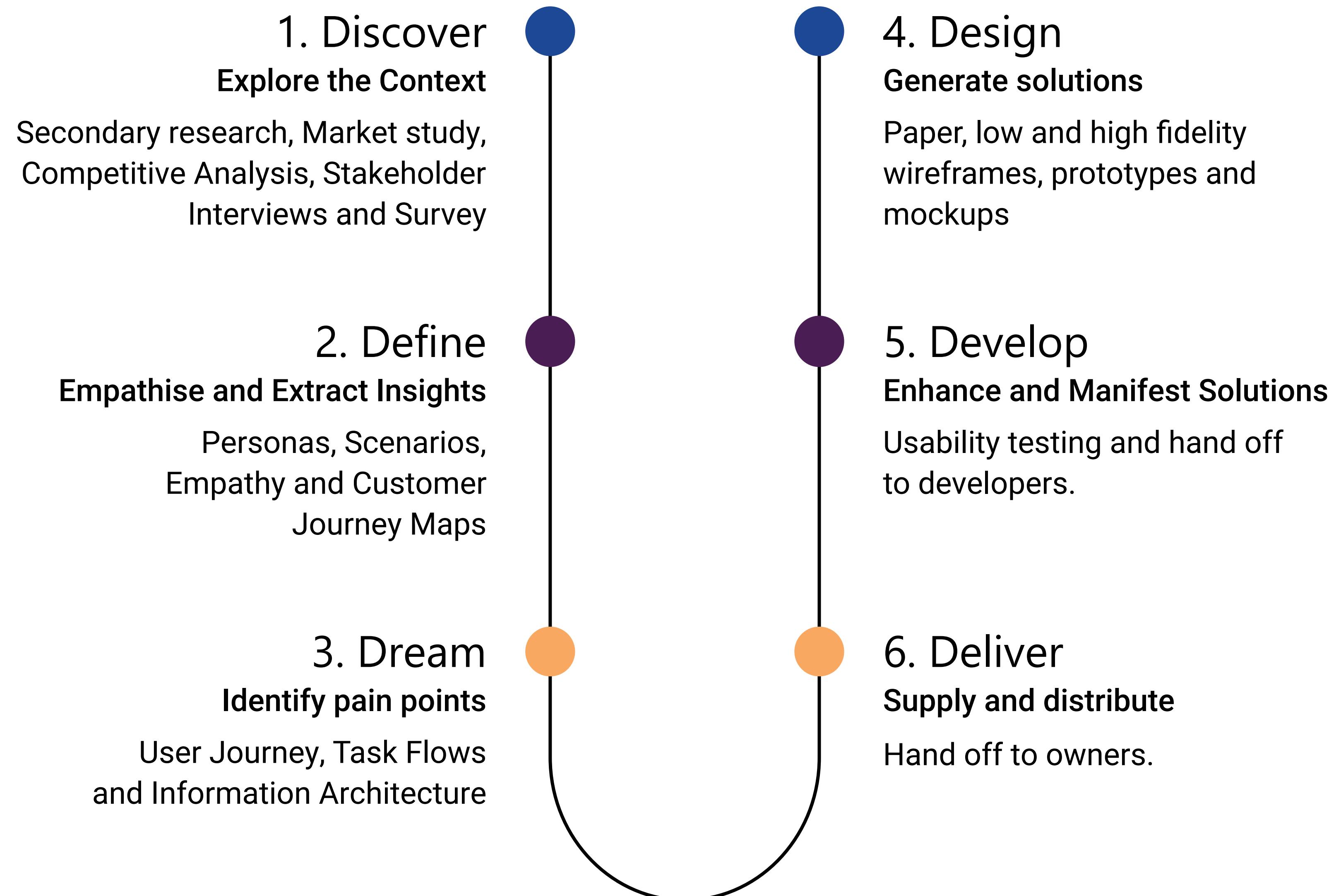


# Design Process



# About the Industry

## 1. Technological Advancements

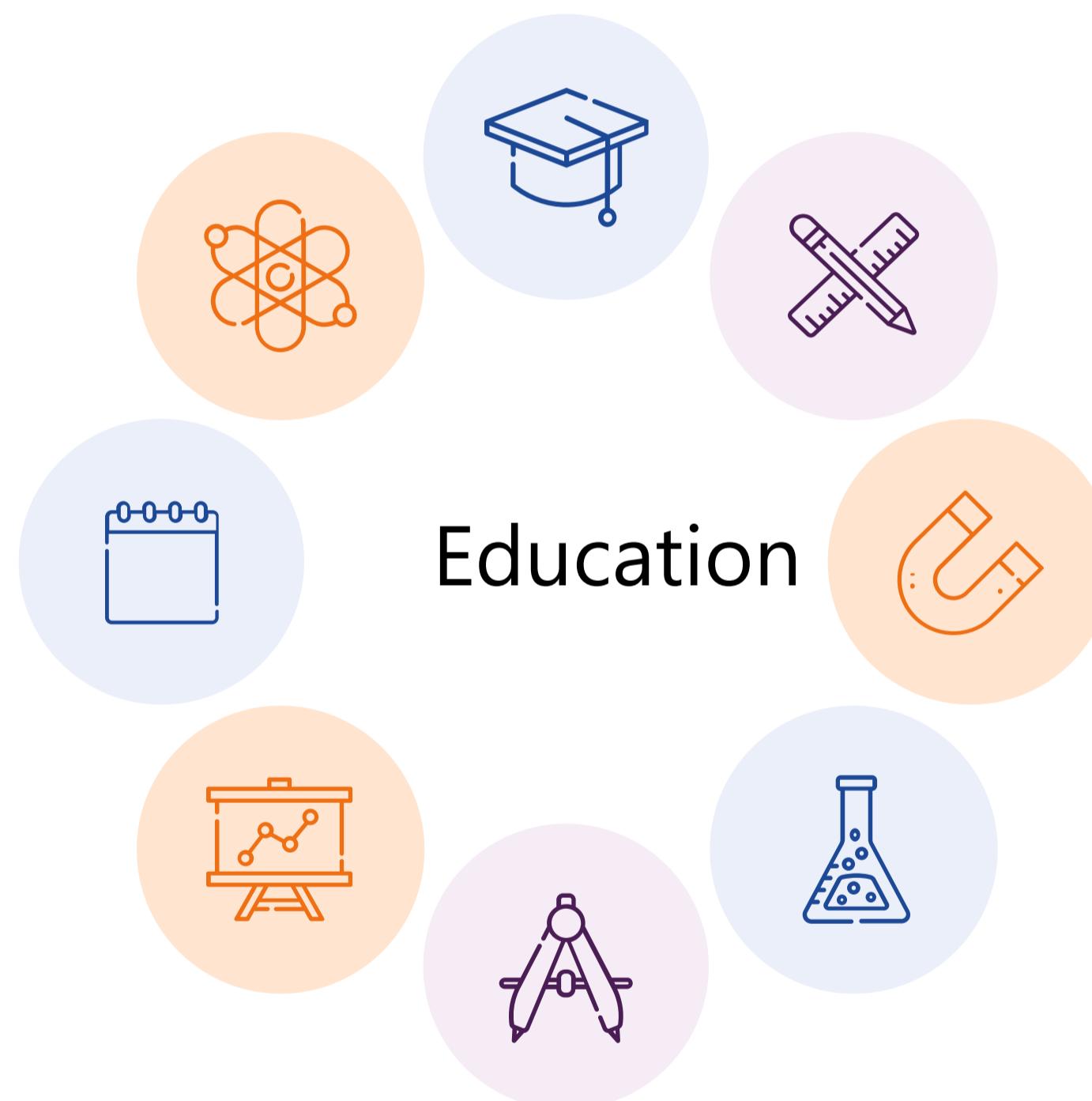
The educational industry is gradually evolving into a technologically driven enterprise.

## 2. EdTech

The progression has birthed EdTech, short for 'education technology', which uses computer based educational systems to impart training.

## 3. Drawbacks of EdTech

A major concern is its obstruction of the development of social and interpersonal skills targeting empathy and motivation. It also acts as a source of distraction, addiction and fosters low attention spans.



## 4. Drawbacks of EdTech

fails to convey the passion, effort and skill of teaching and triggers an overall disconnect from the real world.

## 5. Private Tutoring

The wide-reach of the trend of 'customisation' and the drawbacks of the EdTech have instead popularised personalised private tutoring with in-person functionalities.

## 6. Tech in Private Tutoring

Despite its generally strong foothold, technology is yet to show face in the private tutoring section of the industry. As such, it fails to create efficiencies, overcome standardisation and democratize access.

# Trends

## In Education   In EdTech

### A Wholesome Deal

The spirit of competition has raised the bar to include factors beyond grades. A great personality, pronounced achievements and effective communication are now pre-requisites for success.

### Adaptive Learning

The trend of personalisation tries to beat the one-mould-fits-all approach and is an attempt to adapt to the specific needs of each learner.

### Reference Business

Previously positive experiences are thought to be indicative of similarly great experiences in the future. Recommendations and word of mouth build trust, which is the foundation of good marketing.

### Immersive Learning

Extended reality (XR), covering augmented, virtual and mixed reality, combine technology with the real world in an effort to enhance visual learning and make it immersive.

### K-12 Home Schooling

The pandemic sparked interest in K-12 home schooling, which is an effort to blend in-person and online learning experiences.

### Nano Learning

An instant source of learning via ultra-bite sized lessons. It allows easy navigation to the areas the learner struggles with and prioritises knowledge and proficiency.

# Competitive Analysis

	Vedantu	Khan Academy	EduVenture
Overview	An EdTech platform that enables live learning by virtually connecting students and teachers online.	An online courses platform that helps accelerate and solidify learning with free, world-class courses.	An in-person tutoring enterprise focused on academic growth and linked character development.
Functionality	<ul style="list-style-type: none"><li>• Board and competitive examinations</li><li>• Spoken English and coding</li><li>• Micro courses with live classes and recordings</li><li>• Study material, test series, quizzes and daily challenges</li><li>• Academic evaluation</li></ul>	<ul style="list-style-type: none"><li>• Conceptual learning for select subjects</li><li>• SAT, Praxis and LSAT</li><li>• Instructional courses</li><li>• Exercise and quizzes</li><li>• Personalised learning dashboard</li><li>• Content Library</li></ul>	<ul style="list-style-type: none"><li>• Concept clarification</li><li>• In-person functionality</li><li>• Boards and competitions</li><li>• Academic counselling</li><li>• Notes and test series</li><li>• Progress assessment</li><li>• Parent-tutor meetings.</li><li>• Personalised teaching</li></ul>
Problem Solved	Providing a virtual yet holistic classroom experience.	Providing free, world-class education for anyone, anywhere.	Overcome academic ambiguity and generic learning while strengthening the conceptual base.
Differentiators	<ul style="list-style-type: none"><li>• Improvement promise</li><li>• Concept videos</li><li>• A running blog</li><li>• Child safety promise</li><li>• Integrated learning management tool (Wave)</li><li>• Personalisation algorithm.</li></ul>	<ul style="list-style-type: none"><li>• Free and offline content.</li><li>• Content in national and regional languages.</li><li>• For students, teachers and parents.</li><li>• Tools for teachers (classroom insights and certificate templates).</li></ul>	<ul style="list-style-type: none"><li>• Blended Learning</li><li>• Aptitude based counselling</li><li>• Personal attentional</li><li>• Verbal and non-verbal skill development.</li><li>• Exam simulations.</li><li>• Mentor connect.</li><li>• ITS, AR and gamification</li></ul>

# Problem Statement



EduVenture, a private tutoring enterprise with in-person functioning, is riddled with a myriad of issues.

## For Tutors

The business owners, also doubling as tutors, are challenged by inefficient management, inadequate marketing supplemented with growing competition and the stunted enhancement of the learning experience.

## For Students

The students struggle with academic management, numerous portals for planning and coordination, the need for help beyond classes, the battle with boredom and motivation and the inflexibility brought on by in-person functioning.

# Demographic User Segmentation

The segmentation is founded on the user base which is primarily the students enrolled at EduVenture and their parents posing as secondary users.

Secondary

8th + 9th + 10th grade students

Higher Secondary

11th + 12th grade students

Undergraduate

Engineering students

# Primary Research Methodology

## Qualitative Analysis

A bifocal qualitative approach.

## Ethnographic Research

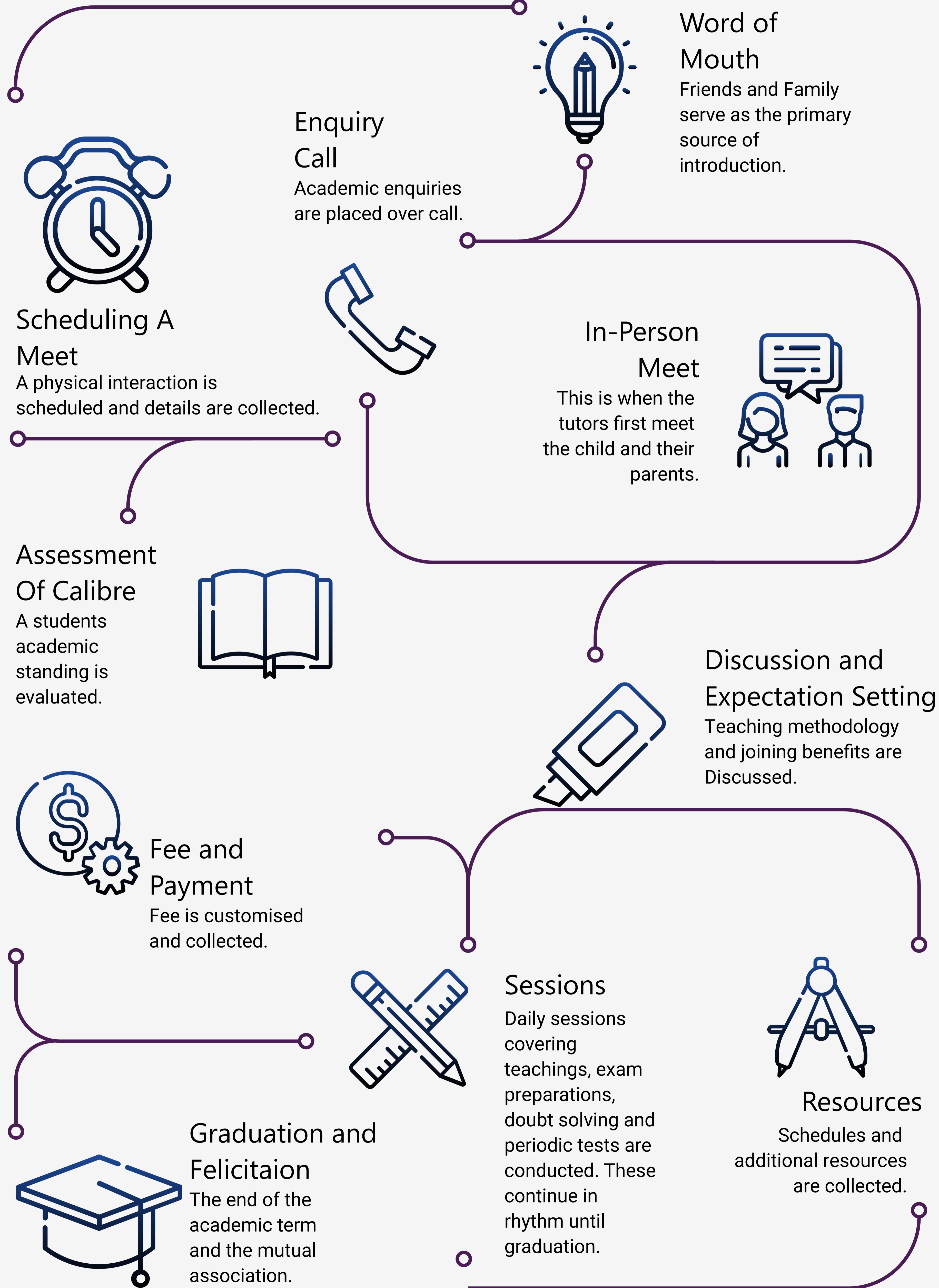
Infield observation live at EduVenture.

## Interviews

2 tutors + 10 students were interviewed.



# Current Process of Management



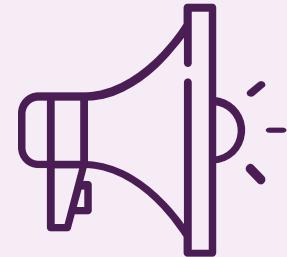
# Stakeholder Needs

## Brand Awareness



A distinguished academic service  
With open communication of methodology, values and USP

## Marketing



Widening the reach by generating a source of business beyond 'word of mouth'.

## Management



Simplified and effective management by overcoming the tedious physical aspects.

## Enhancement



A strong student connect and enhanced learning experiences through personalisation.

# Student Insights

## Popularity

Competence is mistakenly associated with online popularity and is seen to beacon admission. Comfort is established through brand familiarity for which, a Google search is the primary method opted for.



## Trust

Trust is a must, mandating references and testimonials. Well established websites gain more trust than an offline service with no mention online.



## Management

Academics involves two parts: learning and its management. Planning, scheduling, progress reports, notes, submissions and revisions are crucial aspects of management that are often overlooked.



## Organisation

There is an obvious deficit in academic organisation given the use of multiple portals like WhatsApp, Gmail, Google Classroom and reminder apps for academic purposes. A one-stop portal is preferred.



## The Struggle

Help is often needed even beyond in-person classes. The struggle with motivation, boredom and commitment necessitate post class resources.



## In-Person

Students strongly prefer offline learning and find that it caters better to their need for personalisation.



# Solution and its Implications

The private tutoring section of the education system is moving towards a digital base designed to enhance teacher-led learning in classrooms and improve academic outcomes. **A hybrid approach of in-person teaching complimented by an online presence** would help EduVenture reach its business goal while simultaneously changing the traditional architecture of education to deliver an experience beyond the nominal bounds of the a classroom. Overall, it would advance its mission in education.

## For Tutors

### 1. Brand Awareness

A hybrid approach would drastically widen the reach.

### 2. Digital Management

Introduces digital touchpoint of management.

### 3. Efficiency

Helps reach a state of optimal functioning.



## For Students

### 1. Learning Experience

Further personalisation and wholistic learning.

### 2. Flexibility

Offers flexibility that fosters student-tutor connect.

### 3. Management

Simplifies academic management and organisation.

# Unique Selling Points

## ITS

An Intelligent Tutoring System aids personalisation, compounds in-person learning and diagnosis.

An integrated intelligent system that creates a computer learning environment to help students master knowledge and skills by implementing algorithms that adapt to students at a fine grained level and that instantiate complex principles of learning.

## AR

Augmented reality fosters a better grasp of concepts and the spirit of experimentation.

AR combines the real environment with virtual elements like transforming the learners environment into a scene from their English syllabus or identifies geometric shapes to helps understand the use of mathematical formulas in calculations.

## Gamification

Gamification strengthens motivation, attention span, cognition, competition and collaboration.

An attempt to add game mechanics into EduVenture's academic systems in an effort engage students and further learning. Games would host academic learnings in the form of crosswords, treasure quests, Pictionary and match the following.

# Persona



**Shreya Joshi**

"Academic success is just two things - your aptitude and attitude."

## About

Shreya is a student driven by organisation and logical deduction. Faced with a mentally and academically intense program, Shreya hopes to progress through dedicated adherence to a rigid schedule, efficient management and continual guidance.

## Bio

**Age:** 19  
**Gender:** Female  
**Location:** Mumbai, India  
**Area:** Mechanical Engineering

**Description:**  
Dedicated | Pragmatic | Proactive

## Goals

- Academic success.
- A motivated spirit.
- An efficient everyday routine.
- A smart system complimenting her hard work.

## Needs

- Progress reports and detailed feedback.
- One stop destination for academic management.
- Reminders and a calendar.

## Frustrations

- Inability to track her academic progress.
- Inability to track her progression through tutor feedback.
- Daily scheduling and pre-planning.
- Time-management.
- Notes and resources scattered over different WhatsApp groups and email threads.
- Upholding an encouraged spirit.



**Pankti Muk**

"A deuce is an opportunity won through the mindset."

## About

As a national level badminton player and a growing artist, Pankti finds her interest and progress in academics deteriorating by the day.

## Bio

**Age:** 16  
**Gender:** Female  
**Location:** Mumbai, India  
**STD:** Higher Secondary

**Description:**  
Athletic | Competitive | Stretched

## Goals

- To progress at academics and craft a successful career.
- To best utilise her

## Needs

- Encouragement and incentive.
- Time management.
- Class recordings and flexibility.
- Calendar and reminders.
- Concept clarification and easy revision.
- Non-distracting space.

## Frustrations

- Managing her academics amidst her practice and tournaments.
- Inability to revisit the concepts taught and lectures missed.
- Difficulty keeping tabs on the homework assigned and test scheduled.
- Weak academic foundation and multiple doubts.
- Boredom and limited motivation for academics.



**Akshay Jain**

"What sets you apart can often feel like a burden but truly, it's what makes you great."

## About

While a bright kid keen to succeed, Akshay struggles with the conventionally opted approach to academics and deliberates his future career path.

## Bio

**Age:** 15  
**Gender:** Male  
**Location:** Mumbai, India  
**STD:** Secondary

**Description:**  
Intelligent | Hyperactive | Keen

## Goals

- Education that caters to his learning style.
- Academic growth and clarity.
- Personal development.

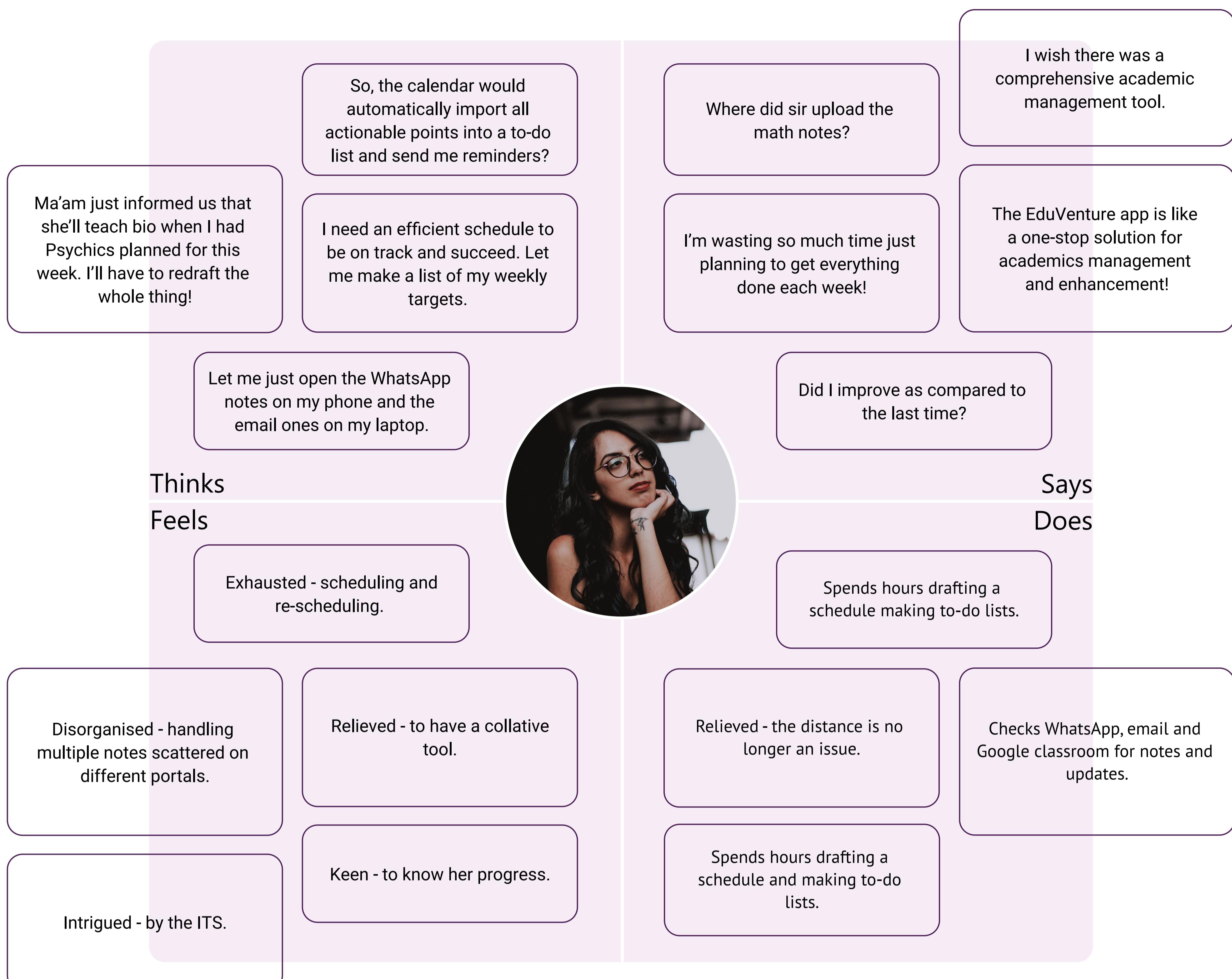
## Needs

- Graphic, engaged learning.
- Bite-sized knowledge.
- Discussion forums.
- Career guidance.
- Personalisation.
- Adaptive tests.
- Constant supervision.

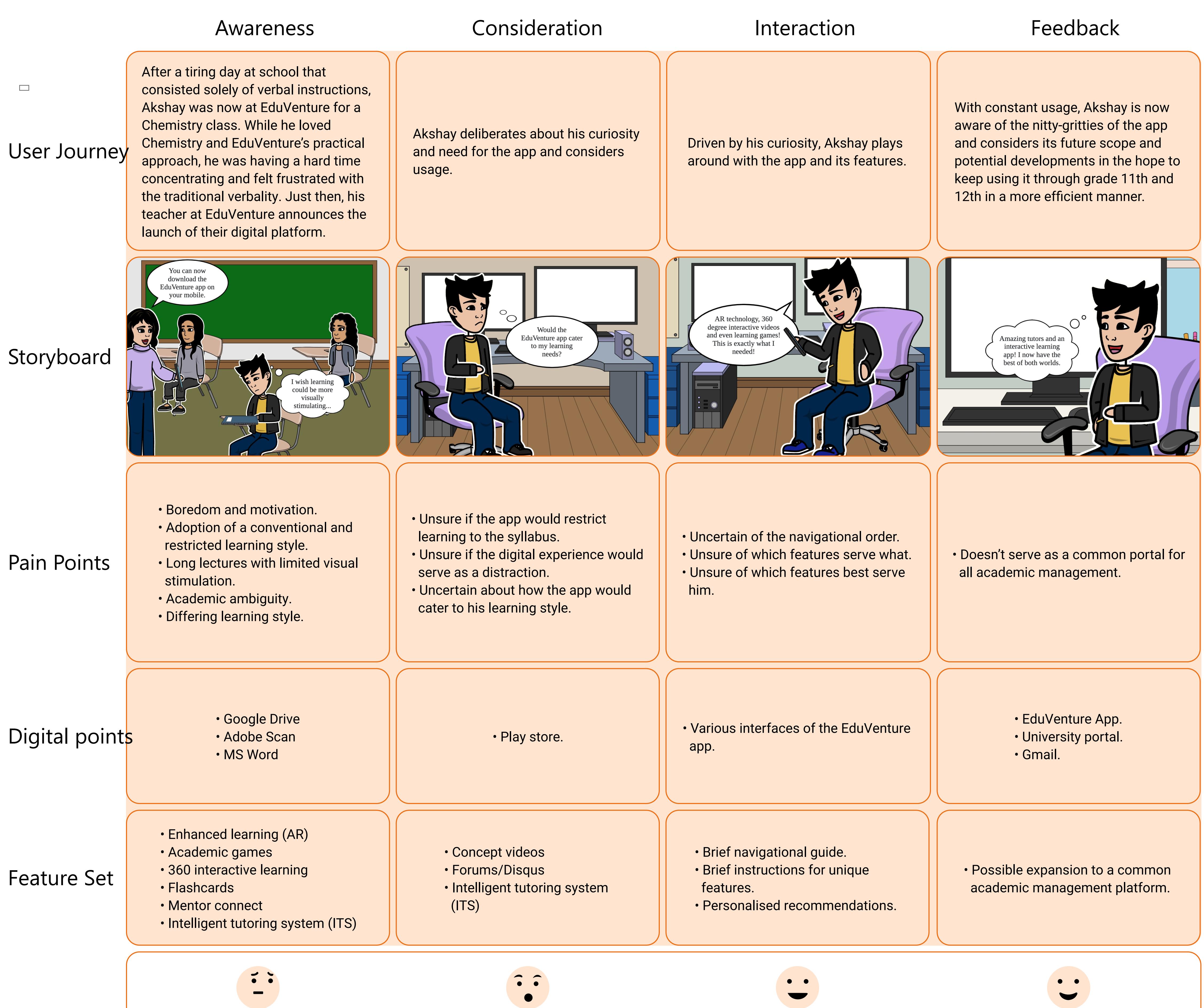
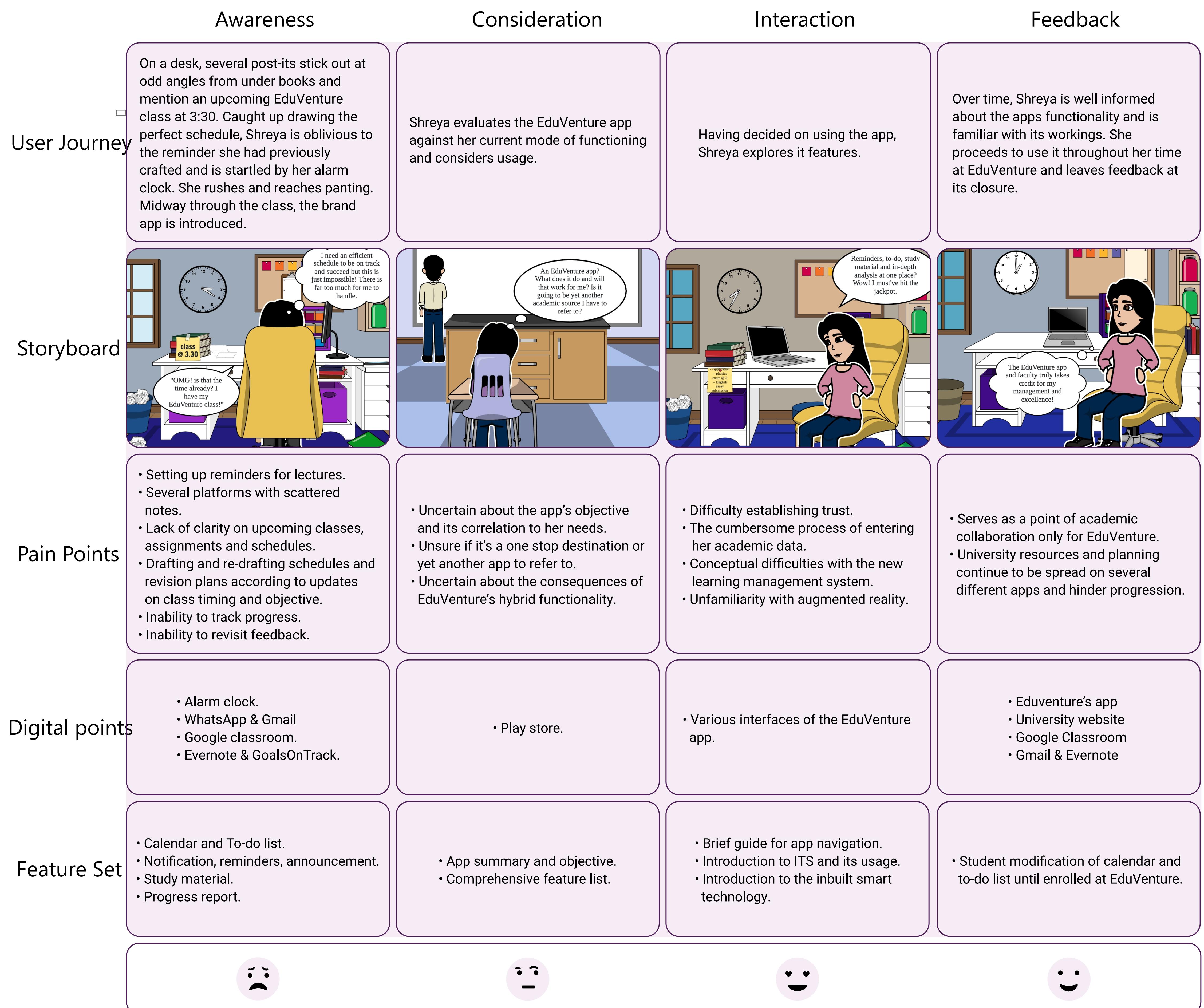
## Frustrations

- Academic ambiguity resulting from the lack of clarity of his future area of study.
- A low attention span.
- Limited visual stimulation through traditional modes of teaching.
- Often having to start below his level of difficulty.
- Lack of customised revisions.

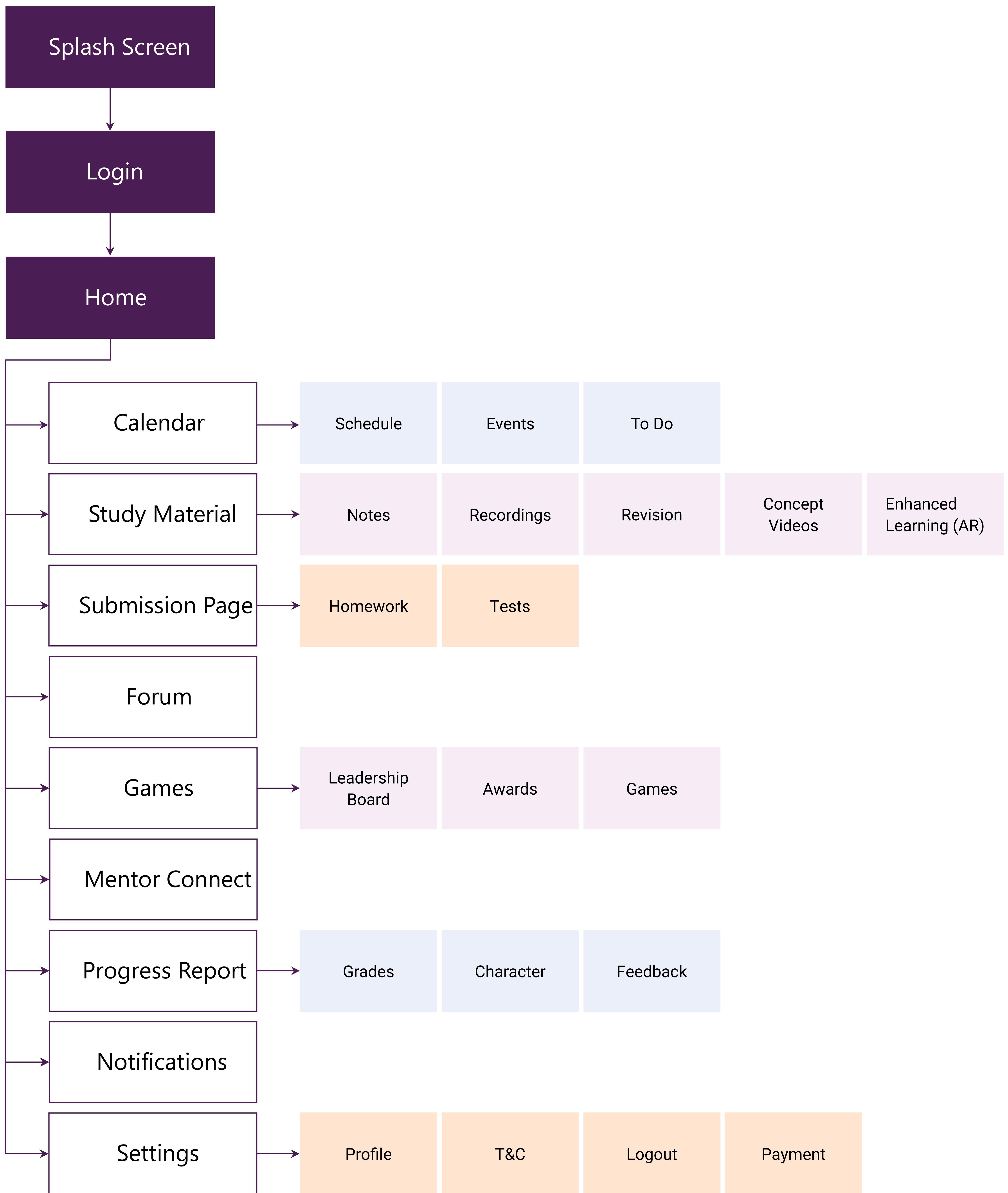
# Empathy Map



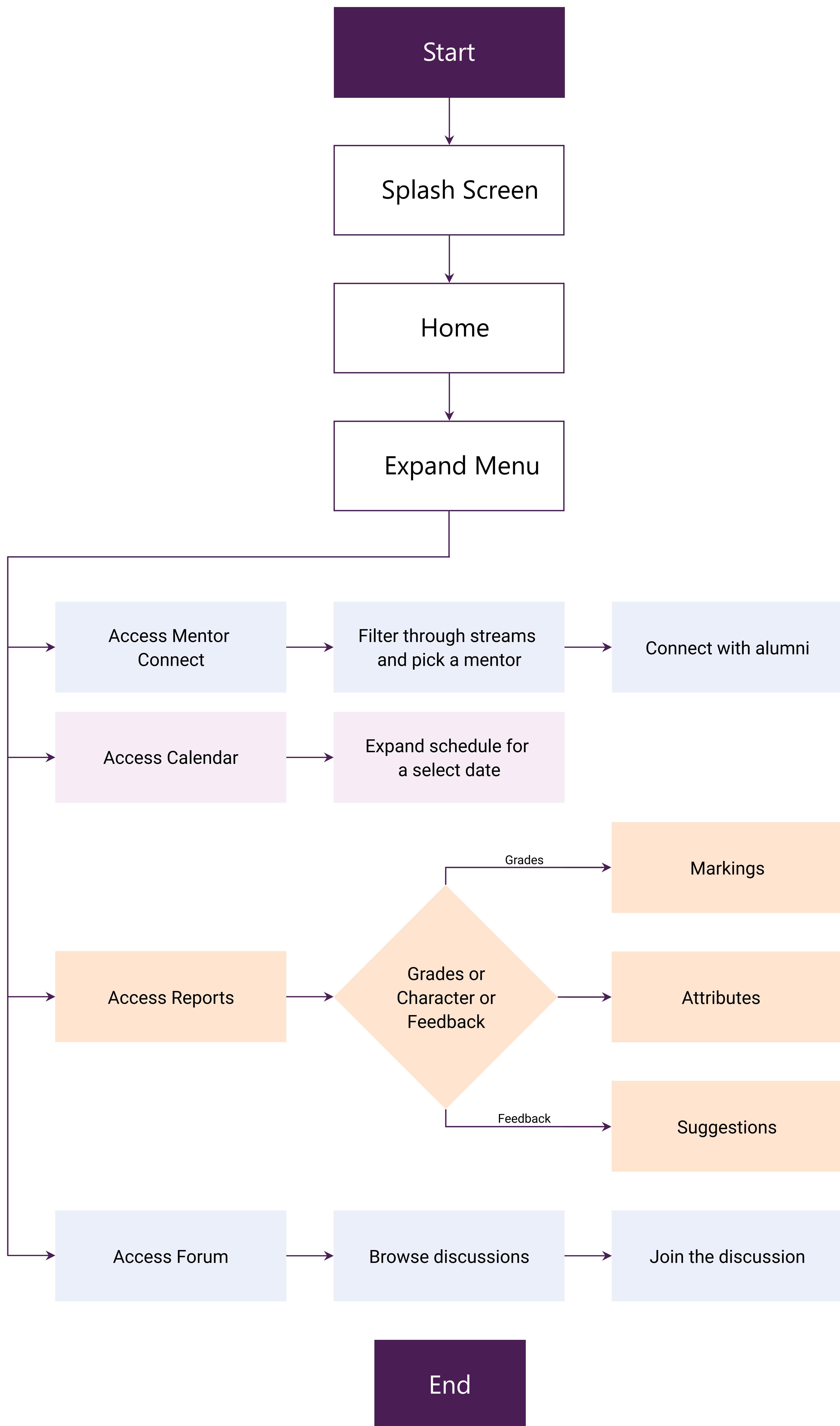
# Customer Journey Map



# Information Architecture



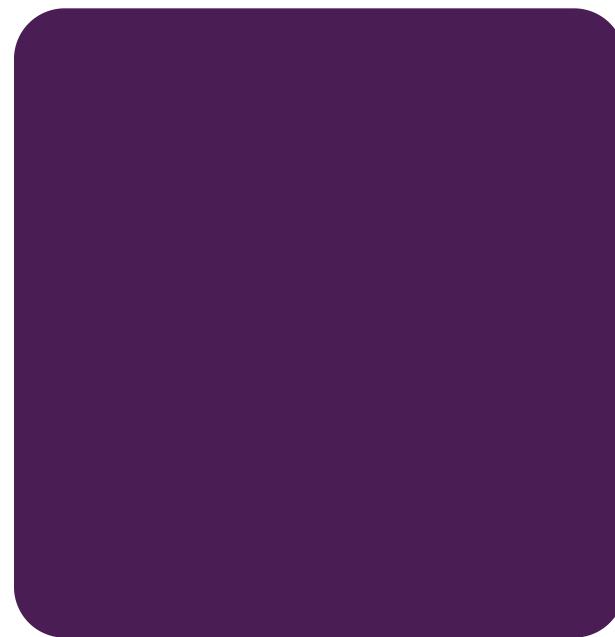
# Task Flow



# Colour Scheme

## Engagement #4B1D55

Purple emphasises the trial of a modest attempt, fosters engagement and empathy, and is natural add onto the ‘fun’.



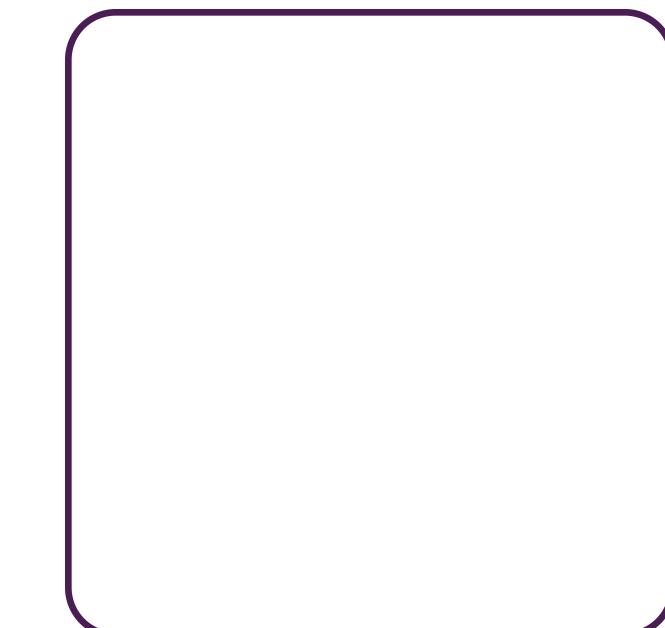
## Cheer #F9A862

The ‘bright’ element and often the color of happiness, representative of the distinct academic counselling.



## Productive #1C4895

Blue is core to EduVenture’s academic philosophy of productivity and progression.



## The ‘Theme’

The colours represent the zeal and passion of EduVenture through their adopted bold stance and convey an awaiting bright future.

# Typography

Aa

Size

18

Weight

Medium

Type

San Serif

Manifestation of the bold stance, '**Oswald**' is a sans serif typeface used to accentuate the element of fun and used primarily for headings.

Classically paired with '**Lato**' another san serif font used to enable an easy read in tune with the applications academic purpose. Used primarily for the body.

Aa

Size

14, 12, 10

Weight

Regular

Type

San Serif

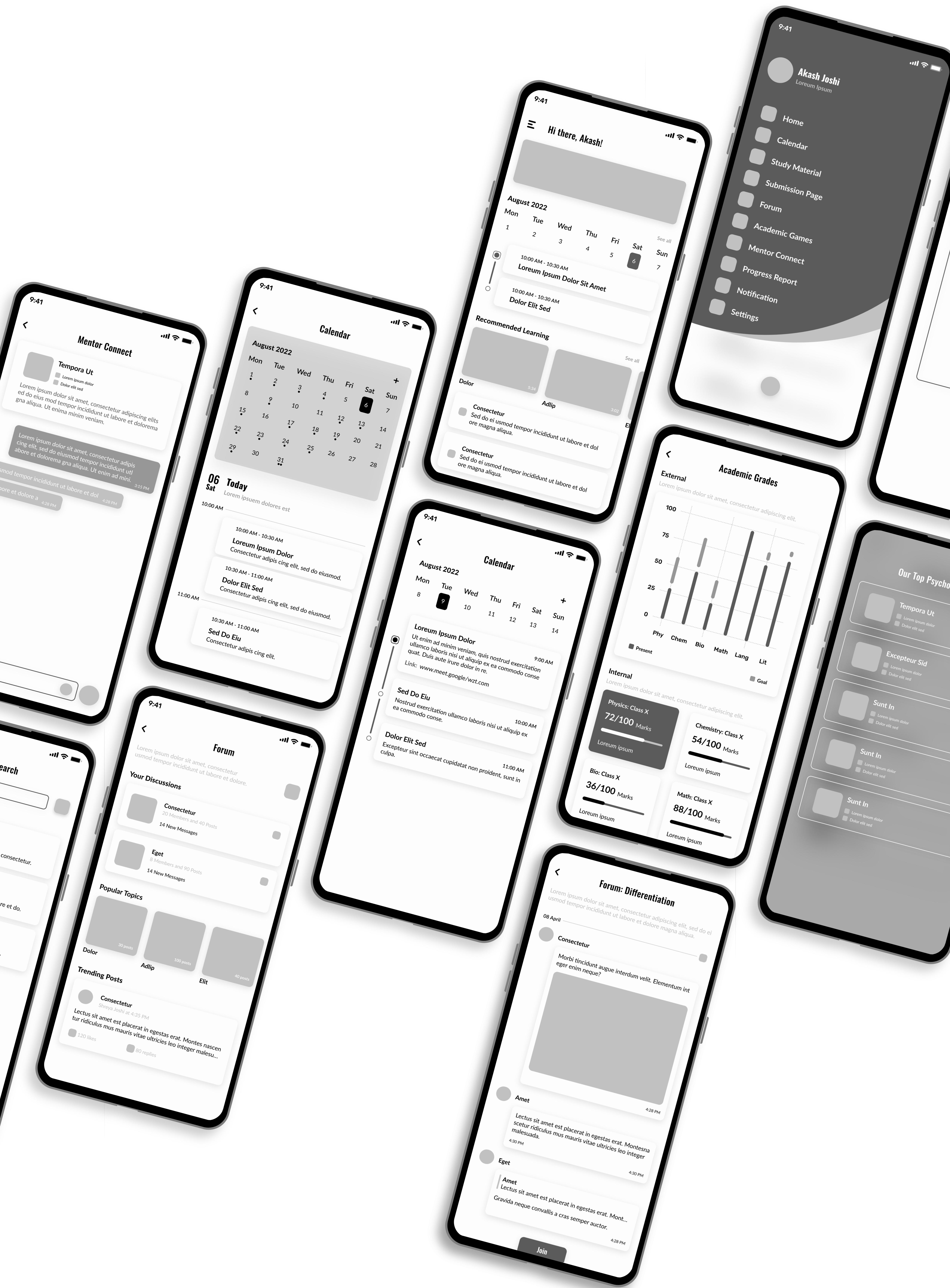
# Logo



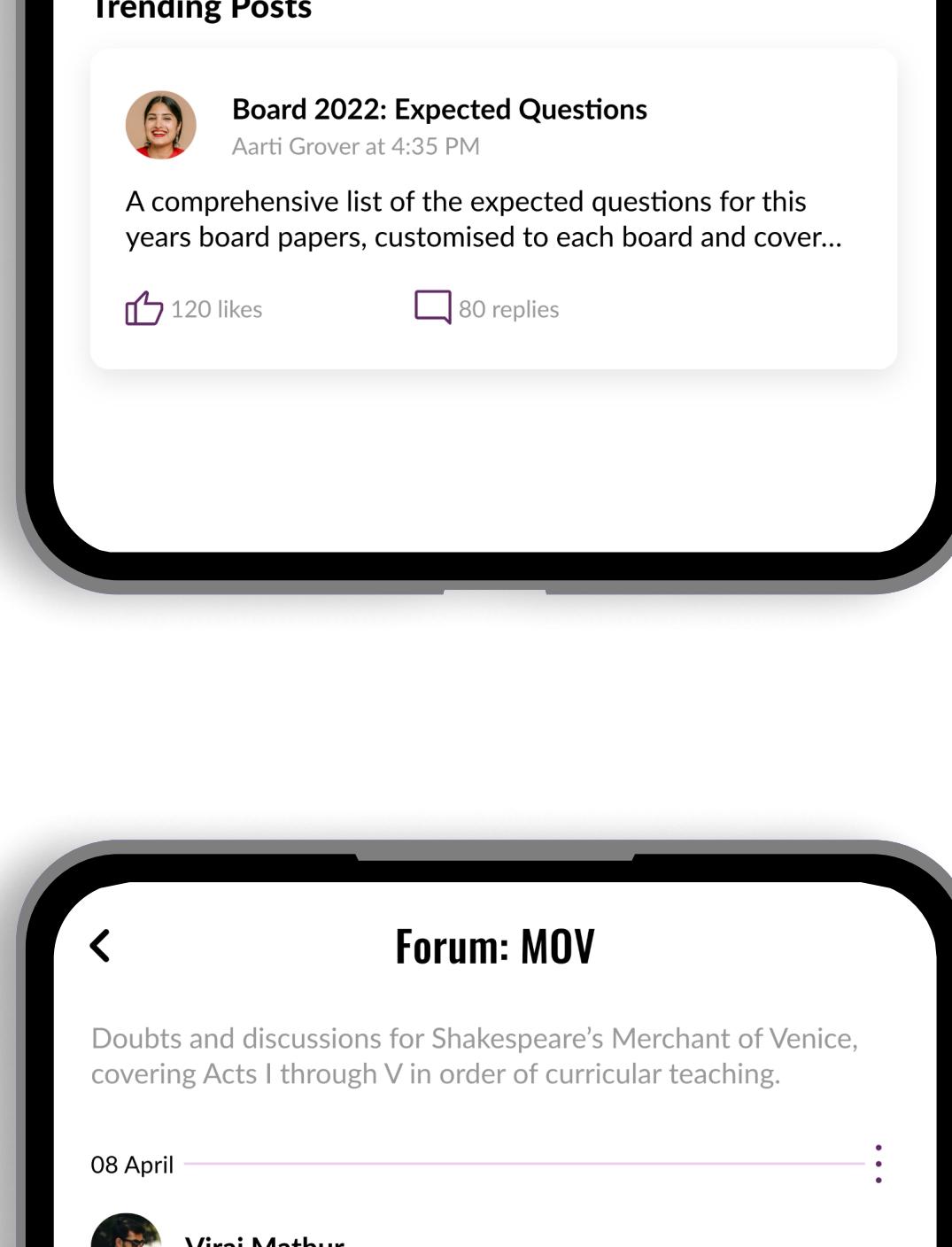
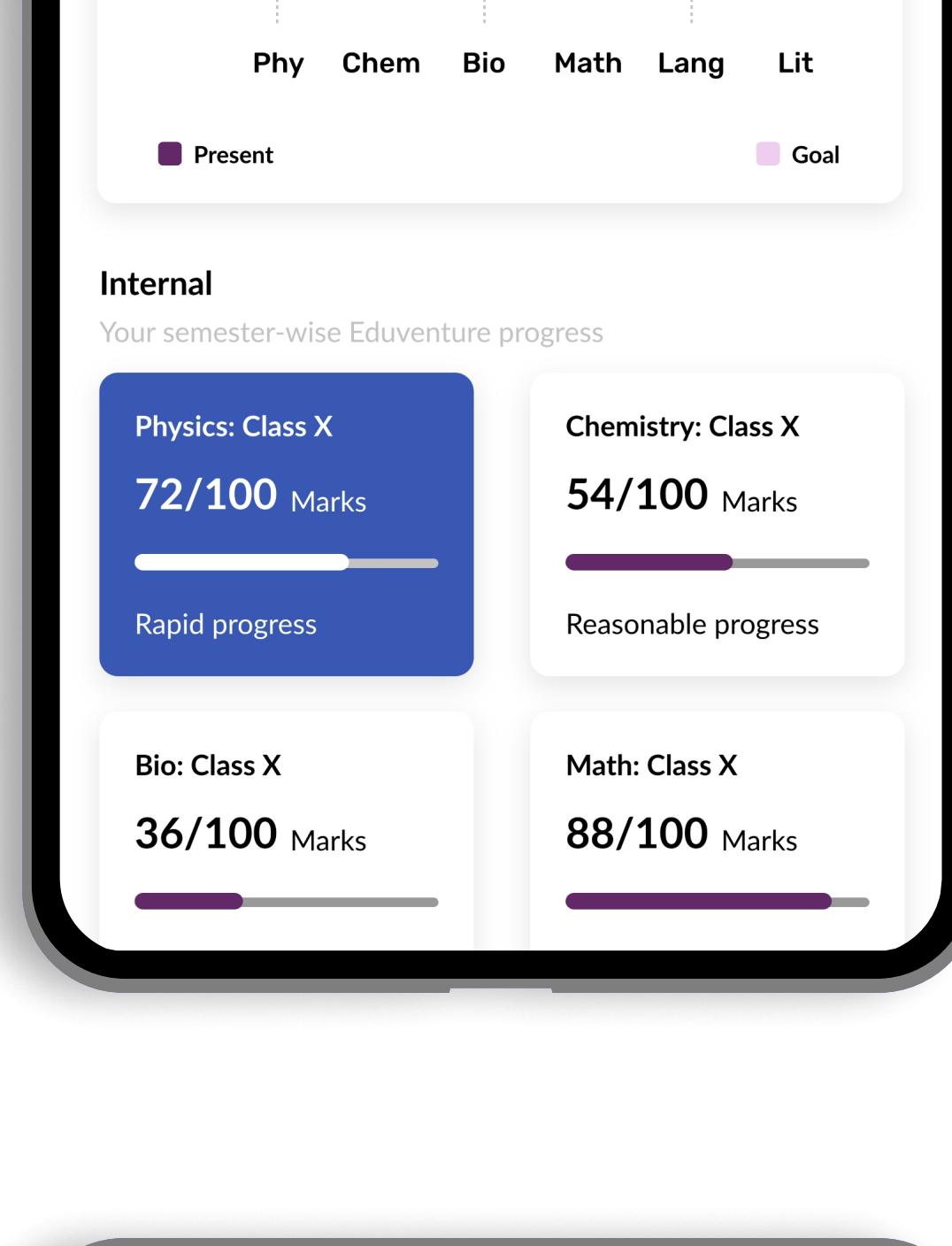
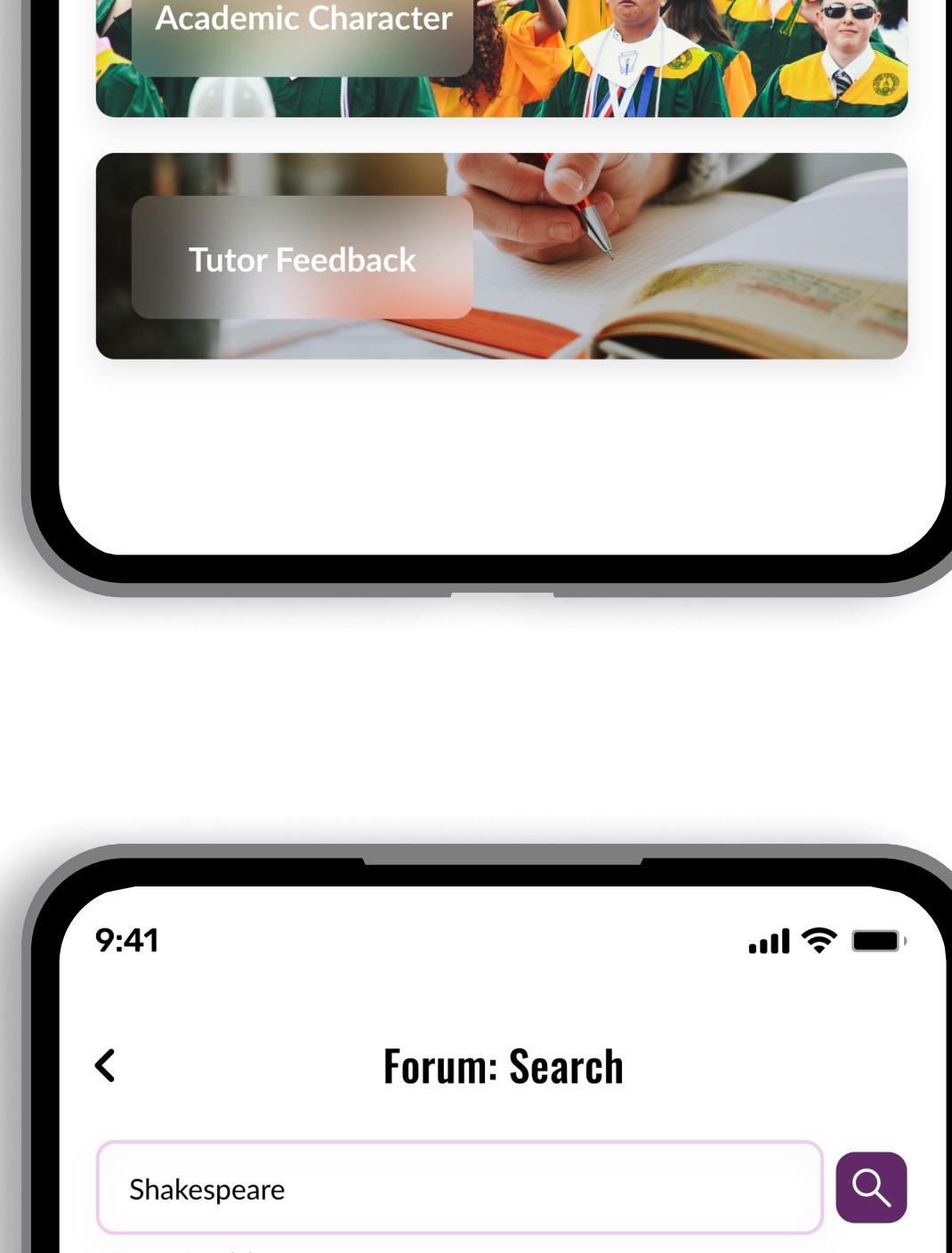
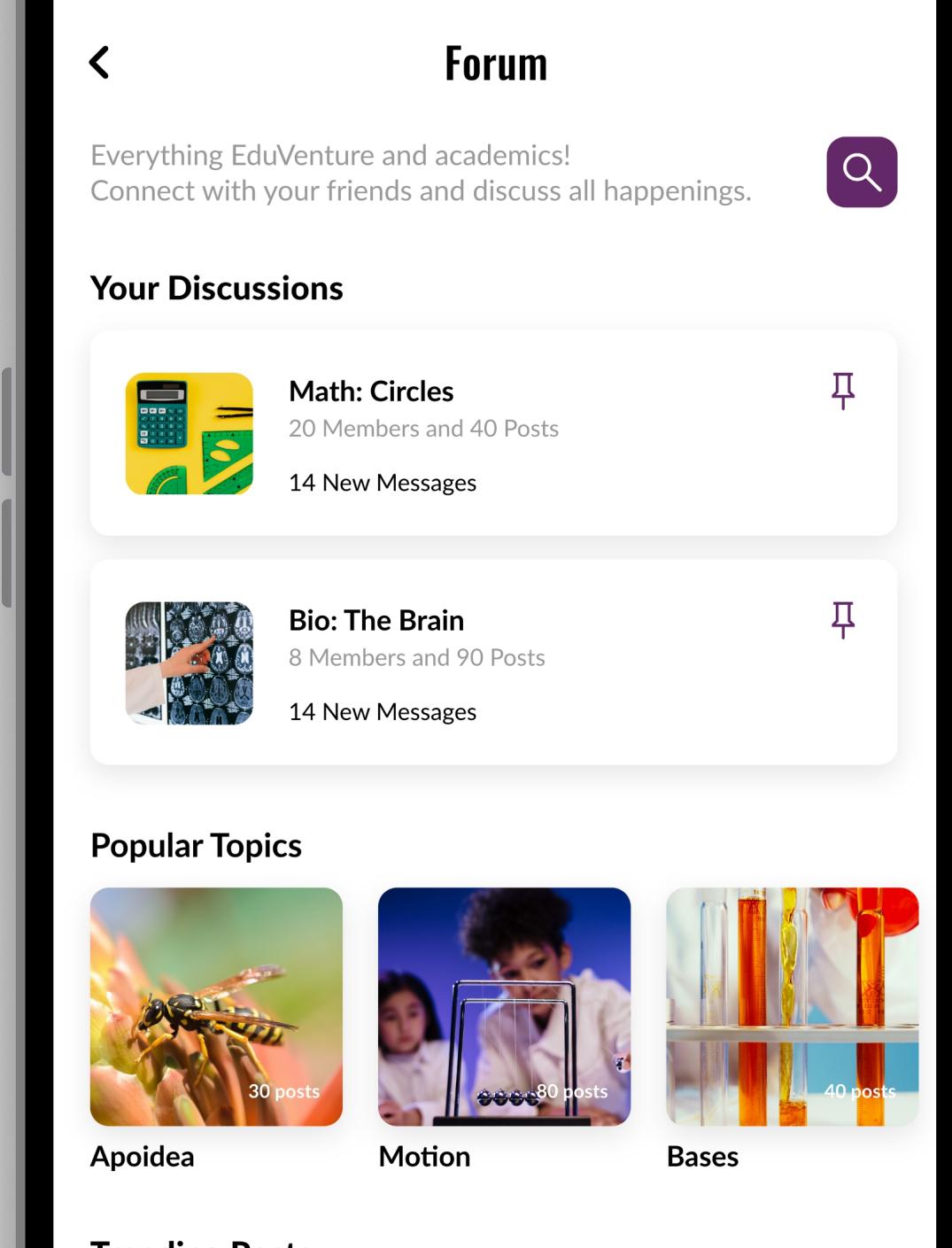
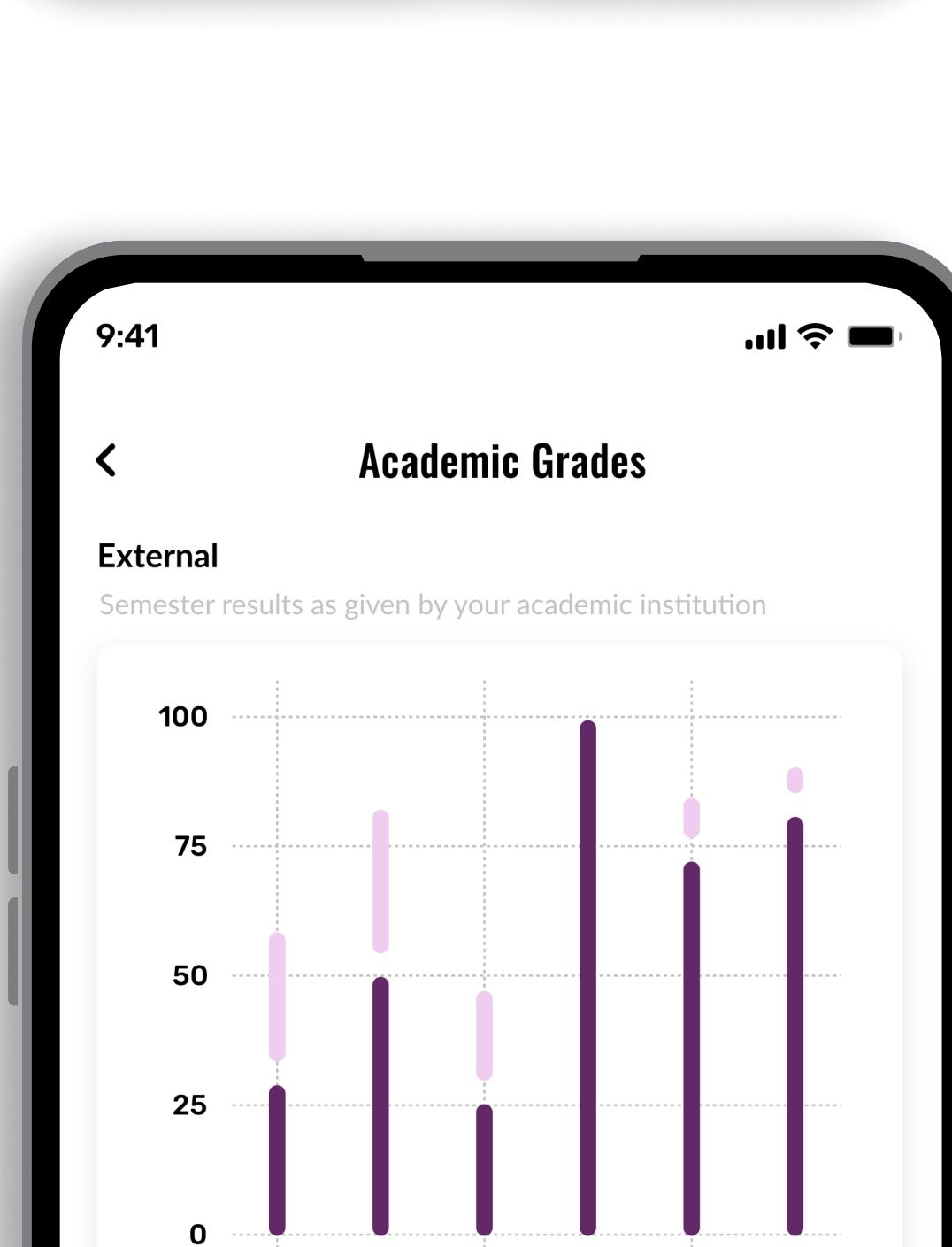
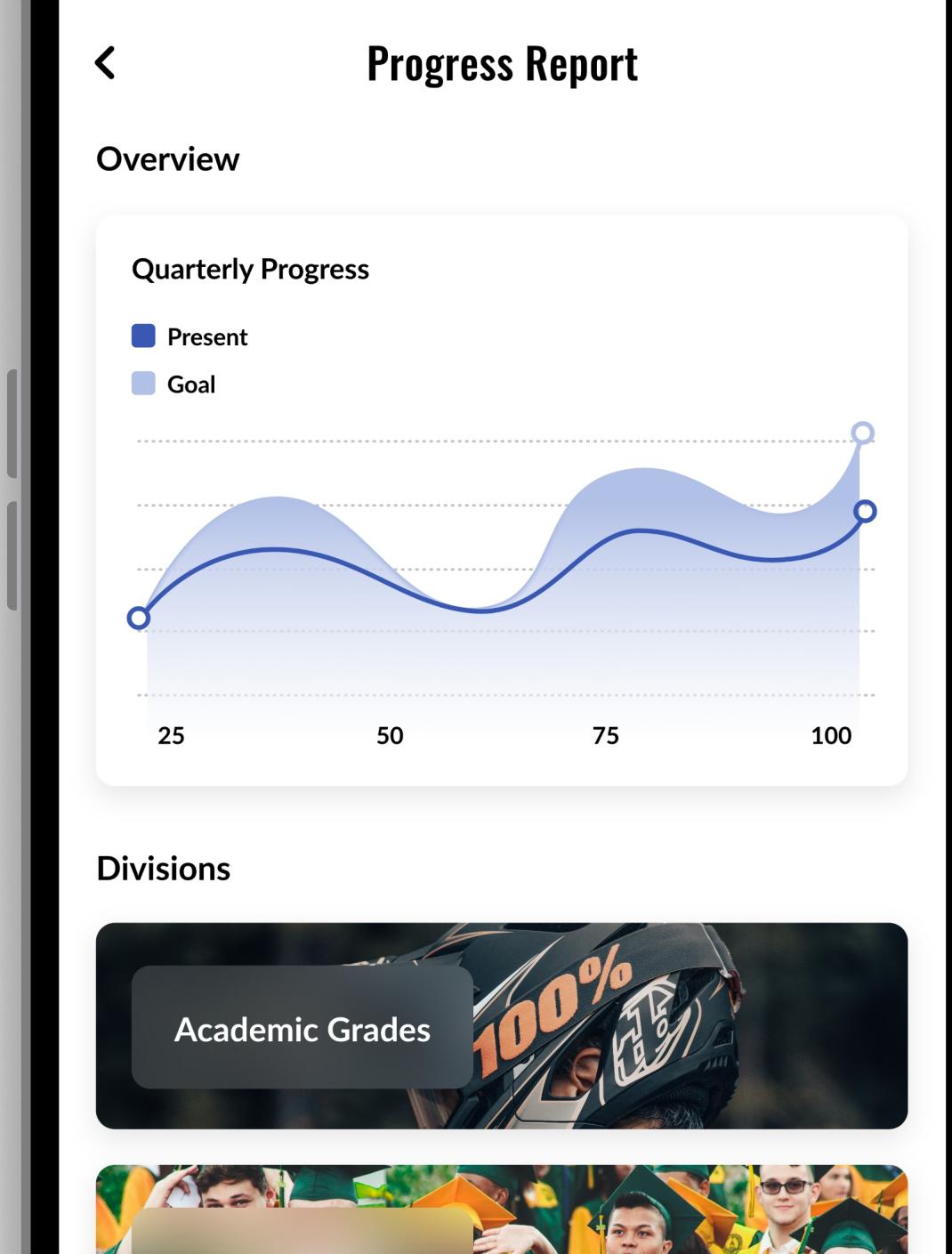
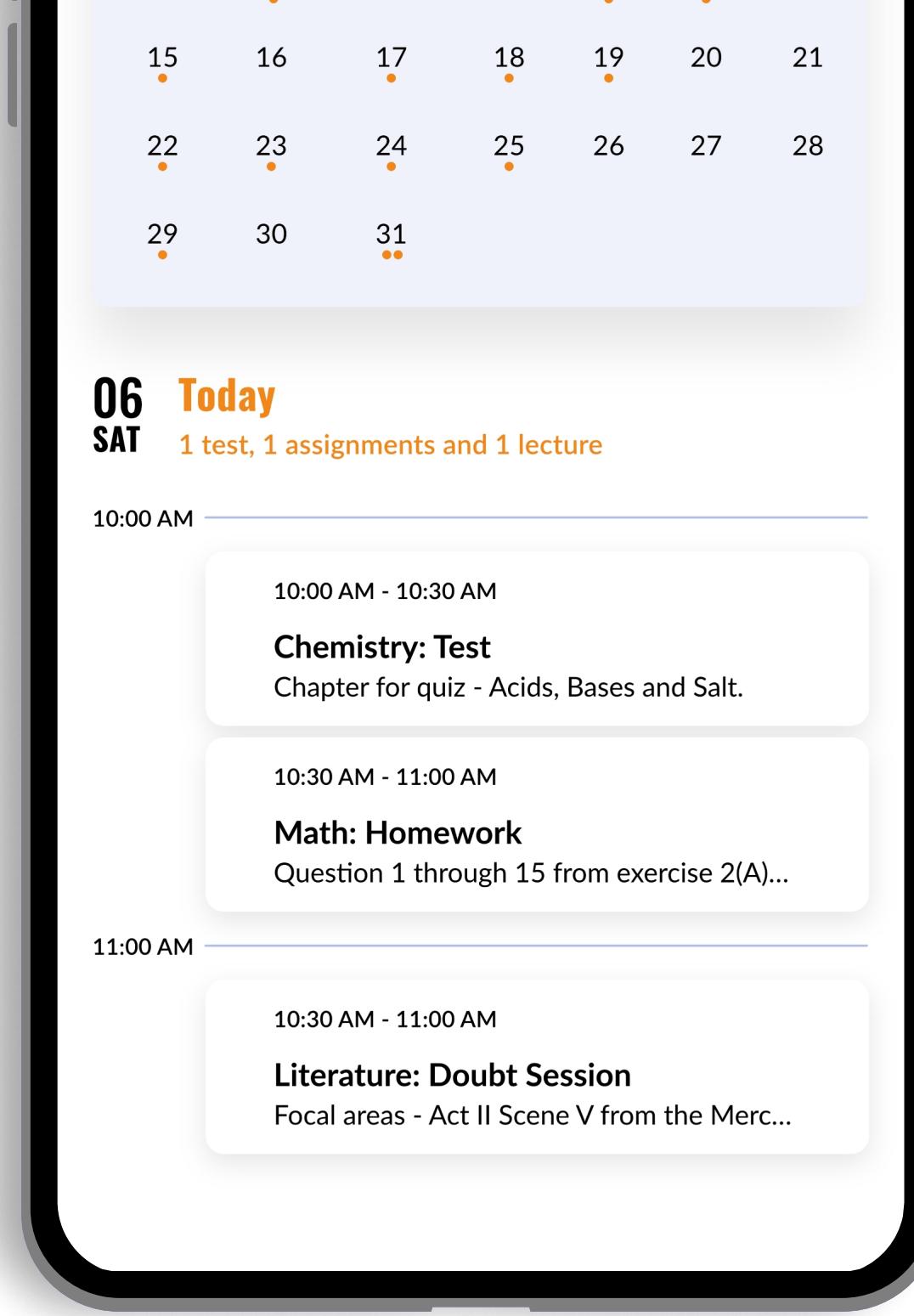
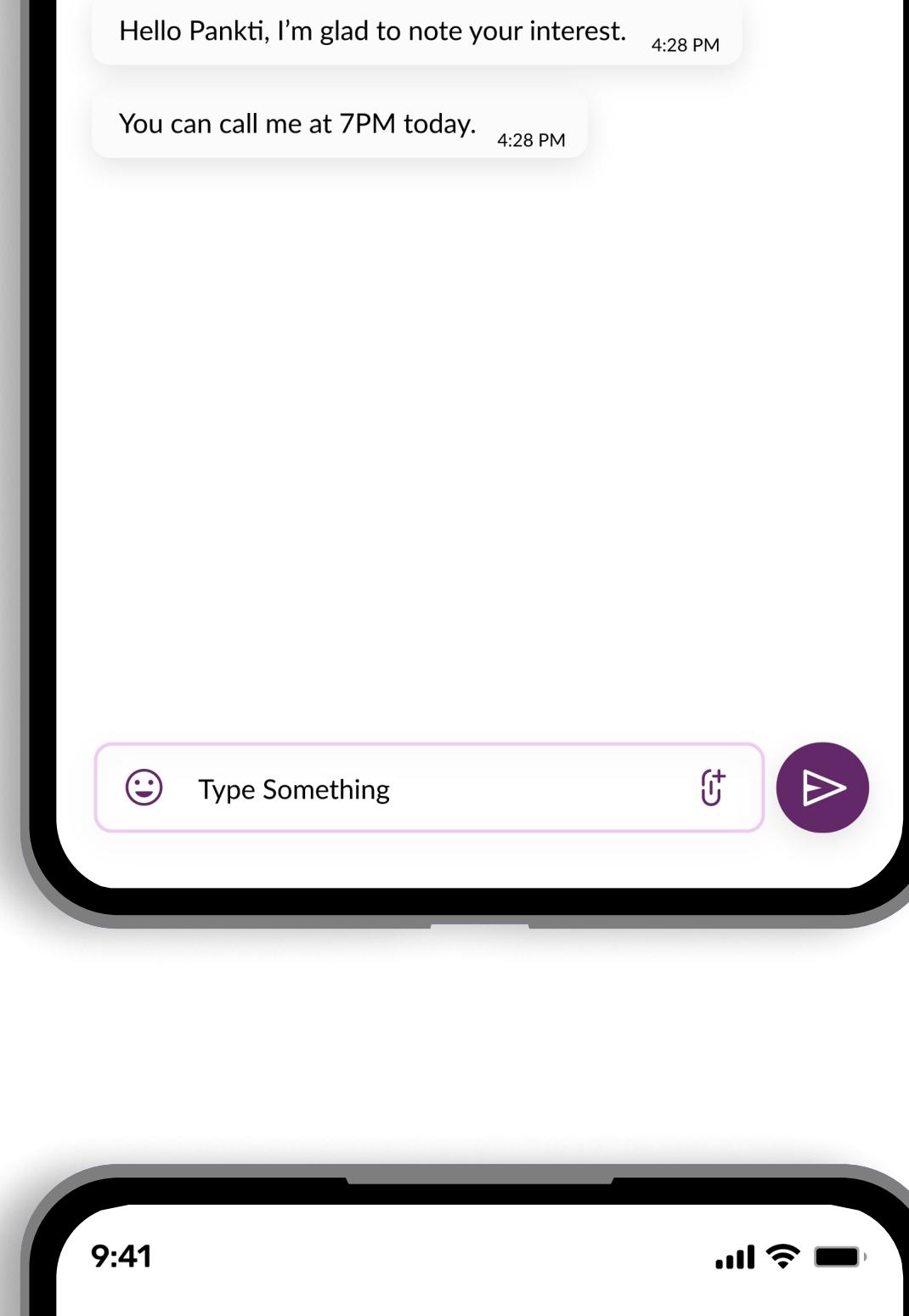
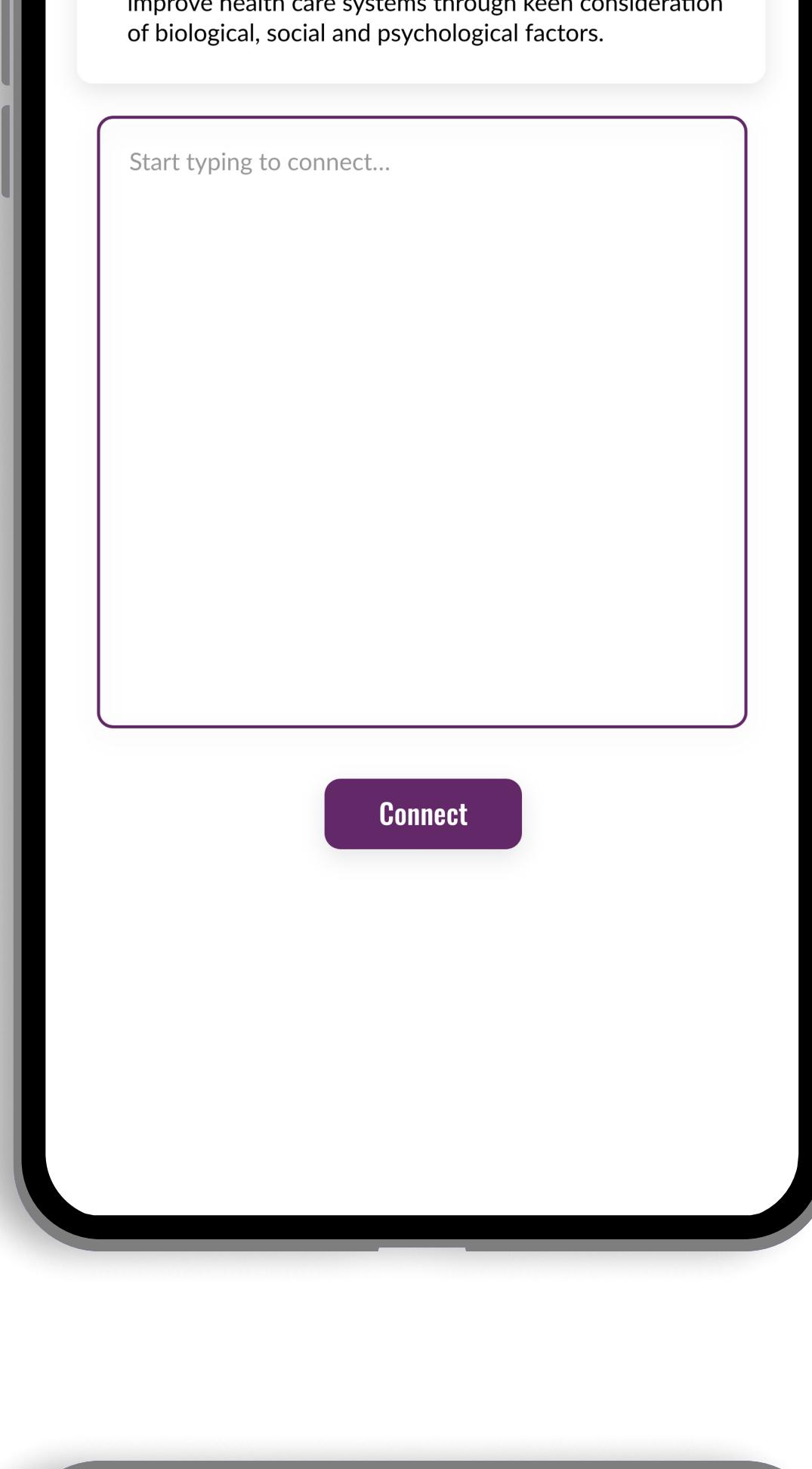
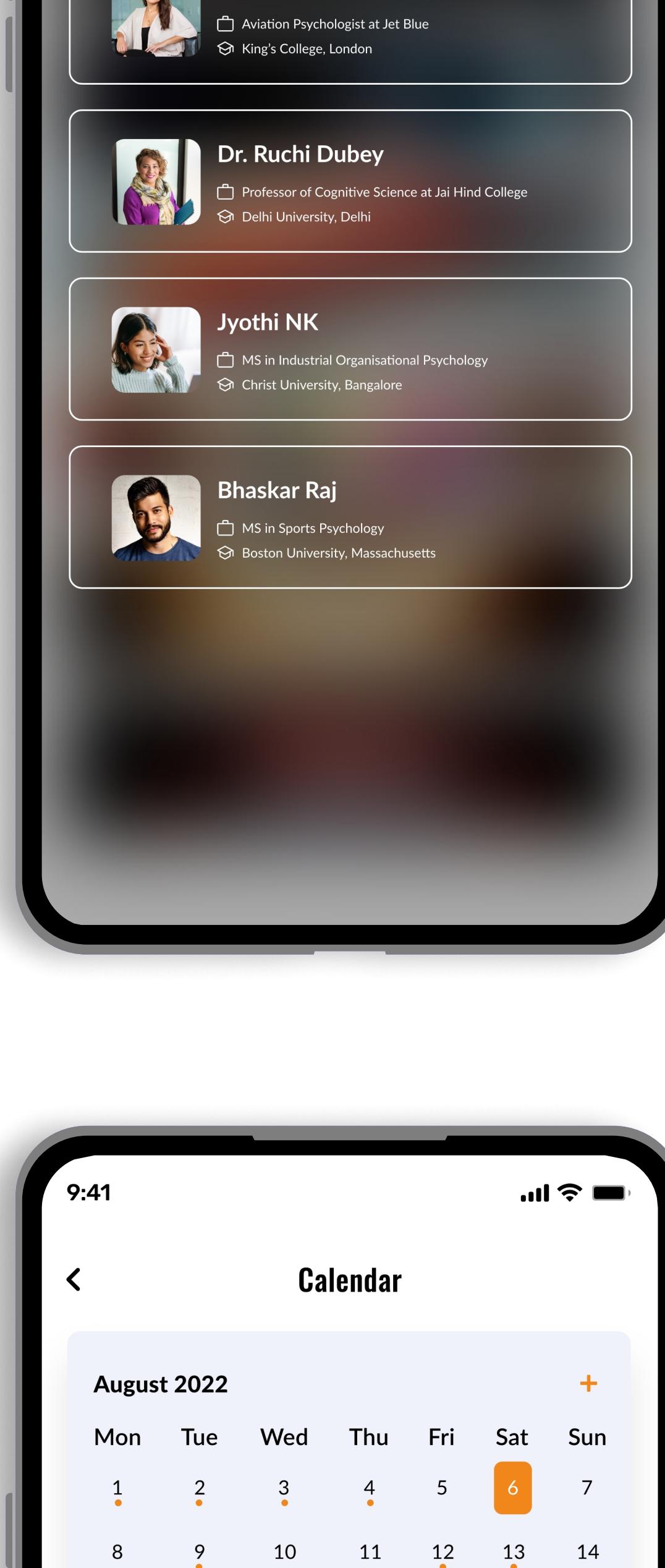
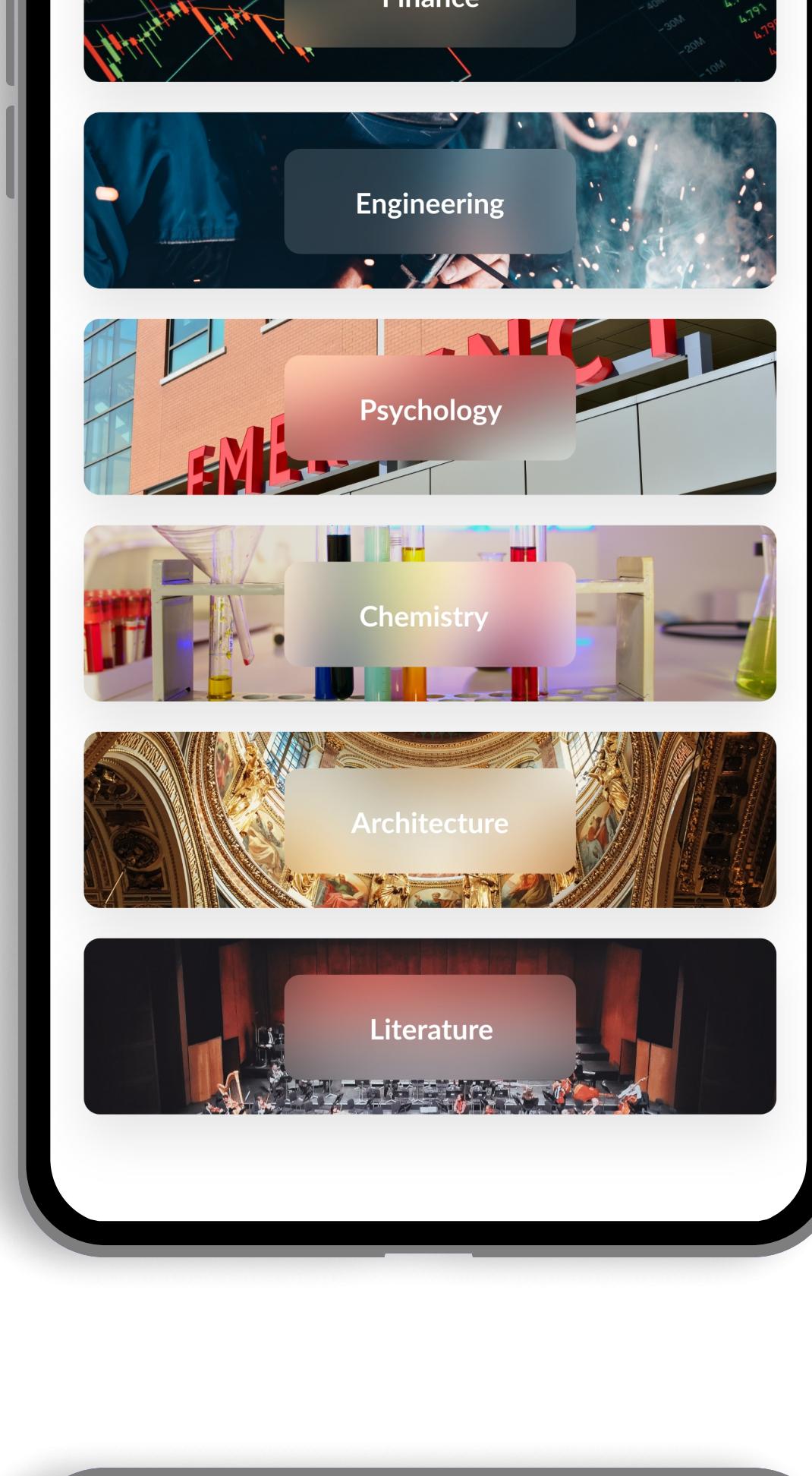
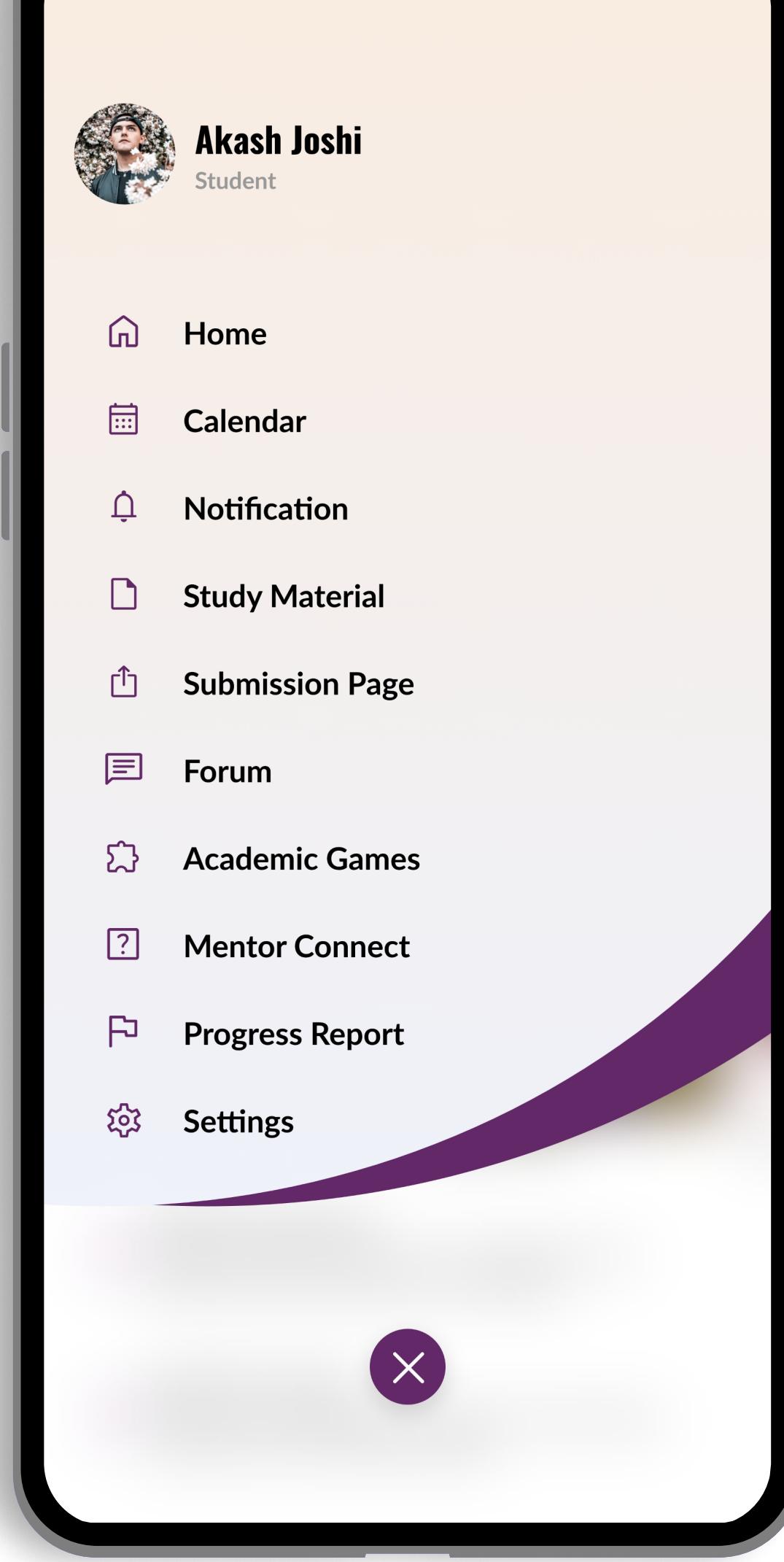
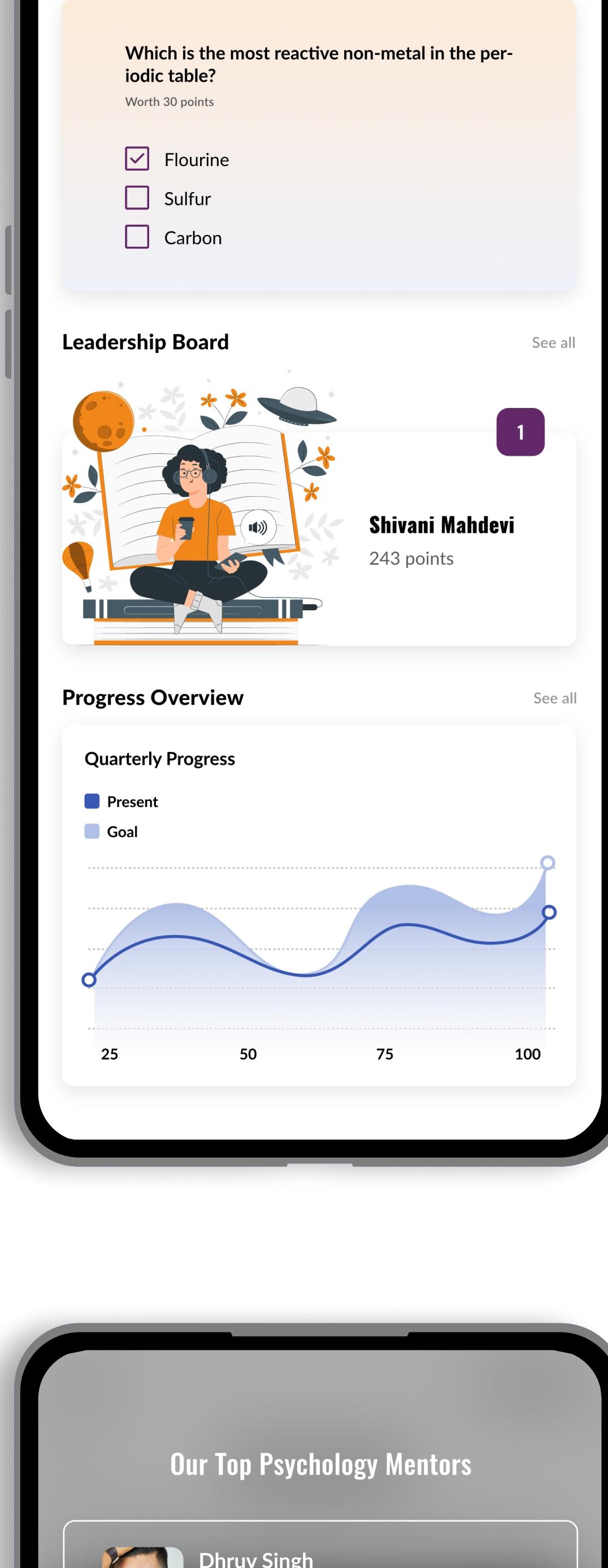
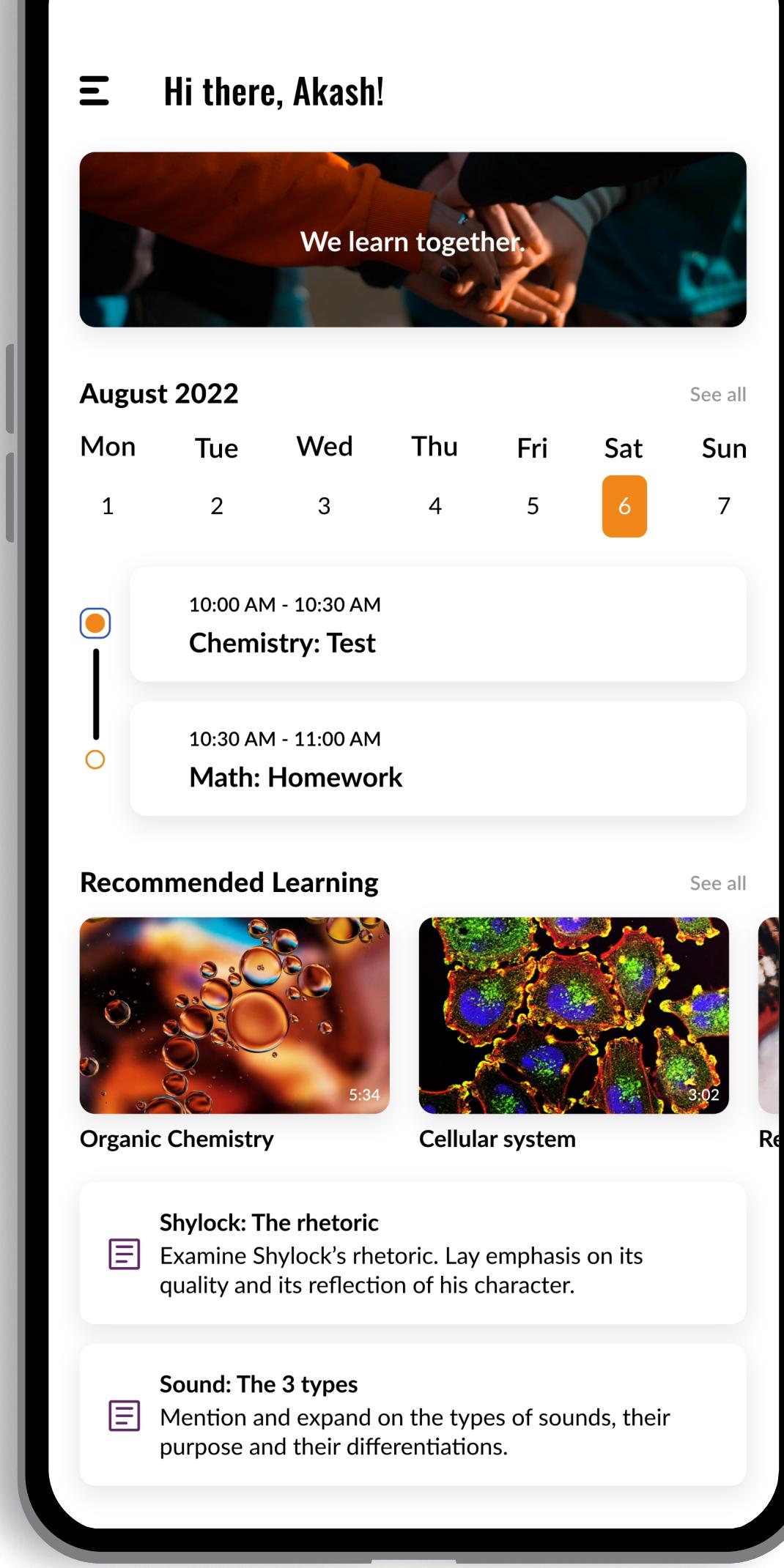
An obvious display of Gestalt's figure ground relationship, the EduVenture logo carries the essence of divergence and appears bold and fun in its standing.



# Low-Fidelity Wireframes



# High-Fidelity Wireframes



# Usability Testing

## Efficiency

The app sports an easy flow that brings plenty clarity in navigation and easy task completion.



## Match & Compatibility

The app digitalised the physical flow and sports a match between the system and the real world.



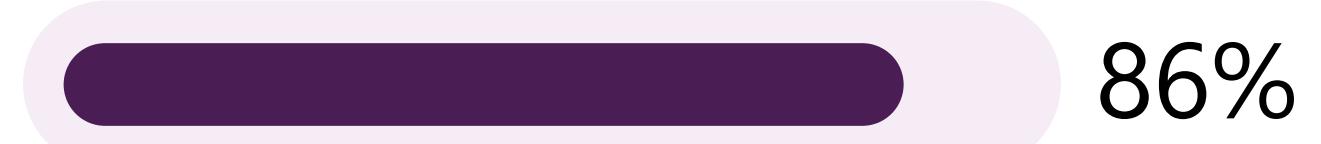
## Reduced Cognitive Load

The app plays on the familiarity of academic notions and prioritised recognition over recall



## Aesthetic

With minimal text, graphics, glass effect and a pop of colours, the app retains an aesthetic appeal.



## Consistency

The application maintains consistency throughout and follows standard brand guidelines.



## Control & Flexibility

Navigating back home requires a few taps that could be lowered through a lower navigation bar.

