

# **EDUSPRINT**

**USER CENTRIC DESIGN**



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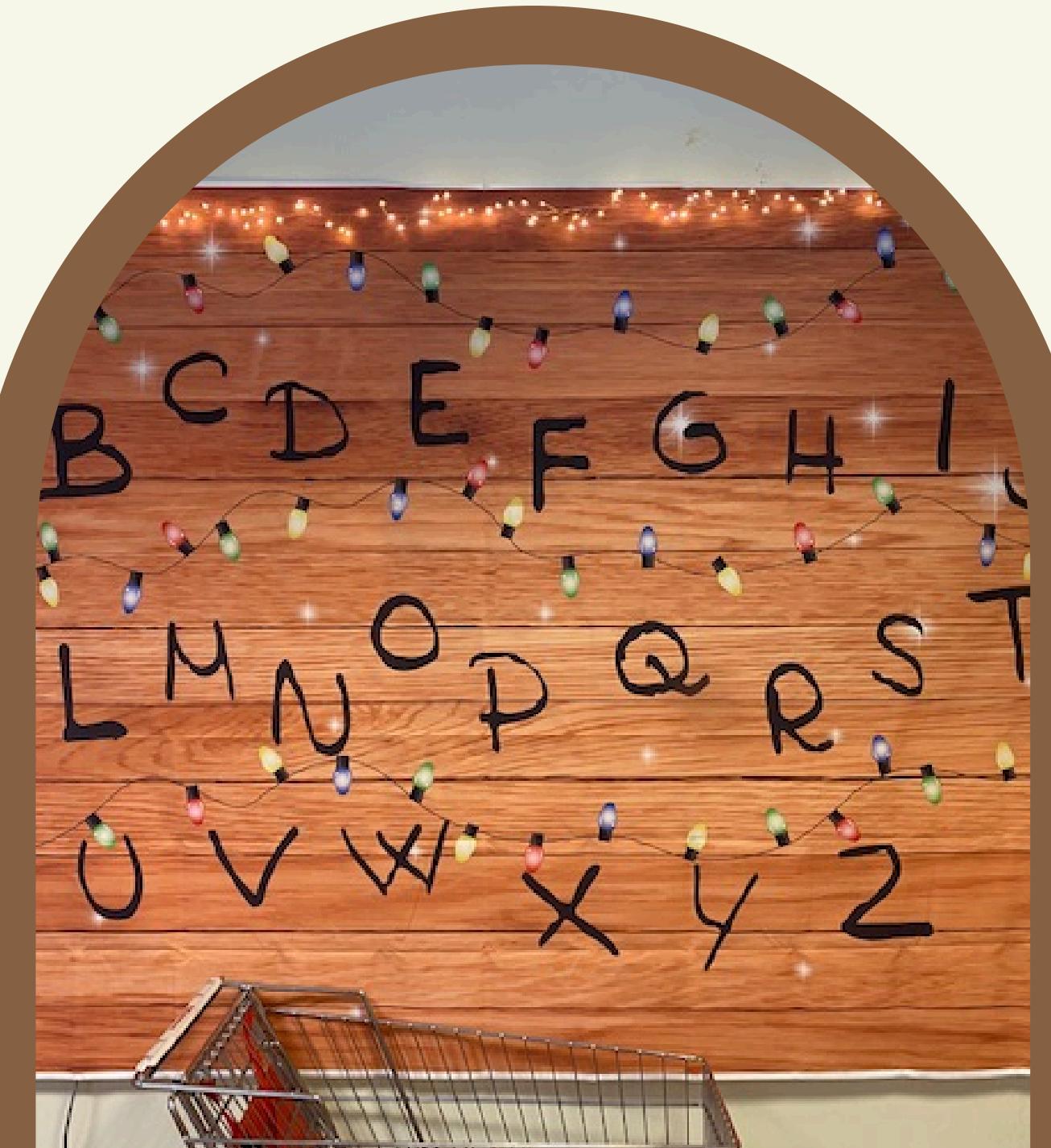
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# 01 BACKGROUND INFORMATION

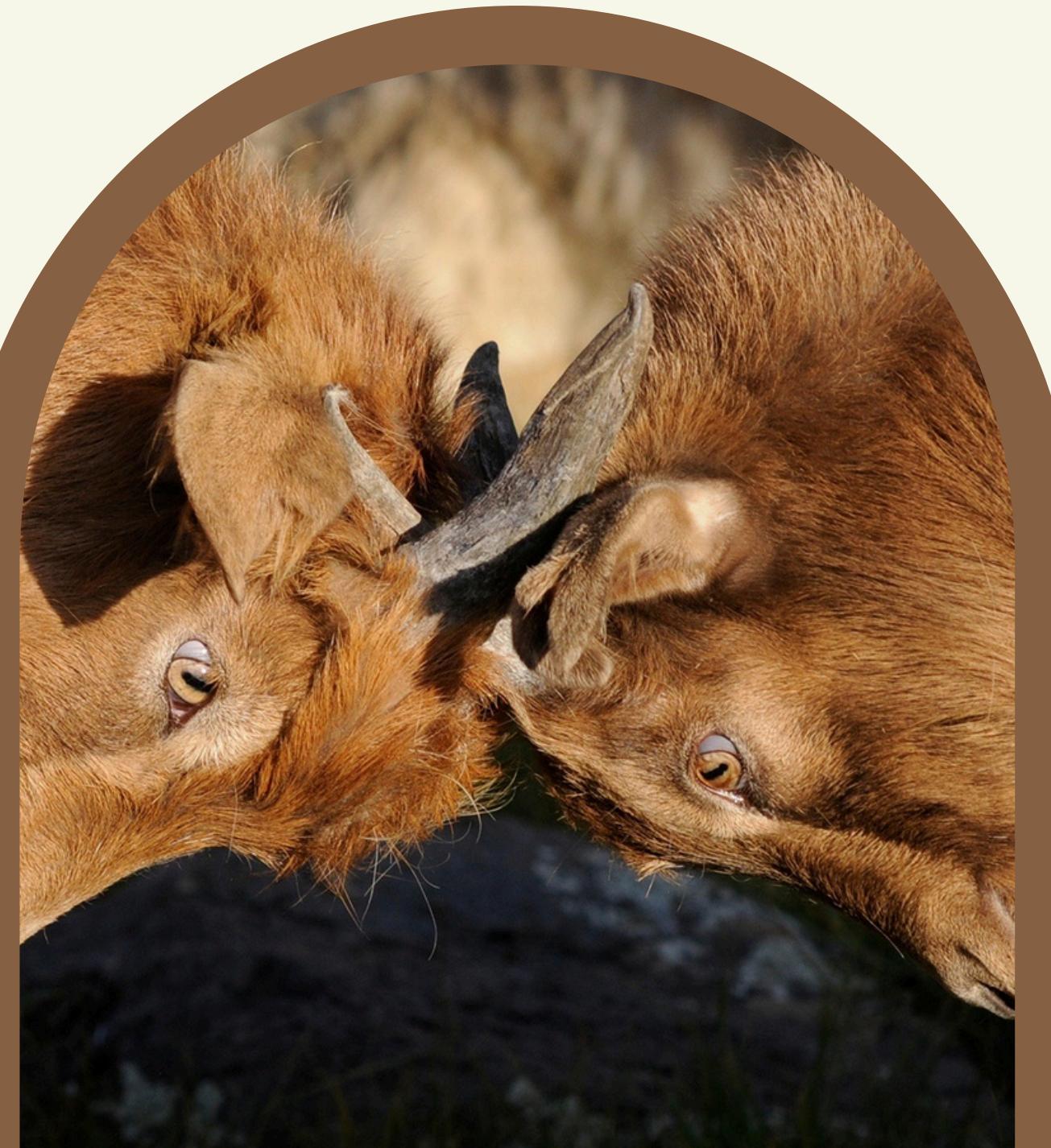


In today's fast-paced digital world, acquiring specialized skills is more critical than ever. The traditional education system often lacks flexibility in catering to individual career aspirations. The rise of technology introduced digital learning tools to enhance accessibility. **EdTech** has transformed the way students learn, making education more **interactive, personalized, and scalable**.

EdTech offers variety of advantages over traditional way of education:

- Bridges the education gap by making learning accessible to all.
- Uses AI and analytics to offer personalized learning experiences.
- Enables self-paced learning while maintaining structured guidance.
- Provides real-time doubt-solving and mentorship to enhance clarity.

# 02 COMPETITIVE ANALYSIS



# BYJU'S

# BYJU'S



## INFO

India's largest EdTech company with interactive video lessons.

## STRENGTHS

- Highly engaging video-based content with animations.
- Strong brand presence and extensive marketing reach.
- Well-structured courses covering a variety of subjects.

## LIMITATIONS

- High cost
- Lack of real-time doubt-solving
- One-size-fits-all approach



## INFO

Affordable learning platform focused on JEE/NEET/NDA based exam preparation.

## STRENGTHS

- Affordable and cost-effective courses.
- High engagement with students through structured study plans and doubt-solving sessions.

## LIMITATIONS

- Limited beyond JEE/NEET
- Compromising quality because of low costs
- Less use of AI

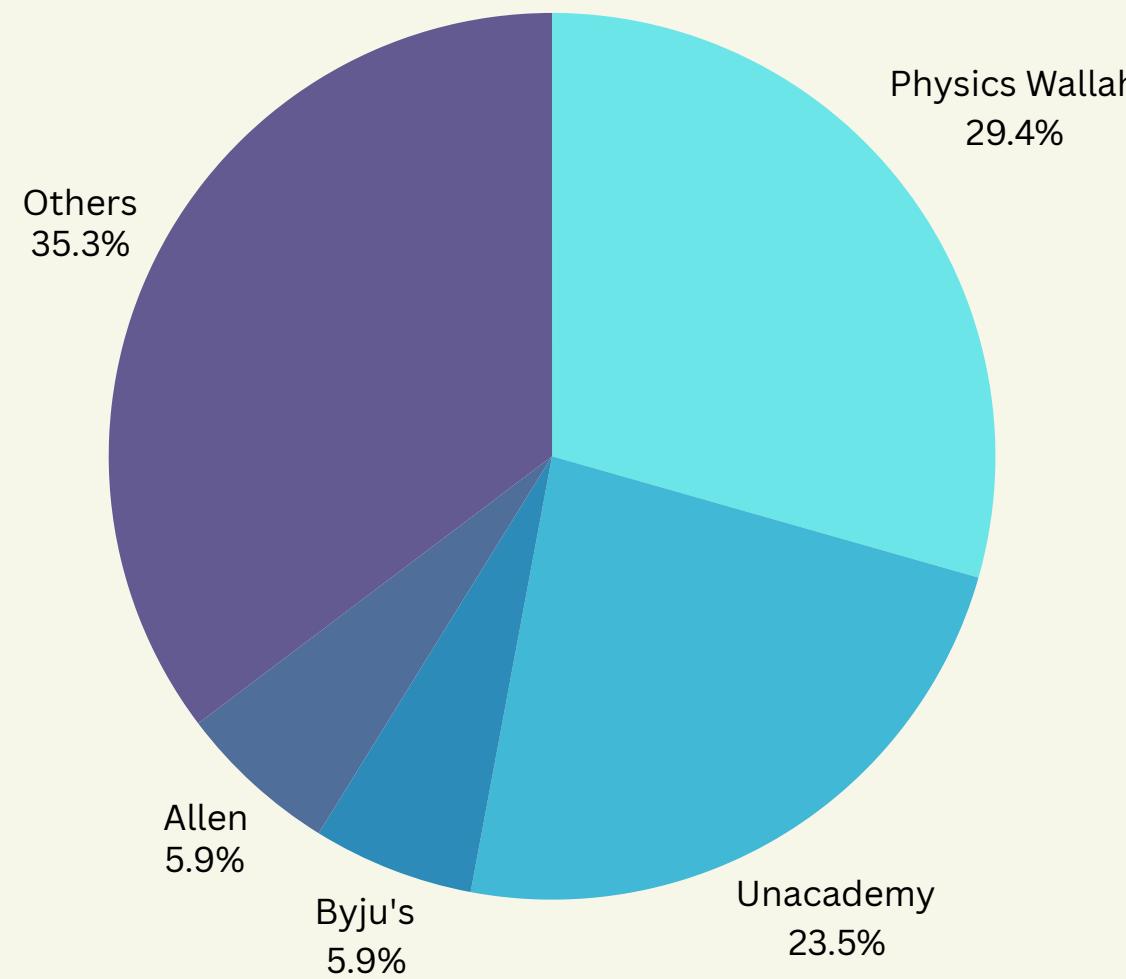
# 03 SURVEY



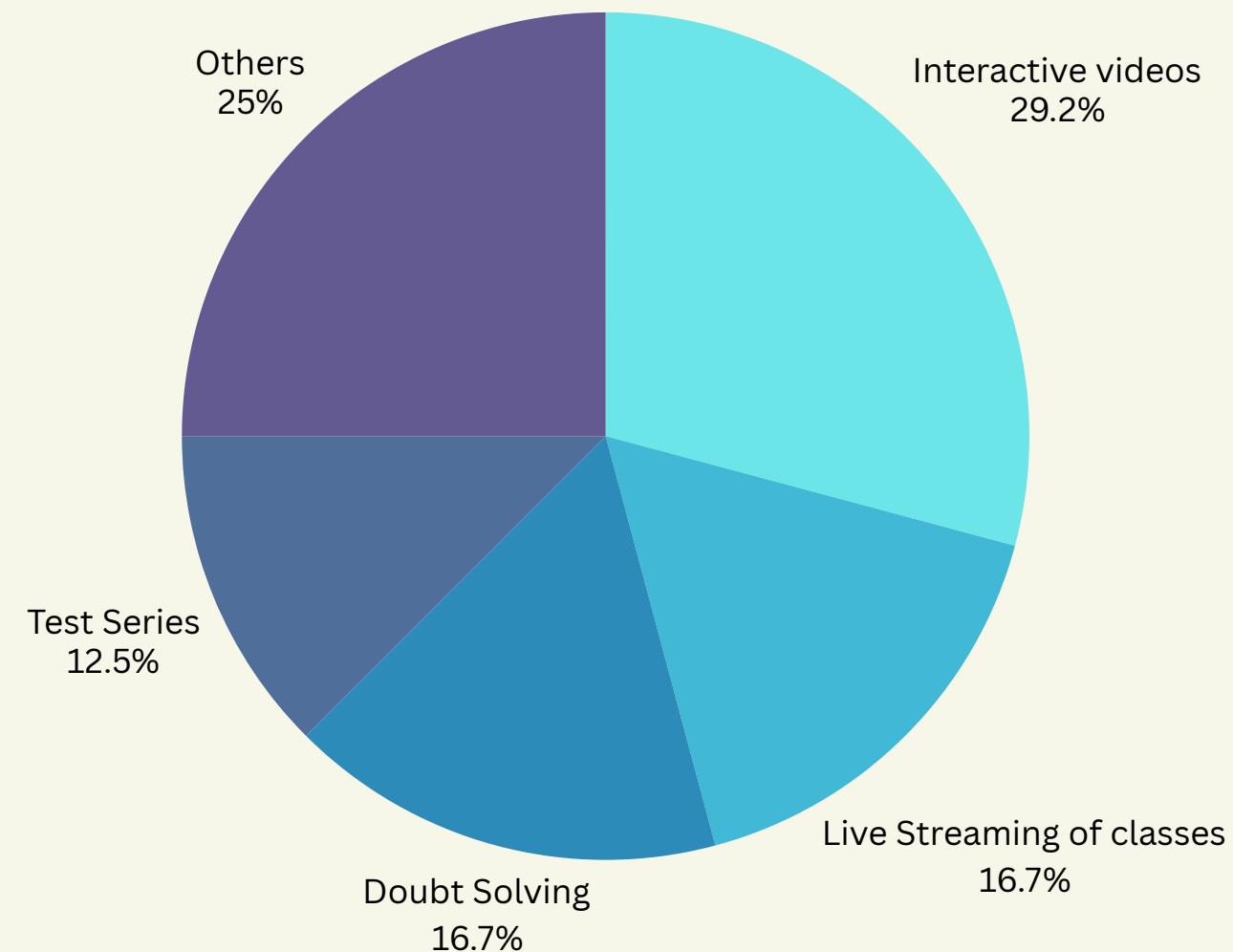
# QUESTIONNAIRE

- Which EdTech app are you currently using ?
- Which feature you liked the most in the above app ?
- Which features would you want the application to have ?
- What would encourage you to continue using the app from below options ?
  - Which of the below features you don't like ?
  - How likely are you to recommend others ?
  - What support do you expect from the app ?

# KEY TAKEAWAYS

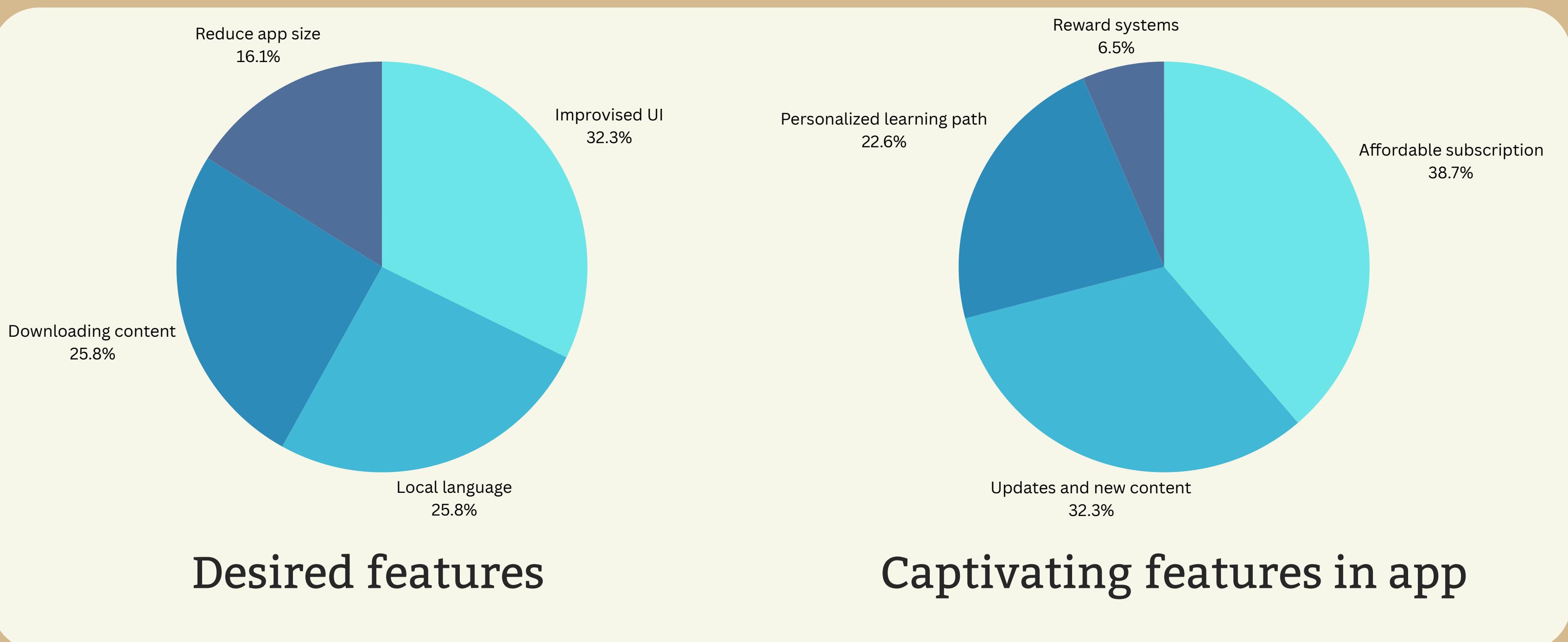


Apps used

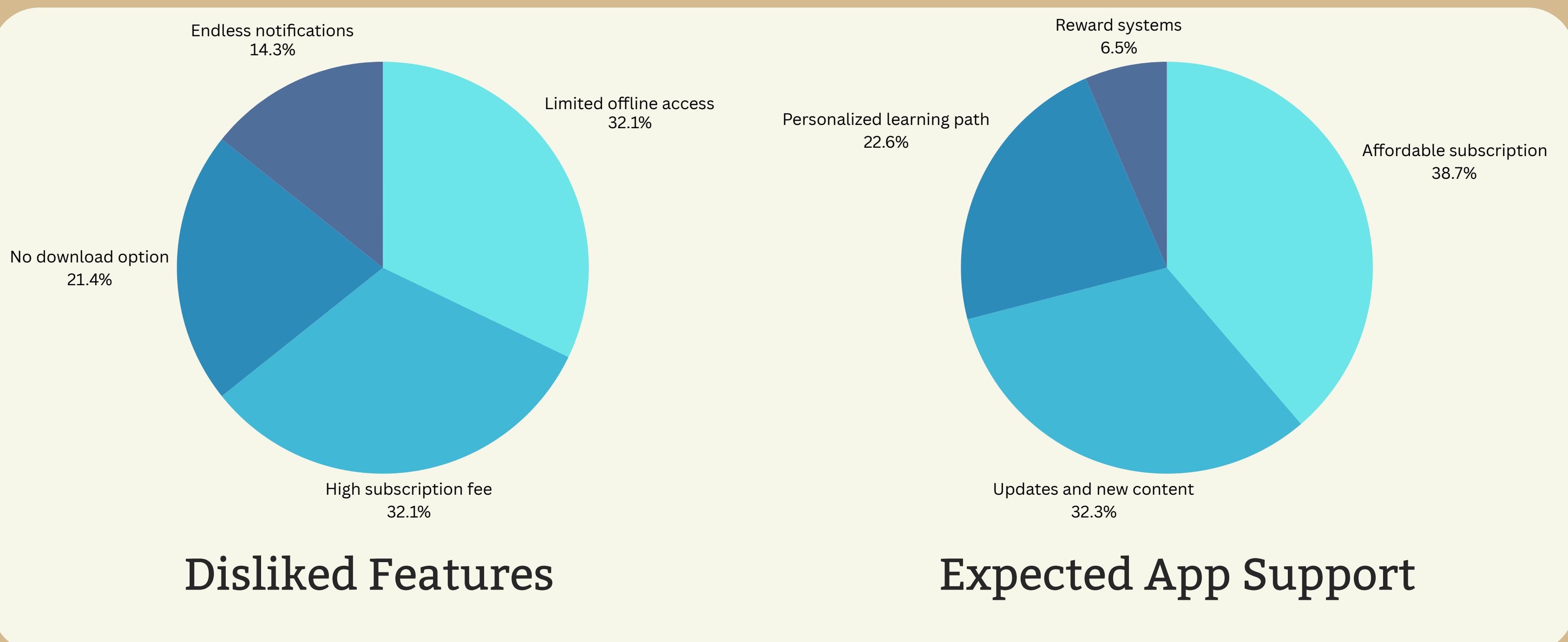


Most liked feature

# KEY TAKEAWAYS



# KEY TAKEAWAYS



# KEY INSIGHTS

- **Key App Strengths:**
  - Popular features such as interactive videos, mock tests, and effective doubt-solving mechanisms drive user engagement.
- **Strategic Improvement Areas:**
  - Enhance UI/UX design, introduce local language options, and offer offline download capabilities to boost accessibility and usability.
- **Critical Retention Drivers:**
  - Affordable pricing and consistent, fresh content are essential for retaining users and fostering long-term loyalty.
- **Elevated Support Expectations:**
  - Implementing real-time chat support with mentors is a top priority to meet evolving user needs and improve the overall experience.

# 04 USERS



# PROBLEM STATEMENT

**Students aged 16–25 preparing for competitive exams often face key challenges in existing edtech platforms, including poor UI/UX design, lack of offline access, limited language support, and high subscription costs. Despite the popularity of features like interactive videos and mock tests, many platforms fail to offer an engaging, accessible, and affordable experience. There is also a growing demand for real-time mentor support and regularly updated content.**

# USER PERSONA



**Aditi Tyagi**

**Age:** 18

**Occupation:** Student (JEE aspirant)

**Location:** Kota, Rajasthan

Aditi is a dedicated student who has moved to Kota to prepare for JEE. She spends most of her day attending coaching classes and studying. Aditi is looking for an e-learning platform that can complement her coaching and help her manage her time effectively

## Needs

- High-quality study content
- Mock tests & performance insights
- Personalized progress tracking
- Expert-led doubt sessions

## Challenges

- Vast syllabus, poor time management
- Lack of reliable doubt resources
- No personalized performance feedback

## Personality

- Determined
- Disciplined
- Curious
- Tech-savvy

## Motivation

- Achieving a top rank in JEE
- Gaining confidence through consistent practice
- Balancing study and relaxation time

## Interests

- Solving complex problems
- Playing chess
- Listening to music

# EMPATHY MAPPING

- “Achieving good results in JEE examination”
- “For achieving top ranks, required things are consistent practice, proper study plan and personalised learning”
- “Maintain balance between studies and mental well-being, thus avoiding burn-outs”

Thinks

Feels

- Overwhelmed because of vast syllabus
- Frustration due to hectic schedule, leading to poor time management
- Unconfident because of some backlogs and uncleared doubts

- Moved to Kota-Education City of India, to fulfill her dream of achieving good results in competitive exam.
- Attends coaching classes.
- Most of the day is spent in studying.
- Spend time in hobbies like listening music.

Does

Says

- “Need a personalised learning methodology to reduce time management fatigue.”
- “Easy to use online application to get content anytime, anywhere.”
- “Mock tests to evaluate oneself at each individual steps.”

# USER PERSONA



**Rahul Sharma**

**Age:** 21

**Occupation:** College Student

**Location:** Mumbai, India

Rahul is a college student pursuing engineering. He relies on EdTech platforms for exam preparation, test series, and doubt solving. He prefers interactive and engaging content, often studies on the go and wants access to learning materials offline.

## Needs

- Affordable, high-quality content
- Online study, anytime anywhere
- Personalized exam preparation paths
- Interactive, engaging learning experience

## Challenges

- High subscription costs
- Limited offline flexibility
- Distracting push notifications
- Lack of interactive quizzes

## Personality

- Self motivated
- Independent learner
- Curious
- Resourceful

## Motivation

- Online app which is user-friendly and have engaging interface
- Offline access, personalized paths
- Affordable, reward-based learning

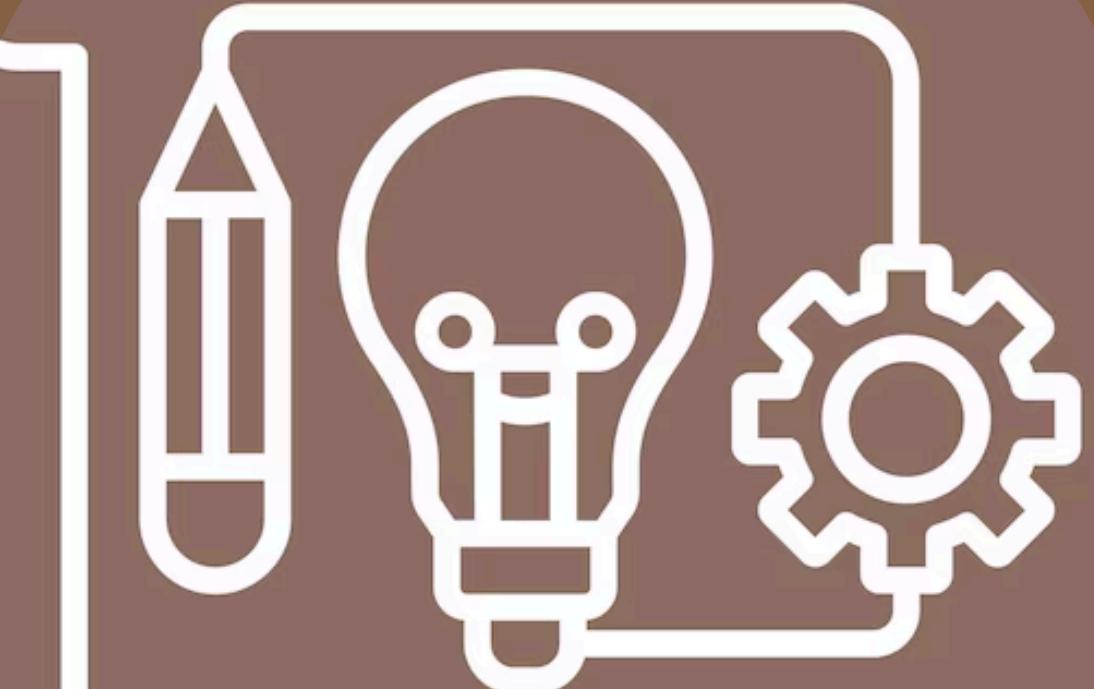
## Interests

- Playing cricket and badminton
- Engineering subjects
- Dancing

# EMPATHY MAPPING

	<ul style="list-style-type: none"><li>• “Getting an interactive learning experience”</li><li>• “Access to high quality, affordable and relevant courses related to tech field”</li><li>• “Developing skills in this fast-paced era of artificial intelligence”</li></ul>	<ul style="list-style-type: none"><li>• Attends college lectures, labs and tutorial sessions, and occasionally workshops and hackathons as well.</li><li>• Contribute to college events by handling the designing and advertisement stuff.</li><li>• Keeps updated with the current trends in tech</li></ul>
	<p>Thinks</p> <hr/> <p>Feels</p> <ul style="list-style-type: none"><li>• Sometimes get burnt-out because of high work load and high expectations.</li><li>• Feels difficulty in managing work and relationships.</li></ul>	<p>Does</p> <hr/> <p>Says</p> <ul style="list-style-type: none"><li>• “Currently the world is evolving at much higher rate, which can overwhelm oneself seeing so much resources out there.”</li><li>• “Getting a structured learning resource which teach how to adapt rather than learn everything will help to survive in this ongoing AI-world”</li></ul>

# 05 EDUSPRINT



# EDUSPRINT



**EduSprint** is an innovative edtech platform that enhances learning through efficient and personalized educational experiences for students, educators, and institutions. It features interactive lessons, intelligent assessments, real-time progress tracking, and AI-driven recommendations. EduSprint supports exam preparation, knowledge reinforcement, and skill acquisition with engaging content, concise learning modules, and tools that boost motivation and focus.

MOODBOARD

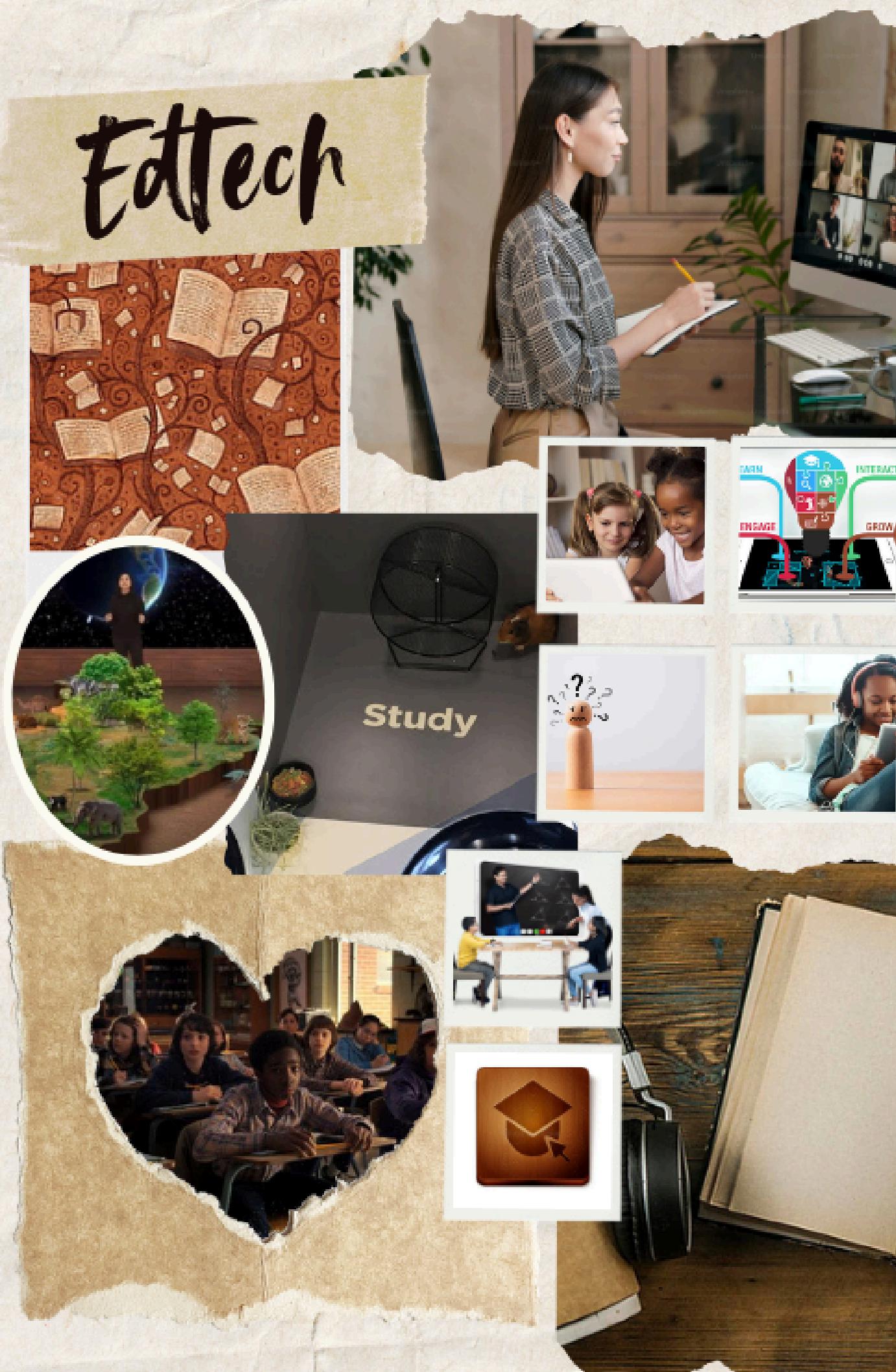
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Nunito

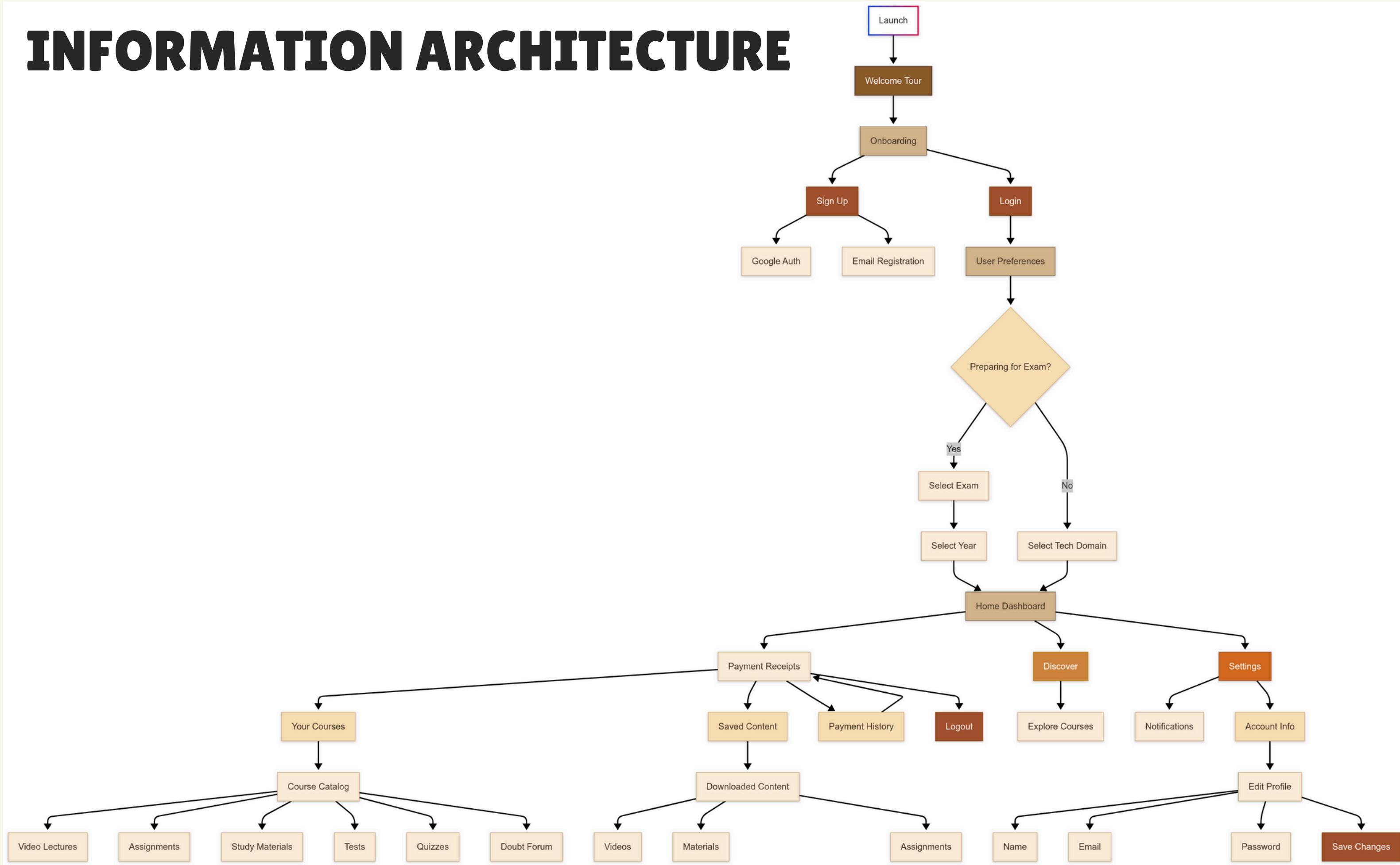
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Nunito

Nunito



# INFORMATION ARCHITECTURE

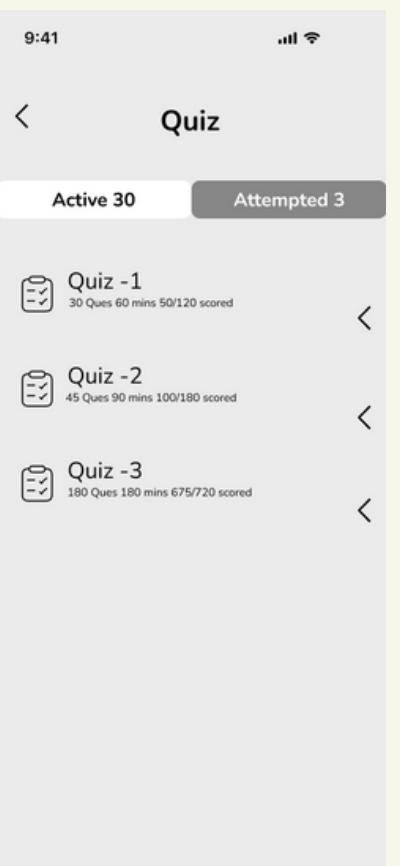
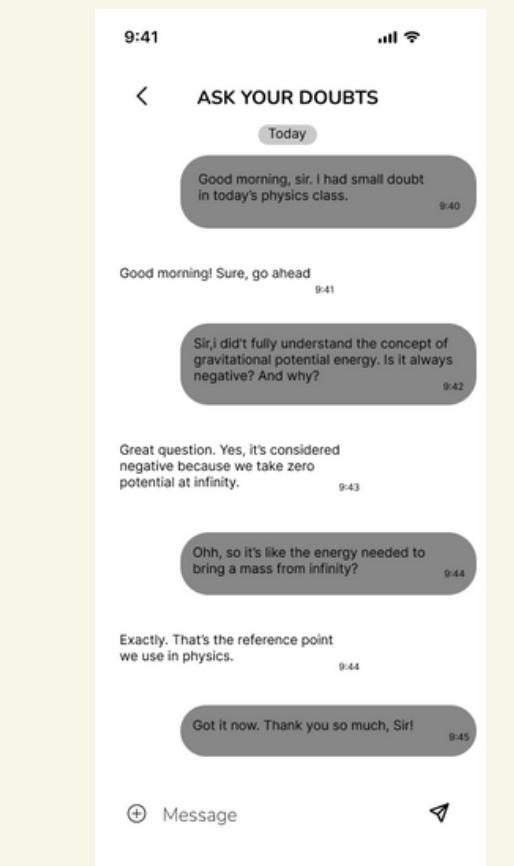
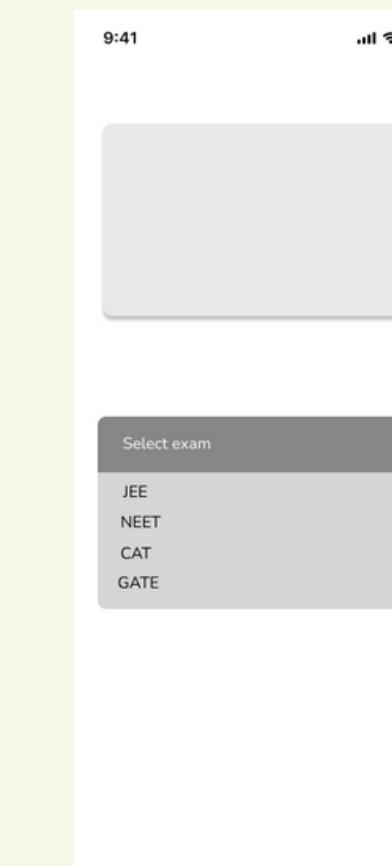
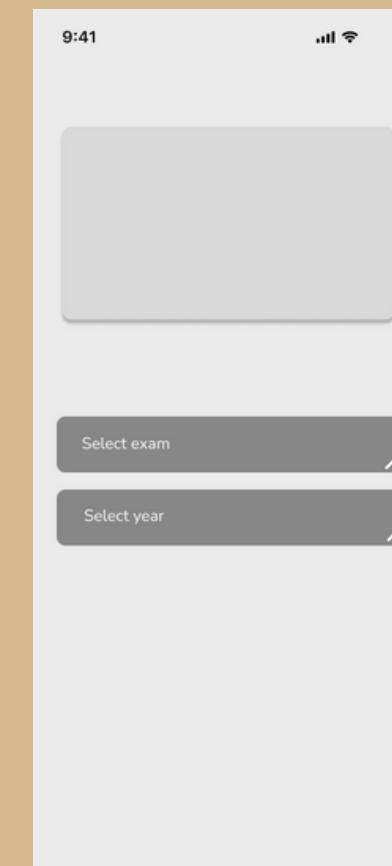
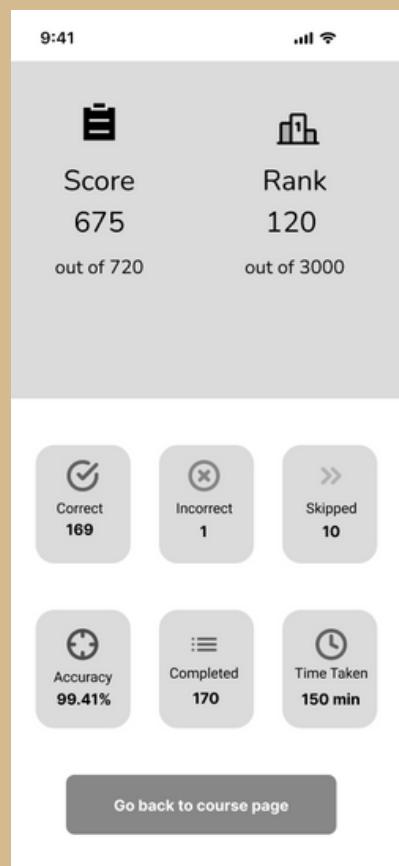
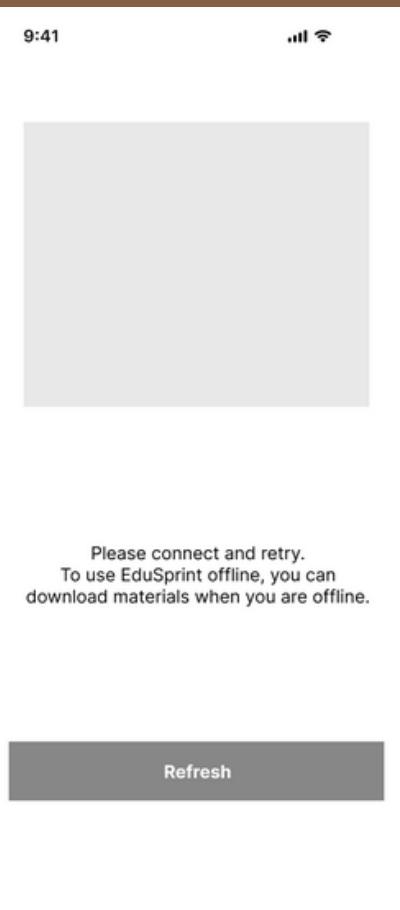
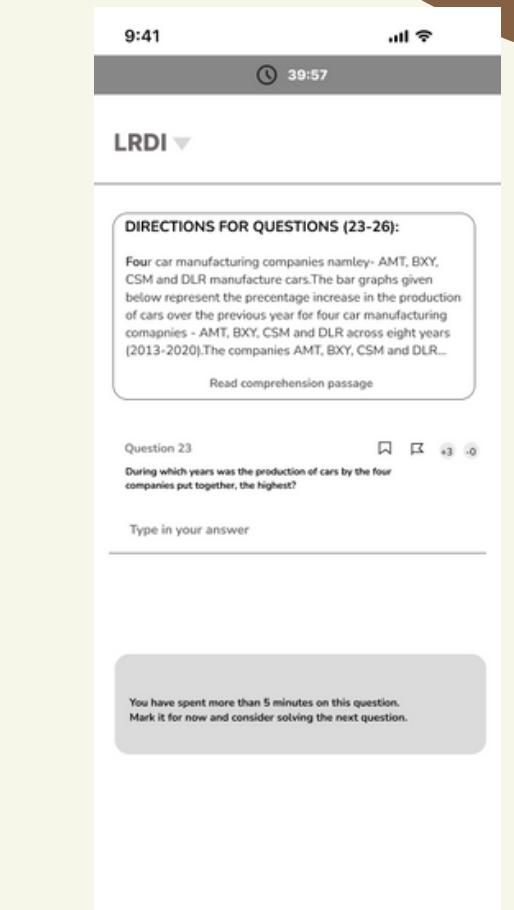
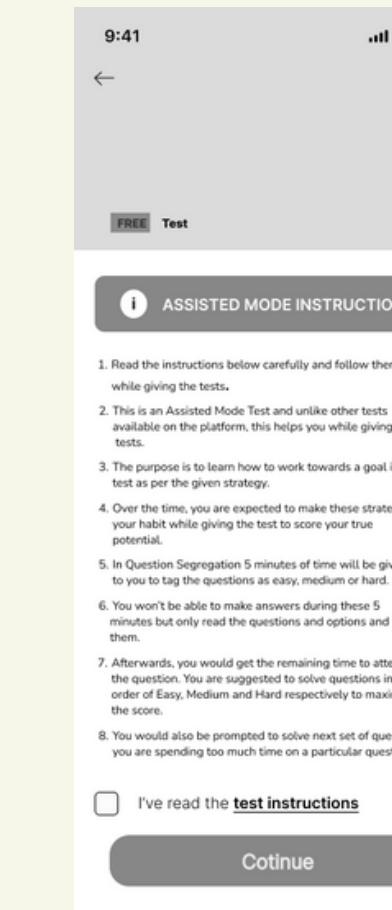
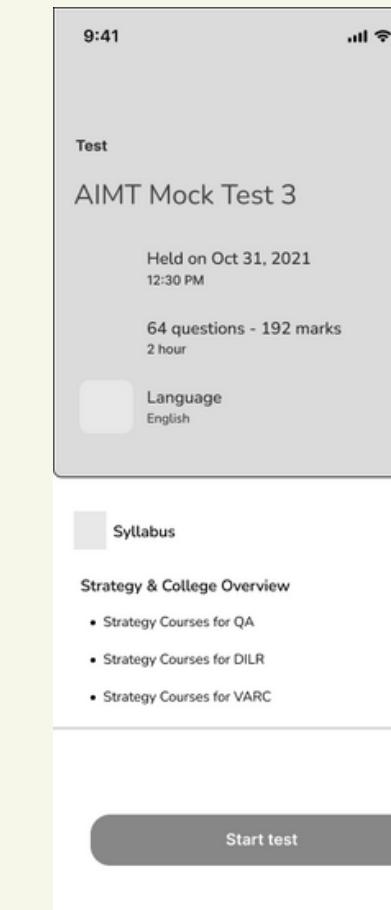
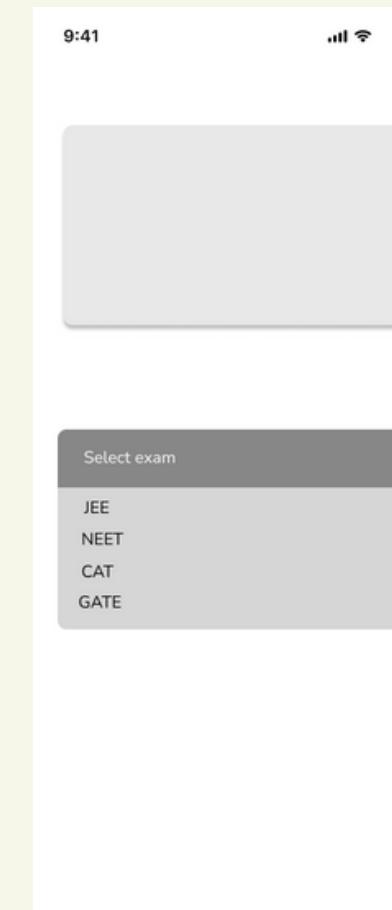


# LOW FIDELITY

The application interface consists of several screens:

- Home Screen:** Displays four main sections: "Learn anytime and anywhere", "Find a course for you", "Improve your skills", and a placeholder for "Popular Teachers". Below these are sections for "My Courses" (Web Design Masterclass) and "Discover" (Business).
- Login and Sign Up Screens:** Both screens feature fields for Name, Email, and Password, along with "Forgot Password" and "Login/Sign up" buttons.
- Profile Screen:** Shows a placeholder for profile picture, sections for "Your Course", "Saved", and "Notification", and buttons for "Log out" and "Payment".
- Settings Screen:** Shows sections for "Account information" and "Web Design Master Class", with fields for Name, Email, Password, and "Save Changes" button.
- Course Details Screen:** Shows a course titled "Web Design Master Class" with a rating of 4.9 (436 reviews). It includes sections for "Video", "Assignment", and "Study Material", and buttons for "Select exam" and "Select year".

Each screen is labeled with a timestamp of 9:41 and shows a signal strength icon.



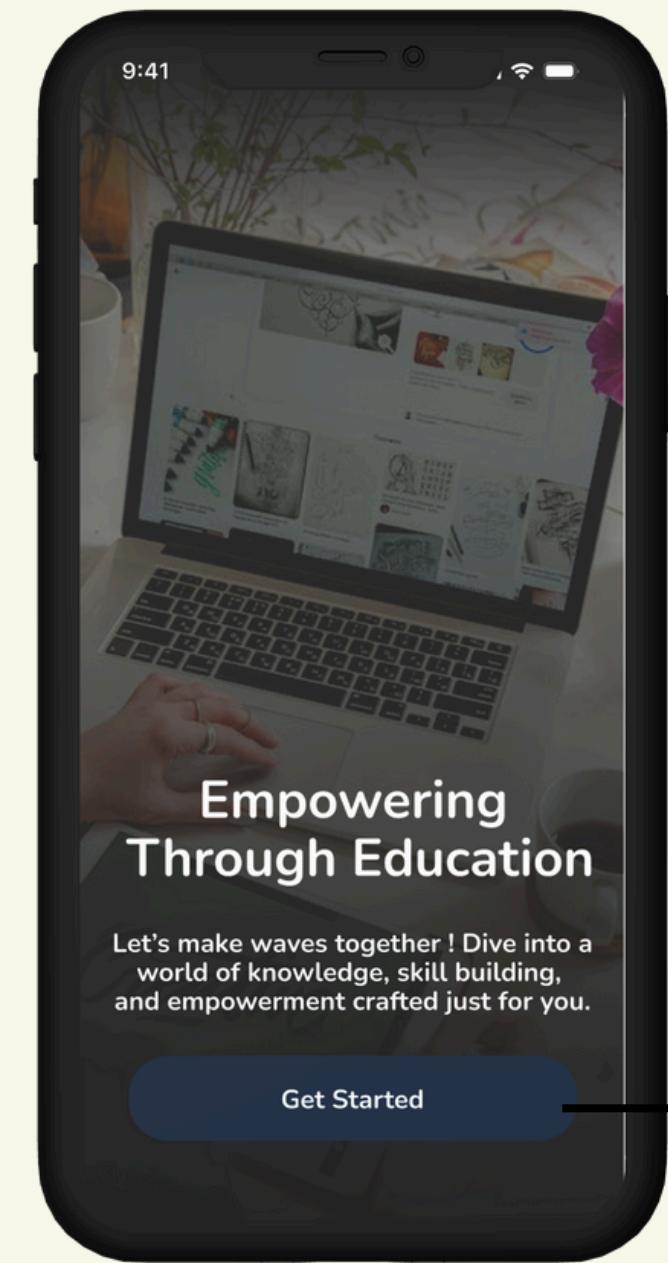


# **HIGH FIDELITY**

# APP INTRODUCTION

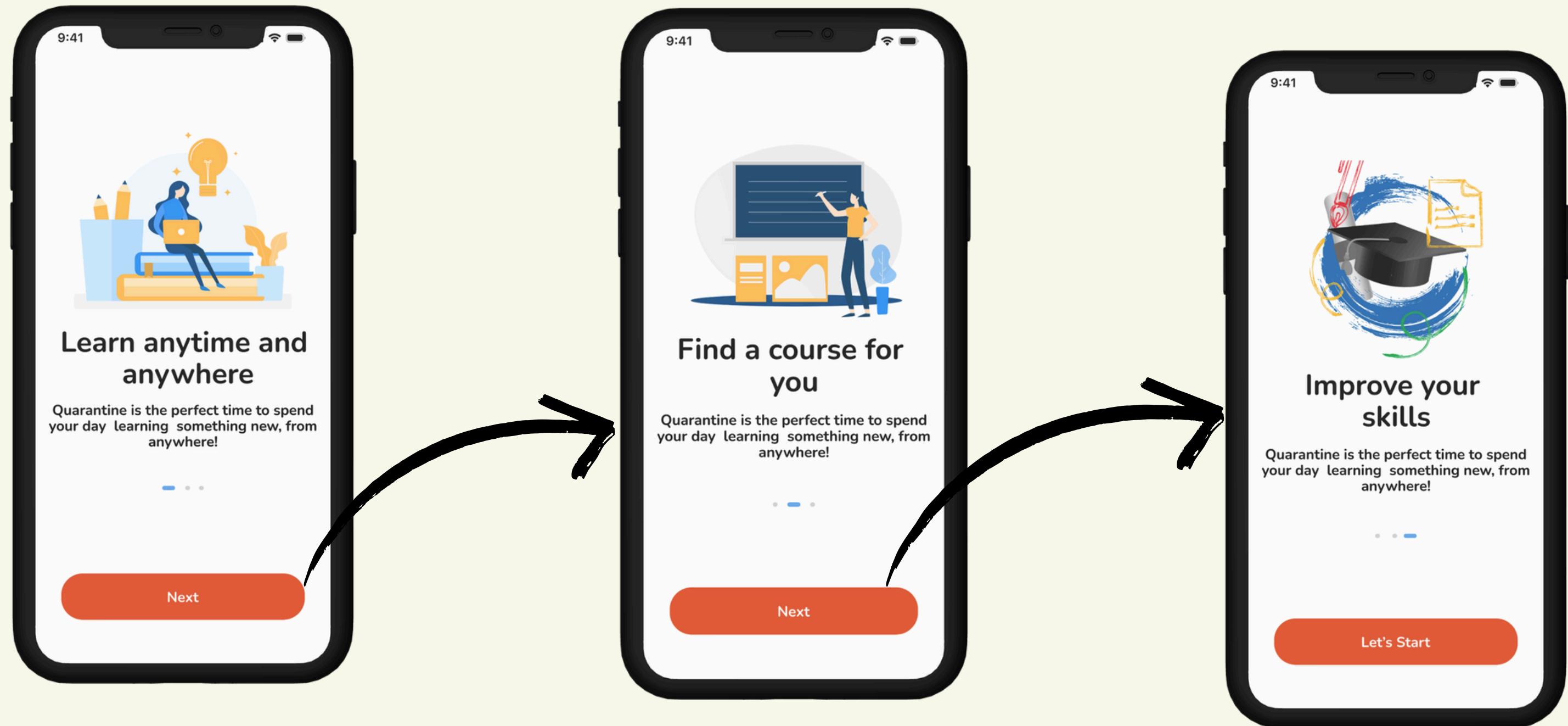


App logo



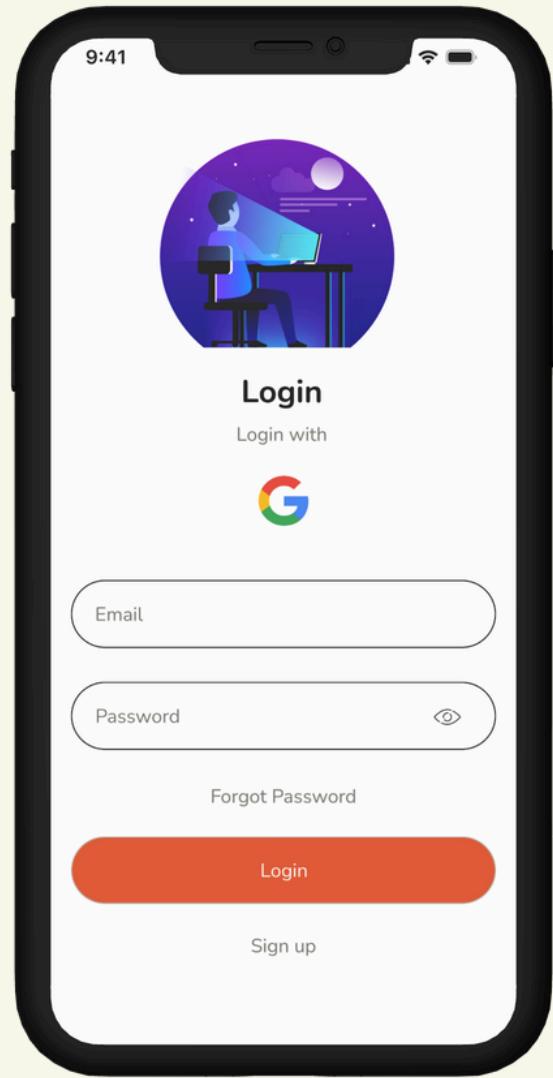
→Begin

# ONBOARDING

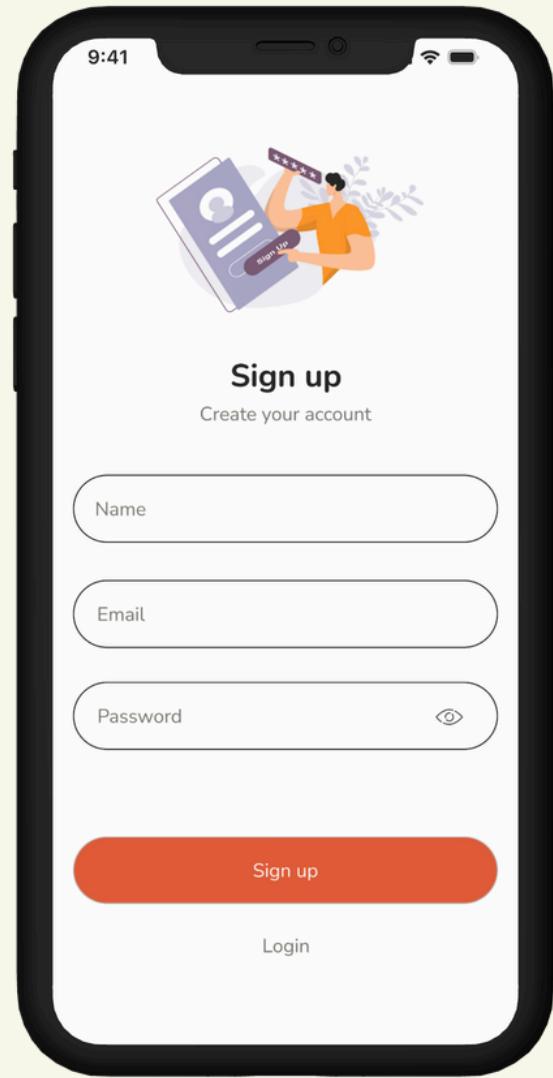


3 Introductory tabs

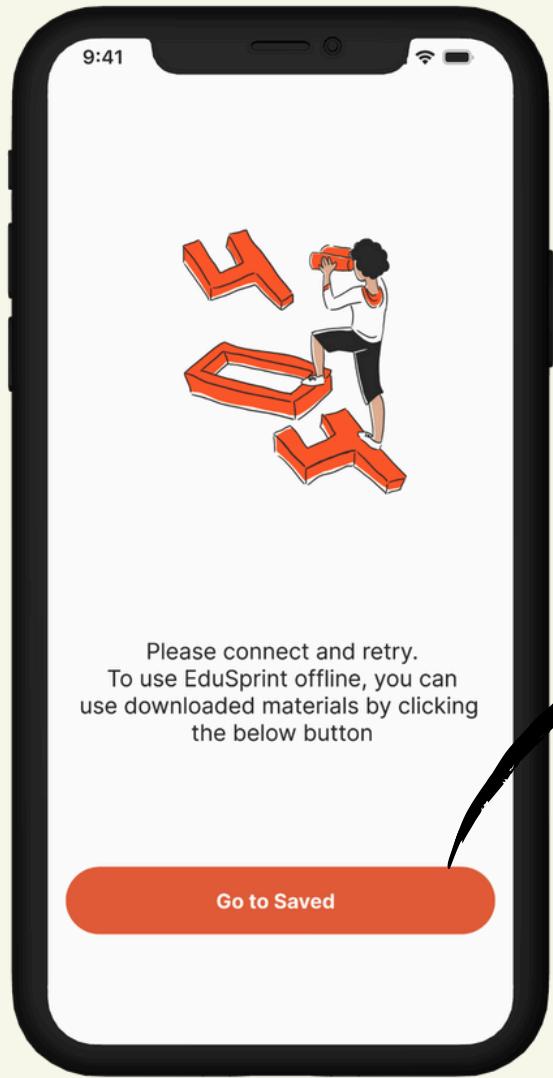
# LOGIN/SIGN UP PAGES AND SAVED/DOWNLOADED CONTENT



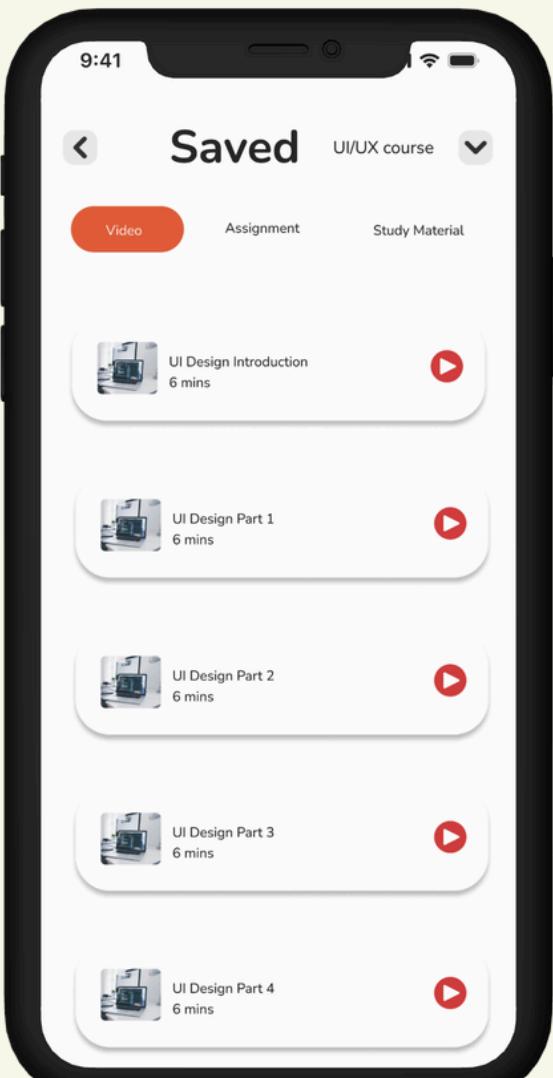
Login



Sign up

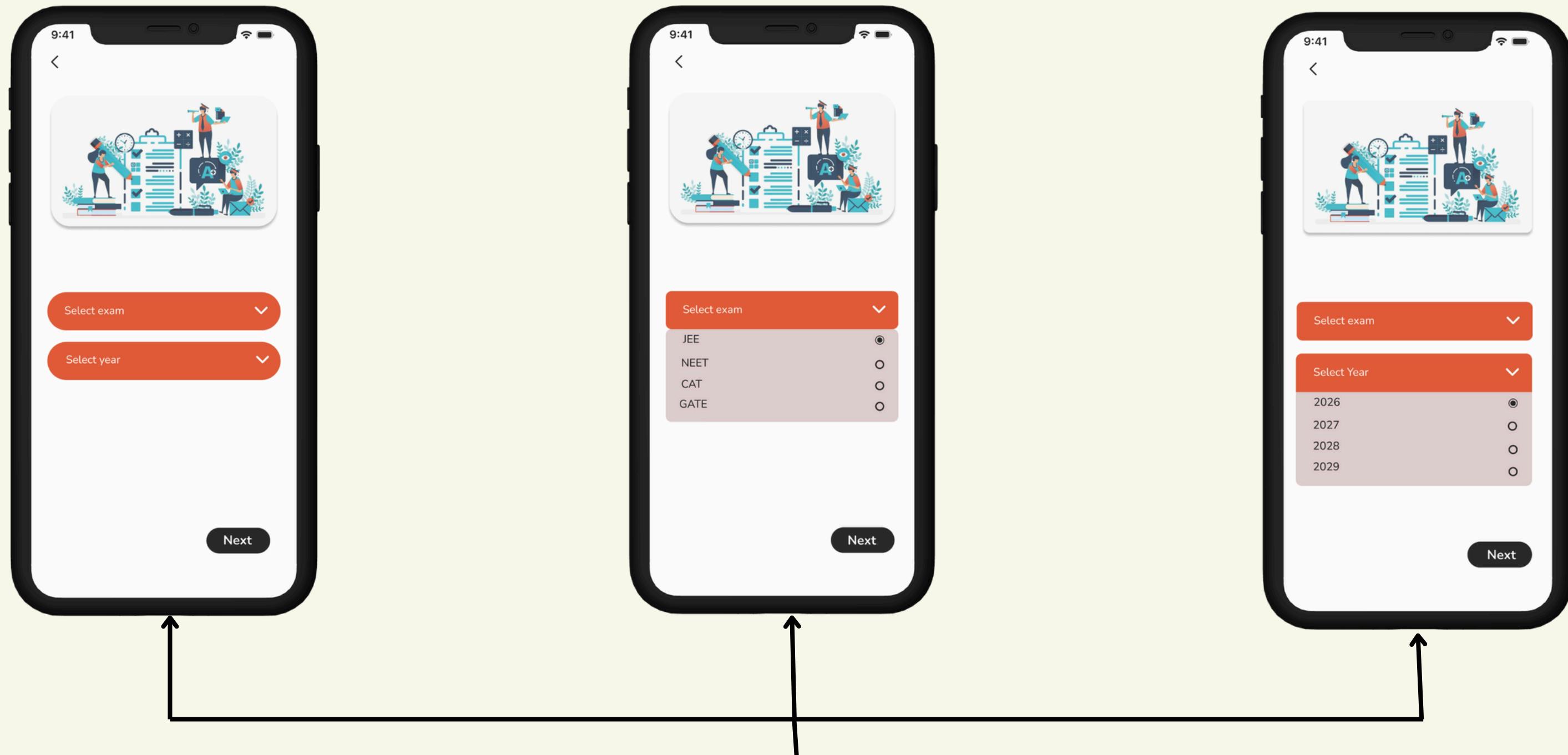


No internet  
connection



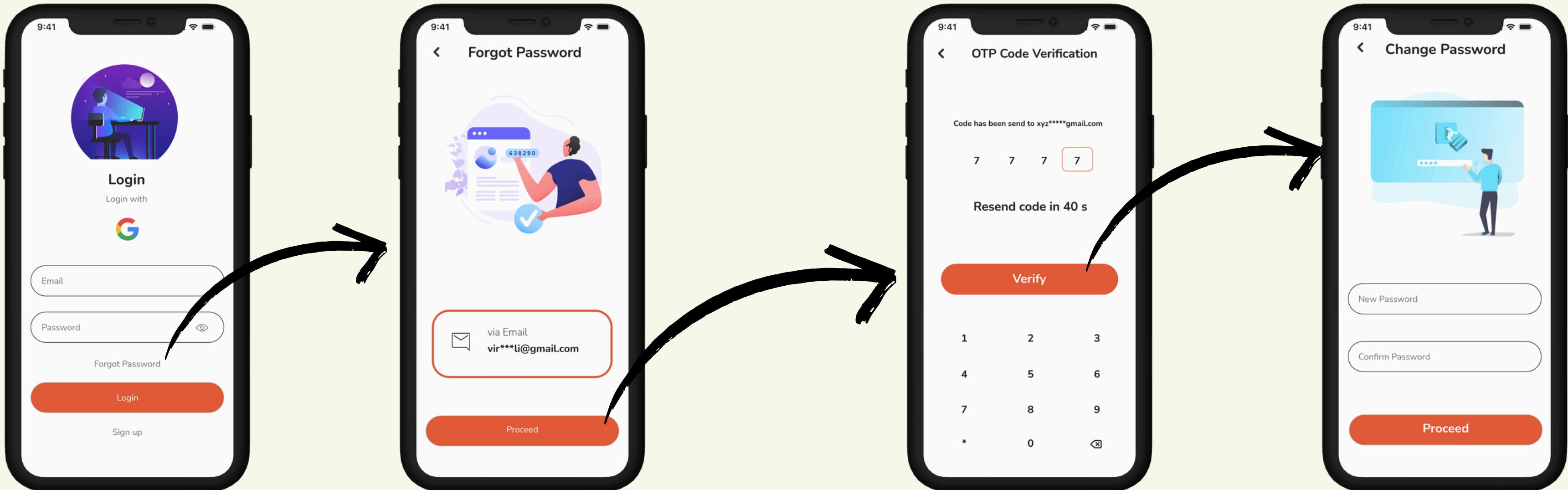
Go to downloaded  
content

# USER INFORMATION SET UP



Getting to know the target exam and year of the student which will help the app filter out relevant courses for the student

# FORGET PASSWORD AND RESET PASSWORD

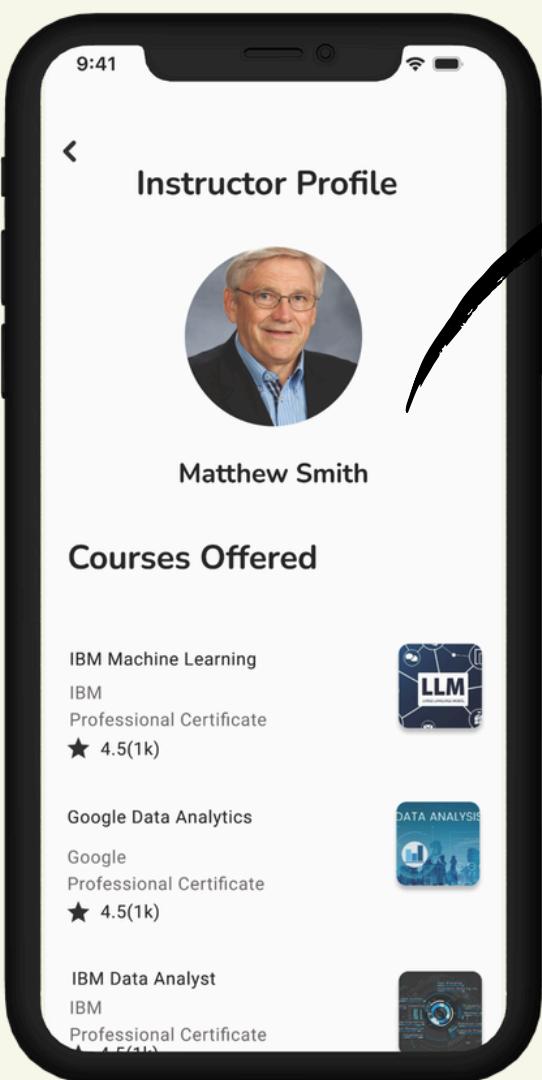


Get OTP on the  
registered email

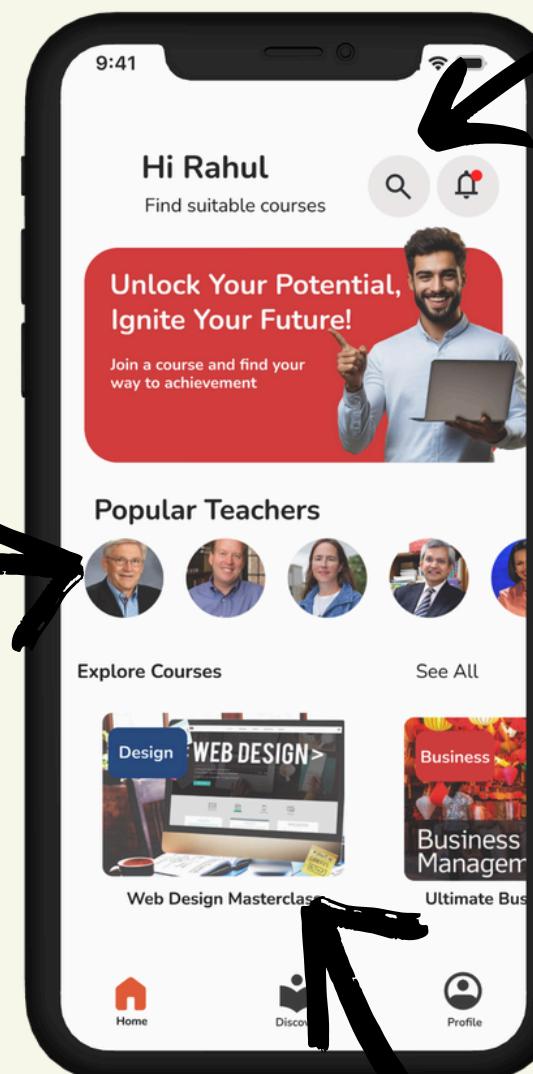
OTP  
verification

Set new  
password

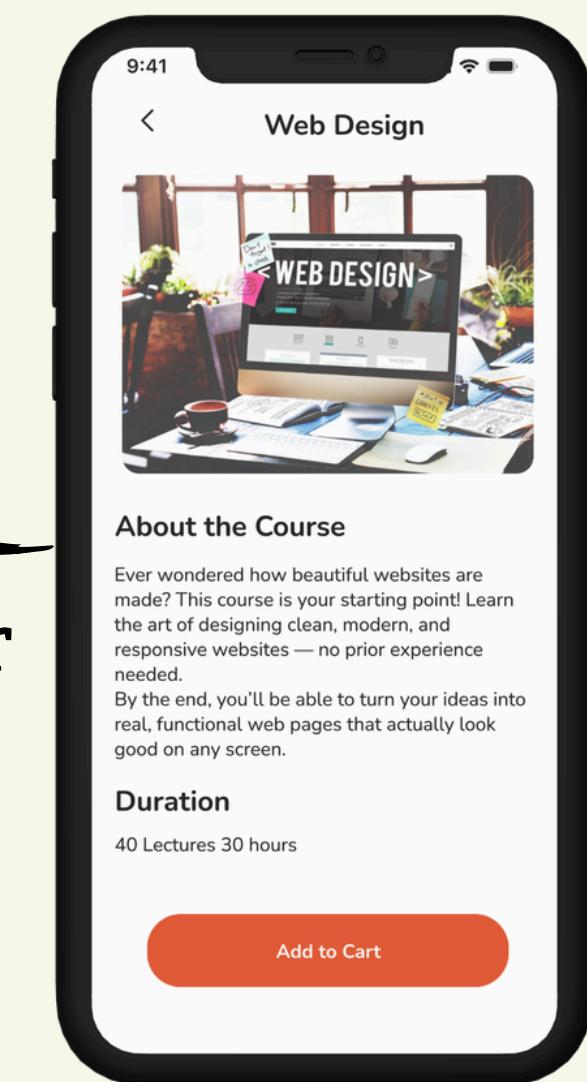
# HOME PAGE AND SEARCHING COURSES



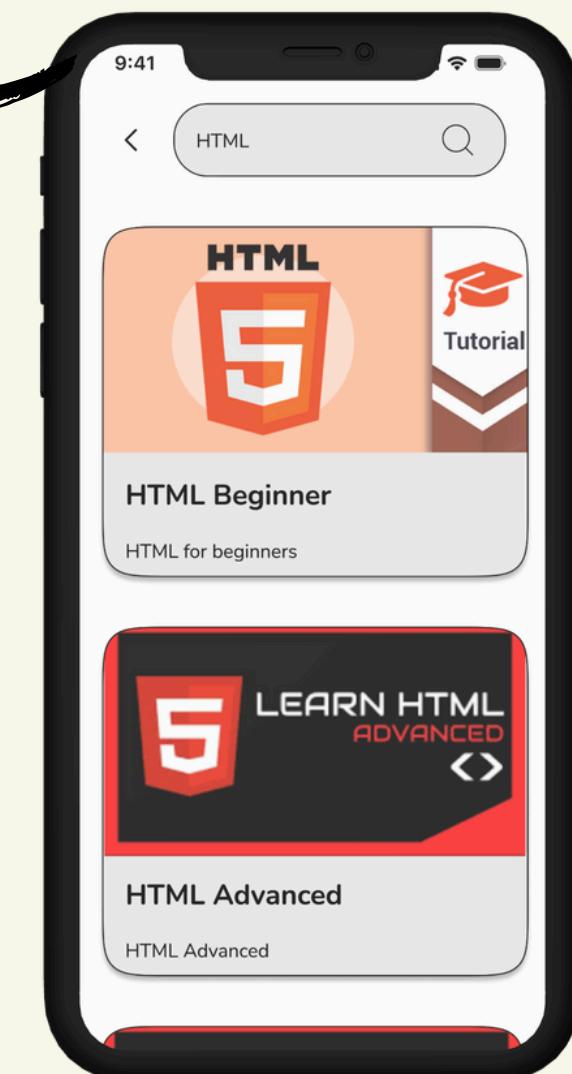
Home page



Searching a course  
based on keywords

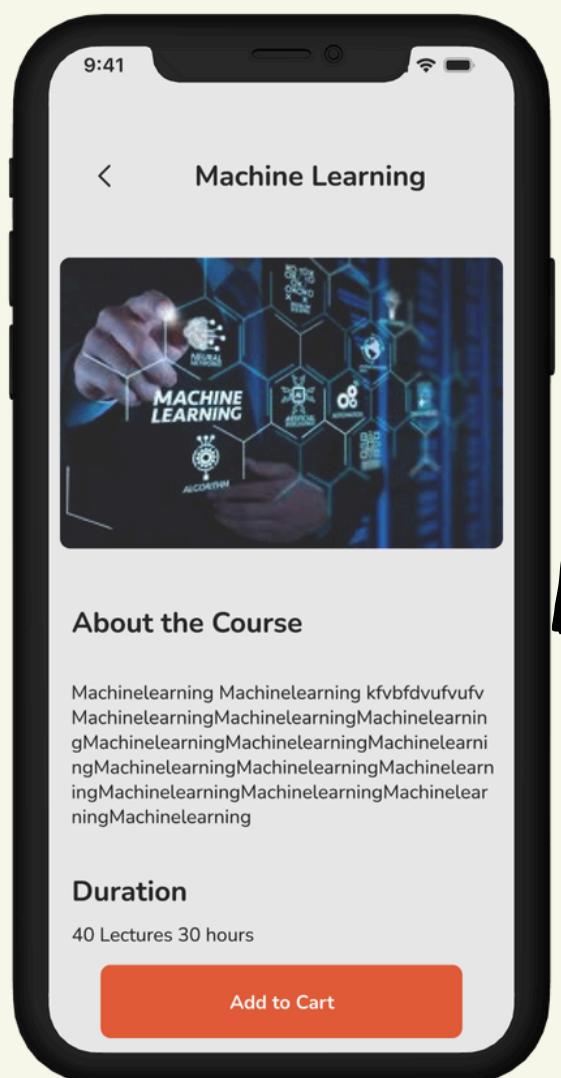


Checking a particular  
course

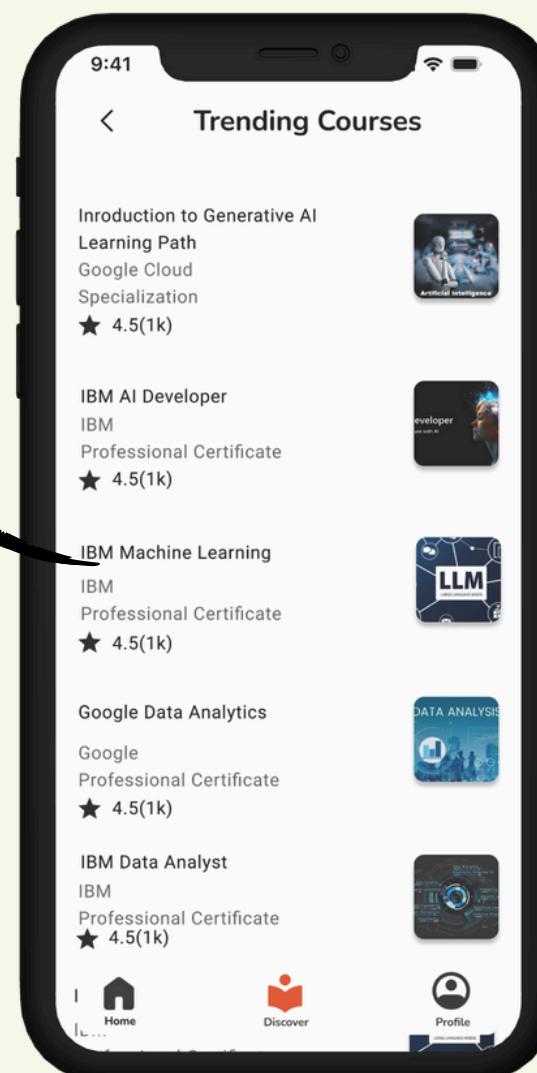


Getting courses from  
a specific instructor

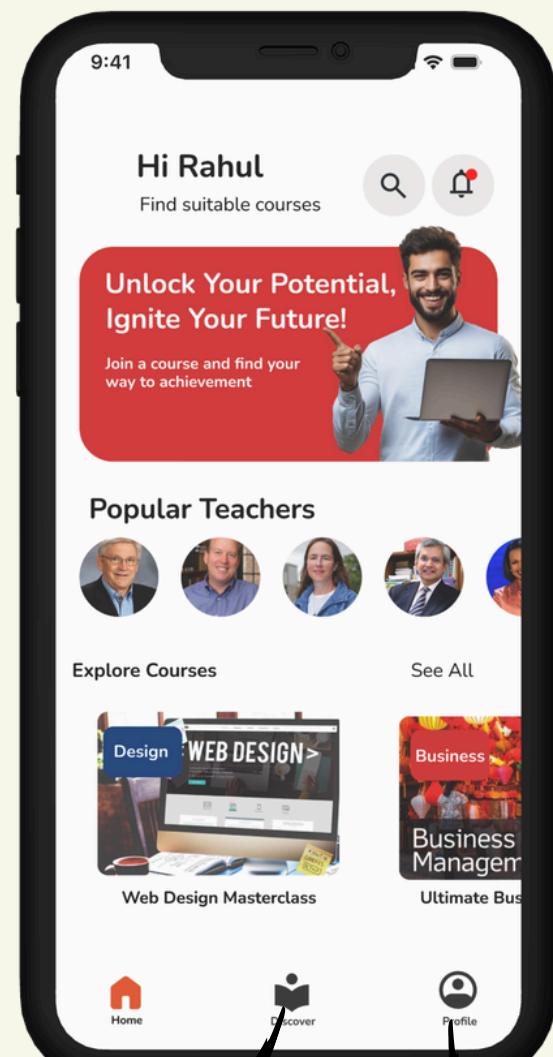
# DISCOVER AND PROFILE TABS



Specific course



Explore more courses beyond your interests



Popular Teachers



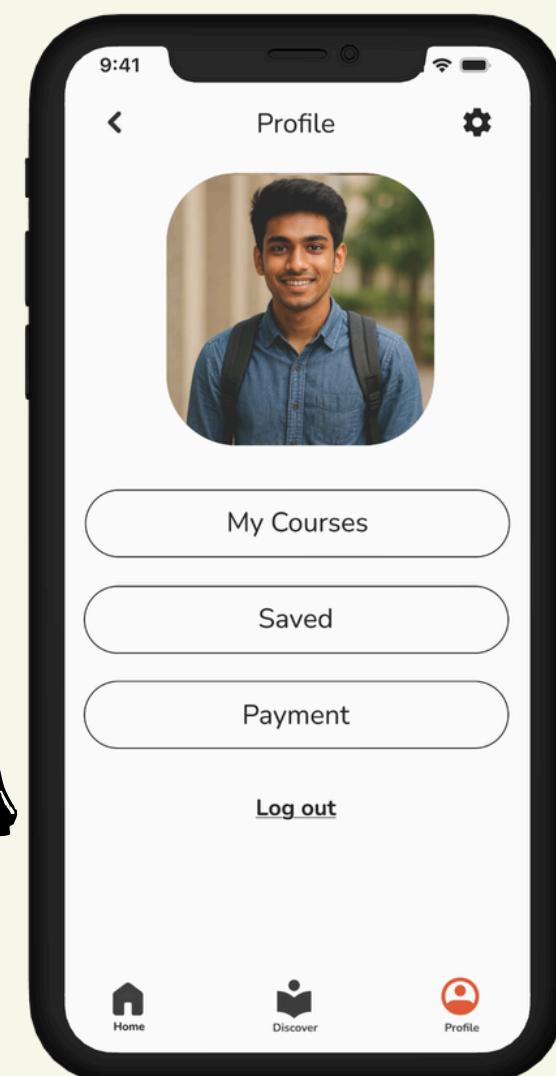
Explore Courses



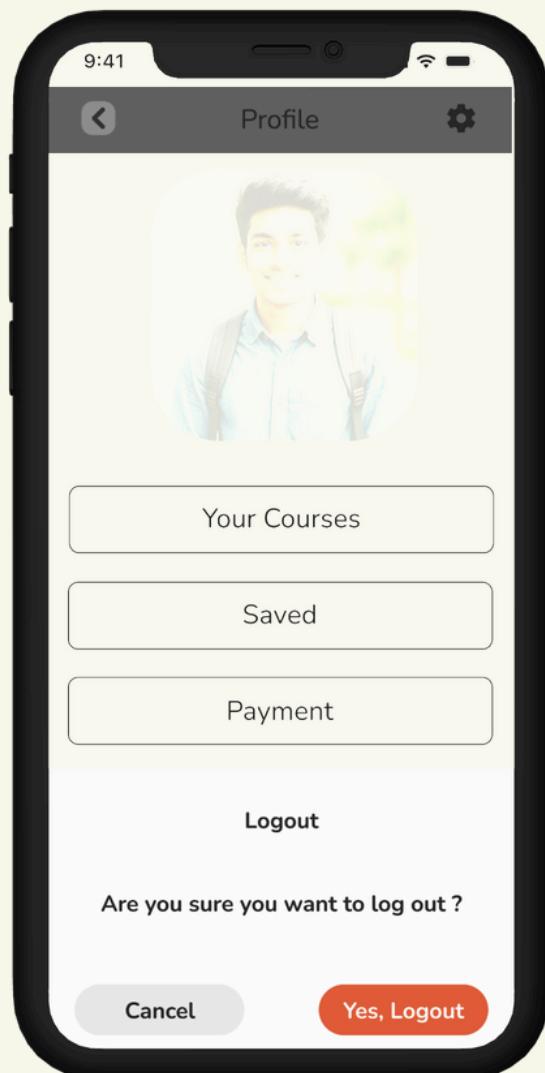
See All



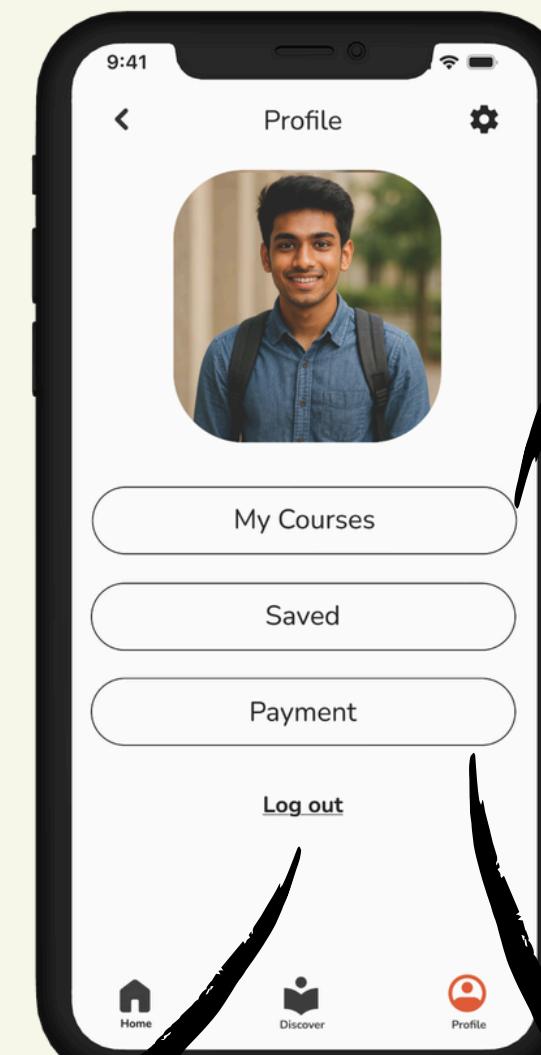
User profile



# DIFFERENT PARTS OF PROFILE TAB



Once user confirms to logout, he/she will be taken to the login page



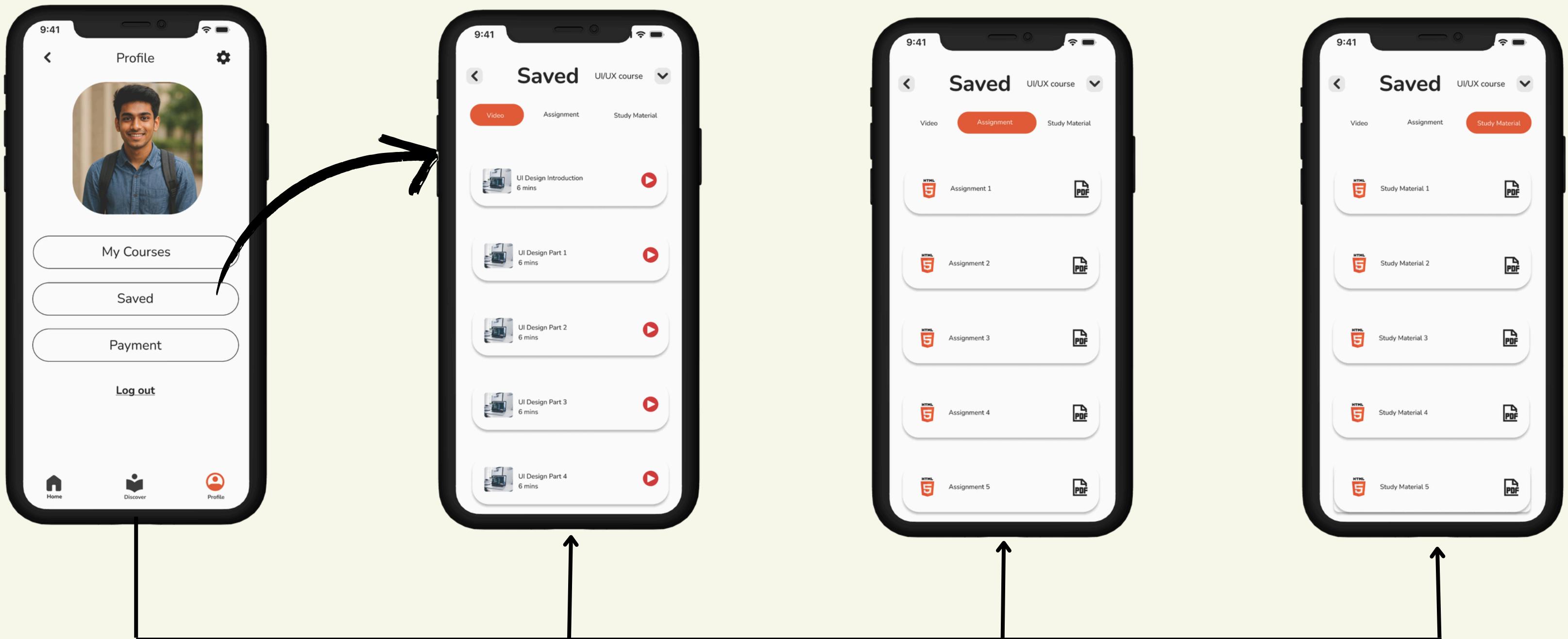
Containing the history of payments made so far

Your Payments		
M	Machine Learning 3 April	₹ 1000
A	AI 4 April	₹ 10000
D	Data Science 5 April	₹ 1200
H	HTML 6 April	₹ 2000
J	Javascript 7 April	₹ 5000
DS	DSA 8 April	₹ 100
J	Java 9 April	₹ 1600
DB	DBMS 10 April	₹ 1500
		₹ 200



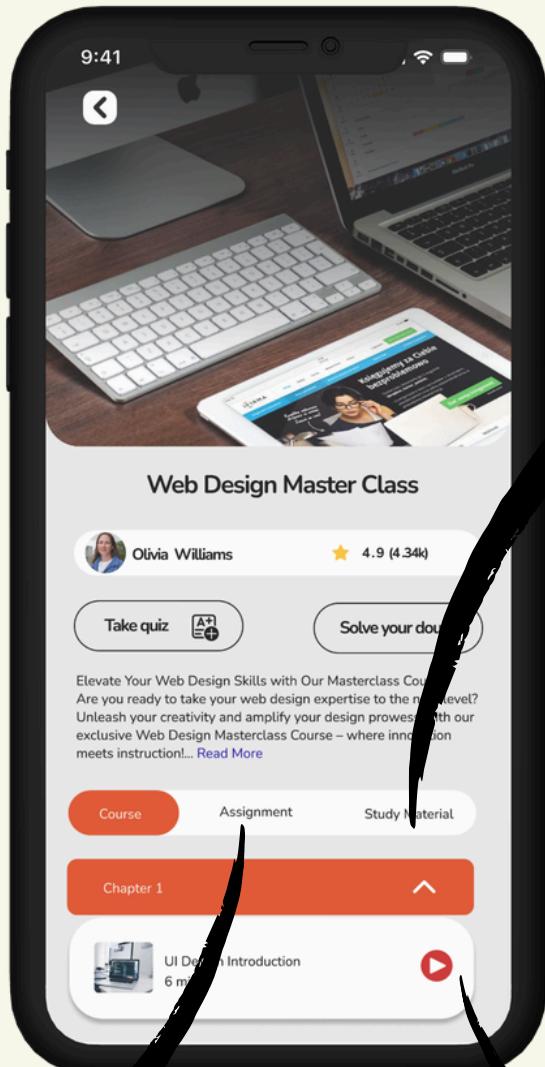
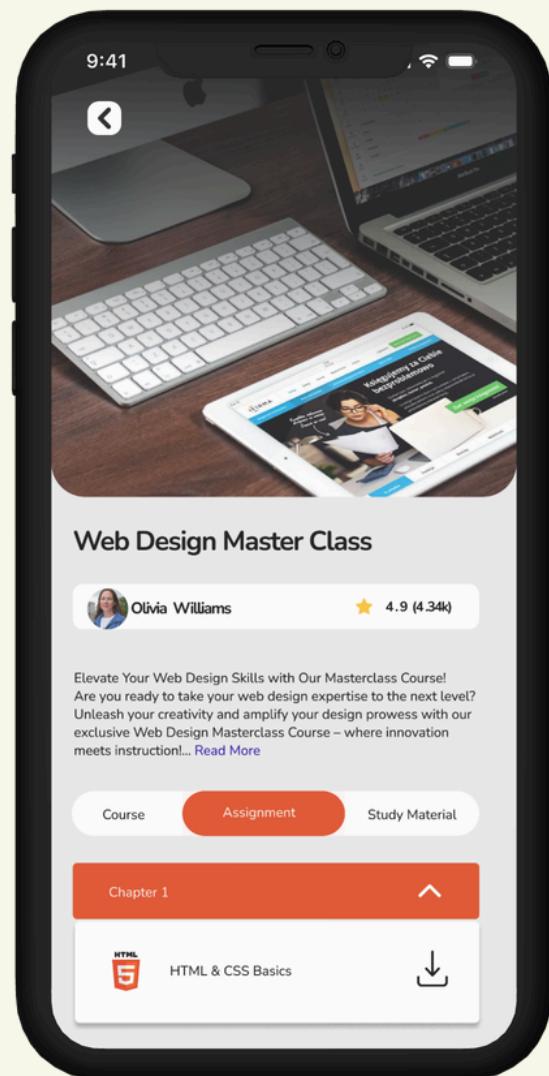
Courses purchased by the user

# DIFFERENT PARTS OF PROFILE TAB



Saved/downloaded content including videos, lecture materials and assignments

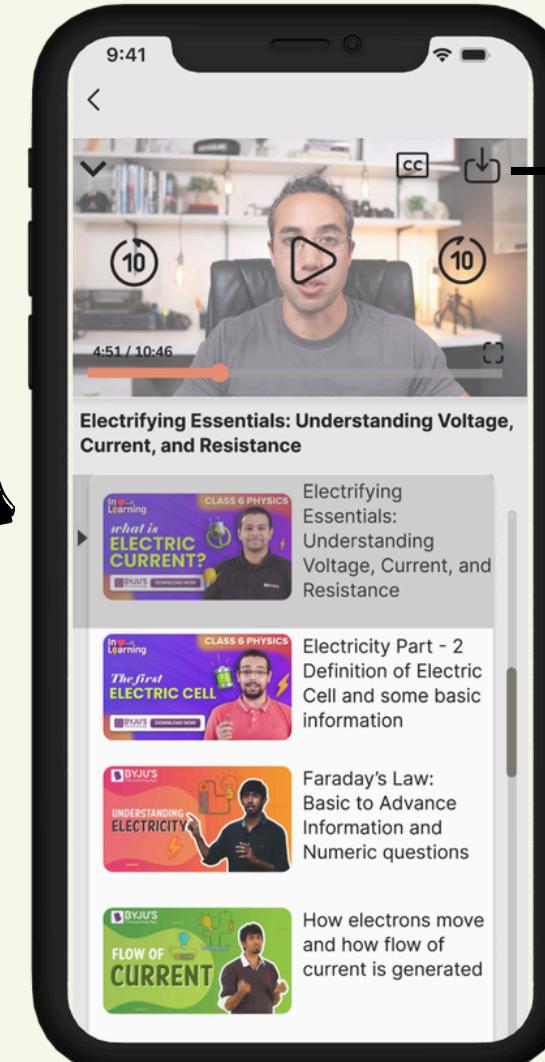
# INSIDE THE COURSE



Assignments

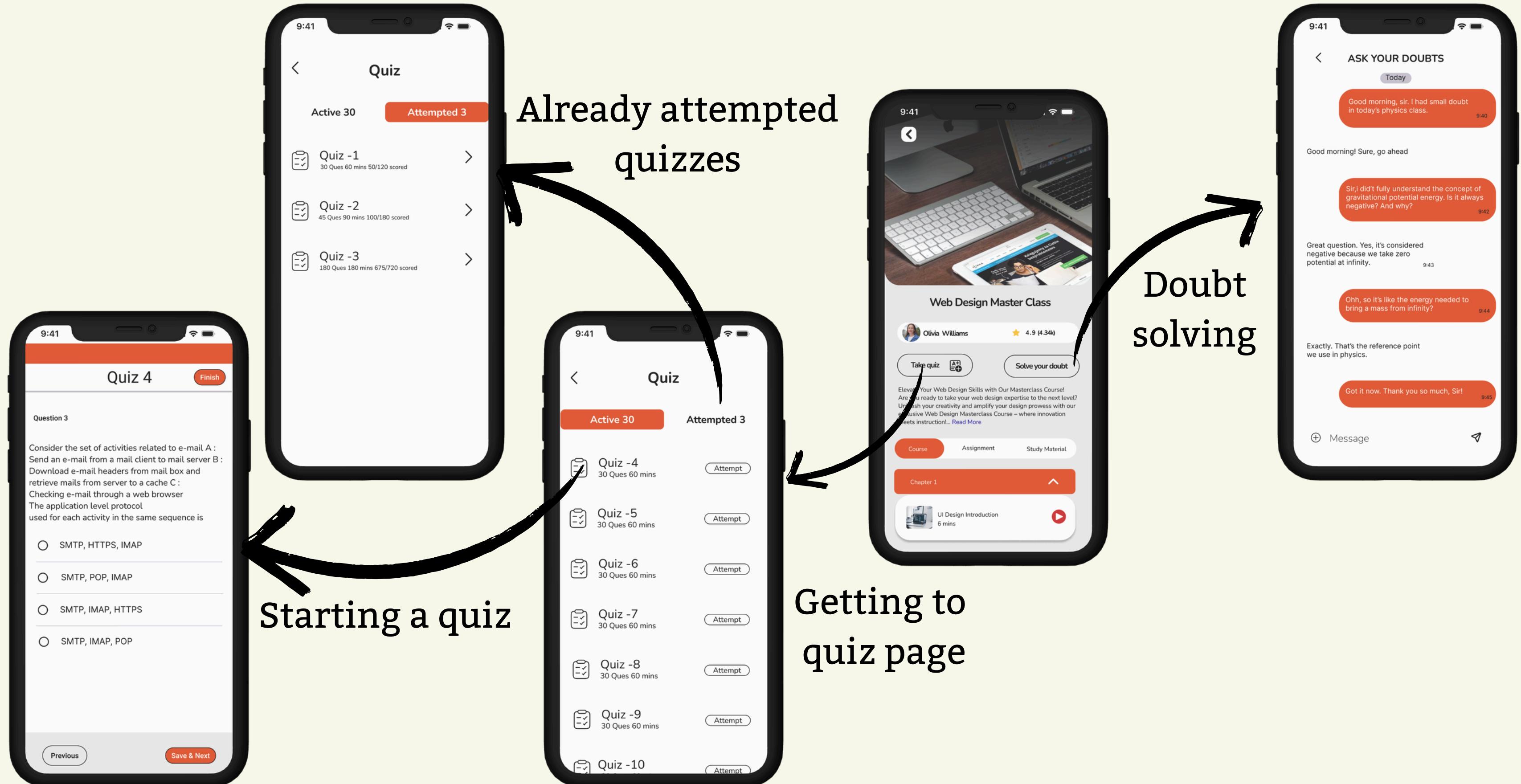
Lecture  
materials

Video  
lecture

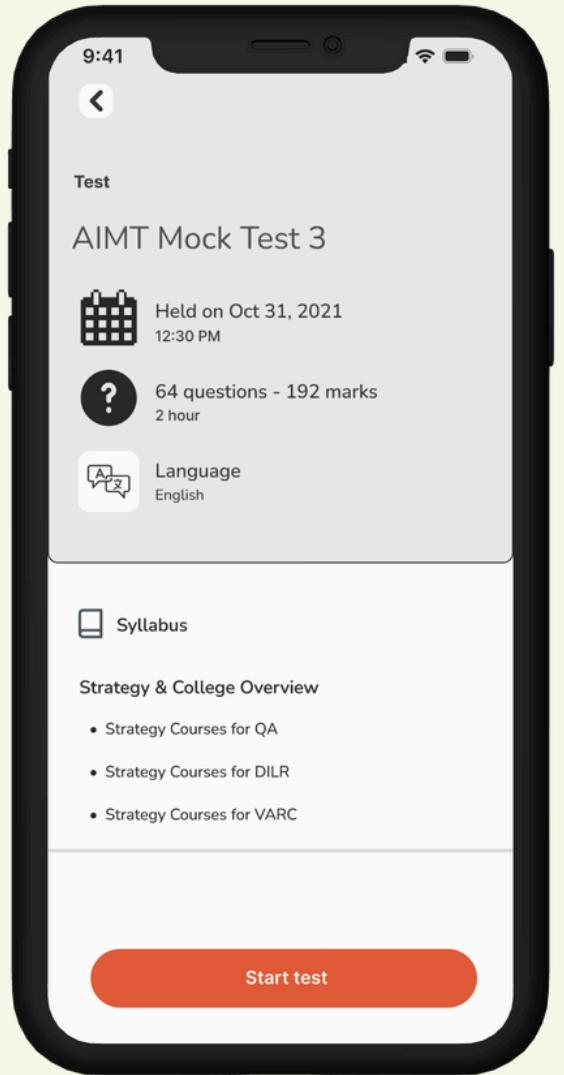


As can be seen,  
there is a download  
option available which is  
an important feature of  
our app, highlighted as  
one of the most desired  
features in questionnaire

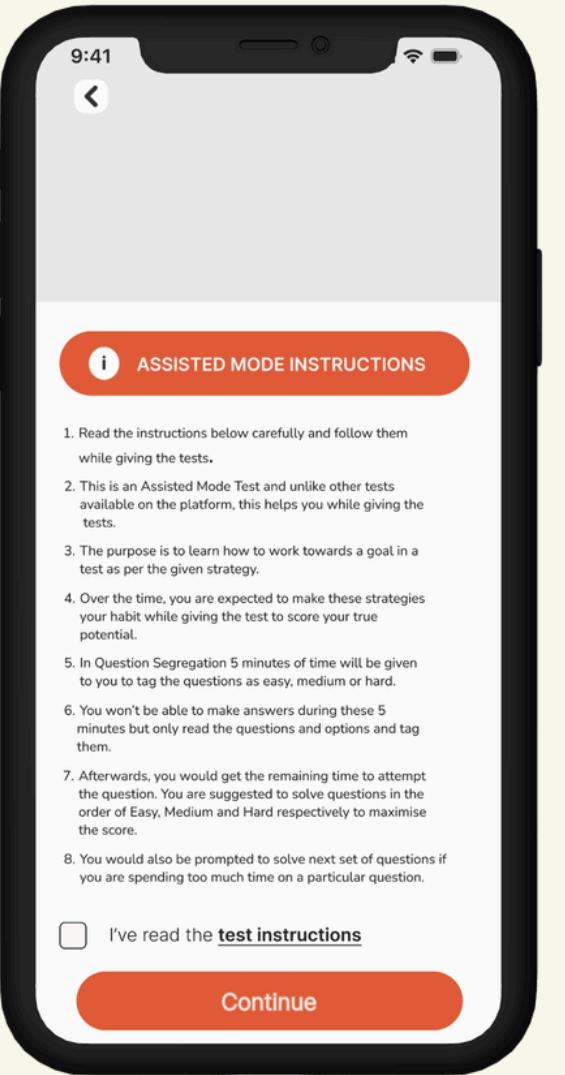
# INSIDE THE COURSE: QUIZ AND DOUBT FEATURE



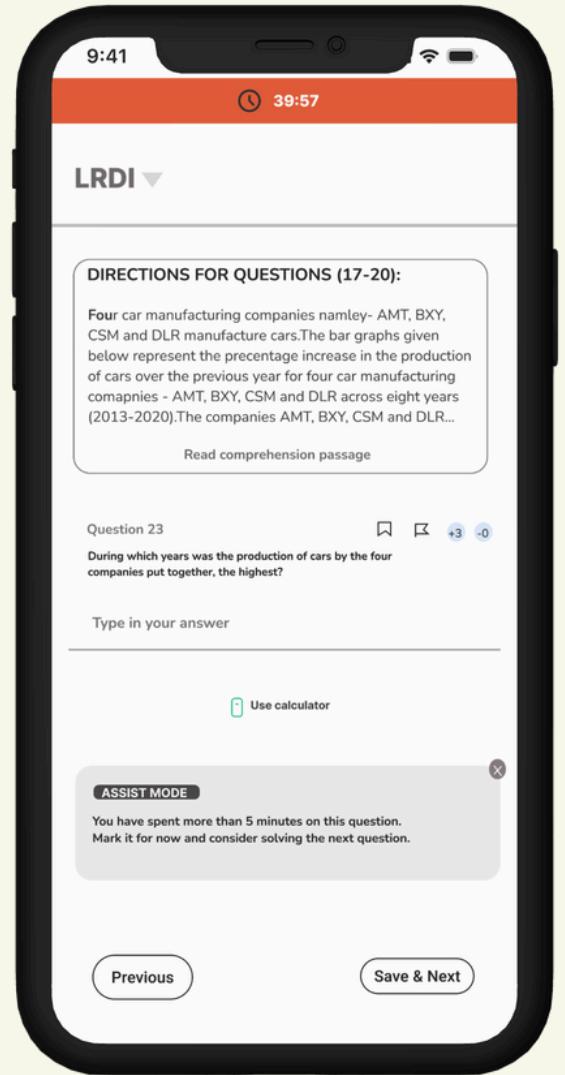
# TEST FEATURE



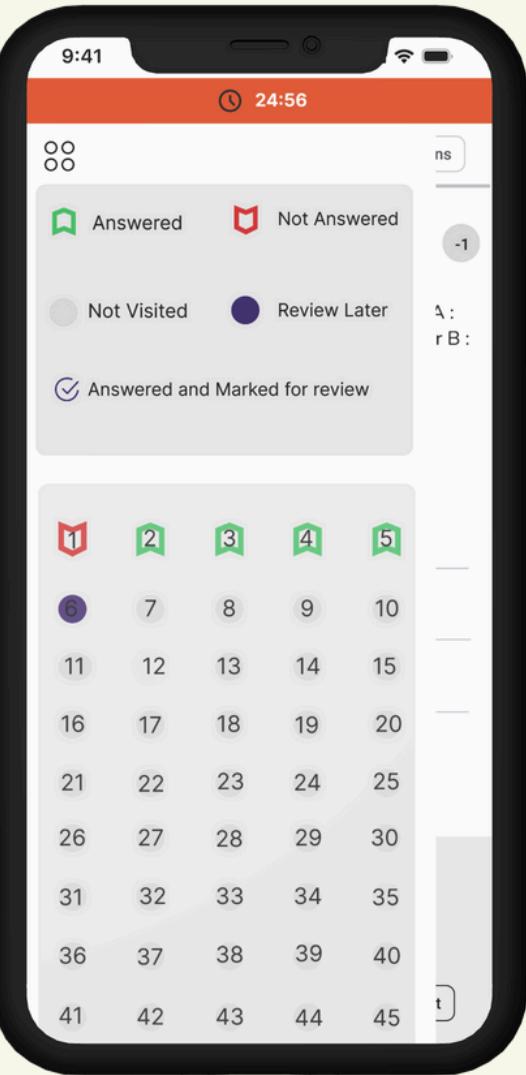
Starting a test



Instructions of test

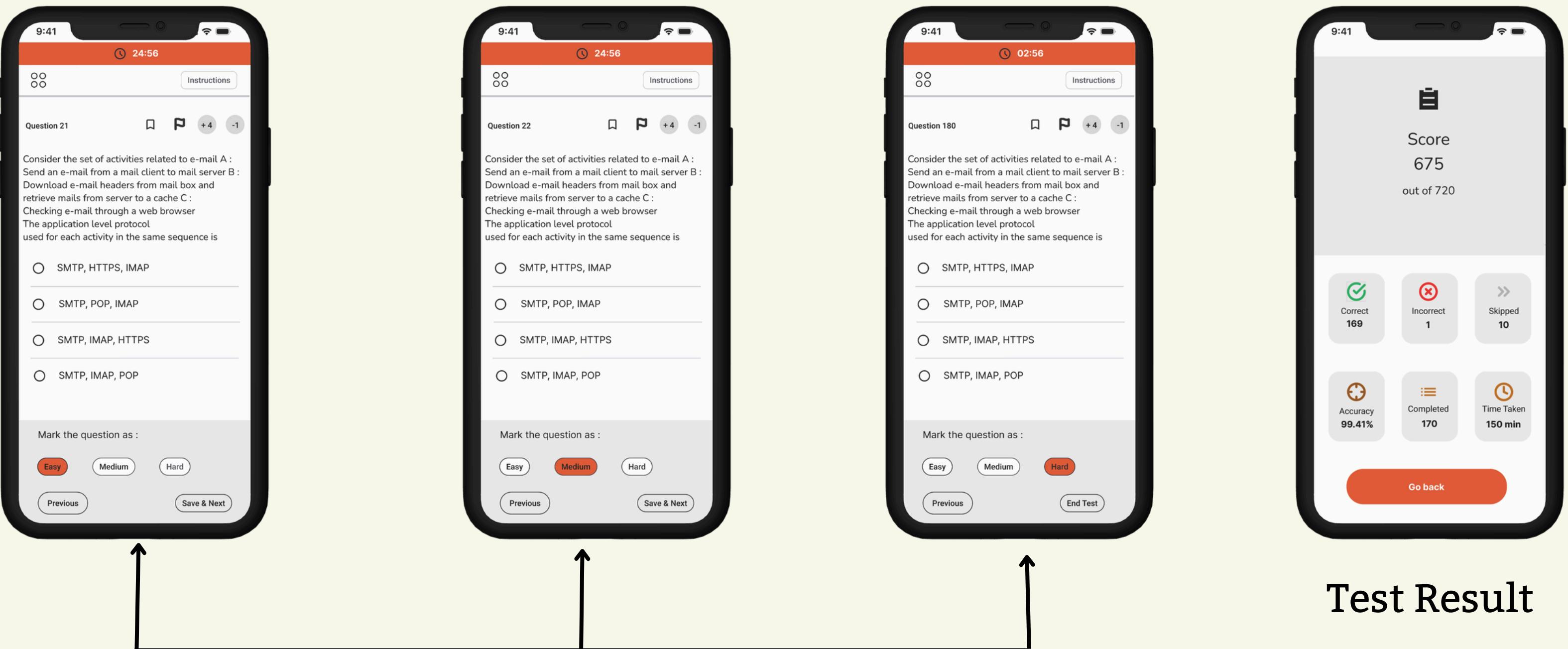


Numerical type  
questions



Navigating to  
different questions

# TEST FEATURE

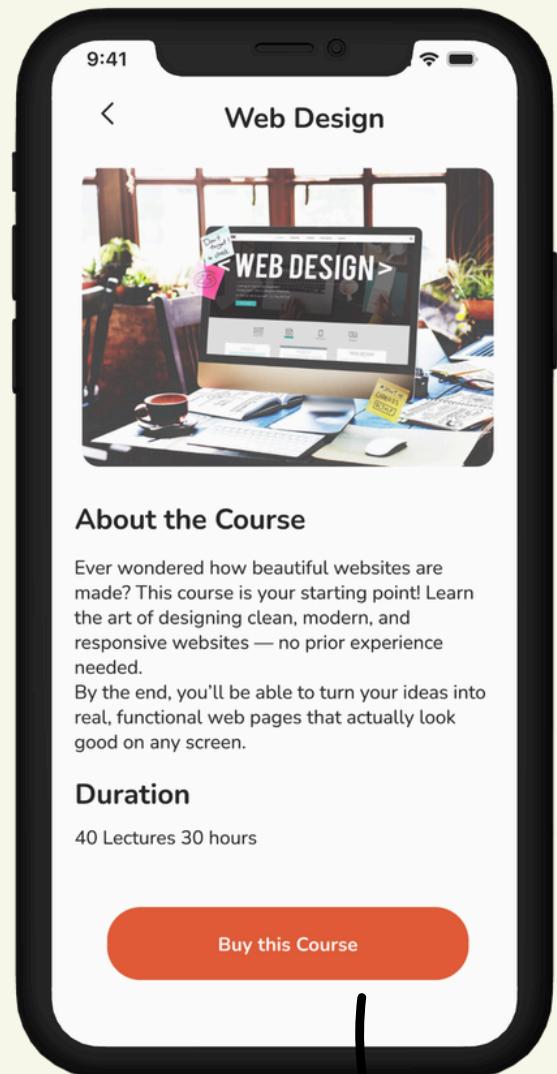


Marking a question as:  
Easy, Medium, Hard

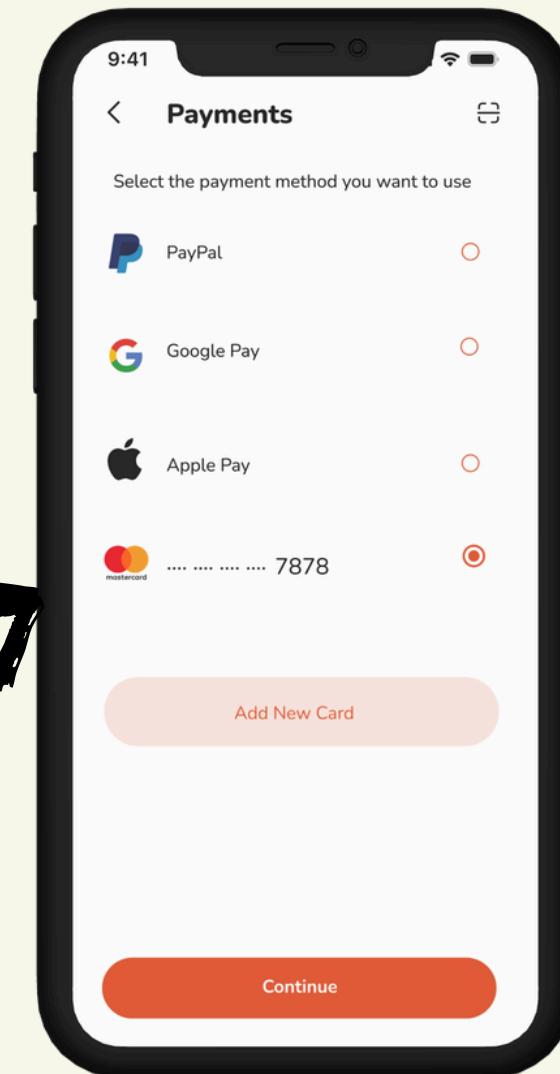
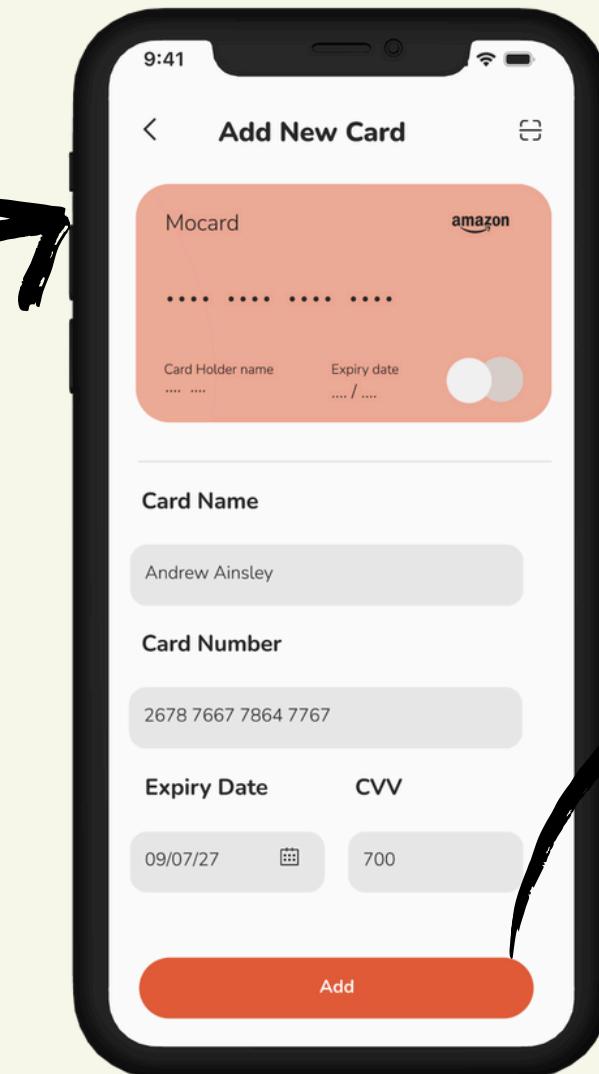
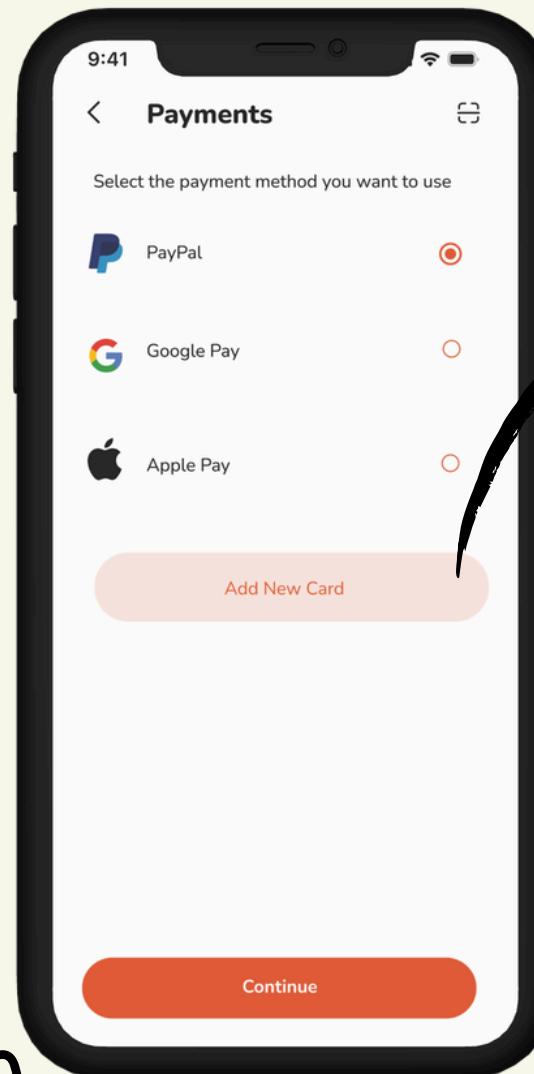
Test Result

# PAYMENT FOR A COURSE

Adding a new  
card for payment

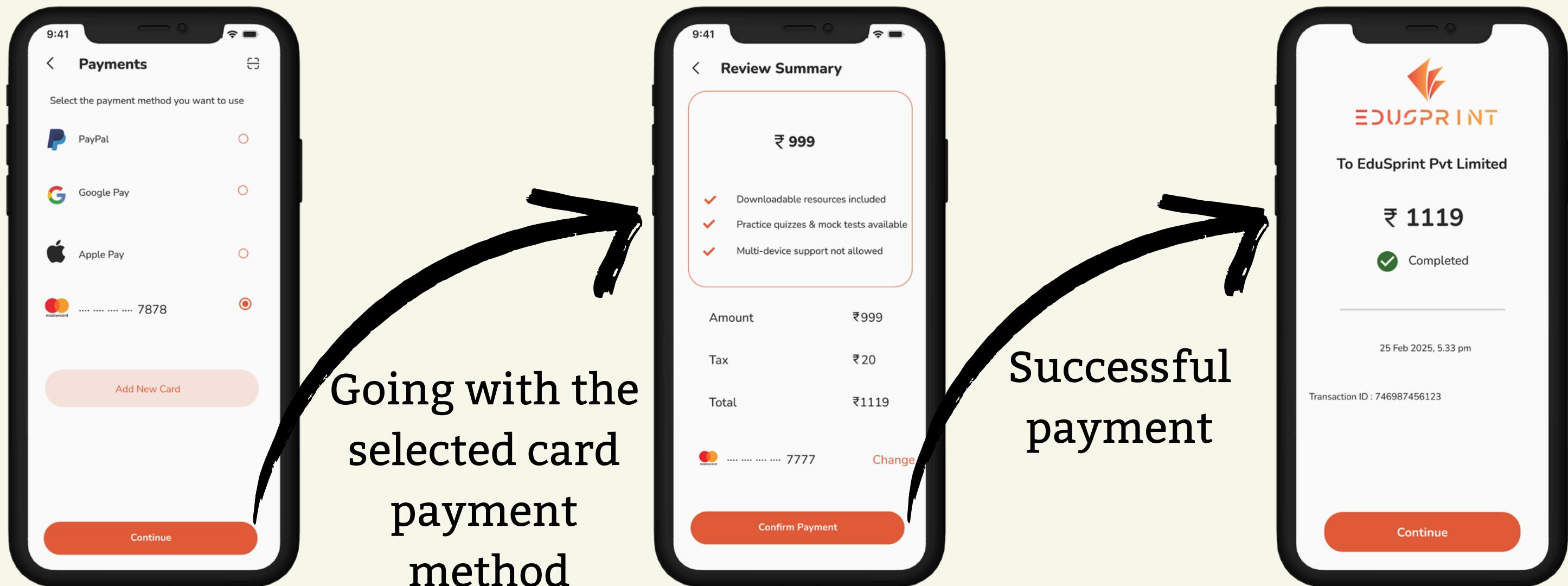


Begin payment procedure

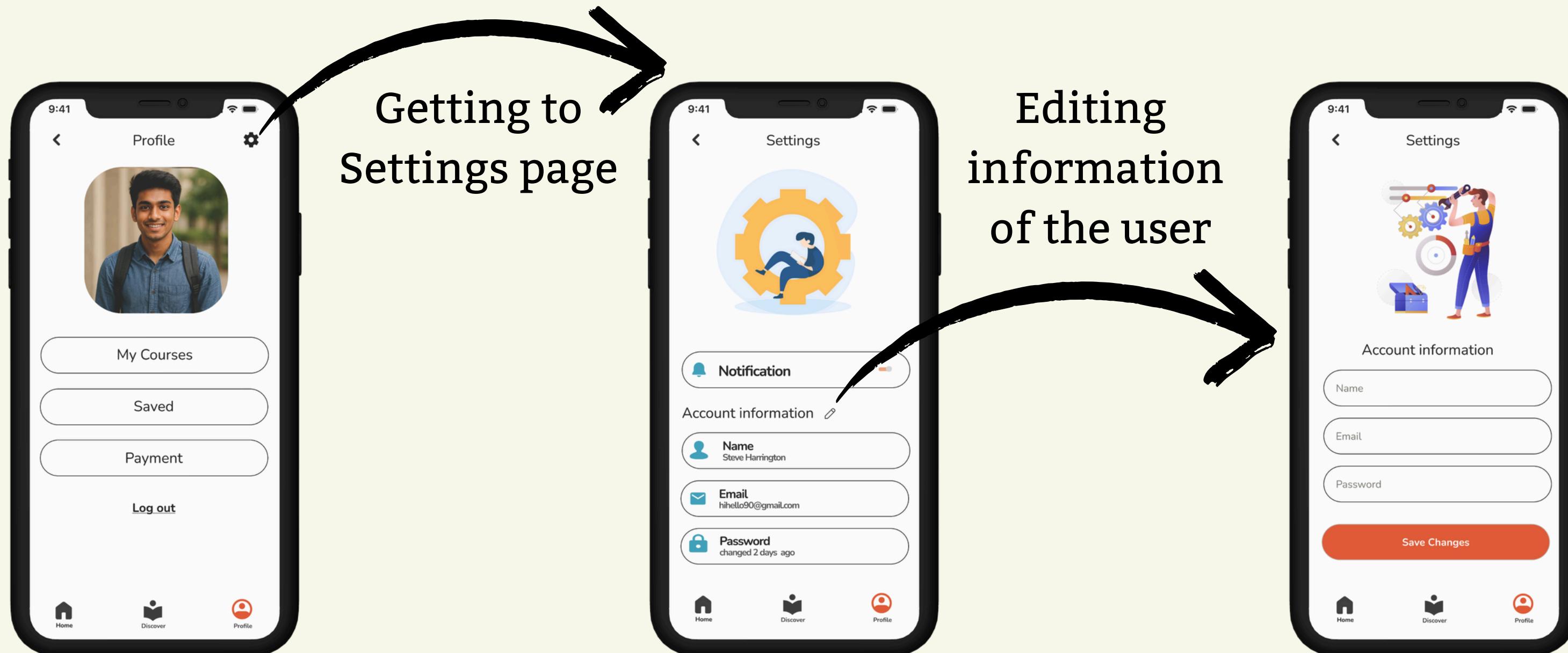


Successful addition of  
new card

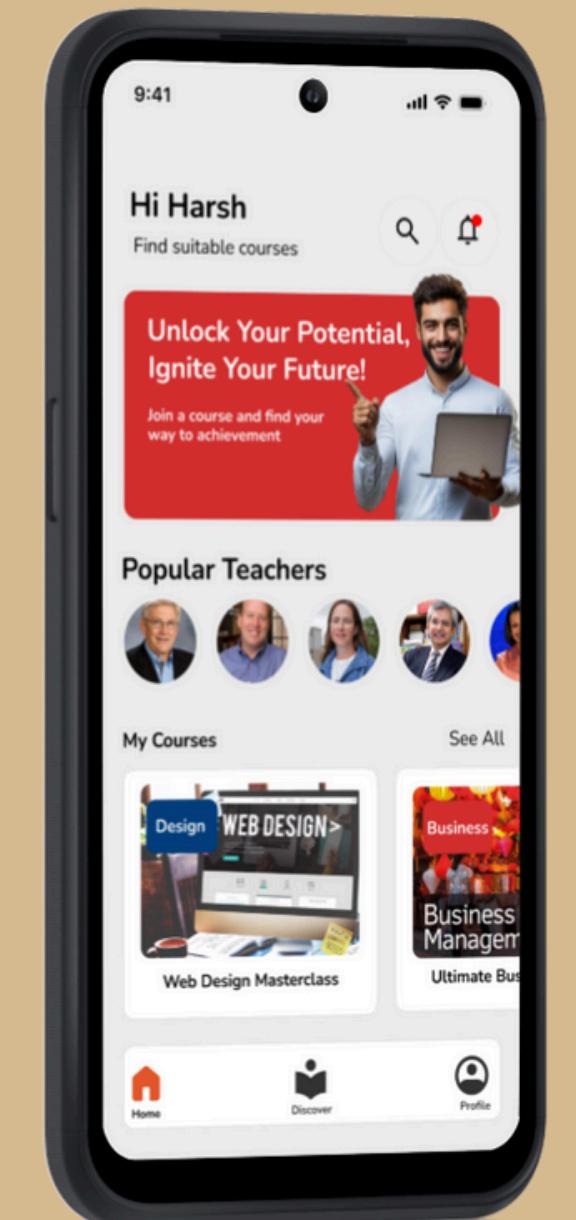
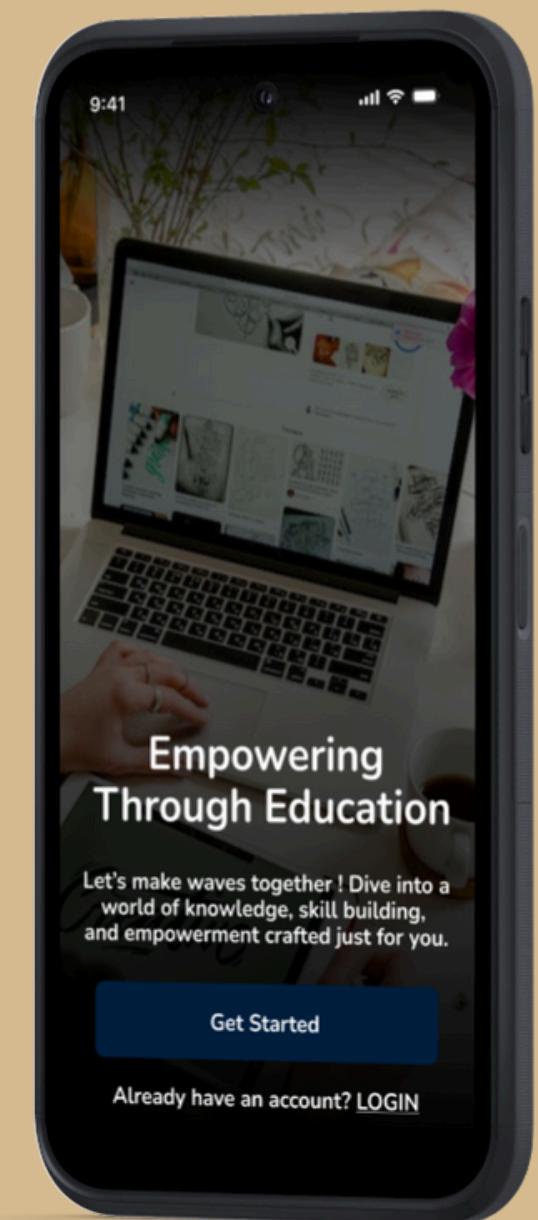
# PAYMENT FOR A COURSE

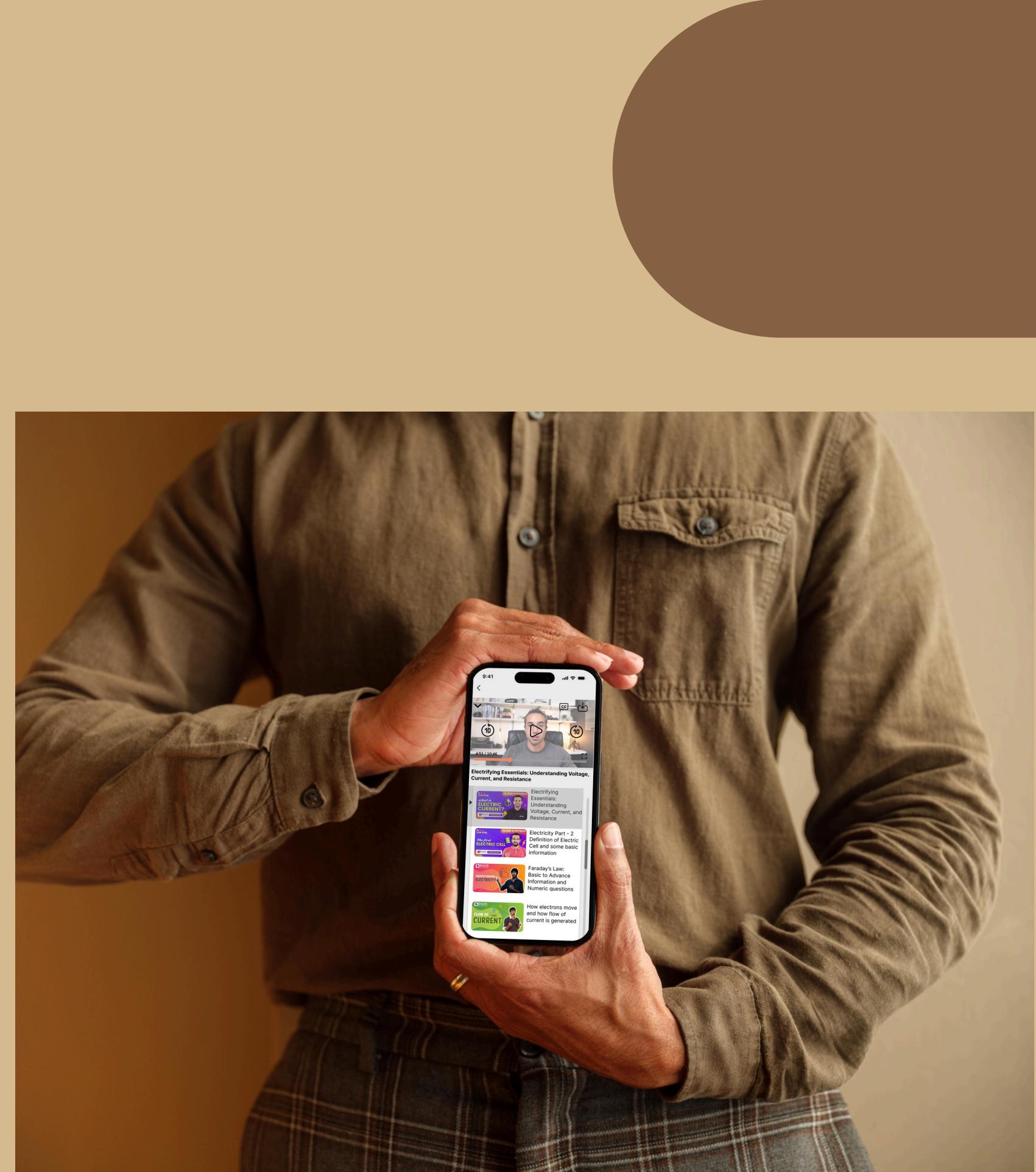


# CHANGING THE SETTINGS OF THE USER



# MOCKUPS







A yellow sticky note with the handwritten text "Thank you!" next to a small red heart.

