Design by
Amal Mohamed

Tools Used: Figma, Ai

World Explore EduPlay

Interactive Learning App for Kids

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Behance Case Study

EduPlay

is a playful and educational mobile app designed for children aged 4 to learn through interactive games, stories, and activities. The app combines vibrant visuals, gamified learning, and a safe environment to spark curiosity and foster creativity in young minds.

A Fun & Interactive Learning App for Kids

Problem Statement :

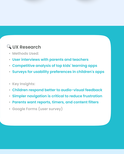
Parents are constantly seeking engaging, safe, and educational digital experiences for their children. However, many existing apps either focus too heavily on entertainment or lack personalized learning journeys, making it difficult to ensure real skill development.

Target Audience

- Kids aged 4-7
- Parents and guardians who monitor children's digital activities
- Educators looking for complementary learning tools

My Design Approach

- Let me take you behind the scenes of how I craft intuitive and engaging user experiences.
- My design workflow focuses on solving real user problems through thoughtful, visually compelling interfaces & always keeping the user at the heart of every decision.



My Role:

UI/UX Designer - responsible for:

- User research
- Journey mapping
- Wireframing
- prototyping
- UI design (English)
- Usability testing

Introduction

- To design an interactive, child-friendly learning app that blends fun with education while giving parents insights and control over their children's progress.
- Develop an intuitive and colorful interface suitable for children
- Include a parent dashboard for monitoring learning progress
- Provide learning content aligned with early childhood educational standards

UX Research

- Methods Used:
- Conducted interviews with parents and teachers
- Competitive analysis of top kids' learning apps
- Surveys for usability preferences in children's apps

- Key Insights:
- Children respond better to audio-visual feedback
- Simpler navigation is critical to reduce frustration
- Parents want reports, timers, and content filters

- Google Forms (user survey)

The Color Selection

Color Used

Blue #0242FF

Emerald #00C7B

Black Jacket #2A2SC

Pale Pink #FFD5E

Ebony #1D1F8

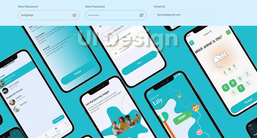
The Typography

Hello World!	Poppins	22 px	SemiBold	Heading	
Hello World!	Poppins	18 px	Medium	Subtitle	
Hello World!	Poppins	16 px	Regular	Body	
Hello World!	Poppins	14 px	SemiBold	Button	
Hello World!	Poppins	12 px	Regular	Small Text	
Nib Nib!!	Sunny Day	24 px	Bold	Heading	

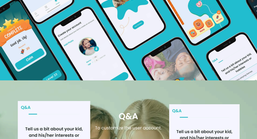
Design Solution

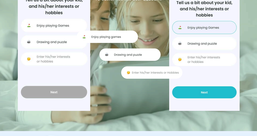
- Bright color palette and big buttons for easy navigation
- Voice-over guidance to assist non-readers
- Custom avatars for kids
- Progress badges and stickers for motivation

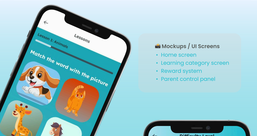
The UI Components



UI Design







Mockups / UI Screens

- Home screen
- Learning category screen
- Reward system
- Parent control panel

Wireframes & Prototypes

- Initial sketches & wireframes
- Figma Figma link
- Onboarding screen
- Parent dashboard
- Child profile selection
- Lesson gameplay screen
- Reward page

Usability Testing

- Participants: 5 children + 5 parents
- Findings:
- Kids wanted more animations during rewards
- Parents liked the session timer feature
- Actions Taken:
- Improved report clarity

Outcome

- Increased engagement in learning activities during testing
- Parents reported improved learning motivation
- Clean UI design made navigation effortless for kids

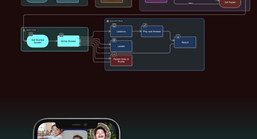
User Journey

- Parent Sign-up/Login → Create profile & child profile
- Child Dashboard → Select learning zone (Math, Language, Art, etc.)
- Interactive Lessons → Gamified tasks with rewards
- Progress Report → Parents review performance & set limits

Next Steps

- Add voice-based interaction
- Include multi-language support
- Collaborate with educators for more curriculum content

User Flow


Open Screen
Onboarding
Sign Up/Login
Create Profile
Sign Up
Email
Phone
Google
Apple
Sign Up Form
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