

Delivering the world to you

Project proposal: LEARN-E

Client: Excelerate

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Submitted by: Mainuddin



Overview and Goals

Dear Supervisor,

It was a great week to work on our new project for Excelerate.

You want to introduce LEARN-E, a minimalist educational platform designed for learning in the simplest way for children. The app will give access to a world of factual knowledge, providing a greater comprehension of how the world works to the user.

The user experience will be seamless, high-performing, fast, and responsive. We'll design and develop a powerful Android app that anticipates and responds to user needs and expectations, provides a smooth navigation experience, and accurately reflects a sense of accomplishment for the user as they prolong their usage.

I hope you will find this app's functionality quite riveting for exploring a new, unexplored market segment.

Sincerely,

Mainuddin
Intern, Excelerate

LEARN-E App Proposal Document

1. Executive Summary

- **App Name:** LEARN-E
- **Purpose:** LEARN-E is a sparse educational platform created to ensure that people can get access to a simple, entertaining, and intuitive method of obtaining factual knowledge, which allows better understanding of how the world functions.
- **Target Audience:** The main consumers are individuals with all ages in search of simplified education materials..
- **Problem Statement:** Numerous educational applications present learners with complication interfaces or no form of interesting mechanisms that can keep them using it over time and they get bored or confused.
- **Solution:** LEARN-E also provides an easy-to-use Android application that has a minimalistic design and is fast, productive, and user-friendly.
- **Key Features:** Streamlined content delivery, progress tracking, and responsive design.

2. Purpose of the App

LEARN-E is designed to simplify and make the learning experience enjoyable among children by providing the factual information in a simple, interactive manner. The app focuses on:

- **Simplifying Education:** Making intricate topics easier to digest with learners by creating more age-friendly lessons that trigger curiosity towards the world.
- **Promoting regularity:** With the help of the motivational feature, such as streaks that encourage us to learn every day, we can develop a learning habit.
- **Fluent Experience:** Ensuring quick, smooth and easy to use interface with less distractions and more understanding.

The application is in line with the mission of Excelerate to be innovative in education by addressing a gap in the market that exists among young learners who want easy but effective learning tools.

3. Target Users

- **Demographics:** Children and adults of all ages and genders.
- **Needs:**
 - Clear educational material based on their age and understanding through their level of comprehension.
 - Interest-grabbing and interactive features.
 - A sense of achievement through progress tracking and rewards.
- **Behavior:**
 - Motivated by gamified elements like streaks and simple visual progress indicators.

- **Pain Points:**
 - Overwhelmed by cluttered or complex educational platforms.
 - Lack of motivation to continue learning without immediate feedback or rewards.

4. Key Features

4.1 For Learners

- **Simplified Content Delivery:**
 - Bite-sized lessons covering topics like science, geography, history, and basic math, presented in an interactive, visual format (e.g., animations, quizzes).
 - Content tailored to age groups for appropriate difficulty.
- **Streaks and Rewards:**
 - A streak counter that increments with consecutive days of app usage, encouraging daily engagement.
- **Smooth Navigation:**
 - Minimalist UI with large buttons, clear text, and vibrant colors to ensure accessibility for young users.
 - Gesture-based controls (e.g., swipe to move to the next lesson) for intuitive interaction.
- **Progress Tracking:**
 - A dashboard showing completed lessons, quiz scores, and topics mastered.
 - Motivational feedback (e.g., "Great job! You've learned 5 new facts today!").
- **Offline Mode:**
 - Downloadable lessons for use in areas with limited internet access, ensuring uninterrupted learning.

4.2 Technical Features

- **High Performance:** Designed for low latency performance on Android devices, ensuring fast load times and seamless transitions.
- **Responsive Design:** Works across different screen sizes (phones, tablets) with the same functionality.
- **Secure Authentication:** Learners and admins can only access sensitive data due to user login and role-based access control.
- **Cloud Sync:** Synchronization of progress and content between devices in real time, with offline caching for smooth usage.

5. User Experience Goals

- **Smooth Experience:** The app will guess what is required (e.g., the next lesson will be suggested depending on the progress) and has a clutter-free interface.
- **Interaction:** Gamified features that bring a feeling of achievement, making people want to keep using them.
- **Accessibility:** The font size is large, images are high-contrast, the language is simple, which makes it usable by young learners and learners with learning issues.

- **Feedback Loop:** Instant feedback about quizzes and work supports learning and gives confidence.

The following links redirects to the appropriate materials for this project:

[Github](#)

[Figma](#)