# Review report of APTCODER

## Introduction:

This report provides a review of the full website of APTCODER and usability of your website.

The website of APTCODER is created for students up to grade 12. At APTCODER, they strive to empower kids with skills and knowledge of coding. They help improve their ability to grow and initiate fresh ideas. Apart from this, they strive to boost kid's logical thinking to make them industry ready for Industry4.0.

APTCODER, with its vision to provide quality and cost-effective coding solution to our future generation, has come under the banner of startup India. Their motto is, 'No kids should be deprived of future literacy :- coding'.

As soon as you open the website using [https://aptcoder.com/](https://aptcoder.com/) the home page will appear.

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# 1. About APTCODER

APTCODER, incubated under SNN EDUWORLD PVT LTD, is a pioneering venture founded by an alumnus of IIT Bombay, nurtured within the auspices of IIM Lucknow. Positioned at the intersection of technology and education, this innovative enterprise specializes in regional language-based coding, holding a successfully applied patent. With a current emphasis on school-level education spanning from kindergarten to the 12th standard, APTCODER has crafted a unique product that guides students through their educational journey, from entry to exit levels, with a comprehensive market outreach.

This visionary initiative responds to the evolving landscape of technology, with projections indicating that by the end of the decade, IoT and AI will impact over 800 million jobs. Recognizing the imperative for early exposure to this transformative knowledge, APTCODER endeavours to bridge the gap by fostering a generation of future entrepreneurs through its interactive learning platform.

At the heart of their mission is the dedication to nurturing young minds, akin to providing them with proper food and exercise. Informed by research indicating that 94% of the mind's development occurs through visual and auditory stimuli, APTCODER aims to deliver this crucial 94% with 100% efficiency. Their approach focuses on building logical thinking in children aged 5 to 16 through an online learning platform featuring the expertise of certified faculty members.

The entire educational journey is facilitated through an in-house Learning Experience Platform (LXP), supported seamlessly by both web and app interfaces. APTCODER's commitment to empowering young minds with coding skills reflects its dedication to shaping the future by providing a solid foundation in technology from an early age.

## 2. Visitors

I can offer some general considerations on the likely audience based on the information provided about APTCODER:

**Students and Parents:** The primary audience is likely to be students ranging from kindergarten to 12th standard and their parents, given the focus on school-level education and the goal of nurturing young minds.

**Educators:** Teachers and educators are also the part of the audience, especially those interested in incorporating coding into their curriculum.

**Tech Enthusiasts:** Individuals interested in technology and coding, including those looking for innovative approaches to teaching coding to children.

**Entrepreneurial Community**: APTCODER's vision of creating future entrepreneurs may attract individuals in the entrepreneurial community interested in educational technology and its potential impact on future skill development.

**IoT and AI Enthusiasts:** Given APTCODER's emphasis on preparing children for the future dominated by IoT and AI, individuals interested in these technologies may find the platform appealing.

Understanding the specific target audience for APTCODER will depend on the detailed marketing and outreach strategies employed by the organization. They may conduct market research and analytics to gain insights into the demographics and interests of their website visitors.

# 3. Design of the website

The design of the website is very responsive. It can be viewed in mobile, tablets and laptops.

This is based solely on how the students are going to use.

1. **Navigation bar:** This consists of Home, About, Courses as dropdown, Buy a course, Contact Us, Schools. You can also sign in and book a free class.

2. **Introduction:** Starting with the introduction of their website they added the certification. It is a STEM accredited Startup started at IIM Lucknow with IIT Bombay alumnus.

3. **Task for startup:** "Cultivating a Stable Future: A Lifetime of Learning for Kids in the Coding Community".

4. **All round development:** The next section consists of all the skills being provided by the startup for the students. Starting from Algorithmic Thinking, Innovation, Efficiency, decision making, Creative thinking, Sequencing, Structure, Logic with Coding and life skills.
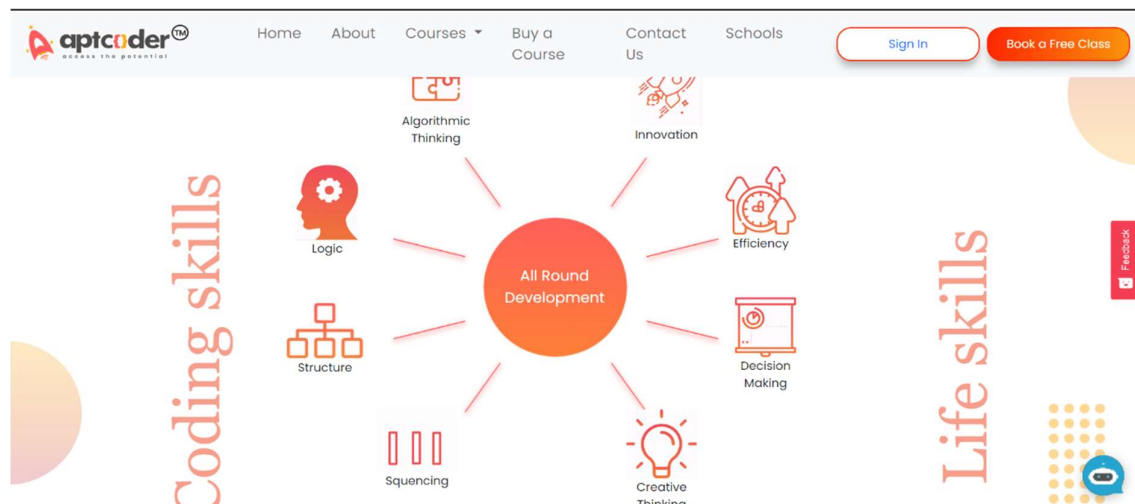
Fig 3.1 Skills APTCODER provides to students

5. **Online Learning platform:** It compares the efficiency of online and offline classes on the basis of content, attention, flexibility, feedback.

Various studies suggest that online mode delivers not less than 94% of the content which otherwise we get in offline mode. It does have-

- Flexible & self-paced learning.

- A wider approach to learning new things.

- Redefined logical and critical thinking skills.

- Getting your doubts cleared quicker than ever before.

- Parents can access their kid's progress and creations at the finger of their tip.

- With a flexible schedule, parents can teach their kids anytime and anywhere.

6. **Services:** It talks about the services provided by APTCODER.
   a. Collaborations with foreign university.
   b. Early age professional network.
   c. Stable future.
   d. Kids coding Community.
   e. Apt social warriors

7. **Learn by doing Projects:** MAKE YOUR CHOICE- This game makes kids understand the value of having good habits such as washing their hands and sanitizing them.

8. **What Parents say:** Stories of the parents whose children has opted APTCODER for programming knowledge.

9. **Free class:** It provides you to have a free trial class. the free trial class will include a small lecture and a few tricks that would enthral your child in knowing more.

10. **Our courses:** This provides courses according to the grade the student is studying.

a.  Spoon course: Grade 1-3
b.  Kiddo course: Grade 3-5
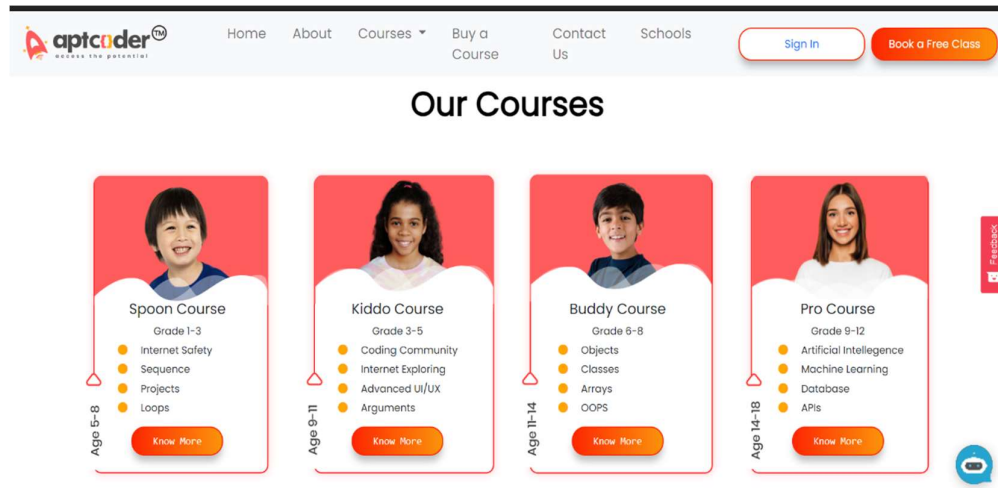c.  Buddy course: Grade 6-8
d.  Pro course: Grade 9-12



Fig 3.2 Courses provided

11. **Users:** There are 100+ teachers, 5000+ students and available in 5+ countries.

**12. Teaching the right way:**
   a.  Understand the problem
   b.  Analyse the solution
   c.  Get to coding
   d.  Achieve the target

13. **Mentors:** The mentors are from IITs to Technical giants. Some of them are – Aejit, Akshay Kumar, Ambri, Ramesh Junawa, Kalam.

14. **FAQs:** You can use this to ask your doubts about the platform.

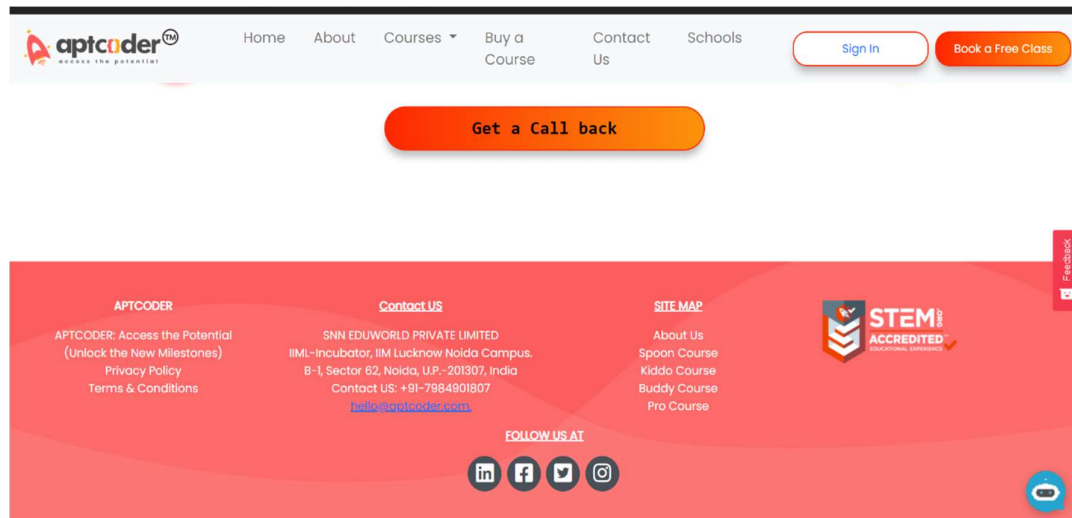15. **Footer:** It contains the contact and address of the company.

Fig 3.3 Contact page where you can find all the handles and email information

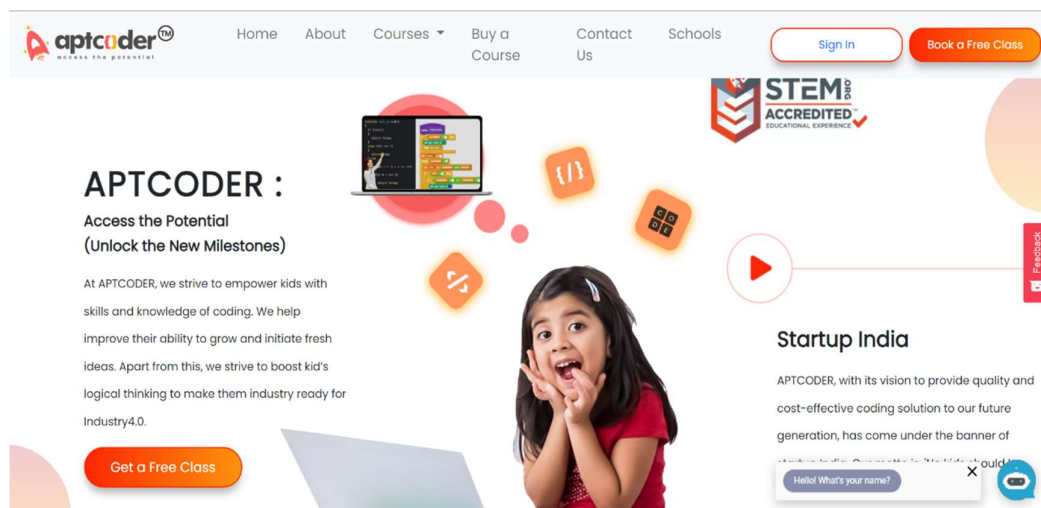16. **Chatbot:** You are also provided with a chatbot.



Fig 3.4 Home page of the website

# 4. Usability

You can use your parent's email to login if you don't have the email. It is only from grade 1-12.

For registering into the website you need email or phone number. You can opt of OTP or password.

As a college student I have registered myself as a grade-12 students to explore about the website and how it works.
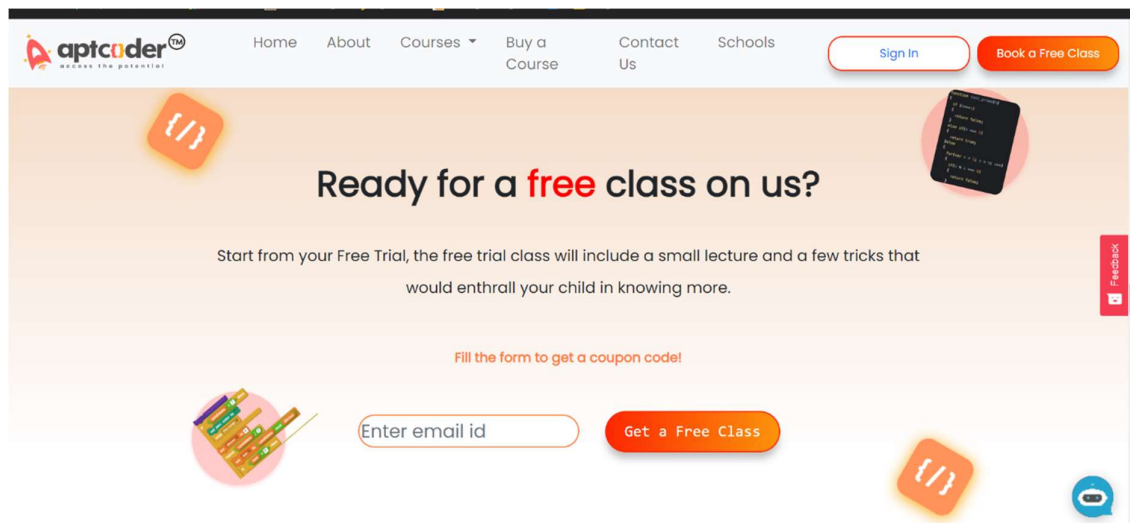


Fig 4.1 Get a trial from taking free classes

# 5. WHO ARE WE?

We spark the love for coding in kids and take them through the wonders of coding

We are a team of dedicated, resourceful and goal-driven professional educators with solid commitments to the social and academic growth of every child. Our team has come from a highly reputed educational background of IIT, IIM to top industry and academic professionals, who know what's best for our kids and how that can be delivered. These are the brains, who strive to do better by sticking to one single goal of, "No kids should be deprived of future literacy, i.e. coding". We don't just teach, we make them ready for the industry under the supervision of

our experts, who invested more than 10000+ hours cumulatively to derive the solutions which are best suitable for our kids. This nor only nurtures their coding skills but also makes them ready for Industry 4.0. Our unique 'Kids Coding Community' completes the process of holistic development of our kids by providing them a platform for freely discussing their innovative thinking and giving a way of solving the problems with help of peers.

## 6. Message from the founder

Mr. Gaurav Agrawal, founder and CEO of APTCODER, is an alumnus of IIT Bombay and Ex-Edtech industry professional. He believes in the holistic approach towards the development of students in this wide horizon of technology and making them capable to grow. Having keen interest in research and education, he left number of domestic and international opportunities in govt and private sectors so that the idea of implementing this noble thought came into reality. As the founder, Gaurav believes in the immiscible power that early childhood coding beholds to make the kids become the new world's creator. He strongly feels that this can only be possible by providing the cost-effective quality solution to our future generation. With this he advocates the development of 'Kids Coding Community', alongside the APTCODER, so that the learning will continues without any cost. This will help the lads at an early age to see themselves as makers, builders, and creators of future.

APTCODER provides a unique opportunity in form of its kids coding community to resolve issues, share solutions, achievements, and provides a healthy competition based on time determined tasks.

# 7. What APTCODER offers

With the world being more technologically advanced, we prepare kids to become technology friendly at an early age. We encourage them to challenge their true potential and grow at their convenient pace. Most of the kids grab the opportunity to adapt at an early age, we want them to learn and understand this next generation literacy at their comfortable space while enjoying their childhood. To push our vision "No kid should be deprived of future literacy: Coding", we provide kids with a continuous learning solution (Lifetime Free), Kids Coding Community.

- Career Nurturing

- Concept Building

- Courses and webinars

- Guidance for career decisions

- Global Opportunities

- Project based learning

- Location NO BAR

# 8. Mobile

APTCODER app is also on google Play Store.