

Experience Design

Ideated and designed a platform for soft-skills learning for an ed-tech startup



The client

A EdTech Start up with focus on rural education

The client is a start-up, an EdTech company that has collaborated with another team in the US for technical support. It's a 200 people company, with a very design people in the team.

The ed-tech product was in the nascent stage of ideation when they approached us. The team embarked on an 18-month journey to create a product that could create a difference in the rural Indian markets.





The Problem?



How can rural areas enhance its soft-skill capabilities to meet the market demand and make the students employable?

Classroom based training has not found acceptance in rural areas due to stigma, peer pressure, economic motivations and a lack of will to study. The vision is to create a solution that could be used to improve the soft skills training through innovation in our approach and help organizations get quality talent from rural India.

How did we solve



Gamify the learning experience & make it an integral part of the curriculum with professional accreditation at the lowest cost possible.

Designed a hybrid platform, a mobile app and desktop app to create a difference in the rural south Indian markets. Classroom based training is expensive while online material did not cater to the needs and is more generic.

Target audience and how does it help



Rural Institutions.

Institutions would be able to convert their computer labs into language labs and encourage students to become market ready, creating newer opportunities for themselves and their students.



Students.

Using this product students would be able to get a certification which would be widely recognized across helping them get employment



The Approach?



Design Process ADDIE Model				
Analysis	Design	Development	Implementation	Evaluation
1. Context of learning 2. Users (learners of the platform) 3. Goals	1. Gamification activities 2. Gamification elements	1. Gamified System Components	1. Gamification delivery 2. System maintenance	1. Metrics definition
Deliverables: Project Plan	Deliverables: Storyboard	Deliverables: System structure	Deliverables: Gamified eLearning platform	Deliverables: Metrics Toolkit

Leveraged ADDIE model (corelates to Design Thinking concepts) where Empathize phase has been completed under Analysis and so on; it is an iterative process with embedded Gamification concepts for e-earning making online education a seamless experience.

Primary Research



The Research was conducted through three modes:

1. **Surveys**– The Team conducted surveys at nursing colleges, schools, Educational Institutions and obtained primary information
2. **Interview**– We took a sample size of 50 from our surveys to conduct interviews to understand the pain points of our users both from a language training and a product perspective.
3. **Observation/Diary Journaling**– A select few users were observed over 2-3 weeks and were asked their experience on online available tools/resources for learning.

Competitor Analysis



1. **IELTS/TOEFL**– These tests have been a standard for only a section of the audience that seeks to go abroad. **Only offered in the cities** and is expensive for students.



2. **Rosetta Stone**– Online platform that uses cards effectively, but students **didn't find use of conversations**



3. **Babbel** – Freemium model, but courses were designed for travelers/similar audience



4. **Duolingo** - Gamification present, but context for a learner who has learnt English wasn't present

Research Findings

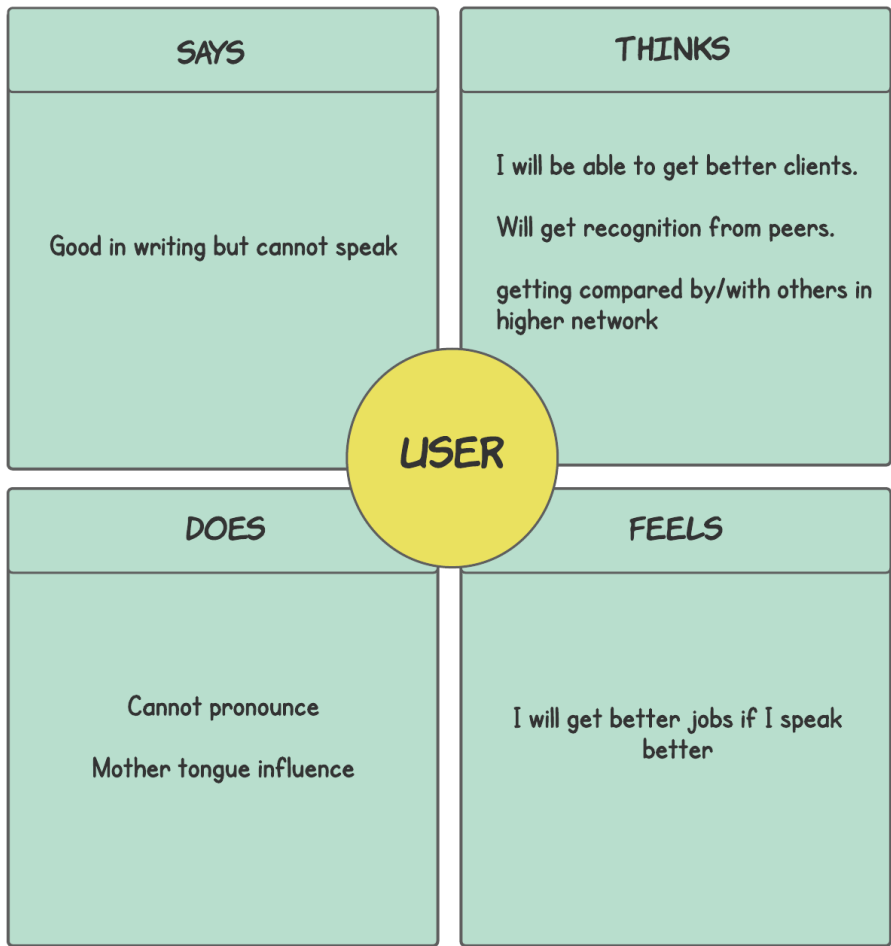


1. **Teaching mode**– English was not the language of education used, and hence speaking English became a tougher task, No exposure to conversations/situations
2. **Peer Pressure**– Speaking the language often led to ridicule and none of the students felt confident speaking the language. Joining a spoken English course has not been welcomed due to both costs and not tailored for the students in practical purposes
3. **Courses not tailored for them and lack motivation**– The current course designed by the EdTech company was not motivating for students.
4. **Lack of Interactivity** – The product solution initially prescribed by the EdTech company was not liked by the test audience
5. **Costs** - High costs for both online/offline courses leave students not to take up learning

Empathy Map



The Team started out with an empathy map to understand the users pain points, how they think feel and do. Our user research was structured, and data points obtained that



1.

Affinity Mapping



After conducting a card-sorting exercise, the team worked around on with the data presented to us and started to brainstorm on what all this new product could have. Users were chosen from Design, Product and Learning Experts

Persona Creation

2 different persona were created for the users. One a nursing student and the second student who is in her 7th standard. These two personas imbibed all the findings and seemed like a true representation of our target audience and the problem that they faced.

MOSCOW - Feature Matrix



The main features to emerge out of this were storification of content, gamification, voice recognition-based learning, real world conversational examples, redefine learning model.

MOSCOW PRIORITIZATION

Reach a common understanding with stakeholders on the importance they place on the delivery of each requirement.

<div>Storification of content</div> <div>Gamification</div> <div>Must have</div>	<div>Voice based</div> <div>Conversational Design</div> <div>Should have</div>
<div>Character based learning</div> <div>Games</div> <div>Could have</div>	<div>Beginner courses</div> <div>Complex design</div> <div>Won't have</div>

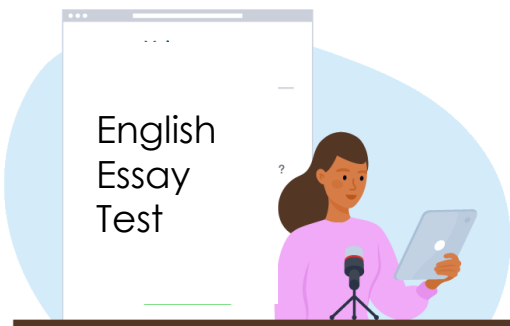
The Solution



An avatar-based guide
An interactive and personalized teaching experience

Storification

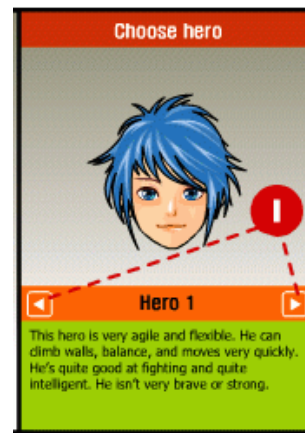
Immersive learning experience through fun stories basis user needs



Real time feedback

Leverage voice recognition, speak and get feedback

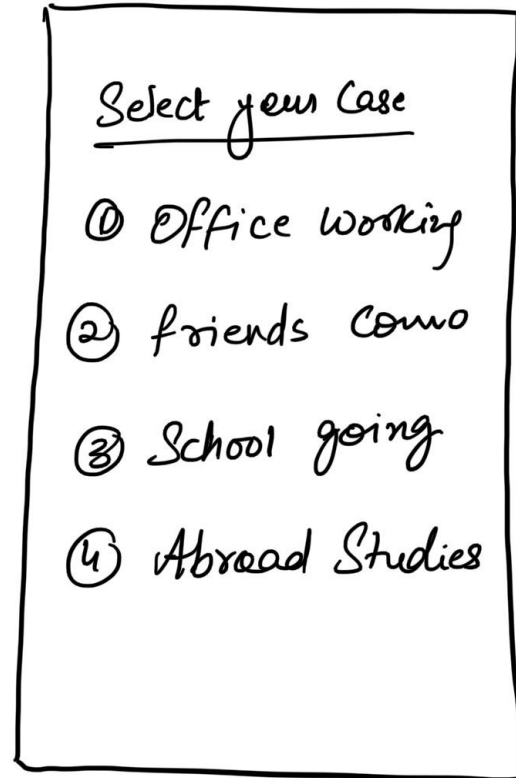
Fun Games through Gamification
Learn with your favorite characters while playing interactive games.



A look at the work

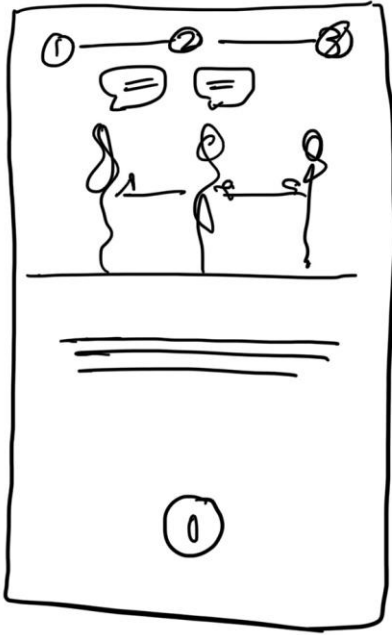


Screen 1 → Introduction
Screen for avatar, your
journey starts from here.

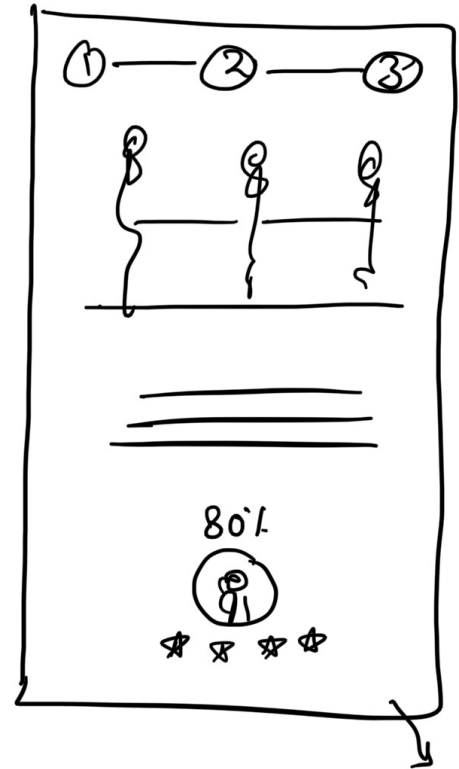


Screen 2 → You Select
your case / Scenario that
you want to complete.

A look at the work



Screen 3 → After selecting your case, stereofication gets started, where dialogue plays role you listen & speak in English through speaker

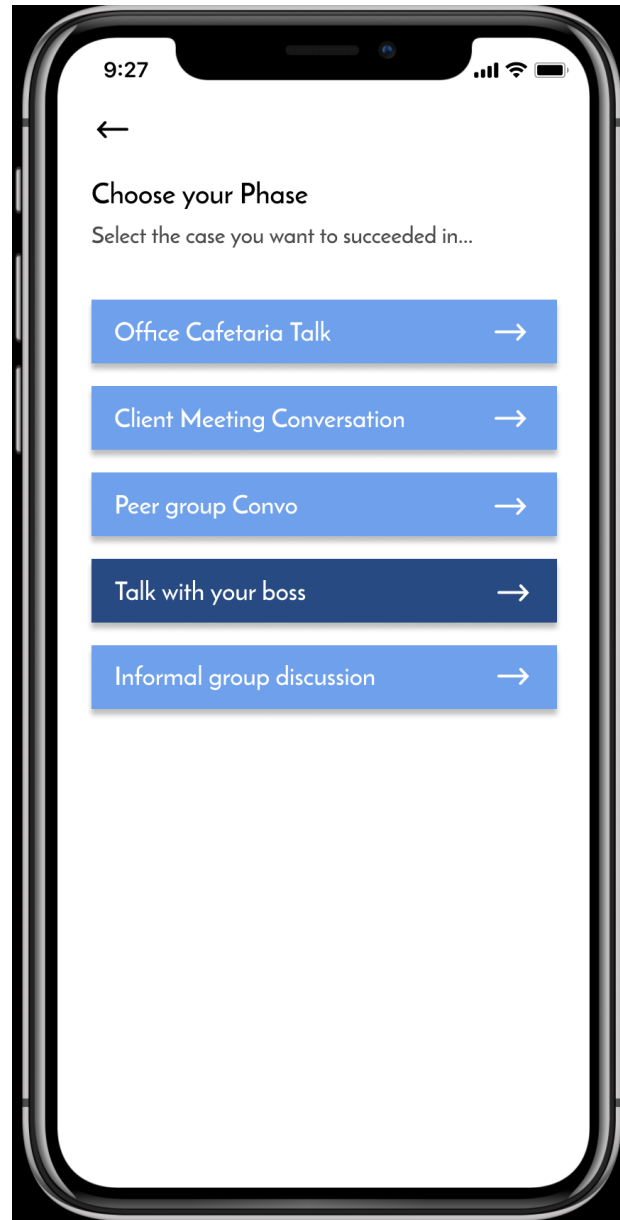
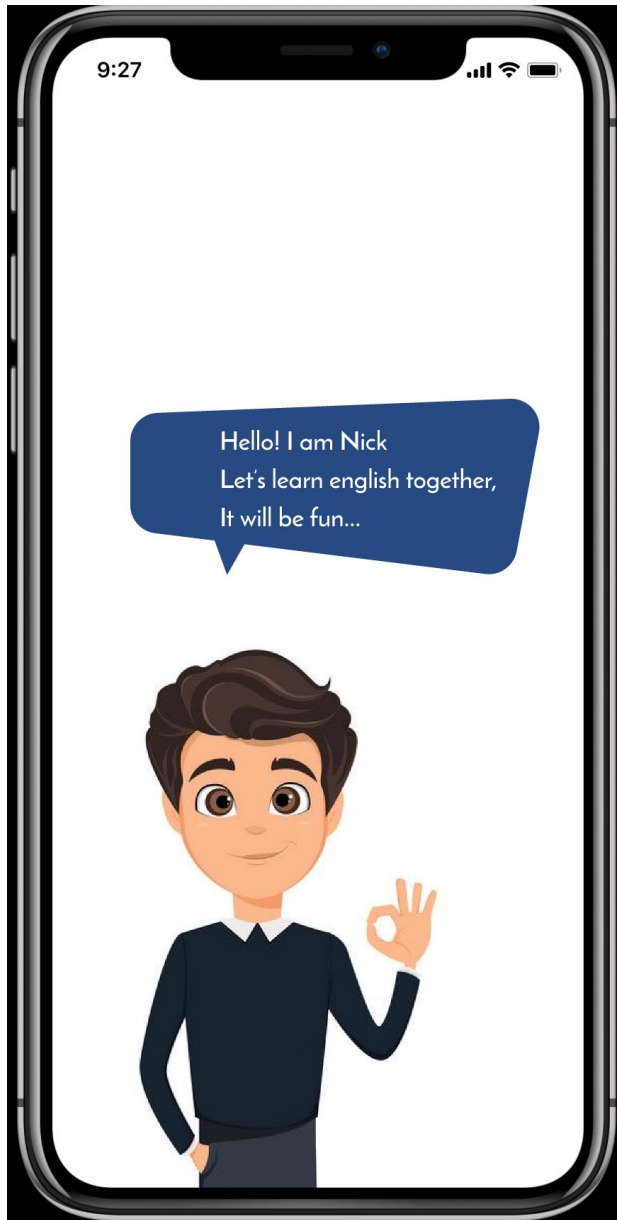
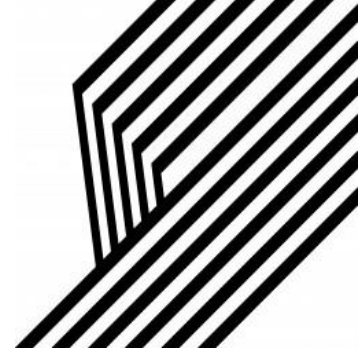


After you speak your feedback is for every try.

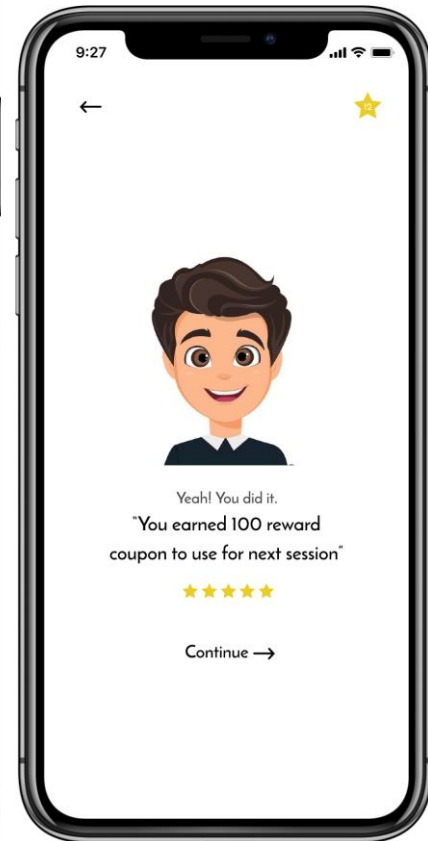
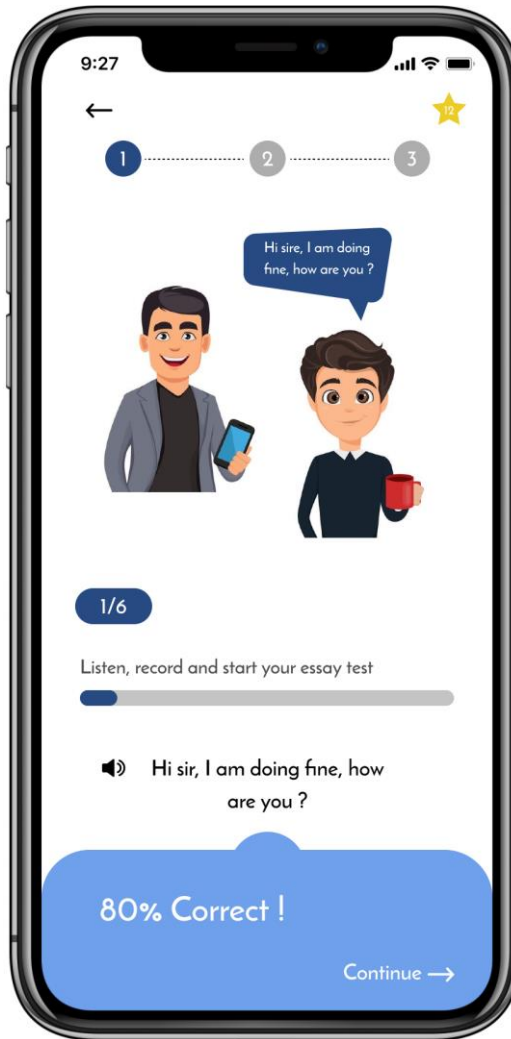
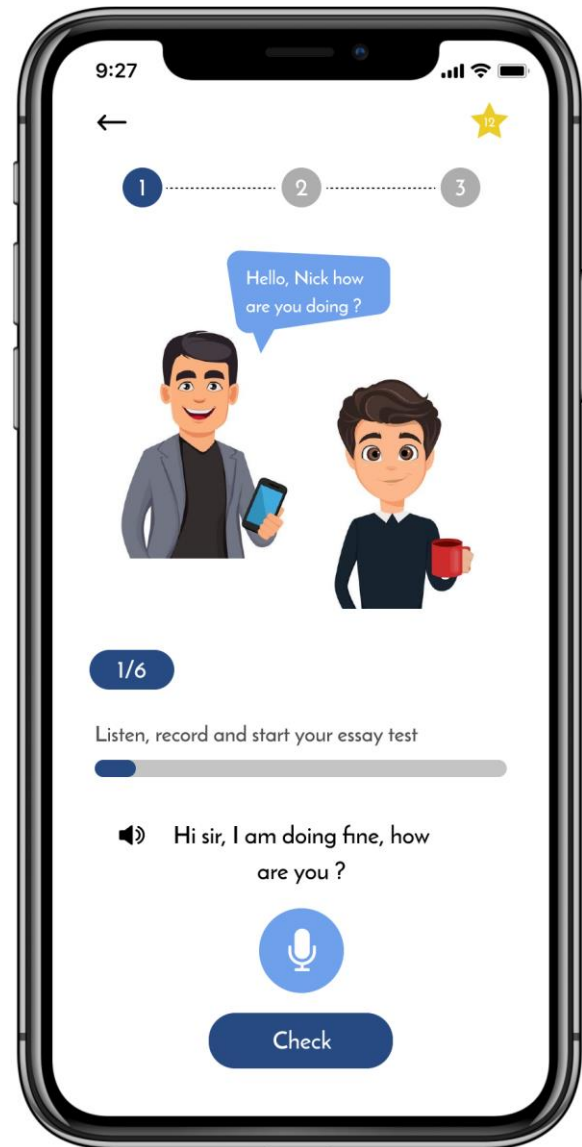


Screen 5 → After you complete 1 case you will get rewarded for your performance and asked to move forward.

A look at the work



A look at the work



The Impact



Increased Engagement and reduced MTI

The installation of the software and mobile app have allowed users to learn at their pace and get industry recognized certificates



New learning model was a novelty in the industry

The new learning model that was friendly and designed with collaboration with experts helped the product stand out



Social Impact

The App has been installed in many institutions across south India and has been a catalyst for change in their language labs





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Capability Summary



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