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Mobile App

MyOutPace - Capstone Project

Role
Lead User Experience Specialist for this project

Key Focus Areas
User Research, Content Strategy, Usability, Interaction Design, Visual Design

Overview
CET stands for Common Entrance Test - equivalent to SAT or ACT. It is a single attempt test, a prerequisite for university admission in India.

This is a platform that provides easy access to important information such as formulas, test questions that are organized by subject, especially when students are on-the-go. Using the "distributed learning" technique, which is a study technique where studying happens in intervals, this helps retain knowledge better than other techniques to acheive a higher success for standardized tests.

Problem Statement

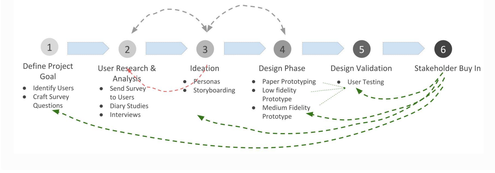
There is a lack of convenience when practicing anywhere, especially when students are on-the-go.

Quick access to formulas is important because it helps the user to remember the material.

These site practices real-test questions organized by subjects for targeted test-prep.

The ability to review past tests allows you to do a quick recap of a specific study area.

Project Process - January - March, 2018



User Research - Survey, Diary Studies, Interviews

Key Research Findings -

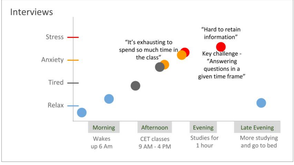
73.9% use Android smartphones

56.5% do not have no cellular data plan and work on Wifi when available

Time management is imperative

Writing in a notebook or on a whiteboard, helps to remember (formulas, derivations)

Practice, practice, and practice is the key to achieve time management during exam and fast problem solving



Ideation - Persona, Storyboard, Concept Sketches

Aniket Joglekar | Focused | Knowledgeable | Hard Working

Age: 16
Occupation: Student, 12th
Lives: Maharashtra, India

"If there is a way to practice course material in an easier way and NOT spend 2-3 hours again reviewing what I learnt in the class."

Needs:
- Good grades, increase score by 10%
- Retain knowledge
- Ways to remember formulas
- Constant practice
- Manage time
- Exercise regularly

Motivations:
- High achieving and successful family
- Get into government college (less tuition)

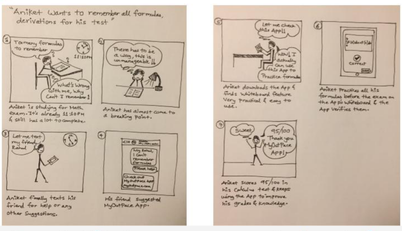
Behavior:
Aniket has an Android phone that only works on WiFi.

Studying - Majority of the day encompasses of attending classes. Studying patterns vary depending on exam schedule. Normally 1 - 1.5 hours of average studying everyday. Test preparations heppens using paper and a pencil or whiteboard. He is definitely open to new ideas for studying using technology to achieve his goals.

Exercise - Likes to exercise and be healthy. Helps to separate from classes and studying for a little while.

Entertainment/Relaxing - Enjoys listening to music and watch shows using his phone.

Frustrations/Pain Points:
- "I feel frustrated because I need to study for at least 2 hours a day and is too much for me."
- Fees sleepy, tired attending 7 hours of extra classes for CET preparation.
- Half the problems in Math get solved under given time.
- Remembering all formulas for Math, Physics, and Chemistry is a constant struggle.



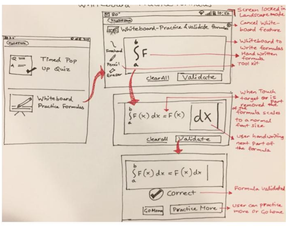
Scenario 1 "Aniket wants to memorize formulas"

Concept Sketches - Whiteboard

User has a freehand to write or practice formulas using their finger. Once touch target (finger and screen connection) is lost, user input scales to a normal font size.

Auto- Scaling helps user to write naturally without worrying about real estate constraints.

Next to Whiteboard heading there is a 'Cancel' icon to get out of the whiteboard feature.



Usability - Low, Medium, and High Fidelity

Low Fidelity Prototype -

"Whiteboard option might not be used"

"Want the ability to add new formulas to the system just for my account"

"Formula library is very useful"

https://ykoki6.axshare.com/#g=1&p=home_page

Medium Fidelity Prototype -

Make Facebook login prominent, users prefer FB login

Remove 'X' from each screen that avoid abrupt closing

Add an alert message to confirm if users want to cancel test

Rethink workflow for entering whiteboard from formula library. Users are confused about the relation between search bar and whiteboard area.

High Fidelity Prototype -

Final Minimal Viable Product (MVP) has been well received by users and stakeholders.

Aligning research findings to build features such as - App will work Offline along with Android development.

https://invis.io/RHGDPBQCDVE (password - Shilpa)

Recommendation

Final Presentation Panelist (Anonymous) **-**

"I think she gave up too soon on diary studies, but since she had no experience with this tool, its understandable. Diary studies can be a fantastic tool. None the less, Shilpa's project was extremely impressive. She showed great empathy for her customers, which is the single most important thing. She also showed great drive and resourcefulness in bringing this project to life. I am not sure how far she ultimately got with it, but to me this seems not only like a very well thought out and usable product, but also a very viable business as well. If she has a passion for it, I would urge her to continue and to grow it as a business. All in all, a really amazing job! Congratulations, Shilpa."

Key Take Away

Business Outcome -

Compared to the parent site the Mobile app went through UX ecosystem in last 10 weeks:

With user feedback as baseline and primary focus we conducted User research, iterative design, to achieve the stakeholder buy-in.

The result is current design validates user needs while addressing initial problem statement and sufficing the business ask.

Valuable Lessons -

Open mind: users might not see value in a design concept

Evangalist: being users advocate helps to mitigate project creep

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