



Executive Summary

10 hours of complex EV content into engaging 7-minute microlearning modules using expert input, interactive visuals, and clear storytelling. The project received high praise for simplifying technical topics like 5G V2X and regenerative braking with clarity and compliance.

Client Profile

Industry: Automotive

Description: A car company seeking custom electric vehicle (EV) training content for its workforce.

Business Challenge

Compressing 10 hours of content into 7-minute microlearning modules was challenging, especially while maintaining logical flow and retaining core concepts.

Objectives

- Explain how 5G enables V2X communication in EVs and its current and future applications.
- Describe how regenerative braking in EVs recovers energy, including its efficiency, battery impact, and regulations.

Solution Overview

- Collaborated with domain experts and assigned a lead to structure and simplify complex topics.
- Developed interactive micro-lessons using visual storytelling and original/licensed multimedia, including 3D animations and filmed content.

Implementation Details

- Collaborated across design, media, and automotive teams to ensure subject accuracy.
- Used interactive elements like simulations and animations to enhance learning.
- Structured content from basic to advanced, validated by experts.

Key Results

- Delivered foundational EV modules that effectively simplified complex systems like V2X and 5G.
- Engaged learners through interactive, visually rich content validated by subject experts.
- Ensured all media assets were original or licensed, meeting strict compliance standards.
- Overcame technical and creative challenges, earning strong client praise for clarity, creativity, and timely delivery.

Testimonial

Working with Karanji was a game-changer. Despite tight deadlines, shifting from e-learning to microlearning midway, and tackling complex topics like V2X and 5G, they delivered with clarity and creativity. They made the content easy to understand, sourced great visuals without any copyright worries, and turned challenges into a smooth, successful project. We're truly impressed.

– Director of L& D Department Leading Automotive Manufacturer

Key Learnings

- Proactive multimedia planning ensures high-quality, compliant content.
- Cross-disciplinary collaboration simplifies complex technical topics.
- Anticipate tech challenges early and involve experts to ensure clarity and accuracy.

Impact at a Glance

+75%

Cross Team Synergy

+100%

Client Satisfaction

+80%

Elevated Content Experience

+85%

Increased learner engagement