

# 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!