

UX/UI Design for Cengage World Languages Learning Application



Client Background

Cengage Learning is a leading provider of innovative teaching, learning and research solutions for the academic, professional and library markets worldwide. The company's products and services are designed to foster academic excellence and professional development, increase student engagement, improve learning outcomes and deliver authoritative information to people whenever and wherever they need it. Through the company's unique position within both the library and academic markets, Cengage Learning is providing integrated learning solutions that bridge from the library to the classroom. The company is headquartered in Boston, MA with operations in more than 20 countries around the world with annual revenues of approximately \$2 billion.

BUSINESS CHALLENGE

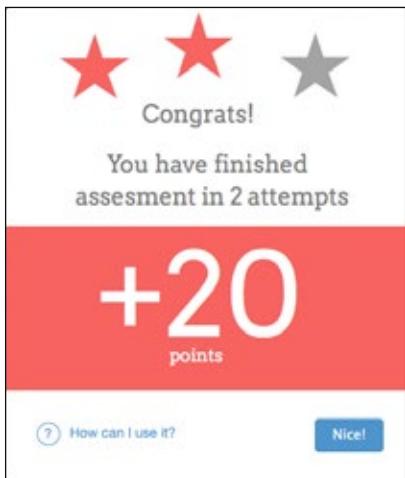
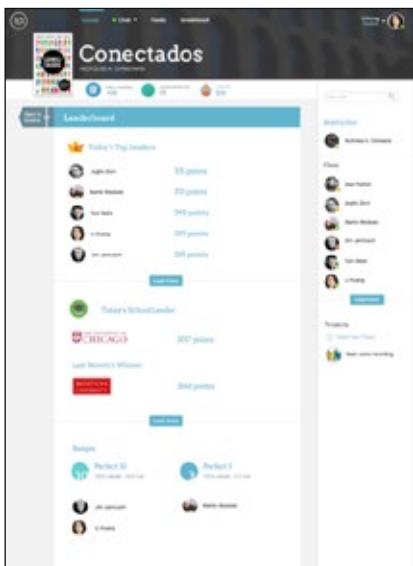
In order to strengthen company's position in the language learning market, Cengage Learning came up with the World Languages Learning Application, a dynamic all-in-one course management system, which enhances the language-learning and teaching experience. The company wanted to optimize costs and achieve faster time to market, as well as upgrade their visual design since the existing solution became obsolete and didn't meet the current educational market needs.

Cengage Learning partnered with SoftServe to develop an easy-to-use UI/UX design of the application with the goal to make all the workflows, communications, and interactions between students and instructors more visible and easily accessible. The application is designed to support all activities and educational approaches related to language teaching and learning.

PROJECT DESCRIPTION



Within 3 months, SoftServe's team of a Senior UX designer and a UI designer needed to create responsive UX/UI design. The key challenge was to keep the existing functionality while changing all the workflows, which were hard to navigate and use. The process of the UX/UI design development was built



on InVision prototyping which enabled the team to:

- quickly and easily create a simple clickable HTML prototype
- receive early feedback from focus groups and stakeholders
- communicate through a handy system of comments.

Within the framework of the project, SoftServe's team created instructor and student workflows incorporated with:

- **Communication concept** which includes chatting with different users or groups, the possibility to share different content, create comments, use feeds, include gamification pieces into everyday communication, and convenient search
- **Gamification concept** comprised of badges for different activities (contribution to the community, fulfilment of assignments and assessments, etc.), leaderboards created for individual users and schools, and a special store with different options to spend earned points.

The project was based on the Lean UX methodology which puts less emphasis on deliverables, but a greater focus on the actual experience that is being designed. SoftServe's team applied up-to-date tools and technologies such as Balsamiq, Sketch, Lino, InVision, HTML, Jira, and Confluence. As a result, there were 95 screens created, including 26 screens with wireframes and 69 detailed mock-ups.

VALUE DELIVERED

SoftServe created a modern user-friendly UI/UX design and branding with wireframes for students and instructors workflows as well as HTML prototype of the upgraded application. It helped Cengage achieve significant cost optimization, especially in terms of new title creation.

"With the growing complexity of today's applications and websites it's crucially important to provide users with a truly intuitive and interactive experience. The unique combination of SoftServe's highly qualified UI/UX professionals and proven best practices helps us better serve our customers and has strengthened our position in the language learning market," said NAME POSITION, Cengage Learning

ABOUT SOFTSERVE

SoftServe is a leading technology solutions company specializing in software product and application development and services. Since 1993 we've been partnering with organizations from start-ups to large enterprises to help them accelerate growth and innovation, transform operational efficiency and deliver new products to market. Our 4,000 strong team includes the finest software developers and technology experts in the industry, and our experience stretches from Mobile and SaaS/Cloud to Security, UI/UX and Big Data/Analytics, and includes vertical markets such as healthcare, retail and technology. We have offices across the globe and development centers across Eastern Europe. For more information please visit www.softserveinc.com

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