



DIKSHA 2.0

E-Learning platform for the future of India.



Learn
Supplement your education with peer based learning.



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E-Learning platform for the future of India.

Get Started

Learn
Supplement your education with peer based learning.



Volunteer
help bridge the educational divide in India.



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Supplement

Problem

Research

User

Ideation

Solution

1.5 million
schools closed down
due to the pandemic

286 million
Children from pre-
primary to
secondary levels
were affected

6 million
Children were out of
school, even prior to
COVID-19

Source : UNICEF

PROBLEM ECOSYSTEM

Digital Mode

To fight back the disruption and damage, educational institutes across the country embraced the digital mode of education as a solution to fill the void left by classroom teaching.

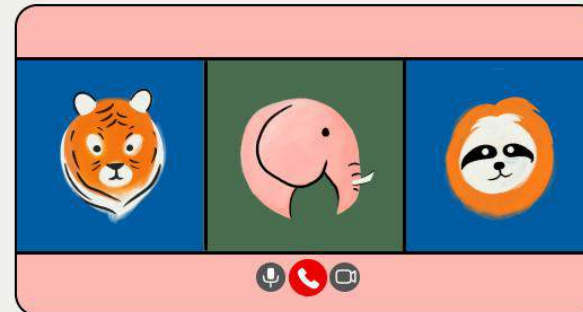
With this, the hitherto peripheral digital education in India came centrestage and is now increasingly getting integrated into the mainstream.

Feb 2022

With schools reopening in many states, it is important that a careful strategy is built in to smoothen the transition of children back to school.

March 16 2020

The government of India announced the closure of all educational institutions to control the spread of the coronavirus infection.



Learning Divide

The education ecosystem of India, faced issues such as

Increased school dropouts

Teacher absenteeism

Learning deficiencies

PROBLEM STATEMENT

Because of more than 15 months of Home based learning, several students from economically weaker sections of India are unable to keep up with the rapid pace of learning unlike their peers from better off sections of our society. Resulting in a widening learning divide.

Problem

Research

- Secondary
- Primary

User

Ideation

Solution

PROBLEM AREA IMPACT

Burning Questions

Does Ed-Tech in India cater primarily to private school children?

Can technology help bridge the learning divide between the rich and poor?

SECONDARY RESEARCH

India has now emerged as the second biggest market for massive open online course (MOOC) in the world after the US. 

India ranks 104th amongst 149 countries of the world, in the Prosperity Index in Education 

National Education Policy 2020

A dedicated unit for the purpose of orchestrating the building of digital infrastructure, digital content and capacity building will be created in the MHRD to look after the e-education needs of both school and higher education.

INDIA HAS

1.18 billion
mobile connections

700 million
Internet users

600 million
smartphones, which
are increasing 25
million per quarter

India's data consumption is expected to be doubled to nearly 25 GB per person a month by 2025



Problem

Research

Secondary

• Primary

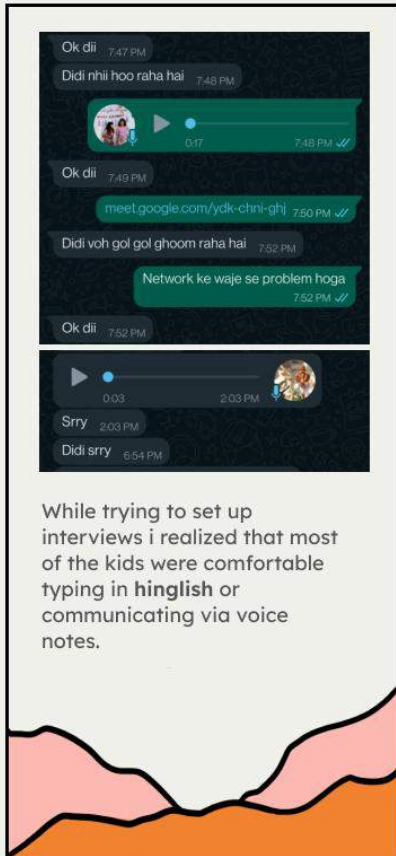
User

Ideation

Solution

GROUND
LEVEL

PRIMARY RESEARCH



While trying to set up interviews i realized that most of the kids were comfortable typing in hinglish or communicating via voice notes.

Key Learnings

Smartphone access

Children have access to a smartphone - either a personal one or one shared by the family.

Wasting time playing games

Access to smartphones results in increased time spent playing games.

Data Usage

Children end up over-using data consumption. having to recharge often - increasing household expenditure

Tuitions

Due to the pandemic, several govt school children are in need of tuitions to supplement their formal education.

5 in-depth interviews were conducted

Since The potential user base has access to smartphones and belongs to lower income groups, one on one interviews, in person or via phone call were best suited to get a fair understanding of the ground level situation.

Student

Class 6th

"We didn't have regular classes during the pandemic, which why I am not scoring well in the exams."

Student

Class 9th

"I try to learn online from YouTube when I don't understand something in school but i don't know who to ask when I have doubts."

Student

Class 8th

"My siblings and i share a phone for online classes, most of the times, we run out of data for everyone's class."

Mother

Children aged 13 & 15

"My children spend too much time playing games on the phone instead of focusing on studies, which is why i am looking for an NGO to give them tuitions."

Volunteer

Student at a private school

"I volunteered to teach an underprivileged child during the pandemic as part of a program run by an NGO, I realized most of these kids are very tech savvy."

Problem

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USER PERSONAS

User Groups

01
Learner

02
Volunteer



Vinod Kumar

Age : 13 years old
Grade : 8th grade
School : Govt. School

Background

Occupation

Mother : Househelp
Father : Electrician

Languages

Hindi : Read
 Write
English : Read
 Write

Vinod's family migrated to Gurgaon from their village in Bihar when he was 5 years old. Since agriculture was not very profitable, they moved in search of better job opportunities. They got him enrolled at a govt school attended by the rest of the children of his basti. During the Pandemic, his school managed to conduct online classes. Vinod's mother got him a second hand phone to attend online school. Several classmates of his would often come to his house to attend class and they would later play car racing games on that phone. Vinod is Tech Savvy and is able to successfully operate a smartphone.

Goals

He wants to get good grades in school. Vinod loves cars and wants to someday become a mechanical engineer.

He wants to be able to spend time on his phone without the guilt of a high phone bill

He wants to help his friends who had to drop out of school during the pandemic

Frustrations

"I am not very good at maths and often need to ask my friends for help, several times, even they don't know the answer."

"My mother often scolds me for spending so much time on the phone, because the monthly phone bill has increased."

"My textbooks are second hand and sometimes they are missing pages or are illegible."



Sakshi Sharma

Age : 15 years old
Grade : 11th grade
School : Private School

Background

Occupation

Mother : Startup Founder
Father : CA

Languages

Hindi : Read
 Write
English : Read
 Write

Sakshi has been born and brought up in Gurgaon, she has been in the same school since the very beginning mainly because it is very difficult to get a seat in most good private schools in Gurgaon. She used to visit an NGO once a week to teach children English however, those visits stopped during the pandemic. She will be applying to colleges abroad and is thus, looking to acquire as many certificates as she can for work experience and social service as she can get. Vinod is Tech Savvy and is able to successfully operate a smartphone.

Goals

She wants to be able to get into a good college in USA.

She wants to get an internship this summer

She wants to open her own NGO someday.

Frustrations

"I am often unable to participate in a lot of extracurricular activities because of academic pressures."

"Colleges in USA require proof of social service, I did work with an NGO but I have nothing to show for it."

"I often end up spending too much time on my phone and my studies get neglected."

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SOLUTION IDEATION



The DIKSHA platform offers engaging learning material, relevant to the prescribed school curriculum, to teachers, students and parents.

Application - usage metric



The Diksha mobile application is being extensively user base across India. It has a rich E-resource library. Through design interventions, this application can become more engaging, interactive and inclusive.

Competitor Analysis

	Learning Incentives	Interactive Learning	E-Resources	Doubt Clearing	Age Group
SWAYAM Portal	●	●	✓	●	9th-PG
DIKSHA Portal	●	✓	✓	●	1st-12th
E PATHSHALA	●	●	✓	●	1st-12th
Free e-Learning platforms developed by the Government of India					

INTERVENTIONS - DIKSHA 2.0



Gamified Learning

In order to encourage children to fruitfully utilize their time when using their phones. Gamifying the learning process helps increase students interest levels.



Incentivized Teaching

As a peer learning platform, student volunteers are provided with certificates for the number of hours they spend clearing doubts. Rating feature ensures accountability.



Data Calculator

In order remind students to be mindful of their data usage and help them plan their screen time better.



Doubt Clearing

Interface that allows students to track their learnings, set targets and goals. It also allows them to get their doubts cleared in real time.

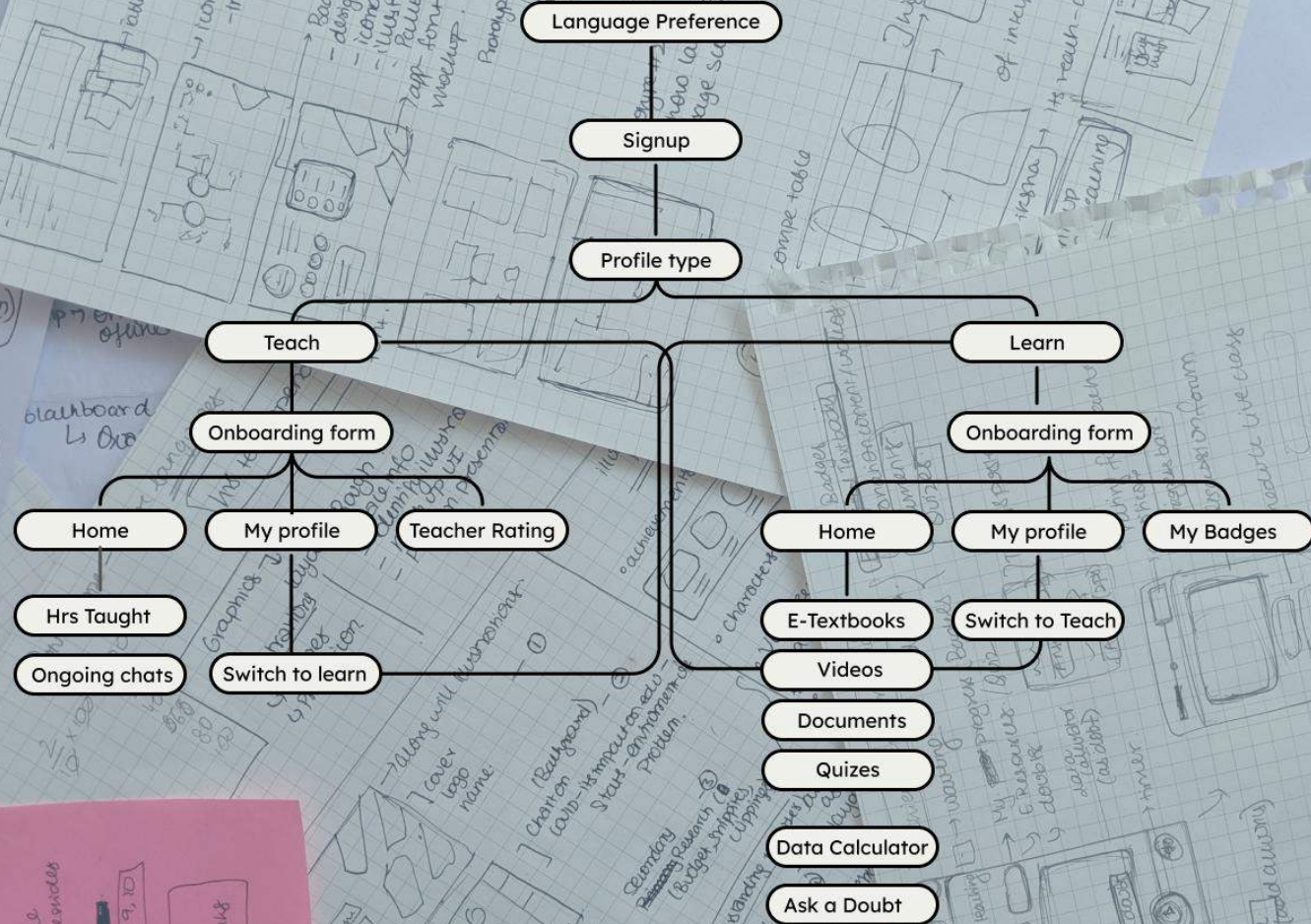
Research

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APPLICATION USER FLOW



Problem

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DESIGN SYSTEM



Heading 1

Heading 2

Heading 3

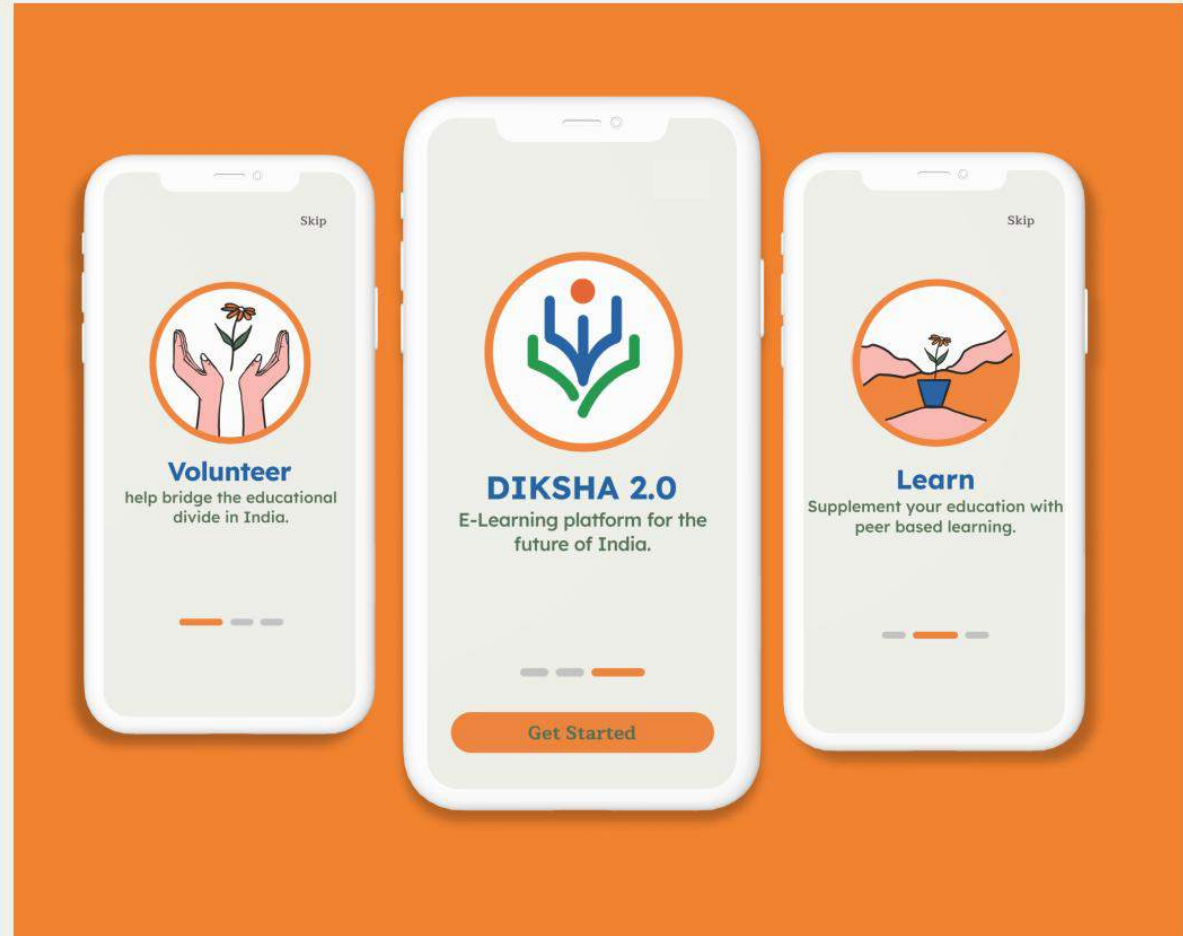
Heading 4

Body 1

Body 2

Lexend Deca
Primary Typeface

Maitree
Secondary Typeface



Volunteer



Learn



Data Calculator

Find out how much how much data has been used and how much remains. Plan screen time, downloads and streaming better while also being mindful of data consumption.

My Badges



Hello Vinod
Let's start learning

Switch to teacher profile

E-Textbook Videos Documents Quizzes

349MB used



Congrats! You have sufficient data to access all features of this app.

Got a doubt? Ask away!

Select subject

Enter your question here

Ask

Gamified Learning

Collect badges for learning on the Diksha 2.0 app. Unlock learning levels based on time spent reading E-material, asking doubts and completing quizzes.



In "He's as good as gold" what figure of speech has been used?

10:35 am

Hi Vinod!
The figure of speech is simile.
Hope this helps!

10:36 am



10:35 am

Enter follow-up question here



Doubt Clearing

Chat with verified student volunteers, get doubts cleared in real time.

Progress Tracker

A redesign of the Diksha interface to allow learners to view their progress and download files based on data available.

My Badges



Hello Vinod
Let's start learning

E-Textbook Videos Documents Quizzes

English

Honeydew English
Class 8, English 10%



English Reader
Class 8, English 90%

Honeydew Workbook
Class 8, English





Volunteer



Learn

Peer Rating
Rating feature ensures accountability. Students rate volunteers based on their answers.

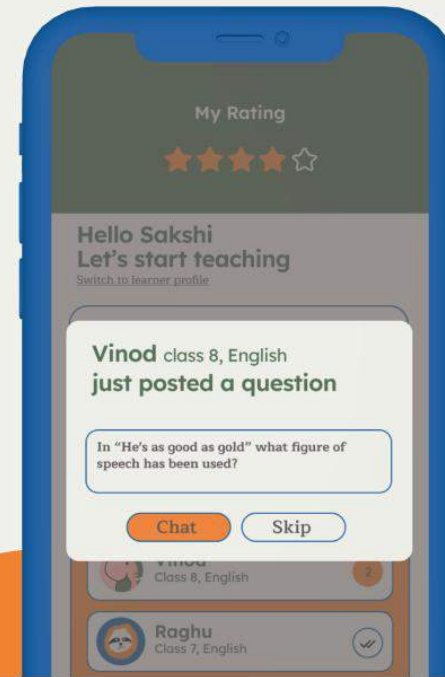


Incentivized Teaching
As a peer learning platform, student volunteers are provided with certificates for the number of hours they spend clearing doubts.



Profile Building
Doubt Clearing Chat with verified student volunteers, allows learners to get their doubts cleared in real time.

Doubt Notification
Volunteer gets notified every time a learner posts a doubt (Based on subjects and board selected by volunteer)





THANKS
FOR WATCHING :)