



EduMe App

Theme: **Are we ready for the next wave?**
Are our current healthcare and wellness measures sustainable?

23/07/2021 - India

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PROBLEM DESCRIPTION

How might we help Mohan, a 75 year old technically challenged individual, who due to the pandemic has to use online mediums for day-2-day necessary activities, use these apps with ease & avoid confusion due to his low adaptability to new apps?



Urgency/Importance

WHY IS IT AN URGENT PROBLEM?

Before the pandemic there was a choice of not using online platforms as the individuals could step out and perform daily activities by themselves, but today all primary services have majorly shifted online and hence have made this a need of the hour.

India being a developing country with high illiteracy rate, a large number of audience ranging from maids to senior citizens and individuals from sub-urban, rural & tier 2, tier 3 cities are not comfortable with these online platforms.

Hence they tend to go out of their houses in a high risk environment to fulfil their needs. But because of this even after implementing lockdown India is still struggling to overcome the pandemic and faces a wave stronger than the earlier.



Target User Persona - Grandpa Mohan

PROFILE & DEMOGRAPHICS

Job Title: *Retired*

Gender: *Male*

Age: *75 years*

Family and Social Setting: *Lives with his spouse with children in a different country*

Income: *Above Average*

GOALS & VALUES

Goals: *Attempt to stay relevant*

Motivations: *Peer-pressure*

FEELINGS

Worries: *Feeling lost or mistaken*

Influences: *Grandchildren, children, friends and family members*

PAIN POINTS

Fears: *Doing something wrong and not knowing what to do when using a smartphone*

Frustrations: *Low adaptability, App not responding according to their expectations*

Challenges: *Difficult to focus on screen, not familiar with iconography,*

Target User Persona - Savita Bai

PROFILE & DEMOGRAPHICS

Job Title: *Maid*

Gender: *Female*

Family and Social Setting: *Married with 2 school-going children*

Income: *Poor*

Education: *10th pass*

FEELINGS

Worries: *Cannot read the content, low understanding of technology*

Influences: *Children, people who she works for, friends*

GOALS & VALUES

Goals: *To use the apps independently,*

Motivations: *Needs make ends meet*

PAIN POINTS

Fears: *Getting lost, losing money/information due to any wrong actions*

Frustrations: *Low understanding of the language*

Challenges: *Low literacy*

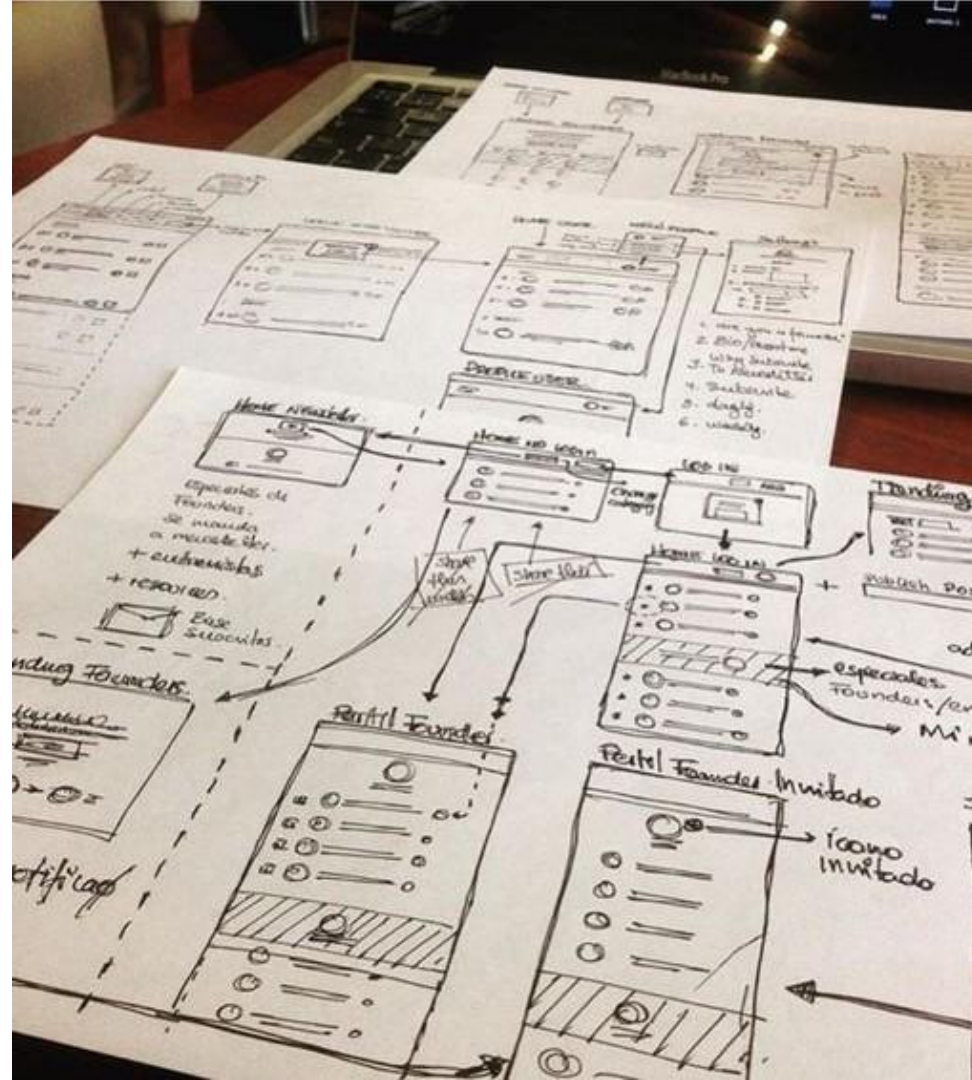


Thank you!

Explorations

SOLUTIONS & IDEAS

- 1) Super app - All in one app with a simpler & constant UI
- 2) Assistive touch app- Help navigate through the phone
- 3) Translation layer - Turns english text to native language on apps like google translate on google chrome
- 4) On-Call Assistance - Quick service to help out with the tasks of the app



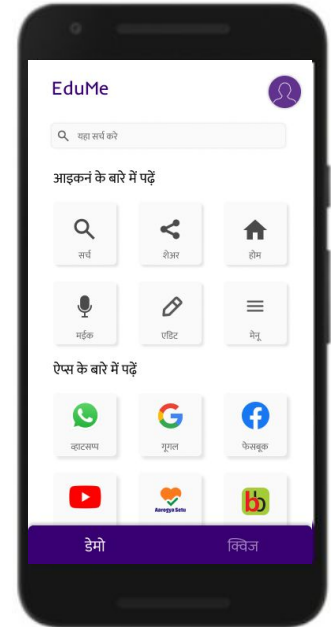
Final Solution & Innovation

How the solution works in steps.

1) User Profiling - a) Total Language fluencies of the user + selection of the language they want to continue the app in | b) Age, Gender, Occupation, Phone Model - understand the users persona | c) 5 questions to determine the user's expertise level regarding the use of a smartphone | d) Selection of apps they use - for further development of EduMe & understand users preference

2) Interactive demo sessions - The idea is explain a feature/ task & then show users how to conduct a particular task like a pre-game tutorial and then make them complete the taught task within the demo itself, which means they cannot go wrong and hence have no fear of messing up + they get to practice until they are confident and ready!

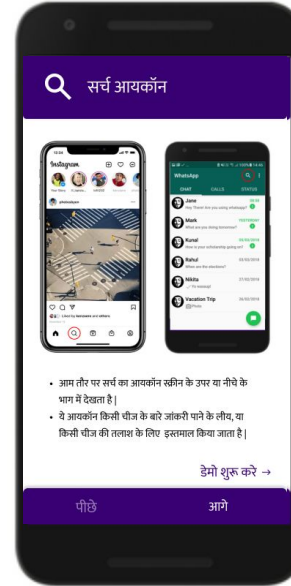
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Final Solution & Innovation

How the solution works in steps.

- 3) Quiz Round - To gain confidence & refresh memory taking a quick quiz can be a best & simple way of practice.
- a) User get to choose their quiz and gets a star rating based on their performance, this motivates them to keep practicing till mastery and helps with increase intuitiveness towards future UI Designs.



User Experience

Considering our users, it was important for our solution to provide language flexibility, comfort of text and less iconography, clear directions on the working of EduMe, multiple ways & opportunities to test & practice features. The goal is to make users confident when they use their smartphones, and EduMe is the start step for this. The UI of our app is clean, simple and basic to avoid distraction & complications.

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Design Process

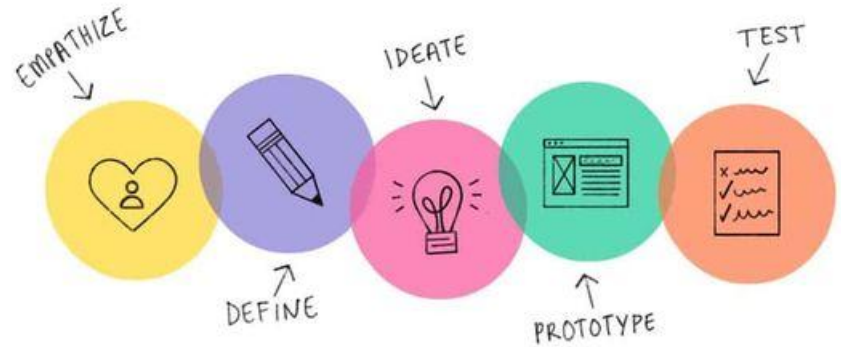
Desk research : *Researched for the challenges faced during pandemic*

User interviews and user research : *Persona making and user interviews*

Brainstorming and iterations : *Iterating task flows, user journey maps, information architecture*

Final concept : *Building strategies for sustainability of the app, wireframing and prototyping*

UI and Visual design : *Design system, high fidelity screens*



Impact on the Society

Today there are many apps today for every activity but none to teach the non-tech savvy people how to use these apps or the smartphone.

EduMe, the app teaches the low tech savvy people how to use the phone and the apps. The pandemic sure did get people close to each other but for people who were not aware of the usage, they did not have anyone around to introduce these features to them. It prevents the efforts of physically interacting with people every time they face any issue and avoids the risk of exposure to risk environments that arose during pandemic.

Sustainability

For people who stay away from their close ones, this solution will be a game changer as they can be more accessible to the ones away by taking controlling of the apps and their smart phone all by themselves and not worrying to try anything new that could bring them close to their loved ones and also get access to all the online resources as most of the primary activities like buying groceries, ordering food, etc were shifted online.

Execution & Business Viability

EduMe is specially designed for the majority of Indian Population. It is a education based app and hence has no limit to its extent with future scope in mind. Gaining a large user base advertising and premium features could add to large sums of profits.

Future scope: Increasing accessibility with voice learning & evolving with technology, not limiting only to teaching smartphone but widen the scope of areas.

Thankyou!