

Coursera

My Role: UX Researcher | **Duration:** 2 Week | **Project Status:**
Completed

Project Overview

Coursera does a wonderful job in educating people in new topics. Each course is unique and designed to help people achieve their goals. The only problem was, after students finished their course they didn't know what to do next. Our goal was to redesign one feature in the system and create an entirely new one.

Our First steps

As a team we were completely stumped on where to start. We had no idea what our users wanted or needed. We wanted to start our projects like we normally would but we realized we needed to take a different approach. So we set out to do user interviews with experienced Coursera users. We noticed that by understanding their frustrations we would be able to create our first design.

User Interview and Affinity Mapping

Before we could start our interviews we came together as a team and came up with questions. These questions were the defining point of whether or not we were going to gain proper information. We carefully crafted these questions so our users had a chance to express themselves and so we can find any issues in the product. Once we finished up with our last user, we decided to create an affinity map in order to see what patterns we would find.

What We Learned

We recognized a pattern in the affinity map. Most users had an issue with searching for relevant courses and receiving recommendations. They felt as though they had no clue what to do after completing a course. If they wanted to expand on a certain subject they would have to search for an entirely new course. Without knowing if they would be on the same page, it became difficult for users to broaden their knowledge.

What next?

My team decided that it was time to put this new information to work. After affinity mapping we gathered a lot of important information on our users. We needed to make our users come to life and give us a better representation of what they stand for.

Personas and Journey Mapping + HMW and Problem Statement

We gathered our information and picked up our pencils. We created a persona based solely on our users. This gave us a better representation

of our users. After creating the persona we went into creating the journey map which gave us an even better look into our users. By creating the journey map we were able to humanize our audience. Through this newly acquired data we were able to create our How Might We (HMW) and our problem statement.

What We Learned

By accumulating this data we were able to create a proper problem statement that would allow us to dig deeper into our future designs.

What next?

We needed to accumulate a little bit more data in order to create our first sketches. So my team decided that this would be the perfect time to dig into competitive and comparative analysis.

Competitive Analysis and User Flows

Competitive and comparative analysis are extremely helpful in the design process. Understanding our competitors gives us a different perspective. Through understanding them we can learn from them and their mistakes, as well as our own.

Sketching and Wireframing

After a long line of research we were able to finally create our sketches. Sketching allowed us to put our ideas to paper. It gave us the freedom to be creative and make changes. For example these sketches not only helped us design a good layout. but it helped our team understand each other's ideas. After a lot of talking and thinking we finally decided on a design and that's how we started wireframing. Wireframing is the transition from sketching to prototyping. This is where we put our sketches into a digital design. By creating the wireframe we were able to make our design come to life.

Our First Prototype!

We finally collected enough data to finish our first prototype. This prototype consisted of a loading screen, encouragement page, sign up page, course page, subject, login page, home page, and search page. This prototype was designed to feel realistic and run smoothly even though it was a mid fidelity prototype. The design was intuitive and sleek. The color pallet fit perfectly and the dark look complimented the app.

First Round Of Testing

Now after developing our prototype we had to test it.

That's where usability testing comes in. Usability testing is important because it gives us a better look into our design and what people actually want. So in order to complete these tests we need to give our users some tasks to complete. The first task our users needed to complete was account creation. We needed our users to create an account and personalize it for free courses in 3d design, trading and programming. The second task our users needed to complete was they needed to search for science classes that they could complete in under 1 month and sort that search by ratings. So the goal of this testing was to see if our users could successfully complete their task with 0-1 errors and in under 2 minutes. During this test we received good verbal feedback from our users. Fortunately, most of our users completed their task in under 2 minutes but there were 7 misclicks across all 6 users.

Back To The Drawing Board!

So as you've read we had our work cut out for us. Our First prototype was almost a complete success. We just needed to redesign a few things to make the process run more smoothly.

Second Prototype

Finally, after completing our user testing we collected enough information for a better design. We decided to take most of the main concepts and tweak the areas that had the most misclicks. This resulted in a beautiful design and an intuitive clickable prototype. Our original users already loved the design but by adding that extra hint of color and style we were able to create a truly unique theme.

Second Round of Testing

Our second round of testing was a complete success. Our users flew through the prototype and enjoyed their experience. They felt as though they were using a real app. They completed their tasks in under a min and did not show signs of struggling. Most users loved the concept and the way it was laid out.

Final results

We finally completed our prototype and had the data to prove it's success. We proved our problem statement to be true and created new iterations based on our users. All of our hard work paid off and gave us a beautiful design. After many hours of work and long late nights we were able to say that the design pleased our users.

