

Improving on-boarding experience



**The
Team**



**The
Problem**



**Our
Approach**



**Our
Findings**



**Recommended
Solutions**

Click on icons to navigate

the team

Stage	Role/Responsibilities	UX Architect	UI/UX Designer	Product Manager	Business Analyst
Discover	Understanding the situation	●	●	●	●
	UX Audit - Heuristic evaluation	●	○	○	○
	Questionnaire Creation	●	●	●	●
	Surveys and Interviews	○	●	○	●
	Competitive Analysis	○	○	●	●
	Empathy Mapping	●	●	○	○
Define	Conclude Research Insights	●	○	●	●
	User Journey Map	●	●	○	○
	User Personas / Use Cases	○	●	○	○
Ideate	User Flow	-	-	-	-
	Information Architecture	-	-	-	-
	Sketching or Storyboard (Low Fidelity)	●	●	○	○
Prototype	High Fidelity Wireframes	●	●	○	○
	Interaction Design – Live Prototypes	-	-	-	-
Testing	Usability Testing Survey	-	-	-	-
	Microsoft Clarity	-	-	-	-
	Heuristic evaluation	-	-	-	-

Team: Vivek (UX Architect and PM), Arun (Sr. UX Con.), Manvi, Abhi (UI/UX Cons.) Mudit (as BA)

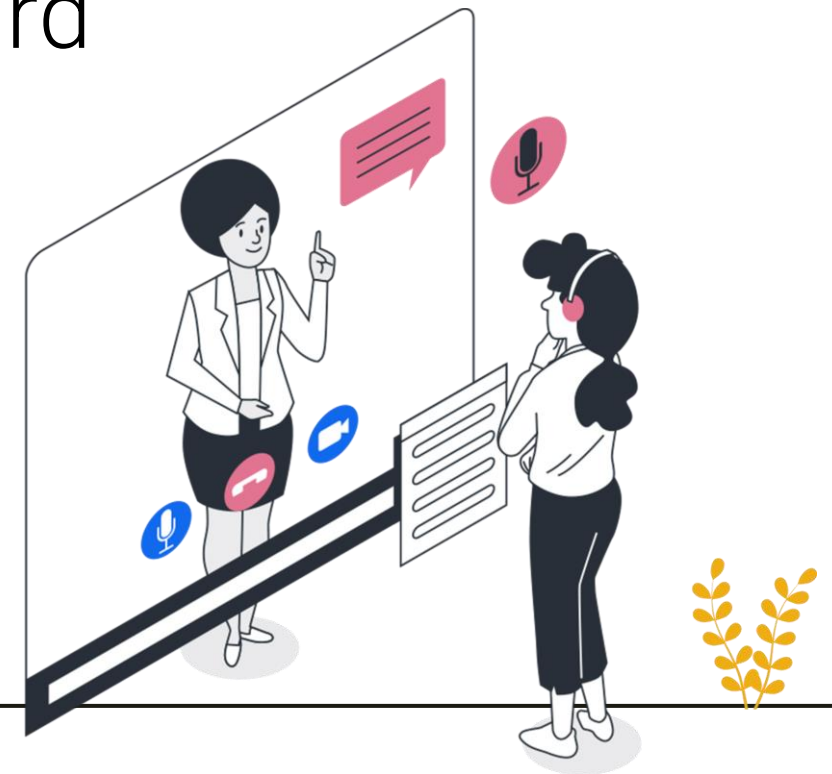
Reviewer as User: Mohit

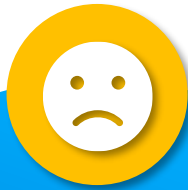
● Contributed

“

On-boarding experience is not optimum for **Tata Studi** application; currently the ratio of visits to onboard is 56% which is aimed at 90%.

Problem as articulated by client





why

Users lack the motivation to complete the on-boarding process



why

Non-intuitive process hampers converting from visit to Trial & Subscription

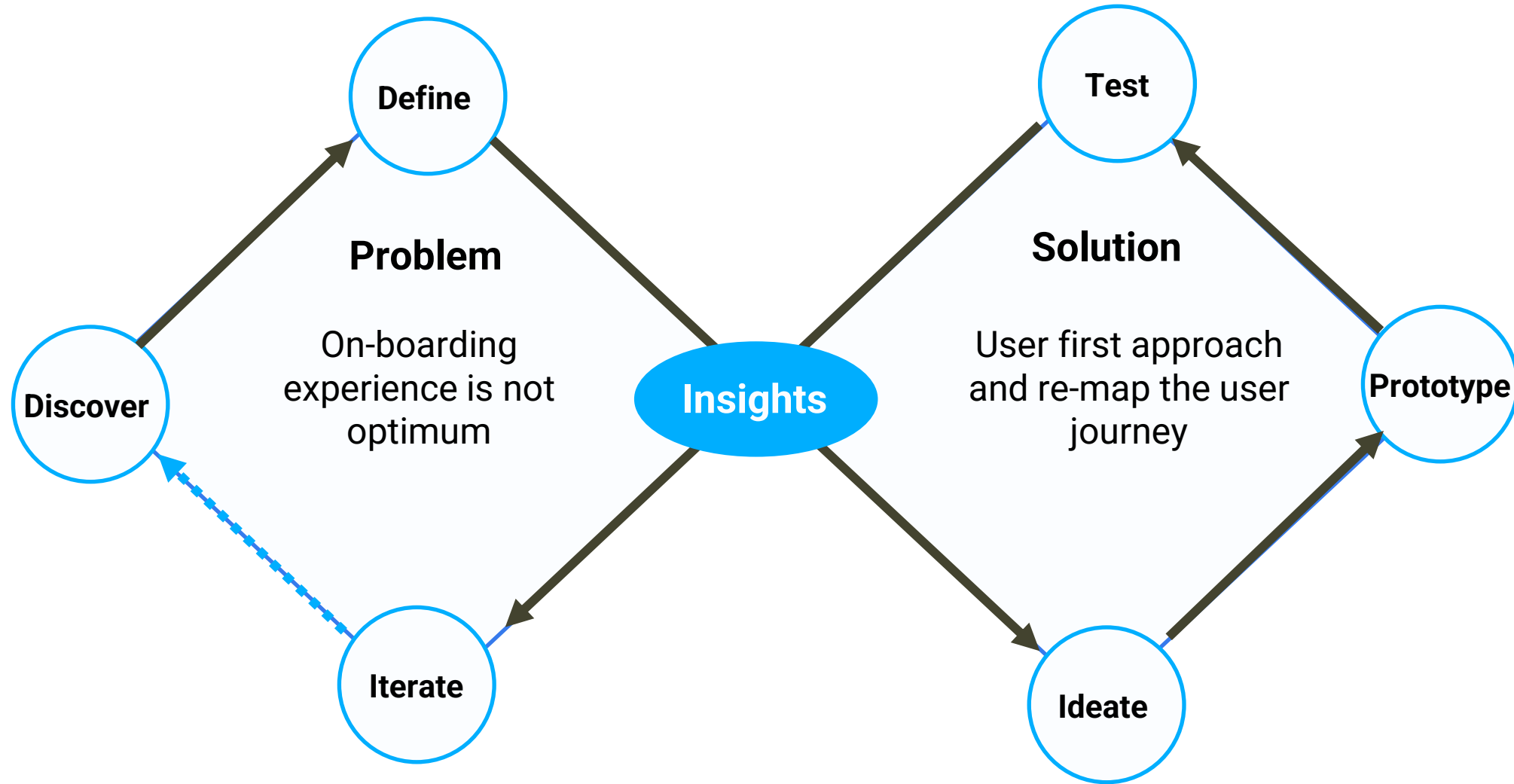


why

Lengthy and confusing user journey

Narrowing down to the actual problem or root-case

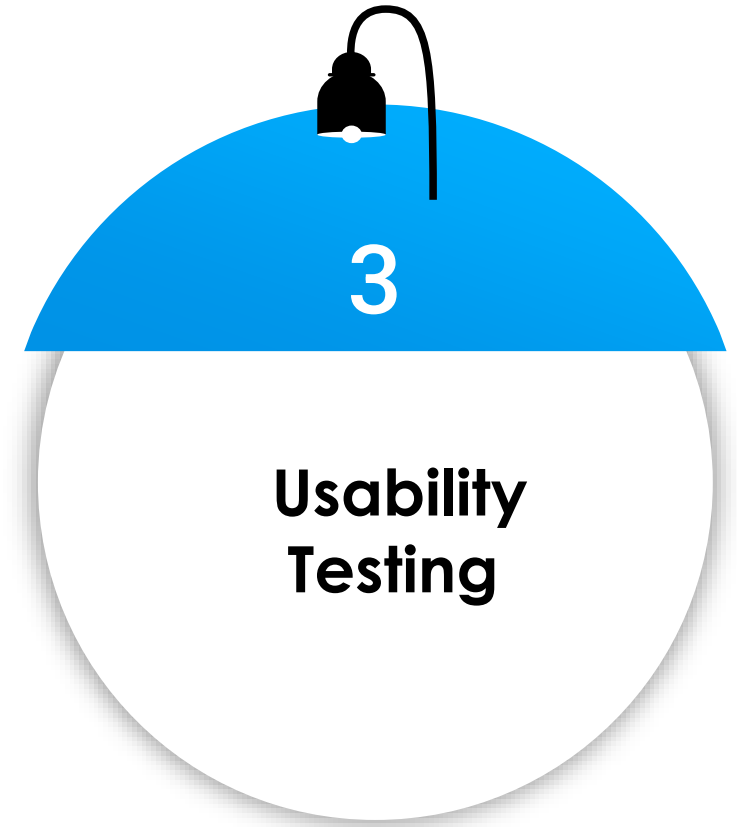
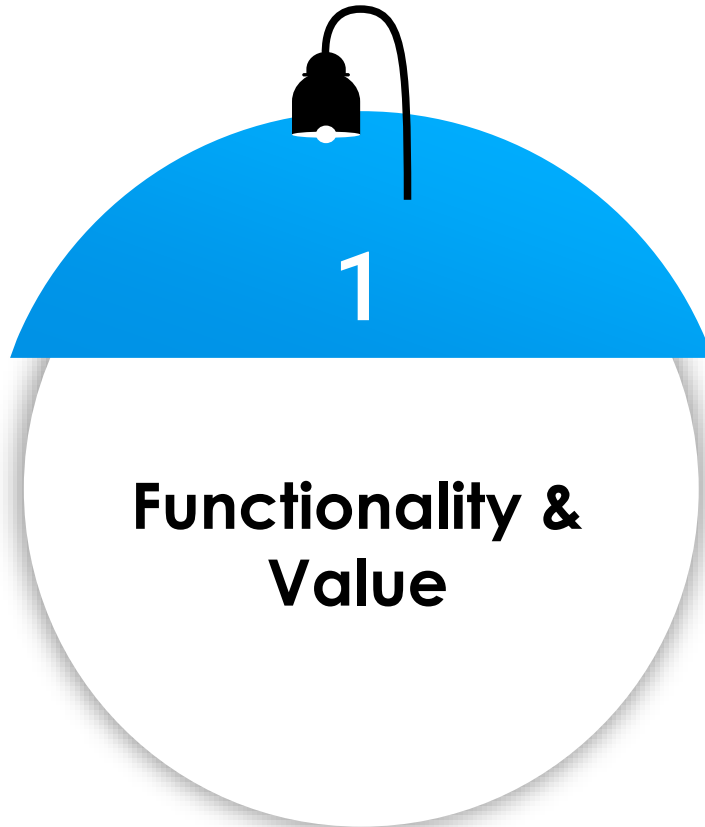
Our approach



Double diamond approach

Discover phase

How we looked at the product



UX audit – heuristics evolution

Severity Key

S0

It violates a heuristic but doesn't seem a usability problem.

S1

Superficial usability problem may, be easily overcome by user or occurs extremely infrequently. It does not need to be fixed for next release unless extra time is available.

S2

Minor usability problem, may occur more frequently or be more difficult to overcome. Fixing this should be given low priority for next release.

S3

Major usability problem, occurs frequently and persistently or users may be unable or unaware of how to fix the problem. It is important to fix, so it should be given high priority.

S4

Usability catastrophe seriously impairs use of product and cannot be overcome by users. It is imperative to fix this before product can be released

Easy to fix Key

E0

Fix will require maximum effort, including more investigation into the proper solution...

E1

Fix will require considerable effort, but the issue and solution are understood.

E2

Fix will require a more concentrated effort, but the issue and solution are understood.

E3

Fix is easily completed by a single developer with minor effort

E4

Fix is trivially easy to implement

heuristic – Duplicate identity

Task

Download the TATA Studi APP and evaluate the journey from downloading to the end of the onboarding process

! Issue 1.1

Two APPs by the same APP Publisher share the same icon. This creates confusion in the minds of the user

KEY = S3E1

HEURISTICS : 1-4-6-10

! Issue 1.2

IF the user looks at all the apps by the publisher. The user wonders why there are discrete applications rather than a single application for all purposes

KEY = S0E0

HEURISTICS : 4-10

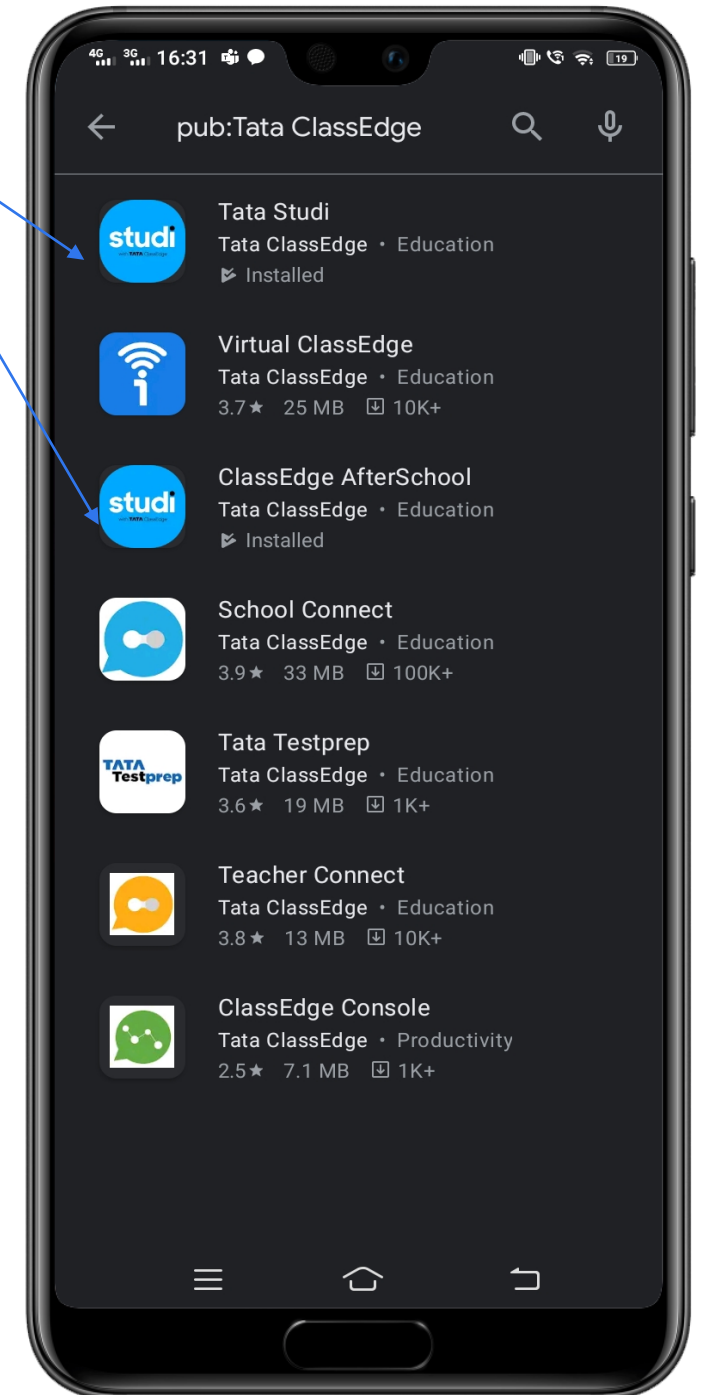
Recommendation

Different icons for different applications is suggested for users to be able to relate to the app easily.

Recommendation

Different products or different features in the same product. This needs to be analyzed, researched and a product & Design roadmap must be created

Issue 1.1



heuristic – Slow Loading

Task

Download the TATA Studi APP and evaluate the journey from downloading to the end of the onboarding process.



Issue 2.1

Slow loading time of the motion graphic and the version control

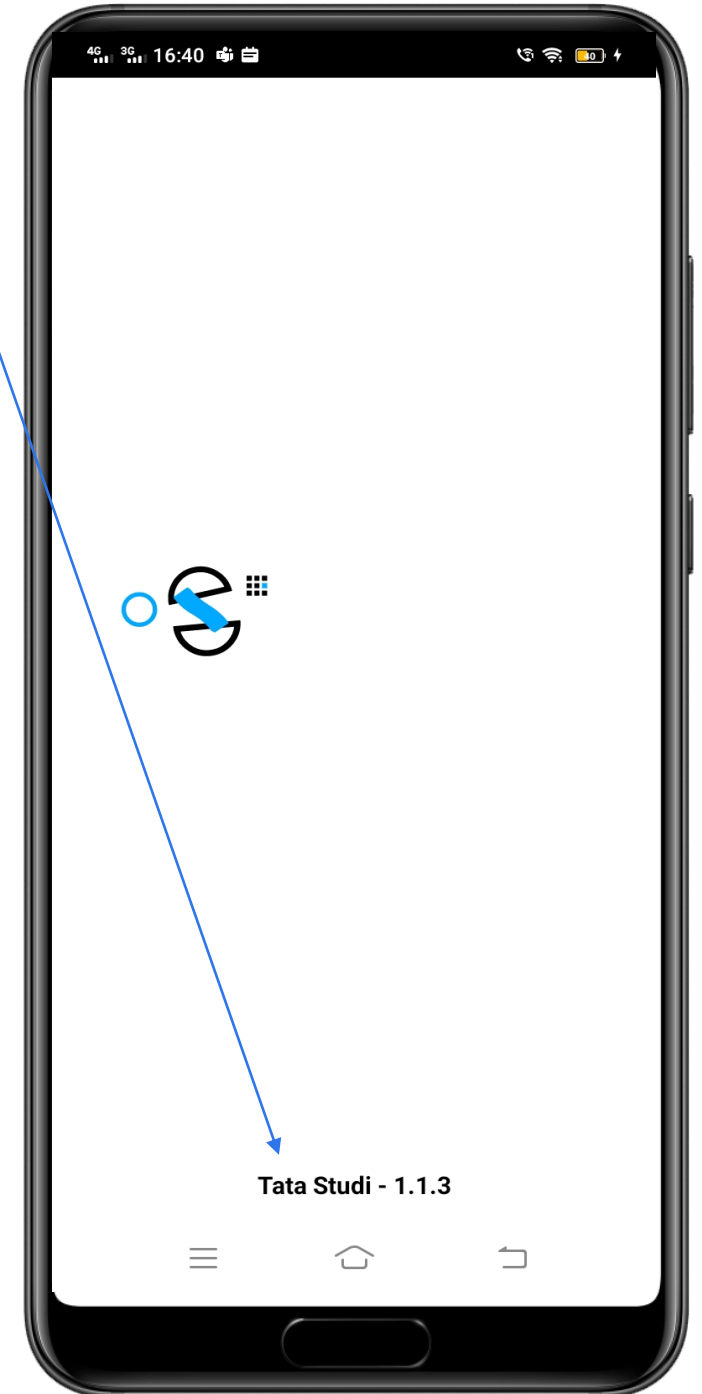
KEY = S0E4

HEURISTICS : 6

Recommendation

Version Control can be placed in the about pages and does not create value for the user. This can be removed and the motion graphic can be executed faster to reduce loading time for the user

Issue 2.1



heuristic – Lack of recall value

Task

Download the TATA Studi APP and evaluate the journey from downloading to the end of the onboarding process.



Issue 3.1

Graphic image occupies large visual estate without having any functional role.

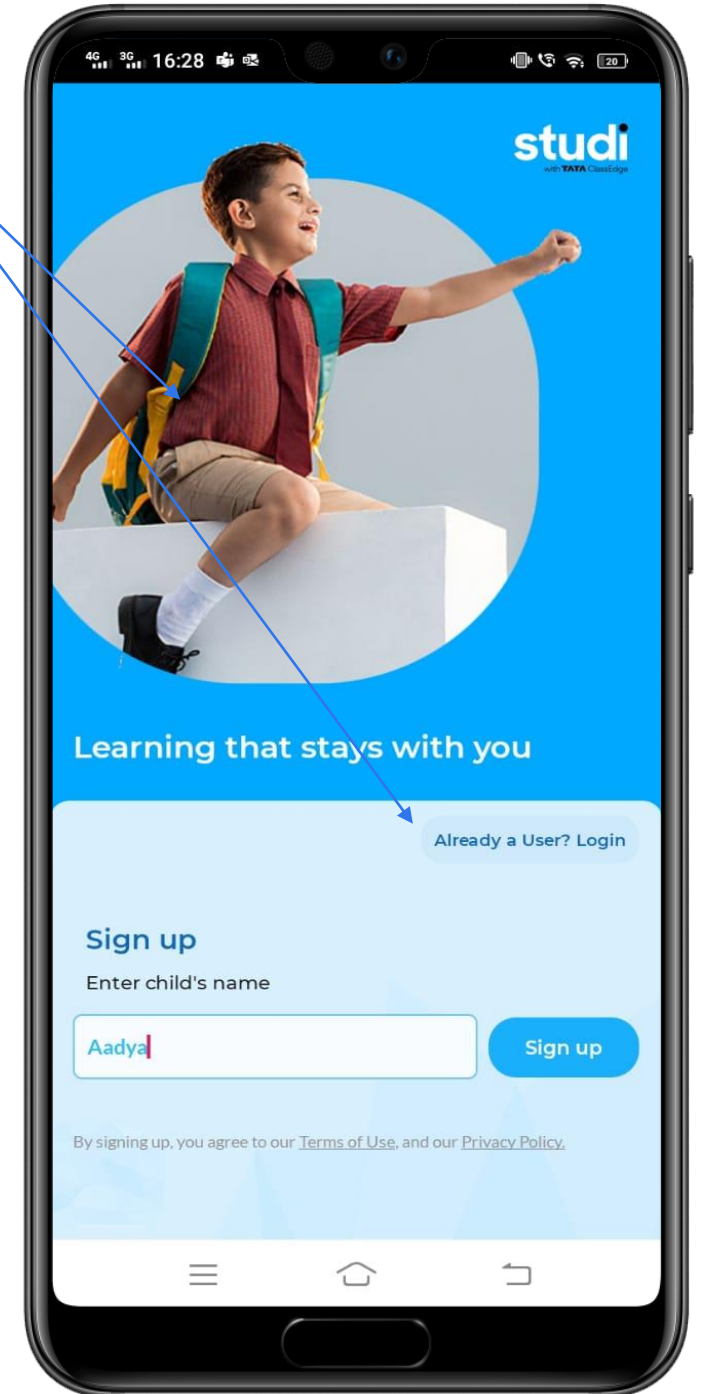
KEY = S2E2

HEURISTICS : 4-7

Recommendation

Redesign the page to levitate to the sign-up icon and also the returning user must require visual, user friendly login and recall clarity. CTA for returning user could follow **gestalt's principles**.

ISSUE 3.1



heuristic – Inconsistent design lang.

Task

Download the TATA Studi APP and evaluate the journey from downloading to the end of the onboarding process.

! Issue 4.1

Logo occupies large visual estate without having any functional role. THE ICON to move to the previous page is not easily identifiable.

KEY = S3E2

HEURISTICS : 2-3-5-6-7

! Issue 4.2

Gestalt principles and high no immediate response on selecting the icon.

KEY = S4E1

HEURISTICS : 2-3-5-6-7

Recommendation

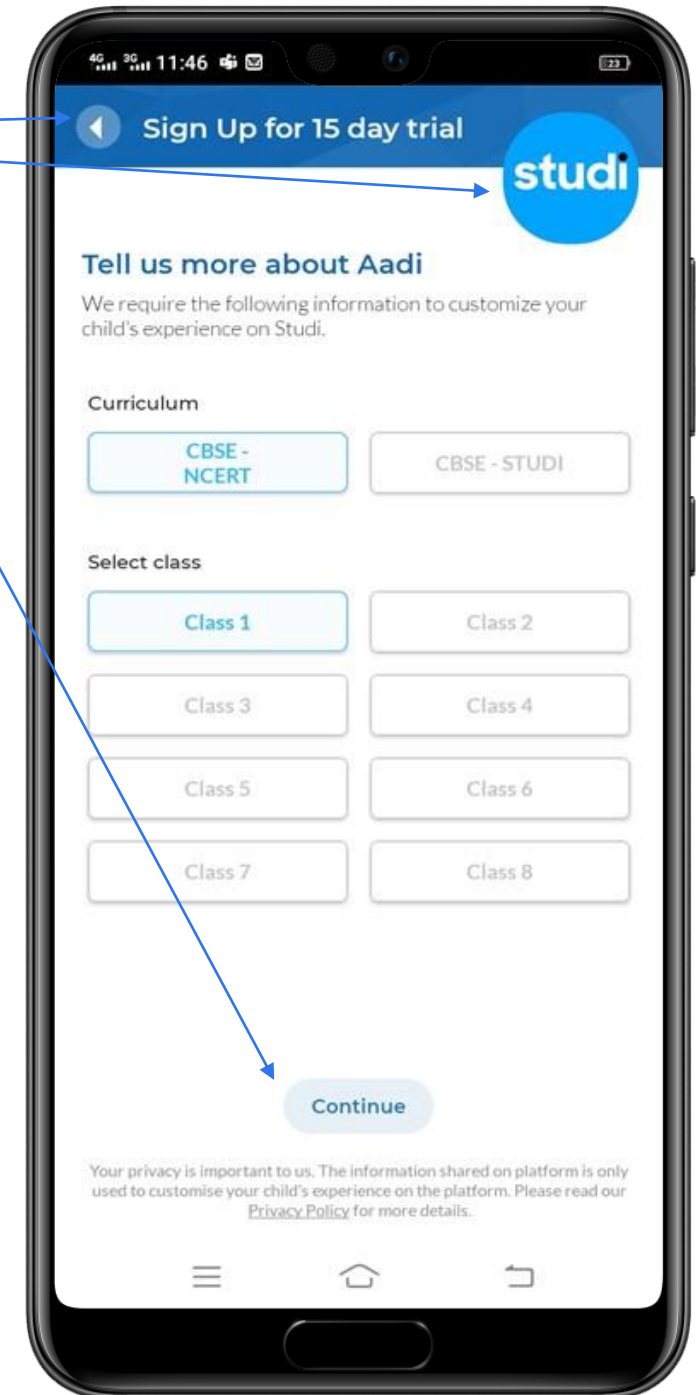
Icons must follow a consistent design system. Page must follow a consistent design system. Page must have consistent design language. While TATA Studi icon could be removed for a more functional experience.

Recommendation

Loading time to next page must be reduced and the Call To Action (CTA) must be prominent and not close to lower edges.

ISSUE 4.1

ISSUE 4.2



heuristic- CTA not in action

Task

Download the TATA Studi APP and evaluate the journey from downloading to the end of the onboarding process.



Issue 4.3

The biggest CTA in this page is next to the breadcrumbs that takes it away from the page. No motivation for the user to sign-up before experiencing the platform.

KEY = S4E2

HEURISTICS : 10

Recommendation

The CTA for sign-up must be prominent and can be coupled with another CTA which ensures the user moves ahead in the journey rather. The “wow” moment of the app must be associated with the sign-up CTA.

ISSUE 4.3

4G 3G 11:46 23

Sign Up for 15 day trial studi

Tell us more about Aadi
We require the following information to customize your child's experience on Studi.

Curriculum

CBSE - NCERT CBSE - STUDI

Select class

Class 1 Class 2

Class 3 Class 4

Class 5 Class 6

Class 7 Class 8

Continue

Your privacy is important to us. The information shared on platform is only used to customise your child's experience on the platform. Please read our [Privacy Policy](#) for more details.

Heuristic- An extra step

Task

Download the TATA Studi APP and evaluate the journey from downloading to the end of the onboarding process.

Recommendation

The email field could be collected in the later stages and the user must quickly be able to move to the screens. The entire process could be made intuitive like a type-form.



Issue 5.1

Only 1 field is required here to start the experience. Primary email is an addendum. Also, gestalt's principles are not followed. Design is not motivating to continue

KEY = S3E1

HEURISTICS : 1-3-4-7-8

ISSUE 5.1

Heuristic - Scattered CTAs

Task

Download the TATA Studi APP and evaluate the journey from downloading to the end of the onboarding process.

Recommendation

The design language can be kept consistent for similar functions. The user landing page could be made more intuitive using pop-ups, sandbox, or guided tours. New profile doesn't add information to the user

! Issue 6.1

The icon replacing the breadcrumb has changed and confuses the user. Also create a new profile with a motivational CTA has been created.

KEY = S4E2

HEURISTICS : 1-3-6-10

! Issue 6.2

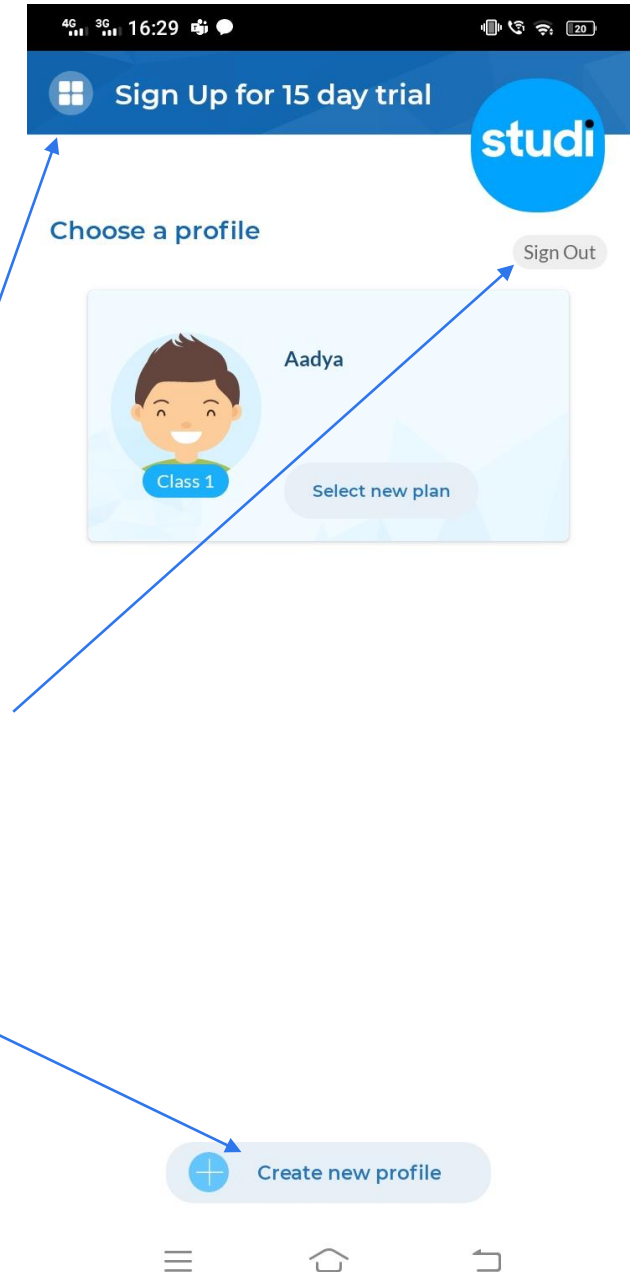
All CTAs are scattered. While sign-out is closest to the sign-up and could have been part of a different design where user must act to logout in after scouting the platform

KEY = S4E2

HEURISTICS : 4-7-9

ISSUE 6.2

ISSUE 6.1



Heuristic- Mis-placed Action

Task

Download the TATA Studi APP and evaluate the journey from downloading to the end of the onboarding process.



Issue XX

In iOS app, for the first time user, it shows Sign In screen, instead of sign-up screen (unlike Android). Users are getting confused, they are not paying attention and adding number directly which leads to error screen at first place.

KEY = S4E2

HEURISTICS : 10

Recommendation

Experience is dropping at first place with error pop-up coming as sign-in mis-placement. Replace Sign-in with Sign-up for first time users, and place "Already have an account" button beneath the Sign-up screen for better clarity.

ISSUE 7.1

No SIM 3:04 PM

studi
with Tata Consulting

Learning that stays with you

Don't have an account?

Welcome, Sign in

Enter mobile number

+91 - Enter number

Sign In

By signing in, you agree to our [Terms of Use](#), and our [Privacy Policy](#).

Recommendation Summary

1.1

Different icons for different applications is suggested for users to be able to relate to the app easily.

1.2

Different products or different features in the same product. This needs to be analyzed, researched and a product & design roadmap must be created

2.1

Version control can be placed in the about pages and does not create value for the user. This can be removed and the motion graphic can be executed faster to reduce loading time for the user

3.1

Redesign the page to levitate to the sign-up icon and also the returning user must require visual, user friendly login and clarity. CTA for returning user could follow gestalt's principles

4.1

Icons must follow a consistent design system. Page must have consistent design language. While TATA Studi icon could be removed for a more functional experience.

4.2

Loading time to next page must be reduced and the Call To Action (CTA) must be prominent and not close to lower edges.

4.3

The biggest CTA in this page is next to the breadcrumb that takes it away from the page. No motivation for the user to sign-up before experiencing the platform.

5.1

The email field could be collected in later stages and the user must quickly be able to move to the screens. The entire process could be made intuitive like a typeform.

6.1

THE design language can be kept consistent for similar functions. The user landing page could be made more intuitive using pop-ups, sandbox, or guided tours. New profile doesn't add information to the user

6.2

The sign out icon is completely redundant and interrupts the user flow. It could be placed under a set of features where the user would specifically have to reach out to access



Questionnaire

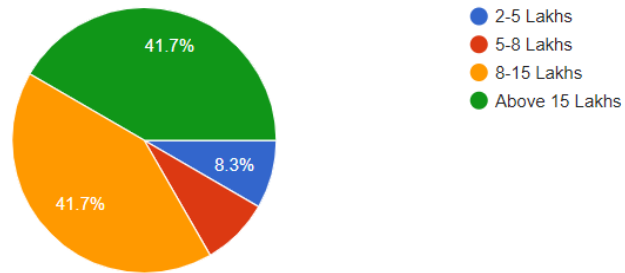
[Click here to see live form](#)

1. What is your current location? *
2. What is your age? *
3. Enter your email id. (I don't have an email)
4. In what bracket does your household income falls in? * (Options: 2-5 lacs, 5-8 lacs, 8-12 lacs, >12 lacs)
5. How many children do you have? * (Options: 1, 2, more than 2)
6. Which class is your child(ren) studying in? * (Options: 1-5, 6-8, 9-12, if you have more than one child, please mention the class for him/her)
7. Are you comfortable spending around 1K/month for online tutoring classes? *
8. Which Board is your child studying in? * (Options: ICSE, CBSE, Regional, if other please mention the name)
9. How does your child revise/study after school? * (Options: self-study, parents make him study, physical tuition, any online tutoring platform)
10. How would you rate yourself in terms of tech proficiency? * (scale)
11. Do you use or intend to use an online tutoring platform for your child? * (Yes, no, maybe)
12. Do you know about any online tutoring platform? If yes, mention the names. *
13. Have you tried Tata Studi app? If yes, how was your experience with it. *
14. What do you think of digital education/online tutoring programs?
15. Would you be kind enough to give an interview with our Research Team? If yes, please enter your name, email ID and phone number.
16. Is digital education/online tutoring programs making an impact.

Data Analysis

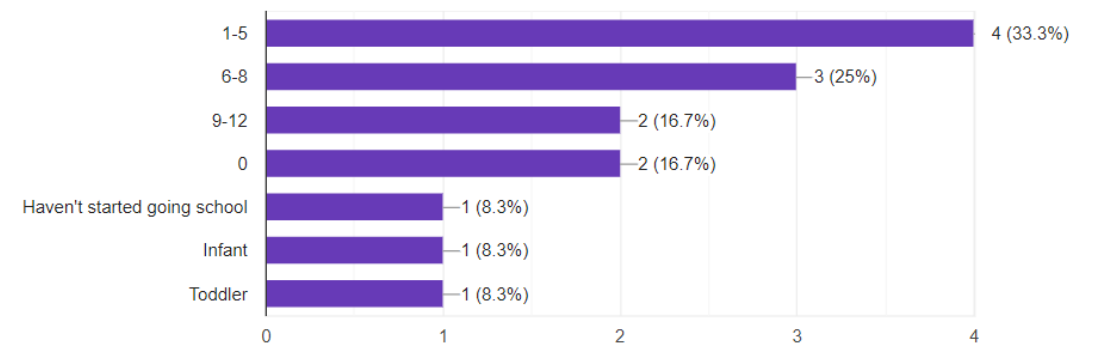
In what bracket does your household income falls in?

12 responses



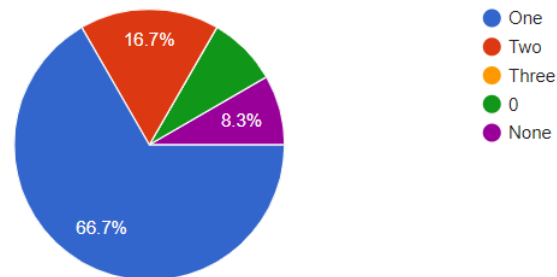
In which standard do they study?

12 responses



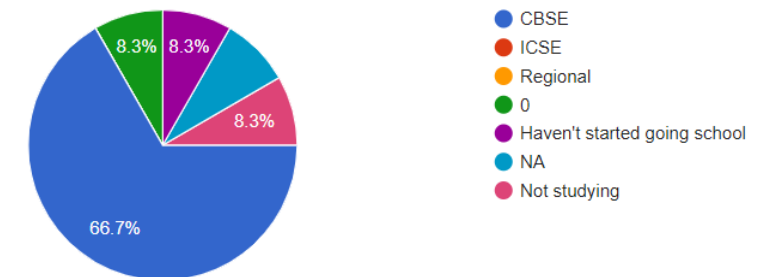
How many children do you have?

12 responses



Which Education Board is your child studying in?

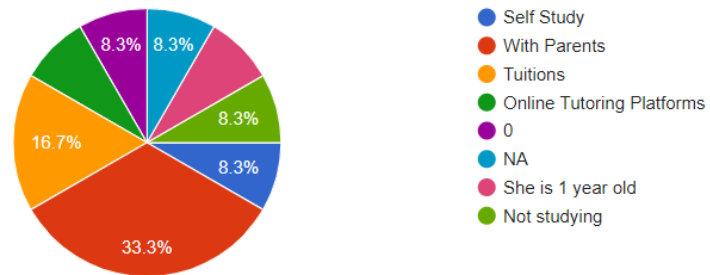
12 responses



Data Analysis

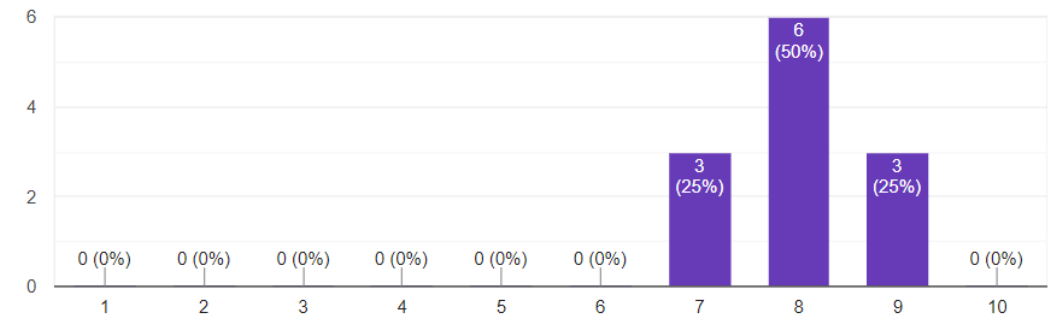
How does your child revise/study after school?

12 responses



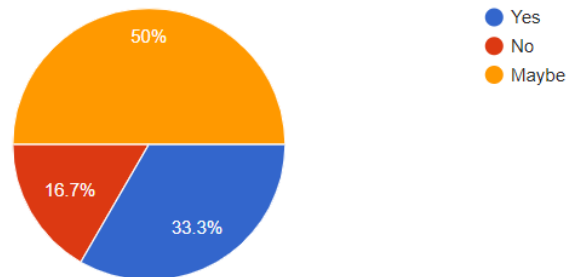
How would you rate yourself in terms of tech proficiency?

12 responses



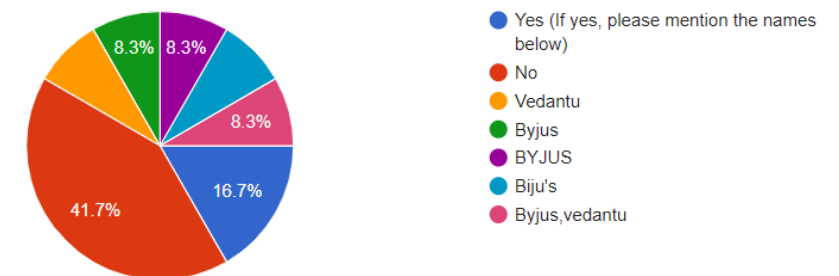
Do you use or intend to use an online tutoring platform for your child?

12 responses



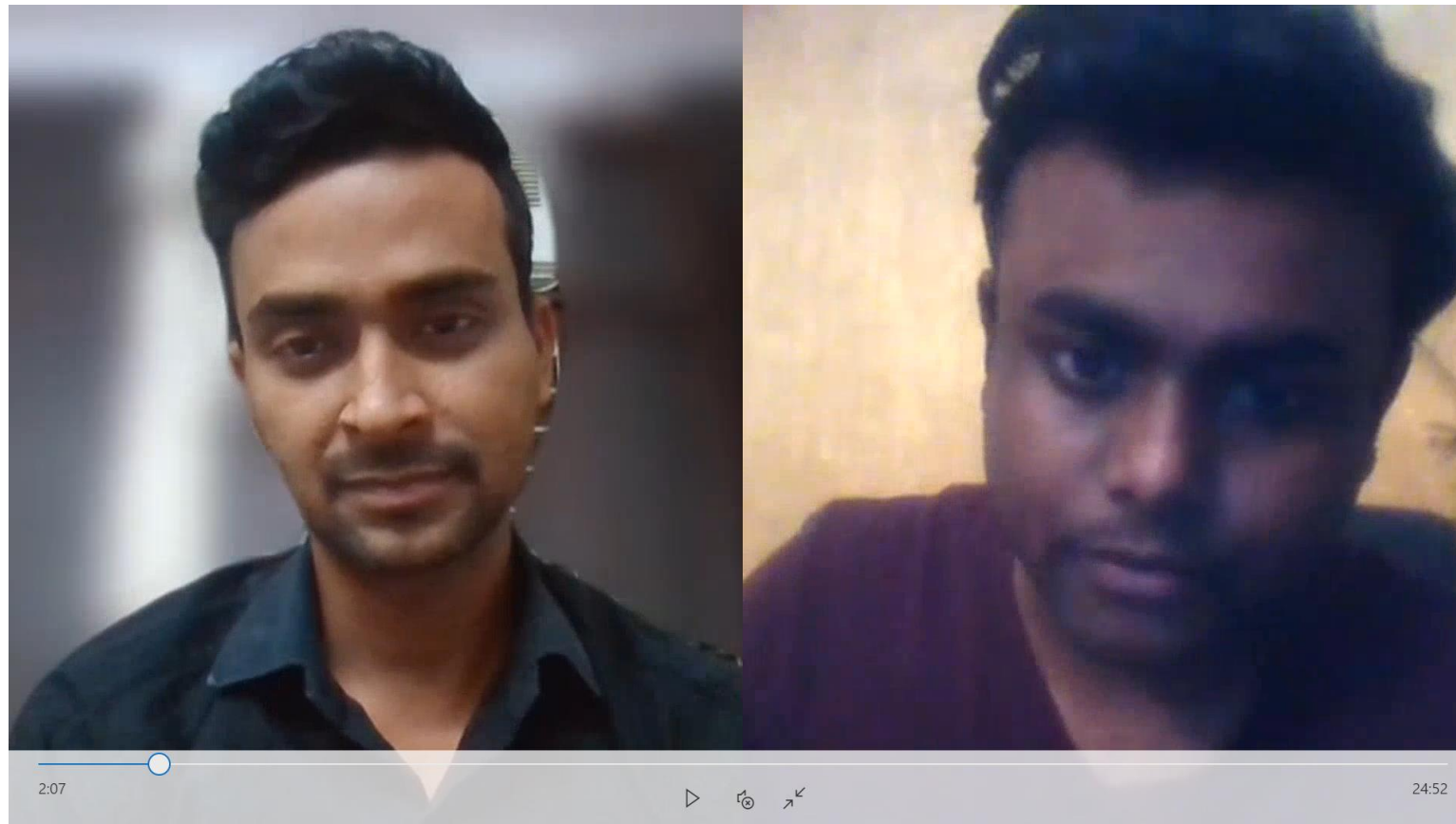
Do you know about any online tutoring platform?

12 responses



Video Interviews

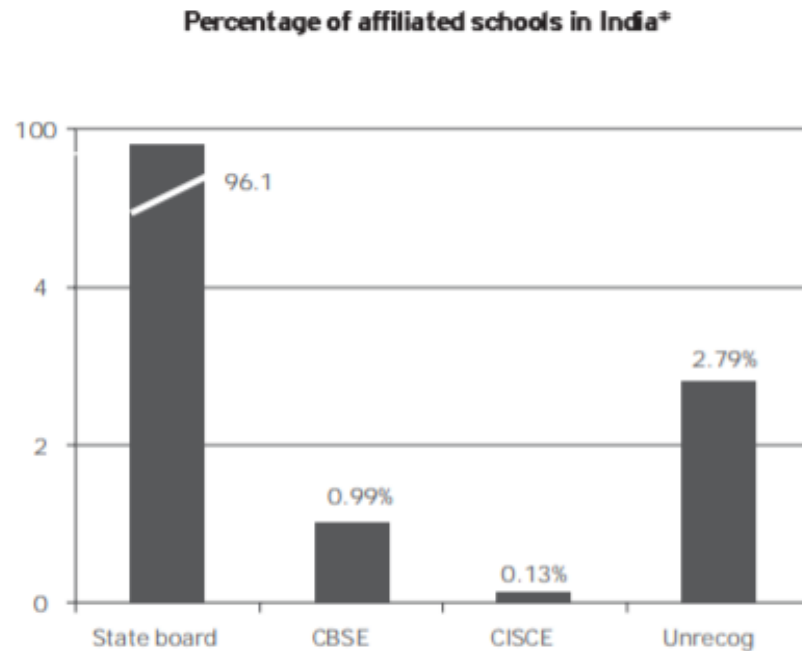
Captured video interviews from 5 users to understand human sentiments and gestures while using an online app



Secondary Research

Fact 1: As per FICCI report of 2014, State Board has the maximum affiliations (more than 95%), since the data is dated of 2014, assuming X+ increase YoY growth rate of CBSE.

Problem 1: The application addresses only CBSE as its target market, that means, drop out of 90% of the users in India who are using state board or ICSE.

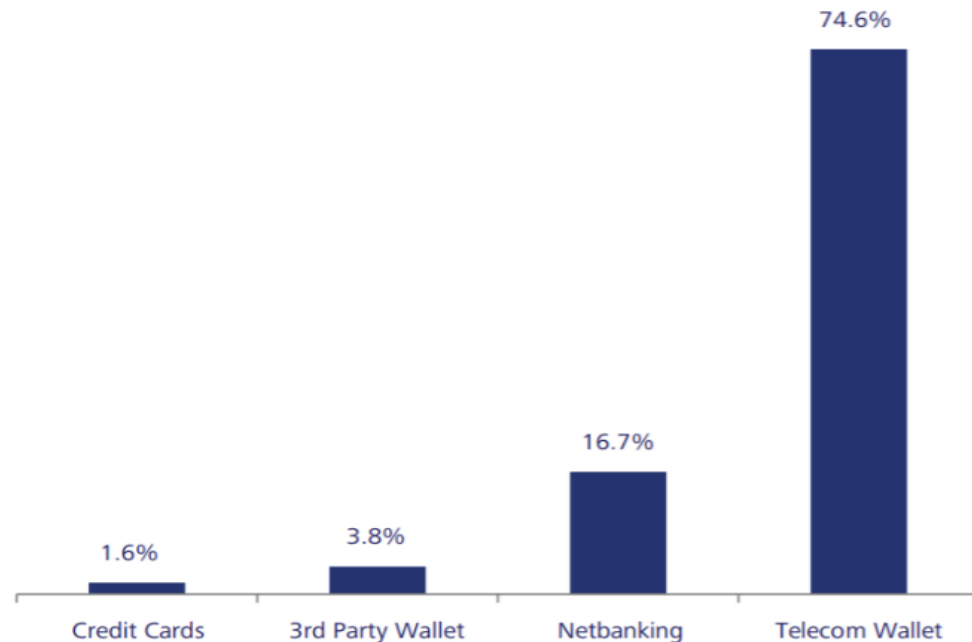


Secondary Research

Fact 2: As per Deloitte study, 74% of the payments made in India are through telecom wallets.

Problem 2: Tata Studi app does not have enough or all wallets. It shows only Google Pay and VI billing. It is a huge disconnect for customers.





Figure 13: Penetration of different payment methods in India



Secondary Research








Fact 3: A large chunk of population in India has access to low connectivity Internet as per Deloitte report of 2020. Source

Problem 3: The application shall promote providing offline content as well to encourage users to consume further content or move to subscribe.

Device Type and Total Subscribers		Technology	Applications	Data
700 million* Feature phone		2G	<ul style="list-style-type: none"> E-mail Social networking apps (e.g. Facebook, WhatsApp) Web browser apps 	
164 million* Smartphone		2G/3G	<ul style="list-style-type: none"> All of above Mobile audio / video streaming/ Shopping apps 	
2 million Tablet - cellular		3G	<ul style="list-style-type: none"> All of above Mobile audio / video streaming/ gaming Shopping apps Reading apps 	Tablet - Cellular
10 million Dongle		EVDO/3G/4G	<ul style="list-style-type: none"> E-mail Audio /Video streaming Lifestyle/social media websites 	
18.7 million		Wi-Fi/Wired	<ul style="list-style-type: none"> All of above Mobile audio /video streaming/ gaming Shopping apps 	

Maximum users are on 2G network

Competitor Analysis

Competitive Analysis		 LIVE ONLINE TUTORING					 Class 1st to 12th A Unit of Aakash
Classes Covered	Class 1-8	Class 6-12 mainly plus preschool to 5 as well	Class 1 -10 and Entrance Exams like NEET/JEE/IAS	Class 5-12	Class 6 -10 and Entrance Exams like NEET/JEE/IAS and more	Nursery-12	Class 1-12
Boards Covered	Only CBSE	CBSE/ICSE/State	CBSE/ICSE/State	22 boards including CBSE, ICSE and state	CBSE	CBSE/ICSE/State	CBSE/ICSE/State
Pricing	899/5100/8200	Starts 2800-3000 p.m.	Starts from 35000 per class	30000 per year, no monthly plans	15000 per year, min 3 months plan	1820/mon for 6 1460/mon for 12	starts 25000 and various options
Free Trial/Access to Content	Yes, 15 days	Yes	Yes	Yes	No	Yes	Yes
Downloads (Android)	1000+	10mn+	50mn+	10mn+	10mn+	10mn+	5mn+
Loading Time	Slow (8 sec)	Fast (3 sec)	Fast (<3 sec)	Fast (<3 sec)	Fast (<3 sec)	Fast (4 sec)	Medium (6 sec*) *Only first time else <2 sec
Info on Homepage	No	Limited	No	Yes	Yes	Limited	Yes
Steps to Signup	6 step process	3 step process, Auto filled OTP	3 step process, Auto filled OTP	5 step process, manual OTP	4 step process	4 step process	7 step process
Usability	Low	Medium	High	High	High	Medium	Medium
Gamification	Low	Medium	High	Medium	High	Medium	Medium
Awareness	Low	High	High	High	High	High	Medium
Personalization	No	No	Limited	Yes	Yes	Yes	Yes
Language	English only	English only	Multi Language	English & Hindi	Multi Language	English & Hindi	English only
Offline Access	No	No	Yes, have to purchase separately	Yes	Yes, with subscription	No	No

Competitor Analysis (Legends)



Loading Time

Time taken from opening the app till homepage



Usability

Ease of Access in finding details or where to go next



Gamification

Showing progress and interactivity while using app



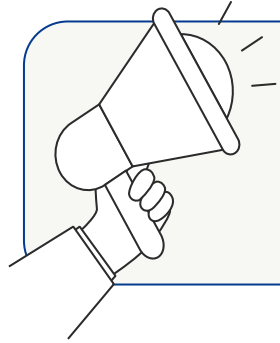
Personalization

Adding child image in the profile for personal touch

Define phase



top 5 insights



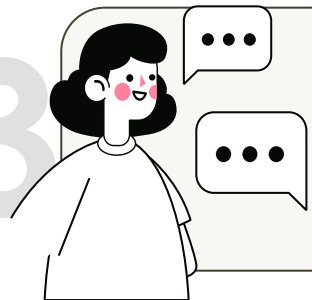
Finding the application

Users are not able to find the app at first go.



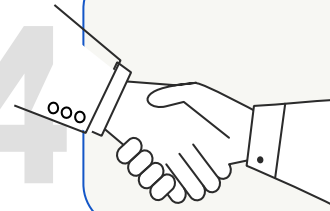
Value of Interest

Users don't see competitive and personal value in the product.



Usability/ Ease of Use

Users find it time-consuming or difficult to sign-up.



Customer Attraction

Users are not motivated to take initial steps on the app.



Product vs Features

Users are confused with multiple features as products.

NOTES

Finding the application - users are not able to find the app at first go.

- **Lack of brand visibility** - Users are finding it difficult to find the application from SEO or keyword perspective. For ex: Keywords like “education app”, “online education”, “study” does not show the Tata Studi application.
- **Duplicate brand identity** – Users are getting confused with same logo used for different apps of Tata for ex: Tata Class Edge after School has same logo as Tata Studi.

NOTES

Value of Interest – users don’t see competitive and personal value in the product.

- Competitive plans** (depth of content offered) and extensive features offered by the competitors attracts users towards competitors.
- Lack of user reliability** – No intro or demo available at start of the application for its features and benefits “why” the user shall buy and what value proposition it brings.
- Curriculum Coverage** - Does not cover regional/state boards, hence respective user drops off at first place.
 - Also, app does not highlight any information about “what” is CBSE Studi curriculum.
- Lack of interaction** – Users find that kids have less attention span, hence, the platform shall be interactive enough to engage kids and provide competitive environment. Users also suggested store-telling and interactive content formats. For ex: a section like Joke of the Day.
- High Screen time** – Users find the digital education a boon and a bane, with increasing screen time.

NOTES

Usability/ Ease of use – users find it time consuming or difficult to sign-up.

1. **High Turnaround time**- Time taken to sign-up compare to other compete apps is much higher in terms of steps and time taken.
2. **Signing up with ease** – There is no option to sign-up through google, Facebook etc. for faster extraction of basic information.
 - a) During sign-up email is also asked to add at first place along with mobile OTP
 - b) Manual OTP verification – application misses auto authentication
3. **Cumbersome process for password creation** – Users finding it time consuming in password creation with number of steps. For ex: asking for an email id in addition to phone and OTP, is an additional, unnecessary step at first place.
4. **In-appropriate user Flow**- First time users in iOS app are seeing a sign-in screen instead of sign-up, which confuses the users. (contrary to Android app).
5. **Familiarity** – Users find Youtube much faster and easier for educational content and for free.
6. **Coverage of payment options** – Users did not find many large and common wallet options like Paytm etc. which makes them drop off from trial to subscription.

NOTES

NOTES

Product vs Features – users are confused with multiple features as products.

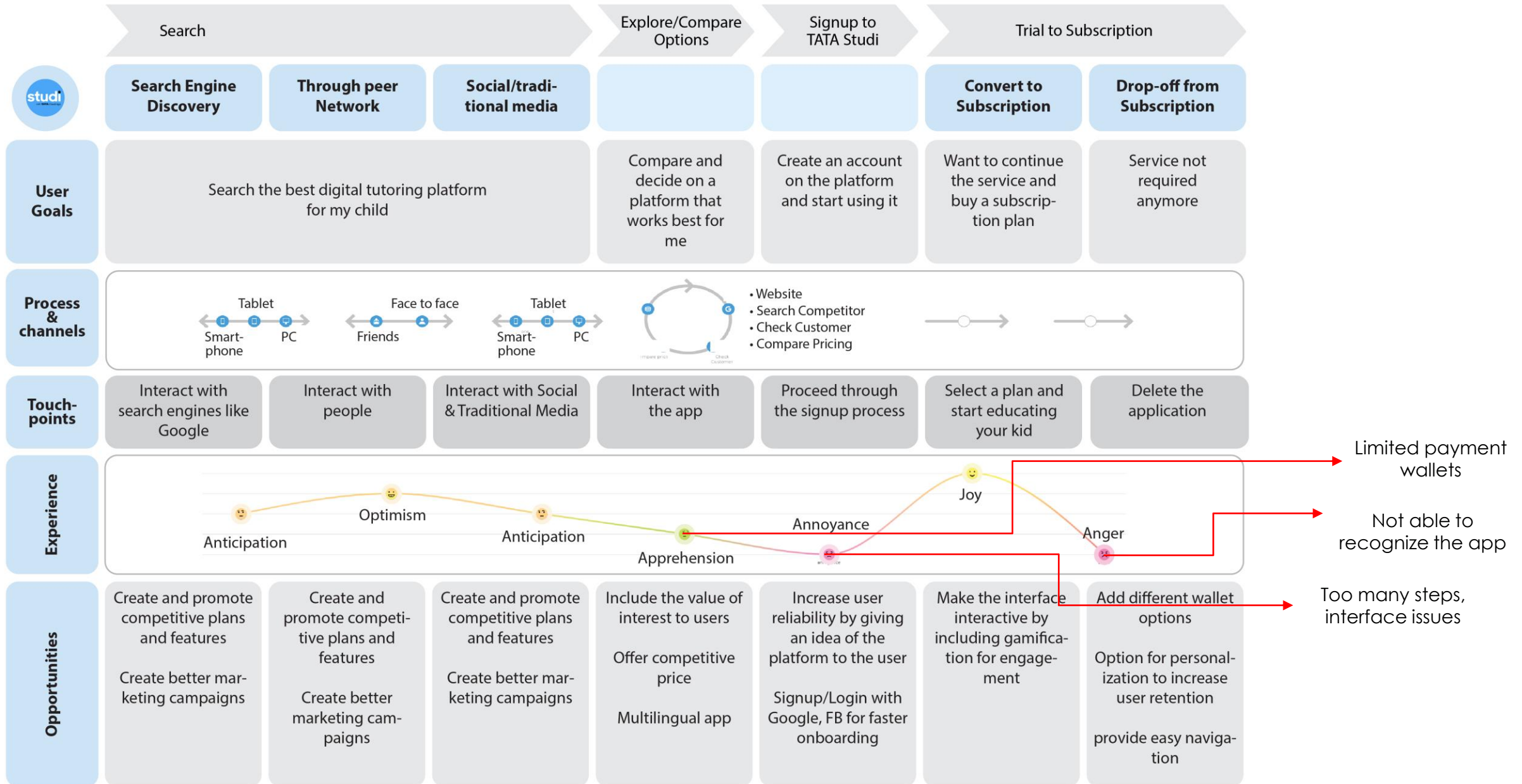
1. **Duplicate Identity** - Users are finding product with multiple features.
 - a. During the search of the app, users found multiple products like Tata Test prep, school connect etc. which shall be at merged with one or two products.

NOTES

Customer attraction and retention – users are not motivated to take initial steps on the app.

1. Missing **Gamification and rewards program** for user attraction and retention at subscription phase
2. **Personalization:**
 - a. Custom picture option of kid missing
 - b. Study progress results on dashboard to encourage kids

Customer Journey Map



Customer Journey Map

Feeling	<p>The search result shows platforms that are too expensive</p> <p>prefers platforms that provide better learning and stick to the curriculum</p>	<p>The personal network helps to know about the unknown platforms peer recommendations are valuable as they have first-hand experience using the platform</p>	<p>Do not pay attention to Facebook, Instagram, or Newspaper ads</p> <p>Use the social/traditional media only as a newsfeed</p>	<p>Confused about which app is correct as there is the same logo on various apps</p> <p>Kids have less attention span, so the platform should be engaging.</p>	<p>Want to explore different features</p> <p>Confusing interface</p> <p>The application addresses only CBSE</p> <p>App takes too long to load</p>	<p>I can use the same account for educating both kids</p> <p>Want to use an app that covers the school's curriculum</p>	<p>YouTube gives free access to all the videos and kids know their way around YouTube</p> <p>The application addresses only CBSE as its target market</p>
Thinking	<p>Hope to find a good online tutoring service at an affordable price.</p> <p>Study options/prices from Tata Studi are good but not familiar with this platform/service.</p>			<p>Do not want to pay a large amount</p> <p>Other platforms have some cool and interactive features as compared to Tata STUDI</p> <p>I want my kid to understand the application without any language barrier.</p>	<p>Many steps of data entry before directing me to the relevant content(home page)</p> <p>Having a lot of trouble creating my password as it was not showing what I was doing wrong</p> <p>My kid and I both have myopia and were struggling with small fonts at many instances</p>	<p>Helps my kid to form a habit of self-study in COVID situation</p> <p>provides a better alternative to YouTube as a lot of time is wasted in searching and finding the right kind of videos</p>	<p>After the trial ended, the subscription plan seemed expensive for what it's worth</p> <p>The platform does not have enough wallets. It shows only Google Pay and VI billing</p> <p>No personalization option available on the platform</p>
Doing	<p>Google 'online ed-tech platform'</p> <p>Access sites recommended by Google</p> <p>Conduct research on the Internet to learn about the company and service</p>	<p>Got to know about the app from the kid's school network.</p> <p>Speak to them and learn about their experience of the platform</p>	<p>Saw an ad on Facebook</p> <p>Validates it through personal network and Internet</p>	<p>Search for the app on the play store/apple store</p> <p>Read customer reviews</p> <p>Compare(features, pricing) and evaluate alternatives</p> <p>Install the application</p>	<p>Create the account and enter all the details - select curriculum and class for my child</p> <p>Enter OTP received and also create a password to signup</p>	<p>Check all the subscription plans</p> <p>Select the one which is best suited for your plan</p> <p>Select wallet and pay the amount to access the subscription</p>	<p>Already frustrated with the application and its service. And no subscription plan seems suitable.</p> <p>Uninstall the application</p>

User Personas



Aanchal Gupta
Guardian

Demographic

- Female
- 34 Years
- Guwahati
- Married
- Want her kid to have best education
- Looking for digital tutoring platform

Scenarios

Aanchal is a hardworking, middle-class housewife. She is based in Guwahati, Assam. Her husband Ashish is a Sales Executive. Their yearly household income is around 14 lacs. Their kid, Aadya is in 4th standard. Due to the COVID outbreak, she has been taking her academic classes at home itself. But off-late, Aanchal & Ashish want her to invest more time in her studies and therefore they are using some free platforms like Youtube videos for Aadya. Through their peers, they have come to know of Tata STUDI and after seeing an ad online they think Tata STUDI is affordable as well. So they want to give it a try and test the platform.

Goals

Don't want to invest too much in the service.
Want the best education for Aadya despite being in a tier-2 city.
Hope that Tata STUDI provides a structured solution for their kid.
Hope that Aadya enjoys learning and also feels motivated to learn more.

Motivations

Cheaper plans and better learning
Want to get a feel of the different features and plans that Tata STUDI has to offer before they make up their mind to go about it. To sum up in Aanchal's words "I want our daughter to get the best education without us spending a lot for it. I have been making her watch all the interactive YouTube videos, but I feel she is not able to keep up with the syllabus structure of the course."

Frustrations

A lot of time is wasted in searching and finding the right kind of videos on YouTube. Does not want to pay a large amount to the competitor for the course.
Her peers have found competitive platforms to be predatory.
Aadya is not very fluent in English, sometimes she doesn't understand the application due to the language barrier.

Expectations

Want the platform to cover the school's curriculum and not waste time in teaching out-of-syllabus lessons.

The app should be cross-channel, should run on my mobile or laptop, where ever I want to.

Want my kid to easily use the app and access its content.

Children always have less attention span, so want the interface to be engaging, should provide a competitive environment.

Challenges

Want to know what value and impact the app will provide before buying the subscription and investing money.

Heard from peers that after the trial period ends, the subscription gets expensive so they drop off the platform.

Technology



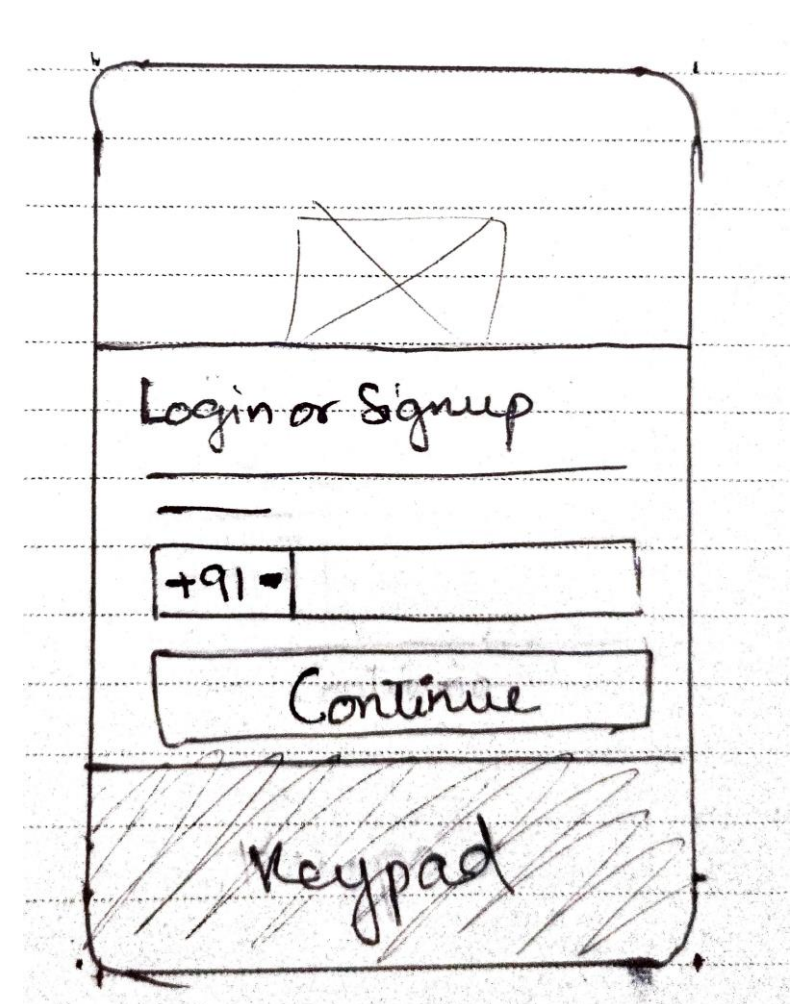
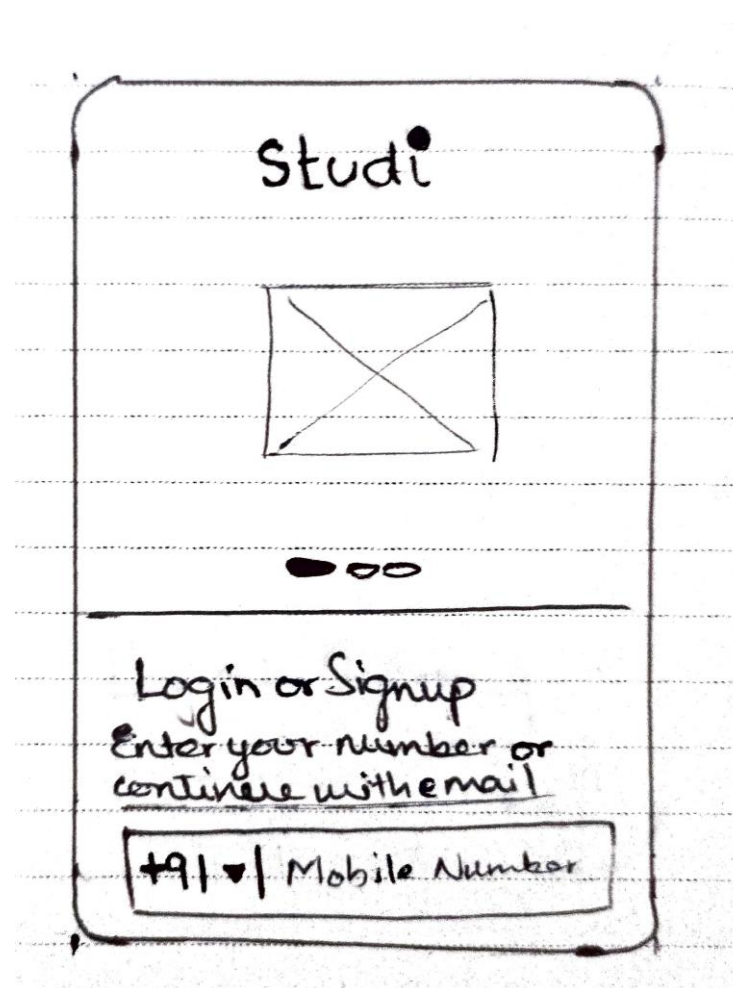
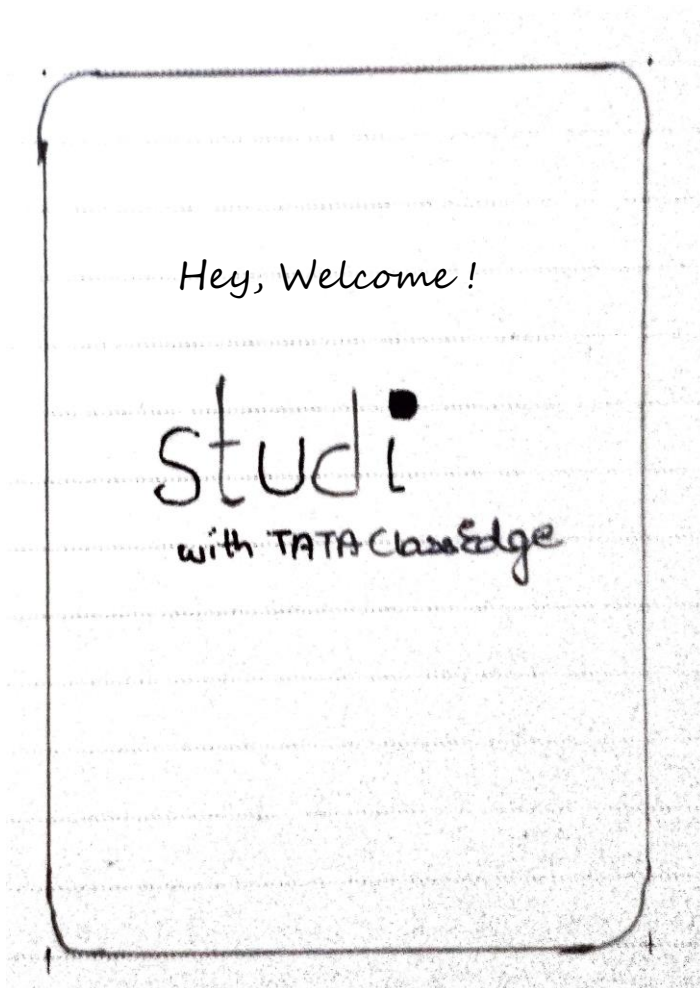
Channels



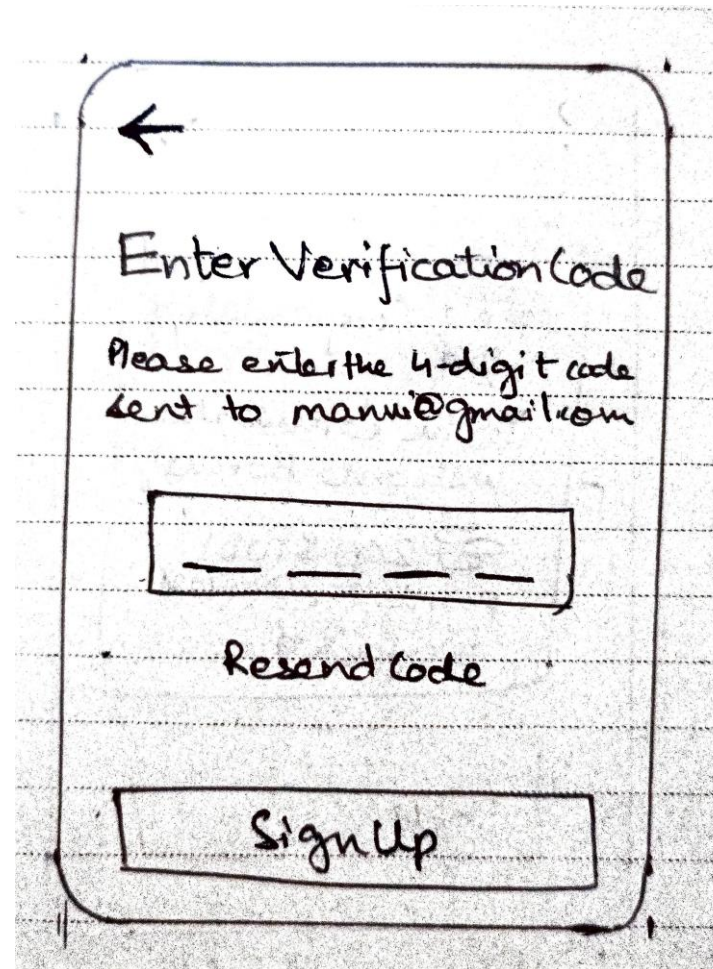
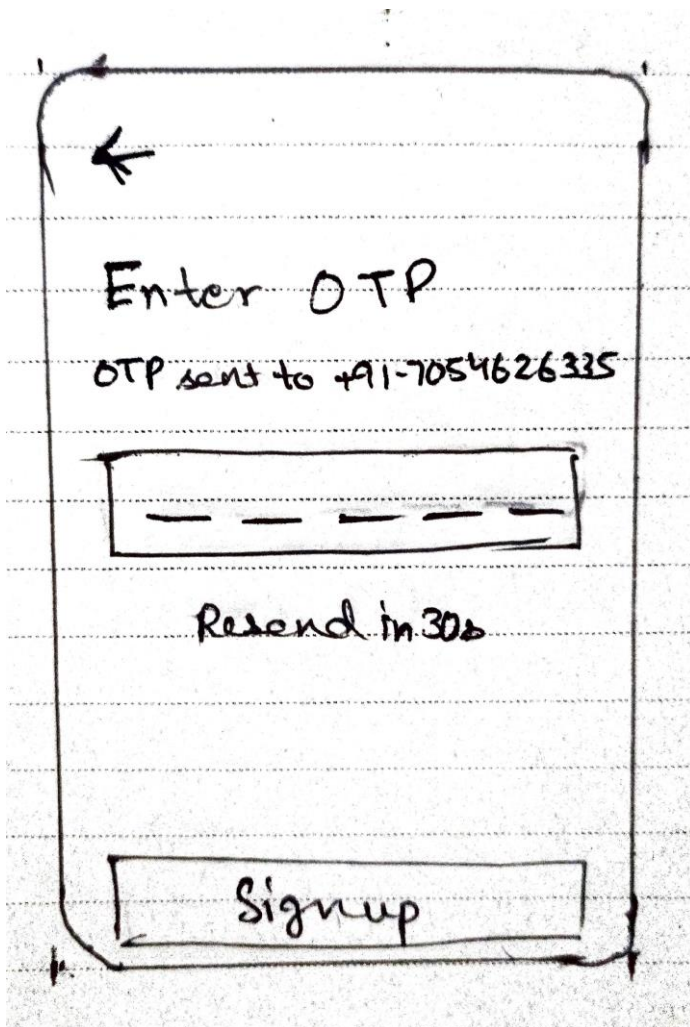


Ideate
phase

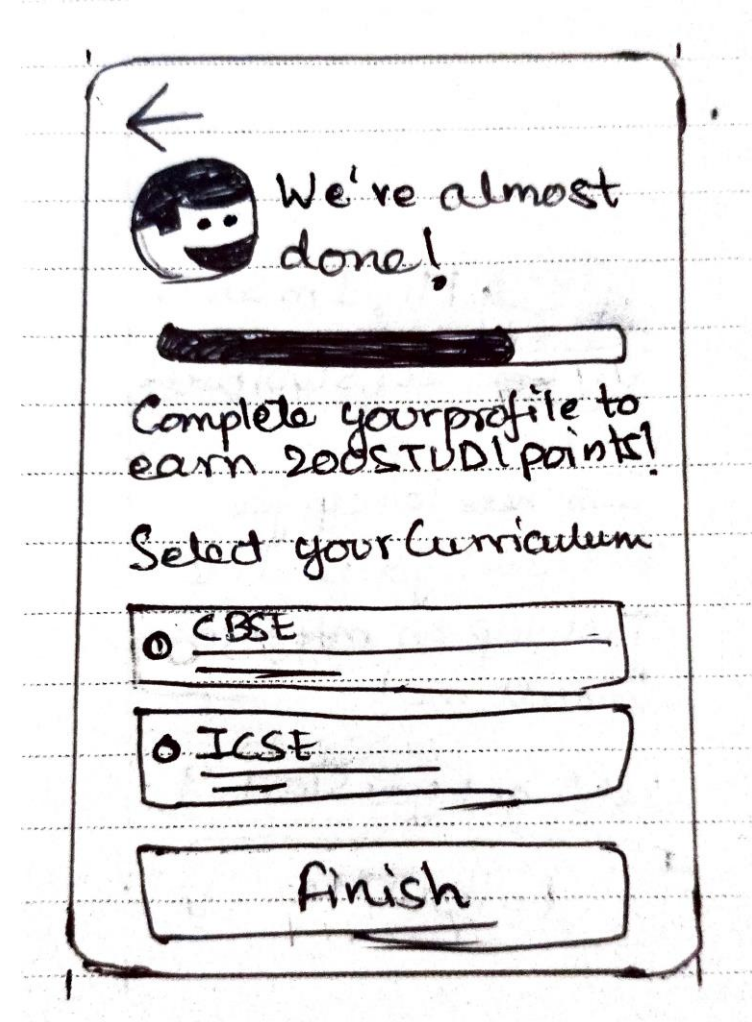
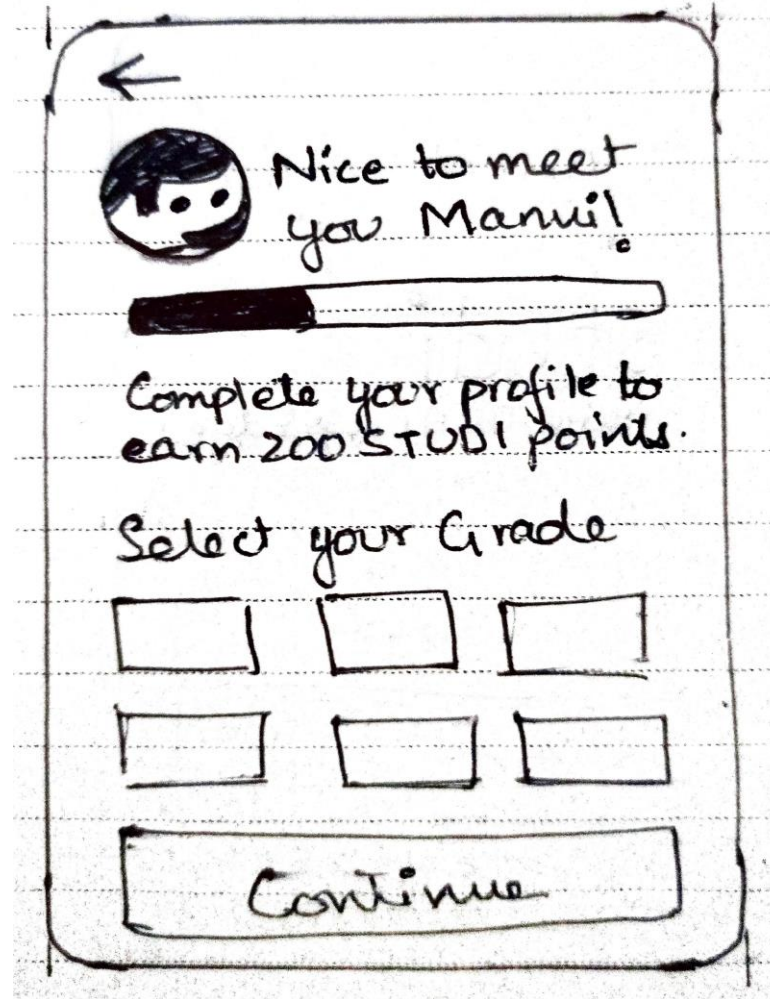
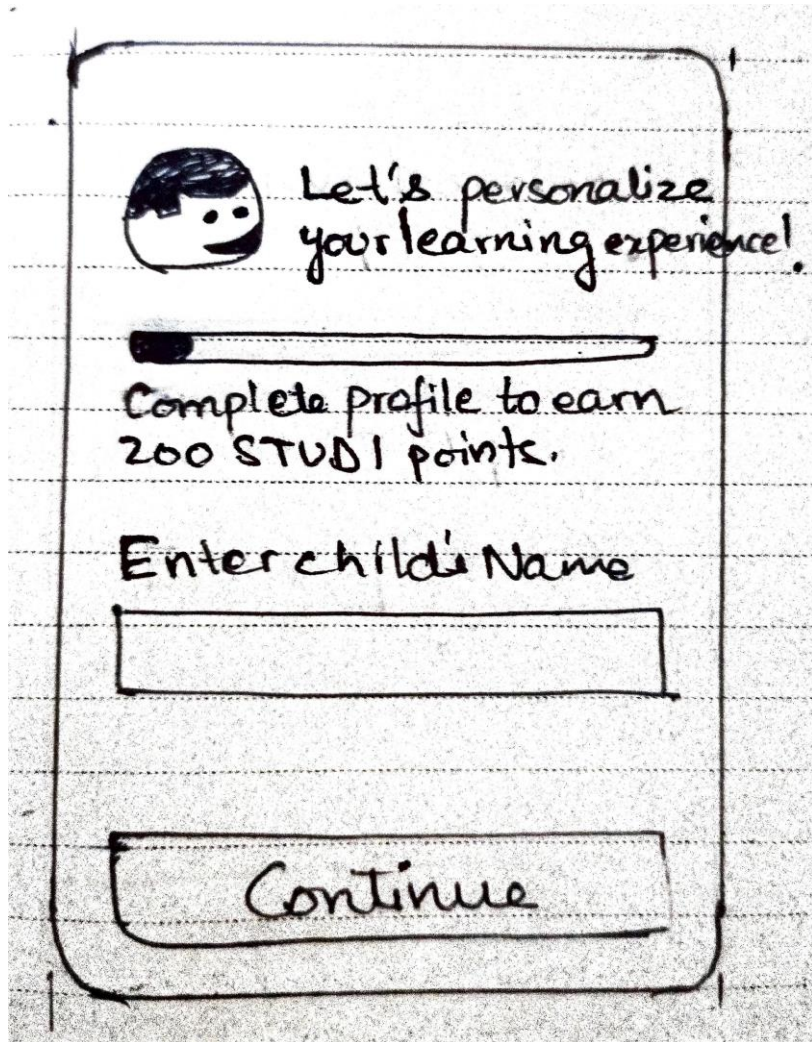
Storyboard – Welcome



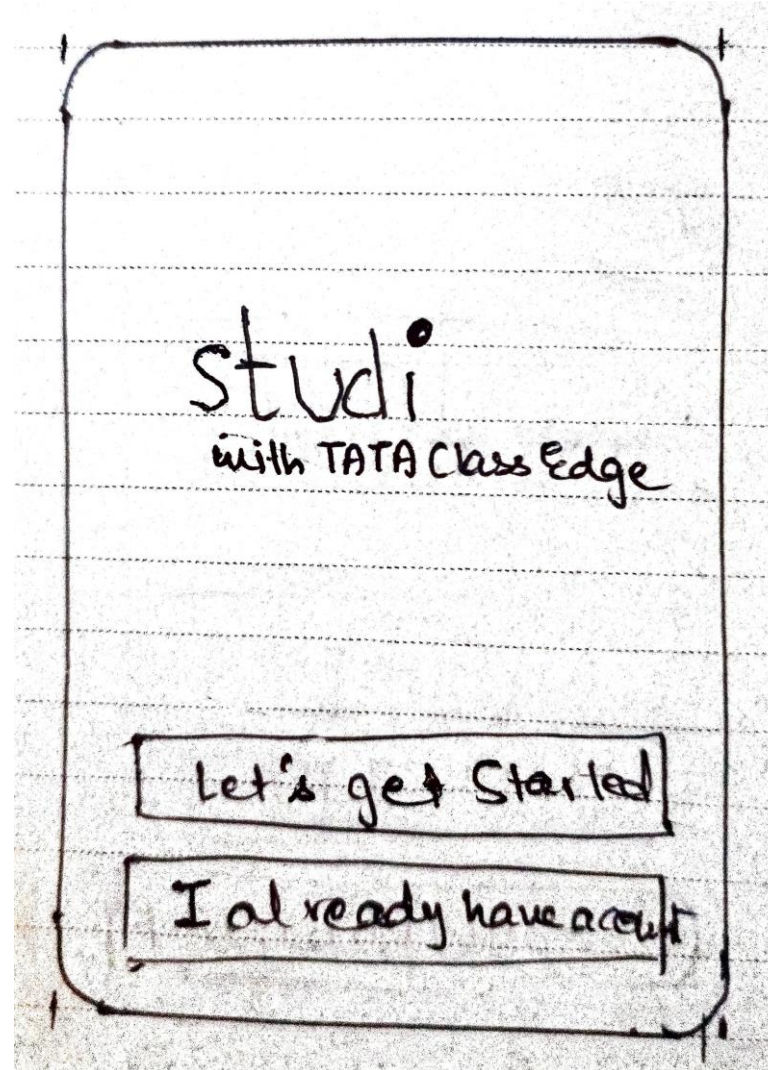
Storyboard - Register



Storyboard - Encourage



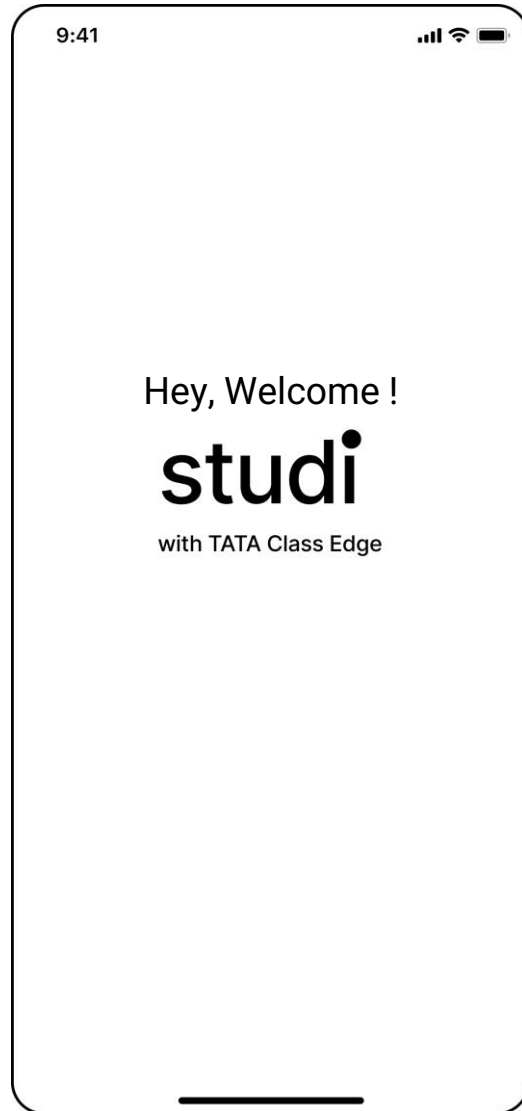
Storyboard – On-board



Prototype phase

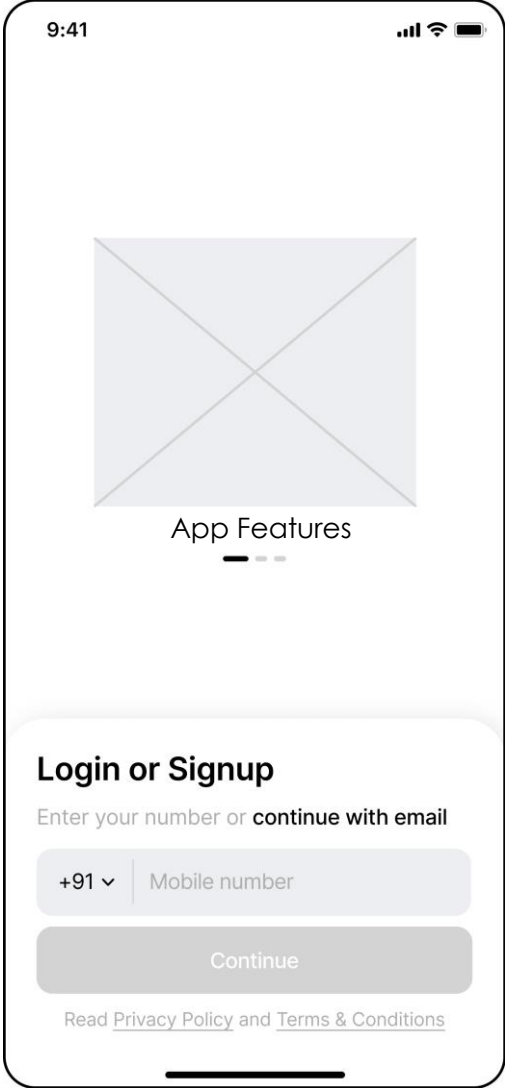
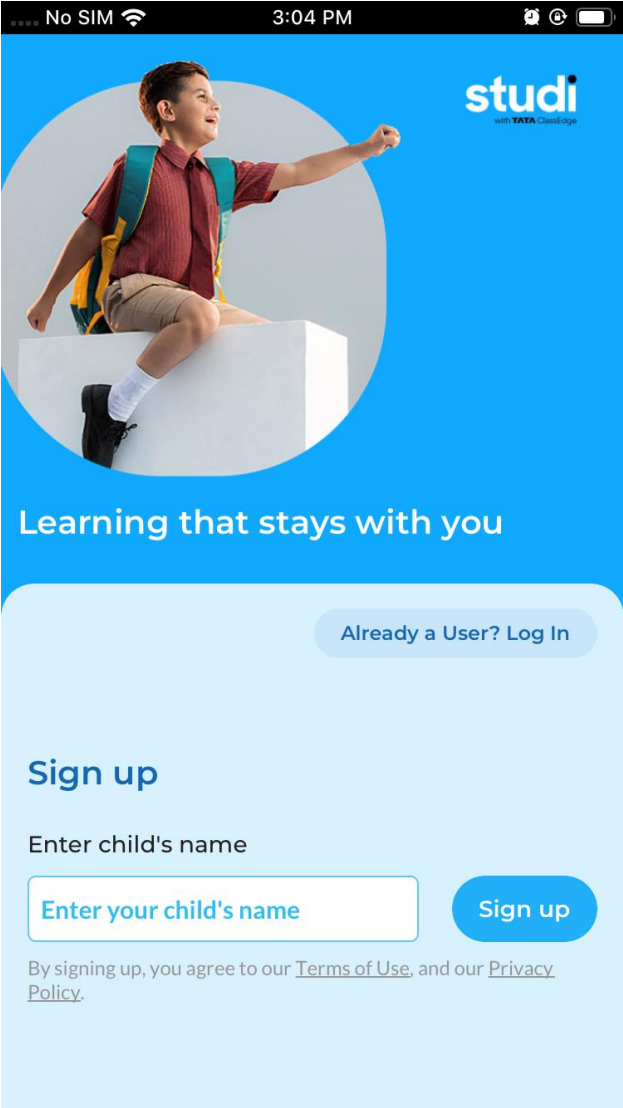
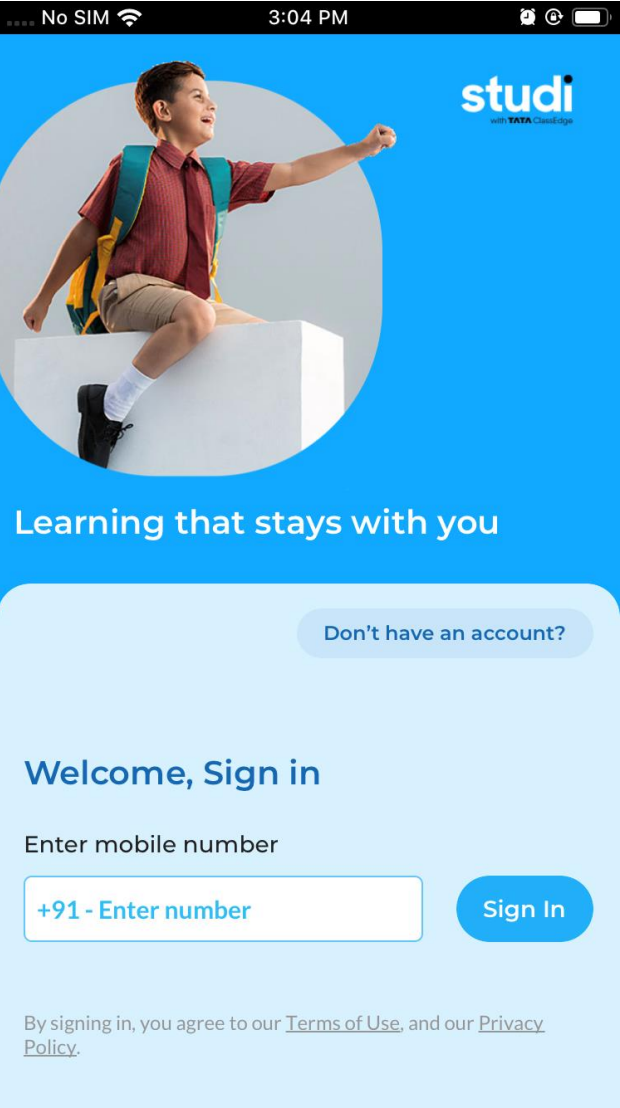


Prototypes – 1. Welcome



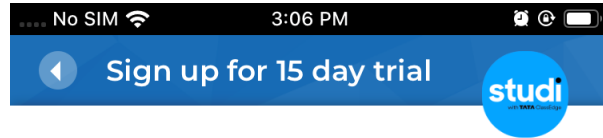
Welcome page for First Time user without any motion graphics to save loading time

Prototypes – 2. Engage



Product Features explained in carousel & merged phone and email step

Prototypes – 3. Register



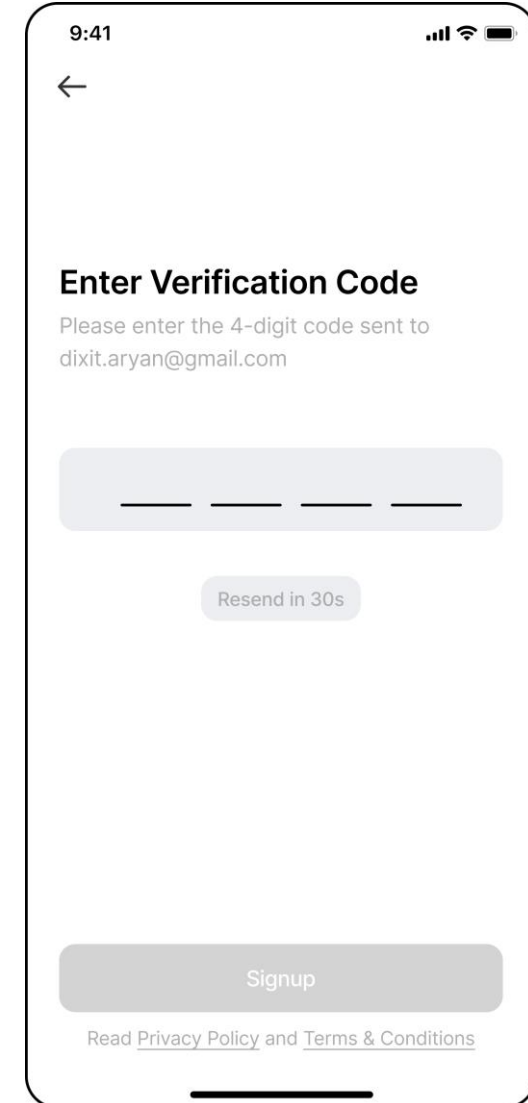
Let's Verify your mobile

Enter OTP

OTP will be valid for 01:55 minutes

Done

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
0		⌫



OTP verification process

Prototypes – 4. Encourage

No SIM

3:04 PM

◀

Sign up for 15 day trial

Tell us more about karan

We require the following information to customize your child's experience on Studi.

Syllabus

CBSE - NCERT

CBSE - STUDY

Select Class

Class 1

Class 2

Class 3

Class 4

Class 5

Class 6

Class 7

Class 8

Continue

Your privacy is important to us. The information shared on platform is only used to customise your child's experience on the platform. Please read our [Privacy Policy](#) for more details.

9:41

Hey, I'm Sam.

Your STUDI buddy!

Let's personalize the learning experience for you!

Let's get started

9:41

Let's personalize your learning experience!

Complete your profile to earn 20 STUDI points!

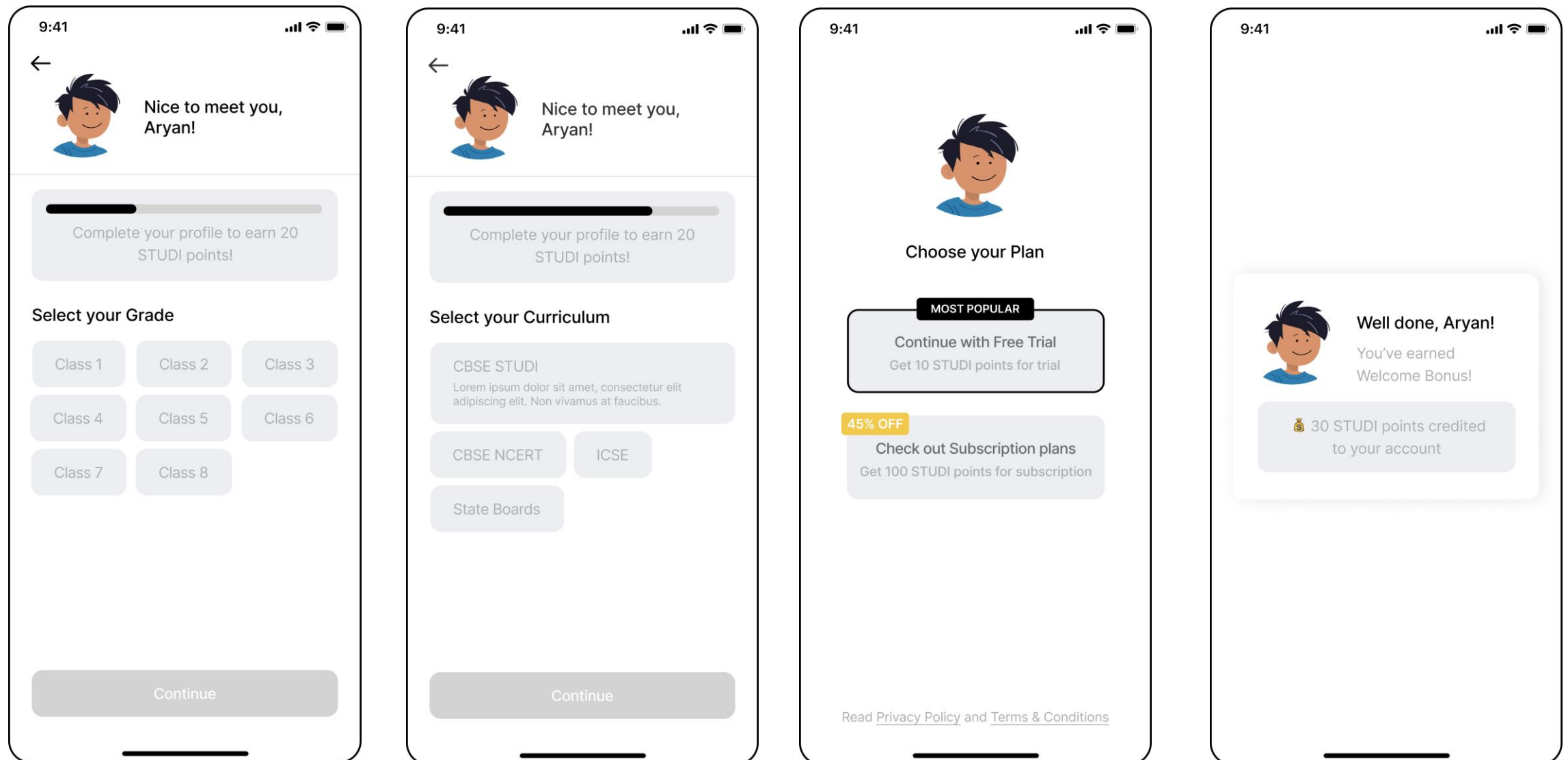
Enter child's name

Enter name

Continue

Intuitive Gamified Sign-Up with a "Studi-buddy"

Prototypes – 5. On-board

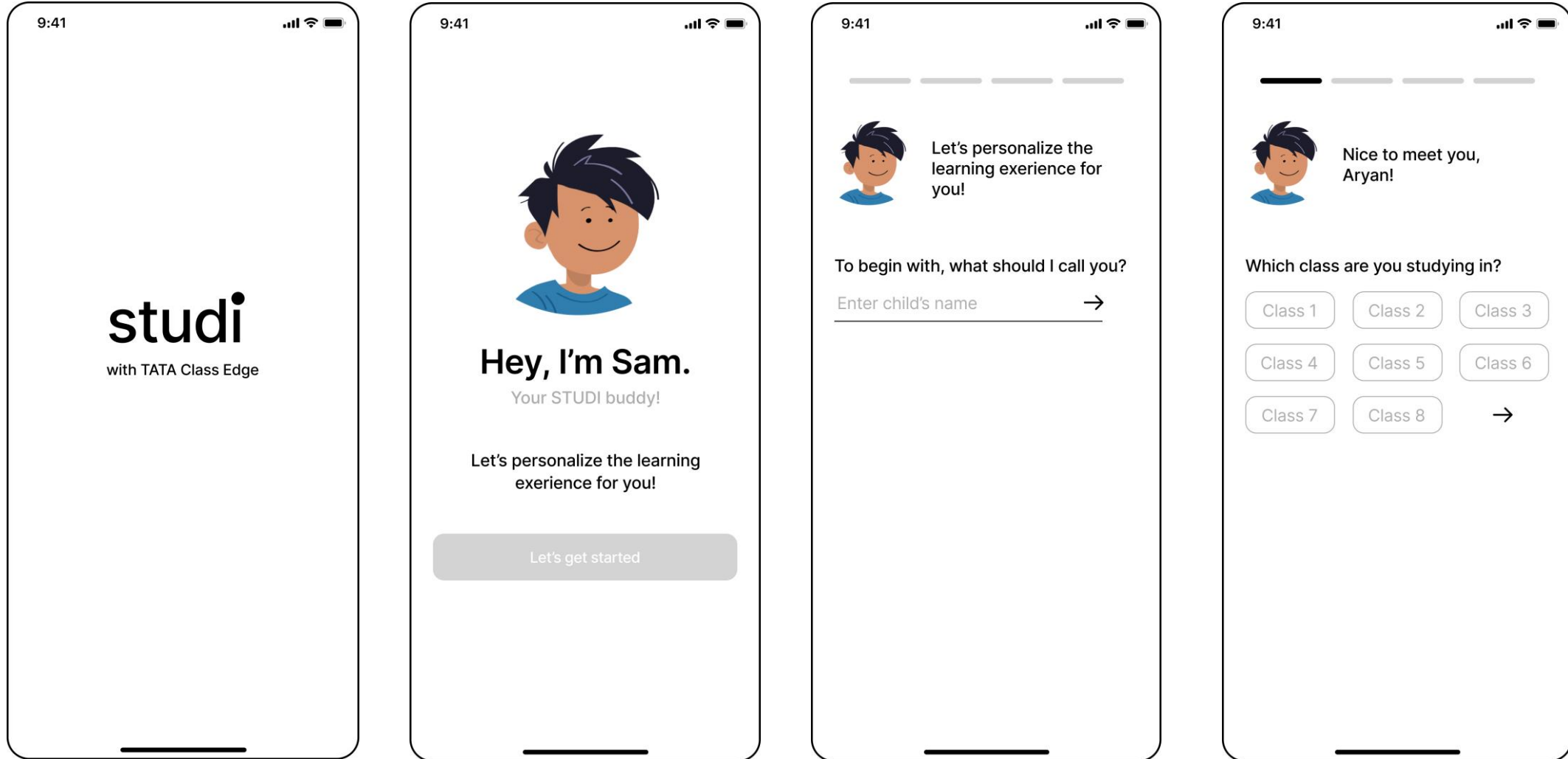


Visible Progress and Gamified experience for Trial/Subscription

Alternative Options

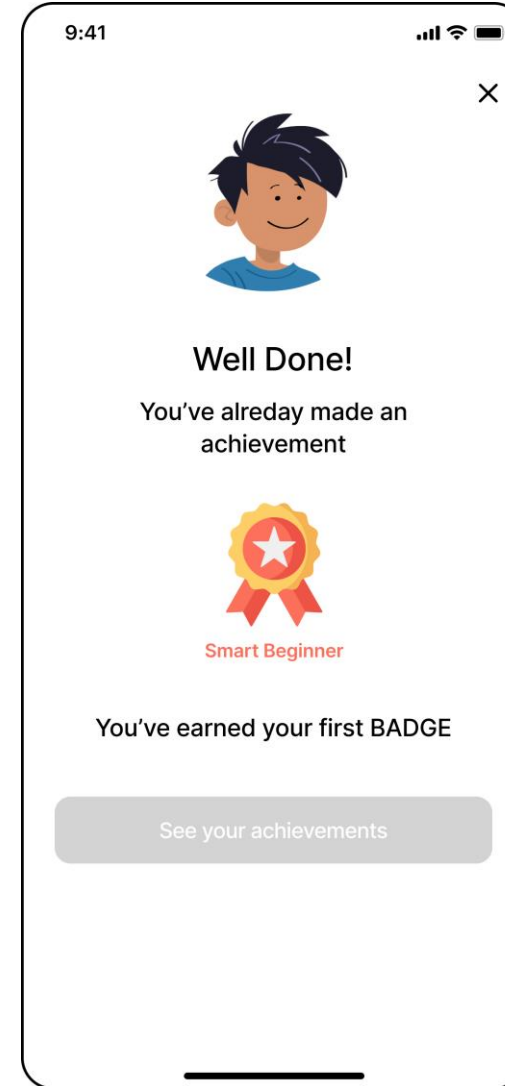
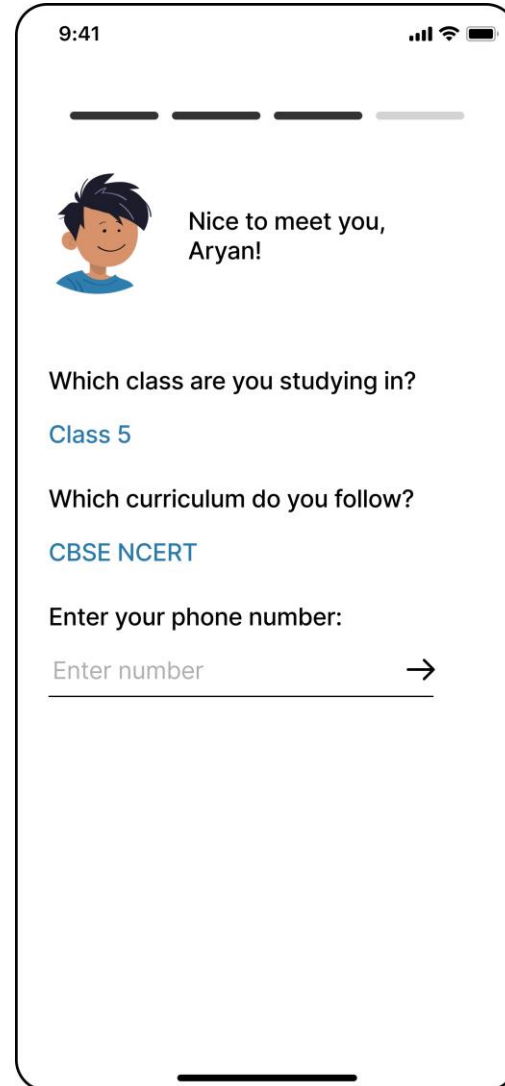
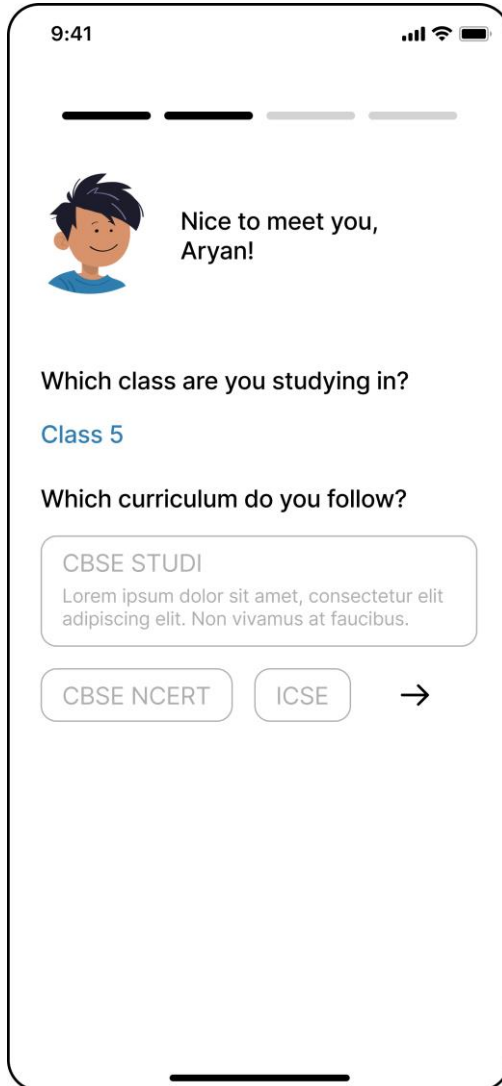


Prototypes – Welcome- Engage- Register (Option 2)



Typeform based data collection and communicative approach

Prototypes – On-board (Option 2)



Expected Outcomes



1

Faster Turn
around time



2

Motivational
push to on-board



3

Improved
engagement



4

Enhanced
Customer
Experience



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