

TCS LEARNING PLATFORM

UX RESEARCH



THE OBJECTIVES

A digital learning platform for students and experienced professionals who are looking to widen their horizons through learning and enabling them to land the right kind of roles in the organization. Also to showcase their craft through customer success stories and service offerings, their culture through SME and business leader talks, events, their celebrations, webinars and an opportunity to test their talent through contests and hackathons and also search and apply for choice of career.

UX APPROACH

- RESEARCH
- IDEATION
- SOLUTION
- DESIGN

UX
RESEARCH

INTERVIEWS & SURVEYS

My first goal with the research was to know what people think about online learning platforms, which decisions have to be faced when carrying out a course and what characteristics should have the course so they decided to do it. To obtain several points of view and experiences related to the learning platform, I focused my interviews on people who were very interested in it, people who had done online courses and others who hadn't, to understand why they have never decided to make one.

I conducted 7 interviews in person with my friends who fit within the primary target market. I approached them and did my best to empathize and understand their unmet needs. Talking with these 7 people helped me to discover why they sometimes refused to do online courses and how often it was related to not knowing what they would find during the course.

AFFINITY DIAGRAM

Once I had all the information, it was the time to synthesize and define the problem focusing on the users. To execute this step, I used the Affinity Diagram. I was able to categorize the main difficulties faced by users. I've made a list compiling and crossing all data collected. This helped me to visualize what are the main areas of interest and helped to prioritize user needs and define how I would approach the ideation phase. This was also helpful because it helped to visualize how every method contributed to the overall phase of identifying the main needs and problems and I was also able to see how these methods agreed with other or not.

INSIGHTS

Some of the insights were:

- Users know what they want to learn, because they know what they can and can't do, but not always they can choose.
- Users often don't have time, they want to know what mandatory training they need to do.
- Users want to own their own training so they can manage their career better.
- It would help users to have a global vision of everything they are going to learn.
- Users need to control what they are going to learn to feel secure about their decision.
- If Users don't know if it's going to be useful for them, they don't sign up for the course.

USER PERSONA

I focused on the problem and whom I was designing for, so I defined my User Persona who would help me to make important design decisions and create a product that meets their needs and goals.

PRIMARY PERSONA (STUDENT)



PRATEEK ARORA

Student
Age: 21
Status: Single
Location: Mumbai

“ Apart from my study I want to enroll for top trending courses but it's difficult to decide which course will help me in a better career/job.

BIO

Prateek is a college student and very enthusiastic person and likes to enhance his knowledge. Whenever he search an online course he gets confuse about it and doesn't find a right course.

PERSONALITY

Introvert		Extrovert
Thinking		feeling
Sensing		Intuition
Judging		Perceiving

GOALS

- Prateek wants to enroll to a course which can help him get a job and make a career.
- He wants to know which skill-set is good for him and he can adopt it easily.

FRUSTRATIONS

- Prateek usually doesn't complete online course. He gets demotivated because he doesn't know if it is going to be helpful for him
- He needs feedback to know that he's doing well and making progress.

USER PERSONA

PRIMARY PERSONA (EXP. PROFESSIONAL)

PULKITA SINGH

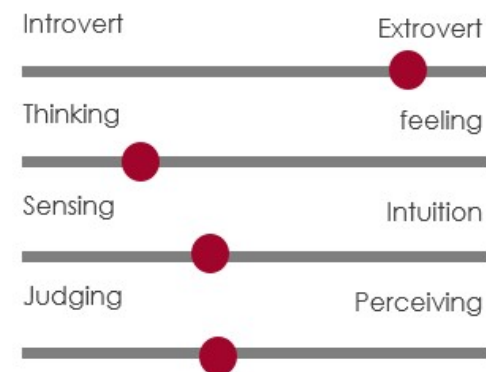
Business Analyst
Age: 28
Status: Single
Location: Noida

"I need to allocate some time for me to learn new course, it's usually in the evening but I get carried away. Without following a routine or reminder, I am unsuccessful to learn and upgrade my skills."

BIO

Pulkita is a 28 year old business analyst, living in Noida. She excels at her job and very dedicated to the company, she works for. During her free time, she likes to learn new skills which can help her to make better career growth.

PERSONALITY



GOALS

- To learn a course whenever she gets free time and upgrade her skills.
- To get control learning system where she can set her learning goals/plan.

FRUSTRATIONS

- Due to busy work life she hardly gets time to enroll herself for any course.
- She needs to control the content to feel secure about her decision and having a global vision of everything she's going to learn.

MINIMAL VIABLE PRODUCT (MVP)

It was clear from the research that the learning platform should prioritize the insights because this would form the basis of a Minimal Viable Product (MVP).

The key priorities were:

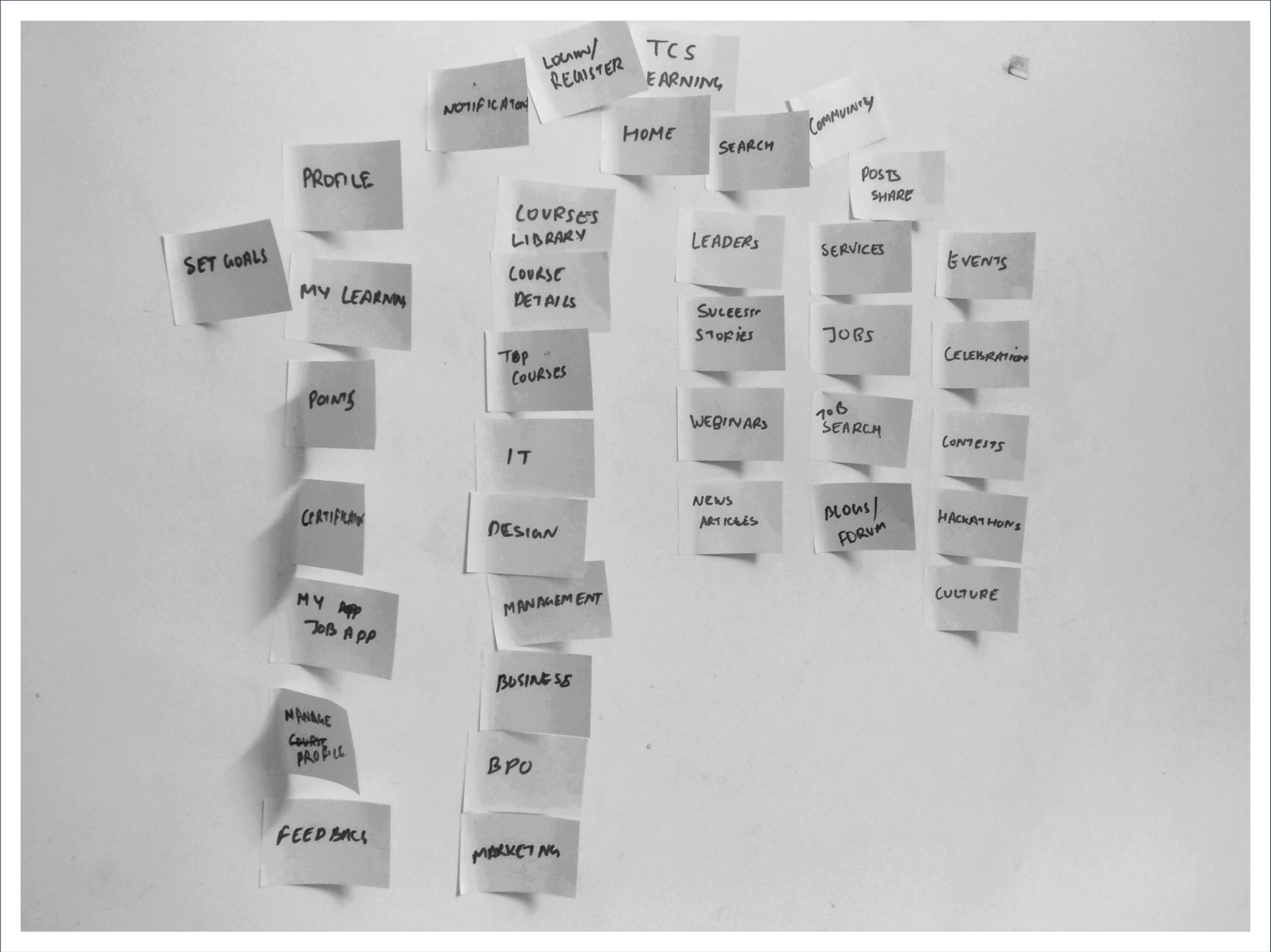
- Make searching for training courses easier
- Support time-poor learners by proactively notifying them of their training needs
- Allow learners to manage their own training

COMPETITIVE ANALYSIS & HEURISTIC ANALYSIS

As a way to gain insights into user flow and wireframing, I looked into existing online learning websites that offer similar features. I focused on Lynda, Khanacademy, Udemy and Coursera, which were the most commonly used websites among the survey respondents. It was a great way to gain insights into user flow, layouts and interactions, and to see what was working or confusing from the perspective of a user. I also conducted a heuristic analysis.

IDEATION

CARD SORTING



LOGIN/
REGISTER

TCS
LEARNING

SERVICES

HOME

SEARCH

NOTIFICATION

MY LEARN

COURSES
LIBRARY

NEW &
HIGHLIGHT

JOBS

CULTURE

PROFILE

COMMUNITY

ONGOING
COURSE

COURSE
DETAILS

LEADERS
SPEAKS

JOB
SEARCH

EVENTS

MY SKILLS

POSTS
SHARE

Completed
COURSE

MY COURSES

TOP
COURSES

SUCCESS
STORIES

Related
JOBS

CONTESTS

MANAGE
COURSE
PROFILE

BLOGS/
FORUM

IT

WEBINARS

CURRENT
OPENINGS

HACKATHONS

SET GOALS

DESIGN

CERTIFICATION

MANAGEMENT

NEWS
ARTICLES

MY APP
JOB APPLICATION

CELEBRATION

POI

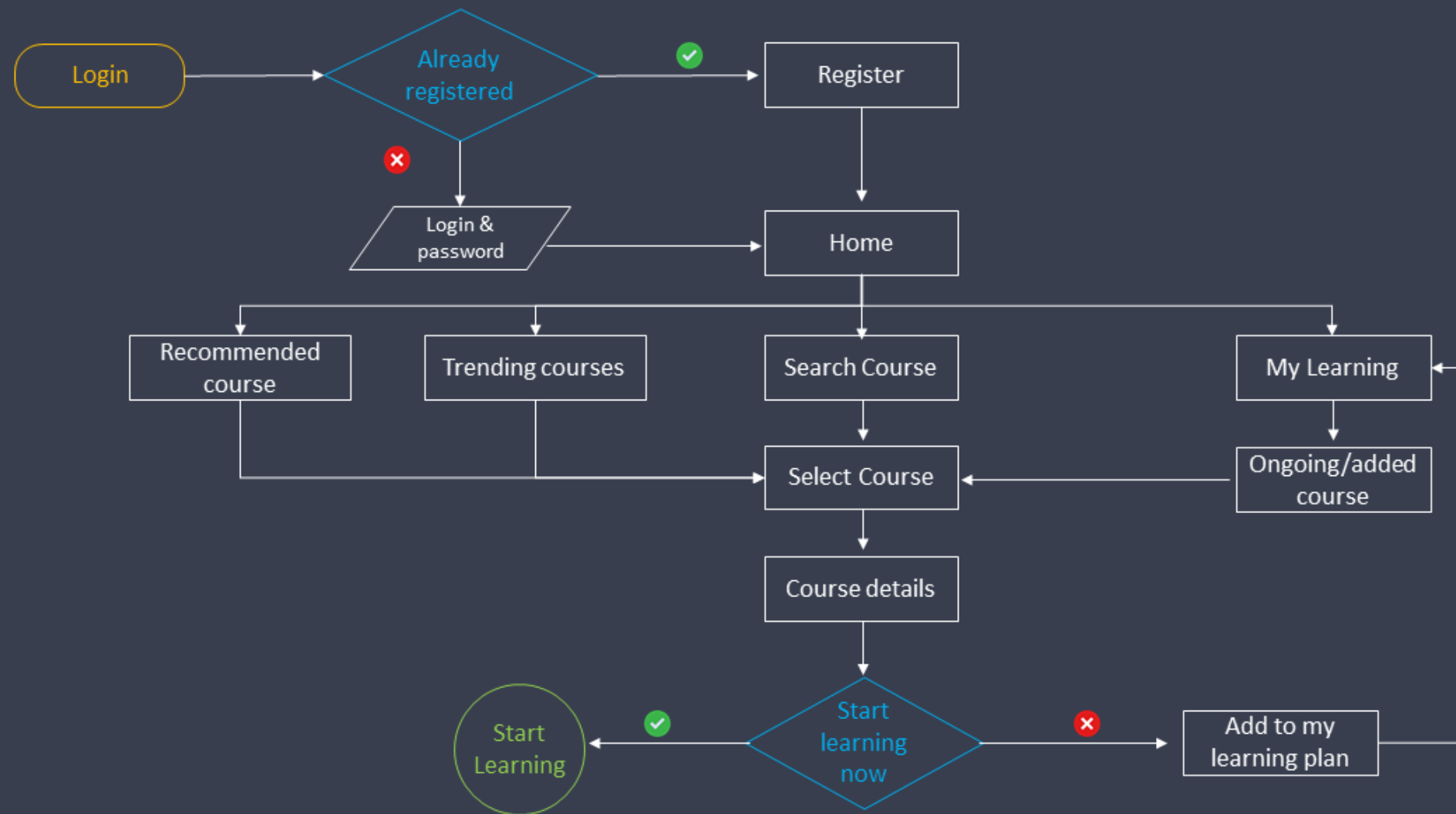
BUSINESS

BPO

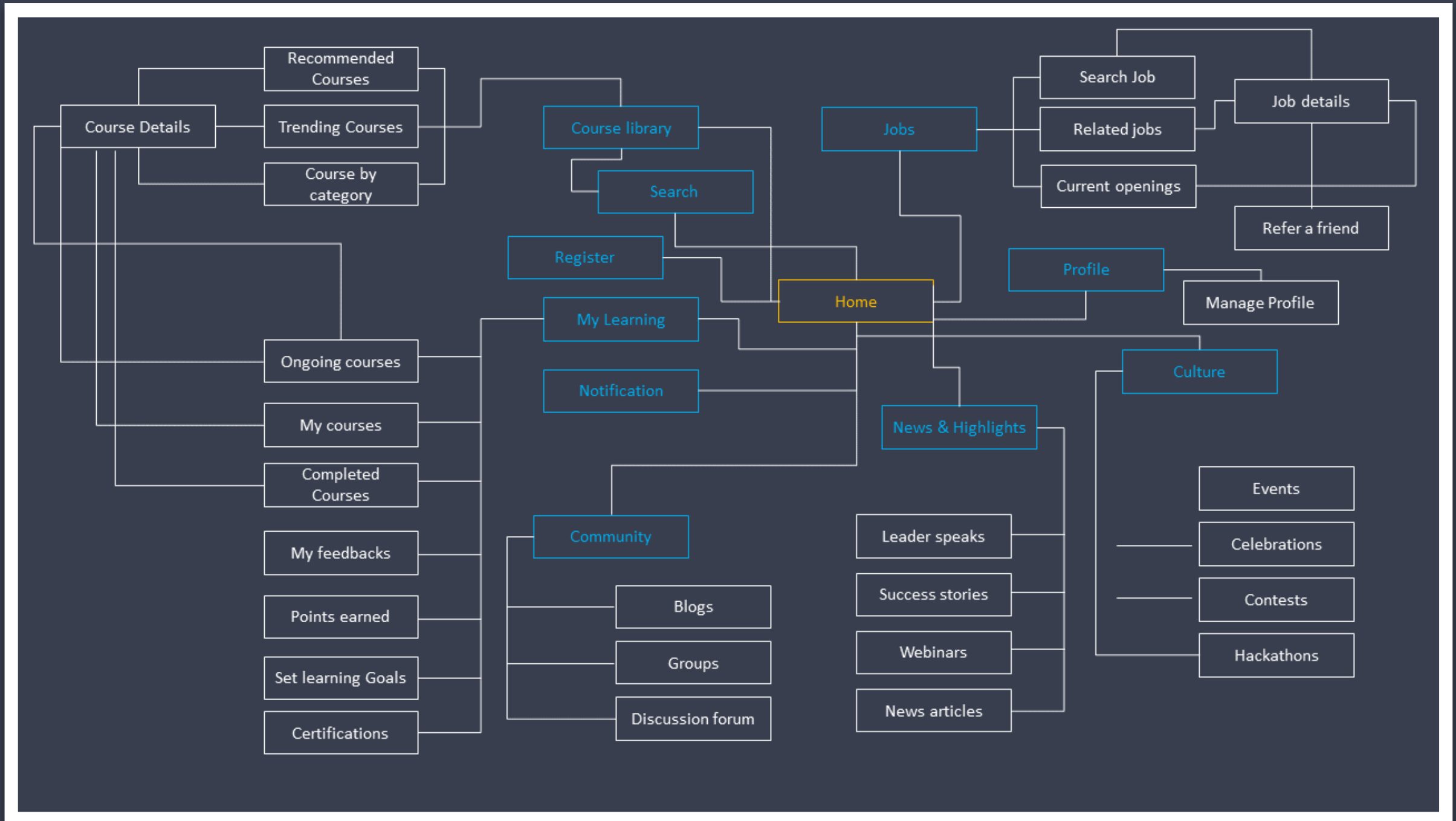
MY
FEEDBACK

MARKETING

USER FLOW



INFORMATION ARCHITECTURE



SOLUTION

CARD-BASED UI

When done right, cards can improve the website navigation, thus boosting the UX. They help isolate certain chunks of information and help us memorize information in a more cognitive-friendly way. It provides an interesting solution when it comes to visually representing information on content heavy websites. Helping users navigate a site to find the information they need is a top priority. Card UI designs help do exactly that.

IMPROVED SEARCHING FOR COURSES

The UX design should allow searching for courses from multiple sources on any page. It should present search results consistently using a card metaphor. Any course displayed would also include related courses and functionality should add to recommend, review, share and save courses (to My Learning).

TELL USERS WHAT THEY NEED TO DO

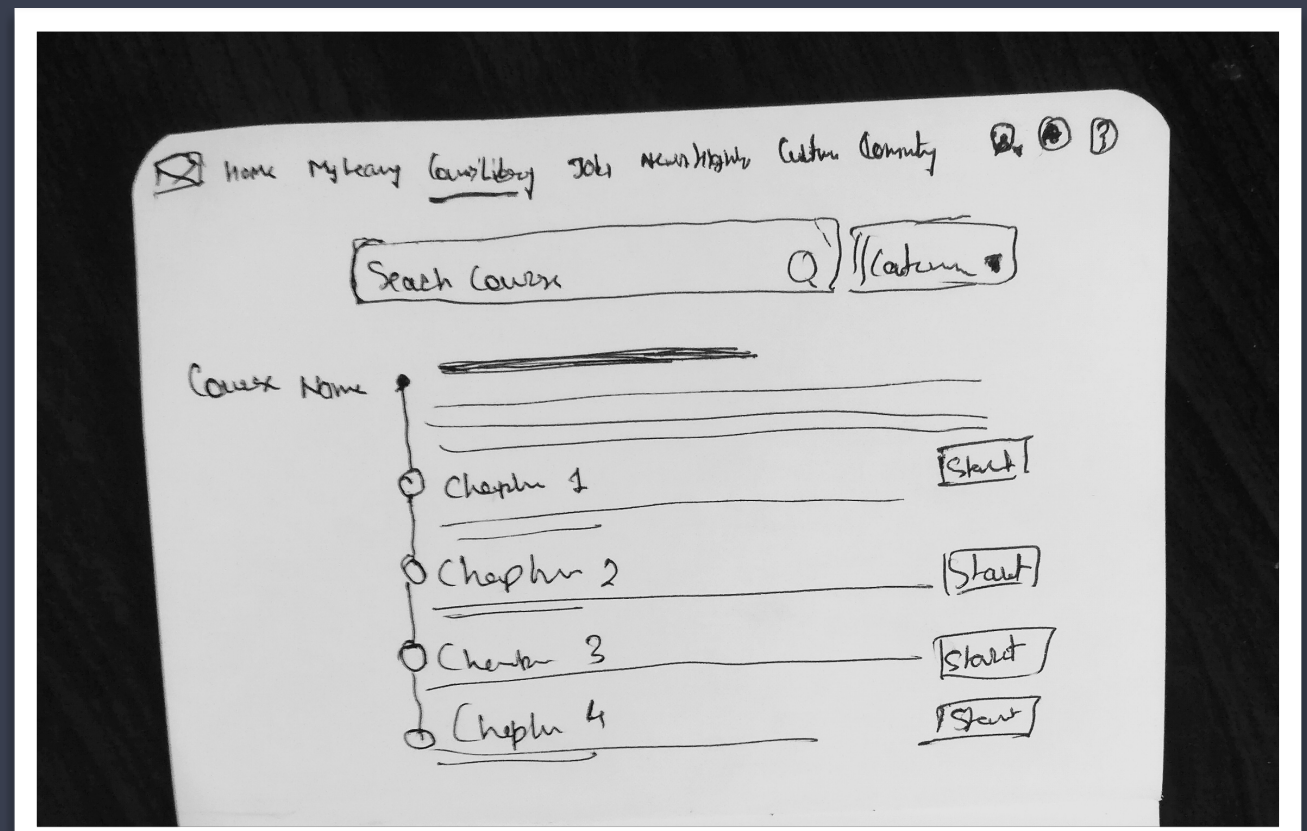
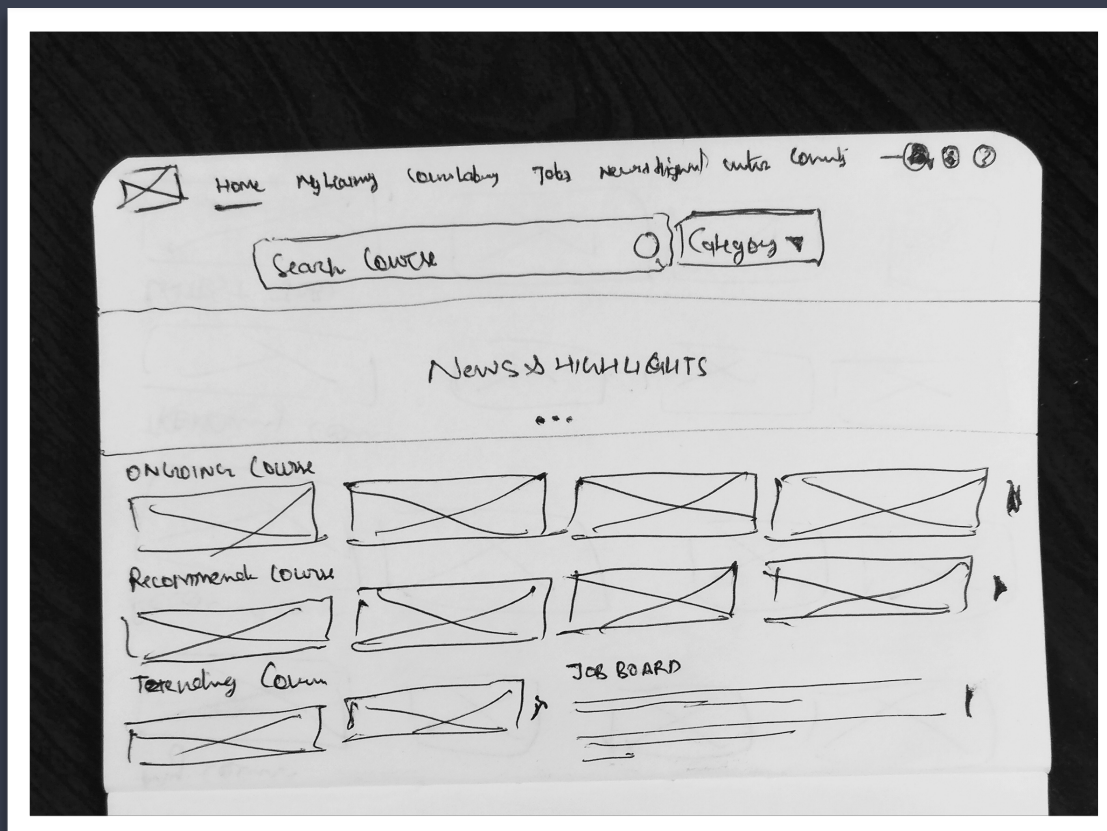
A users should see (without them having to think) if there were courses outstanding they needed to complete. A colour-coded traffic light scheme should introduced (but for accessibility, not the only indicator). So for example, if something is red it is important and needed attention soon if Green it is completed.

USERS MANAGE THEIR OWN TRAINING

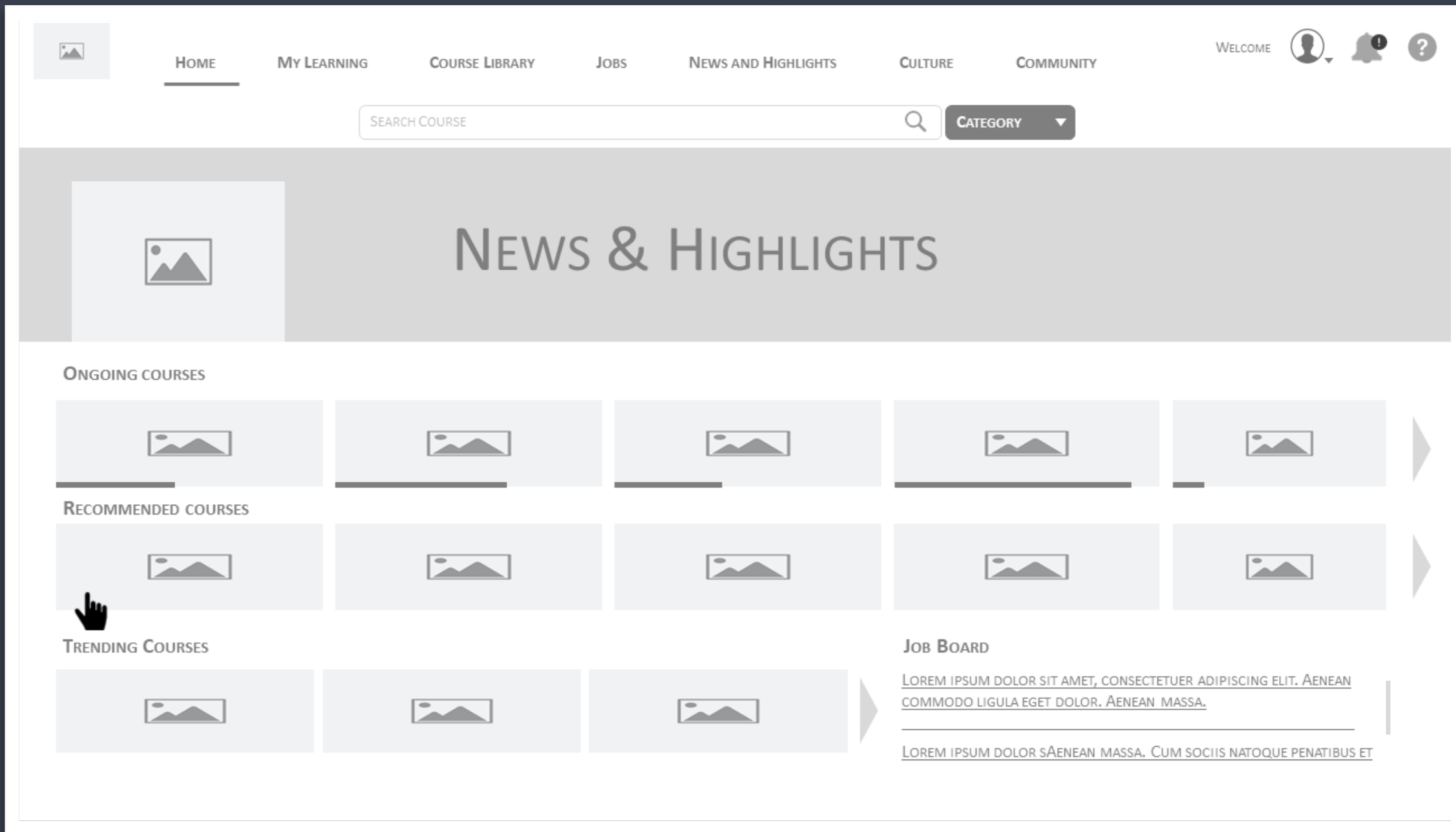
It should enable users to own their own learning by providing an easy way to collect, organize and monitor progress against any course they have access to. This way users can complete training needed for their job but also take additional (aspirational) training for a career move within the organization.

DESIGN

WIREFRAME



PROTOTYPE





HOME

MY LEARNING

COURSE LIBRARY

JOBS

NEWS AND HIGHLIGHTS

CULTURE

COMMUNITY

WELCOME



SEARCH COURSE



CATEGORY



NEWS & HIGHLIGHTS

ONGOING COURSES

LOREM IPSUM DOLOR SIT



AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO
LIGULA EGET DOLOR. AENEAN MASSA. CUM SOCIIS NATOQUE
PENATIBUS ET

SKILL MATCH: 99%

CATEGORY: BUSINESS MANAGEMENT

REVIEWS: 55 PEOPLE SUGGESTED



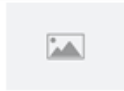
TRENDING COURSES



JOB BOARD

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN
COMMODO LIGULA EGET DOLOR. AENEAN MASSA.

LOREM IPSUM DOLOR SAENEAN MASSA. CUM SOCIIS NATOQUE PENATIBUS ET



HOME

MY LEARNING

COURSE LIBRARY

JOBS

NEWS AND HIGHLIGHTS

CULTURE

COMMUNITY

WELCOME



SEARCH COURSE



CATEGORY



COURSE LIBRARY > CATEGORY > COURSE NAME: LOREM IPSUM DOLOR SIT AMET

COURSE NAME



LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGET DOLOR. AENEAN MASSA. CUM SOCIIS NATOQUE PENATIBUS ET MAGNIS DIS PARTURIENT MONTES, NASCETUR RIDICULUS MUS. DONEC QUAM FELIS, ULTRICIES NEC, PELLENTESQUE EU, PRETIUM QUIS, SEM. NULLA CONSEQUAT MASSA QUIS ENIM.



CHAPTER 1:

DONEC QUAM FELIS, ULTRICIES NEC, PELLENTESQUE

START



CHAPTER 1:

AENEAN COMMODO LIGULA EGET DOLOR. AENEAN MASSA.

START



CHAPTER 1:

SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGET DOLOR. AENEAN MASSA. CUM SOCIIS NATOQUE PENATIBUS

START



CHAPTER 1:

CORPER ULTRICIES NISI. NAM EGET DUI. ETIAM RHONCUS. MAECENAS TEMPUS

START



CHAPTER 1:

DONEC QUAM FELIS, ULTRICIES NEC, PELLENTESQUE

START

THANK YOU

- BY AKHAND SRIVASTAVA