



UI / UX CASE STUDY

Learn anything, from anyone nearby.

Designing a community skill-exchange marketplace for Accra —
from personas and trust to a brand system and screens.

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THE CONCEPT

What Learnyly is

Learnyly helps people teach, learn, or swap skills in their own neighbourhood. A two-sided marketplace on a single account — everyone can learn, and any profile can add skills to teach.

Teach

Learn

Swap

THE PROBLEM IT SOLVES

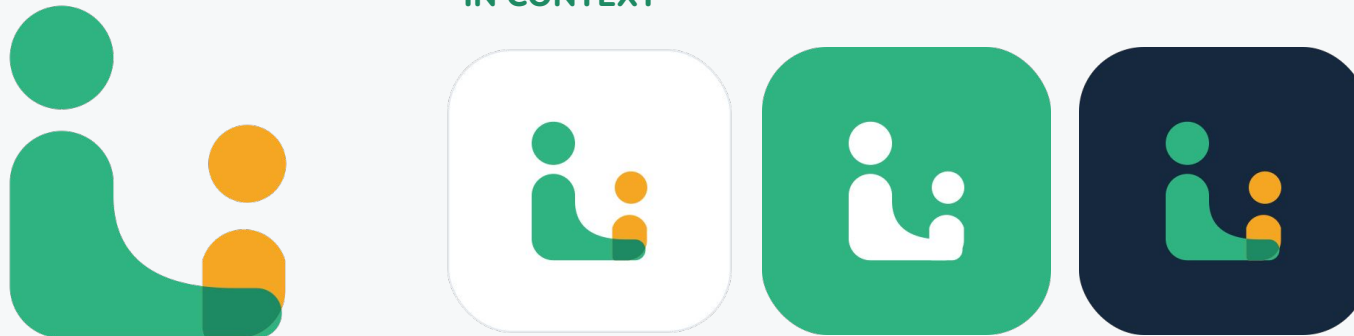
“How do I find someone nearby to teach me something — and trust them enough to book?”

DESIGN SYSTEM

One mark, a whole system

A teacher (green) and a learner (amber) lean together to form an L. The overlap is the exchange. Every colour in the product is drawn from this mark.

IN CONTEXT



-  **Teacher**
green - shares skills
-  **Learner**
amber - wants to learn
-  **Connection**
the overlap – learning together

DESIGN SYSTEM

Colour & type

Five families derived from the mark on a 4-point grid. Nunito's rounded shapes echo the logo.



Nunito

Aa Bb Cc 0123

ExtraBold

headings & prices

SemiBold

labels & buttons

Regular / Medium

body & bios

WHO IT IS FOR

Four personas

One independent learner, one teacher, one swap pair, and one guardian on both sides of the marketplace, plus the fact that some learners are children.

LEARNER

Kwame, 18

The independent learner

Prepping for WASSCE.
Needs affordable, ongoing help and fears spending without his grades moving.

TEACHER

Enna, 25

The teacher

A seamstress teaching sewing. She's really after reach and reputation; teaching finds her customers.

SWAP

Miller & Ama

The swap pair

Piano for baking. They show the hard part of swapping is discovery, not the trade itself.

GUARDIAN

Melissa

The guardian

A careful mother booking for her 10-year-old. She vets, chats, and checks the place before committing.

THE CORE IDEA

Progressive disclosure of trust

The more someone commits, the more they see. Nothing sensitive is handed over up front.

1 PUBLIC

Anyone browsing

Verified badge · neighbourhood (not address) · reviews · photos of work

2 AT CHAT

Before booking

A direct in-app conversation, so a parent can size the teacher up

3 AFTER BOOKING

Committed

Exact address and contact details for the actual meetup

TRUST & SAFETY

Decisions that make it safe

● **Verify by action, not identity**

Verify once — the first time you list a skill. Light phone check to learn; Ghana Card to teach.

● **Trust runs both ways**

Teachers vet learners too. Enna lets a stranger into her home, so learners need trust profiles as well.

● **Reviews only from real bookings**

Honest, hard to game, impossible off-platform — which quietly keeps bookings on Learny.

● **Talk first; contact after booking**

In-app chat covers the vetting need without handing over the number that leaks to WhatsApp.

● **A shared session lifecycle**

Check-in/check-out reassures the parent, pays the teacher, and triggers the review. One action, three jobs.

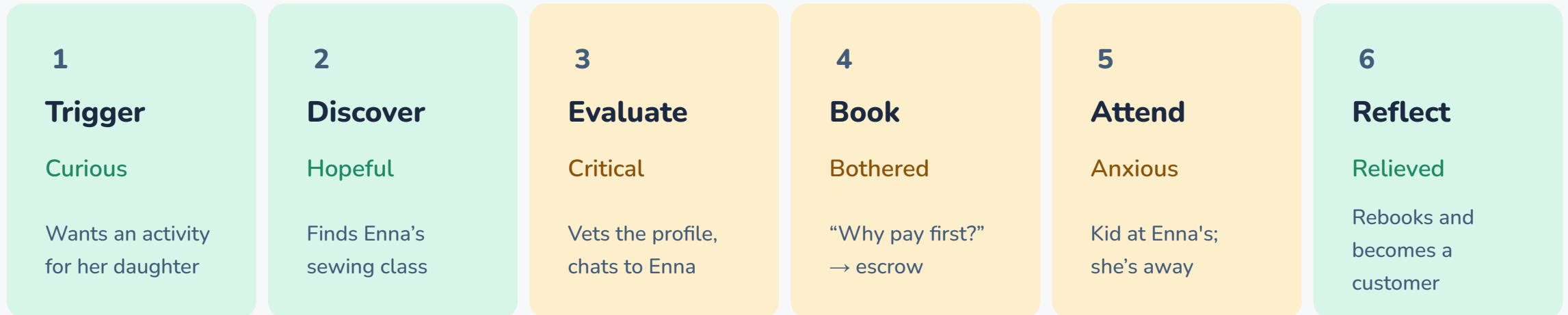
● **Payment held in escrow**

Melissa pays Learny, not a stranger, released after check-out. Her worry and the fix are the same thing.

JOURNEY MAP

Melissa, the guardian

Curious → hopeful → critical while vetting → put out at payment → anxious during the session → relieved and won over. The low point is Evaluate, where the trust features earn their keep.



THE HARD SIDE

Protecting the teacher

Learners are easy to attract. Skilled people willing to teach strangers are rare and easily put off — so the teacher side is a funnel to protect, not a form to survive.



Trust runs both ways

Enna vets Melissa as hard as Melissa vets her.



The session is scary for her too

A young woman with a stranger in her home; safety is mutual.



The review is the reward

For Enna, reputation is the point. Money is a bonus.



Help her price; don't just ask

Show what others charge; her pricing is a strategy problem.

THE DIFFERENTIATOR

Swap, kept lightweight

Not a separate engine — a signal, a chat, and one extra booking field. Fairness comes from alternating sessions and reviews, not enforcement.

1

Signal

Ama's profile shows "open to swaps" and "wants to learn: piano". Discovery, no matching engine.

2

Agree

Miller messages her normally, and they settle terms in chat.

3

Record

One booking field: "what will you teach in return?" – is how the app knows it's a swap.

4

Alternate

Sessions take turns, so nobody is ever more than one lesson ahead.

5

Review

Both review each other as teacher and student. Reputation keeps them honest.

SCREEN-BY-SCREEN

Four user flows

Each mapped with real branches, decisions, and failure paths in one consistent visual language.

Melissa

Guardian booking with escrow, decline-and-refund, and location unlock on acceptance.

Kwame

Independent learner with a paid/free fork and a rebook loop for exam prep.

Onboarding

Browse-before-signup, the age gate, and a friendly redirect for solo minors.

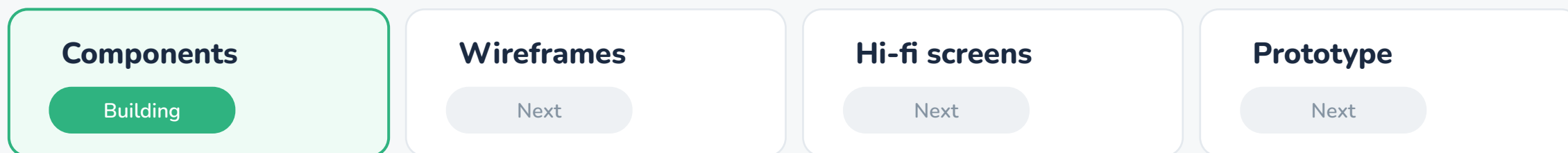
Swap

The booking flow with a swap price type and one extra field — no separate system.

UI • IN PROGRESS

From system to screens

With the reasoning and the design system settled, the UI is being built component-first — so screens become assembly, not invention.



COMPONENT LIBRARY



HONEST EDGES

Open questions

The things a good case study names instead of hiding.

Cold start

At launch nobody has reviews, so a new profile feels empty and a careful parent bounces. What makes a zero-review teacher feel trustworthy?

Recurring, done fully

Three of four personas think in recurring terms. The MVP handles it leanly; true packages are a fast follow.

Cancellation & refunds

Escrow implies a policy for no-shows on both money and swaps. Acknowledged, not yet designed.

Good leakage

Melissa hiring Enna to sew a dress happens off-app – a benefit, not a leak. Learnly is the top of Enna's funnel.



Every decision traces back to a person and a tension.

The value is in the reasoning and the trade-offs — the screens make it visible.