LEARNIT App Design

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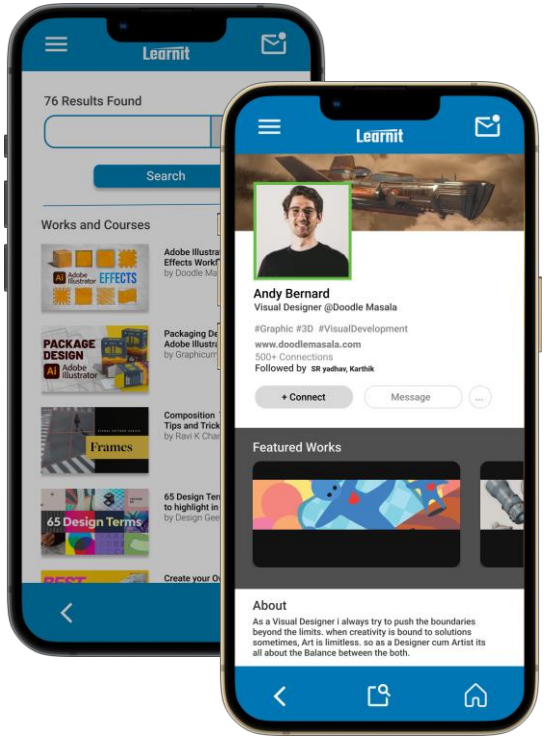
Project overview

The product:

Learnit App is a Productive platform where people with similar interest can network and collaborate as a team. Most importantly this platform is to make people engage more on productive scrolling that increases the weight of skillset and experience for self development. Learnit App targeted audience are Majorly for Students and Experienced professional who needs a fresh thought of Ideas.



Project duration:

August 2023 to September 2023.

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Project overview

The problem:

Less Communication among students of different years and the gaps between academics and industry makes it difficult to Share what they Learn.

The goal:

Design an app for Learnit App is that allows users to easily Build their Professional Profile and Portfolio either in person with guidance or as a Team.

Project overview

My role:

UX designer designing an app for Learnit from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was College students and working adults who want to stay productive and build their professional network.

This user group confirmed initial assumptions about Professsional Platform's users, but research also revealed that Networking was not the only factor limiting users collaborate.

Other user problems including 'where to begin' and 'whom to ask' that make it difficult to complete their productive goals.

User research: pain points

1

Finance

Most of the course platforms costs higher amount for Premium subscriptions and repetitive pay walls.

2

Collaborations

Self phased courses are good but lacks the motivation to collaborate after acquiring a skillset.

3

Progress Tracking

Students saving the bookmarks and resources in fear of missing out and later they forget about their goals.

Persona: **Miles M**

Problem statement:

Miles, a dedicated design enthusiast, actively seeks opportunities to expand his skill set and knowledge across diverse fields during his free How might we create a user-centric learning platform that fosters genuine knowledge sharing and collaboration among professionals like Miles, while ensuring a transparent and accessible experience for all users.

Miles M

Lifelong Learner | Productivity Enthusiast | Curiosity-Driven

Age	30
Education	B Arch, Msc Animation Design
Occupation	Senior Designer at IT
Family	Single, Living alone
Location	Chennai

Bio

Miles is a Designer having passion for learning and staying productive is the driving force behind my day-to-day life. Born with an insatiable curiosity, I'm on a perpetual quest to expand my knowledge and develop new skills. While deeply committed to his pursuit of knowledge and productivity, he also recognize the importance of work-life balance. In his downtime, you'll find him enjoying a good book, hiking in the great outdoors, or experimenting in the kitchen to whip up a new culinary masterpiece.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

Goals

Miles is a Design enthusiast who always try to bound above the boundaries to explore diverse field of expertise to upgrade his skill set on his free time. He Believes in Networking and Productivity.

Pain points and frustrations

Miles needed a decentralized learning platform where professionals can mutually benefited by sharing their knowledge in the fields but most of the platforms were full of deceptive patterns with pay wall.

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Persona: **M Jane**

Problem statement:

M. Jane seeks a decentralized learning platform that facilitates mutual knowledge sharing between professionals and students. M. Jane is forced to navigate multiple platforms, resulting in a fragmented and inefficient experience. How can we create an inclusive and comprehensive learning ecosystem that addresses mentorship, expert guidance, and networking opportunities, all within a single platform.

M Jane

College Student | Industry Insight Seeker

Age	23
Education	B E., (Computer Science)
Occupation	Under Graduate Student
Family	Single, Living with Parents
Location	Chennai

Bio

M Jane is a passionate lifelong learner on a mission to bridge the gap between academic knowledge and real-world industry expertise. As a college student, she dedicated to enriching her education by seeking guidance from industry experts and staying up-to-date with the ever-evolving professional landscape. her goal isn't just to be academically qualified; it's to be industry-ready. she is committed to honing the skills and knowledge necessary to excel in my chosen field. From coding to marketing, she constantly refining her toolkit, aligning it with industry needs, and preparing to make a meaningful impact.

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Goals

M Jane needed a decentralized learning platform where professionals & students can mutually benefited by sharing their knowledge in the fields but most of the platforms were full of deceptive patterns with pay wall.

Pain points and frustrations

M Jane needed a expert advice and networking to improve her career but paying a mentor is little difficult for her since she is on college. and mostly courses and networking cant be find on a same platform so she use multiple Platforms to partially complete her goals

User journey map

Mapping Miles's user journey revealed how helpful it would be for users to have a good network with young minds and fresh ideas to hear for his Vision Projects.

Persona: Miles M

Goal: Explore diverse field of expertise to upgrade his skill set on his free time to stay productive.

ACTION	Scroll Works of latest Designers	Tries to learn some skillset to achieve similar Results	Start a Personal Project to Experiment the Learnings	Post the Work on Social Media & Share it to experts for feedbacks	Add to His Professional Profile as Project Case study
TASK LIST	Tasks A. Open Instagram B. Check Feeds C. Saves works of Designers & Artists.	Tasks A. Opens Youtube B. Search related tutorials C. Skip Ads D. Clubbing up the new insights from tutorials.	Tasks A. Formulating an Idea B. Start Outlining & Brainstorming C. Completing the Work.	Tasks A. Tweaking for Posting in Social media B. Write the process as caption C. Share it to public and experts for feedbacks.	Tasks A. Updating the Portfolio B. Adding the skill to Professional Profile.
FEELING ADJECTIVE	Bored, Curious.	Doubtful, Frustrated, Excitement, Doubtful.	Curious, Adventurous, Confident.	Doubtful, Curious, Overwhelmed, Hesitant.	Productive, Excitement, Satisfied.
IMPROVEMENT OPPORTUNITIES	Needed Niche based Feeds like based on interest pattern.	Ads on Educational content can be restricted since it affects the flow of learning.	A Jam-board or a note taking options can be an addon in formulating Ideas.	Hashtag suggestions can be an good addon.	Share to option straight from social platforms to Professional Profile would be a nice feature.

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User journey map

Mapping Jane's user journey revealed how helpful it would be for users can get some honest guidance from the people working on Industry.

Persona: M Jane

Goal: wants expert guidance and skill oriented learnings through Networking.

ACTION	Checks Social Media Platforms	Finds some profile that matches her Domain of study	Try to contact and make a conversation	Finds some learning materials and advice	Bookmarks all Resource for now & Later Reference
TASK LIST	Tasks A. Open Linkedin B. Search for Skills requirements on job postings C. Scroll through People in similar jobs	Tasks A. Look into the education section and their portfolio B. Check for common domain groups C. Follow & Request Connection	Tasks A. Responds to the work on profile B. Start a conversation C. As for career insights	Tasks A. Gets list of resource sites B. Look into suggested courses from person C. Gets insights on on higher studies and domain scopes.	Tasks A. Bookmarks the website resources B. Save youtube videos under save private column C. Creates checklist to start a personal project
FEELING ADJECTIVE	Curious, Overwhelmed, Scared.	Overwhelmed, Hopeful.	Curious, Doubtful.	Overwhelmed, Confused.	Confusion, Hopeful, Doubtful.
IMPROVEMENT OPPORTUNITIES	Explore based on interest would be a nice addon while creating an account.	Mutual connections response to certain post highlights can be an icebreakers	Appointment or a request guidance tab can be efficient.	Links and network organising on single platform with descriptions would help in future reference.	Adding a List of To Do columns to start a Personal Project for portfolio would be efficient.

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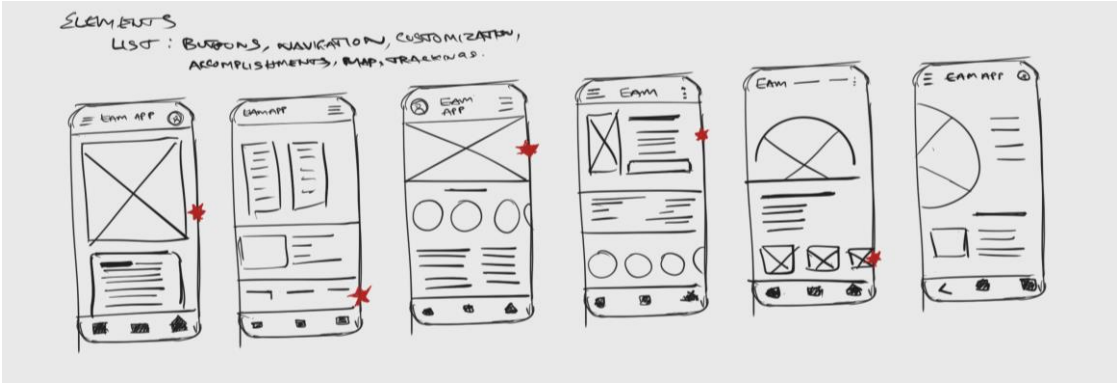
Starting the design

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

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **2 way point of User & Works** to help users save time.



Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

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Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This Section was Changed from progress to the time Length of Modules.

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Digital wireframes

Easy to select the prefered Filters from the Task completions.

Search Filters for Users Preference.

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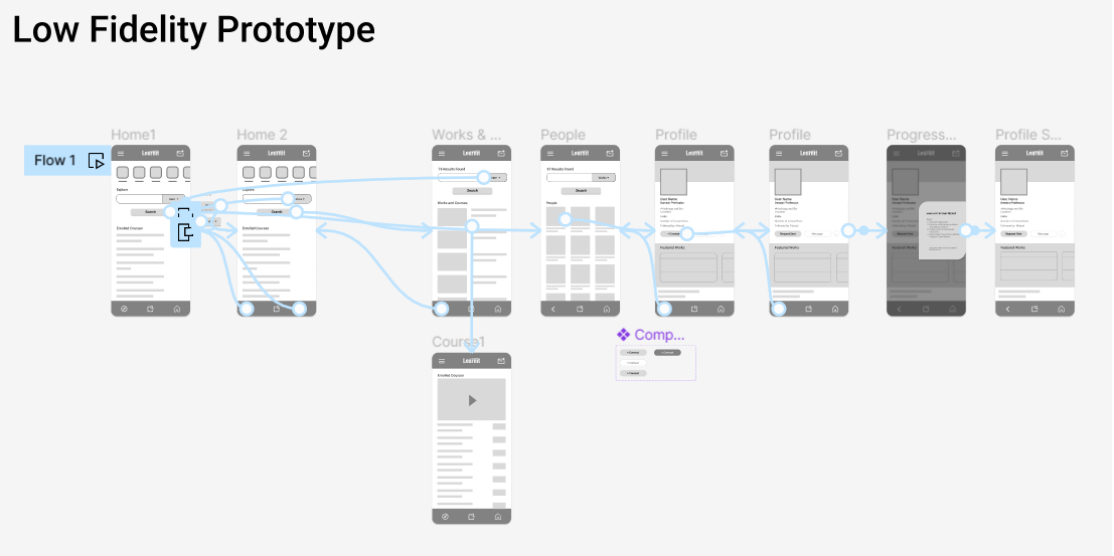
Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was Requesting a Network, so the prototype could be used in a usability study.

View the Learnit Lofi Prototype at
low-fidelity prototype



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users needs a self phased course list.
2. Users dont want to see very older pending courses on main screens.
3. Users want a Time Length of the courses

Round 2 findings

1. After Requesting a Connection users needed a little push point to greet.
2. User needed Ice-Breakers to start a conversation.

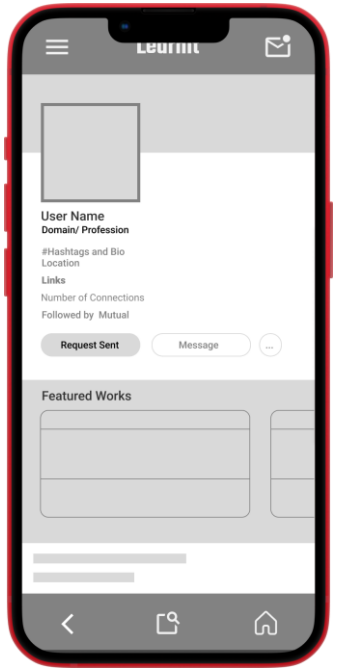
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

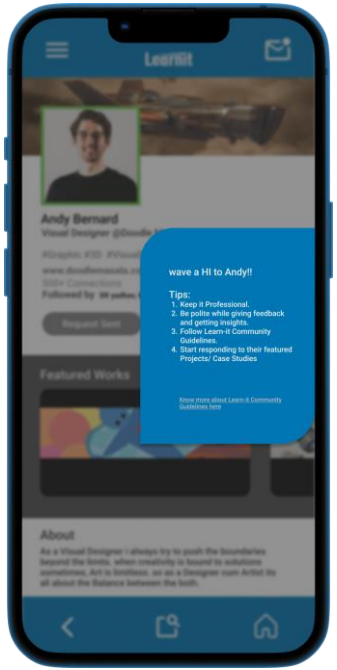
Mockups

Early designs allowed for some customization, but after the usability studies, I added additional a Confirmation status to **give a little push point to start a Converation**.

Before usability studies

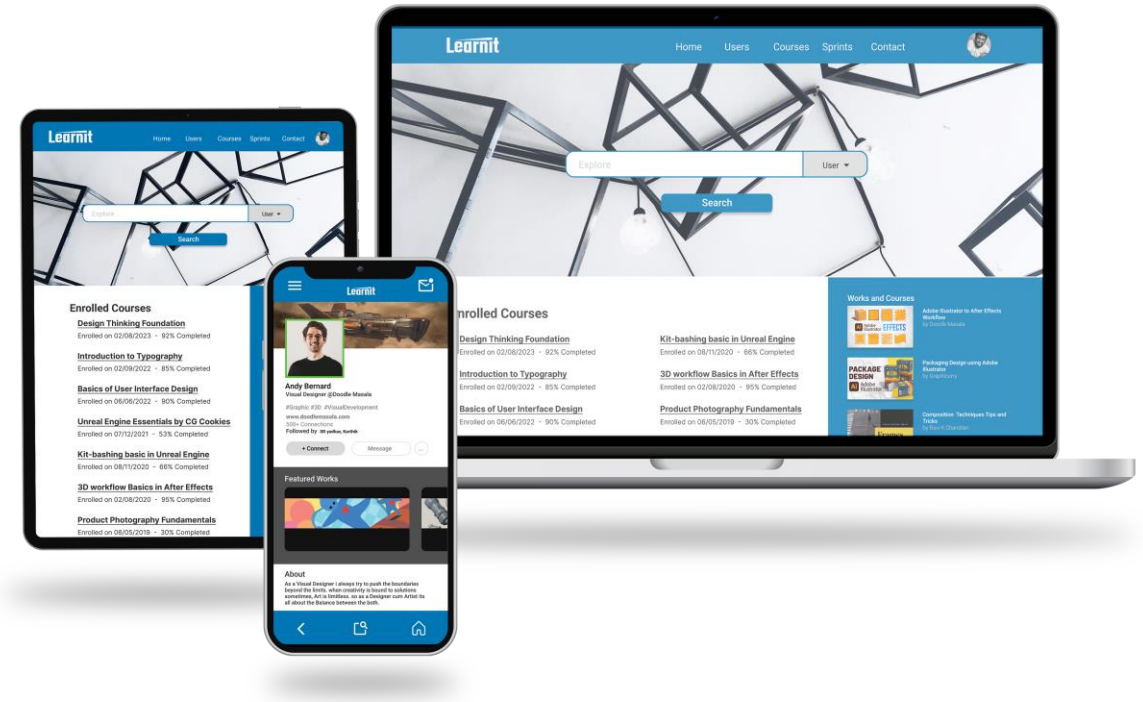


After usability studies

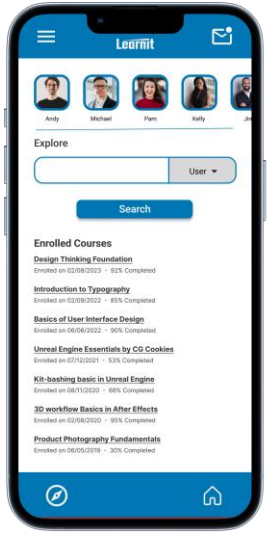


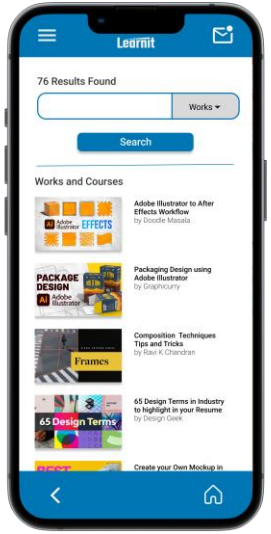
Mockups with Responsive Sizes

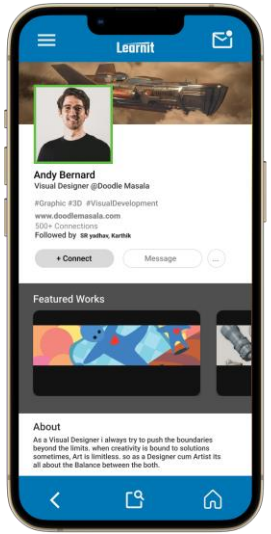
designing a responsive UI for different device sizes is essential for providing a consistent, accessible, and adaptable user experience. It not only benefits your users but also enhances your product's reach, competitiveness, and overall success in the digital landscape.

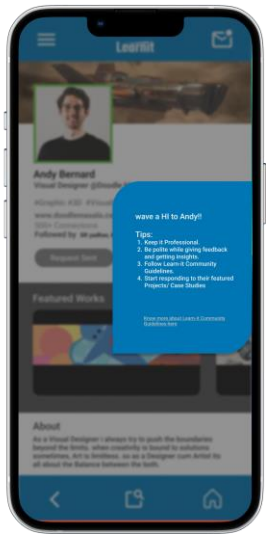


Key Mockups









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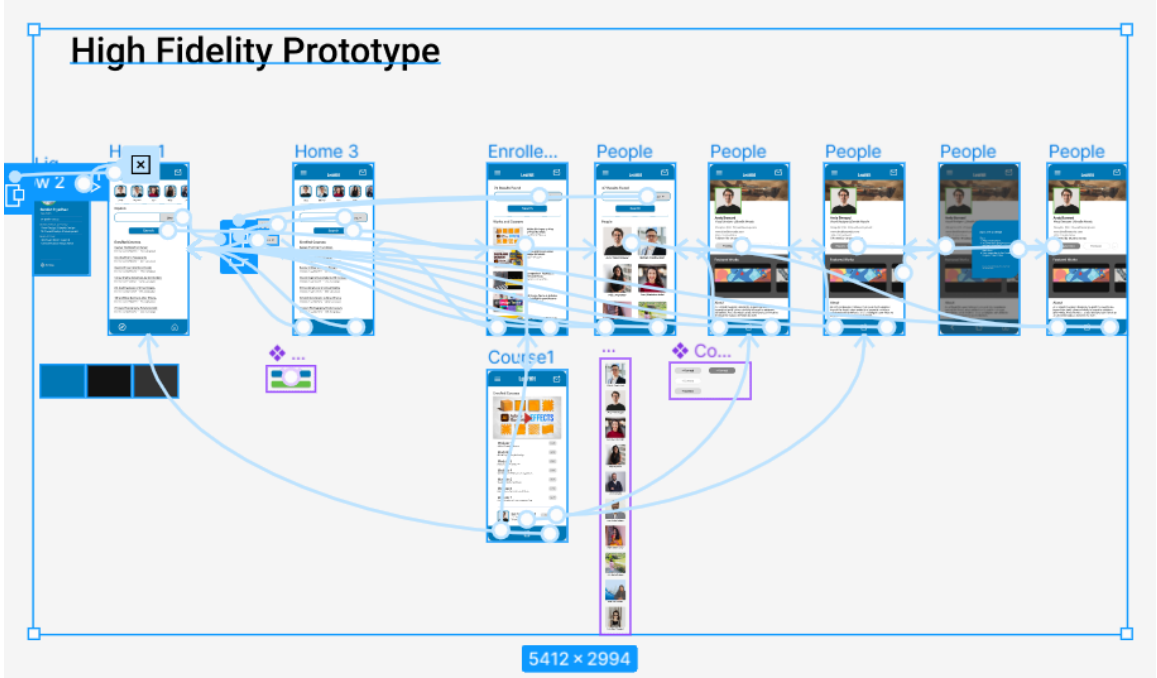
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building Learn-it Networking with Professionals.

View the Learn-it APP [high-fidelity prototype]



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Accessibility considerations

1

Gave access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation Smoother and Easier.

3

Implemented Jackob's Principle of UX Design for a Friendly Heuristic UI.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel how collaborations could yield better results than Competitions.

One quote from peer feedback:
“The app made me keep on track with industry trends and needs so that I can opt my portfolio in the way I can get placed with aligning skillsets.”

What I learned:

While designing the Learnit app Workflow, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app’s designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine the student engagements for iteration in customer cum user experience.

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Let’s connect!

Thank you for your time reviewing my work on the Learn-it app! If you’d like to see more or get in touch, my contact information is provided below.

Email: armeenakshisundar@gmail.com
Website: www.doodlemasala.com

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Thank you!