



Theme: Life In Lockdown

What if we are in a lockdown situation for more than a year?

Date and Place: 31st May 2020 , Bengaluru

Team Mind Benders



Team



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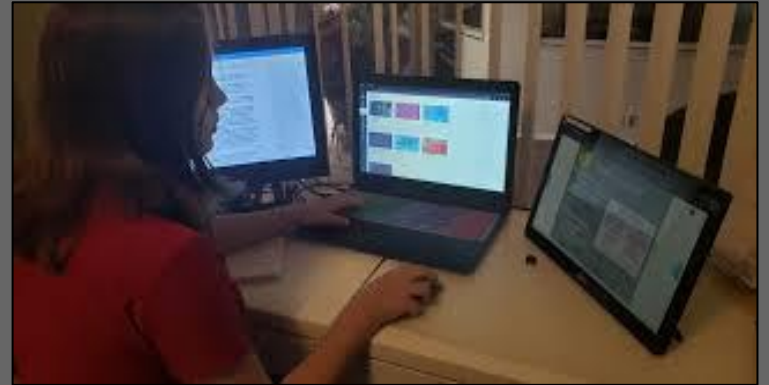


Kishan Salian
Team Mentor

Lockdown Scenario

CAPTURE A SCENARIO

- The current ongoing crisis has led to a lockdown situation, with many services and businesses adversely affected. Similarly, the schools and colleges have been shut, severely affecting our education system and more importantly our children's future.
- There is a high amount of tension among parents and many questions have been arising like - how will school going children continue with their education? will it be safe for our children to go to schools after lockdown? Will there be a change in the way schools teach and deliver education in the future? Are all children comfortable with the online mode of learning and whether it is effective for everyone?



Problem Identified

PROBLEM DESCRIPTION

How might we help the parents and students find an effective approach to receive education under lockdown situation? How might we ensure education institutions and teachers remain employed and provide unrestricted education in the new normal?

WHY IS IT AN URGENT PROBLEM?

Due to worldwide uncertainty caused by the Covid-19 pandemic, almost all schools have adopted an online mode of learning. Parents and children are facing several challenges such as unreliable internet connections, lack of personal attention and interaction, low level of sincerity, fair evaluation, low social skills, lack of focus, inconsistent teaching pattern. Similarly, teachers are unsure about their role in the future and job security in the new normal. This is posing a big concern for parents, teachers, and children's future as a whole.



User Persona – Rajeev Singh (Parent)

PROFILE

Name : Rajeev Singh

Job Title: Self Employed

Gender: Male

Family Setting: Married and has two children

DEMOGRAPHICS

Income: 9 LPA

Education: Graduate

FEELINGS

Values & Goals: Open-Minded, Best education and counselling for his child

Worries: How Covid-19 has affected his child's education, social distancing in schools, child's adaptability to online learning.

Influences: News, Social Media, Friends and Colleagues

OBJECTIONS

Cost

Value

Authenticity

Learning Outcome

Effectiveness

User Persona – Poonam Sharma (Teacher)

PROFILE

Name: Poonam Sharma

Job Title: Teacher

Gender: Female

Family Setting: Married and has one child.

DEMOGRAPHICS

Income: 7.5 LPA

Education: Post Graduate

FEELINGS

Values & Goals: Adaptive, Inspiring her pupils, self development.

Worries: Health in case of early re-opening of schools, career, finances.

Influences: News articles, Blogs, Family

OBJECTIONS

Time Invested

Salary

Evaluation of students

Effectiveness

Key Findings

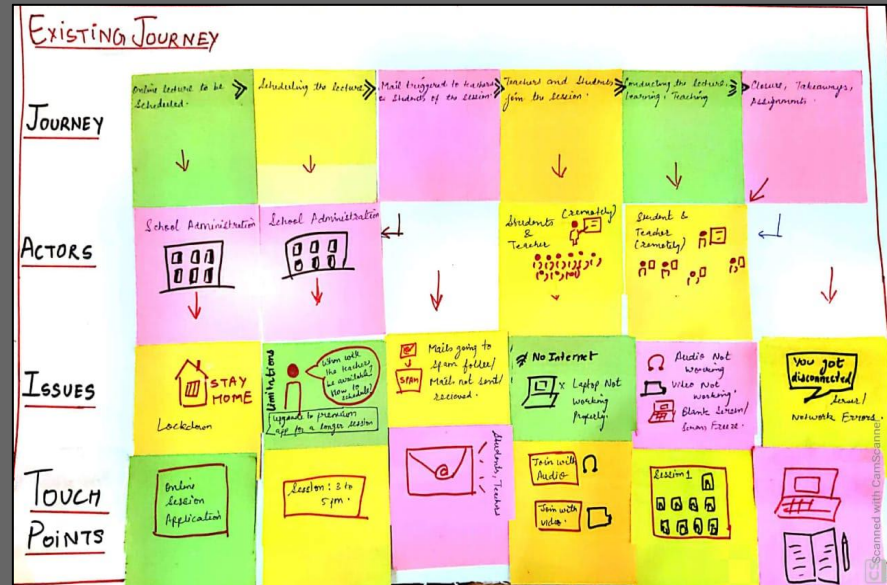
To understand the pain points in the existing journey of online education, we had conducted telephonic interview of parents, teachers and students

Teachers:

- Not able to monitor and focus on all students
- Teaching subjects like drawing and crafts is difficult
- Have to use PPT for teaching
- Students bunking lectures with false excuses
- Technical difficulties

Parents:

- 42% of the parents are worried that Covid 19 Will affect child's education
- Social aspect misses out
- Lack of focus



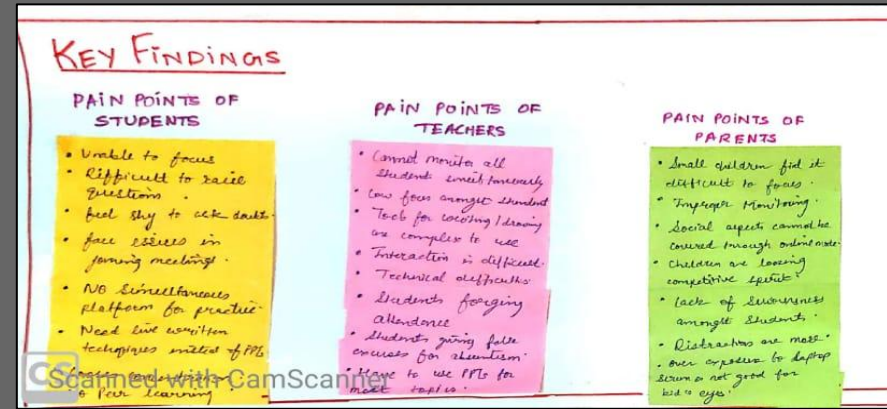
Key Findings

Parents:

- Children fall off to sleep
- Over usage of electronic devices
- Children gets distracted easily
- Must leave all other work and sit with children

Students:

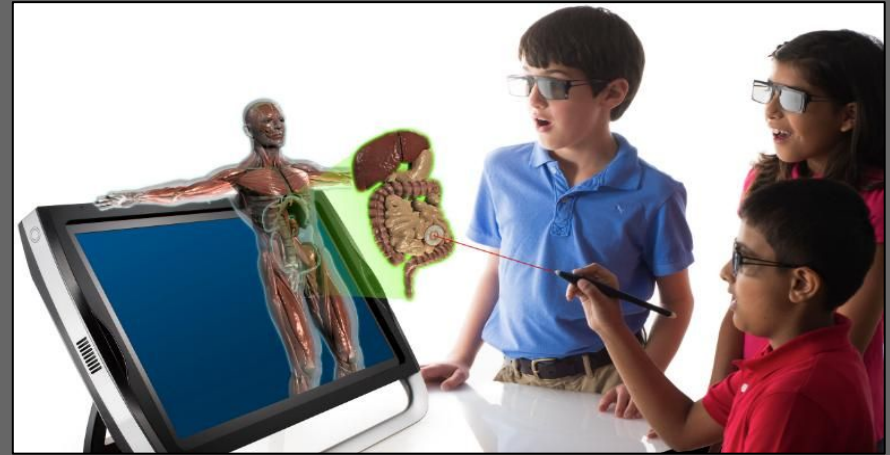
- Lack of concentration and focus
- No peer learning
- Difficulty in asking questions
- Not familiar with online platforms



Explorations

SOLUTIONS & IDEAS

- One of our ideas was to inculcate **AR and VR in the education system**. This would create an immersive and interactive learning experience. With the help of AR VR, the students would get classroom feel and experience. But we soon realized that this solution is expensive and when the country is already facing a national crisis spending a lot of money on education is not a feasible idea.
- Another solution that we came up with was '**Each One Teach One**'. Any eminent individual can take up the responsibility of teaching students in their locality. Some drawbacks in this solution were that we will not be able to keep track of students who are receiving education, what are they being taught, and whether they are good enough to teach or not.



DIVERGE - MANY IDEAS

- Home Tutors
- Students on small group visiting teachers
- Parents teaching their children
- Government body organ student movement projects, reporting etc
- Application which can locate specific teacher in students proximity
- Application for teachers and students
- Using website to reach few students or friend groups
- Online application to claim reimbursement/ pay fee
- Offline solution communication with proper documentation
- Teachers visiting students (one to one)
- Using AI/ML to know practical & theoretical aspects of lessons
- Platform to conduct online communication
- Teachers can take their program & share it with other teachers
- Students by providing themselves by 3D or 2D only using system

CONVERGE

TITLE - HOME TUTORS

DESCRIPTION

- Home Tutor is a platform where Teachers & Parents (on behalf of their children) will register themselves
- Teachers profile will undergo rigorous verification to ensure they are qualified to teach. Verification to be conducted by a government body
- Parents can find teachers in their vicinity and get in touch with them
- Teachers can conduct a session with maximum 4 students at once with only one of social distancing to be followed by every teacher
- A common syllabus for all created by boards to be followed by every teacher
- Examination will take place in written form in presence of teacher with common mark in presence of student with common mark
- Question paper to be set by boards

HOME TUTORS

APP

ID

DOB

Sign/Verify

Teacher Profile

Parent Profile

Child Profile

Teacher

Parent

Child

Teacher

Parent

Child

Solution

HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

- Our proposed solution is the inculcation of both technology and human intelligence.
- We have planned to design an application where both teachers and students would register themselves.
- The teachers would be verified by a regulatory body and from the schools with which they have been associated.
- The application is targeted towards students belonging to class 1-8. The students can book the teachers as per the teacher's location and time.
- The students would be taught either in a group of four or one to one teaching depending on the option chosen by parents or teachers.



Register on the application



Search for the teacher in your locality



Get teacher's schedule and location



Once confirmed by teacher and student, booking is done

Solution

- Government will issue E-pass for the teachers so that they can travel from one place to another.
- Parents can choose individual classes or group classes with a maximum batch of 4 students. Primary students (class 1-5) together and secondary students (class 6-8) together.
- The government will design the curriculum to be taught and also set weekly targets for the teachers.
- After the teacher has completed teaching a student the teacher and the parent both needs to mark the same on the application.
- Exams would be conducted under the invigilation of teacher assigned by the government. Web surveillance would be there which would be monitored by the government. Standard question paper would be set by the government.



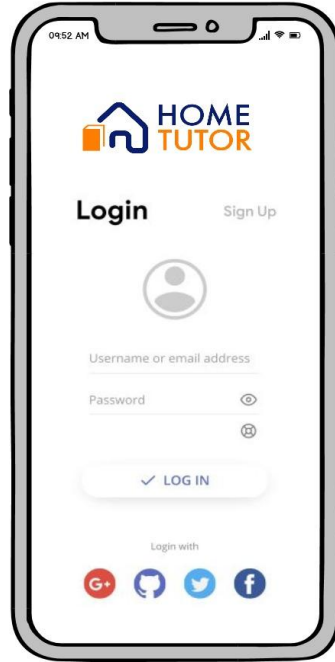
User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?


PARENT JOURNEY

The mock-up shows the flow of parent interacting with our home tutor application.


Login





09:52 AM

 HOME TUTOR

Login Sign Up






Username or email address

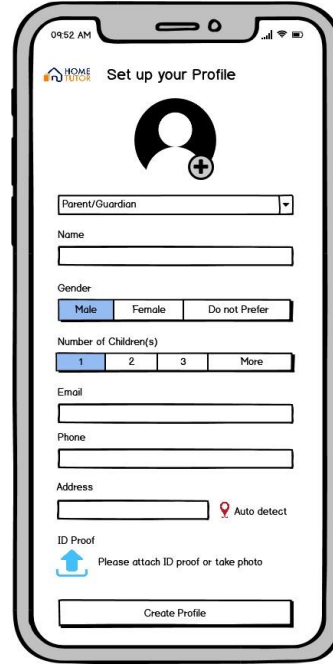
Password  

✓ LOG IN


Login with


  


Parent Registration



09:52 AM

 HOME TUTOR Set up your Profile



Parent/Guardian 

Name

Gender

Male Female Do not Prefer


Number of Children(s)

1 2 3 More


Email

Phone

Address

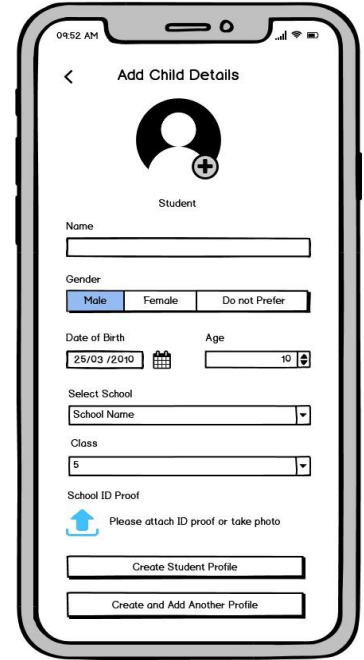
 Auto detect

ID Proof

 Please attach ID proof or take photo


Create Profile

Student Registration



09:52 AM

< Add Child Details





Student

Name


Gender

Male Female Do not Prefer


Date of Birth Age

25/03 /2010  10 


Select School

School Name 

Class

5 

School ID Proof

 Please attach ID proof or take photo

Create Student Profile

Create and Add Another Profile

User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

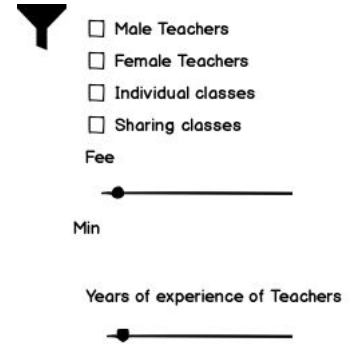
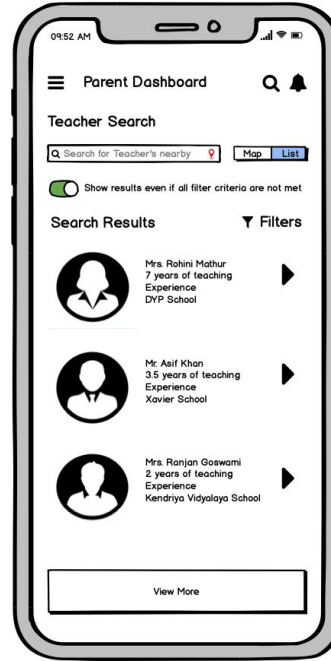
PARENT JOURNEY

The mock-up shows the flow of parent interacting with our home tutor application.

Teacher Map Search



Teacher List Search



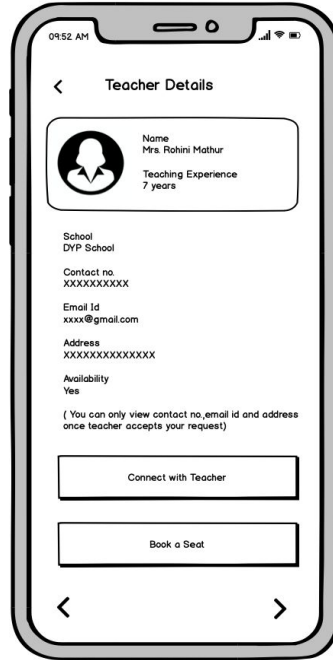
User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

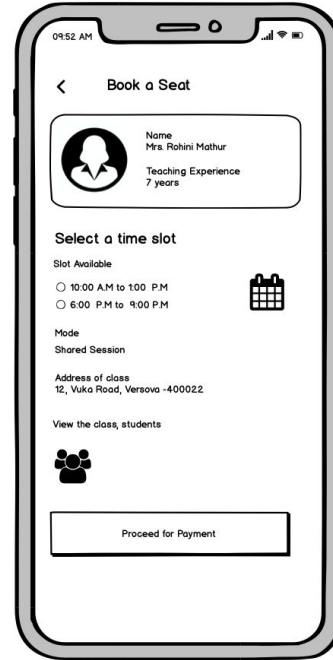
PARENT JOURNEY

The mock-up shows the flow of parent interacting with our home tutor application.

Teacher Details



Proceed to Payment



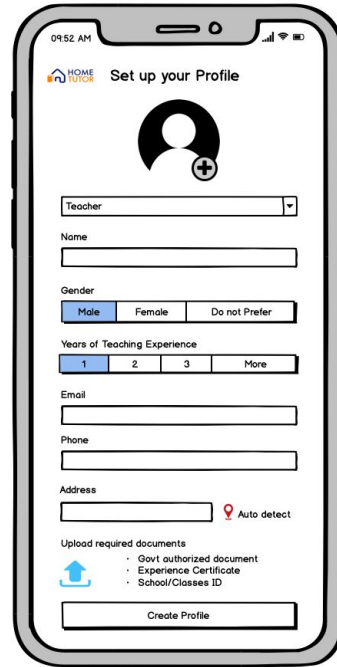
User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

TEACHER JOURNEY

The mock-up shows the flow of teacher interacting with our home tutor application.

Teacher Profile



09:52 AM

HOME TUTOR Set up your Profile

Teacher

Name

Gender

Male Female Do not Prefer

Years of Teaching Experience

1 2 3 More

Email

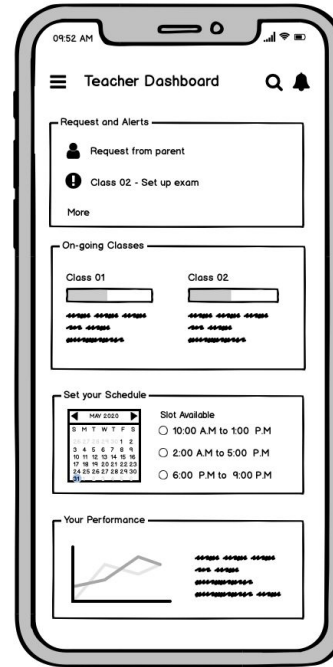
Phone

Address Auto detect

Upload required documents

- Govt authorized document
- Experience Certificate
- School/Classes ID

Teacher Dashboard



09:52 AM

Teacher Dashboard

Request and Alerts

- Request from parent
- Class 02 - Set up exam

More

On-going Classes

Class 01

Class 02

Set your Schedule

Slot Available

10:00 A.M to 1:00 P.M

2:00 A.M to 5:00 P.M

6:00 P.M to 9:00 P.M

Your Performance

Process

DESIGN PROCESS

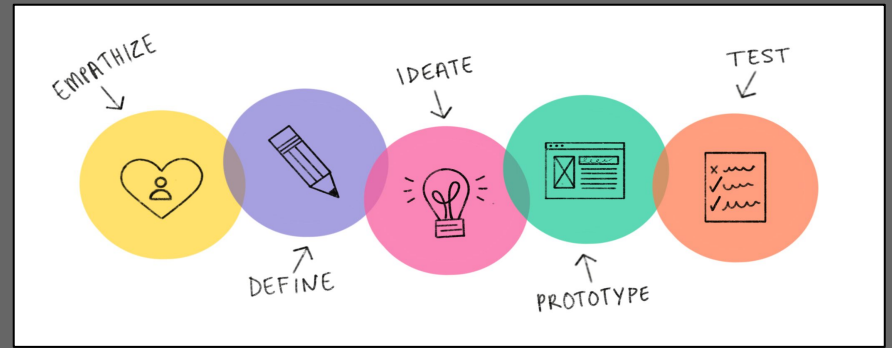
We adopted a design thinking methodology that provides a solution-based approach. Every step of the process was religiously followed to find the optimum solution.

EMPATHIZE:

With the spread of the coronavirus, the education system is facing a new crisis. To empathize and understand the end-users pain point we conducted an open-ended telephonic interview with the parents, children, and, teacher.

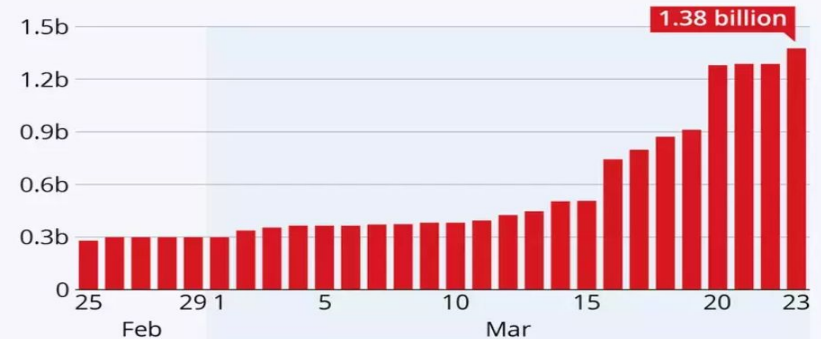
DEFINE:

During analysis, we determined that both teachers and students are facing issues with the existing online education system. Some of their pain points included unreliable internet connections, lack of personal attention and interaction, low level of sincerity, fair evaluation, low social skills, lack of focus, inconsistent teaching pattern.



COVID-19's Staggering Impact On Global Education

Number of learners impacted by national school closures worldwide



Process

DESIGN PROCESS

IDEATE:

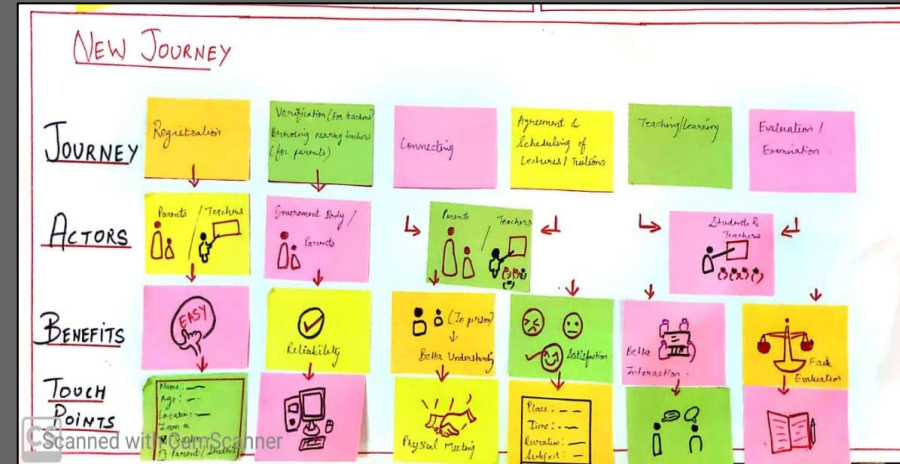
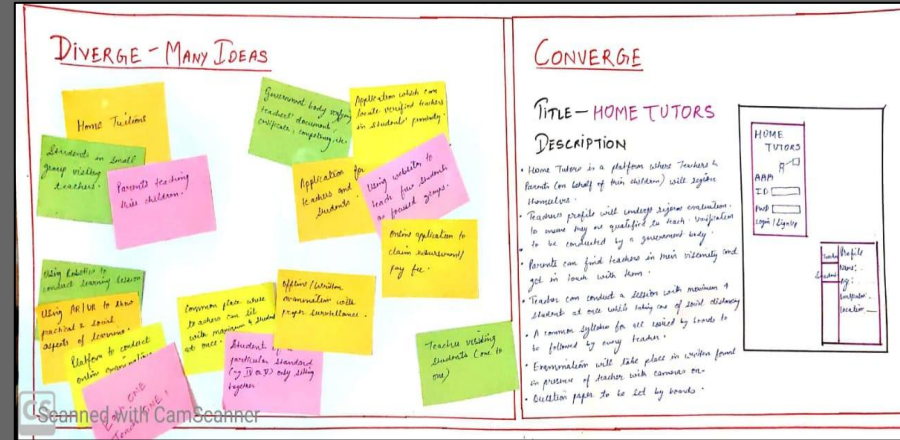
We explored multiple ideas around the problem and brainstormed on the pros and cons of the same. One solution was finalized and further detailed.

PROTOTYPE:

We developed the initial mock-ups of application which explains the overall flow of android/IOS application. We presented the concept of application to our target customers and elicited some observations, insights, and made the necessary updates accordingly. A logo was also designed for our solution for projecting a better identity for the users.

TEST:

We were not able to test our solution as the concept has not reached the stage of validation yet. The usability testing strategy will be planned in the coming days.



Impact

IMPACT OF YOUR SOLUTION

TEACHERS:

- Teacher will have job security
- No internet connectivity issue
- Can teach with more ease
- Can solve doubts of students easily
- Subjects such as drawing and crafts can also be conducted

STUDENTS:

- With the physical presence of teacher, the students can focus more
- Internet connection will not be hurdle
- Can ask doubts easily
- Face to face interaction with students and teachers
- Consistent teaching
- Fair evaluation of examinations

PARENTS:

- Children won't spend a lot of time on electronic devices for online classes
- Can keep track of what their children are being taught
- Can utilize their time in some other work as their children are being taught under the physical presence of teacher



Execution & Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

- The application would be funded and regulated by the government.
- All the schools would have to mandate the registration of their teachers which has to be ensured by the government.
- The teachers from coaching centres will also have to register.
- Parents would register on behalf of the students and those who do not want to opt for home tuitions can stick to online classes.
- Government will structure a common syllabus for schools as well as home tutors depending on the class and keep track of teachers.



Execution & Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

- Scheduling of classes would be based on the teacher's time table.
- Payment will be made by parents on the app which will be credited to the teachers.



Execution Strategy

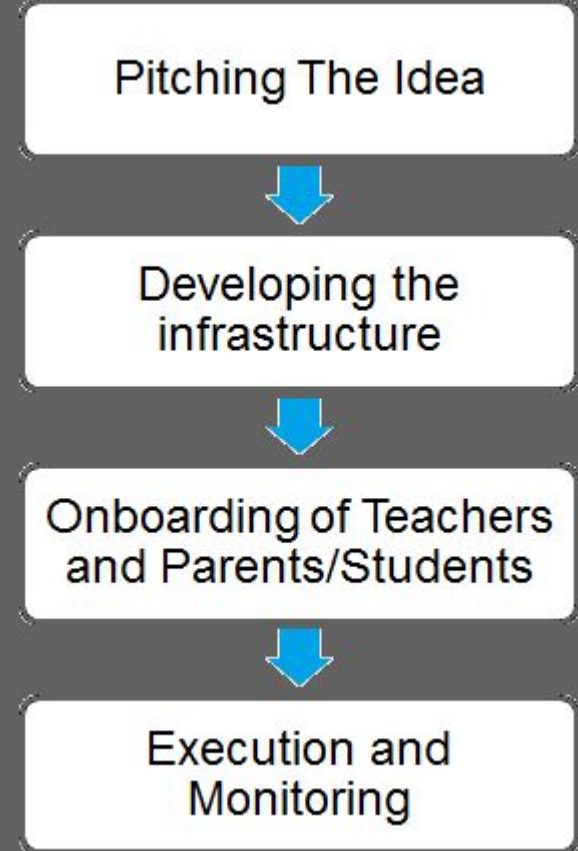
Pitching the Idea:

The idea will be pitched to government officials to first implement it in a city as a pilot execution, which will help us to identify the shortcomings which could not be identified otherwise and then implement it in the whole State and gradually, countrywide.

Developing the Infrastructure:

Procuring necessary resources such as-

- Our Online application will be built initially as a beta version within months with basic features in order to test.
- A dedicated government body to take care of registrations, onboarding, monitoring, review, grievance redressal, etc.
- Equipment required for monitoring during examination – cameras, etc.
- Payroll for teachers
- Maintaining Database via application
- With the help of government funds.



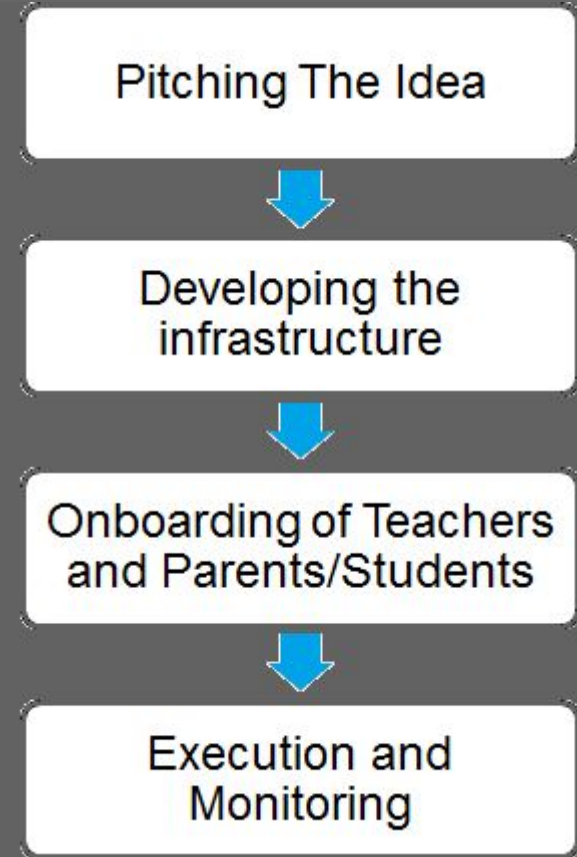
Execution Strategy

On-Boarding of Teachers and Parents/Students:

- Documentation check of Teachers and Parents/Students.
- Verification and evaluation of teachers.

Execution and Monitoring:

- Helping parents to connect with nearby teachers and vice versa.
- Ensuring that the designated no. of lectures take place and agreed upon by both parties
- Taking feedback
- Ensuring fair examination and evaluation.



Possible Obstacles

Government not convinced to fund the idea

In such scenario, we can choose to launch the app without the funding, choose social media to promote it and encourage people to try it.

Teachers not convinced to register

We can try and persuade them by highlighting the positive aspects such as- they can have an income while schools are closed, being part of a government sourced initiative is good for their profile, etc.

Shortage of teachers

To resolve this we can ask teachers from coaching, tuitions, etc. to also register.



Possible Obstacles

Parents not downloading the application

We would tell them the benefits and explain to them how this app can be helpful in terms of child education, safety, security. The parents can be explained if lockdown continues how can that hamper child overall growth etc.

People not being aware of application

- In this scenario we would put up banners on streets, TV & radio advertising would be done to create awareness about the application.
- If the government funds the application, then we will use images of our renowned ministers like Narendra Modi to spread awareness among citizens.
- We will launch online movements and market the application on social media platforms



Thank you!

We would like to take out a moment and thank team UMO for giving us the opportunity to showcase our idea on such a big platform .

"The most wonderful aspect of the universal scheme of things is the action of free beings under divine guidance - Joseph Marie de Maistre"

*this seems a proper fit for the person who shaped our idea and helped to show case it in the most wonderful manner , thank you **Mr. Kishan Salian** for paving the path and giving us your precious time and insightful guidance.*

Last but not the least I would like to thank every individual of our team Mind Benders .Our efforts has made it happen, lets hope for the best. Cheers!!!