



Experience Design

**Ideated & Designed an
E-Learning Platform for an
Ed-Tech Start-up**



About the project

The Client

The Client is an EdTech firm whose mission is to redefine education by providing Customized Individual Learning taught by the best teachers and unleashing every child's intellectual potential so that they can learn to their core and lead in the future.

Target Audience

6-12
class

Students who are pursuing their middle school and high school education Parents whose children are studying in middle school or high school & looking for a platform which can help in managing their child's academic growth



Problem Statement

we came across

How can we empower students to avail customized learning experience & empower parents with real time performance?



Not able to find simple and customizable solution educate my 13 year old child



All the coursers available online are too costly and would effect me financially. How should I help my child ?



I want to see a platform which has easy navigation so that my child can use it without my help.

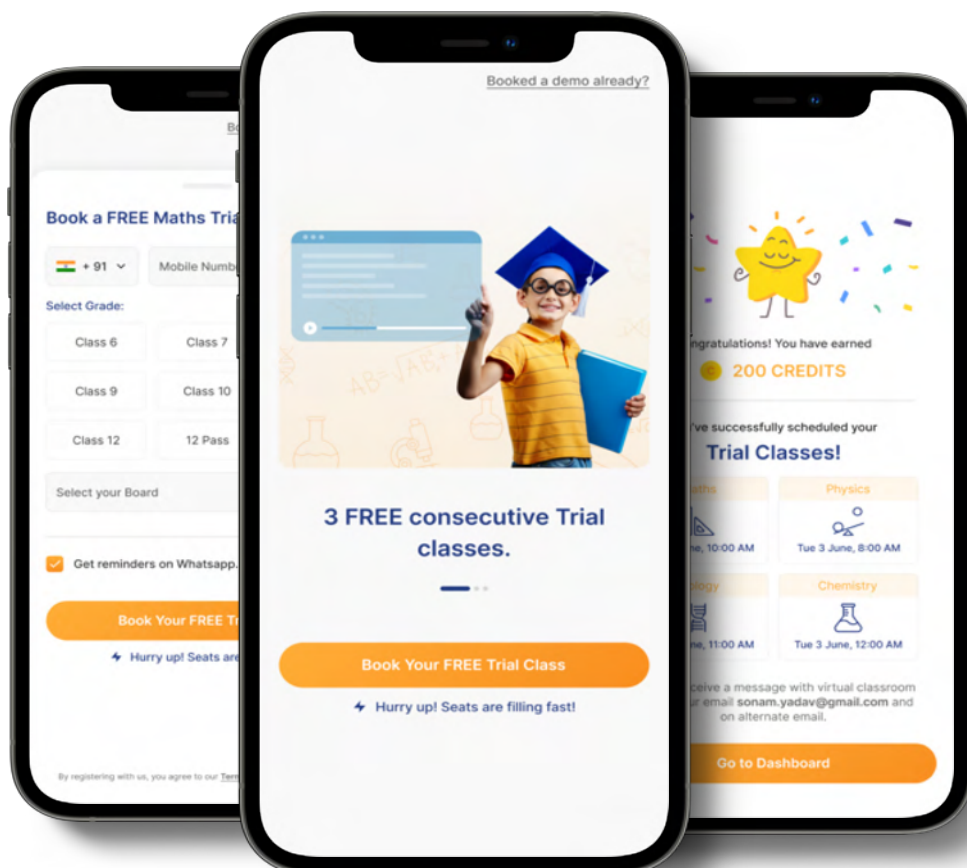
WHAT PEOPLE
HAVE TO SAY



Our Solution we found

We discovered a digital solution that is simple to use, and will deliver the most proper and effective mentorship sessions as well as home counselling sessions at their convenience.

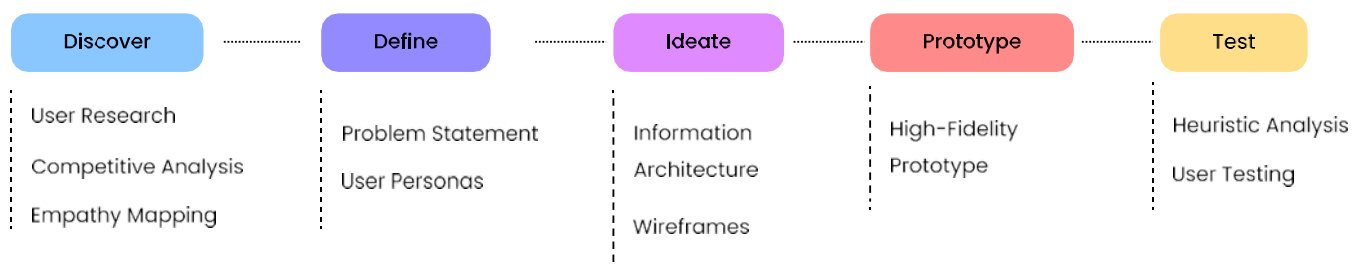
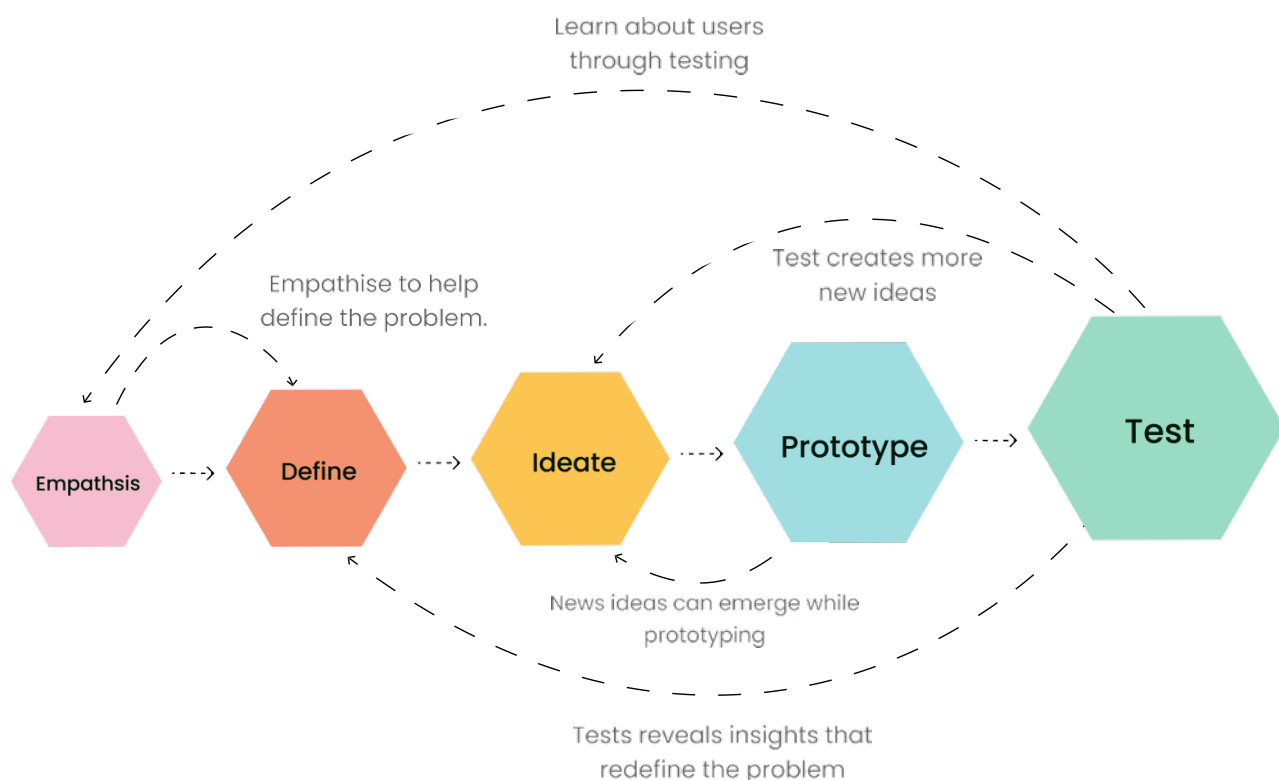
The goal is to increase student performance, promote customised education, and relieve teachers of their teaching duties.



How we solved it

Our approach

An in-depth usability study was conducted to determine the pain areas and how the platform may address them



Design thinking process



User & Stakeholder Interviews






potential users and the platform owners trying to understand the market demand.

Performance Analysis

Analyzed the performances by reviews, target audience analysis, cognitive walkthrough's heuristic studies and creating proto persona's based on cognitive biases that we learnt about.

Competitive Analysis

Researched the competitive feature analysis to provide the market with features that set us apart from rest of the platforms

Analysis					
Classes	Class 1-10 and Entrance Exams like NEET/JEE/IAS	Boards + CAT + GATE + NEET + JEE + UPSE + IAS + Govt Exams + Bank Exams	Class 5 - 12	Class 1 - 10+	Maths: K-12 Code: 1-12
Downloads	5 Cr+	1 Cr+	1 Cr+	10 L+	10 L+
Pricing	Start from 35000 per class	Starts 2800-3000 p.m	30000 per year, no monthly plan	Start from 6,399 for 8 introductory classes	Starts from 16,199 for 6 months.
Loading	Fast(<3 Sec)	Fast (3 sec)	Fast (<3 sec)	Fast (<3 sec)	Fast (3 sec)
Steps to Signup	3 step process, Auto filled OTP	3 step process, Auto filled OTP	5 step process, manual OTP	3 step process, Auto filled OTP	3 step process, Auto filled OTP
Personalisation	Limited	NO	YES	NO	NO
Offline Access	YES, have to purchase separately	NO	YES	NO	NO



Card Sorting

We performed card sorting method with our interviews to come across a feasible solution.

How Might We

To come with a creative idea to solve the existing problem we did a brainstorming exercise.

How Might We Question

How might we help
make users
experience customizable

How might we help
children easily
navigate through website

How might we help
children with their
academic growth digitally

How might we help parents get to
know about their children's
progress

How might we make the digital experience
for children friendly
and easy learning

User Personas

To empathize with the user and understand them on personal level we did persona build of a student as well as his parents

Student Persona Building

User 1 is a student who is looking for right course that can help him achieve his dream career



Shashank Aryan

16 yrs/ Male

Role

High School Student

Location

Lucknow, UP

Medium of Education

English

Aspiration

Looking for a course that will prepare him for his dream career

Background

Shashank is a 16-year-old high school student who is embarking on his new phase of starting higher education. He wants to choose the right stream for his intermediate education. His parents do not have the apt knowledge to guide him through this process. Shashank seeks information from resource and his own online research but he feels a professional guidance counselor is required at such a crucial step of his career.

Goals

- Finishing high school with good grades and test scores.
- Choosing a program that will prepare him to meet his future career goals.
- Need proper guidance of a professional counselor for choosing the right career path ahead
- Want to focus on his overall growth and all-around development
- He would love for his education plan to be based on his preference

Motivation

- Cheaper program and better learning for overall development
- Feature of customization and investing on plan based on his academic preference
- Wants to invest in a good career counseling sessions

Frustrations

- Do not wish to follow generic curriculum that does not cater to his unique academic requirements
- Confused about his career and what course he should enroll in
- Teachers are not interactive and usually don't answer his doubts.

Channel



Empathy Mapping | Student

This is the insights of the student what he thinks, says, feels or done for the situation presented to him

Empathy Mapping

SAYS

1. I want to learn something new today
2. I want to manage my precious time properly and effectively
3. I want to build a successful career

THINKS

1. I need a better system of studying with a better management of my courses and time schedule.
2. Don't want to waste my time in organizing and scheduling

DOES

1. Take recommendation from friends and teachers
2. Search online for different resources
3. Read reviews from trusted sources to find a desirable platform

FEELS

1. Open to trying new sources
2. Open to trying out things that can help add value to growth.



Student User Scenario

Shashank is a high school student who will soon be going for his intermediate higher education but is confused as to which career path to follow.

He is actively looking for career advice and someone who can guide him through this crucial step in his life.

He can't rely on his parent alone since they aren't familiar with all the streams & therefore requires a professional guidance counselor

Based on his pre assessment test scores he can opt for a customized course focusing on his strengths.

He comes upon Client where he books a first demo class followed by a pre assessment test.

Shashank has a strong grasp on some subjects more than others and so would like his courses to be flexible.

He was also given access to a personal guidance counselor who will help him with his doubts and guide him towards a career goal.

Parents Persona Building

User 2 are Parents who is looking for best education platform for their son which is financially affordable.



Raj & Neelam

40 & 38 yrs | Male & Female

Role

Parents

Location

Lucknow, UP

Medium of Education

English (Male) | Hindi (Female)

Aspiration

Finding the best education for their son within their financial capabilities

Background

Raj & Neelam are the proud parents of Shashank - their 16-year-old son, who is embarking on his new phase of starting higher education. Raj a lawyer and Neelam an interior designer value their child's education and have been looking for the best education plan for their child that fits with their financial capabilities. Raj & Neelam take an active role in their child's life even though they do not have the apt knowledge to guide him through this process. They consider themselves average at using the computer but frequently get frustrated with the slowness and complexity of the education platform.

Goals

- Want their son to finish high school with good grades and test scores.
- Choosing a program that will prepare him to meet his future career goals.
- Want him to study from one of the best education platforms with a pocket friendly budget that also focuses on overall growth and all-round development
- Want to get updates about their son's academic and personal progress and know about his test scores.

Motivation

- Wants to invest in good career counselling sessions for their child
- Cheaper program and better learning for overall development
- Want the teacher to clear all his doubts and keep them informed about their son's progress.

Frustrations

- They don't know what is the best way to educate their son and are too busy to research for educational resources.
- Non interactive teachers that are not able to clear his doubts.
- They couldn't access their child academic performance

Channel



Empathy Mapping | Parents

This is the insights of the student what he thinks, says, feels or done for the situation presented to him

Empathy Mapping of Parents

SAYS

1. I want to have best platform for my child's education
2. I want to see my child grew up into a successful person

THINKS

1. I need to search and look on different websites which will suit my budget as well as provide good academic environment to my child

DOES

1. Take recommendation from my colleagues from office
2. I check sites with good reviews and pricing plans.

FEELS

1. I don't want my child to deprive of anything when it comes to his or her studies
2. I want my child to be burden free when studying and just focus on his work.



Parent User Scenario

Raj is a lawyer and Neelam is an interior designer and are proud parents of Shashank. They are busy professionals and belong to a middle-class Family in Lucknow.

They want to help Shashank and play an active role with his journey and growth ahead, but they can't find much time to dedicate to look for educational resources.

They are looking for a good educational platform and guidance for the overall development of their ward, that is also budget friendly.

They can also keep track of their son's academic performance and personal progress and the courses are also budget friendly.

They sign up as parents of Shashank on the online platform and can get info about their son's courses & his classes.

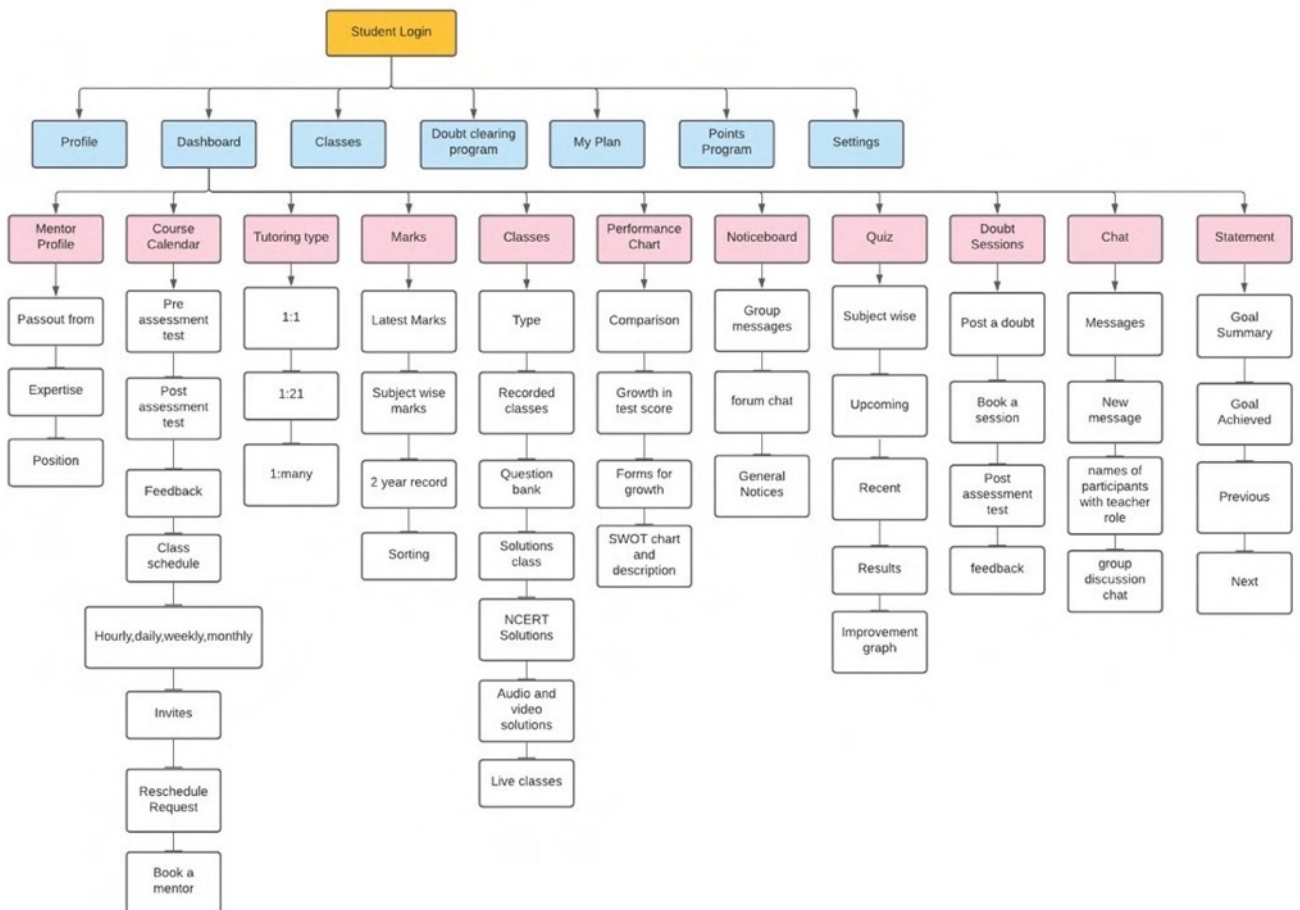
Raj and Neelam get to know about Client from their colleagues where their child can get access to online courses and a professional guidance counselor.



Raj and Neelam are thrilled as they can talk directly to a professional counselor who is now helping Shashank out with his overall development and rigorously tracking his progress.

Information Architecture

Concept: Pre-prepared courses with the option to select the classroom (One to One/One to Many) as per the user's requirement.

Issue Solved : Fixed course structure is too generic and does not cater to personalized needs of individual student.



3 FREE consecutive Trial classes.
Visual mind mapping for fast learning.
Teaching experts from IITs, NITs & AIIMS.

Book a FREE Trial Class Today!

Book Trial Class33.33%

Select a Class Structure:

☐ One to One
₹100 per trial class

☒ One to Many
3 consecutive classes FREE

Select Subjects:

Maths



Physics

Chemistry

Biology

Science

Continue

3 FREE consecutive Trial classes.
Visual mind mapping for fast learning.
Teaching experts from IITs, NITs & AIIMS.

[Booked a demo already?](#)

Book a FREE Trial Class Today!

+ 91 ▾

Mobile Number

Send OTP

Select Grade:

Class 6

Class 7

Class 8

Class 9

Class 10

Class 11

Class 12

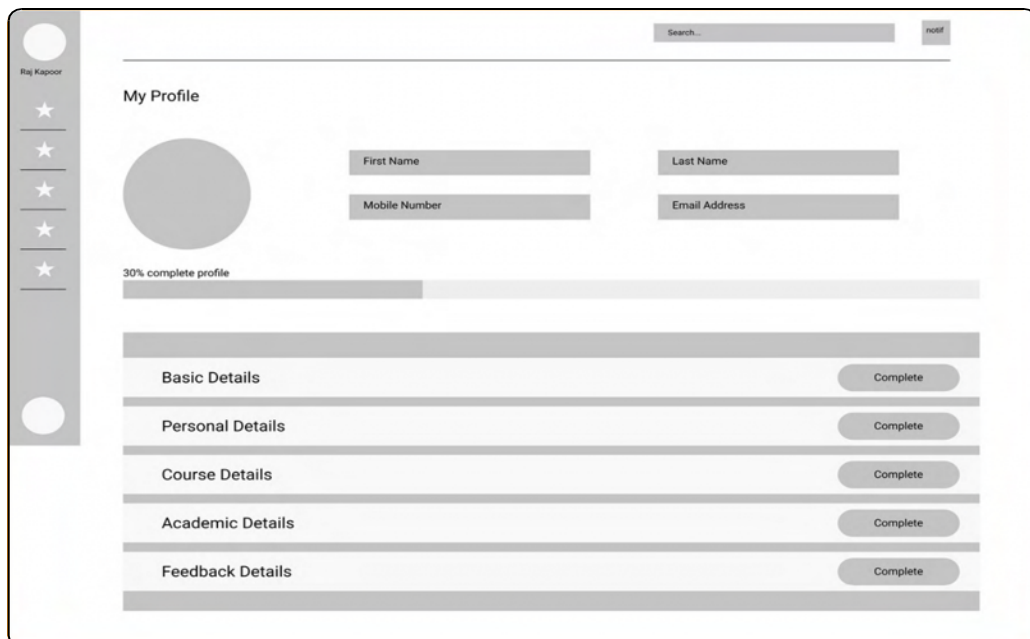
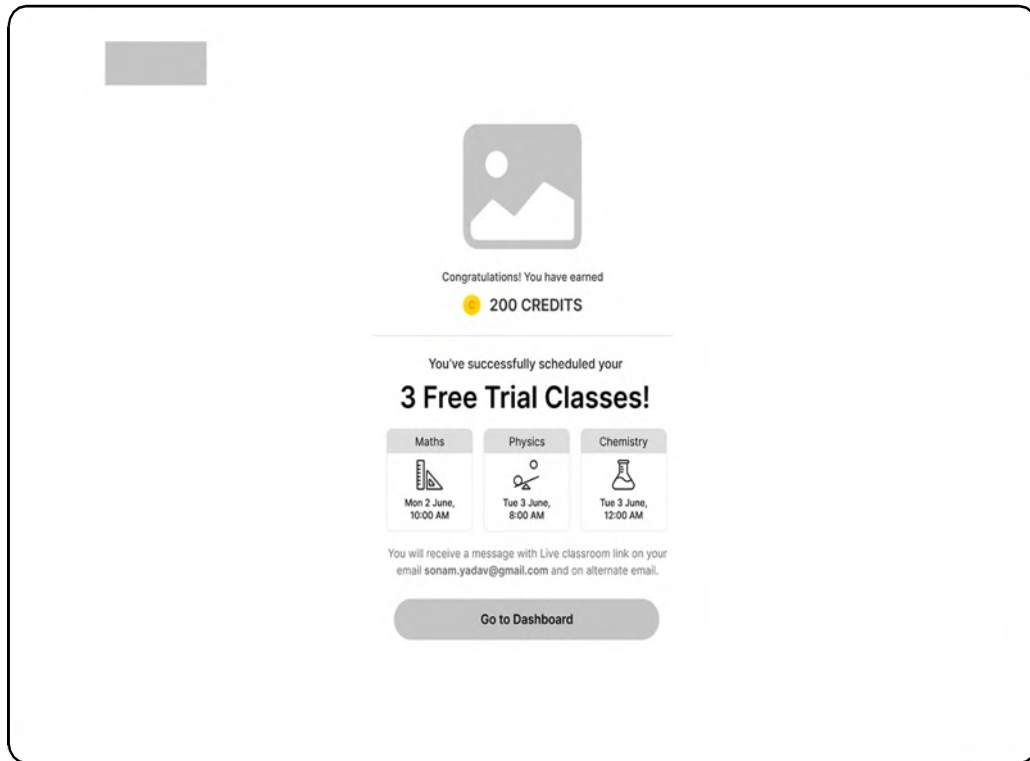
12 Pass

☒ Get reminders on Whatsapp.

Book Your FREE Trial Class


⚡ Hurry up! Seats are filling fast!

By registering with us, you agree to our [Terms of Use](#) and [Privacy Policy](#).



High fidelity Wireframes





3 FREE consecutive Trial classes.

Timezone GMT(+5:30) IST
[Booked a demo already?](#)

Book a FREE Trial Class Today!

IN + 91

Select Grade:

Class 6	Class 7	Class 8	Class 9
Class 10	Class 11	Class 12	12 Pass

Select your Board ▼


☒ Get reminders on Whatsapp.

➔ Hurry up! Seats are filling fast!

By registering with us, you agree to our [Terms of Use](#) and [Privacy Policy](#).

Step 1 : To book a free trial class for the student

Here the user will be give the valid phone number and the grade that they are studying. This data is to find the right experience for the user



3 FREE consecutive Trial classes.

Timezone GMT(+5:30) IST

Book a FREE Trial Class Today!

Book Trial Class 33.33%

Select a Class Structure:

☐ One to One
₹100 per trial class

☒ One to Many
3 consecutive classes FREE

Select Subjects:

Maths	Physics
Chemistry	Biology
Science	

Seamless Onboarding— 3
step based on-boarding with clutter free design and minimal asks from users. Progress bar helps user track the on-boarding progress.

High fidelity Wireframes



Timezone GMT(+5:30) IST

Book a FREE Trial Class Today!

Book Trial Class 66.66%

Select a Topic and Book your Class:

Maths

Select a Topic:

Relations and Functions Algebra Applications of Derivatives

Select a Date:

Mon, 2 June Wed, 4 June Thu, 5 June

Select a Time:

9:00 AM 10:00 AM 11:00 AM

Physics

Back Confirm

User have to fill there information for the future reference and easy customization of users needs.

Congratulations! You have earned 200 CREDITS

You've successfully scheduled your **Trial Mathematics Class!**

Maths Mon 2 June, 10:00 AM

Physics Tue 3 June, 9:00 AM

Chemistry Tue 3 June, 12:00 AM

Biology Wed 4 June, 11:00 AM

You will receive a message with virtual classroom link on your email sonam.yadav@gmail.com and on alternate email.

Go to Dashboard

After the completion of the process a screen with credit points and 3 Free trial classes for the user with their subjects and time allotted will be seen. To move to their dashboard a CTA button is given as highlight.

EasyMath Buy a Course Become a Teacher Blog About Us Login Book a FREE Trial

Crafting Result-based learning journeys.

Prepare for JEE Mains, JEE Advance, NEET and other board exams. With access to unlimited live videos and personal Edu-Coach/Mentor.

One to One

- Personal Classroom
- Individual attention
- Rs 100 per trial

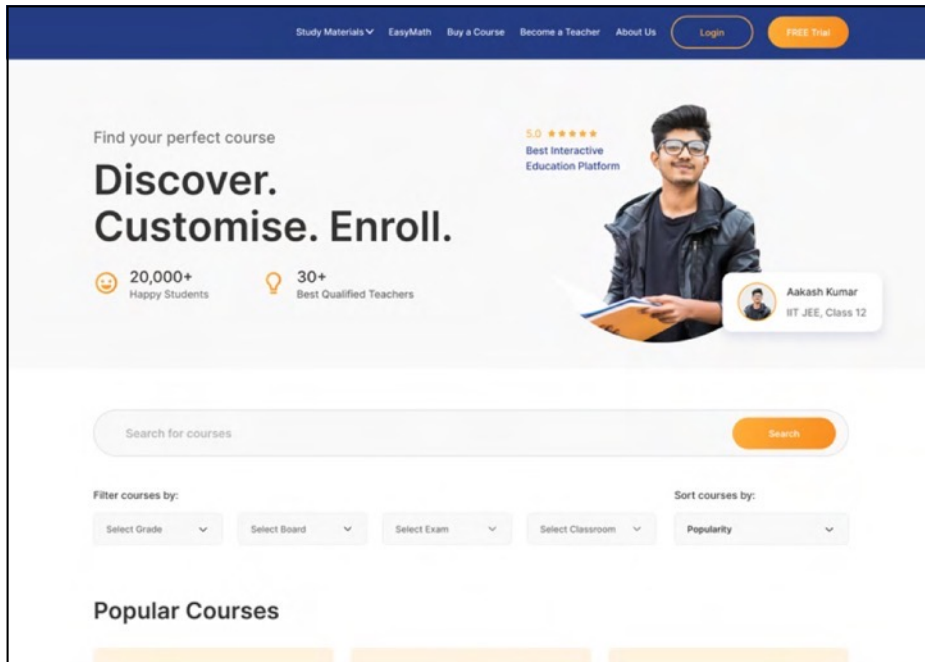
One to Many

- Study along with other students.
- Result-based peer learning.
- 3 FREE trial classes.

World's Best Qualified

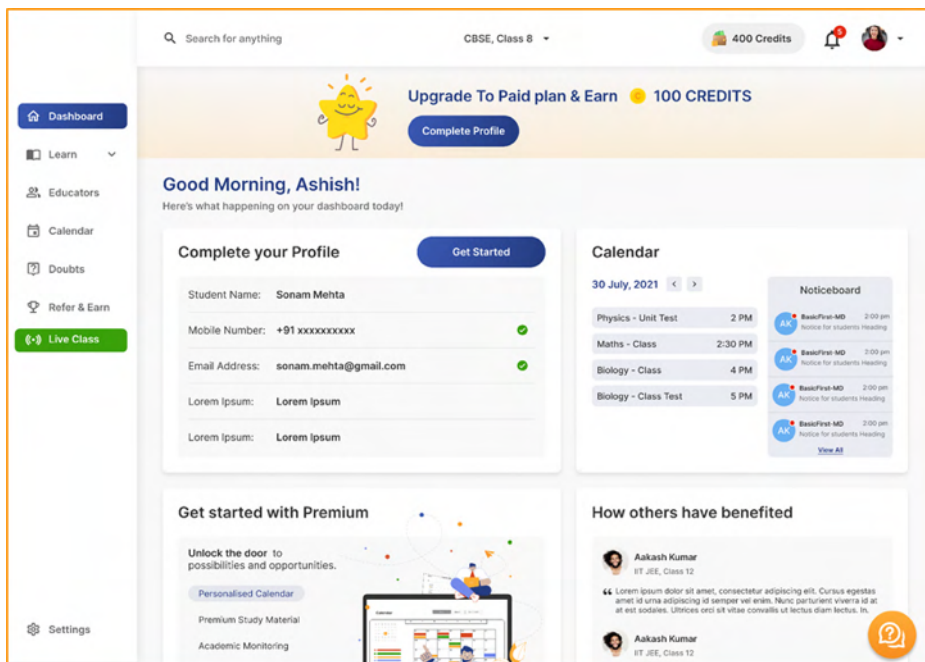
Home page with clear messages and call-to action conveyed to the users.

High fidelity Wireframes



Improved Findability—

made search of relevant courses no-brainer for students by adding quick filters.



Structured Navigation—

Organization information and summary of tests on single dashboard for students.

High fidelity Wireframes



Unit Test - Mechanics

End Test

Time Left

00 45 34
hours minutes seconds

3 min 12 s remaining for this question

Questions

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20

You are being proctored!

Mark for Review

Back

Skip

Attempted

Current Question

Marked for Review

Not Attempted

Intuitive design— Less cognitive load on UX and focus on tests. Ease of use for students by its intuitive design.

Pre Assessment Test - Mechanics

✔ Your test has been submitted successfully!

Your Test Report

Continue to Class

Pass

You have scored 68%

12% more than the average score.

21 Correct

2 Incorrect

2 Unattempted

18 mins

15 mins

Overall Time Taken

Ideal Time

Teacher's Remarks

Mr. Raj Singh (Physics Teacher)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ridiculus quis pharetra non pretium, nullam placerat quis in nibh. Commodo volutpat nulla amet, vitae nascetur at nulla. Suscipit habitant aliquam sit dui. Convallis lectus pellentesque vitae aliquam. Pharetra diam, erat sollicitudin praesent imperdiet. Condimentum at dignissim metus vitae adipiscing sit tristique. Diam vel ipsum nunc habitant facilisis turpis. In pellentesque faucibus amet amet arcu euismod commodo massa. Elementum suscipit pretium pellentesque posuere feugiat purus egestas. Turpis aliquam nec id dictum. In ut lacus, nibh senectus et bibendum. Libero porttitor dolor nisi a, ac est mi pellentesque pharetra. Pellentesque commodo eget rhoncus, mauris nec. In pellentesque augue tellus tristique facilisis.

Question 1

If the resolved force or the force which you get as the answer after solving the question is negative, then what does this implies?

Time Taken: 3 min 23 sec

Ideal Time: 3 min

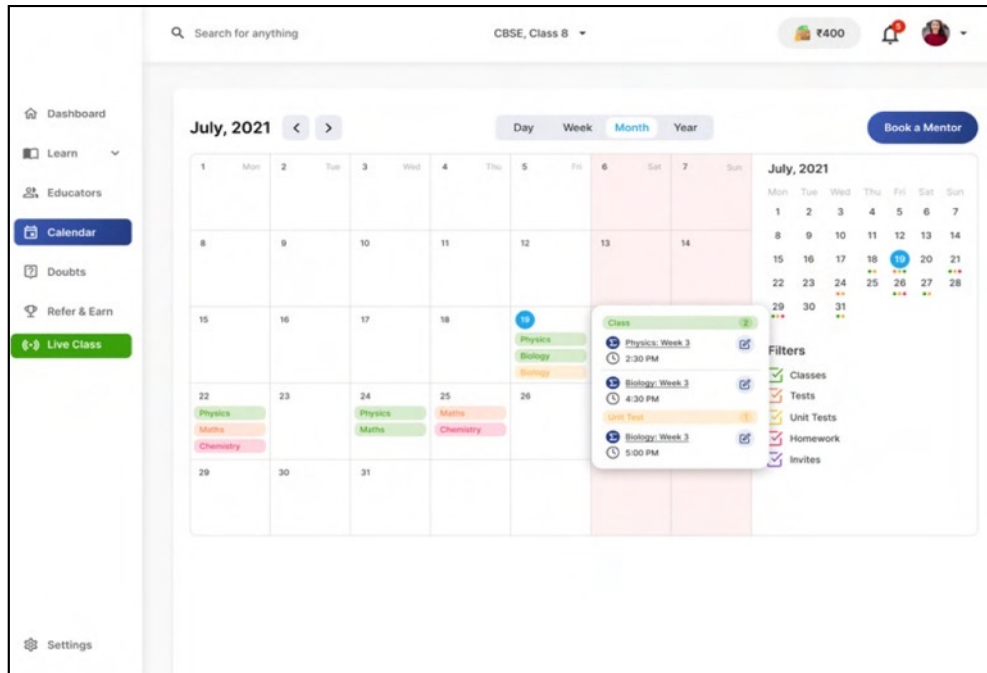
A The force component is not possible

Questions

1 2 3 4 5 6
7 8 9 10 11 12
13 14 15 16 17 18
19 20 21 22 23 24

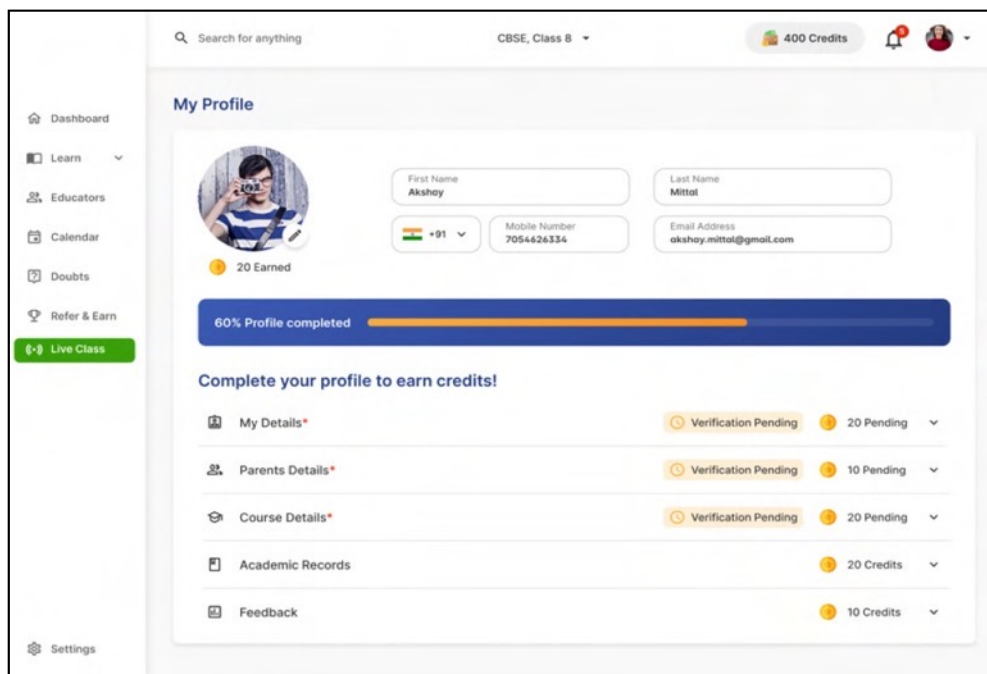
Test Report – Generates test report after evaluation from teacher and gives a summary of the result.

High fidelity Wireframes



Increased Usability –

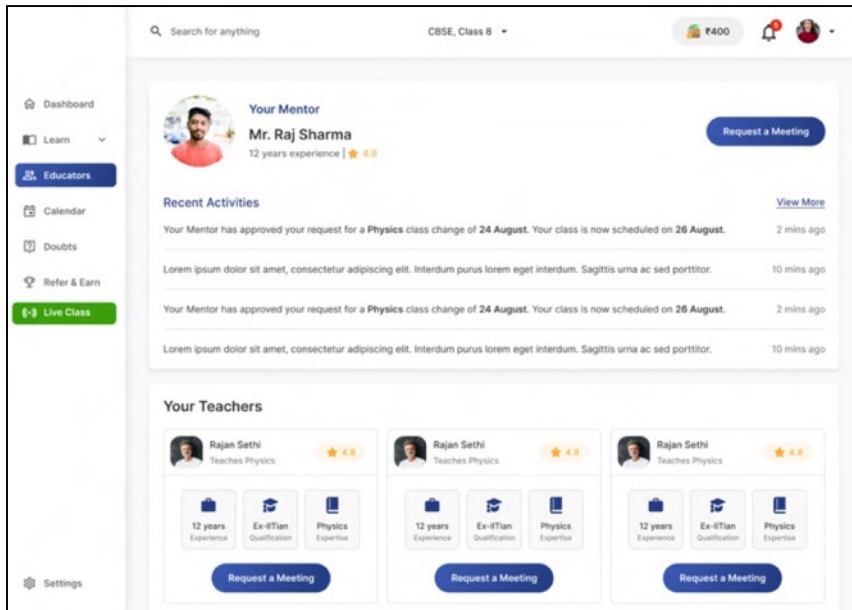
Students have single source of their daily schedule.



User Motivation–

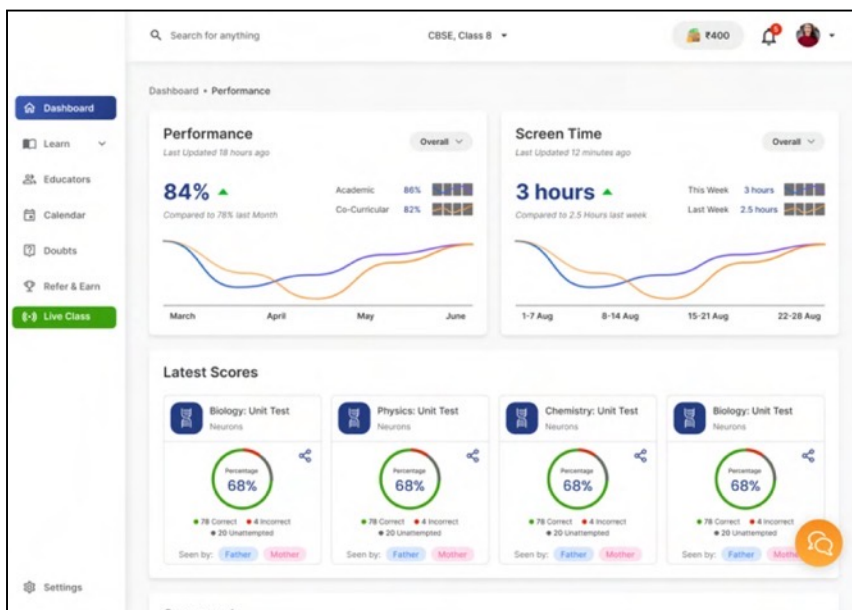
Gamification and credit earning process increased engagement and motivation for students.

High fidelity Wireframes



Improved Engagement

Students are now closely connected to the mentors through the meeting page.



Enhanced Usability

Parents are able to monitor the students behavior on single dashboard.

Impact and Result



Nearly 60% of existing students & parents started using the application daily to customize learning, track progress and get career guidance

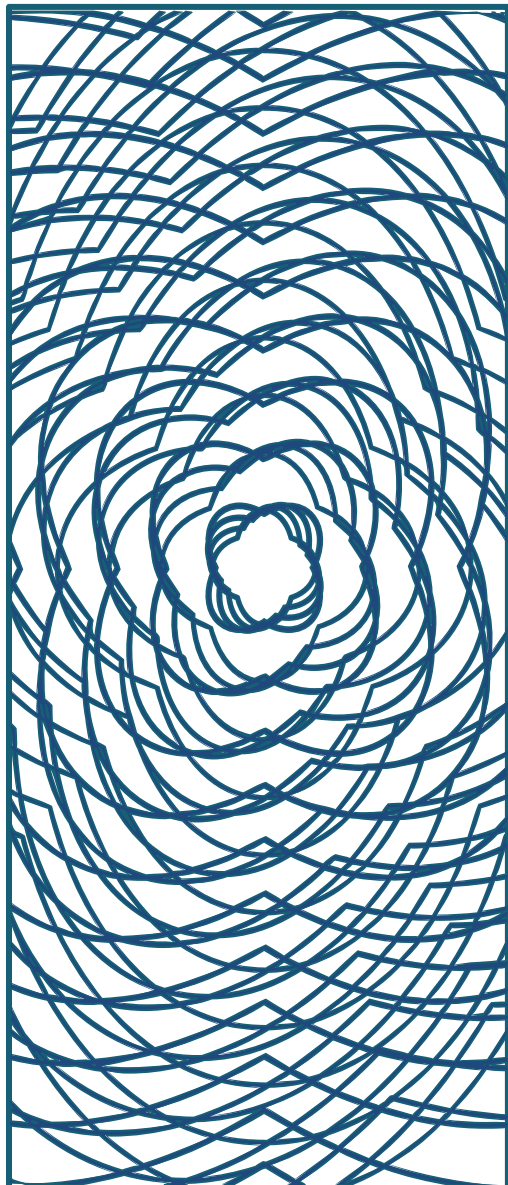


New Interface is super friendly for students to understand and get started on learning sessions



Approximately 25% of all trial users signed up on the platform after interacting with the easy to use free dashboard





About Worxwide

Worxwide Consulting (Formerly Bids and Beyond) is a five-year old digital growth consulting firm, operating in the UK, US, and India markets. We help in:

- Winning more bids for clients
- Designing new products and improve UX
- Transform sales journey through content and automation.
- Digital innovation through MS SharePoint, Power Apps and Data Design.



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