

Learning Quest Website Design

Belal Franji

Project overview



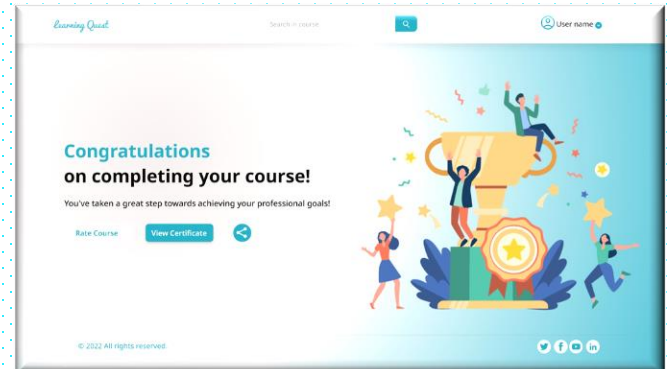
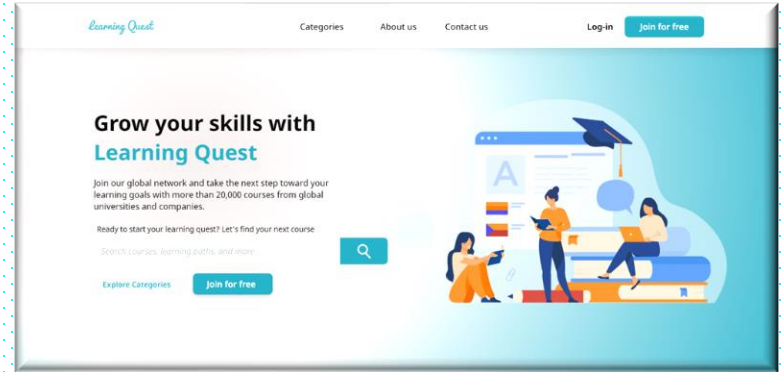
The product:

Learning Quest is a platform that would work as a Learning Management System (LMS) that aims to serve beginners, intermediate and advanced people in their fields by offering them a wide range of training courses in multiple fields.



Project duration:

Jan 2023 to March 2023



Project overview



The problem:

The increasing need for high quality online learning methods, world-class materials, and a trustworthy evaluation systems.



The goal:

Serve beginners, intermediate and advanced people in their fields by offering them a wide range of training courses in multiple fields.

Project overview



My role:

UX designer leading the Learning Quest website design



Responsibilities:

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

Understanding the user

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

User research: summary



I've conducted a research that depends on secondary sources of data and come up with many problems facing the interviewees. Most of the statistics indicate that the main pain point was those non – native speakers are facing issues like the fast translation and they expressed their need to a written transcription.

The research also revealed that language was not the only factor limiting users from learning. Other user problems included payment method, interests, quality, or price that limit their options.

User research: pain points

1

Language

Non-native users find that the captions are very fast and they have to stop the video and move backward when they don't understand a point.

2

Interaction

Users have to scroll down many times to reach the subscription icon.

3

Experience

LMS websites don't provide an engaging browsing experience

Persona: Julia

Problem statement:

Julia is a 22 y.o. Italian fresh graduate who holds a BBA and seeks further development in the area of her specialization in order to have better job opportunities in the field she likes. She is working now in a small family store and cannot afford the Master degree expenses.

Julia



BIO

Julia is a 22 y.o. Italian fresh graduate who holds a BBA and seeks further development in the area of her specialization in order to have better job opportunities in the field she likes. She is working now in a small family store and cannot afford the Master degree expenses.

Quote

"Success is not final, failure is not fatal: it is the courage to continue that counts."

Behaviors

- She is always up-to-date with available training (online & offline) opportunities.
- Self motivated & high Potential

Goals

- MBA or equivalent qualifications.
- Better job related to her area of study.

Pain Points

Julia is a non-native English speaker, so she instantly needs to translate words from captions.

Motivations

- Self-esteem
- Economic
- Dream Job
- Social

Personality


Openness	<div><div></div></div>
Conscientiousness	<div><div></div></div>
Extraversion	<div><div></div></div>
Agreeableness	<div><div></div></div>
Neuroticism	<div><div></div></div>

Persona: Julia

Problem statement:

Mazen is a 30 y.o. employee, lives in the middle east, he works in tech company and seeks further development in the industry in order to keep up with the dynamic IT environment as well as having better job opportunities or promotion insights .

Mazen



BIO

Mazen is a 30 y.o. employee, lives in the middle east, he works in tech company and seeks further development in the industry in order to keep up with the dynamic IT environment as well as having better job opportunities or promotion insights .

Quote

“If you think education is expensive, try estimating the cost of ignorance.”

Behaviors

- He always tries to learn emerging subjects in his field of work.
- Self motivated & high Potential.

Goals

- Time flexible online courses.
- Being certified to approve his knowledge.

Pain Points

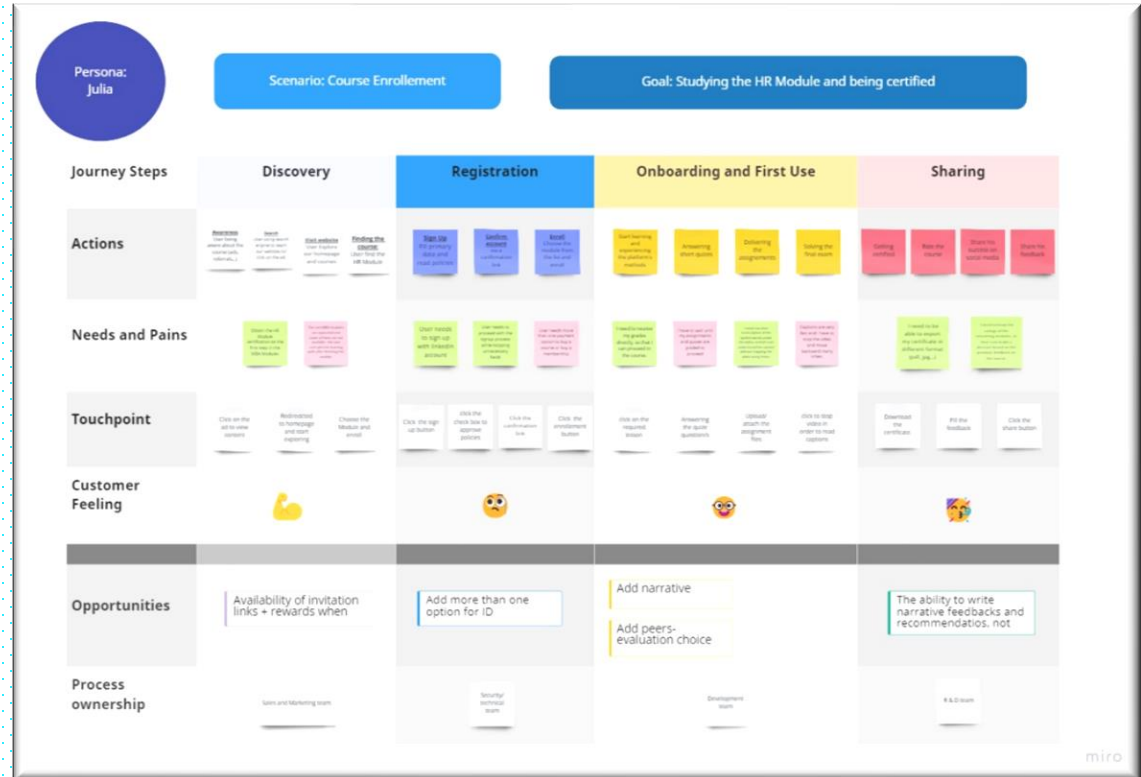
- Needs payment options other than his credit card.
- Needs Transcription with saving notes options.

Motivations

- Self-esteem
- Economic
- Dream Job
- Social

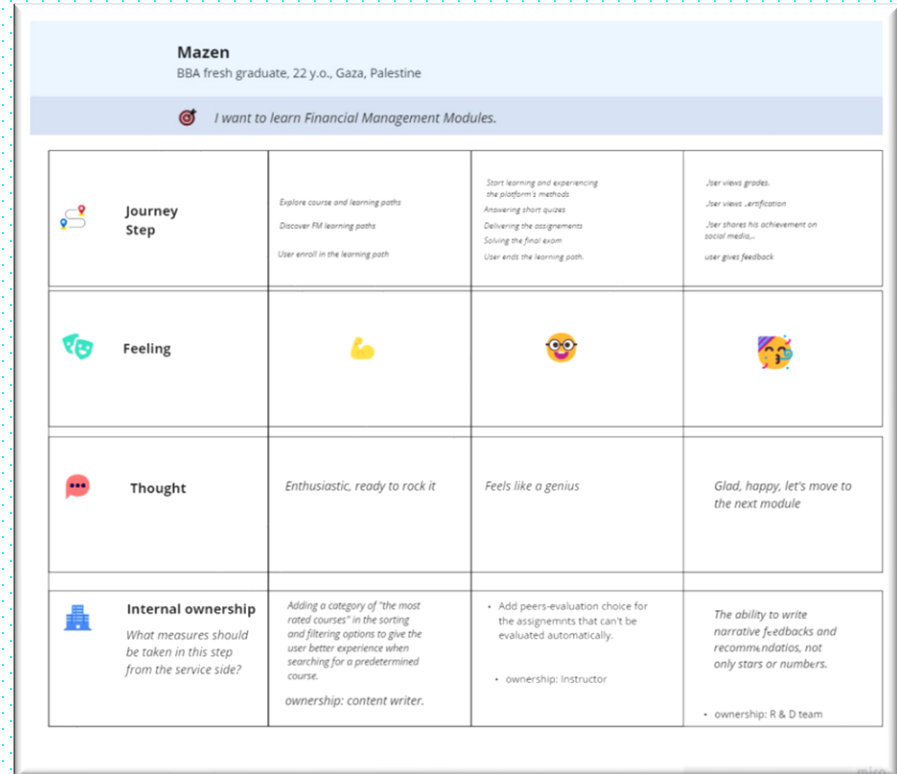
User journey map - Julia

I created a user journey map of Julia's experience using the site to enroll in the HR Module Course and get certified.



User journey map - Mazen

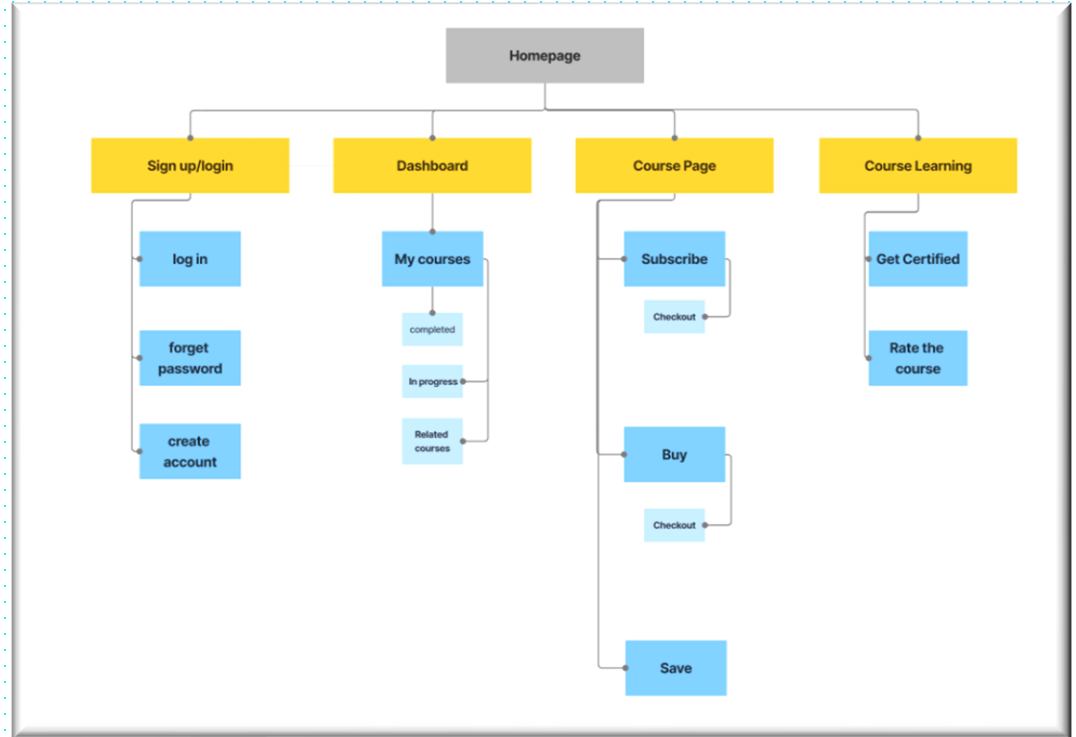
I created a user journey map of Mazen's experience using the site to enroll in the FM Module Course and get certified.



Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

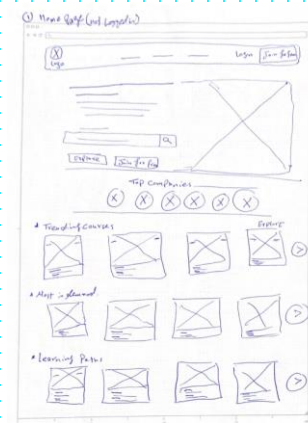
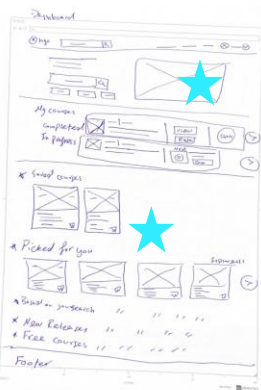
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.



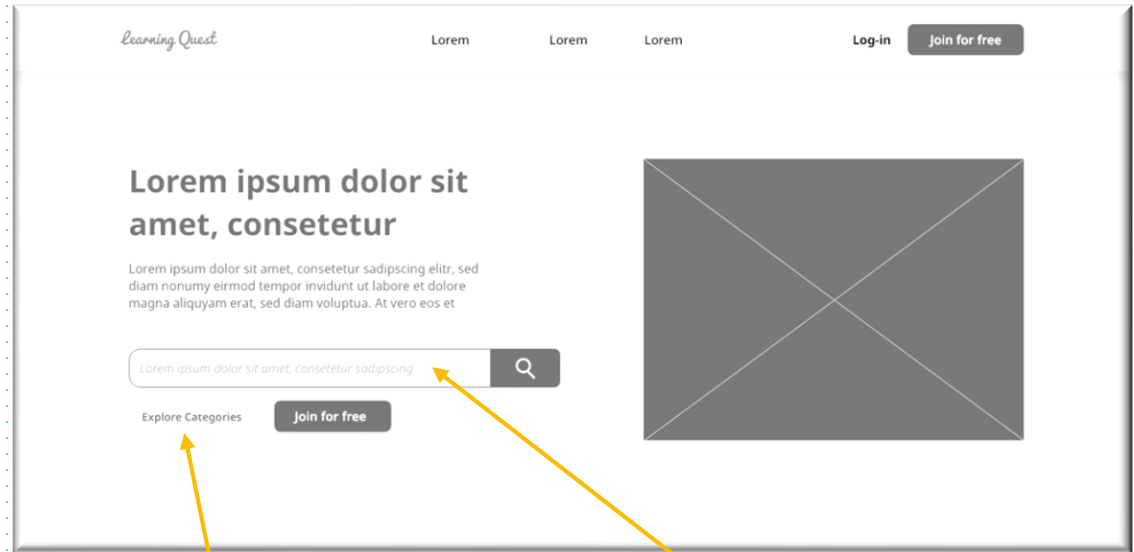
Refined paper wireframe

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

Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

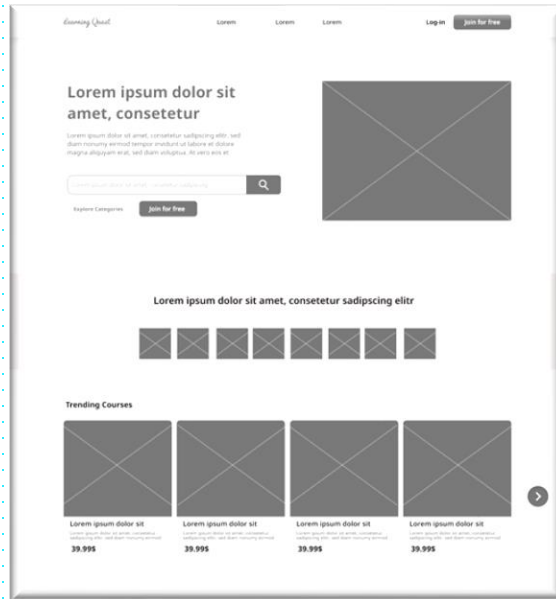
Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



Easy access to the required category

Homepage is optimized for easy browsing through the search bar

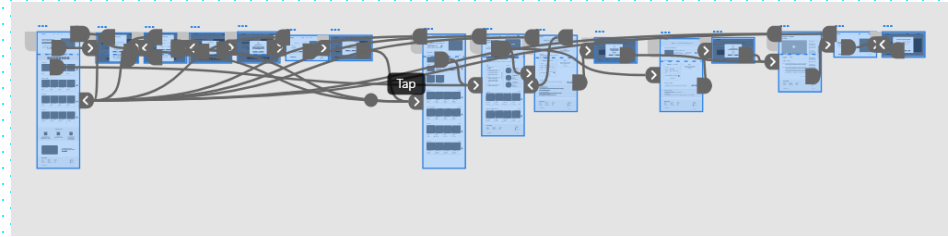
Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



View [LMS Low – Fi Prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

Worldwide, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

CTA Button

Users have to scroll down many times to reach the subscription icon.

2

Checkout

Some users weren't able to pay through Paypal because of their geographic area

3

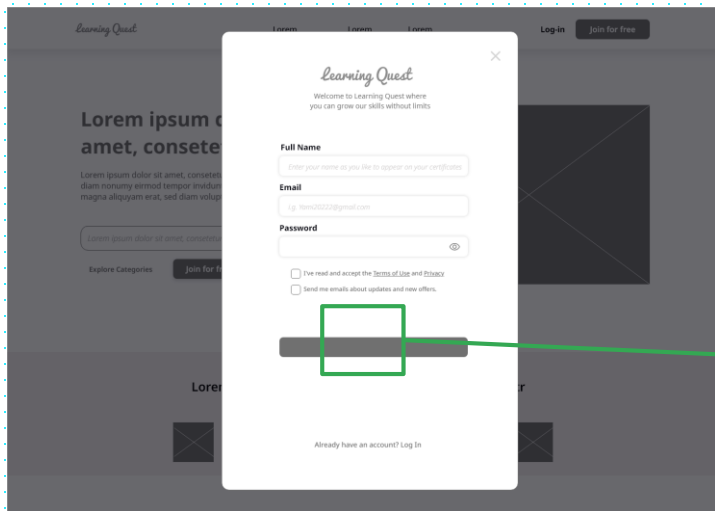
Device Responsiveness

The information architecture is designed to serve in landscape view only which is more comfortable with the desktop than the mobile.

Mockups

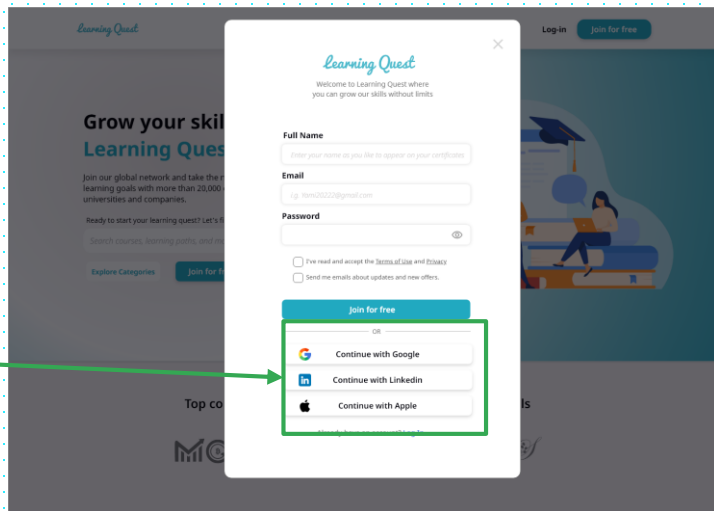
Based on the insights from the usability study, I made changes to improve the site's sign up flow. One of the changes I made was adding 3 options to sign up. This allowed users more freedom to sign up.

Before usability study



The mockup shows a sign-up form titled "Learning Quest" with the subtitle "Welcome to Learning Quest where you can grow your skills without limits". The form includes fields for "Full Name", "Email", and "Password". Below these fields are two checkboxes: "I've read and accept the Terms of Use and Privacy" and "Send me emails about updates and new offers". A green box highlights the bottom of the form, and a green arrow points from this box to the "After usability study" mockup.

After usability study



The mockup shows the same sign-up form as before, but with three additional options for signing up: "Continue with Google", "Continue with LinkedIn", and "Continue with Apple". These options are grouped together in a green box, which is highlighted by a green arrow pointing from the "Before usability study" mockup.

Mockups

To make the checkout flow even easier for users, I added a 2 payment methods.

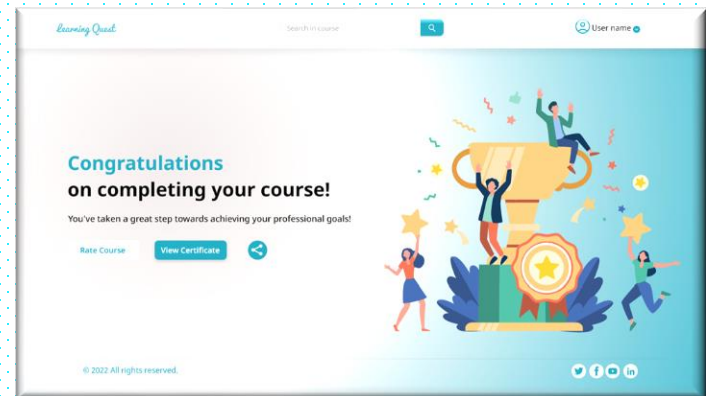
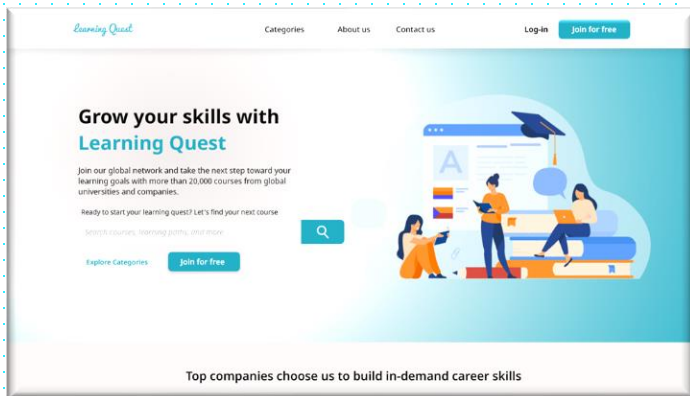
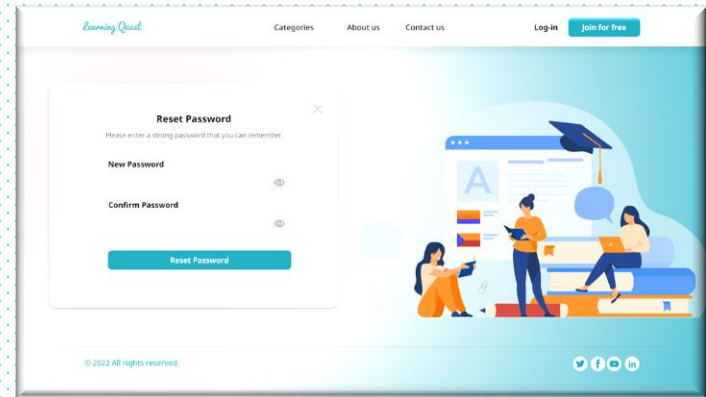
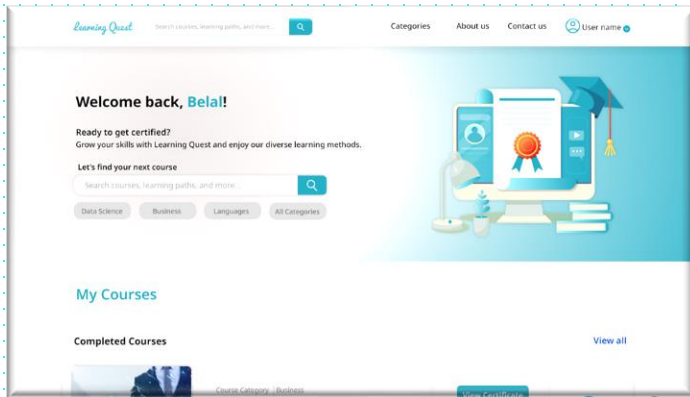
Before usability study

The mockup shows a 'Membership Plan' section with a header 'Choose Your membership plan and start your free month trial.' Below this, there are two options: 'Monthly' (One free month, Then 25.99\$ per month) and 'Annual' (One free month, Then 211.86 \$ annually (20.99\$ per month)). The 'Annual' option is selected. Below the options, there are 'Important notes' and a '2. Choose Your Payment Method:' section. The payment method section has a green box around the 'Credit Card' option, which includes fields for Name on card, Card number, Expiration date, Security Code, and Country. There is also a 'Complete Checkout' button.

After usability study

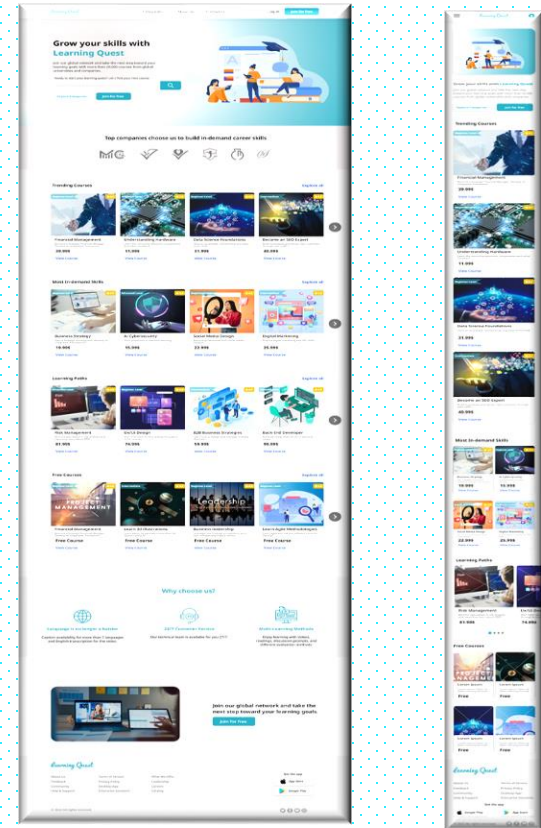
The mockup shows the same 'Membership Plan' section, but with the 'Monthly' option selected. Below the options, there are 'Important notes' and a '2. Choose Your Payment Method:' section. The payment method section has a green box around the 'Credit Card' option, which includes fields for Name on card, Card number, Expiration date, Security Code, and Country. There is also a 'Complete Checkout' button. A new 'PayPal' option is added, with a note: 'In order to complete your transaction, we will transfer you over to PayPal's secure servers.' and a 'Go to PayPal' button.

Mockups: Original screen size



Mockups: Screen size variations

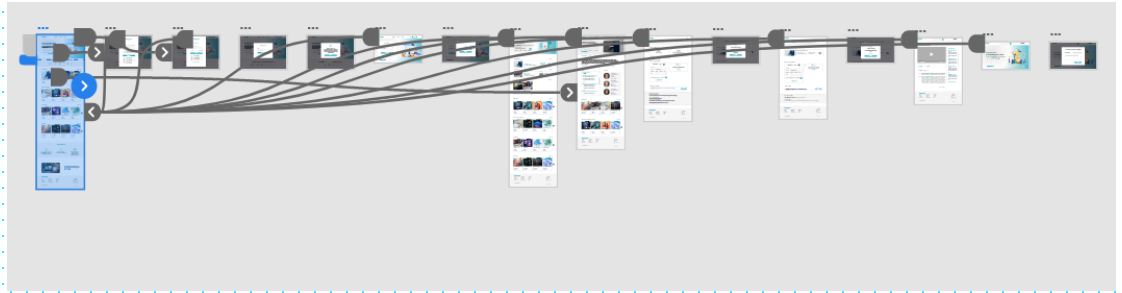
I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.

View the LQ [high-fidelity prototype](#)



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up
usability testing on the
new website

2

Identify any additional
areas of need and ideate
on new features

Let's connect!



Thank you for reviewing my work on the Learning Quest app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

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Website: <https://www.behance.net/belalfranji30>