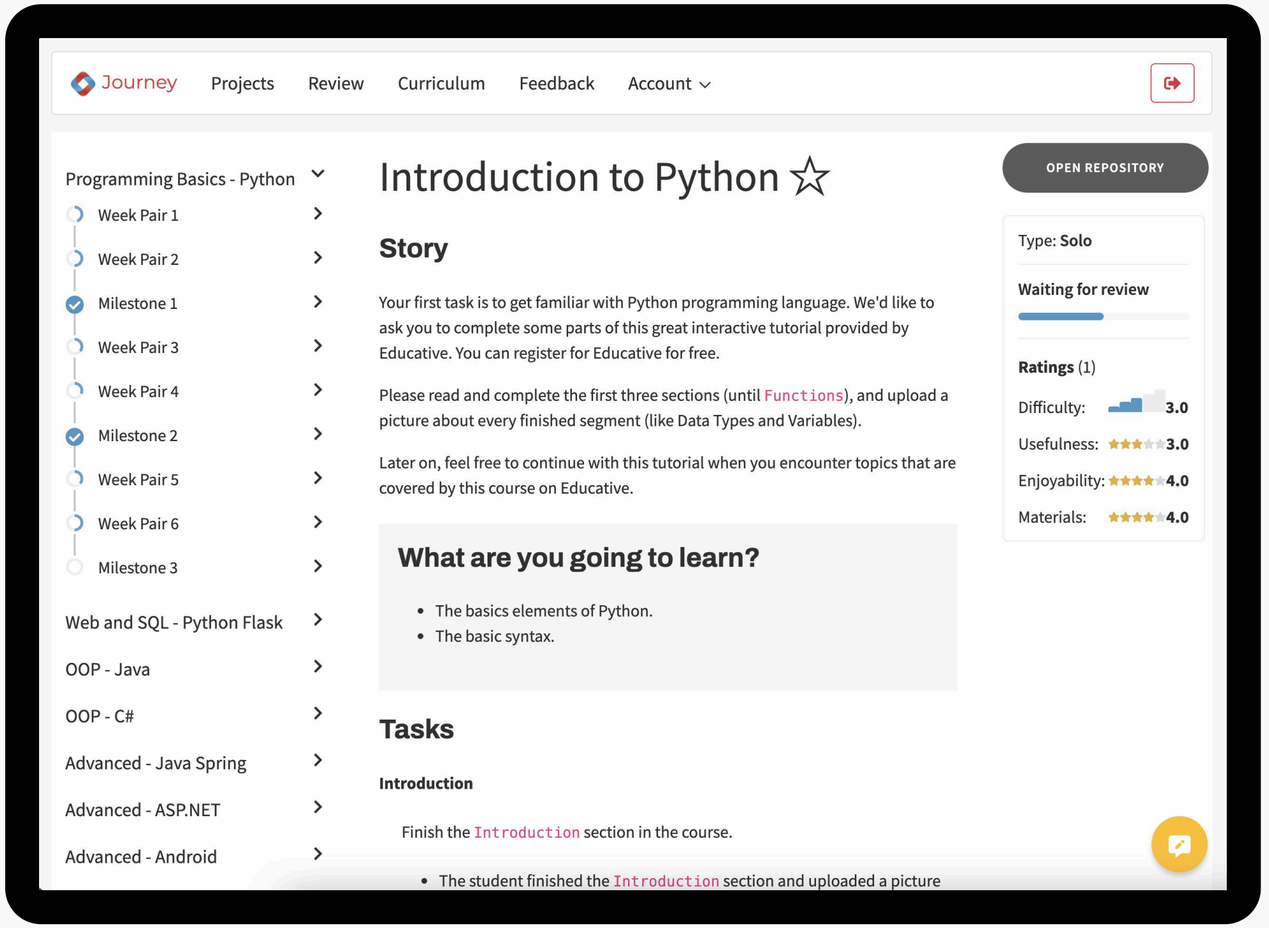
Journey refactor

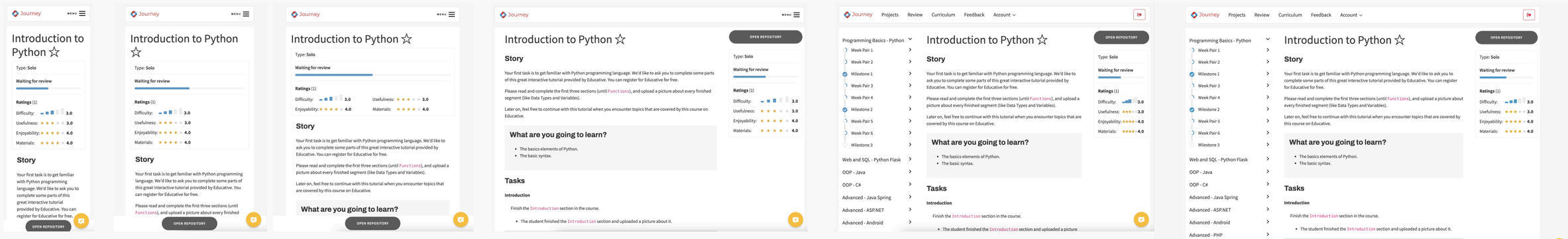
2022 - 2023

2022 - 2023

Journey refactor

Refactoring the user experience of a study curriculum platform for a coding school involved improving the usability, accessibility, and overall user experience of the platform.





2022 - 2023

Journey refactor

Q1 Discovery & concept

1. Discovery

The current user experience was analyzed comprehensively to identify its strengths and weaknesses. Feedback was gathered from users to understand their likes and dislikes about it.

TOOLS:

GOOGLE ANALYTICS, HOTJAR, SHADOWING, USER INTERVIEWS, NIELSEN'S HEURISTICS, COMPETITOR ANALYSIS

Q2-Q3 Declutter & stabilize

2. Conceptualisation & clarification

Design thinking methods were applied to familiarize with the users. Customer experience mapping and card sorting helped build the basics of IA. Vision spikes were created along the top priority feature requests.

TOOLS:

DESIGN THINKING, CARD SORTING, INFORMATION ARCHITECTURE, USER STORIES, USER FLOWS, VISION SPIKES

3. Navigation and layout

The interface was simplified to make it intuitive and easy to use. Navigation was decluttered, and the layout was optimized.

TOOLS:

WIREFRAMING, PROTOTYPING, BREAKPOINTS & DESIGN SYSTEM BASICS, USABILITY TESTING, BEST PRACTICE RESEARCH

4. XP system basics

An experience point-based system was developed to help students and their mentors oversee the student's progress.

TOOLS:

WIREFRAMING, PROTOTYPING, ATOMIC DESIGN SYSTEM, USABILITY TESTING, BENCHMARKING (NPS, SATISCACTION SURVEYS)

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2022 - 2023

Journey refactor

Q4 Gamification

5. Interactive content

The learning experience was enhanced by providing interactive and engaging learning materials such as coding challenges, quizzes, and video tutorials. By completing each, users could collect XPs.

TOOLS:

COMPETITOR ANALYSIS, BEST PRACTICE RESEARCH, WIREFRAMING, PROTOTYPING, DESIGN SYSTEM, USABILITY TESTING

6. Advancement logic & feed

By collecting XPs, users could unlock the upcoming units and acquire additional help and tutoring from mentors.

TOOLS:

DESIGN THINKING, CARD SORTING, INFORMATION ARCHITECTURE, USER STORIES, USER FLOWS, VISION SPIKES

Q1 Iterate & Illustrate

7. Theme creation

A theme was created to put the students progress into context which helped them understand where is programming used in the real world. (Discovery of industries concept)

TOOLS:

WIREFRAMING, PROTOTYPING, DESIGN SYSTEM, USABILITY TESTING, MIDJOURNEY

8. Chat GPT & Chatbot

The curriculum’s content got refactored with the help of Chat GPT to fix grammatical and stylistic errors. A chatbot was planned to be implemented to help answer the frequently asked questions.

TOOLS:

CHAT GPT CONTENT REFACTOR, CHATBOT INTEGRATION, WIREFRAMING, PROTOTYPING

2022 - 2023

Journey refactor

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2022 - 2023

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TOOLS:

GOOGLE ANALYTICS, HOTJAR, SHADOWING, USER INTERVIEWS, NIELSEN'S HEURISTICS, COMPETITOR ANALYSIS

Personas (briefly)

Alex: The Career Changer

Alex is a 32-year-old marketing professional who has always been interested in technology and coding. They want to transition to a career in tech and have decided to take courses at an online coding school to gain the skills they need.

Maya: The Busy College Student

Maya is a 20-year-old college student studying computer science. She is already familiar with some coding concepts, but wants to deepen her knowledge and gain practical experience.

David: The Lifelong Learner

David is a 50-year-old engineer who has been working in the oil industry for over 20 years. He wants to extend his knowledge within coding.

2022 - 2023

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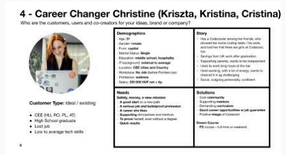
CX mapping - Lead generation



2022 - 2023

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TOOLS:

GOOGLE ANALYTICS, HOTJAR, SHADOWING, USER INTERVIEWS, NIELSEN'S HEURISTICS, COMPETITOR ANALYSIS

User stories:

1. As a student, I want to easily **find the unit I was in, and oversee my current progress** within the curriculum so I can continue my studies exactly where I left off.
2. As a student, I want to have **access to high-quality video tutorials and interactive coding challenges**, so that I can learn by doing and practicing coding skills.
3. As a student, I want to be able to track my progress and receive feedback on my coding exercises, so that I can **identify my strengths and weaknesses** and focus on areas that need improvement.
4. As a student, I want to be able to **connect with other students and instructors**, so that I can ask questions and get help when needed.
5. As a student, I want to be able to **access the platform from any device**, so that I can learn on-the-go and at my own pace.
6. **As a mentor,** I want to be able to easily create and publish new courses and learning paths, so that I can keep the content fresh and up-to-date.
7. **As a mentor,** I want to be able to monitor student progress and provide feedback on their coding exercises, so that I can help them improve their skills.
8. **As an administrator,** I want to be able to manage student accounts and track their progress, so that I can identify any issues and provide support when needed.
9. **As an administrator,** I want to be able to monitor platform usage and track key performance metrics, so that I can make data-driven decisions to improve the platform.

2022 - 2023

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Usability heuristics:

1. **Technical issues**, such as slow loading times, broken links, or software malfunctions, disrupted the learning experience and frustrated the user.

2. **Accessibility issues**, such as difficulty navigating the platform, issues with screen readers or other assistive technologies, or inaccessible content, made it difficult or impossible for some students to access the content and complete assignments.

3. **Poor user experience** resulted from a poorly designed platform that made it difficult for users to **find the information they needed, navigate the content, or understand the instructions**. This led to confusion, frustration, and decreased engagement.

4. **Insufficient feedback** was frustrating and demotivating for users who needed feedback to improve their coding skills. If the platform didn't provide enough feedback on coding exercises or progress tracking, users felt like they weren't making progress and lost motivation.

5. **Ineffective content, such as poorly structured or outdated content**, led to a lack of engagement and interest from users. If the content didn't match the user's needs or skill level, they became disengaged and lost interest in the platform.

6. **Communication issues**, such as a lack of communication between students and instructors, made users feel isolated and unsupported. This made it difficult for users to get the help they needed and led to frustration and disengagement.

2022 - 2023

Journey refactor

2. Conceptualisation

Design thinking methods were applied to familiarize with the users. Customer experience mapping and card sorting helped build the basics of IA. Vision spikes were created along the top priority feature requests.

TOOLS:

DESIGN THINKING, CARD SORTING,

INFORMATION ARCHITECTURE, USER STORIES,

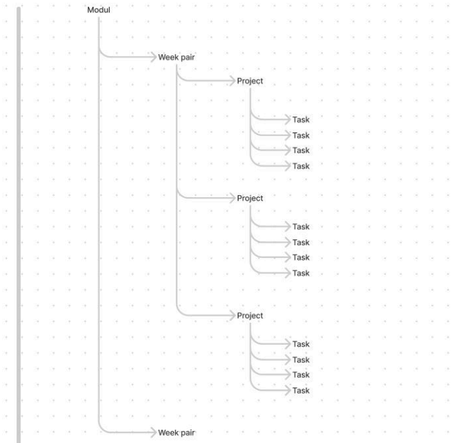
USER FLOWS, VISION SPIKES

Information architecture

STATUS QUO

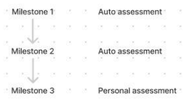
PURPOSE

Curriculum



Every second weekpair brings a Milestone

Automatic exam done on Qualified



VISION

PURPOSE

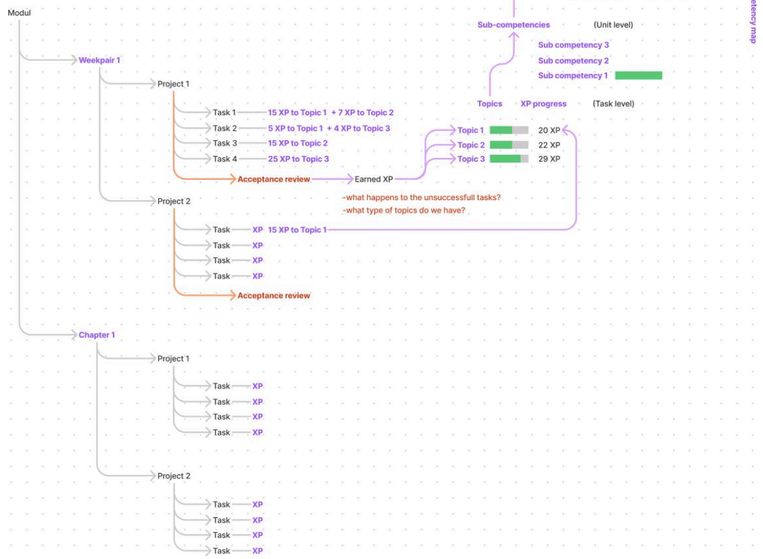
Student progress

OUTPUT: Progress bar

PURPOSE

Measure & Track

OUTPUT: Competency map



2022 - 2023

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INFORMATION ARCHITECTURE, USER STORIES,

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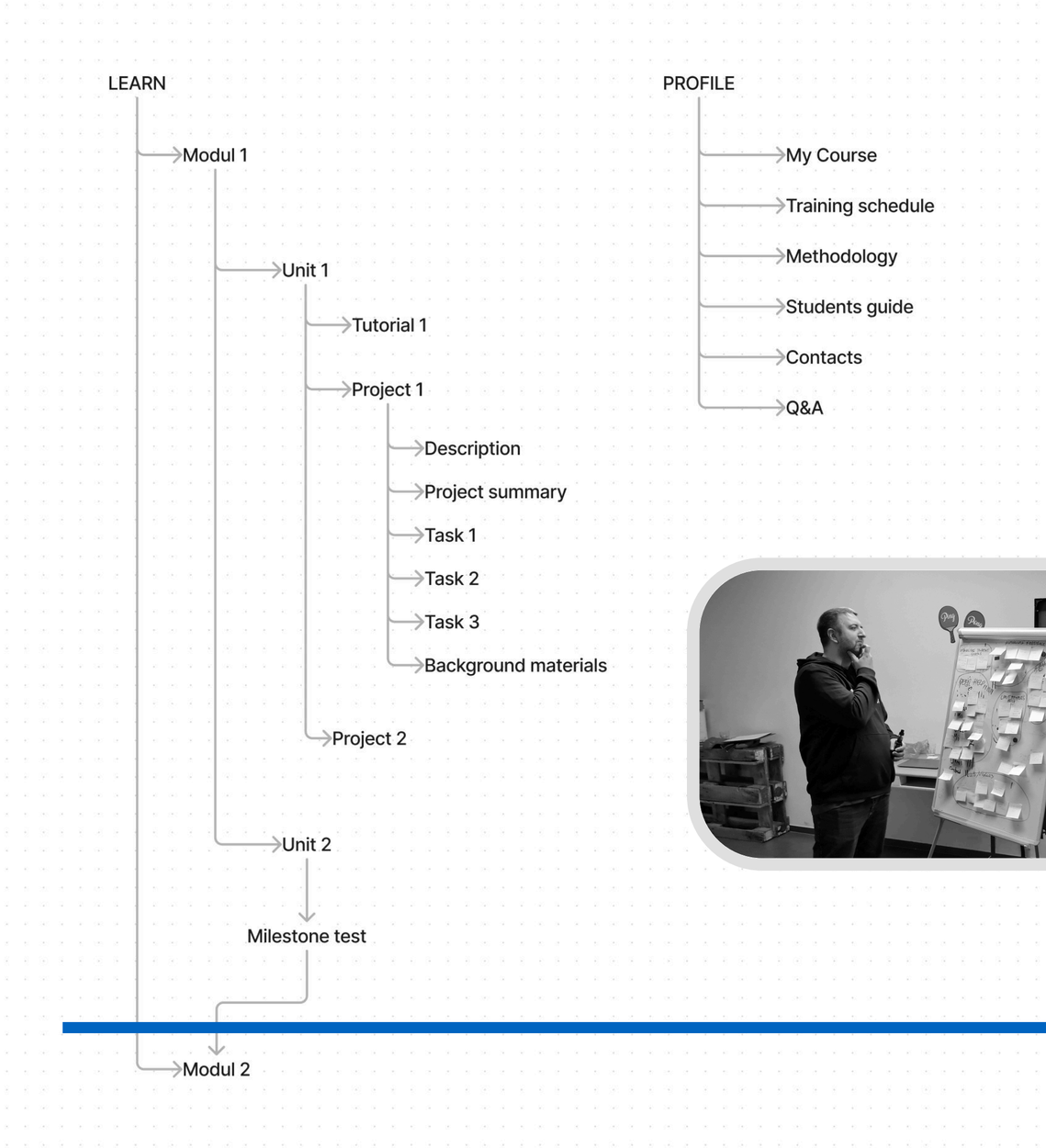
Information architecture - Outcome



2022 - 2023

Journey refactor

3. Navigation and layout

The interface was simplified to make it intuitive and easy to use. Navigation was decluttered, and the layout was optimized.

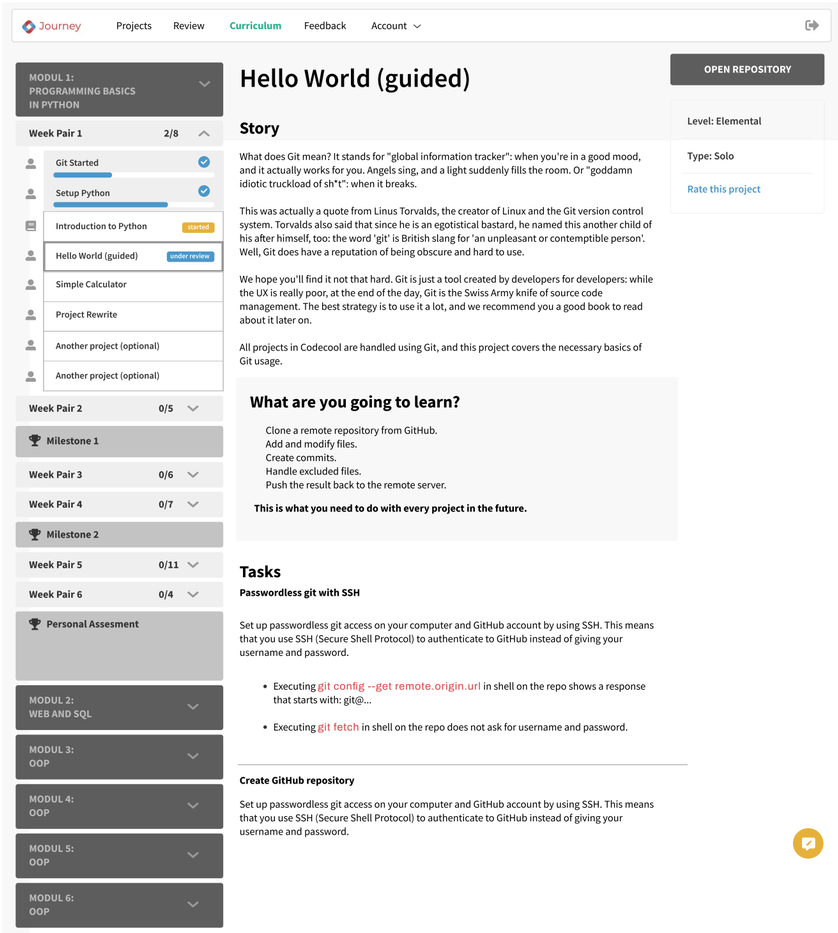
TOOLS:

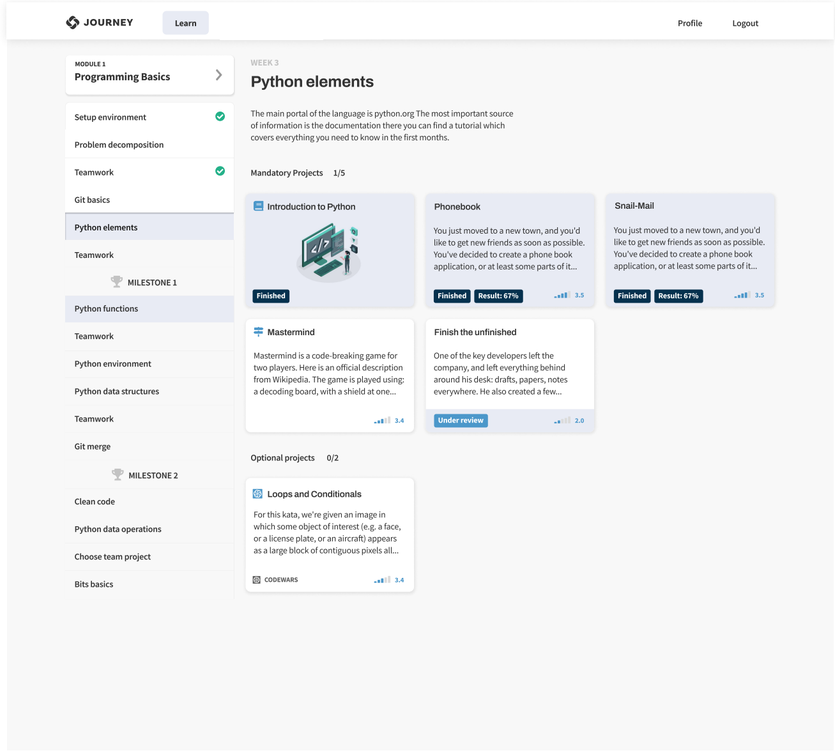
WIREFRAMING, PROTOTYPING, BREAKPOINTS &

DESIGN SYSTEM BASICS, USABILITY

TESTING, BEST PRACTICE RESEARCH

Simple menu & modul stepper





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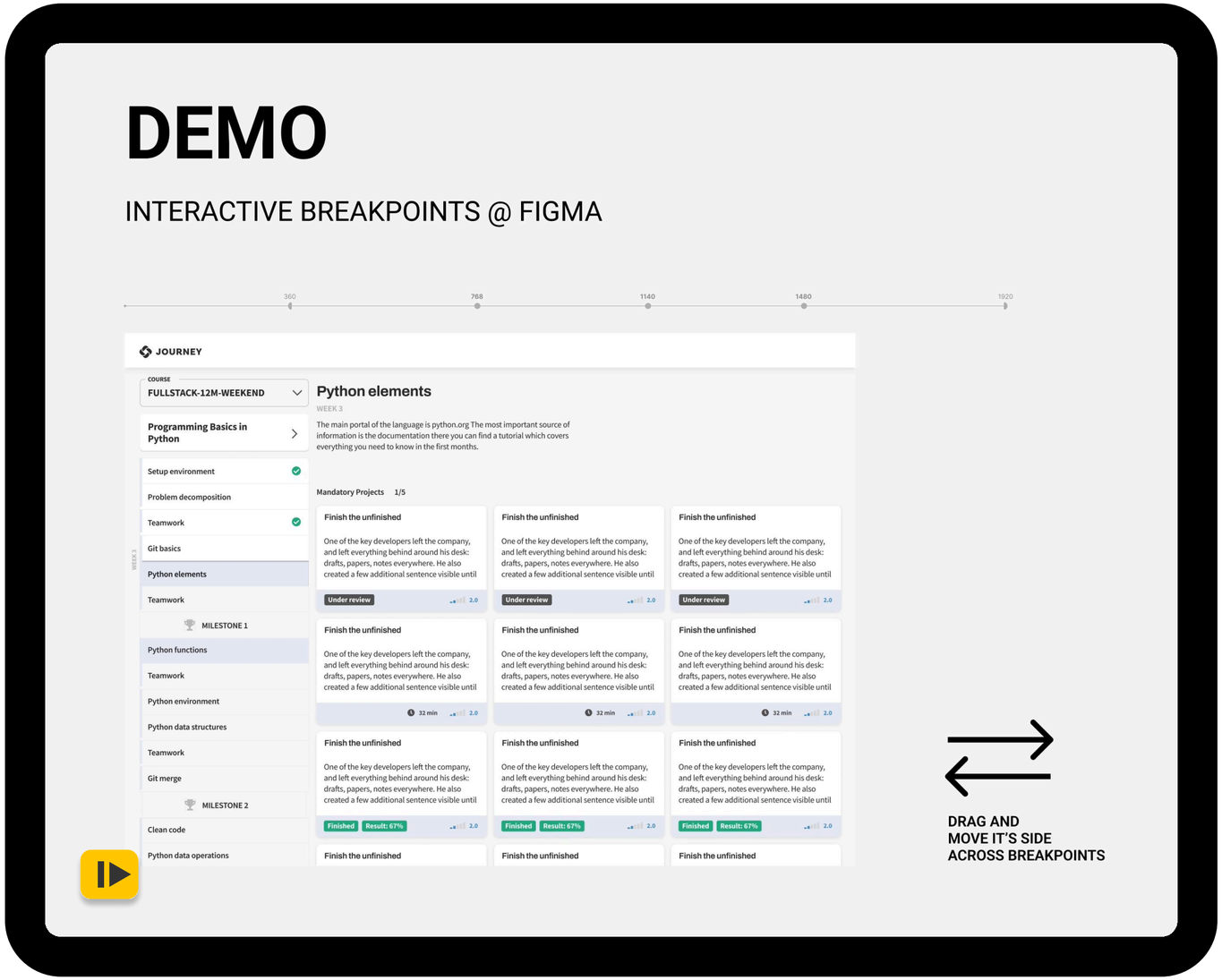
DESIGN SYSTEM BASICS, USABILITY

TESTING, BEST PRACTICE RESEARCH

Card system



2022 - 2023

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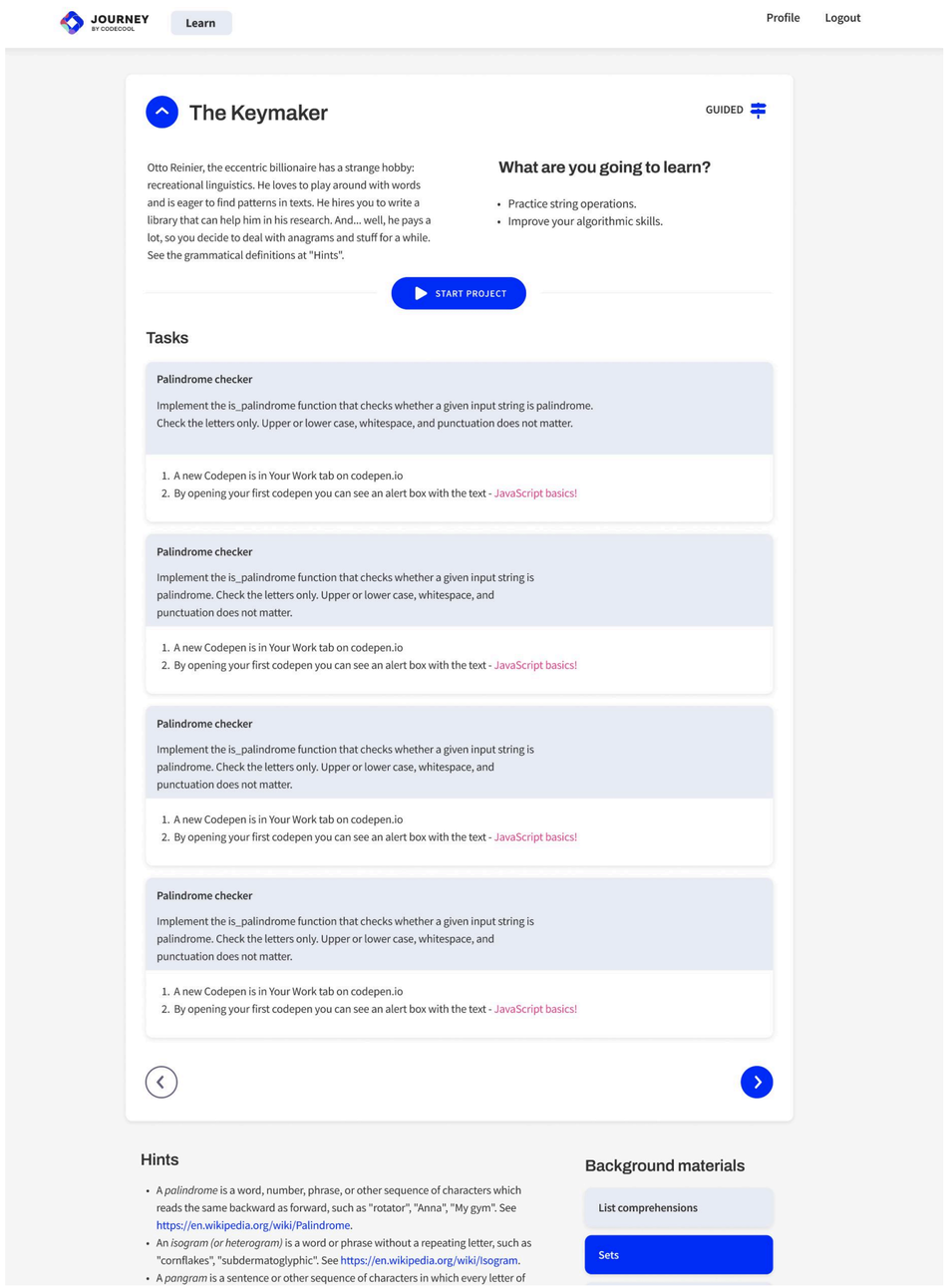
DESIGN SYSTEM BASICS, USABILITY

TESTING, BEST PRACTICE RESEARCH

Project flow



PROJECT FLOW PROTO

2022 - 2023

Journey refactor

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TOOLS:

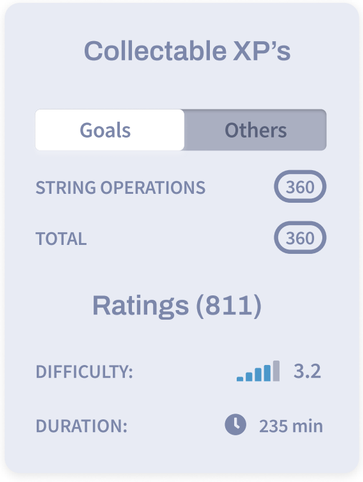
WIREFRAMING, PROTOTYPING,

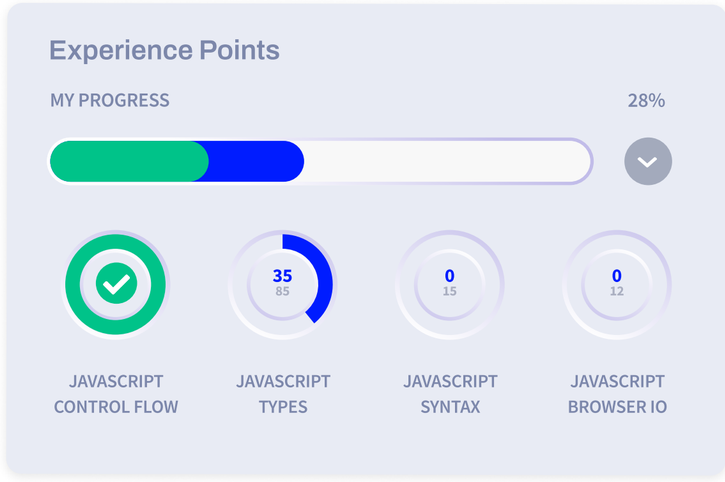
ATOMIC DESIGN SYSTEM, USABILITY TESTING,

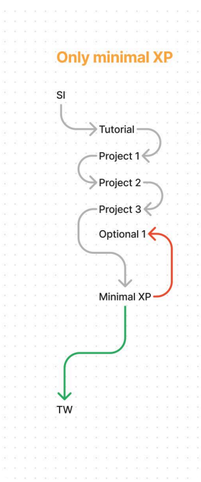
BENCHMARKING (NPS, SATISCACTION SURVEYS)

XP System

CUSTOM ORGANISMS FOR XP SYSTEM

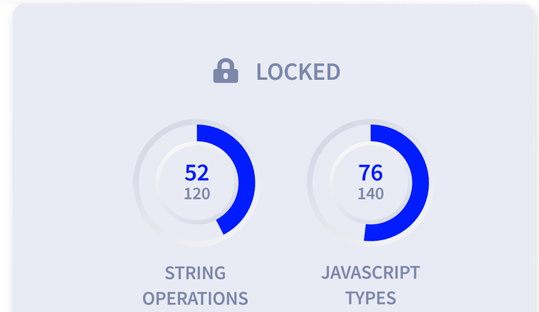






Consultation

Once you have practiced enough, prepare your questions to clarify obstacles you came across in a live session with a mentor.



2022 - 2023

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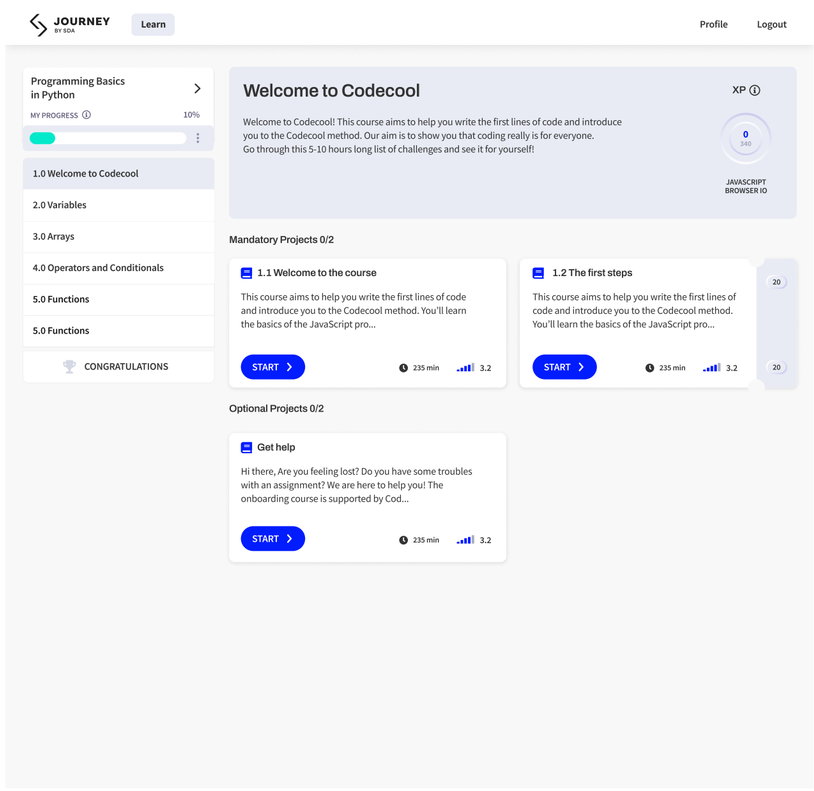
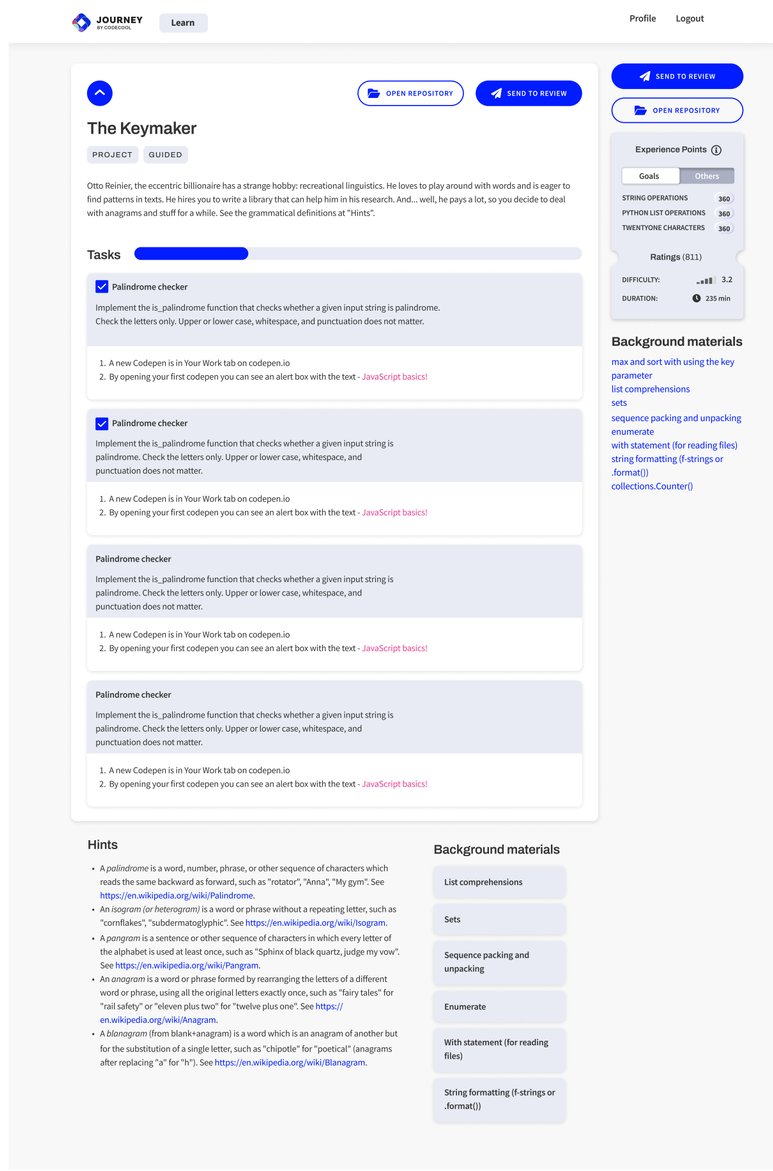
XP System

LAYOUT





MY KNOWLEDGE

2022 - 2023

Journey refactor

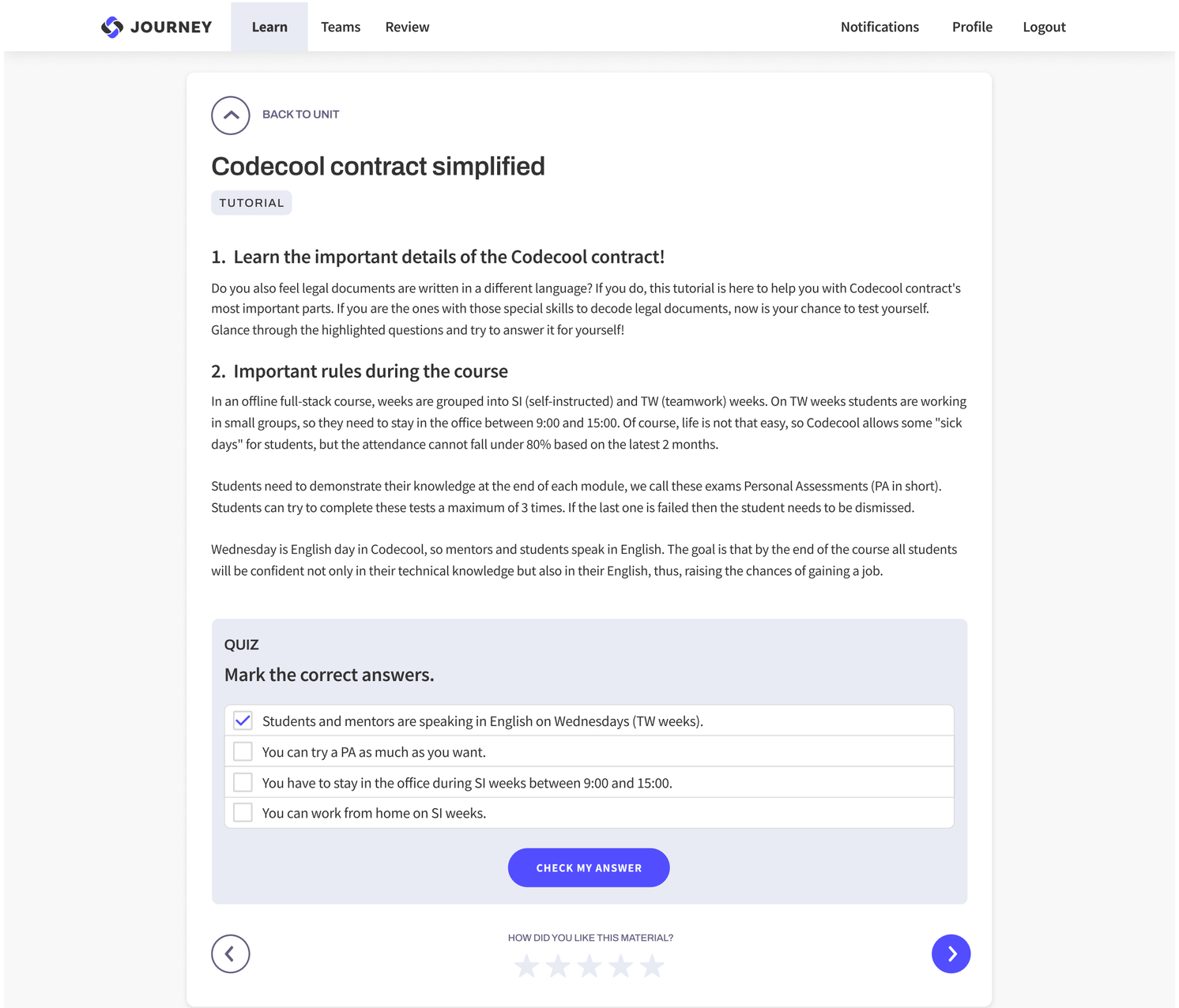
5. Interactive content

The learning experience was enhanced by providing interactive and engaging learning materials such as coding challenges, quizzes, and video tutorials. By completing each, users could collect XPs.

TOOLS:

COMPETITOR ANALYSIS, BEST PRACTICE RESEARCH, WIREFRAMING, PROTOTYPING, DESIGN SYSTEM, USABILITY TESTING

Quiz



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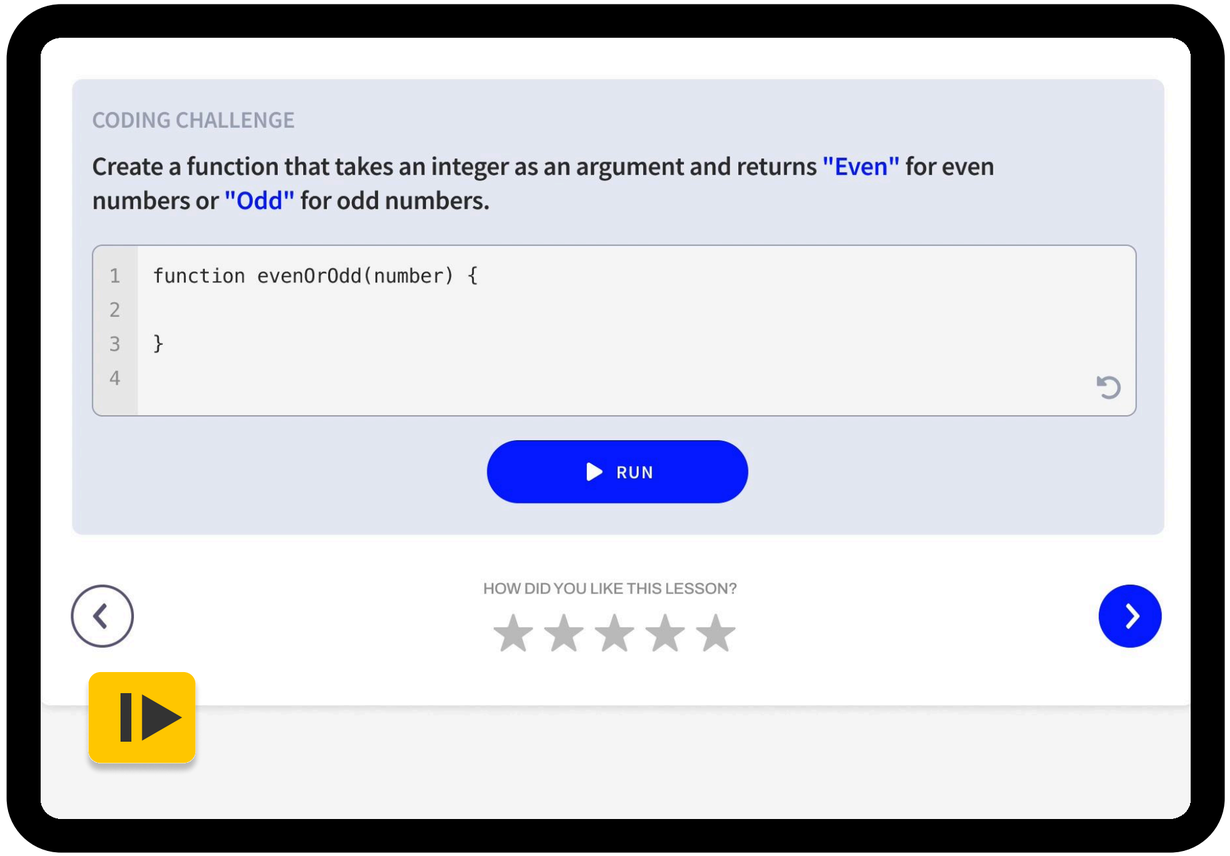
Coding challenge

As a student, any freshly acquired knowledge could be tested in a **browser-embedded IDE** right under the tutorial. The code can be run multiple times and automated tests would provide evaluation and feedback. Successful completion would grant XP to the students in the specific topics they learnt.



2022 - 2023

Journey refactor

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TOOLS:

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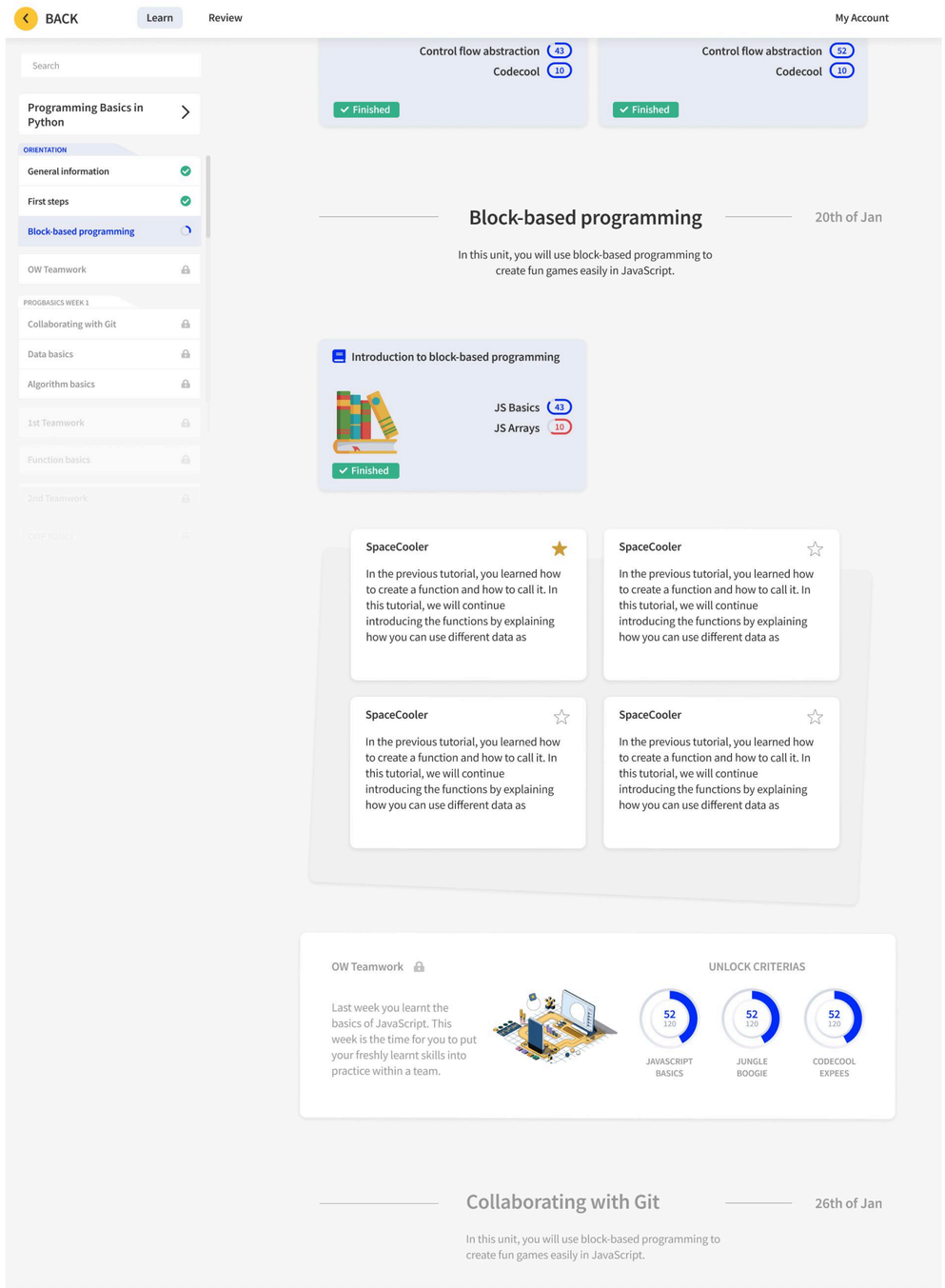
INFORMATION ARCHITECTURE, USER STORIES,

USER FLOWS, VISION SPIKES

Feed concept



FEED PROTO

2022 - 2023

Journey refactor

7. Theme creation

A theme was created to put the students progress into context which helped them understand where is programming used in the real world. (Discovery of industries concept)

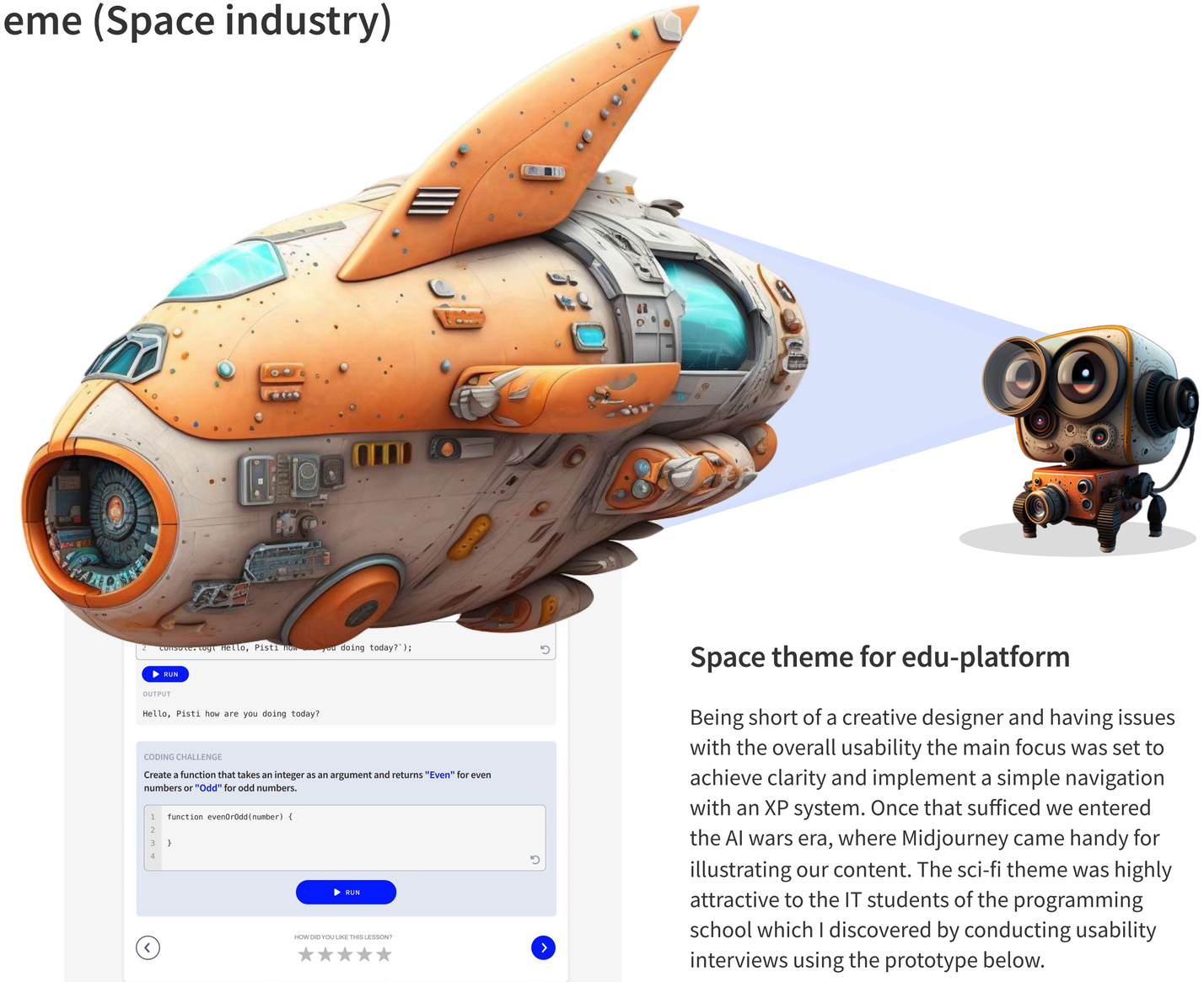
TOOLS:

WIREFRAMING, PROTOTYPING,

DESIGN SYSTEM, USABILITY

TESTING, MIDJOURNEY

Theme (Space industry)



Space theme for edu-platform

Being short of a creative designer and having issues with the overall usability the main focus was set to achieve clarity and implement a simple navigation with an XP system. Once that sufficed we entered the AI wars era, where Midjourney came handy for illustrating our content. The sci-fi theme was highly attractive to the IT students of the programming school which I discovered by conducting usability interviews using the prototype below.

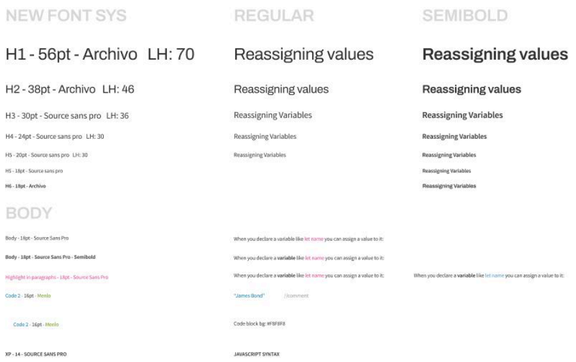
FIGMA PROTO

2022 - 2023

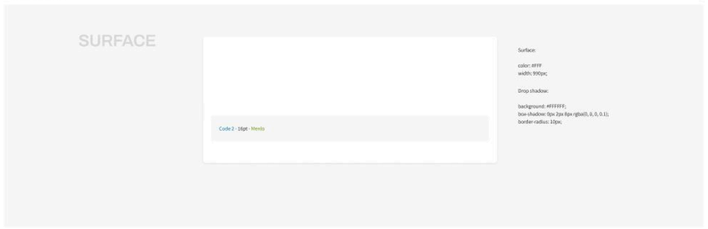
Journey refactor

GAP 4
DESIGN SYS

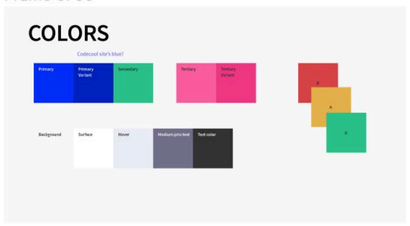
Font sys



Surface



Frame 6799



COMPONENTS

Atoms

Labels

XP

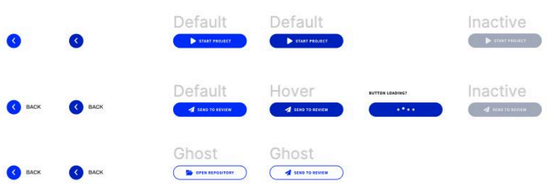
Tickboxes

Tooltip

Buttons

Small

Medium

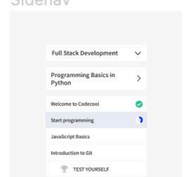


Project types

Progress bar

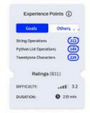
Molecules

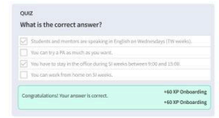
Sidenav

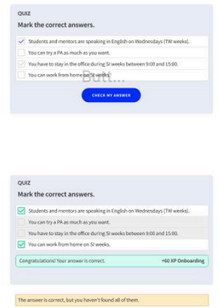


Organisms

Frame 6801







2022 - 2023

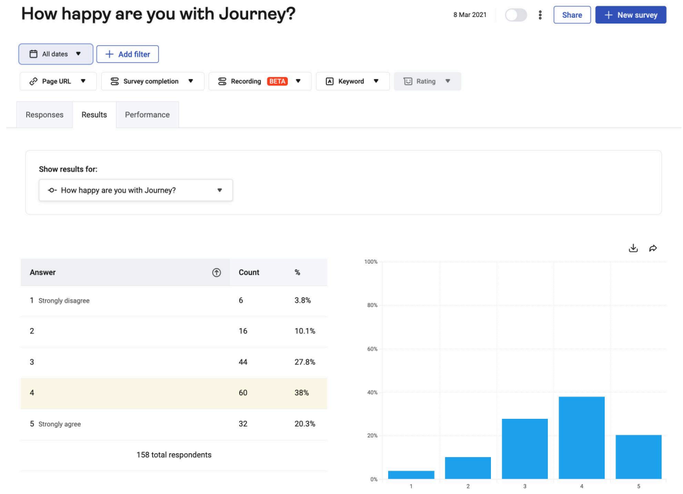
Journey refactor

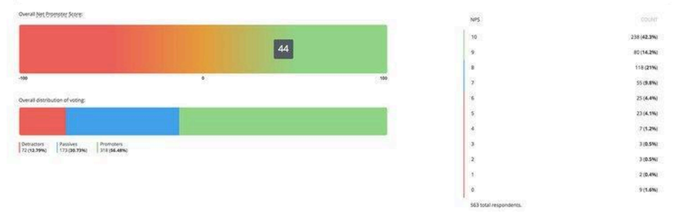
7. Student satisfaction

The student satisfaction surveys showed significant improvements after introducing the new curriculum layout and navigation. The median of ratings moved from 4, to 5 and the net promoter score from 44 to 70. Student churn also decreased by 9%.

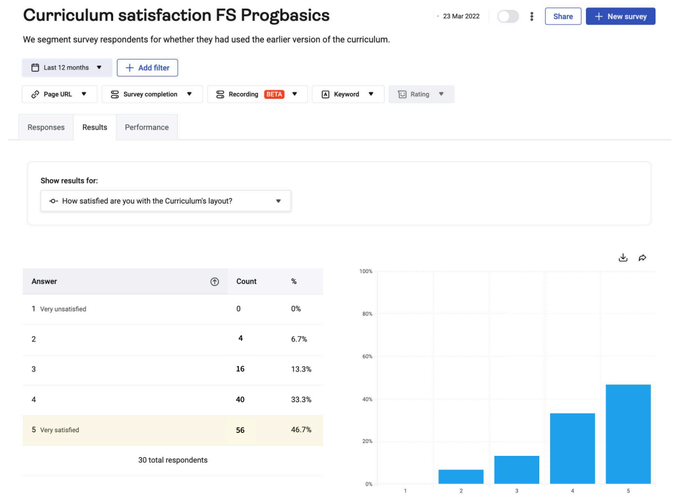
Benchmarks

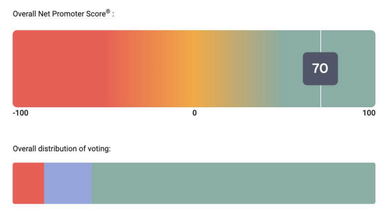
Before release (March - 2021 NPS: 44)





After release (March - 2022 NPS: 70)





NPS®	Count	%
10	**11**	**48%**
9	7	30%
8	3	13%
7	0	0%
6	2	9%
5	0	0%
4	0	0%
3	0	0%