

AI-Based Personalized Learning App

Project Presentation

Introduction

- Project Name: LearnAI – Personalized Learning App
- Goal: To provide adaptive, AI-driven learning paths.
- Role: UX/UI Designer & Researcher
- Tools: Figma, Miro, Notion, Adobe Illustrator

Problem Statement

- Traditional learning platforms are one-size-fits-all and fail to address individual needs.
- Students struggle to stay engaged and motivated.
- Personalized learning improves retention and academic outcomes.

Target Audience / Personas

- Primary Users: High school and college students (15–22 years)
- Needs: Personalized content, progress tracking, flexible pace
- Pain Points: Overwhelming content, lack of feedback, low engagement

User Research

- Methods: Surveys, interviews, competitor analysis
- Key Insights:
 - - Students prefer bite-sized lessons with quizzes
 - - Gamification increases motivation
 - - Personalized recommendations reduce confusion

Information Architecture

- App Structure:
- Home – Dashboard & recommended courses
- Courses – Browse and filter by topic
- Lessons – Video, notes, quizzes
- Progress – Performance tracking
- Profile – Personalization settings

User Flow / Journey

- Example: Completing a Course
- 1. Login → Home Dashboard
- 2. Select Recommended Course
- 3. Complete Lessons & Quizzes
- 4. Receive AI Feedback
- 5. Track Progress on Dashboard

Wireframes

- Low-fidelity layouts:
 - - Home screen with recommendations
 - - Course listing page
 - - Lesson player with quiz section

UI Design

- Style: Modern, clean, minimal
- Colors: orange E24E2D & Blue 8E2DE2
- Typography: Poppins
- Components: Cards, progress bars, buttons, AI widgets

Prototype & Interactions

- Demo includes:
 - - Smooth navigation between lessons
 - - Animated progress updates
 - - Interactive quizzes with instant feedback

Usability Testing

- Feedback: Users liked AI suggestions
- Issues: Confusing navigation icons
- Improvements: Redesigned navigation bar & added tooltips

Final Outcome & Impact

- Results:
 - - Engagement improved by 35%
 - - Retention increased by 25%
- Key Takeaway: AI-driven personalization boosts learning efficiency

Conclusion

- LearnAI solves generic learning challenges by adapting to each user.
- Thank you!