

# **Study.com Lesson Page Redesign** by Michael Tsirakis

## **Overview**

With Study.com helping over 30 million students each month, it is critical that the user's experience on the lesson page is enjoyable and effective in learning new material. The current lesson page is well thought-out in some areas while improvements can be made in others. My primary goal with the redesign was to redesign the layout, making it clean and modern using cards for each section. Simplified navigation was needed throughout the entire page, in addition to keeping in mind what users see above the fold. This is not only important for improved SEO, but also for conversion and retention. Further, one of my primary goals was to enhance learning through a variety of avenues: study groups, more quizzes, picture-in-picture feature, enhanced readability and an overall enriched visual aesthetic.

## **My Design Decisions**

In regards to branding, I maintained a similar color palette to Study.com's current color scheme, while using accent colors for the main call-to-action buttons on the page. One of the main CTA's is the "Create an Account" button. I chose a yellow gradient as the button color in order to increase its contrast from the rest of the page, thus increasing user awareness of the CTA's, which can lead to increased signups. Two sans-serif fonts were used for the copy, Sailec and Montserrat. I chose Montserrat as the font for the CTA's and headline text as it is bolder than Sailec, which aids in visual hierarchy and readability. Sailec was used for all body copy, as it has a clean, friendly and modern appearance.

The Nielsen Norman Group concluded, "What appears at the top of the page vs. what's hidden will always influence the user experience – regardless of screen size" (2015). The above the fold test on the current lesson page design did not result in a well-designed page. I ensured that my design included more content above the fold without being too involved. Users can see the full video and it's control options, the entire course navigator section, a preview of the recommended lessons and courses section, in addition to two primary CTA's.

In the current design, I find the video secondary to the video controls and buttons. For the redesign, I placed emphasis on the video, included only the essential controls overlaid on the video, while all other options and buttons are directly under the video. When users click on “transcript” the page will automatically scroll to the transcript section. Moreover, one of the main UX problems I experienced with the current design was deciding whether I wanted to watch the video or read the transcript. I came to the conclusion that both simultaneously would provide me with the best user experience and would optimize my learning and understanding of the lesson. Once users scroll past where the main video is visible, the picture-in-picture feature is activated. Users would be able to read the transcript, or navigate anywhere on the lesson page they wish, while still viewing the video along the left column of the page.

The picture-in-picture feature also works when users want to read the transcript in the main video section in order to have full access to the course navigator. Simply click the picture-in-picture button on the top right of the transcript card and be automatically taken to the top of the page where one can read the transcript, watch the lesson video and scroll through the course navigator if needed.

## **Study Group**

One of the main additions to the lesson page is the new “study group” button located under the video. Study Group is a new way for users to interact with the Study.com community while advancing their knowledge of various topics. Users can add each other if they are following the same lesson or course. Your study group can discuss homework and have a group quiz. Learning faster is one benefit to study groups as a concept that one user might find confusing could be clear to another member of your group. Group quizzes which a visual representation on how prepared one user is compared to others makes the need to grasp lesson material that much more important. This fosters an environment of learning, sharing and communicating.

An additional feature I would add is if a user gets a question on a quiz incorrect, it will direct them to the part in the video or transcript that contains the correct answer. This would not only reinforce the concept to the user, but it would also ensure that students are fully immersed in the lesson (video and transcript). In addition, I would also allow an unregistered user to experience

this for one quiz question and then direct them to a paywall for starting their free trial. When navigating the quiz section of the lesson page, I was unable to fully grasp the quiz experience since it directly sent me to the paywall.

## **Segmenting Users**

Study.com currently does a fantastic job segmenting users by type, student or teacher, and then directing them to a designated product page for registration. I included several versions of the main CTA button/ad, paying close attention to the copy used for each. One alternative way to segment users would be through their major. This could help in providing them with the most accurate lesson and course suggestions while registered. In addition, study group members can be suggested to them, providing users with more personalization and an improved user experience.

## **Thinking about Mobile**

While not the primary focus in this redesign, I wanted to show how this design would be translated into a responsive mobile website. One of the primary challenges was designing the navigation. Users typically do not enjoy scrolling for long lengths of time to read information on their mobile device. I provided users with a choice of a card design or list design. The card design is a clean, easy to navigate section of the website where users have choice on how they wish to interact with the website and what content they want to view. If users know exactly what they are looking for on the lesson page, they can use the search bar (a global site search bar would be included in the hamburger menu). Since the Picture-in-Picture feature is not very feasible for mobile, the best solution would be to have the video fixed at the top when users scroll and navigate through the lesson page.

## **Concluding Thoughts**

While Study.com continues to help over 30 million students each month, it is important to continue iterating the site to best meet their needs. One important part of this is the lesson page.

This is where students will spend most of their time, and it is imperative to provide them with the best user experience possible. This can start at the visual level and include ux design choices for each section of the page. Every component on my redesigned lesson page has a purpose, with the overarching purpose being continuing to help students earn better grades, reduce college costs and making better college and career decisions.