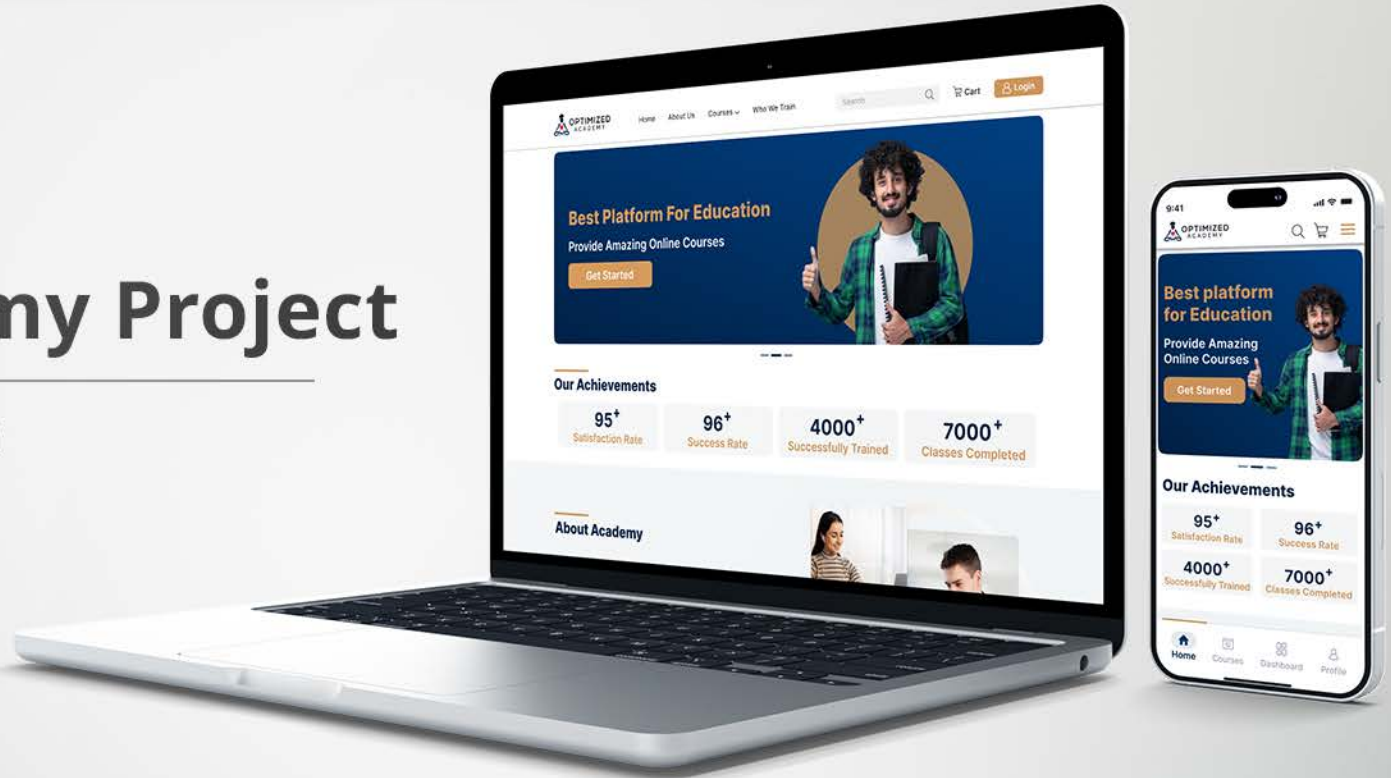


OBM Academy Project

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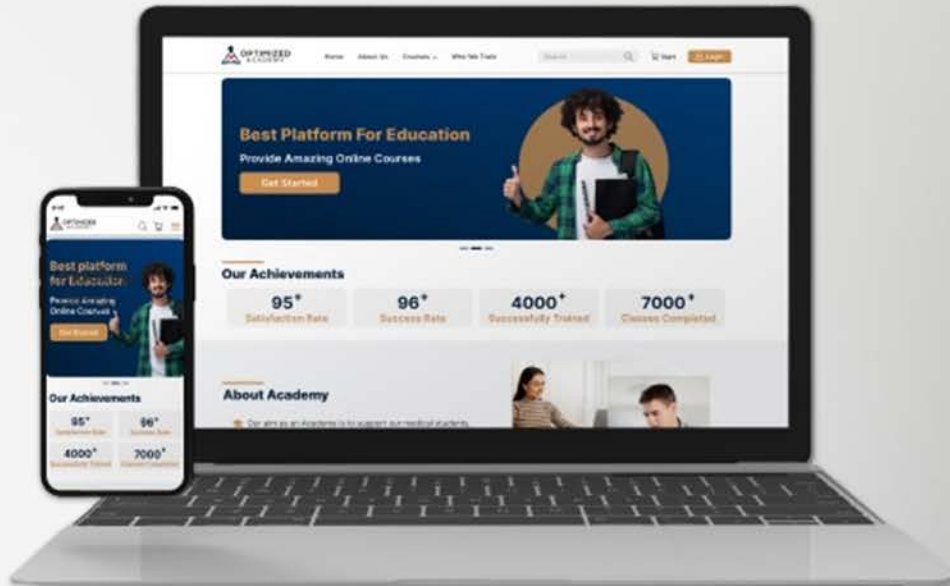
Project Overview

The product

Optimized Academy offers aesthetics courses in online, virtual, and classroom formats to advance careers in the field.

The project duration

2 months project



Project Overview

The Problem

We recognized the challenges individuals face in accessing quality aesthetics education due to inflexible scheduling and geographical limitations. This restricts their ability to pursue their career aspirations comfortably and efficiently.

The Goal

Our aim is to offer flexible aesthetics courses through online, virtual, and classroom formats, empowering individuals to pursue their career goals comfortably and conveniently, irrespective of their schedule or location.

Project Overview

My role

As a UI/UX Specialist and Research Analyst, I was tasked with crafting visually engaging and user-centric interfaces for our aesthetics courses. My role extended to conducting in-depth research to discern user preferences and behaviors, thereby informing the design process.

My Responsibilities

Throughout the project, my responsibilities included conducting user research to understand student needs, crafting intuitive wireframes and prototypes for course interfaces, and designing visually captivating UI layouts. Collaboration with stakeholders ensured alignment with project goals, while iterative improvements based on feedback maintained design integrity and functionality across platforms.

Understanding the User

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

User Research: Summary

In conducting user research for Optimized Academy's aesthetics courses, I utilized a mix of qualitative interviews and usability testing to gain insights into user behaviors and preferences. Initially, I assumed that students prioritized convenience in course delivery formats.

However, after conducting research, I discovered a more nuanced landscape where users valued factors such as interactive learning experiences and flexible scheduling. This led to a shift in focus towards designing a dynamic and personalized user journey that catered to diverse learning styles and preferences effectively.

User Research: Pain points

1

Pain points

Limited Course Availability: Prioritizing flexible scheduling options and on-demand access to course materials to accommodate users with diverse schedules.

2

Pain points

Lack of Personalization: Implementing customizable learning paths, personalized recommendations, and interactive elements to enhance user engagement and relevance.

3

Pain points

Complex Navigation: Streamlining navigation, improving organization and labeling, and adding intuitive search functionality to help users find information easily.

4

Pain points

Limited Interaction: Enhancing user engagement through features like discussion forums, live Q&A sessions, and peer collaboration opportunities to foster a sense of community and support.

Persona: Sarah Davis

Problem Statement

Sarah is a 30-year-old aspiring aesthetics practitioner who recently completed her undergraduate degree in biology. She is enthusiastic about aesthetics and eager to expand her knowledge and skills in the field.



Sarah

Age: 30

Education: Bachelors in Marketing

Hometown: Luton

Family: Married with 2 children

Occupation: Marketing Manager

"I'm passionate about aesthetics and eager to advance my skills to excel in my career."

Goals

- To find flexible and accessible aesthetics courses that fit her busy schedule.

Frustrations

- Difficulty finding courses that offer flexible scheduling options and accommodate her learning preferences.

Sarah, a busy marketing manager and mother of two, is eager to transition her career towards aesthetics. However, she struggles to find flexible courses amidst her hectic schedule, leaving her determined to balance her career aspirations with her family life effectively.

User Journey Map

Sarah Smith's Goal to Find Flexible Aesthetics Courses

ACTION	Research Courses	Enroll in Course	Engage with Course	Complete Course
TASK LIST	Search online for aesthetics courses Explore recommendations from peers and online communities	Navigate course platform and review available options Select course that fits her schedule and preferences	Participate in online lectures, discussions, and assignments Balance coursework with work and family commitments	Review course material and prepare for assessments Successfully complete course requirements and receive certification
EMOTIONS	Frustration with limited options Hopeful anticipation of finding a solution	Overwhelmed by information overload Relief and satisfaction with finding a solution	Excitement about learning new skills Stress from managing multiple responsibilities	Confidence in acquired knowledge Pride and accomplishment in achieving her goal
IMPROVEMENT OPPORTUNITIES	Improve visibility of flexible course offerings Provide user-friendly platform for gathering recommendations	Simplify course selection process Offer clear scheduling options and customization features	Ensure intuitive navigation and interactive features to enhance engagement Provide support resources and flexible study options to ease time management challenges	Offer feedback mechanisms and support for ongoing learning and skill development Streamline certification process and celebrate user achievements

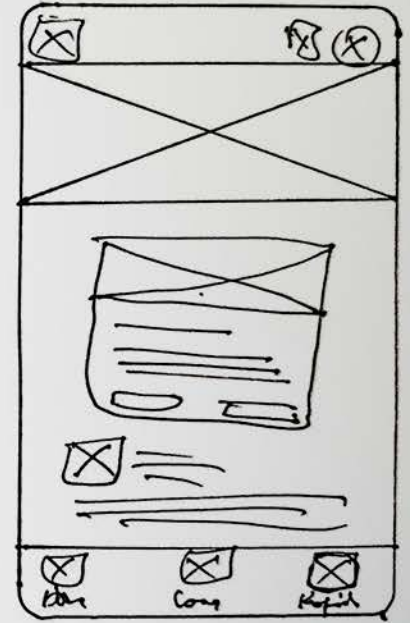
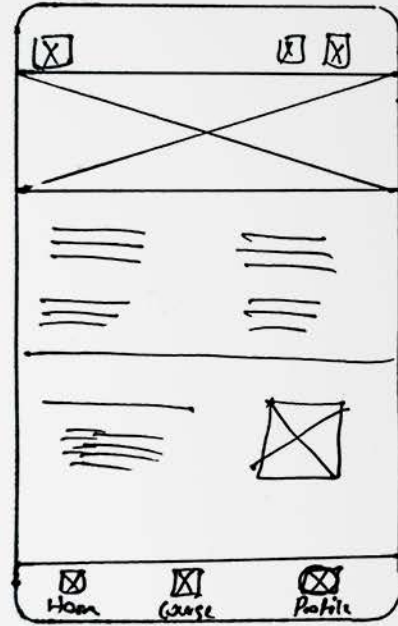
Starting the design

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

Paper Wireframe

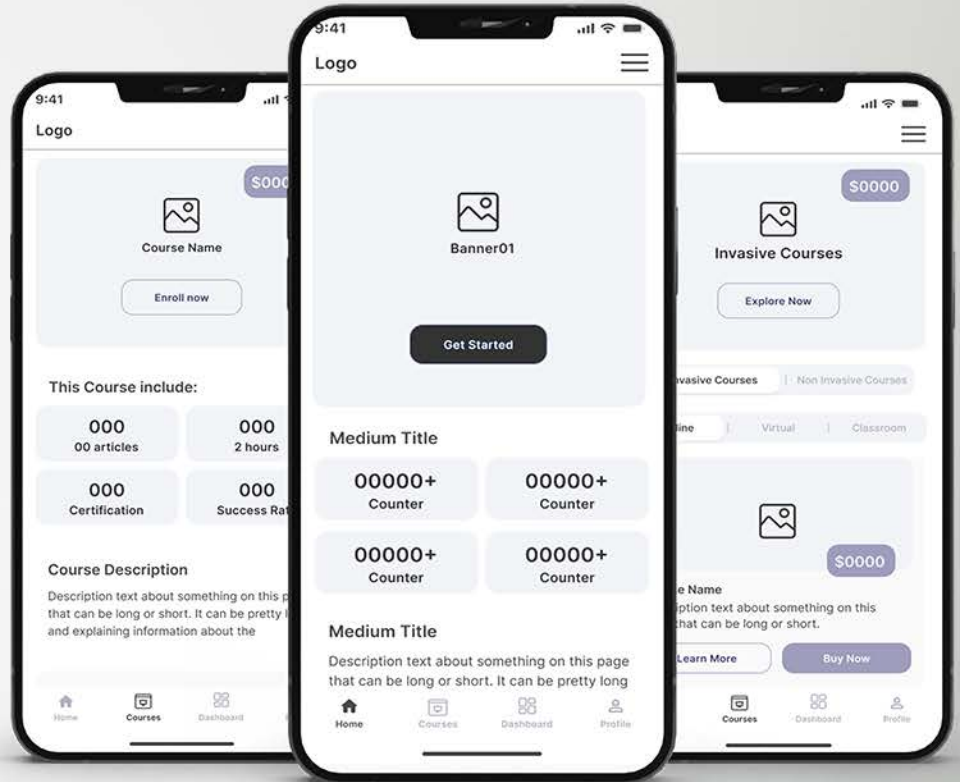
The wireframes for Optimized Academy aim to create an intuitive, user-friendly layout that offers flexible course options and clear information.

Key features include a top navigation bar, search functionality, filtering options for course selection, detailed course pages, and an interactive user dashboard to enhance engagement and support for aesthetics students.



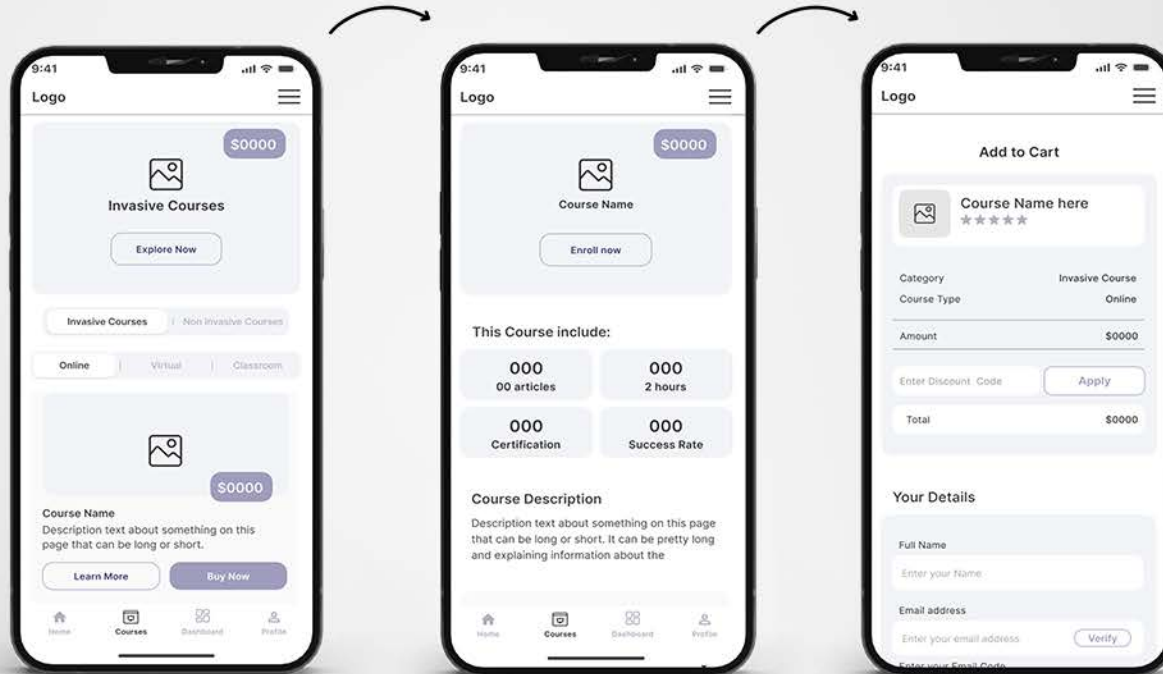
Digital Wireframe

The wireframes for Optimized Academy focus on an intuitive, user-friendly layout. Key features include a cart option at the top right for managing selected courses, and a bottom navigation bar with quick links to Courses, Dashboard, and Profile for easy access and efficient navigation.



Low-fidelity prototype

The prototype features a top navigation bar with a search function and cart option, and a bottom navigation bar with links to Courses, Dashboard, and Profile. This design ensures easy navigation and efficient course management for users.



Select learn more for
course detail page

Course detail page
select enroll now for checkout

On Checkout Fill your Detail
and Pay the amount

Usability study: findings

Round 1 finding

- Assessment of initial design's functionality and user navigation.
- Users found navigation intuitive but suggested clearer labeling.
- Feedback highlighted the need for more prominent course filtering options.

Round 2 finding

- Implementation of feedback from Round 1 to improve labeling and filtering.
- Users appreciated the improvements but encountered minor issues with course enrollment.
- Additional refinements made for smoother interactions and clearer instructions based on user feedback.

Refining the design

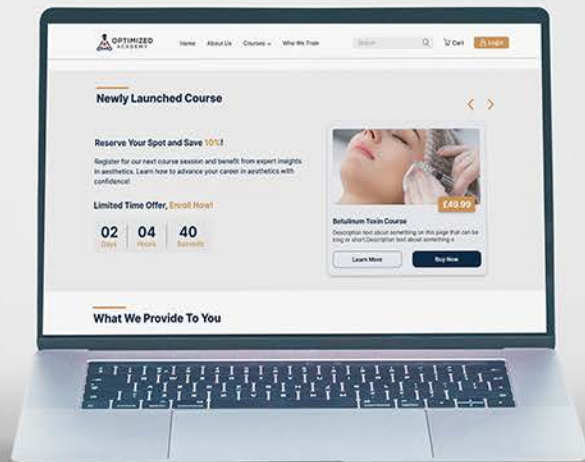
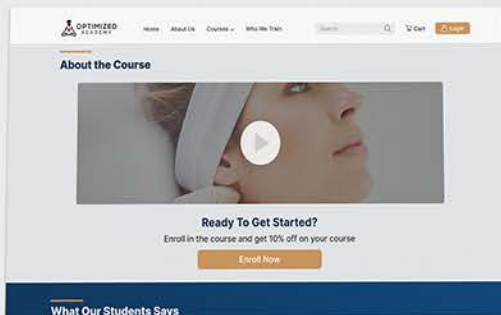
- Mockups
- High-fidelity prototype

Mockups

Our primary aim is to elevate the user experience for Optimized Academy's platform. Through meticulous design decisions, we seek to enhance user navigation, streamline course selection, simplify the enrollment process, maintain visual coherence, and ensure accessibility for all users. This approach reflects our commitment to delivering a seamless and engaging learning journey for every user.



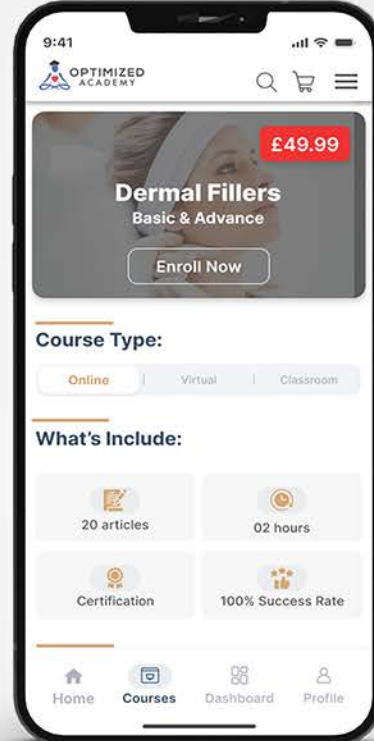
Mockups



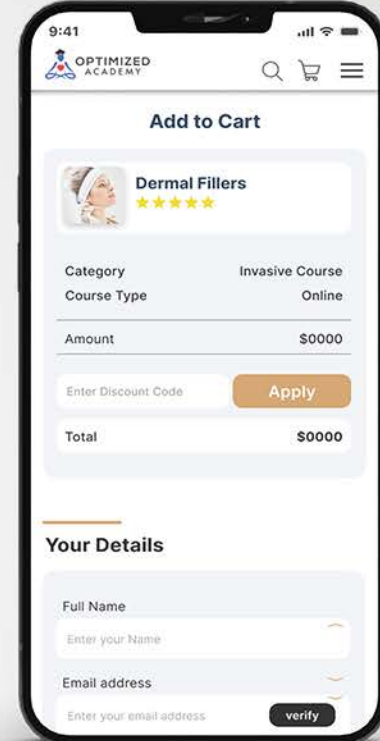
High-fidelity prototype



Select learn more for course detail page



Course detail page select enroll now for checkout



On Checkout Fill your Detail and Pay the amount

Going forward

- Takeaways
- Next steps

Takeaways

Impact

The designs have significantly improved the user experience, as evidenced by positive feedback from users. One participant noted, "The new layout makes it much easier to find and enroll in courses, enhancing my overall learning experience."

What I learned:

Throughout this project, I gained valuable insights into the iterative design process and the importance of user feedback. From conducting usability studies to refining prototypes, I learned how to prioritize user needs and incorporate them into design decisions effectively.

Additionally, collaborating with stakeholders and incorporating branding considerations taught me the significance of holistic design approaches in creating impactful user experiences.

Next Step

1

User Testing and Iteration:
Conduct thorough user testing with the high-fidelity prototype to refine the design based on feedback, ensuring an optimal user experience.

2

Development and Implementation: Collaborate closely with developers to translate the prototype into a functional product, making necessary adjustments for accuracy and effectiveness.

3

Monitoring and Optimization:
Continuously monitor user interactions post-deployment, gathering feedback and utilizing analytics to iteratively optimize the platform for enhanced usability and engagement.

Takeaways

Let's Connect

For inquiries or to view more of my work, feel free to reach out via email at
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You can also explore additional projects and connect with me on
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