





Globedin Academy app is a commissioned project with GlobedIN technology. It helps you to prepare for exams on your own with a well-defined structure under the guidance of qualified tutors.

The Challenge

The brief of the challenge was to design a visually separable experience which of course provided a simple flow to achieve user goals. Creating user flow and UI design for an app with the following points in mind:

The interface design has to break the conventional boring visual interfaces.

It has to be visually separable/outstanding from its competitors.

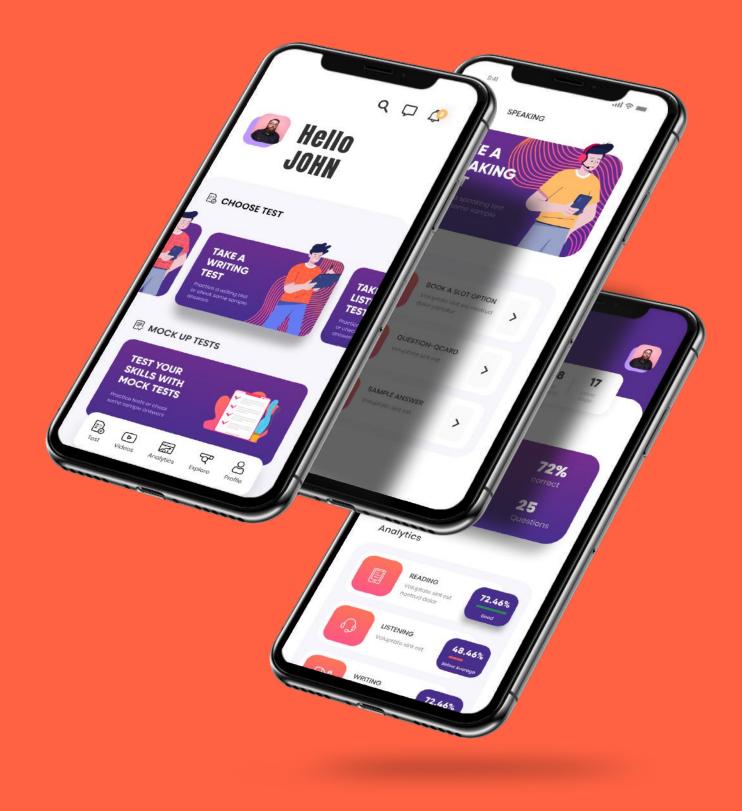
Users should able to identify/address the app uniquely.

It has to solve the UX problems facing in the field.

Users must be able to navigate through the app effortlessly to achieve user goals.

Defining the Key Pain Points

In our day-to-day life, we may come across different apps that offer similar services. If an app is not having unique look and feel from its competitor's apps/services, then you won't be visiting that app again and it will remain ideal in your phone, just consuming your phone memory. To achieve user attention, we need to create curiosity in their mind, by providing them apps with a fresh look and unique content.



Handling analytics helps users self-evaluation their performance.

Onboarding and handling teachers/lecturers in the system.

Execution: Design

Demonstrating the solution for all the key pain points needs detailed research and defined wireframes.

Our Process

Defined design methodology, backed by research data with user feedback along with our principles-based approach helps to find the solution. Properly defining the problem and better execution of the solution at right time in the right way. We are following 4 stage steps process.



1.Research

We have done Business Goals analysis, Internal data research, competitor research, and analysis. By targeting users and creating a proper focus group helped us to generate a visual theme and characteristic for the look and feel.

2.Define

We have created user personas as per the focus group and tested them with our clients business goals/expected features to minimize peculiar cases. Then we created user flow diagrams to grasp a good understanding of the usability of the current design and how much effort is needed for the users to achieve his/her goal, what would be the cognitive load they will be enduring in each flow and screens.



User Persona



Kathryn Murphy

Easy to memorise

Smooth flow

Pain points Unclear navigation Forcefull approach



Jacob Jones

Age range : 44

Focus

Easy to use Easy to memorise Clear visual cues

Pain points Unclear navigation

Forcefull approach

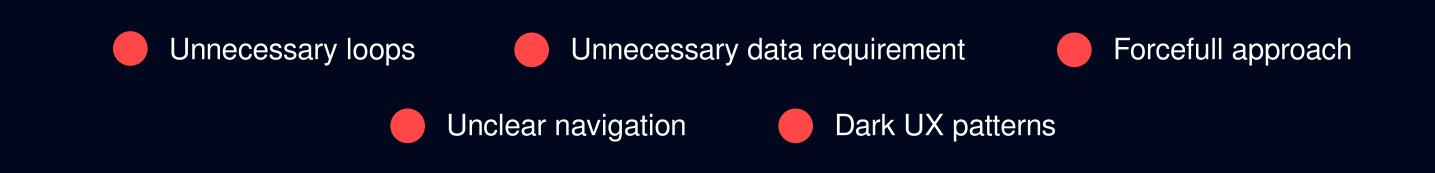
Focus

Data access Security Usability

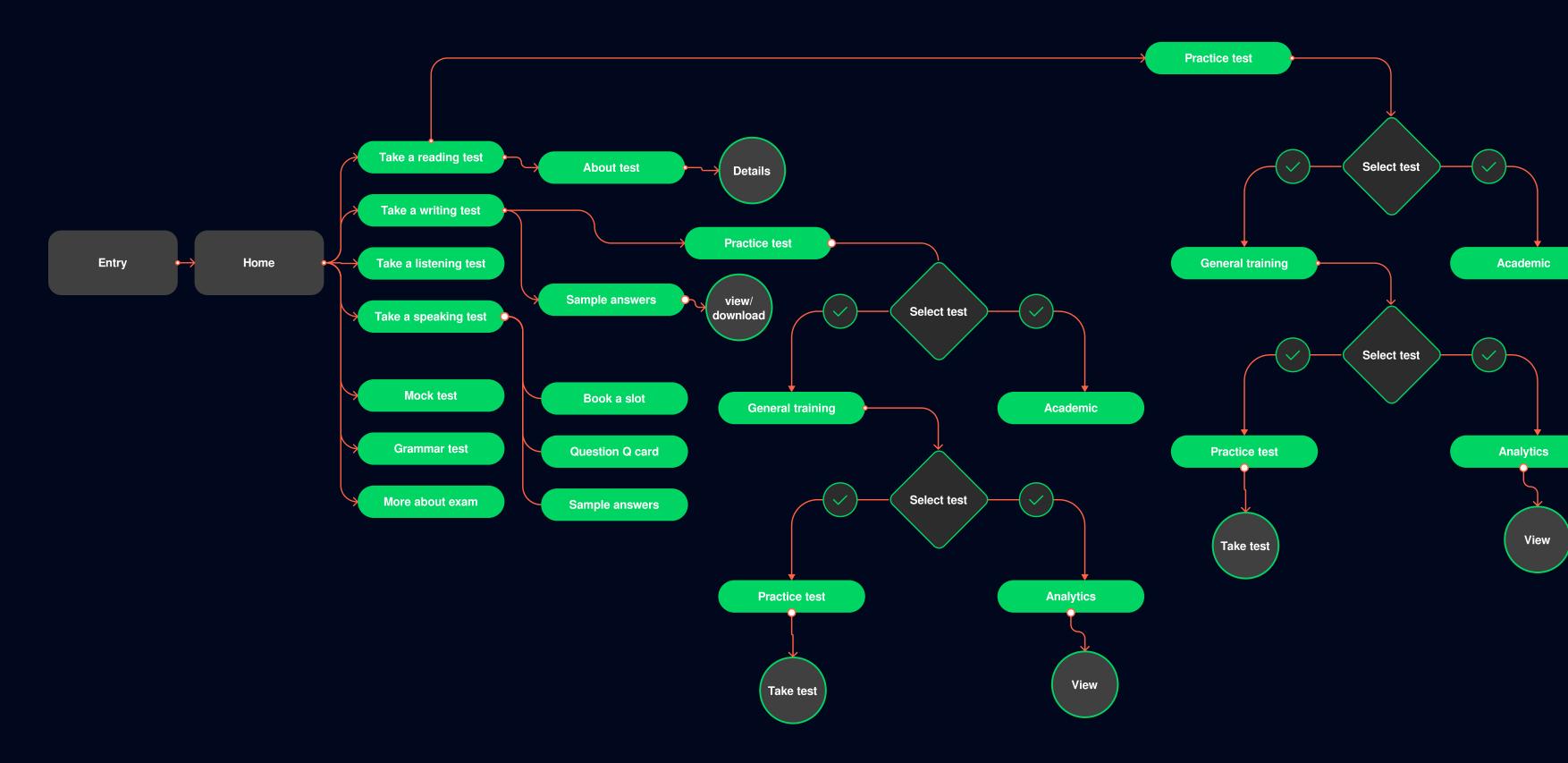
Pain points

Unnecessary loops Unsecured data demanding Forcefull sign up

Pain Points

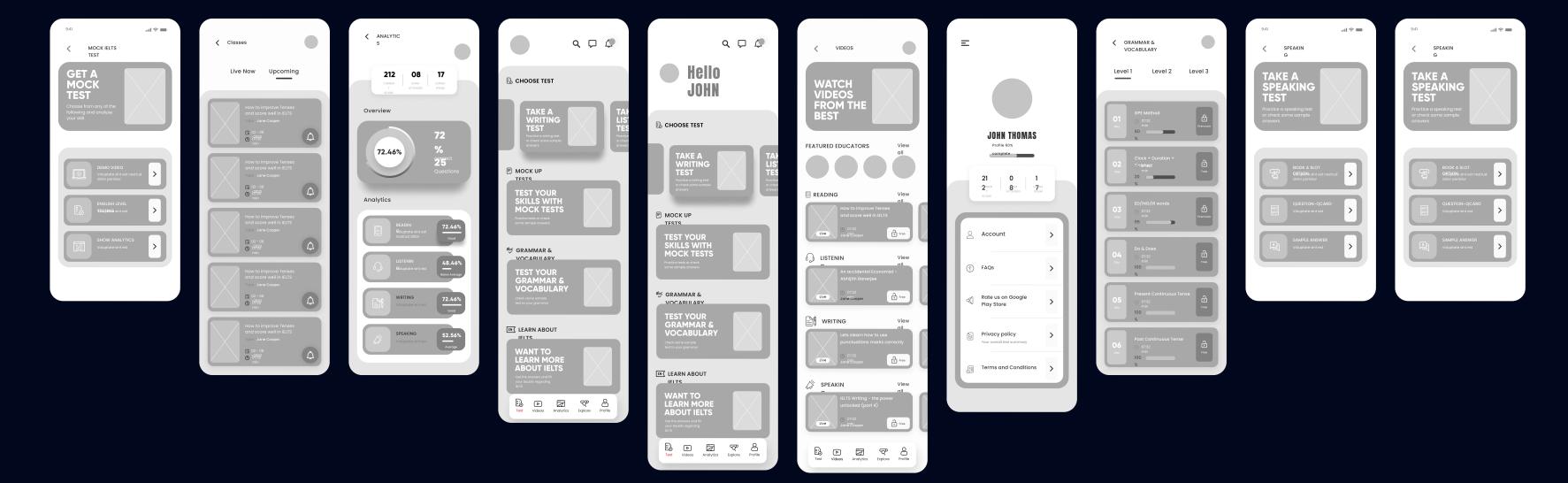


User Flow Diagram



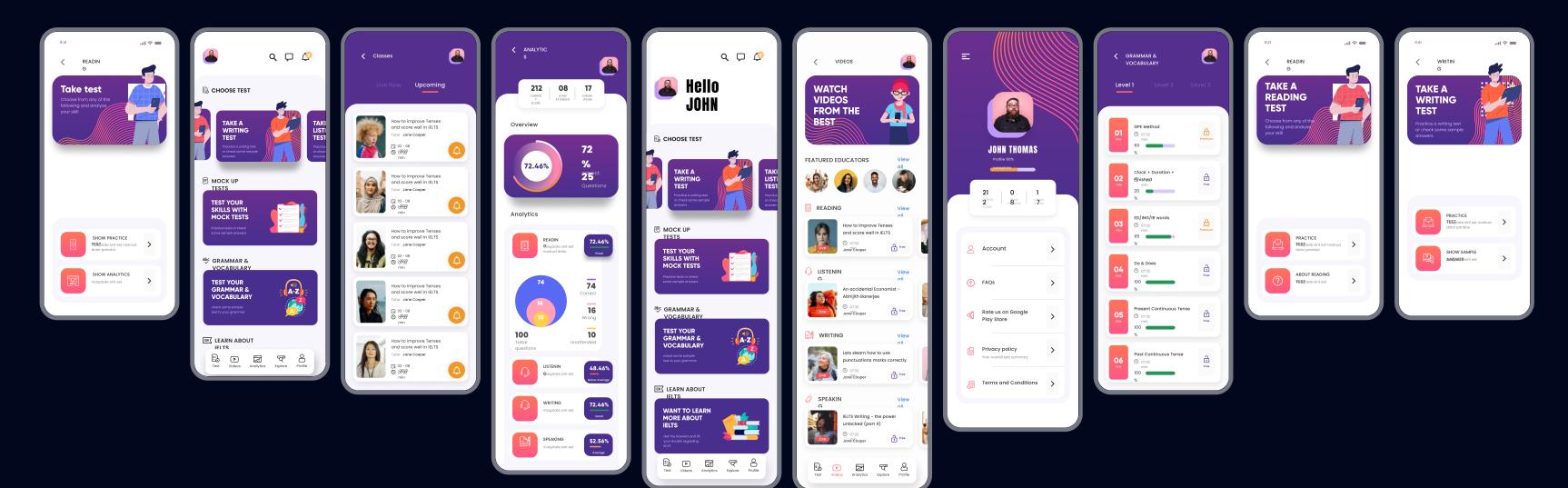
3.Prototype

This is where the study is conducted and all the data collected will gain its shape and form with a defined function. We created low-fidelity wireframes and high-fidelity wireframes before moving to the final UI design.



High-fidelity Wireframes

Final UI Designs



Styleguide

Typography



Colors

01 #692	Primary P8E								02 Seco #5A69F3				03 #FI	Tertiary -7559	
04 #F6F	6FC						05 #363	636							
06 #FF5	687			07 #FFA1B8			08 #FDE	046			09 #2196	53			
lcons															
		E1	තී	\mathcal{C}	?	ਮਿ	Ð		Ē		e i i		ريا	Ģ	
Q	\square	Ĵ			 999										
	Tools														
	Client Review														
	Globedin Technologies														
				v thev comn											

The way they communicate, convince and present ideas are really good. They provided the best solution possible and there team really gets what we are trying to do.