

MIKAN LEI  
*February 2022*



# Keep It Up

Website Design

# THE PRODUCT

Keep It Up is an innovative online tutoring platform that caters to the learning needs of individuals aged 14 to 45. Our website offers a unique opportunity for learners to connect with study partners, form study groups, and participate in live tutoring sessions.



## THE PROBLEM

Users are looking for an **improved study partner search experience** and want to **minimize distractions** during video conferencing sessions.



## THE GOAL

To address these concerns, we have developed a system that allows users to **find study partners based on their interests and preferences**. Additionally, users can **create personalized study rooms with desired features**.



## MY ROLE

UX designer leading the Keep It Up website design


## RESPONSIBILITIES

Conducting research, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, and responsive design.

**UNDERSTANDING  
THE USER**

- User Research*
- Persona*
- User Journey Map*
- Affinity Map*
- Competitive Audit*

## USER RESEARCH: SUMMARY



During our competitor audit for online tutoring services, we observed that traditional platforms offer a wide range of resources, while popular live tutoring platforms have a larger user base. Through usability testing and user feedback, we discovered that studying with a study partner enhances productivity. However, the online environment often becomes a social platform, forcing users to leave and find alternative solutions. To distinguish our study rooms from social platforms, we have implemented certain features and limitations. These include access to tutoring services, ample resources, and the availability of productive study partners.

## USER RESEARCH: PAIN POINTS

- 1** It is challenging to maintain focus on my studies because I constantly find myself looking at the screen to check on other users' behavior.
- 2** The users in the same online study room are receiving different levels of education, which can create disparities in learning experiences.
- 3** I often wait endlessly for a response after sending a request to find a study partner.

# PERSONA: TRAVIS FERRELL



## Travis Ferrell

**Age:** 16

**Education:** High school student

**Hometown:** New York City, NY

**Family:** Parents, 1 sister

**Occupation:** Student

“

Having an online study partner provides me with the necessary support and motivation as I immerse myself in the world of studying.

”

## Brief Story

Travis Ferrell is a 16-year-old high school student, and he is actively seeking an online study partner. The platforms he is using offer various servers that cater to specific subjects, and they greatly motivate him in his learning journey. However, the high number of users on each server tends to be distracting.

## Goals

- To find a study partner who can share knowledge with me

## Frustrations

- Hard to find a study partner who has common subjects and interests
- The large number of users on the server makes it difficult for me to concentrate
- Often experience screen freezes when I join live-stream tutoring sessions

## PROBLEM STATEMENT

Travis **is** a high school student **who** **needs** an online study partner who can help each other in studying **because** he needs to reduce procrastination and focus on his academic goals.



# USER JOURNEY MAP

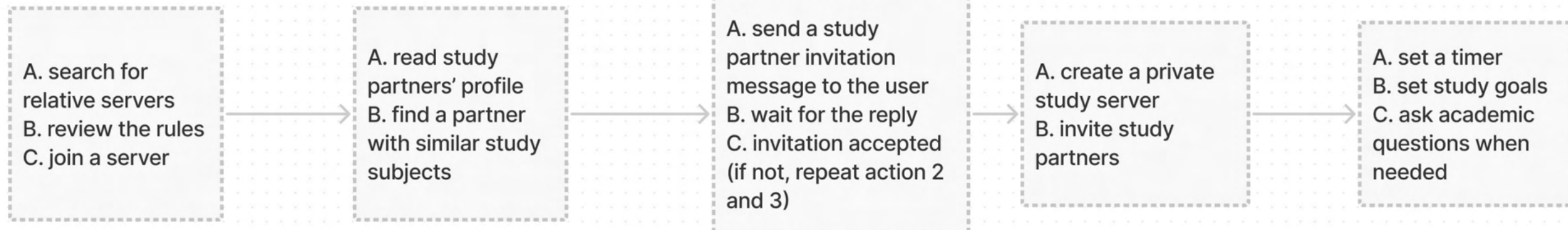
## The User Journey Map of Travis Ferrell

Goal: to find a study partner efficiently and study together in an engaged online environment.

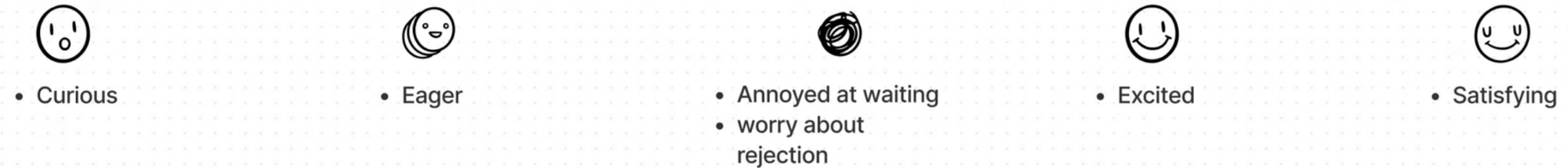
### ACTION



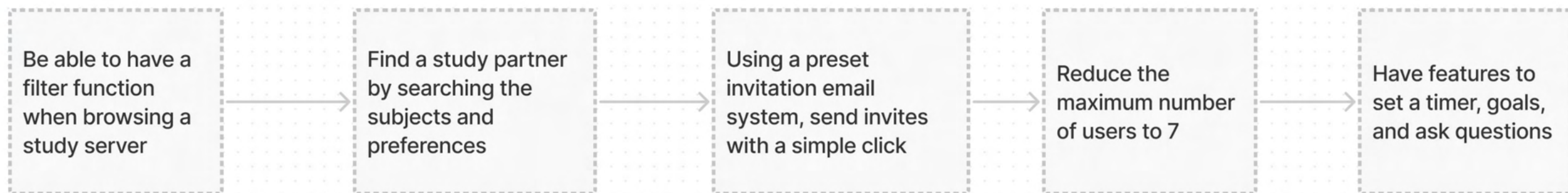
### TASK LIST



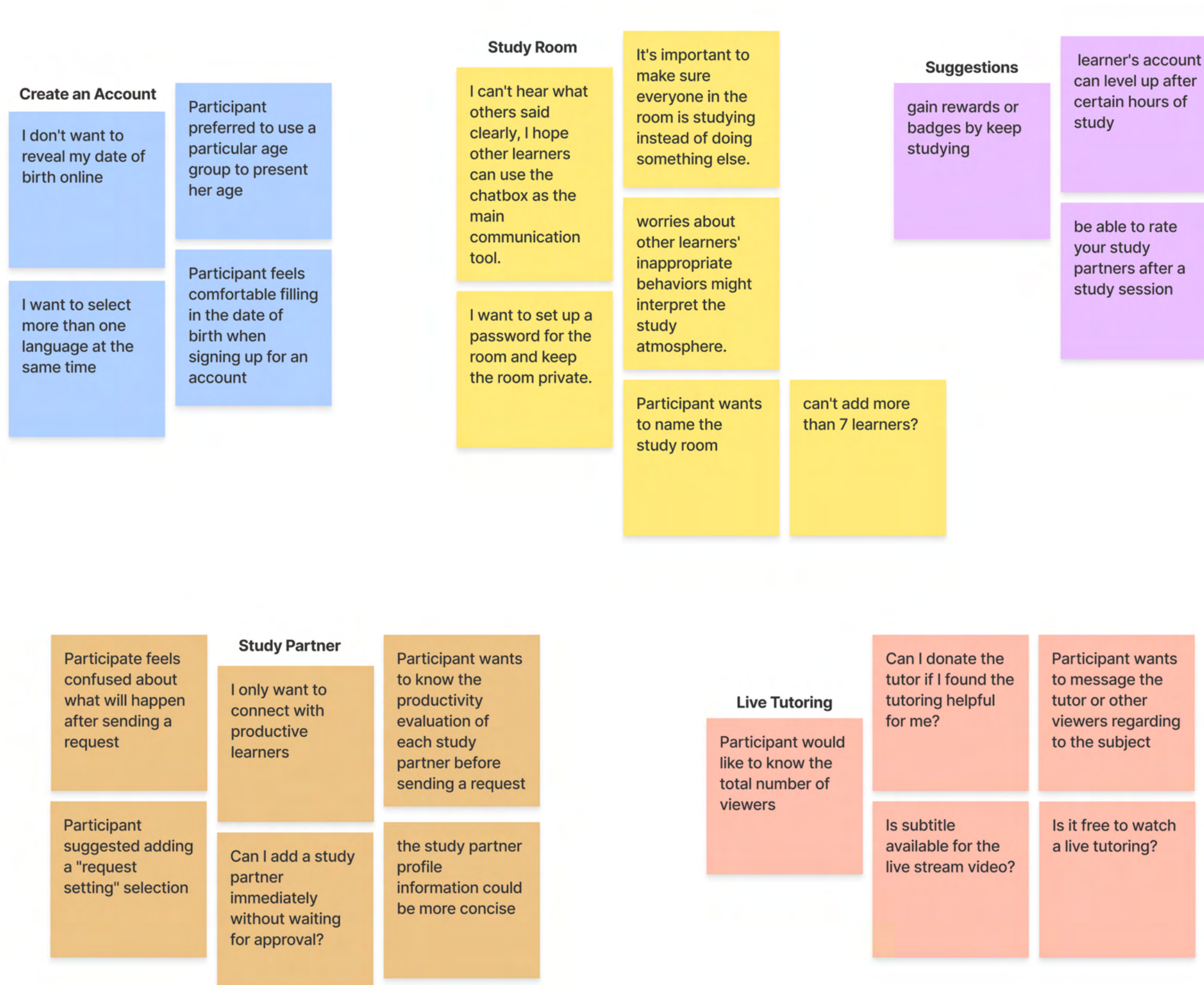
### FEELING ADJECTIVE



### IMPROVEMENT OPPORTUNITIES



# AFFINITY MAP



# COMPETITIVE AUDIT: LIST OF COMPETITORS

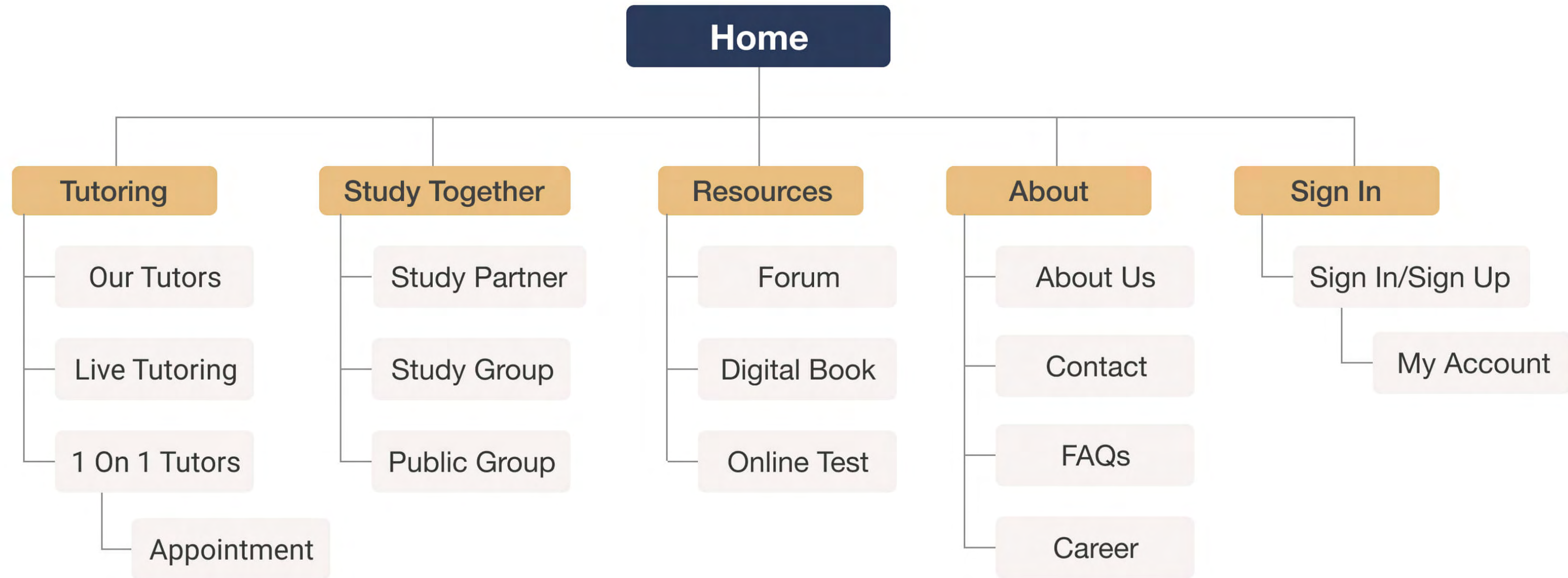
Competitor List	Competitor type (direct or indirect)	Location(s)	Competitor URL	Cost	Target audience	Unique value proposition
MoocLab	direct	online	<a href="https://www.mooclab.club/home/">https://www.mooclab.club/home/</a>	free	teenagers and adults	traditional tutoring website with plenty of resources
Study Together	direct	online	<a href="https://www.studytogether.com">https://www.studytogether.com</a>	free	teenagers and young adults	well-designed website with practical features
Study Stream	indirect	online	<a href="https://www.studystream.live/home">https://www.studystream.live/home</a>	free	teenagers and young adults	the function relies on Zoom and Discord, have a large number of users
Discord	indirect	online	<a href="https://discord.com">https://discord.com</a>	free - \$\$	young teenagers and young adults	well-designed website for users in different fields to join together and share interests

# COMPETITIVE AUDIT: FUNCTIONALITY COMPARISON

	MooCLab	Study Together	Study Stream	Discord
Courses	●			●
Study Partner	●	●	●	●
Study Groups	●	●	●	●
Resources	●			
Forums	●	●	●	●
Search	●			
Profile	●	●	●	●
Newsletter	●	●	●	●
Help	●			
Contact	●		●	
Accessibility Adjustment				●
Responsiveness	●			
Consistent Brand Identity	●	●	●	●
Easy to Navigate	●	●	●	●

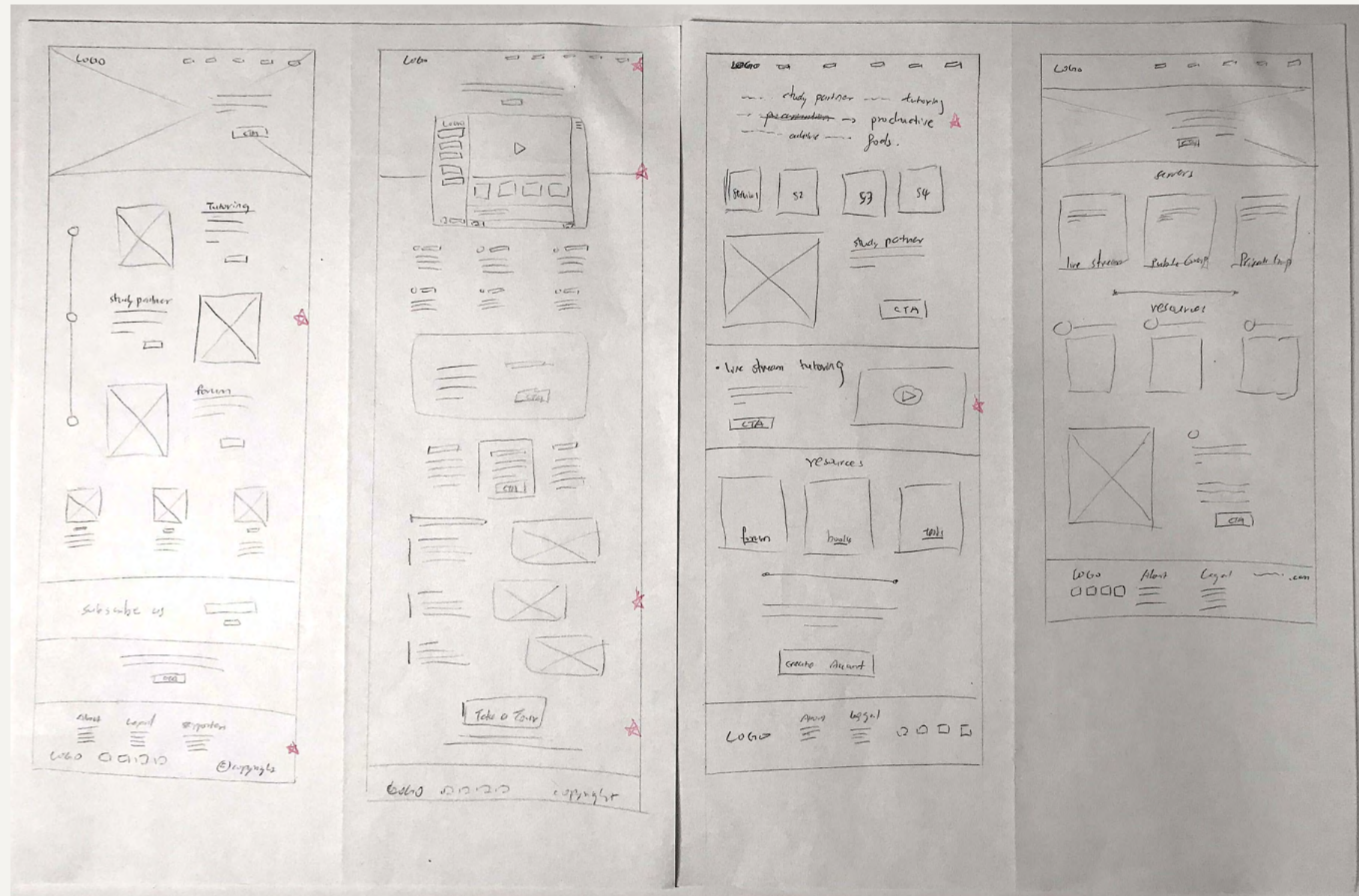
**STARTING  
THE DESIGN**

- Sitemap*
- Paper Wireframes*
- Digital Wireframes*
- Low-Fidelity Prototype*
- Usability Studies*

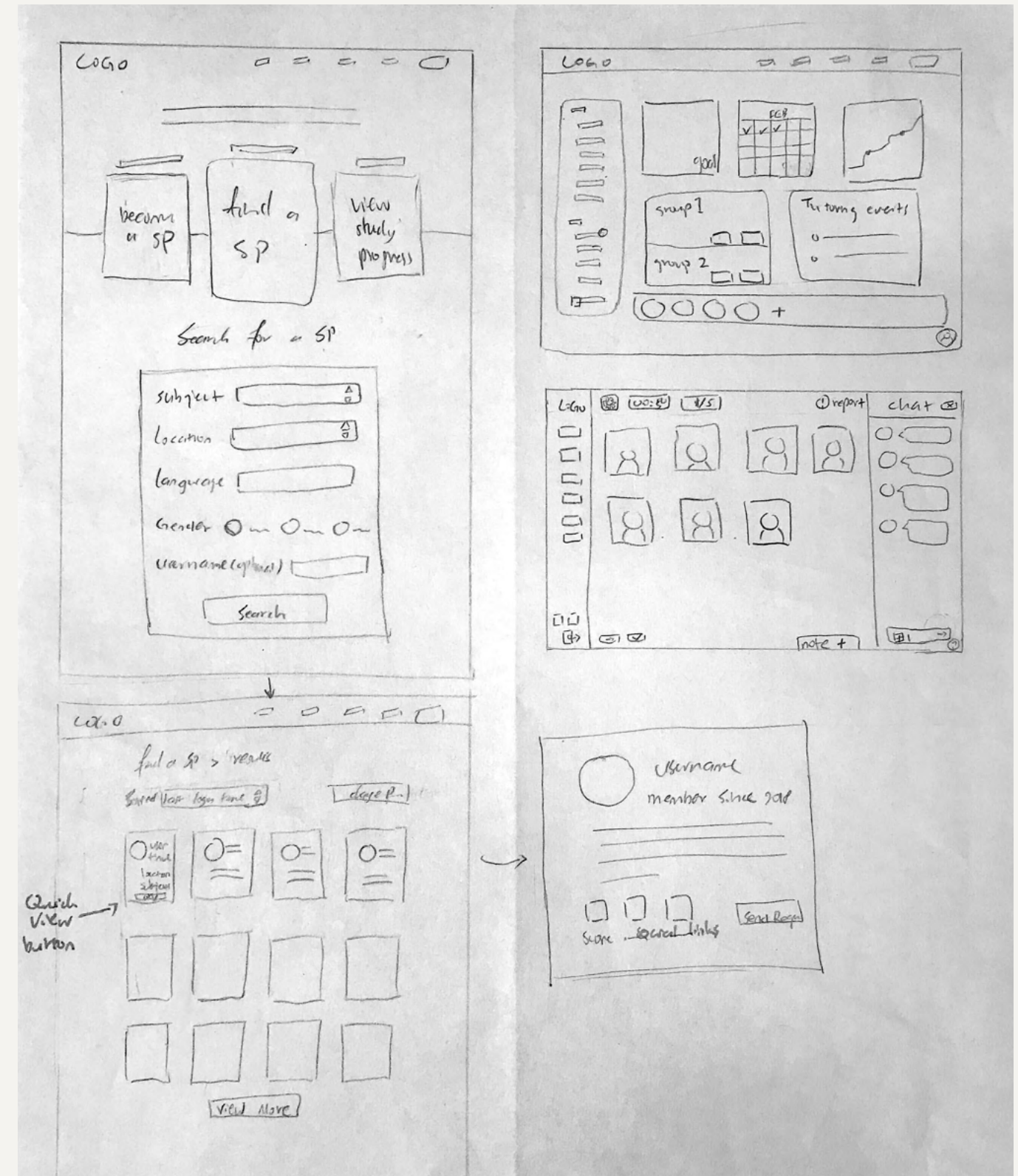


To create a site map, I analyzed the users' needs and categorized them accordingly. The main navigation consists of five links, each with a dropdown menu for subcategories.

# PAPER WIREFRAMES

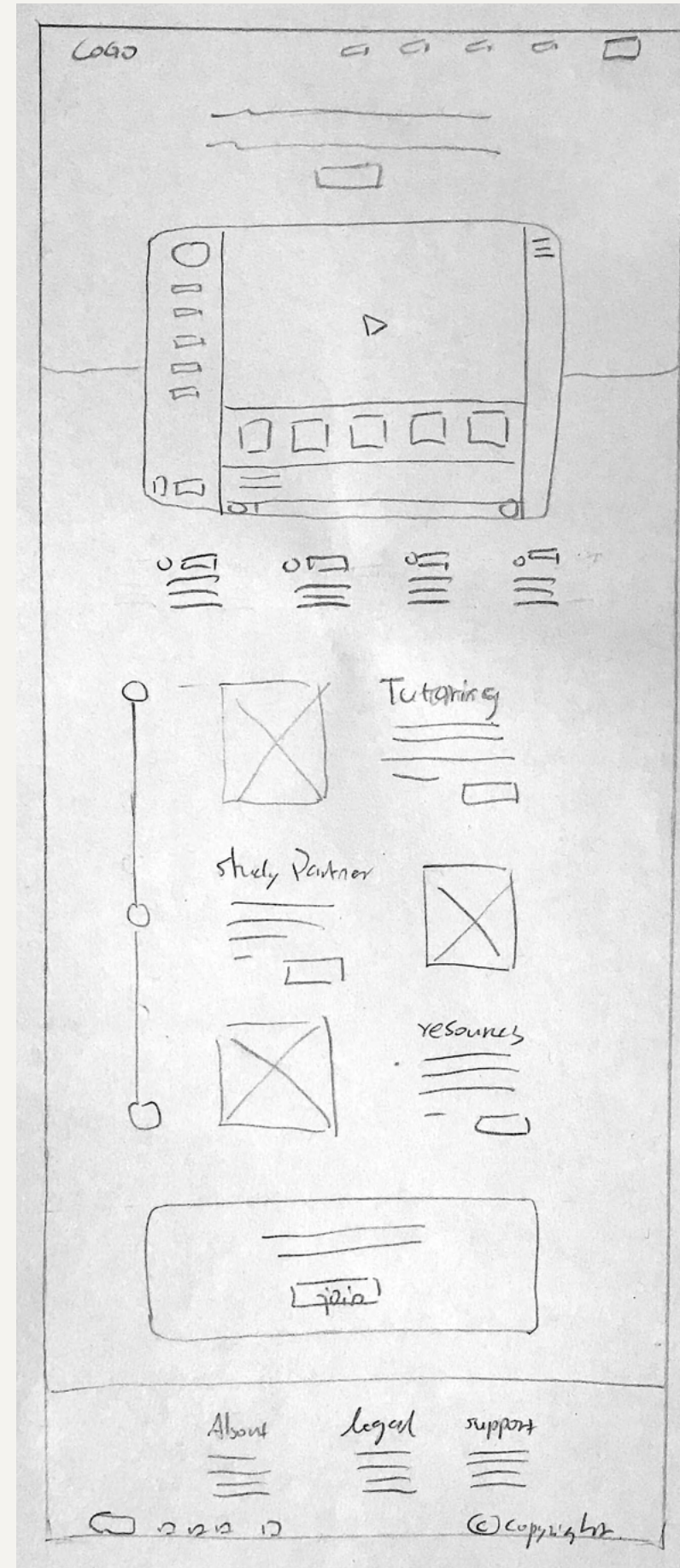


I have designed multiple versions of the home page and marked the relevant elements with a star. The final version of the home page is displayed on the right.

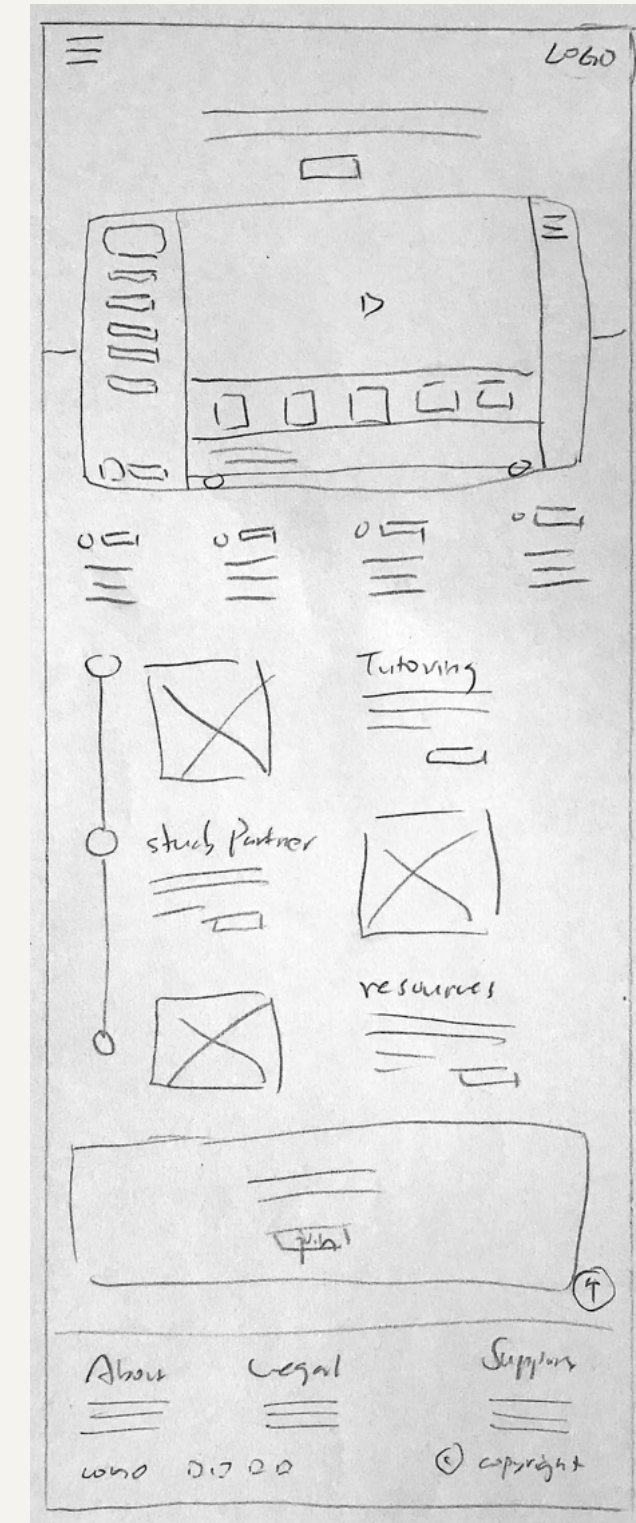


# PAPER WIREFRAME: SCREEN SIZE VARIATION(S)

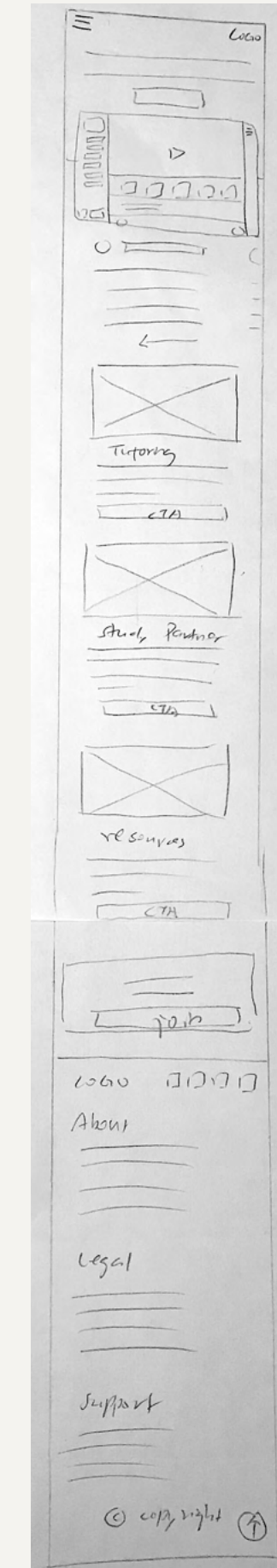
To ensure the website's responsiveness, I have also created paper wireframes for different screen sizes, including tablet and mobile.



LAPTOP



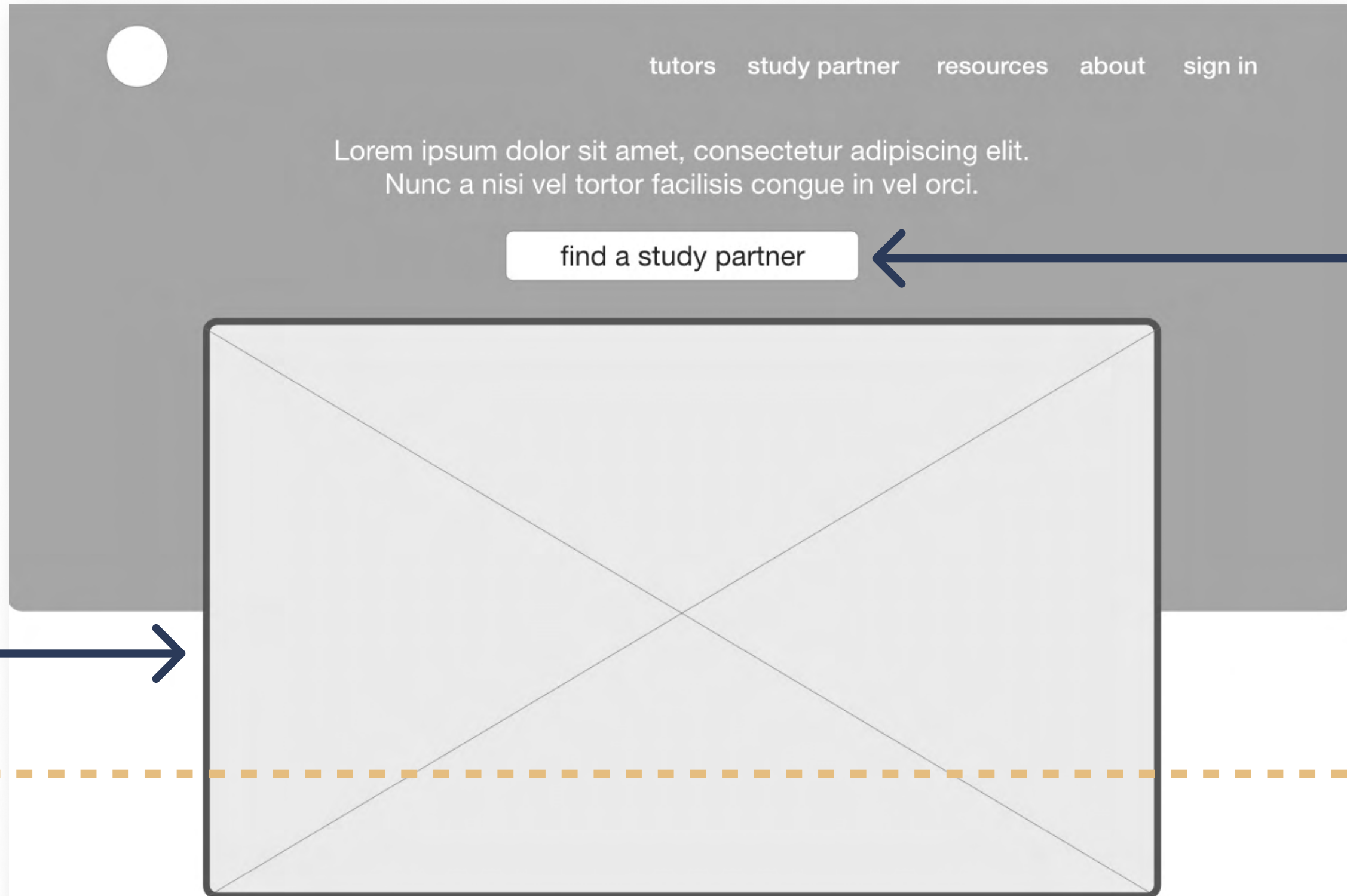
TABLET



MOBILE



My main focus in this stage is the size of the elements. I'm using negative space to reduce visual overload. Above the fold, I have included a brief description, a call-to-action button, and a screenshot of the user dashboard.



Find a Study Partner button is placed in the center

A screenshot clearly shows the features included in the user dashboard



Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc a nisi vel tortor facilisis congue in vel orci. Aliquam non massa sit amet



Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc a nisi vel tortor facilisis congue in vel orci. Aliquam non massa sit amet



Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc a nisi vel tortor facilisis congue in vel orci. Aliquam non massa sit amet

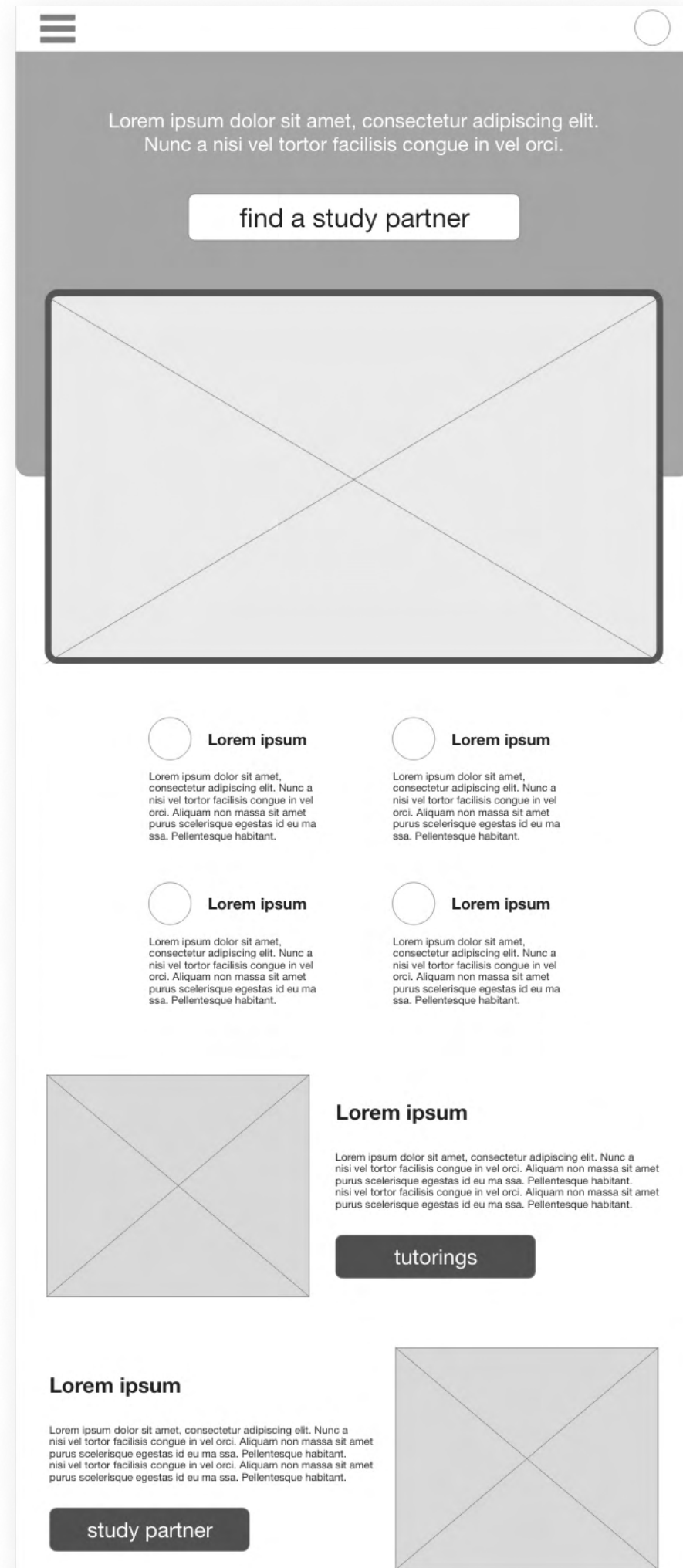


Lorem ipsum

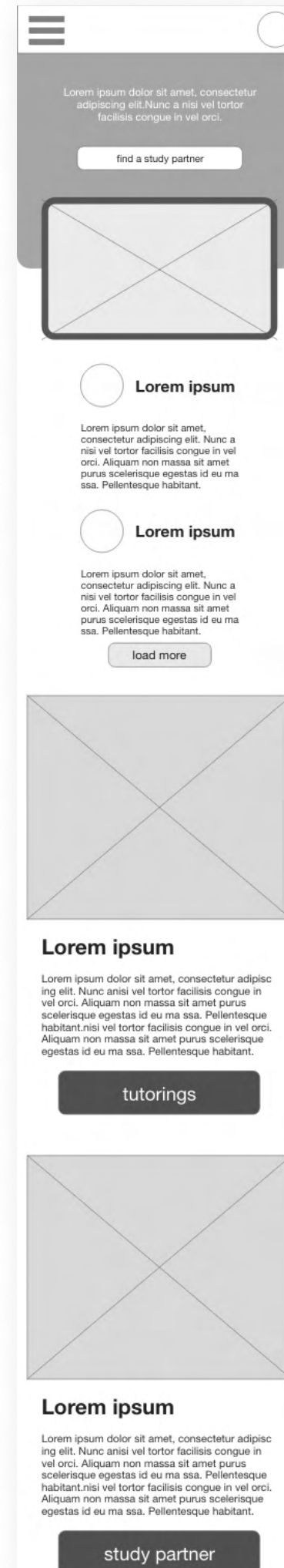
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc a nisi vel tortor facilisis congue in vel orci. Aliquam non massa sit amet

# DIGITAL WIREFRAME: SCREEN SIZE VARIATION(S)

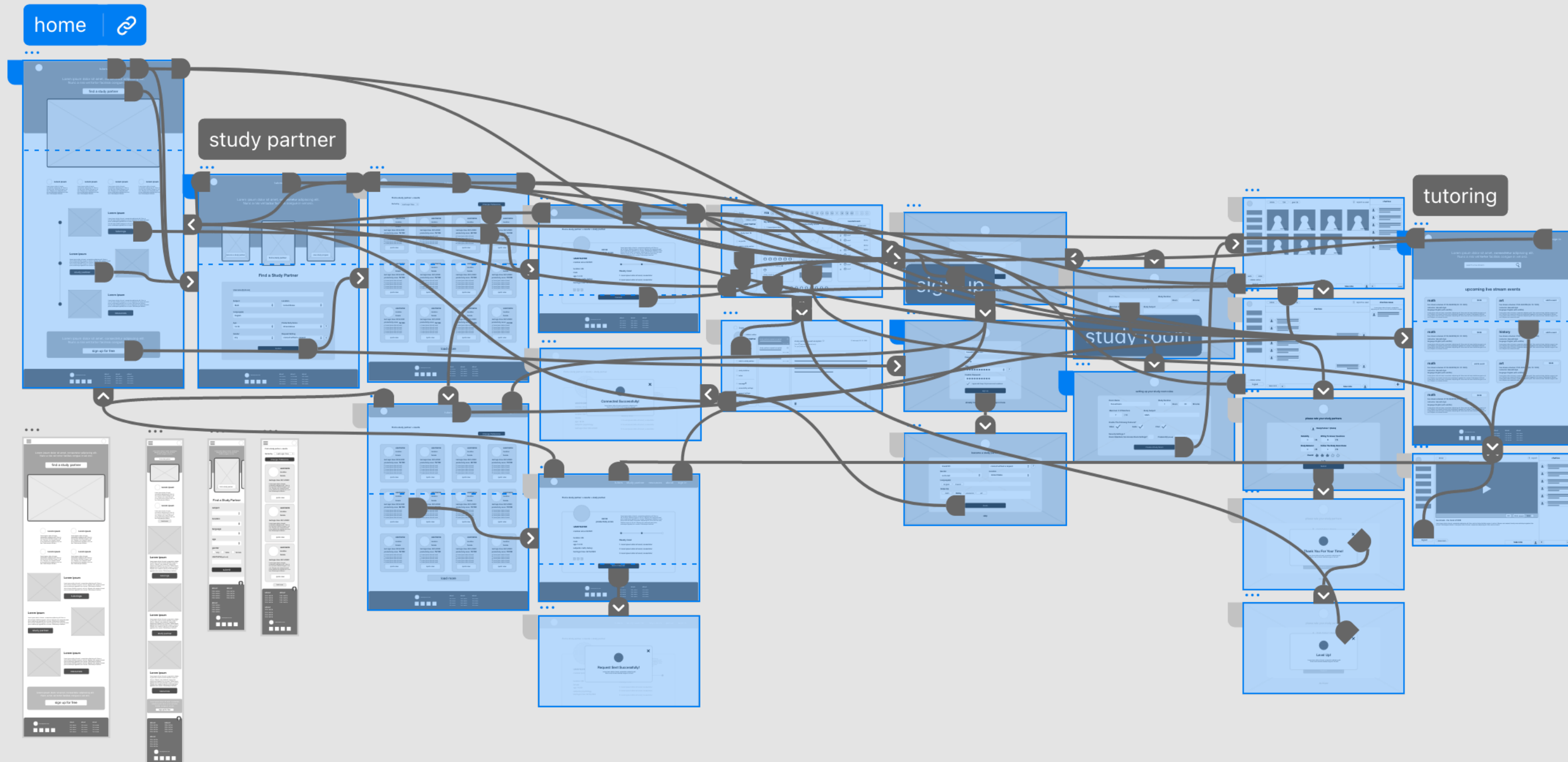
## TABLET



## MOBILE



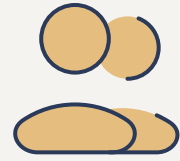
# LOW-FIDELITY PROTOTYPE



At this stage, I have implemented features that allow users to find a study partner, create an account, and watch live tutoring videos. To ensure inclusivity, I have also incorporated feedback from a hearing-impaired user by providing video options with subtitles.

*[View the Keep It Up Low-fidelity prototype](#)*

# USABILITY STUDY: PARAMETERS & FINDINGS



*STUDY TYPE:*

Unmoderated  
Usability Study



*LOCATION:*

Online



*PARTICIPANTS:*

5 Participants



*LENGTH:*

30-60 Minutes

## FINDINGS

### 1 // MOTIVATION

To keep users motivated in their studies, I have included badges, leaderboards, and awards.

### 2 // PRIVACY

Users also have the option to create a password-protected room.

### 3 // USER BEHAVIOR

If a user is behaving inappropriately, other users can report this to the server.

**REFINING** *Mockups*  
**THE DESIGN** *High-Fidelity Prototype*  
*Accessibility*  
*Style Guide*  
*Attributions*

Before Usability Study

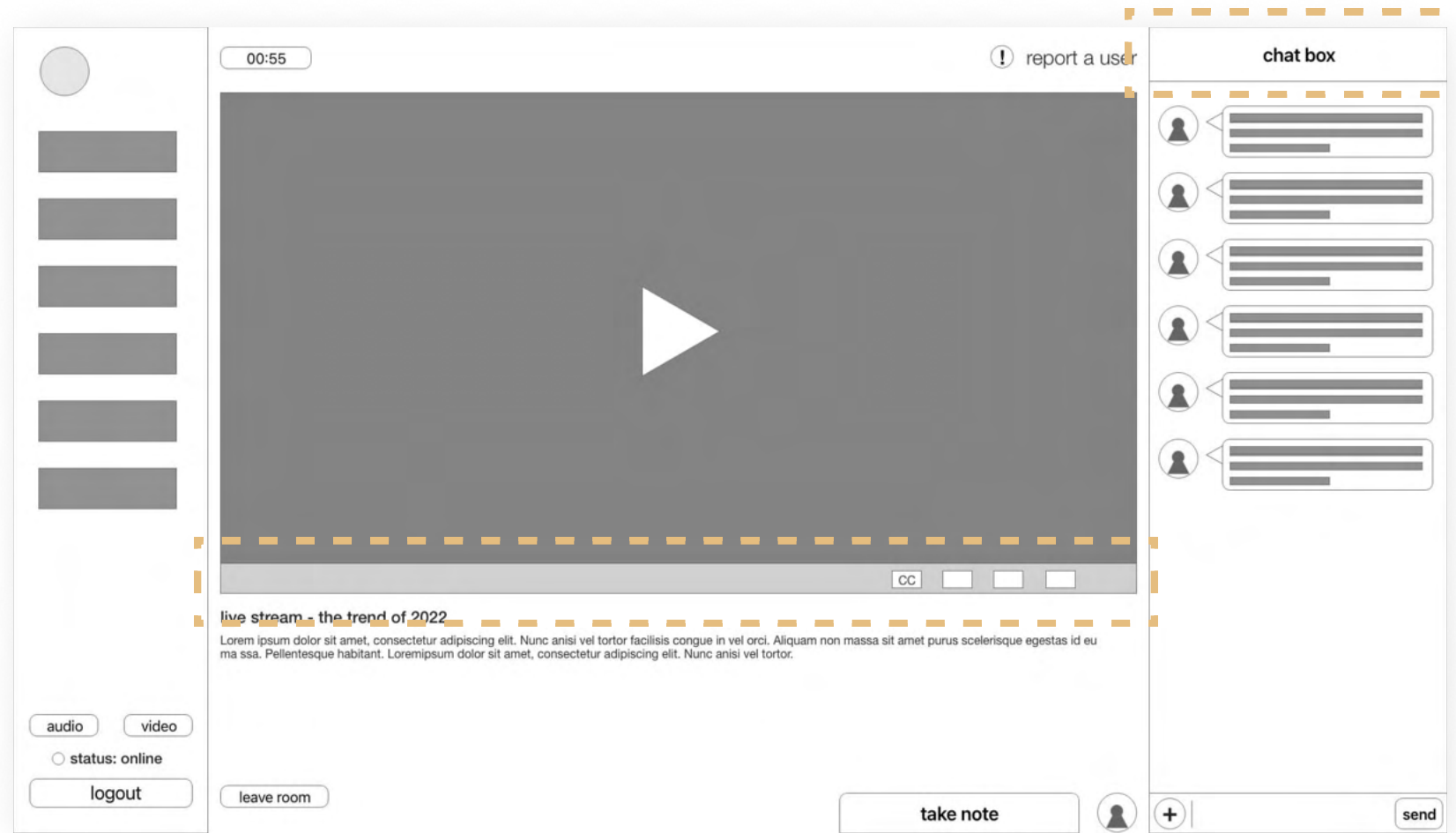


After Usability Study

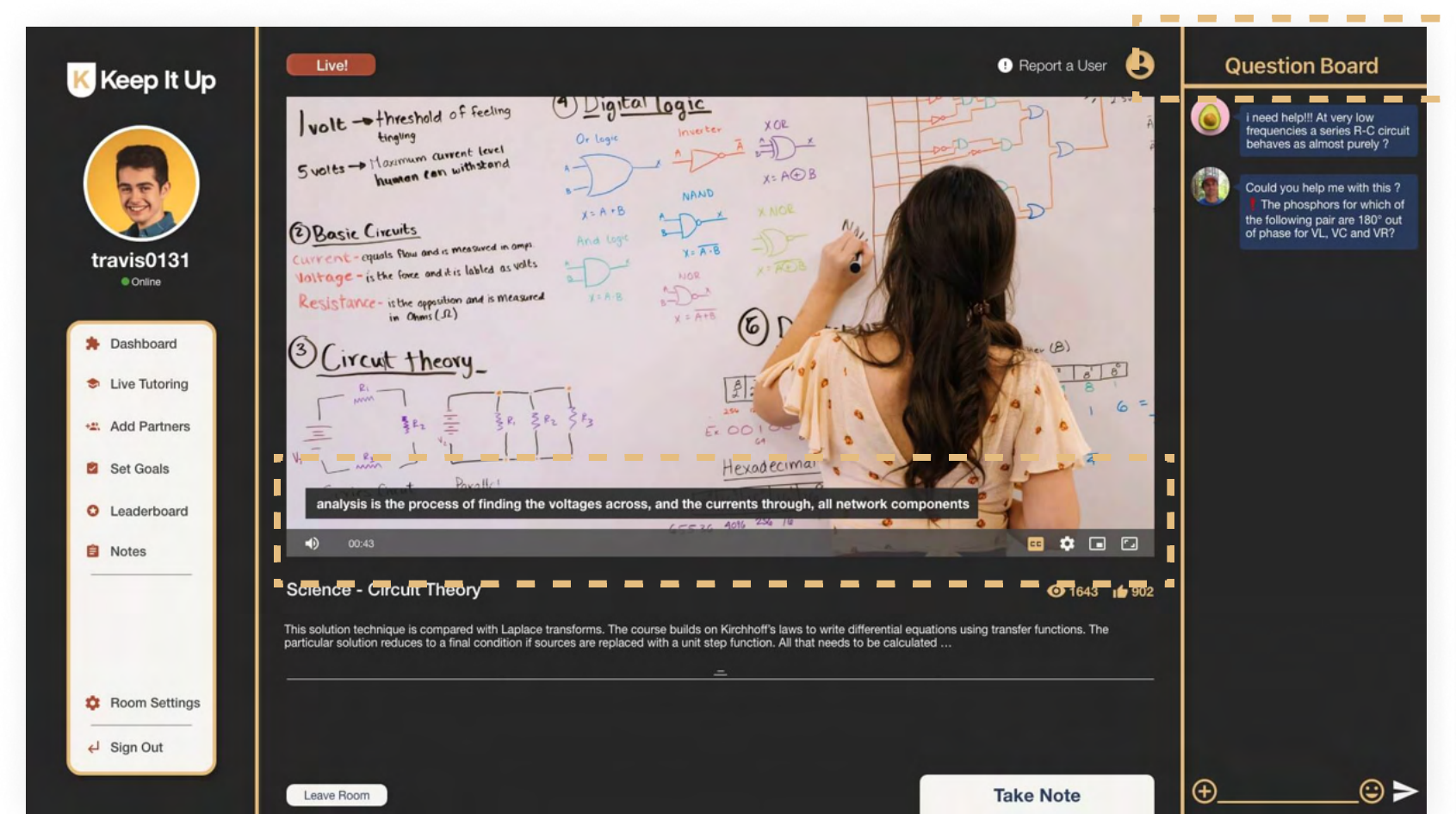


Based on the insights from the usability study, I decided to remove the navigation and footer, and instead added a leaderboard feature to encourage users to spend more time studying.

Before Usability Study




After Usability Study



Based on the insights from the usability study, I have emphasized the subtitle feature to assist users with hearing impairment. I also renamed the chat box as the Question Board to encourage users to ask questions related to the subject.

Keep It Up | Tutoring | Study Partner | Resource | About | Sign In

Find a Study Partner > Results > Study Partner



**Lemon\_Guru | Level 4**  
Member Since 11/2021

**Location** United States  
**Gender** Male  
**Age** 14-18  
**School** Pittsburgh High School  
**Grade** 12  
**Subject(s)** Math / Science / History / Art

Last Login Time: 02/14/2022

[Connect](#)

**43** Study Hours  
**82** Score  
**14** Study Partners

**Weekly Goals** ★★★★★

- take 2 online tests Due 02/07/2022
- finish 3 lessons Due 02/05/2022
- reach level 5 Due 02/03/2022
- read one book Due 02/08/2022

[Connect](#)

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## Live Tutoring

search a live tutoring

Filter: Subtitle Available

### Upcoming Live Events

**French** \$ 0.99

**Schedule** 07:00-08:30PM (02 / 21 / 2022)  
**Instructor** Hannath Kyle  
**Language** English/ French (With Subtitle)

Continuation of French with a greater emphasis on the development of speaking, reading, writing, and listening skills. Cultural knowledge continues to be an important component: elements of ...

**Art** Add to Event

**Schedule** 07:00-08:00PM (02 / 21 / 2022)  
**Instructor** Ann Haymen  
**Language** English (With Subtitle)

Art is a diverse range of human activity, and resulting product, that involves creative or imaginative talent expressive of technical proficiency, beauty, emotional power, or conceptual ideas ...

**Nutrition** Add to Event

**Schedule** 07:00-08:00PM (02 / 21 / 2022)  
**Instructor** Ann Haymen  
**Language** Spanish (With Subtitle)

Nutrition is a diverse range of human activity, and resulting product, that involves creative or imaginative talent expressive of technical proficiency, beauty, emotional power, or conceptual ideas ...

**Florist Course** Add to Event

**Schedule** 07:00-08:00PM (02 / 21 / 2022)  
**Instructor** Ann Haymen  
**Language** English (With Subtitle)

Flower is a diverse range of human activity, and resulting product, that involves creative or imaginative talent expressive of technical proficiency, beauty, emotional power, or conceptual ideas ...

**Science** Add to Event

**Schedule** 07:00-08:00PM (02 / 21 / 2022)  
**Instructor** Ann Haymen  
**Language** English/ French (With Subtitle)

Continuation of science with a greater emphasis on the development of speaking, reading, writing, and listening skills. Cultural knowledge continues to be an important component: elements of ...

**Medicine 01** \$ 0.99

**Schedule** 07:00-08:30PM (02 / 21 / 2022)  
**Instructor** Hannath Kyle  
**Language** English/ French (With Subtitle)

Medicine is a diverse range of human activity, and resulting product, that involves creative or imaginative talent expressive of technical proficiency, beauty, emotional power, or conceptual ideas ...

**Guitar** \$ 0.99

**Schedule** 07:00-08:30PM (02 / 21 / 2022)  
**Instructor** Hannath Kyle  
**Language** English/ French (With Subtitle)

Continuation of guitar with a greater emphasis on the development of practicing and playing skills. Cultural knowledge continues to be an important component: elements of ...

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Keep It Up | Tutoring | Study Partner | Resource | About | Account

Find a Study Partner > Results

Sorted by: Last Login Time [Change Preference](#)

**Manson**  
United States Male  
**32** Study Hours **70** Score

Last Login Time: 02/14/2022

- Math / Science / History / Art
- Pittsburgh High School
- Grade 12
- My weekly goals are ...

[Quick View](#)

**Cuteme**  
Malaysia Female  
**22** Study Hours **65** Score

Last Login Time: 02/14/2022

- Math / Science / History / Art
- Pittsburgh High School
- Grade 12
- My weekly goals are ...

[Quick View](#)

**Lemon\_G**  
United States Male  
**43** Study Hours **82** Score

Last Login Time: 02/14/2022

- Math / Science / History / Art
- Pittsburgh High School
- Grade 12
- My weekly goals are ...

[Quick View](#)

**Aadav**  
United States Male  
**42** Study Hours **72** Score

Last Login Time: 02/14/2022

- Math / Science / History / Art
- Pittsburgh High School
- Freshman in College
- My weekly goals are ...

[Quick View](#)

**Sm32**  
United States Female  
**18** Study Hours **61** Score

Last Login Time: 02/14/2022

- Math / Science / History / Art
- Pittsburgh High School
- Grade 12
- My weekly goals are ...

[Quick View](#)

**Shannon**  
Australia Female  
**45** Study Hours **80** Score

Last Login Time: 02/14/2022

- Math / Science / History / Art
- Pittsburgh High School
- Grade 12
- My weekly goals are ...

[Quick View](#)

**Kara**  
Canada Female  
**47** Study Hours **82** Score

Last Login Time: 02/14/2022

- Math / Science / History / Art
- Pittsburgh High School
- Freshman in College
- My weekly goals are ...

[Quick View](#)

**Sleepycat**  
United States Male  
**20** Study Hours **68** Score

Last Login Time: 02/14/2022

- Math / Science / History / Art
- Pittsburgh High School
- Grade 12
- My weekly goals are ...

[Quick View](#)

[Load More](#)

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Keep It Up

00:58 | 7 / 10 | Goal 0 / 5 | Report a User

**travis0131** @ Online

- Dashboard
- Live Tutoring
- Add Partners
- Set Goals
- Leaderboard
- Notes
- Audio
- Video
- Room Settings
- Close Room
- Sign Out

[Share Screen](#) [Leave Room](#) [Take Note](#)

**Chat Box**

my 8-page essay is due today

good luck 🍀

I have to retake a test tomorrow, study hard for it 🙏

Keep It Up

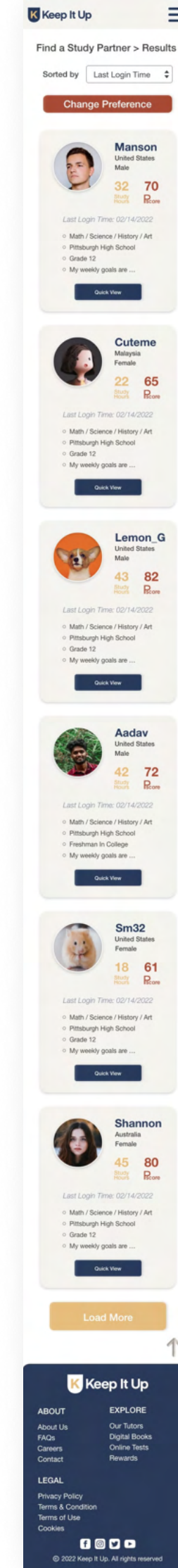
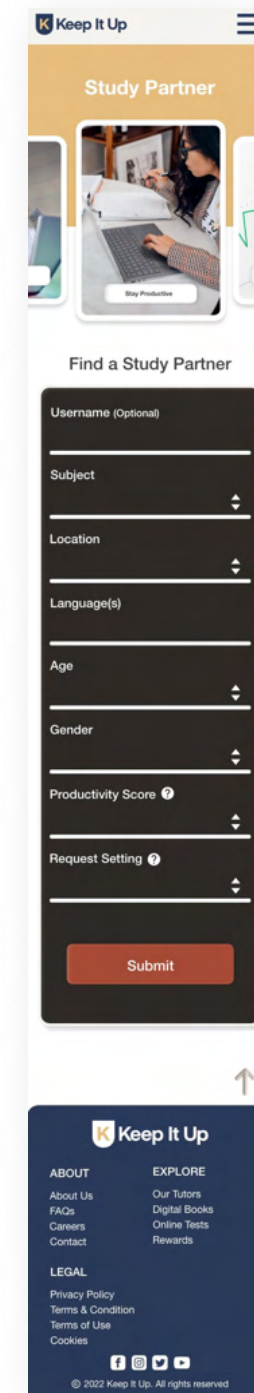
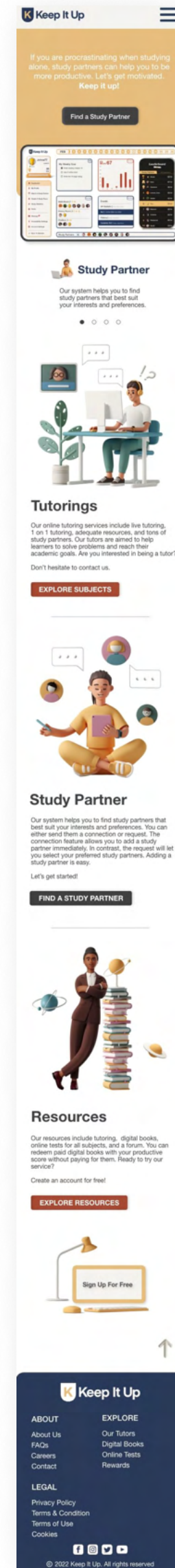
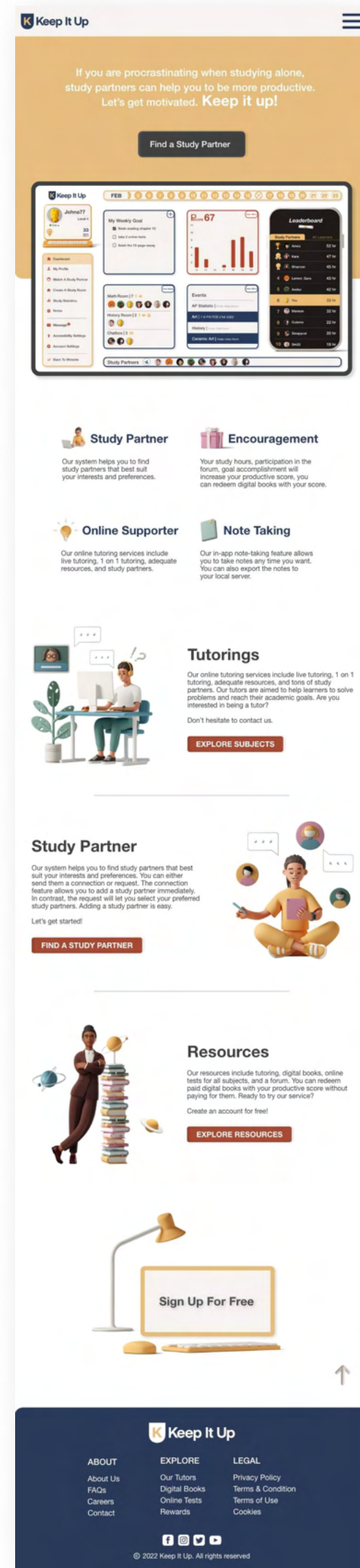
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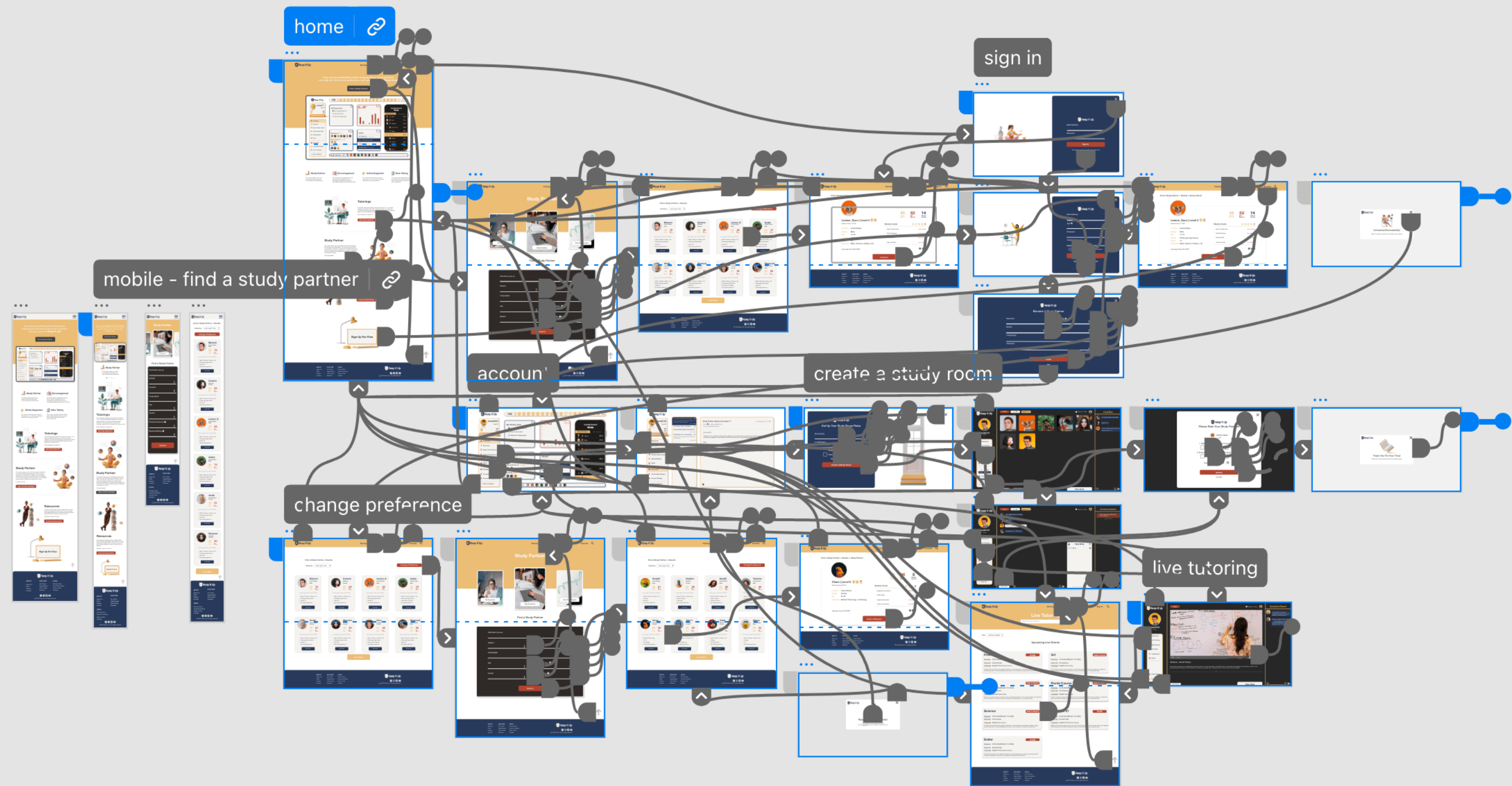


# MOCKUPS: SCREEN SIZE VARIATIONS

To ensure a smooth user experience across different devices, I have optimized the website layout for tablet and mobile views to ensure responsiveness.



# HIGH-FIDELITY PROTOTYPE



In the high-fidelity prototype, I made a small alteration to the navigation by adding a drop-down menu to one of the links.

*[View the Keep It Up High-fidelity prototype](#)*

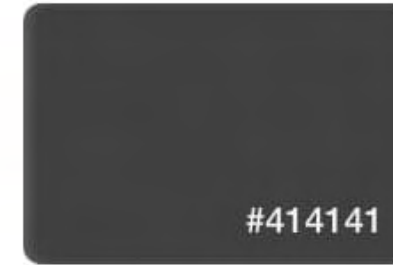
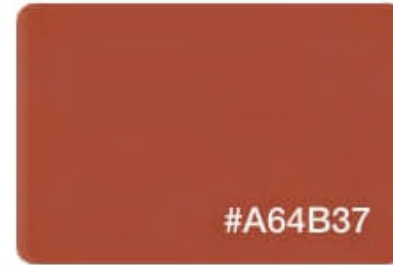
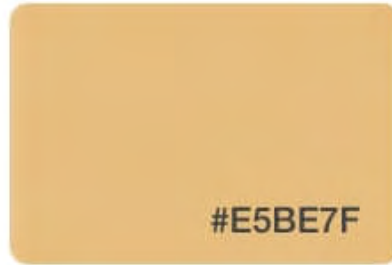
1 All users have access to audio, video, and chat features.

2 I have implemented landmarks to facilitate easy navigation on the website.

3 Users can find accessibility adjustment settings in their account settings.

# STYLE GUIDE

Colors



Headlines

**Headline**

Helvetica Neue - Bold - 40pt

**Headline**

Helvetica Neue - Bold - 28pt

**Subtitle**

Helvetica Neue - Medium - 25pt

**Body**

Body Text

Helvetica Neue - Regular - 16pt

Buttons

Add to Event


Added




Default

Hover

Active

8  Sleepycat 20 hr

8  Sleepycat 20 hr

Logo



## Illustration


**Illustration by Icons 8 from Ouch!**

**Illustration by Rosina Gavrilash from Ouch!**

**Illustration by Olha Khomich from Ouch!**

Going *Impact*  
Forward

## IMPACT



I understand that studying alone can lead to procrastination, but seeing others study hard can be a great source of motivation. That's why it is crucial to create a distraction-free online environment for users who are committed to continuous learning.

Having study partners can be beneficial for setting goals, addressing challenges, and making informed decisions about future careers. It is especially important to ensure inclusivity for users who rely on assistive technology while studying online.