

# Learning Quest Website Design

---

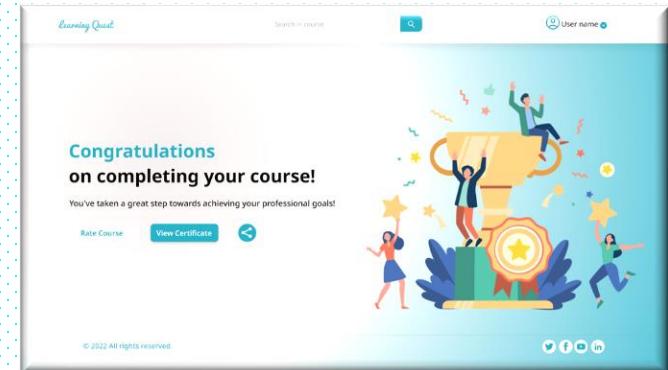
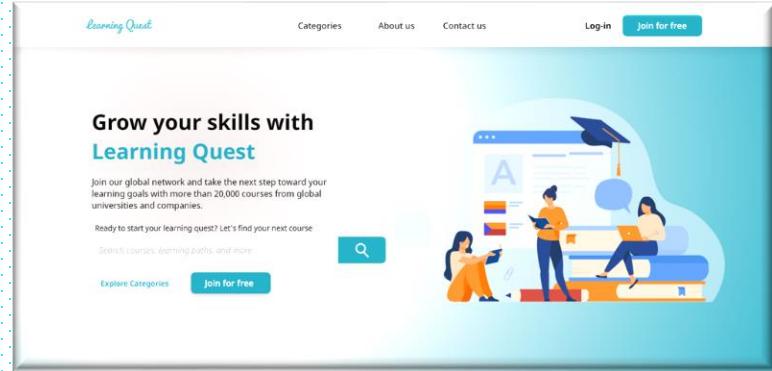
Belal Franji

# 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 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
- Conscientiousness
- Extraversion
- Agreeableness
- Neuroticism

# 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



#### Quote

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

#### 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 .

#### 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

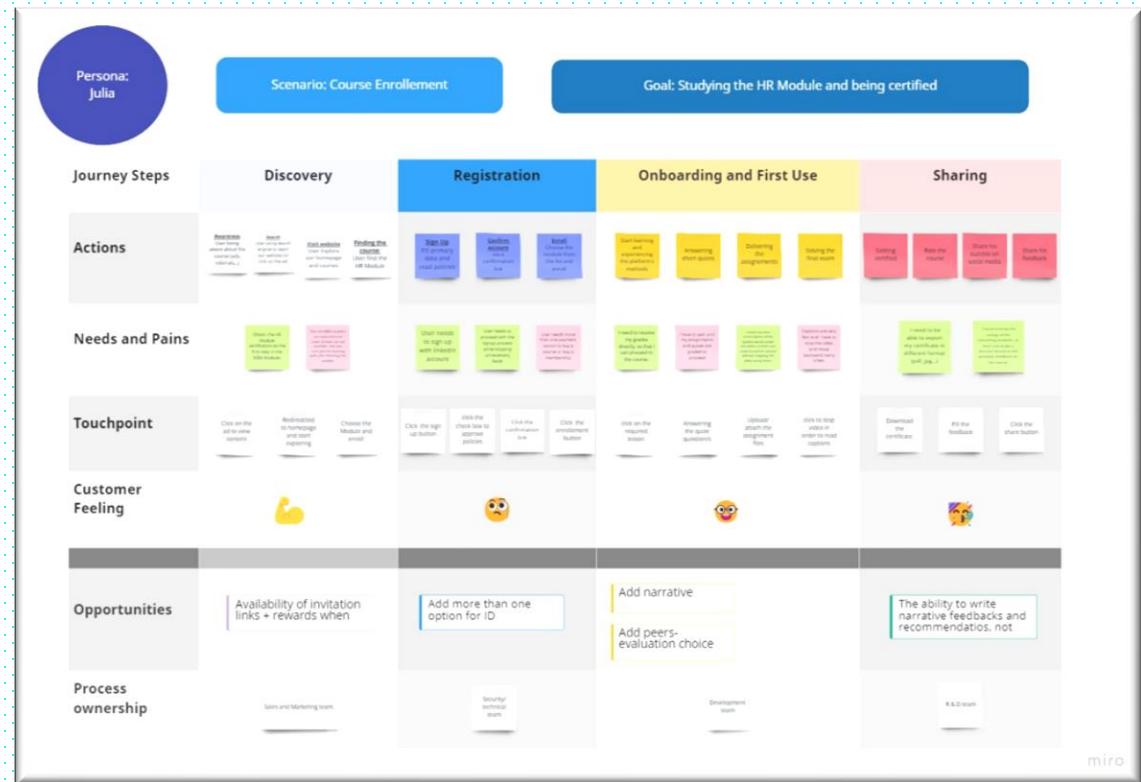
- Needs payment options other than his credit card.
- Needs Transcription with saving notes options.

#### 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.

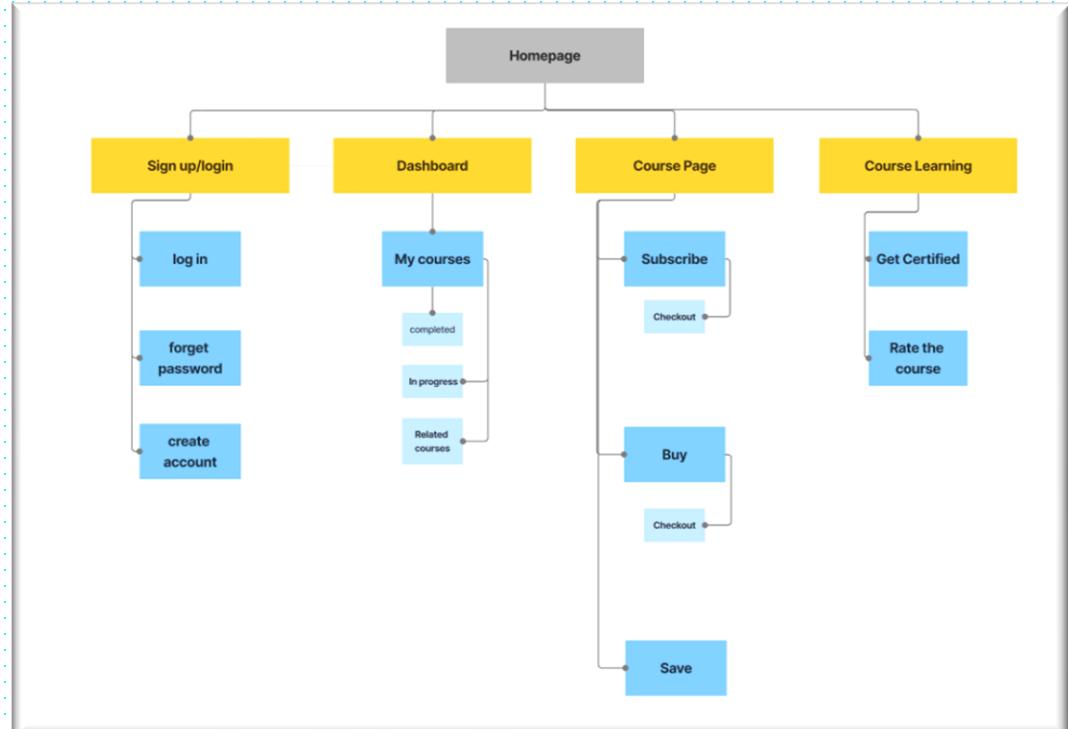
<b>Mazen</b> BBA fresh graduate, 22 y.o., Gaza, Palestine			
 I want to learn Financial Management Modules.			
 <b>Journey Step</b>	Explore course and learning paths Discover FM learning paths User enroll in the learning path	Start learning and experiencing the platform's methods Answering short quizzes Delivering the assignments Solving the final exam User ends the learning path.	User views grades. User views verification User shares his achievement on social media... User gives feedback
 <b>Feeling</b>			
 <b>Thought</b>	Enthusiastic, ready to rock it	Feels like a genius	Glad, happy, let's move to the next module
 <b>Internal ownership</b> What measures should be taken in this step from the service side?	Adding a category of "the most rated courses" in the sorting and filtering options to give the user better experience when searching for a predetermined course. ownership: content writer.	<ul style="list-style-type: none"><li>• Add peers-evaluation choice for the assignments that can't be evaluated automatically.</li><li>• ownership: instructor</li></ul>	<p>The ability to write narrative feedbacks and recommendations, not only stars or numbers.</p> <ul style="list-style-type: none"><li>• ownership: R &amp; D team</li></ul>



# 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.

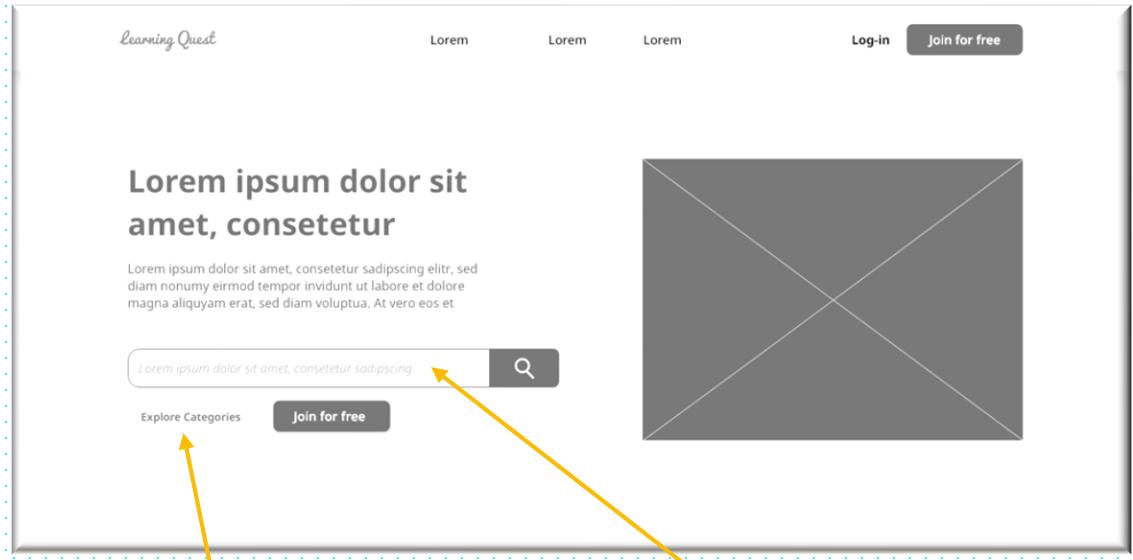


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

# 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.

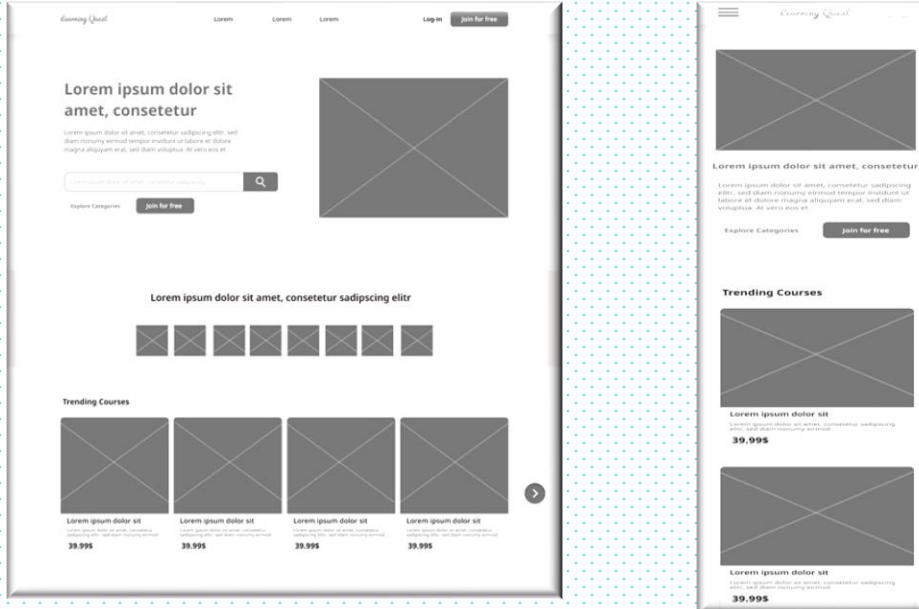
Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



Easy access to the required category

Homepage is optimized for easy browsing through the search bar

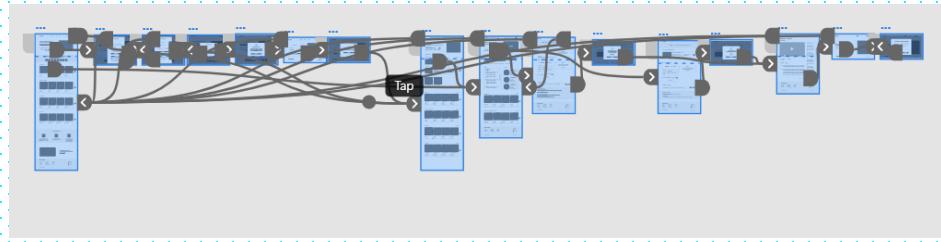
# Digital wireframe screen size variation(s)



# 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

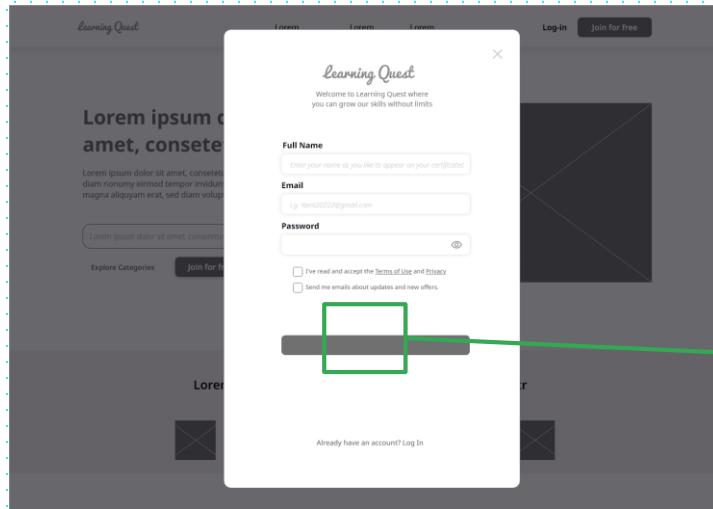
The information architecture is designed to serve in landscape view only which is more comfortable with the desktop than the mobile.



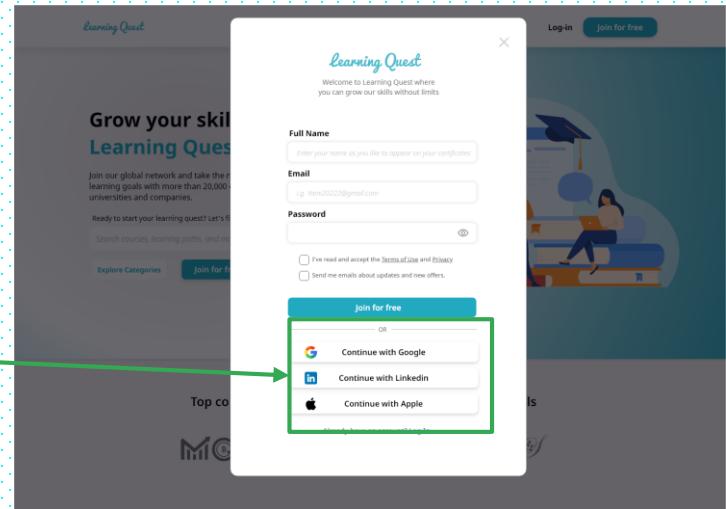
# Mockups

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



After usability study



# Mockups

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

## Before usability study

Learning Quill

Membership Plan Choose Your membership plan and start your free month trial.

1. Choose Your Billing Cycle:

Monthly  
One free month  
Then 29.99\$ per month

Annual  
One free month  
Then 251.86 \$ annually (20.99\$ per month)  
(choose annually and save 30% (117\$ savings))

Important notes:  
- To avoid being charged we'll send an email reminder a week before the trial ends.  
- You can cancel anytime before the trial ends.

2. Choose Your Payment Method:

Credit Card:  Visa  Master

Name on card

Card number  4321 3456 7890 1234

Expiration date  MAY19  Security Code

Country  OR

Attach a scanned photo of your card

## After usability study

Learning Quill

Membership Plan Choose Your membership plan and start your free month trial.

1. Choose Your Billing Cycle:

Monthly  
One free month  
Then 29.99\$ per month

Annual  
One free month  
Then 251.86 \$ annually (20.99\$ per month)  
(choose annually and save 30% (117\$ savings))

Important notes:  
- To avoid being charged we'll send an email reminder a week before the trial ends.  
- You can cancel anytime before the trial ends.

2. Choose Your Payment Method:

Credit Card:  VISA

Name on card

Card number  4321 3456 7890 1234

Expiration date  MAY19  Security Code

Country  OR

Attach a scanned photo of your card

PayPal

In order to complete your transaction, we will transfer you over to PayPal's secure servers.  
[Go to PayPal](#)

# Mockups: Original screen size

**Welcome back, Bela!**

Ready to get certified?  
Grow your skills with Learning Quest and enjoy our diverse learning methods.

Let's find your next course

Search courses, learning paths, and more... 

Data Science Business Languages All Categories



**My Courses**

Completed Courses    View all



Learning Quest Categories About us Contact us Log-in **Join for free**

**Reset Password**  
Please enter a strong password that you can remember.

New Password 

Confirm Password 

**Reset Password**



© 2022 All rights reserved. 

**Learning Quest** Categories About us Contact us Log-in **Join for free**

**Grow your skills with Learning Quest**

Join our global network and take the next step toward your learning goals with more than 20,000 courses from global universities and companies.

Ready to start your learning quest? Let's find your next course

Search courses, learning paths, and more... 

Explore Categories **Join for free**



**Top companies choose us to build in-demand career skills**

**Learning Quest** Search course User name

**Congratulations on completing your course!**

You've taken a great step towards achieving your professional goals!

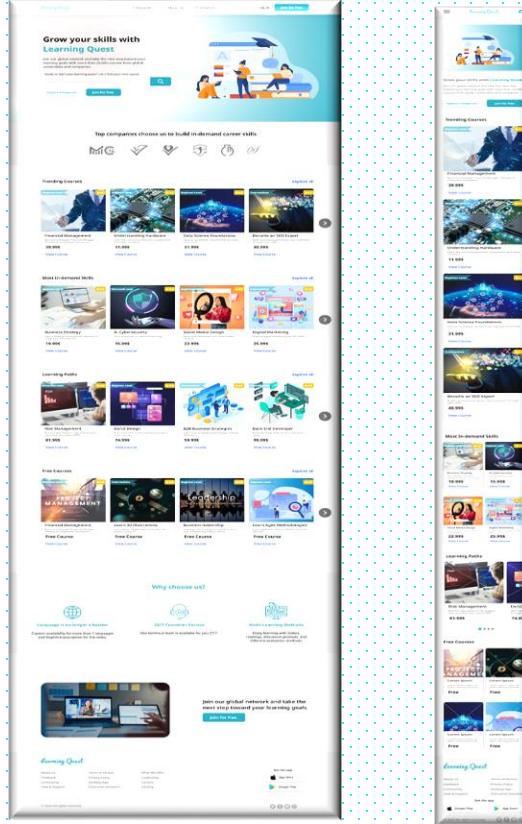
Rate Course **View Certificate** 



© 2022 All rights reserved. 

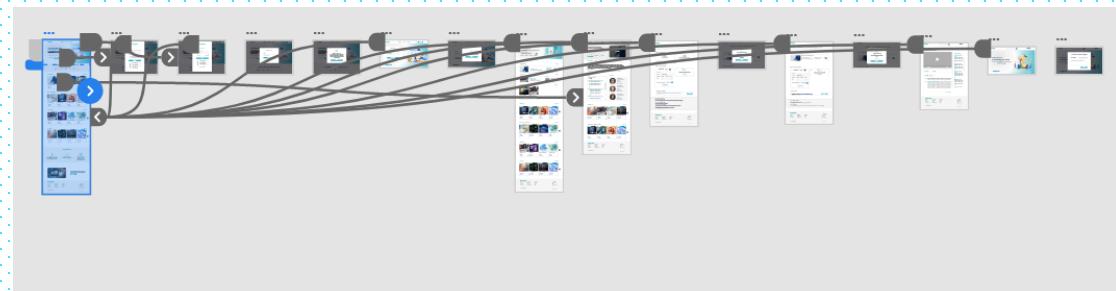
# Mockups: Screen size variations

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:

Email: [Belal.Franji@gmail.com](mailto:Belal.Franji@gmail.com)

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