

Design a flow to take a quiz for an online tutoring service

Brenda Cantú

Project overview



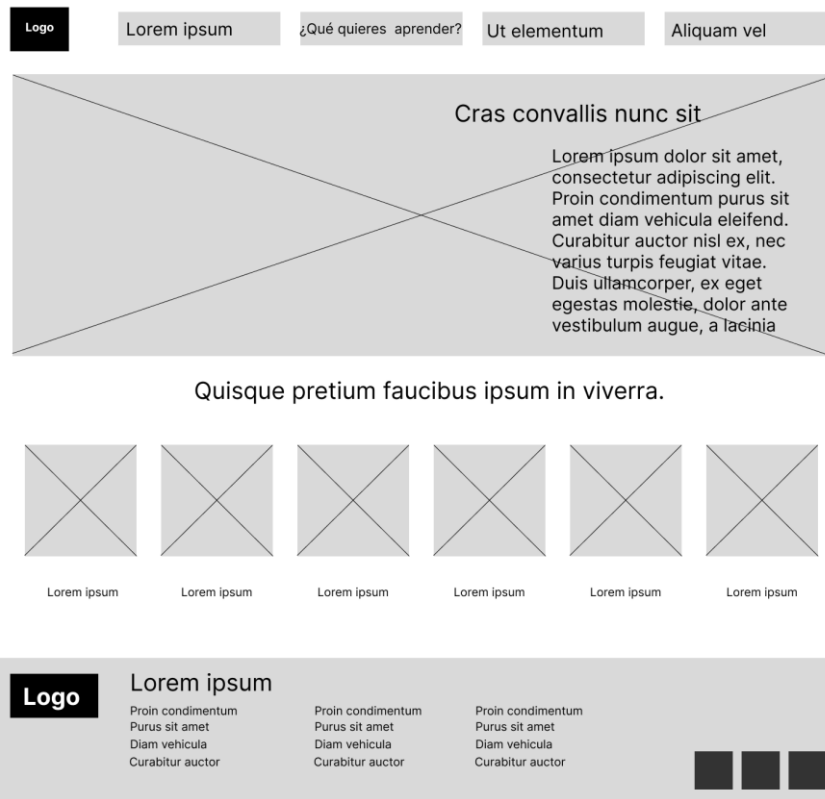
The product:

This quick quiz pinpoint areas you need help with and connects you with the ideal online tutor. Fast-track your confidence. Get a personalized learning roadmap in minutes. Take a quiz, find your match, and conquer your next academic challenge with a tailored tutoring plan.



Project duration:

October 2023 – November 2023



Project overview



The problem:

With this tutoring website we are working on matching students with the right tutor, trying to pinpoint the student's strengths, weaknesses and learning style, creating personalized learning and improve engagement and motivation.



The goal:

Insert one to two sentences about the goal of the project and your plan to drive positive change in society.

Project overview



My role:

UX researcher, UX designer, UX writer



Responsibilities:

User research reports, personas, problem statements, user journey maps, goal statements, competitive audits, storyboards, user flows, paper wireframes, digital wireframes, low-fidelity prototypes, and usability studies.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



To refine the usability of the quiz flow, an unmoderated international study was conducted. Five participants from Germany, the United States, Peru, and Mexico took the quiz independently within a 30-minute timeframe. This diverse group provided valuable insights into how users from different cultures and backgrounds interacted with the flow, highlighting potential areas for improvement.

By observing and analyzing user behavior without prompting or guidance, the study revealed valuable clues about user pain points and confusion. This helped identify opportunities to optimize the flow for clarity, efficiency, and cultural sensitivity. Ultimately, the study's findings led to a more user-friendly quiz experience that caters to a global audience, paving the way for a smoother and more effective tutoring journey.

Persona: Leonardo

Problem statement:

As a **mid-level engineering manager and family man** I want to **continue my education** so that I can **advance my career and be a role model for my children**



Age: 38

Education: Bachelor's degree in engineering.

Family: Married, with two children

Occupation: Mid-level manager in an established company.

Location: Toronto, Canada

“Words are good, but results are gold. I don’t need a fancy certificate, just the skills to make a difference.”

Goals

- Advance in his career
- Improve his knowledge
- Be a role model for their children.
- Become part of a strong community

Frustrations

- Work-life balance
- Imposter syndrome
- Limited time for his personal growth.

Leonardo is a man who juggles responsibilities and aspirations. He is the pillar of his family, the trusted colleague and the quiet achiever. He has always tried to continue his growth, fulfillment and the opportunity to recover his passions. The online tutoring service must be more than just a learning platform for Leonardo. It has to be a supportive community that allows him to be the best version of himself, in his career, as a father, and as a man.

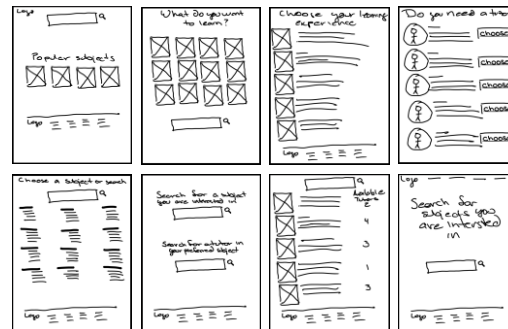
Competitive audit

There are many learning platforms, and many platforms with tutors, however, there is no site that seeks to efficiently connect tutors with students, so this is a good proposal.

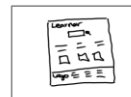
| | Competitor type (direct or indirect) | Location(s) | Product offering | Price (\$ - \$\$\$\$) | Website (URL) | Business size (small, medium, large) | Target audience | Unique value proposition |
|--------------------|---|---------------|---|--------------------------|---|---|---|-----------------------------------|
| Buscatuprofesor.mx | Directo | México | Tutoría en línea en una amplia gama de materias y niveles académicos. | \$100 - \$500 | https://buscatuprofesor.mx/ | Mediana | Estudiantes que buscan ayuda con sus estudios. | Flexibilidad y la personalización |
| Superprof | Directo | México | Tutoría en línea en una amplia gama de materias y niveles académicos. | \$100 - \$600 | https://superprof.mx/ | Mediana - Grande | Estudiantes que buscan ayuda con sus estudios. | Flexibilidad y la personalización |
| Coursera | Indirecto | United States | Plataforma de aprendizaje en línea | Gratis - \$500 | https://www.coursera.org/mx/ | Grande | Estudiantes, profesionales y personas interesadas en aprender sobre una variedad de temas | Calidad y la reputación |

Ideation

After looking for ideas within the Crazy 8s methodology, I took the best ideas I had and added a few new ones, leading me to create both general and feature storyboards.



Leonardo feels stuck as he feels he has not learned enough to keep growing in the company



He finds a website that allows him to choose a tutor for his preferred subjects



He can learn at his own time and message his tutor at any time to get answers and clarifications



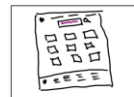
Leonardo notices his children watching him studying and asking questions about it



Leonardo knows he's setting an example for his children with his studies



Leonardo feels better about his prospects in growing within the company



The user searches for the subject they would like to learn



The user chooses from the different branches from the subject they're studying



The user can choose one of the available tutors for help and clarification



The user fills in his details so that the tutor can contact him



The tutor contacts the user, and they start working together

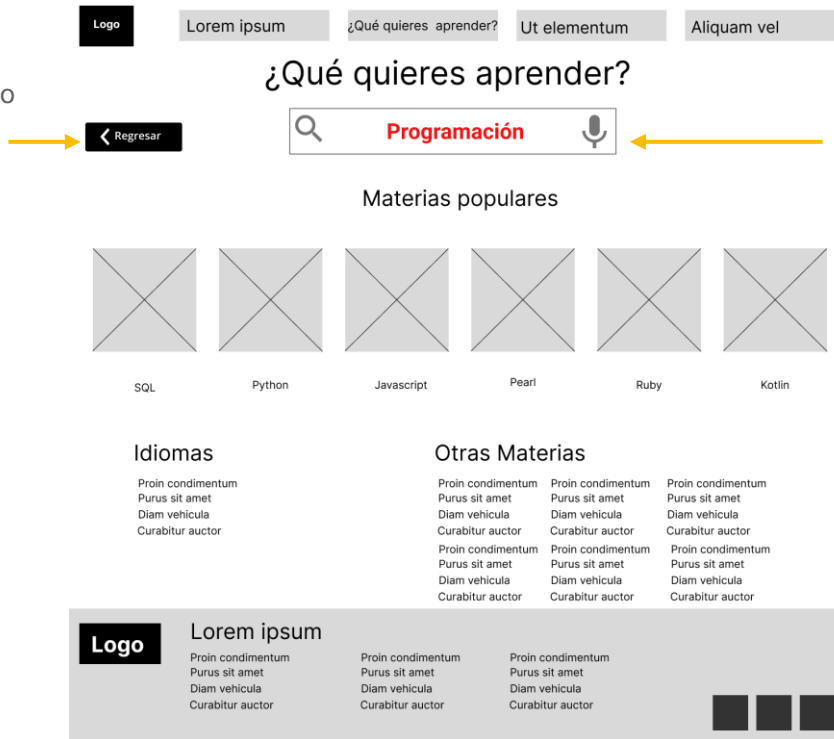


The user passes all the online courses they learned with the help of their tutor

Digital wireframes

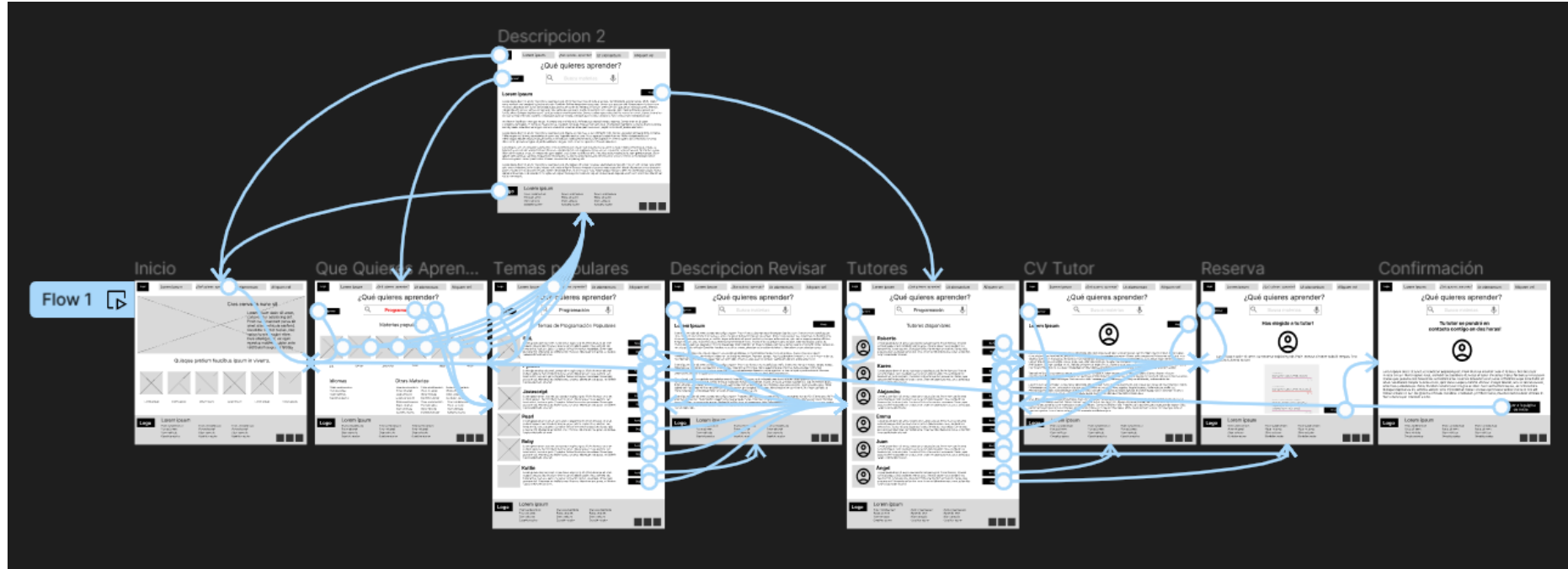
After a user decides on what they would like to learn, they can always refine their search to something more specific, or choose one of the popular subjects. There is also the possibility to search by voice to find the best option possible.

A back button to go back will always be available to go back to the page the user was in before



A search option was included with voice recognition for accessibility purposes

Low-fidelity prototype



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Mexico, Germany, United States



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

4 out of 5 users wanted more information to review the subject they selected

2

Finding

All users mentioned that the logo in the bottom menu would be extremely useful if it linked back to the home page.

3

Finding

3 out of 5 users mentioned that the bottom menu was useful, particularly on long pages, so that they wouldn't need to scroll back up

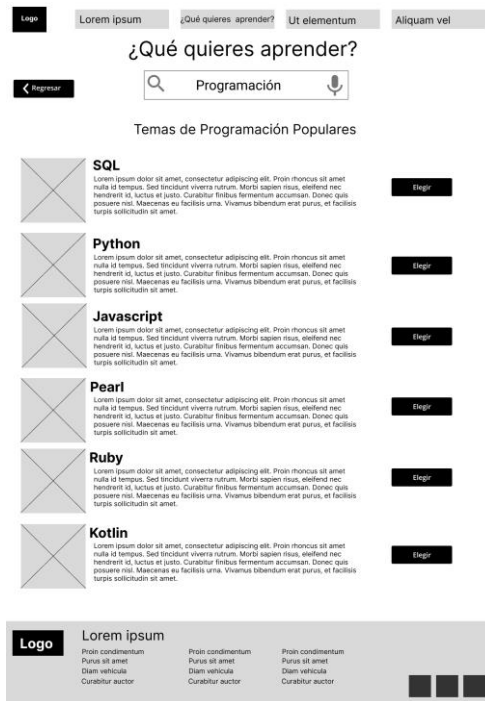
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

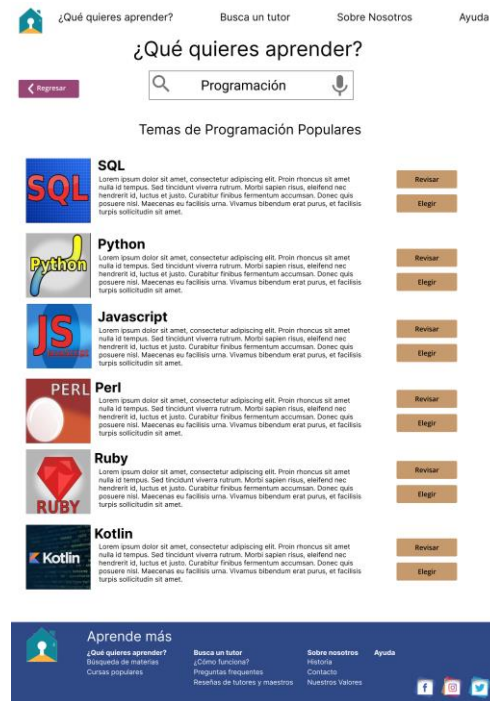
Mockups

As users mentioned that they needed to get more information on what would be covered on the subject to study, we added a button to review further

Before usability study



After usability study



Mockups

Users mentioned that a logo added to the bottom menu would be extremely useful if it linked back to the home page.

Before usability study



After usability study

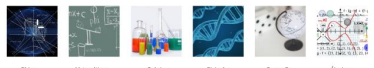


Mockups

¿Qué quieres aprender? Busca un tutor Sobre Nosotros Ayuda



Materias populares



Aprende más

¿Qué quieres aprender? Busca un tutor Sobre nosotros Ayuda

Busca un tutor: Cursos populares, Cursos populares, Proyectos frecuentes, Proyectos frecuentes, Resúmenes de libros e historias, Resúmenes de libros e historias

Resúmenes de libros e historias

¿Qué quieres aprender? Busca un tutor Sobre Nosotros Ayuda

¿Qué quieres aprender?

Programación

Materias populares



Idiomas

Inglés, Francés, Alemán, Ruso

Otras Materias

Ciencias exactas, Psicología, Historia, Filosofía, Literatura, Ciencia y física, Química, Antropología, Diseño, Tecnología, Sociología, Ciencias políticas, Administración, Arquitectura, Matemáticas, Derecho, Comunicación, Ciencias naturales, Filosofía, Turismo

Aprende más

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Resúmenes de libros e historias

¿Qué quieres aprender? Busca un tutor Sobre Nosotros Ayuda

¿Qué quieres aprender?

Programación

Temas de Programación Populares

| | | |
|-------------------|--|------------------|
| SQL | Learn how to use SQL, connect to a database, and write queries. This is a great first step in learning SQL. You'll learn how to use SQL in a variety of contexts, including how to use it in a web application. This is a great first step in learning SQL. You'll learn how to use SQL in a variety of contexts, including how to use it in a web application. | Revisar Ingr. |
| Python | Learn how to use Python, connect to a database, and write queries. This is a great first step in learning Python. You'll learn how to use Python in a variety of contexts, including how to use it in a web application. This is a great first step in learning Python. You'll learn how to use Python in a variety of contexts, including how to use it in a web application. | Revisar Ingr. |
| JavaScript | Learn how to use JavaScript, connect to a database, and write queries. This is a great first step in learning JavaScript. You'll learn how to use JavaScript in a variety of contexts, including how to use it in a web application. This is a great first step in learning JavaScript. You'll learn how to use JavaScript in a variety of contexts, including how to use it in a web application. | Revisar Ingr. |
| Perl | Learn how to use Perl, connect to a database, and write queries. This is a great first step in learning Perl. You'll learn how to use Perl in a variety of contexts, including how to use it in a web application. This is a great first step in learning Perl. You'll learn how to use Perl in a variety of contexts, including how to use it in a web application. | Revisar Ingr. |
| Ruby | Learn how to use Ruby, connect to a database, and write queries. This is a great first step in learning Ruby. You'll learn how to use Ruby in a variety of contexts, including how to use it in a web application. This is a great first step in learning Ruby. You'll learn how to use Ruby in a variety of contexts, including how to use it in a web application. | Revisar Ingr. |
| Kotlin | Learn how to use Kotlin, connect to a database, and write queries. This is a great first step in learning Kotlin. You'll learn how to use Kotlin in a variety of contexts, including how to use it in a web application. This is a great first step in learning Kotlin. You'll learn how to use Kotlin in a variety of contexts, including how to use it in a web application. | Revisar Ingr. |

Aprende más

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Resúmenes de libros e historias

¿Qué quieres aprender? Busca un tutor Sobre Nosotros Ayuda

¿Qué quieres aprender?

Programación

Tutores disponibles

| | | |
|--|--|------------------|
| | Roberto Learn how to use SQL, connect to a database, and write queries. This is a great first step in learning SQL. You'll learn how to use SQL in a variety of contexts, including how to use it in a web application. This is a great first step in learning SQL. You'll learn how to use SQL in a variety of contexts, including how to use it in a web application. | Revisar Ingr. |
| | Karen Learn how to use Python, connect to a database, and write queries. This is a great first step in learning Python. You'll learn how to use Python in a variety of contexts, including how to use it in a web application. This is a great first step in learning Python. You'll learn how to use Python in a variety of contexts, including how to use it in a web application. | Revisar Ingr. |
| | Alejandro Learn how to use JavaScript, connect to a database, and write queries. This is a great first step in learning JavaScript. You'll learn how to use JavaScript in a variety of contexts, including how to use it in a web application. This is a great first step in learning JavaScript. You'll learn how to use JavaScript in a variety of contexts, including how to use it in a web application. | Revisar Ingr. |
| | Emma Learn how to use Perl, connect to a database, and write queries. This is a great first step in learning Perl. You'll learn how to use Perl in a variety of contexts, including how to use it in a web application. This is a great first step in learning Perl. You'll learn how to use Perl in a variety of contexts, including how to use it in a web application. | Revisar Ingr. |
| | Juan Learn how to use Ruby, connect to a database, and write queries. This is a great first step in learning Ruby. You'll learn how to use Ruby in a variety of contexts, including how to use it in a web application. This is a great first step in learning Ruby. You'll learn how to use Ruby in a variety of contexts, including how to use it in a web application. | Revisar Ingr. |
| | Ángel Learn how to use Kotlin, connect to a database, and write queries. This is a great first step in learning Kotlin. You'll learn how to use Kotlin in a variety of contexts, including how to use it in a web application. This is a great first step in learning Kotlin. You'll learn how to use Kotlin in a variety of contexts, including how to use it in a web application. | Revisar Ingr. |

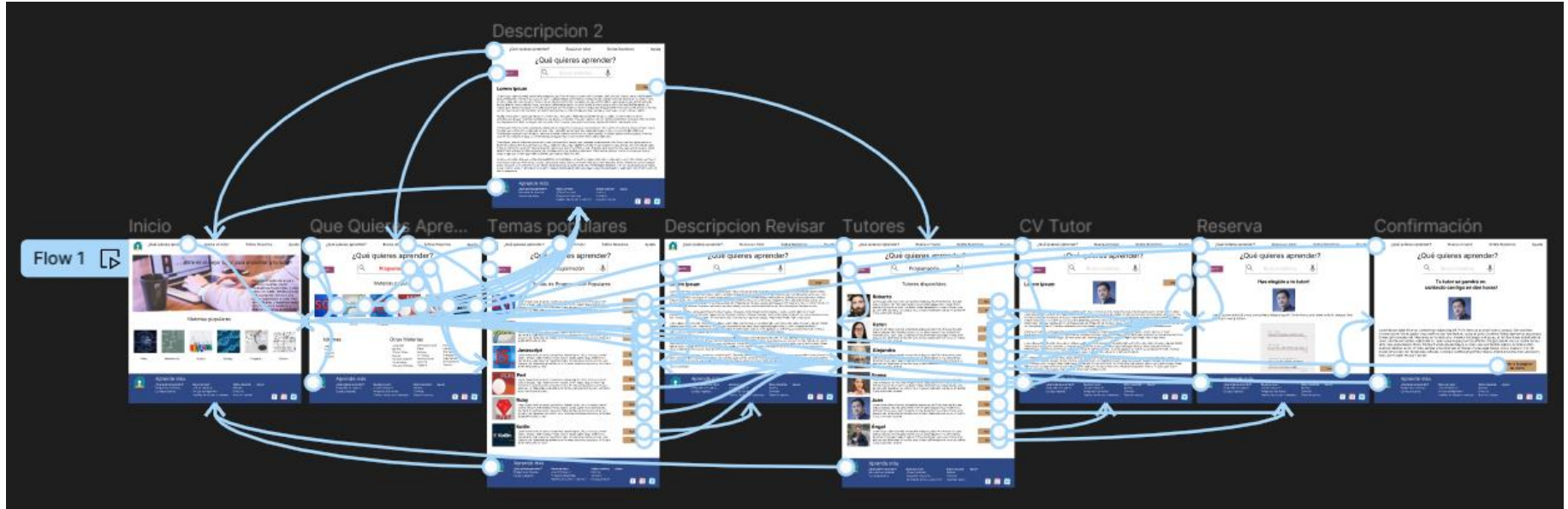
Aprende más

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Resúmenes de libros e historias

High-fidelity prototype



Accessibility considerations

1

Users with visual issues have the possibility to make the font larger on the screen

2

The text of the applications can be read out loud with the help of specialized software

3

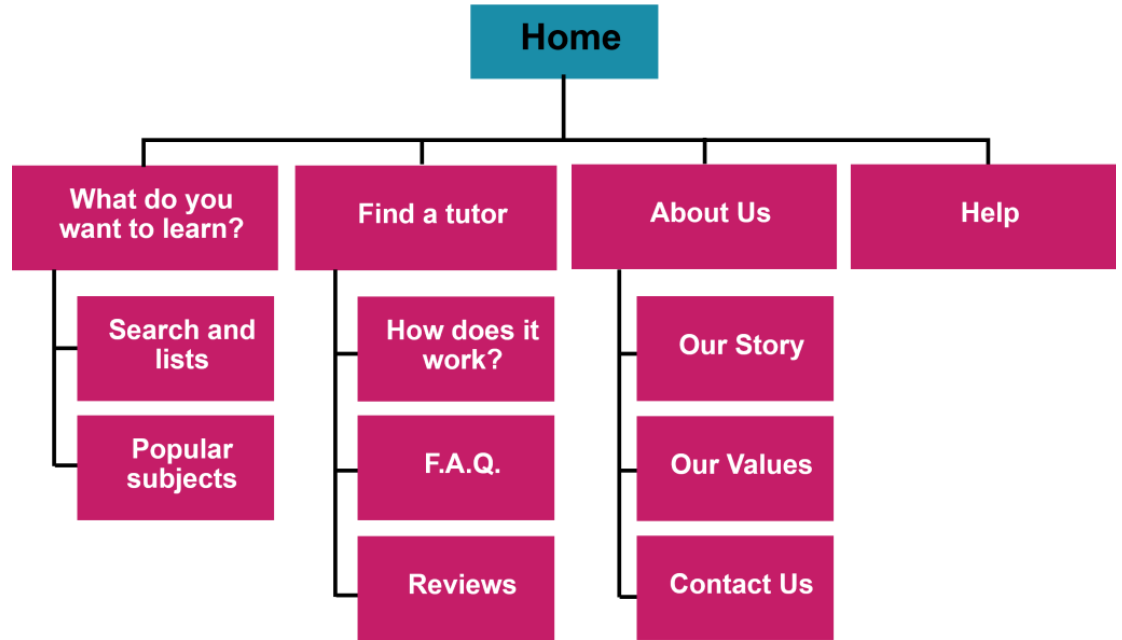
Alternative text for images is used to describe the information or function of any images using clear and concise alt text

Responsive Design

- Information architecture
- Responsive design

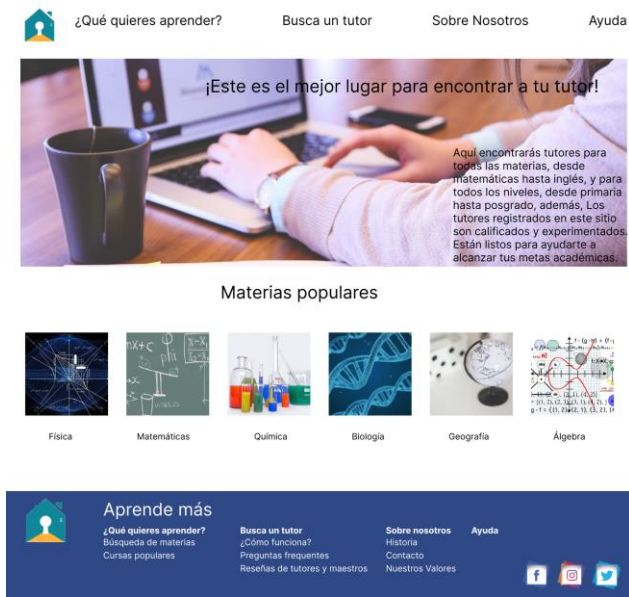
Sitemap

The sitemap is simple, as we are only looking to help students find the perfect tutor for their needs.



Responsive designs

As this is a responsive website, which can be accessed both by mobiles and desktops, there was a need to understand how the design would change in different platforms.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

By prioritizing accessibility in the quiz flow design, we paved the way for a truly inclusive and impactful online tutoring experience. This approach transcends geographical and cultural barriers, opening doors for learners of diverse backgrounds and abilities to embark on their academic journey. Whether navigating the quiz with a screen reader, encountering questions in their native language, or adjusting the pace to suit their cognitive needs, users feel empowered and understood, fostering a deeper connection with the platform and the learning process itself.



What I learned:

Since I started using the internet, I became an advocate for online learning. This project gave a bigger picture of what has to be done and how much we need to keep ourselves up to date to keep improving the learning experience of our users.

Next steps

1

Refine the design based on accessibility considerations

2

Conduct a usability test with a broader audience to test the flow and identify any remaining usability issues

3

Develop a comprehensive accessibility testing plan

Let's connect!



I hope we can stay in touch!

Send a message to: BrendaCantuL@gmail.com
You can review my portfolio at: <https://brendacantul.net/>