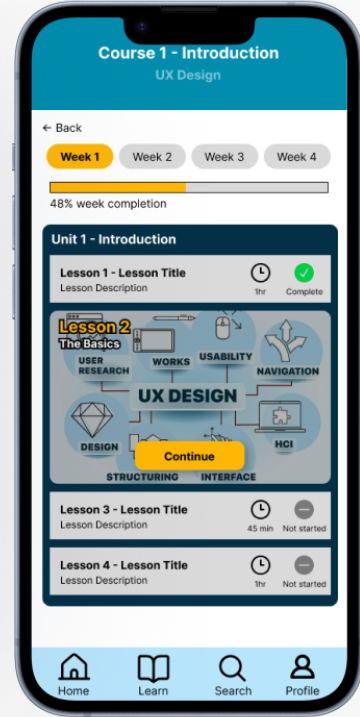
Splash Page



Homepage



Enroll Page



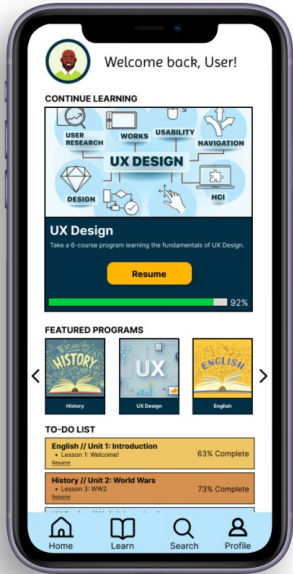
Dashboard



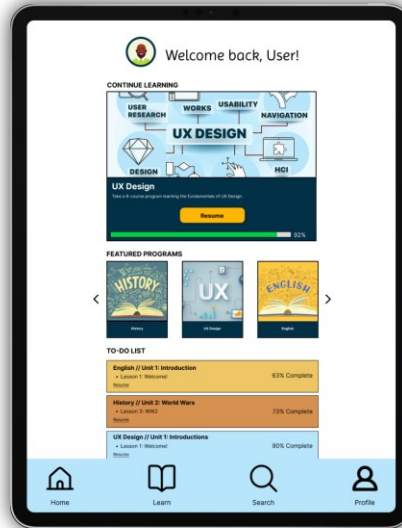
MOCKUPS

Homepage

Mobile Prototype

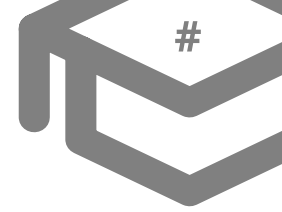


Tablet Prototype

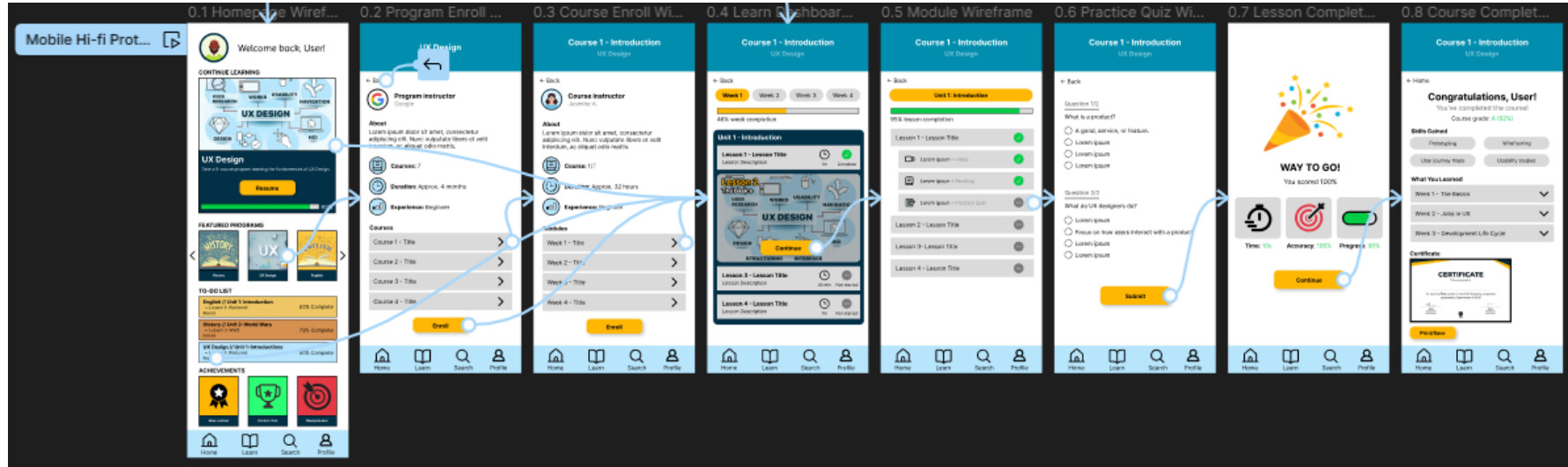


Desktop Prototype





HI-FI PROTOTYPE



Link to my [high-fidelity prototype](#) made in Figma.



ACCESSIBILITY CONSIDERATIONS

1

ICONOGRAPHY

Including icons in my design was essential as iconography is a major building block for visual design. Pairing icons with text makes scanning pages easy and reduces cognitive load since your attention will gravitate toward the icon before the text, allowing you to scan pages quickly and effectively.

2

SEARCH

Adding a search feature allows users to quickly navigate the product. If a user knows exactly what program or course they want to attend, they can search for it from anywhere in the product. Search options also enhance accessibility by providing a landmark that can be used by assistive technology.

3

MOTION

Adding motion to my design is important for aesthetics, but I also had to ensure that the animation effects are quick and don't take away from the user experience. I made sure that any animations that happen on screen (progress bar movement, confetti celebration, etc.) move efficiently and can also be toggled on/off if the user wishes.



Going forward

- Takeaways
- Next steps

TAKEAWAYS



Impact:

My favorite quote from my usability study participants was this:

["I really like the confetti it makes me feel accomplished."](#) – Participant B



What I learned:

I learned that there are different use cases that would require you to build using Progressive enhancement, Graceful degradation, or a mobile-first philosophy. I also learned the differences between dedicated apps and responsive apps, and look forward to building more of each in the future.



NEXT STEPS

1

STEP 1

Conduct another usability study with people of low income who are looking to take an online learning course. This would give me a better understanding of what the users are looking for to create a more realistic user experience.

2

STEP 2

Further iterate on my designs to create a full prototype for all possible options of the user flow. This would allow me to fully flesh out the prototype and anticipate for all user choices.

3

STEP 3

Get more feedback from previous participants which would allow me to compare their feedback with those of the new usability study. I could then synthesize the results and iterate on my designs to create a flawless user experience.

LET'S CONNECT!



You can find out more information about me and view some of my past projects by visiting my portfolio website at jacobbeddings.com.

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Thank you for your time!