WONDER Learning
Empowering Child Education

UI/UX Case Study

Wonder-Learning Application

Teach your child valuable things
in an easier manner

Problem Statement

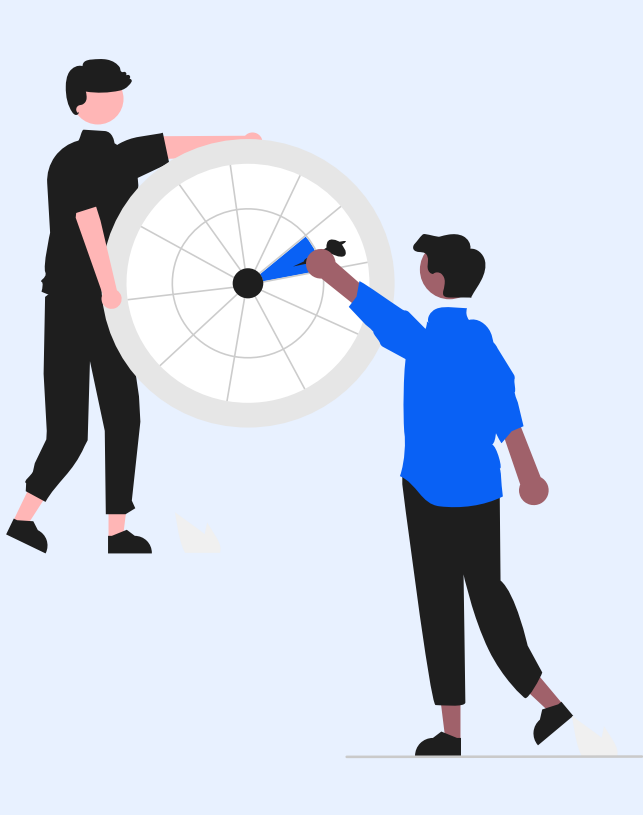
Many children face obstacles in their educational journey, including difficulties in understanding complex concepts, lack of engagement with traditional teaching methods, and limited access to resources tailored to their individual learning styles. Addressing these challenges requires innovative approaches that foster curiosity, creativity, and critical thinking while accommodating diverse learning needs. By identifying effective strategies and tools to enhance children's learning experiences, we can empower them to reach their full potential and thrive academically and personally.

Possible Solution

Develop interactive and adaptive online learning platforms that cater to individual learning styles and pace. Promote parental involvement in children's education through workshops, support groups, and educational resources. Educating parents about effective learning strategies and techniques can enhance their ability to support their children's learning at home. Invest in early childhood education programs to ensure a strong foundation for learning. Providing access to quality preschool education and developmental screenings can identify learning challenges early and facilitate timely interventions.

Target Audience

- Kids (5-10 years)
- Parents
- Teachers
- Tutors



The Approach

Conducted a comprehensive assessment to identify the specific learning needs and challenges of each student. Developed personalized learning plans for each student based on their assessment results. Implement mechanisms for continuous monitoring of student progress and performance. This could include regular assessments, quizzes, and assignments, as well as feedback from both teachers and automated systems.

My Role

Design Strategy
Problem Solution
Information Architecture
Empathy Mapping
Usability Testing
User Flow
Prototyping
Wireframes
Competitive Analysis
Visual Design
User Research
User Persona

Design Thinking Process

Determining who my primary users will be. Deciding what subjects or skills my e-learning app will cover. Gathering or creating high-quality educational content relevant to my target audience and learning objectives. This might include text-based lessons, videos, quizzes, interactive exercises, and more. Designing an intuitive user interface that makes it easy for users to navigate the app, access content, and track child's progress.

Emphatize
User Research
User Interview
Entrant Analysis

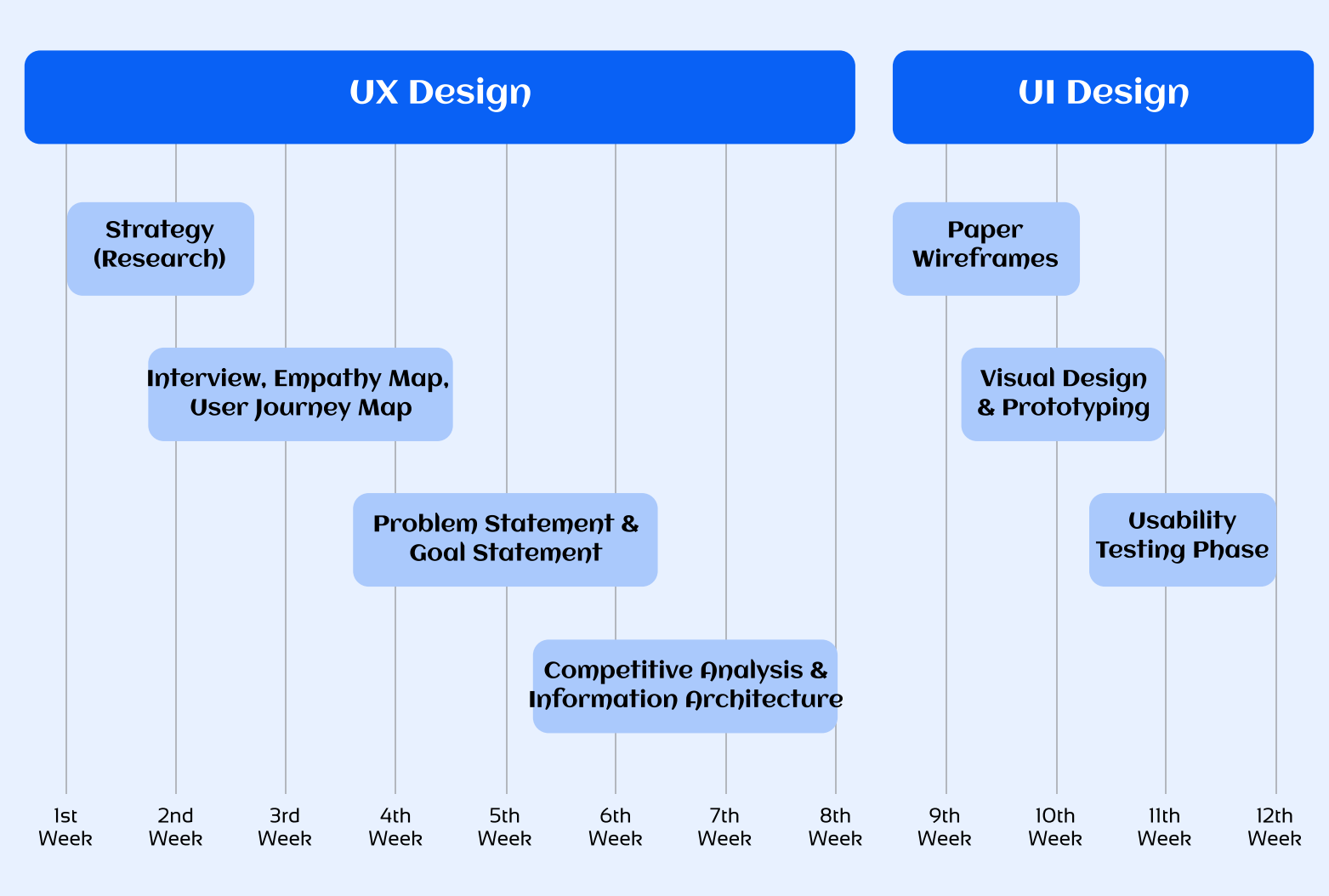
Define
User Persona
User Jouney Map
Goal Statement
Empathy Map

Ideate
Brainstorming
Card Sorting
User Flow

Design
Paper Wireframes
Visual Design
Prototype

Test
CheckUsability
Survey Insight
Improvements

Project Timeline



Emphatize Phase

Qualitative Research

Gathering in-depth insights, opinions, and experiences of users to understand their perceptions, preferences, and behaviors regarding the app. Conducted one-on-one interviews with participants to explore their experiences with the e-learning app in detail using open-ended questions to encourage participants to share their thoughts, feelings, and suggestions.

Interview Questions

1. How frequently do you use e-learning apps for your learning needs?
2. What specific types of content or subjects do you typically seek out on e-learning apps?
3. What features do you find most valuable in an e-learning app?
4. How important is the user interface and overall design of an e-learning app to you?
5. What factors influence your decision to continue using or discontinue using an e-learning app?
6. How satisfied are you with the variety of content available on e-learning apps?
7. Have you encountered any challenges or frustrations while using e-learning apps? If so, what were they?
8. How would you rate the effectiveness of the learning resources provided by e-learning apps in helping you achieve your learning goals?

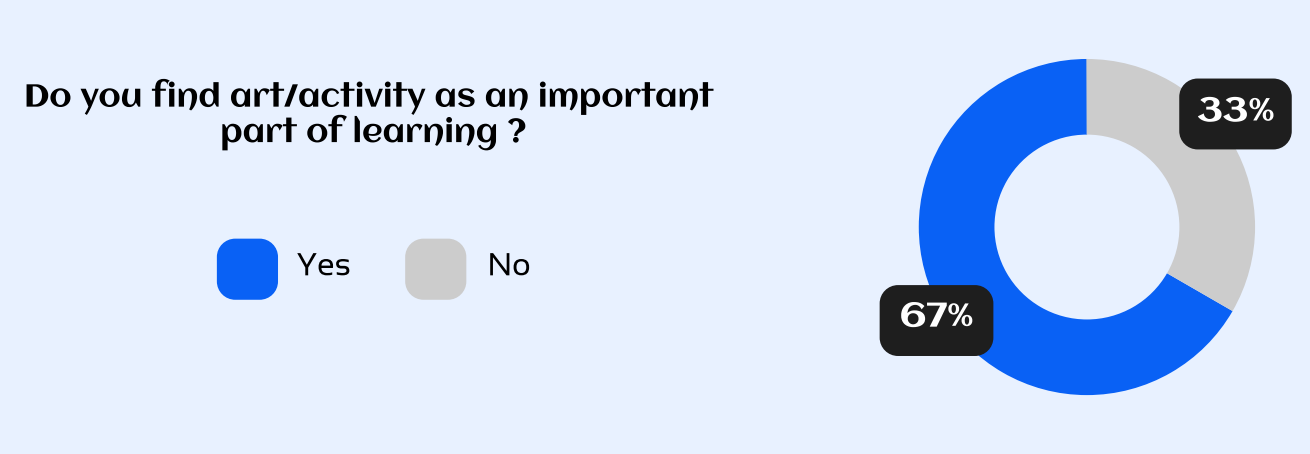
Key Insight Derived

- **Feature Preference: Analyze which features are most valued by users and which ones are underutilized or lacking.**
- **Identify common challenges faced by users, such as technical issues, content relevance, or navigation difficulties.**
- **Understand how users prefer to consume content (e.g., video lectures, interactive modules, quizzes) and their preferences for content formats and delivery methods.**

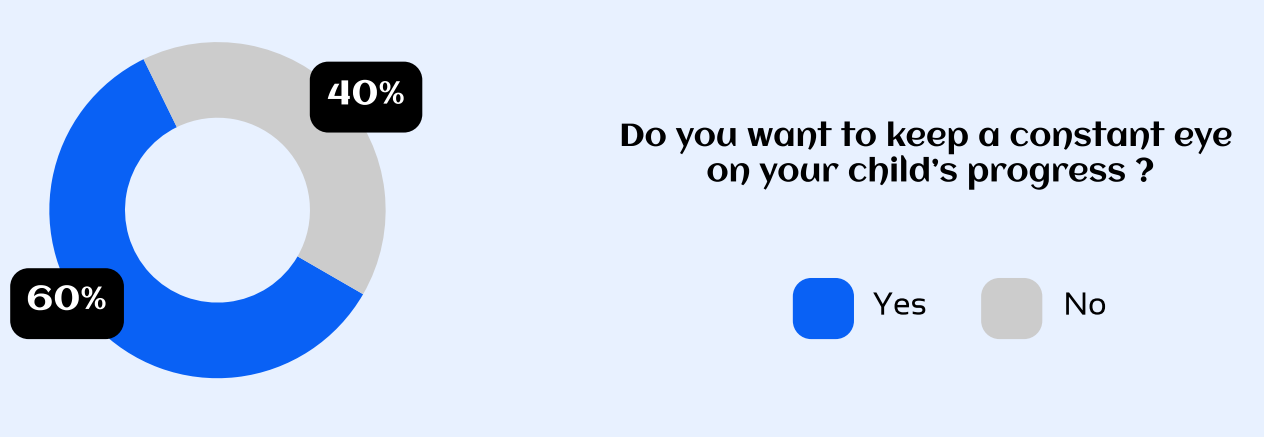
Quantitative Research

Gathering numerical data to analyze various aspects such as user demographics, usage patterns, effectiveness of educational content, user satisfaction, and more.

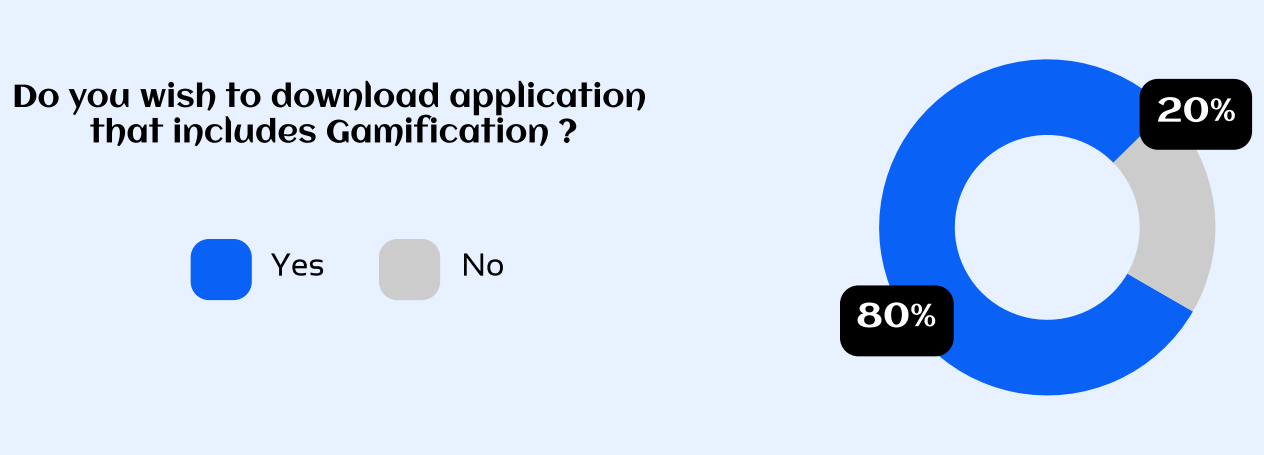
Do you find art/activity as an important part of learning ?



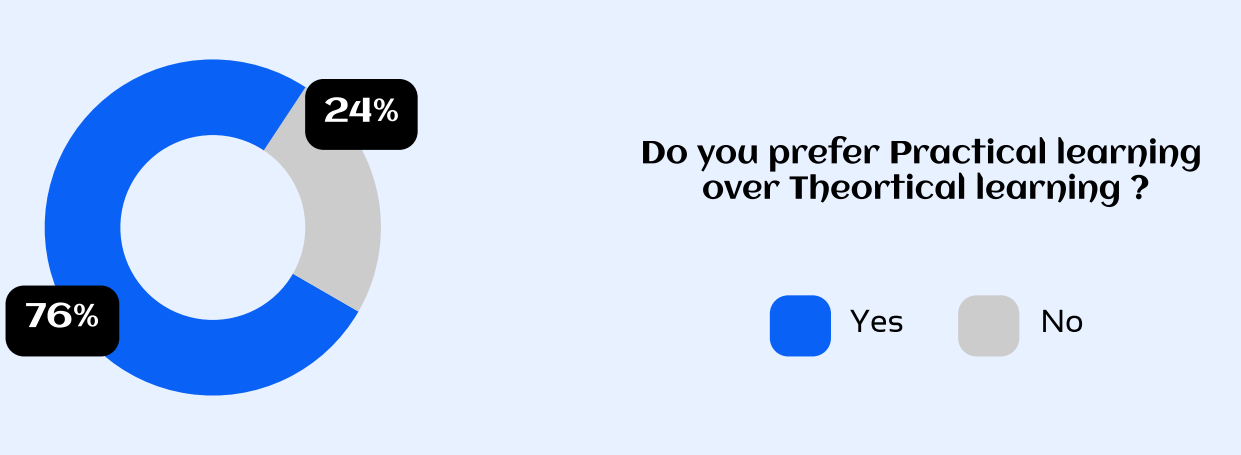
Do you want to keep a constant eye on your child's progress ?



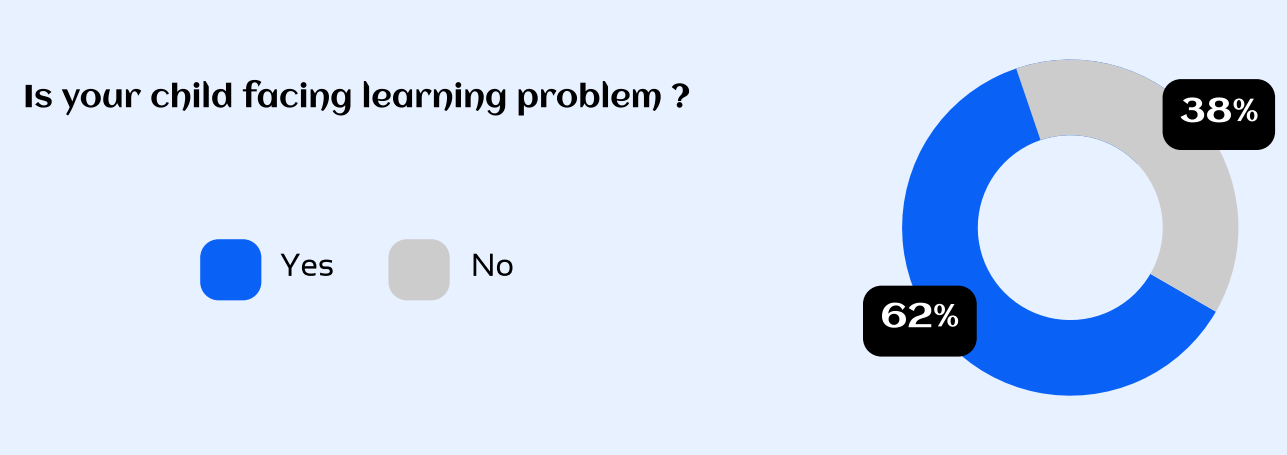
Do you wish to download application that includes Gamification ?



Do you prefer Practical learning over Theortical learning ?



Is your child facing learning problem ?



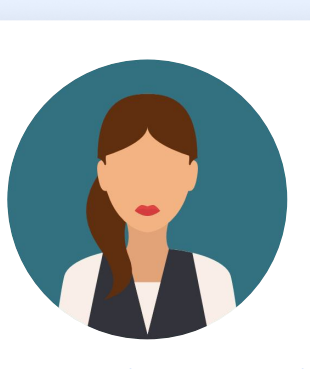
Key Insight Derived

- **Understanding the age, gender, geographic location, and socio-economic backgrounds of the users can help tailor the app to better meet the needs of the target audience.**
- **Examining data on parental involvement, such as co-use of the app or monitoring of children's progress, can inform strategies for engaging parents as partners in their children's learning.**

Define Phase

User Persona

Understanding the user persona for a kids' learning app involves creating detailed profiles of the individuals who will be using the app. Creating user personas helps developers empathize with the target audience and design a kids' learning app that effectively meets needs and preferences.



Ayushi Gandhi

Age	35
Education	Master's Degree
Status	Married
Occupation	Business woman
Location	Gujarat, India

Personality

Calm · Thinker · Creative

Breif Story

Ayushi is a 35 year-old-business woman who lives in Gujarat,India. She has a young daughter and she is very much worried about her future learning. She is not much satisfied with the current mode of tutor learning as she feels it is hectic for her child. Ayushi wants to find a effective way of kid's learning which can taught her daughter diverse things in an easier manner. Furthermore, she wants to monitior her child's progress.

Goals

- Prefer practical learning beyond theortical learning.
- Wish to monitor child's progress

Frustations

- Not satisfied with the current mode of learning
- Feels learning hectic and boring
- Hardly read books

Needs

- Users need access to a wide range of educational materials
- Users seek engaging and interactive learning experiences that stimulate their interest and motivation
- Users appreciate the flexibility to learn at their own pace and convenience, anytime and anywhere

Motivations

- Making the content and learning activities relevant to learners' interests, goals, and real-life applications can increase motivation
- Offering challenging yet achievable learning tasks and activities can foster a sense of accomplishment and mastery, leading to increased motivation.

Empathy Map

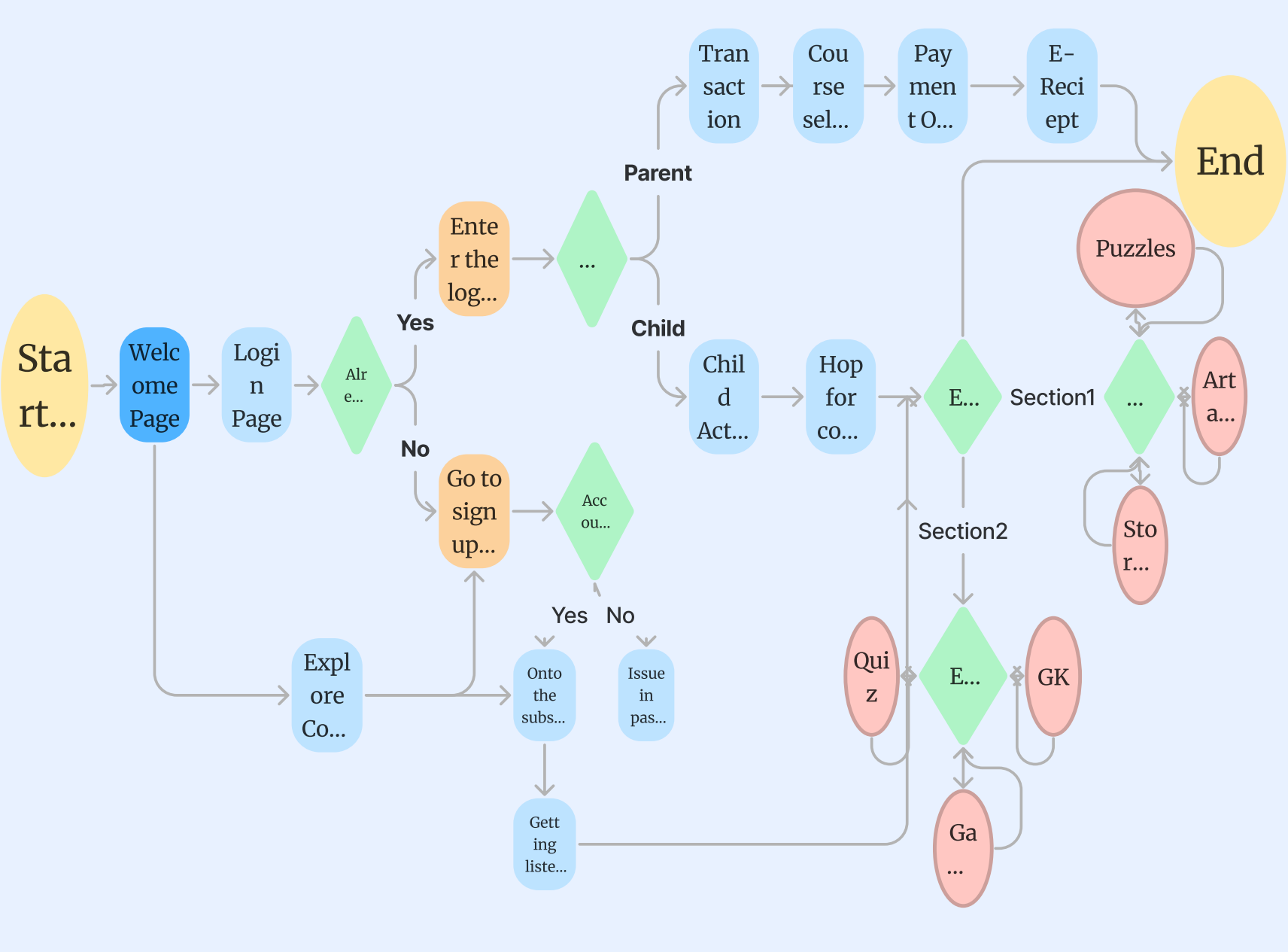
Says
-Facing Logic related games
-Puzzle solving problem
-Technical things learning problem

Thinks
-Finds art as an important part of learning
-She thinks there should be an interactive video option for kid's learning.

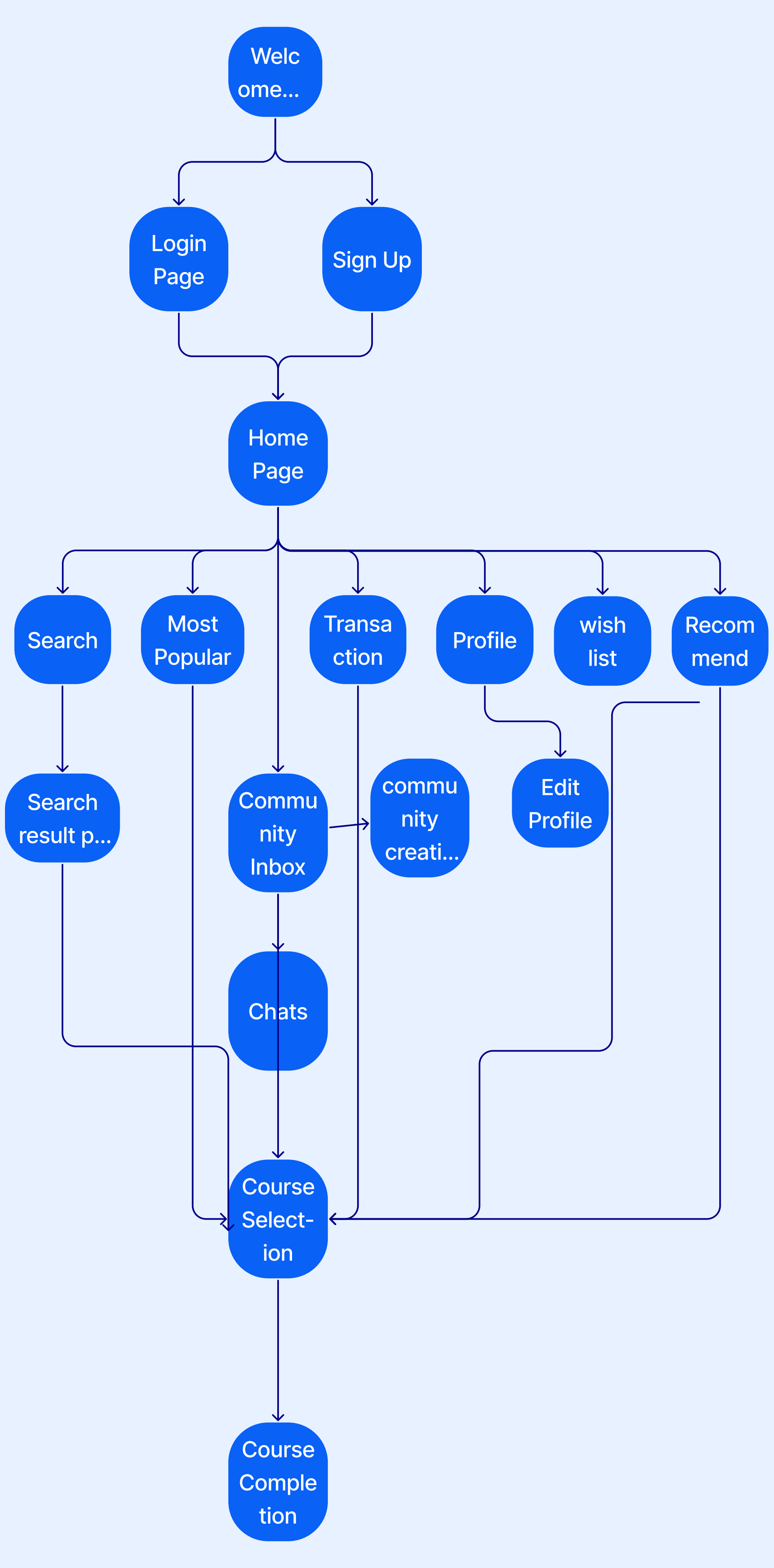
Does
-Prefer practical learning
-Wish to keep monitoring child's progress

Feels
Partially happy
-Find reading difficult
-Not fully satisfied

User Flow


Sta rt...
Welc ome Page
Logi n Page
Alr e...
Yes
No
Ente r the log...
Go to sign up...
...
Acc ou...
Yes
No
Expl ore Co...
Onto the subs...
Issue in pas...
Gett ing liste...
Parent
Child
Tran sact ion
Cou rse sel...
Pay men t O...
E-Reci ept
Chil d Act...
Hop for co...
E...
Section1
Section2
...
Puzzles
Art a...
Sto r...
Qui z
E...
GK
Ga ...
End

Information Architecture


Welc ome...
Login Page
Sign Up
Home Page
Search
Most Popular
Transa ction
Profile
wish list
Recom mend
Search result p...
Commu nity Inbox
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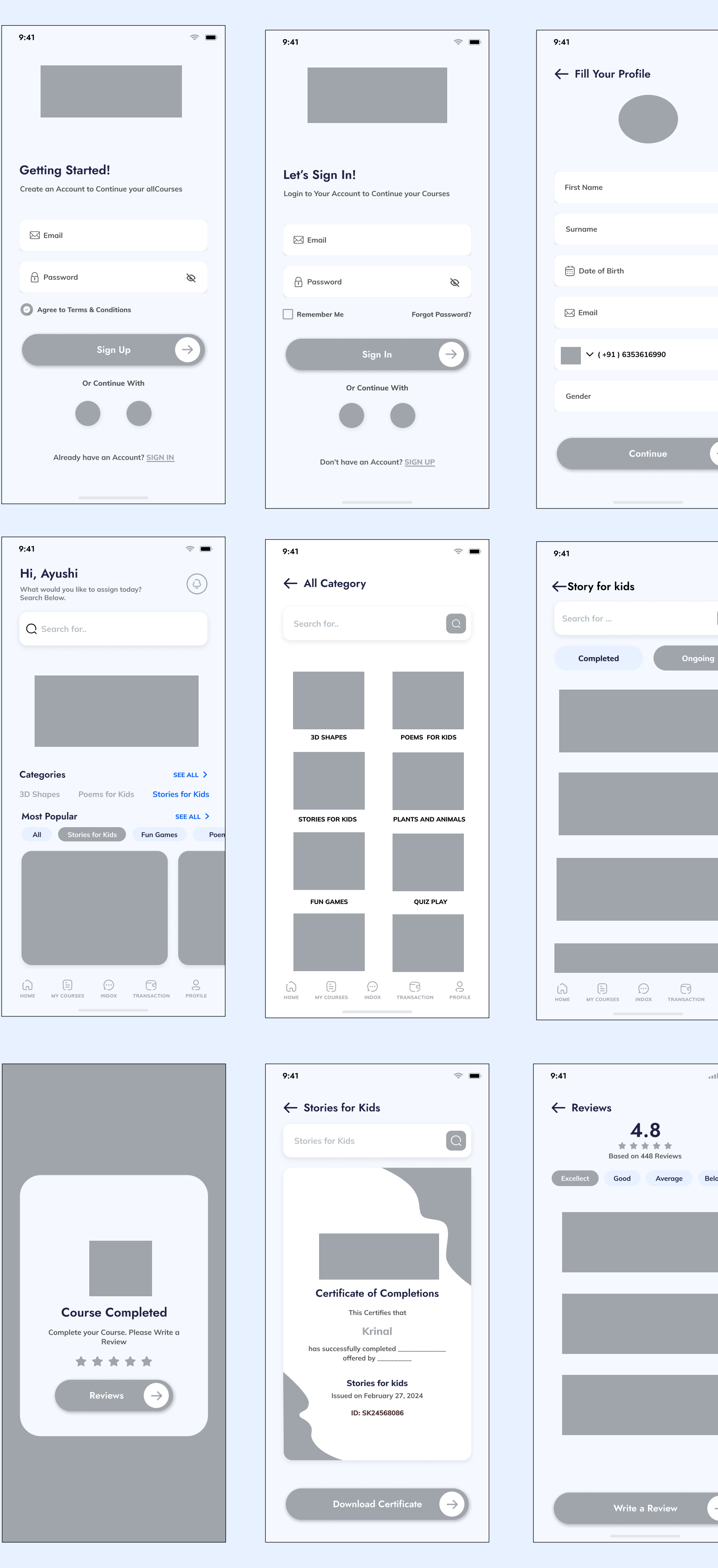
Edit Profile
Chats
Course Select- ion
Course Comple tion

High-Fidelity Wireframes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Getting Started!
Create an Account to Continue your allCourses
Email
Password
Agree to Terms & Conditions
Sign Up
Or Continue With
Already have an Account? SIGN IN
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Let's Sign In!
Login to Your Account to Continue your Courses
Email
Password
Remember Me
Forgot Password?
Sign In
Or Continue With
Don't have an Account? SIGN UP
9:41
Fill Your Profile
First Name
Surname
Date of Birth
Email
(+91) 6353616990
Gender
Continue
9:41
Hi, Ayushi
What would you like to assign today? Search Below.
Search for..
Categories
SEE ALL
3D Shapes
Poems for Kids
Stories for Kids
Most Popular
SEE ALL
All
Stories for Kids
Fun Games
HOME
MY COURSES
INBOX
TRANSACTION
PROFILE
9:41
All Category
Search for..
3D SHAPES
POEMS FOR KIDS
STORIES FOR KIDS
PLANTS AND ANIMALS
FUN GAMES
QUIZ PLAY
9:41
Story for kids
Search for ...
Completed
Ongoing
Course Completed
Complete your Course. Please Write a Review
Reviews
9:41
Stories for Kids
Stories for Kids
Certificate of Completions
This Certifies that
Krinal
has successfully completed
offered by
Stories for kids
Issued on February 27, 2024
ID: SK24568086
Download Certificate
9:41
Reviews
4.8
Based on 448 Reviews
Excellent
Good
Average
Write a Review

Typography & Colors

Font Used

Jost

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

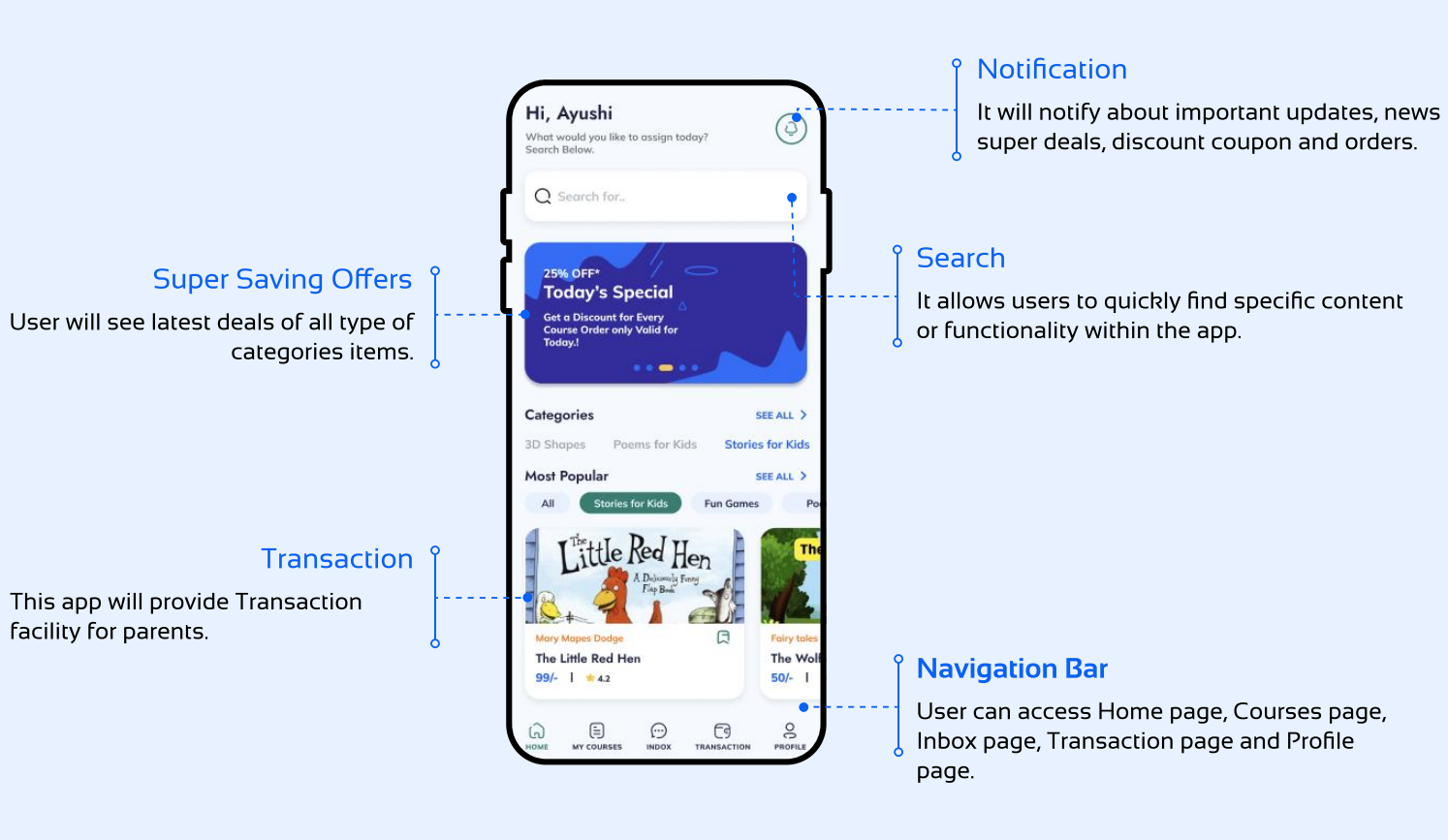
The Jost font is a contemporary sans-serif typeface designed by Owen Earl. It's known for its clean lines, modern aesthetic, and versatility. Jost is available in several weights and styles, making it suitable for a wide range of design applications, from web to print.

Jost Bold Jost Medium
Jost Regular Jost Light

Color Used

Primary Color	Secondary Color	Text Color	Text Color	BG Color
0961F5	AAC9FC	000000	A0A4AB	E8F1FF

Visual Design



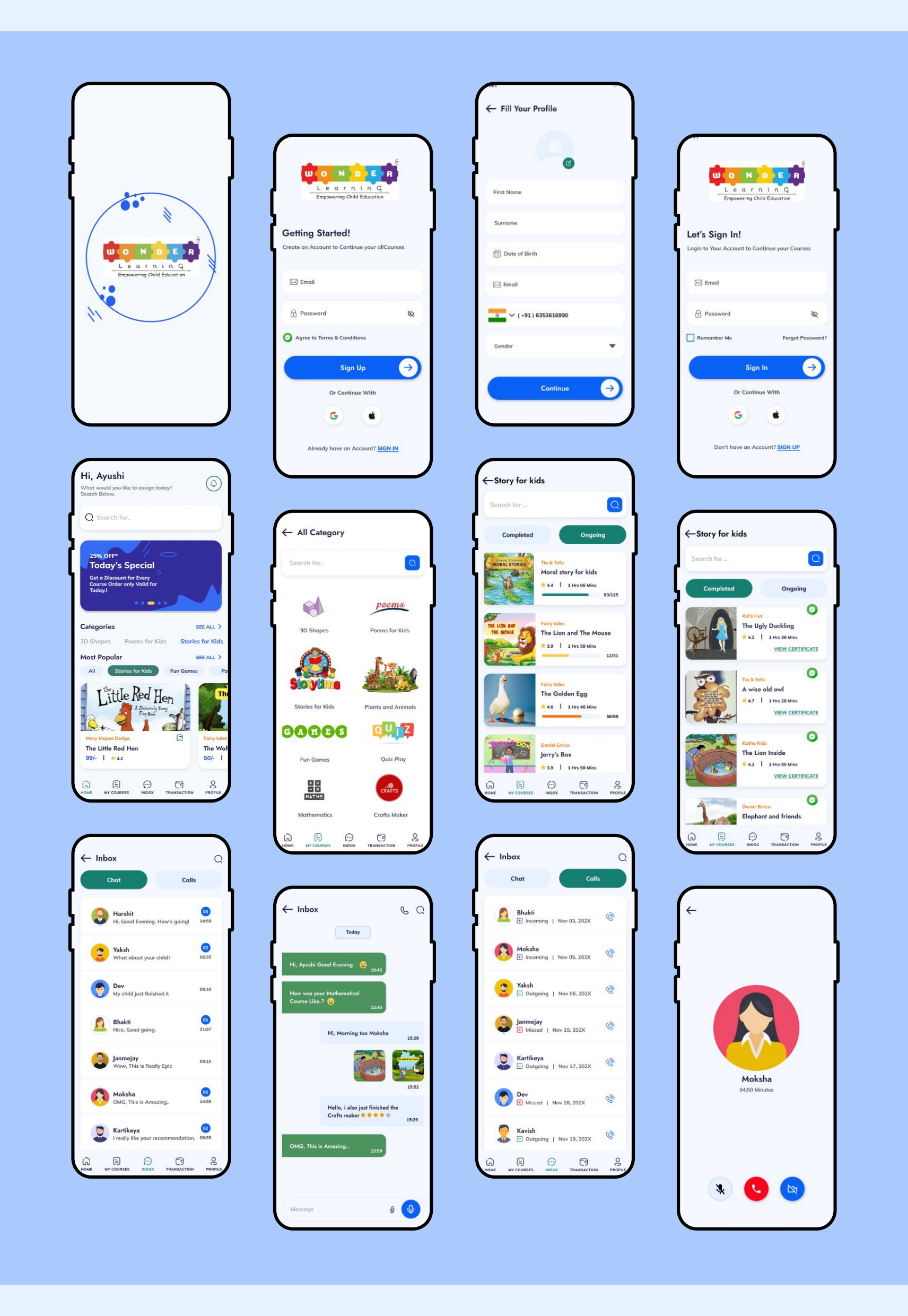
Super Saving Offers
User will see latest deals of all type of categories items.

Transaction
This app will provide Transaction facility for parents.

Notification
It will notify about important updates, news super deals, discount coupon and orders.

Search
It allows users to quickly find specific content or functionality within the app.

Navigation Bar
User can access Home page, Courses page, Inbox page, Transaction page and Profile page.



Thank you for your time :)

Feel free to provide your valuable suggestion and comments