Second language education website and APP design

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Abstract Introduction

During the pandemic, schools are closed and it brought a great chance for JoJo Learning to expand and explore the new method of customer acquisition. With a combination method of educational robot and E-book, JoJo is providing his customers with a compound solution for summer second language learning for kids and toddlers. As part of the team, my main responsible is to prototype and publish new UIUX design, and using data analysis as a method to find the key channels of the business.

Introduction

For website design, the main problem is to find the best and clean design for JoJo website so that customers will spend more time on the website and the conversion rate from active sessions to sales needs to be boosted. After a functional website is optimized, there are some sources of incoming customers from Google search and third party-websites needs to be figured out which one is more of a priority for advertising. Finally, during the prototyping and market testing, the products need to be constantly upgraded to match the demands of customers.

Materials and methods

- -UIUX design
- ☐ Consumer Journey Map
- A diagram that explores the multiple (sometimes invisible) steps taken by consumers as they engage with the service. ☐ Personas
- A relatable snapshot of the target audience that highlights demographics, behaviors, needs and motivations through the creation of a fictional character. ☐ Service Blueprint
- A map that displays all the touchpoints of the consumer with your brand, as well as the key internal processes involved in it. - User data analysis
- ☐ From data prep, to model build, to deployment and monitoring, TIBCO Data Science software allows organizations to automate the mundane and create business solutions fueled by machine learning (ML) algorithms that solve real world problems.
- SEO
- A/B test when prototyping

Results

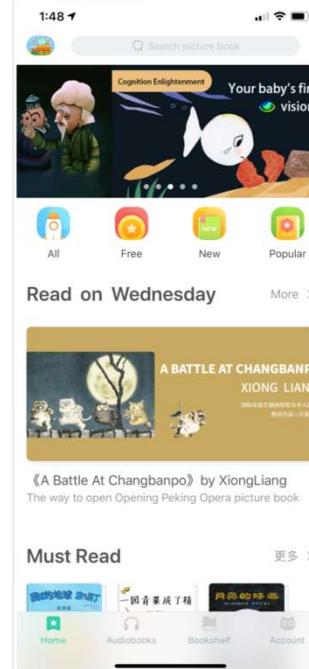- Main page design:

- Verification Page design:
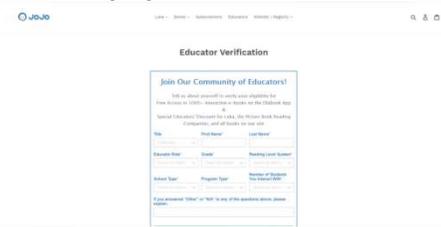
- Branding on gift card and stickers:

- APP UI/UX:
From prototyping to optimization

Conclusions

With the experience of helping the team to put together and constantly updating both of our core products, I feel very involved and enjoy the process that draft a plan and receiving the positive responses from customers. Meanwhile, this is a great experience that I realize the products are shaped by market and customers rather than an individual designer.
During search engine optimization and data analysis, we have successfully brought up the conversion rate from around 1% to 10%, which is around 50% higher than our competitors'.
Also, I appreciate the responsibility of the company towards charity and people in need. They are supporting a lot of locals without a proper chance of education with free access to their products. I sincerely hope more people will join us.

Literature cited

Ji, Hyesung, et al. "An adaptable UI/UX considering user's cognitive and behavior information in distributed environment." Cluster Computing 21.1 (2018): 1045-1058.

Ledford, Jerri L. Search engine optimization bible. Vol. 584. John Wiley & Sons, 2015.

Acknowledgments

Further information