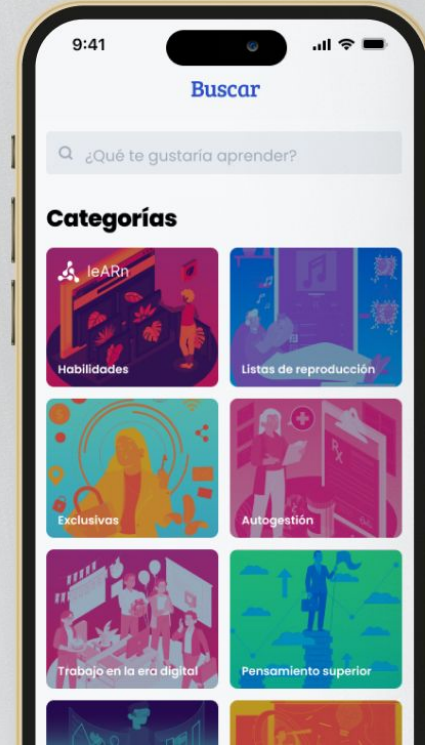


# Yeltic Learn App Redesign

Ricardo Barrientos



# Project overview



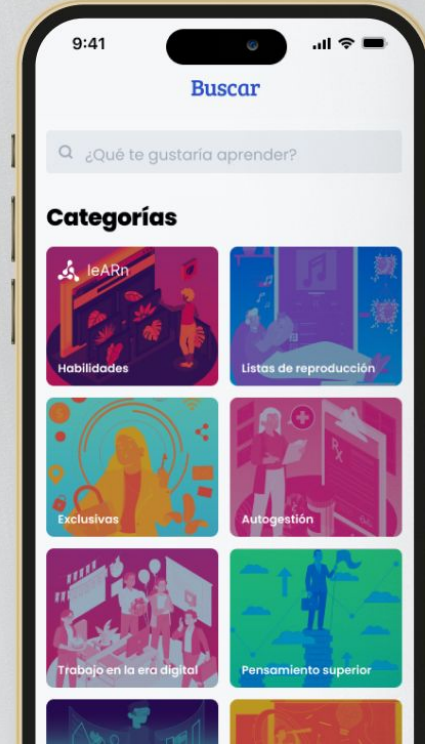
## The product:

Yeltic Learn is an app that will help train the workforce for the future of work, making use of Metaverse technologies, like augmented reality, virtual reality, simulators, 3d interactions, and more.



## Project duration:

4 weeks  
February - March 2023



# Project overview



## The problem:

As of now, the current app interface and Information architecture is not user-friendly. It lacks many design principles like negative space, margins, guidelines. The focus of the app has shifted and users feel overwhelmed with information.



## The goal:

Make the redesign of Yeltic Learn as user-friendly as possible with a familiar and fresh design while keeping the education elements, and adding needed features for the current users.

# Project overview



## My role:

Product designer in charge of the redesign for the Yeltic Learn App from re-conception to delivery.

This also including working with different teams making proposals for new gamification systems, wording, brand identity, and more.



## Responsibilities:

Making an examination on what's currently not working on the app, conducting research, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, making proposal for implementing brand identity and new and improved gamification systems.

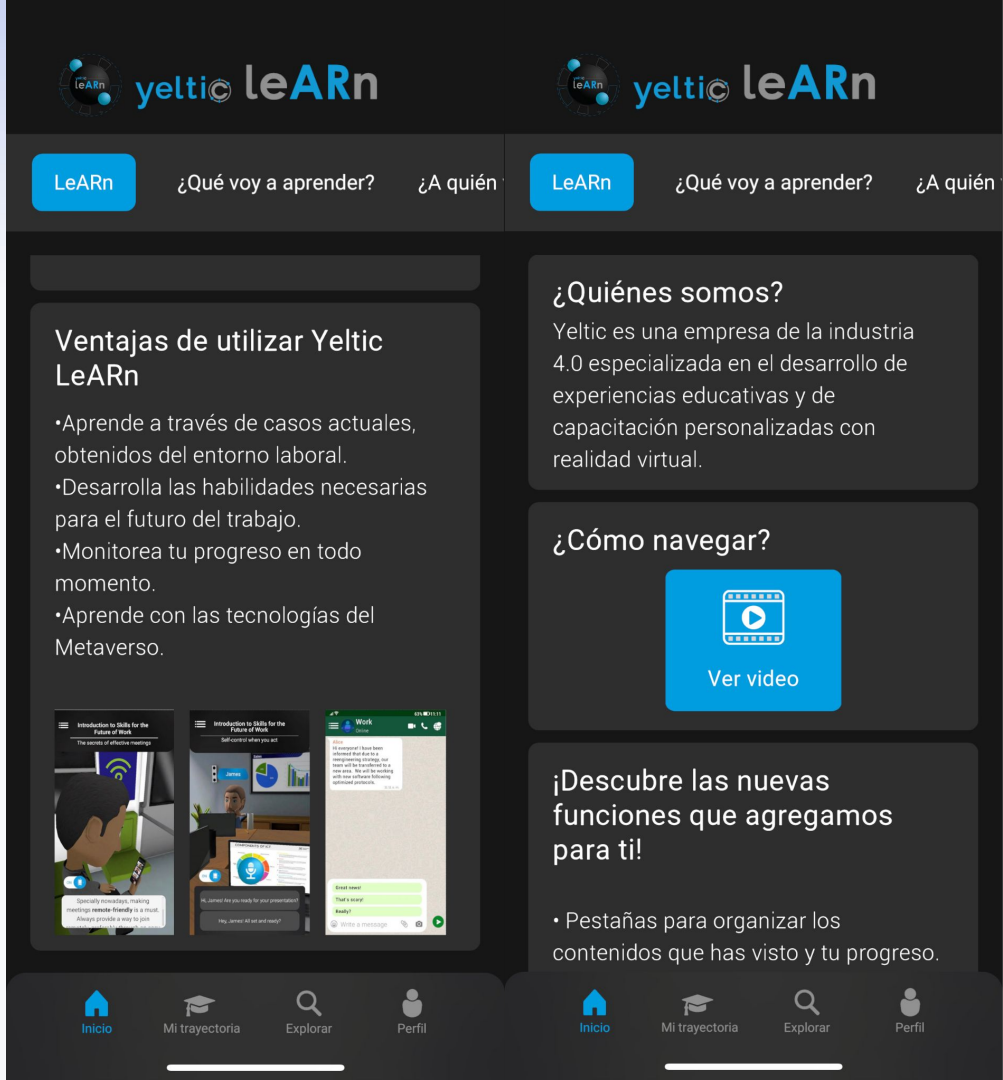
# Understanding the background

- Old look
- Pain points
- Insights
- Path to follow

# The old look

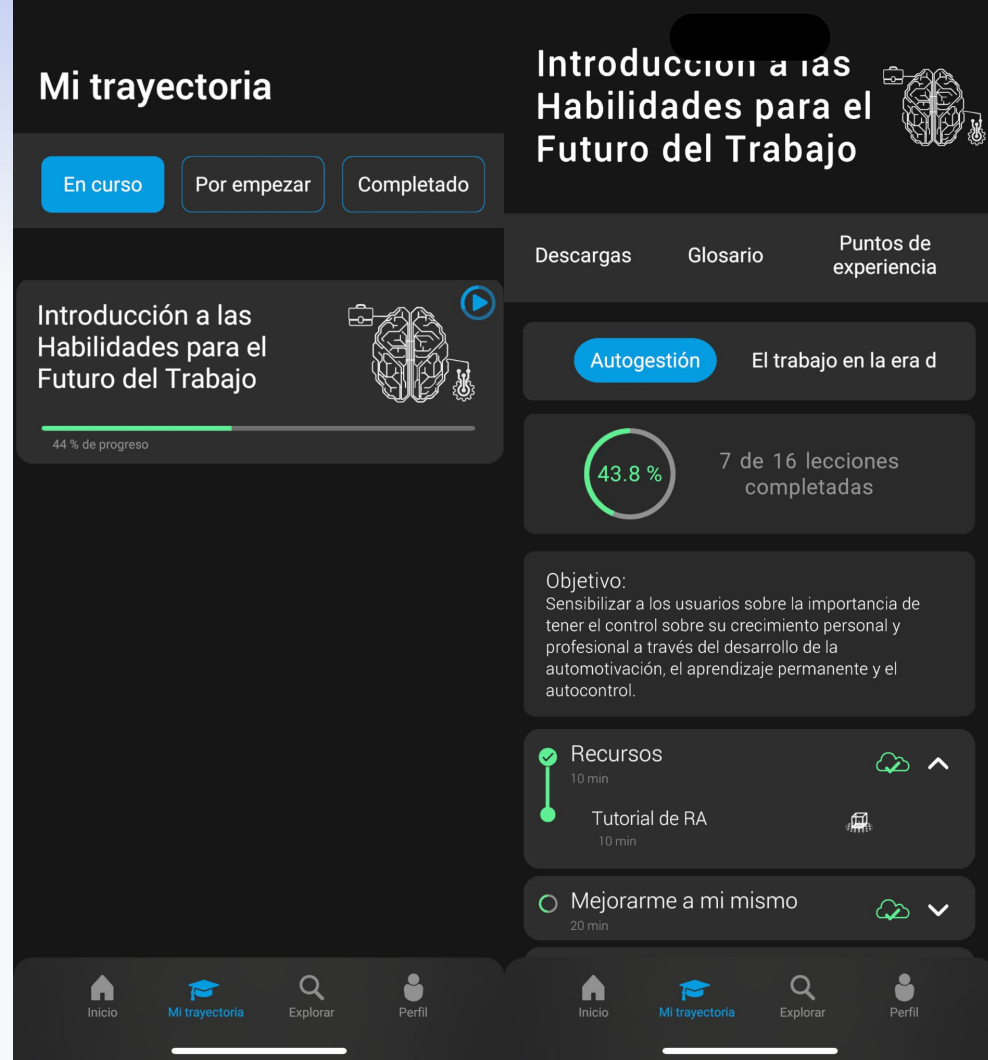
The old look was described by many users as “too black”, “too boring”, “too confusing”, “too ugly”, and more.

A redesign was necessary if the company wanted to keep their users.



# Pain points

- Navigation and user flow was too complex and confusing.
- There was no separation of elements.
- There was no negative space and everything felt crowded.
- Information architecture was all over the place.
- No consistency in the design.



# Insights

- Make the redesign around the “experiences” instead of the experiences and single course.
- Design a better hierarchy and make use of negative space.
- Make a design that has consistency, but also variety.
- Rework the IA and give the user a lot more control over their app.



## Introducción a las Habilidades para el Futuro del Trabajo

### Módulo 1: Autogestión

Recursos

Mejorarme a mi mismo

- La persona que quiero ser
- El aprendizaje permanente

Los primeros pasos hacia el autocontrol

- ¿Por qué deberíamos hablar de autocontrol?
- Cambio cognitivo para lograr el autocontrol

Tomar la iniciativa

Configuración

Atrás





# Path to follow

- Make use of the “Design thinking” framework to plan an actionable plan.

The screenshot displays the user profile and progress section of the DemoYeltic application. At the top, the user's name "DemoYeltic" is shown next to a profile picture. Below this, a "Progreso" section features a large circular progress indicator at 43.8% for "Progreso Total". Underneath are three smaller progress indicators: "Autogestión" at 60.0%, "El trabajo en la era digital" at 40.0%, and "Habilidades de pensamiento superior" at 33.3%. Below these are two summary boxes: "0 Módulos Completados" and "3.3 Calificación Global".

The "Estadísticas" section shows three metrics: "0 Racha de días" (with a flame icon), "3650 EXP Total" (with a lightning bolt icon), and "5 Insignias ganadas" (with a shield icon). A "Cerrar Sesión" button is located below the statistics.

At the bottom, a navigation bar contains four icons: "Inicio", "Mi trayectoria", "Explorar", and "Perfil".

On the right side, the "Configuración" (Settings) menu is visible, including options for "Almacenamiento" (Storage), "Uso de datos" (Data usage), and "Información" (Information).

Metric	Value
Progreso Total	43.8 %
Autogestión	60.0 %
El trabajo en la era digital	40.0 %
Habilidades de pensamiento superior	33.3 %
Módulos Completados	0
Calificación Global	3.3
Racha de días	0
EXP Total	3650
Insignias ganadas	5

# Understanding the user

- User research
- Personas
- Problem statements
- User flows

# User research: summary



After the original analysis over the current app, I started doing some research on the different user groups the product has.

While there was a lot of variety, I was able to identify some patterns and create significant personas that helped me in the design process.

# Persona: Andrea

## Problem statement:

Andrea is a 43-year-old mother and general assistant that wants a simpler app for learning and training because the current one is too difficult to understand.



**Andrea**

**Age:** 43

**Education:** Highschool

**Hometown:** Mexico city

**Family:** 2 children, spouse

**Occupation:** General assistant

*"I don't know how to use the app"*

## Goals

- Get to their nanos a lot quicker
- Check accessibility guidelines for size of text, color, contrast and spacing
- Make texts a lot more readable

## Frustrations

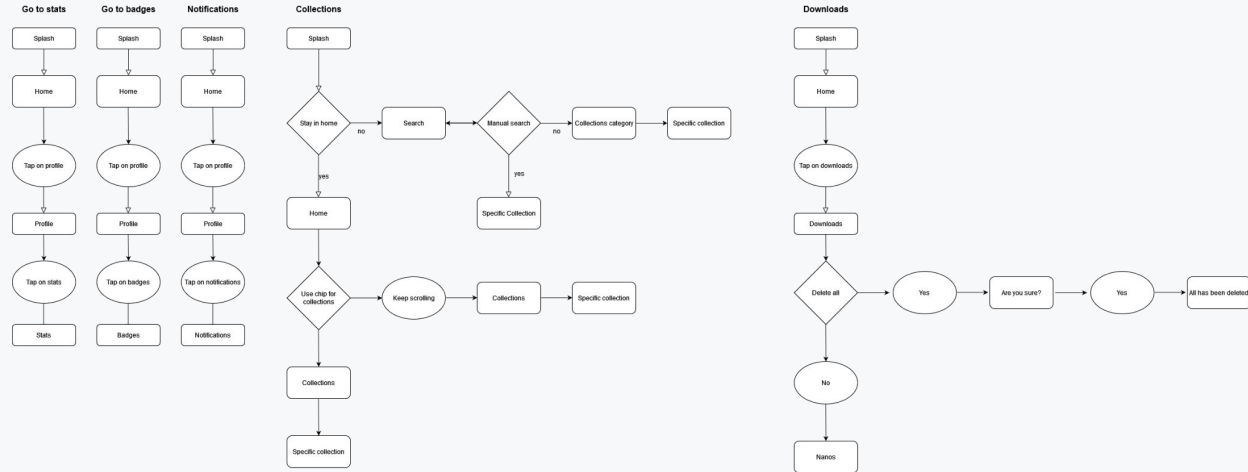
- "I don't know where to find anything"
- "I can't read the text because it's too small and bright."
- "I just want to rest but now I also have to discover how to use this app"

Andrea is a 43-year-old woman that works as an assistant doing many different tasks in the office. She didn't finish highschool and she works long hours from monday to saturday. After working for more than 20 years in an office her sight is getting very weak and as such she has trouble with small screens.

When testing yeltic learn she didn't know where to go or how to do anything. It was very difficult to read anything and didn't have the time to discover how to do it because she is very tired after work.

# User flow

When creating the user flow for different tasks of the app it was a priority to have to make as few decisions as possible, that's why everything on the app is 3 or less taps away.



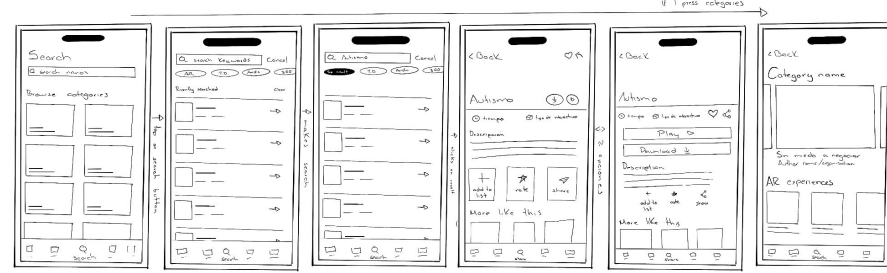
# Starting the design

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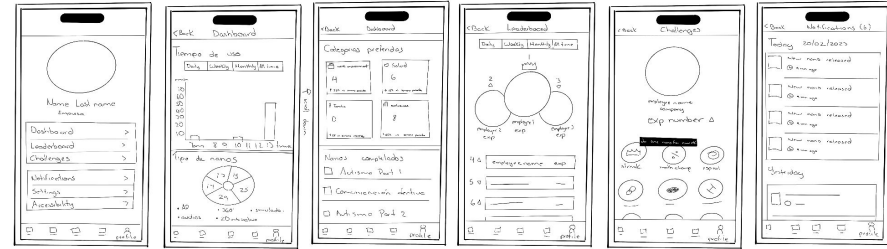
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized step-by-step approach to make it as easy as possible for ordering for users.



Search bar categories



Progress screen  
- names (completado)  
- tiempo de uso (min, minutos, hrs)  
- Challenges

## HOME



Profile  
- empiezo en fitness  
- Search categories  
- Dashboard  
- Downloads  
- Why?

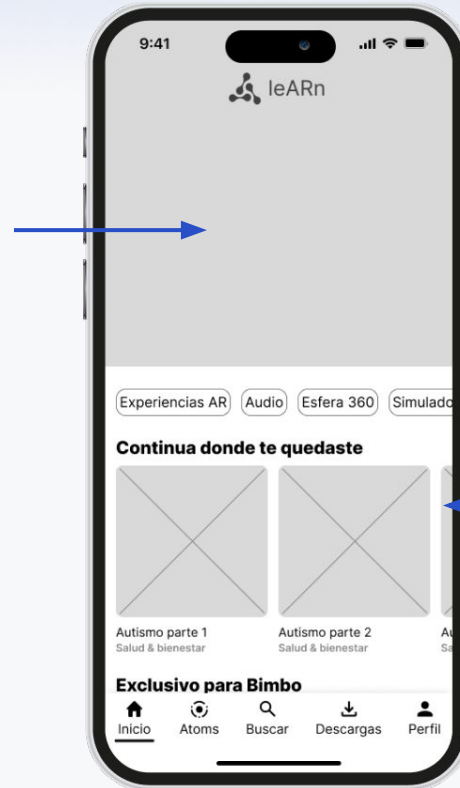
Downloads inside profile?  
3 contenidos  
- que tipo - que todos  
- que tipo de contenido  
- que tipo de contenido  
- que tipo de contenido

# Digital wireframes

For the first step of the process I knew I wanted to give all the app a complete redesign, starting with the Home Screen. In the current design the home screen had no function.

For my home screen I wanted to entice users to explore the app while not feeling overwhelmed.

This images here functions as a hero image and CTA for any featured content.



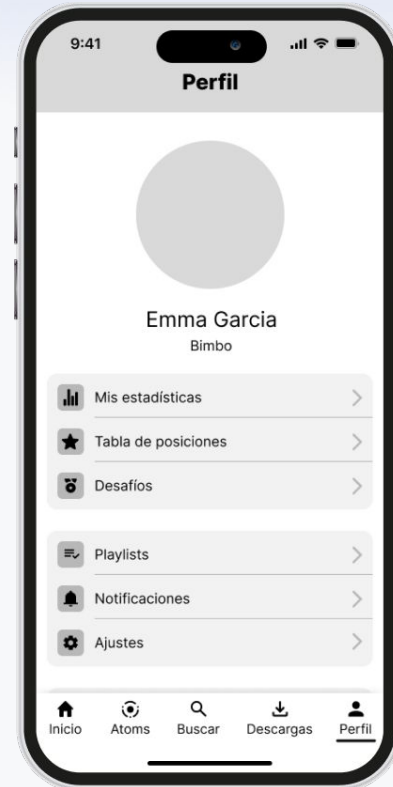
This carous shows the design I was going for to make exploration easier.



# Digital wireframes

Another step on the redesign was the categorization of different kinds of information in their own respective sections.

This was important because the current app lacks IA and it's causing confusion on where everything is.



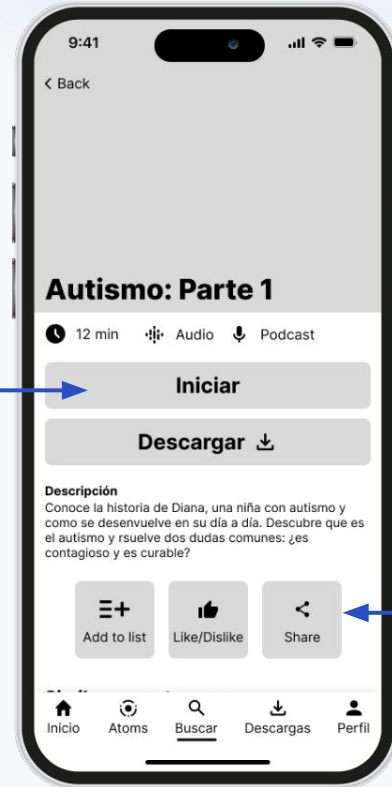
# Digital wireframes

The next big pillar of change in the app was to create a new screen for when you enter into an experience.

In the current design, it uses an overlay popup that holds a lot of information within a very small space.

So for the redesign, the research showed that I needed to use the whole screen to hold all the info.

CTA buttons to do the most important actions in the experience.



Secondary CTA buttons so the app has more functionality.

# Digital wireframes

The final big pillar that had to change was the dashboard.

It originally occupied the place of the profile and all of the profile contents was inside of settings.

I decided to change that so it's more in line with many different apps and it can feel familiar to our users.

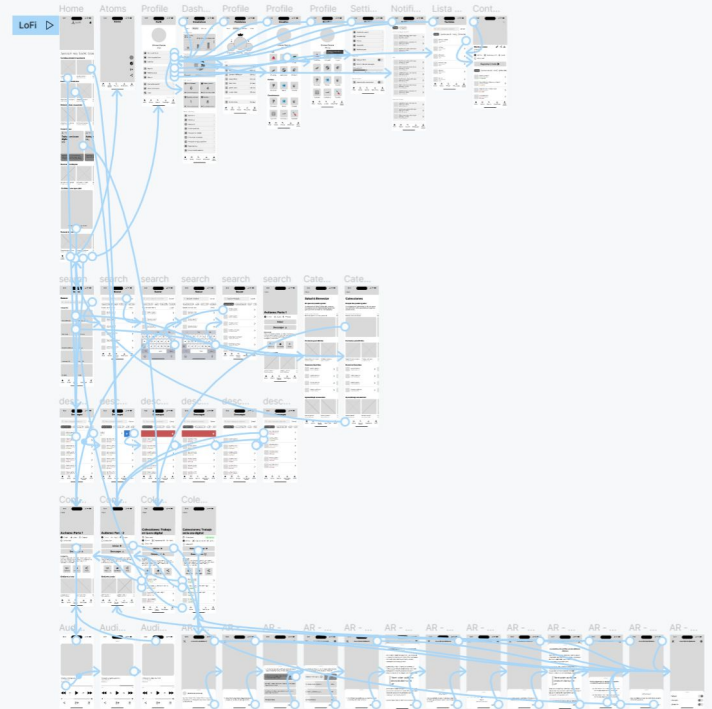
So the result is that the user's progress is inside a menu on their profile.



# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The starting user point was the home screen and it was ready for the first round of usability studies.

Link to [Yeltic Learn's Lo-Fi prototype](#)



# Usability study: findings

I conducted two rounds of usability studies and they gave me very useful and interesting feedback. The main one from the first usability study was a better idea on where users wanted certain features. The second one main pattern had to do with mainly wording of different elements.

## Round 1 findings

- 1 Users expected to see certain features on their home screen.
- 2 Some users missed the name of certain sections.
- 3 Users didn't like a feature proposed by a stakeholder and as such it was removed.

## Round 2 findings

- 1 Users want a second warning before doing a irreversible action.
- 2 Users had trouble understanding certain concepts for their name.
- 3 There's a healthy percentage of users using direct shortcuts and exploration of the app.

# Refining the design

---

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups: Home

As you can see, there was a big shift in the design philosophy, given that one of the user's complaints was that the app was "too dark" and "too boring" I opted for a light interface with the ability to turn dark for the users that prefer that.

In the main screen users can also see the first row of recommendations so it feels more personalized, whereas the current design has no personalized recommendations.

Before redesign



After redesign



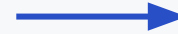
# Mockups: Home

A big point of focus for the redesign was to not overwhelm the users with an infinite amount of options.

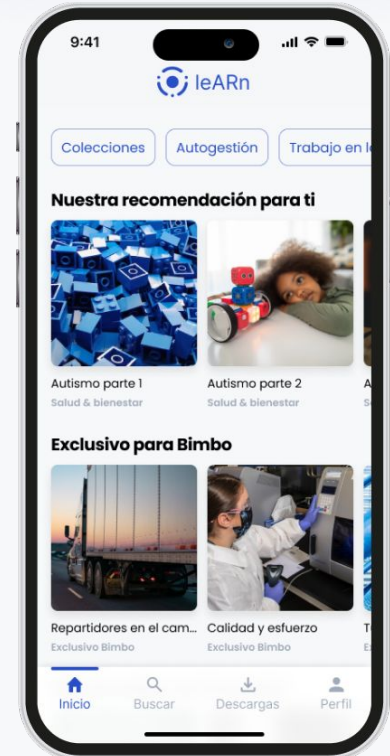
That's why I opted to show two rows of carousels so each carousel gets more attention, their thumbnails become more attractive and the user can focus on each experience better.

Finally, the look of each experience is consistent with everything, instead of everything having a different look and no space to breathe.

Before redesign



After redesign



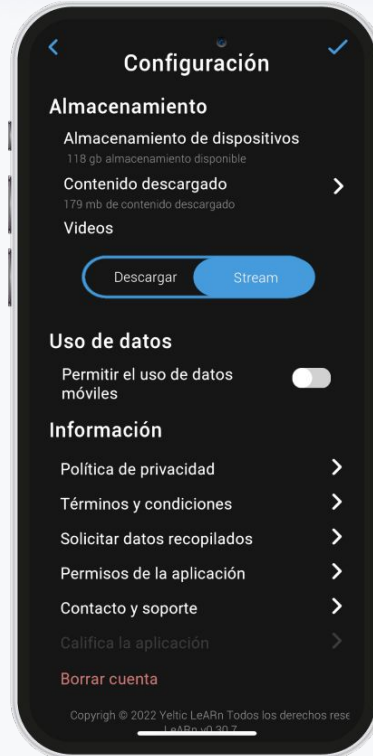


# Mockups: Settings

As I mentioned before, in the current design any change you want to make related to your app is inside the settings, in the profile screen, with no clear categorization.

In the redesign I discarded this idea to make something a lot more friendly and easy on the eyes. Everything is categorized and subcategorized, putting a bigger focus on making the profile screen feel like a profile screen and the settings feel like settings.

Before redesign



After redesign



# Mockups: Profile

The profile screen in the current design feels more like a dashboard than a profile screen, so I changed that so it makes more sense.

Instead of showing a barebones dashboard I opted to show everything a profile screen inside a training/learning app needs to have, while keeping it clean and easy to understand.

Before redesign



After redesign

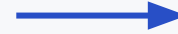


# Mockups: Dashboard

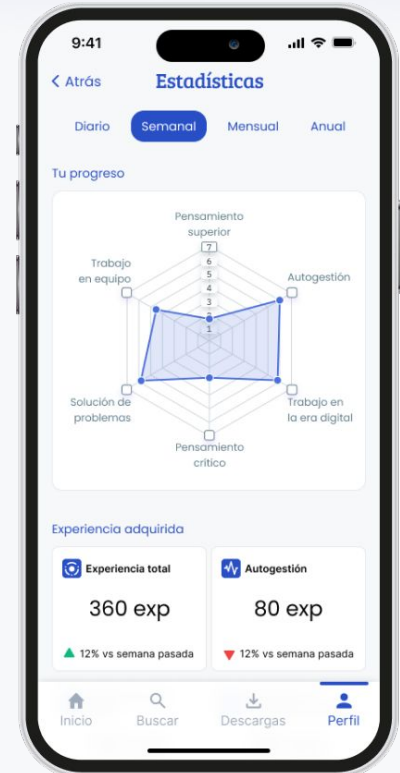
Whereas the current app's dashboard is a bit superficial, the new one is full with features and information.

It shows everything the users will need to know so they can focus on the learning.

Before redesign



After redesign



# Mockups: Experiences

This is the popup overlay that appears when you want to enter an experience. It is full with information contained in a very small space.

So for the redesign i wanted this to be their own screen in its own space. This would make everything appear more attractive and will be a lot easier to digest.

Before redesign



After redesign



# Mockups: Experiences

When inside of an AR experience my biggest priority was to have all the 2D elements steal less space from the camera view.

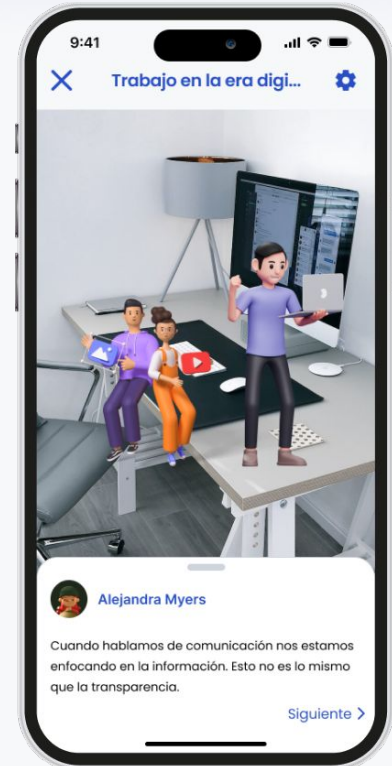
This is why the header uses the necessary space and for all of the info it's inside an interactive card that will adjust its size depending on the contents it needs to show.

Nothing will ever be outside the card and if there's nothing to show it will disappear.

Before redesign



After redesign

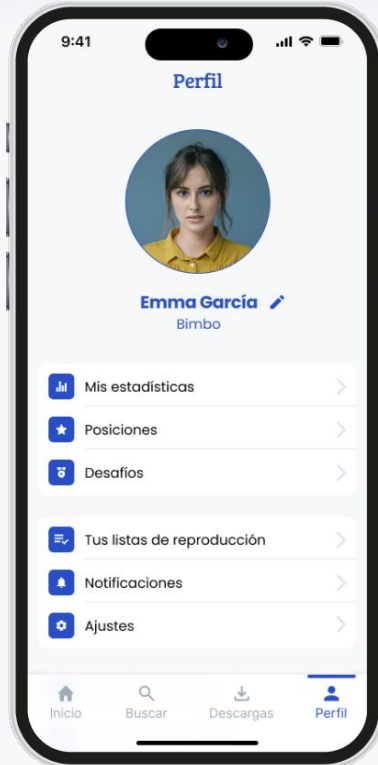


# Iteration

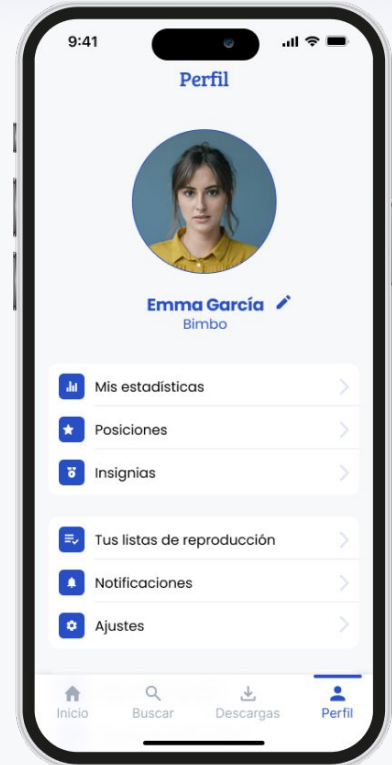
Iteration changes were a bit minimal, the most prevalent were names of elements or screens.

In this example we changed “Desafíos” for “Insignias”. For english it would be changing challenges for badges.

Before usability study 2



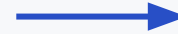
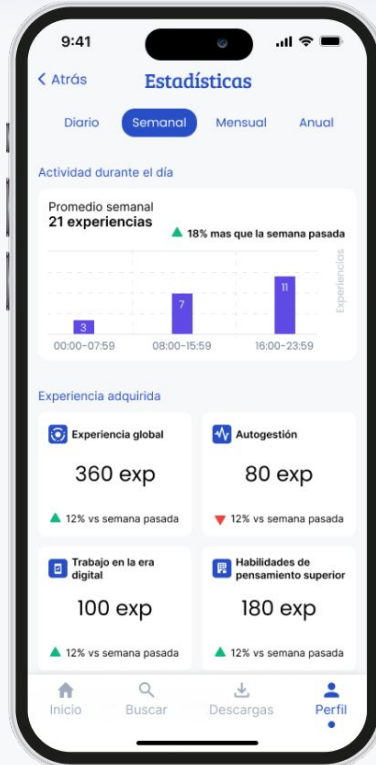
After usability study 2



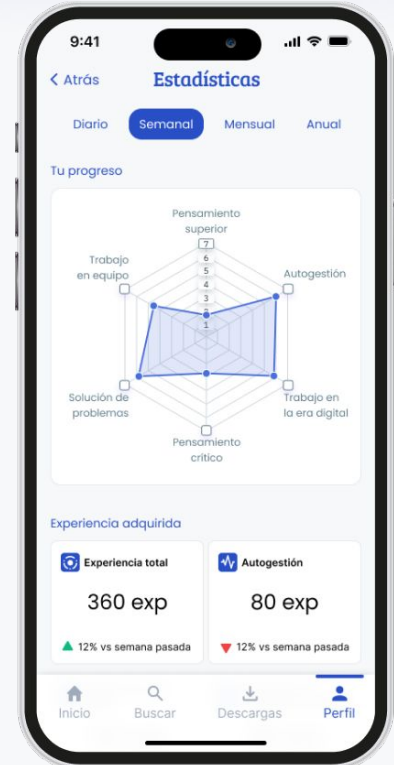
# Iteration

For this iteration users wanted to see their progress in each learning ability the app provides, so I added a radar graph to make it easy to view.

Before usability study 2



After usability study 2

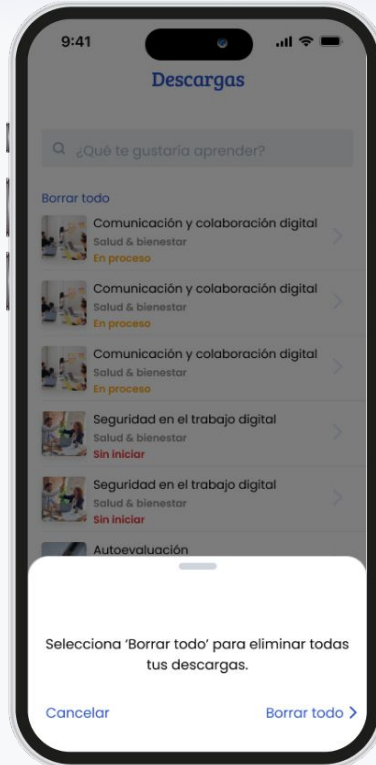


# Iteration

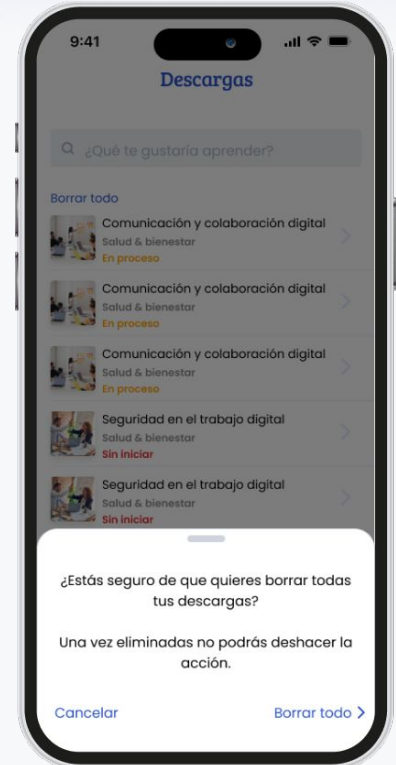
For the third iteration change I added a second warning before deleting your downloads.

Users will get a written warning about how one deleted they will have to download their contents again so it's even more secure.

Before usability study 2



After usability study 2



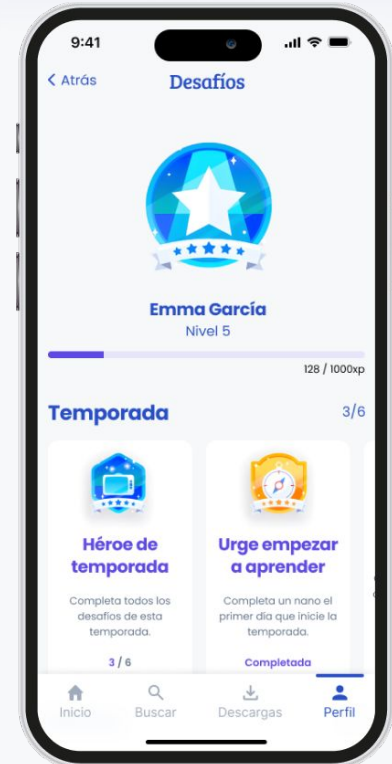
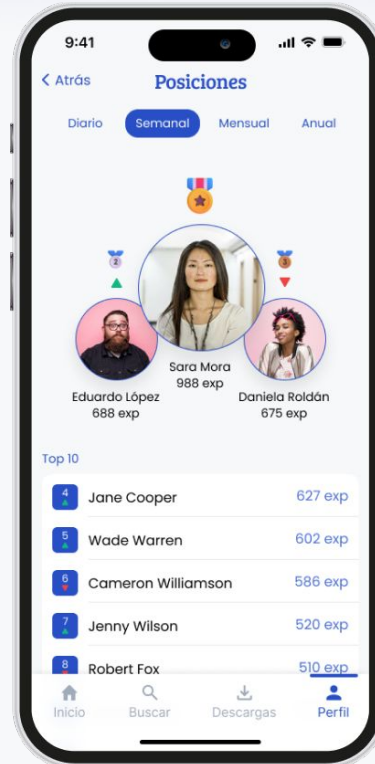


# Gamification

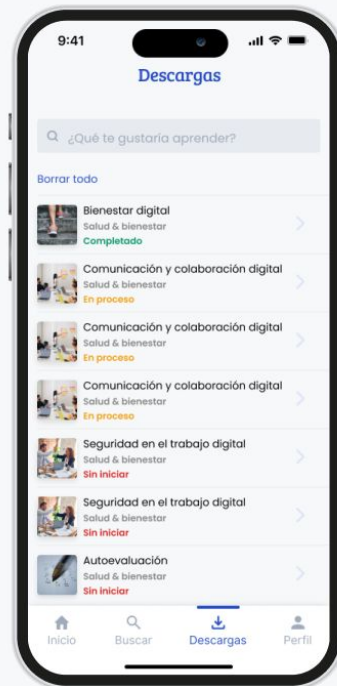
For the redesign I wanted to make a more robust gamification system.

Before you could earn exp point that amounted to nothing, and random badges every so often.

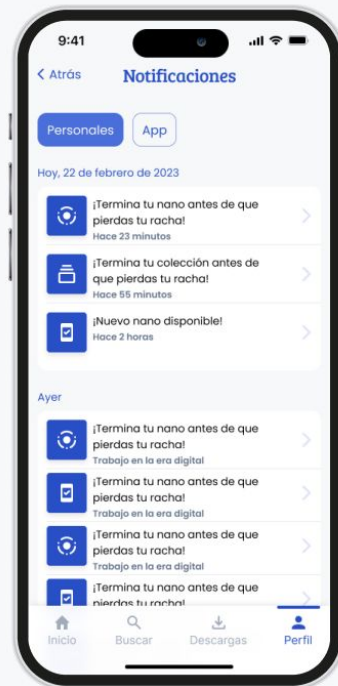
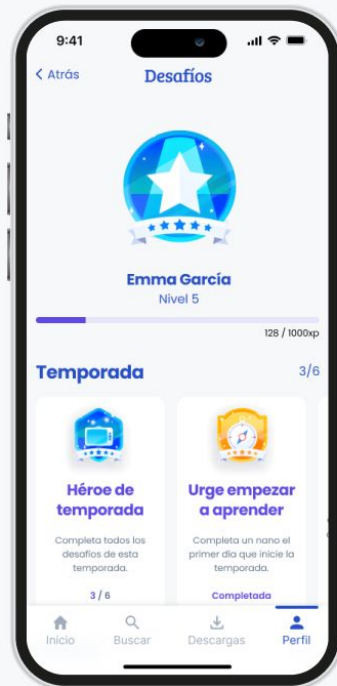
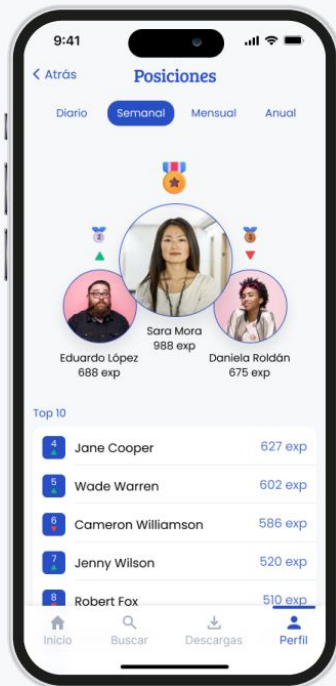
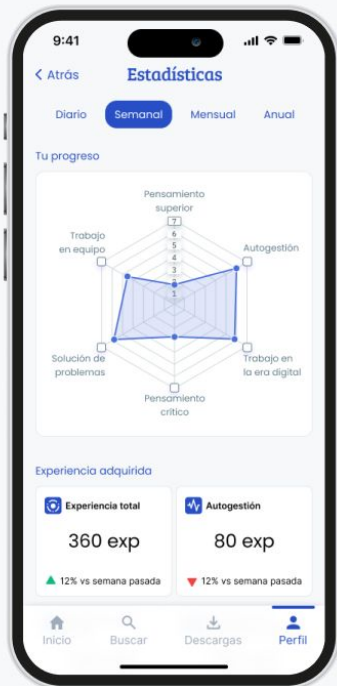
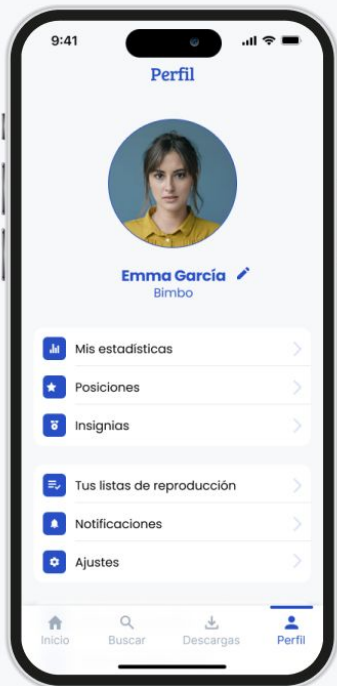
In the redesign you can earn badges by completing certain challenges, your xp points make the user level up which gives them certain benefits and also added a leaderboard to promote competition.



# Key mockups



# Key mockups



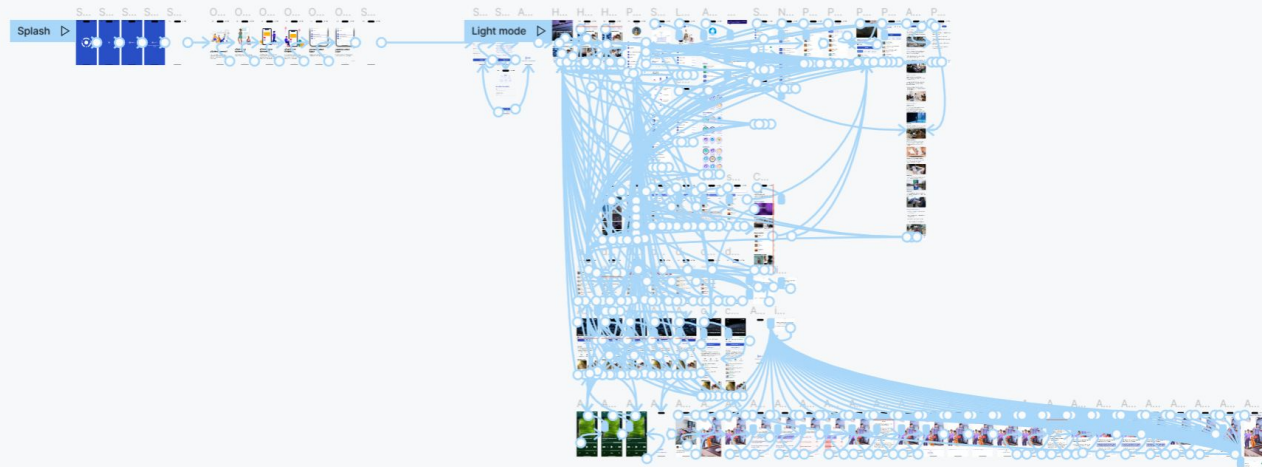


# High-fidelity prototype

The final high-fidelity prototype presented clean and full of information screens.

This new redesign offers a lot more customization, better IA, it feels clean and energetic and it's easy to use. No user has reported difficulty using the app.

Link to [Hi-Fi prototype](#)



# Design system

## Colors

Every tint and shade you will need.

### Neutral

These colors are used as supporting secondary colors in backgrounds, text colors, separators, modals, etc.



### Primary

The primary color palette is used across all the interactive elements such as CTA's, links, inputs, active states, etc.



### Secondary

The secondary color palette is used alongside the primary to indicate to the user it's the secondary focus.



### Success

These colors depict an emotion of positivity. Generally used across success, complete states.



### Warning

These colors depict an emotion of caution. Generally used across warning or on hold states.



### Error

These colors depict an emotion of negativity. Generally used across error states.



### Shades

These colors are used as supporting secondary colors in backgrounds, text colors, separators, modals, etc.



### Dark mode

These colors depict an emotion of negativity. Generally used across error states.



## Typography

Manage all your typographies in here.

Heading 01 Titles

Heading 01  
Semi Bold

Heading 01  
Bold

Heading 01  
Extra Bold

Heading 01 Buttons

Heading 01  
Semi Bold

Heading 01  
Bold

Heading 01  
Extra Bold

Heading 02

Heading 05  
Semi Bold

Heading 05  
Bold

Heading 05  
Extra Bold

Subheading

A subheading goes here.

A subheading goes here.

A subheading goes here.

Paragraph 01

A paragraph goes in here.  
The second row is this.

A paragraph goes in here.  
The second row is this.

A paragraph goes in here.  
The second row is this.

Paragraph 02

A paragraph goes in here.  
The second row is this.

A paragraph goes in here.  
The second row is this.

A paragraph goes in here.  
The second row is this.

Paragraph 03

A paragraph goes in here.  
The second row is this.

A paragraph goes in here.  
The second row is this.

A paragraph goes in here.  
The second row is this.

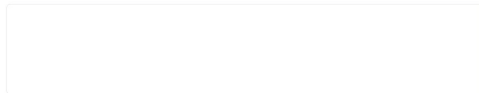
# Interactive Sheet

## Drop Shadows

Add directly to elements from your Effects panel.

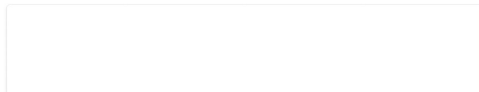
### Shadow (None)

Blur: 0, Y0: 0, A: 0%



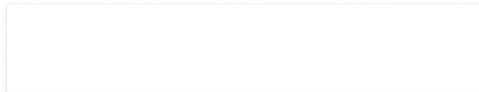
### Shadow (XS)

Blur: 5, Y0: 4, A: 10%



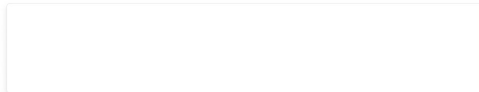
### Shadow (SM)

Blur: 12, Y0: 6, A: 10%



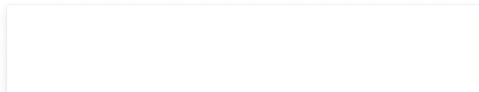
### Shadow (MD)

Blur: 16, Y0: 8, A: 10%



### Shadow (LG)

Blur: 20, Y0: 10, A: 10%



### Shadow (XL)

Blur: 24, Y0: 12, A: 10%



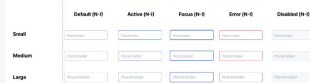
## Inputs

Blur: 10px | Y0: 5px | Alpha: 10%

### Atoms



### Molecules

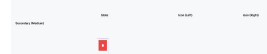


### Organisms



## Buttons

Blur: 10px | Y0: 5px | Alpha: 10%



# Accessibility considerations

1

Provided text & imagery  
big enough to be read  
without any problems.

2

Used icons to  
help make  
navigation easier.

3

All colors comply with AAA  
web accessibility  
standards



# Going forward

---

- Takeaways
- Next steps

# Takeaways



## Impact:

This app's redesign has had an enormous impact, the biggest one being its ease of use, but there's also big improvements in IA, design principles, negative space, and more.

The app has been tested in two usability studies and in one of the companies that was using it prior to the redesign where the majority of comments tend to be about how it's not confusing to use anymore.



## What I learned:

This was a first for me. Whenever I do work for someone I tend to do it from the start. This time I entered this project with an already established design that wasn't working and through the design process I made something that works while having limitations like a established basic color palette or a single typeface chosen.

# Next steps

1

Get all the terminology and imagery approved

2

Send off this finished design to the development team

# Let's connect!



Thank you for taking the time in checking and reviewing my process while designing MovieGo's app. If you would like to get in touch, my information is located below.

**Email:** [rishi.ramirez@gmail.com](mailto:rishi.ramirez@gmail.com)