

Project Deck

Ekalavya



Project Brief:

Working Parents do not get more time with children and they often juggle with responsibilities of their studies, keeping them engaged in meaningful activities hence our aim is to create a learning platform for kids between age 5-12, to explore more than the school studies with audiobooks, live classes, Soft skills activities and Quizzes to map their progress.

Problem Statement:

Kids whose both Parents are working find it difficult to make time for their kids extra studies and other activities, hence kids can't explore more except school studies. So kids are missing out important phase of their learning & development.

Stake Holder Requirements:

An app to engage the kids, with the help of the students/babysitters. Because the parents are busy with their work routine.

An app to help the kids in studies and other activities, because they are always busy with their work.

An app which is simple and doesn't need any support for navigating around.

An app that helps their kids to stay focused, with the help of anyone online.

An app that helps to track the progress of their kids.

An app that engages the kids and helps them to focus and have fun

Demography

We have considered the metro-cities like Mumbai, Pune, Bangalore, Hyderabad etc. As these cities are diverse in culture and attracts a lot of migrants.

Prominent industries here are Information technology, Film industry, Advertisement industry, Banking, Manufacturing , Automobile , Research institutes, Educational hub. So these cities have more working people.

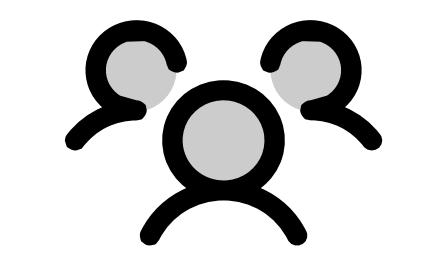
🧑🏻 Ethnography

Targeted cities are cosmopolitan and are very bustling and diverse in culture. Being the major cities, we can find people rushing all the time. People in these cities are mostly hard-working, cultural, modern people and are passionate about their lives. Major languages spoken here are English, Hindi and Regional languages.

🧑🏻 Target Audience

Primary: Kids of Age 5-12

Secondary: Working Parents



User Survey:

User survey are used to gather lot of data about the target group in a short period of time.

We have done the user survey to get more

information about the target

audience accroding to which 93% among the audience are the working

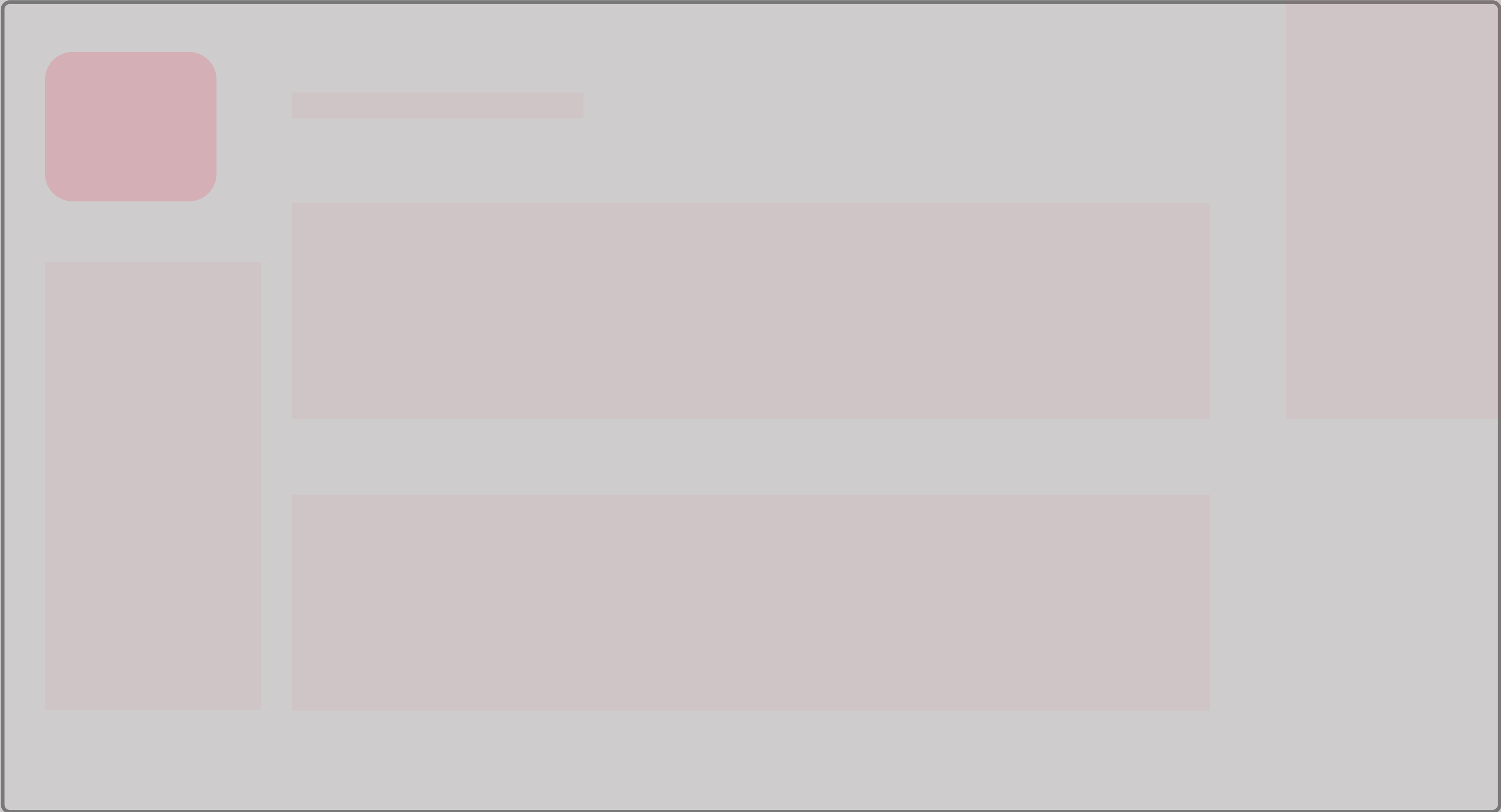
parents since we targeted particular group of users.

[View survey summary report](#)

Persona:

Personas are made to understand the point of view of the users. They represent the needs of a large group of users.

We have considered 3 personas Astha as primary user and Niharika, Raj as secondary users based on the survey report. Becasue Niharika and Raj fit the category defined in the survey for working parents we included them in personas.



Our Personas [!\[\]\(d3fb9f94af8b26d1c844efa9a98805b0_img.jpg\)](#)



Astha

About

Astha is 9yrs old girl who is really very active in nature. she lives in Pune with her family.her parents are working & career focused so they usually have busy working days.she is curious & enjoys learning new things.being a single kid in family she do not have somebody to spend her more time with and during these pandemic times things got even more Worse. currently she uses some applications to learn new things from.

Goals

1. To learn things she is interested in.
2. Wants interactive & collaborative learning.
3. Wants a good medium to keep herself engaged.

Pain points

1. Confused in where to start.
2. Wants a platform without always needing an adult to help with.
3. Wants a platform with fun,engaging & meaningful activities.
4. Lack of practical knowledge.

“I love fun based learning and also playing with my friends”



Occupation
Student



Location
Pune City, Pune

Traits

Friendly

Talkative

Confident

Hobbies

Drawing

Dance

Board Games

Apps

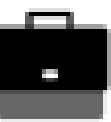
Whitehat jr

Instagram

Youtube



“Seeing my kids learning & growing is one of the best thing in the world”

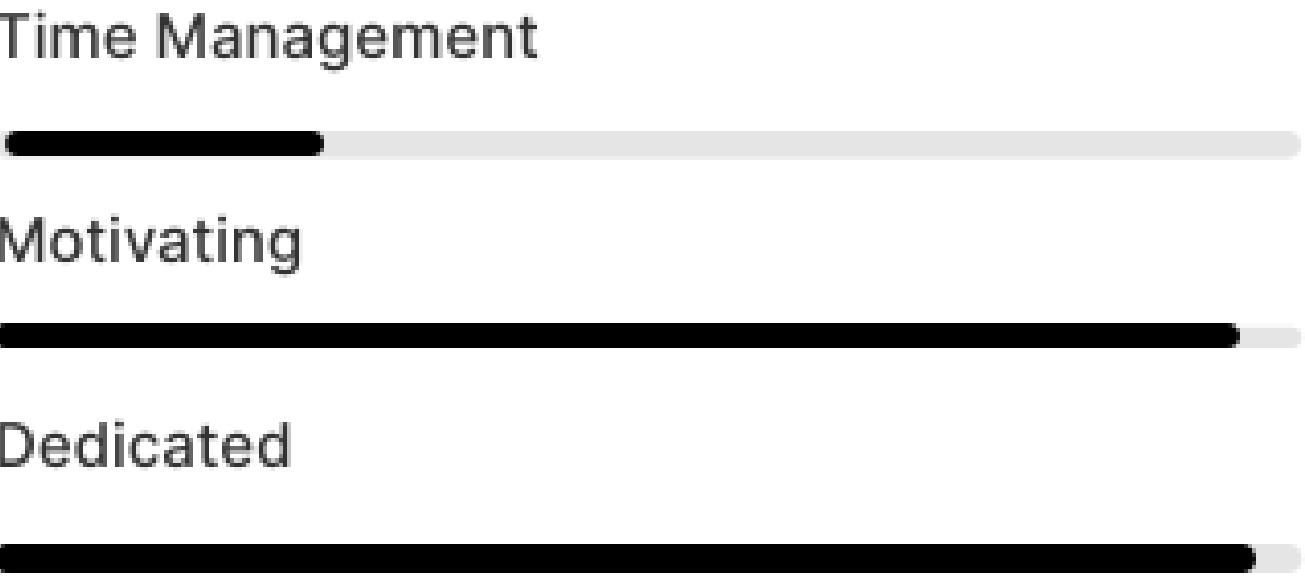


Occupation
IT Professional



Location
Mumbai

Traits



Niharika

About

Niharika lives in Mumbai. She has 2 kids (11y/o son and 8y/o daughter) She and her husband both are working and have busy weekdays. As a mother Niharika gets really tired and exhausted by her work and school preparations for her Kids ,her kids they dont like their mother restricting them with studies, so Niharika wants to encourage them to learn and explore things of their interests. But she is also concerned about their increasing screen time.

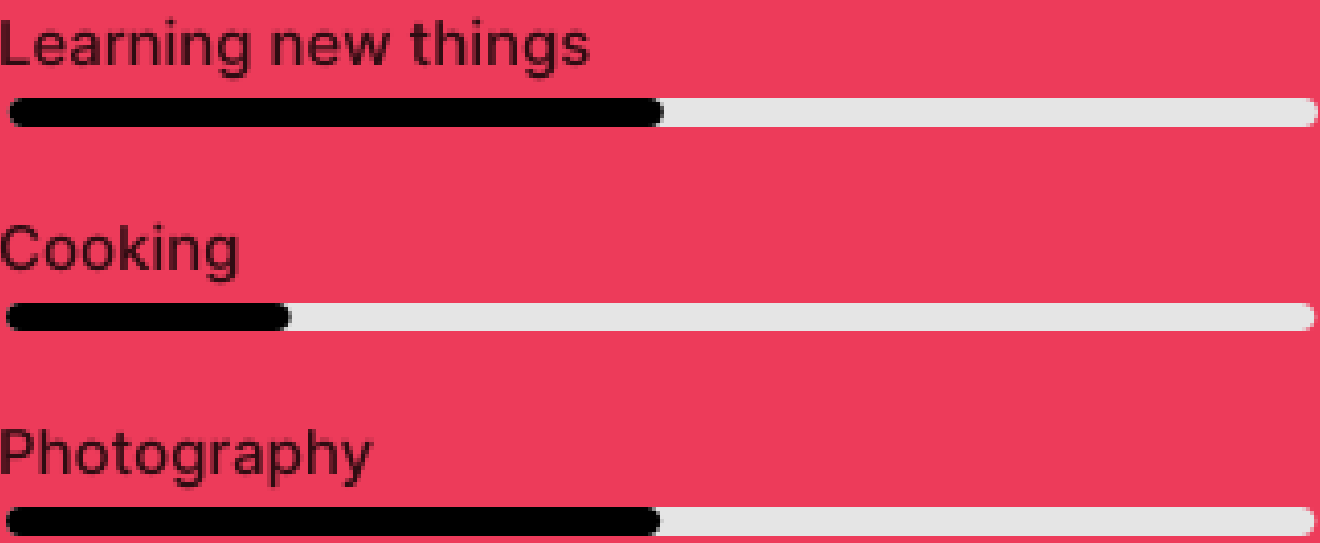
Goals

- 1. Keeping her family happy & healthy.
- 2. She values her children’s education highly.
- 3. Her kids want to play with their friends.
- 4. Her kids feel that they are bored of content based syllabus.

Pain points

- 1. She do not get enough relaxing time
- 2. No time to teach her kids by herself
- 3. Wants to keep her kids enagaged which will help in their devlopment & growth
- 4. Her kids get irritated because of restrictions.
- 5. Kids’ increasing screen time

Hobbies



Apps





“I’m always busy with my work, i rarely get time during weekdays and on weekends my most time goes with any house work or shopping“

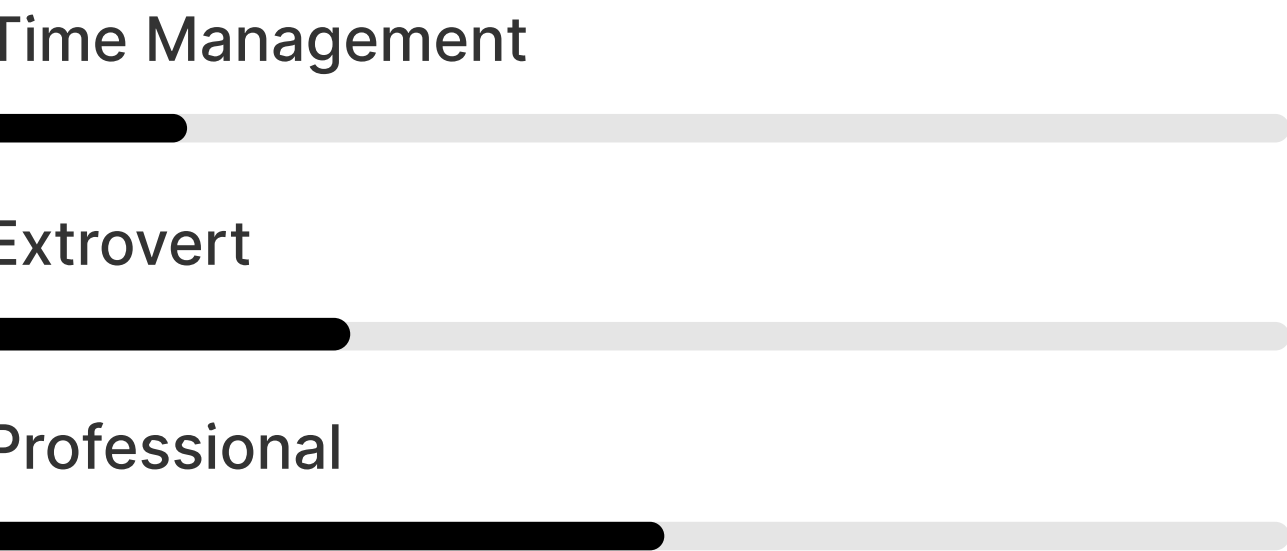


Occupation
IT Professional, Gridwale



Location
Kohima, Nagaland

Traits



Raj K

About

Raj is a 38 yrs old working parent, who has also a working wife. Because of having very busy schedule in his work, make him little unfocused. Still he always tries hard to balance between his work and family needs. He is really concious about his kids’ growth & development, he always keep trying on new things to motivate and keep his son busy with meaningful activities

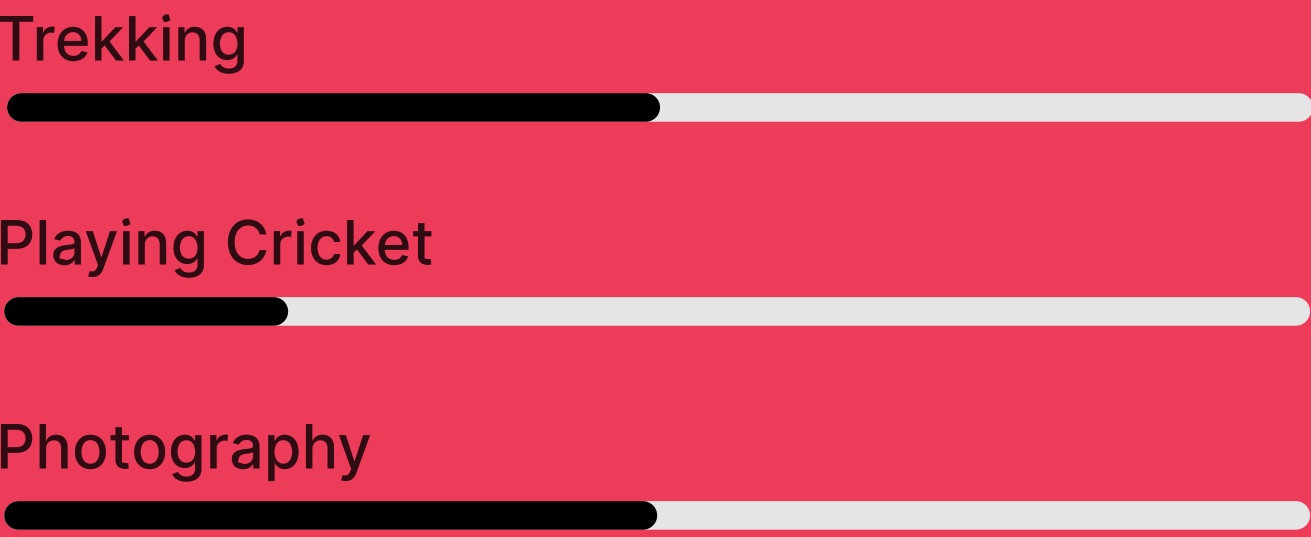
Goals

- 1. Wants to take care of his family.
- 2. He’s really concerned & aware about his kids’ education.
- 3. Encourage his son to be more active.
- 4. Help his son in exploring new things.

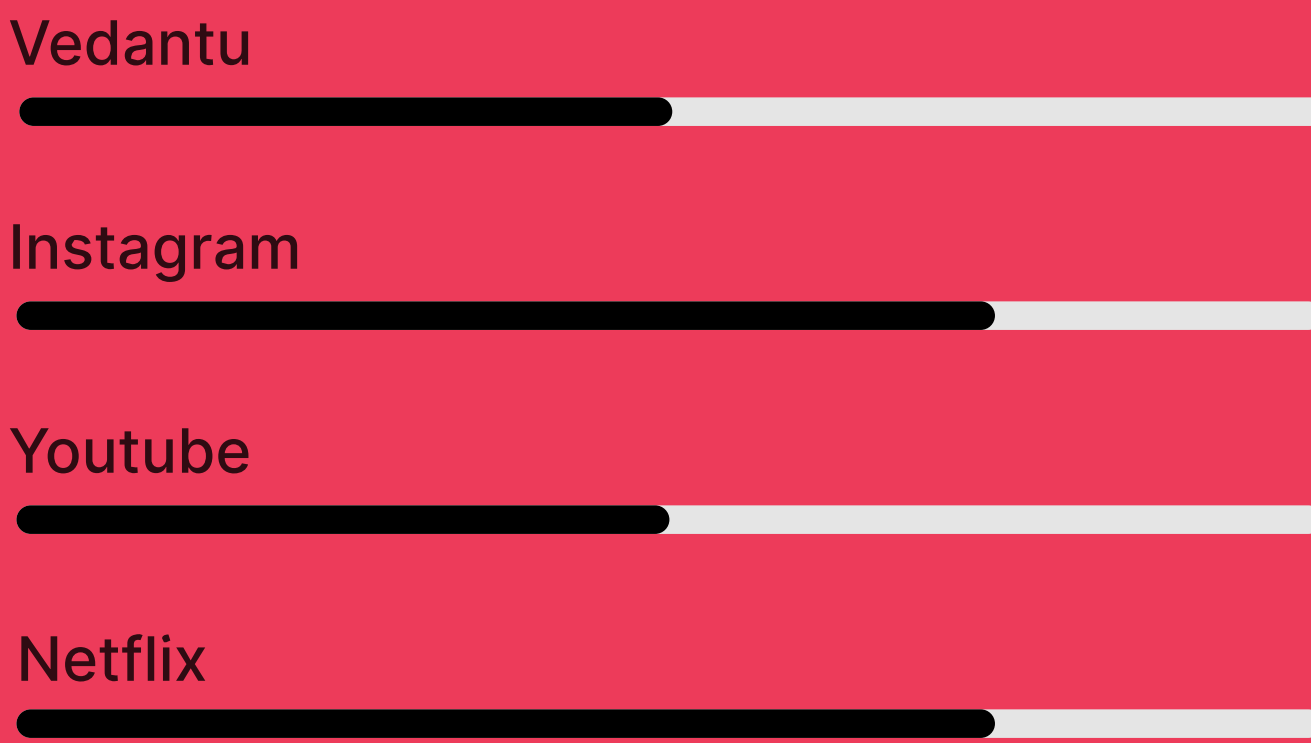
Pain points

- 1. Lacks in Time Management.
- 2. Struggels between his work and other responsibilties of his home.
- 3. He wants to try & Do everything which is best for his kid.
- 4. Faces the problem of what a kid loves to learn, finds it difficult to engage them in a activity.

Hobbies



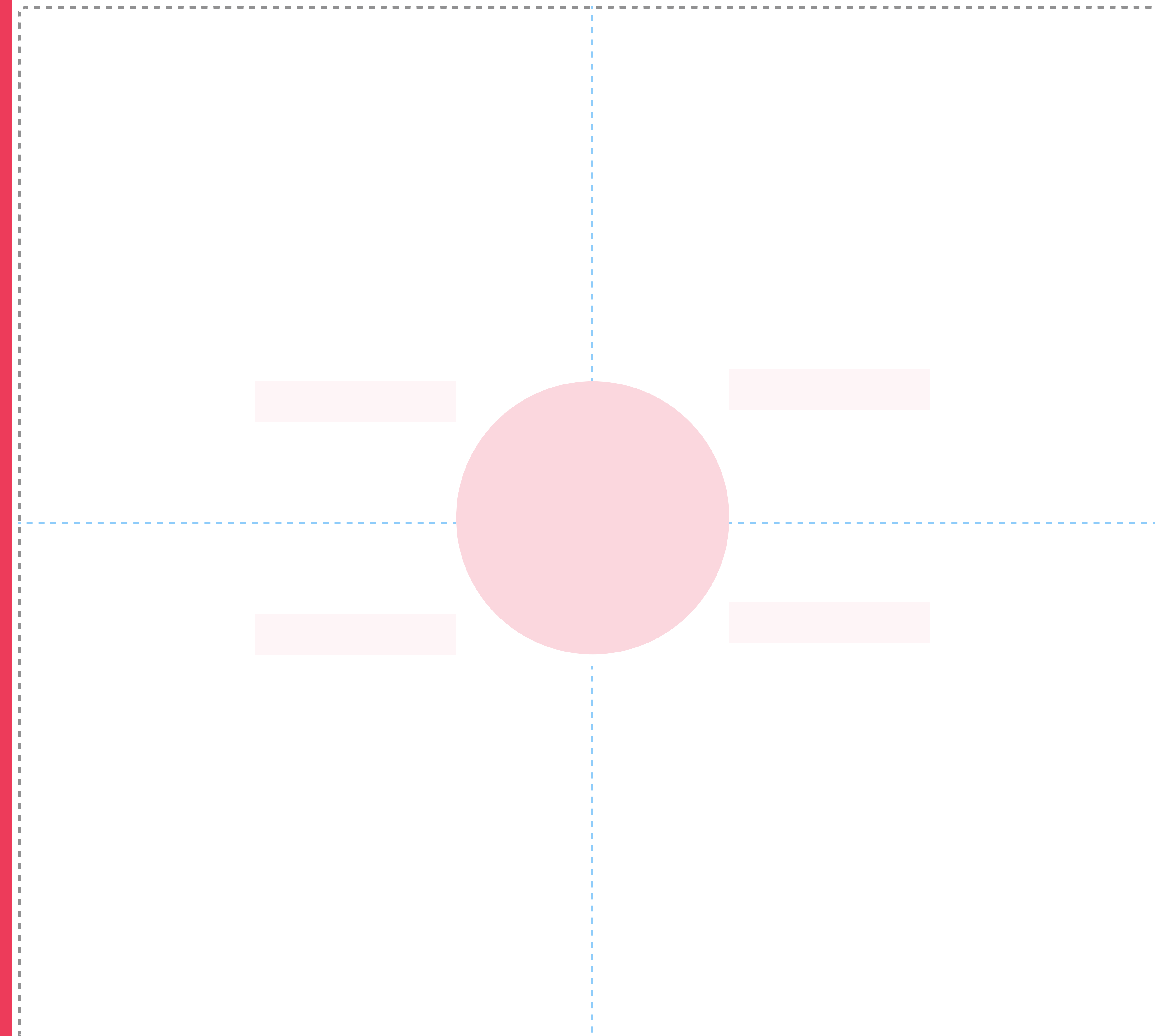
Apps

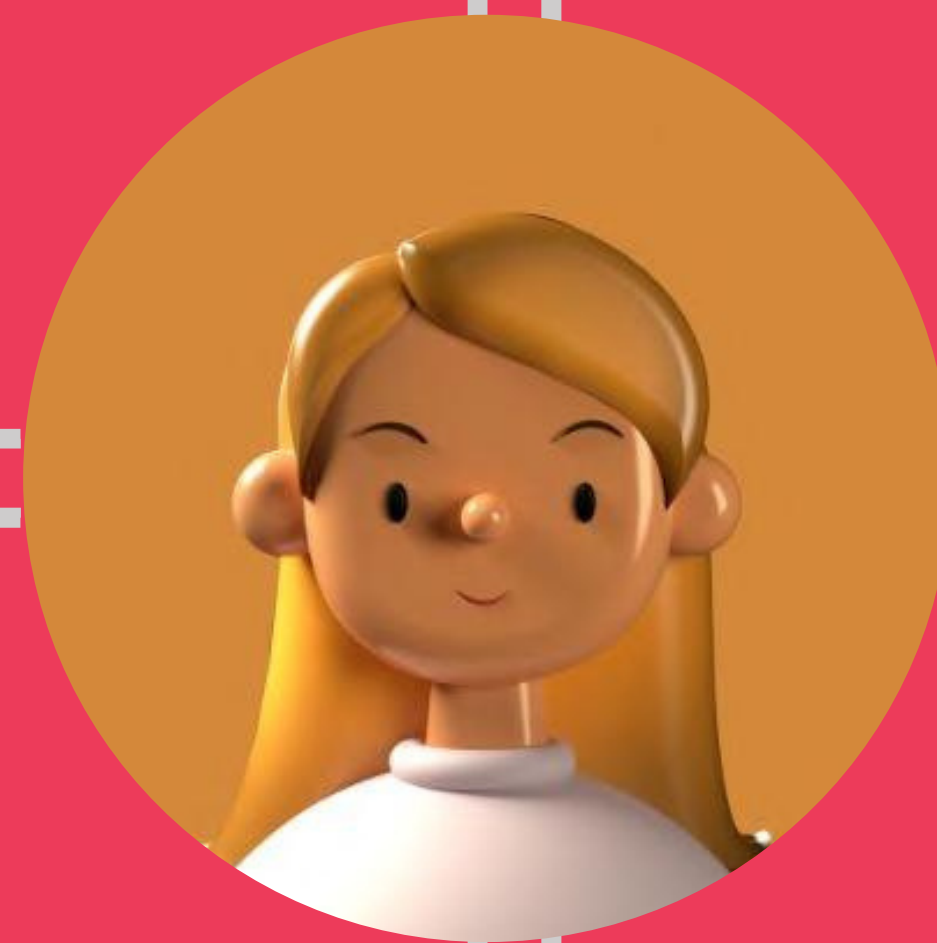


Empathy Map:

Empathy maps are made to gain deeper insights about the users, through understanding user behaviours or attitudes.

For the above personas we have made the three empathy maps with understanding pains and gains of the target users.





Says

“I want to learn crafts & painting”

“My parents are always busy”

“My classes are off today so i can play! all day”

Thinks

1. I will keep myself engaged.

2. I wish i had a sibling to spend my time with.

3. I want to be good at my hobbies.

4. Why cant my parents make some extra time for me

5.. I want a good mentor

Does

Explores different platforms.

2. Calls her friends .

3. Watches Youtube videos.

4. Takes her parents’ opinion

Feels

1.A platform without always needing an adult to help with.

2. Feels alone, because her parents are always busy.

3. She feels must keep myself busy to kope up with loneliness.

4.Confused in selecting course.

Pain

1.Wants a fun ,engaging, meaningful platform

2. Complex language in Existing applications

Gain

1.She will get a companion to spend her time with

2. All in one platform Covering her needs.



Pain

- 1. Cant make time for kids
- 2. Busy worklife makes her little unfocused
- 3.Do not get relaxing family time

Gain

- 1. She can keep her kids engaged with meaningful activities
- 2. Satisfied because she is able to assist kids with their needs.



Says

“I’m always busy with my work, i rarely get time during weekdays and on weekends my most time goes with any house work or shopping”

“It is really good if i get sometime with my kids, so that i can teach them something”

Thinks

1. He wants a platform to engage his kids over the weekdays.
2. He gets tired at the weekends after doing house work and needs a rest.
3. Gets less time to spend with his kids as both are working parents.

Does

1. Raj does his work on weekdays and on weekends he does house work.
2. Tries to find the a good platform for his kids to keep them engaged in something productive instaed of playing.

Feels

1. Raj feels tired over the weekends and cant focus on his kids with studies and other activities.
2. I want application without navigating around.
3. Frustrated that he can’t maintain a suitable work-life balance.

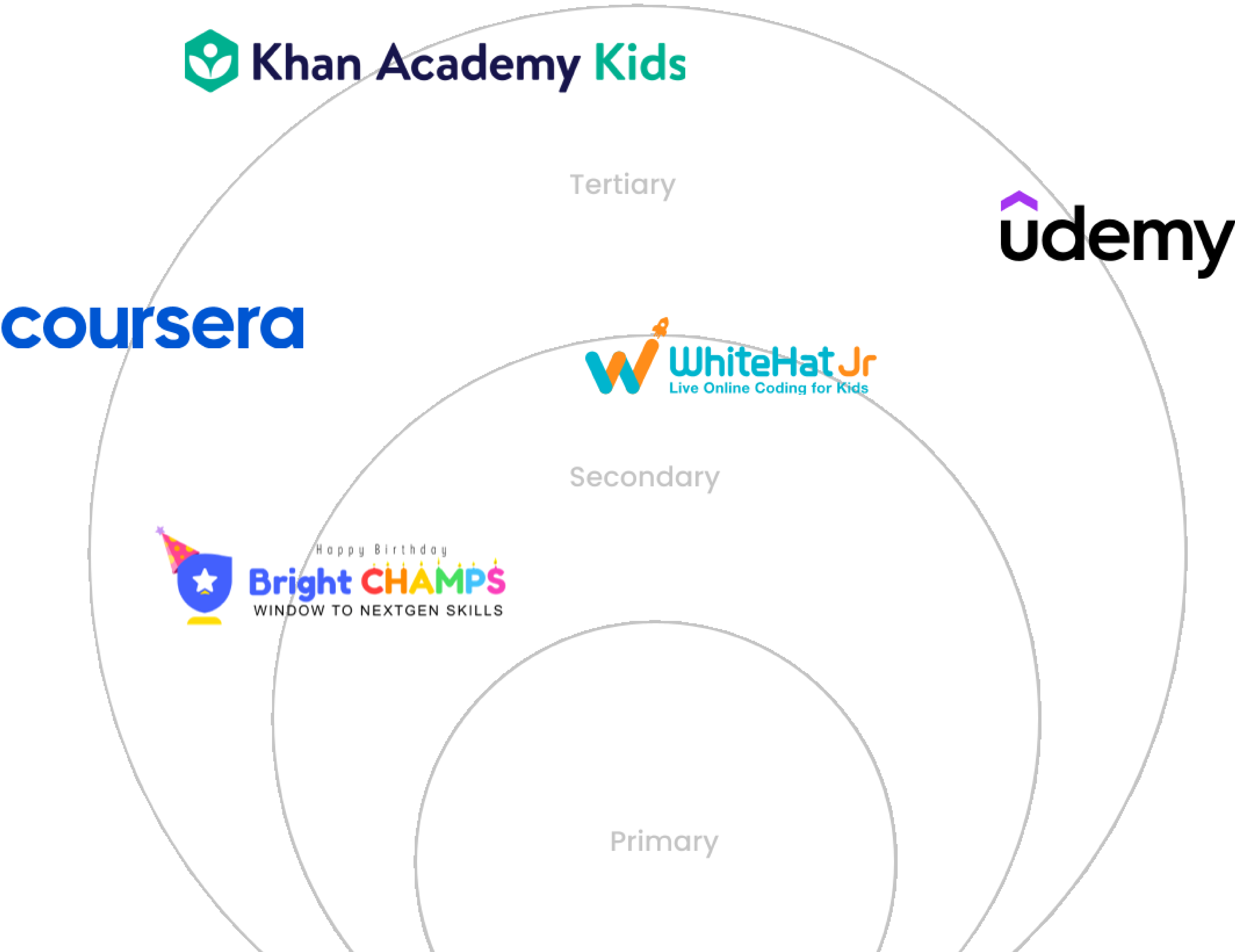
Pain

1. Faces the problem of what a kid loves to learn, finds it difficult to engage them in a activity.
2. Struggels between his work and other responsibilties of his home.
3. Lacks in time management.
- 4.He wants to try & Do everything which is best for his kid

Gain

1. Finds less time to spend with his kids.
2. Faces the problem of what a kid loves to learn, finds it difficult to engage them in a activity.
3. Struggels between his work and other responsibilties of his home.

Competitor Map

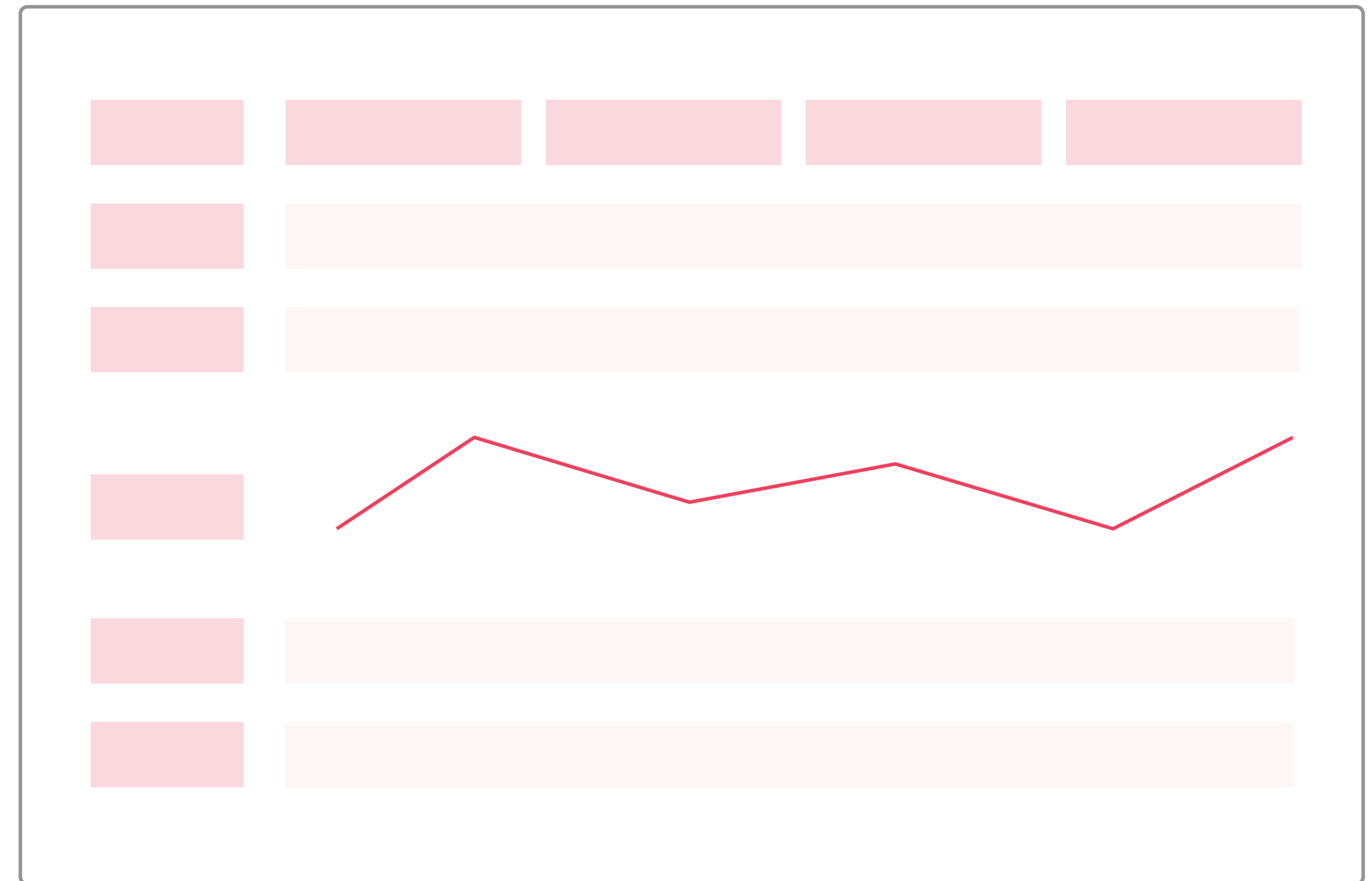


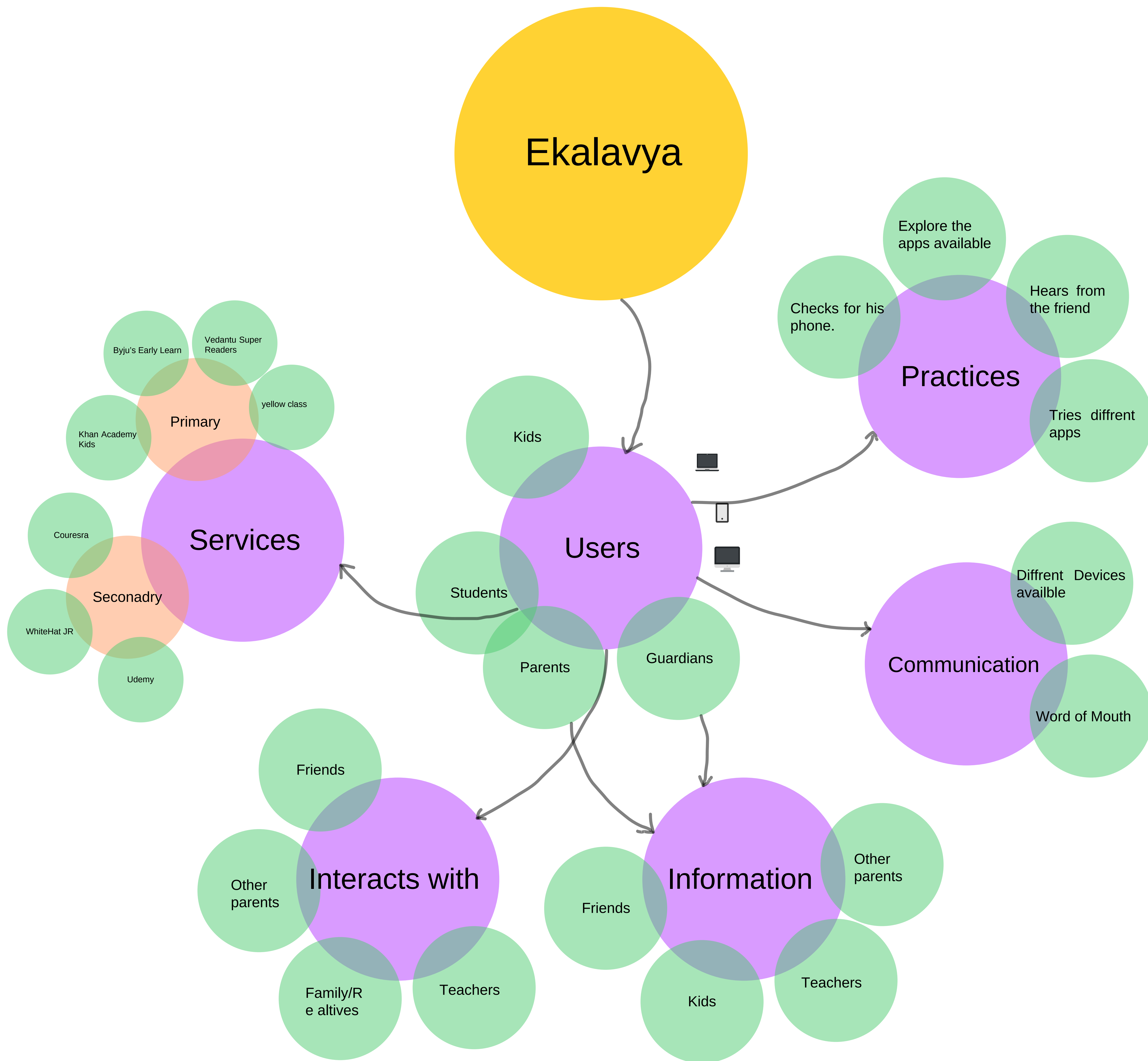
Customer Journey Map:

Customer journey maps will show the visual story of how the customer reaches to the problem with his emotions included at every phase.

We have made customer journey roadmap to understand to know how the customer reaches the availbale solutions roghly and to understand deeply about the user we have taken a scenario and developed the journey map based on the scenario.

[View Customer Journey Map](#)





Ecosystem Consists of:
users,
the practices they perform,
the information they use and share,
the people whose they interact,
the services available to them,
the devices they use,
the channels through which they communicate.

Design

Low fidelity wireframes



Mid fidelity wireframes



Final Design



