

# Human Factors in Visual Design

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# Course Objective

We were tasked with redesigning a website that is mainly used by **students** and **institutes**.

We had to identify **existing flaws** in the design system, and reinterpret it in a more **human perspective**.

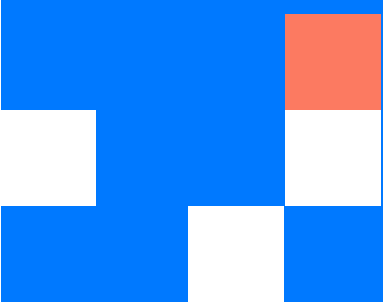




# ThinkCerti

ThinkCerti is a website that helps students and job seekers find courses that are **relevant to their careers**. It acts as an **intermediate** between aspiring learners and institutes that offer these courses.

It also compiles other data like the user's **skillsets** and **qualifications** to fetch the best **suggestions** for their careers.



# The Ecosystem

Very simply put, ThinkCerti has a **cyclic model** of functioning, where it caters to two main user groups : **learners and institutes**.

Learners use ThinkCerti to look for courses offered by institutes, and finally end up contacting them.

Institutes use ThinkCerti as a **platform** to offer courses and also use it as a database



# Vision

At the moment, ThinkCerti only provides contacts to institutes offering courses in the domain of IT and Engineering. In time, they aim to **broaden their sights** and include courses and institutes from a wide variety of subjects.

ThinkCerti would also build more value for themselves by taking the role of a **career advisor**. This would help users make the most out of ThinkCerti's platform.

# An efficient Career Advisor

ThinkCerti's most underplayed and underdeveloped feature is its **Career Roadmap**.

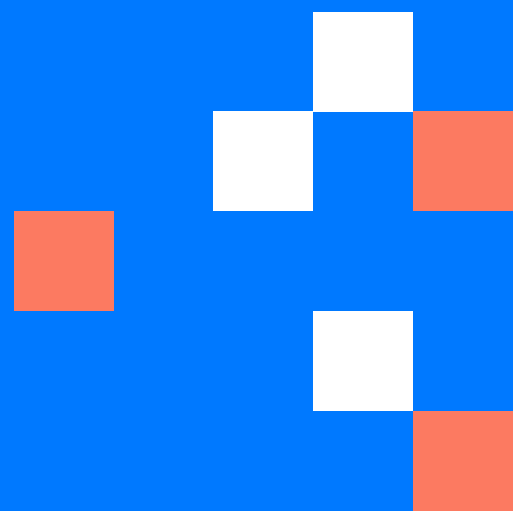
The Roadmap is a feature that collects the **user's demographic** and **educational data** and generates a **personalized list** of suggestions for their careers. They **recommend** courses as well as job roles they could fit with their current experience.

Building on this feature would bring ThinkCerti its strongest selling point. We chose to focus on this roadmap for the rest of our project.



# Diagnosis

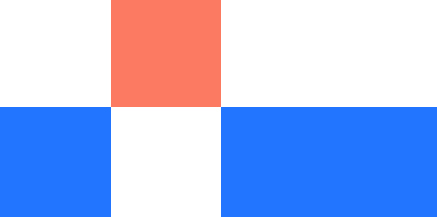
We began our project by analyzing and **deconstructing** ThinkCerti's existing website. The aim here was to identify their **true purpose** and eliminate all other redundant elements.





# Unresponsive Repetitive Redundant

When we take a look at the existing website, it is quite evident that the design of the website is lacking on various grounds.

- Most parts of the website are unresponsive, as it is still a work in progress.
  - There is an absence of an efficient user flow. The existing method of data collection is very confusing.
  - Not to mention ineffective, because the website asks for the same data from the user despite having already provided the necessary information.
- 



[About Us](#) [Contact Us](#) [Register Your Institute](#) [f](#) [t](#) [in](#) [v](#)



[What is ThinkCerti?](#)

[Job Seeker Services](#)

[Institute Services](#)

[Career RoadMap](#)

[Share Expertise](#)

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[Sign In](#)

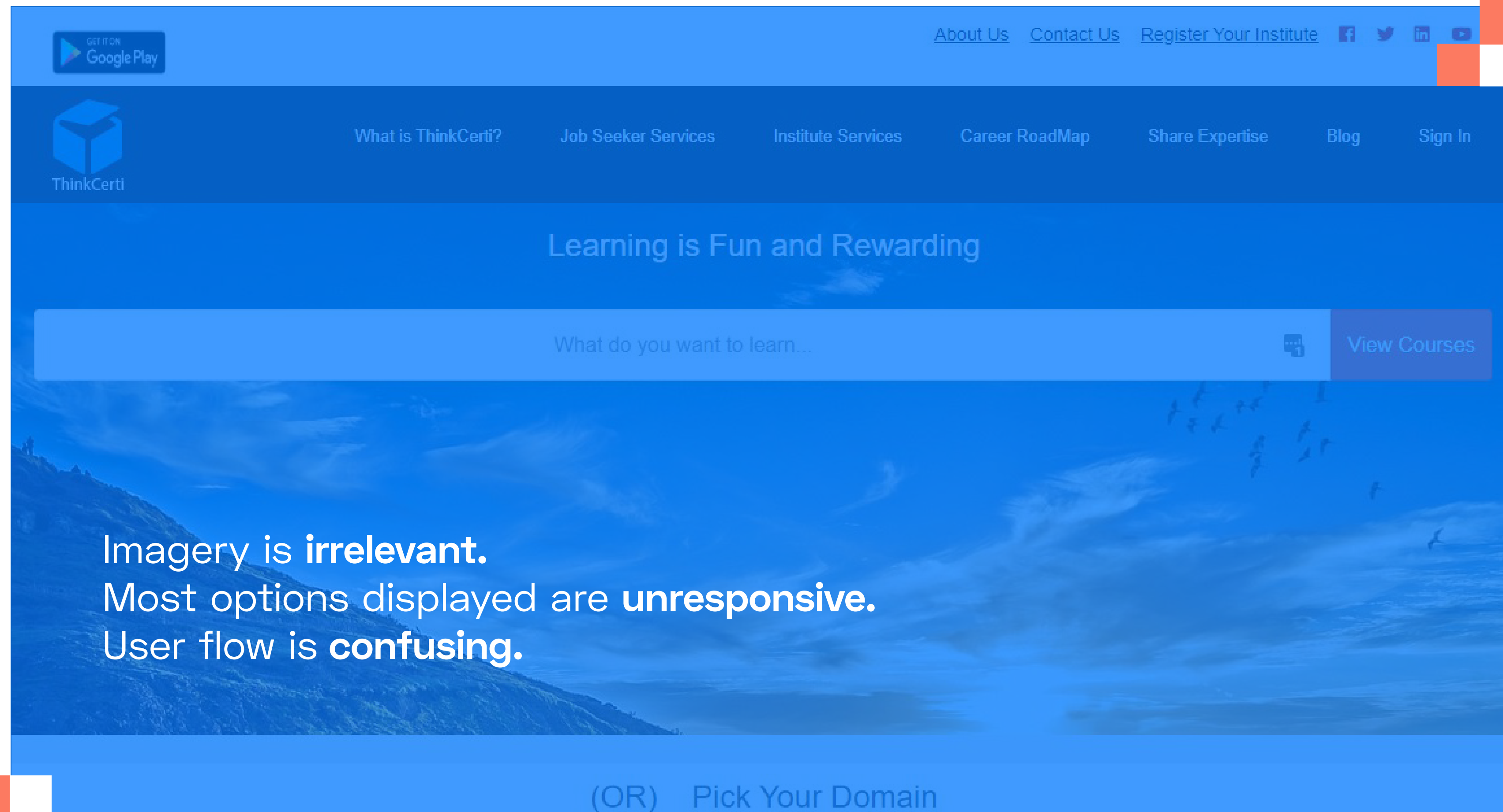
# Learning is Fun and Rewarding



[View Courses](#)



(OR) [Pick Your Domain](#)



# Chaotic Inconsistent Flawed

In terms of visual design, ThinkCerti still carries the above mentioned flaws.


- The websites structures are highly chaotic. There are no elements that can guide a user across the screen.
- Typography moves at it's own accord, there is no hierarchy established with the type on the screen
- Almost all imagery and iconography on the site is repetitive, inaccurate and inconsistent. There is no relation amongst all the imagery used.



Iconography is **inconsistent**.  
Typography lacks **hierarchy**.




**Repetitive** imagery.  
**Confusing** data.




Personalized Recommendation

Personalized Certification recommendation based on your current skills and what market demands. And help you stay relevant in the Job Market.



Rate and recommend institutes

Rate the Institutes, Certifications and help your peers in their career.




Save Technology to Wishlist

Add Certifications to your wishlist to receive tips about the technology and certification.


Register Your Institute

ThinkCerti is your virtual assistant. Leverage our Platform and take your business to the next level.




One stop solution for all certification needs

ThinkCerti is the CRM you need to manage your Certifications and courses.



Qualified leads


Pre-qualified leads, automated inquiries, Appointment management and much more.



Institute listing based on Rating


We list Institutes based on the rating and no based on your marketing budget. You focus on quality we will take care of your business.


Newly Added Certificates



Digital Marketing


#Digital Marketing


7



Android Programming


#Mobile App Development #Digital Transformation


6



UI-UX Design


#Web Designing #UI/UX





5



AngularJS Training Course

#Web Development

4





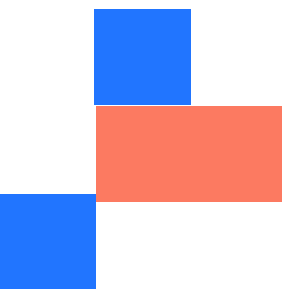
# The Fix

All in all, we concluded that ThinkCerti had a **heavily flawed** UX framework.

We found it necessary to rethink the **intent** and **structure** of the website, keeping in mind the primary goal of **simplification**. The website also needed an overhaul with all the systems it had in place, namely the **Career Roadmap**.

During the span of the project, we sought to see ThinkCerti as a **hassle-free tool** that can assist users with finding the **right careers** and **courses**.

In that light, it would be beneficial for ThinkCerti's website to adopt a template that can fit different domains and courses, no matter the amount of change in content. This will help them stay **relevant**, while allowing new additions to the website.

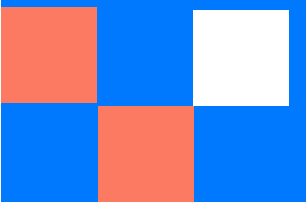




# Research

Once we had a fair idea of the brand, **goals** and **strategy** of ThinkCerti, we moved onto studying it's two main user groups: students and institutes.

It was imperative to understand what mattered most to our user groups, so that we could craft a **simple** and **efficient** tool for them.



# Asking questions

We assembled a basic list of questions to ask our sample users. The intent of this questionnaire was to broadly understand how they go about **finding** courses and institutes.

Moreover, we wanted to understand how we could facilitate their process of making the **right career choices**.

After putting people through our questionnaire's we were able to draw up **three personas**.

Our list goes as follows :

- What are the user's **qualifications**? (Education / Experience)
- How did they go about making their **career choices**? What factors influenced their decisions?
- If the user wanted to take up an additional course, what would their approach be?
- How can we help students to get to the right course to stay relevant in the industry?
- How would the users know the **prospects of a certificate**?
- Before they enroll for a new course , what are the factors that influence their decision?

# User Persona 1

## Santosh Pangaonkar

### Background

- Applied arts
- Freelancing: Via exams, found out about immersive media design
- **Self initiated** motive.
- Has a Masters in Immersive Media
- Worked after graduation in 2008

### Needs and Wants

- **Career roadmap** that shows various possibilities and routes
- Needs an **advisor**

### Awareness

- **Word of mouth**, Is aware about various courses and certificates through family friend who heads a college
- While freelancing, Santosh was given varied work which made him aware about the courses he could choose.

### Pain Points

- Went back and forth from studying to work, without **one common** path/goal

# User Persona 2

## Aditya Mane

### Background

- Pursued a B.Des in Graphic Design
- Worked for 2 years

### Awareness

- **Word of mouth:** Has a contact from the background to help him out with the information

### Pain Points

- For a course like design, he did not have any **guidance** from the industry

### Needs and Wants

- Wants a **professional's advice** from the industry
- Career roadmap that shows **various possibilities** and **routes**

# User Persona 3

## Shalaka Shah

### Background

- Bachelor's degree in Architecture, graduated in 2015
- Worked in a retail firm post graduation where she came across branding, packaging etc. She then realized that she wanted to specialize in design and technology related disciplines for Masters.
- Was already **aware** of design colleges

### Awareness

- **Word of mouth:** Has a contact from the background to help him out with the information

### Pain Points

- In order to choose the best course from various colleges that offer them, she wants reviews/testimonials by other students, that can guide her decision
- A course must show all the **employment opportunities** available after pursuing the course

### Needs and Wants

- Believes in acquiring more skill sets to **widen horizons** and open up better career opportunities

# Three Types of People

From our user study, we were able to see three types of potential users that ThinkCerti would attract :

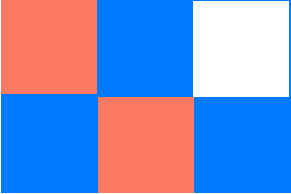
- A user who knows exactly what he needs on the website (has relevant **keywords**)
- A user who relies on the website for **suggestions** pertaining to courses and domains (picks domain)
- A user who is seeking **career advice**

This helped us identify the different **scenarios** in which a person would use ThinkCerti. We then prepared to construct the new structure of the website that would accommodate for the range of user flows.



# The New Structure

From our user studies, we were able to begin putting a new website together. This began with a **renewed Information Architecture**, which was aided by a card sorting exercise we conducted.



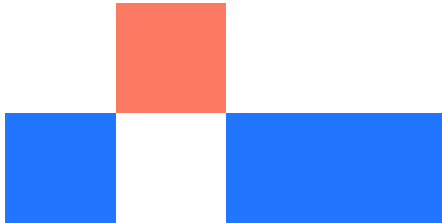


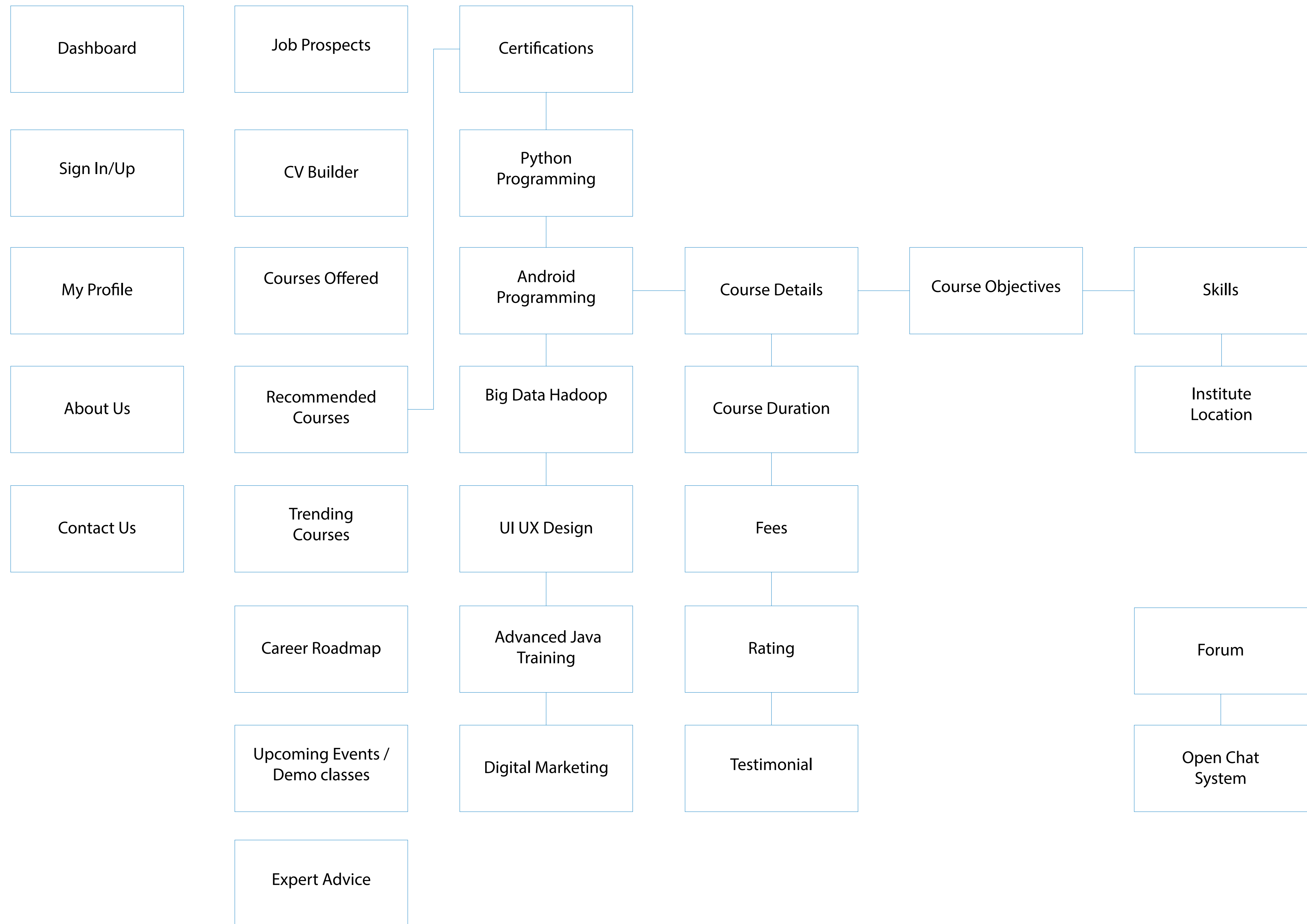
# User Led Strategies

We made a few cards based off of the **structure** of the existing website. We then asked our sample users to organize them according to their understanding.

Along the way, we also asked them for ideas on features that could be added or removed.

Following are the **results** of our card sorting exercise.





Advanced Java  
Training

Career Roadmap

Courses Offered

CV Builder

Forum

About Us

Sign In/Up

Python  
Programming

Recommended  
Courses

Trending  
Courses

Open Chat  
System

Dashboard

Big Data Hadoop

Course Objectives

Upcoming Events /  
Demo classes

Skills

Digital Marketing

Course Details

My Profile

Android  
Programming

Course Duration

Institute  
Location

UI UX Design

Expert Advice

Contact Us

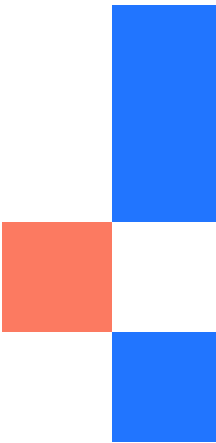
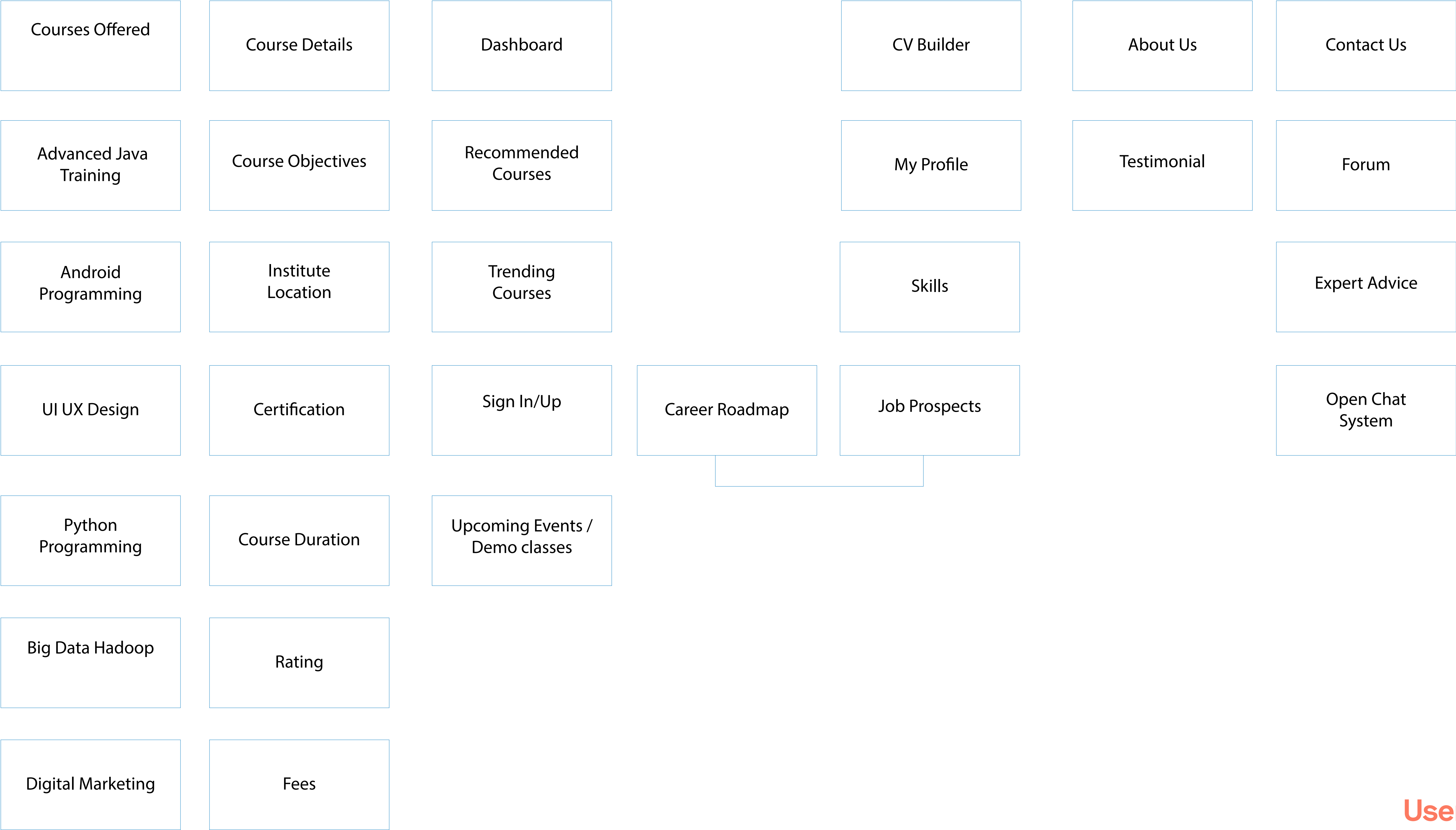
Fees

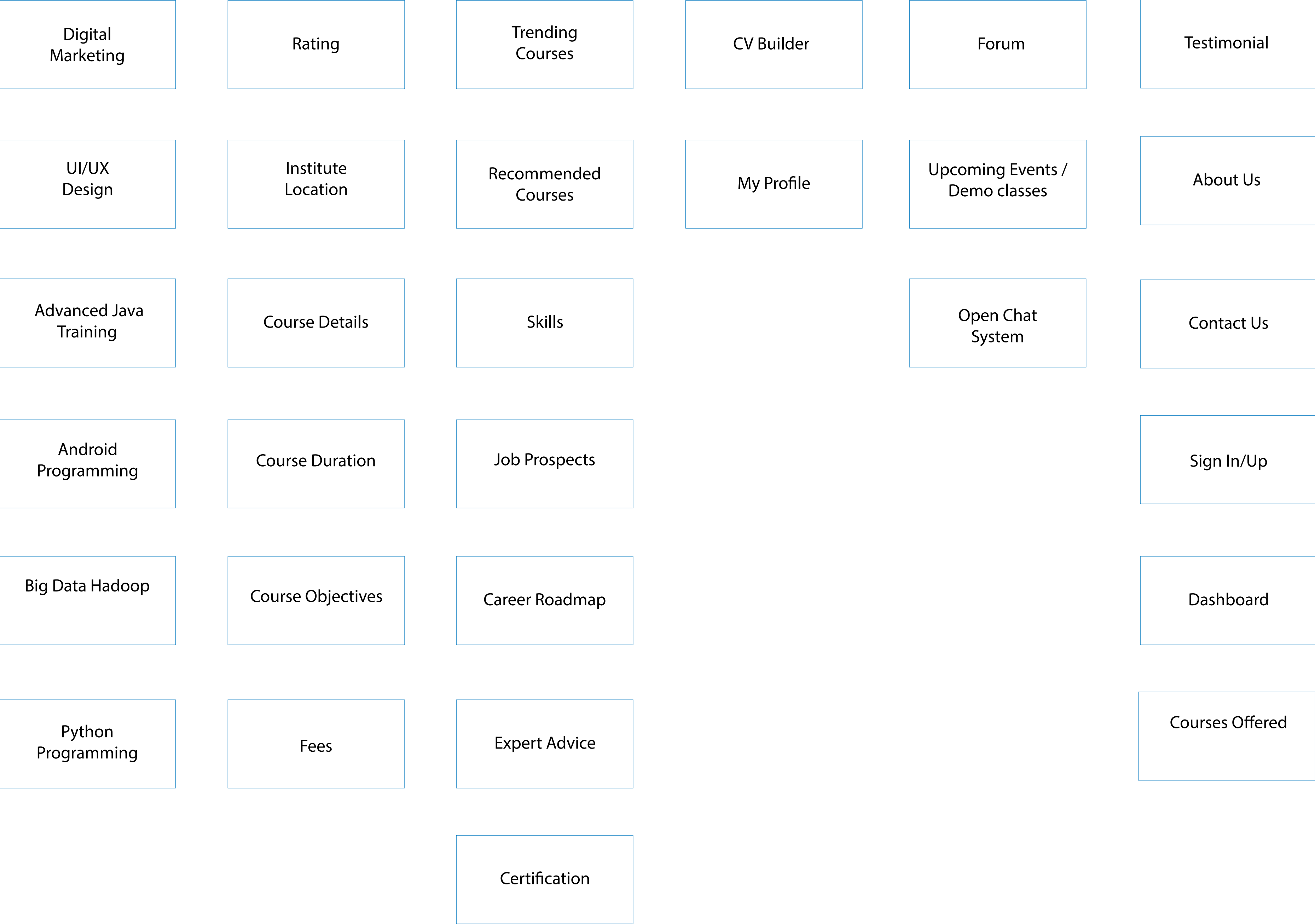
Job Prospects

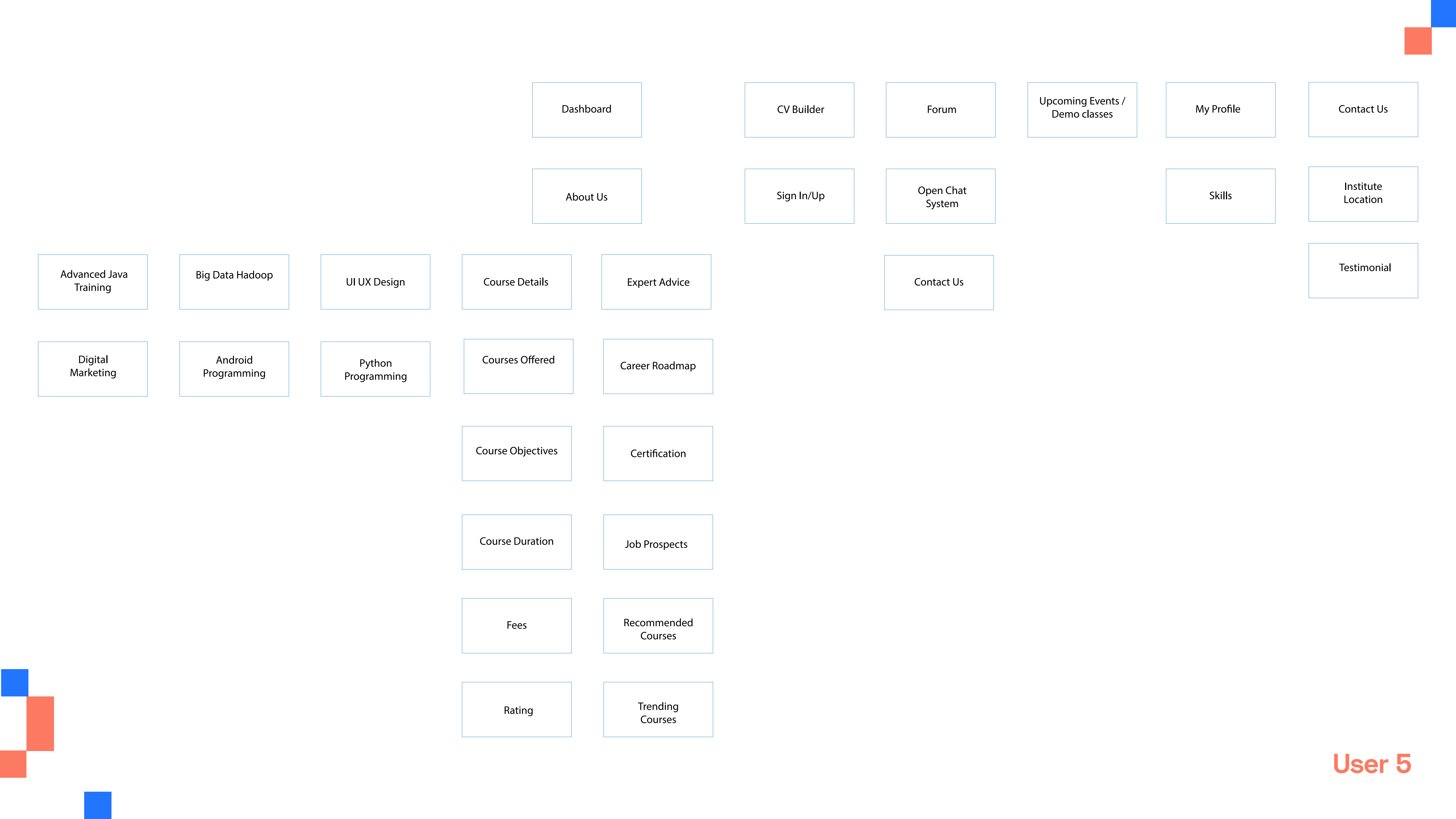
Rating

Certification

Testimonial





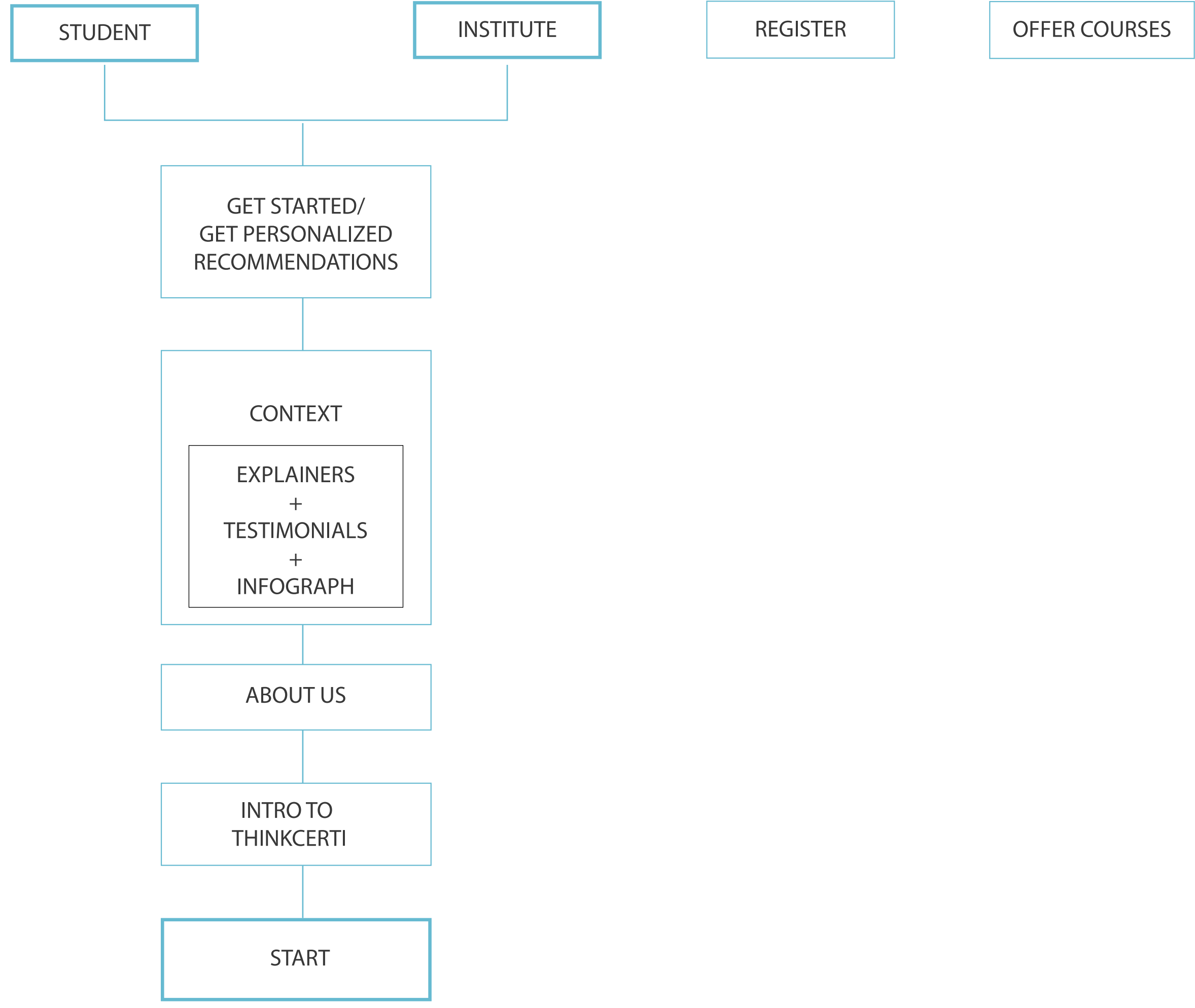
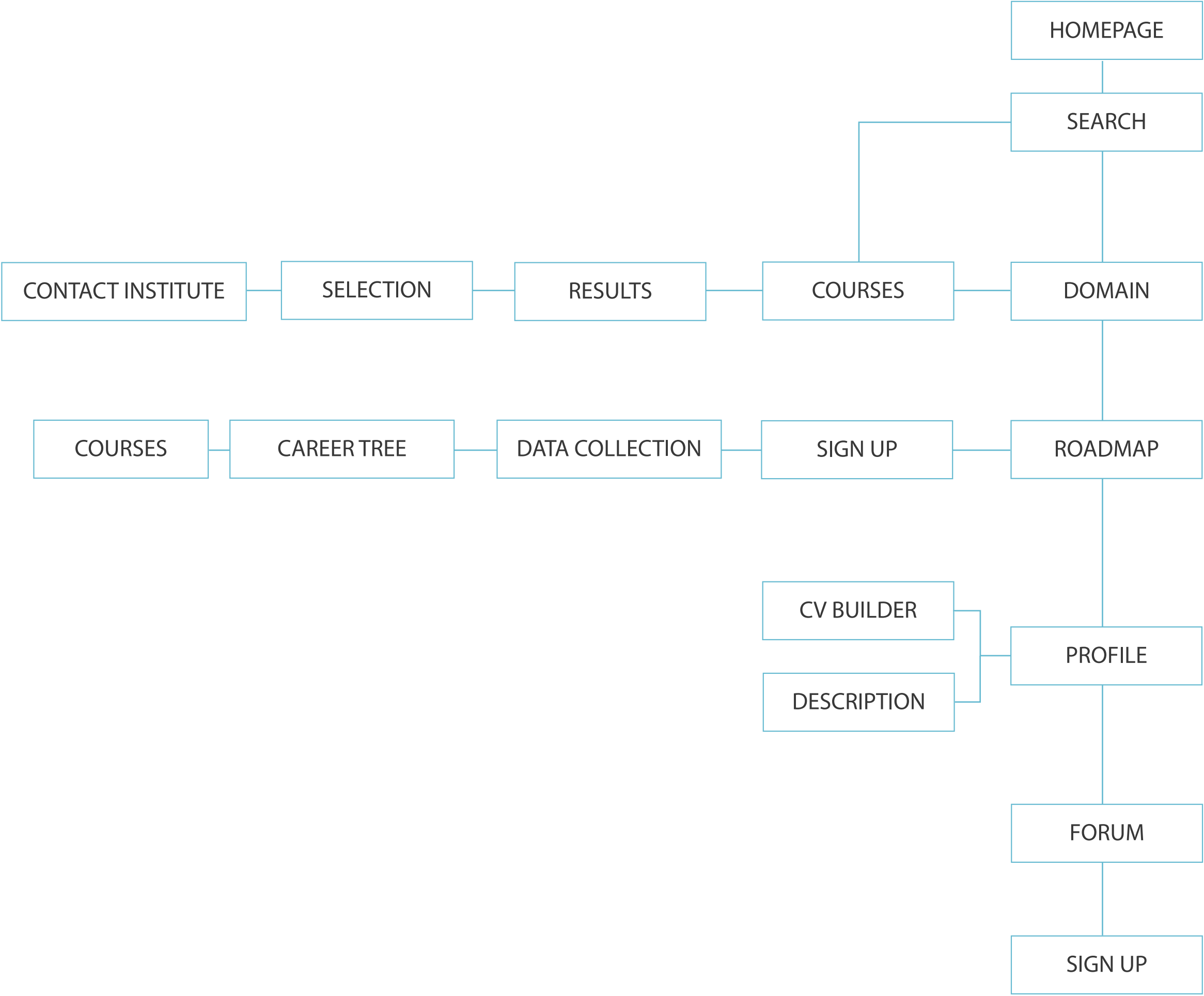


# Bonus Features

We had a few ideas on the new features we could add to the website after we had deeper conversations with our sample users.

- **Job Prospects** that could be displayed for every course.
- A column for **trending courses**
- A **chat box** where users could connect with industry experts
- A **restructured, interactive career roadmap** that will provide personalized suggestions and advice
- A **CV builder** that uses the demographic and educational data submitted by the user

# Presenting the new Information Architecture

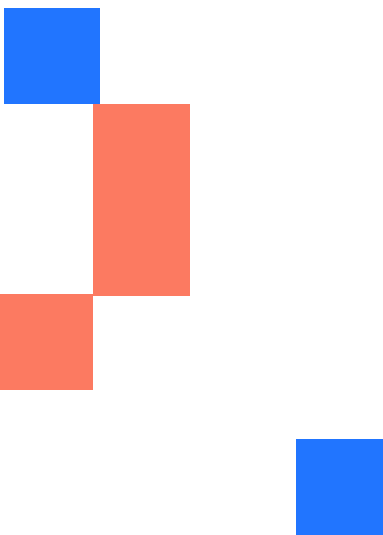




# Detailed Sitemap

We also extended the Information Architecture into a fleshed out sitemap.

The sitemap is not fit for viewing in this presentation format so please refer to the sitemap file that follows



# What's Changed?

## Roadmap

- The most significant change ; a new **interactive system** was developed to give users personalized suggestions in the most efficient manner.
- Works on **algorithms** and minimizes the steps that the user needs to take.
- Identifies the courses the user needs to take to fit a certain job role and lists them in a **concise** and simple format.

## Profile

- New sign-up process
- No repetitive entries
- CV Builder has been integrated

## Forum

- A culmination of expert advice, blog, and FAQs
- Chat Box option added

## Homepage

- Cleaned up the homepage.
- Friendlier interface and UX.

# ~~Career Roadmap~~

## Career Blueprint

The most significant change we brought to ThinkCerti was the newly thought out Career Roadmap. It had to be the focus of the website because it was unique to the brand. It was also the part of the website that held the most scope in terms of utility.

The following slides explain how we thought out the structure of the new roadmap. We also took to calling it the blueprint, as will be explained in the following slides.

**To demonstrate everything we will talk about in the following slides, we have developed a few animations which will be attached with this presentation.**

**Please refer for better understanding.**



# Reduce, Reduce, Reduce

The Career Blueprint is a tool that suggests career options to the users.

Our main goal was to simplify this as much as we could and so we reduced this process to three steps.

## Data Collection

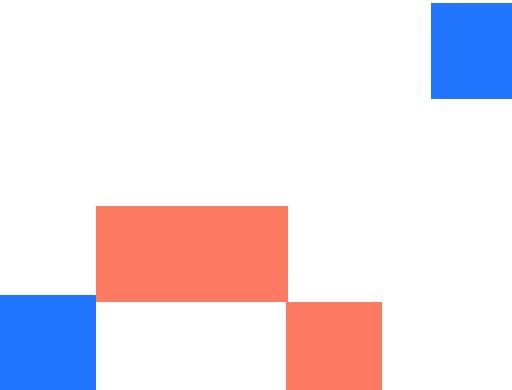
Where the user enters or checks all the information regarding their career.

## Feeding

All the data is submitted to ThinkCerti, while it fetches the **best, personalized results** for our user

## Results

ThinkCerti presents the **four best options** for the user, in a simple, easy to understand format that allows for **flexible viewing** of courses and related job titles.





# How do we start suggesting **career** options?

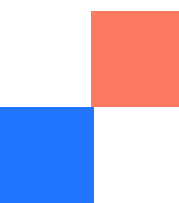
We first begin by collecting all **pertinent data** on the learner.

In our new system, we intended to collect all educational and **demographic data** about the user during the initial sign up process. However, before the user begins searching for career options, we still wanted to allow for further editing.

This is where the **dashboard** comes in. It is our method of **data collection**.

The dashboard is an element of our **career blueprint** where the user can **review all the data they have entered**.

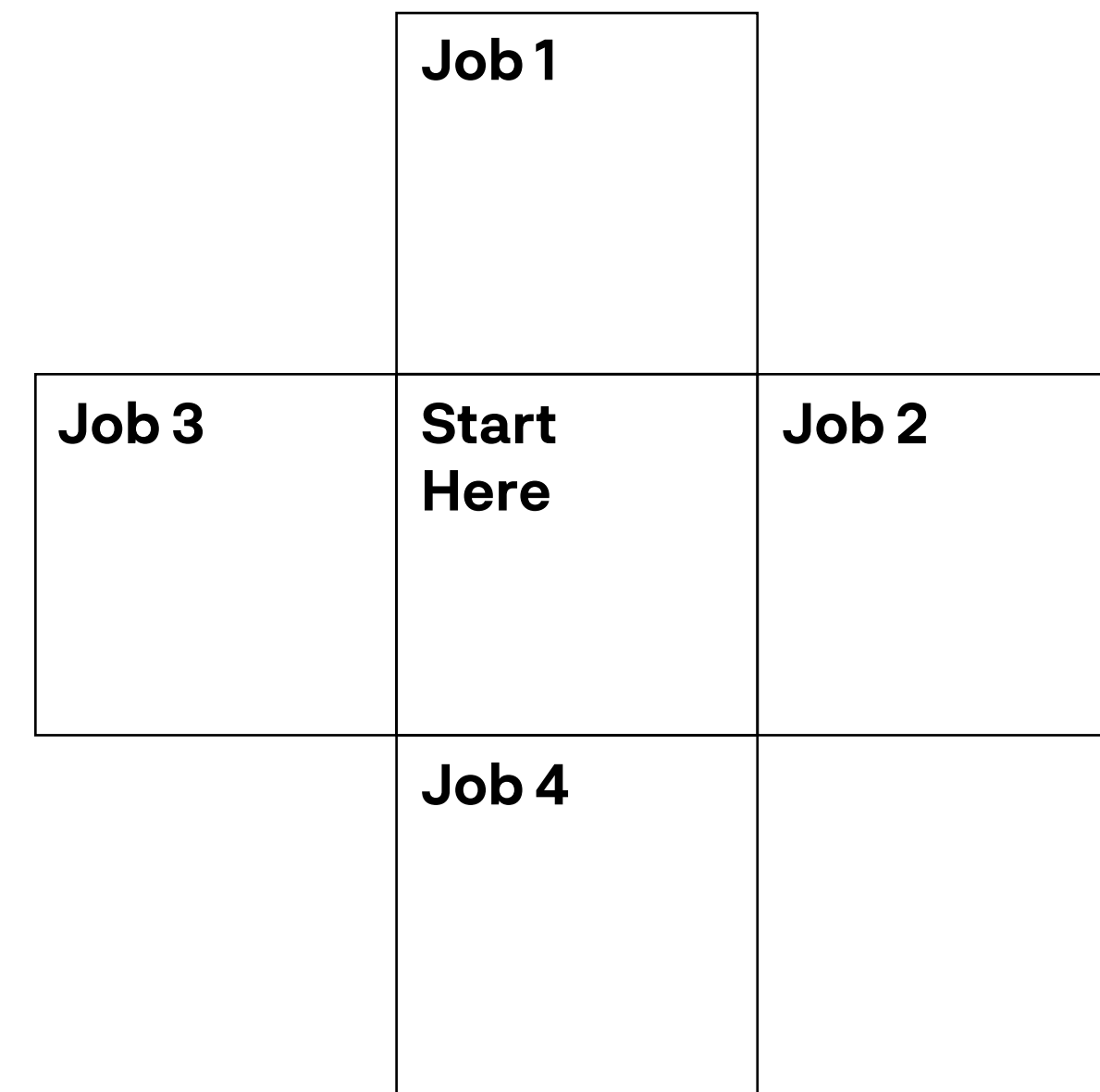
It provides a **quick glance** at their education, experience, skillsets and interests. This data is editable, and once the user has reviewed his dashboard, ThinkCerti will use this data to suggest the best career choices for the user.



# The format for the Blueprint

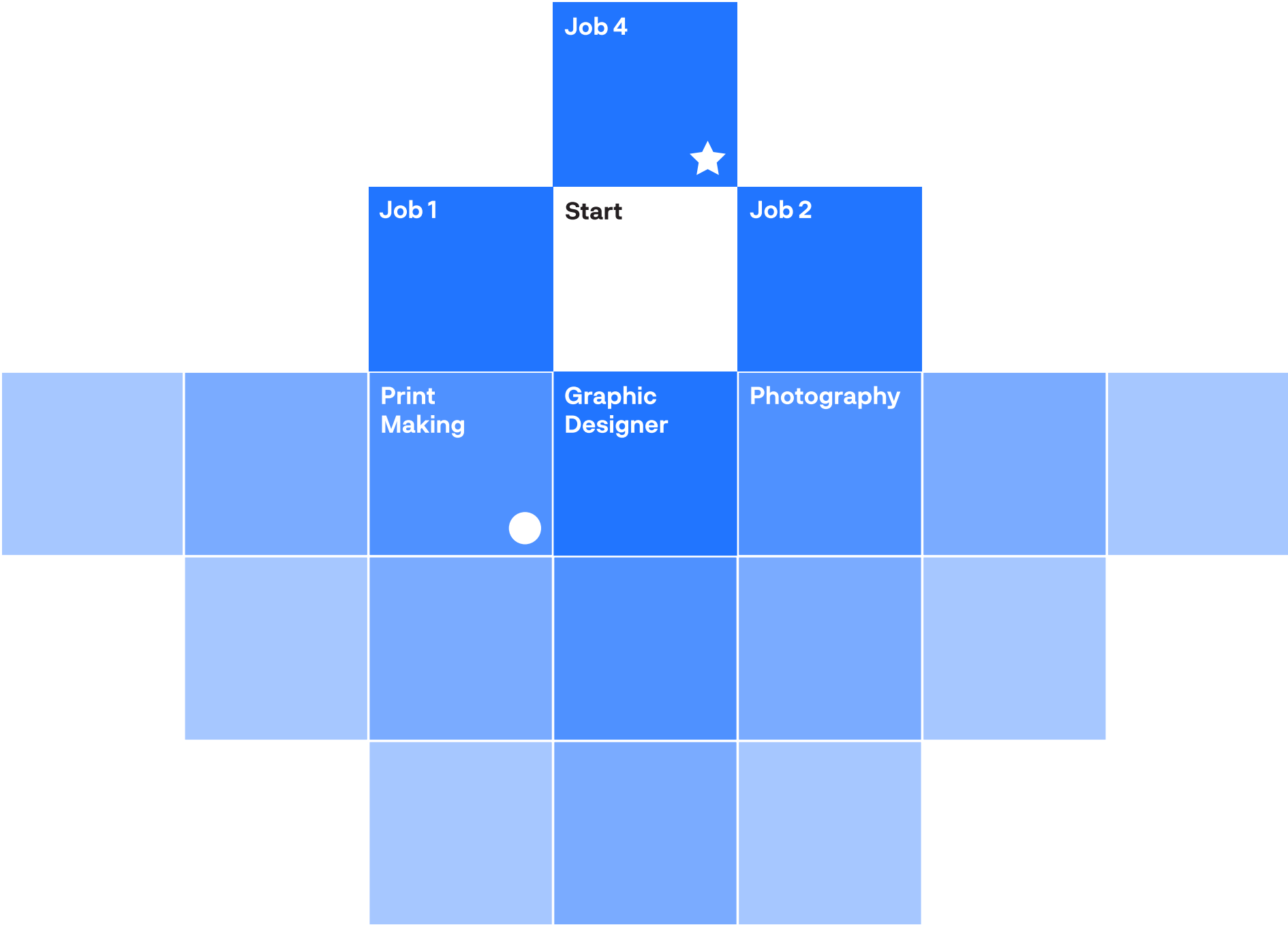
Our decision to rename the roadmap to a blueprint came from the **simple, interactive grid** structure we finalized on. This is the most **concise view** of jobs and courses recommended for the user.

We started with **Square 1 (Quite literally)**. When the user feeds their data to ThinkCerti, we offer the **four best job titles** that are suited for them.



We allowed for **multiple interactivity** options so that users could choose to see all the courses at once, without **losing sight** of the other jobs that were recommended to them

So when the user **clicks and holds** on a job title, they get a quick glance of all the relevant courses that are in store for them



Upon clicking once again on the job title, a pop up card appears that displays all the **relevant details** ; job description, all the skillsets that would be necessary, and the courses that the user would need to take in order to **fit the role**.

Graphic Designer

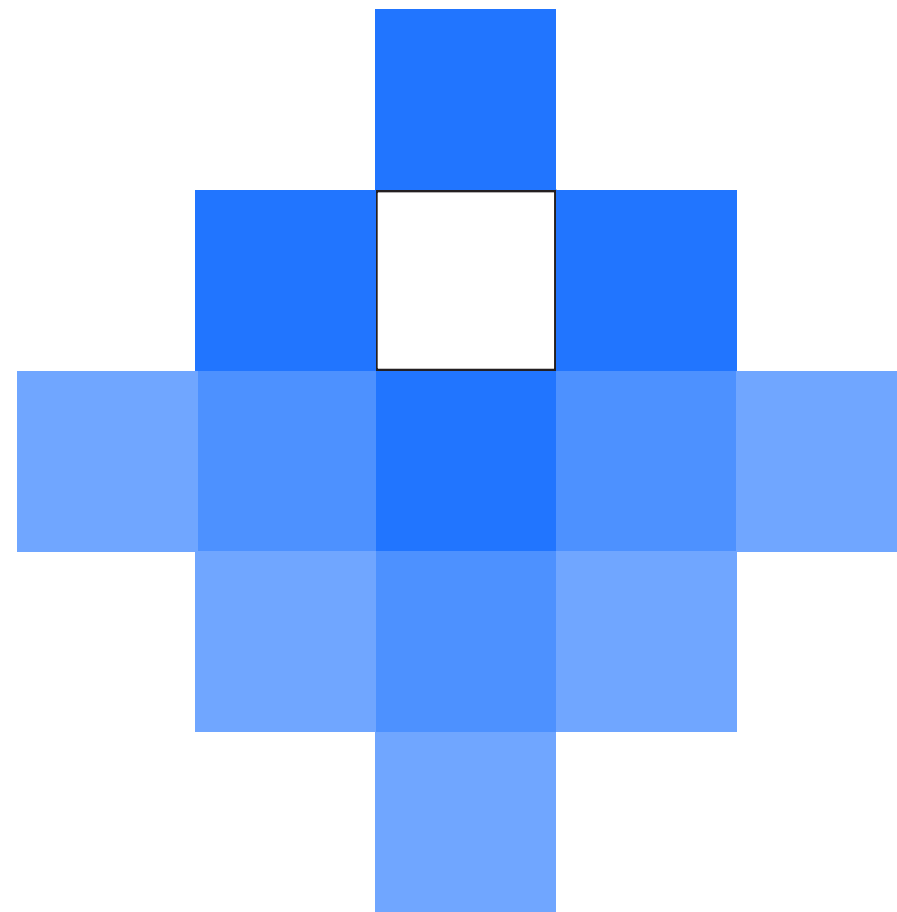
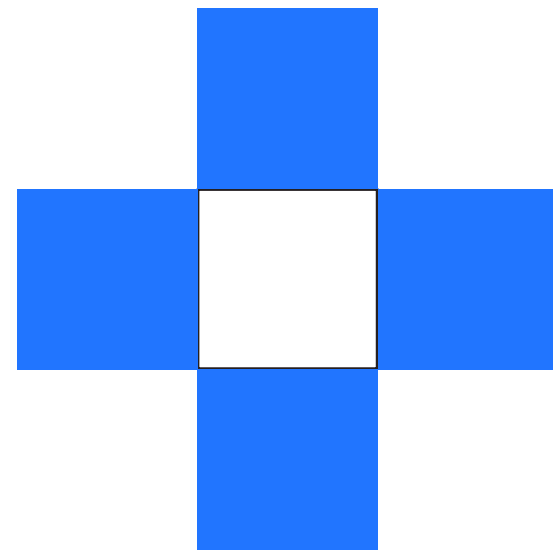
Necessary Skillsets

Courses you need for this job

Graphic Designer

Vice versa, if the user clicked on a listed course, a course pop-up card would appear and similarly list out all relevant details, including the institutes that are offering said course.

<div>Typography</div> <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>Institutes Offering</div> <div><div><div></div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div>Jobs that require this skillset</div> <div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div></div>	<div>Typography</div>
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User fills in  
**dashboard info**

ThinkCerti suggests  
**best job roles**

User can quickly view **courses**  
under each **job title**.


Job and course details follow in  
**list view** after being clicked.



# Does it work?

With all the new changes we brought to ThinkCerti, we had to **test our working knowledge** of the system

So we developed new task flows for three basic actions that work within the new interface.

1. Picking a **new course** via domain.
  2. **Sign In** process.
  3. **Navigating** the career roadmap
- 

Pick course via Domain

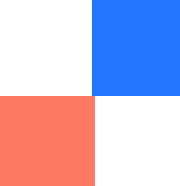
SUB TASK	ACTION OBJECTIVE	FEEDBACK FROM UI
Get Started	Leading to Domains	Opens Homepage
Choose primary domain	Get different course keywords	List of courses and Institutes offering those courses
Choose course or institute	Get information and specifics	Course objectives, fees, timings, certifications and reccomendations
Contact Institute	Contact institute	Contact Institute

Sign In

SUB TASK	ACTION OBJECTIVE	FEEDBACK FROM UI
Sign in	To be an account holder**	As a learner and an Institute
Fill details (learner)	Data Collection	Demographic details, Extensive qualifications etc
Fill details (institute)	Data Collection	Course objectives, fees, timings, certifications and messages (from the students applying)

Career Roadmap

SUB TASK	ACTION OBJECTIVE	FEEDBACK FROM UI
Get Started	Search according to job profile	Opens homepage
Career Roadmap	Show skills required	Automated job profiles according to the data filled into your profile
Add Skills	Mandatory courses required to complete	Career tree
Choose course	Personal	Contents of course



Our process uptil now helped us lay down  
a rough foundation for the website.

**Please refer to our initial wireframe files,  
which are attached with this presentation**

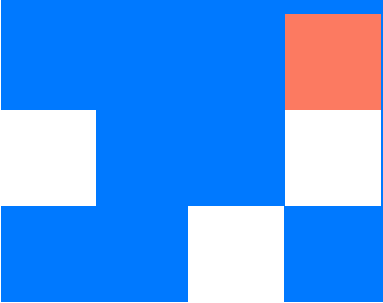




# Visual Overhaul

Now that we established a **concrete skeleton** for the functioning of the website, it was quite evident that it needed a skin that was befitting.

We sought to reimagine the **visual experience** of ThinkCerti just as thoroughly as **it's structure**.



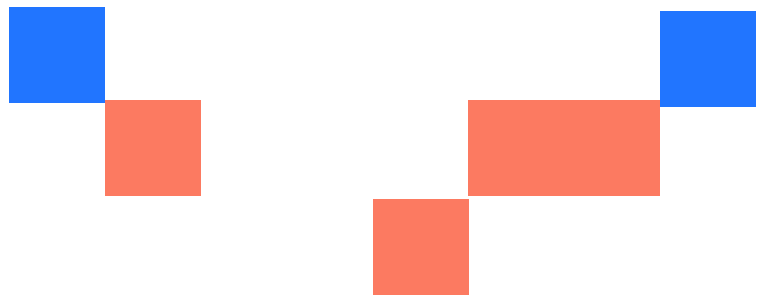


# A new take

ThinkCerti's initial UI was **terribly cluttered** and lacked **absolute hierarchy**. We decided to completely reboot the page and start from scratch.

And that meant starting with laying down a **basic style guide** that covered typographic, colour and photographic applications.

We also made sure we followed **material design principles**, while emphasizing on the techniques of **atomic design** as well.



# Typography

We chose a combination of two **sophisticated** and **functional** Grotesks:

Space Grotesk is used for display purposes, while Univers is used for body copy. Space Grotesk serves as a **solid, tech savvy** typeface that leads. The classic Univers brings its sense of **familiarity** and **comfort** when used in smaller sizes.

## Space Grotesk

- **Bold**
- **Medium**
- **Regular**

### Specifications

Headers : 68 pt  
Sub Headers : 50 pt  
Button Type : 24 pt

## Univers

- **Roman**

### Specifications

Body : 22 pt

# Colour

ThinkCerti's original colour scheme was based around a corporate blue. We found it fit to stick to the **original DNA** but also necessary to introduce a new perspective with it's colours.

We refreshed the **base blue colour** and added a **complementary orange**, along with a modern white and black.

Blue  
#2175FF



Coral  
#FD7A60



Black  
#0D0D0D



White  
#FFFFFF



# Photography

The photographs are set in **tints** of **orange** and **blue** to stay in line with the other elements. However, once the user clicks on a photograph, the original colours remain: so that users can see the real photos.



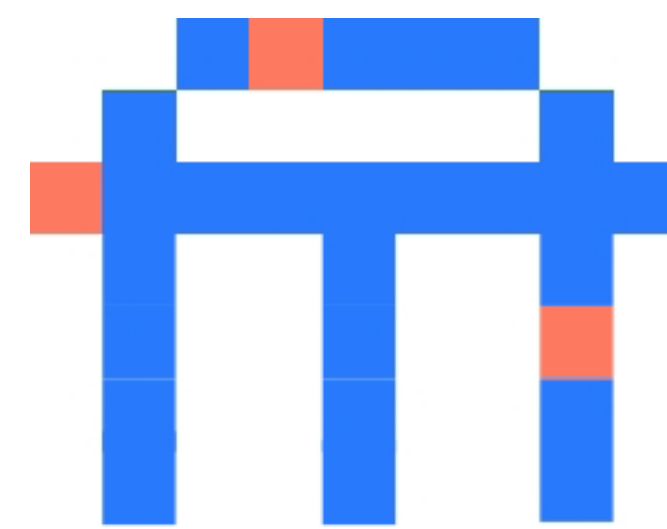
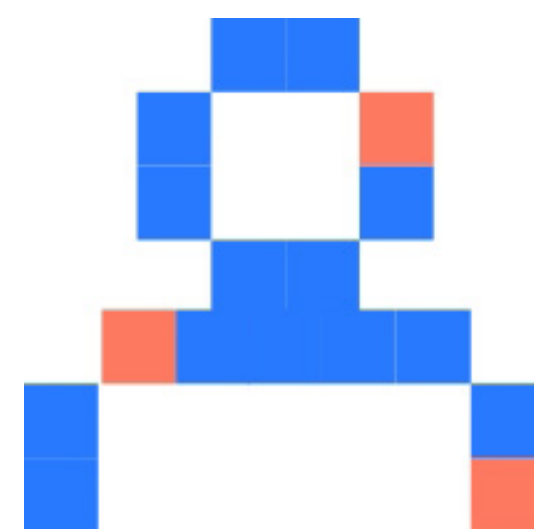
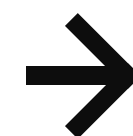
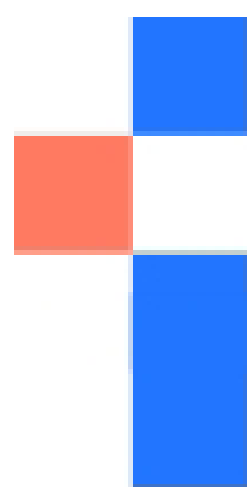
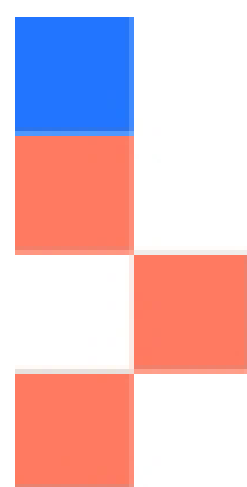
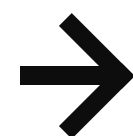
# Visual Language

Throughout the span of the project we have been looking at learners and their **careers as seeds**. The words **growth**, **sprout** and **tree** were frequently used. We decided to simplify the structure of a seed to the **simplest digital entity**. A pixel resonated best, when we also thought about ThinkCerti's **IT-centered origin**.

Now, in this new cosmos, the seed represents the site from which all growth starts. It has hence, formed the **basic structure** of all our visual language.

The pixel formed a basic atom that helped in developing an entire ecosystem of visual elements and properties.







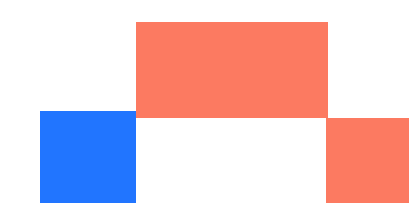
# Microcosm and Macrocosm

While learning more about web design,  
We came across **Brad Frost's** principles  
of **atomic design**.

We instantly implemented this method  
of organization which focuses on  
the smaller elements of the webpage  
being the **building blocks** to a larger,  
**cohesive** and **wholesome** system

We laid down button and icon styles,  
grid styles and column spacing.

**Each element of ThinkCerti's pages are  
repeated to form cohesive relations with  
other elements, which eventually form  
larger design systems.**



# Atomic Design

## Buttons

### Primary

Text type 1	Icon	Text Type 2	Text type 3
Default		Selected	Selected
<button>Default</button>	<button>&lt;</button>	<button>Selected</button>	<button>Selected</button>
Selected		Unselected	Unselected
<button>Selected</button>	<button>&lt;</button>	<button>Unselected</button>	<button>Unselected</button>
Disabled			
<button>Disabled</button>	<button>&lt;</button>		

## Form Elements

### Radio Buttons

☒

→

☒

→

☒

Select

Reselect

### Checkboxes/Switches

Unchecked	Unchecked	Unchecked
<div><div>★ ★ ★ ★ ★</div></div>	<div><div>♥</div><div>Add to Wishlist</div></div>	<div><div><input type="checkbox"/></div></div>
Checked	Checked	Checked
<div><div>★ ★ ★ ★ ★</div></div>	<div><div>♥</div><div>Added to Wishlist</div></div>	<div><div><input checked="" type="checkbox"/></div></div>

## Text Inputs

Default

What skills do you wish to acquire?

Q

Active

|

Q

Default

Add skill

Active

|

## Images

Standard

Avatar

## Drop Downs

Fee Range

▼

Fee Range

▲

☒ Under 4000

☐ 4000-6000

☐ Above 6000

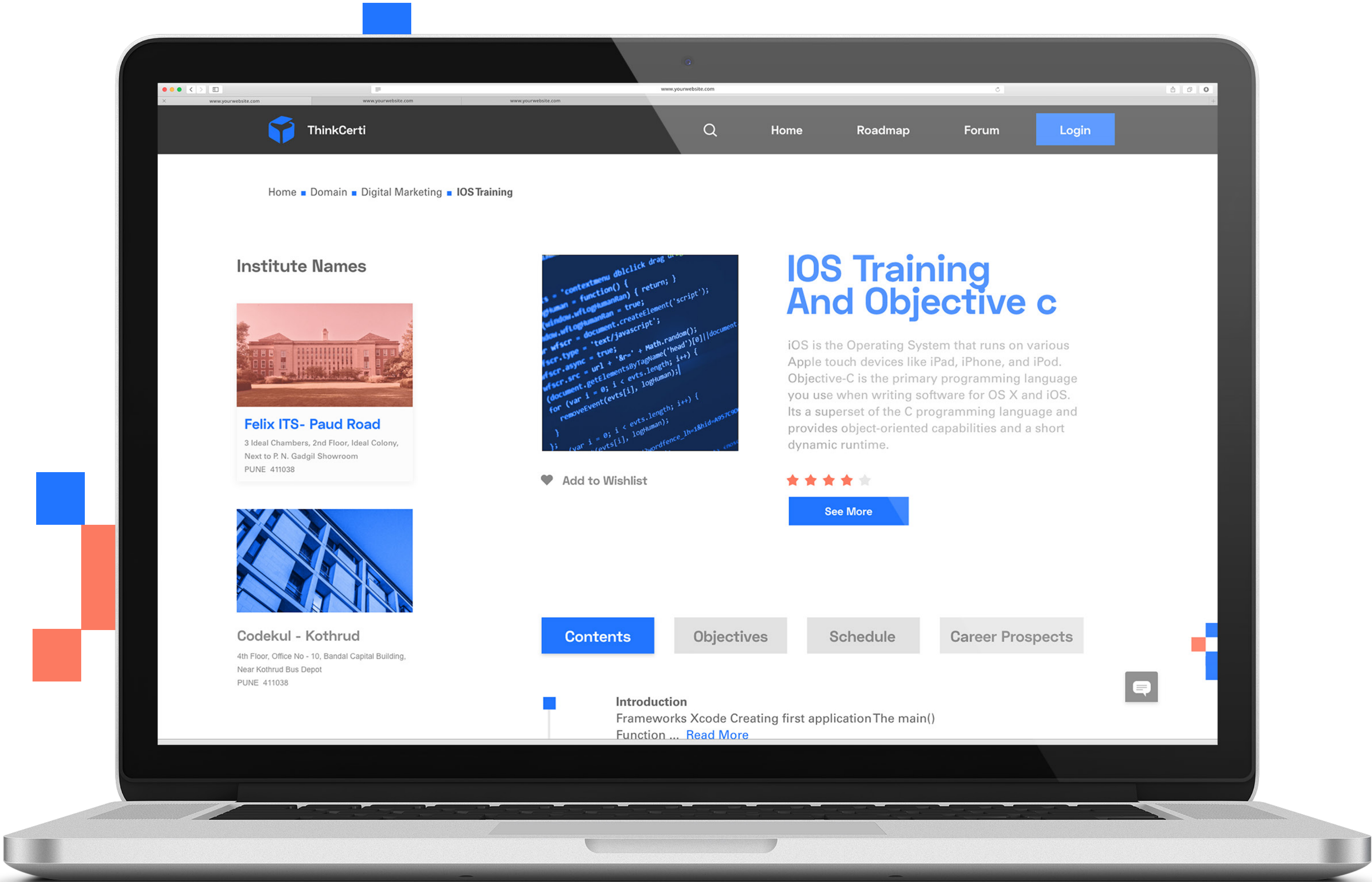
# Grid System

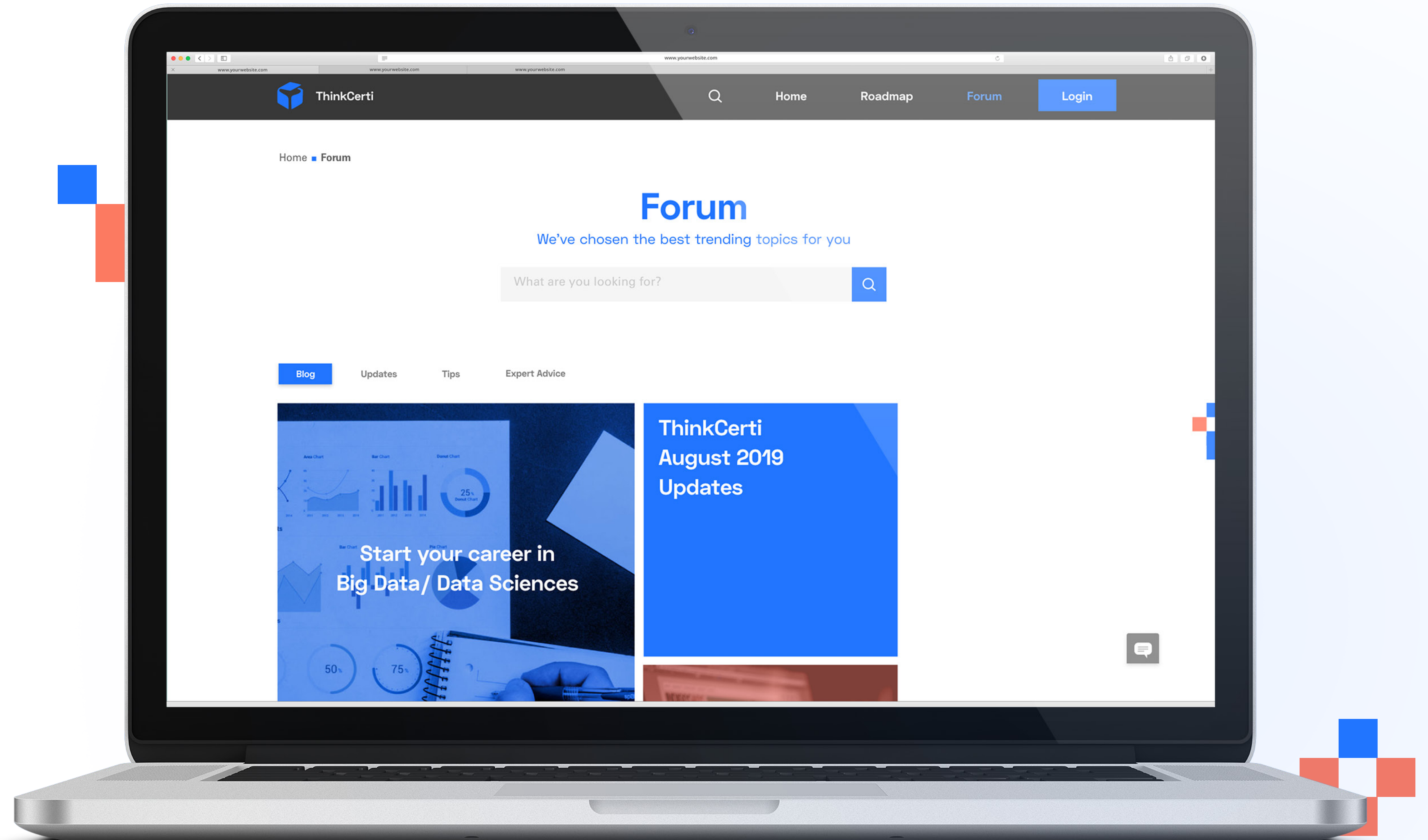
**Consistency** and a **uniform spacing** is brought into our web pages with the help of a **well balanced grid**. However, in order to stay **modern** and slightly **dynamic**, in some places it has been deliberately broken.

Column Width : 108 px  
Gutter Width : 20 px



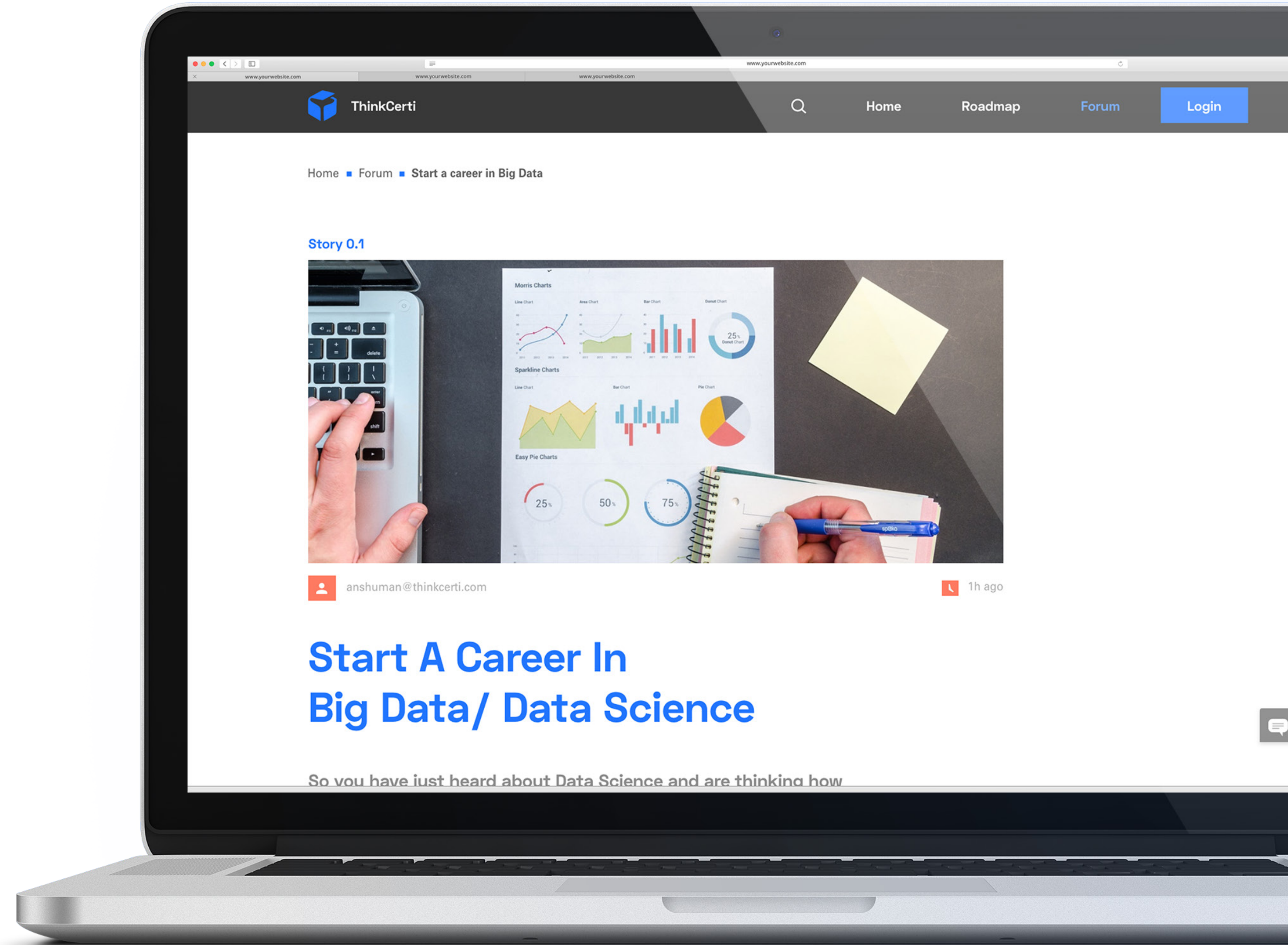
# Screens

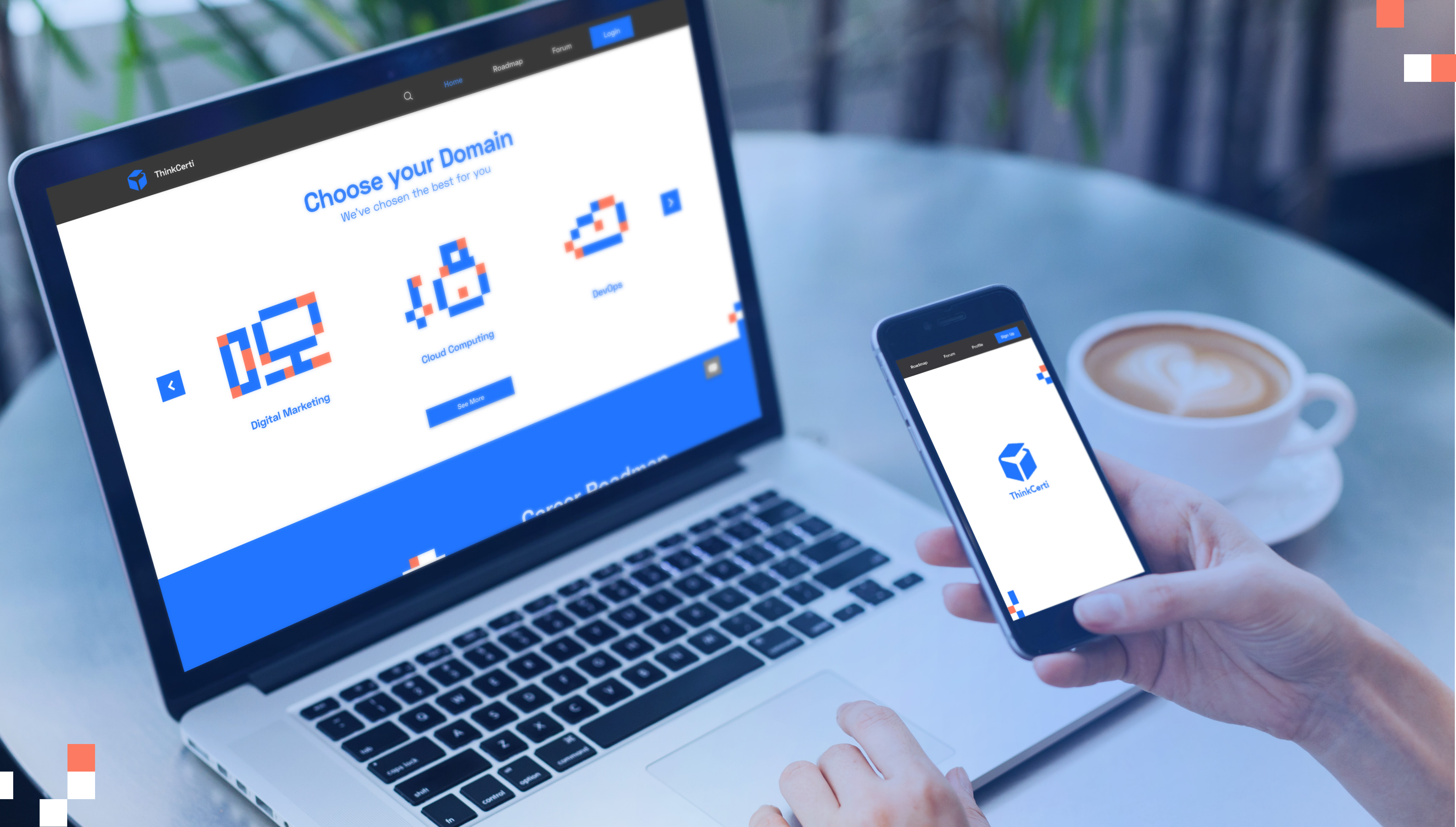




# Conclusion

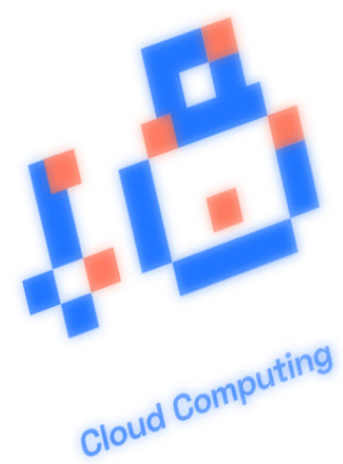
To aid in explaining and demonstrating this **comprehensive documentation**, we have developed **interactive prototypes and videos**. We highly suggest viewing this additional material for better understanding and evaluation.



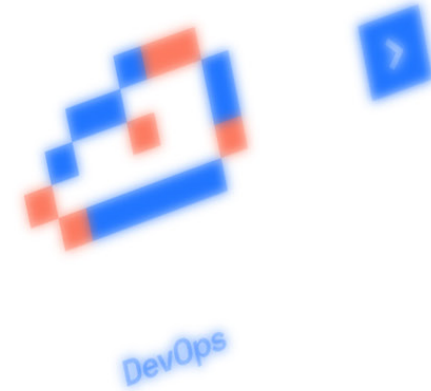


## Choose your Domain

We've chosen the best for you



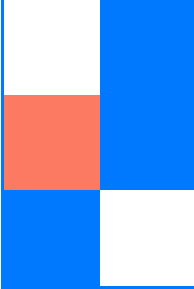
See More





# Takeaway

Over a period of three weeks, the process we took helped us understanding a number of things about interfaces and experiences.

- Thoroughly **diagnosing a system** of its shortcomings and identifying points that need to be reimaged.
  - **Empathizing** with users and their pain points.
  - Visualizing **multiple approaches** to the appearance and working of design systems.
  - Adopting a **building-block** approach with every new interface and system we designed.
  - Designing **coherent visual structures** that work on basic design principles and proceed to facilitate users on their journey.
- 



# All in all

We concluded our work with the same thought we had while starting out on the project:

**Our main goal was to make it easier for users to understand their careers better.**

Even if this meant finding courses, looking up institutes and even gaining a little bit of advice along the way. This concluding point was to make sure we double checked our work, and gauge if we had achieved our goal.

We'd like to thank our faculty guide, **Mr. Bipin Daftardar** for walking us through the entire process

