

# iEnrich UX Prototype

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Certificate Course in Human-Centered Design (PMCG-850)

Pratt Institute

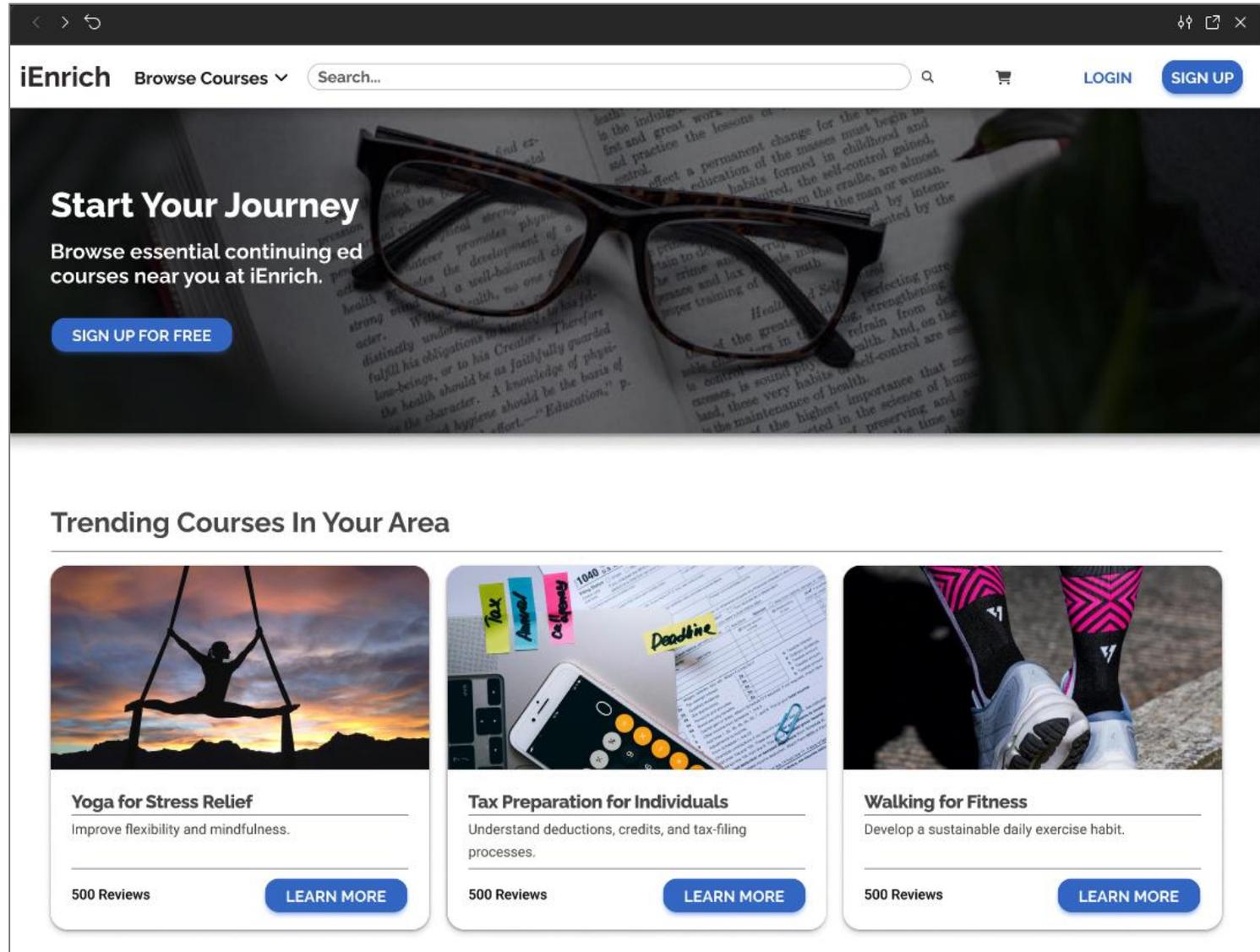
# Bio

- **Colin Neal** has a background in web development, graphic design and UX prototyping, earning a Communication & Media BS and an Information Technology MS from Clarkson University. Colin also holds Certificates in Web Design and Web Programming from Champlain College and is now working on online courses in graphic design and UX design through the Pratt Institute.



# Project Context

- This project involved developing a **high-fidelity prototype of a website that aggregates all local in-person continuing education classes** which are currently available in the area of the user.



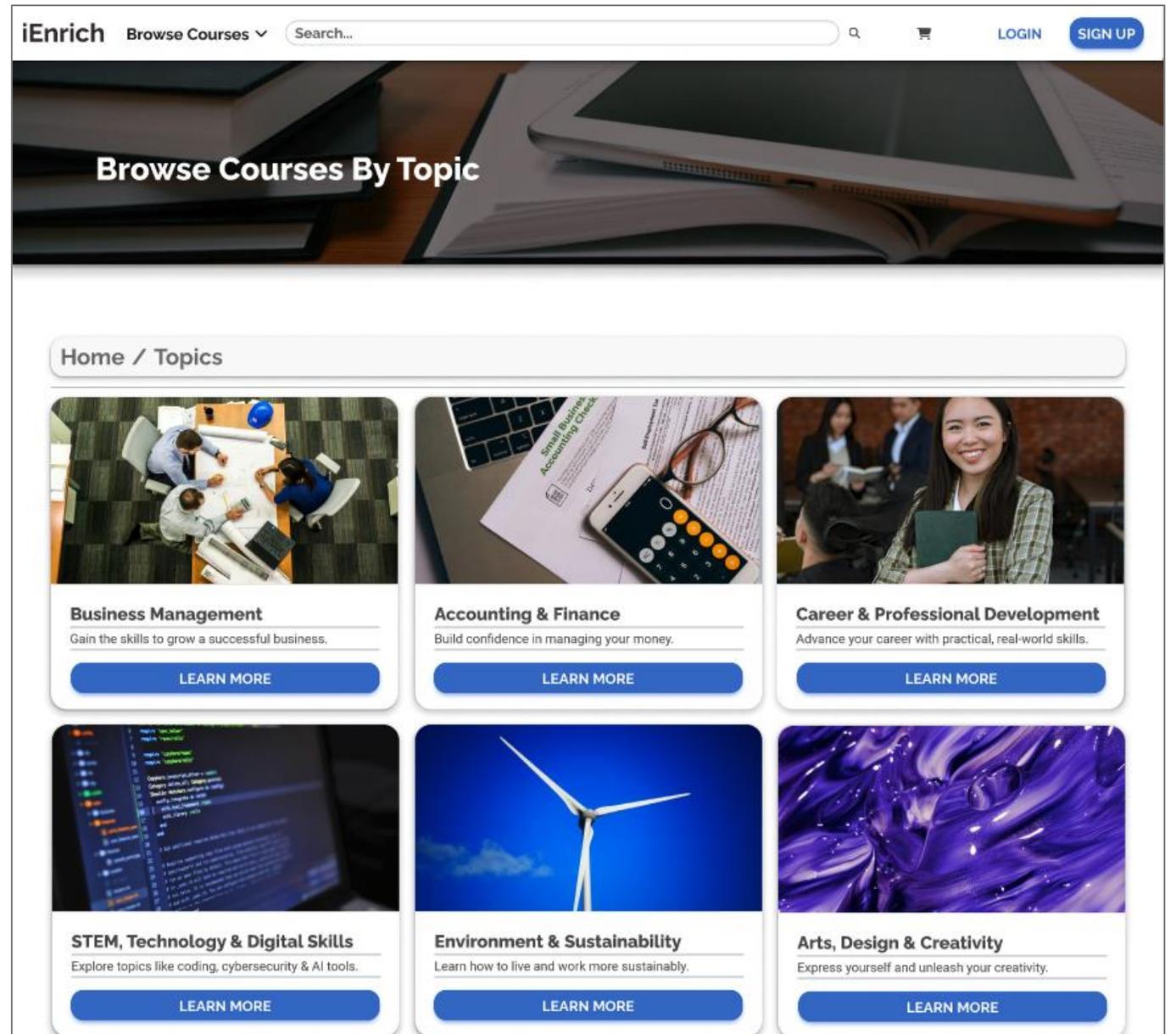
# Problem

- Currently, many people find it **difficult to locate in-person continuing education opportunities** because there's currently **no centralized digital platform** which provides full and complete listings of all available local course options.
- In many areas, **course listings are scattered across a wide variety of formats** (websites, print catalogs, community bulletins)



# Solution

- iEnrich is a platform that **provides a comprehensive one-stop digital platform that shows all in-person course options that are currently available in the area of the user.**

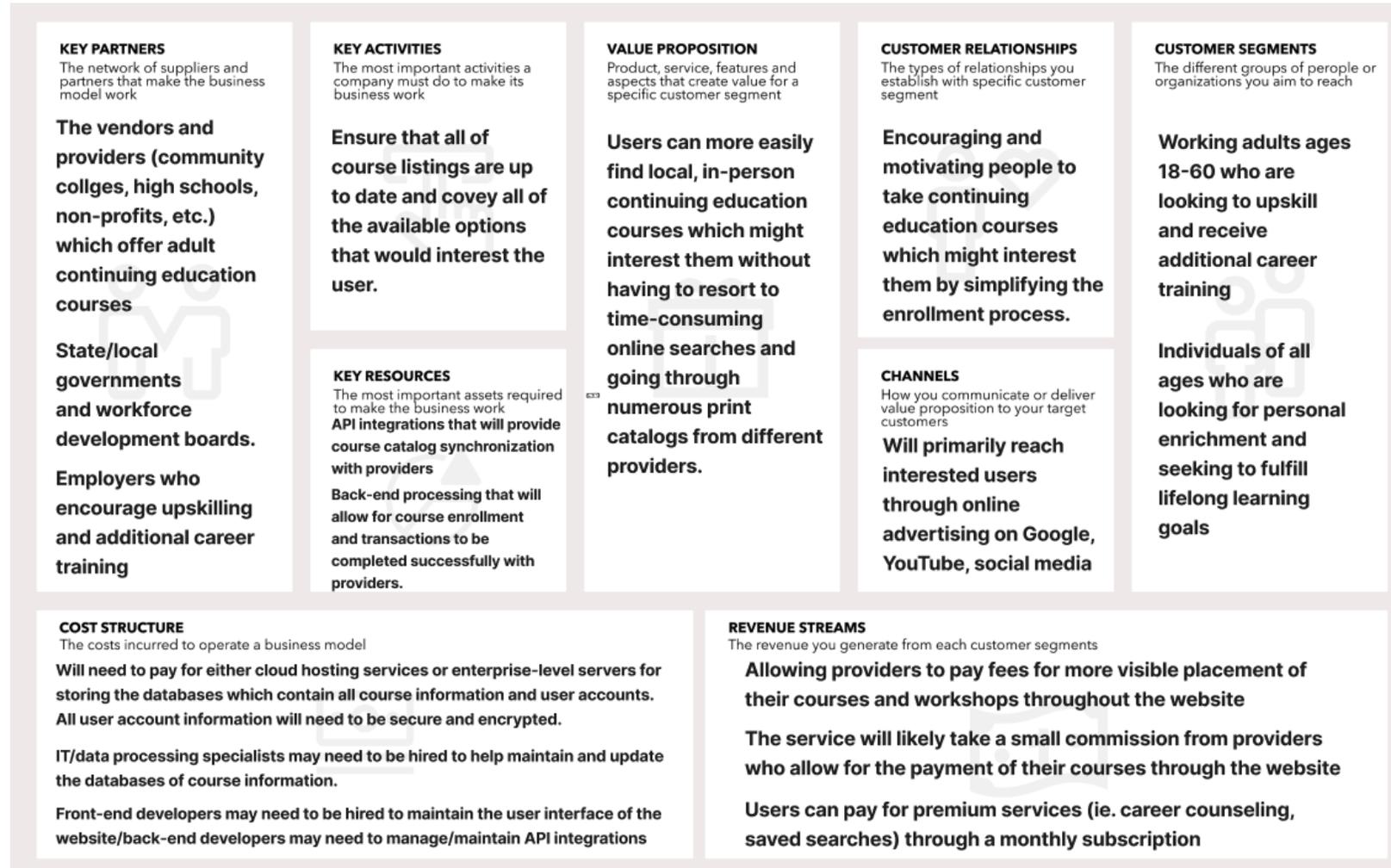


The screenshot displays the iEnrich website interface. At the top, there is a navigation bar with the iEnrich logo, a 'Browse Courses' dropdown menu, a search bar, and 'LOGIN' and 'SIGN UP' buttons. Below the navigation bar is a large banner image of a laptop and books with the text 'Browse Courses By Topic'. Underneath the banner is a breadcrumb trail 'Home / Topics'. The main content area features six course category cards arranged in a 2x3 grid. Each card includes a representative image, a title, a brief description, and a 'LEARN MORE' button.

Category	Description
Business Management	Gain the skills to grow a successful business.
Accounting & Finance	Build confidence in managing your money.
Career & Professional Development	Advance your career with practical, real-world skills.
STEM, Technology & Digital Skills	Explore topics like coding, cybersecurity & AI tools.
Environment & Sustainability	Learn how to live and work more sustainably.
Arts, Design & Creativity	Express yourself and unleash your creativity.

# Business Model

- How will iEnrich earn revenue?
  - Providers can pay for more visible placement of their courses on the website
  - Service will take a small commission from providers who allow for the payment of their courses through the website
  - Users can pay for premium accounts (ie. career counseling, saved searches)

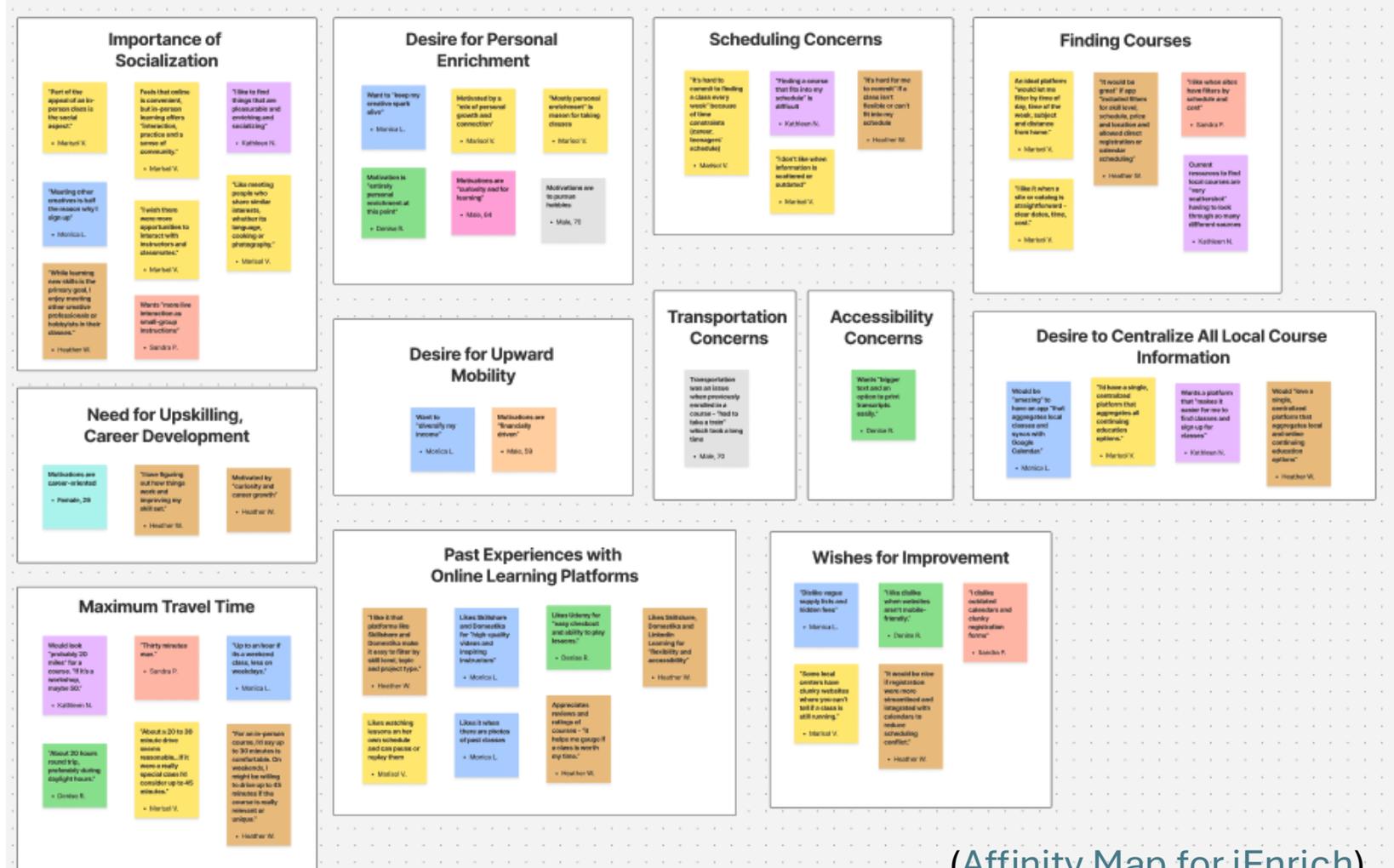


([iEnrich Business Model Canvas](#))



# Interviews/User Insights, Pt. 2

- Most interviewees stated their desire for a digital platform that would **filter course data based on time/schedule, price, location & travel distance.**



(Affinity Map for iEnrich)

# Personas

- Two personas **representing the targeted demographics of this platform were developed** based on the user insights collected from the interviews.



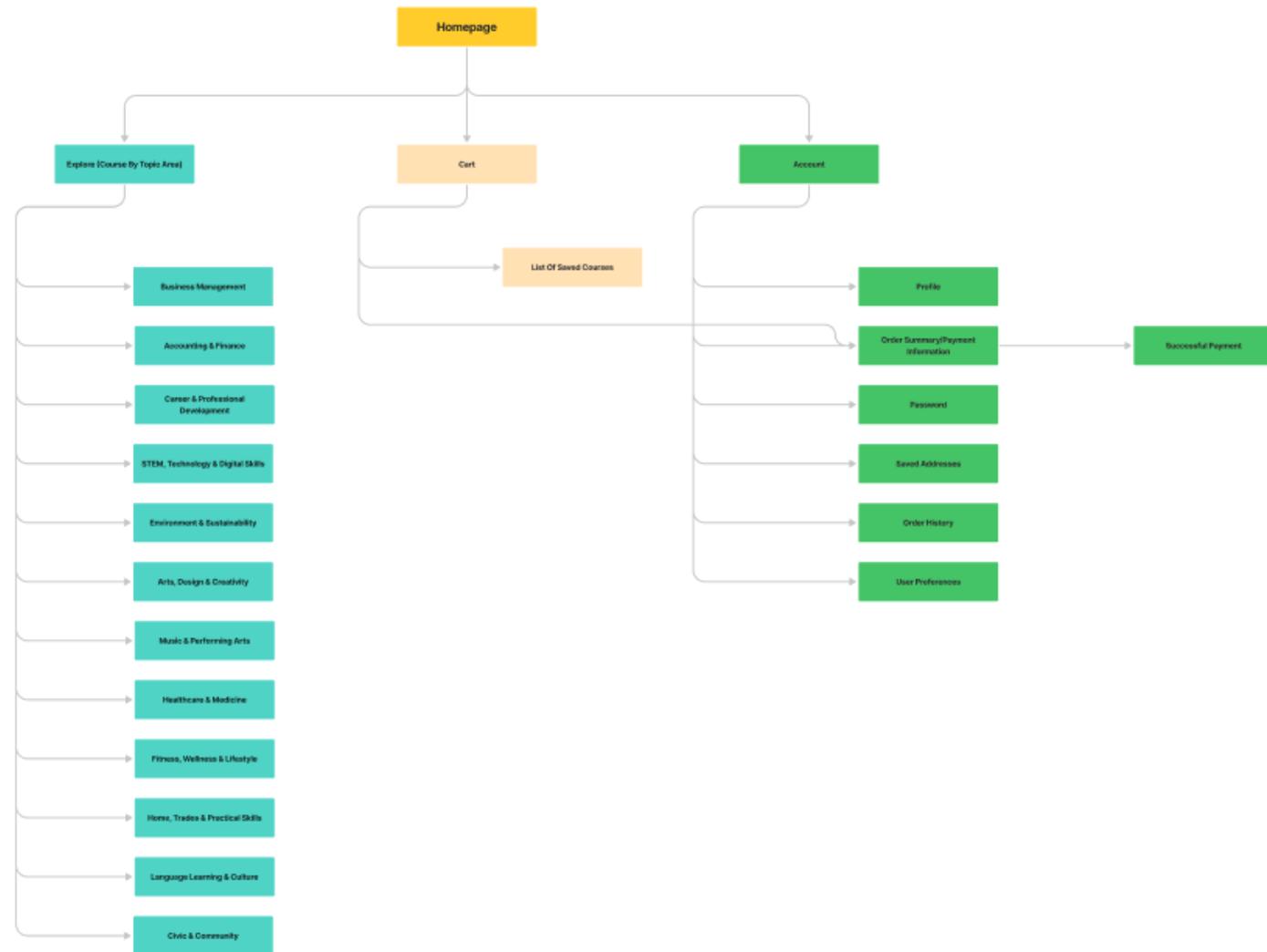
**Kristen Smith**  
Graphic Designer  
31 years old  
Glens Falls, New York  
Single  
No Kids



**Richard Delorenzo**  
Retired Accountant  
66 years old  
Saratoga Springs, New York  
Married  
Two Adult Children

# Sitemap

- The site's information architecture is based upon the traditional wireflow of the e-commerce retail model.



## Website Footer

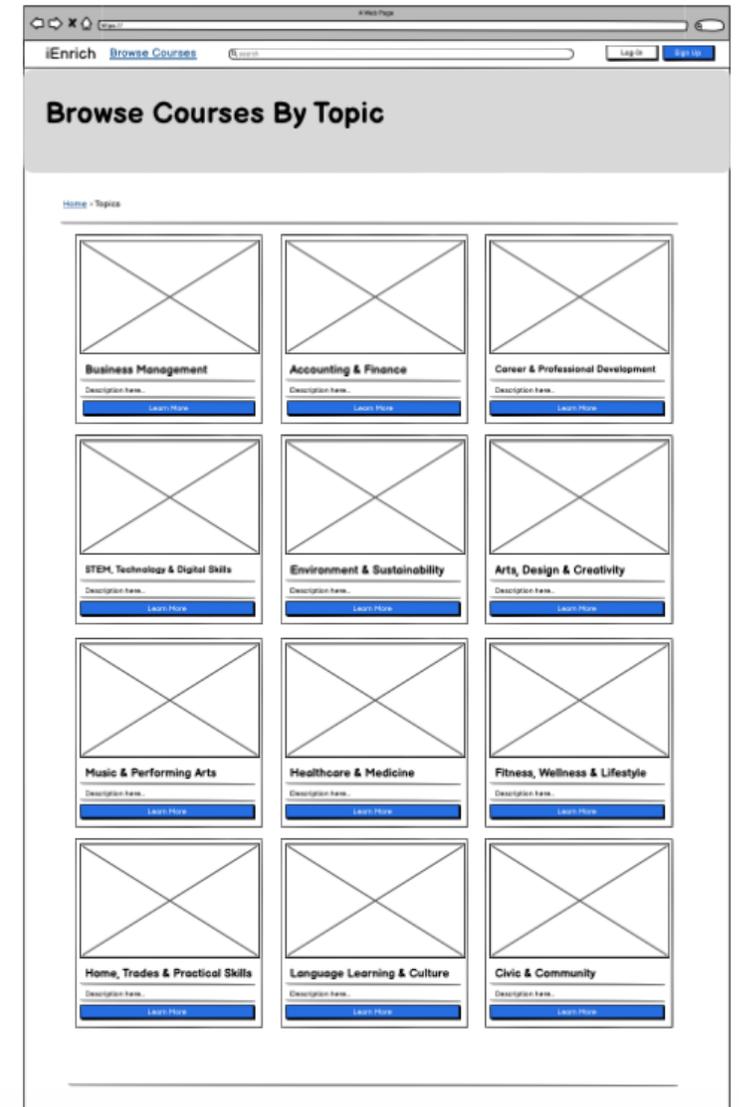
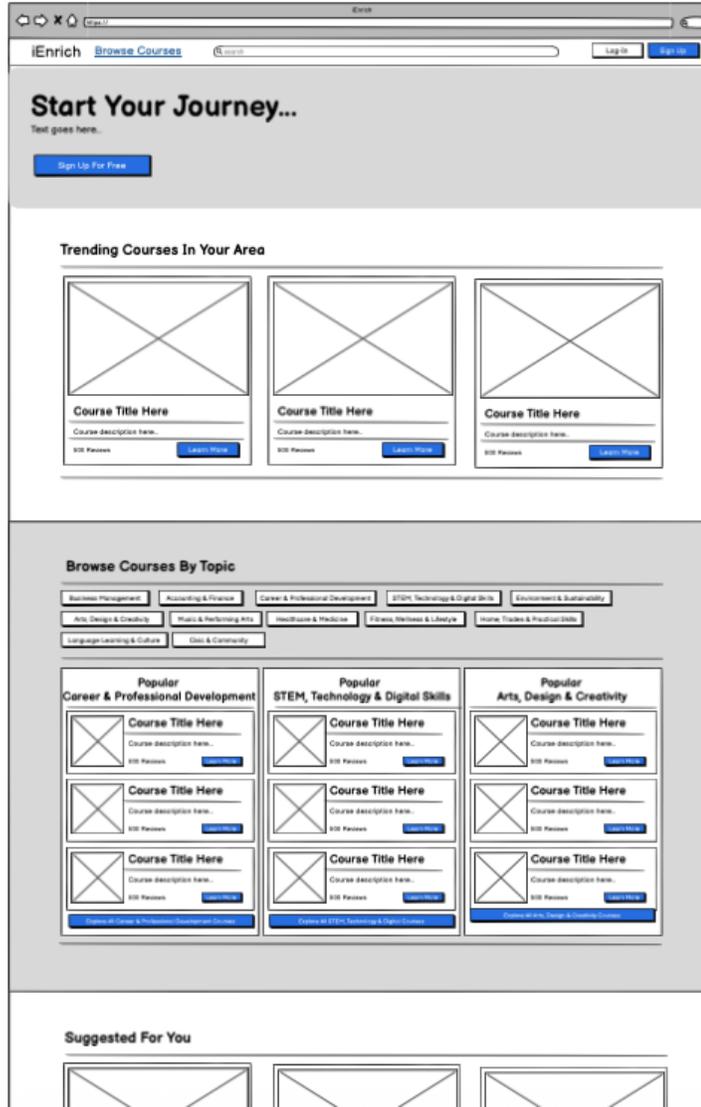
Courses By Topic Area

About Us

Accessibility & Privacy

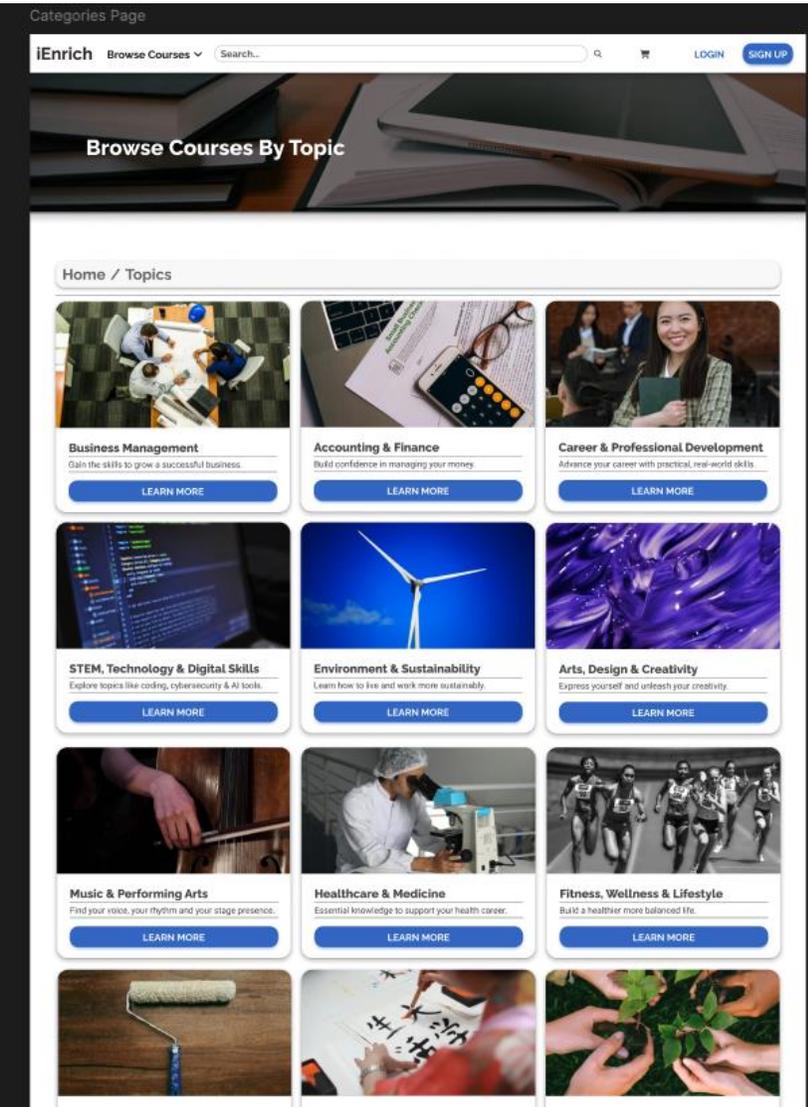
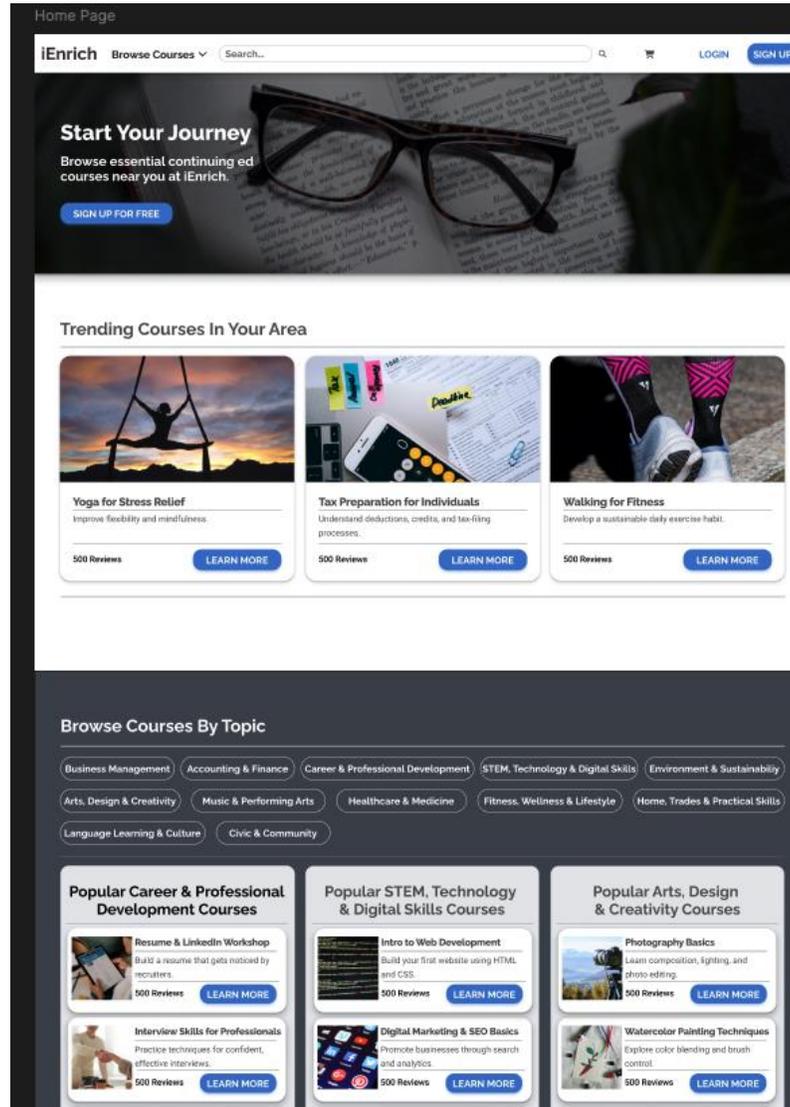
# Wireframes (Lo-Fi)

- During the early planning stages, **low-fidelity wireframes** were developed in **Balsamiq Mockups** to create the preliminary UI designs.



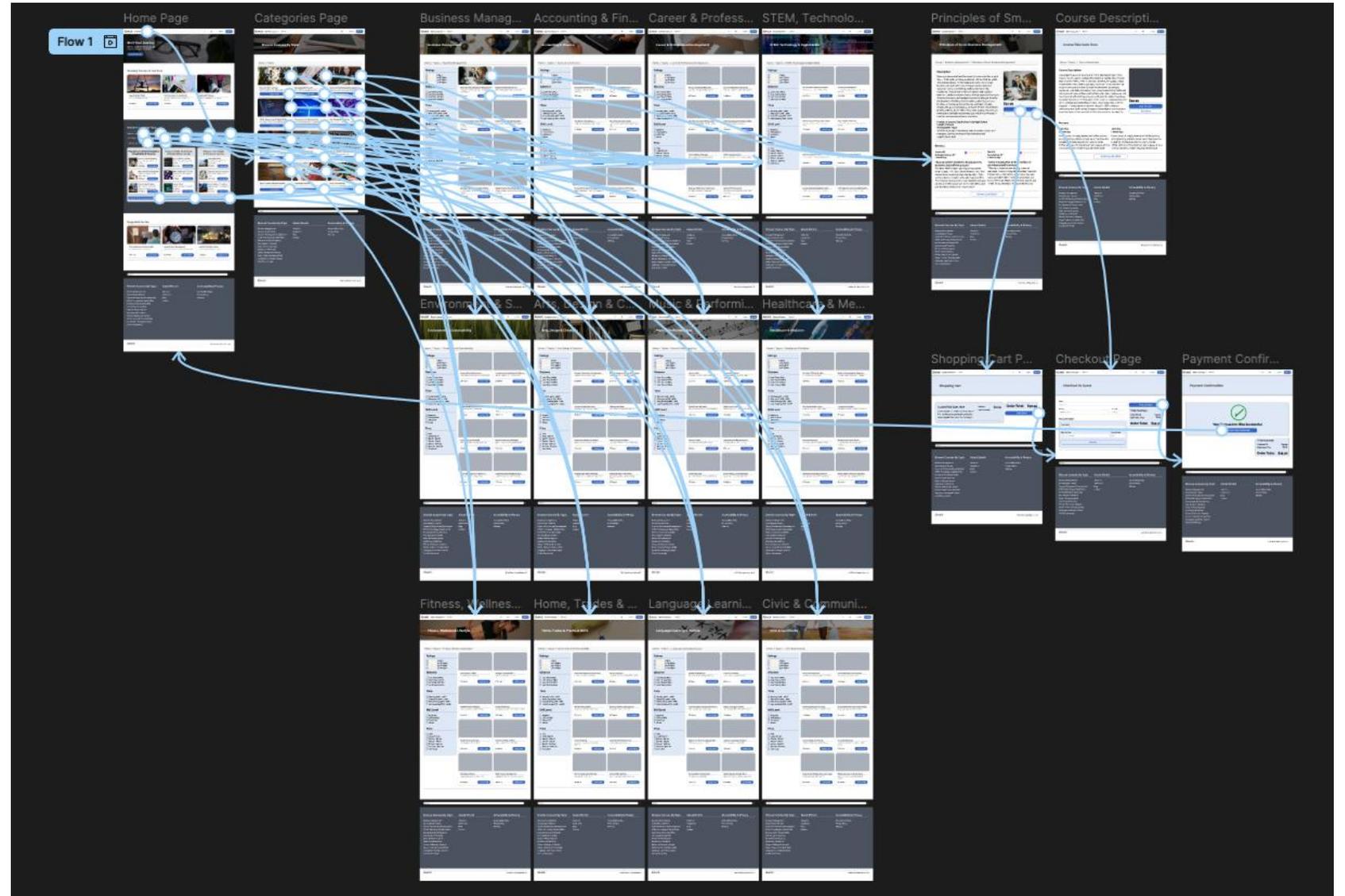
# Wireframes (Hi-Fi)

- **Figma** was used to create the **final, high-fidelity prototypes**
- All components were created from the **Material Minimal UI Kit**, which is based on the **Bootstrap** framework and **Google's Material Design** system



# Wireframes (Flow)

- Users select courses and either **place them into a shopping cart or purchase them under a guest account.**



# Prototype

- <https://www.figma.com/proto/6eG3VluGEgPhvTCJMcH83y/Adult-Continuing-Education-App-UX-Prototype?node-id=1-2&starting-point-node-id=1%3A2>