Ed Tech Product Revitalization

Case Study

Website
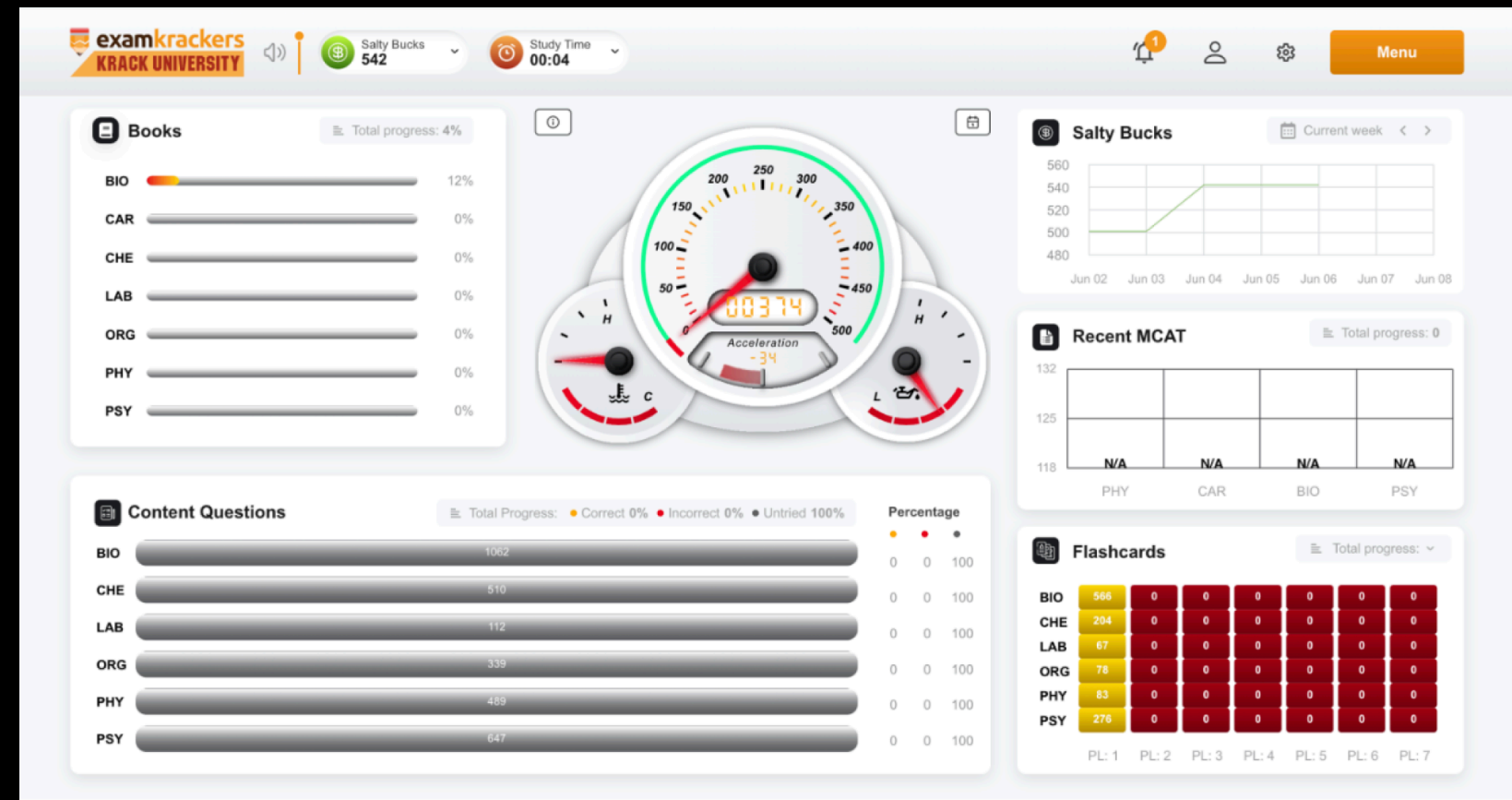
Before

After

Product

Before

After

(Proposed)
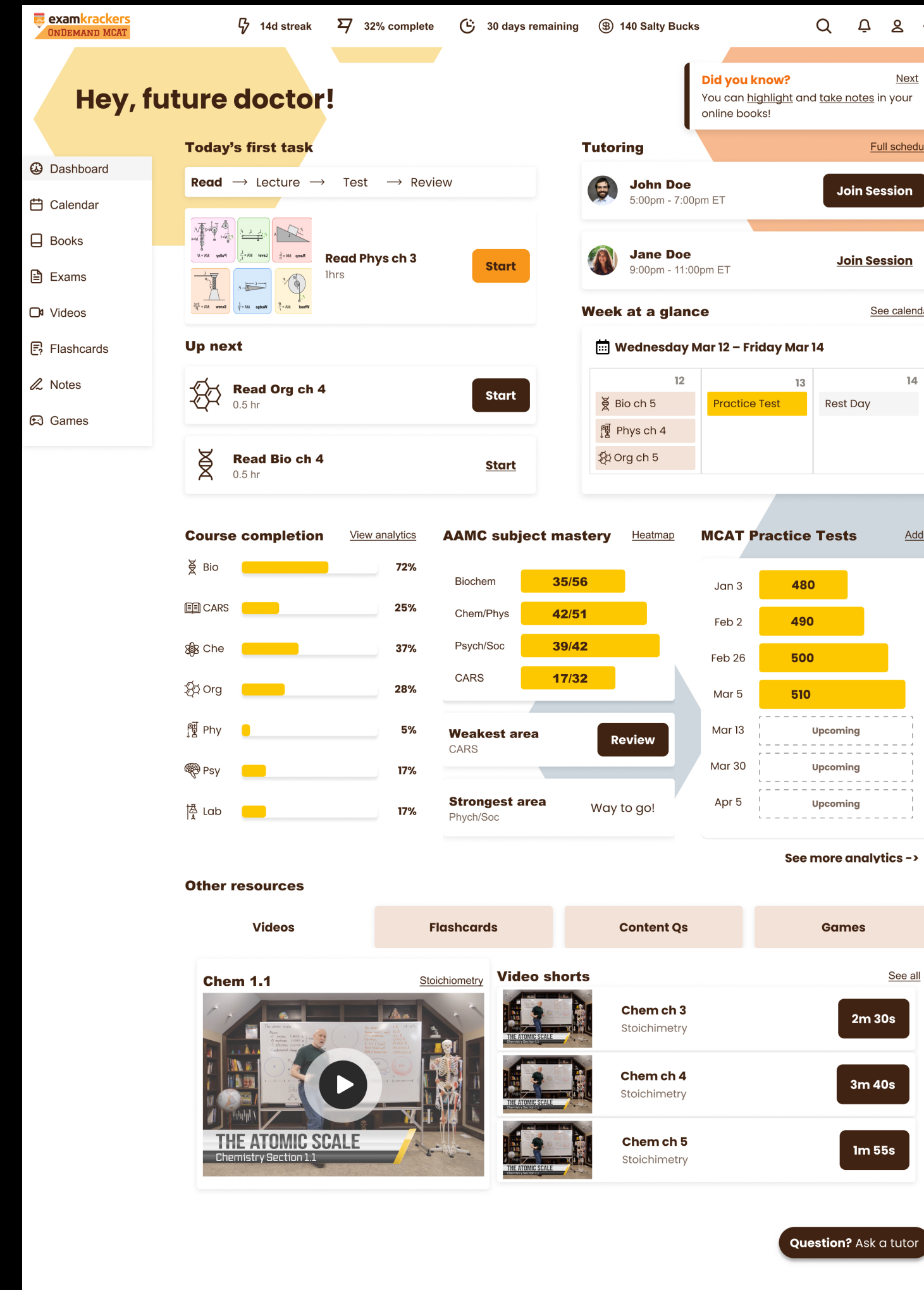
The setting: *Characters*

- Senior UX Designer (me!)

- Development team

- Product manager

- Client

The setting: *The problem*

Successful textbook editor has launched MCAT prep e-learning platform and is failing to generate revenue. To change this, both his website and product are in need of investigation.

The rising action: *UX investigation*

In order to identify the root cause, myself & team performed the following:

- 📍 **Customer journey map**

- 🧮 **Heuristic analysis**

- 👂 **User interviews**

- 🗂️ **Competitive analysis**

📍*Customer journey map*

The rising action: 📍 *Customer journey map*

What we did: Mapped the flow, intention, and steps taken from Awareness —> Activation and beyond

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Essential User Journey   ⭐ = user receives value

Phases: **Awareness** | **Acquisition** | **Activation**

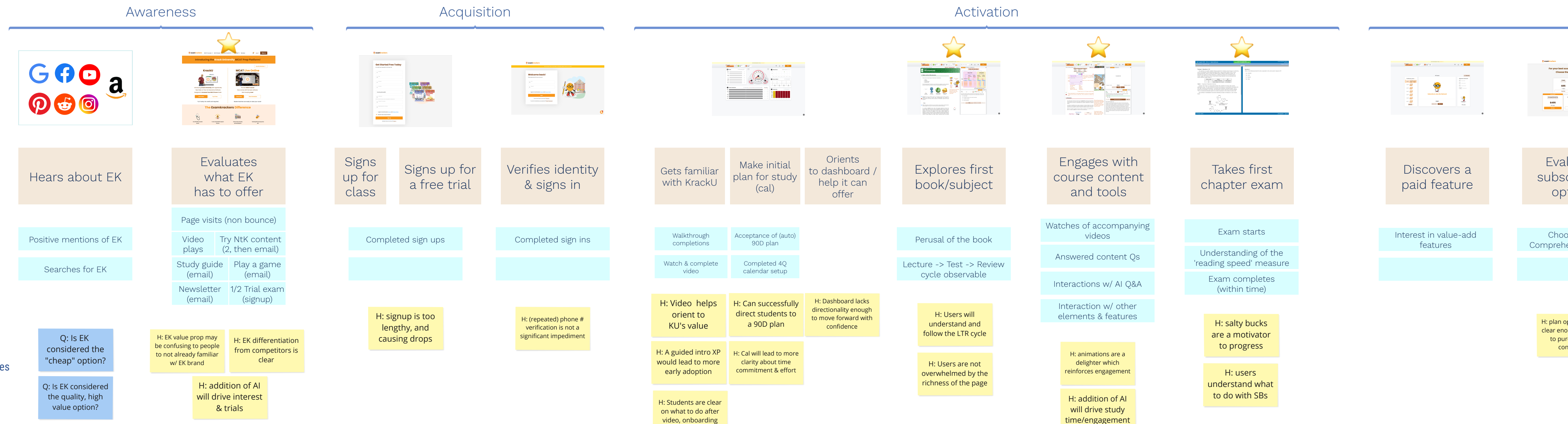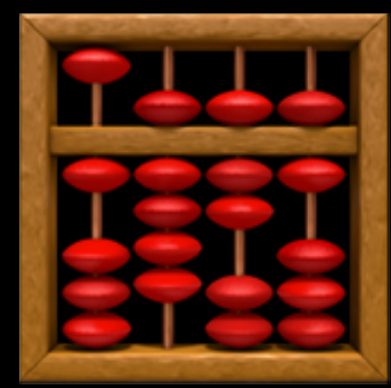|	Awareness		Acquisition			Activation					
User action	Hears about EK	Evaluates what EK has to offer	Signs up for class	Signs up for a free trial	Verifies identity & signs in	Gets familiar with KrackU	Make initial plan for study (cal)	Orients to dashboard / help it can offer	Explores first book/subject	Engages with course content and tools	Takes first chapter exam	Discovers a paid feature / Eval subsc opt
UX metrics	Positive mentions of EK; Searches for EK	Page visits (non bounce); Video plays; Try NtK content (2, then email); Study guide (email); Play a game (email); Newsletter (email); 1/2 Trial exam (signup)	Completed sign ups		Completed sign ins	Walkthrough completions; Watch & complete video	Acceptance of (auto) 90D plan; Completed 4Q calendar setup		Perusal of the book; Lecture -> Test -> Review cycle observable	Watches of accompanying videos; Answered content Qs; Interactions w/ AI Q&A; Interaction w/ other elements & features	Exam starts; Understanding of the 'reading speed' measure; Exam completes (within time)	Interest in value-add features; Choo Compreh
Hypotheses	Q: Is EK considered the "cheap" option?; Q: Is EK considered the quality, high value option?	H: EK value prop may be confusing to people to not already familiar w/ EK brand; H: EK differentiation from competitors is clear; H: addition of AI will drive interest & trials	H: signup is too lengthy, and causing drops		H: (repeated) phone # verification is not a significant impediment	H: Video helps orient to KU's value; H: A guided intro XP would lead to more early adoption; H: Students are clear on what to do after video, onboarding	H: Can successfully direct students to a 90D plan; H: Cal will lead to more clarity about time commitment & effort	H: Dashboard lacks directionality enough to move forward with confidence	H: Users will understand and follow the LTR cycle; H: Users are not overwhelmed by the richness of the page	H: animations are a delighter which reinforces engagement; H: addition of AI will drive study time/engagement	H: salty bucks are a motivator to progress; H: users understand what to do with SBs	H: plan op clear eno to pur con

The rising action: 📍 *Customer journey map*

💡**What we found:** Sign up, Home, and View Plans pages were most important to get right as they determined top of funnel growth
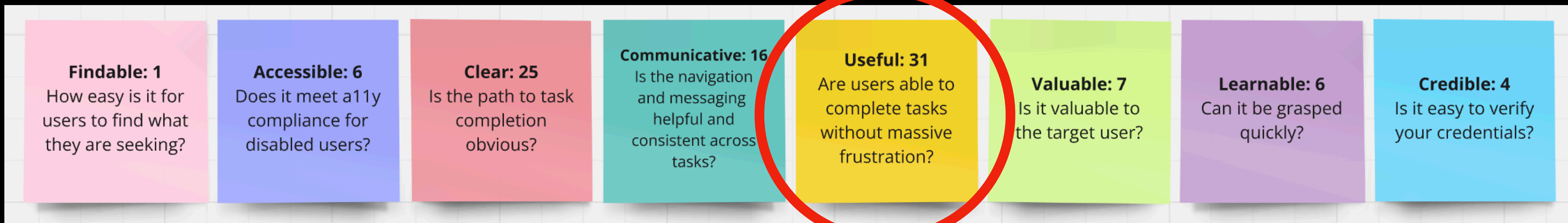
🧮 *Heuristic analysis*

The rising action: 🧮 *Heuristic analysis*

What I did: Compared the site / product against known design standards to identify opportunities

The rising action: 🧮 *Heuristic analysis*

💡 **What I found:** Users were potentially **unable** to complete tasks without massive frustration in 31 situations.

Findable: 1
How easy is it for users to find what they are seeking?

Accessible: 6
Does it meet a11y compliance for disabled users?

Clear: 25
Is the path to task completion obvious?

Communicative: 16
Is the navigation and messaging helpful and consistent across tasks?

Useful: 31
Are users able to complete tasks without massive frustration?

Valuable: 7
Is it valuable to the target user?

Learnable: 6
Can it be grasped quickly?

Credible: 4
Is it easy to verify your credentials?

👂 *User interviews*

The rising action: 👂 *User interviews*

What I did: Conducted 4 rounds of interviews with dozens of current & prospective students in order to find key pain points.

The rising action: 👂*User interviews*

💡**What I found:**

• The product description was unclear

• The price point was great (and possibly too low!)

• Students had FOMO about needing to use a variety of resources

• There were critical usability issues on the sign up form and flow
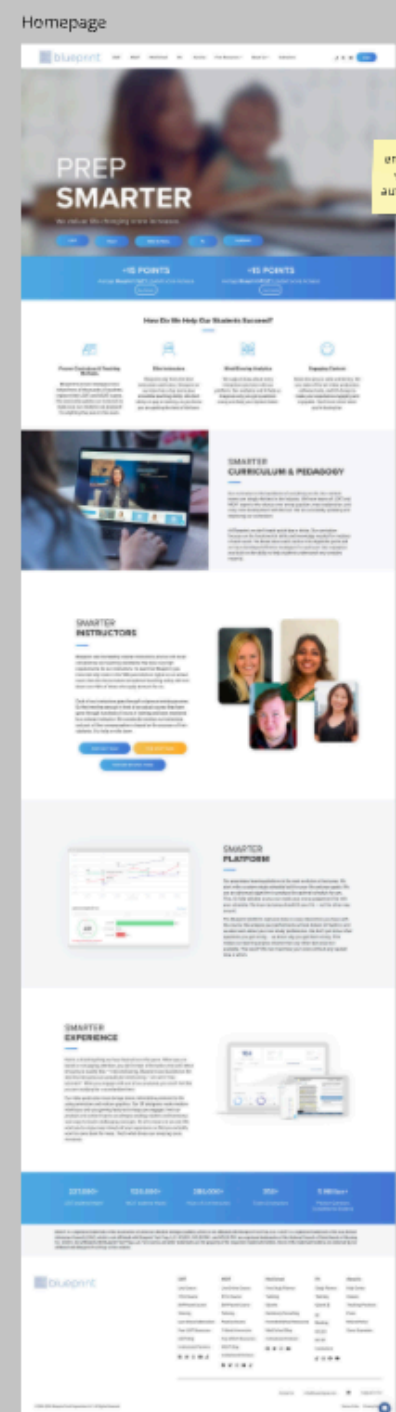
🗂️ *Competitive analysis*

The rising action: 🗂️ *Competitive analysis*

What we did: Analyzed what other companies were doing well
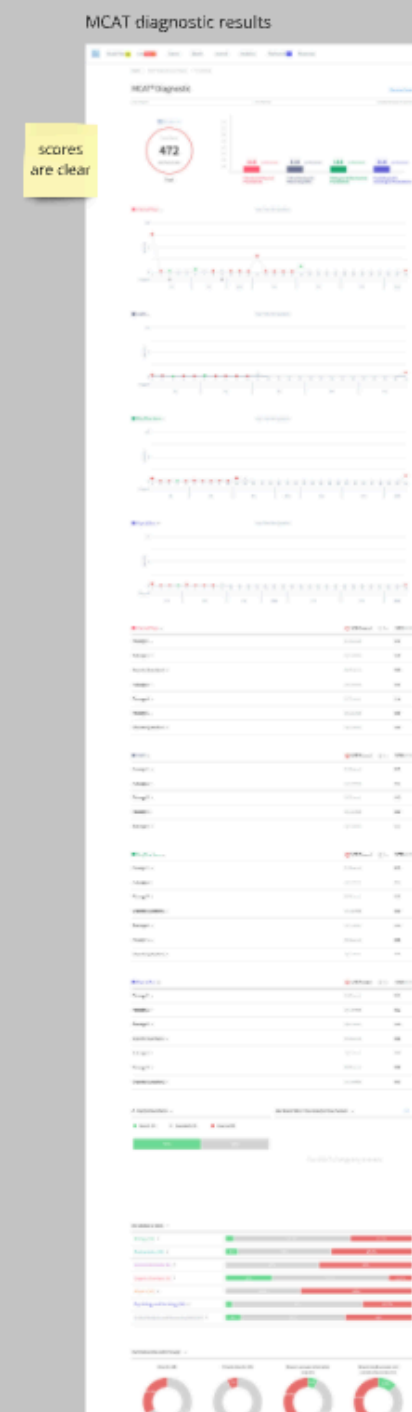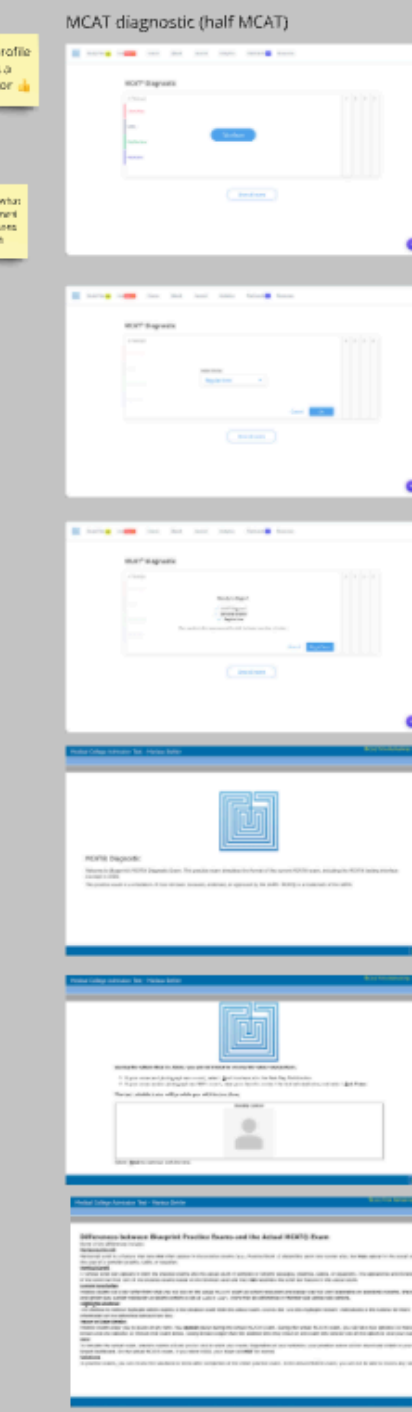
The rising action: 🗂️ *Competitive analysis*

💡**What I found:** The client's product offered way more resources than their competitors for a better price.

This indicated that students **didn't need more features, they needed better access to existing features.**

The rising action: *Summary of findings*

- 📍 **Customer journey map—>** Top of funnel is key for acquisition

- 🧮 **Heuristic analysis—>** User frustration in simple tasks

- 👂 **User interviews—>** Users don't understand offer, are frustrated

- 🗂️ **Competitive analysis—>** We don't need *new* features, just clearer features

The conflict: *Next steps*

1. Reduce how frustrating it is to sign in and pay

2. Make the offer clearer

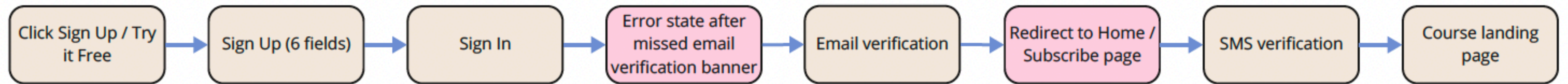3. Make the main product easier to use (and try to resist adding *new* features!)

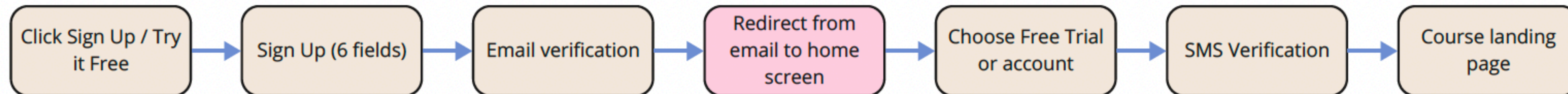# 1.

*Reduce how frustrating
it is to sign in & pay*

The conflict: *Reduce frustration*

Sign-in: Major pain point eliminated

Before

Click Sign Up / Try it Free → Sign Up (6 fields) → Sign In → Error state after missed email verification banner → Email verification → Redirect to Home / Subscribe page → SMS verification → Course landing page

After

Click Sign Up / Try it Free → Sign Up (6 fields) → Email verification → Redirect from email to home screen → Choose Free Trial or account → SMS Verification → Course landing page

The conflict: *Reduce frustration*

Sign-in: Improved accessibility and form field interactions

Before *After*

The conflict: *Reduce frustration*

Payment flow

Before

- [Wanting to purchase] —> [seeing content] = 5 minutes

- 16 screens

- 3 forms

- Two verifications

- 1.5 minutes of loading

- 23 pain points

After

- [Wanting to purchase] —> [seeing content] = 3.5 minutes **(-1.5)**

- 12 screens **(-4)**

- 2 forms **(-1)**

- Two verifications

- Still 1.5 minutes of loading, but with communication of how long it will take

- 12 pain points removed **(-11)**

2.
Make the offer clearer

The conflict: *Make the offer clearer*

I exercised my marketing / UX writing muscles by exploring better value propositions & CTAs with my team.

Before

Introducing the **Krack University** MCAT Prep Platform!

- What is Krack University and why should I care?

- Doesn't pass accessibility standards

After

Trusted MCAT test prep for over 25 years.

- 25 years communicates credibility

- Better color contrast

The conflict: *Make the offer clearer*

Before

The names of the products are the headers. Unfortunately the names of the products don't mean anything to students yet.

After

Here the value of the products are the headers, which directly address user needs.

The conflict: *Make the offer clearer*

Feedback after improvements

The conflict: *Make the offer clearer*

Before

This page is supposed to outline all the features of the core product, but the value is hidden behind vague terms like "Comprehensive" and "Innovative"

After

In the redesign, I focused on tangible examples and numerical benefits (7 ways, etc.)

The conflict: *Make the offer clearer*

Feedback after improvements

The conflict: *Make the offer clearer*

Before

The subscription tier descriptions were vague, mildly insulting, and the amount of tier options caused the products to canibalize each other in pricing.

There was also no reinforcement of the value students would receive before purchasing.

After

*Here the options are reduced and a competitor matrix is added to show clear numerical stats and product advantage compared to other options. **This idea came directly from user testing.***

The conflict: *Make the offer clearer*

Feedback after improvements
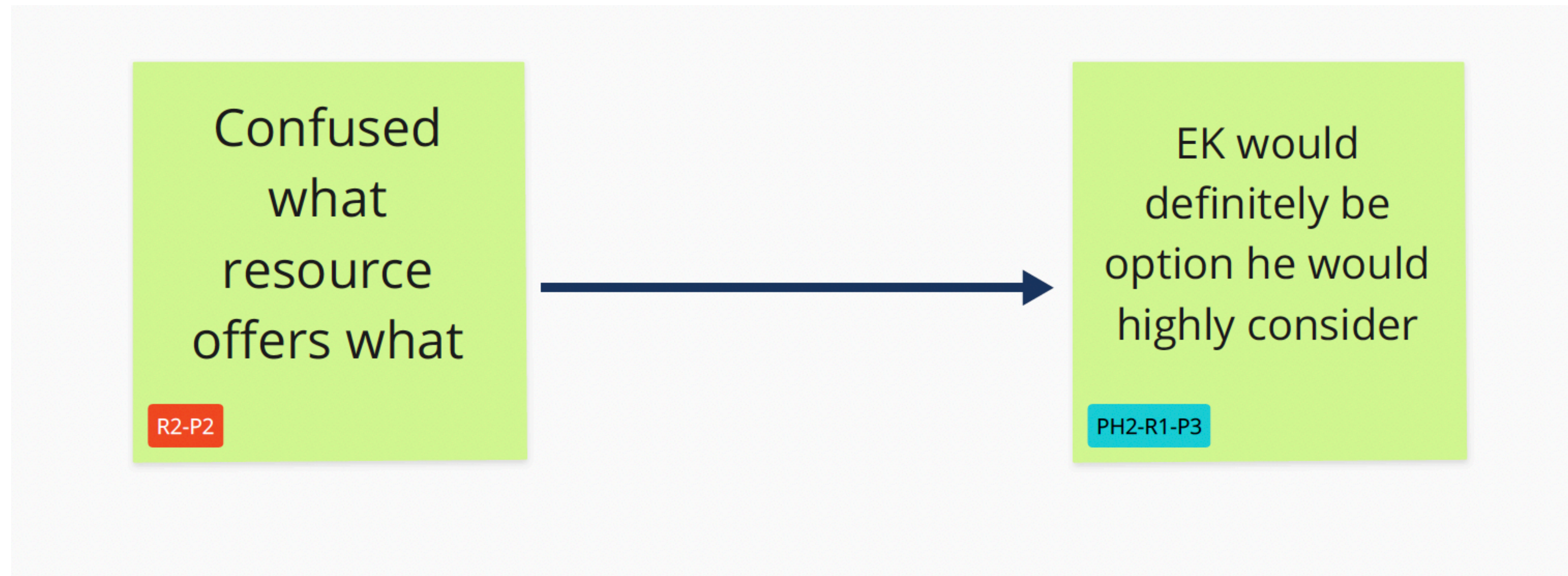
3.

Make the product easier to use

The conflict: *Make the product easier to use*

To design a clearer MCAT prep course product, myself and a team of 3 other designers looked back at the user data. **What did students say was important to them?**

The conflict: *Make the product easier to use*

We then identified 4 core guiding statements to inform our new designs:

1. Help me know what to do

2. Help me to do it

3. Show me my progress

4. Make it fun

The conflict: *Make the product easier to use*

Using those insights, we each came up with a redesign then voted on what was most valuable.
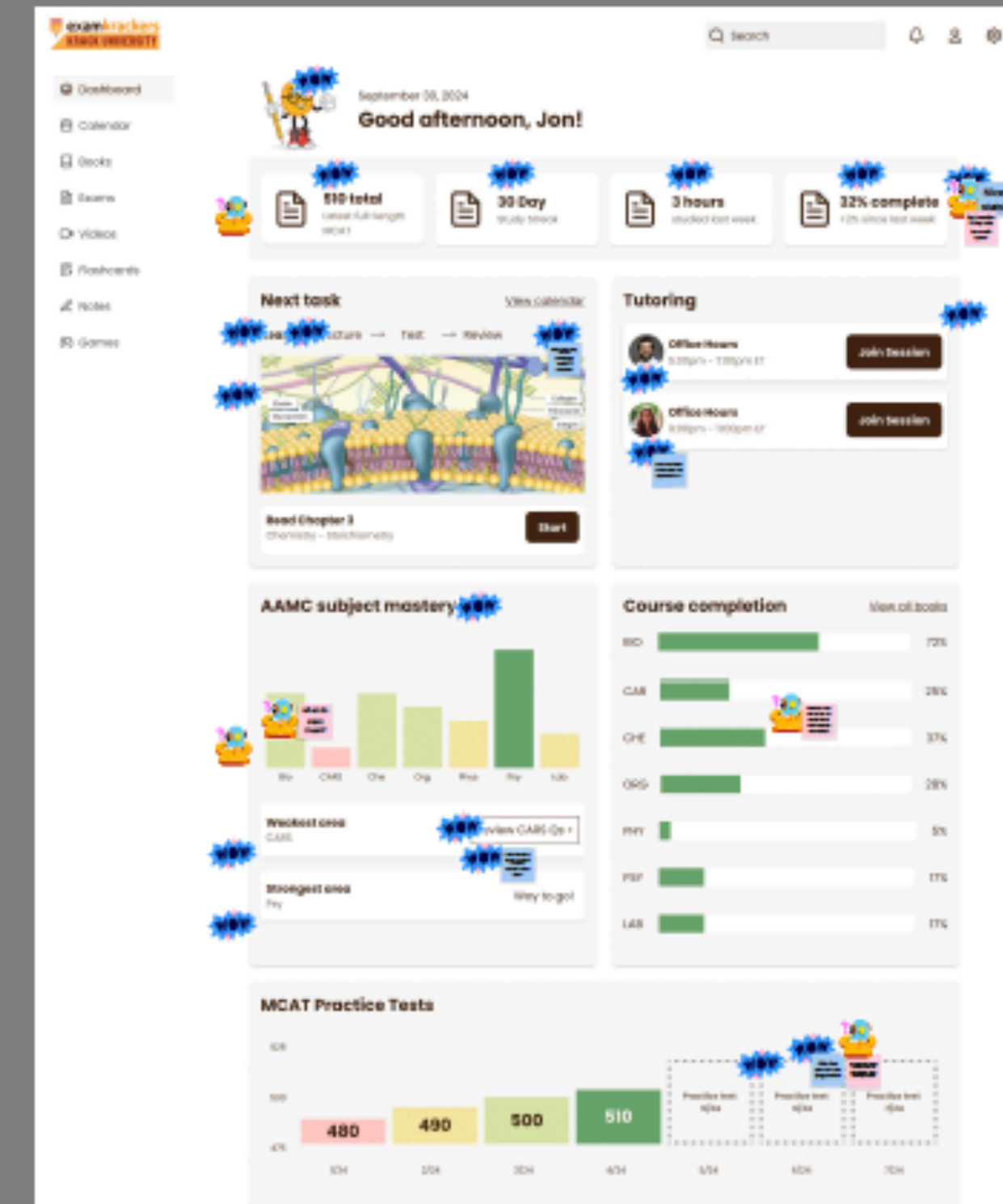
The conflict: *Make the product easier to use*

I combined all four designs into a refined, high-fidelity prototype that we tested with users.

Before

After
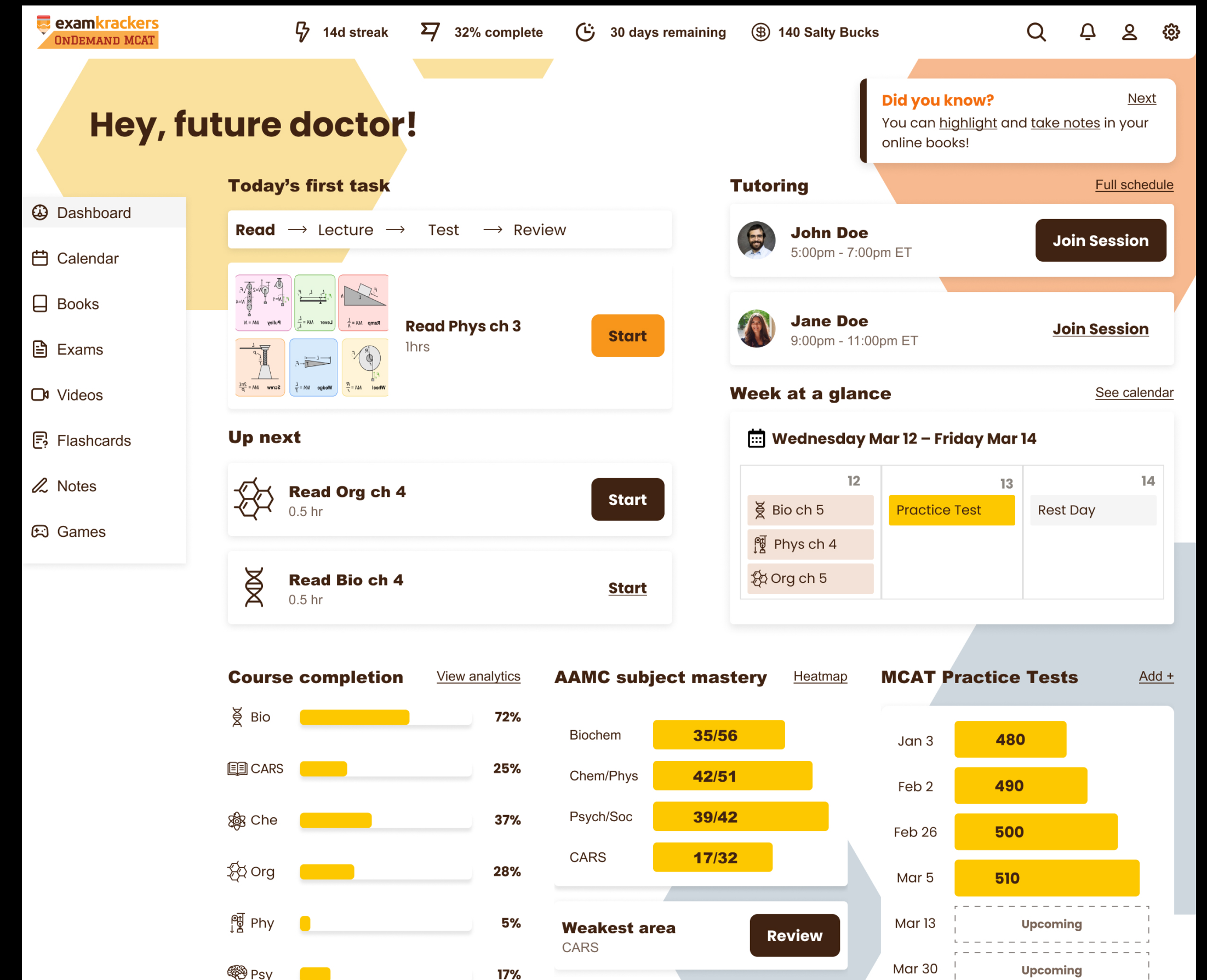
The conflict: *Make the product easier to use*

Feedback after improvements

Results & learnings

The resolution: *Results & learnings*
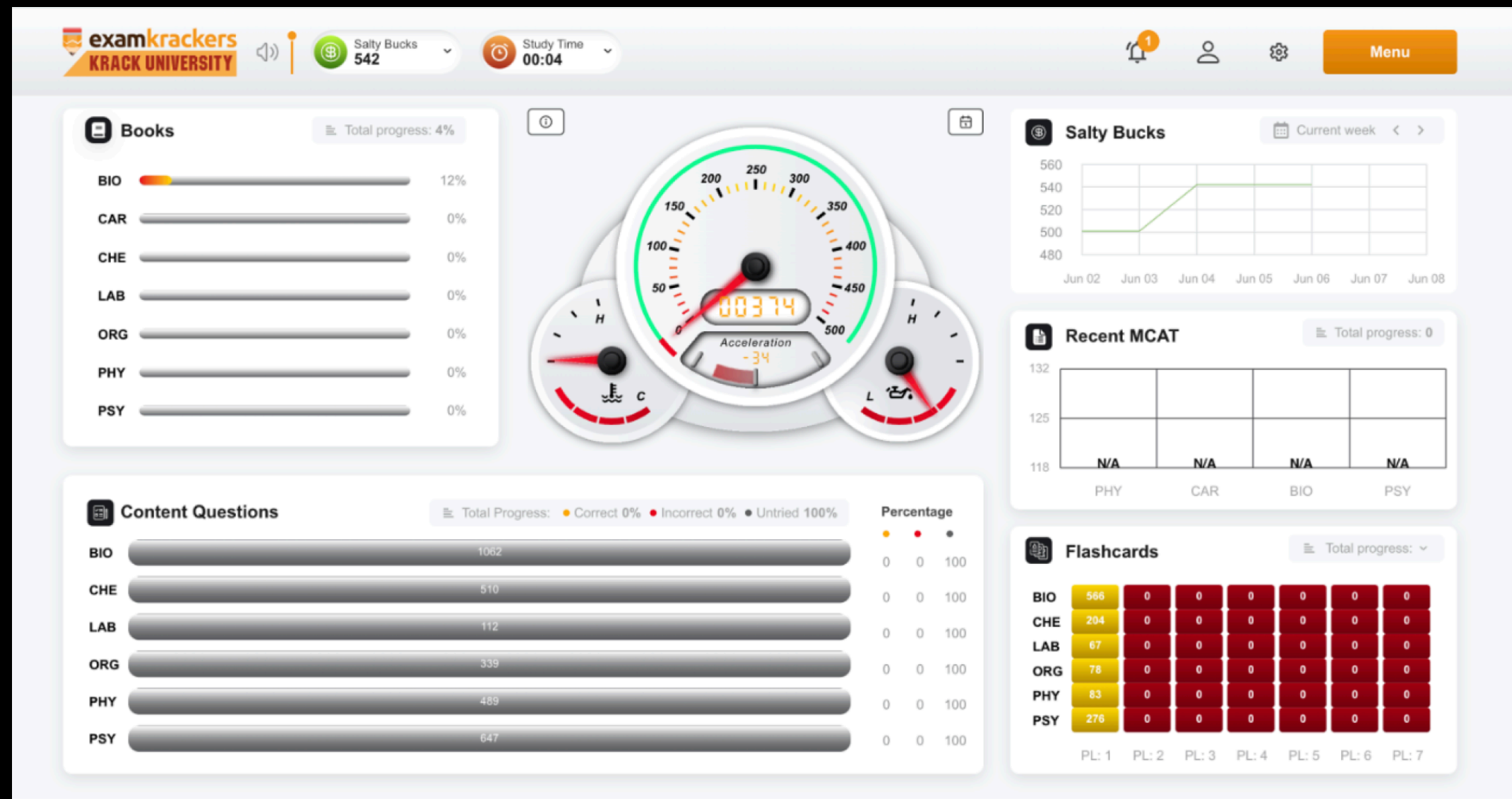
Website engagement increased by

3%

14 surveyed users said they would pay

2x more

For the redesigned product

14 surveyed users said they would rank the redesigned product

3x higher

against competitor products.

The resolution: *Results & learnings*

What about revenue?

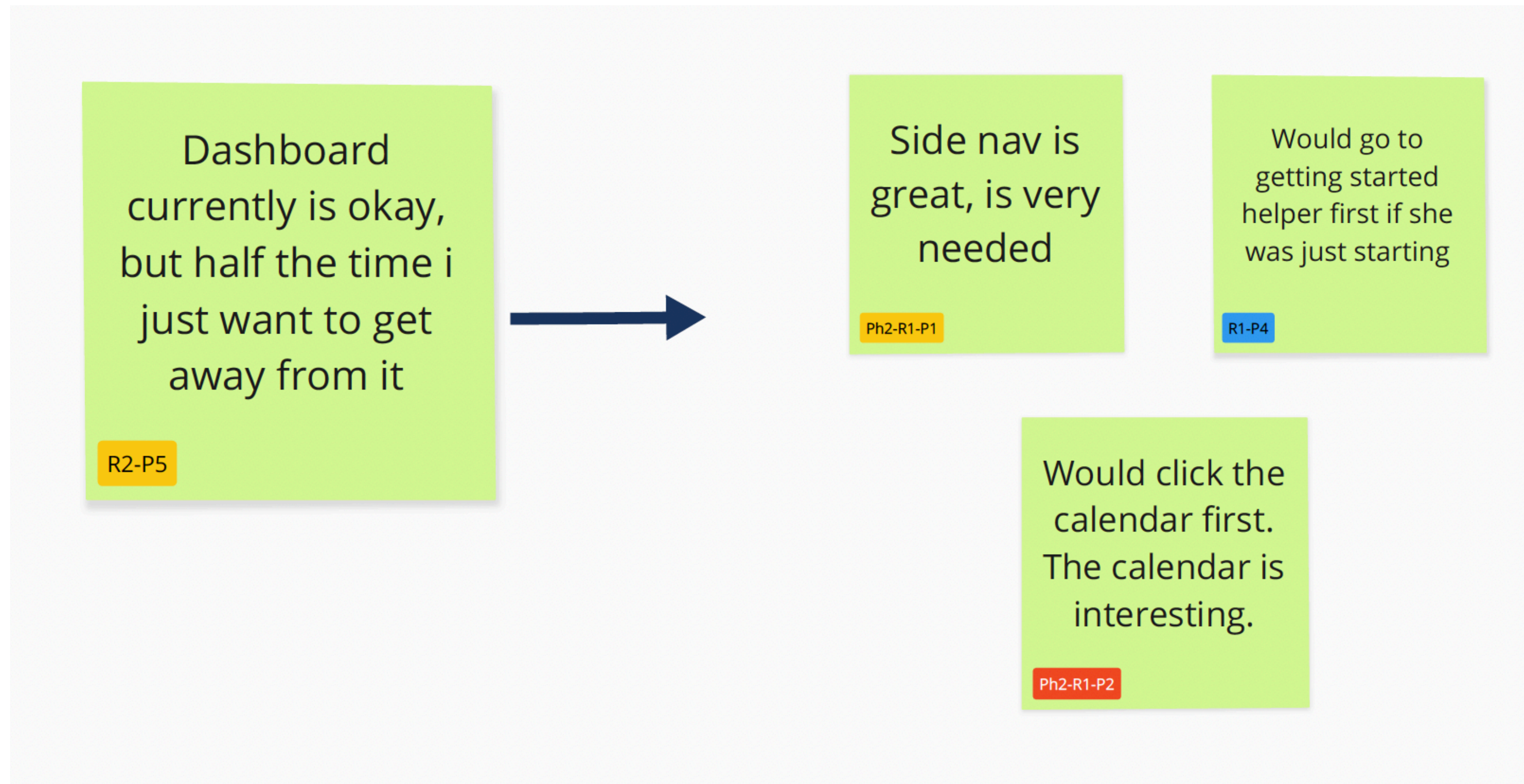Although brand reputation and engagement improved, revenue has not significantly increased at the time of writing. This actually makes a lot of sense, since the designs released by development so far focused on top of funnel metrics only (flows & website screens).

The redesigns for the product itself are currently being developed, and while my involvement on this project is finished, it is expected that the work I completed will lead to a revitalized product once officially released.

The resolution: *Results & learnings*

Learnings

- Just as thorough design leads to quicker development, thorough UX investigation leads to quicker and more effective design.

- Listen to your users! They will supply almost all the design inspiration you need.

- Increasing customer interest was not a matter of adding new products, but refining existing ones.