





Globedin Academy app is a commissioned project with GlobedIN technology. It helps you to prepare for exams on your own with a well-defined structure under the guidance of qualified tutors.

The Challenge The brief of the challenge was to design a visually separable

experience which of course provided a simple flow to achieve user goals. Creating user flow and UI design for an app with the following points in mind:

visual interfaces.

The interface design has to

break the conventional boring

It has to be visually separable/outstanding from its competitors.

identify/address the app uniquely.

Users should able to

It has to solve the UX problems facing in the field.

through the app effortlessly to achieve user goals.

Users must be able to navigate

Pain Points In our day-to-day life, we may come across different apps that offer similar services. If an app is not having unique

Defining the Key

look and feel from its competitor's apps/services, then you won't be visiting that app again and it will remain ideal in your phone, just consuming your phone memory. To achieve user attention, we need to create curiosity in their mind, by providing them apps with a fresh look and unique content.

performance.

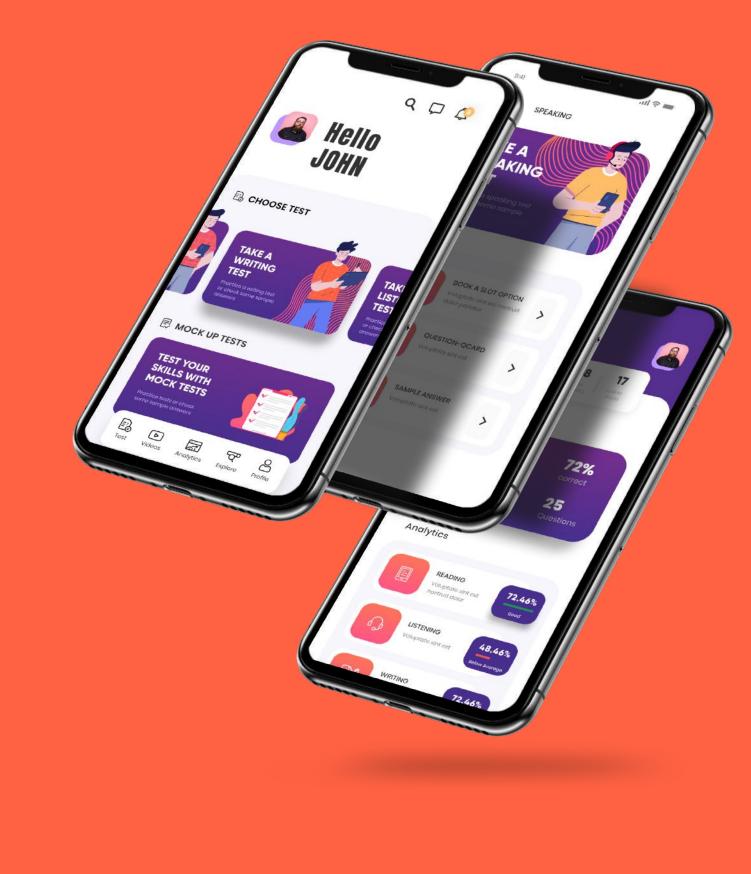
Handling analytics helps

users self-evaluation their

system.

Onboarding and handling

teachers/lecturers in the



Demonstrating the solution for all the key pain points needs detailed research and defined wireframes.

Execution: Design

Our Process

Defined design methodology, backed by research data with user feedback along with our principles-based approach helps to find the

solution. Properly defining the problem and better execution of the solution at right time in the right way. We are following 4 stage steps process. Define **Evaluate Prototype** Research









Practice test

General training

Select test

characteristic for the look and feel.

We have done Business Goals analysis, Internal data research,

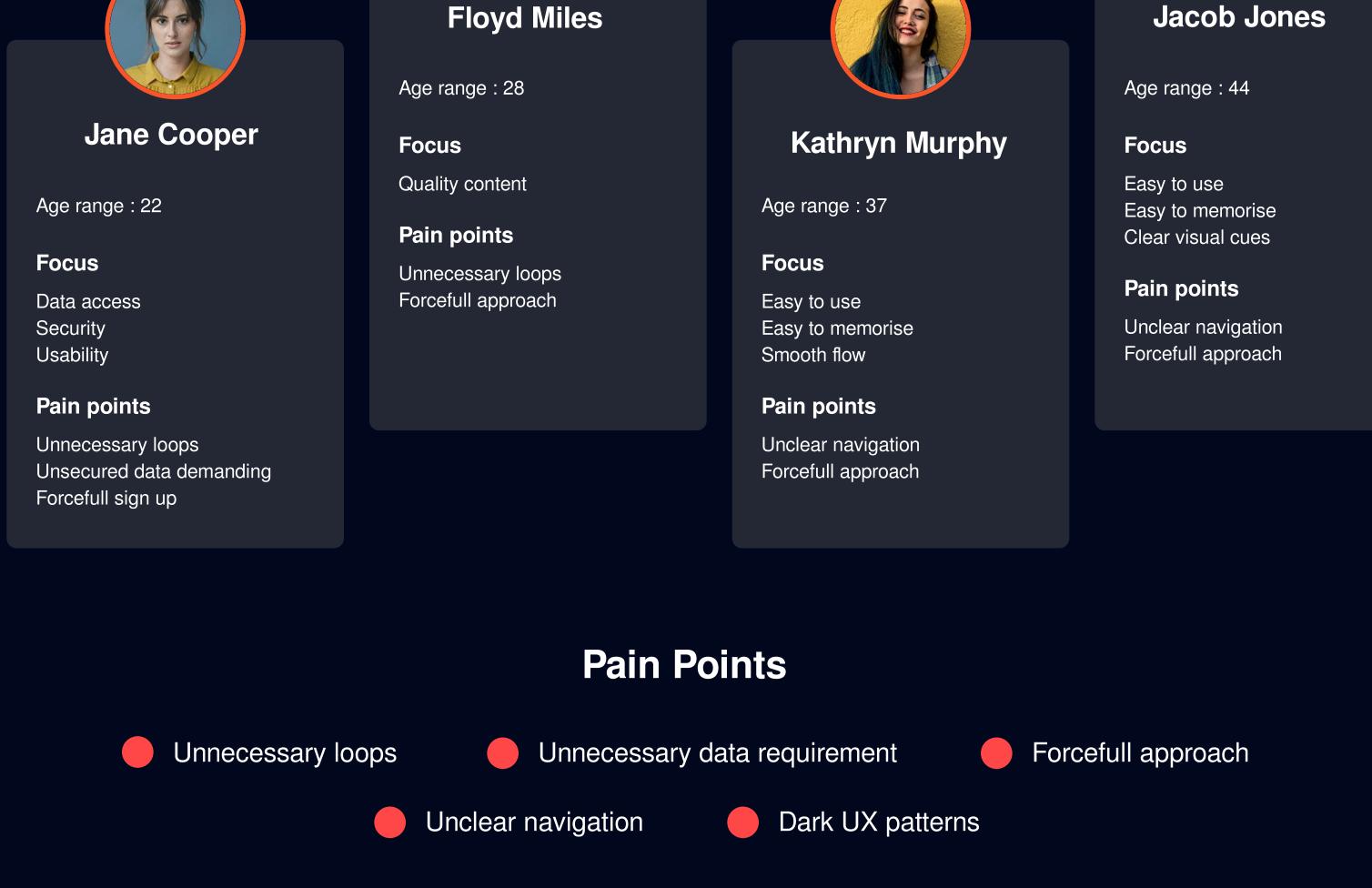
competitor research, and analysis. By targeting users and creating a

proper focus group helped us to generate a visual theme and

2.Define We have created user personas as per the focus group and tested them with our clients business goals/expected features to minimize peculiar cases. Then we created user flow diagrams to grasp a good understanding of the

usability of the current design and how much effort is needed for the users to

achieve his/her goal, what would be the cognitive load they will be enduring in each flow and screens. **User Persona**



About test Details

Practice test

Take a reading test

Take a writing test

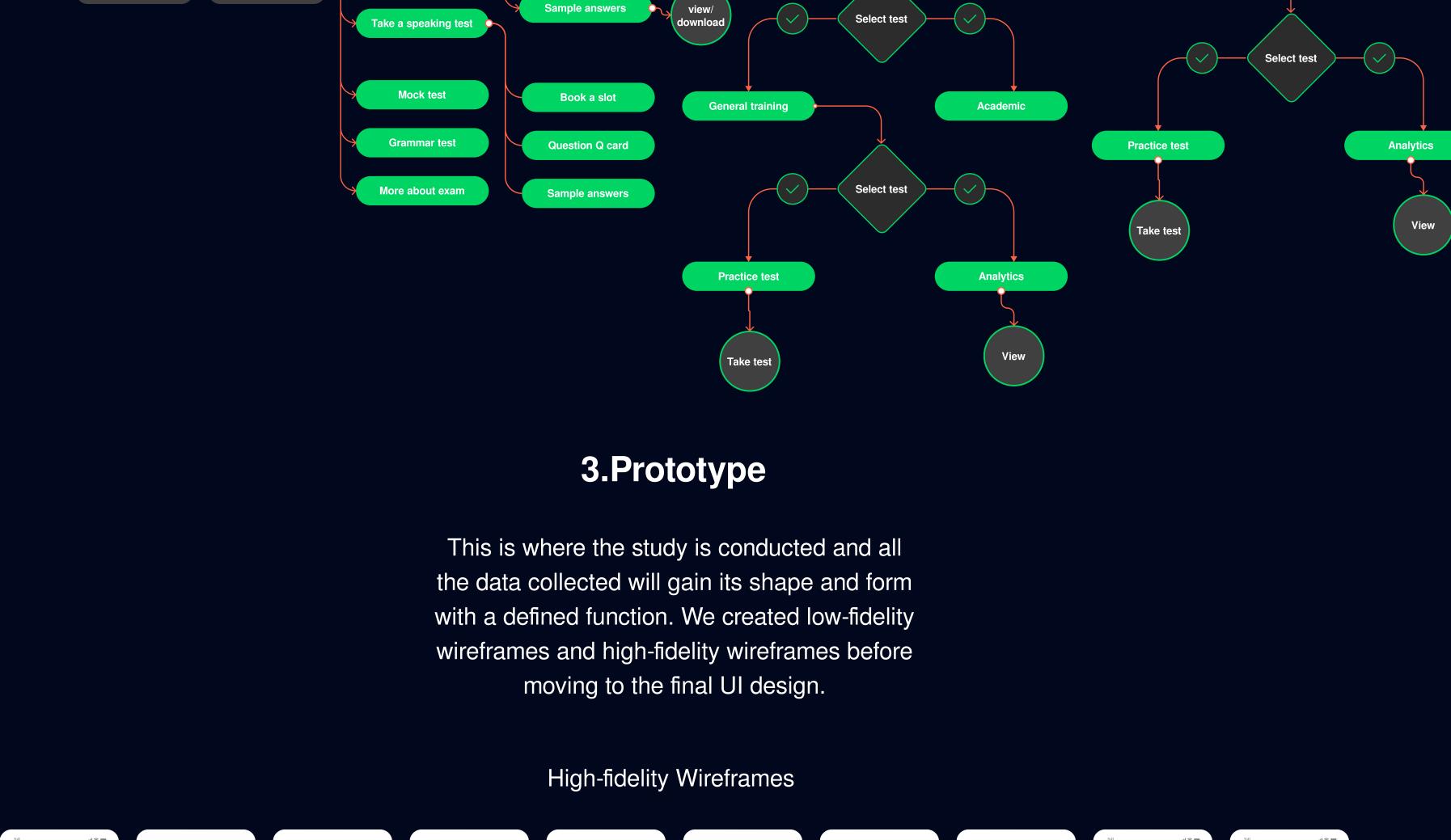
Take a listening test

Entry

GET A MOCK TEST

Home

User Flow Diagram





Test Videos Analytics Explore Profile

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Test Videos Analytics Explore Profile

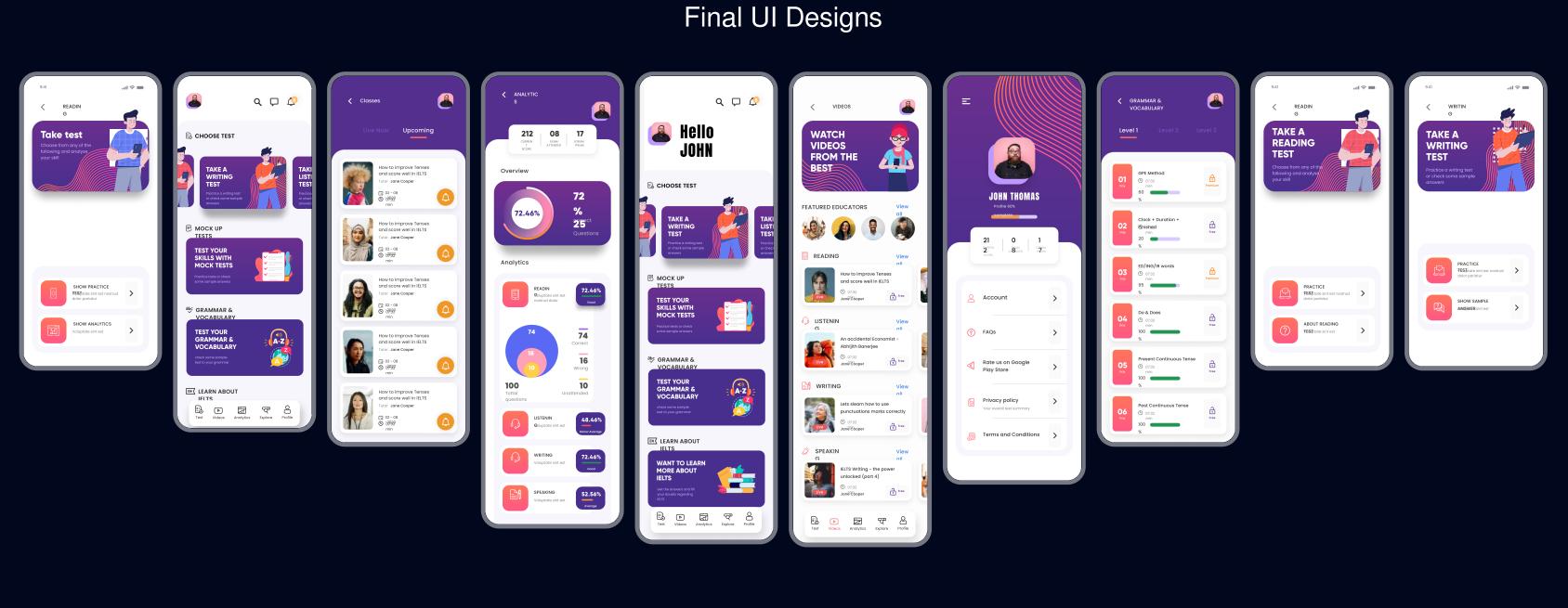
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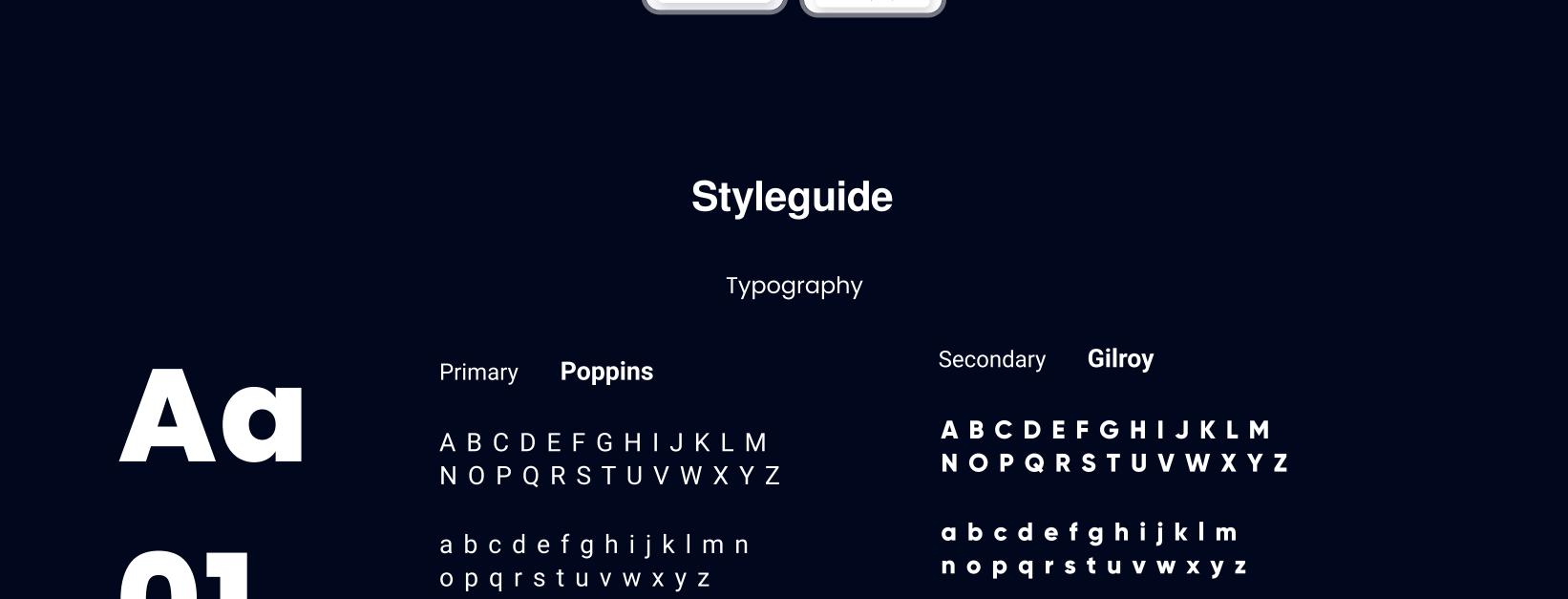
O1 Primary

#692F8E

#F6F6FC

04





05 #363636

Colors

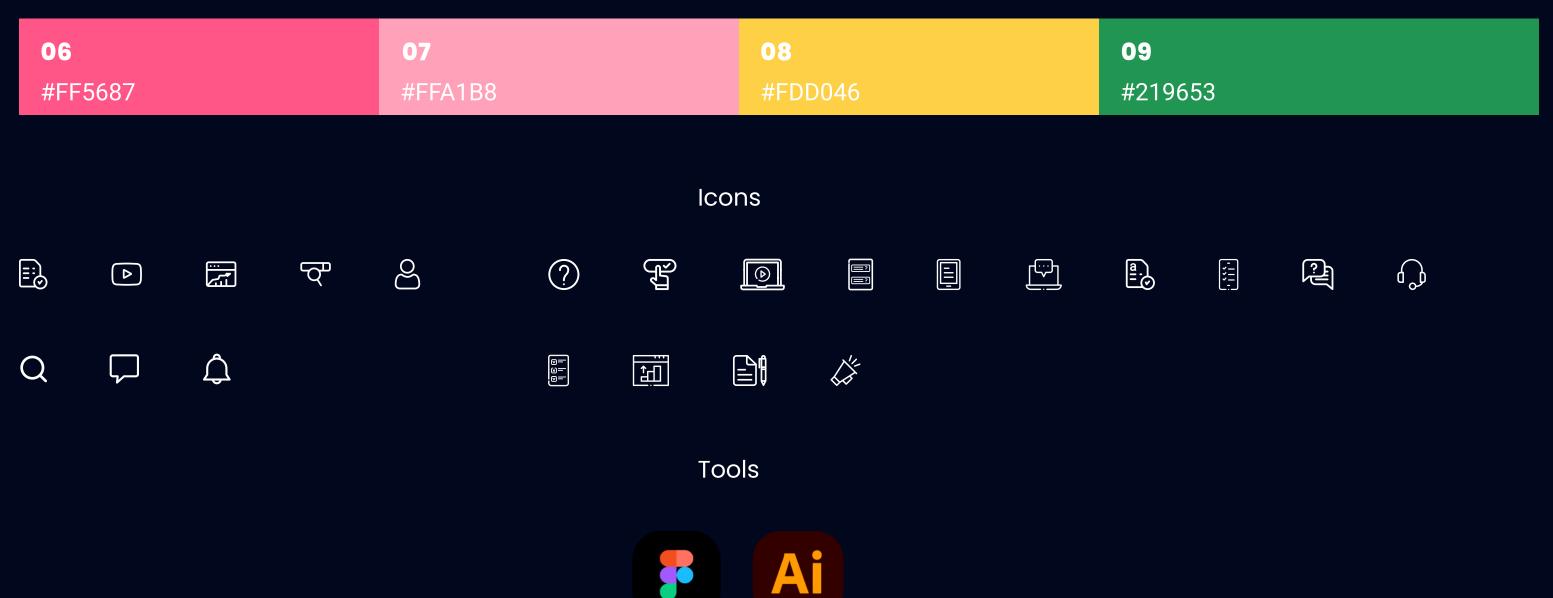
0123456789

02 Secondary

#5A69F3

03 Tertiary

#FF7559



Client Review



The way they communicate, convince and present ideas are really good. They provided the best solution possible and there team really gets what we are trying to do.

Globedin Technologies