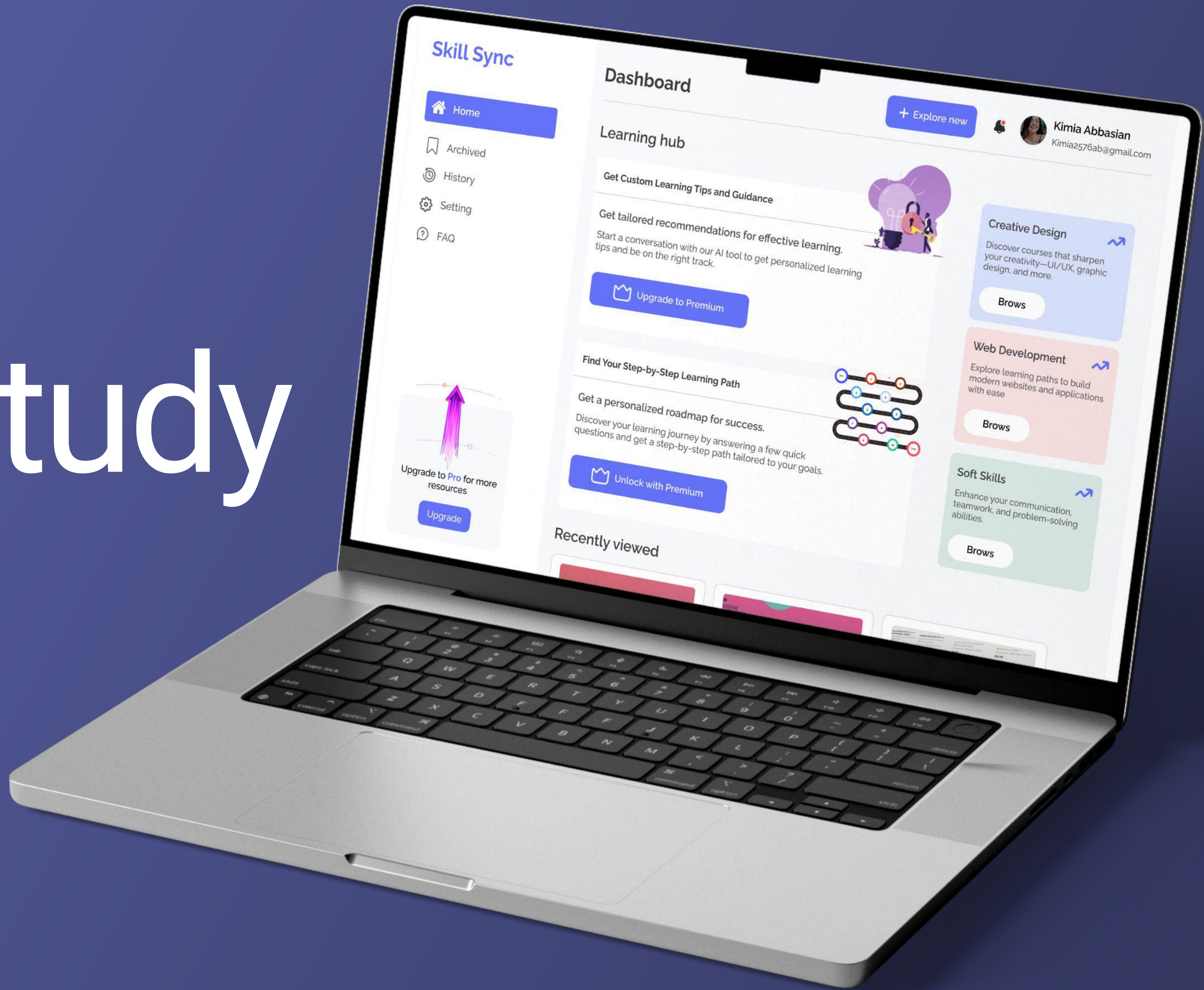


RESEARCHER AND DESIGN | SOFTSKY

Skill Sync case study



Tools



The project aims to create a learning platform that helps individuals overcome indecision on what to learn by providing personalized recommendations and flexible, affordable learning options for various preferences.

Our mission

Empower individuals to expand their skills by offering personalized, flexible, and affordable learning solutions.

Our vision

To be the leading platform that helps individuals easily discover and pursue personalized learning paths that fit into their busy lives.

Problem Statement

In today's fast-paced world, individuals are constantly seeking to expand their knowledge and skills. However, many face significant challenges in identifying what to learn, how to learn it, and how to fit learning into their busy lives. The problem is multifaceted:

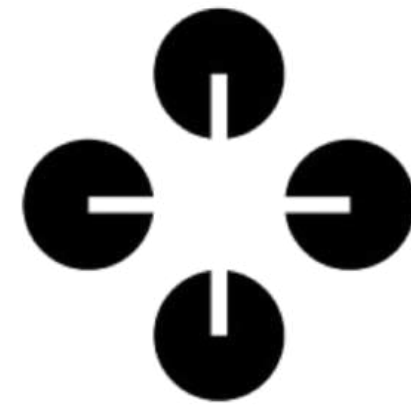
- **Indecision on Learning Topics:** People struggle to determine what new subjects or skills to learn, often missing opportunities for growth due to a lack of awareness or direction.
- **Time and Budget Constraints:** Balancing a desire to learn with limited time and budget can be difficult, resulting in frustration and giving up of learning activities.
- **Preference for Learning Mediums:** Different learning preferences—videos, articles, books, interactive materials—make it challenging to find resources that match individual needs while fitting within their time and budget constraints.

What have others done?

I looked at how other platforms tackle similar learning challenges, identifying their strengths and gaps. This helped us find opportunities to create a more personalized and effective learning experience.



Zavvy



Sana Lab



WisdomePlan

Features/Platform	Zavvy	Sana Lab	WisdomPlan	Skill Sync
Personalized Content	Yes	Yes	Yes	Yes
Budget Constraints	Yes	No	No	Yes
Time Constraints	No	No	Yes	Yes
User Input for Preferences	No	No	No	Yes
Exploration of New Interests	No	No	No	Yes
Learning Medium Preferences	Yes	Yes	No	Yes



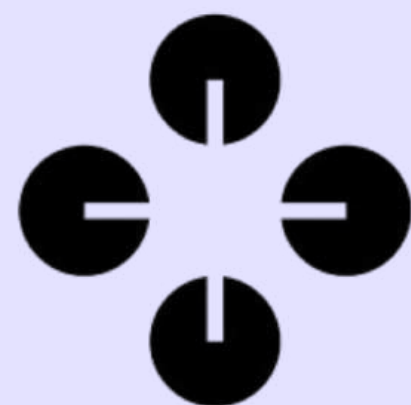
WisdomPlan

Pros

- Generates customized learning plans based on user needs.

Cons

- Lacks filters for preferred learning mediums.
- Limited support for discovering new areas of interest.



Sana Lab

Pros

- Tests users to assess their knowledge and adapts courses based on their level.
- Provides insights to improve existing learning paths.

Cons

- Focuses more on improving existing knowledge rather than discovering new interests.

Gather essential data

To gather essential insights for the project, I conducted semi-structured interviews with eight individuals. The interviews were a mix of **moderated** and **unmoderated** formats:

- **Moderated Interviews:** These were conducted directly with participants to facilitate deeper, real-time discussions and clarification.
- **Unmoderated Interviews:** Conducted with participants living in other cities to allow flexibility in participation. This approach helped gather valuable information from diverse locations without the need for direct moderation.

62.5%

Unmoderated Interview

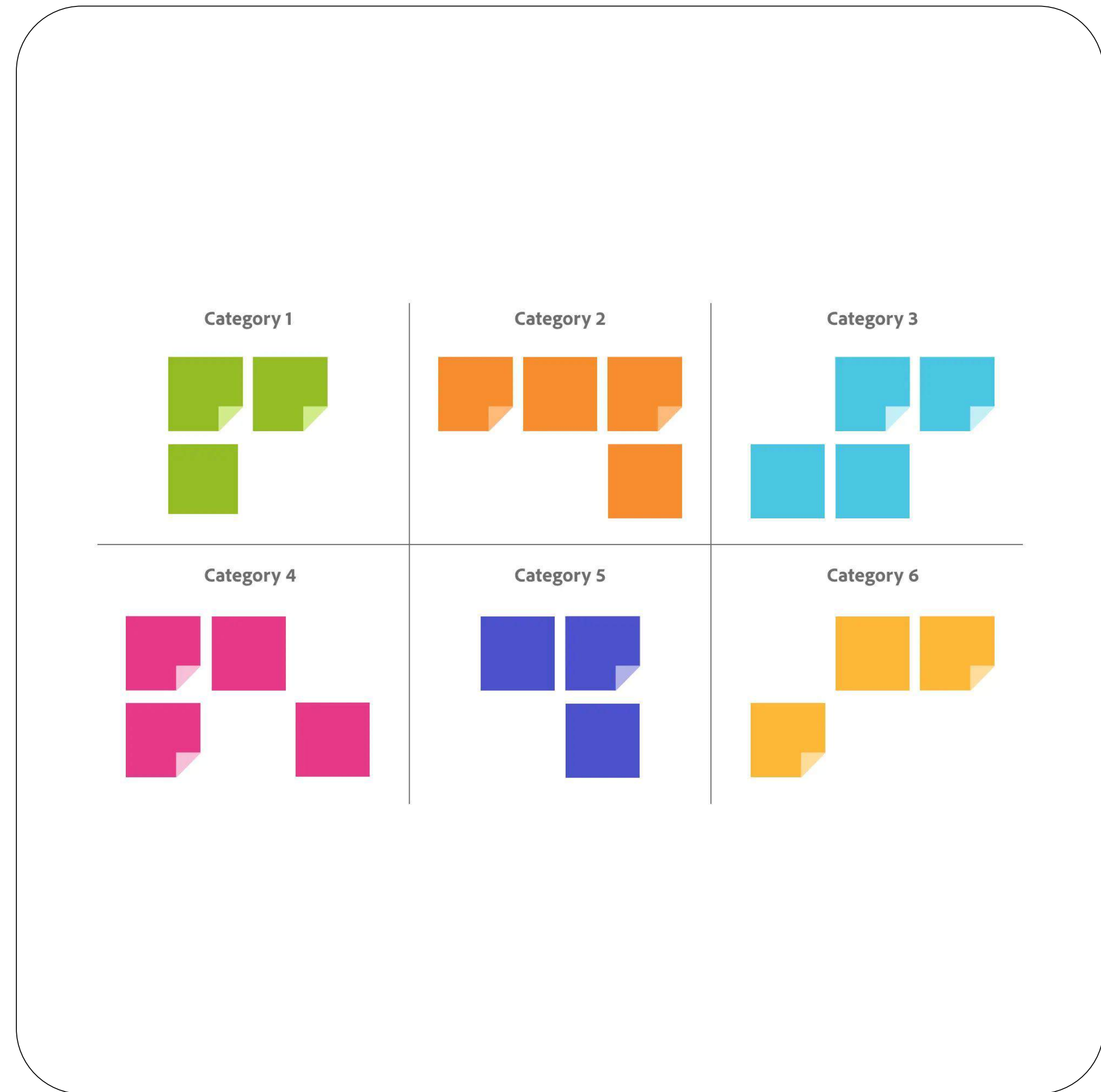
37.5%

Moderated Interview

Visualizing User Research: **Affinity Diagram**

After the interviews, we used an Affinity Diagram to organize the insights gathered.

Grouping similar responses helped us identify key patterns and user pain points.



want to learn new language but **didn't know better to start** with listening or grammar

Want to get certificate but due to her fulltime work and child and limited budget struggle to decide **which certificate is best choice?**

Can't buy courses that over her budget

3 people used test to help them to decide what to learn

Video
Interactive course
Books

Some learning application are **available only in iOS**. **Sign up and pay** for membership limit my learning options

Started new field which has eight subfield and does not know **which subfield** he may likes more. So he is looking for the **best choice**

Ask some one else for advice on field of interest from seniors. She listed the skills she wants to learn and consider other factors like time, budget and etc

Online courses has some limitations like
• **low completion rate** or
• **lack of personalizations**

• **Lack of free resources**
• **Language barrier** experience, especially the **accent**

Wanted to start French, but after beginning, I found I **wasn't** in the **mood** to continue.

Youtube
Udemy

Ask someone else to help

Gave up microsoft course due to the high .

Too many course in dedicated website for learning UX/UI design

I try all courses to find the one is better

Based on **future career**

• **Pay for a course but it was not what I expected.**
• **People may not share** their actual experience about a course

LinkedIn, Google or **friend suggestion** who has experience in my targeted field

If the course fee is **not align** with my **budget**, I ended up with **forgetting** about subject or either look for more affordable prices.

Online classes from universities or reputable organizations.
Prefer courses with **quizzes** and **assignments**

• **5 mins course in a day**
• **Podcast**
• **Blog and articles**

Do not want to spend much **money and time** for a course

Want to explore new new field but **overwhelmed with lots of options**. He found what to start with lots of efforts

Confused **what area to focus** more in UX/UI design field

Budget forced a major **change**: preferred fashion, but switched to management due to high course fees.

Looking for **reasonable cost and duration** for a course

There are **numerous fields** in my career, and within each field, **many companies offer courses**.

In some country, some websites are **filter** and the learning process hard

She started french due to her interest but find it difficult, following that she decided to start German and find it logical and more enjoyable that French

Due to the **too many courses** on **youtube** I can't decide what to learn

Seeking Guidance and Skill Development

- Ask someone else to help
- Based on future career
- Ask some one else for advice on field of interest from seniors. She listed the skills she wants to learn and consider other factors like time, budget and etc.
- He usually decide the skills to learn based on his interest and curiosity
- Based on what she needs to learn at that time
- If I think I may have a talent at particular skill

Confusion

- want to learn new language but didn't know better to start with listening or grammar
- Want to get certificate but due to her fulltime work and child and limited budget struggle to decide which certificate is best choice?
- Started new field which has eight subfield and does not know which subfield he may likes more. So he is looking for the best choice
- Want to explore new new field but overwhelmed with lots of options. He found what to start with lots of efforts
- Confused what area to focus more in UX/UI design field
- Wanted to start French, but after beginning, I found I wasn't in the mood to continue.
- Overwhelmed by Learning New language
- Due to the too many courses on youtube I can't decide what to learn
- There are numerous fields in my career, and within each field, many companies offer courses.
- Too many course in dedicated website for learning UX/UI design
- I try all courses to find the one is better

Budget importance & affect

- If the course fee is not align with my budget, I ended up with forgetting about subject or either look for more affordable prices.
- Do not want to spend much money and time for a course
- Looking for reasonable cost and duration for a course
- Can't buy courses that over her budget
- Budget forced a major change: preferred fashion, but switched to management due to high course fees.
- Gave up microsoft course due to the high .
- Decided to read books, but progress is slow due to high course fees.

Course medium preferences & challenges

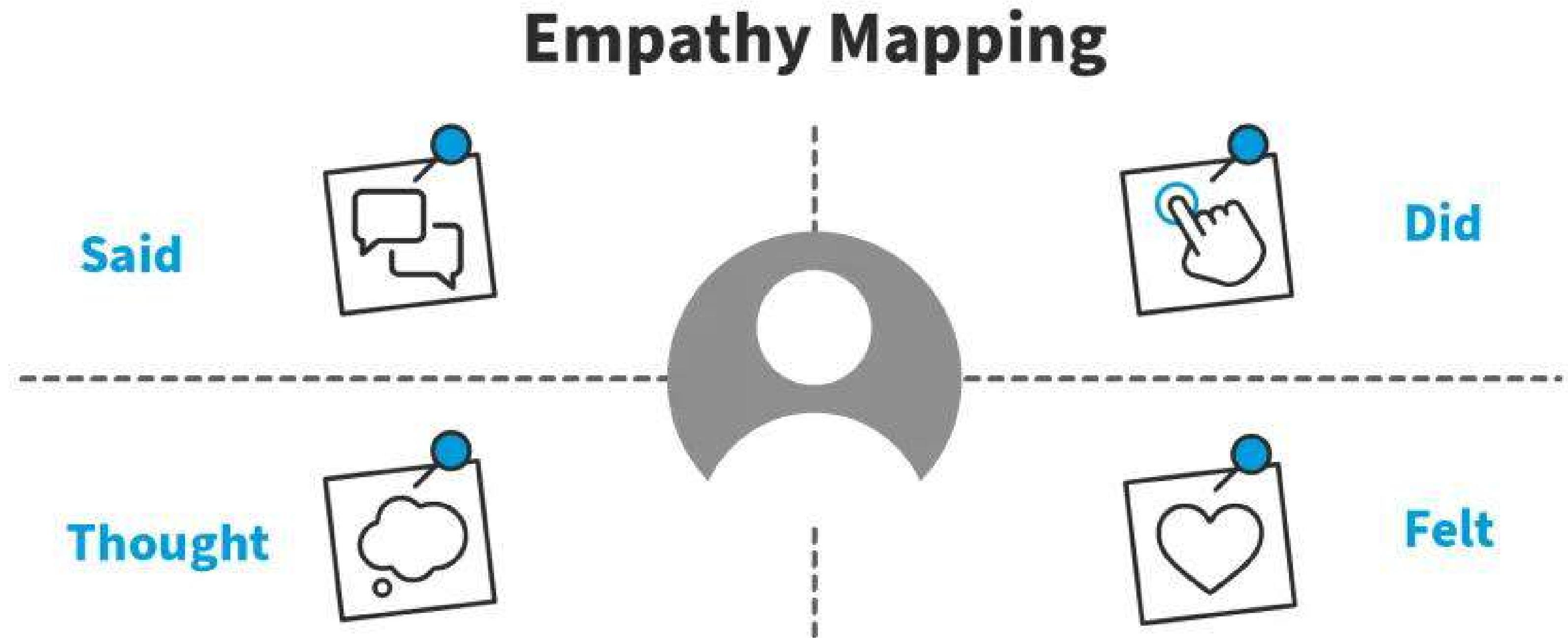
- Video
Interactive course
Books
- Some learning application are available only in iOS. Sign up and pay for membership limit my learning options
- In some country, some websites are filter and the learning process hard
- Online courses has some limitations like
 - low completion rate
 - lack of personalizations

Find resources and its challenges

- LinkedIn, Google or friend suggestion who has experience in my targeted field
- Youtube
Udemy
- Online classes from universities or reputable organizations. Prefer courses with quizzes and assignments
- 5 mins course in a day
Podcast
Blog and articles
- Pay for a course but it was not what I expected.
People may not share their actual experience about a course
- Lack of free resources
Language barrier experience, especially the accent.

Visualizing User Research

A **User Empathy Map** was developed to focus on four key areas—what users say, think, do, and feel—helping us build empathy and better understand their needs.



Online Learning Persona Empathy Map

SAYS

- Wants to learn a new skill but isn't sure where to begin.
- Can't decide which subfield of a broader field is better?
- Struggle to decide which certificate is better?
- Lack of free resources or just available on some particular platforms

THINKS

- How to find course with an affordable price
- How to start learning
- It may not align with her interests.
- Wonders how to overcome language barriers.

DOES

- Ask someone else to help
- Chooses the subfield that offers a better career future
- Get advice from seniors
- Engages with 5-minute courses to learn new skills.

FEELS

- uncertain about making the right choice
- Feels overwhelmed
- Confused by the many options.
- Frustrated by the lack of accessible free resources.



Lydia

SAYS

- Wants to explore a new field but there is lots of options
- Find course on Youtube, google or other reputable organisations
- Do not want to spend much money and time for a course

THINKS


- If the course fee is not align with his budget, He should forget about subject
- Prefer courses with quizzes and assignments
- Buy courses with discounts or wait for discounts on courses.

DOES

- Choose the one that has reasonable prices
- Looking for reasonable cost and duration for a course
- Looking for Interactive course, Podcast or etc

FEELS

- Feels overwhelmed
- Feels disappointed
- People may not share their actual experience



Jack



Lydia Amin

25 years old
Student

Goals:

- Wants advice from seniors on where to begin.
- Wants to earn certificates but unsure which ones are valuable.
- Needs free resources accessible on Android devices

Paint points:

- Struggle to find a course that aligns with her interests.
- Uncertainty on where to start learning new skills.
- Language barrier issues.

Scenario:

Lydia is a 25-year-old master's student living in Milan. She is studying User Experience Design and wants to gain more knowledge alongside her university coursework.

Lydia has decided that earning a professional certificate would be beneficial, but she is uncertain which certificate would be the most valuable and aligned with her interests in UX design. Lydia also struggles with fully understanding English, especially when courses are taught with strong accents.

She discovered a website that suggests courses based on her interests and other factors. This website provides a feature where users can get advice on how and where to start. Additionally, the website offers courses in multiple languages or with subtitles and transcriptions and suggests free courses based on users' needs.



Caroline Wisely

37 years old
Barista

Goals:

- Become an expert in the cybersecurity field.
- Choose a subfield with a promising career future.
- Engage with learning materials in short 5-minute sessions due to full-time work.

Pain points:

- Affordability of courses.
- Uncertainty about which subfield has better career prospects.
- Overwhelmed by the abundance of resources.

Scenario:

Caroline Wisely is a 37-year-old living in London, working as a barista in a restaurant. Although she holds a bachelor's degree in petroleum engineering, she has recently developed an interest in cybersecurity, a field that includes eight distinct subfields.

Caroline is keen to identify which subfield offers the best future career prospects but is unsure which one to choose. Due to her demanding job, she has limited time for learning and prefers short, 5-minute courses that fit into her busy schedule.

Overwhelmed by the numerous options available, Caroline discovers a website that offers concise, 5-minute daily courses tailored to her hectic lifestyle. Additionally, the website features insights into career prospects and industry demands for each cybersecurity subfield, providing Caroline with the guidance she needs to make an informed decision.



Jack Will

32 years old
Accountant

Goals:

- Wants to start learning a new language as a hobby.
- Minimize spending money and time on courses.
- Wants interactive courses.

Pain points:

- Does not know whether to start with grammar or listening.
- Inability to find courses with quizzes and assignments.
- Lack of alternative approaches for expensive courses.

Scenario:


Jack Will is a 32-year-old accountant living in Paris. He wants to learn German as a hobby to better understand German songs, but he's unsure whether to start with grammar or listening. He decide to take a course to better learn German.

Jack prefers interactive courses that include quizzes and assignments to reinforce his understanding. Additionally, he doesn't want to spend much money or time on learning and is open to exploring affordable alternatives to expensive courses.

He discovers a website that offers personalized learning paths tailored specifically for language learners pursuing a hobby. The platform provides interactive courses featuring quizzes and assignments and highlights free or

Visualizing User Research

A **Journey map** is a visualisation of the process that a person goes through in order to accomplish a goal.

<p>Lydia Amin</p>  <p>Scenario: Lydia, a UX design student, seeks a relevant certificate but is unsure which to choose, faces language barriers, and wants a platform available on Android devices.</p>		<p>Goals:</p> <ul style="list-style-type: none"> • Wants advice from seniors on where to begin. • Wants to earn certificate but unsure which ones are valuable. • Needs free resources accessible on Android devices. 	
Personalization Setup	Tailored Course Suggestions	Getting Advice	Final Evaluation
<p>Actions: Lydia answers questions about her interests, learning goals, time constraints, language preferences, etc.</p> <p>Thinking: "What subject should I focus on to improve my skills? How can I find course with certificate?"</p> <p>Saying: "I want course in my original language or have subtitle."</p>	<p>Actions: Lydia browses through the list of tailored course options generated by the product. She reviews course descriptions, duration, certificate availability.</p> <p>Thinking: "These courses look interesting and fit my schedule and language needs, but which one will give me the best certification?"</p> <p>Saying: "These courses seem to match my needs, but I should get advice to ensure I'm making the best decision."</p>	<p>Actions: Lydia uses the web app's AI advice feature to ask questions about which course would be the most valuable for her.</p> <p>Thinking: "I need to make sure this course will really help me with my career goals and that the certificate is recognized."</p> <p>Saying: "I'm not sure which course is the best choice, so I'll get advice to make a more informed decision."</p>	<p>Actions: Lydia reviews the tailored course options with the additional insights from the advice she receive.</p> <p>Thinking: "I feel more confident about which course to choose now that I've received advice. This one seems to align with my goals and is within my capabilities."</p> <p>Saying: "With the advice I got, this course feels like the best choice for me. I'm ready to move forward and start learning."</p>
<p>Opportunities:</p> <ol style="list-style-type: none"> 1. Personalization Setup: Optimize the onboarding process to gather more nuanced user data for personalized course recommendations. 2. Tailored Course Suggestions Improve the accuracy and relevance of recommended courses by refining the algorithm. 		<ol style="list-style-type: none"> 3. Getting Advice Strengthen the AI advice feature to provide detailed, personalized guidance that helps users like Lydia make informed decisions. 4. Final Evaluation Enhance the course comparison feature by allowing users to easily review and compare the advice they received alongside course details. 	

New Solutions

After mapping the User Journey, I brainstormed and developed several new solutions. These solutions were carefully evaluated and selected based on key criteria such as **User Needs**, **Development Feasibility**, **Business Goals**, and other relevant factors.

This process ensured that the chosen solutions were both user-centered and practical for implementation, while also aligning with the company's objectives.



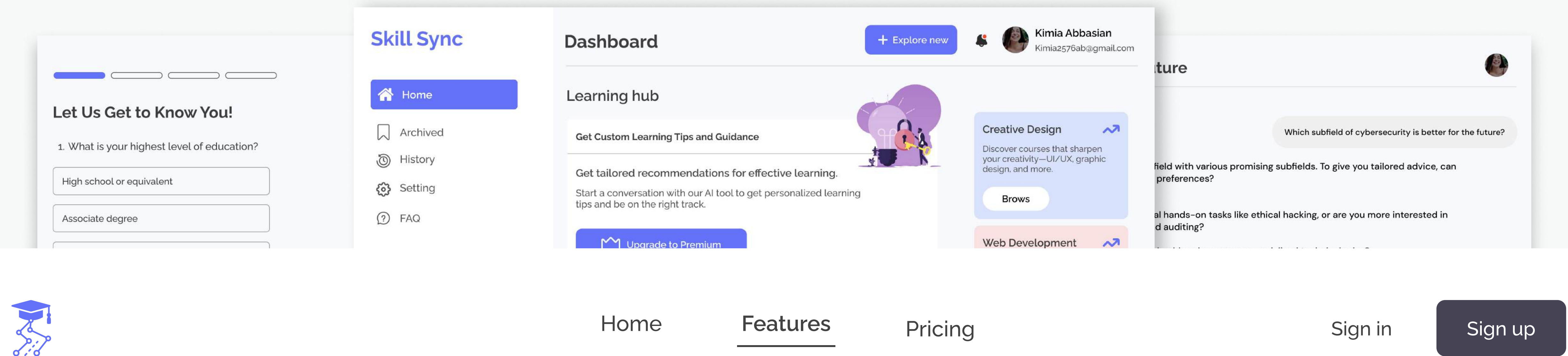
Take the Guesswork Out of Learning— Find Your Perfect Fit!

Personalized recommendations, flexible options, and learning solutions that match your goals, budget, and style

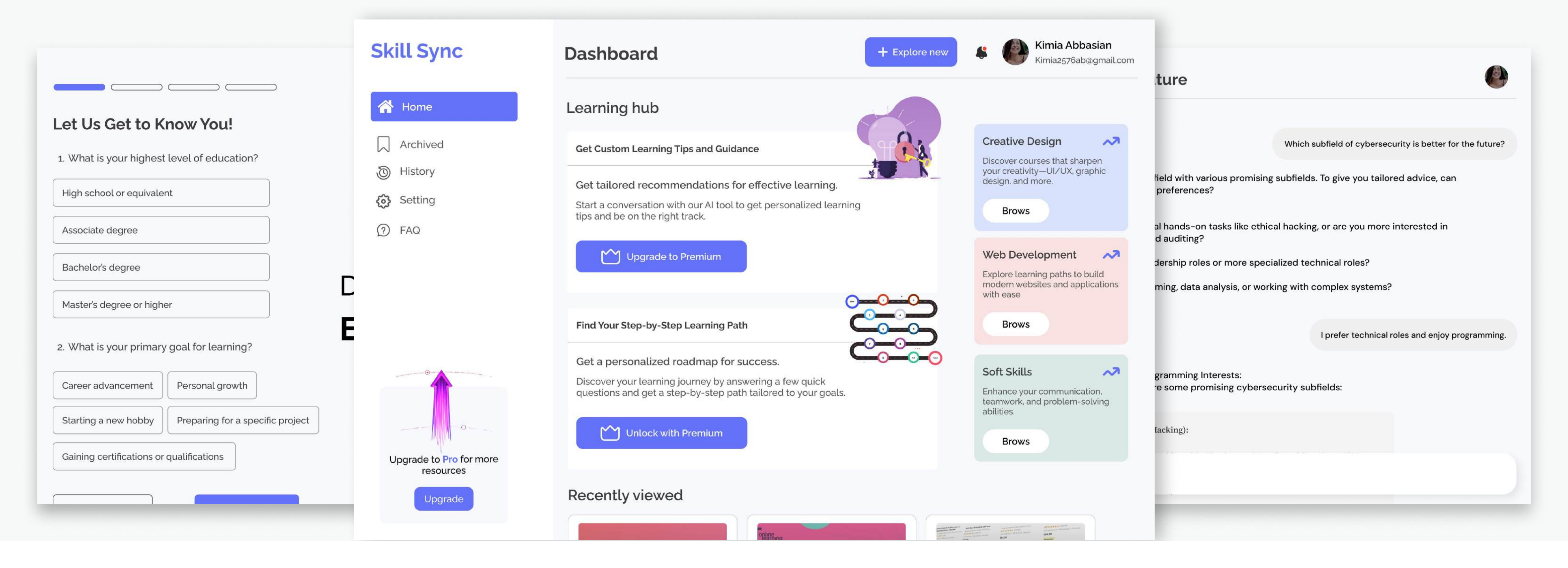


Get start

Why Skill Sync?



Why Skill Sync?



Let AI Curate Your Perfect Learning Experience!

Discover a smarter way to learn with AI-powered course recommendations tailored to your goals, budget, and preferences.

- ✓ Personalized Picks: Courses matched to your goals.
- ✓ Your Way: Choose your preferred format.
- ✓ Time-Savvy: Courses that fit your schedule.
- ✓ New Discoveries: Learn something unexpected.
- ✓ Affordable Options: Learn within your budget.

Get start



Get Personalized Guidance to Kickstart Your Journey!

Whether you're unsure where to begin or want to find the best certification for your career goals, our AI provides expert advice tailored to you.

- ✓ Clear Career Pathways: Get actionable insights to move forward confidently.
- ✓ AI-Powered Advice: Personalized suggestions designed to help you succeed.

Get start

Find Your Unique Learning Path and Master Any Skill!

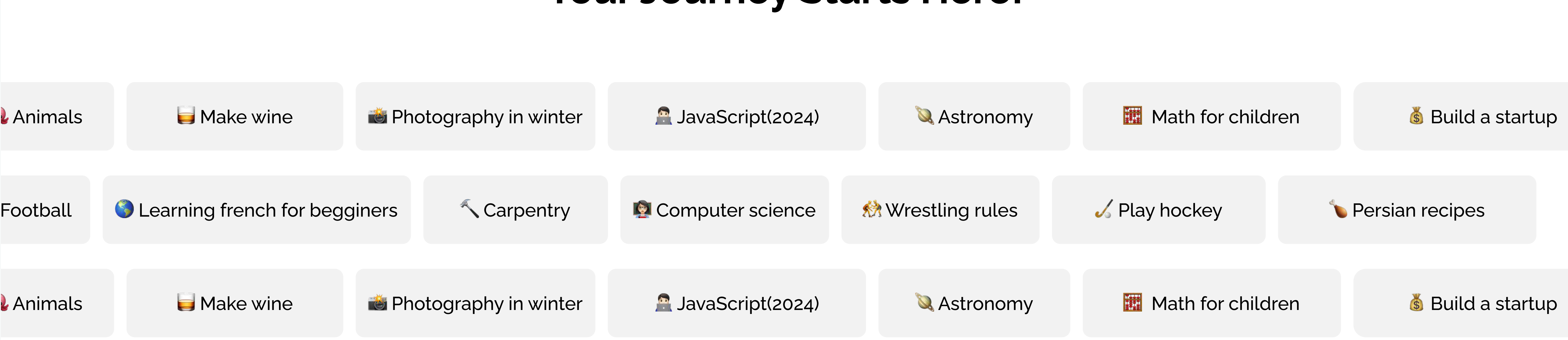
Navigate your learning journey with ease—our platform helps you map out a step-by-step path for mastering any subject or major.

- ✓ Step-by-Step Progression: Follow a clear, guided learning sequence.
- ✓ Custom Learning Paths: Discover your personalized roadmap in any major.

Get start



Learn Anything, From Science to Cooking Your Journey Starts Here!



Pricing Plans

Start your personalized learning journey for free. Upgrade for more AI usage and advanced features.

<p>Standard Free</p> <p>Unlimited explore plans</p> <p>Purchase</p>	<p>Professional £29/month</p> <p>8 Skill Sync Points* Points reset to 8 every month</p> <p>All Standard features</p> <p>Purchase</p>	<p>Premium £36/month</p> <p>20 Skill Sync Points* Points reset to 20 every month</p> <p>All Professional features</p> <p>Purchase</p>
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