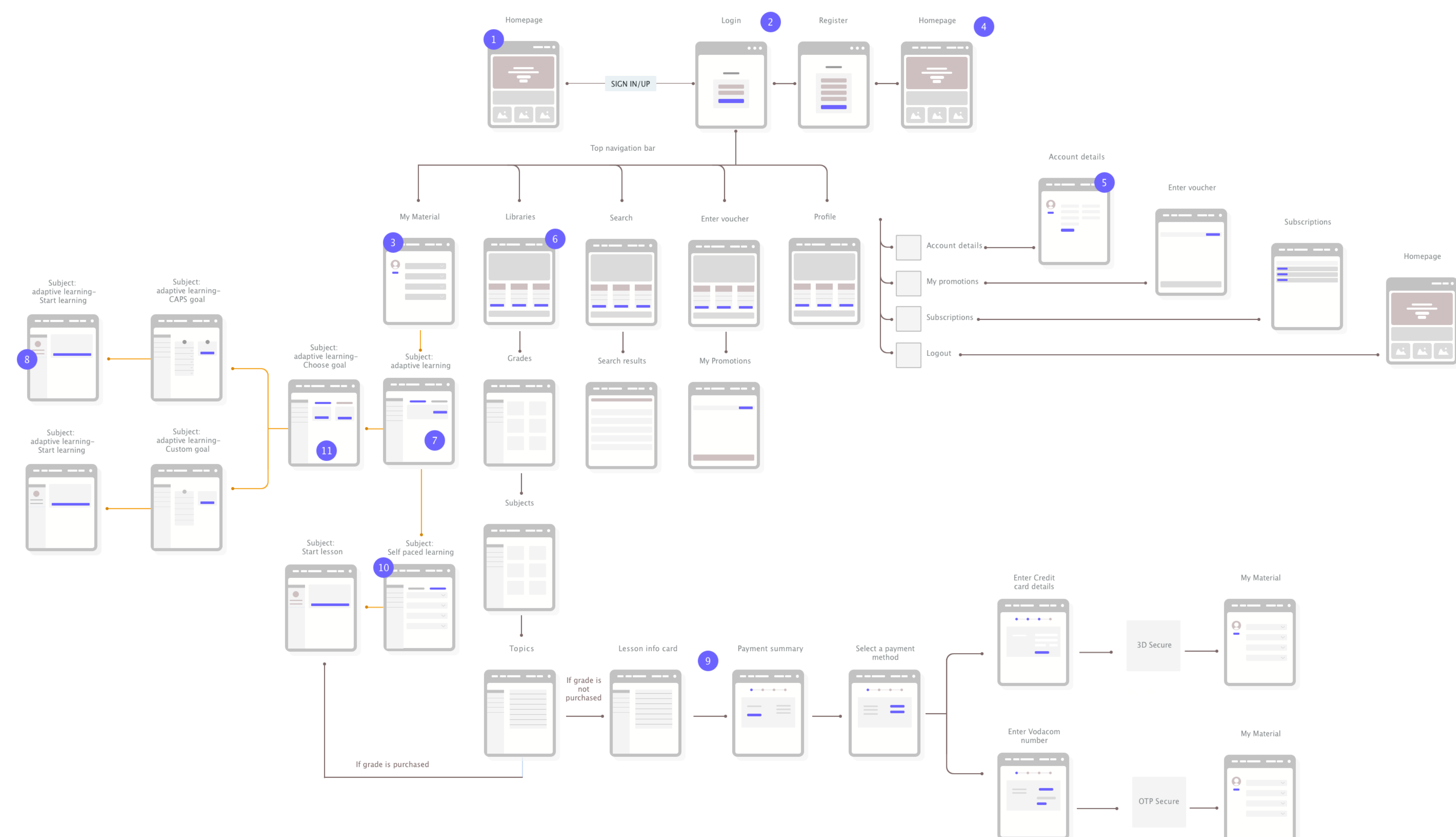




My Top Dog is an education platform for after school training. Students get a chance to practise and master their skills with a recommendation engine recommending lessons to them based on their skill level in a subject.

## The challenge

Top Dog was under serious pressure to go live with Vodacom e-School, which was part of their corporate social responsibility projects. The go-live date was set for 4 January 2016, and the user interface just wasn't working. We were tasked with a complete UX/UI overall of the current platform as well as a white labelled version for Vodacom.... and we had 4 months in which to do it.



### Insights- user testing results

1. "I noticed some bugs, some other small things to make it look more professional than it is. I noticed some bugs, some other small things to make it look more professional than it is. I noticed some bugs, some other small things to make it look more professional than it is."
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## Pain points

Adaptive learning was confusing

Navigating subjects and grades was laborious

Guiding a learner to areas that need improvement was clunky and not understood

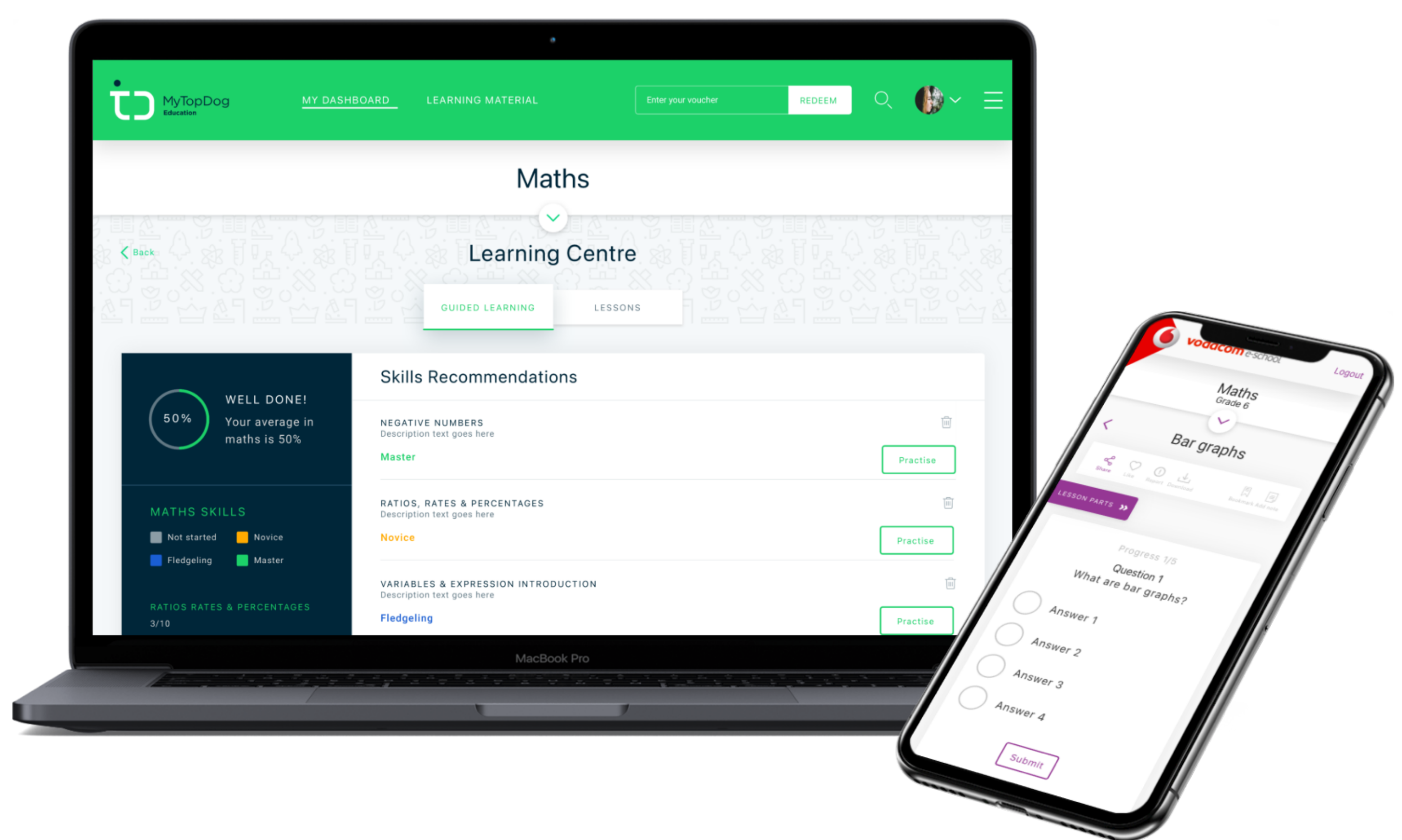
Understanding which lessons to complete next was not explicit

## My role on the project

- Product design lead
- Collaborator on UI and Design system

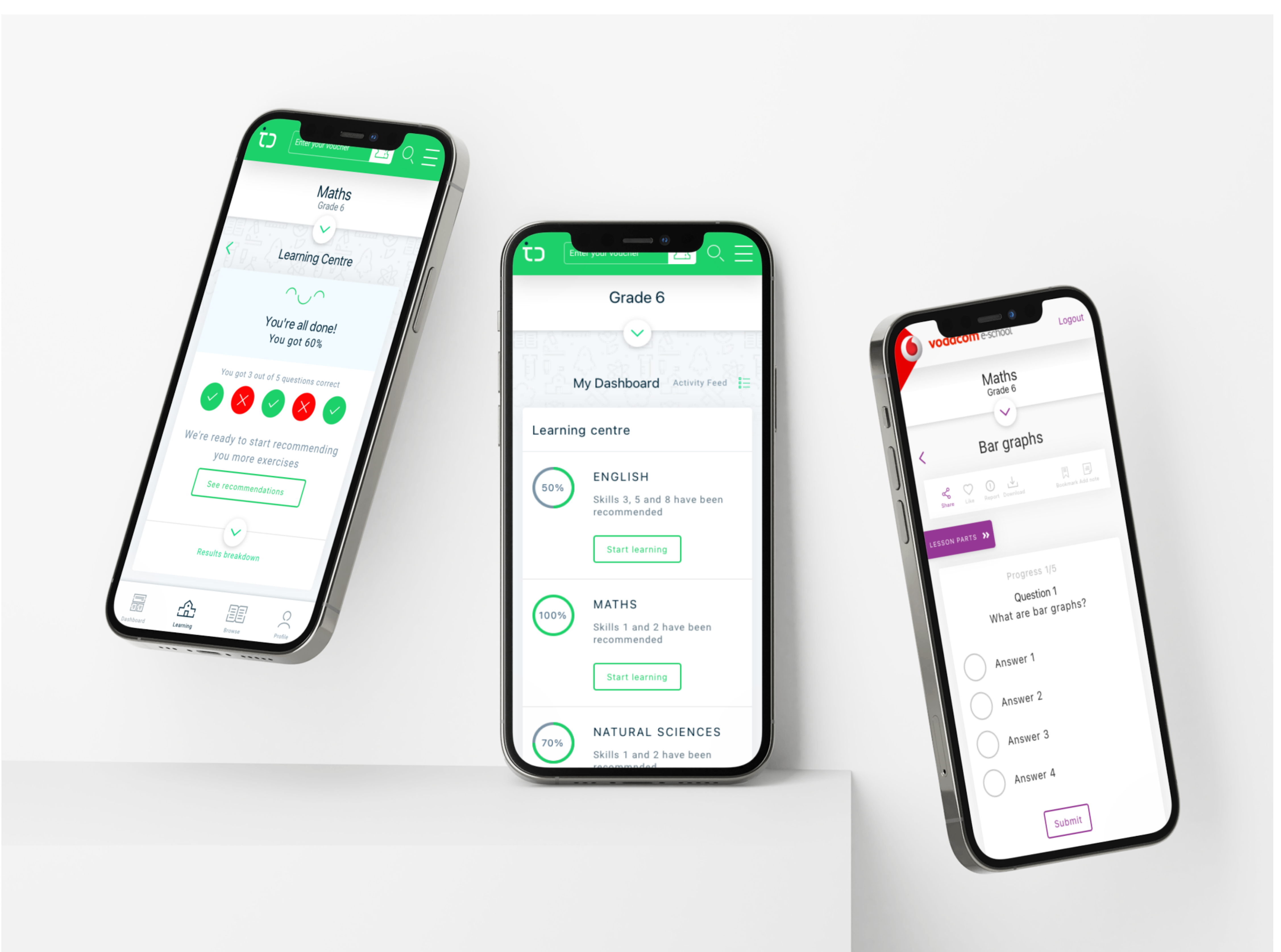
## Methods

- Google Design sprint
- Heuristic evaluation
- 20 User interviews
- Task flows
- Wireframe and prototyping
- Final UI
- Usability testing



## The solution

Using the school children and their parents as our focus, we created a simplified flow through the site. Users can choose to go through the linear learning route where they do one lesson after another or they can go to the new Guided learning Centre to build their skills in their weakest areas. After completing a 20 question warm up test, users will be recommended lessons focussing on their problem areas within a subject.



## The results

- The Vodacom e-School, won the Social Impact Award in the 2017 AppsAfrica.com Innovation Awards competition.
- It has also officially partnered with the Department of Basic Education in South Africa as a learning tool.
- Top Dog has white labelled this product and now has several tenants including Cambrilearn and Lapin Online Leadership Academy.
- The site went from 10 000 students to 3.5 million students