In early 2016, my rural community was hit by a number of violent crimes, which seemed to only bring news of more death. I noticed that the majority of residents seemed too scared to take action. As a member of the youth whose friends were getting arrested and missing out on school, I decided to do my part. I applied for a $5,000 grant from the Papal MORE Project to support the people that got the most votes each month to hold an anti-violence youth's voice. I campained for countries nurses each week and accumulated more than 3,000 hours of training in helping families with the idea transformed into a benefit concert. The proceeds from this concert were used to provide scholarships to students and a support group connecting families. I spent my summer going into investigations, and running up the phone bill to get my story out. I didn’t tell anyone how much I had earned, I was just trying to help. The money raised nice young local musicians, allowing them to receive options. The group has raised over $25,00 to kick start the budget of this concert. The group is now developing an awareness campaign in the schools, according to their plan, the future violent crime rates are down, youth safety is up.
THE PROJECT DETAILS

PRODUCT NAME: Scholly Editor, a SaaS platform by Scholly

DATE, DURATION: April 2018 - August 2018

MY ROLES: UX Designer, Visual Designer

TOOLS: Sketch, Invision, Photoshop, Keynote
WHAT IS SCHOLLY?

• “Scholly” refers to scholarship
• Scholarship-matching platform
• Funded by *SharkTank*, 2014
• Chegg and LendingTree have tried to acquire the startup
• More services such as a college prep helpbot, essay proofreading, textbook search math help
WHAT IS SCHOLLY EDITOR?

PROJECT OVERVIEW

• Web-based proofreading platform for Members

• Beta version (1.0) released in February of 2018

• Early traction for the feature led to interest in platform improvement
THE DESIGN PROCESS

RESEARCH METHODS

RESEARCH METHODS:

- Stakeholder Interviews: their GOALS (deadlines, scope, intended audience), their OBJECTIVES, and what success looks like.
- UI Audit of Editor 1.0 (Beta)
- User/Audience Survey and Interviews
- Competitive Analysis

DEFINE:

- Business Requirements
- Issue Areas/Pain Points
- User Engagement Data
- Best Practices
CEO & CMO
“People love Editor! My friends love Editor! Let’s find out how to make it even better. I want to roll out an optimized version in 3 months or less for this big event we have in July!!”

PRODUCT/CTO
“Editor was rolled out too fast with no beta release, it’s super buggy, poor user engagement. It doesn’t look bad, but we haven’t really user-tested it. Need more resources dedicated to it if we want it to be a profitable feature.”
THE DESIGN PROCESS

UI AUDIT OF 1.0

WELCOME SCREEN

1. Both Welcome modal needs a visual hierarchy for easy, quick comprehension:
   1. Body copy of size is too small
   2. Button too wide in modal 1A
   3. Body copy is repetitive of promo language in modal 1A
   4. Right-align onboarding copy in modal 1B as best practice (see ProWritingAid)
   5. Why “Get Started” call-to-action confuses users article

https://www.scholly.com/editor

Interaction: Button shadow pulses slightly urging the user to click “Start Tour”

Suggestion: Combine initial “Welcome” modal and beginning of Onboarding:

Suggestion: If a user exits the Onboarding tour, there should be a way to find the tour and helpful tips again.
A frequent issue is the tool experiencing glitches and inputting “random symbols and words” in place of a valid correction.

Uploading/downloading documents gave some respondents trouble, specifically the compatibility issues with Word.

Respondents least liked bugs/glitches, occasional difficulty with unwanted corrections, old UI.

Consistent issue is advertisement of Editor, many respondents said they didn’t know they had it in the first place.

After watching the tutorial, some respondents said they still couldn’t upload papers or use the tool overall.
USER & AUDIENCE FEEDBACK

“"I don’t agree with all these suggestions, a lot of the time they’re wrong!

“"Why does my format change? I wanna download my document in a different format. Sometimes random characters are added after I make a correction. This is a pain.

“"Is Scholly Editor free? I didn’t even know about it.

“"Difficult to go back and forth between tabs just to make corrections to my essay.

“"I didn’t know I could analyze more than once! You guys should make that more obvious.
COMPETITIVE ANALYSIS

THE DESIGN PROCESS

At some point, I realized that I started to use the bike more often, not only to get to work, but also to catch up with friends and to head out for coffee on weekends. I loved this style of traveling because it lets you really appreciate what you are seeing around you. You can stop anywhere you want and yet you can cover a lot of distance. That daily distance I rode to work was no longer enough for me. I started riding to the nearest decent mountain bike trails so I could spend the day going up and down hills. It did it because it was fun. Because I enjoyed it.

“1 wish I could bike all the way round the world” I said to myself one day. And then I thought, “Why not?”

OK, I knew I couldn’t ride across the oceans. I came up with the idea to ride across each of the continents, from coast to coast. The more I thought about it, the more excited I became about my future plans. If I will do this, I will have to thoroughly prepare, I thought. I was also very scared. Would I be able to make it over towering mountains and across burning deserts? What if I got lost somewhere and didn’t know the language?

After a few months of training, I set off. This was hard at first, but soon I realized that everywhere I went people cheered me on when they heard about my journey. The newspaper back home reported on my progress. Once or twice I ran out of money and has to spend a couple weeks doing odd jobs before I could continue on my way. I never gave up on my idea, and a year and six months later, I found myself petaling back toward the place where it all began. My journey...

DEMO DOCUMENT
I awake, and, just for an moment, I have forgotten the pain. I very slowly open my eyes and reach for my cane that always hangs at my side. You can imagine how hard it must be to get in and out of a hammock at my age. I need all the help I can get. Every day the weariness is even worst than before. Could this be my last day. One day I hope I will awake, rejuvenated by some ghost–demon magic, or dead, either one would be a relief. Sometimes I dream of my hammock as a cocoon from which I shall emerge, reborn, a beautiful butterfly, but it is only a dream. Dreams set me free. The irony is that, between the pain of my joints and the weakness of my bladder, I don’t have many dreams; even empty sleep is a welcome luxury.

I place my cane firmly on the ground and, slowly, with its aid, I lower myself from the hammock. Now the rains have gone my joints don’t hurt so badly. Today won’t be too bad, I think. I’m prone to be over optimistic.
American schools reflect the growing pains of American society at large. In his book, Mike Rose gives a unique perspective on what’s at stake. We are facing the challenge of attempting to improve not-so-cohesive educational standards while simultaneously trying to include individuals from diverse cultural and socio-economic backgrounds. Rose, longtime educator and authoritative author on American education, refers to this as “…a system attempting to honor the many demands of a pluralistic democracy” (7). Rose cites our constantly changing definition of competence. He also offers insights into the basics of what citizens should know, issues with uneven curricula, and the low status of teachers. As everyone knows, each problem is a major difficulty facing this growing (and troubled) education system (7). While I agree that it is difficult to “hit a moving target”, there has to be a dialog between the world of academia and home life to set standards for basic education that can be adjusted as the need develops. Education and learning are like living things. On the basis of constant and steady growth through discovery, those conversation and standards have to be refreshed regularly. I wholeheartedly agree with his notion that we need to improve teachers’ status and fix the academic response to those that are underprepared. To improve the
THE PROJECT

DEFINE

OPTIMIZING KEY USER TASKS vs. FULL PLATFORM REDESIGN?

- Survey data identified glaring pain points that required deeper UI overhaul

KPIs:

- Google Analytics for various click tracking data, engagement rate, number of document downloads

CHALLENGES WE FACED:

- Expedited and reactive deadlines from upper management
- No Product Manager or Agile system in place
- Split resources pulled onto other campaigns, competing priorities
THE DESIGN PROCESS

IDEATE

Task Flows, Use Cases, Moodboarding UI Designs and Solutions
**The Design Process**

**Scholly Editor Redesign**

**How to Use Scholly Editor**

- Type a Title Here
  - Type or paste your text here. You can also upload a document, or use a sample essay.

**Discover & Define**

- **Discover & Define**
  - IDEATE
  - DESIGN & PROTOTYPE
  - TEST & ITERATE
  - BUILD & DEPLOY
SCHOLLY EDITOR REDESIGN

THE DESIGN PROCESS

SCHOLLY EDITOR REDESIGN

Editor Insights

USC Admissions Essay

My goals are like a dictionary that is used to define who I am, which is why I choose them carefully. I put them on paper to constantly encourage myself to strive for my best and to rebuke me when I deviate from character. My current short-term goals are to get accepted into college, obtain as many scholarships as possible, maintain stellar grades academically, volunteer in my community at least once a month, majoring in Business and Political Economy, and develop ways to operate my non-profit organizations while I’m in college.

College Admission Essay

My goals are like a dictionary that is used to define who I am, which is why I choose them carefully. I put them on paper to constantly encourage myself to strive for my best and to rebuke me when I deviate from character. My current short-term goals are to get accepted into college, obtain as many scholarships as possible, maintain stellar grades academically, volunteer in my community at least once a month, majoring in Business and Political Economy, and develop ways to operate my non-profit organizations while I’m in college.

Although my goals may sound divergent, all of them are connected to two things: giving back to society and developing me as a person. To achieve these goals, I must remain persistent and overcome adversities in my life such as financial difficulty and a living in a single parent household. This is why I live by my mission statement which is a quote from Elaine Maxwell that states, “Whether or not I fail or succeed shall be no man’s doing but my own. I am the force, I can clear any obstacle before or I can be lost in the maze. My choice, my responsibility; win or lose, only I hold the key to my destiny.” My heart and mind shall shape my future. I realize the fact that others play role in any man’s life; however, but only by my will shall my destiny be changed. If I come across any adversity, I shall overcome it. If I see an opportunity, I shall embrace it. I have the will to power and the determination to accomplish my goals.
### The Design Process

#### Feature Prioritization

**How you use Trello:** Everything necessary has been added to Trello.

**Tutorials:**
- Future Iteration: Tut: need spotlight overlay in the background so user is focused on required action
- Future Iteration, since removing all. Tut: exiting Tutorial should make the window fly into the "X" button to link to the user know how
- Some reason always steps 3 & 8. Using keyboard attributes to navigate

**Done:**
- Step 3: No highlight/toothdown
- Why hinder user from going back: Disable/white arrows when tutorial forces user to do something/shouldn't be able to go forward or
- Disable click on highlight (fast) stop
- - change callout to blue BARBED

**Styling:**
- 2 Evan: added height to resize event: Fix for window sizing issue
- 4 Evan: Body text should have exactly\-in-\-borders (like grammarly\-edit) is
- 3 Blake: Revisions suggestions should go all the way down to the bottom
- 4 Evan: Blocked by: Suggestions need to & when a correction is made, show transition from suggestions until
- 4 Evan: Grey bar needs gradient in "Document" need user understand
- 3 Blake: Suggestions transitions appear on bad
- 1 Blake: Inconsistency: User expects to see a list and user transition list in
- 3 Evan: Push one on Complete suggestions or fish thingy
- 3 Evan: Fix position of the "X" command, it's inconsistency changing
- 3 Evan: Fix edge: Change sizes around Anywhere else the close button
- 3 Evan: Fix edge: Fade last step in animation of Analyze button (checkmark to Analyze)
- 3 Evan: Any warning flashes, force the user to remove them, and an X.
- 3 Evan: Hover over progress crosses causes different cursor
- 4 Evan: If under "completed" all textboxes are "undo\", auto\-autos the user

**Core:**
- 4 Evan: Sweet Success only shows once per session
- 3 Blake: Title is not proofed
- 4 Evan: When typing in the Editor and there are no issues, screen uploaded
- 3 Blake: This editor is centered table so much of figure need to be a component
- 4 Evan: Allow the user to select the first suggestion by hovering over the mouse
- 4 Evan: Analyze doesn't play well with (A) ampersands. Multiple signs (&&)
- 3 Blake: Suggestion need to be re\-labeled
- Script\-editor and user layouts

<table>
<thead>
<tr>
<th>Status</th>
<th>Priority</th>
<th>Who/Notes</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>- some corrections in the document do not have a drop down appear</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>- after uploading a new document, Complete needs to be reset</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Evan</td>
<td>Should test for use cases, such as a long: allrunner corrections in document should be visible and not beneath any else</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Evan</td>
<td>- fix button</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Evan</td>
<td>- turn off Editor popup</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Evan</td>
<td>Copy: &quot;Editor has a fresh new look! Out</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>- stylize Welcome model and finish</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>- replace sample essay</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>- text in Sample Essay cannot be edited properly (when typing in nothing, nothing appears)</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Evan</td>
<td>- When you try to modify in a New Doc, you are unable to edit Title field (when both</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>- when Title is blank under Analyzed view, cannot be edited again</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>- analyzing is not preserving a tag</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>- Grid issue with title of document and sample essay, document and title own</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>- Undo Revision needs to work under Completed</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>- &quot;OMITTA&quot; isn't showing up under Completed</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Evan</td>
<td>- Download function does not work</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Evan</td>
<td>- any new text entered or pushed into the new doc page, when analyzed, the result</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Use TDEBBFF.</td>
<td>- fix menu highlight color for a shade darker</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Blake</td>
<td>- &quot;Copy to Clipboard&quot; does not maintain paragraph</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Blake</td>
<td>- Makes Suggestions toggle thumb thinner</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Blake</td>
<td>- The test for the buttons &quot;ANALYZE AGAIN&quot; and &quot;DOWNLOAD REVISION&quot;</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>- haven't been able to recreate this issue</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Blake</td>
<td>- Reanalyzing an analyzed document breaks hour corrections for selection</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Blake</td>
<td>- Not a bug just the same word</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Blake</td>
<td>- Completed bug 2 corrections shown up at the same time</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>Set GA events</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Blake</td>
<td>Double clicking, fix out of body overview</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Blake</td>
<td>Double selections do not work as intended: Selecting one breaks selecting the other</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>Refreshing the page shows the correct suggestions on the left, but the original</td>
</tr>
<tr>
<td>Done</td>
<td>1</td>
<td>Blake</td>
<td>Reanalyzing will remove changes in the doc, etc. Start with samples, select the file</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Blake</td>
<td>- fix styling for &quot;Completed&quot; column</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Blake</td>
<td>- &quot;Completed&quot; should be grey-out if no corrections have been made</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Blake</td>
<td>- link first icon of How-To</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>Blake</td>
<td>- null over (In &quot;How to&quot; and should change</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>BLANK</td>
<td>- When clicking &quot;Out&quot; within the &quot;Uni OH&quot; model, user is directed to Scholar</td>
</tr>
<tr>
<td>Done</td>
<td>2</td>
<td>BLANK</td>
<td>- making a selection on the document should accord to option on left column</td>
</tr>
</tbody>
</table>
THE DESIGN PROCESS
ONBOARDING TUTORIAL DESIGN

Welcome!
Get the most out of Scholly Editor with a quick tour.

ONBOARDING TUTORIAL DESIGN

DISCOVER & DEFINE
IDEATE
DESIGN & PROTOTYPE
TEST & ITERATE
BUILD & DEPLOY
THE DESIGN PROCESS

USABILITY TESTING & ITERATE

CONTEXTUAL INQUIRY/USER INTERVIEWS, QA USE CASES, SURVEYS

How would you rate your experience with the new Scholly Editor platform?
78 out of 79 people answered this question

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Very Negative</td>
<td>5</td>
</tr>
<tr>
<td>2 Negative</td>
<td>31</td>
</tr>
<tr>
<td>3 Neutral</td>
<td>31</td>
</tr>
<tr>
<td>4 Positive</td>
<td>5</td>
</tr>
<tr>
<td>5 Very Positive</td>
<td>1</td>
</tr>
</tbody>
</table>

Average: 3.77

Would you use Editor more if it was available on mobile?
77 out of 79 people answered this question

<table>
<thead>
<tr>
<th>Option</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>46</td>
</tr>
<tr>
<td>No</td>
<td>31</td>
</tr>
</tbody>
</table>

46 / 60% Yes
31 / 40% No

What do you use Scholly Editor for?
100 out of 79 people answered this question

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarship Essays</td>
<td>73</td>
</tr>
<tr>
<td>School Assignments</td>
<td>31</td>
</tr>
<tr>
<td>Preparing E-mails</td>
<td>8</td>
</tr>
<tr>
<td>Resume</td>
<td>7</td>
</tr>
</tbody>
</table>

73 / 73%
31 / 31%
8 / 8%
7 / 7%

Did you encounter any issues while using the new Editor?
30 out of 79 people answered this question

<table>
<thead>
<tr>
<th>Issue</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>20</td>
</tr>
<tr>
<td>No</td>
<td>10</td>
</tr>
</tbody>
</table>

20 / 67%
10 / 33%

Did you join Scholly for the Editor service?
77 out of 79 people answered this question

<table>
<thead>
<tr>
<th>Join</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>57</td>
</tr>
<tr>
<td>Yes</td>
<td>10</td>
</tr>
</tbody>
</table>

57 / 87%
10 / 13%

We'd love to follow up with you at some point to see how you're feeling about the new experience. Would that be okay?
76 out of 79 people answered this question

<table>
<thead>
<tr>
<th>Contact</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, you may contact me</td>
<td>51</td>
</tr>
</tbody>
</table>

51 / 67%

DISCOVER & DEFINE ► IDEATE ► DESIGN & PROTOTYPE ► TEST & ITERATE ► BUILD & DEPLOY
KEY TAKEAWAYS

POSITIVE FEEDBACK & USER RETENTION IN THE PLATFORM
• 12 seconds average user engagement time to 1:04 seconds
• 26% increase of users who completed all corrections
• Increase in number of improved downloaded essays

BETTER ENGAGEMENT RATE LEADS TO INVESTING IN PRODUCT
• Sr. Level Product Manager
• CopyEditing Consultant
• Evolution of the product - feature request in the pipeline such as formatting resumes, enabling different writing styles with citations, mobile-app integration
• Promotional Campaign

PERSONAL GOAL:
• Establish culture of iterative design through continuous user testing
OUTCOMES & LEARNINGS

PROJECT NEXT STEPS

MARKETING CAMPAIGN + IN-APP PROMOTION

Scholly Editor identifies misspellings and grammatical errors in seconds. Currently available on desktop only.

LEARN MORE