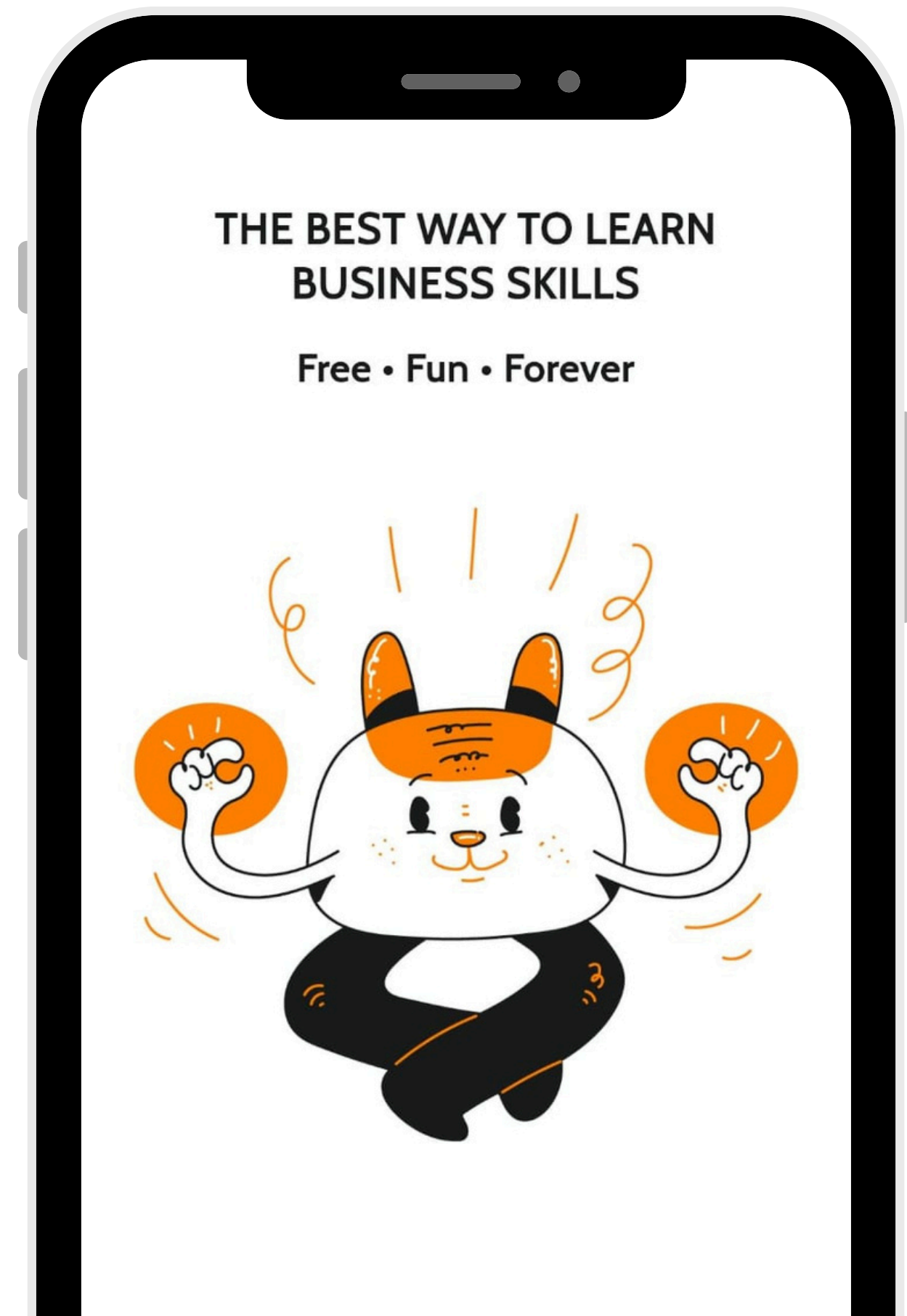
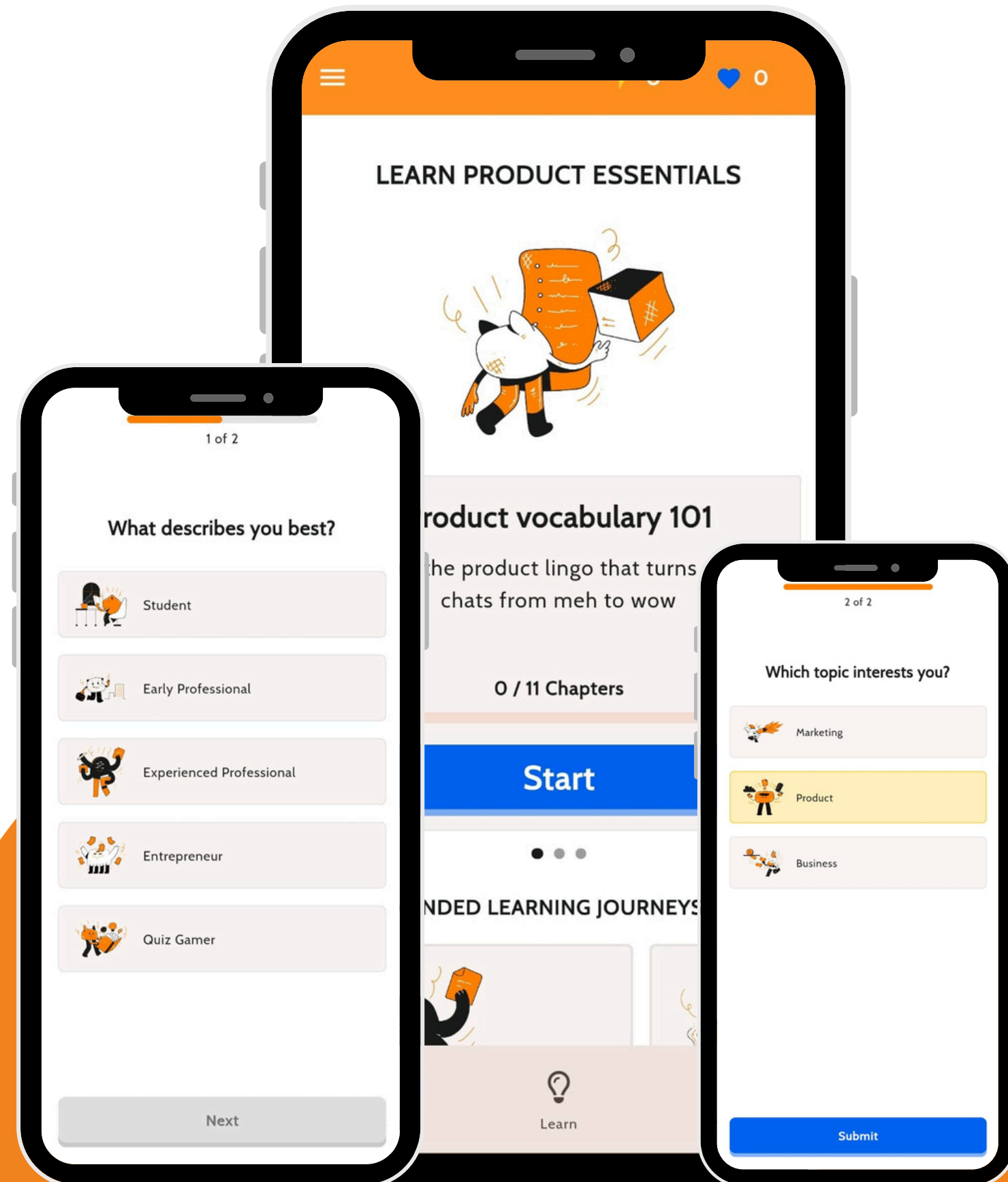


Buildd App Analysis

Pranav Chandak

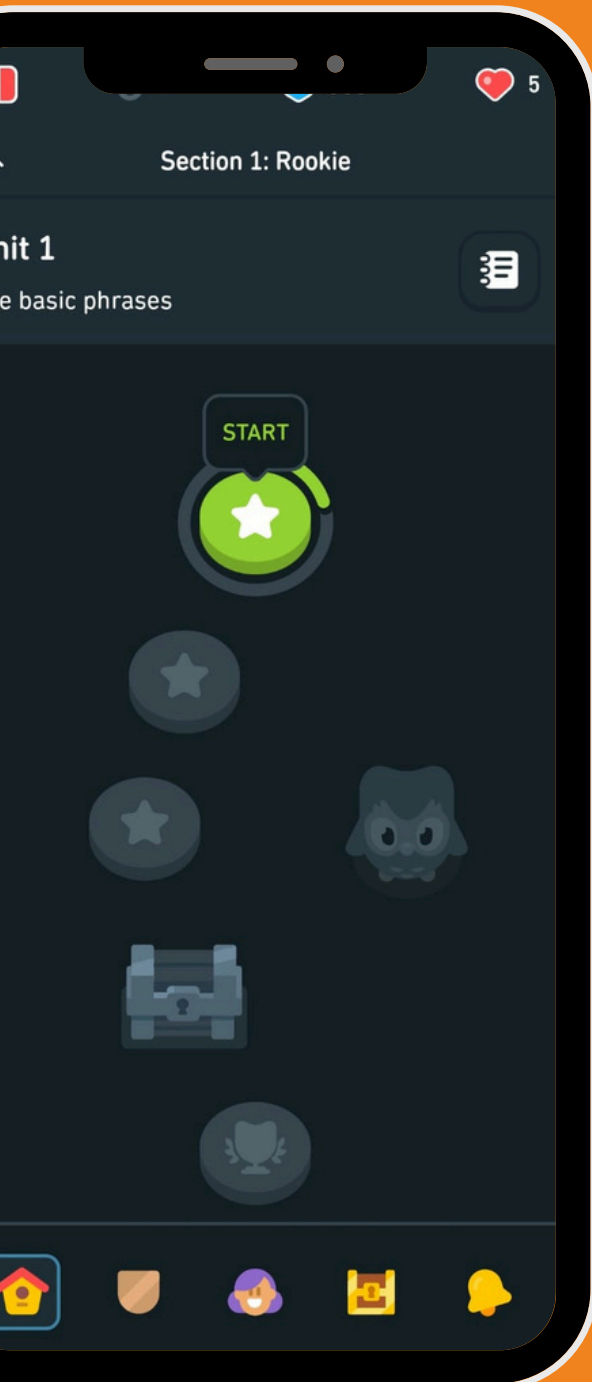




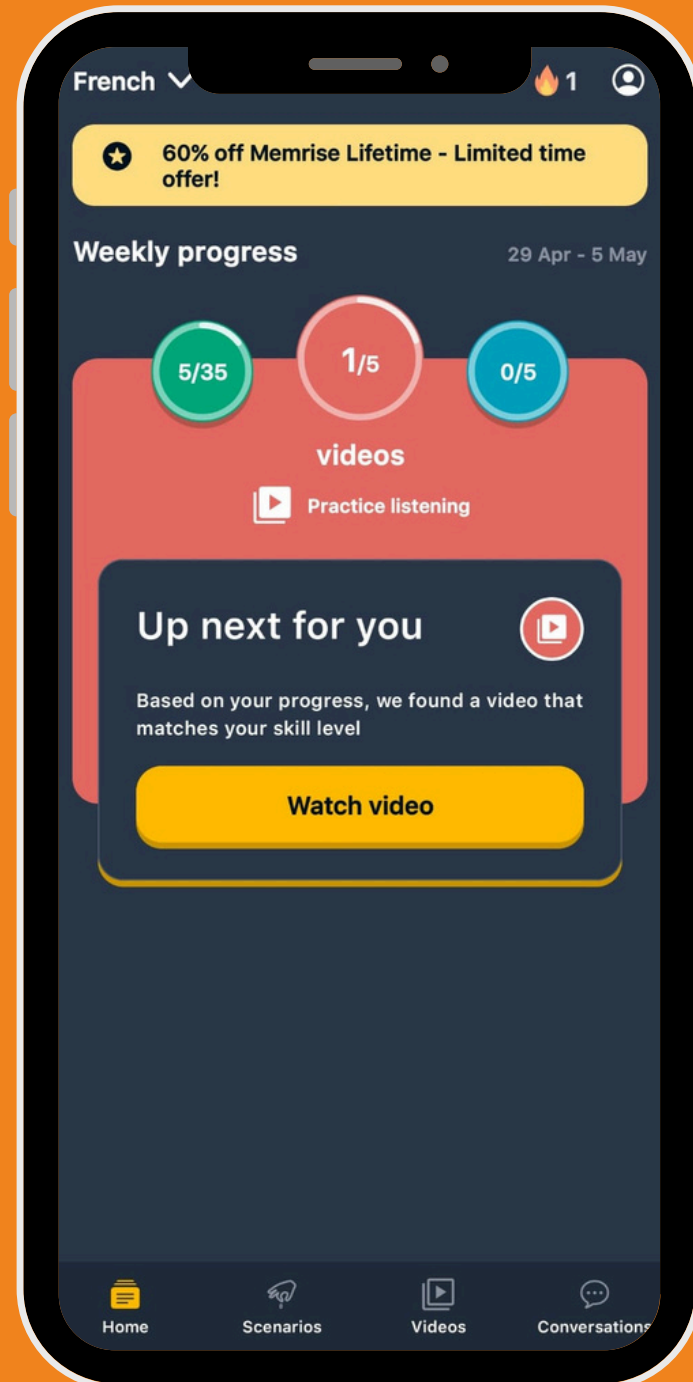
Overview

This report analyses the learning content flow of the Buildd app, drawing insights from key competitors and identifies potential areas for improvement and suggests specific features, design elements, and metrics to enhance the learning experience for Buildd users.

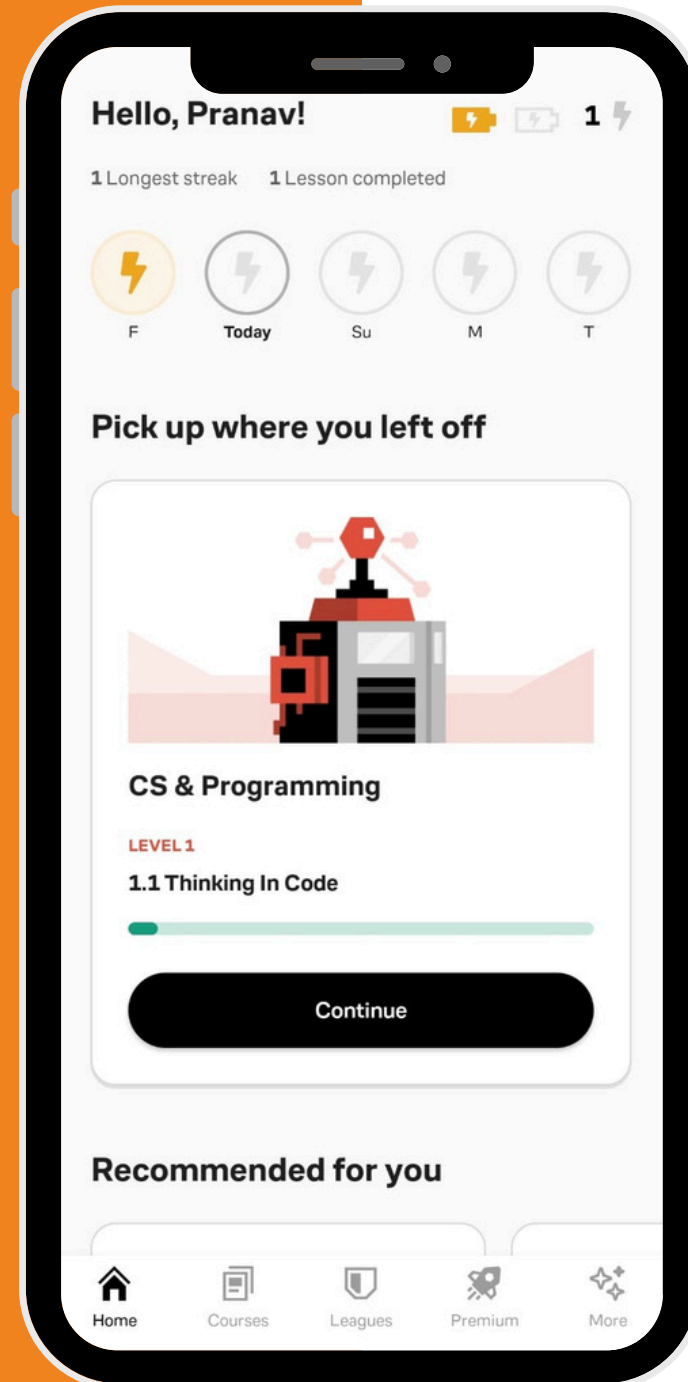
Buildd is your one-stop shop for mastering business skills. This free app offers bite-sized, interactive lessons tailored to your pace and learning style.



01



02



03

Competitors

01 **duolingo**

02 **MEMRISE**

03  **BRILLIANT**

Competitors Analysis

DuoLingo

- Gamified language learning with bite-sized lessons and spaced repetition.
- **Features:** Levels, rewards, leader boards, reminders, streaks, dark mode, course management, user-friendly interface.
- **Users:** **500+** million registered, average session **14:39** minutes.

Memrise

- Language learning with mnemonic techniques and visual associations.
- **Features:** Classic review, listening practice, speed review, user-generated content, audio/video clips, conversational AI.
- **Users:** **65** million registered and majority of the age group **18-24**.

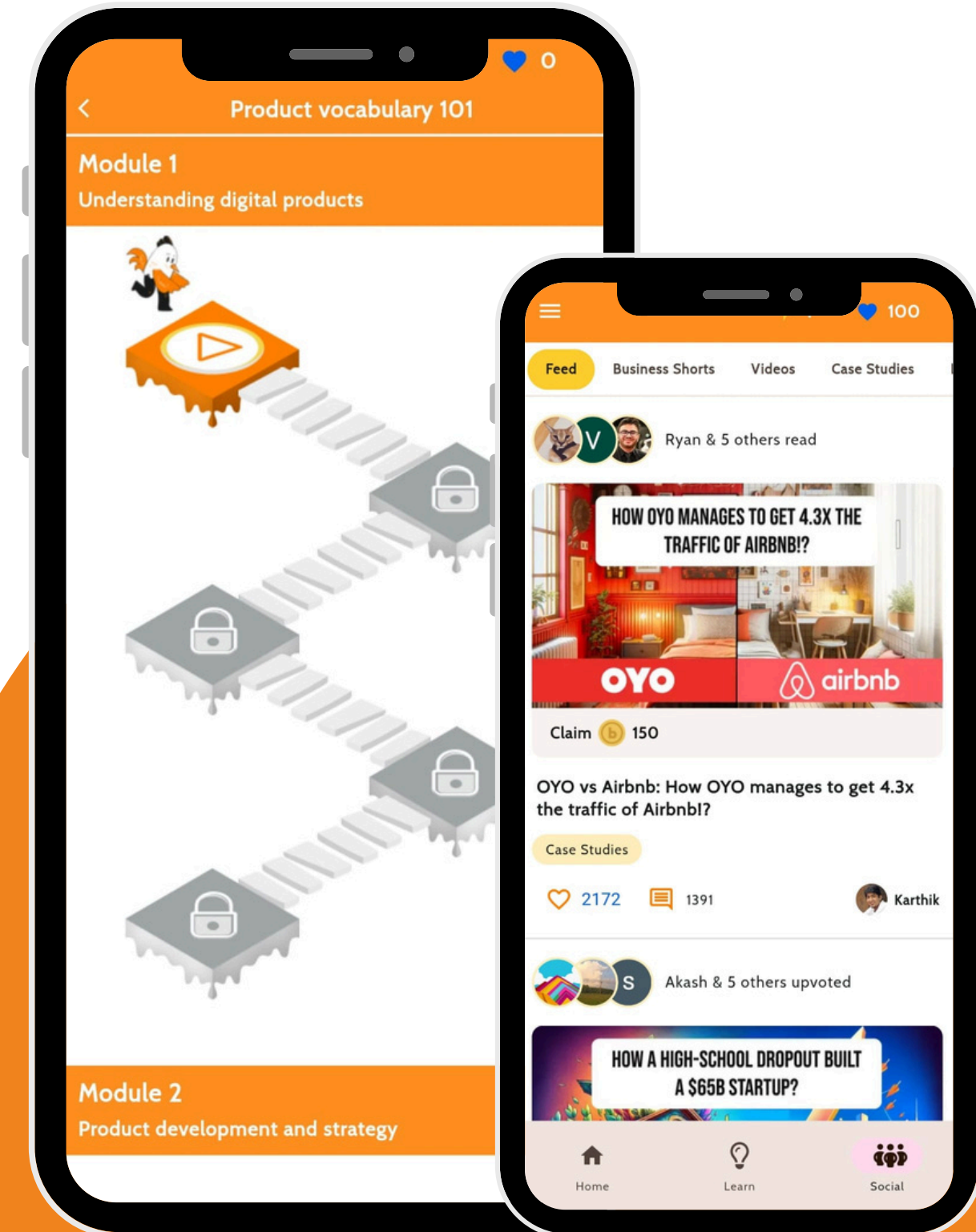
Brilliant

- STEM education platform with interactive exercises and problem-solving challenges.
- **Features:** Structured courses, progress tracking, proficiency levels, explanations/solutions, clean UI, offline access, leaderboards, course filters.

Improvements

• Features

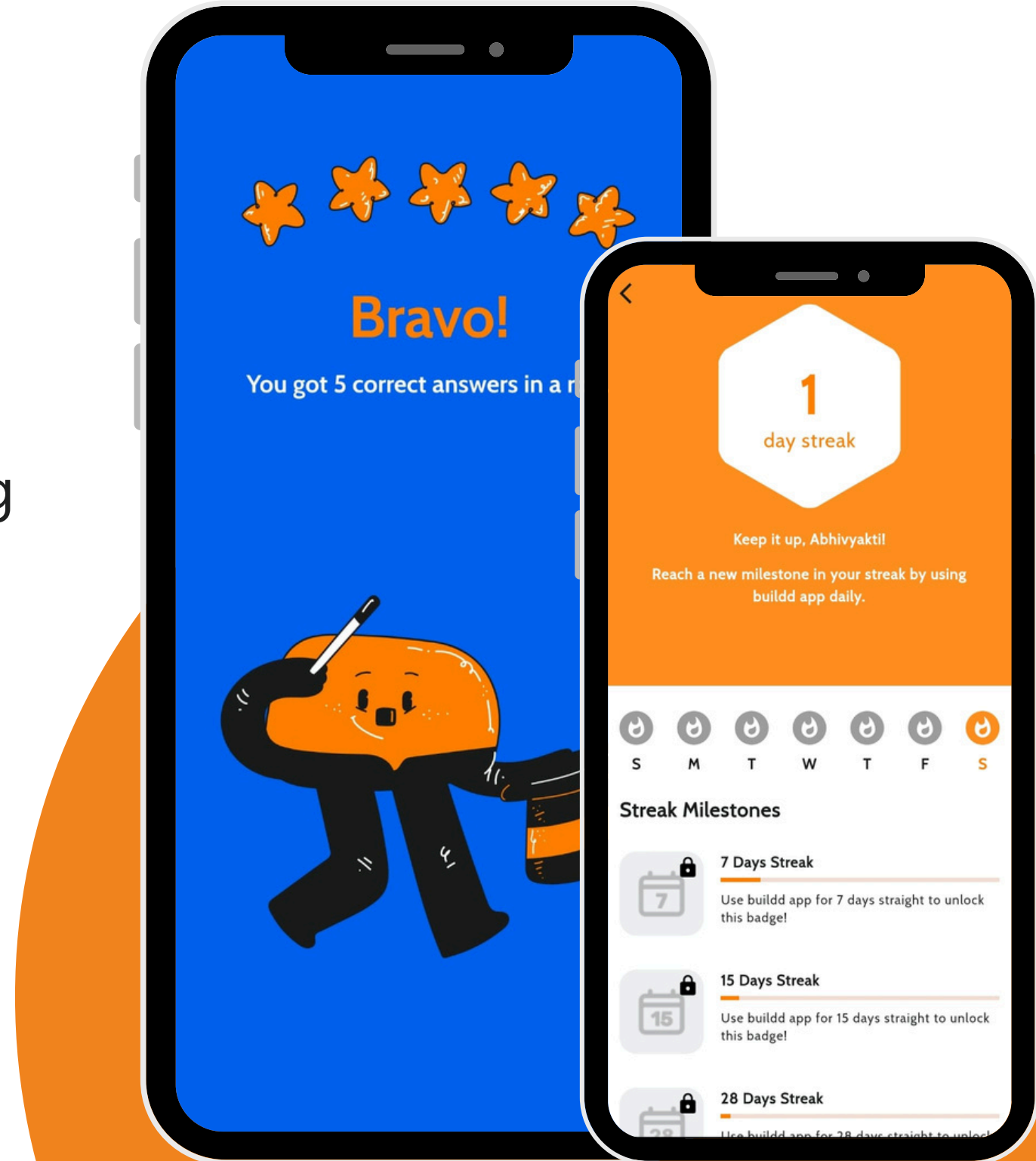
- 1) Leaderboards/Rankings:** Fosters healthy competition and motivates users by showcasing their progress relative to others, creating a sense of community through social features.
- 2) Guidebooks/Overviews:** Provides a clear roadmap for each learning path, setting expectations and aiding navigation within the content.
- 3) Course Filters/Sorting:** Streamlines content discovery by allowing users to easily find relevant learning paths based on their specific interests and needs.
- 4) Offline Content Downloads:** Enables uninterrupted learning even without internet access, maximizing flexibility and convenience.



Improvements

• Copy

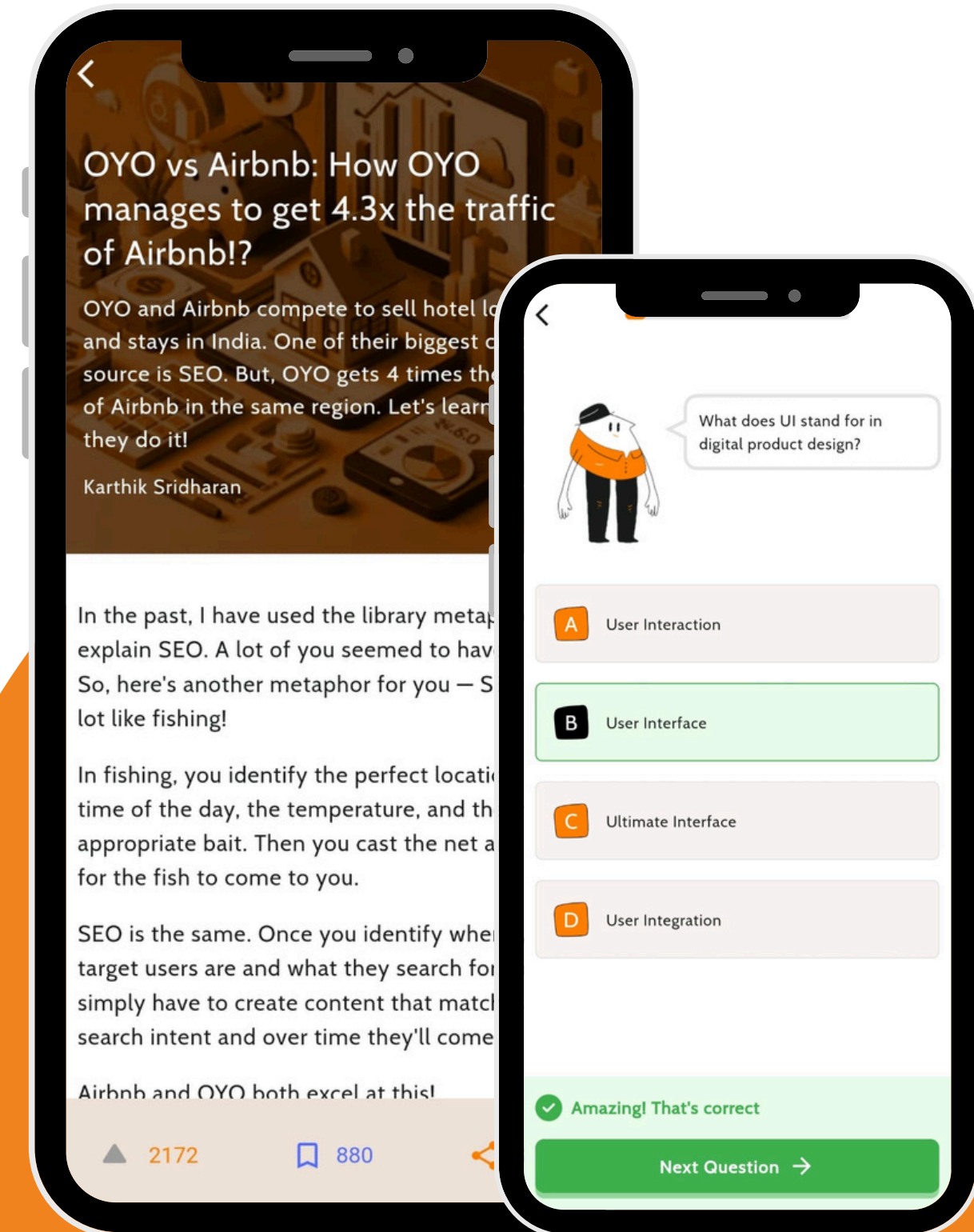
- 1) Motivational Messaging:** Encourages users to stay engaged and focused on their learning goals, promoting persistence and completion of learning paths.
- 2) Explanation for Incorrect Answers:** Provides valuable learning opportunities by clarifying misconceptions and reinforcing correct understanding.
- 3) Contextual Relevance:** Connects learning content to real-world applications and user interests, making it more meaningful and relatable.
- 4) Storytelling & Personalization:** Infuse storytelling elements and personalize the learning experience by tailoring the copy to resonate with the user's individual career aspirations and interests.



Improvements

• Design

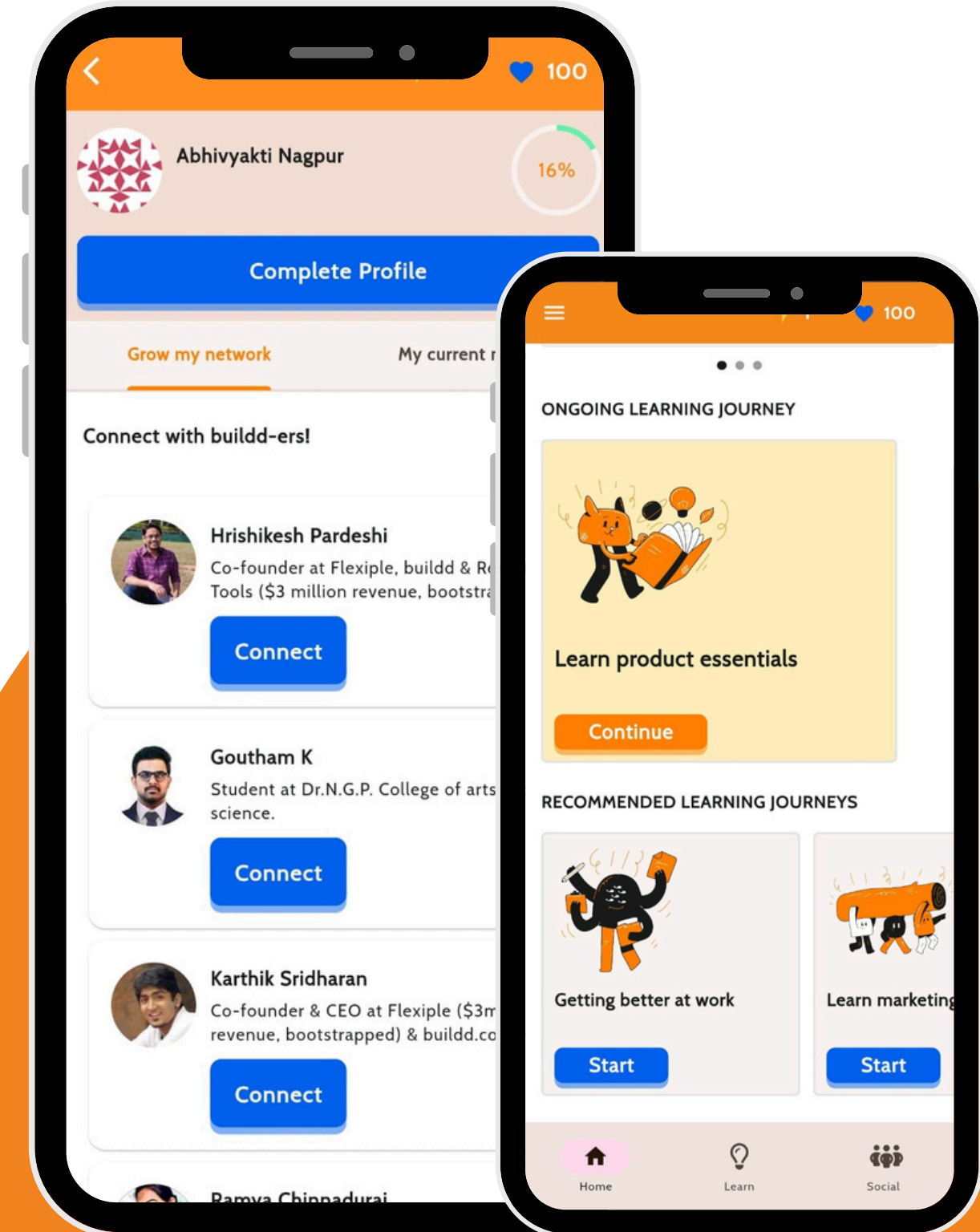
- 1) Clean & Minimalistic UI:** Creates a visually uncluttered and intuitive interface, minimizing distractions and enhancing user focus.
- 2) Dark Mode/Theme Options:** Provides users with control over the visual appearance of the app, catering to individual preferences, accessibility needs and improves readability.
- 3) Subtle Animations/Transitions:** Improves user experience by providing visual cues and feedback, making navigation more intuitive. Implement micro-interactions to guide users through the app and reinforce actions.



Metrics for Success

1) Completion Rates: Tracking the **percentage of users** who complete individual chapters, modules, and entire learning paths. This will provide insight into the **effectiveness** and **engagement** of the learning content. Analysing completion rates **across different user segments** (e.g., demographics, learning goals) to identify potential areas for improvement or **content tailoring**.

2) Engagement Metrics: Monitoring **time spent per session**, number of sessions per user, and **revisit rates** for specific content sections. This will indicate how users interact with the **learning materials** and identifies areas requiring potential adjustments or additional engagement strategies. Analysing these **metrics** across learning paths and content types to **optimize delivery based on user preferences**.



Suggestions

- **HomeScreen**

Quick Access Buttons: Provide **easy access** to frequently used features like **search**, **notifications**, and **social elements**.

Social Features: Incorporating social features like **leaderboards**, progress sharing, or **discussion forums** to foster a **community-driven** learning experience.

- **Learning Path Screen**

Interactive Guidebook: Instead of static text, consider an interactive **guidebook** with short description, **roadmap**, or short video introductions for each learning path.

Review Screen: Key takeaways, **actionable applications**, social sharing, and **feedback** for continuous learning improvement.



Thank You

