



An Online School Platform for
Product Management

A UX Case Study

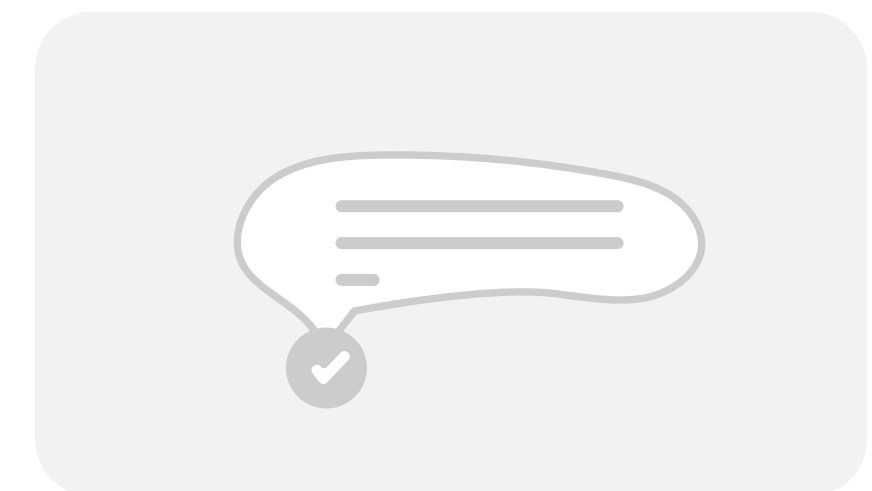
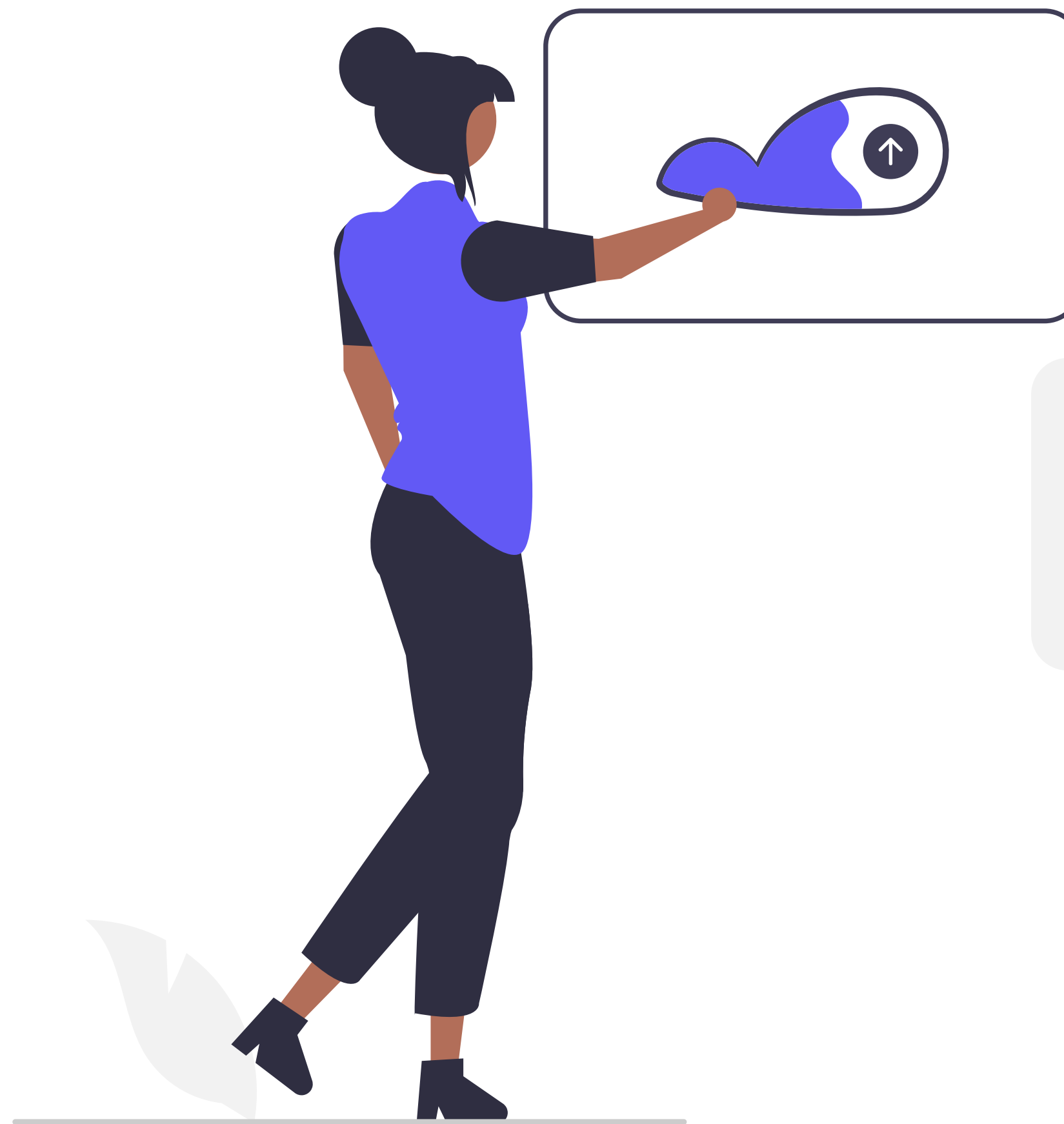
By Oishi Saleque



Project Overview

Product Hall is an online school platform that offers practical knowledge, expert insights, and tailored support to the students to advance their product career.

The website is targeted towards product managers.



Problem Statement

Product Hall supports new and aspiring product managers with the knowledge, tools, and resources to succeed with online courses and lifetime personalized mentorship. The website offers engaging classes, experienced instructors, lifetime 1:1 mentorship, community access. However, the platform lacks uniformity in their branding across their website and social media, which is confusing for the customers who want to sign up for the courses.

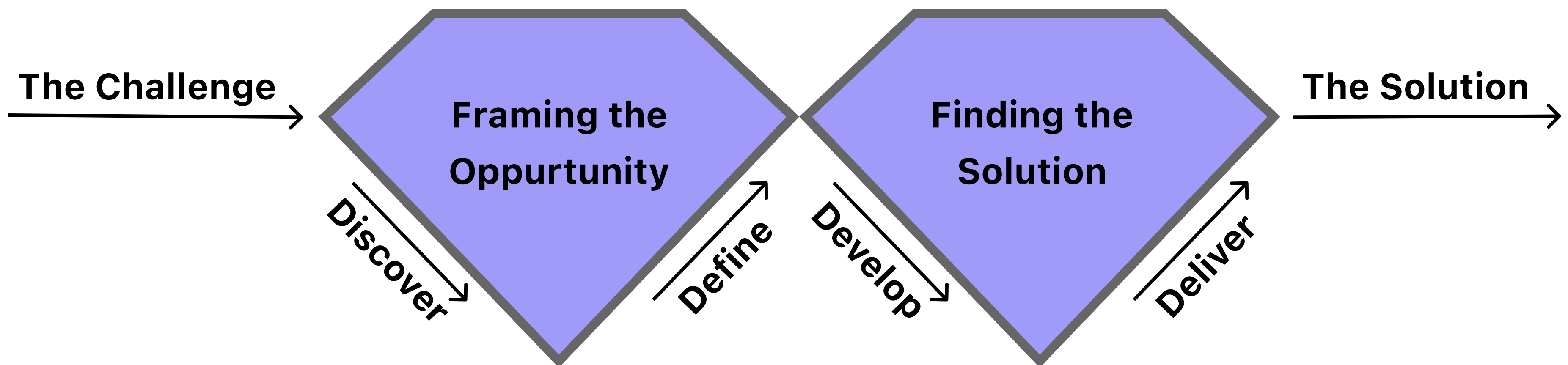
Solution

The rebranding of Product Hall was designed to solve the user and business problems. The rebranding project is to create a visually appealing and consistent design system that will increase customer engagement and attract more people to sign up for the platform.

Design Process

The design process followed for this project is the Double Diamond design process model. There are four phases in this process:

- **Discover:** A deep dive into the problem we are trying to solve.
- **Define:** Synthesizing the information from the discovery phase into a problem definition.
- **Develop:** Think up solutions to the problem
- **Deliver:** Pick the best solution, build that and handover for development.

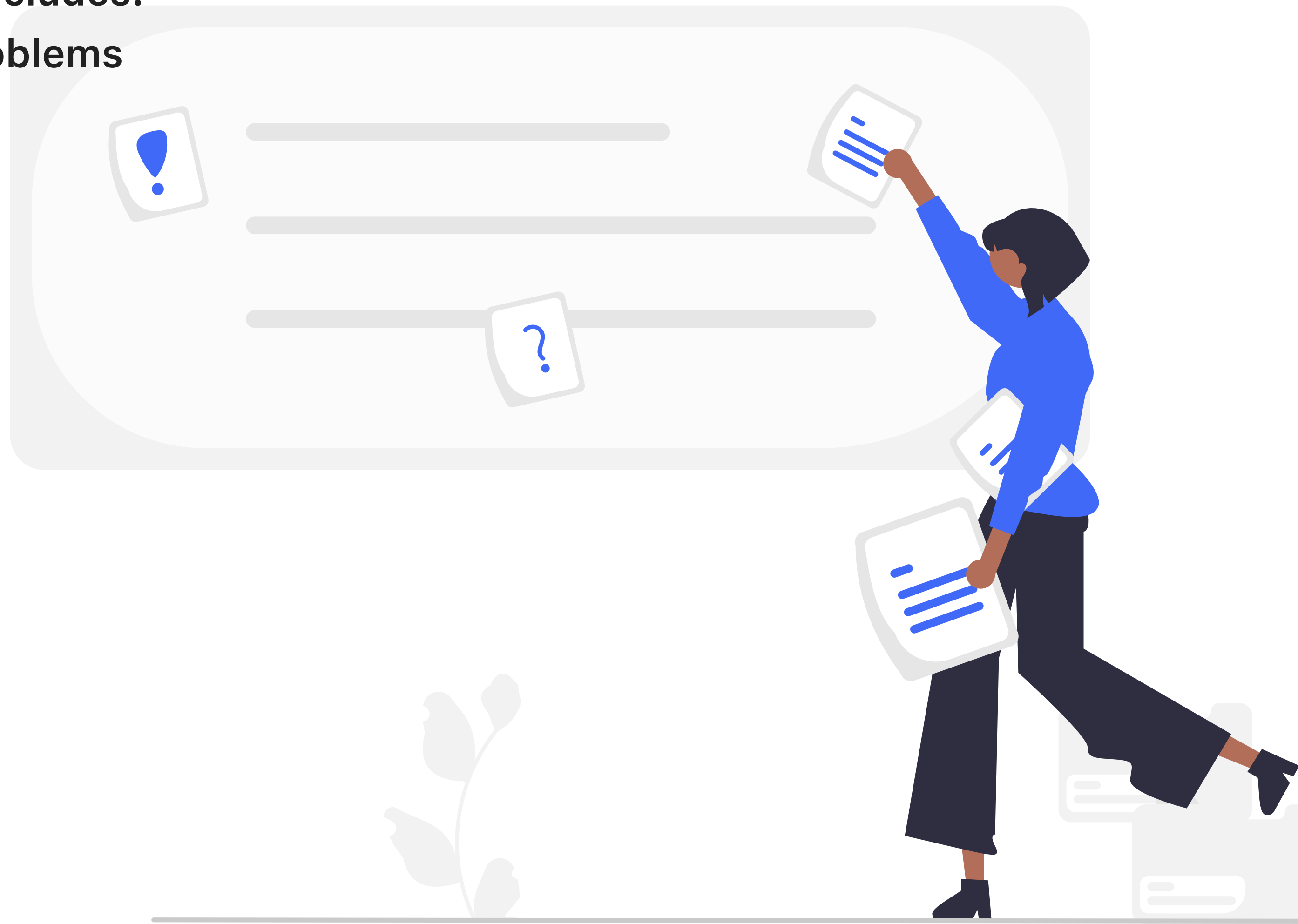


Discover

The objective of the Discover phase is to identify and contextualize the actual problem or opportunity.

Activities in this stage includes:

- Research on User Problems
- Competitive Analysis
- Project Scope



Discover

User and Business Problems

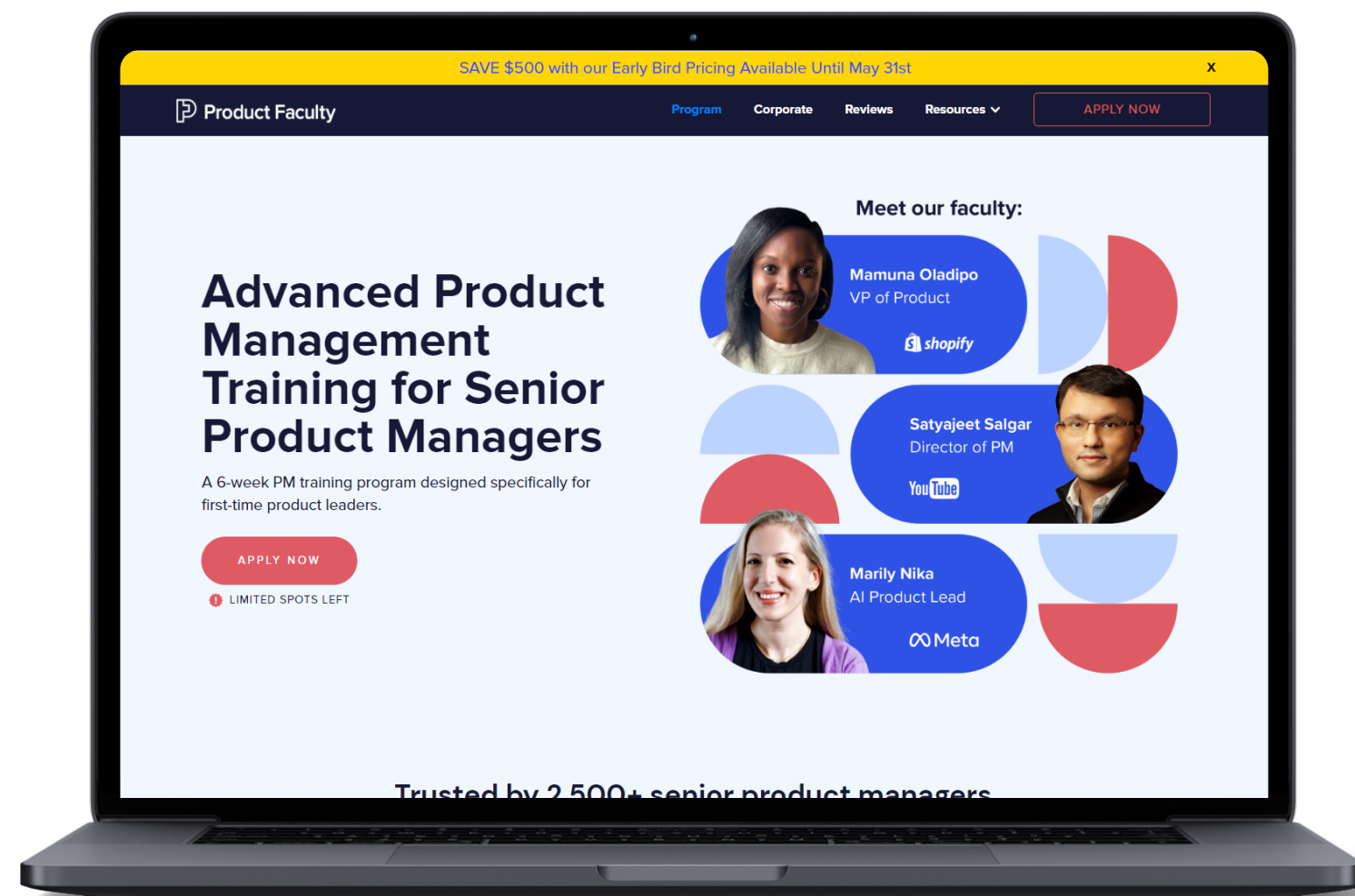
After conducting user interviews and testing the existing website the following user problems were identified:

- User could not find the courses that helps them grow
- Users could not identify the price comparison with other online schools
- Easy access to course outline
- Difficult to navigate
- Low user acquisition.
- No brand awareness across multiple channels (Social media posts)
- Baseline for easily adding future programs
- A platform to provide free materials to attract students required (FAANG guide, product glossary)

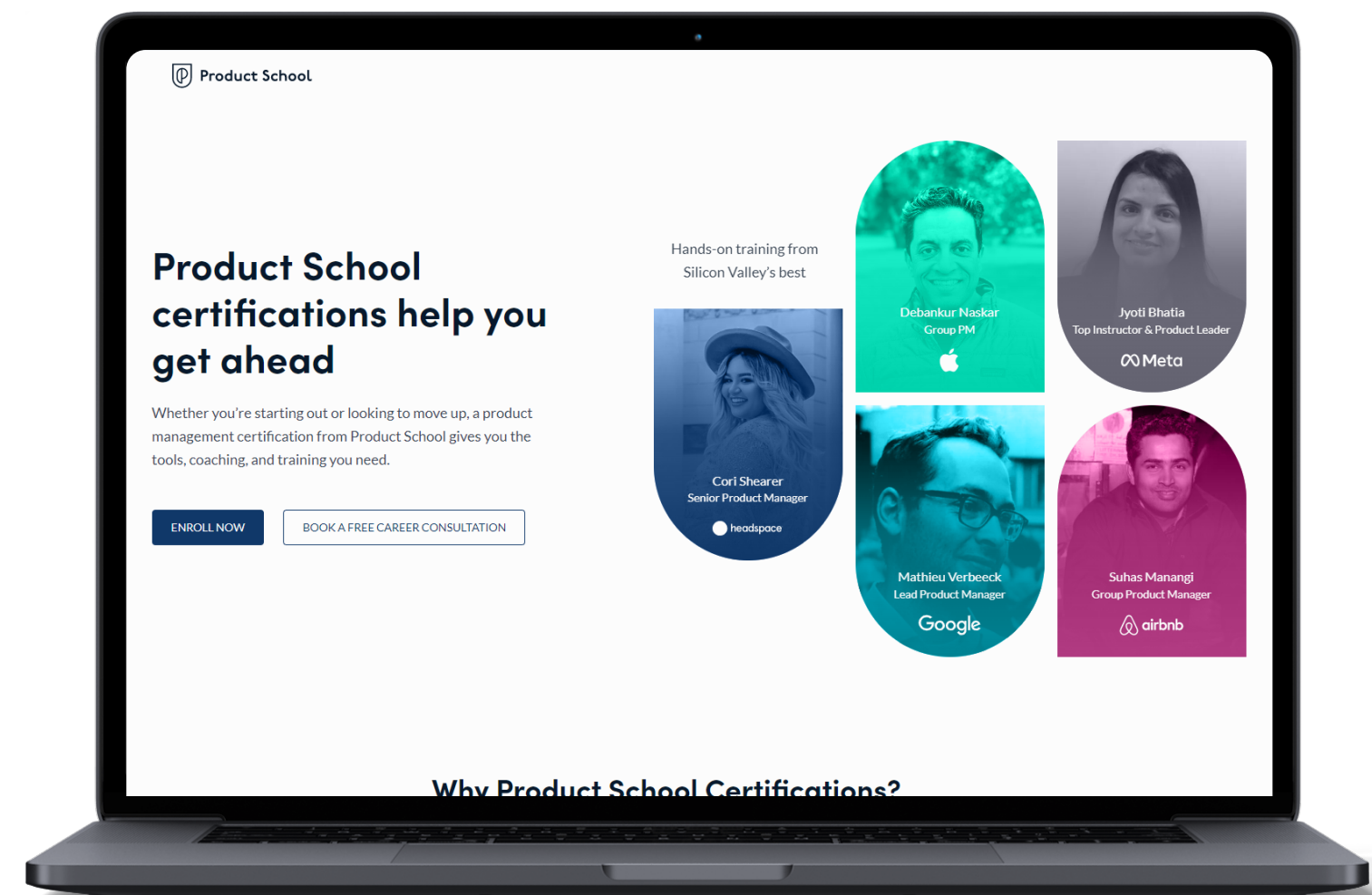
Discover

Competitive Analysis

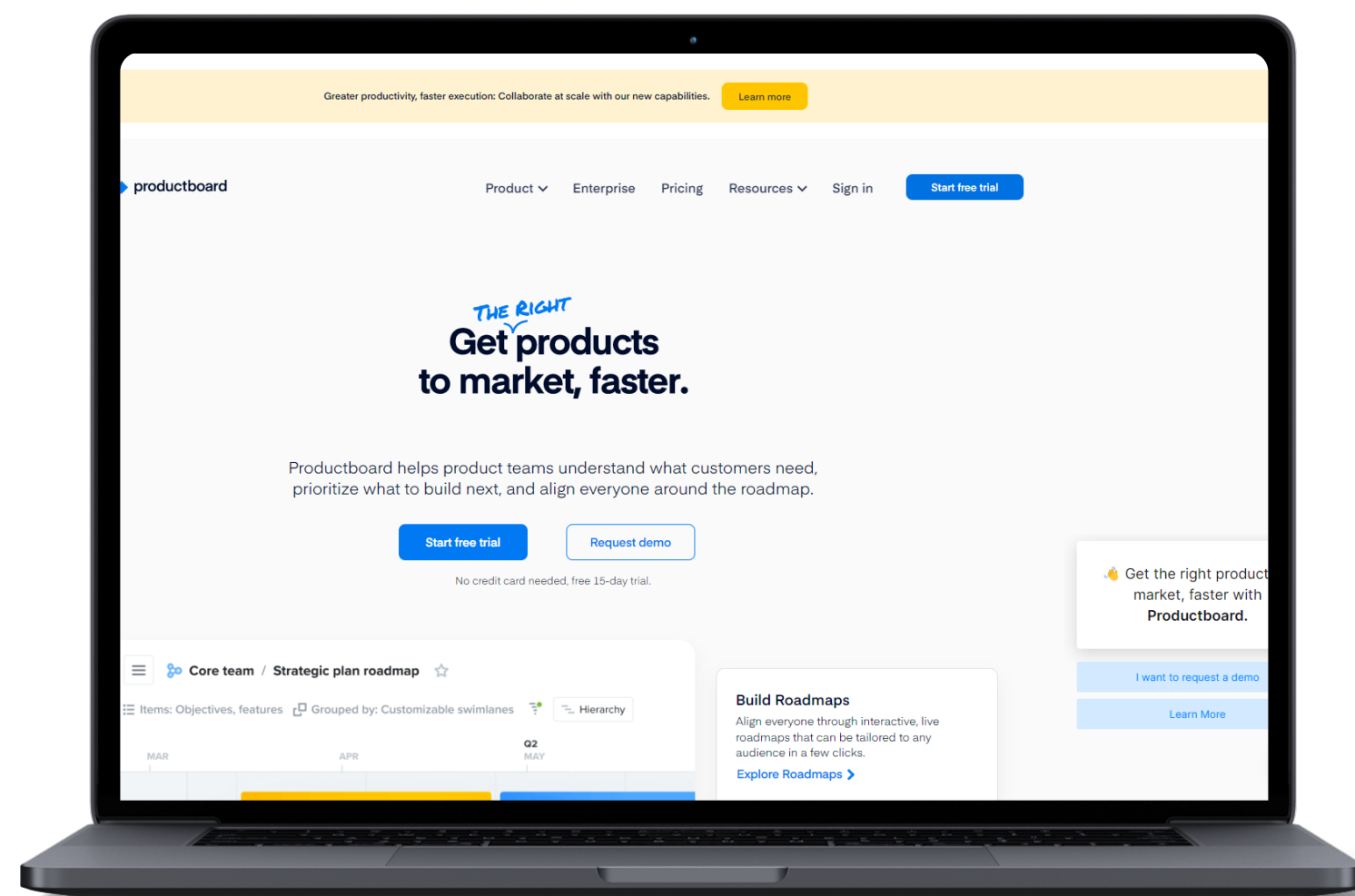
Product Faculty



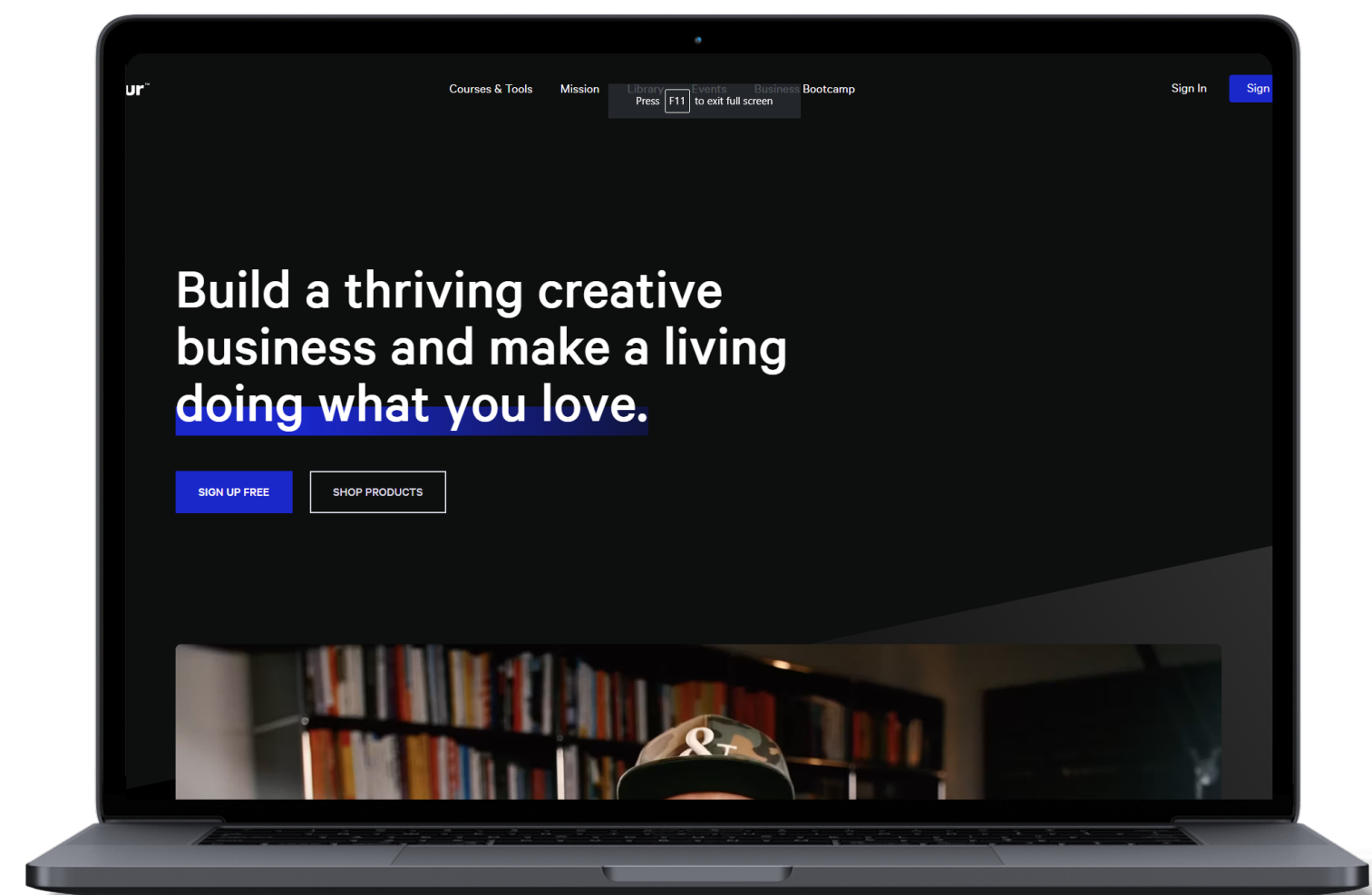
Product School



Product Board



The Futur



Discover

Project Scope

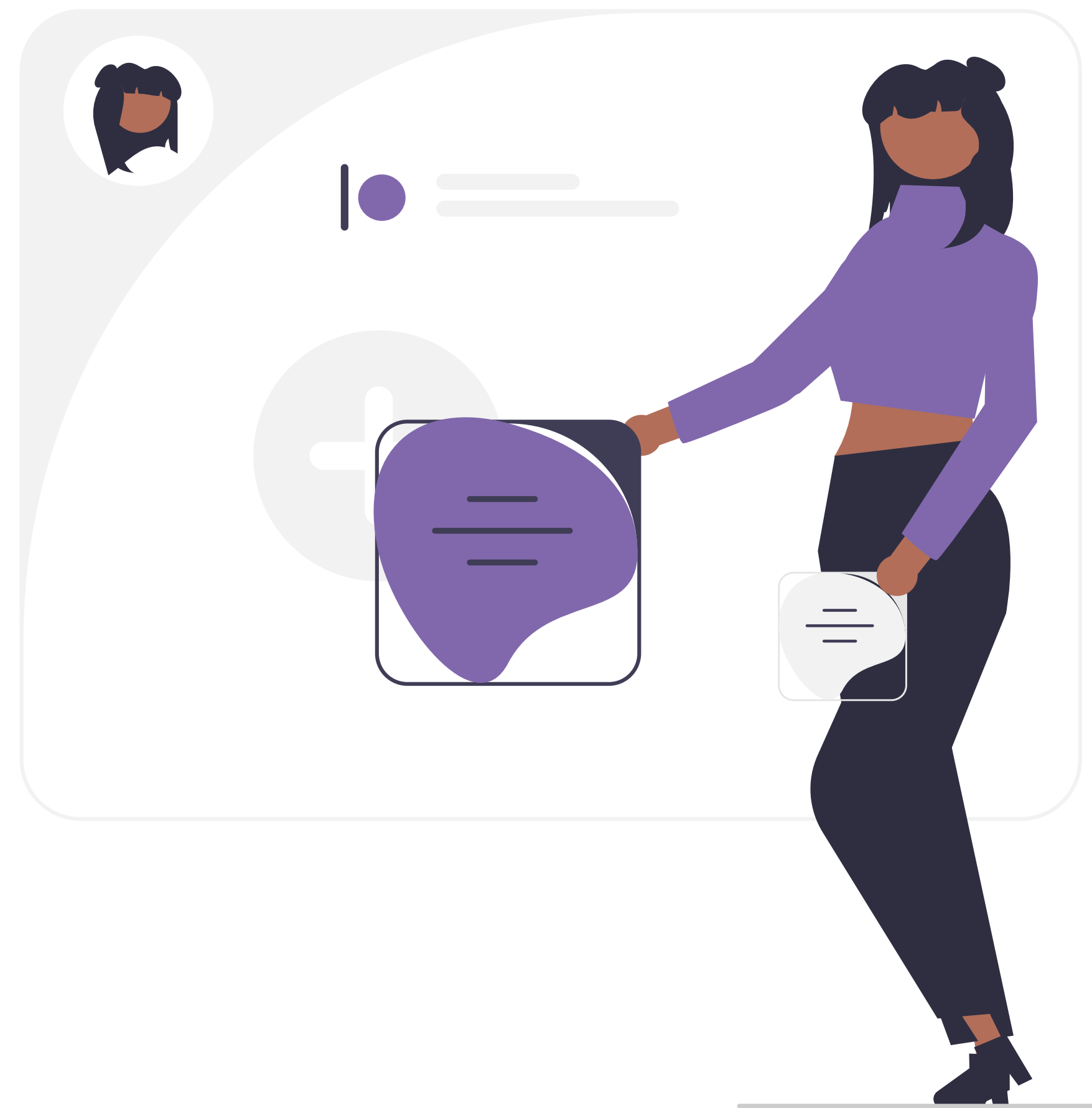
- Information Architecture
- Typography
- Style Guide
- Theme Finalization
- Components
- High Fidelity Design
- Marketing Content
 1. Social Media Covers
 2. Post templates

Define

The Define stage aims to elaborate on the different components of the project, ensuring everyone understands the context of the project.

Activities in this stage includes:

- Building User Personas
- Information Architecture



Define

User Personas

After doing user research and competitive analysis we narrowed down the users into four targeted groups:

- Aspiring Product Managers
- Current Product Managers
- Product Managers looking for new opportunities
- Tech Entrepreneurs

Based on the research the two user personas were built.

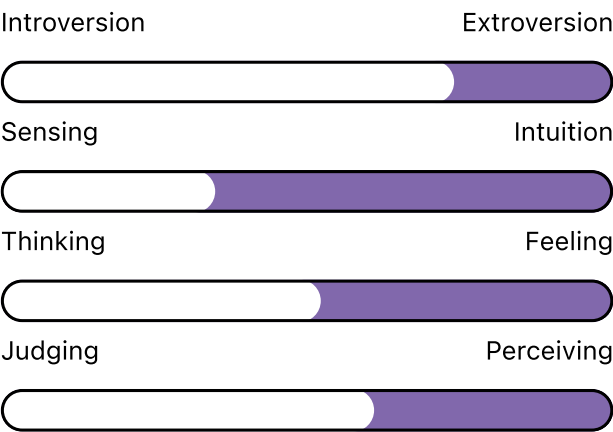
Define

Persona 1



Paola Santiago

Education: Information Systems & Design
Location: Toronto, ON
Occupation: Senior Technical Product Manager



- Adaptable
- Ambitious
- Proactive
- Resilient
- Self-motivated

"With the tips and insights that I got from Quadri, I was able to get 50 interviews and get my current job as a product manager."

About

Paola is an experienced product manager looking for new career opportunities. She has a passion for creating innovative products and wants to advance her career by taking on new challenges.

Goals

- Strengthening her product management skills in areas such as product analytics, user research, and product marketing.
- Improve her resume, portfolio, and interview skills.

Frustrations

- The competitive job market
- The difficulty of showcasing her accomplishments effectively
- The lack of connections or guidance in navigating the job search process.

Needs

- Access to courses that offer specialized training in areas of product management that are in high demand.
- Personalized coaching for resume and portfolio development
- Mock interview sessions, and connections with other product managers.

Approach

- Navigates through the website to find different courses that applies to the persona.
- Checks for pricing for courses
- Continuous engagement with website for mentorship.

Persona 2

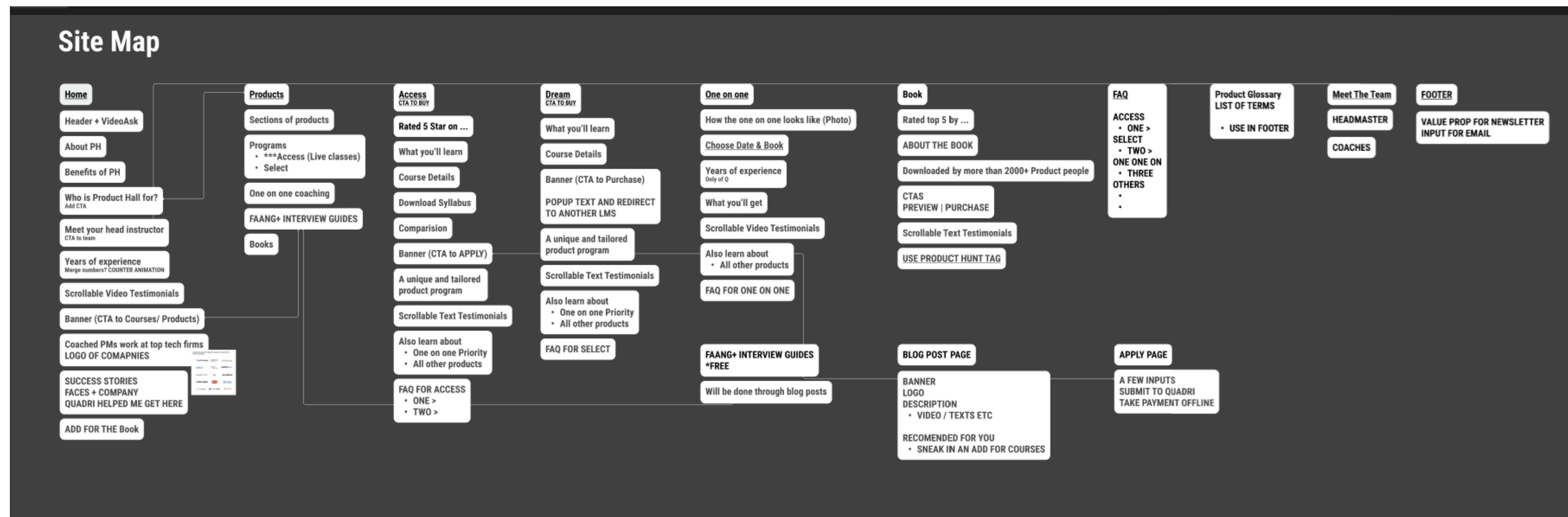


Detail-oriented Experienced

- Uses website to be connected with the community.
- Find courses with pricing to suggest other product managers or for upskilling.

Define

Information Architecture

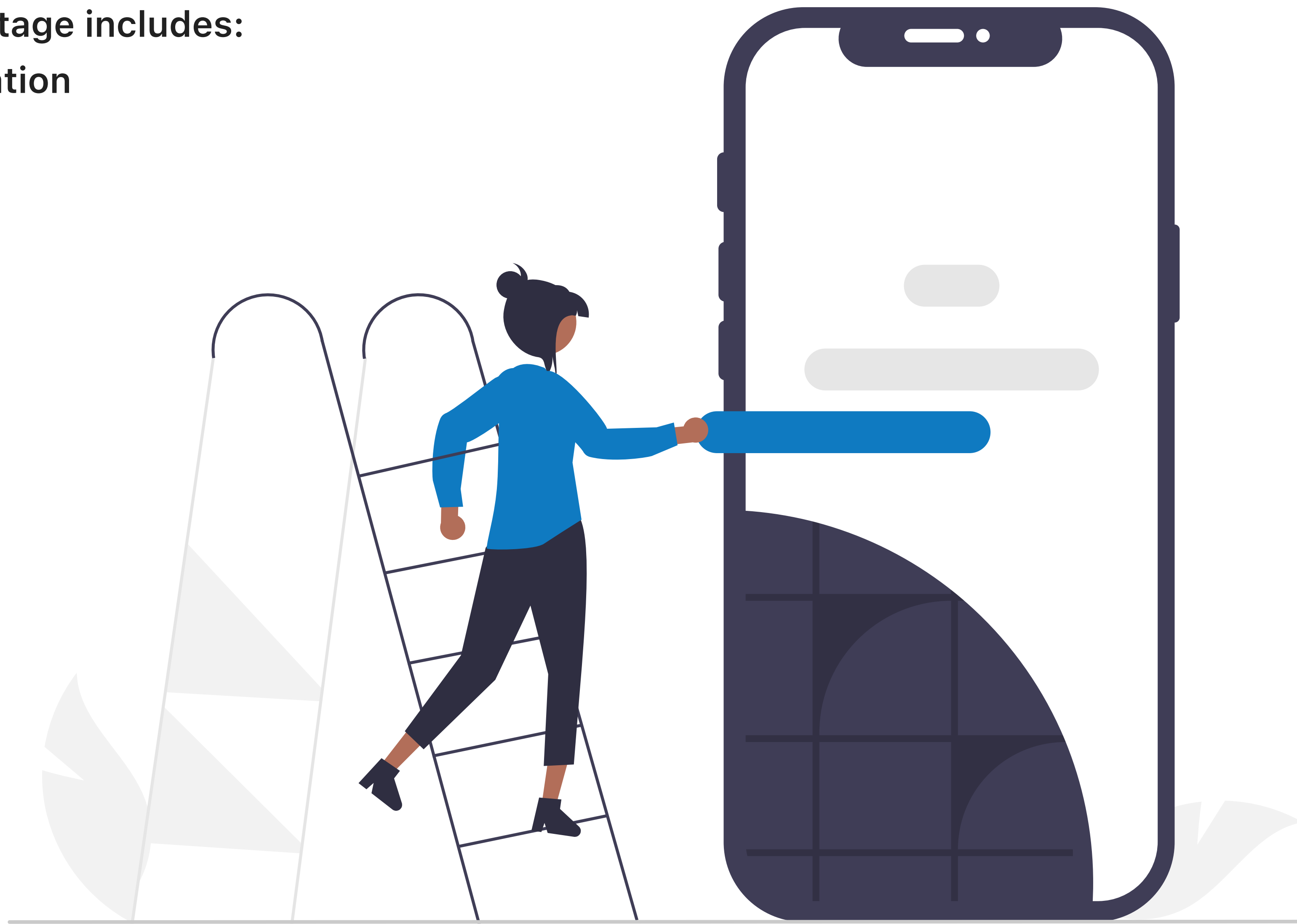


Develop

In this phase we finalize key user journey maps and the themes for developing high-fidelity designs.

Activities in this stage includes:

- Theme Finalization



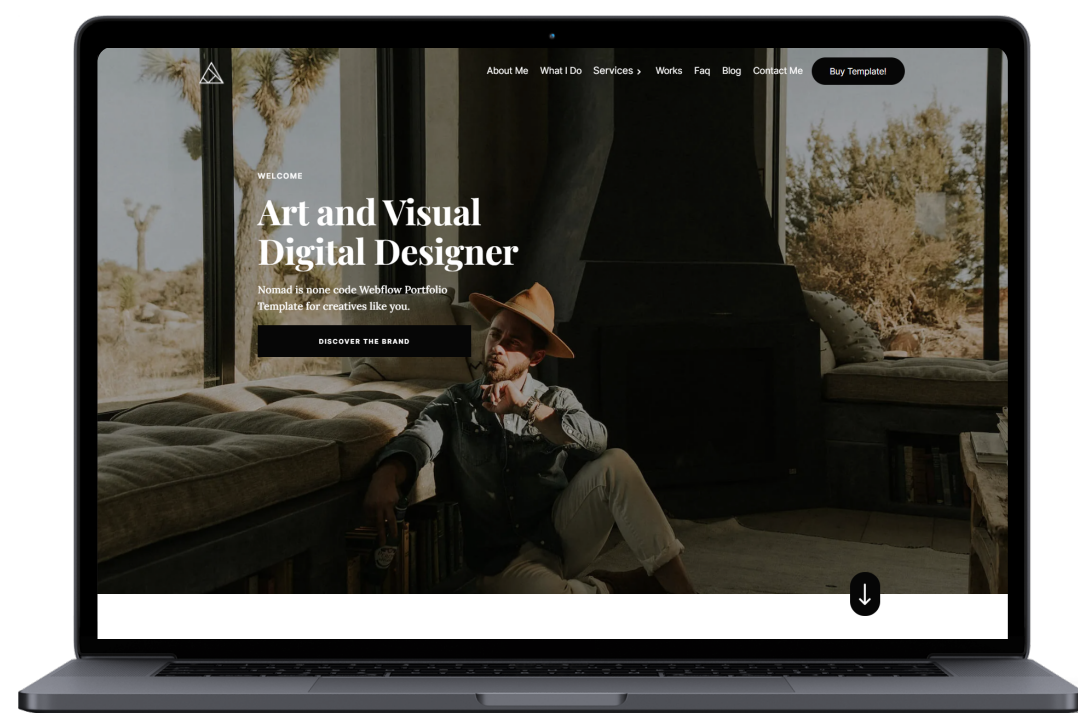
Develop

Theme Finalization

With limited budget for the project, the client decided to purchase Webflow theme for website development. Hence, low fidelity design was not done, instead research on choosing theme and finalizing design based on the purchased theme was done in the Develop phase. We selected the following three themes initially and then finalized **Theme 1** to be the base for design.

<https://nomad-cms.webflow.io/>

Theme 1



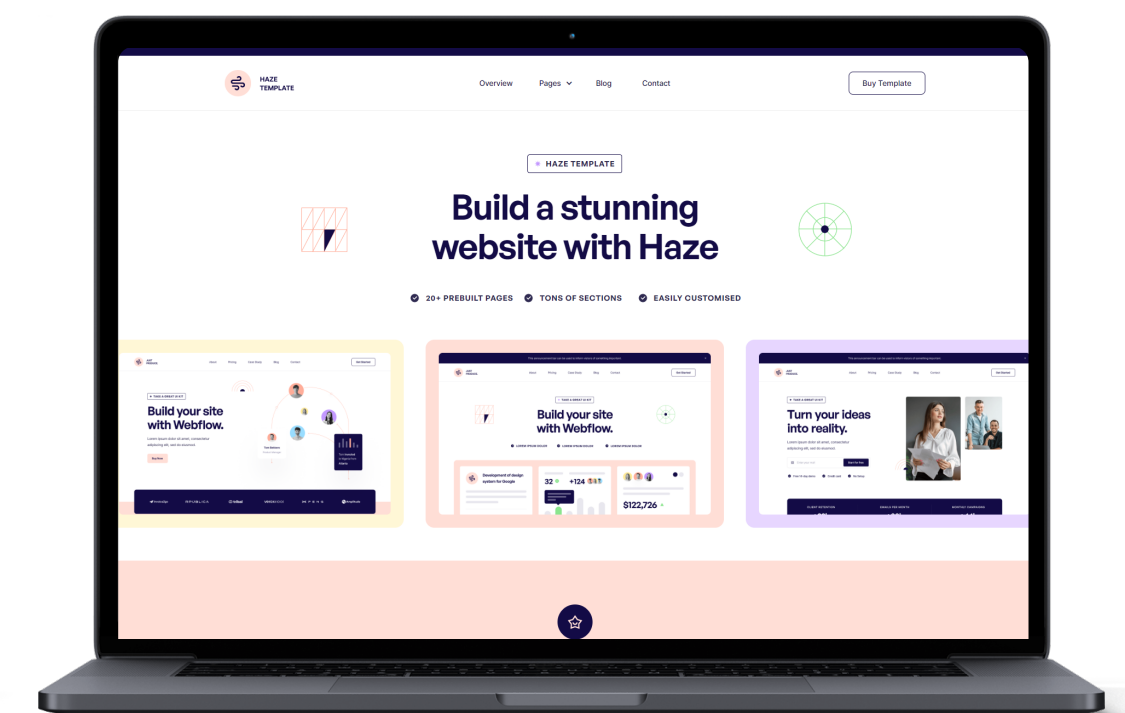
<https://jacob-template.webflow.io/>

Theme 2



<https://haze-template.webflow.io/>

Theme 3

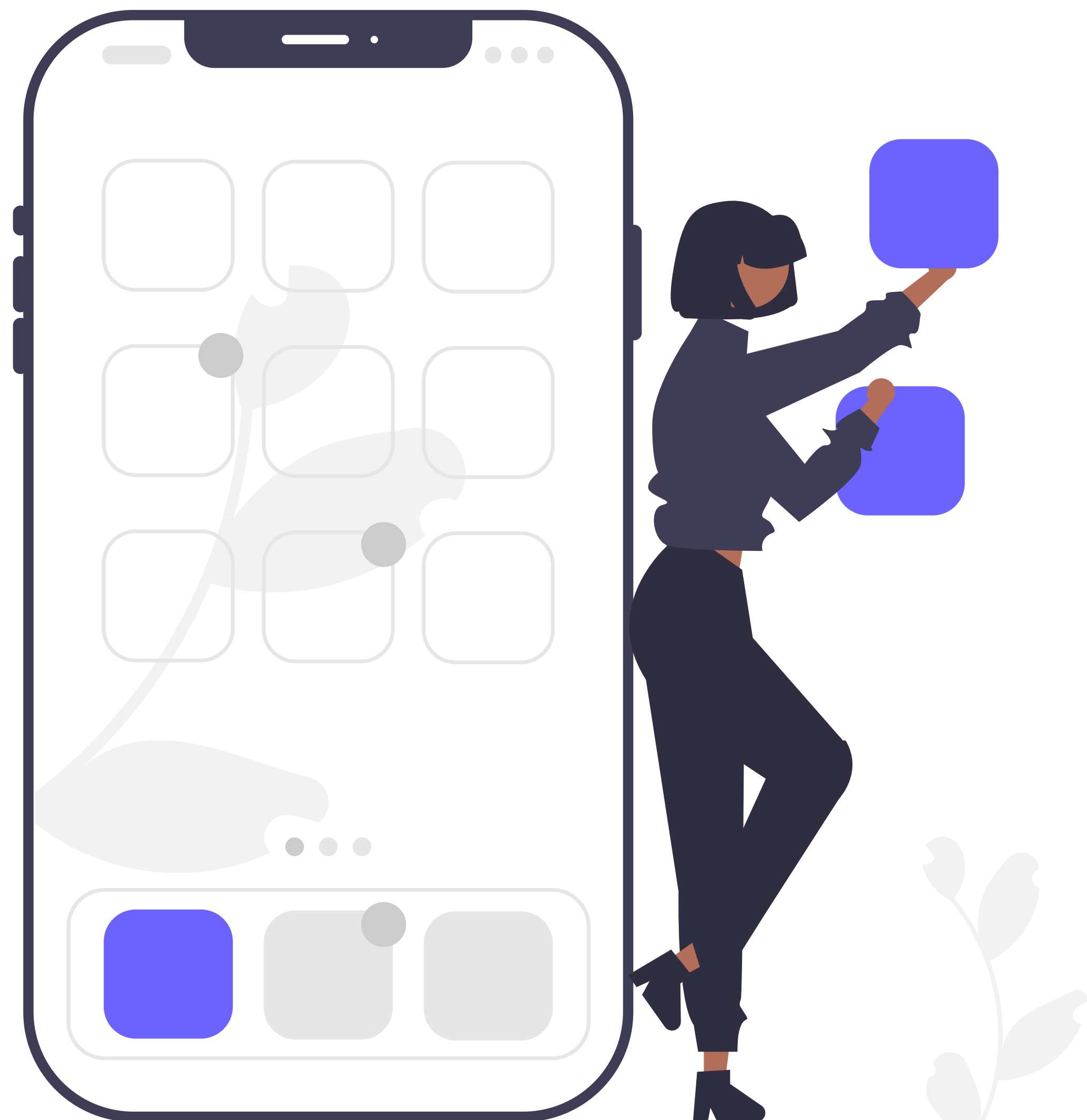


Deliver

The last phase includes finalization of high fidelity design, final testing, and style guide finalization

Activities in this stage includes:

- Style Guide
- Typography
- Components
- High Fidelity Design
- Marketing Content
 1. Social Media Covers
 2. Post Templates



Deliver

Style Guide

Neutral

Applied frequently for backgrounds, surfaces, dividers, and outlines.

#FFFFFF

Primary Background

#F8F9FC

Base Background

#F1F3F9

Secondary Background

#E1E6EF

Line

#E1E6EF

Line

#23272F

Secondary Background

#1B1F27

Primary Background

#0A0D14

Base Background

Primary

Applied frequently to highlight actions & information.

#EBF5FF

Background

#0500FF

Default

#23286B

Hover

#191C50

Pressed

Secondary

Applied sparingly to highlight information.

100

Background (AAA)

700

Default (AAA)

800

Hover (AAA)

Success

Applied sparingly to show positive feedback/status.

100

Background (AAA)

700

Default (AAA)

800

Hover (AAA)

900

Pressed (AAA)

Danger

Applied sparingly to show negative feedback/status or dangerous actions.

#FEF1F2

Background

#E94A47

Default

#99202A

Hover

#62131A

Pressed

Texts

Applied frequently for texts.

#1D2433

Text

#1D2433

Opacity 80%

Text

#1D2433

Opacity 65%

Text

#F8F9FC

Text

#F8F9FC

Opacity 75%

Text

#F8F9FC

Opacity 60%

Text

Gradients

Applied for social media contents and website Visuals but not UI for accessibility

#0500FF

Primary

#00FAFF

Typography

SF Pro Text

ABCČĆĐĚFGHIJKLMNOPQRSŠTUVWXYZŽabcčćđěfghijklmnopqrsštuvwxyzžАБВГГДЂЕЁЄЖЗСИІЙ
ЈКЛЉМНЊОПРСТѢУЎФХЦЧЦШЩЪЫЬЭЮЯабвггдђеёєжзсиіійјклљмнњопрстѣуўфхцчцшщъыьэюя
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Aa

Example Primary Text Color

Example secondary text color. Example secondary text color.
Example secondary text color. Example secondary text color.
Example secondary text color. Example secondary text color.

Example disabled text color.

Example Primary Text Color

Example secondary text color. Example secondary text color.
Example secondary text color. Example secondary text color.
Example secondary text color. Example secondary text color.

Example disabled text color.

Headline

100	Light	The spectacle before us was indeed sublime
100	Heavy	The spectacle before us was indeed sublime
200	Light	The spectacle before us was indeed sublime.
200	Heavy	The spectacle before us was indeed sublime.
300	Light	The spectacle before us was indeed sublime.
300	Heavy	The spectacle before us was indeed sublime.

Typography

Paragraph

100	Light	The spectacle before us was indeed sublime.
100	Heavy	The spectacle before us was indeed sublime.
200	Light	The spectacle before us was indeed sublime.
200	Heavy	The spectacle before us was indeed sublime.
300	Light	The spectacle before us was indeed sublime.
300	Heavy	The spectacle before us was indeed sublime.
400	Light	The spectacle before us was indeed sublime.
400	Heavy	The spectacle before us was indeed sublime.

Button

100	--	The Spectacle Before Us Was Indeed Sublime.
200	--	The Spectacle Before Us Was Indeed Sublime.

Label

100	--	The Spectacle Before Us Was Indeed Sublime.
200	--	The Spectacle Before Us Was Indeed Sublime.
300	--	The Spectacle Before Us Was Indeed Sublime.
400	--	The Spectacle Before Us Was Indeed Sublime.

Deliver

Components

Header Navigation



Home

Programs ▶

Product Glossary

The Team

Blog

Faq

Apply Now



Home

Programs ▶

Product Glossary

The Team

Blog

Faq

Apply Now



Home

Programs ▼

Product Glossary

The Team

Blog

Faq

Apply Now

Programs home

Access

Dream

One-on-One

Deliver

Components

Footer Navigation

**Product Hall**

Product Hall is the online school to learn product management. Ship impactful products and advance your PM career.

Sign in to learning portal

 **Buy the book relied on by thousands**



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Deliver

Components

Footer Success

**Product Hall**

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Product Newsletter

Join a community of thousands to stay up to date on product news, jobs, new programs, & free resources



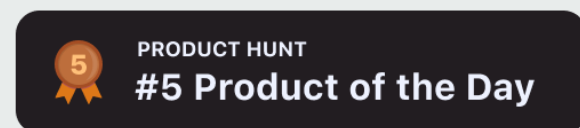
Thank you! Your submission has been received!

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Deliver

Components

Book



Did you know we published a book?

Learn how to ship products people love. A complete guide on creating products that people love is a comprehensive reference to learn the theory, steps, advice, and tools to ship great products.

[BUY THE BOOK](#)



Deliver

Components

Testimonials

Hear From
Our Alumni

SEE ALL TESTIMONIALS



Name , Job Title

A short summary of the review. A short summary of the review. A short summary of the review.



Name , Job Title

A short summary of the review. A short summary of the review. A short summary of the review.



Name , Job Title

A short summary of the review. A short summary of the review. A short summary of the review.



Name , Job Title

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Deliver

Components

FAQ

Frequently Asked Questions

CONTENT	Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	→
TIMELINE	Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	→
PRICING	Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	→

VIEW ALL FAQs

Deliver

Components

Lead Instructor



LET'S MEET THE HEAD INSTRUCTOR

Quadri Oshibotu

When I started my product manageent career fresh out of university with minimal startup experience, I lacked the foundational knowledge that a product manager needed to create a lot of impact. A lot of my initial learning was from hands-on experience. Had a platform like this been available I could have created more impact and avoided many product and career mistakes.

However, the journey to date has been a beneficial one. I've learned a lot about what it takes to build great products with specialized teams. With 10+ years of product management experience, 3+ years as a Lead Instructor at a leading edtech institute, coupled with startup experience, I've realized that there is a lot more value that can be offered to aspiring and current product managers who want to ship impactful products and grow in their careers.

Product Hall was built to serve this purpose. Looking to break into product management or upskill to accomplish product or professional goals? We have the resources, tools, and personalized support needed to get the job done.

To your growth,



[FOLLOW QUADRI ON LINKEDIN](#)

Years Of Experience

**10+**
YEARS OF EXPERIENCE

**50+**
STUDENTS MENTORED

**99+**
LESSONS TAUGHT



LET'S MEET THE HEAD INSTRUCTOR

Quadri Oshibotu

Quadri has over 10 years of experience as a Product Manager spanning the business-to-consumer and agency space working on products that solve multiple use cases for various industries. He's passionate about creating great products that have a positive impact on people's lives and helping people grow through teaching, training, and mentorship.

He founded Product Hall to assist new and aspiring product managers, entrepreneurs, and business leaders, by equipping them with the knowledge, tools, industry relevant frameworks, and mentorship support they need to build better products and accomplish business and professional goals.

[FOLLOW QUADRI ON LINKEDIN](#)

Years Of Experience

**10+**
YEARS OF EXPERIENCE

**50+**
STUDENTS MENTORED

**99+**
LESSONS TAUGHT

Deliver

Components

Pop-ups



Free FAANG+ Interview Guides

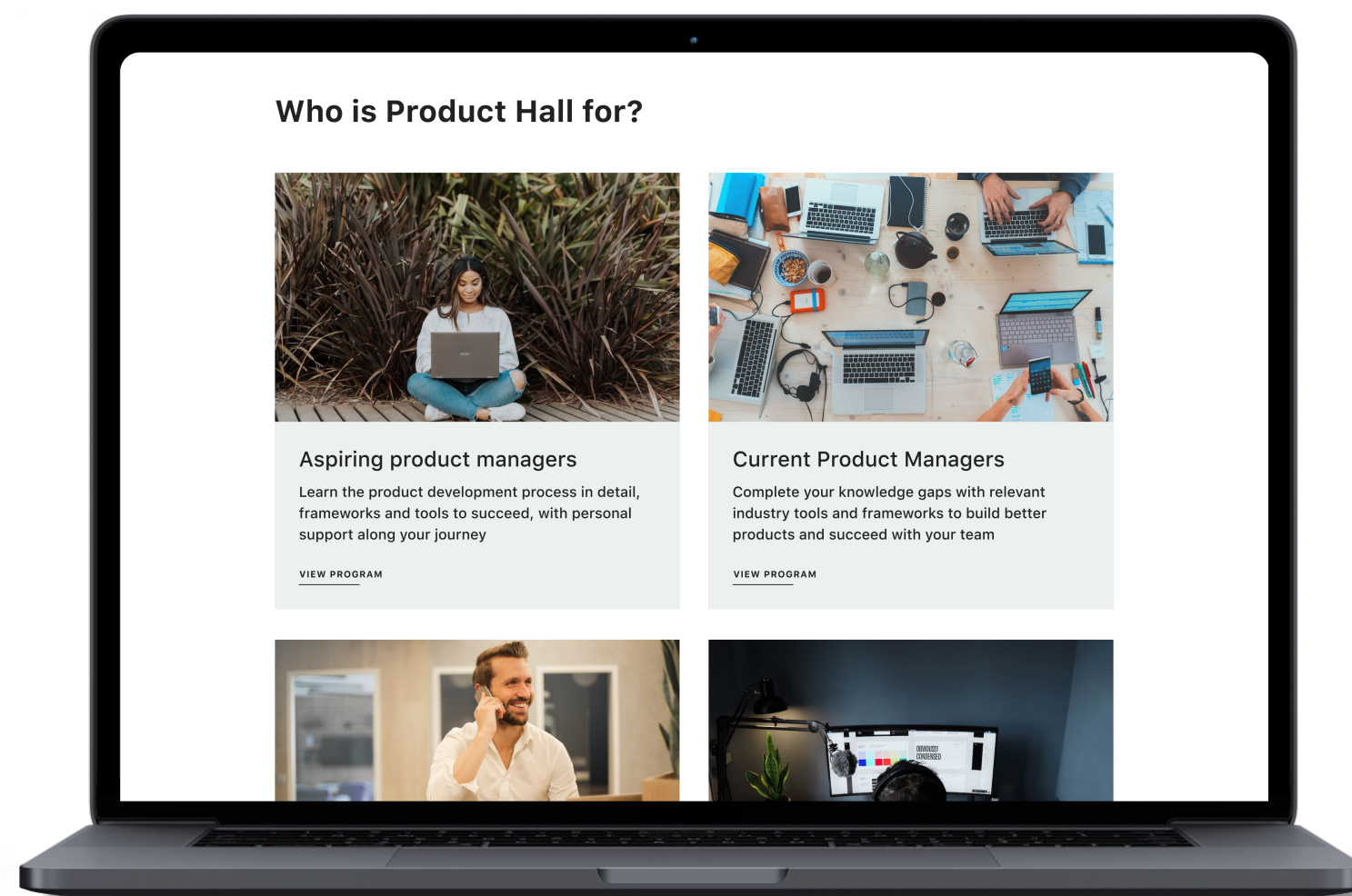
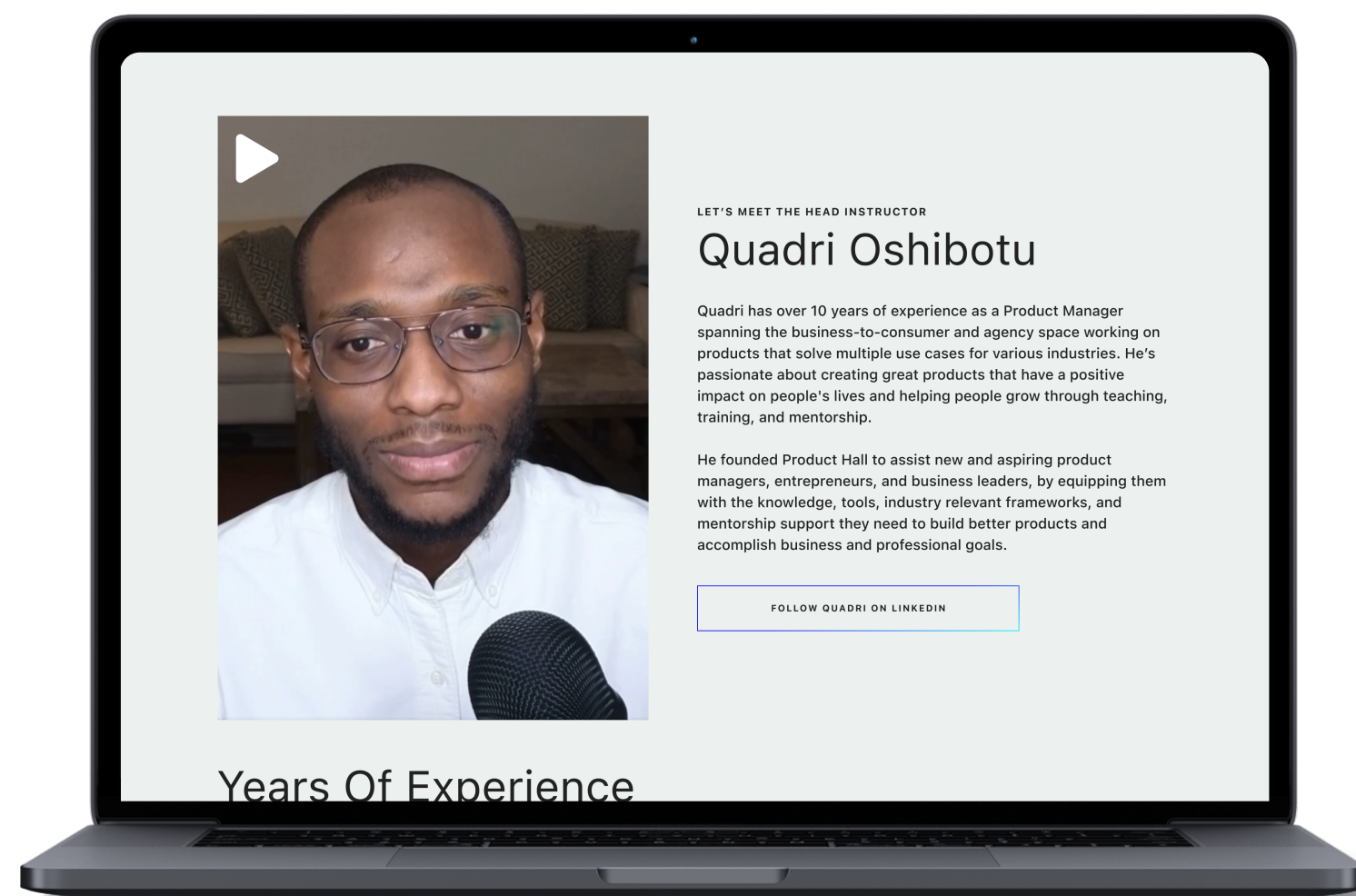
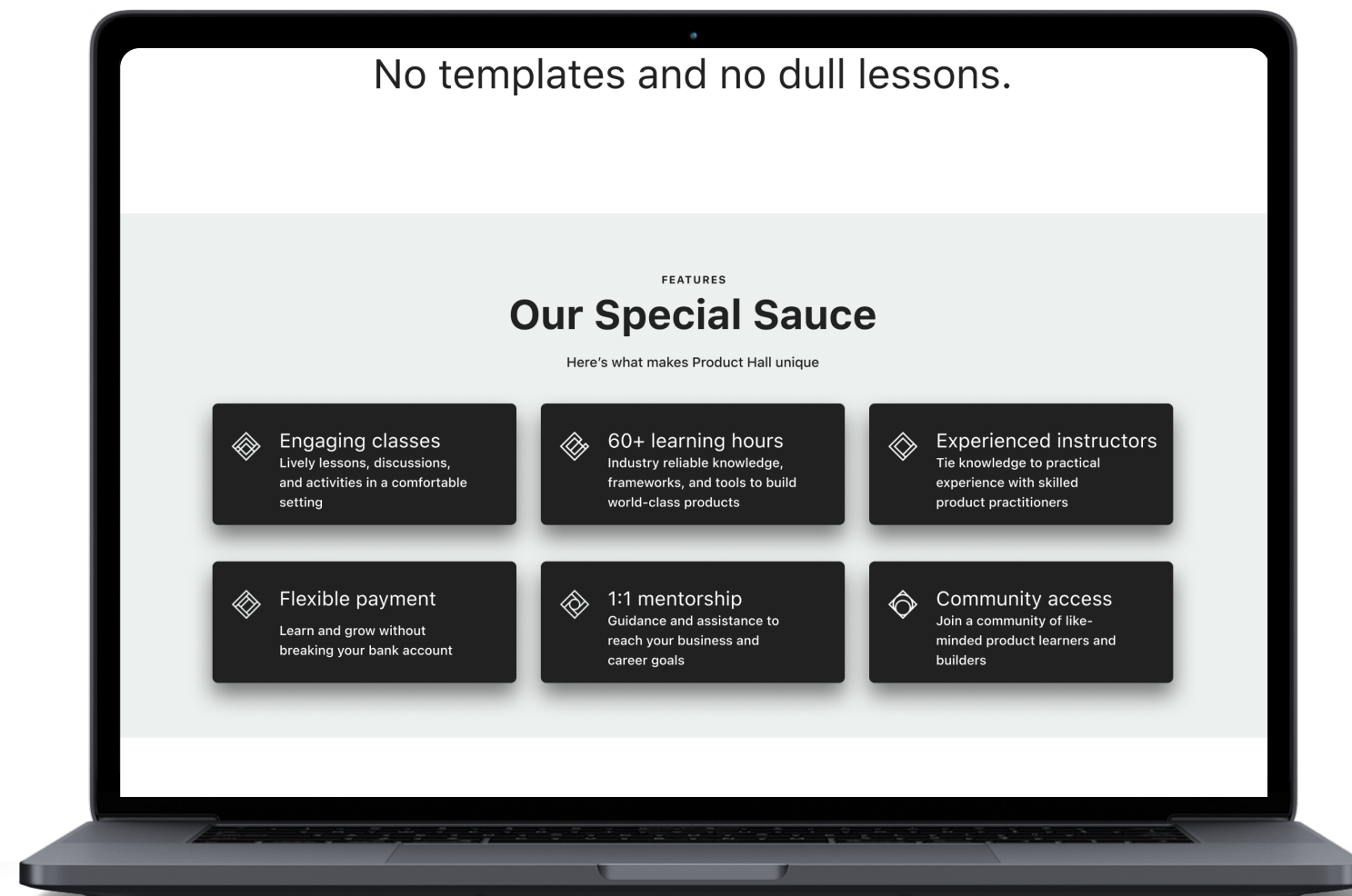
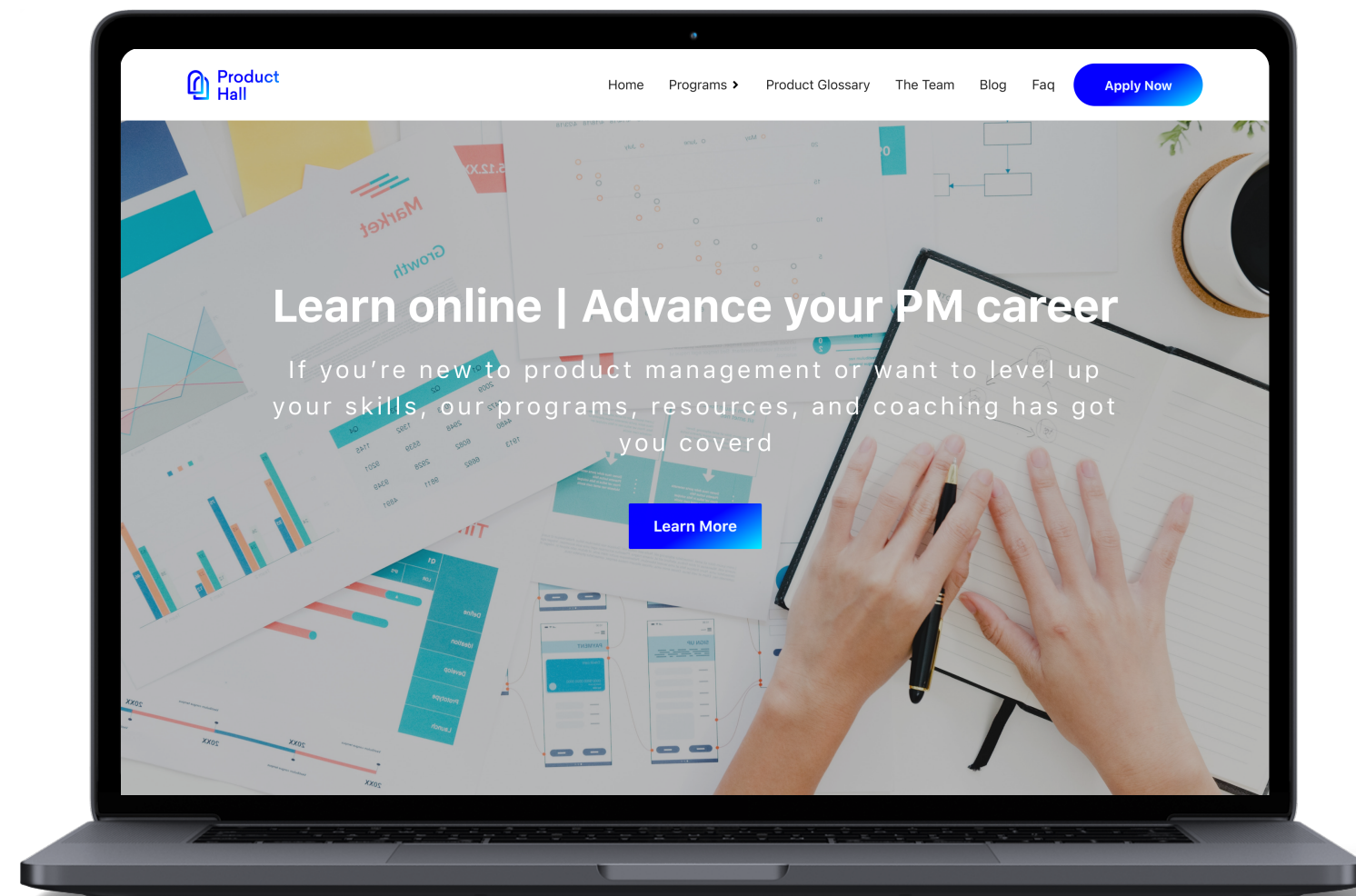
We've outlined the steps and details of product management
interviews from the world's leading product companies

GET IT FOR FREE

No thanks

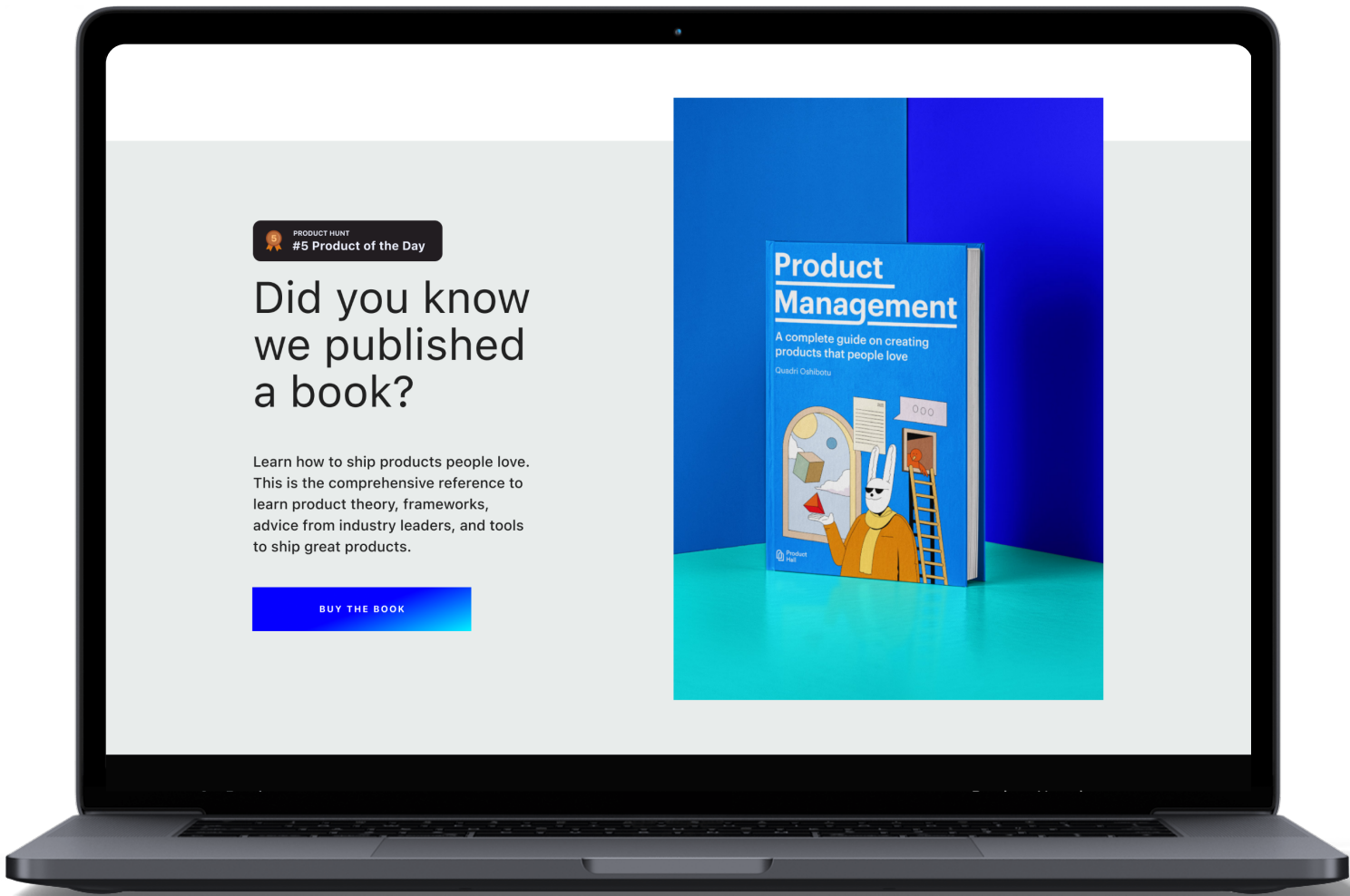
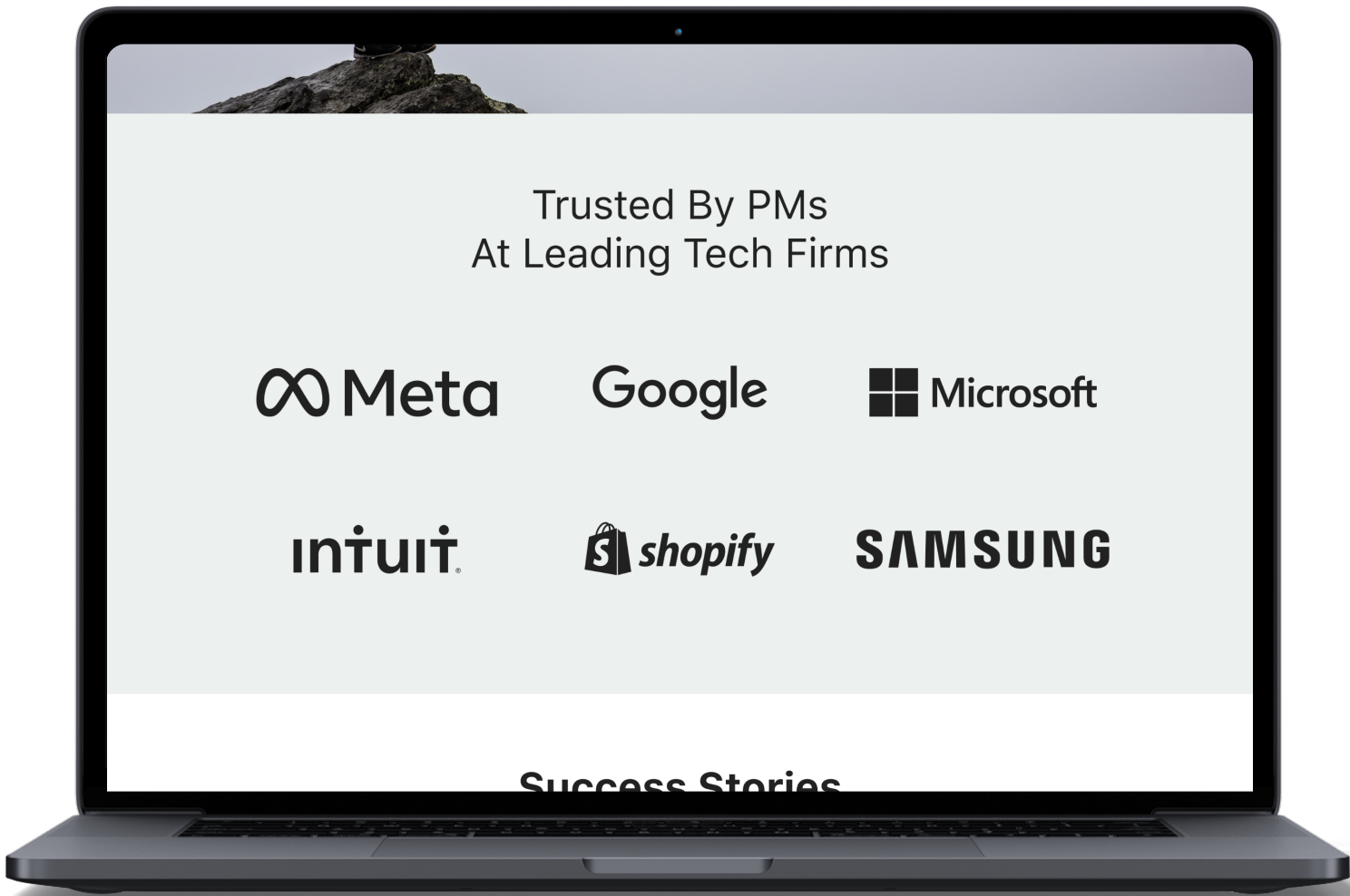
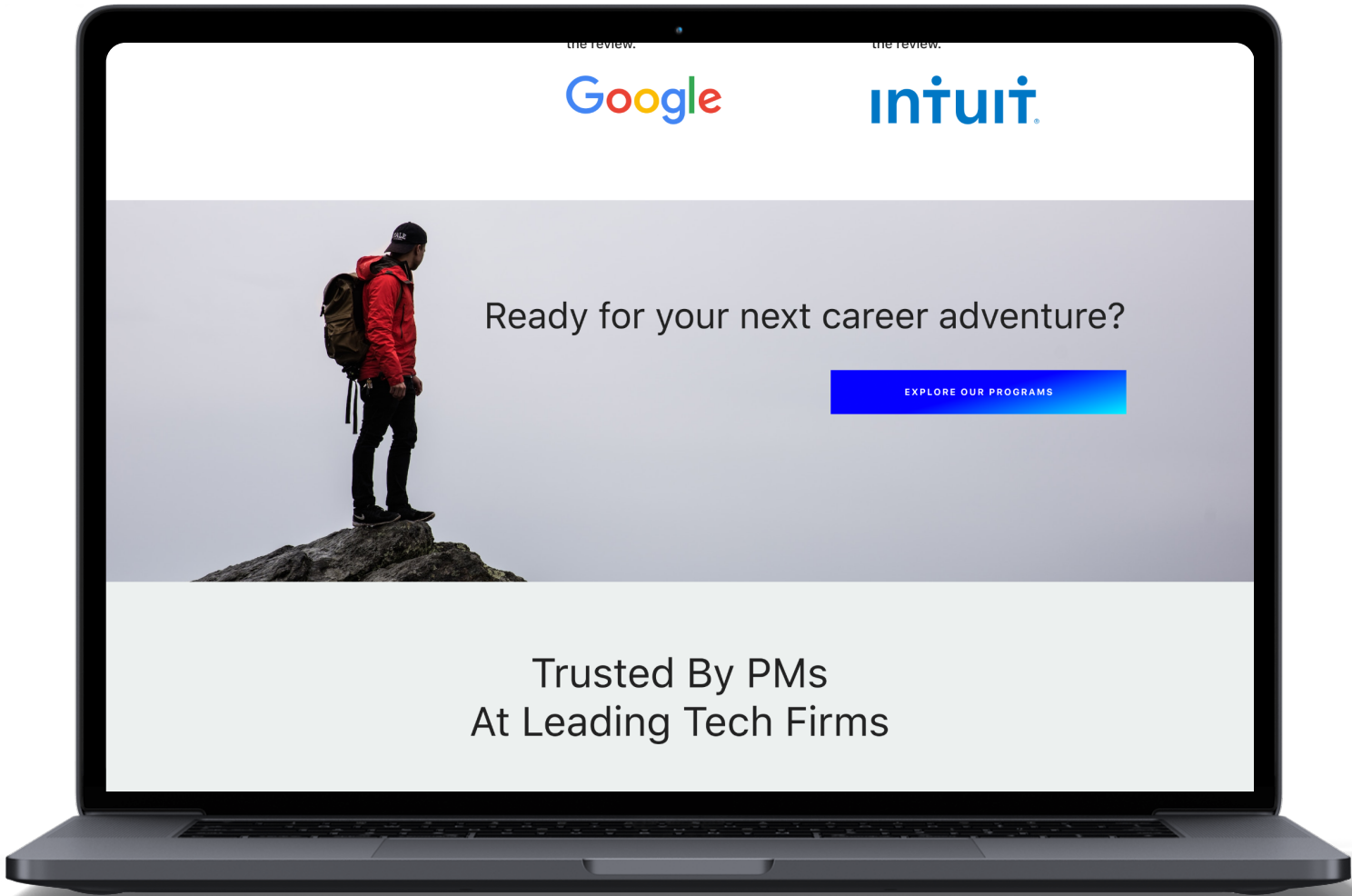
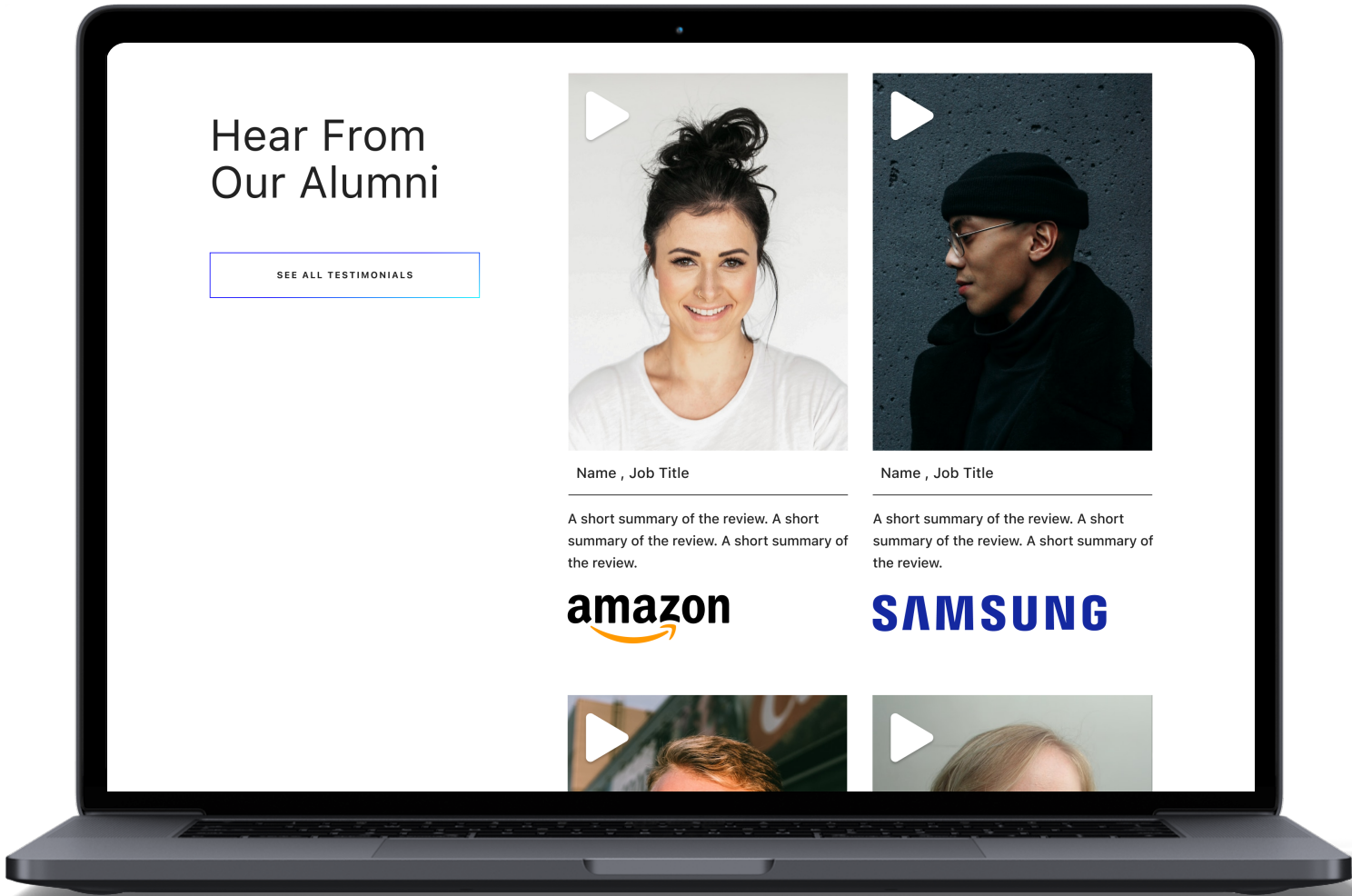
Deliver

High Fidelity Design



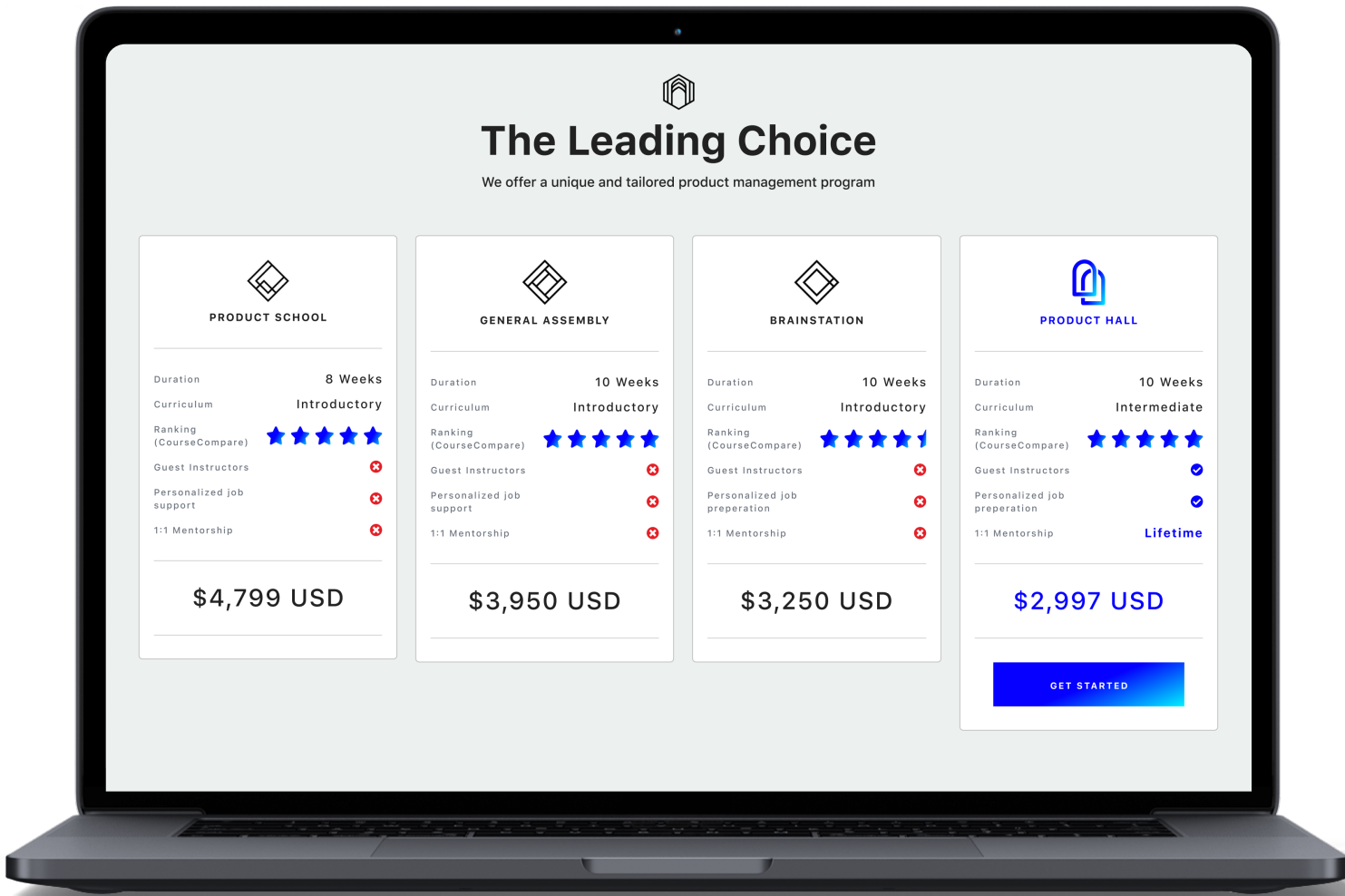
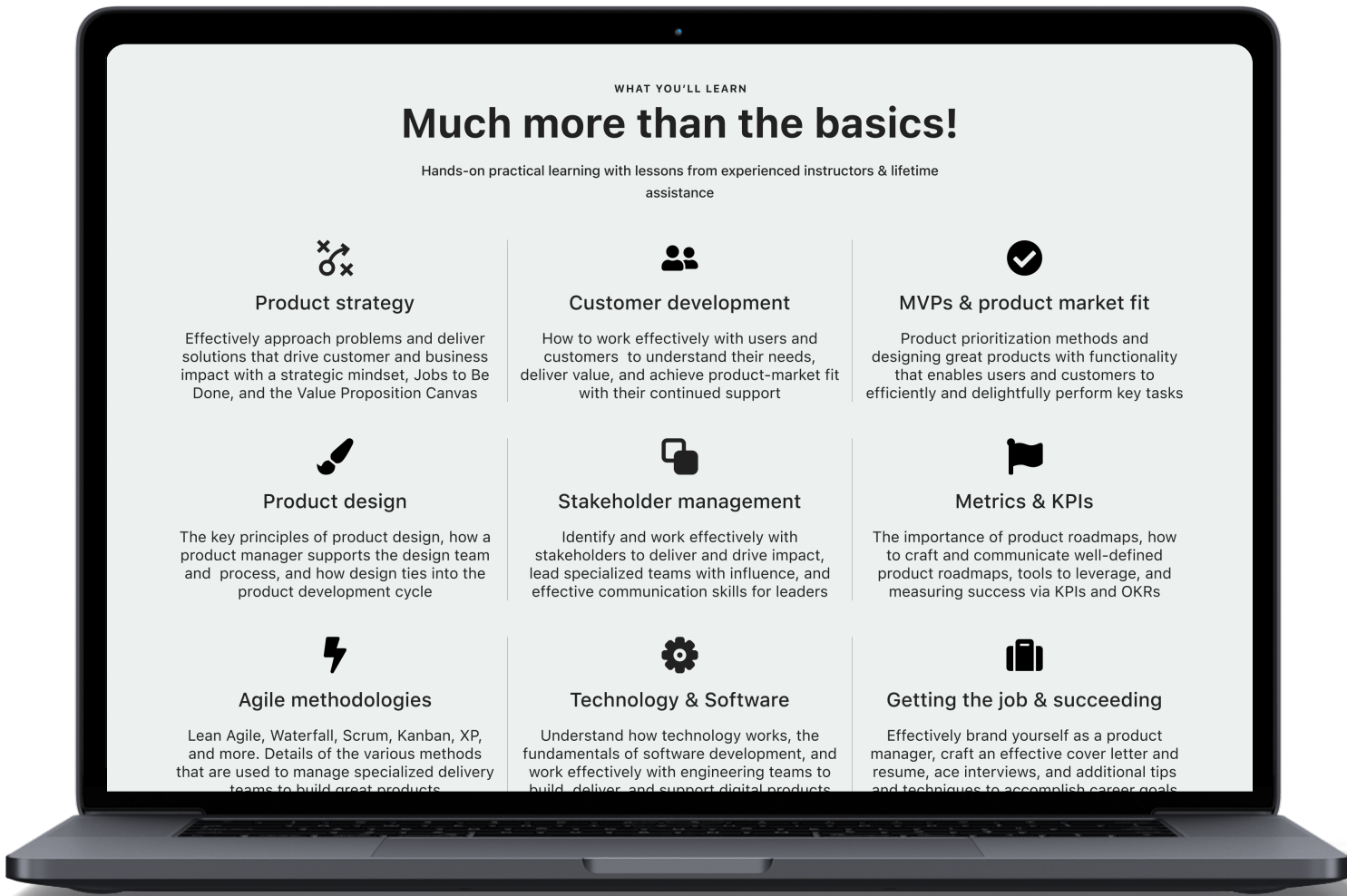
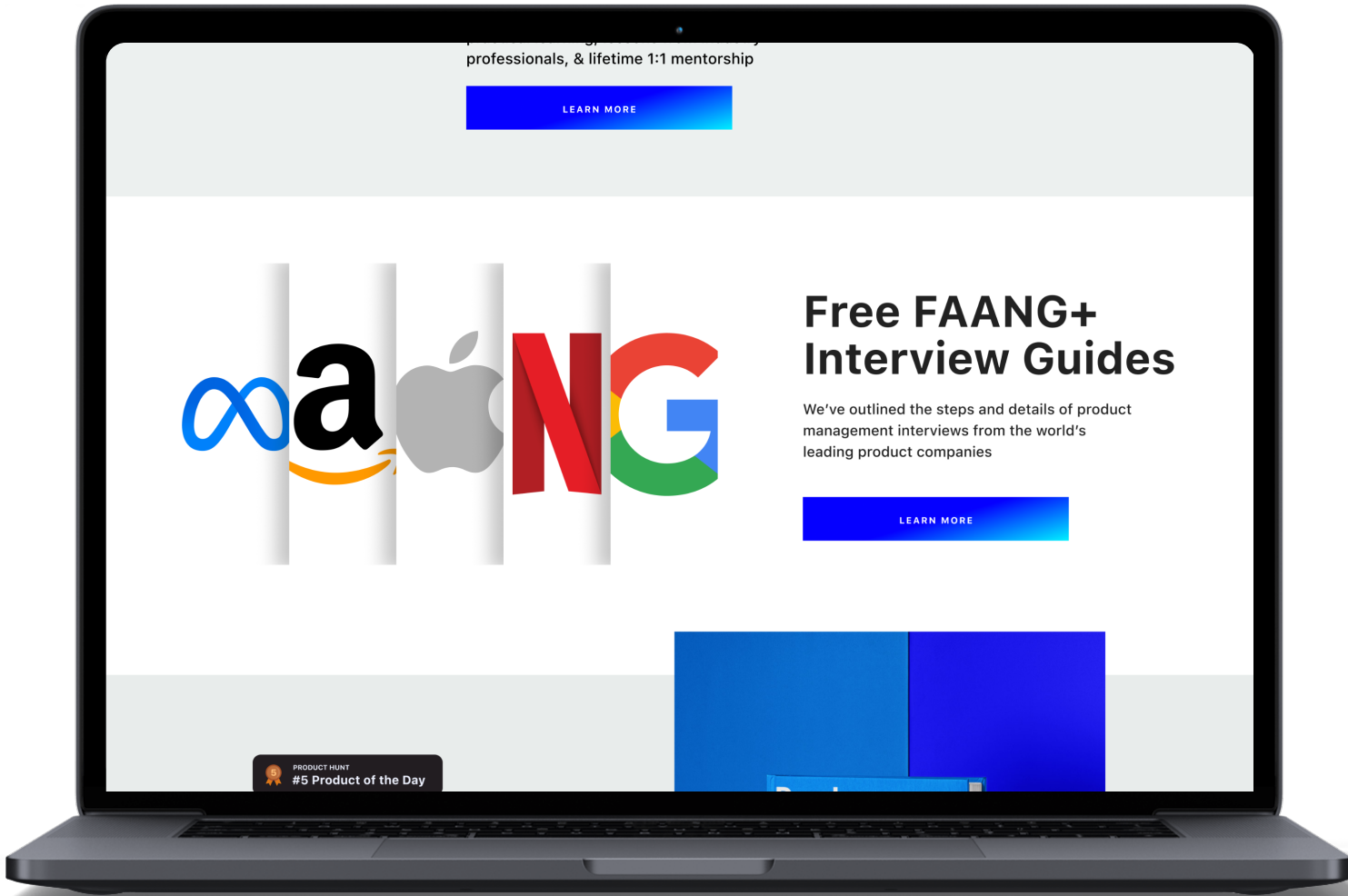
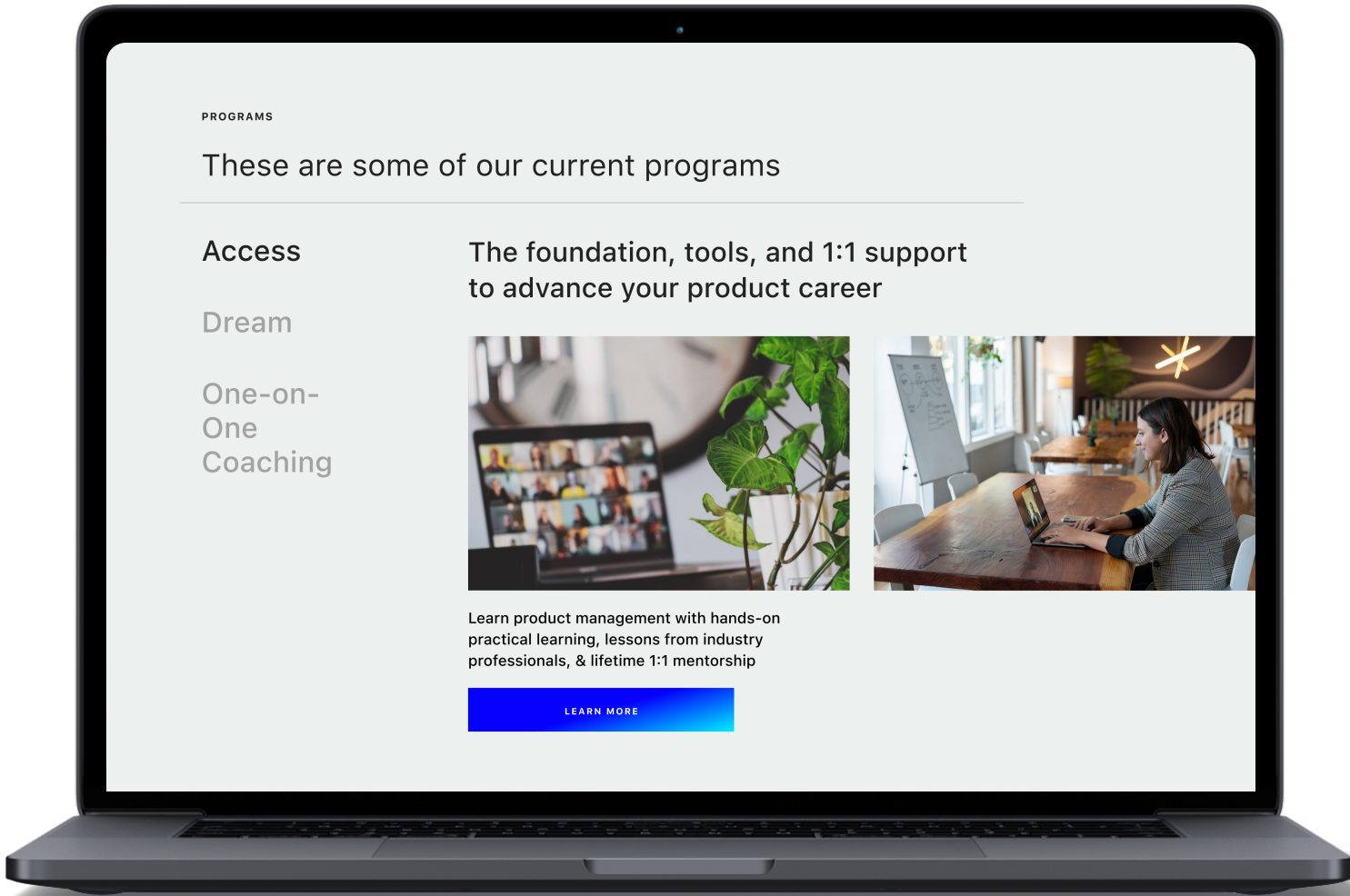
Deliver

High Fidelity Design



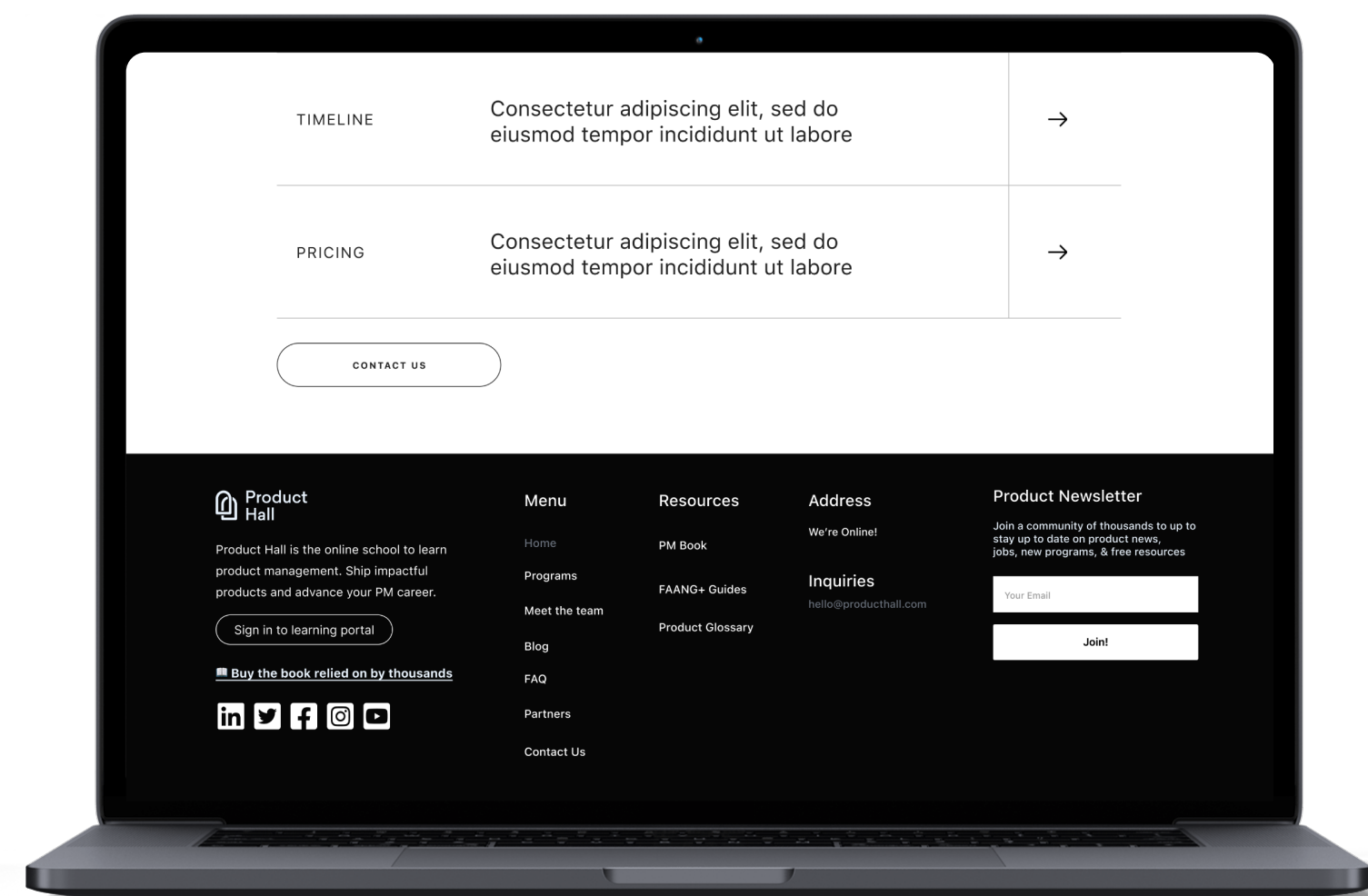
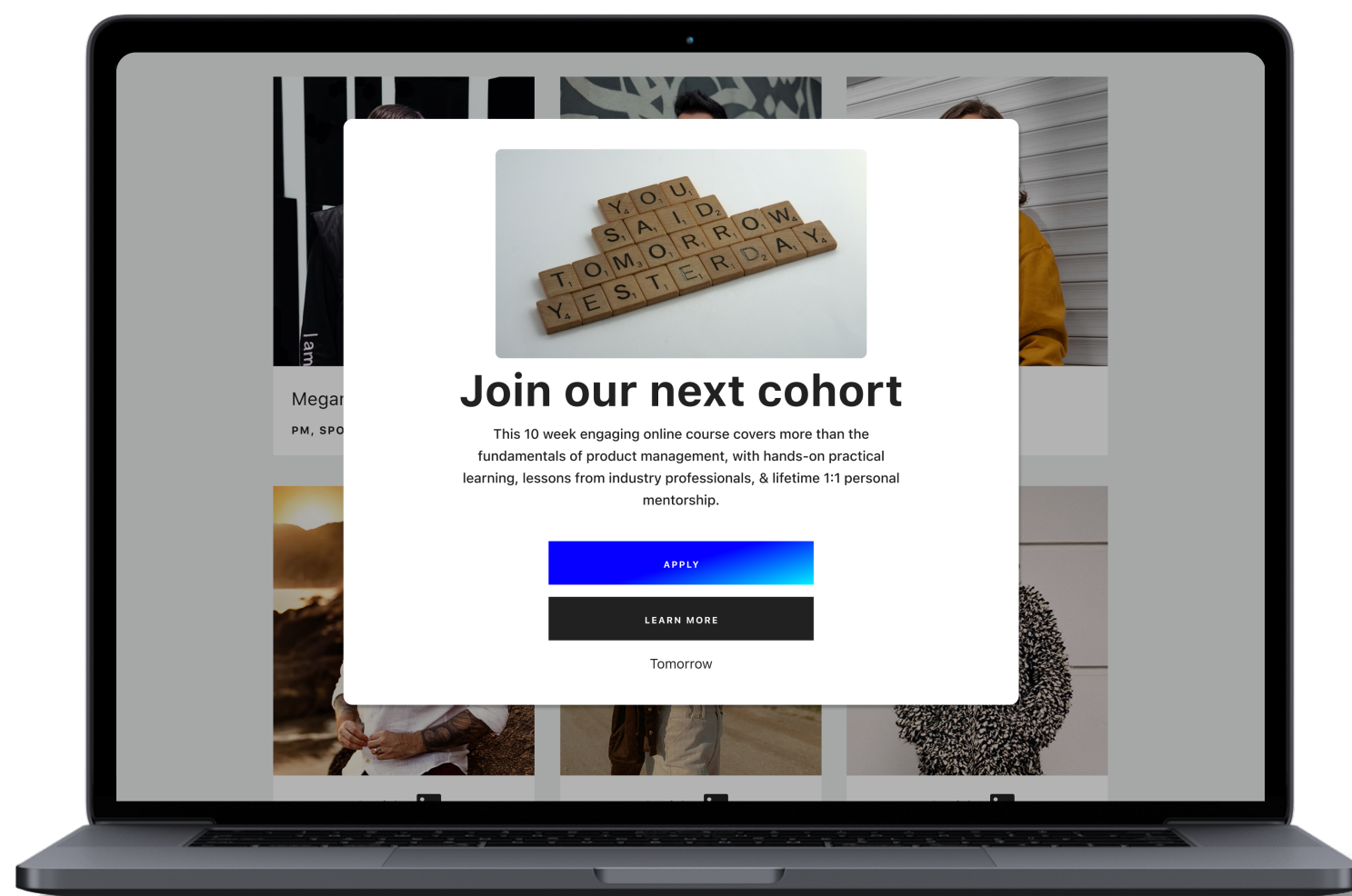
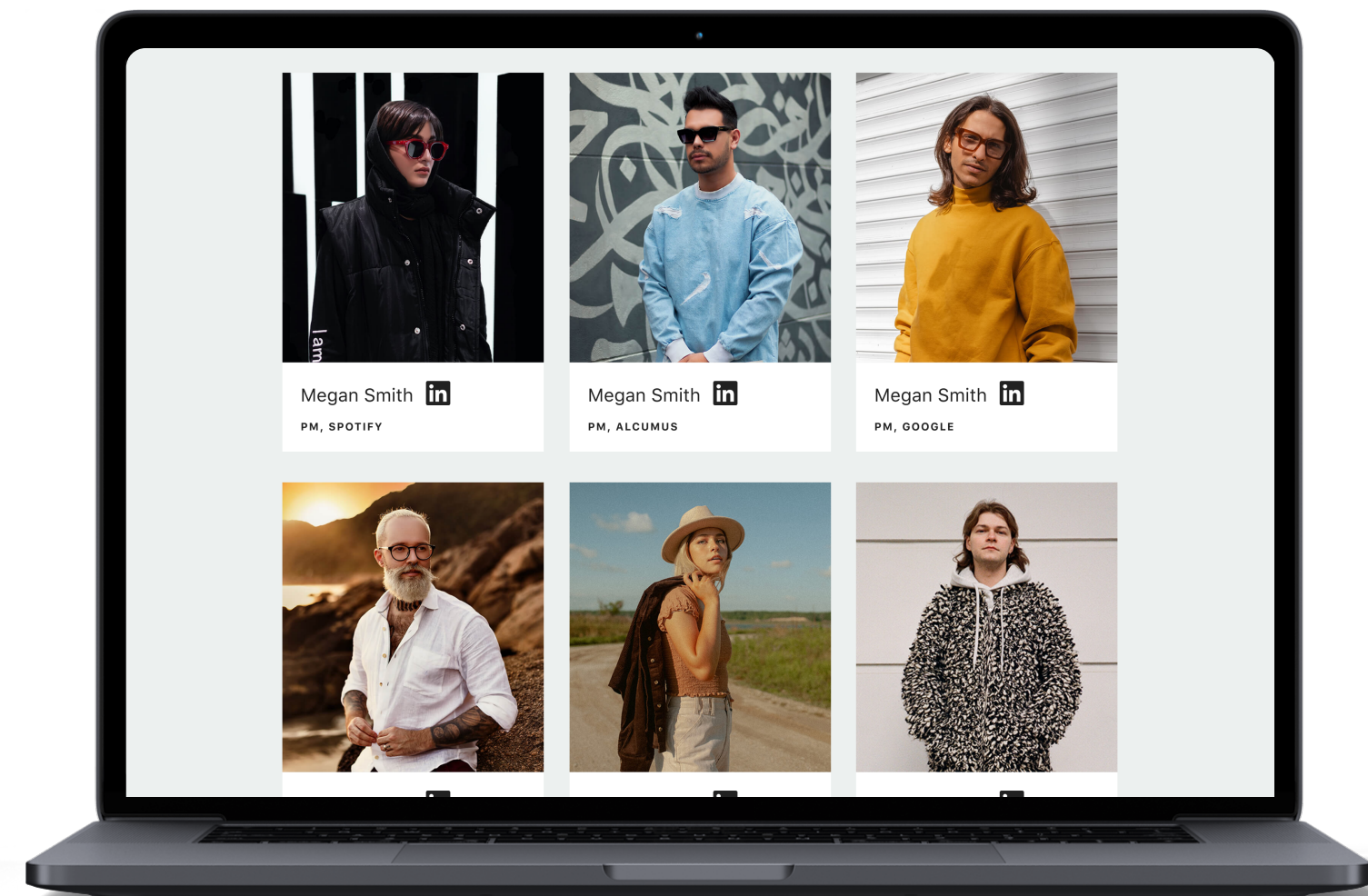
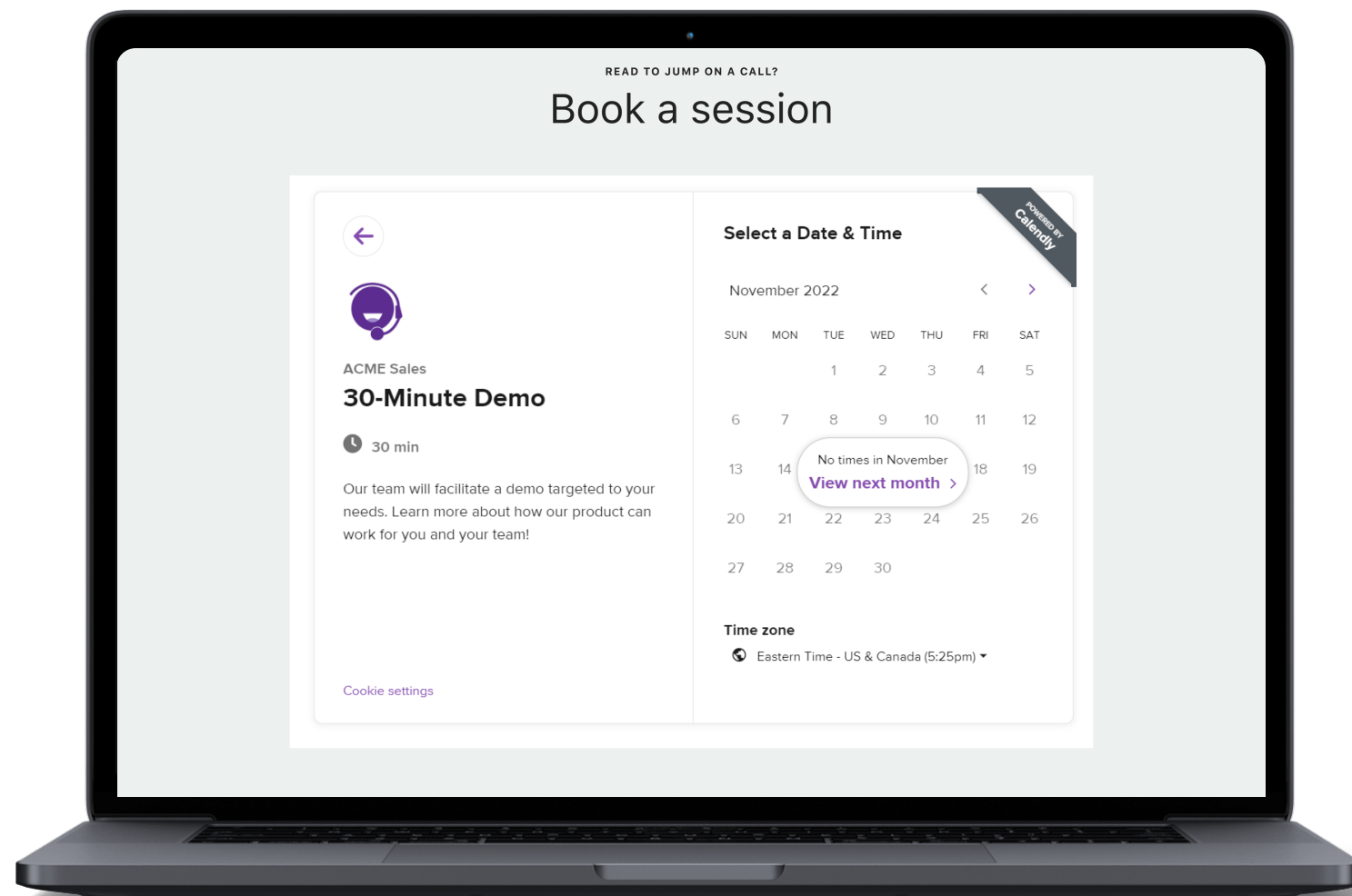
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High Fidelity Design



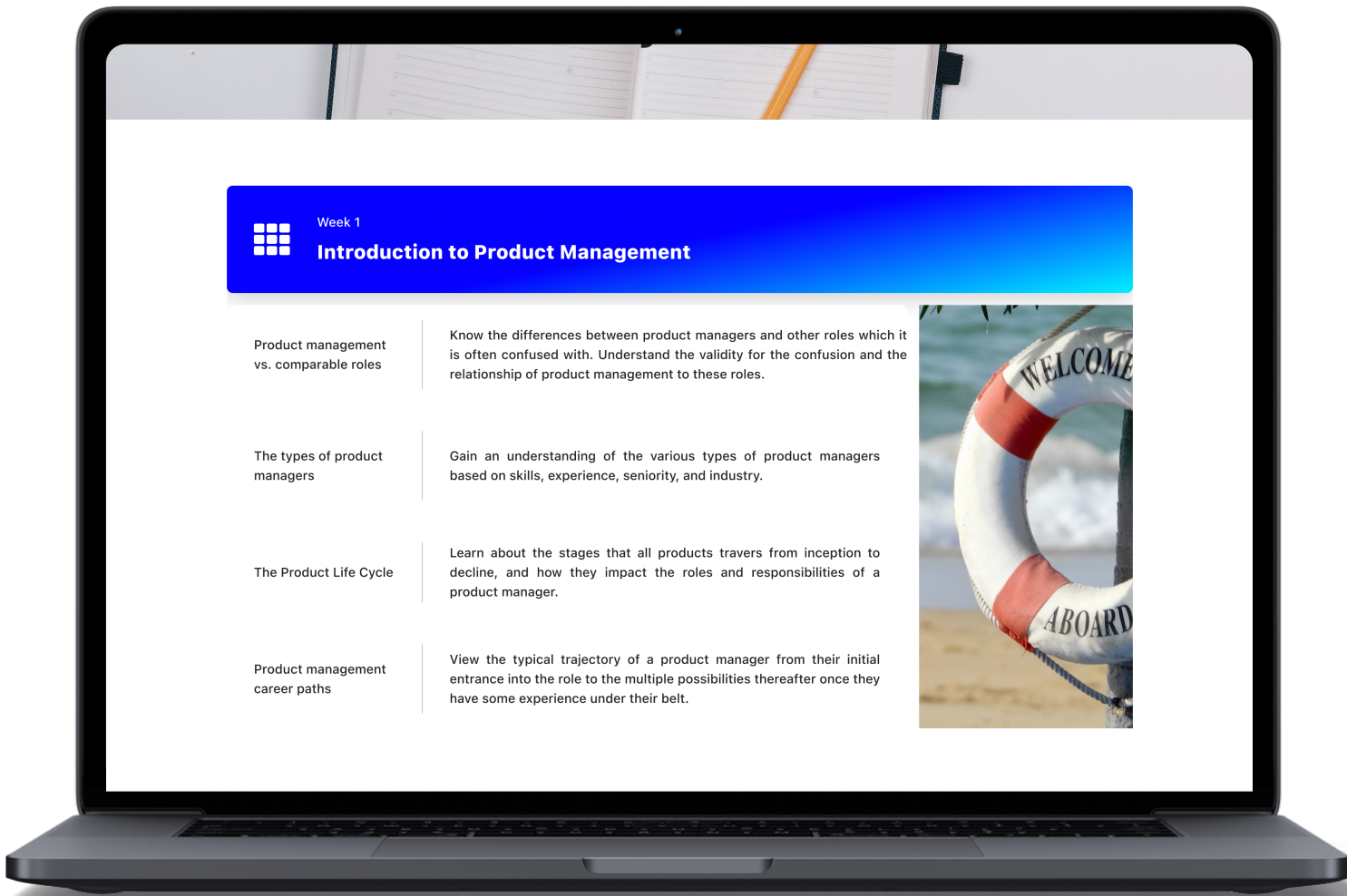
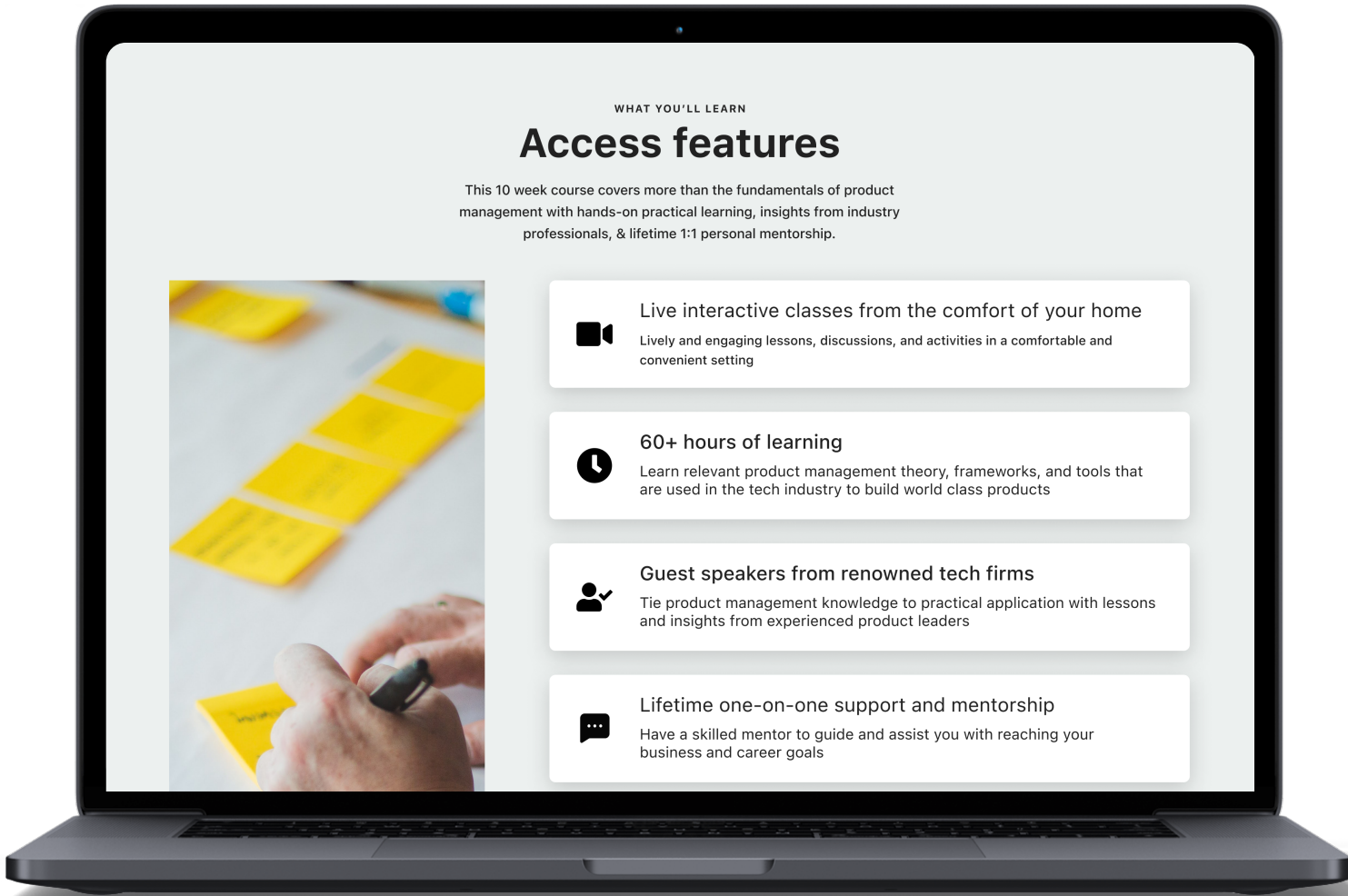
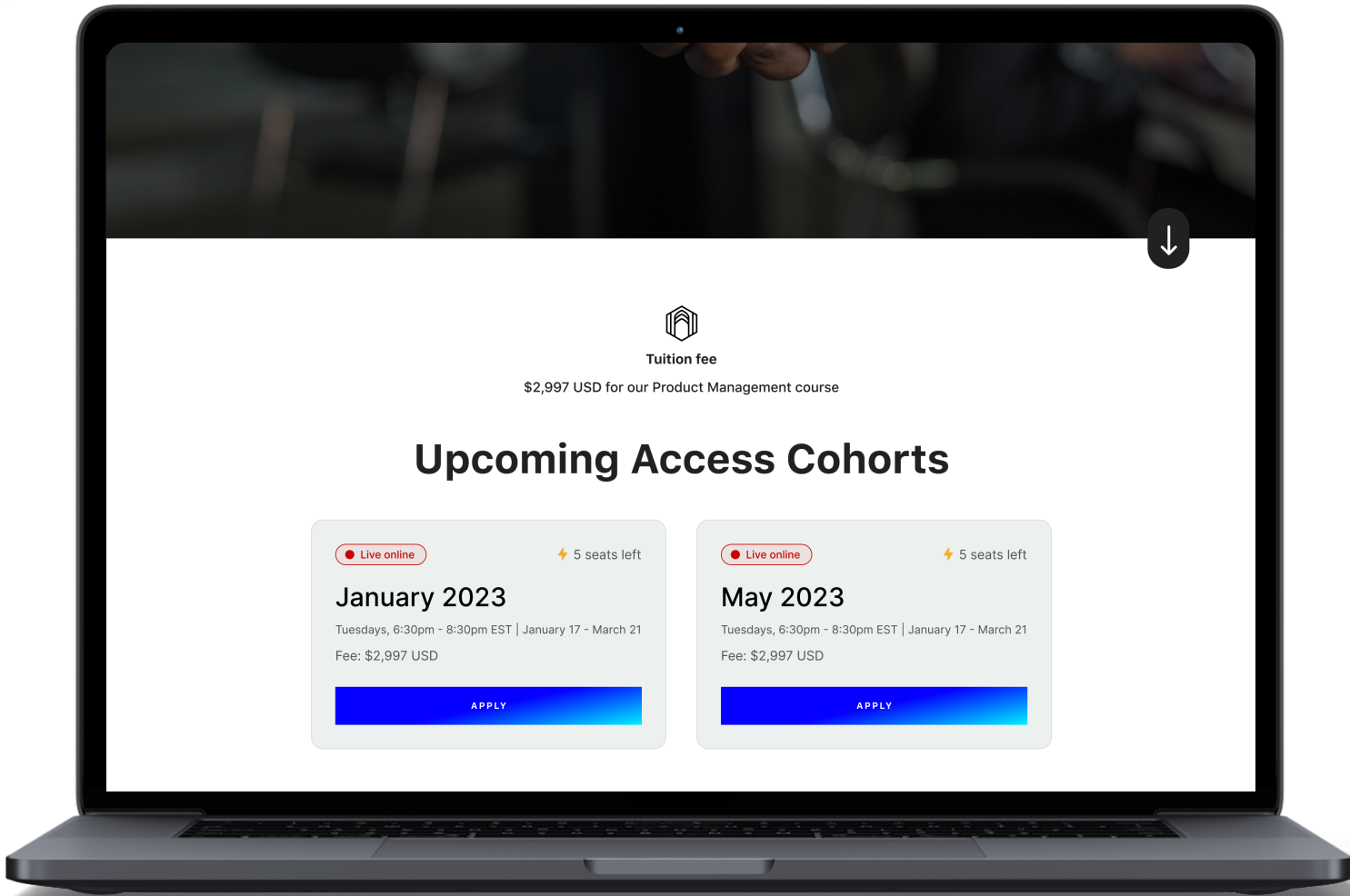
Deliver

High Fidelity Design



Deliver

High Fidelity Design



Deliver

Marketing Content

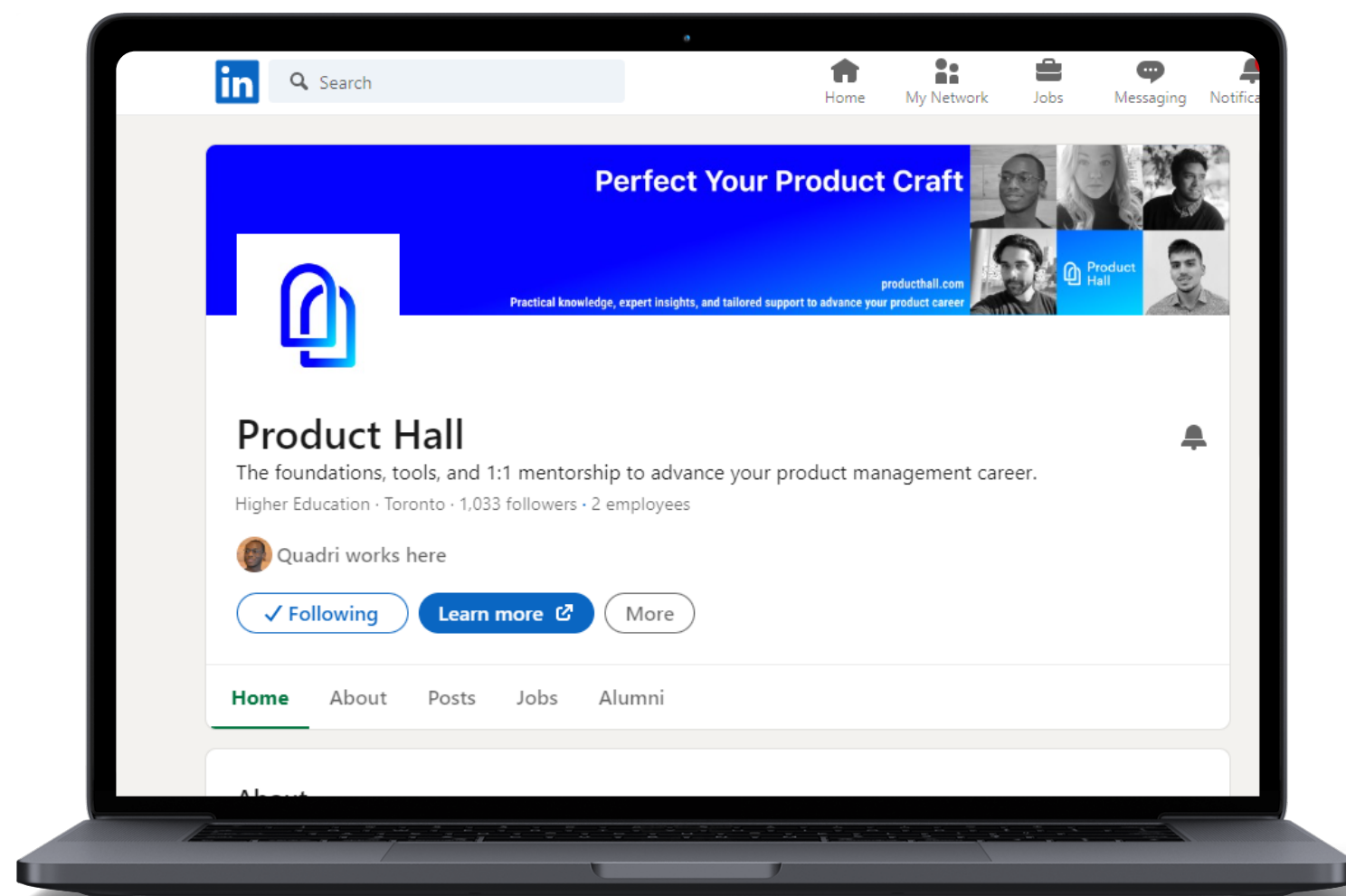
Marketing content plays a crucial role in establishing and expanding the reach of a brand. Social media posts served as a powerful tool for introducing the Product Hall brand to a wider audience and consistent marketing content helped shape the brand identity.

Product Hall lacked consistency over different social media platforms, which caused confusion among users. We aligned the messaging, visuals, and tone across social media platforms to resonate with our target audience encouraging existing customers to engage with the Product Hall brand on social media and attract new learners.

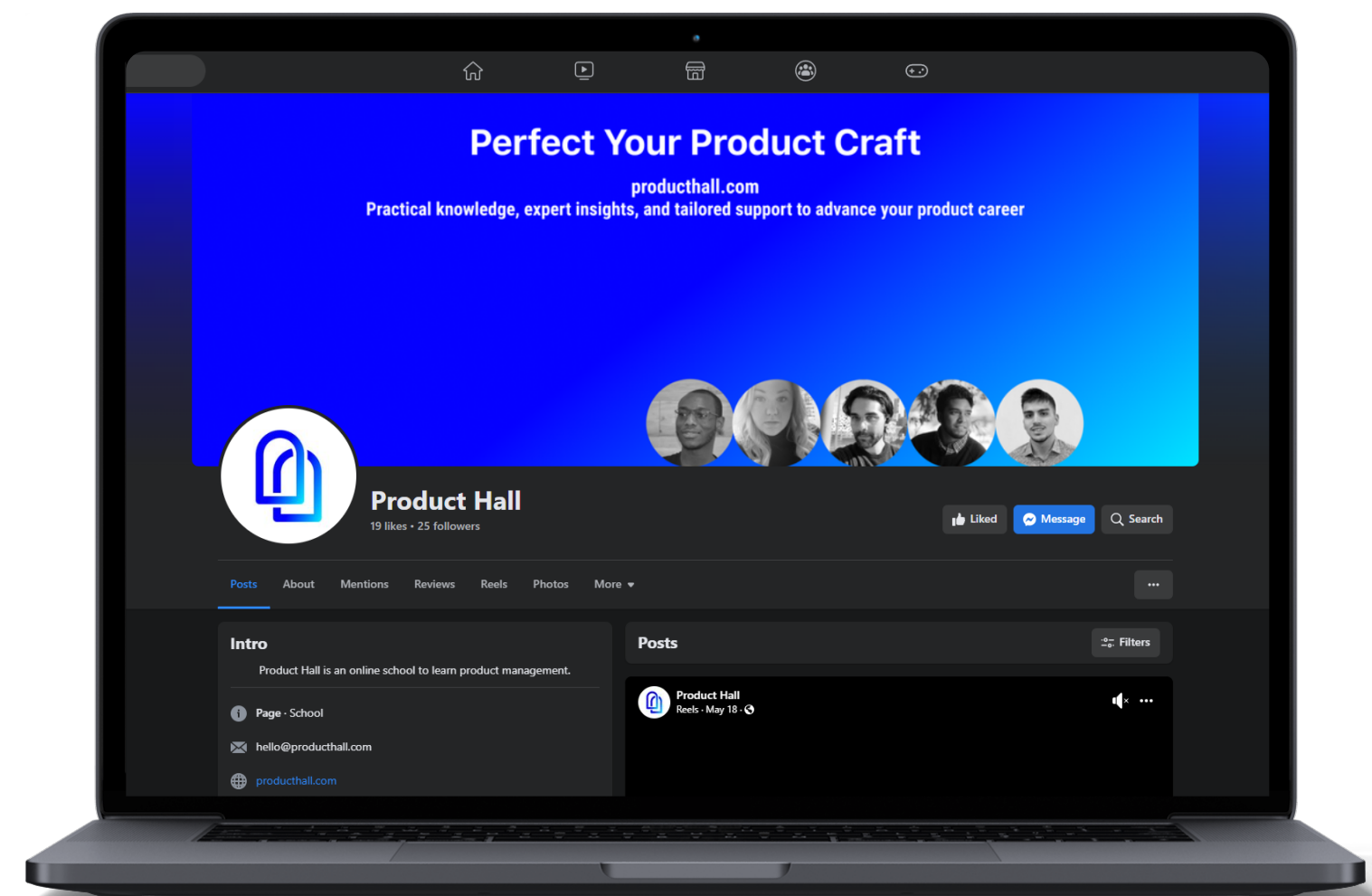
Deliver

Marketing Content

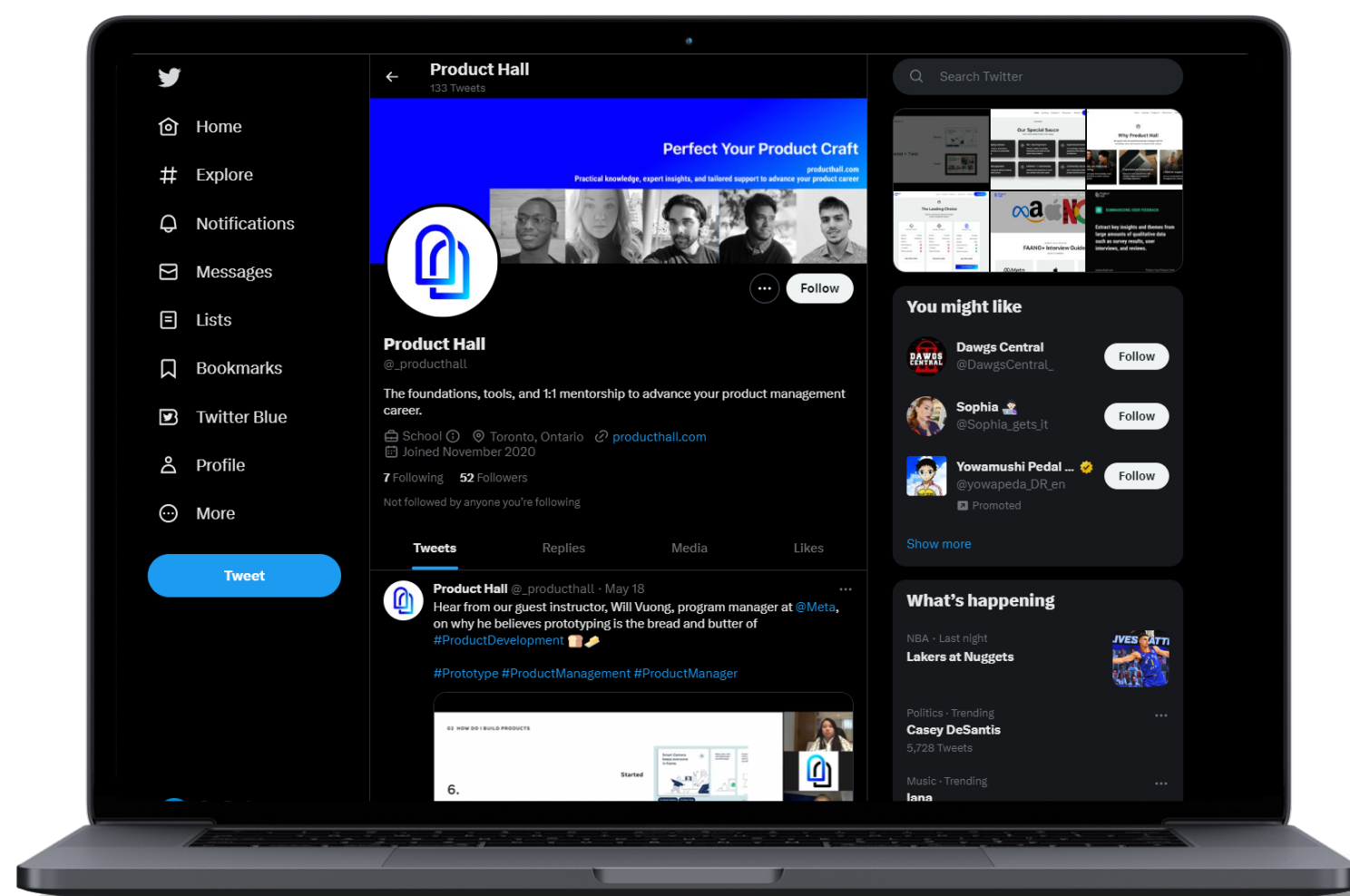
LinkedIn cover photo, logo, and post templates



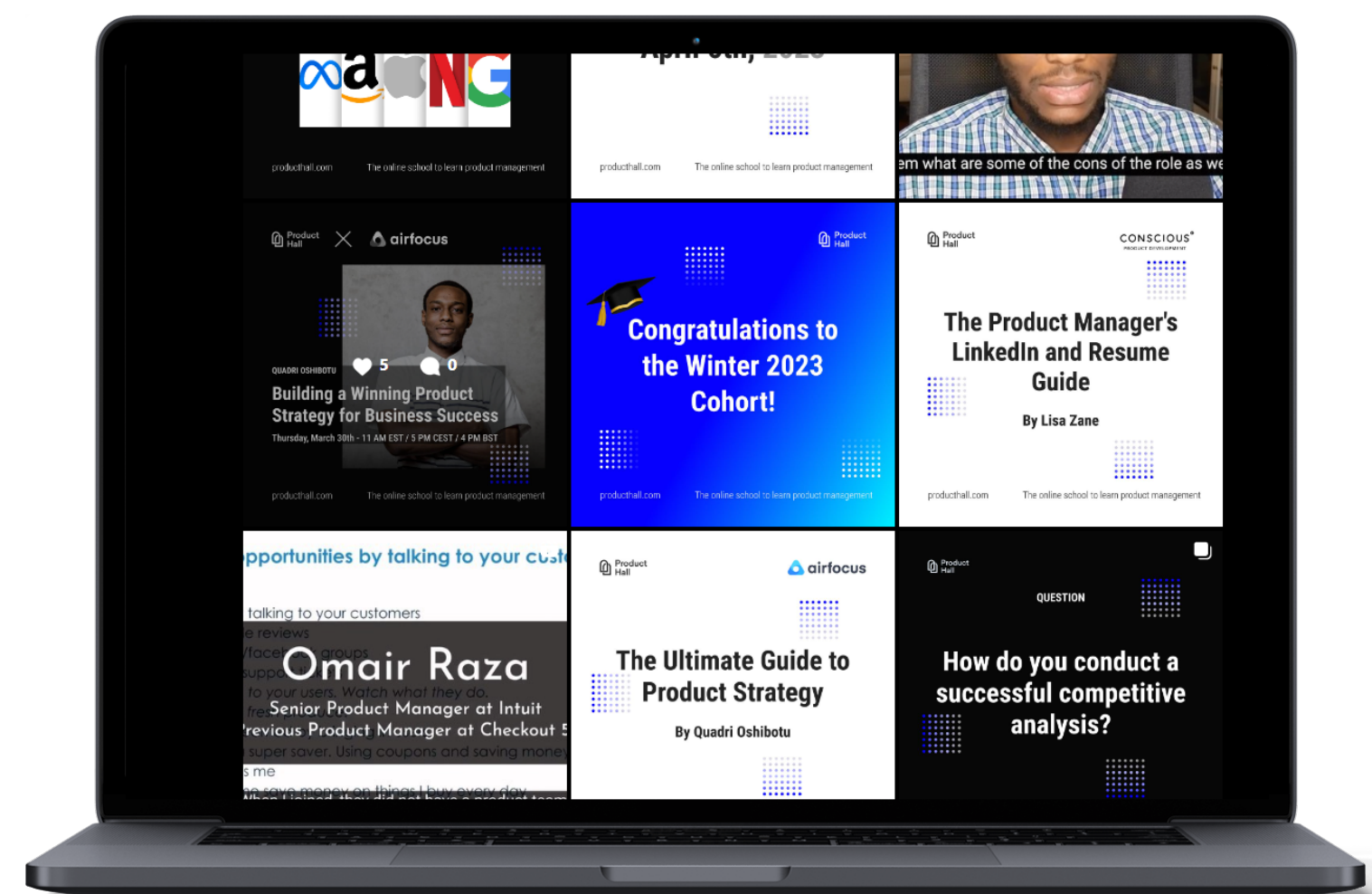
Facebook cover photo, logo, and post templates



Twitter cover photo, logo, and post templates



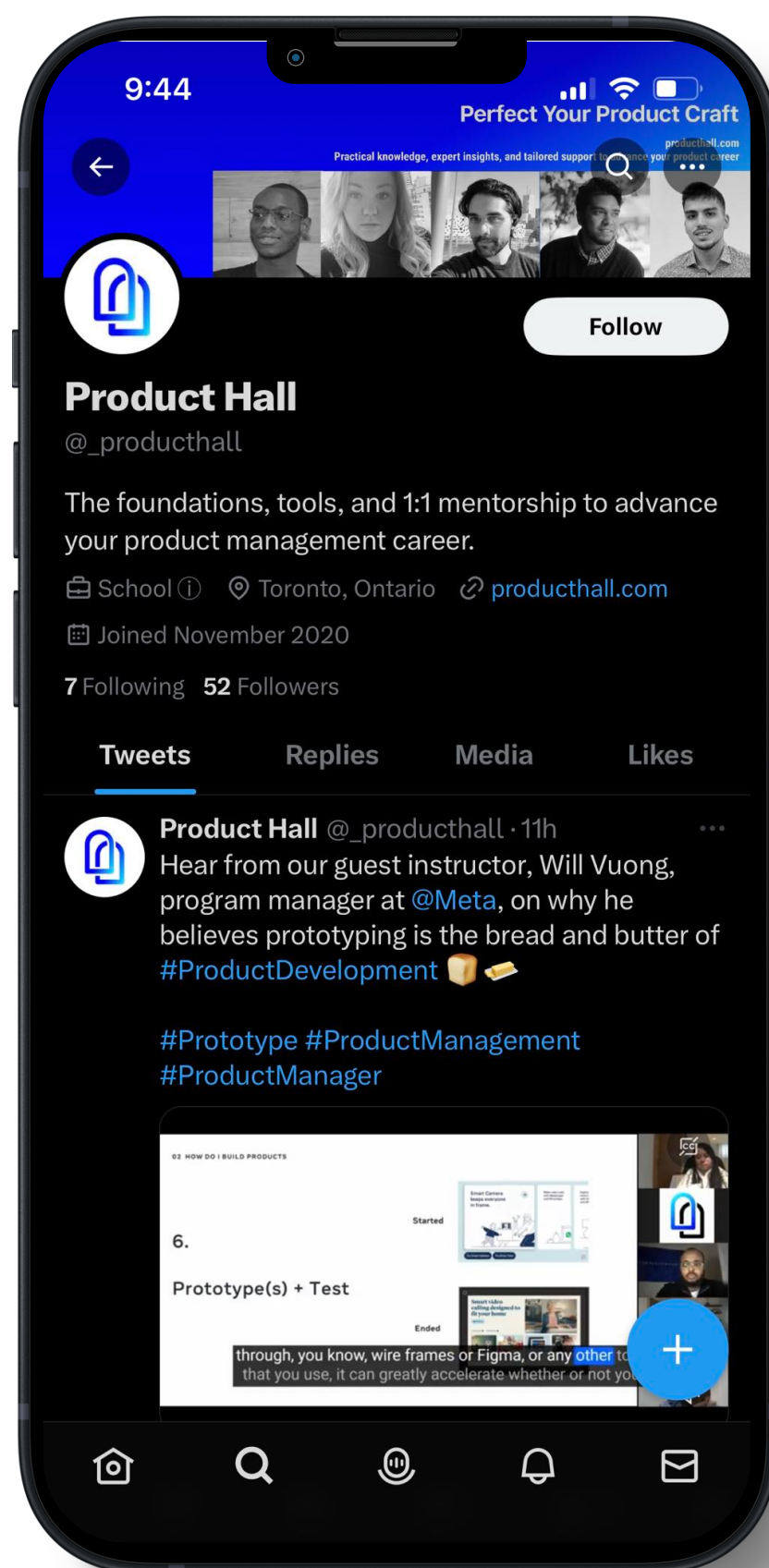
Instagram post templates and thumbnails



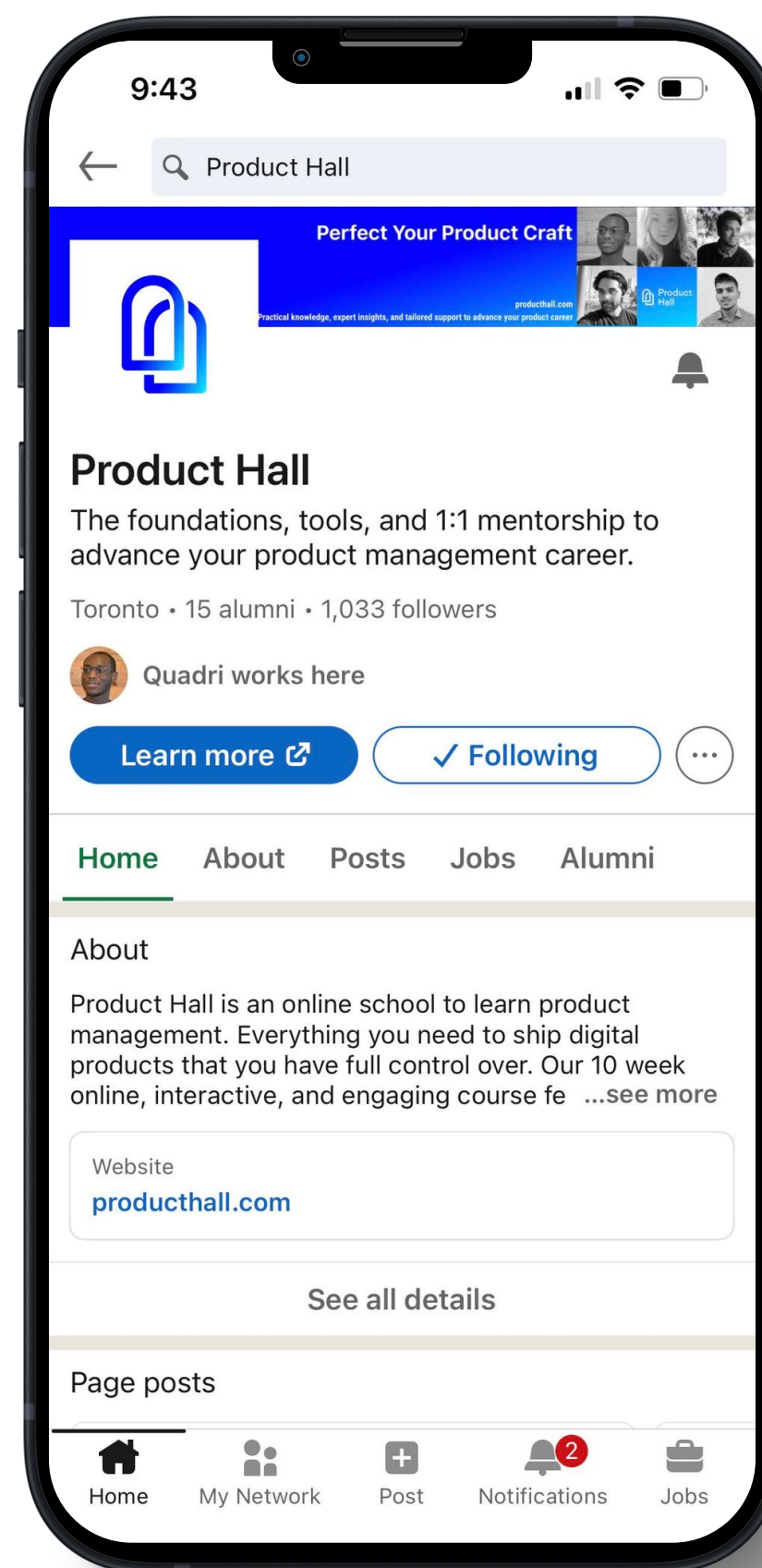
Deliver

Marketing Content

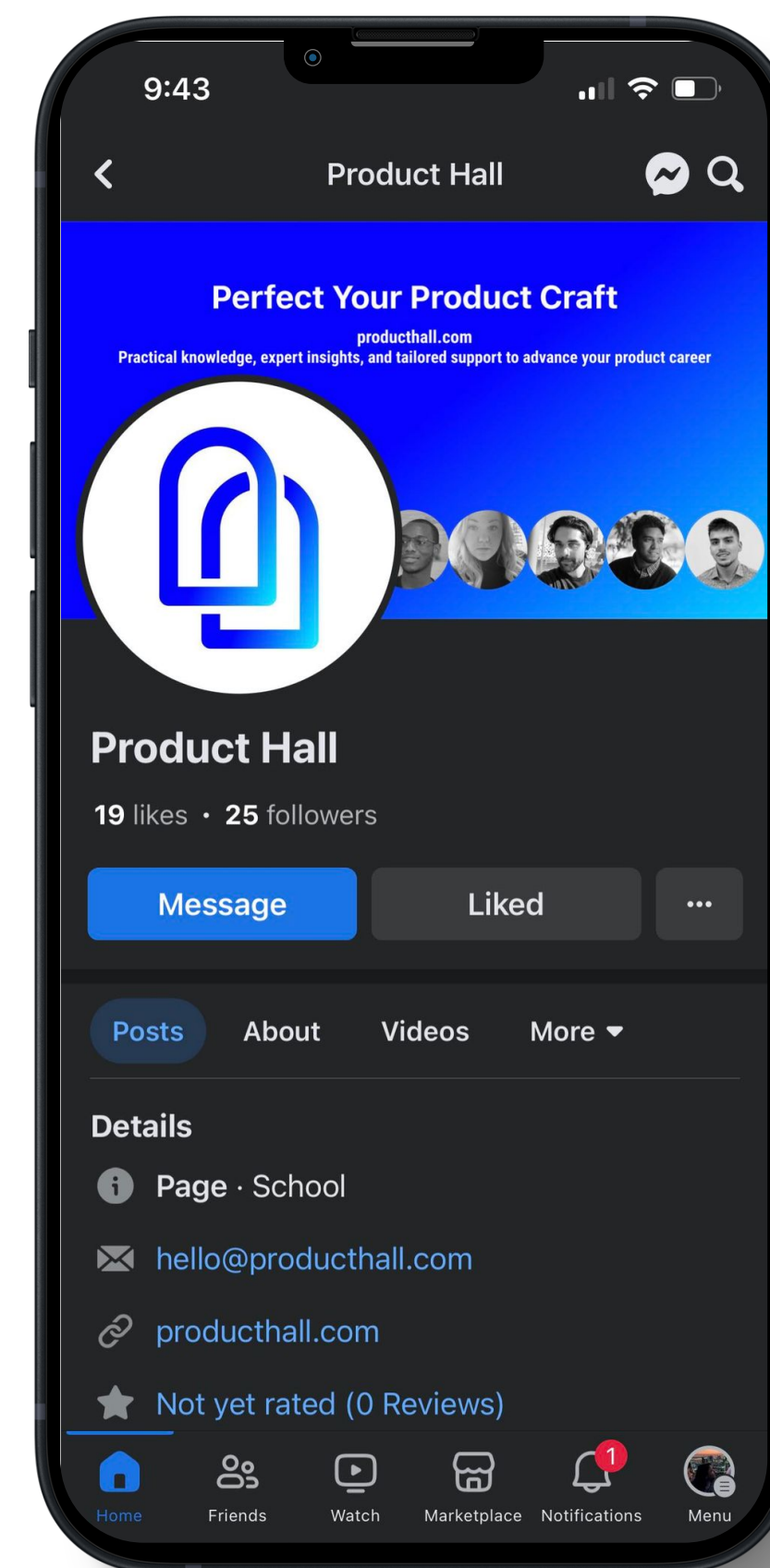
Twitter cover photo,
logo, and post templates



LinkedIn cover photo,
logo, and post templates



Facebook cover photo,
logo, and post templates



Conclusion

Here are some key learnings from this project:

1. Work with technical feasibility over ideal user journey. Sometimes had to be creative to repurpose different components of the template for various client needs
2. Limitations with social media content design template.
3. To connect client needs and user needs through user persona

