AcadEase

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UI/UX CASE STUDY

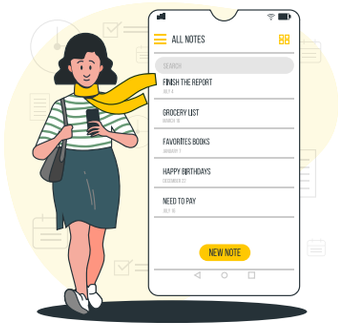
Student Organizer App

Manage your academics & personal life easily with AcadEase!

Project Overview

Mission

AcadEase aims to provide an intuitive and efficient platform for students to manage their academic and personal life. The app will help students stay organized, focused, and informed throughout their academic journey.



Vision

AcadEase envisions a world where every student is equipped with a powerful tool that not only simplifies task management but also cultivates a sense of purpose, productivity, and achievement.

Target audience

Age group : 18-25 years

College and university students

Duration

4

Weeks

Tools used

Problem & Solution

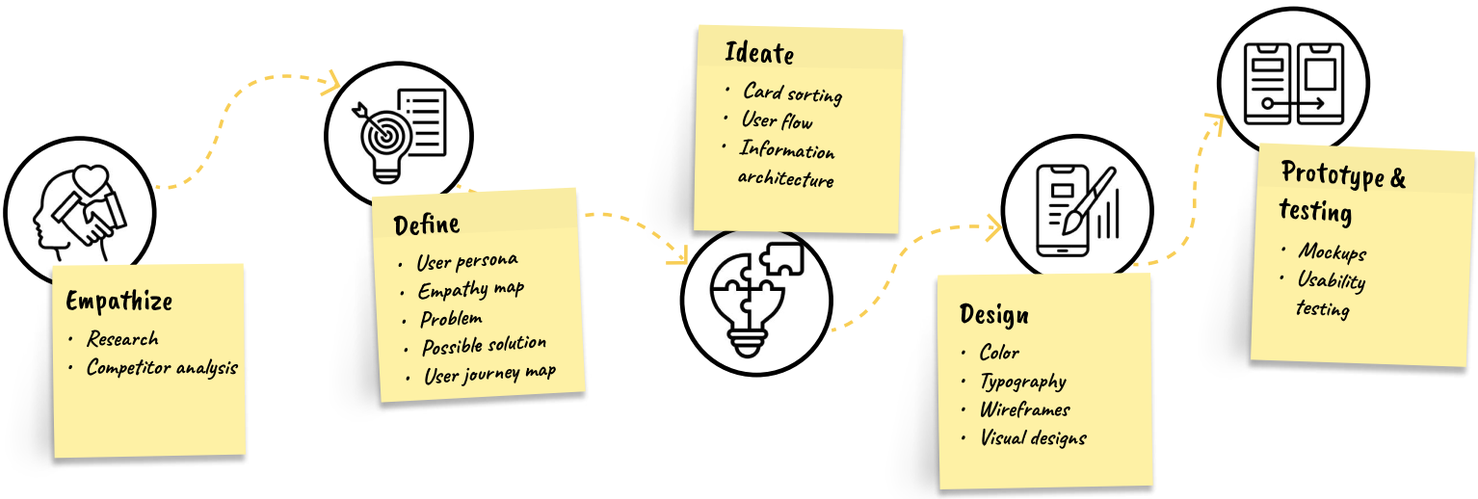
Problems faced

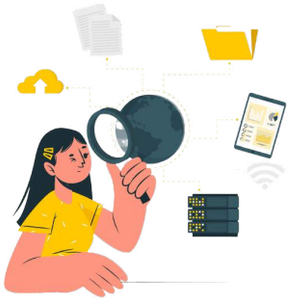
- Lack of motivation and encouragement for users to consistently engage with the platform.
- Some apps that provide courses and study resources do not provide efficient notes making capability within the app itself.

Possible solutions

- Implementing gamification elements such as badges, levels, or points for completing tasks can keep users stay motivated.
- Make a section in the app itself where the user can make and maintain digital notes efficiently and go through them anytime, anywhere.

Design Process





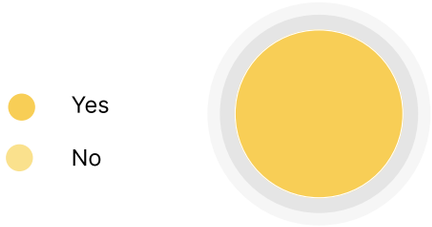
Research

Qualitative and quantitative research were done in the form of interviews and survey respectively. The research was conducted with potential users who fulfilled our target customers criteria to know their opinion on task management and the problems faced by them with the current available platforms to organize their day-to-day activities.

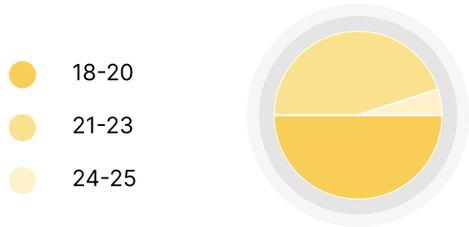
Quantitative Research

In the quantitative research, a questionnaire was created and circulated among target audience.
The survey results are based on 20 responses.

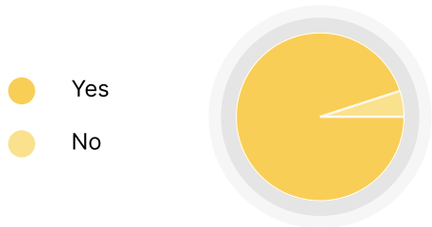
Are you a student ?



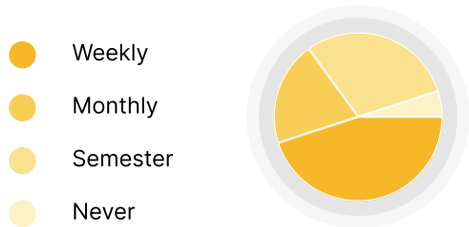
What age group do you fit in ?



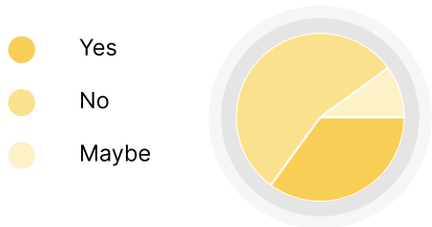
Do you plan your academic tasks ?



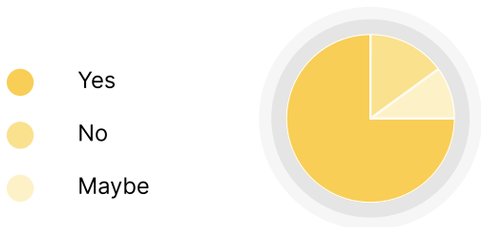
How often do you plan your tasks ?



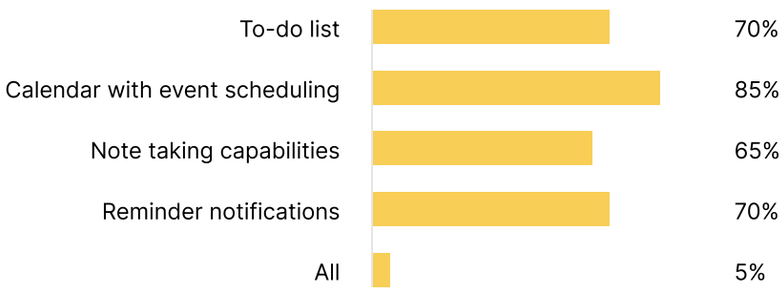
Have you ever tried any digital platform for organizing your tasks ?



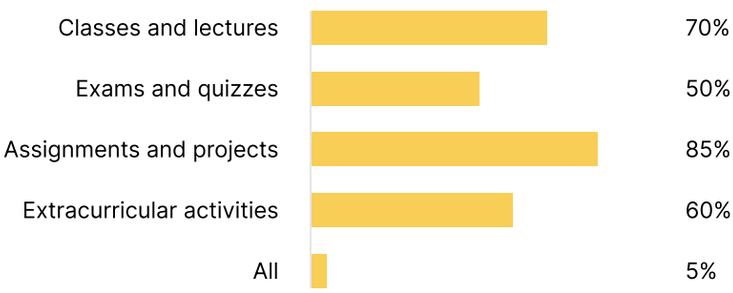
Would you like to have an app where you can organize as well as keep track of your academic courses ?



What features would you like to have in a student organizer app ?



What categories of organization are most important to you ?

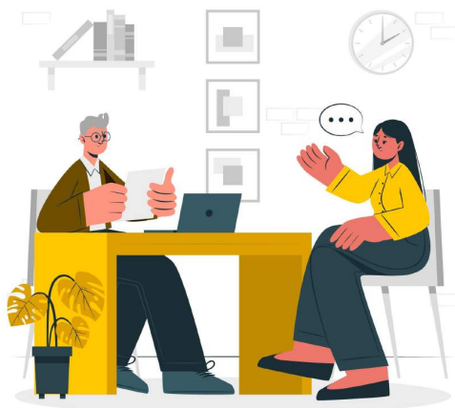


Qualitative Research

For qualitative research, interviews were conducted with target audience.
The interviews were helpful in understanding the pain points of the users better.

Some of the key responses from interview are mentioned below:

- "I would appreciate if your app could provide notes making feature along with the courses"
- "I find it difficult to find motivation to complete my pending tasks on some days and then they get piled up"
- "Notifications by the app regarding what is important would be much appreciated, but their should be an option where we could choose what notifications we want"
- "A proper curriculum along with the courses, in order to guide users regarding any course helps them to choose a particular course more easily"



Competitor Analysis

Competitor analysis was conducted between other student apps namely 'Coursera', 'Happy student' and our application 'AcadEase'. The following chart represents the features provided by each application as well as their shortcomings.

Competitors	Task Management	Calendar Integration	Course dashboard	Notification centre	Progress tracker	Encouragement elements
COURSERA	🚩	🚩	✅	✅	✅	✅
HAPPY STUDENT	✅	✅	🚩	✅	🚩	🚩
ACADEASE	✅	✅	✅	✅	✅	✅

User Persona

User personas were created on the basis of research conducted in the previous sections. Following are the two user personas:

User Persona 1

AVANI VYAS

Age: 21

Education: Undergraduate

Location: Pune

Occupation: Student

"Working on academics and passions is my daily pursuit. Each task completed is a step closer to my goals "

About

Avani is a 20-year-old undergraduate student majoring in Psychology at a large university. Avani is involved in various extracurricular activities, including a psychology club and volunteer work.

Goals

- Maintain high academic performance while actively participating in extracurricular activities.
- Efficiently organize and manage her academic tasks and personal life.

Pain points

- Balancing academic responsibilities with extracurricular commitments.
- Sometimes misses notes written in using random software/apps, hence they get misplaced.

User Persona 2

Ritik Sharma

Age: 25

Education: Graduate

Location: Indore

Occupation: Software Eng.

"Staying focused while upskilling is tough, but with the right app, I can hit my goals"

About

Ritik is a mid-career software engineer with a Bachelor's degree in Computer Science. He currently works at a technology firm and is looking to enhance his skills through online courses.

Goals

- Upskill in a specific technology or domain to advance career prospects.
- Balance course commitments with his full-time job and personal life.

Pain points

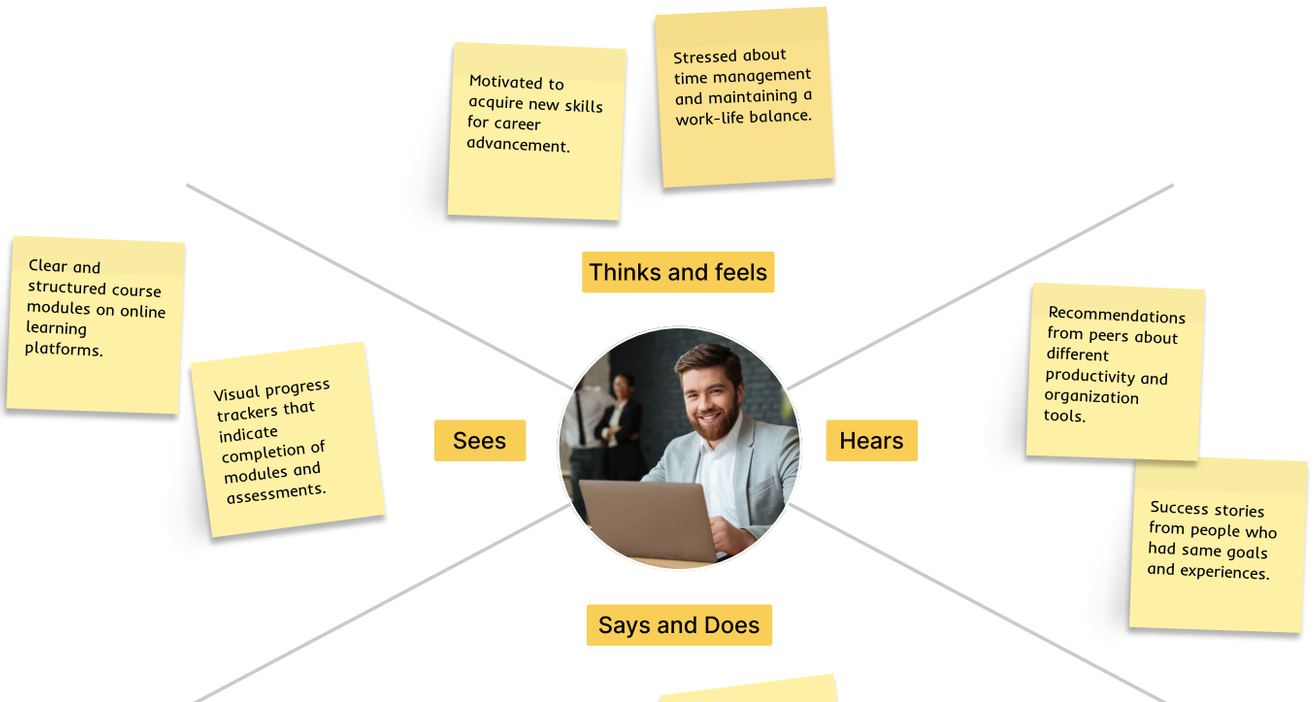
- Balancing full-time work as a software engineer with coursework.
- Maintaining motivation and focus during self-paced online learning.

Empathy map

Empathy maps are created after user personas. Empathy maps are helpful in showcasing our target user's feelings and how they behave while performing certain tasks. Two empathy maps were created which are shown below:

Empathy Map 1

Empathy Map 2



"I need a clear learning path to complete the course within 4-5 months."

Manages a full-time job, personal life, and coursework.

User Journey Map

The user journey map was created after visualizing a potential user. The following user journey map shows what actions my potential user will perform in order to get their task done through my application and what experience they'll have.

Stages	Awareness	Consideration	Onboarding	Decision	Day-to-day Usage
Customer Actions	Receives recommendation from peers	Explores app's website Compares features with other platforms	Creates an account Explores app's features	Commits to enrolling in a course Enrols for a course	Starts making notes on app Tracks progress Managing to-do lists
Touchpoints	• Social media • Community discussions	• Features provided by the app • App store • Feedbacks and reviews	• App registration process • Onboarding screen • Tutorial screens	• Enrolling in a specific course	• Course dashboard • To-do list section • Notes making • Progress tracking features
Customer Experience	🙂 😮 😀	🤔	😀	😃	🤩
Pain Points	Overwhelmed by multiple recommendations and unsure which app to choose.	Overwhelmed and quite confused by so many options.	Complex account set up process.	Concerned about the course commitment.	Occasional frustration with motivation and focus.

Card Sorting

Card sorting was done by making 4 broad categories and then features were placed in each category as shown below:

Task management | Course dashboard | Progress tracker | Calendar

Create task

Search option

Visualize academic progress

Upcoming events

Prioritize task

Online courses

Task tracker

Event details

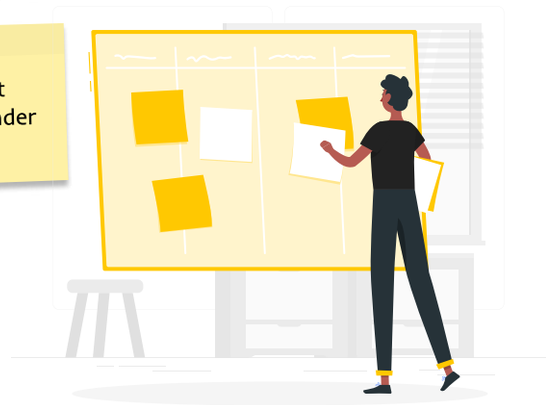
Set reminder

Browsing categories

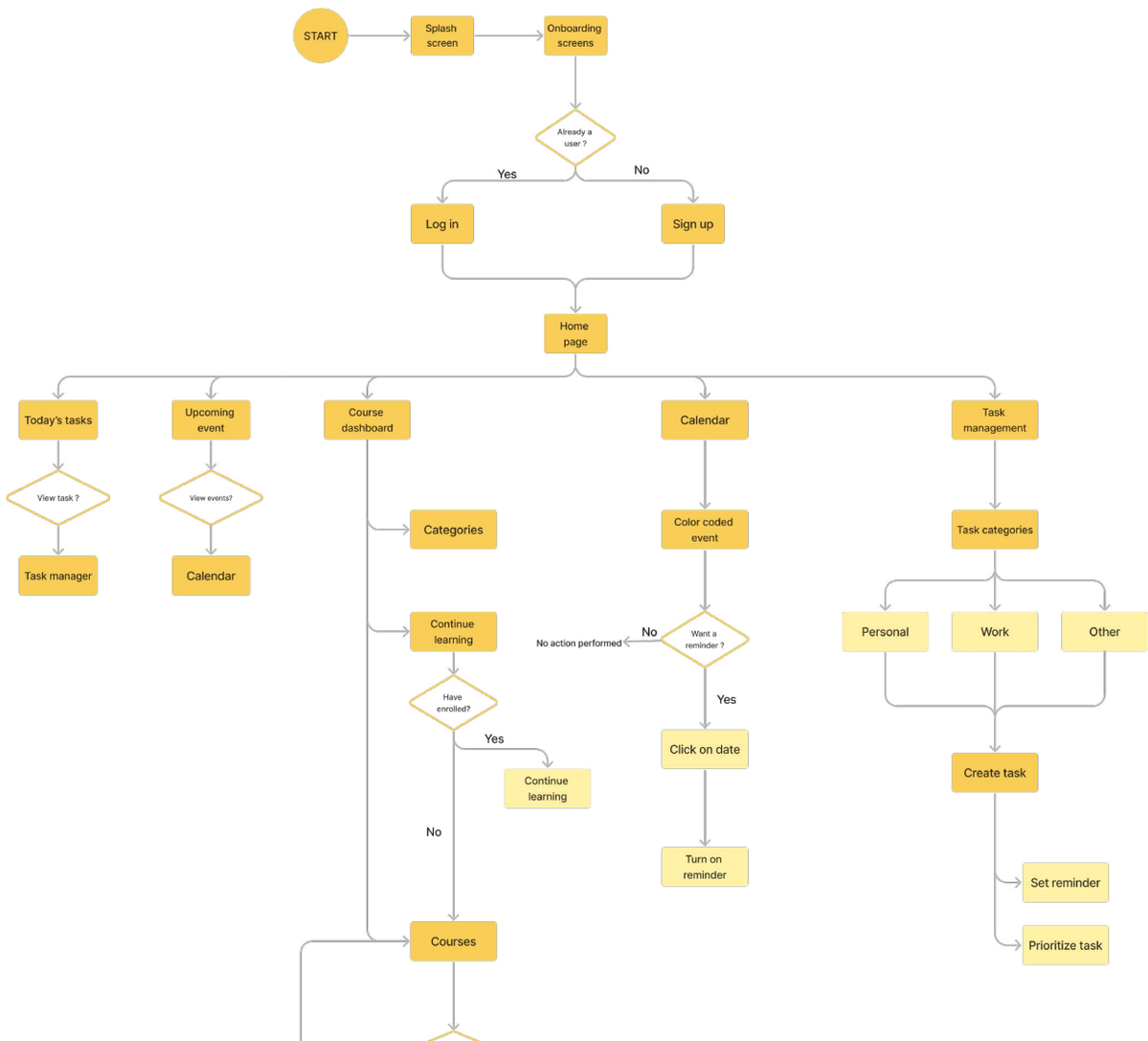
Course progress

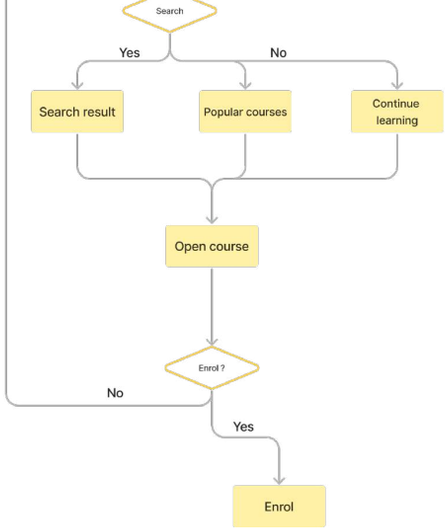
Set reminder

Task categories

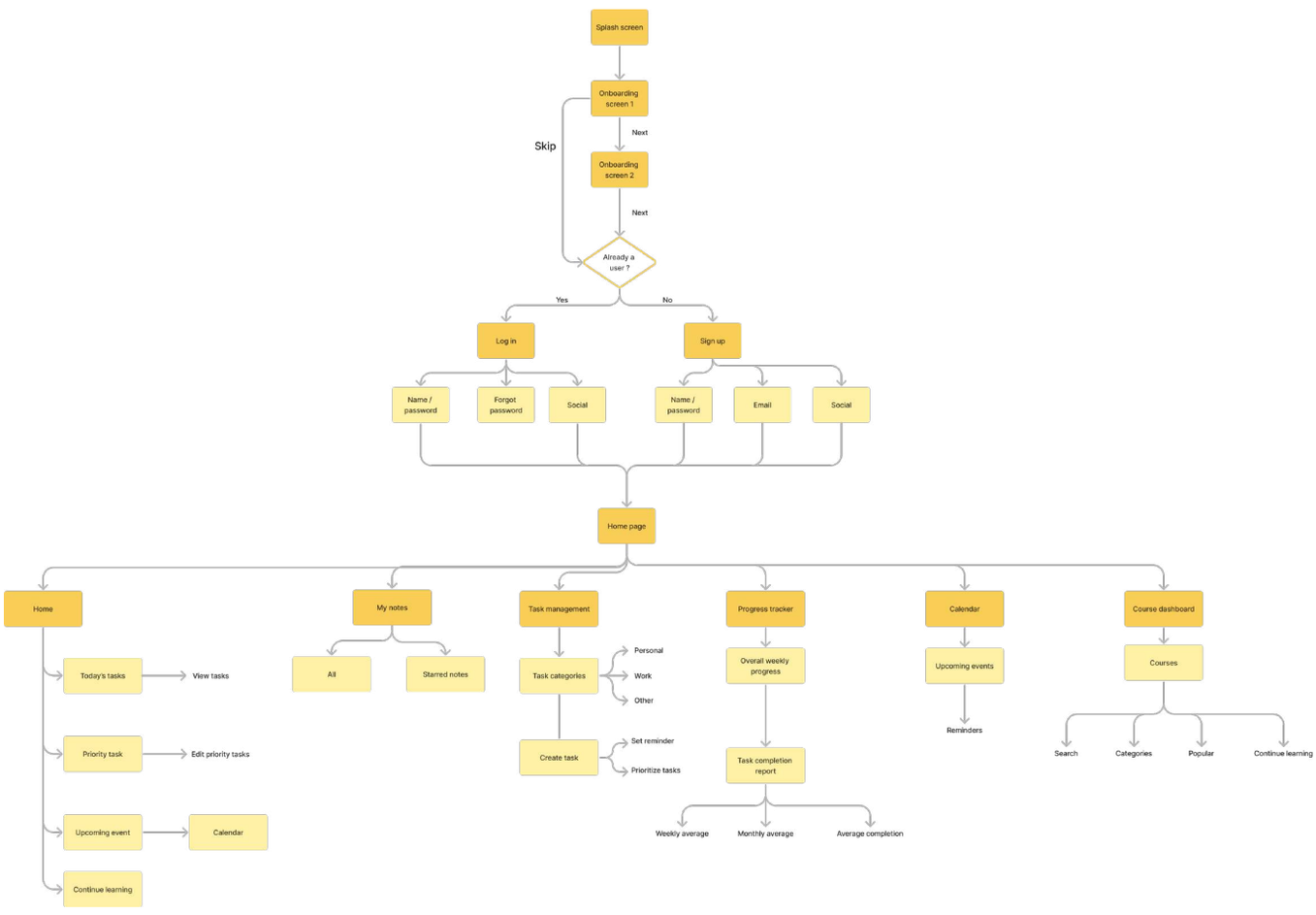


User Flow

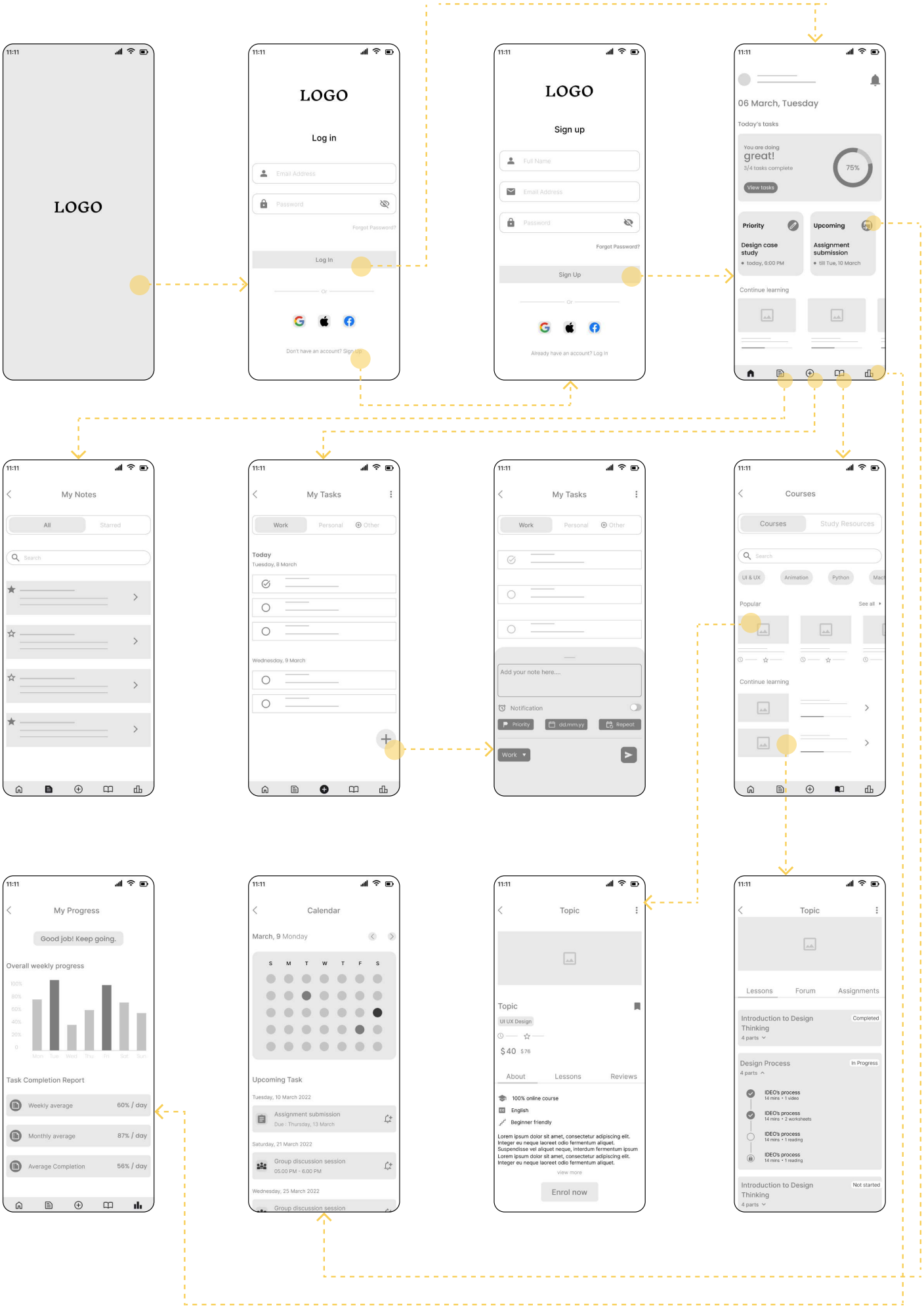




Information Architecture



Wireframes


LOGO
LOGO
Log in
Email Address
Password
Forgot Password?
Log In
Or
Don't have an account? Sign up
LOGO
Sign up
Full Name
Email Address
Password
Forgot Password?
Sign Up
Or
Already have an account? Log In
06 March, Tuesday
Today's tasks
You are doing
great!
3/4 tasks complete
75%
View tasks
Priority
Design case study
today, 6:00 PM
Upcoming
Assignment submission
till Tue, 10 March
Continue learning
My Notes
All
Starred
Search
My Tasks
Work
Personal
Other
Today
Tuesday, 8 March
Wednesday, 9 March
My Tasks
Work
Personal
Other
Add your note here....
Notification
Priority
dd.mm.yy
Repeat
Work
Courses
Courses
Study Resources
Search
UI & UX
Animation
Python
Popular
See all
Continue learning
My Progress
Good job! Keep going.
Overall weekly progress
Task Completion Report
Weekly average
60% / day
Monthly average
87% / day
Average Completion
56% / day
Calendar
March, 9 Monday
S M T W T F S
Upcoming Task
Tuesday, 10 March 2022
Assignment submission
Due : Thursday, 13 March
Saturday, 21 March 2022
Group discussion session
05.00 PM - 6.00 PM
Wednesday, 25 March 2022
Group discussion session
Topic
Topic
UI UX Design
$40 $76
About
Lessons
Reviews
100% online course
English
Beginner friendly
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer eu neque laoreet odio fermentum aliquet. Suspendisse vel aliquet neque, interdum fermentum ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer eu neque laoreet odio fermentum aliquet.
view more
Enrol now
Topic
Lessons
Forum
Assignments
Introduction to Design Thinking
Completed
4 parts
Design Process
In Progress
4 parts
IDEO's process
14 mins • 1 video
IDEO's process
14 mins • 2 worksheets
IDEO's process
14 mins • 1 reading
IDEO's process
14 mins • 1 reading
Introduction to Design Thinking
Not started
4 parts

Style Guide

Typography

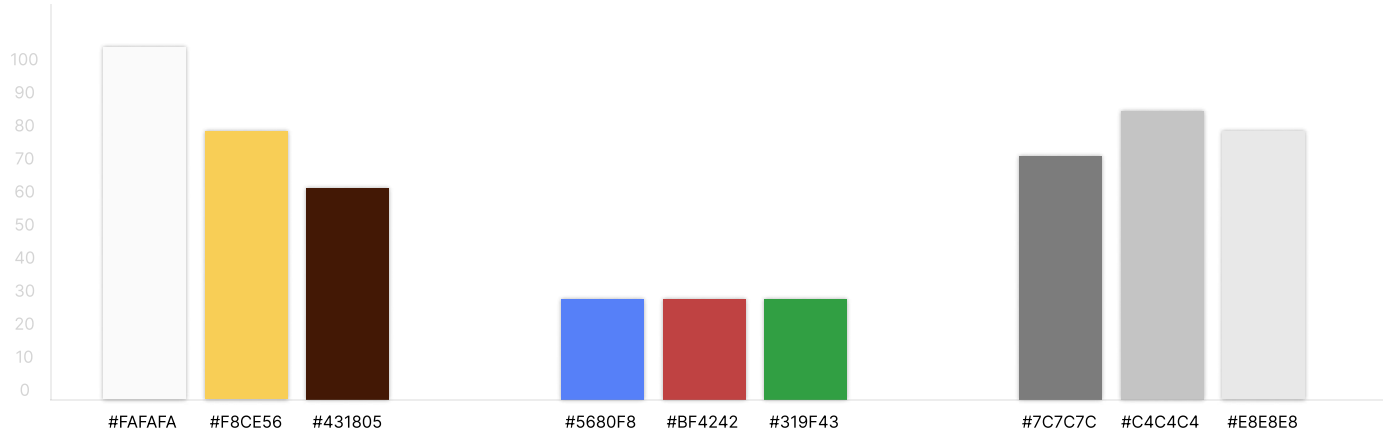
POPPINS

Aa

- regular
- medium
- **semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

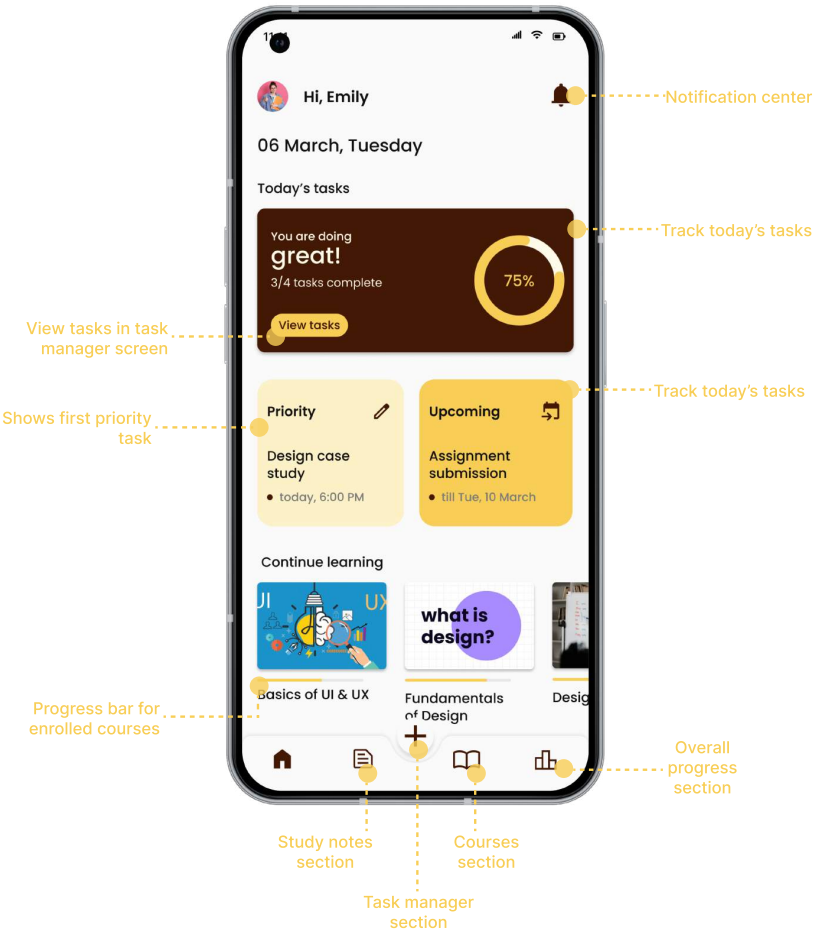
Colors Used



Icons Used

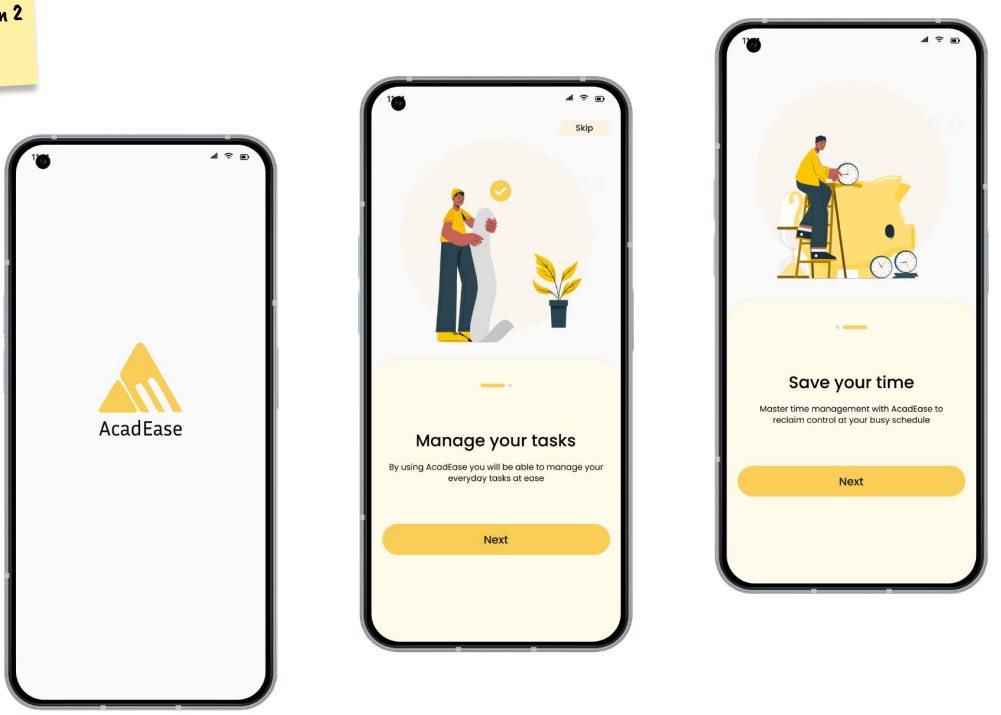
Mockups

Home Screen



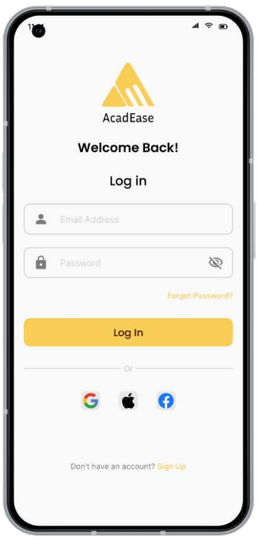
Onboarding

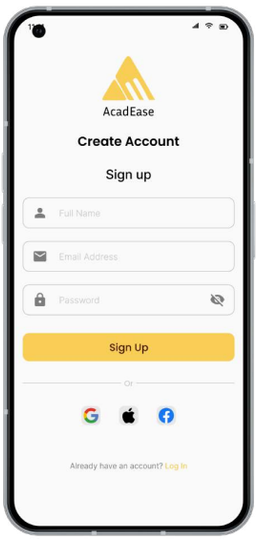
- Splash screen
- Onboarding screen 1
- Onboarding screen 2



Login

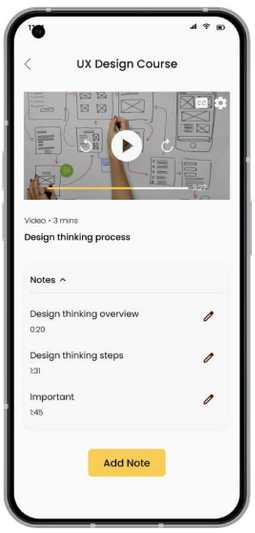
- Log in screen
- Sign up screen

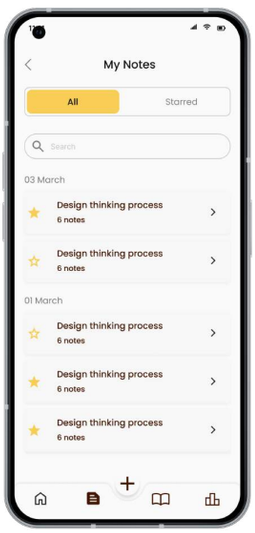




Notes

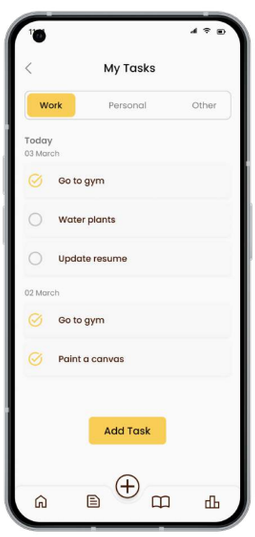
- Add note screen
- My notes screen

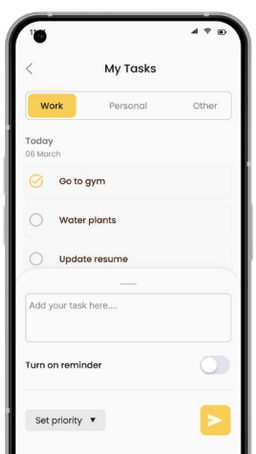




Tasks

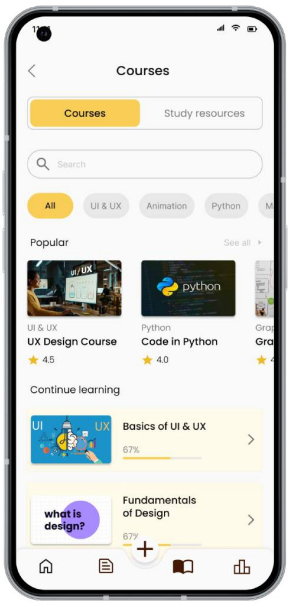
- My tasks screen
- Add task screen

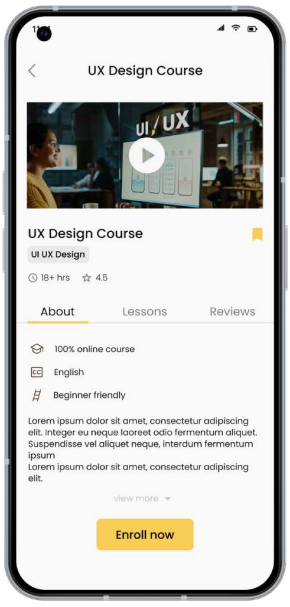


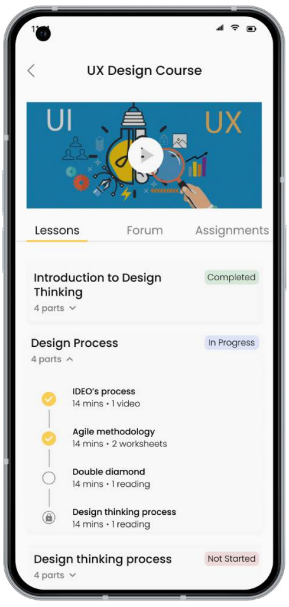


Courses

- Course dashboard
- Course details
- Course progress

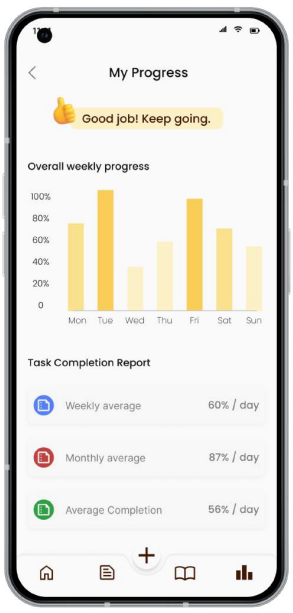


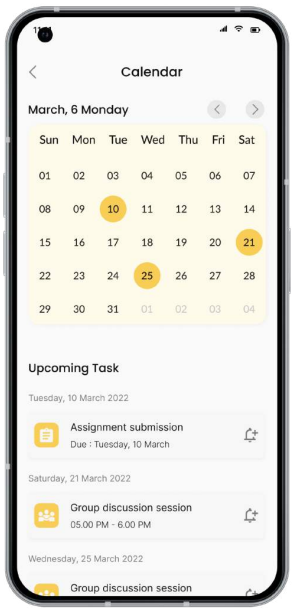


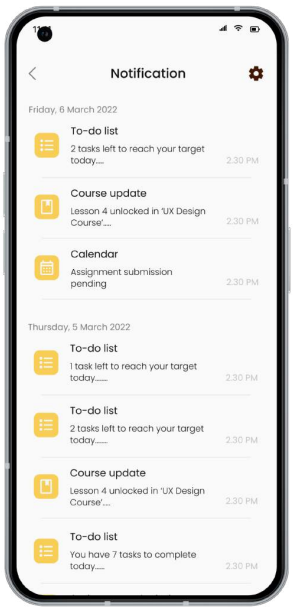


Other screens

- My progress
- Calendar
- Notifications







THANKYOU FOR SCROLLING :)