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Master Thesis

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Faculty Computer Science

Designing and prototyping a Learning and Testing Platform for User Experience (UX) and User Interface (UI) Designers with the aim of Improving Knowledge and Establishing a Standard Evaluation Benchmark for UX/UI Design Skills and Competencies.

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Erklärung/Affidavit

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Acknowledgments

This paper presents the development and evaluation of Xpert, a comprehensive platform designed to enhance learning and job search experiences for UX designers. The platform was developed using a user-centred design approach, focusing on providing personalised experiences and global recognition through UX certification. The research began with an in-depth exploration of the needs and challenges of UX designers in their learning and job search journeys. It is achieved through expert interviews, online surveys, and workshops with UX designers at various stages of their careers. The insights from this research informed the development of an initial platform prototype, evaluated by experts and tested with representative users. Following the initial evaluation, high-fidelity prototypes were developed and subjected to further rounds of evaluation and testing. The platform's design was finalised and evaluated by experts and representative users using the User Experience Questionnaire (UEQ). The results of the UEQ study showed that the platform scored excellently in most of the selected scales, indicating a high level of user satisfaction with the platform's functionalities and user experience. However, there is room for improvement in efficiency and trust, which will address in future platform iterations. // In conclusion, the Xpert platform has demonstrated significant potential to revolutionise the learning and job search experiences for UX designers. Using a user-centred design approach and incorporating personalised experiences and global recognition through UX certification has contributed to the platform's success. Future work will focus on further enhancing the platform's functionalities and user experience, with plans for integration with educational institutions and companies and developing personalised dashboards for recruiters and mentors.

Abstract

Objective - This research paper introduces Xpert, an all-encompassing platform conceived to augment UX designers' educational journey and employment-seeking process. The platform's design and development were guided by a user-centric approach, primarily focusing on delivering personalized experiences and global acknowledgement through UX certification.

Methodology - The research commenced with a comprehensive examination of the unique needs and challenges faced by UX designers during their educational and professional pursuits. This was accomplished through expert consultations, digital surveys, and interactive workshops involving UX designers at various career stages. The insights gleaned from this research were instrumental in shaping the initial prototype of the platform, which was subsequently evaluated by industry experts and tested by potential users.

Results - Post the initial evaluation, high-fidelity prototypes were developed and subjected to additional rounds of evaluation and user testing. The final design of the platform was then assessed by experts and representative users employing the User Experience Questionnaire (UEQ).

Findings - The UEQ study results revealed that the platform performed exceptionally well across most of the selected scales, indicating a high degree of user satisfaction with the platform's functionalities and user experience. However, areas such as efficiency and trust were identified as potential avenues for improvement, which will be addressed in future iterations of the platform.

Conclusion - In summary, the Xpert platform has shown considerable promise in transforming the educational journey and job-seeking process for UX designers. The user-centric design approach, coupled with an emphasis on personalized experiences and global recognition through UX certification has significantly contributed to the platform's success. Future enhancements to the app will focus on expanding its functionalities and user experience, with plans for collaboration with educational institutions and companies and the development of personalized dashboards for recruiters and mentors.

Keywords: User Experience Design, Personalized Learning, Job Search, UX Certification, User-Centric Design, Platform Development, User Experience Questionnaire, UX Designers, Educational Journey, Employment Seeking Process, Platform Evaluation.

Paper Type: Research Paper

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1. Introduction

1.1. General information

The field of User Experience and Interface (UX/UI) design is undergoing rapid expansion, creating a crucial requirement for a standardized system to evaluate and certify the skills and knowledge of UX designers. According to the "UX career trends 2022" report by the Nielsen Norman Group [11], there is projected to be a 14% growth in demand for UX designers by 2022. However, there currently needs to be universally accepted international certification framework specific to UX/UI designers.

1.2. Problem Statement

As a result, professionals in this field exhibit varying levels of competence and expertise, making it challenging for companies to identify competent UX designers to hire. These circumstances hinder the professional advancement of individuals aiming to attain global recognition for their abilities. Several studies, such as "Designing for Interaction: Creating Smart Applications and Clever Devices" (Lidwell, Holden, & Butler, 2003) [17] and "Certifying user experience: A step towards professionalization" (Kolko, 2017,p24) [14], underscore the need for an efficient evaluation methodology that guarantees reliable outcomes regarding the proficiency of UX/UI designers.

1.3. Potential Solution

Introducing certification can serve as a prudent step in professionalising this field. Furthermore, the lack of standardisation in UX/UI design certification creates confusion and erodes trust among employers, clients, and customers. This predicament seriously jeopardises user experiences, wastes valuable resources, and undermines trust in the field of UX design.

1.4. Personal Motivation

I am driven to engage with this topic due to my passionate interest in UX/UI design—particularly in User Interface Design (UI). I firmly believe that establishing a standardised testing system would greatly benefit both the industry and individual designers by providing a fair and unbiased evaluation platform for their skills. In turn, would aid in their career advancement and grant them worldwide acclaim for their expertise.

1.5. Importance of Standardization

It is imperative to provide organizations and clients with a reliable criterion to identify qualified and competent UX designers to ensure superior user experiences. The scarcity of consistency and standardisation within the UX/UI design domain points to the critical urgency in implementing a standardised testing system for designers.

1.6. Research Focus

To address this issue, the research investigates the best practices and standards for assessing and certifying UX/UI design. It will also explore how a standardised international system for testing UX/UI designers can be developed and implemented to enhance the assessment and certification process.

1.7. Research Question

How does providing of personalized learning content and standardized testing on a platform impact the skill development, job prospects, and career growth of UX designers at different expertise levels?

1.7.1. Hypotheses

- H1: The availability of personalized learning content tailored to different expertise levels of UX designers leads to more effective skill development than non-personalized content.
- H2: Implementing of standardized testing on the platform assists UX designers in showcasing their skills and improving their job prospects.
- H3: The platform enables smooth career growth for UX designers by facilitating a seamless transition from one expertise level to another (e.g., from Junior to Senior).

2. Discovery Phase

2.1. Literature Review

This chapter explores the existing literature examining personalised learning content and standardised testing for UX designers. Our focus is on various aspects such as skill development, job prospects, and career growth. The literature review is divided into several sections to provide a comprehensive understanding of the topic. These sections include the motivation behind this research, the role of personalisation in UX/UI design education, the impact of standardised testing in UX/UI design, the influence of online platforms on education and career development in this field, the effect of industry trends on UX/UI design education, and the challenges currently faced in this field.

2.1.1. Motivation for research

The motivation for creating a learning and testing platform for UX/UI design stems from the increasing demand for skilled UX designers and their significant impact on business outcomes. According to Glassdoor (2022) [10] and Adobe (2020) [25], UX design was ranked among the top 50 jobs in 2022, with 87% of managers at Adobe expressing their organisation's prioritisation of hiring more UX designers. Research has shown that good UX design can increase a website's conversion rate by up to 200%, and every \$1 invested in UX can yield a return of \$100 (Forbes Agency Council, 2017) [6]. Additionally, Glassdoor (2022) [10] reports that the average salary of a UX designer in Germany in 2023 is €50,407 per year, while Business Research Insights predicts that the size of the German UX market will grow by 37.8% to \$18.7 million by 2028.

2.1.2. Role of Personalisation in UX/UI Design Education

Over recent years, personalisation has become a key focus in UI/UX design education. Researchers have emphasised tailoring learning experiences to individual learners' needs and preferences to enhance learning outcomes (Law et al., 2014; Ardito et al., 2016) [15]. Personalised learning approaches have been found to boost learner motivation and engagement, thereby facilitating more effective skill development (Fitzgerald et al., 2015) [8]. Scholars have stressed the importance of considering learners' backgrounds, prior knowledge, and learning goals when designing personalised learning experiences (Bargas-Avila & Hornbæk, 2011; Park et al., 2013) [2].

2.1.3. Impact of Standardised Testing in UX/UI Design

Standardised testing in UX/UI design is a valuable tool for objectively assessing the skills and competencies of designers. These tests allow designers to showcase their abilities and improve their prospects for employment (Kim et al., 2016; Vervo, n.d.) [13]. Additionally, these tests can help employers and hiring managers identify top talent by consistently measuring candidates' abilities (Rogers et al., 2019; ScienceDirect, n.d.) [23]. To develop and evaluate these standardised tests, researchers have explored various methods such as expert review, cognitive walkthroughs, and user testing (Hartson et al., 2013; CEUR-WS, n.d.) [12]. Some studies have also proposed frameworks, like the UX Competency Model, for assessing UX/UI design skills (Molich et al., 2020) [18].

2.1.4. Influence of Online Platforms on Education and Career Development

Online platforms play a critical role in the education and career development of UX/UI designers. These platforms offer a wide range of learning resources, including courses, articles, and institutional programs that cater to learners at different expertise levels (AODR, n.d.; Springer, n.d.) [24]. Beyond education resources, online platforms facilitate networking and community engagement for UX designers. This networking can contribute to professional growth and career advancement (ACM Digital Library, n.d.) [16]. Moreover, platforms that support collaborative learning have been found to enhance learning outcomes by fostering a sense of community among learners (Cheng et al., 2019; Grossman et al., 2019) [4].

2.1.5. Effect of Industry Trends on UX/UI Design Education

As UX/UI design continues to evolve, emerging industry trends shape how designers learn and practice their craft. For instance, there is a greater emphasis on user-centred design (UCD) and design thinking, which has shifted focus from technical skills to soft skills like empathy, communication, and problem-solving ability (Tohidi et al., 2006; Hassenzahl & Tractinsky, 2006) [26]. Consequently, UX/UI design education programs and platforms must adapt to these trends to equip learners with the necessary skills and competencies to succeed in the industry (Norman & Draper, 1986; Bannon, 1991) [20].

2.1.6. Challenges in the field

However, the field of UX design faces several challenges that can be grouped into three main areas: competency and skill development, organisational recognition and understanding, and hiring and role definition (NNGROUP, n.d.; AODR, n.d.; Getto & Beecher, 2016) [11, 9].

To begin there is a need for more professional UX designers and effective educational programs that can produce job-ready UX designers. More resources are needed to ensure the development of skilled professionals in the industry. Additionally, many UX professionals feel undervalued within their organisations, contributing to the existing challenges (NNGROUP, n.d.; AODR, n.d.) [11].

Furthermore, finding and hiring UI/UX designers often takes considerable time due to the need for qualified candidates in the market. Moreover, there is confusion surrounding the definition of UX roles because of the wide range of job titles and associated responsibilities (Adobe Systems Incorporated., 2020; AODR, n.d.; ProCoders Inc., 2023) [25, 22].

2.1.7. Upcoming Focus

In the upcoming chapter, we will focus on primary research to investigate how personalised learning content and standardised testing impact skill development, job prospects, and career growth in UX/UI design education. This research will provide valuable insights into addressing some of the challenges faced by professionals in this field.

2.2. Research Methodologies

2.2.1. Survey

The survey conducted for this research played a crucial role in understanding the needs, preferences, and pain points of UX/UI designers, aspiring professionals, and hiring managers. The objective was to gather insights to develop a comprehensive and efficient learning and testing

platform tailored to the target audience's requirements. These insights helped determine the platform's features, content, and user experience, ensuring its relevance and effectiveness.

The survey utilised a mixed-methods approach, combining quantitative and qualitative data collection techniques. This combination allowed for a more in-depth analysis of the respondents' experiences and preferences. Google Forms (see Appendix A.1) was chosen as the survey platform due to its accessibility, user-friendly interface, and data management capabilities. This software facilitated the easy distribution of the survey, streamlined data collection, and enabled seamless analysis.

For recruiting 56 participants for the survey, multiple channels were utilised to reach the target audience, which included UX/UI designers, aspiring professionals, and hiring managers. These channels comprised:

- Emails sent to students enrolled in UX/UI design courses or relevant programs.
- Sharing the survey on the researcher's personal Medium blog, targeting readers interested in UX/UI design topics.
- Distributing the survey through Discord channels dedicated to UX/UI design discussions.
- Sharing the survey with relevant LinkedIn groups, including those focused on UX/UI design, hiring, and career development.

Utilising these diverse channels ensured a wide range of potential respondents was reached, providing valuable insights and feedback from various UX/UI design perspectives.

The survey (see Appendix A.1) consisted of a mix of multiple-choice and open-ended questions. Multiple-choice questions allowed for quick and easy responses, while open-ended questions allowed participants to share their thoughts and experiences in their own words. This combination helped obtain a more comprehensive understanding of the participants' perspectives.

Questions were designed to gather information on various aspects of UX/UI design, including learning preferences, testing requirements, and challenges faced by professionals in the field. Some questions focused on the type of resources and courses that would be most valuable, while others aimed to uncover the most critical skills and expertise necessary for success in the industry.

Fifty-six participants took part in the survey, providing valuable insights and feedback. The target audience for the survey included UX/UI designers at various stages of their careers, aspiring professionals, and hiring managers. This diverse group of respondents ensured that the data collected would represent the target market for the proposed learning and testing platform.

Selecting a specific target audience for the survey was essential in ensuring that the platform would address the needs and preferences of its intended users. The survey results provided relevant and actionable insights by focusing on UX/UI designers, aspiring professionals, and hiring managers. These insights informed the development of the platform, allowing for the creation of features, content, and user experiences that catered to the unique requirements of this target group.

In conclusion, the survey conducted for this research provided valuable information that informed the development of the proposed learning and testing platform. The mixed-methods approach, carefully selecting the target audience, distribution channels, and survey questions, ensured that the data collected would be relevant and actionable. The insights gained from the survey helped create a platform that addresses the unique needs and preferences of UX/UI designers, aspiring professionals, and hiring managers, ultimately contributing to the platform's success.

2.2.2. Interview

As part of the research process, a structured interview was conducted with four UX/UI design experts to gather more profound insights into their experiences, preferences, and suggestions for developing the proposed learning and testing platform. These experts provided valuable information and opinions on such a platform's essential features, functionalities, and potential challenges.

The four interview (see Appendix A.2) participants were selected based on their extensive experience in the field of UX/UI design:

1. Vera: Director of UX/UI Design with 20+ years of experience in UX, leading a team of 15 exceptional UX Designers & UX Writers.
2. Ulf Schubert: Senior Executive (UX Director) with entrepreneurial and strategic skills and over 20 years of experience in UX & CX for the B2B & software industry.
3. Adrian Fernandez: Product/UX Designer with 10+ years of experience specialising in user-centred design, user interface design, and user experience design.
4. David Rendle: Senior Product Designer with over 20 years of experience, specialising in end-to-end product design, UI, design systems, and user experience.

Structured interviews were chosen for this research due to their ability to provide consistent and reliable data and allow for easy comparison of responses across participants. Pre-defined questions used in structured interviews ensured that all participants were asked the same questions in the same order, reducing interviewer bias and facilitating the analysis of responses.

Google Zoom software was used to conduct the interviews, offering a convenient and accessible platform for the interviewer and the participants. The interviews were recorded for later analysis to ensure no valuable insights were lost.

The structured Interview consisted of ten pre-determined questions that focused on various aspects of UX/UI design, learning platforms, and skill evaluation. These questions were designed to elicit the participants' opinions on the most critical skills and competencies for UX/UI designers, their experiences with testing and evaluating designers, and their suggestions for the features and functionalities of a learning and testing platform. Furthermore, the interview was recorded using a native iOS Application; however, before recording, all participants were allowed to record their answers only for educational purposes.

The interviews yielded valuable insights into the UX/UI design world and how a learning and testing platform could effectively address various stakeholders' needs - including designers themselves, hiring managers, and those aiming for careers in this domain. The participants emphasised teamwork/collaboration alongside communication within UX/UI designing, hinting at how such a digital solution could abet these facets. Moreover, they underscored having standardised yardsticks (focused on skills/knowledge of UX/UI) wherein platforms can contribute, eventually proving useful for individuals seeking out roles and employers searching for ideal candidates proficient in these areas.

In addition to these constructive factors that surfaced during said interactions; there were encountered some hurdles/limitations associated with developing & embracing digital platforms exceptionally dedicated to learning & assessment provisions tailored specifically towards this niche - including keeping upward with advancements/trends ruling the industry, catering to diverse user-needs/penchants, and surpassing possible resistance faced in case of adopting a standardised rating system.

The purposefully structured interviews, which revolved around industry experts within UX/UI designing, provided unparalleled insights/recommendations for an all-inclusive and efficient platform suited ideally for learning & assessment purposes in this domain. The colossal compilation (comprising interview data as well as survey results) acted as a catalyst, further supporting the conception of such a platform that tackles uniquely specific requisites/wants expressed by UX/UI designers themselves plus aspiring- professionals along with employers specialising in this industry - thereby ensuring growth combined with success throughout.

2.3. Competitor Analysis

This chapter analyses vital UX/UI design learning and testing competitors. These competitors were selected based on their relevance, market presence, and the range of services they offer. The analysed competitors are:

- Career Foundry
- Interaction Design Foundation (IDF)
- Picked AI
- Nielsen Norman Group (NNGroup)
- UXcel
- UX Design Institute
- UXQB (International Usability and User Experience Qualification Board)

We examined each competitor's course offerings, pricing, personalisation features, certification, industry recognition, and other relevant aspects. Based on the analysis (see Appendix A.3), we identified the strengths and weaknesses of each competitor and derived insights that can inform the development of your platform.

2.3.1. Competitor #1: Career Foundry

Career Foundry offers comprehensive, mentor-guided online UX/UI design, web development, and data analytics courses. The platform is known for its career-focused approach, personalised mentorship, career coaching, and job guarantees for eligible students. However, it can be relatively expensive compared to other platforms.

2.3.2. Competitor #2: Interaction Design Foundation (IDF)

IDF is a non-profit organisation offering various online UX/UI design courses, emphasising research-backed, high-quality content. They offer affordable membership plans with unlimited access to their course catalogue, but the platform lacks personalisation features and standardised testing options.

2.3.3. Competitor #3: Picked AI

Picked AI is a platform that helps UX/UI designers find job opportunities by matching their skills and experience with available positions. While it is a valuable tool for job seekers, Picked AI does not offer educational content or testing services.

2.3.4. Competitor #4: Nielsen Norman Group (NNGroup)

NNGroup is a renowned UX research and consulting firm offering in-person and online training courses and UX certification programs. Their courses and certifications are highly recognised in the industry but can be expensive and lack personalisation features.

2.3.5. Competitor #5: UXcel

UXcel offers gamified, bite-sized UX/UI design lessons, quizzes, and challenges that make learning engaging and enjoyable. While the platform is affordable and offers a unique learning experience, it does not provide comprehensive courses or certification options.

2.3.6. Competitor #6: UX Design Institute

The UX Design Institute offers an industry-recognised Professional Diploma in UX Design, developed in collaboration with Glasgow Caledonian University. The course is comprehensive and well-structured but may only cater to some skill levels and lacks personalisation features.

2.3.7. Competitor #7: UXQB (International Usability and User Experience Qualification Board)

UXQB is an international consortium of UX professionals offering certification programs for various UX roles. While their certifications are recognised worldwide, UXQB does not provide educational content, focusing solely on certifications.

2.3.8. SWOT Analysis

A SWOT analysis was conducted to better understand our platform's strengths, weaknesses, opportunities, and threats in relation to the seven competitors analysed. This analysis helps identify areas where our platform can excel and differentiate itself from competitors while highlighting potential challenges and areas for improvement.

Strengths

- Personalised learning experiences tailored to different expertise levels address a market gap.
- A standardised testing system for UX/UI designers offers an additional value proposition.
- A comprehensive and diverse range of learning resources, including courses, articles, and community engagement opportunities.
- Focus on helping UX/UI designers advance through skill development and job prospect enhancement.

Weaknesses

- Potential challenges in achieving widespread industry recognition compared to established competitors like NNGroup, UX Design Institute and UXQB.
- Limited initial course offerings compared to competitors with extensive catalogues, such as IDF.
- Balancing the need for personalisation with affordability and accessibility.

Opportunities

- Collaborate with industry partners and universities to gain credibility and recognition.
- Continuously expand and update the course catalogue to stay relevant and competitive.
- Leverage the growing demand for UX/UI design skills and the need for comprehensive, personalised learning experiences.
- Develop strategic partnerships with companies and hiring platforms to facilitate user job placement.

Threats

- Competitors may adopt and incorporate personalisation features and standardised testing systems.
- New entrants in the market may emerge with similar offerings, increasing competition.
- Changes in industry requirements or technology trends could affect the relevance of the platform's content.
- Potential difficulties in attracting and retaining high-quality instructors and content creators.

The competitor analysis (see Appendix A.3) and SWOT analysis reveal that our platform can differentiate itself in the UX/UI design learning and testing market by offering personalised learning experiences tailored to different expertise levels, a standardised testing system, diverse learning resources and community engagement opportunities. However, we must be mindful of potential challenges, such as gaining industry recognition, keeping our content relevant, and staying competitive in a dynamic market.

By leveraging our strengths and addressing our weaknesses, we can create a unique value proposition for UX/UI designers, helping them develop their skills, enhance their job prospects, and advance in their careers. Additionally, focusing on opportunities, such as collaborations, partnerships, and continuous improvement, can further strengthen our platform's position in the market and mitigate potential threats from competitors and industry changes.

2.4. Needs Analysis

In developing a learning and testing platform for User Experience (UX) and User Interface (UI) Design, it is essential to conduct a needs analysis to ensure the platform effectively addresses user requirements. The needs analysis should consider various factors that impact users' motivation, engagement, and satisfaction. Hassenzahl et al. identify eight psychological needs that have proven relevant in interactive products, providing a solid framework for this analysis [7]. These needs are relatedness, security, competence, popularity, stimulation, autonomy, meaning, and physicalness.

2.4.1. Needs and their implications

- **Relatedness** refers to the need to feel close to others and experience social inclusion and closeness [7]. In the context of a learning and testing platform, fostering relatedness can be achieved by incorporating features that enable collaboration, networking, and community building among users.

- **Security** is the need to plan things and be safe from threats and uncertainties [7]. To address this need, the platform should prioritise data privacy, compliance with regulations, and provide a trustworthy environment for users to share their knowledge and experiences.
- **Competence** involves facing and overcoming challenges and experiencing success and self-efficacy [7]. By providing comprehensive resources, testing mechanisms, progress tracking, and certifications, the platform can help users develop and demonstrate their competence in UX/UI design.
- **Popularity** is the need for recognition from others and being seen as exciting or influential [7]. The platform can satisfy this need by allowing users to showcase their achievements, build their reputation, and engage in ranking systems or leaderboards.
- **Stimulation** refers to the need for new experiences and learning opportunities [7]. The platform should offer engaging and interactive learning experiences through challenges, gamification, and varied content to cater to this need.
- **Autonomy** requires self-determination, independence, and control over decisions [7]. A learning and testing platform should support users' autonomy by offering flexibility, customisation options, and adaptable learning paths to cater to individual preferences and goals.
- **Meaning** is the need to engage in meaningful activities and gain new insights [7]. By aligning platform content with real-world impact and purpose, users will be more motivated to learn and apply their skills in practical contexts.
- **Physicalness** refers to the need for a well-cared-for and healthy body [7]. While this need might seem less relevant to a learning and testing platform, it is essential to consider ergonomics, accessibility, and usability in the platform design to ensure users can comfortably and efficiently engage with the content.

A needs analysis (see Appendix A.4) workshop was conducted with three participants using need cards based on the above needs. The workshop aimed to identify the learning and testing platform requirements to fulfil these basic needs. Each need was discussed with the participants, and their comments were recorded as Post-Its. This exercise allowed the collected information to be organised and made more understandable and tangible.

The outcomes of the needs analysis highlighted several critical aspects to address in the learning and testing platform's design. These aspects will be further elaborated on in the following chapters, providing a comprehensive blueprint for the development of a platform that effectively meets the needs of UX/UI designers, aspiring professionals, and hiring managers.

2.4.2. Needs Analysis Outcomes

The participants emphasised the importance of creating a platform that fosters user collaboration and networking to fulfil the need for relatedness. They suggested incorporating discussion forums, networking events, and group projects to facilitate interaction and community building.

Addressing the need for security, participants highlighted the importance of data privacy and ensuring a safe and trustworthy environment for users to share their knowledge and experiences. They recommended implementing strong security measures, transparent data handling practices, and specific privacy policies to instil user confidence.

Needs	Outcome
Relatedness	Foster collaboration and networking opportunities
Security	Ensure data privacy and platform trustworthiness
Competence	Provide comprehensive resources for skill development
Popularity	Enable users to showcase their achievements and build reputation
Stimulation	Create engaging and interactive learning experiences
Autonomy	Support flexible and customizable learning paths
Meaning	Align platform content with real-world impact and purpose
Physicalness	Prioritize ergonomics, accessibility, and usability in platform design

Table 1: Needs and their corresponding outcomes

To fulfil the need for competence, participants emphasised the significance of comprehensive resources, testing mechanisms, progress tracking, and certifications. They recommended offering a wide range of learning materials, including tutorials, case studies, and practical exercises, to help users develop and demonstrate their UX/UI design skills effectively.

Participants expressed the need for recognition and popularity, suggesting features that allow users to showcase their achievements, build their reputation, and engage in ranking systems or leaderboards. They believed that gamification elements, badges, and certificates of accomplishment could enhance user motivation and provide a sense of accomplishment.

The need for stimulation was highlighted, with participants emphasising the importance of providing engaging and interactive learning experiences. They recommended incorporating challenges, gamified activities, interactive quizzes, and multimedia content to create an immersive and stimulating learning environment.

Participants stressed the significance of autonomy, suggesting that the platform should offer flexibility, customisation options, and adaptable learning paths. They highlighted the importance of allowing users to set learning goals, choose their preferred learning materials, and progress at their own pace.

Participants addressed the need for meaning by connecting the learning and testing platform's content to real-world impact and practical applications. They suggested incorporating real-life case studies, industry projects, and opportunities for users to apply their skills in practical contexts to enhance the meaningfulness of the learning experience.

While physicalness may seem less directly applicable to a digital learning platform, participants emphasised the importance of considering ergonomics, accessibility, and usability in the platform design. They suggested ensuring that the platform is user-friendly, accessible to users with different abilities, and optimised for a seamless learning experience across various devices.

Overall, the needs analysis highlighted the critical aspects of the learning and testing platform that should be addressed to fulfil users' psychological needs. By incorporating features that foster relatedness, security, competence, popularity, stimulation, autonomy, meaning, and considering aspects of physicalness, the platform can provide a comprehensive and fulfilling learning experience for UX/UI designers, aspiring professionals, and hiring managers.

These insights from the needs analysis informed the design and development of the learning and testing platform, ensuring that it caters to the unique needs and preferences of its target audience. The following chapters will delve into the specific design and development strategies employed to create a platform that effectively meets these needs.

2.5. Primary Research Results

Based on the primary research conducted, the following key points have been concluded regarding the features and aspects that the platform should have in order to compete and satisfy UX designers:

1. **Personalised Learning Materials:** Participants expressed the need for a platform that offers personalised learning materials. They highlighted the importance of tailored content that aligns with their interests, skill levels, and career goals. The platform should provide a diverse range of resources, including articles, tutorials, videos, and case studies, to cater to the individual learning preferences of UX designers.
2. **Mentorship Opportunities:** The participants emphasised the value of mentorship in their professional development. They expressed the desire to have access to experienced UX professionals who can provide guidance, feedback, and industry insights. The platform should facilitate mentorship programs and networking opportunities to foster meaningful connections between aspiring designers and seasoned professionals.
3. **Comprehensive Testing Opportunities:** UX designers emphasised testing their skills and knowledge to track their progress and validate their expertise. The platform should offer various testing opportunities, such as quizzes, assessments, and projects, covering different UX design aspects. This will allow designers to evaluate their strengths and areas for improvement and benchmark their skills against industry standards.
4. **Personalised Designer's Pathway:** Participants expressed needing a clear, customisable pathway to guide their learning journey. The platform should provide a structured learning roadmap that outlines the recommended sequence of topics and skills to acquire. Additionally, designers should have the flexibility to customise their pathways based on their interests and career goals.
5. **Easier Interaction with Hiring Managers:** UX designers highlighted their challenges in connecting with potential employers and showcasing their skills. The platform should facilitate easier interaction between designers and hiring managers, providing a seamless way to share portfolios, projects, and credentials. This will enable designers to present their work effectively and increase their chances of employment opportunities.
6. **Career Support:** Participants expressed the need for career support services within the platform. This includes job listings, resume-building resources, interview preparation materials, and networking opportunities. The platform should provide a comprehensive suite of career support tools to help designers navigate the job market and advance their careers.

3. Define

3.1. User Personas Creation

Developing user personas is an essential milestone in comprehending our target audience's requirements, incentives, and actions. This section introduces three user personas (see Appendix A.5) that epitomise the primary users of our educational and assessment platform geared towards UX/UI design: a student, a seasoned UX/UI practitioner, and a hiring manager.

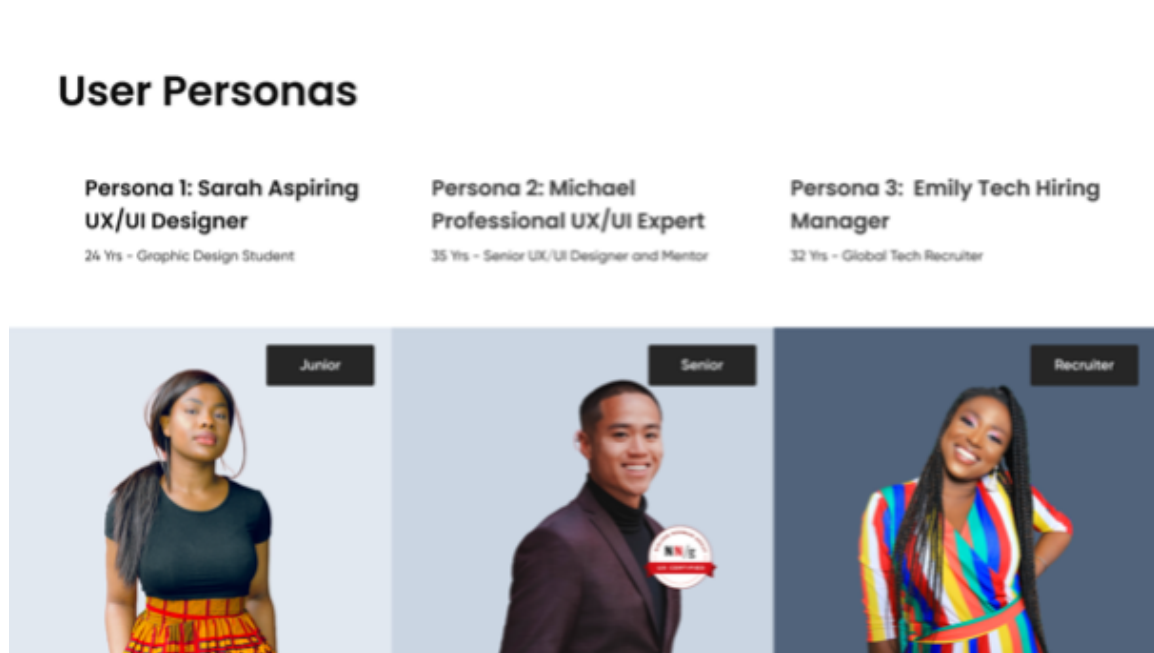


Figure 1: User Personas for Xpert Platform created in Figma

3.1.1. User Persona 1: Student

- Name: Sarah Thompson
- Age: 24
- Occupation: Graphic Design Student
- Location: San Francisco, California
- Bio: Sarah is a talented graphic design student eager to expand her skills and pursue a UX/UI design career. She is passionate about creating intuitive and visually appealing interfaces that enhance user experiences.
- Motivation: Sarah's primary motivation is to become a successful UX/UI designer and develop digital products that positively impact users' lives. Her drive stems from her profound love for design and the potential for personal and professional growth within the UX/UI field.

- Goals:
 - Expand her UX/UI design skills to forge a career in this field.
 - Gain valuable practical experience through real-world projects.
 - Seek guidance and feedback from seasoned professionals.
- Challenges:
 - Limited knowledge of UX/UI design principles.
 - I need help finding comprehensive learning resources with structure.
 - Managing her time effectively between coursework, personal projects, and learning UX/UI design.
- Technology and Apps:
 - Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign).
 - Familiar with Sketch.
 - Beginner-level experience with Figma.
- Interests:
 - Photography
 - Travelling
 - Online gaming
 - Blogging about design trends
- Quote: "My desire to learn UX/UI design stems from my aspiration to broaden my career prospects and create meaningful experiences for users."

3.1.2. User Persona 2: Professional UX/UI Expert

- Name: Michael Johnson
- Age: 35
- Occupation: Senior UX/UI Designer
- Location: New York City, New York
- Bio: Michael is an experienced UX/UI designer with over ten years of expertise working alongside leading tech companies. He enjoys updating industry trends while imparting his knowledge to aspiring designers.
- Motivation: Michael's determination lies in his commitment to excellence and dedication to shaping the next generation of UX/UI designers. He firmly believes continuous learning, collaboration, and mentorship are vital to excelling in his field and cultivating a thriving design community.
- Goals:
 - Stay up-to-date with the latest industry trends and best practices.
 - Contribute to the growth and development of aspiring UX/UI designers.
 - Validate my skills and expertise through a reputable testing platform.

- Challenges:
 - Limited time available for mentoring and supporting aspiring designers.
 - Finding a platform that offers comprehensive assessments of UX/UI skills.
 - Ensuring that the testing methodologies of the platform align with industry standards.
- Technology and Apps:
 - Figma
 - Sketch
 - Adobe XD
 - InVision
- Interests:
 - Attending design conferences to stay informed about emerging technologies.
 - Reading about the latest advancements in the field.
 - Engaging in outdoor activities like hiking.
 - Mentoring junior designers to help them succeed.
- Quote: "I am eager to share my knowledge with the next generation of designers while continuously growing in my own career."

3.1.3. User Persona 3: Hiring Manager

- Name: Emily Smith
- Age: 45
- Occupation: Design Director
- Location: Austin, Texas
- Bio: Emily is a dedicated design director with over 20 years of experience. She possesses a sharp eye for identifying top talent and is dedicated to assembling a strong design team that consistently delivers exceptional work.
- Motivation: Emily's motivation lies in building an exceptional design team that consistently achieves outstanding results. She recognises that hiring highly skilled UX/UI designers is imperative for her company's success, and she strives to streamline the hiring process to ensure that only top-quality candidates are chosen.
- Goals:
 - Efficiently identify top-notch UX/UI design talent for her organisation.
 - Minimise time spent reviewing numerous CVs and portfolios.
 - Leverage a platform that offers in-depth evaluations of candidates' skills and expertise.
- Challenges:
 - Finding a reliable platform for accurately evaluating UX/UI designers' capabilities.

- Balancing the need for expeditious hiring without sacrificing quality.
- Technology and Apps:
 - LinkedIn Recruiter
 - Applicant Tracking Systems (ATS)
 - Behance
 - Dribbble
- Interests:
 - Networking with industry professionals
 - Organising team-building events
 - Practising yoga and meditation
 - Attending art and design exhibitions
- Quote: "I need a streamlined process to find and hire the best UX/UI designers who can contribute to our company's success."

Understanding these user personas is crucial because it provides insights into their motivations, goals, and challenges. By tailoring the Learning and Testing Platform for UX/UI Design according to these personas, we can better meet the needs and desires of each individual. Ultimately, this will result in a more engaging and effective product. The following chapters will explore the design and development strategies employed to create a platform that effectively meets these needs.

3.2. Empathy map

Empathy map

Goals & Aspirations:

Users are motivated to continually upgrade their skills, keep up with the latest UX/UI trends, and advance their careers.

Pain Points

Users expressed difficulties finding quality learning resources, a lack of standardization in testing their knowledge, and challenges balancing ongoing learning with their professional and personal lives.

Behaviors & Attitudes:

Users are highly driven, consistently seeking out new information and often self-directing their learning. They tend to be tech-savvy and comfortable with digital platforms.

Needs & Desires:

Users need a platform that offers high-quality, relevant content, allows them to test their skills, and fits into their busy schedules. They desire a personalized learning experience that adapts to their pace and interests.

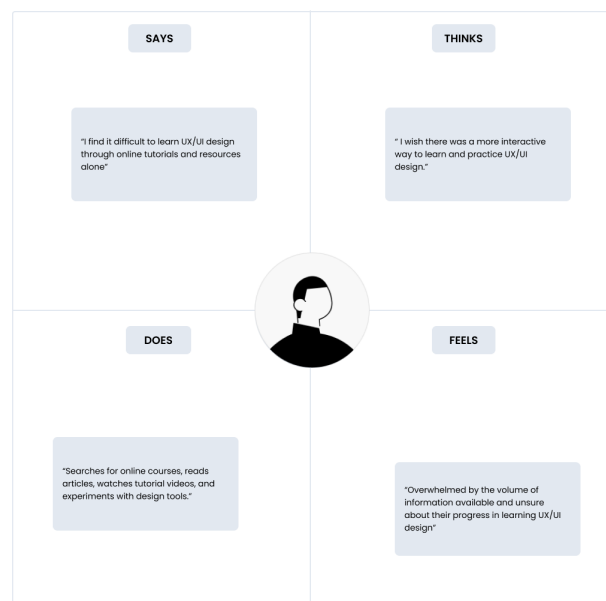


Figure 2: Empathy Mapping for Xpert Platform created in Figma

3.2.1. User Persona 1

1. Says: "I find it difficult to learn UX/UI design through online tutorials and resources alone."
2. Thinks: I wish there was a more interactive way to learn and practice UX/UI design.
3. Does: Search for online courses, read articles, watch tutorial videos, and experiment with design tools.
4. Feels: Overwhelmed by the information available and needing clarification on their progress in learning UX/UI design.

3.2.2. User Persona 2

1. Says: "I enjoy collaborating with other designers to learn and get feedback on my work."
2. Thinks: A platform where I can work with other designers and test my designs would be beneficial.
3. Does: Participate in design communities, share work on social media, attend workshops, and seek mentorship.
4. Feels: Motivated when receiving constructive feedback but sometimes struggles with self-doubt about their design abilities.

3.2.3. User Persona 3

1. Says: "When learning UX/UI design, it is essential to have a structured curriculum and clear learning objectives."
2. Thinks: Many online resources are scattered, and finding a comprehensive learning path takes much work.
3. Does: Enroll in online courses with a clear syllabus, follow design blogs, and attend webinars.
4. Feels: Satisfied when completing a well-structured course but frustrated by the need for more organisation in other resources.

3.2.4. General Overview

- **Goals & Aspirations:** Users are motivated to continually upgrade their skills, keep up with the latest UX/UI trends, and advance their careers.
- **Pain Points:** Users expressed difficulties finding quality learning resources, a need for standardisation in testing their knowledge, and challenges balancing ongoing learning with their professional and personal lives.
- **Behaviours & Attitudes:** Users are highly driven, consistently seeking new information and often self-directing their learning. They tend to be tech-savvy and comfortable with digital platforms.
- **Needs & Desires:** Users need a platform that offers high-quality, relevant content, allows them to test their skills, and fits their busy schedules. They desire a personalised learning experience that adapts to their pace and interests.

3.2.5. Resource Library

The platform should have a comprehensive resource library with many learning materials. This could include articles, video tutorials, online courses, and more. The resources should be organised in a structured and easy-to-navigate manner to cater to users like Sarah, who need help learning from scattered online resources.

3.2.6. Learning

The platform should provide a structured learning path with clear objectives to cater to users like Sarah and the third persona who value a well-organised curriculum. It should also allow for self-paced learning to accommodate users' busy schedules. The learning content should be high-quality, relevant, and up-to-date with the latest UX/UI trends.

3.2.7. Comprehensive Test

The platform should include a comprehensive testing feature that allows users to assess their UX/UI design skills. The tests should be standardised and aligned with industry standards to evaluate users' capabilities accurately. This will benefit users like Michael, who want to validate their skills and expertise, and Emily, who needs a reliable evaluation of candidates' abilities.

3.2.8. Mentorship

The platform should facilitate mentorship opportunities. Experienced professionals like Michael should be able to guide and provide feedback to aspiring designers like Sarah. This feature can also include collaborative projects or peer reviews to foster community among users.

3.2.9. Job & Candidates

For users like Emily, the platform should have a feature that allows hiring managers to identify top UX/UI design talent efficiently. This could include a showcase of portfolios, a feature to post job vacancies and a system that matches candidates with suitable job opportunities based on their skills and experience.

3.2.10. Roadmap

The platform should provide users with a clear roadmap or learning path. This can help guide their learning journey and keep them motivated. The roadmap should be customisable to cater to individual learning goals and pace.

These requirements aim to address user personas' goals, aspirations, pain points, behaviours, attitudes, needs, and desires.

3.3. User Stories

User Stories

User Goals:

Users want a learning platform that adapts to their needs, providing resources relevant to their interests and career goals. They also need to test their skills to track their progress and improvements.

Specific Tasks:

Users desire to search and find UX/UI resources, take skill tests, and track their progress over time on the platform.

Pain Points:

Users are struggling with the lack of personalized content and standardized tests in existing learning platforms. They are also frustrated with balancing continuous learning with their professional and personal commitments.

Solutions:

Users want a platform that offers a personalized learning experience, including relevant and updated resources, skill testing, and the ability to fit learning into their schedules.

USER STORY #1

ASPIRING UX/UI DESIGNER

As A/An

Aspiring UX/UI designer, who came from Graphical design

I want to

access personalized learning resources based on my interests and skill level

So that

I can efficiently learn and grow in the field.

Scenario #1

Displaying personalized content on the user dashboard. Given that I am a new user who just completed the onboarding and personalization process, when I log in to the platform, then I should see a dashboard with personalized learning resources tailored to my interests and skill level.

Scenario #2

Updating learning resources based on user progress. Given that I am a user who has completed several courses and tutorials on the platform, when I visit my dashboard, then I should see updated learning resources that match my improved skills and evolving interests.

Stretch Goals:

- How can we continuously refine the personalization algorithm to better cater to individual user needs?
- How can we incorporate user feedback to improve the quality and relevance of personalized learning resources?

Figure 3: User Stories for Xpert Platform created in Figma

3.3.1. User Story 1: Accessing Personalised Learning Resources

As an aspiring UX/UI designer (Sarah Thompson), I want to access personalised learning resources based on my interests and skill level, so that I can efficiently learn and grow in the field.

- Acceptance Criteria:
 - When logging into the platform, I should see a dashboard with personalised learning resources tailored to my interests and skill level.
 - As I progress and complete courses, the learning resources on my dashboard should update to match my improved skills and evolving interests.

3.3.2. User Story 2: Taking Standardised Tests to Evaluate UX/UI Skills

As a UX/UI designer (Michael Johnson), I want to take standardised tests to evaluate my skills and knowledge, so that I can identify my strengths and weaknesses and improve my expertise.

- Acceptance Criteria:
 - When I navigate to the testing section of the platform, I should see a list of available standardised tests with their respective descriptions and difficulty levels.
 - After completing a standardised test, I should receive immediate feedback on my performance, including my score, correct and incorrect answers, and areas for improvement.

3.3.3. User Story 3: Connecting with Mentors for Guidance and Support

As a UX/UI designer seeking professional development (Michael Johnson), I want to connect with experienced mentors for guidance and support, so that I can learn from their expertise and advance my career.

- Acceptance Criteria:
 - When I navigate to the mentorship section of the platform, I should see a list of available mentors with their respective backgrounds, expertise, and availability.
 - After finding a mentor that matches my needs and interests, I should be able to request a mentorship session and schedule it through the platform.

3.3.4. User Story 4: Evaluating and Hiring Qualified UX/UI Designers

As a hiring manager (Emily Smith), I want to review and evaluate the skills and knowledge of UX/UI designers on the platform, so that I can make informed decisions when hiring top talent for my organisation.

- Acceptance Criteria:
 - When I navigate to the user search section of the platform, I should see a list of UX/UI designers with their individual profiles, including their standardised test scores and portfolios.
 - After identifying a UX/UI designer with the skills and knowledge I require, I should be able to send a direct message to the candidate through the platform, expressing my interest and sharing relevant job details.

These user stories provide a clear understanding of the needs and expectations of the different user personas. They will guide the development of the Learning and Testing Platform for UX/UI Design to ensure it meets the users' needs and provides a valuable and practical learning experience.

3.4. Storyboarding

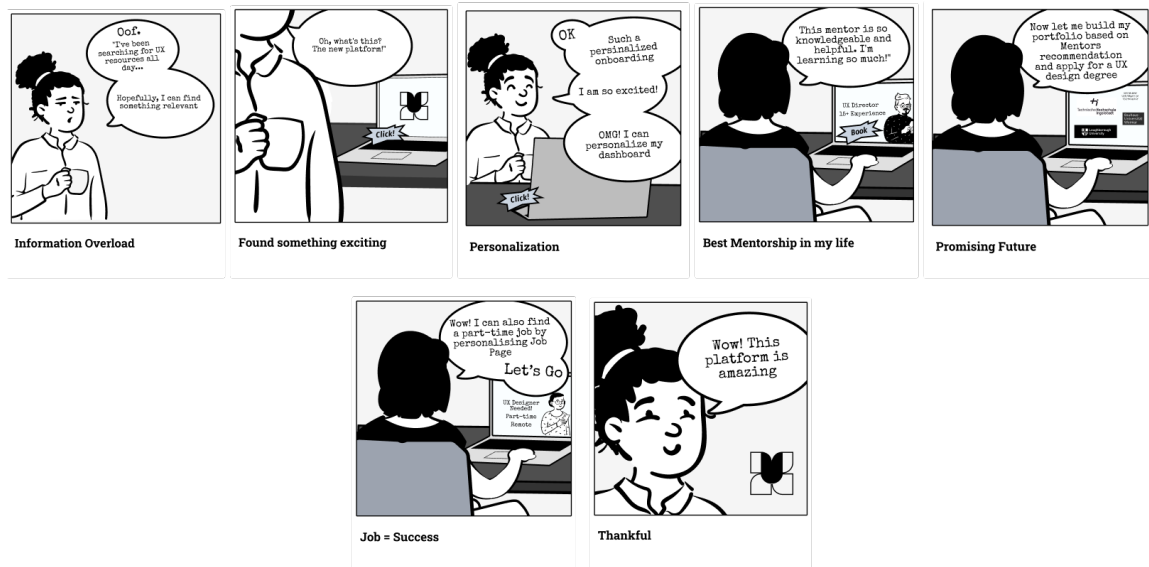


Figure 4: User Stories for Xpert Platform created in Figma

Storyboarding is a powerful tool used in the design process to visualise how a user interacts with a product. It allows designers to illustrate the user's journey through a series of drawings or images, much like a comic strip. This visual narrative provides a clear and engaging way to present the user's experience from their perspective. For the Learning and Testing Platform for UX/UI Design, storyboarding was particularly beneficial for several reasons:

1. **User-Centred Design:** Storyboarding helped me focus on the user's experience, emphasising their needs, goals, and pain points. By visualising the user's journey, I could better understand and address these aspects in the platform's design.
2. **Communication and Collaboration:** The storyboard served as a visual aid that facilitated communication and collaboration. It provided a shared understanding of the UX, making it easier to discuss ideas, identify issues, and make design decisions.
3. **Identifying Opportunities:** By illustrating the user's interactions with the platform, the storyboard helped me identify opportunities for improvement. It highlighted areas where the user experience could be enhanced, leading to design solutions that improve usability and user satisfaction.
4. **Engaging Stakeholders:** The storyboard was also an effective tool for engaging stakeholders. It provided a clear and compelling narrative demonstrating the platform's value, helping gain stakeholder buy-in and support.

In the storyboard for the Learning and Testing Platform for UX/UI Design, I illustrated the experiences of my user personas - Sarah, Michael, and Emily - as they interacted with the platform. The storyboard captures critical moments in their journey, such as accessing personalised learning resources, taking standardised tests, connecting with mentors, and evaluating potential hires. It provides a visual narrative of how the platform meets their needs and enhances their UX/UI design learning and career development.

By visualising these user experiences, the storyboard helped guide the Learning and Testing Platform for UX/UI Design design, ensuring it provides a valuable and practical user experience. The storyboard will be included in the following section.

4. Ideate

4.1. Ideation Study: Card Sorting and MoSCoW Prioritization of Requirements

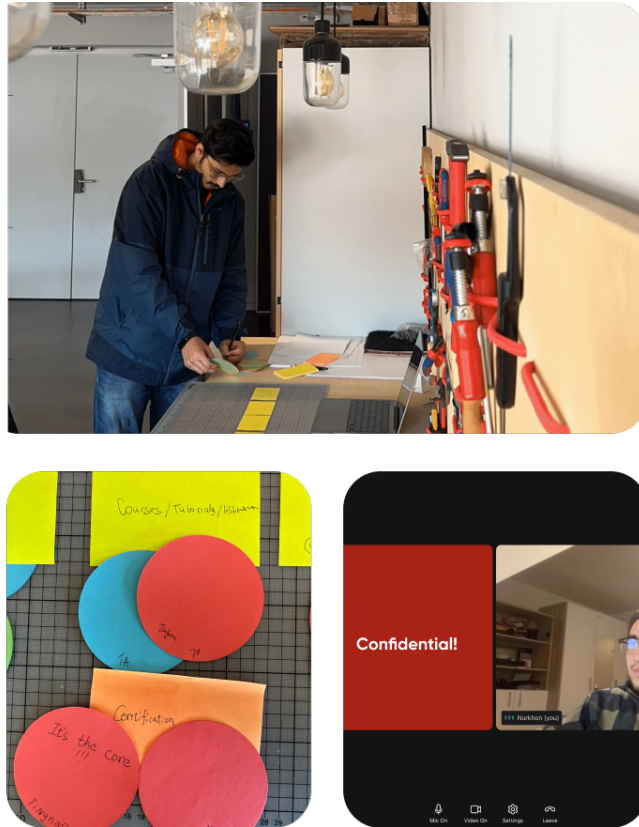


Figure 5: Card sorting study online/offline

The ideation phase is a critical stage in the design process, where ideas are generated, explored, and refined. For the Learning and Testing Platform for UX/UI Design, this phase involved card sorting and feature prioritisation, which helped structure the requirements and determine the platform's key functionalities.

The card-sorting exercise involved five participants: three students, one recruiter, and two professionals. The participants were a mix of online and in-person attendees, which provided diverse perspectives and insights. The task was to review the main requirements identified in the user personas and empathy map and categorise them into eight main features:

1. Resource Library (Articles, Videos and others)
2. Mentorship
3. Community / Forum
4. Gamification Elements
5. Leaderboard
6. Courses / Tutorials
7. Communication / Chat

8. Career Path

The participants were asked to group related requirements under these features, facilitating a better understanding of the platform's structure and functionality.

Following the card sorting exercise, features were prioritised using the MoSCoW prioritisation model. This model is widely used in project management and UX design for prioritising requirements. It divides them into four categories: Must have, Should have, Could have, and Will not have. This approach helps to focus on the most critical requirements and make informed decisions about what to include in the product.

In this exercise, red sticky notes indicated 'Must-have' features, green for 'Should-have' features, and blue for 'Would-have' features. This visual coding made it easy to identify the priority level of each feature at a glance.

The MoSCoW prioritisation model helped clarify each feature's importance and urgency, ensuring that the most critical requirements were addressed first. This process was instrumental in shaping the design of the Learning and Testing Platform for UX/UI Design, ensuring it meets the needs and expectations of its users.

The ideation phase, through card sorting and prioritisation of features, provided a clear direction for the platform's development. It ensured that the platform's user-centred design addressed the needs and goals identified in the user personas and empathy map. This phase sets the stage for the subsequent design and development phases, where these ideas will be brought to life.

4.2. Results of the Card Sorting and Prioritization Exercise



Figure 6: Results of Card sorting study

The card sorting and prioritisation exercise provided valuable insights into the essential features of the Learning and Testing Platform users for UX/UI Design. The results were categorised according to the MoSCoW prioritisation model, a method inspired by an article on Usability Geek titled "How to Use MoSCoW in UX Research and Avoid Featuritis" [?]. This model helped to prioritise the identified features into Must-have, Should-have, and Would-have categories, as follows:

4.2.1. Must-have Features

These are the essential features that the platform must include to meet the users' needs and expectations. They form the core functionality of the platform.

1. Learning: The platform must provide a comprehensive learning environment for users to acquire and enhance their UX/UI design skills.
2. Comprehensive Test: The platform should offer standardised tests to evaluate users' UX/UI design skills objectively.
3. Job: The platform needs to provide information about available positions and highlight the best candidates for recruiters.
4. Courses, Institutions, Events: The platform should offer access to various learning resources, including courses, institutions, and events related to UX/UI design.

5. Testing Skills, Standardised UX Test: The platform must include a feature for users to test their skills through standardised UX tests.
6. Available Positions, Best Candidates: The platform should provide a feature for recruiters to view available positions and identify the best candidates.

4.2.2. Should-have Features

These features enhance the user experience but are outside the platform's basic functionality.

1. Resources: The platform should provide various resources, such as articles, blogs, and videos, to support users' learning.
2. Mentorship: The platform should offer a mentorship feature, allowing users to book mentors and engage in chat discussions.
3. Career Path: The platform should provide a personalised roadmap to guide users' UX/UI design career development.

4.2.3. Would-have Features

These desirable features could further enhance the user experience but are unnecessary for the platform's basic functionality.

1. Gamification: The platform could include interactive elements to engage users and motivate them to learn and improve their skills.

The results of this exercise guided the design and development of the Learning and Testing Platform for UX/UI Design, ensuring it is user-centred and meets the needs and expectations of its users. The prioritised features form the platform's foundation, providing a clear direction for its development.

4.3. Customer Journey Map

A Customer Journey Map is a powerful tool that visually represents a user's experience with a product or service over time. It outlines the user's path from their initial interaction with the product or service through their engagement, long-term relationship, and even the potential end of their journey. By mapping out this journey, we can better understand our user's needs, motivations, and pain points at each stage of their experience. Pantouvakis and Gerou (2022) [21], in their paper "The Theoretical and Practical Evolution of Customer Journey and Its Significance in Services Sustainability", discuss the evolution of the CJ concept and its practical implications. They highlight that monitoring the customer journey contributes to service sustainability by advancing service innovation, effective channel management, and understanding the customer decision-making process. This aligns with the objectives of UX/UI design, which aim to create user-friendly interfaces that meet the user's needs, thereby enhancing the overall user experience.

In the Learning and Testing Platform for UX/UI Design context, creating a Customer Journey Map was an essential step in the design process. It allowed me to visualise the user's journey through the platform, from their initial discovery and onboarding, through their learning and testing process, to their eventual success in improving their UX/UI design skills and advancing their career.

The Customer Journey Map helped to identify critical touchpoints where the platform interacts with the user and highlight opportunities to enhance the user experience. It also provided insights into potential challenges or barriers that users might face and suggested ways to overcome them to ensure a smooth and positive user experience.

Moreover, the Customer Journey Map was a strategic tool for aligning the platform’s features and functionalities with the user’s needs and expectations at each journey stage. It guided the prioritisation of features, informed design decisions, and shaped the overall development of the platform.

In essence, the Customer Journey Map ensures that the Learning and Testing Platform for UX/UI Design is user-centred, meeting the needs and expectations of its users and providing them with a valuable and satisfying experience. It was a critical tool in the design and development of the platform, contributing significantly to its success.

4.3.1. Steps in the Customer Journey

Steps	Discover the platform	Register and create a profile	Explore learning resources and courses	Take assessments and quizzes	Receive feedback and track progress	Network with professionals and peers	Apply for jobs or hire talents (if applicable)	Continue learning and professional development
Icons								
Activities	<ul style="list-style-type: none"> Aspiring Designer: Looking for a comprehensive platform to learn UX/UI design Professional UX/UI Expert: Seeking opportunities to share knowledge and skills Hiring Manager: Searching for an effective way to identify and hire top talent 	<ul style="list-style-type: none"> Aspiring Designer: Begin learning UX/UI design Professional UX/UI Expert: Contribute to the community and validate skills Hiring Manager: Assess how to bring top talent 	<ul style="list-style-type: none"> Aspiring Designer: Learn UX/UI design principles and concepts Professional UX/UI Expert: Browse available resources and assessments to increase knowledge Hiring Manager: Explore tools for evaluating candidates 	<ul style="list-style-type: none"> Aspiring Designer: Develop UX/UI skills and knowledge Professional UX/UI Expert: Share expertise, validate skills, and stay updated Hiring Manager: Review candidates' skills and experience 	<ul style="list-style-type: none"> Aspiring Designer: Improve skills Expert on feedback and track progress Professional UX/UI Expert: Validate skills and identify areas for growth Hiring Manager: Review candidate profiles and evaluations 	<ul style="list-style-type: none"> Aspiring Designer: Connect with experienced professionals and peers Professional UX/UI Expert: Build relationships and contribute to the community Hiring Manager: Engage with potential candidates and industry professionals 	<ul style="list-style-type: none"> Aspiring Designer: Secure a job in UX/UI design Professional UX/UI Expert: Explore new job opportunities Hiring Manager: Efficiently hire top UX/UI talent 	<ul style="list-style-type: none"> Aspiring Designer: Advance in their career and stay current in the field Professional UX/UI Expert: Continue expertise and contribute to the community Hiring Manager: Foster a culture of continuous learning within the team
Expected Result	Find a platform that caters to their specific needs and goals	Successfully create an account and gain access to the platform's features	Discover a variety of high-quality learning resources and tests	Acquire new skills and knowledge, improve test scores	Receive actionable feedback and insights, monitor personal or candidate progress	Develop professional relationships, collaborate or compete, share knowledge	Successful job placement or hiring of qualified candidates	Continued growth and development, staying
Emotions								
Quotes	"I love this platform; it helps me achieve my goals in UX/UI design."	"I can't wait to start using this platform to improve my skills and network."	"There are so many resources here, I can't wait to dive in!"	"I'm learning so much and growing as a UX/UI designer!"	"The feedback I received has helped me become a better designer."	"This has so many amazing people and I've learned so much from them!"	"I've found the perfect job through this platform!"	"This platform has become an essential part of my ongoing professional development."
Where to find? (Touchpoint)	Online search, social media, referrals, design events	Registration page on the platform's website	Platform's website, including the learning resources and tests sections	Learning modules, interactive lessons, quizzes, and tests on the platform	Feedback section, progress reports, and candidate evaluations on the platform	Platform's community features, forums, chats, and events	Job board and hiring tools on the platform	Updated learning resources, advanced courses, and community events on the platform
Features	Clear value proposition, testimonials, and informative content	Easy sign-up process, social media high options, and clear terms and privacy policy	Comprehensive and self-regulated learning materials, various types of tests	High-quality learning content, self-assessment tests, progress tracking	Expert feedback, personalized recommendations, progress tracking	Networking tools, collaboration spaces, community events	Job listings, candidate profiles, application management	Continuous learning resources, expert-led workshops, industry news and trends
Barriers & Pain Points	Difficulty finding the platform or understanding its benefits	Complicated registration process or technical issues	Limited learning resources	Inconsistent content quality, lack of personalized feedback	Delayed or vague feedback, difficulty interpreting progress reports	Difficulty finding relevant connections, lack of engagement	Limited job opportunities, difficulty evaluating candidates	Stagnant content, lack of advanced learning resources
Improvements	Optimize online presence and communicate the platform's value effectively	Simplify the registration process and provide clear instructions	Enhance user onboarding, improve navigation and search functionality	Standardize content quality, implement personalized feedback	Streamline feedback process, provide clear and actionable insights	Enhance networking features, promote community interaction	Expand job listings, enhance candidate evaluation tools	Regularly update and expand learning resources, offer advanced courses
Opportunities	Leverage search engine optimization, social media campaigns, and partnerships to reach target users	Offer incentives for new users, such as free trials or exclusive content	Personalized learning paths, AI-driven content recommendations	Certification, community-driven content, peer-to-peer learning	AI-driven feedback, mentorship programs, and career badges	Host webinars, live events, and workshops for community engagement	Partner with corporations and organizations for job postings, offer talent matching services	Collaborate with industry experts, host expert-led webinars and workshops, provide resources on emerging trends and technologies

Figure 7: Customer Journey Map

- 1. Discover the platform:** Users find the platform and explore its features. The platform needs to be easily discoverable and its benefits clearly communicated.
- 2. Sign up / Register:** Users create an account to access the platform’s features. The registration process should be straightforward and user-friendly.
- 3. Explore available learning resources and tests:** Users discover the learning resources and tests available on the platform. These resources should be comprehensive and well-organised.
- 4. Engage in learning activities and take tests:** Users actively engage with the learning materials and take tests to evaluate their skills. The platform should provide a variety of engaging learning activities and fair, comprehensive tests.
- 5. Receive feedback and track progress:** Users receive feedback on their performance and track their progress over time. The platform should provide clear, constructive feedback and easy-to-use progress tracking tools.
- 6. Network with professionals and peers:** Users connect with other professionals and peers in the UX/UI design community. The platform should facilitate networking and collaboration.

7. **Apply for jobs or hire talent (if applicable):** Users apply for jobs or hire talent through the platform. The platform should provide efficient job application and hiring tools.
8. **Continue learning and professional development:** Users continue to learn and develop their skills over time. The platform should support continuous learning and professional development.

4.4. Result from Customer Journey Map (CJM)

4.4.1. Potential Pain Points

1. Unclear Navigation
2. Lack of Engagement
3. Lack of Personalization
4. Insufficient Practice Opportunities

4.4.2. Potential Improvements

1. Improved Onboarding
2. Content Segmentation
3. Enhanced Personalisation
4. Progress Tracking Tools
5. Optimised Navigation

4.5. User Flow & Information Architecture

4.5.1. User Flow

The user flow is a visual representation of a user's path through an interface to achieve a goal. It is a critical aspect of UX design as it helps designers understand how users interact with a platform, allowing them to identify potential pain points and areas for improvement.

In the Learning and Testing Platform for UX/UI Design context, the user flow is designed to facilitate a seamless and intuitive user experience. It begins with the login or registration process, followed by an onboarding phase that introduces users to the platform's features and functionalities.

Users are then prompted to select their role (UX Designer, UX Expert, Hiring Manager/Recruiter), which tailors the platform's content and services to their specific needs and objectives. They are also asked about their interests and take a Design Passion Test to personalise their experience further.

Once users have completed the initial setup, they are directed to their personalised dashboard to access various features and resources. These include opportunities to upgrade or learn new skills, take mentorship, and test their UX/UI knowledge. Users can also explore job opportunities and continue learning at their own pace.

The user flow for the platform is as follows:

1. Login/Registration

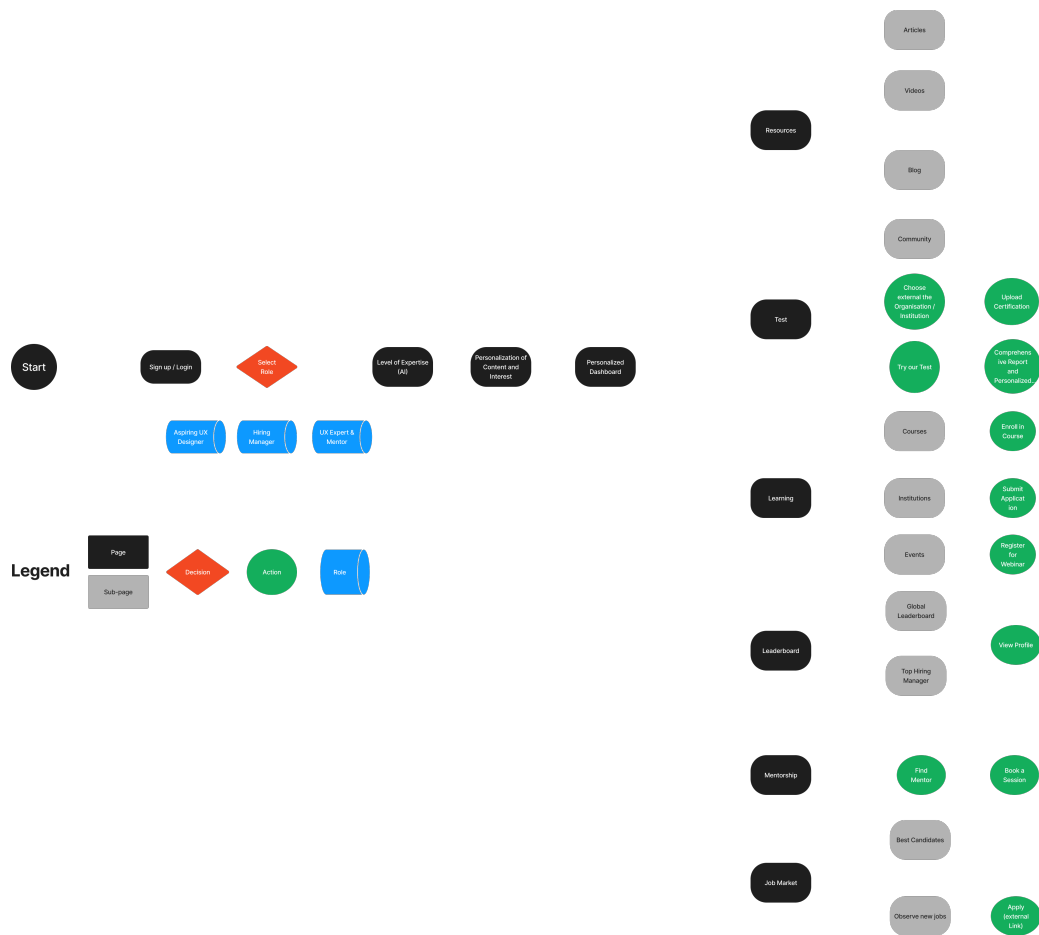


Figure 8: User Flow created in FigJam

2. Onboarding
3. Select Role (UX Designer, UX Expert, Hiring Manager/Recruiter)
4. Interest
5. Design Passion Test
6. Personalised dashboard
7. Upgrade/Learn Skills
8. Take mentorship
9. Test
10. Find a job
11. Continue Learning

4.5.2. Information Architecture

Information architecture (IA) is the structural design of shared information environments. It involves organising and labelling websites, intranets, online communities, and software to support usability and findability. In essence, IA is the blueprint of the platform that outlines its functionality, cataloguing, and structure.

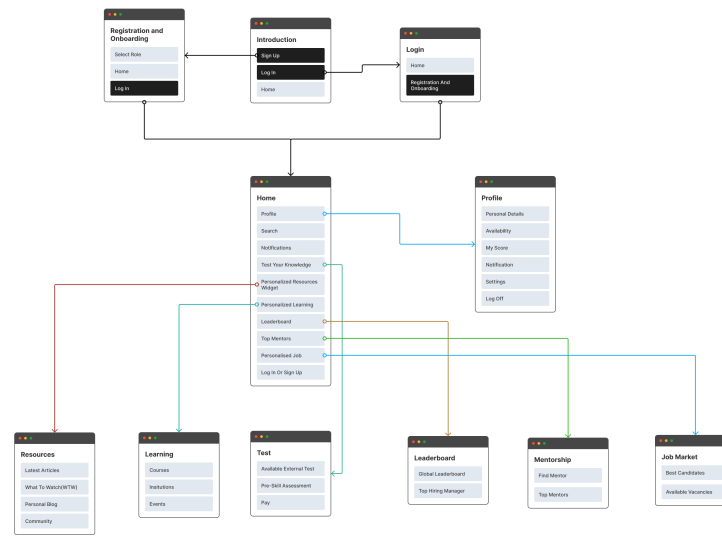


Figure 9: Information Architecture

The information architecture of the Learning and Testing Platform for UX/UI Design is designed to be intuitive and user-friendly, ensuring that users can easily navigate the platform and access the resources they need.

The home page is personalised based on the user's interest, level, and role, providing a tailored experience for each user. It includes the following sections:

1. **Resources:** This section includes the latest articles, what-to-watch (WTW) recommendations, personal blog posts, and community updates.
2. **Learning:** This section provides access to courses, institutions, and events related to UX/UI design.
3. **Test:** Here, users can find external tests and pre-skill assessments and pay for premium features.
4. **Leaderboard:** This section showcases the global leaderboard and top hiring managers, promoting competition and achievement.
5. **Mentorship:** Users can find mentors and view top mentors in this section.
6. **Job Market:** This section highlights the best candidates and available vacancies, serving as a hub for job seekers and recruiters.

By structuring the platform in this way, users can easily navigate through the platform and find the resources they need, enhancing their overall user experience. The user flow and information architecture are integral to the platform's design, ensuring that it is user-friendly, intuitive, and effective in meeting the needs of its users.

5. Design Phase

5.1. Moodboard

Drawing from the articles by Usability Geek [29] and UX Collective [5], the importance of mood boards in UX design cannot be overstated. Mood boards are a powerful tool for communicating a design project's aesthetic and emotional direction. They are a collage of images, fonts, interactions, features, icons, and UI elements that encapsulate the artistic direction of a project.

Mood boards are not just about the visual style but about evoking the right emotions in the users. They help designers and stakeholders align on the emotional experience that a product or service should provide. This emotional resonance can distinguish between a good design and a breathtaking one.

In the context of this platform, the mood board was instrumental in setting the tone for the design. It symbolised many emotions and attributes, including simplicity, encouragement, engagement, networking, empowerment, personalisation, user focus, prosperity, contemporariness, and comprehensiveness. These attributes were carefully chosen to resonate with the target users of the platform.



Figure 10: Moodboard created in Figma

The mood board also showcased professionalism by featuring an illustration of Don Norman, a renowned figure in the field of UX design. This was a strategic decision to lend credibility and authority to the platform.

The colour scheme for the platform was derived from the official website of Tailwind, a popu-

lar utility-first CSS framework. This was chosen to ensure the platform had a modern and fresh aesthetic that would appeal to its target users.

The fonts used in the platform were Gilroy (Primary Font) and Nunito (Accent Font). These fonts were chosen for their readability and modern aesthetic, which aligns with the overall design direction of the platform.

The mood board served as a visual guide that helped shape the design direction of the platform. It ensured that the platform was visually appealing and emotionally resonant with its target users.

5.2. Branding

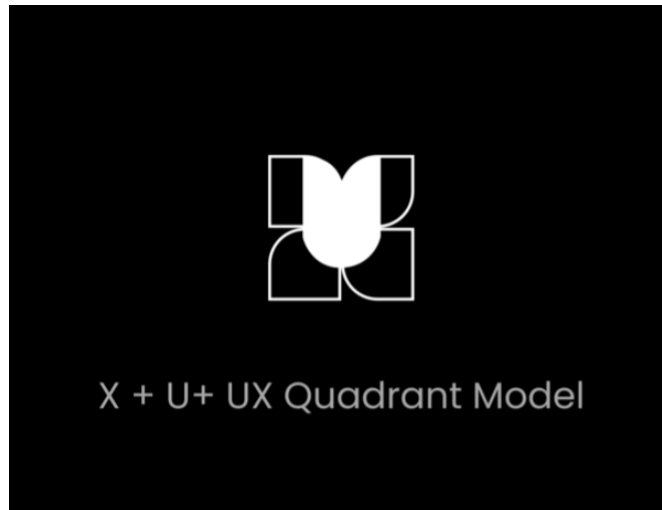


Figure 11: Logo of Xpert created in Adobe Illustrator

The branding for the platform was a crucial aspect of the design process. The platform was named "Xpert," which stands for User eXperience Platform for Education & Resources & Testing. This name encapsulates the platform's core functionalities and mission to serve as a comprehensive UX learning, testing, and networking resource.

The logo design was inspired by the combination of the letter "X" and the concept of User Experience Design. It also incorporates the quadrant model of UX, a well-known framework that Myla introduced in her article "The Quadrants of UX Design Explained by a UX Intern" [19]

The style guide for the platform was carefully curated to ensure consistency and visual appeal across all elements. The icons used in the design were sourced from Phosphor Icons [1], a flexible icon family available on GitHub 2. The avatars and illustrations were purchased from a Freepik Premium account 3. All buttons, text, and components were created from scratch to maintain the unique identity of the platform. The colour scheme was inspired by the official Tailwind CSS colour palette, and the primary font used was Gilroy, with Nunito as the accent font.

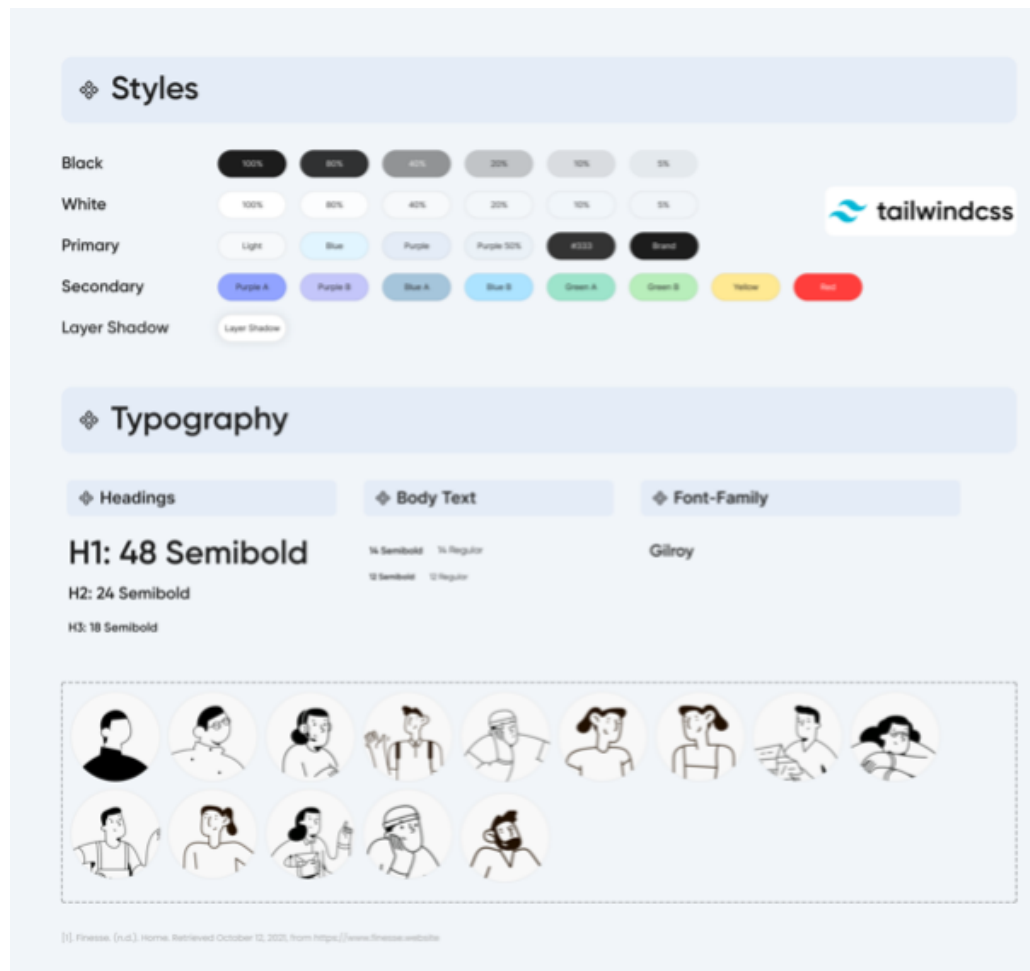


Figure 12: Styleguide created in Figma

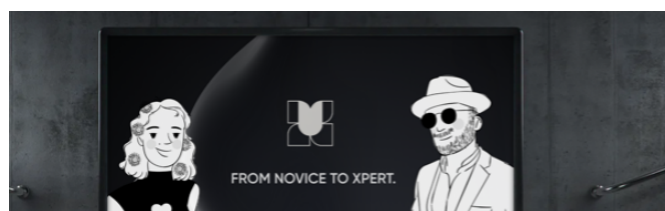


Figure 13: Banner of Xpert created in Adobe Illustrator

The platform's motto, "From Novice to Expert," encapsulates its mission to support users in their journey from beginners to experts in the UX/UI design field. This motto is a constant reminder of the platform's commitment to fostering growth and learning.

The design tools used to create the platform's visuals, including banners and components, were Adobe Illustrator, Figma, and Pixelmator. These tools provided the flexibility and functionality to bring the platform's visual identity to life.

Generally, the branding process for the platform was a meticulous endeavour that involved careful selection and creation of various elements to create a cohesive and appealing visual identity. This process was instrumental in shaping the platform's identity and positioning it as a reliable and comprehensive resource for UX/UI learning and networking.

5.3. Low-fidelity prototypes

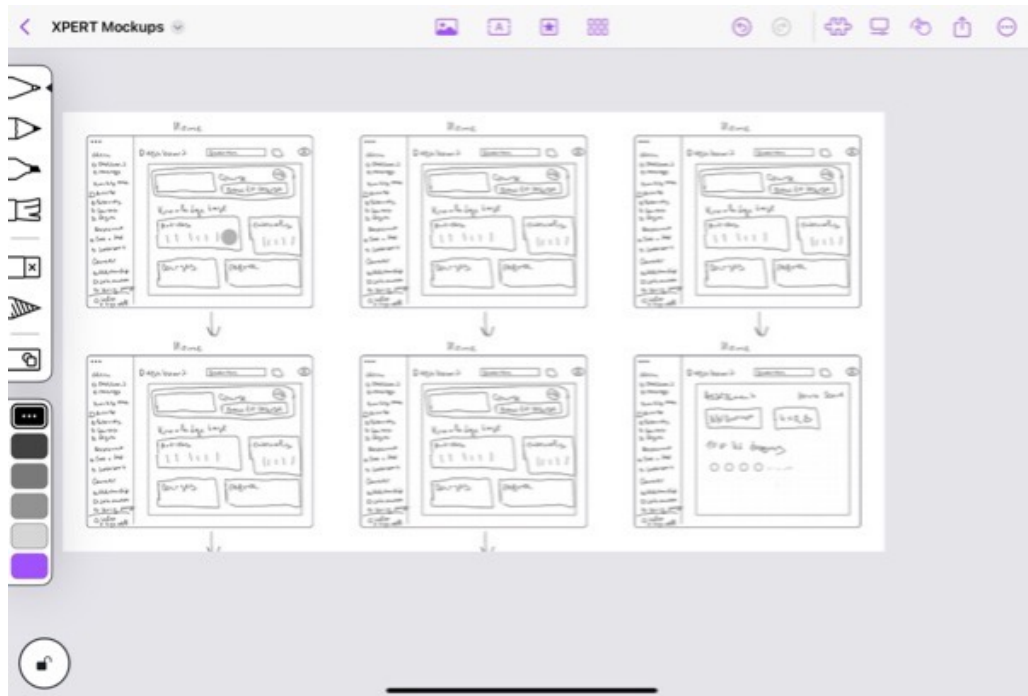


Figure 14: Low fidelity design created with iPad

Developing a low-fidelity prototype was a critical step in the design process for the Xpert platform. This stage involved creating rough sketches and wireframes that served as the initial visual representation of the platform. The process began with paper sketches drawn using an iPad and an Apple Pencil. The app used for this purpose was "Mockup," a tool that allows for creating quick and easy mockups. This method of sketching allowed for a free flow of ideas and facilitated the exploration of different design possibilities. It also provided an opportunity to quickly iterate on the design based on initial feedback and observations.

Each page of the platform was sketched out, providing a visual guide for the structure and layout of the platform. These sketches included the main elements of each page, such as navigation menus, content areas, and interactive elements. The sketches were kept simple and focused on the functionality of each element rather than the aesthetic details.

Once the sketches were completed, they were translated into digital wireframes using Figma, a popular design tool. The transition from paper sketches to digital wireframes allowed for a more detailed and precise platform representation. It also made sharing the designs with others and gathering feedback easier.

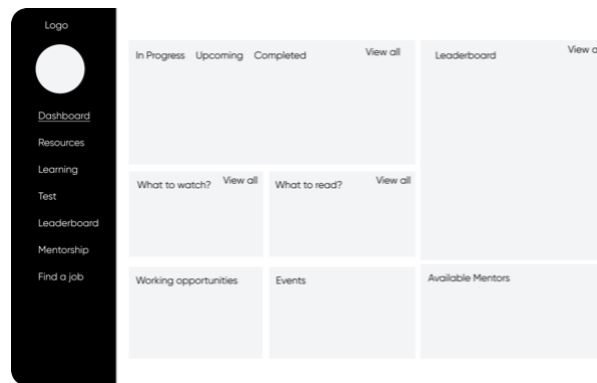


Figure 15: Mockups created in Figma

The wireframes served as the platform's blueprint, outlining each page's structure, layout, and functionality. They provided a clear visual guide for the development of the platform and helped identify any potential design issues or challenges early in the process.

Creating a low-fidelity prototype was an essential step in the design process for the Xpert platform. It facilitated the exploration of different design ideas, provided a clear visual guide for the development of the platform, and helped to identify and address potential design issues early in the process. This stage set the foundation for the subsequent stages of the design process, including the development of a high-fidelity prototype and the final design of the platform.

5.3.1. Evaluating Low-Fidelity Prototypes: Testing and Collecting Feedback

The User-Centered Design (UCD) approach underscores the importance of incorporating user feedback throughout the design process. A pivotal phase in this methodology is the design evaluation through testing and following user feedback collection. This phase facilitates the identification of potential areas of improvement, thereby refining the design to better cater to user needs.

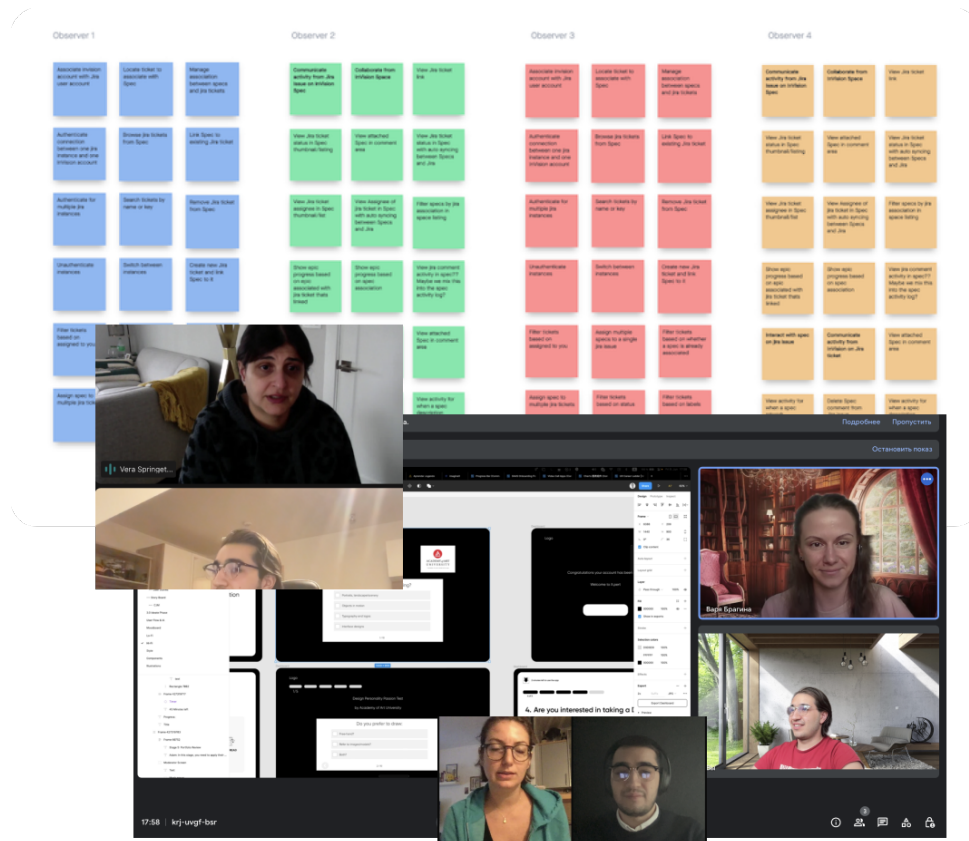


Figure 16: Evaluation of Wireframes

In the context of the Xpert platform, a comprehensive testing session was conducted involving four participants. The participants comprised two junior UX designers, one UX expert, and one UX recruiter. The diversity of the participant pool ensured a broad spectrum of perspectives, thereby providing a comprehensive evaluation of the platform's design and functionality.

The participants were tasked with three primary objectives: Registration & Onboarding, Dashboard exploration, and Test completion. These tasks were designed to assess the user experience across various platform facets.

The feedback garnered from the participants proved to be invaluable, shedding light on potential areas of improvement. The following suggestions were proposed:

1. **Onboarding:** Participants recommended including an estimated completion time for the onboarding process. Additionally, they suggested incorporating various design roles and interests to personalise the onboarding experience.
2. **Navigation:** Feedback indicated a preference for displaying crucial user information, such as level and courses, on the left side of the dashboard. Furthermore, a navigation bar at

the top of the dashboard page was proposed to facilitate easy access to different platform sections.

3. Testing: Participants proposed integrating the Personality Passion test with the Xpert test to provide a more holistic assessment of users' skills and interests.

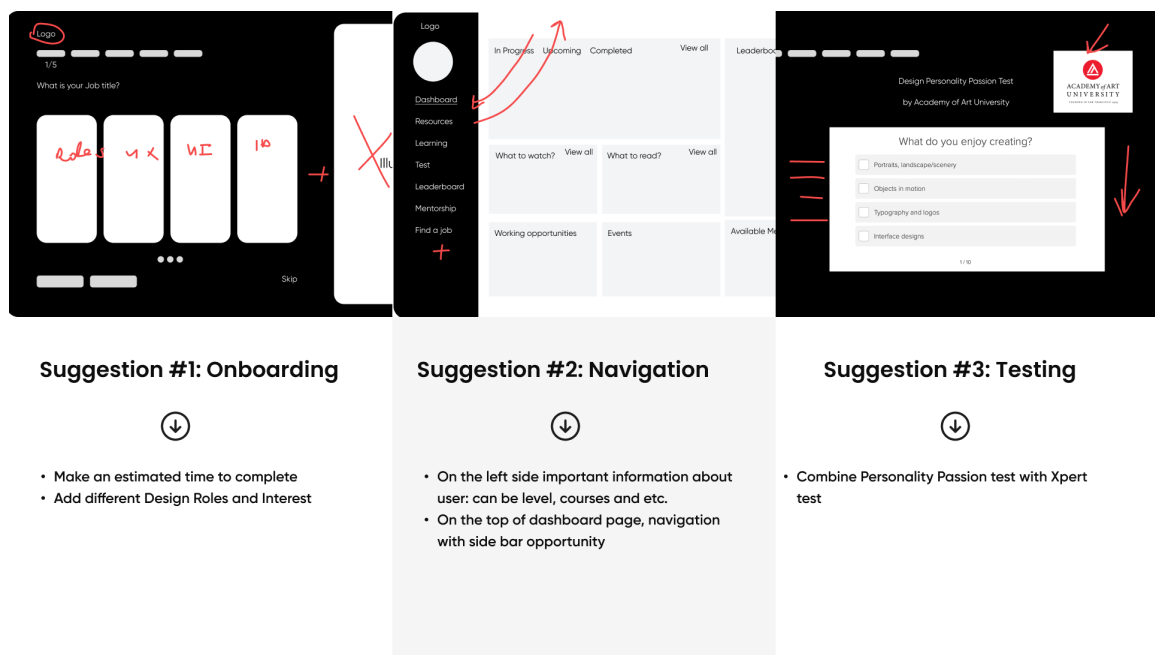


Figure 17: Overall evaluation results

Overall, participants commended the simplicity and user-friendliness of the platform's design. The expert participant provided insightful feedback, recommending the inclusion of multiple stages in the testing page, encompassing theory testing, practical tasks, and interview questions. This feedback resonates with the insights gathered during the initial expert interviews and will be instrumental in the platform's further development.

The testing and feedback session was conducted online via Google Meet, with Figma as the platform for note-taking, subsequent analysis, and clustering. The testing was conducted using low-fidelity prototypes, not the final design. This approach facilitated early testing of design concepts, providing valuable feedback that informed the development of high-fidelity prototypes.

Finally, the testing and feedback phase was integral in evaluating the Xpert platform's design and identifying improvement areas. The insights gathered from this phase will be pivotal in refining the platform's design, ensuring it aligns with user needs and expectations.

5.4. Learning and Testing Opportunities for Potential Users

After careful research and considering all the feedback from expert interviews and the final testing with mockups, it has been identified that there will be the following learning and testing opportunities for potential users of the Xpert platform which are clustered into four main categories:

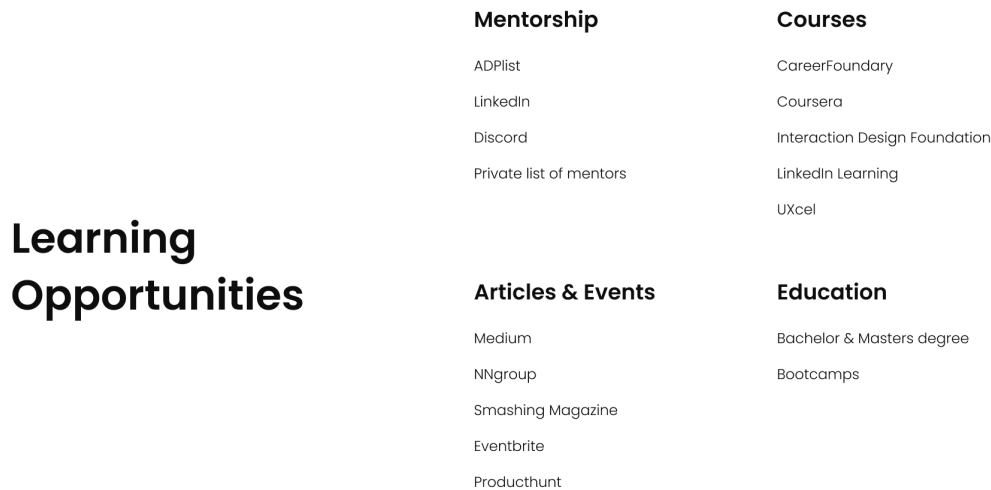


Figure 18: Learning opportunities for Xpert Platform

1. **Mentorship:** Platforms like ADPlist, LinkedIn, Discord, and our private list of mentors provide a wealth of knowledge and experience. These platforms offer diverse mentors who can guide, advise, and support learners, helping them navigate their learning journey effectively.
2. **Courses:** Online learning platforms such as CareerFoundary, Coursera, Interaction Design Foundation, LinkedIn Learning, and UXcel offer various courses across various fields. These platforms provide structured learning pathways and certification programs to help learners gain new skills and knowledge.
3. **Articles & Events:** Platforms like Medium, NNgroup, Smashing Magazine, Eventbrite, and Producthunt offer a wealth of articles and events that can provide learners with the latest insights and trends in their field of interest. These resources can help learners to stay up-to-date and informed about their industry.
4. **Education:** Traditional education pathways like Bachelor's & Masters's degrees and Bootcamps provide comprehensive and in-depth learning opportunities. These pathways offer structured and rigorous learning experiences that can help learners to gain a deep understanding of their field of study.

According to the expert interview results, survey, and secondary research, The Xpert platform will offer a comprehensive testing and evaluation process consisting of five rounds:

Testing Opportunities

5 Rounds:

1. Passion (External Art Academy)
2. Theory
3. Practical
4. Portfolio Review (Supervised by Mentor)
5. Interview Simulation

Evaluation and roadmap

UX Career Ladder ^[1]

- 4 focus areas – **Building, Executing, Supporting, and Strengthening**
- 4 different skills
- 5 different competencies.

[1] UX Playbook. (n.d.). Growth. Retrieved October 30, 2024, from <https://uxplaybook.org/growth>

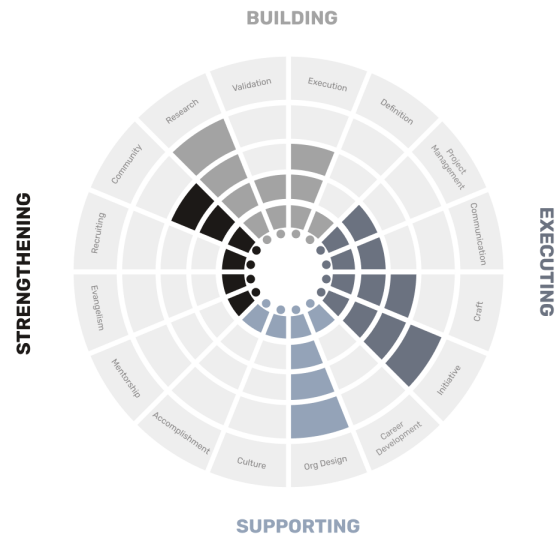


Figure 19: Testing opportunities for Xpert Platform

1. Passion: External Art Academy
2. Theory
3. Practical
4. Portfolio Review (Supervised by Mentor)
5. Interview Simulation

These rounds assess a learner’s passion, theoretical knowledge, practical skills, portfolio, and interview skills. This comprehensive evaluation ensures that learners are well-rounded and competent in their field of study.

5.5. Evaluation and Roadmap

The UX Career Ladder, created by UXPlaybook.org [30], is a comprehensive tool that provides a clear and structured path for career progression in user experience design. It is divided into four focus areas: Building, Executing, Supporting, and Strengthening, each encompassing four different skills. Each skill is further divided into five competency levels, which increase as a designer takes on more responsibilities or deepens their expertise.

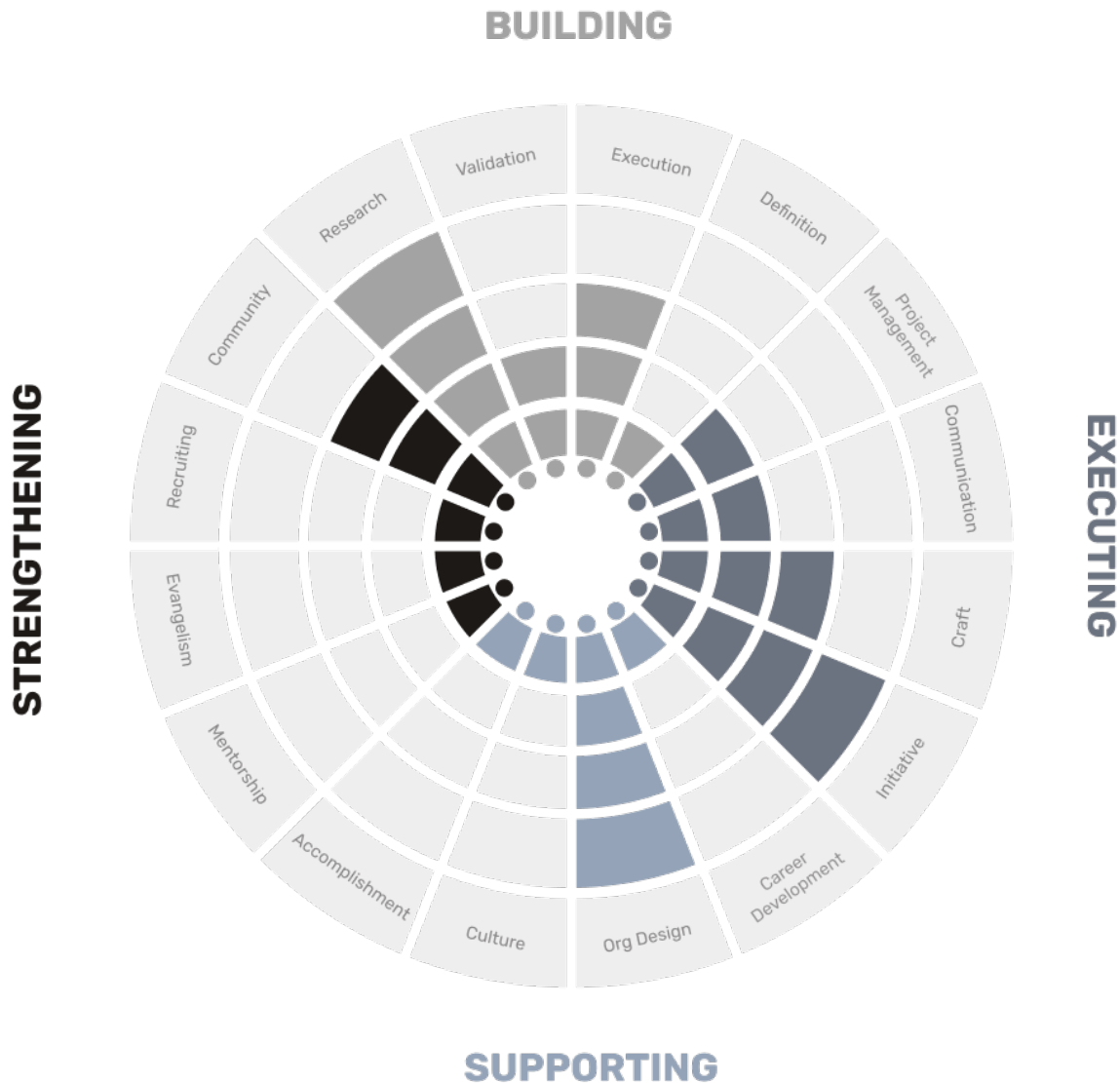


Figure 20: UX Career Ladder by [30]

The UX Career Ladder is designed to help designers answer the question, "How do I progress?" It defines expectations and communicates a designer's career path, mapping their current and desired skillset. The UX Career Ladder recognises 16 tracks designers can develop and progress in. These tracks, grouped into four categories, represent disciplines that add value to the organisation and help it achieve its goals. The tracks include Research, Project Management, Career Development, Mentorship, and more. Each track has five levels of competency, ranging from junior to principal, each with a description and an example. These examples are descriptive,

not prescriptive, and are designed to be read with the competency description to paint a picture of the kind of person expected at that level.

1 Tracks

To recognise these contributions, there are 16 tracks which designers are incentivised to develop and progress.

Each of these tracks represents a discipline that adds value to the organisation and helps it achieve its goals.

These tracks are grouped into 4 categories.

Example

Building	Executing	Supporting	Strengthening
Research	Project Management	Career Development	Mentorship
Validation	Communication	Org Design	Evangelism
Execution	Craft	Culture	Recruiting
Definition	Initiative	Accomplishment	Community

Figure 21: UX Career Ladder Tracks Example by [30]

The UX Career Ladder also provides a grading system for designers. Each track has an overall description and five competencies, each with a description and an example. These examples are not requirements but are intended to paint an overall picture of what might be expected from a designer at that level of competency.

Example

Building	Research
Junior	Understands the important of making research-based design decisions by asking coworkers and his/her mentor about methods of best practices, gradually improving research skills.
<i>Junior examples</i>	Read a user research book.
Mid	Applies research as part of his/her tasks. Is able to facilitate research sessions with stakeholders and real users, thereby being an active producer of research results and recommendations.
<i>Mid examples</i>	Conducted a user interview session.
Senior	Demonstrates extensive knowledge of research techniques by designing appropriate studies for each scenario, being a reliable source of guidance about when to implement what as a results.
<i>Senior examples</i>	Helped a junior design a research plan and script.
Lead	Is not only active, but also proactive in disciplines such as user research, market research, or competitive research by introducing new techniques and trends that were previously undiscussed. This way, s/he expands the team's knowledge about users.
<i>Lead examples</i>	Brought guerrilla user testing to the team and popularised it as an easy and flexible option.
Principal	Impacts the whole organisation by introducing research methods that are useful for various departments, and helps other implement these methods beyond the design team. As a result, a research-based approach is promoted in the organisation.
<i>Principal examples</i>	Adapted focus group to recruiting and they have successful implemented it repeatedly since then.

Figure 22: UX Career Ladder Pathways Example by [30]

The UX Career Ladder can be customised to fit the needs of an organisation. It can be used as a hiring indicator, a tool for career development, or a way to define expectations and communicate a designer's career path. It is a valuable tool for any UX team, providing a clear and structured career progression pathway.

In the context of the Xpert platform, the UX Career Ladder can serve as a valuable tool for users to assess their current level of competency, identify areas for improvement, and chart a course for their career progression. It can provide a structured framework for users to navigate their learning journey, helping them focus on the skills and competencies most relevant to their career goals.

Furthermore, the article titled "A matrix to help you self-evaluate 18 different skills a UX designer needs" by Daniel Birch provides a comprehensive tool for UX designers to self-evaluate their proficiency across 18 essential skills required in the field [3]. By dissecting the domain of UX design into these 18 specific skills, the matrix offers a structured framework for assessing one's expertise across eight proficiency levels.

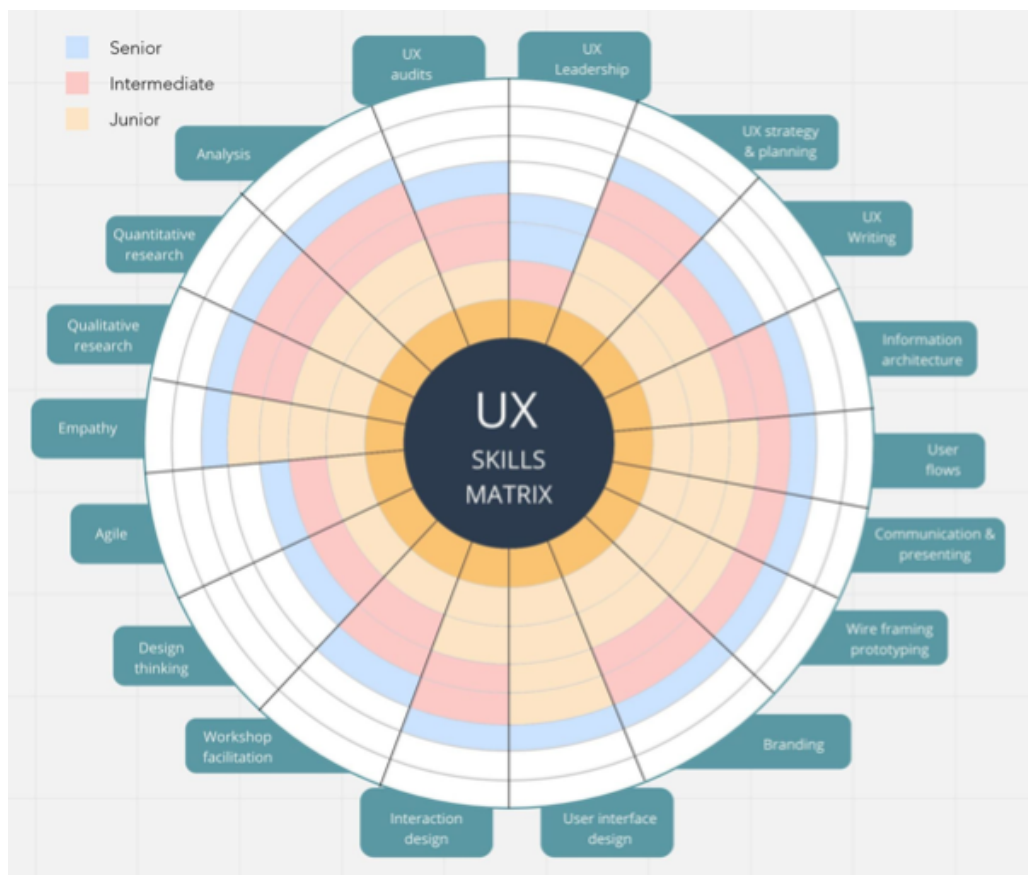


Figure 23: UX Skills Matrix by three main levels (Junior, Intermediate, Senior) [3]

The 18 skills identified in the matrix include UX strategy and planning, UX writing, information architecture, user flows, communication and presenting, wireframing and prototyping, branding, user interface design, interaction design, workshop facilitation, design thinking, and agile, among others [3]. Each skill is explained in detail, providing a clear understanding of its importance and role in the UX design process.

The UX Skills Matrix allows designers to create a personalised learning path tailored to their goals and aspirations. By recognising their current level of expertise and setting realistic targets for advancement, designers can cultivate a well-rounded skill set and enhance their professional growth [3].

By leveraging this matrix, UX designers can confidently navigate their professional journey,

continuously improving their skills and staying aligned with the ever-evolving demands of the UX design industry [3].

In the context of the Xpert platform, this matrix can serve as a valuable tool for learners to self-assess their skills and identify areas for improvement. It can guide learners in setting learning goals and tracking their progress. Furthermore, it can help personalise the learning experience by aligning the learning resources and activities with the learner's needs and goals.

The Xpert platform offers a comprehensive range of learning and testing opportunities to help learners gain new skills, knowledge, and competencies and progress in their careers. The platform's integration of various learning resources, testing and evaluation processes, and career progression tools ensures that learners have all the necessary resources to succeed in their learning journey. Integrating the UX Career Ladder into the Xpert platform provides a clear and structured career progression pathway for learners, helping them understand how they can progress in their careers, what skills and competencies they need to develop, and how to achieve their career goals.

6. Concept

This chapter of this research explores and elucidates the design decisions and processes that led to creating the Xpert platform's user interface. This chapter delves into the specifics of the design system used, the unique aspects of each page, and how the feedback received during the low-fidelity prototype testing phase and the information architecture were instrumental in shaping the final design.

The design of the Xpert platform is rooted in the principles of user-centred design, with a strong emphasis on creating an intuitive, engaging, and personalised user experience. The platform's design system was meticulously crafted to ensure consistency, scalability, and ease of use across all pages and components.

Each page of the Xpert platform was designed with a specific purpose and user need in mind, resulting in a cohesive and user-focused interface. The design process was iterative, with each iteration informed by user feedback, testing results, and the evolving understanding of the users' needs and preferences.

In the following sections, we will delve into the specifics of each page, exploring their unique features, the design decisions that shaped them, and how they contribute to the overall user experience of the Xpert platform.

6.1. Style Guide and Design System

The project's style guide and design system have been created in Figma using an existing paid (99USD) solution called Finesse[28]. This solution has been instrumental in the project's rapid and responsive creation, with most of the buttons, components, and elements being used from Finesse. This has allowed for a streamlined and efficient design process.

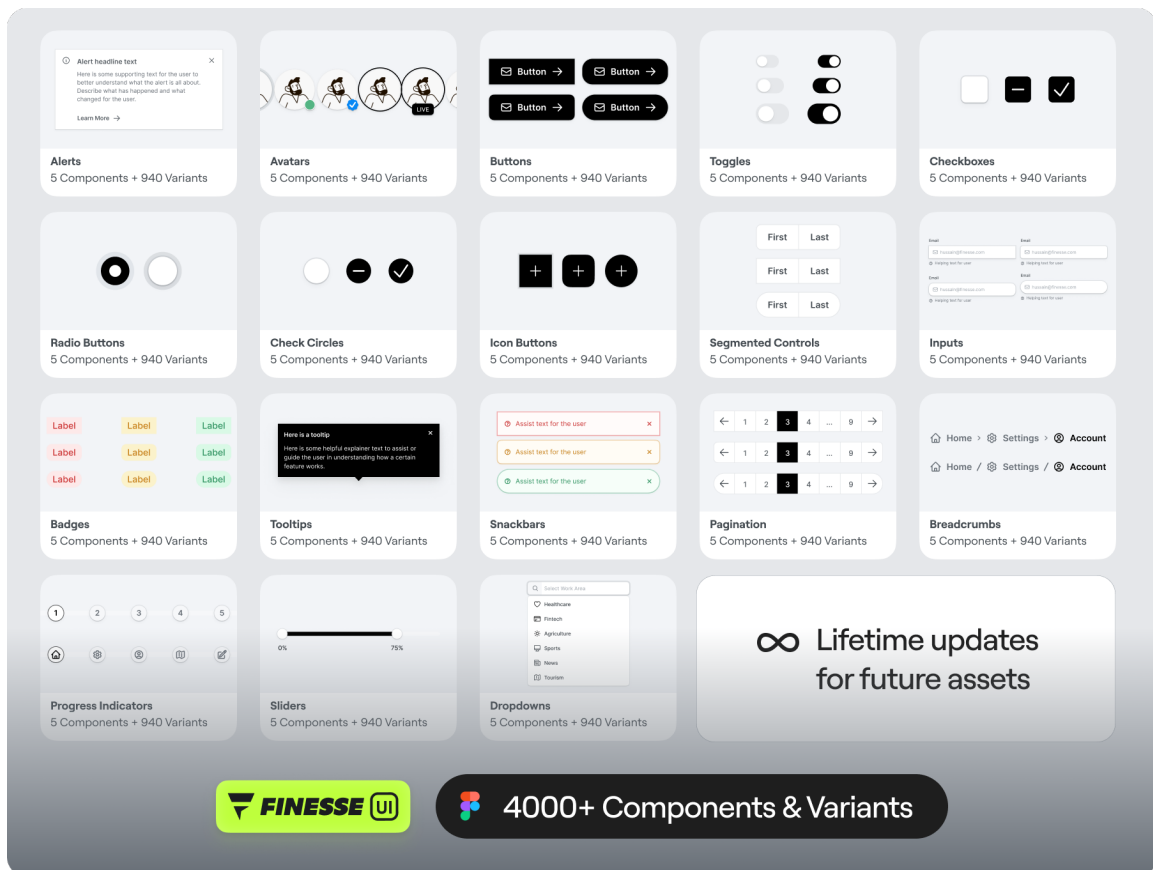


Figure 24: UX Career Ladder by Finesse UI Styleguide and Design System [28]

Finesse is a comprehensive design system that provides a wide range of components, layouts, and styles that can be used to create a consistent and visually appealing user interface. It is designed to be flexible and adaptable, allowing customisation to suit the project's specific needs.

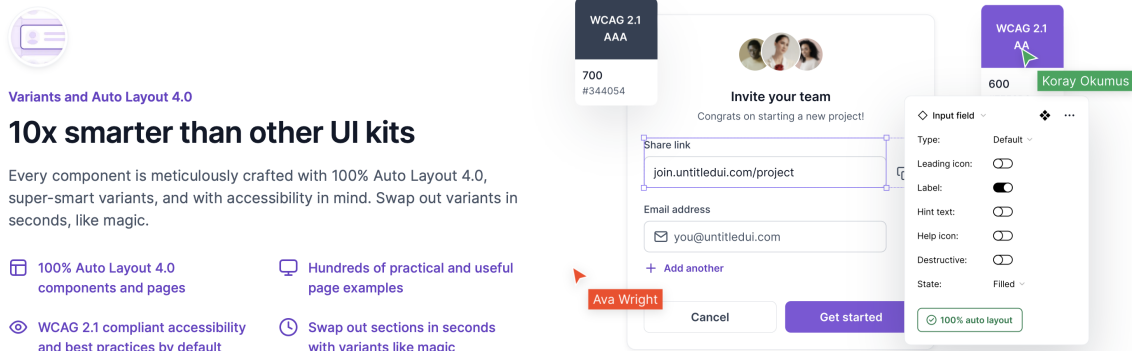


Figure 25: UX Career Ladder by UntitledUI Styleguide and Design System [27]

In addition to Finesse, the design system has been further scaled using another popular solution among UI designers, Untitled UI LITE(Free)[27]. Untitled UI is the most extensive UI kit and design system for Figma worldwide. It is meticulously crafted with 100% Auto Layout 4.0, super-smart variants, and with accessibility in mind. It includes over 10,000 components and variants, 900+ global styles, 420+ page design examples, and 2,000+ icons and logos. This has allowed for a more comprehensive and extensive design system that can cater to the growing needs of the project.

6.2. Registration and Onboarding

The registration and onboarding process is the first user interaction with the Xpert platform. This process is designed to be intuitive, user-friendly, and personalised to users' needs and interests.

6.2.1. Registration

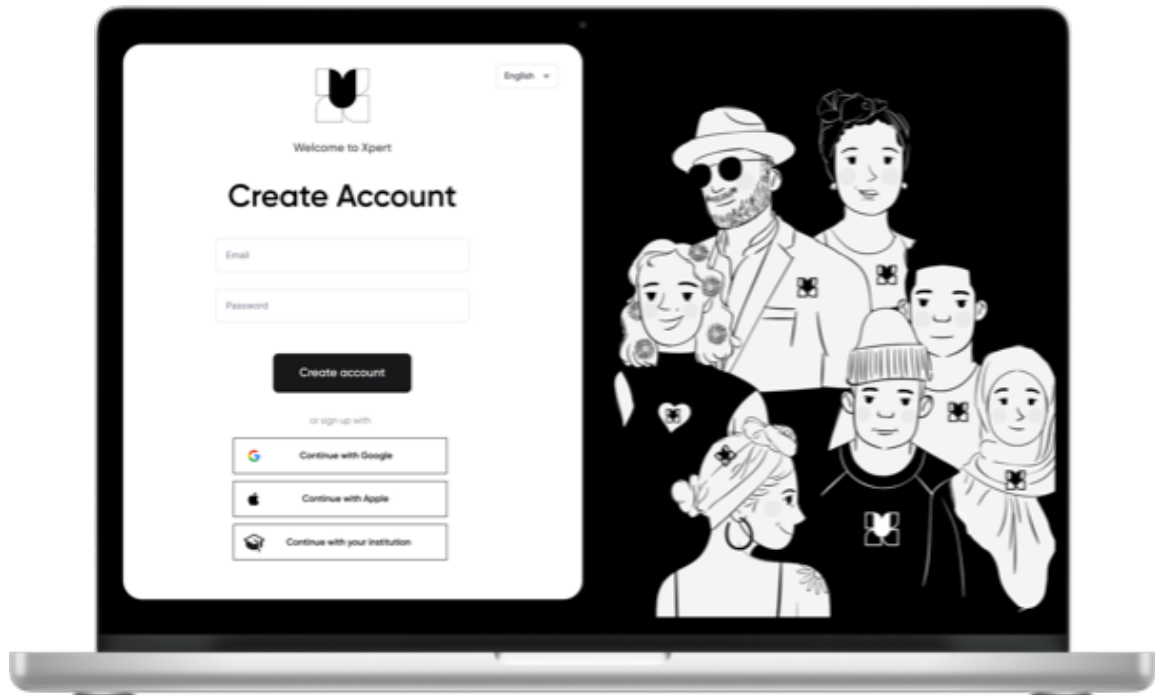


Figure 26: Registration page designed in Figma

The registration process begins with the user choosing their preferred language. This feature ensures the platform is accessible to a global audience and caters to users from diverse linguistic backgrounds.

Next, users can sign in using their Google or Apple accounts or existing institutions (university, college). This feature provides convenience and flexibility, allowing users to quickly and easily create an account using their existing credentials.

6.2.2. Onboarding

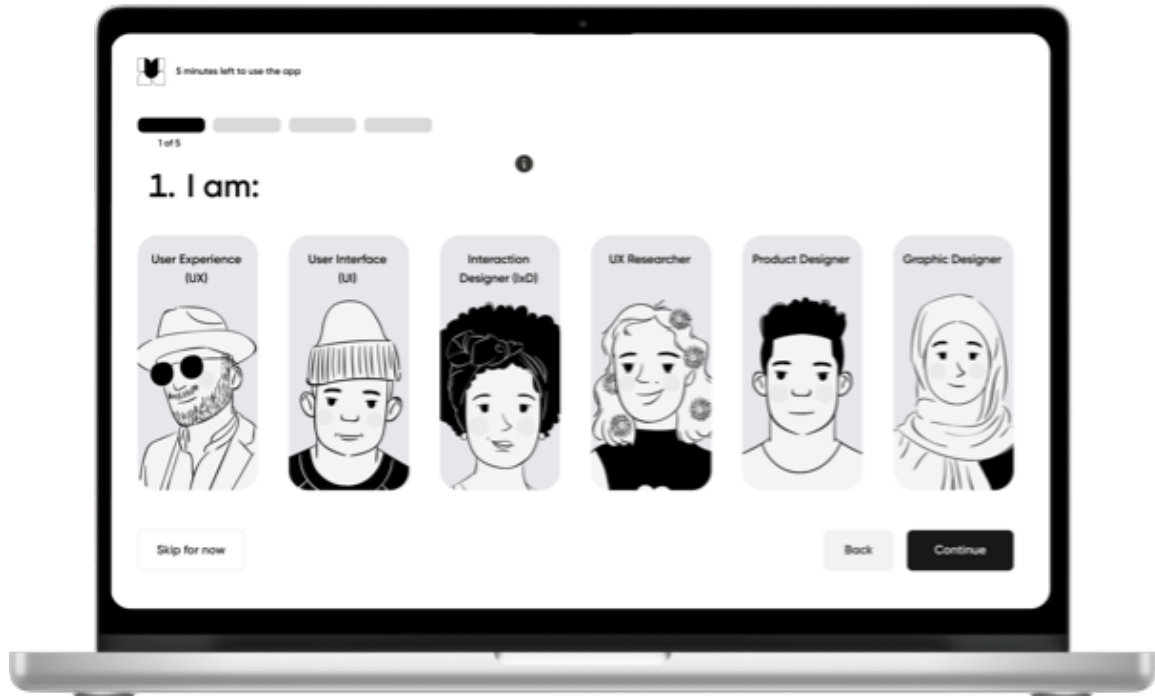


Figure 27: Registration page designed in Figma

The onboarding process is designed to gather information about the user to personalise their experience on the platform.

First, users are asked to identify their role. They can choose from various options, including UX Designer, UI Designer, Interaction Designer, UX Researcher, Product Designer, Graphic Designer, Recruiter, or Mentor. This information helps the platform tailor its content and features to users' needs and interests.

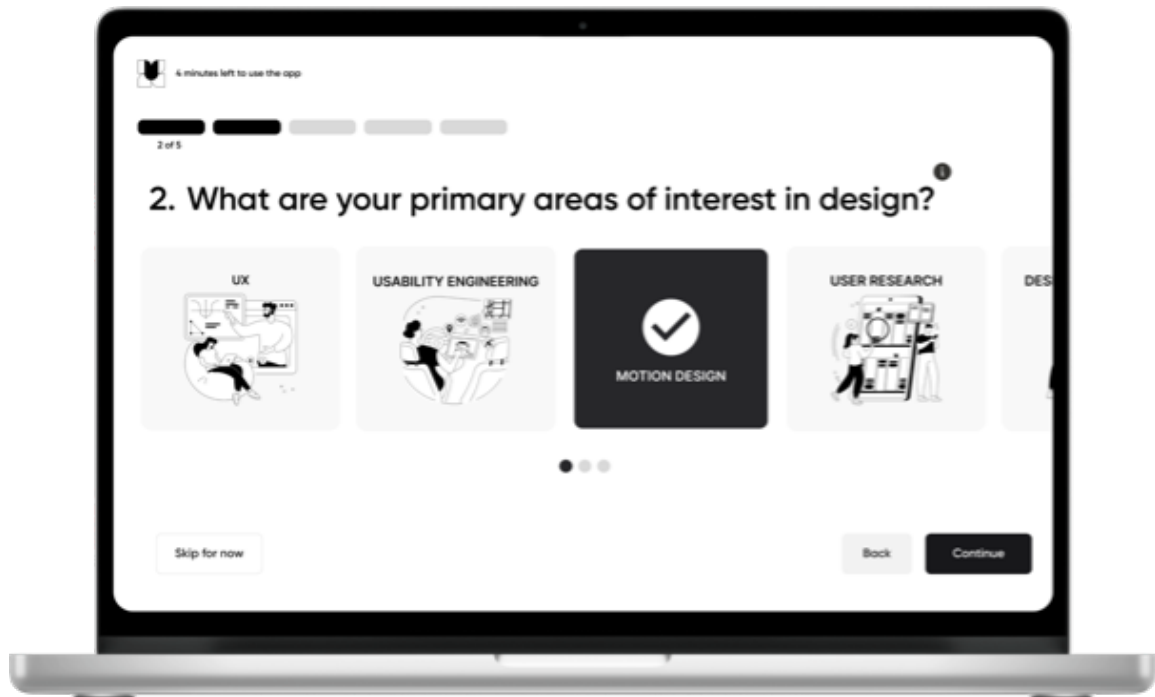


Figure 28: Onboarding page designed in Figma

Next, users are asked to select their primary areas of interest in design. Options include UX, Usability Engineering, Motion Design, User Research, Design Management, 3D, UI, and Interaction Design. This step further personalise the user's dashboard and overall experience on the platform.

Another crucial step in the onboarding process on the Xpert platform involves understanding the user's expectations and goals. After identifying their role and primary areas of interest in design, users are prompted to select what they expect to gain from using the Xpert platform. The options include:

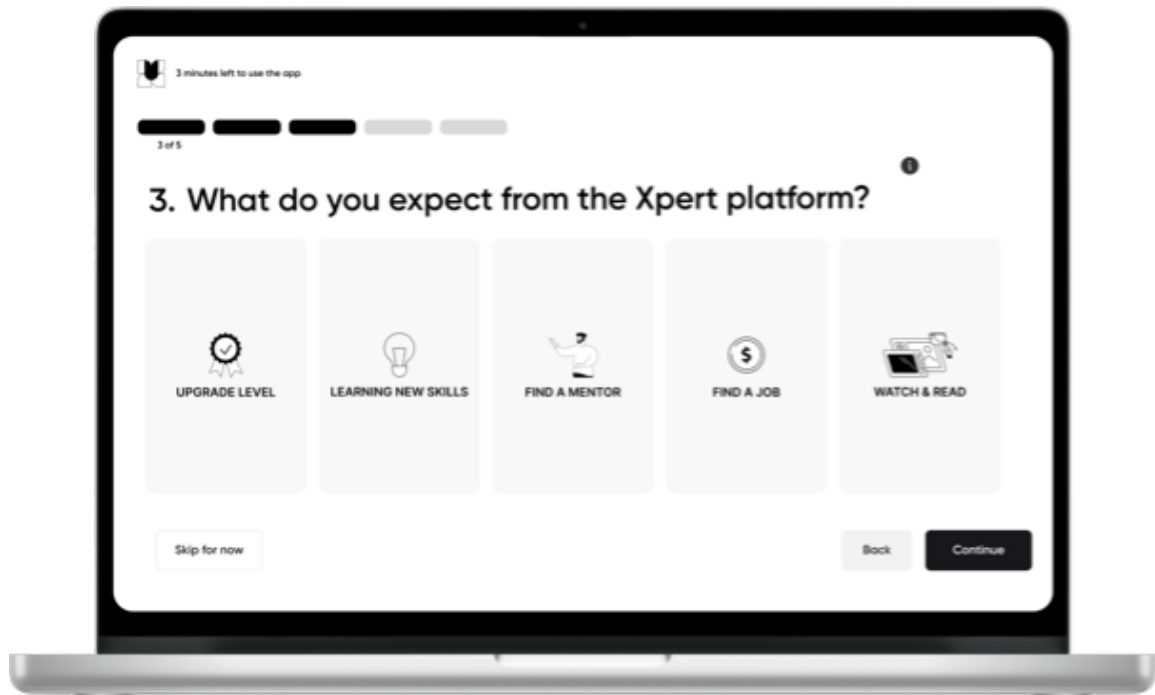


Figure 29: Onboarding page designed in Figma

- **Upgrade Level:** Users who select this option are likely looking to advance in their career or skill level. They might be beginners aiming to reach an intermediate or advanced level or experienced professionals seeking to become experts in their field.
- **Learning New Skills:** This option caters to users interested in broadening their skill set. They might be looking to diversify their abilities or learn about new advancements and techniques in the design field.
- **Find a Mentor:** Users who choose this option seek guidance and support in their learning journey. They value the insights and feedback from experienced professionals in the field.
- **Find a Job:** This option is for users seeking employment opportunities. They might be recent graduates, individuals looking to switch careers, or professionals seeking new challenges.
- **Watch & Read:** Users who select this option are interested in accessing various resources to aid their learning. They appreciate the flexibility of learning at their own pace through videos and articles.

By understanding the user's expectations, the Xpert platform can further personalise the user's experience. This ensures that the resources, opportunities, and content the user presents align with their specific needs and goals, enhancing user satisfaction and engagement.

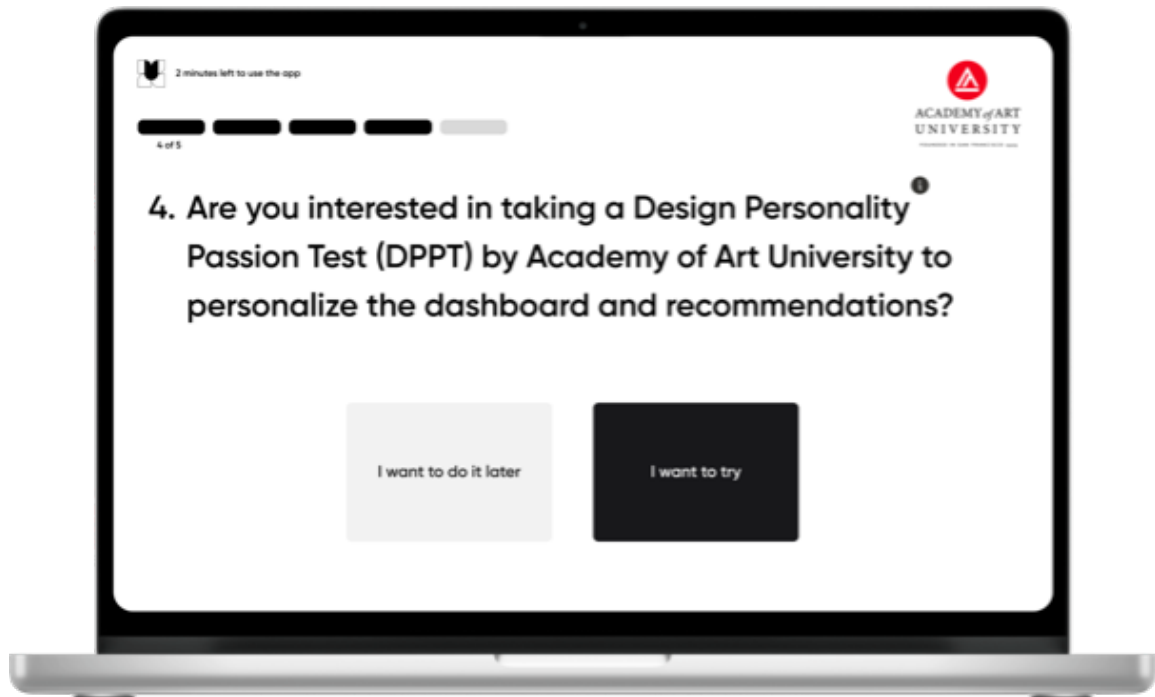


Figure 30: Onboarding page designed in Figma

Finally, the Academy of Art University invites users to take the Design Personality Passion Test. This test is a quick and straightforward quiz designed to help individuals align their career goals with their passion. It benefits high school students considering a career in the creative field and adults looking to switch up their professional lives. The quiz helps to identify which creative industry may best fuel an individual's passion. The underlying principle of the test is the belief that when passion is combined with the right skills, individuals can master their craft and build a career they love. The test serves as a first step in this journey, opening a path to the career that best suits the individual. After taking the test, individuals are encouraged to contact Academy of Art University admissions representatives to learn more about their art, design, and technology programs Academy of Art University, 2023.

In the context of the Xpert platform, the Design Personality Passion Test can be an invaluable tool during onboarding. By incorporating this test, the platform can gain insights into the user's interests and passion for design. This information can then be used to personalise the user's dashboard and overall experience on the platform, ensuring that the resources and opportunities presented to the user align with their interests and career goals. This enhances the user experience and increases the likelihood of user engagement and retention.

In conclusion, the registration and onboarding process on the Xpert platform is designed to create a personalised, user-centric experience. By gathering information about the user's role, interests, and design personality, the platform can provide a tailored learning and development journey for each user.

6.3. Personalized Dashboard

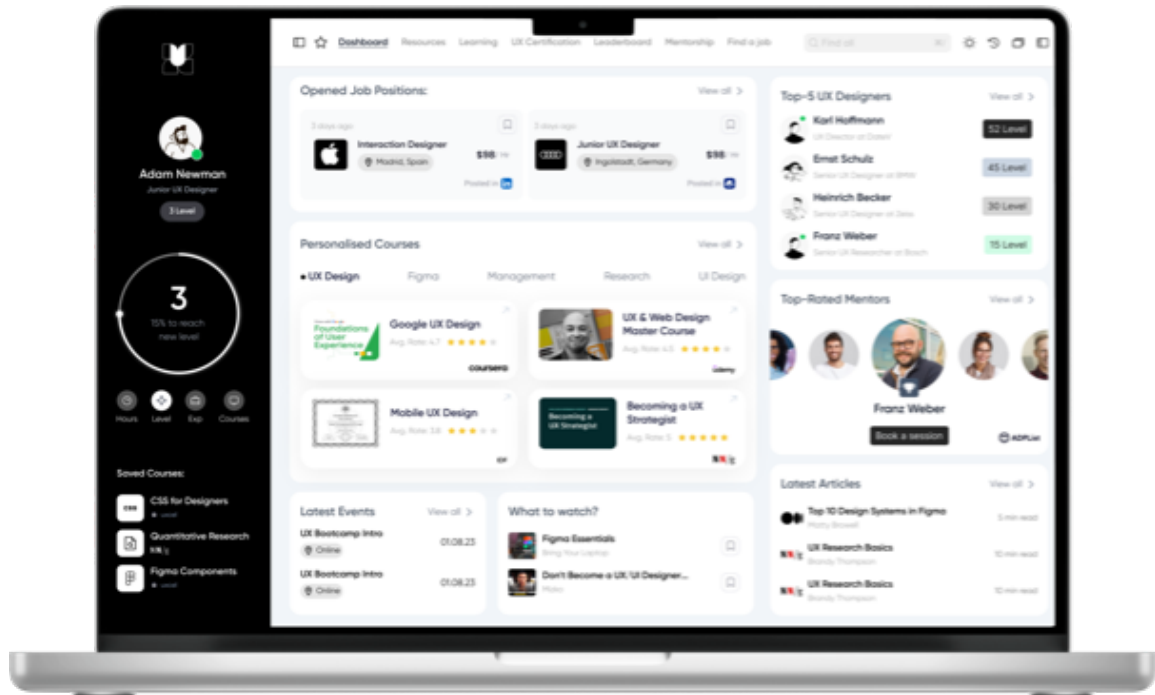


Figure 31: Dashboard page designed in Figma

The personalised dashboard on the Xpert platform is designed to provide users with a comprehensive overview of their learning journey and access to various resources tailored to their interests and goals. The dashboard is divided into three main sections: the left menu, the top navigation, and the central area.

1. **Left Menu:** The left menu provides users with a snapshot of their progress on the platform. It displays the user's current position (e.g., Junior, Senior), their level (from 1-100), and overall progress towards the next level in a visually engaging circular progress bar. It also shows the total hours spent on the platform, the user's experience, and the number of courses taken through Xpert. Additionally, users can view their saved courses here for easy access.
2. **Top Navigation:** The top navigation includes links to various platform sections, aligning with the information architecture. These sections include the Dashboard (current), Resources, Learning, UX Certification, Leaderboard, Mentorship, and Find a Job. Additional features in the top navigation include a search input (which can also be activated with a shortcut), a light-mode and dark-mode button switcher, a history button, an edit widgets button for personalising the dashboard, and a button to open the right-side menu.
3. **Main Area:** The main area of the dashboard is where the personalised functionalities are displayed. These include:
 - **Open Job Positions:** This section displays job opportunities from top European sources.
 - **Personalised Courses:** Users are presented with courses tailored to their interests in various categories such as UX design, Figma, Management, Research and others.

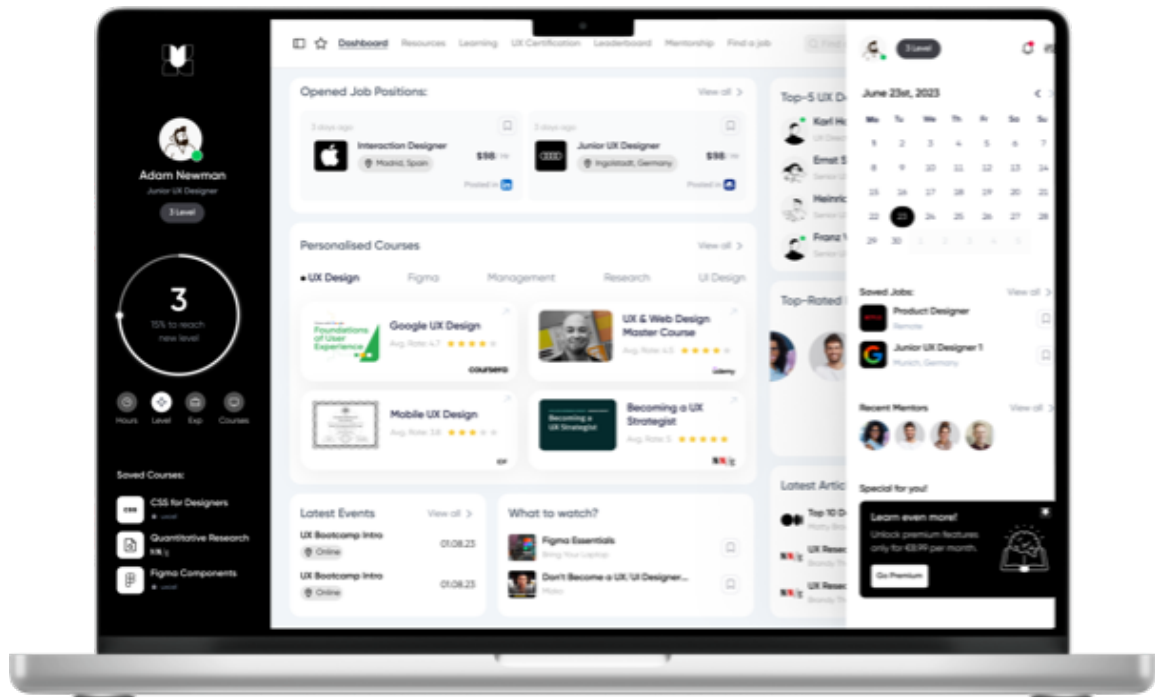


Figure 32: Dashboard page designed in Figma

- Latest Events: This section provides users with information about the latest events from top sources.
 - What to Watch: This section features recommended videos, primarily sourced from YouTube.
 - Top 5 UX Designers: This section highlights the top-performing UX designers on the platform.
 - Top Rated Mentors: This section features top-rated mentors from ADPlist.com.
 - Latest Articles: Users can access the latest articles from sources such as Medium, NNgroup, Smashing Magazine, and Producthunt.
4. Right Side Menu: The right-side menu provides additional information and features, including the user's level, notifications, a calendar, saved jobs, recent mentors, and promotional banners.

In summary, the personalised dashboard on the Xpert platform provides a user-centric, comprehensive, and engaging interface that supports users in their learning journey. It offers many resources and functionalities tailored to the user's interests and goals, fostering an enriching and personalised learning experience.

6.4. UX Certification page

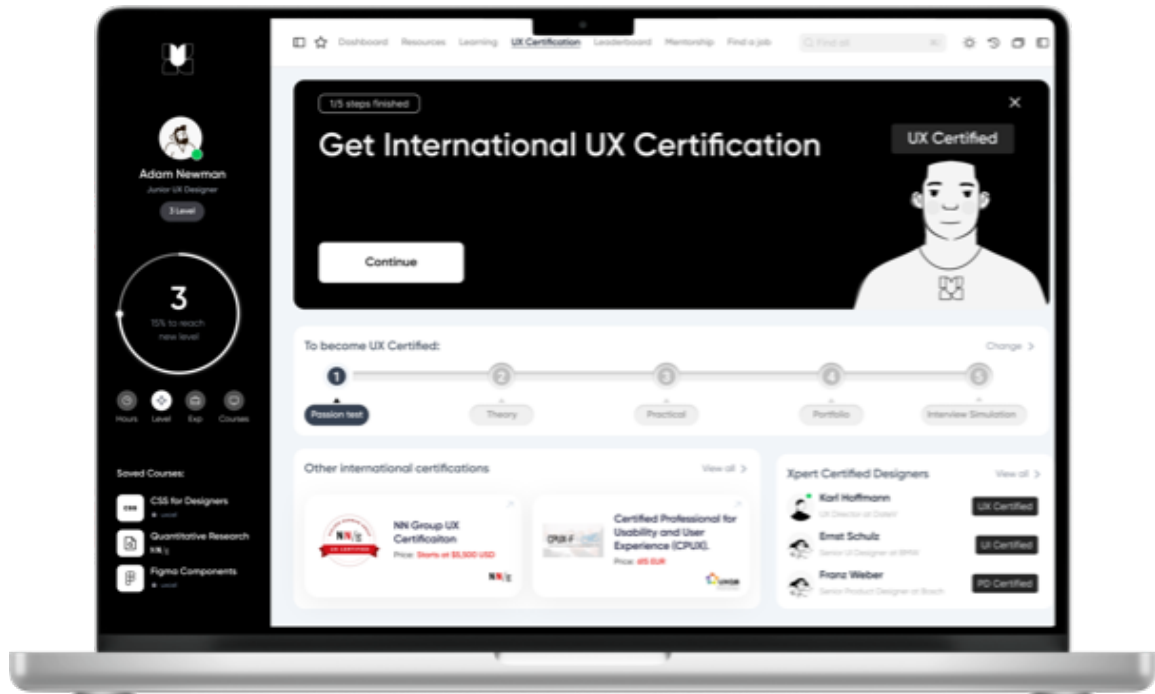


Figure 33: UX Certification page main designed in Figma

The UX Certification page on the Xpert platform is a critical feature that allows users to test their skills and knowledge and receive global recognition. This page is designed to guide users through a comprehensive and rigorous process to become UX certified.

The main page of the UX Certification section displays the overall progress of the user through the five main stages of certification: Passion Test (by Academy of Art University), Theory, Practical, Portfolio Review, and Interview Simulation. Each stage assesses different aspects of the user's UX knowledge and skills.

- **Passion Test** (see Appendix A.6): This initial stage, provided by the Academy of Art University, helps to identify the user's passion and potential career path in design.
- **Theory**: In this stage, users are tested on their fundamental theoretical knowledge of User Experience (UX) Design. A time limit of 25 minutes is set for this stage.
- **Practical Task**: This stage requires users to apply their theoretical knowledge to practical tasks. The tasks vary based on the user's interests. They can range from creating a Figma prototype or a landing page to creating a physical product or conducting research and defending their project. A maximum of three days is given for this stage.
- **Portfolio Review**: In this stage, the user's portfolio is reviewed to assess their practical skills and experience in UX design.
- **Interview Simulation**: The final stage involves a simulated interview with a recruiter. This stage is designed to prepare users for real-world job interviews and assess their communication skills and ability to articulate their design process and decisions.

In addition to the Xpert certification process, the page provides information on other international certifications that users might want to consider. It also showcases Xpert Certified Designers, inspiring and motivating users undergoing the certification process.

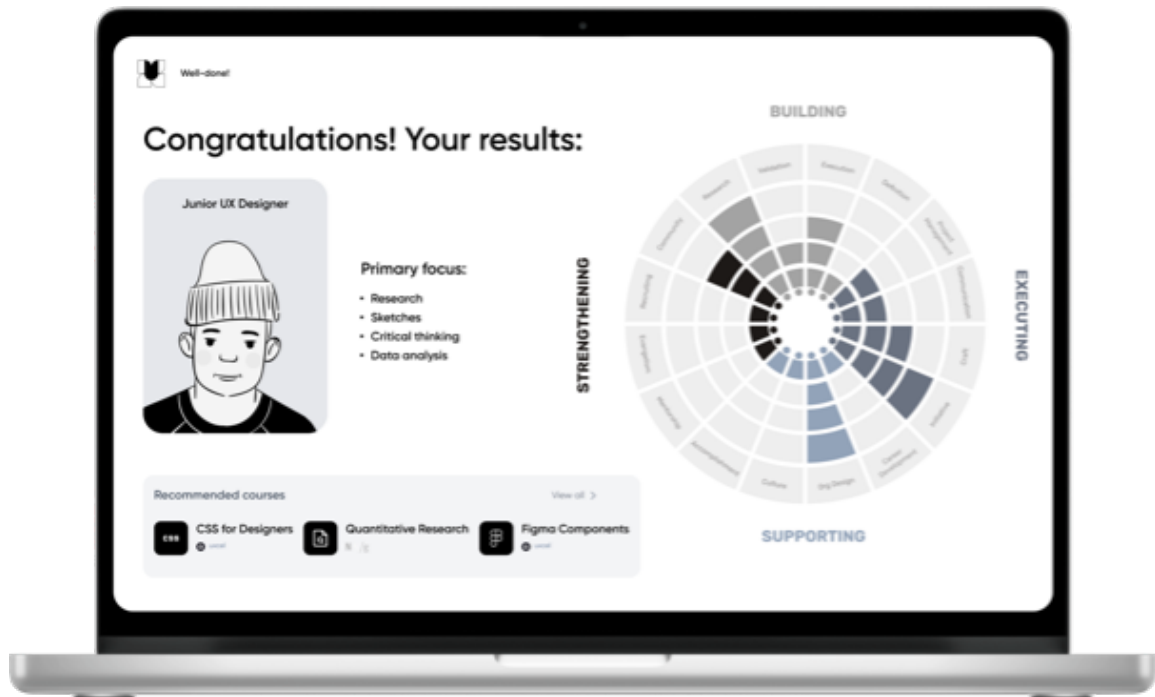


Figure 34: Successful test completion page designed in Figma

Upon completion of the certification process, users are presented with a final screen that displays their level as a designer (Junior, Middle, Senior), their UX career ladder in a radar form, and recommended courses and degrees (university master's or bachelor's). The UX Career Ladder provides a grading system for designers, with each track having an overall description and five competencies, each with a description and an example. These examples are not requirements but are intended to paint an overall picture of what might be expected from a designer at that level of competency.

In summary, the UX Certification page on the Xpert platform provides a comprehensive and structured pathway for users to gain recognition for their UX skills and knowledge. It offers a rigorous and holistic assessment process, guidance, and resources to support users in their journey to becoming UX certified.

6.5. Learning

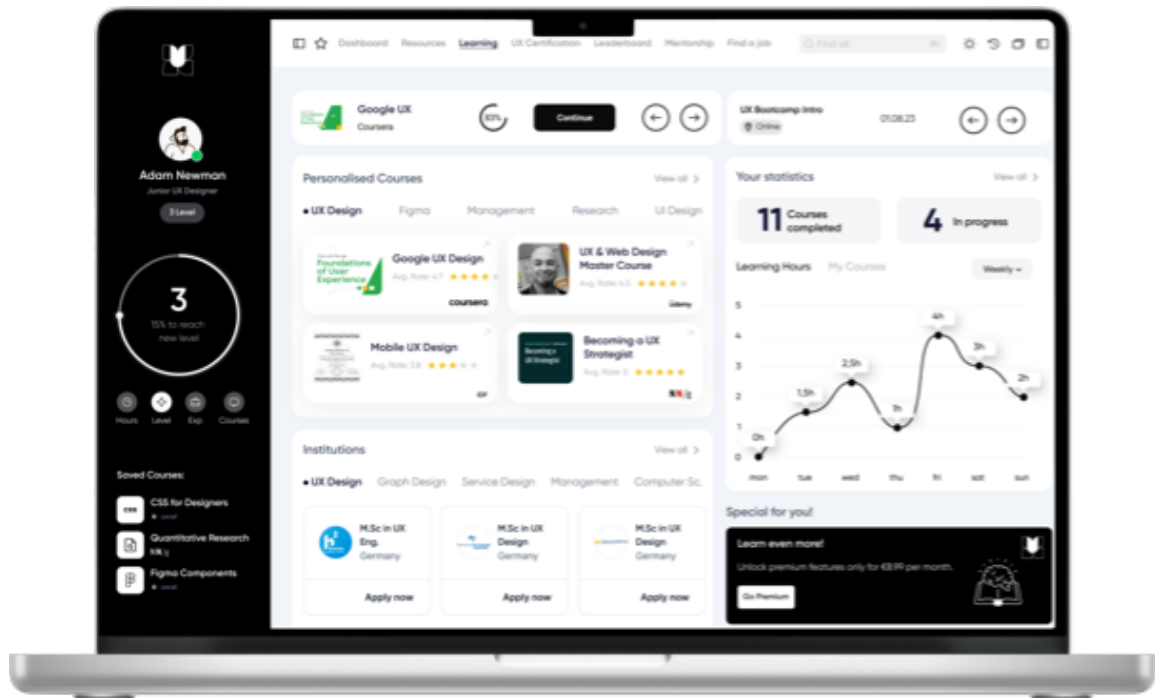


Figure 35: Learning page designed in Figma

The Learning page on the Xpert platform is a hub for personalised educational resources and progress tracking. It is designed to provide users with a comprehensive overview of their learning journey and tailored recommendations for further study.

- **Overall Progress of Selected Course:** At the top of the Learning page, users can see the overall progress of their currently selected course. This progress bar visually represents how much of the course has been completed and how much remains. This feature helps users to stay motivated and aware of their progress, encouraging them to continue their learning journey.
- **Next Event:** The Learning page also highlights the upcoming event the user registered. This feature ensures that users are reminded of their upcoming learning commitments and can plan their time accordingly.
- **Personalised Courses:** The Learning page features a selection of personalised courses based on the user's preferences and level. These courses are recommended using an algorithm considering the user's interests, skill level, and learning history. This personalised approach ensures that users are presented with the most relevant and beneficial learning resources.
- **Institutions:** The Learning page also provides information on institutions offering degrees and courses that align with the user's chosen career path. This feature helps users to explore further educational opportunities and make informed decisions about their learning journey.
- **User Statistics:** The Learning page features a user statistics section, which provides an overview of the user's learning activity. This includes the total number of completed

courses, courses in progress, and the total learning hours weekly, daily, and monthly. These statistics provide users with valuable insights into their learning habits and progress, helping them to stay motivated and track their learning goals.

In summary, the Learning page on the Xpert platform provides a comprehensive and personalised learning experience. It offers a range of features to support users in their learning journey, from personalised course recommendations to progress tracking and statistics. By centralising these features in one place, the Learning page makes it easy for users to manage their learning and stay motivated towards achieving their educational goals.

6.6. Job Market page

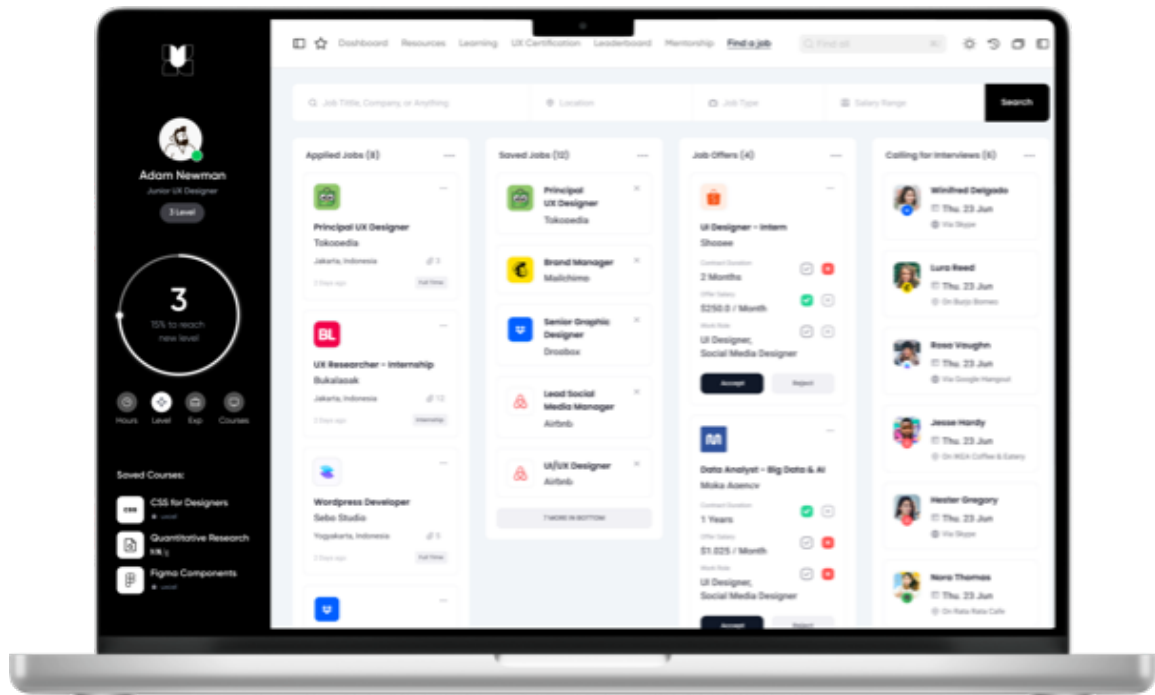


Figure 36: Job market page designed in Figma

The "Find a Job" or "Job Market" page on the Xpert platform is a comprehensive job search tool designed to help users find their ideal UX/UI design job. It offers a range of features to streamline the job search process and make it more efficient and effective.

- **Comprehensive Search and Filter Functions:** The Job Market page features a robust search function that allows users to search for jobs based on various parameters such as job title, location, company, and more. Additionally, the platform offers advanced filter options enabling users to narrow their search results based on specific criteria such as job type (full-time, part-time, freelance, and others.), experience level, salary range, and more. This comprehensive search and filter functionality makes it easier for users to find jobs that match their specific preferences and qualifications.
- **Job Board:** The Job Market page also features a job board where users can view their applied jobs, saved jobs, job offers, and interview calls. This feature gives users a centralised location to manage their job applications and keep track of their job search progress. It also allows users to revisit saved jobs and follow up on job applications easily.
- **Job Details and Alerts:** When viewing a specific job on the Job Market page, users are provided with detailed information about the job, including the job description, company information, location, salary, and more. This detailed view helps users make informed decisions about whether a job is a good fit. Additionally, users can subscribe to job alerts based on their search and filter settings. This feature ensures that users are notified of new job opportunities that match their preferences, making the job search process more efficient.

In summary, the Job Market page on the Xpert platform provides a comprehensive and user-friendly job search experience. Its robust search and filter functions, centralised job board, and

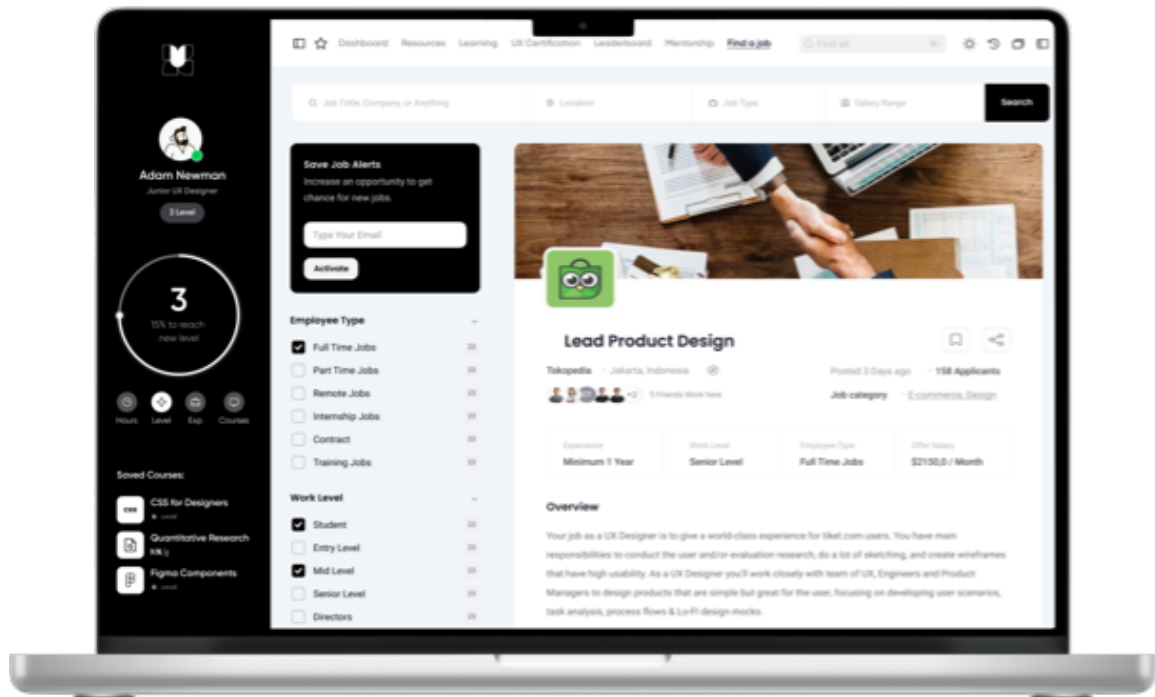


Figure 37: Job description page designed in Figma

job alert feature make the job search process more efficient and effective for users. By providing these features, the Xpert platform supports users' career progression and helps them find job opportunities that align with their skills, interests, and career goals.

6.7. Resources page

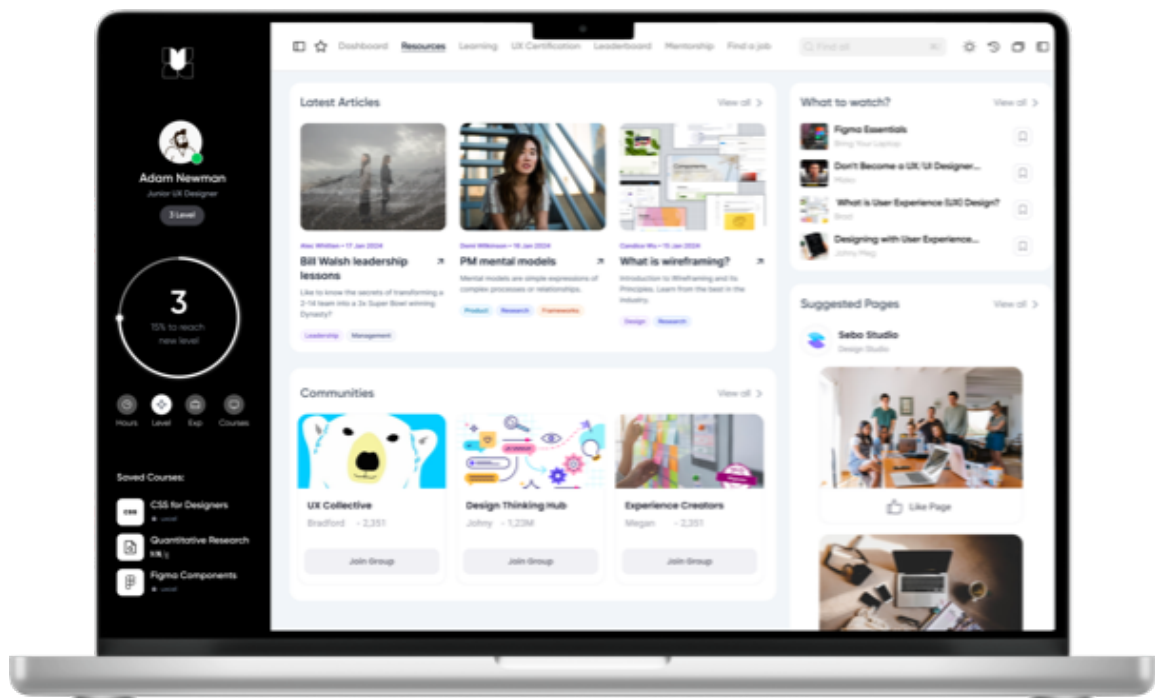


Figure 38: Resources page designed in Figma

The "Resources" page on the Xpert platform is a hub of valuable information and resources for UX/UI designers. It is designed to give users access to a wide range of content to help them stay informed, learn new skills, and engage with the design community.

- **Latest Articles:** The Resources page features a section for the latest UX/UI design articles. Each article listing includes the author's name, title, brief description, and type of article (e.g., tutorial, opinion piece, case study, etc.). This feature lets users stay up-to-date with the latest trends, insights, and discussions in the design field.
- **Communities:** The Resources page also lists design communities users can join. Each community listing includes a brief description and an external link to the community's platform. By joining these communities, users can connect with other designers, participate in discussions, and gain access to additional resources and opportunities.
- **What to Watch:** The "What to Watch" section on the Resources page features a curated list of design-related videos from YouTube. This feature provides users easy access to video content, including tutorials, talks, interviews, and more.
- **Suggested Pages to Follow:** The Resources page also includes a section for suggested pages to follow. These suggestions can help users discover new sources of inspiration, learning, and community in the design field.

The Resources page on the Xpert platform provides users information and resources to support their learning and professional development. By providing access to the latest articles, design communities, video content, and suggested pages to follow, the Xpert platform empowers users to take control of their learning journey and stay engaged with the design community.

6.8. Mentorship page

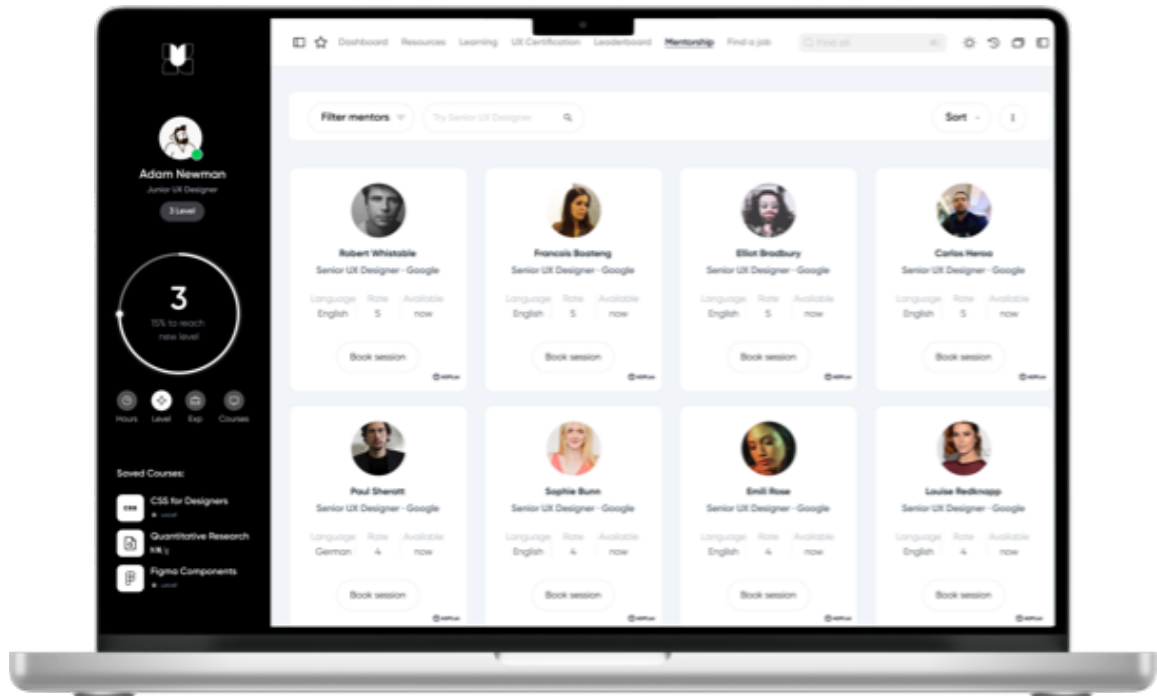


Figure 39: Mentorship page designed in Figma

The "Mentorship" page on the Xpert platform facilitates connections between learners and experienced UX/UI design professionals. It provides a platform for users to find and connect with mentors who can provide guidance, support, and expert insights to help them advance in their careers.

- **Top Listed Mentors:** The Mentorship page features a list of top mentors sourced from AD-Plist, a reputable platform for finding and connecting with mentors in various fields. Each mentor listing includes the mentor's name, their area of expertise, and a brief bio. This feature allows users to easily browse and select from a pool of highly qualified mentors.
- **Find a Mentor:** The Mentorship page also includes a search and filter function that allows users to find mentors based on specific criteria, such as area of expertise, years of experience, or availability. This feature ensures that users can find mentors who match their specific needs and goals.

6.9. Leaderboard

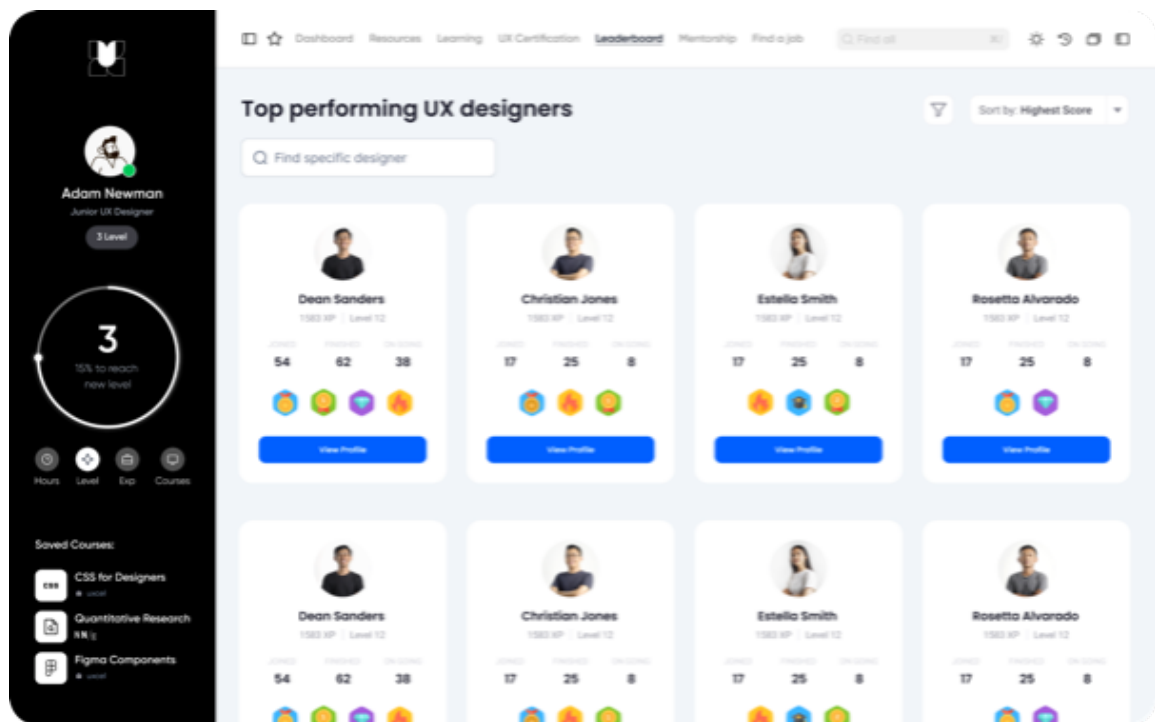


Figure 40: Leaderboard page designed in Figma

The “Leaderboard” page on the Xpert platform is designed to showcase top-rated UX designers, providing a competitive and inspiring environment for users. It serves as a platform for recognition, networking, and exploration of the top talent in the UX/UI design field.

- **Top-Rated UX Designers:** The Leaderboard page features a list of top-rated UX designers based on their performance and contributions to the Xpert platform. This list serves as a benchmark of excellence, inspiring users to strive for improvement and recognition.
- **Portfolio and Social Networks:** Each designer’s listing on the Leaderboard includes a link to their portfolio and social networks. This allows users to explore the work of top designers, gain inspiration, and potentially connect with them on a professional level.
- **Designer Level:** The Leaderboard also displays the level of each designer, providing a clear indication of their expertise and experience. This feature adds a gamification element to the platform, encouraging users to level up by engaging with the platform’s resources and activities.
- **Find a Designer:** The Leaderboard page includes a search function that allows users to find specific designers. This feature makes it easy for users to locate and explore the profiles of designers they are interested in.

7. Final Evaluation

7.1. User Experience Questionnaire (UEQ) Evaluation

In order to evaluate the user experience of the Xpert platform, a User Experience Questionnaire (UEQ) was conducted. This evaluation method was chosen due to its ability to provide a comprehensive assessment of the user experience, covering a wide range of aspects from efficiency and usefulness to trust and content quality.

The UEQ was administered to a total of 10 participants, comprising a diverse group of individuals who are representative of the platform's target user base. This group included three UX experts, one recruiter, and six students. The diverse backgrounds and experiences of these participants ensured a broad range of perspectives in the evaluation.

The UEQ consisted of a selection of 10 scales, each focusing on a specific aspect of the user experience. These scales were carefully chosen to align with the unique features and objectives of the Xpert platform. Each scale included specific items for participants to rate, providing a detailed assessment of each aspect of the user experience.

Regarding the items for each scale, the Likert scale (1-7) has been used:

Table 2: UEQ Evaluation Items

Scale	Item
Efficiency	To achieve my goals, I consider the product as slow ○ ○ ○ ○ ○ ○ fast The product is inefficient ○ ○ ○ ○ ○ ○ efficient The product is impractical ○ ○ ○ ○ ○ ○ practical The product is organized ○ ○ ○ ○ ○ ○ cluttered
Usefulness	The product is useless ○ ○ ○ ○ ○ ○ useful The product is not helpful ○ ○ ○ ○ ○ ○ helpful The product is not beneficial ○ ○ ○ ○ ○ ○ beneficial The product is not rewarding ○ ○ ○ ○ ○ ○ rewarding
Perspicuity	The product is not understandable ○ ○ ○ ○ ○ ○ under- standable The product is difficult to learn ○ ○ ○ ○ ○ ○ easy to learn The product is complicated ○ ○ ○ ○ ○ ○ easy The product is clear ○ ○ ○ ○ ○ ○ confusing
Adaptability	The product is not adjustable ○ ○ ○ ○ ○ ○ adjustable The product is not changeable ○ ○ ○ ○ ○ ○ changeable The product is inflexible ○ ○ ○ ○ ○ ○ flexible The product is not extendable ○ ○ ○ ○ ○ ○ extendable
Dependability	The product is unpredictable ○ ○ ○ ○ ○ ○ predictable The product is obstructive ○ ○ ○ ○ ○ ○ supportive The product is not secure ○ ○ ○ ○ ○ ○ secure The product does not meet expectations ○ ○ ○ ○ ○ ○ meets expectations
Visual Aesthetics	The product is ugly ○ ○ ○ ○ beautiful The product is lacking style ○ ○ ○ ○ ○ ○ stylish The product is unappealing ○ ○ ○ ○ ○ ○ appealing

Continued on next page

Table 2 – continued from previous page

Scale	Item
	The product is unpleasant ○○○○○○ pleasant
Clarity	The product is poorly grouped ○○○○○○ well grouped The product is unstructured ○○○○○○ structured The product is disordered ○○○○○○ ordered The product is disorganized ○○○○○○ organized
Trustworthiness of Content	The product provides useless information ○○○○○○ useful information The product provides implausible information ○○○○○○ plausible information The product provides untrustworthy information ○○○○○○ trustworthy information The product provides inaccurate information ○○○○○○ accurate information
Quality of Content	The product provides obsolete information ○○○○○○ up-to-date information The product provides not interesting information ○○○○○○ interesting information The product provides poorly prepared information ○○○○○○ well prepared information The product provides incomprehensible information ○○○○○○ comprehensible information
Trust	The product is insecure ○○○○○○ secure The product is untrustworthy ○○○○○○ trustworthy The product is unreliable ○○○○○○ reliable The product is non-transparent ○○○○○○ transparent

7.2. Evaluation of results

The UEQ was conducted online using the tool Easy Feedback (<https://easy-feedback.de/>). Participants were provided with a prototype of the Xpert platform on Figma (https://www.figma.com/proto/1yk1Ji02q8Hsj0FUoAH3XI/%F0%9F%93%9A-Xpert_Master-Thesis-%2F-Start-up-Project?page-id=814%3A95588&type=design&node-id=843-55954&viewport=914%2C603%2C0.06&scaling=min-zoom&starting-point-node-id=843%3A55954&mode=design), along with a brief introduction for those unfamiliar with the platform. The invitation link to the UEQ was shared directly in the Google Meet chat during 1-1 meetings and also posted in the largest Discord channel for UX designers called “Design Squad: UX Community” (roughly 12k followers, 80 juniors) to attract more UX freshers interested in testing the platform(See Appendix).

Responses were collected and exported to Excel for analysis, following the methodology and formulas provided on the official UEQ website. The items were scaled from -3 to +3, with -3 representing the most negative answer, 0 a neutral answer, and +3 the most positive answer.

The User Experience Questionnaire (UEQ) results for the evaluated tool are as follows:

Scale	Mean
Efficiency	1.33
Usefulness	2.38
Perspicuity	2.53
Adaptability	2.55
Dependability	2.35
Visual Aesthetics	2.65
Clarity	2.58
Trustworthiness of Content	2.60
Quality of Content	2.73
Trust	1.38

Table 3: UEQ results

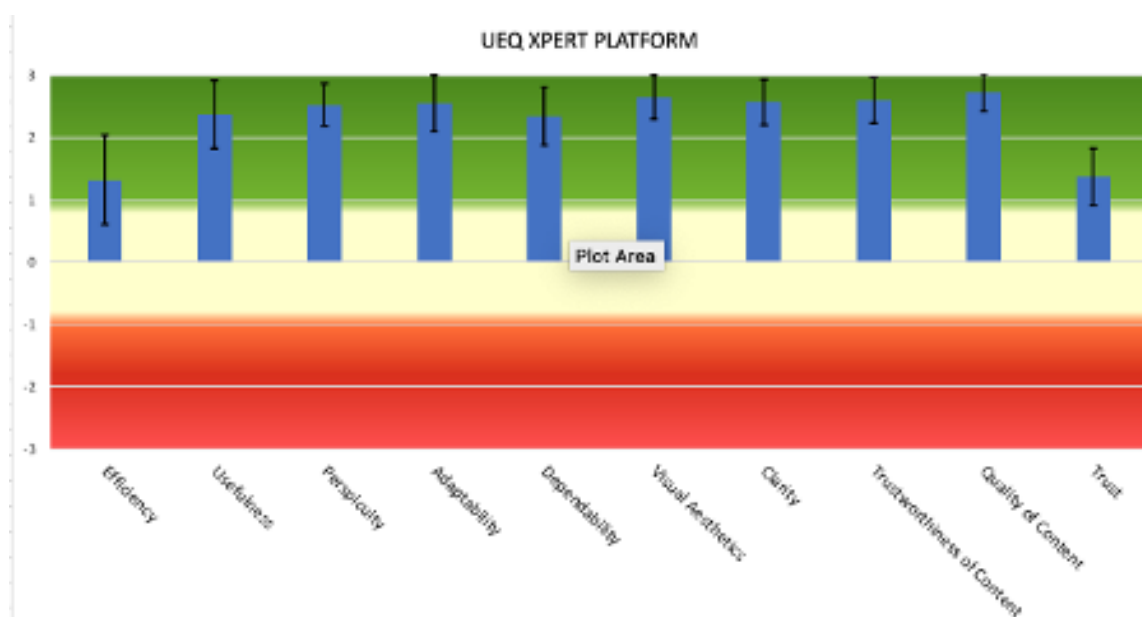


Figure 41: UEQ Results in a chart

According to the UEQ handbook, the benchmark results for Websites/Web tools based on 85 product evaluations are:

- Attractiveness: Excellent (1.75), Good (1.84), Above average (0.96), Below average (0.44)
- Perspicuity: Excellent (2.07), Good (1.14), Above average (0.65), Below average (1.70)
- Efficiency: Excellent (1.41), Good (1.43), Above average (0.98), Below average (0.50)
- Dependability: Excellent (1.70), Good (1.53), Above average (1.19), Below average (0.81)
- Stimulation: Excellent (1.56), Good (1.10), Above average (0.69), Below average (0.07)
- Originality: Excellent (1.12), Good (0.87), Above average (0.49), Below average (-0.22)

Additionally, the benchmark analysis classifies a product into five categories per scale: Excellent (in the range of the 10% best results), Good (10% of the results in the benchmark data set are better and 75% of the results are worse), Above average (25% of the results in the benchmark are better than the result for the evaluated product, 50% of the results are worse), Below average (50% of the results in the benchmark are better than the result for the evaluated product, 25% of the results are worse), and Bad (in the range of the 25% worst results).

The final benchmark revealed that the overall user experience quality of the Xpert platform was excellent. However, there were areas identified for improvement, specifically in the Efficiency and Trust scales. These insights will guide future enhancements to the platform, ensuring it continues to meet the needs and expectations of its users. The UEQ is a comprehensive tool that allows for a detailed understanding of the user experience, making it an invaluable resource in the iterative design process.

8. Conclusion

This research project has successfully developed and evaluated a comprehensive platform, Xpert, designed to enhance the learning and job search experiences for UX designers. The platform was meticulously designed using a robust information architecture and a design system that facilitated rapid and responsive solution creation. The platform's unique selling proposition lies in its ability to provide personalized learning and job search experiences, mentorship opportunities, and global recognition through UX certification.

The Xpert platform was evaluated using a User Experience Questionnaire (UEQ) with a diverse group of participants including experts, recruiters, and students. The results of the UEQ study were promising, with the platform scoring excellently in most of the selected scales. However, there is room for improvement in the areas of efficiency and trust, which will be addressed in future iterations of the platform.

The project has garnered interest from investors and recruiters for potential collaborations, and the presentation of the platform has been well-received by professors. The success of the project thus far is a testament to the effectiveness of the design and development process, and the potential of the Xpert platform to revolutionize the learning and job search experiences for UX designers.

9. Future Work

The future development of the Xpert platform will focus on expanding its functionalities and improving its user experience. Plans for future work include:

- Developing personalized dashboards for recruiters and mentors, providing them with a tailored experience that meets their specific needs.
- Enhancing the platform's content to ensure it remains relevant and beneficial to users.
- Launching a beta version of the platform on Webflow for further testing and refinement.
- Conducting usability testing with a larger group of participants to gather more comprehensive feedback.
- Presenting the platform to potential investors to secure funding for further development.
- Reviewing the research question after the successful launch of the platform to identify new areas of inquiry.
- Developing a mobile version of the platform with must-have resources for users on the go.
- Integrating with educational institutions and companies to provide users with more job opportunities and attract experts to the platform.

In conclusion, the Xpert platform has made significant strides in its development and has shown great potential to enhance the learning and job search experiences of UX designers. The future work planned for the platform will further enhance its functionalities and user experience, bringing it closer to its goal of revolutionizing the UX design learning and job search landscape.

Glossary

User Experience (UX): The overall experience a user has with a product or service, including their emotional response, ease of use, and the value they derive from the interaction.

User Interface (UI): The graphical layout of an application or website, including buttons, text entry fields, sliders, and all the items a user interacts with.

User Experience Design (UXD or UED): The process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product.

User Interface Design (UID): The design of user interfaces for machines and software, such as computers, home appliances, mobile devices, and other electronic devices, with the focus on maximizing usability and the user experience.

User Experience Questionnaire (UEQ): A tool used to evaluate the user experience of a product or service by asking users to rate various aspects of their experience.

User Persona: A representation of a user, typically based off user research and incorporating user demographics, behavior patterns, motivations, and goals.

Empathy Map: A tool used in product design and development to gain a deeper insight into their customers. Essentially, an empathy map is a tool to help understand a user's needs, and how they might think or feel in a given situation.

Card Sorting: A method used to help design or evaluate the information architecture of a site by allowing users to categorize items into groups.

MoSCoW Prioritization: A technique used in management, business analysis, project management, and software development to reach a common understanding with stakeholders on the importance they place on the delivery of each requirement.

Customer Journey Map (CJM): A visual representation of every experience your customers have with you, helping to tell the story of a customer's experience with your brand from original engagement and into a long-term relationship.

Information Architecture (IA): The structural design of shared information environments; the art and science of organizing and labelling websites, intranets, online communities and software to support usability and findability.

User Flow: The path taken by a user on a website or app to complete a task, such as purchasing a product.

Gamification: The application of game-design elements and game principles in non-game contexts to improve user engagement, organizational productivity, learning, and more.

Mentorship: Guidance provided by a mentor, especially an experienced person in a company or educational institution.

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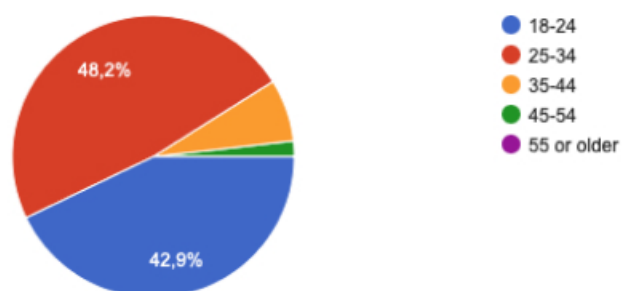
A. Appendices

A.1. Google Survey Results

What is your age?

56 ответов

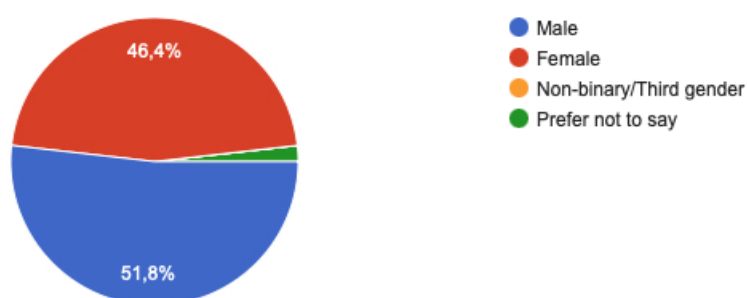
 Копировать



What is your gender?

56 ответов

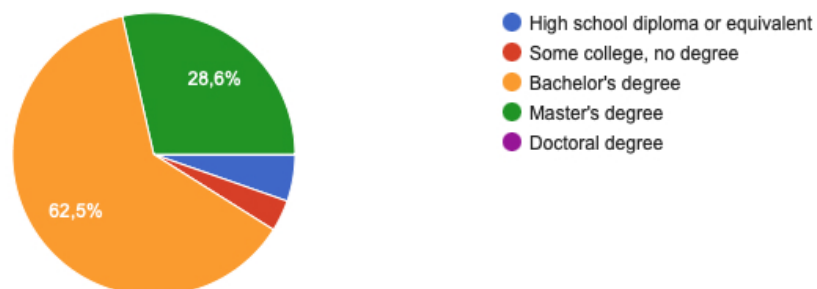
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What is your educational level?

56 ответов

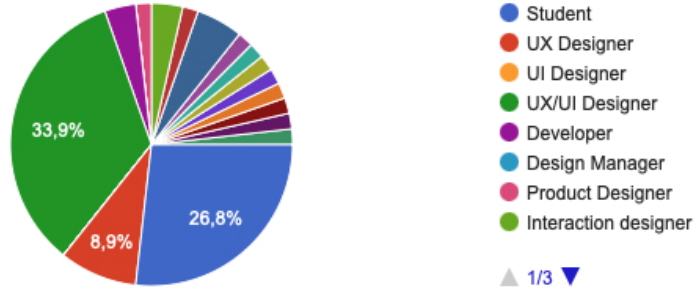
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What is your occupation?

[Копировать](#)

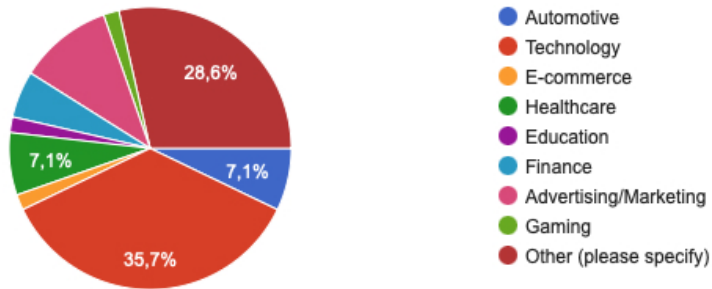
56 ответов



What industry do you work in?

[Копировать](#)

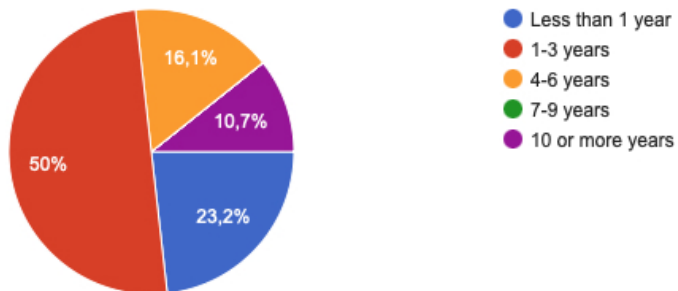
56 ответов



Years of experience in UX/UI design (or at least related to design)?

[Копировать](#)

56 ответов



How did you first learn about UX/UI design?

[Копировать](#)

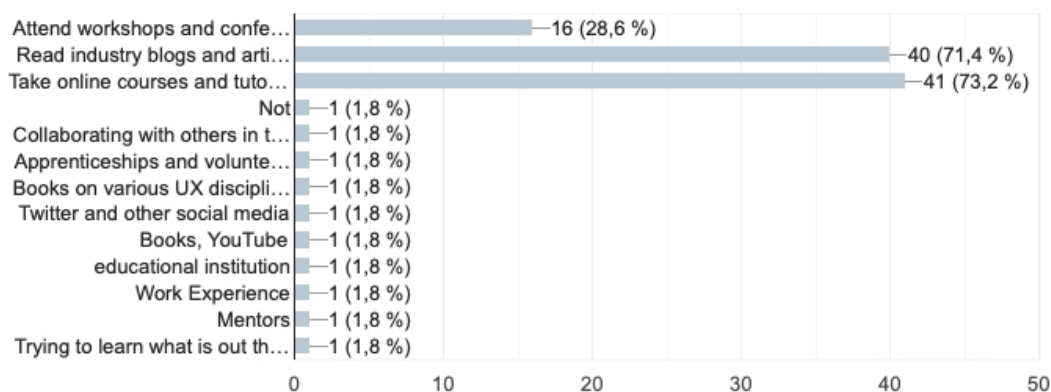
56 ответов



How do you continue to develop your skills and knowledge in UX/UI design?

[Копировать](#)

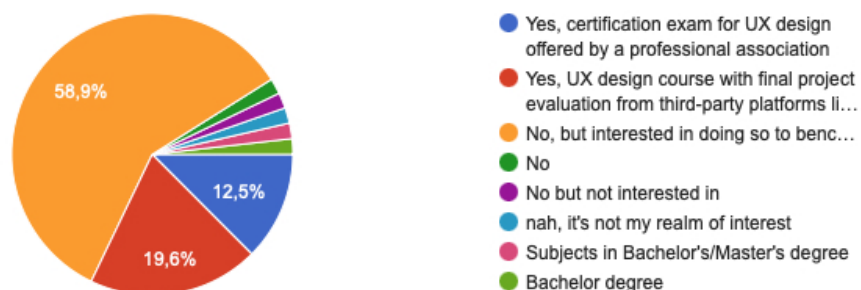
56 ответов



Have you ever taken a formal test or evaluation of your UX/UI design skills?

[Копировать](#)

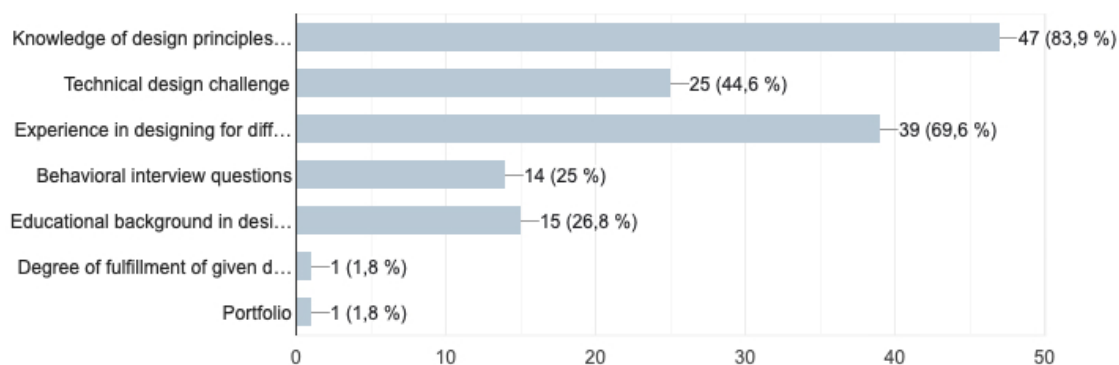
56 ответов



How do you evaluate the skills and knowledge of UX/UI designers?

[Копировать](#)

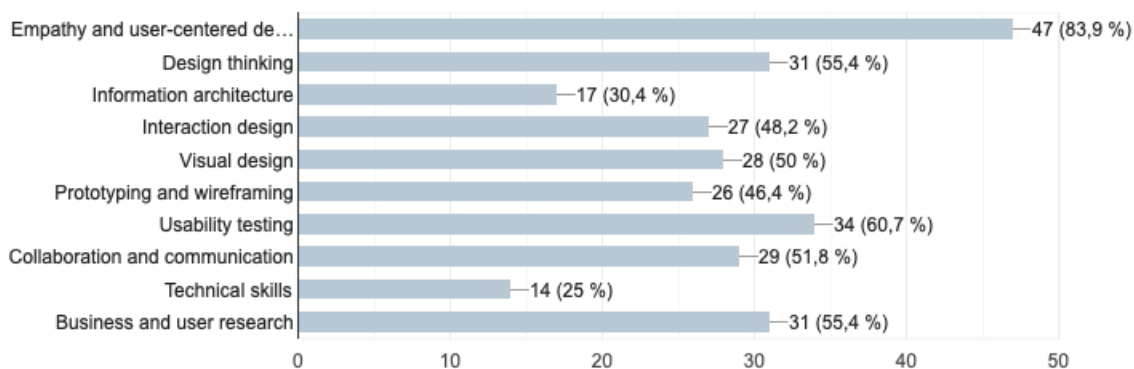
56 ответов



What do you consider as the most important skills and competencies of a UX/UI designer?

[Копировать](#)

56 ответов



How do you think a learning and testing platform for UX/UI designers fits into the larger ecosystem of design education and professional development?

[Копировать](#)

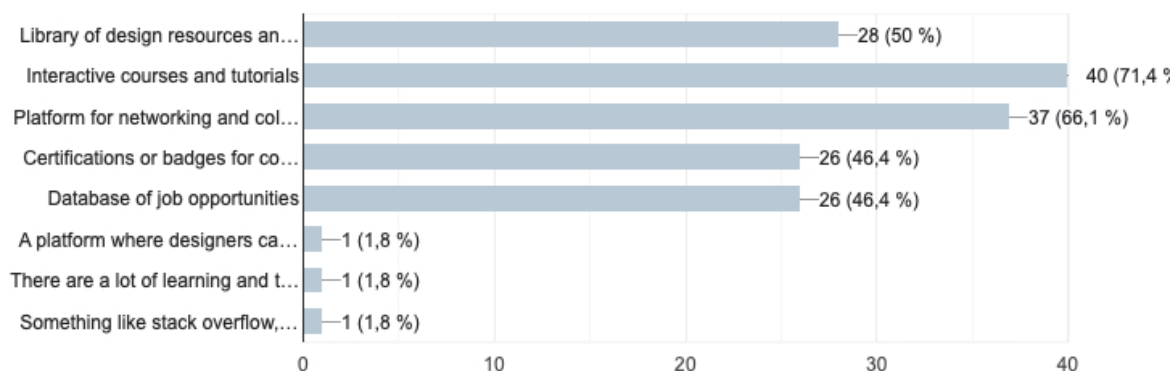
56 ответов



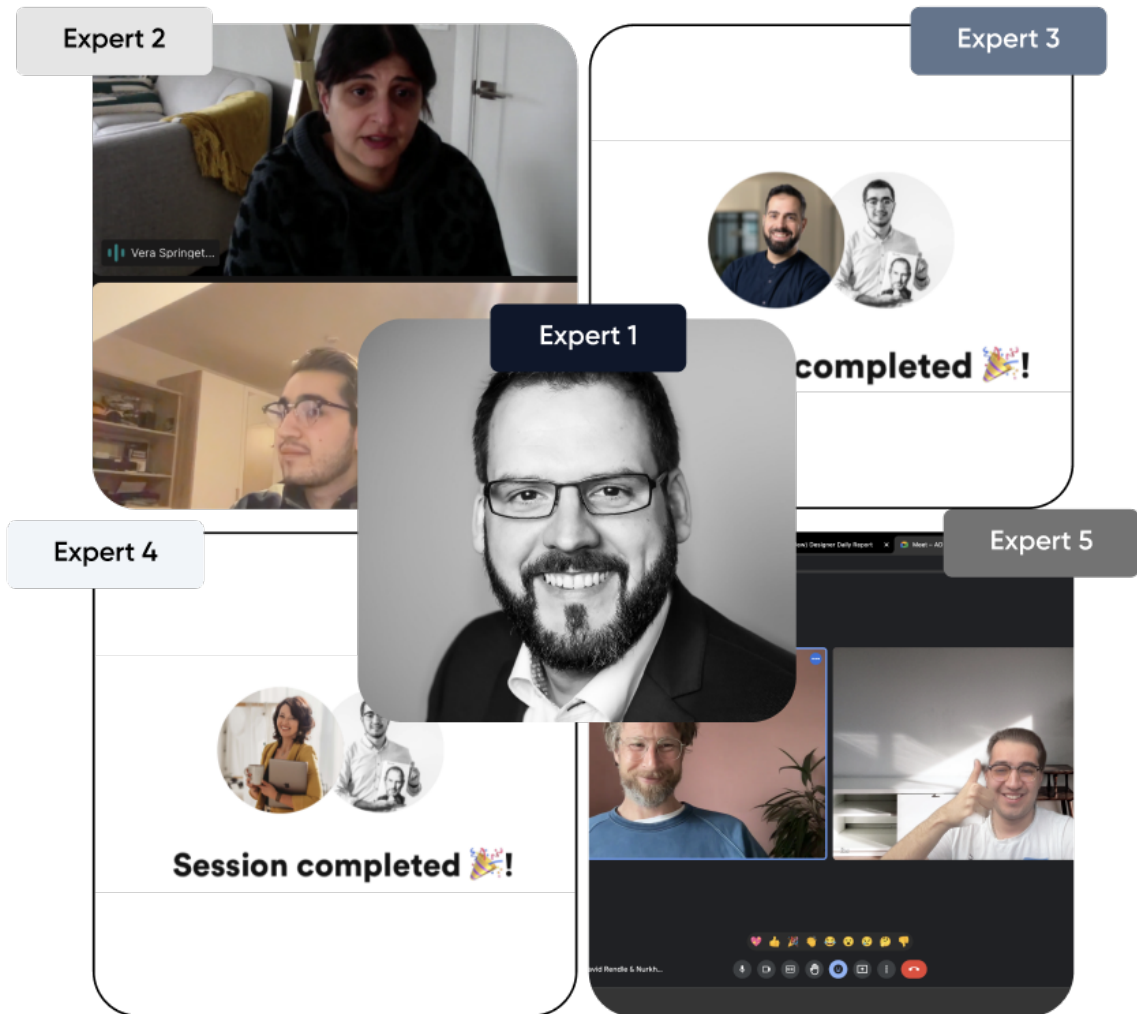
What do you think would be the most valuable features or components of a learning and testing platform for UX/UI designers?

[Копировать](#)

56 ответов



A.2. Interviews



A.3. Competitor Analysis

Competitor Analysis							
	Career Foundry	Interaction Design Foundation	Picked AI	NNGroup	UXCel	UX Design Institute	UXQB
Website Link	https://careerfoundry.com	https://www.interaction-design.org	https://www.picked.ai	https://www.nngroup.com	https://app.uxcel.com/home	https://www.uxdesigninstitute.com	https://uxqb.org/en/
Screenshots							
General Information	Offers online courses in UX design	Offers online courses in various design fields	Offers job knowledge tests for various fields, including UX design	Offers online courses and certifications in UX design that are globally recognized	Offers courses, assessments, gamification and career paths	Offers online courses and certifications in UX design accredited by Universities	UXQB is an international consortium of usability and user experience experts.
Market Influence (based on feedbacks)	High (Best Bootcamp in 2021)	High (Best Courses and Support in 2022)	Low (recently entered to the market)	High (have globally recognised UX Exam Certification)	Medium (started to gain positive feedbacks and results)	High (accredited by University)	High (Internationally Recognized)
Pricing	€890 (per month)	€15 (per month)	€50 (each assessment)	\$5,500 USD (UX) - one time \$16,450 USD (Master UX) - one time	\$4 (per month)	€3,250 (one time)	315 EUR * (one time)
Features Analysis	Career Foundry	Interaction Design Foundation	Picked AI	NNGroup	UXCel	UX Design Institute	UX Design Institute
Certification	✓	✓	✗	✓	✓	✓	✓
Courses	✓	✓	✗	✓	✓	✓	✗
Community	✗	✓	✗	✓	✓	✓	✓
Comprehensive report	✗	✗	✓	✓	✗	✗	✓
Career path	✗	✗	✗	✗	✓	✗	✗
Coach (1-1)	✓	✓	✗	✗	✗	✗	✗
Job Market	✓	✓	✗	✗	✗	✗	✗
Job Guarantee	✓	✗	✗	✗	✗	✗	✗
Accreditation	✗	✗	✗	✓	✗	✓	✓
Literature (Articles, Blog)	✓	✓	✗	✓	✗	✓	✗
Strengths	<ul style="list-style-type: none"> • Career support • Comprehensive courses • Financing for unemployed in Germany 	<ul style="list-style-type: none"> • Real-life projects • Wide-range of certifications 	<ul style="list-style-type: none"> • Comprehensive report 	<ul style="list-style-type: none"> • Wide-range of courses • Offsite events(networking) • Globally recognised certification 	<ul style="list-style-type: none"> • Intuitive design • Gamification • Career Path 	<ul style="list-style-type: none"> • Accredited by Institution • Well-structured blog 	<ul style="list-style-type: none"> • Accredited by Institution • Fair Price for students
Weaknesses	<ul style="list-style-type: none"> • High Price • Limited courses • Few interactions with users (no Community) 	<ul style="list-style-type: none"> • Limited course catalog • Limited mentorship 	<ul style="list-style-type: none"> • No courses • Limited support and mentorship • No community 	<ul style="list-style-type: none"> • High Price • No Career Coach 	<ul style="list-style-type: none"> • New in market • No Mentorship • No Literature 	<ul style="list-style-type: none"> • High Price • No Mentorship • No Career Path 	<ul style="list-style-type: none"> • No content library • No Mentorship • No Career Path

Competitor Analysis

7 competitors:

NN/g Highest Market Influence (based on positive feedbacks)

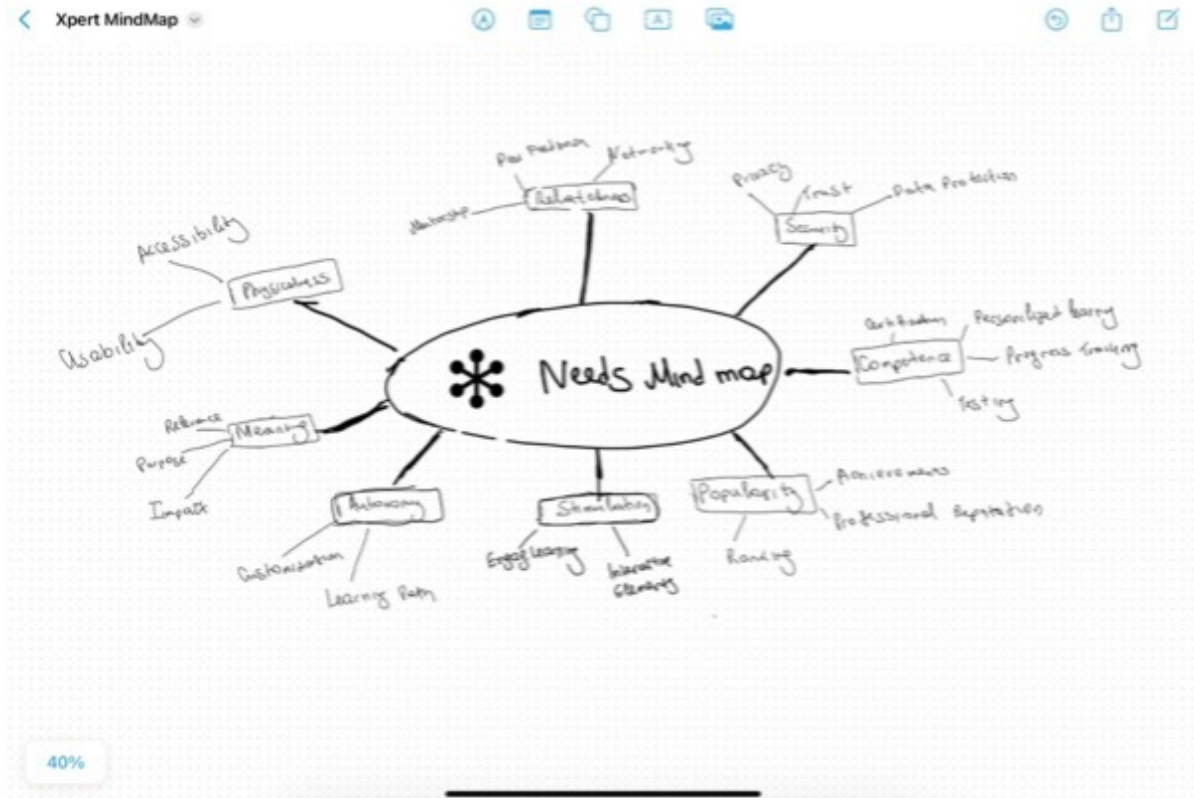
NN/g Wide range of features (coaching, job market, literature and etc.)

UXQB NN/g International accreditation (test)

CAREERFOUNDRY Career support, job guarantee, financing (in Germany)

Competitor Analysis				
	Career Foundry	Interaction Design Foundation	Picked AI	NNGroup
Website Link	https://careerfoundry.com	https://www.interaction-design.org	https://www.picked.ai	https://www.nngroup.com
Screenshots				
General Information	Offers online courses in UX design	Offers online courses in various design fields	Offers job knowledge tests for various fields, including UX design	Offers online courses and certifications in UX design that are globally recognized
Market Influence (based on feedbacks)	High (Best Bootcamp in 2021)	High (Best Courses and Support in 2022)	Low (recently entered to the market)	High (have g UX Exam Cer
Pricing	€890 (per month)	€15 (per month)	€50 (each assessment)	\$5,500 USD (UX) - one time \$16,450 USD (Master UX) - one time
Features Analysis	Career Foundry	Interaction Design Foundation	Picked AI	NNGroup
Certification	✓	✓	✗	✓
Courses	✓	✓	✗	✓
Community	✗	✓	✗	✓
Comprehensive report	✗	✗	✓	✓
Career path	✗	✗	✗	✗
Coach (1-1)	✓	✓	✗	✗
Job Market	✓	✓	✗	✗
Job Guarantee	✓	✗	✗	✗
Accreditation	✗	✗	✗	✓
Literature (Articles, Blog)	✓	✓	✗	✓
Strengths	<ul style="list-style-type: none"> • Career support • Comprehensive courses • Financing for unemployed in Germany 	<ul style="list-style-type: none"> • Real-life projects • Wide-range of certifications 	<ul style="list-style-type: none"> • Comprehensive report 	<ul style="list-style-type: none"> • Wide-ran • Offsite ev • Globally certifi

A.4. Needs Analysis



A.5. Define (Personas, Storyboard and etc.)



Sarah Aspiring UX/UI Designer

24 Yrs - Graphic Design Student

Photography UI Design Blogging UI Design



"I want to learn UX/UI design to expand my career opportunities and create meaningful experiences for users."

Who is Sarah?

Sarah is a talented graphic design student who is eager to expand her skills and pursue a career in UX/UI design. She is passionate about creating intuitive and visually appealing interfaces that improve user experiences.

Goals

- Learn UX/UI design to expand her skills and pursue a career in the field
- Gain practical experience through real-world projects
- Receive guidance and feedback from experienced professionals

Challenges

- Limited knowledge of UX/UI design principles
- Difficulty in finding structured and comprehensive learning resources
- Balancing her time between coursework, personal projects, and learning UX/UI design

Motivation

Sarah wants to become a successful UX/UI designer and create digital products that make a positive impact on users' lives. She is driven by her passion for design and the potential for personal and professional growth in the UX/UI field.

Technology & Apps

Most used apps



Michael Professional UX/UI Expert

35 Yrs - Senior UX/UI Designer and Mentor

Design Systems Courses Blog Mentoring



"I want to share my knowledge with the next generation of designers while continuing to grow in my own career."

Who is Michael?

Michael is a seasoned UX/UI designer with over a decade of experience working with top tech companies. He enjoys staying current with industry trends and sharing his knowledge with aspiring designers. Also, recently he got UX certification from NNGroup

Goals

- Stay up-to-date with industry trends and best practices
- Contribute to the learning and growth of aspiring UX/UI designers
- Validate his skills and expertise through a reputable testing platform

Challenges

- Limited time for mentoring and supporting aspiring designers
- Finding a platform that provides a comprehensive assessment of UX/UI skills
- Ensuring the platform's testing methodologies align with industry standards

Motivation

Michael is driven by his commitment to excellence and his desire to help shape the next generation of UX/UI designers. He believes that continuous learning, collaboration, and mentorship are essential to staying at the top of his field and fostering a thriving design community.

Technology & Apps

Most used apps



Emily Tech Hiring Manager

35 Yrs - Senior UX/UI Designer

People Culture HR Coaching



"I want to find a talented people for my company and ease my life through optimising the searching process."

Who is Michael?

Emily is a results-driven design director with over 20 years of experience in the industry. She has a keen eye for identifying top talent and is committed to building a strong design team that delivers exceptional work.

Goals

- Efficiently identify top UX/UI design talent for her company
- Reduce the time spent on reviewing numerous CVs and portfolios
- Leverage a platform that provides a thorough evaluation of candidates' skills and experience

Challenges

- Finding a reliable platform that delivers accurate evaluations of UX/UI designers' capabilities
- Balancing the need for a quick hiring process with the desire for high-quality candidates

Motivation

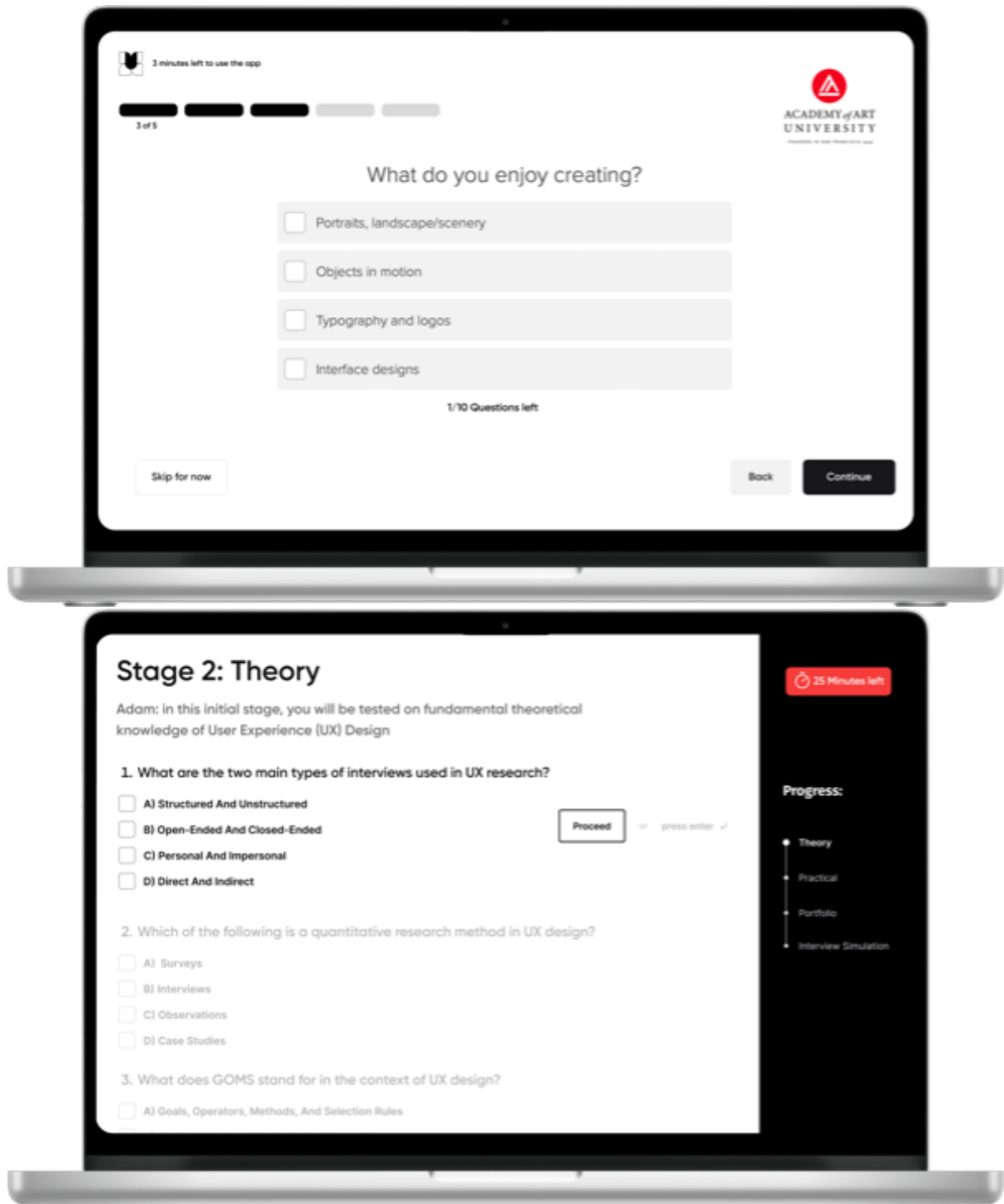
Emily is motivated by her desire to build a high-performing design team that consistently delivers outstanding results. She believes that hiring the best UX/UI designers is crucial for her company's success and aims to streamline the hiring process to ensure the highest-quality candidates are selected.

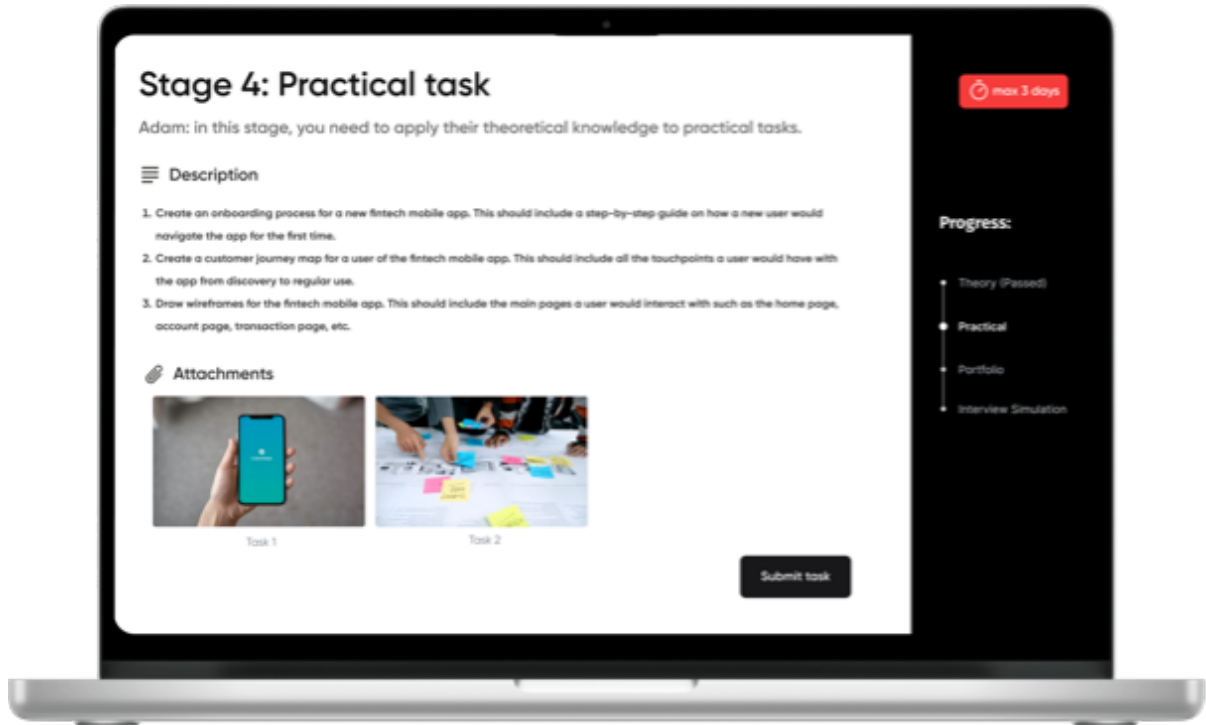
Technology & Apps

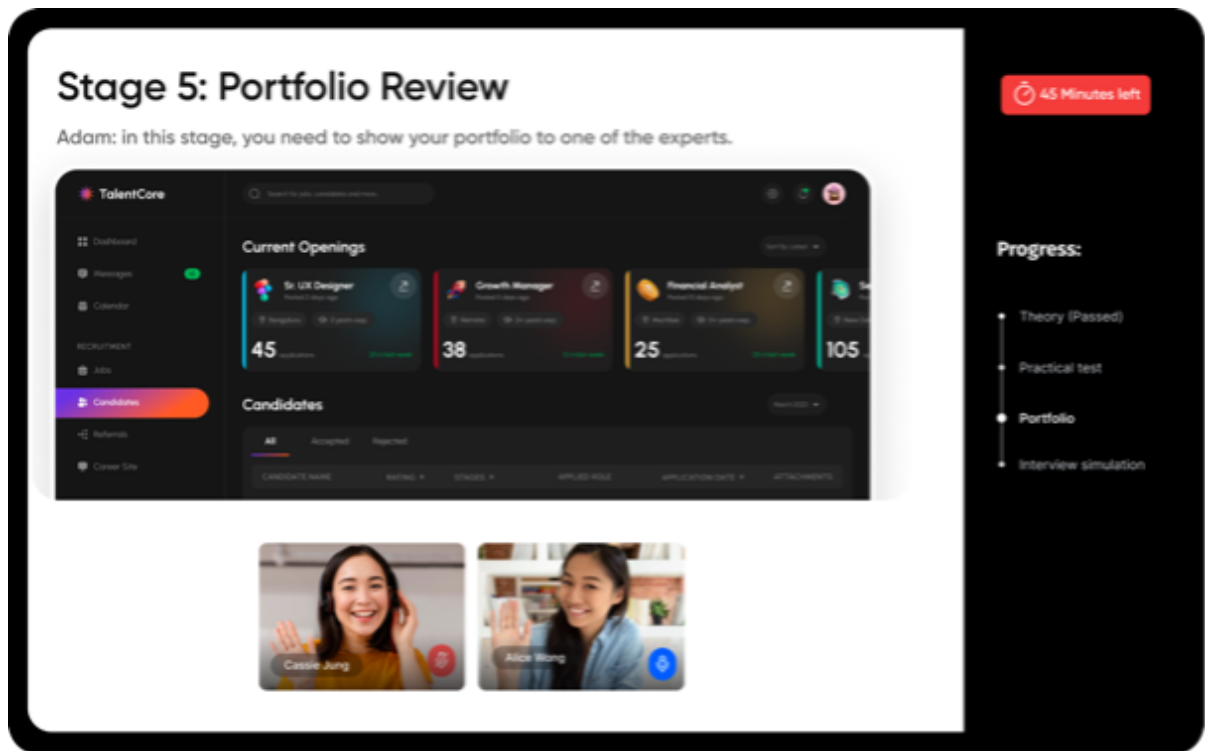
Most used apps



A.6. Design Additional Pages







A.7. UEQ

