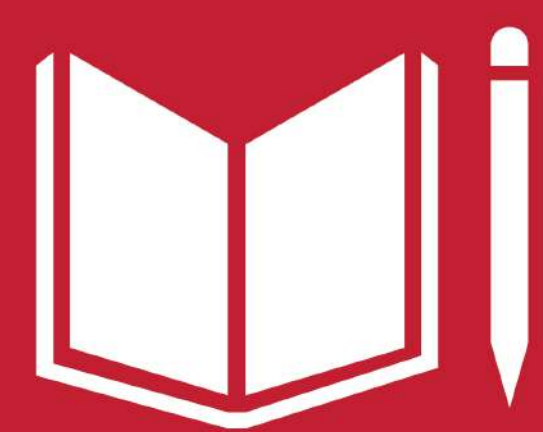


Veda-shala

Overview

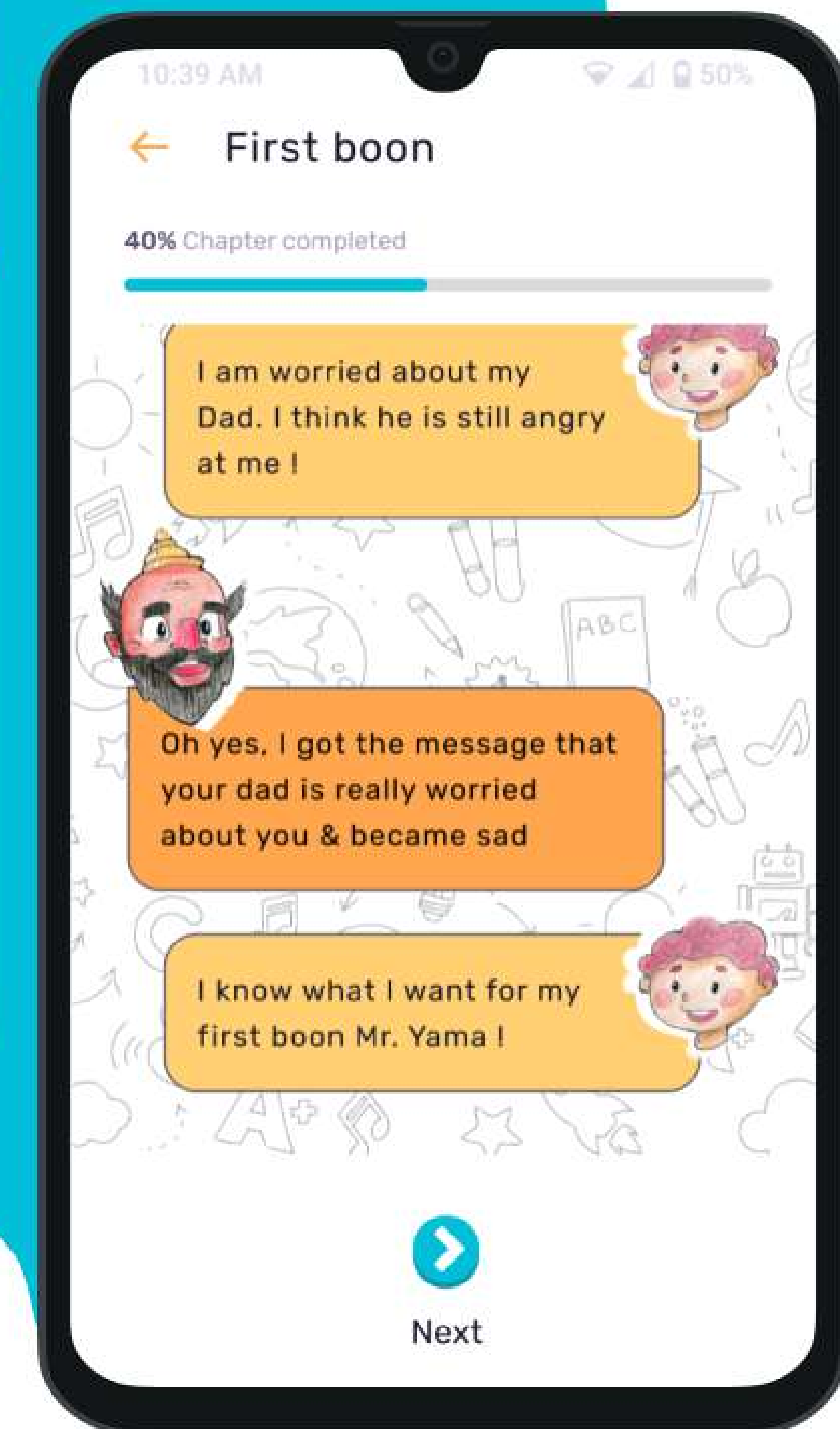
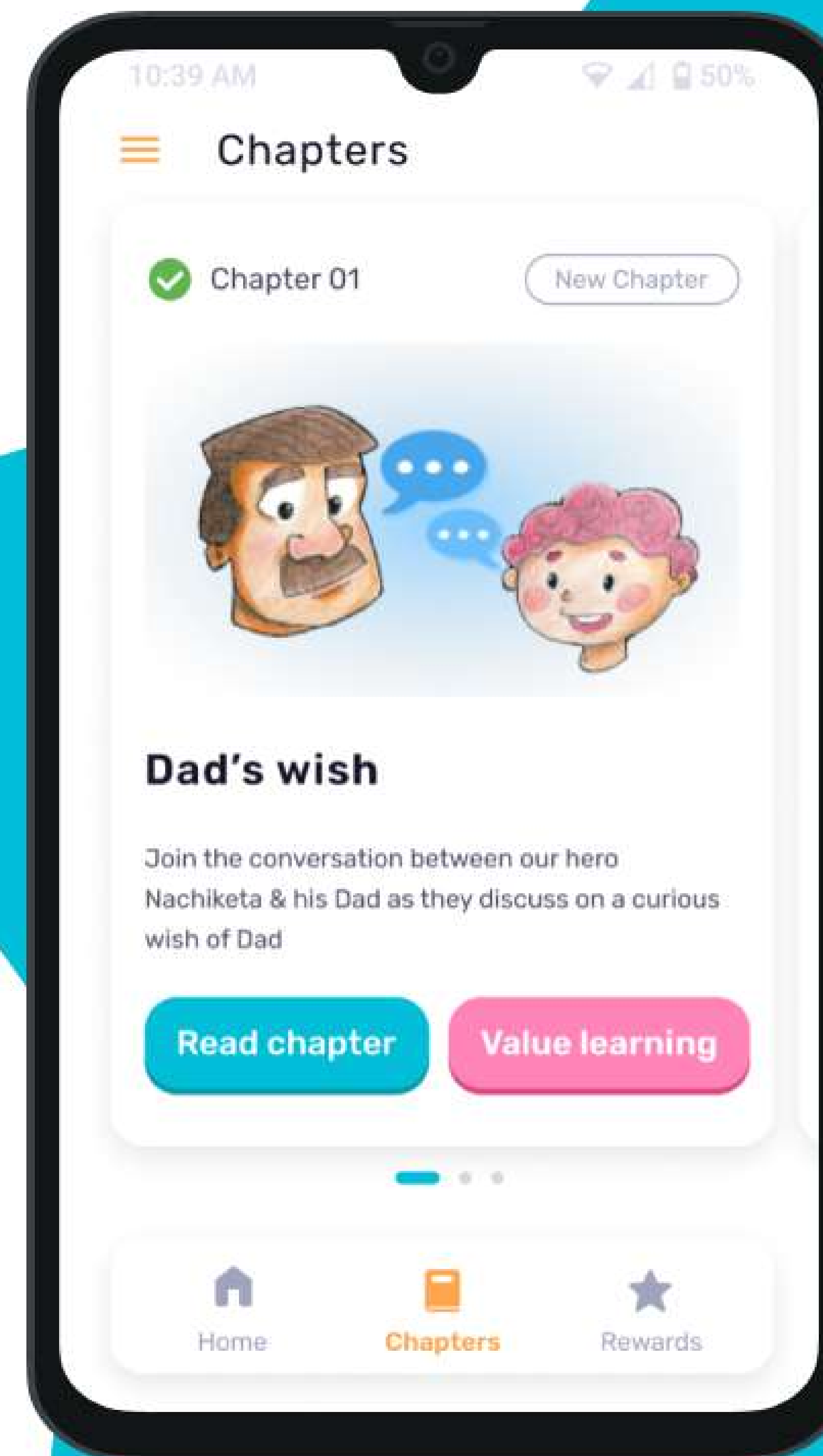
An interactive experience for children of age 10+ yrs to explore the Indian ancient scripture- Katha Upanishad & its teachings in modern context

4 QUALITY EDUCATION



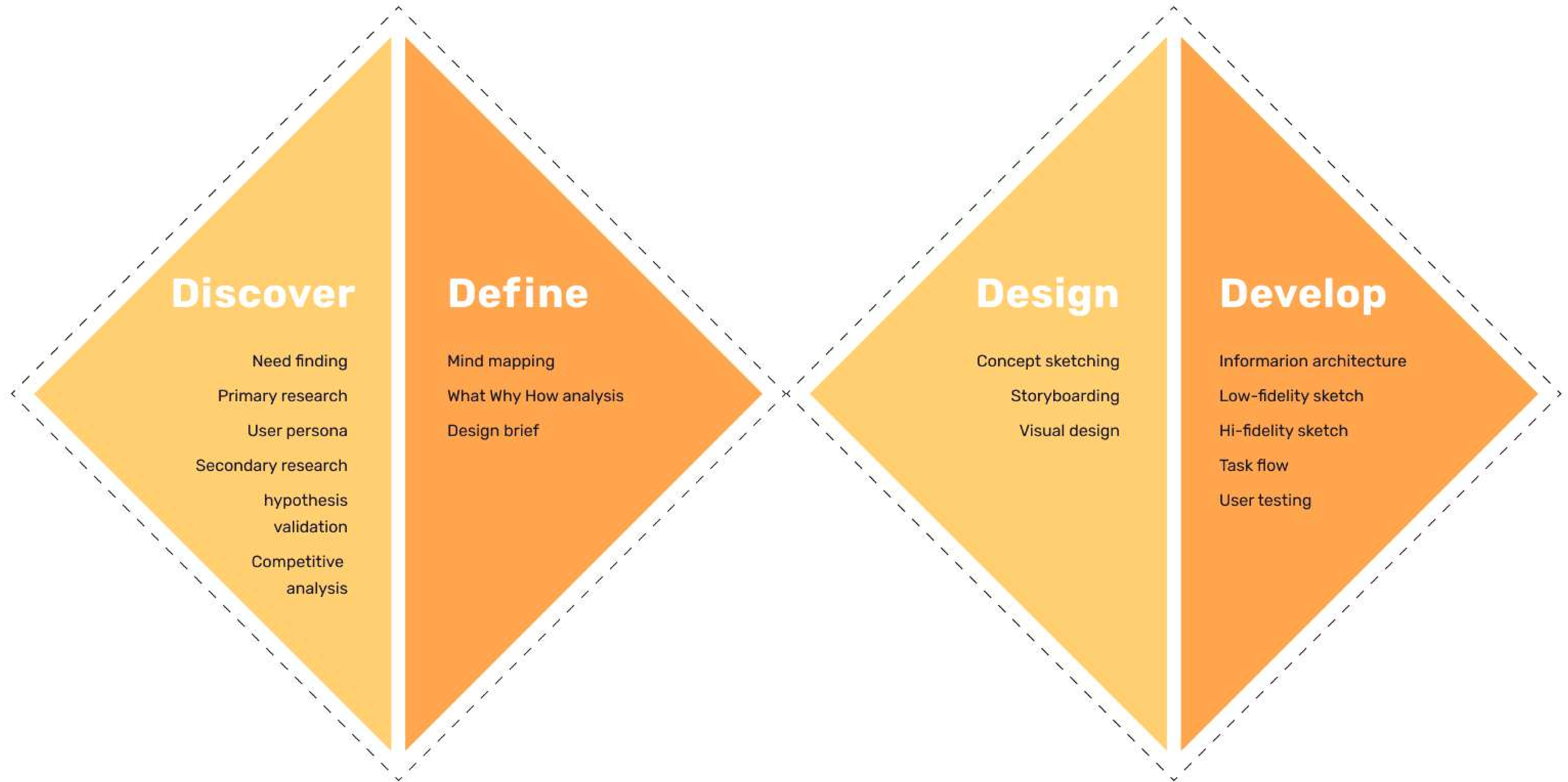
Target- 4.7

Promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development



Design process

The design process- 'Double Diamond' was followed for the project



Primary Research

1 to 1 user interview was conducted with mother & child to understand the needs & gaps of teaching values to the school children from the perspective of parents

Few of the questions asked were:

- How parents are ensuring the learning of values in the age of smart devices ?
- How value learning is different from your generation to this generation?
- Perspective on teaching the values from ancient scriptures like upanishads & Vedas ?
- What are the devices & platforms used for the education
- What are the types of content that the children are consuming for learning ?



Few interview insights

"Children are spending more time on the smartphones"

"Its important for me to know what content they are watching"

"Children are anyways spending a lot of devices, it would be better if they learn values through that"

"This generation is very curious & I would definitely want my child learn something interesting"



Anjali Khurana

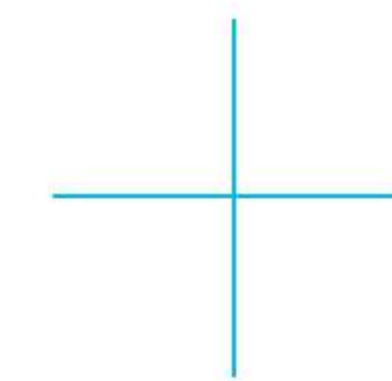
Concerned mother

Demographics:

- Age 39
- House wife
- Lives in a joint family in Delhi

Technical knowledge:

- Owns a smartphone
- knows how to use basic apps like whatsapp, youtube

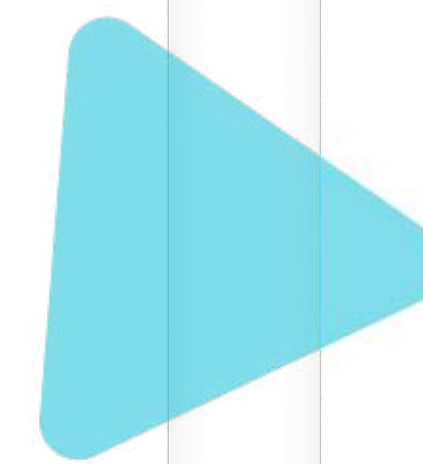
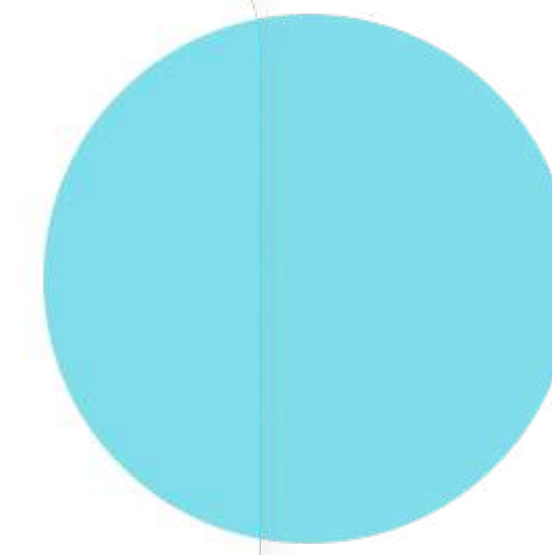


Needs:

- Want to be a active participant in the study activities of her child
- Wants to supervise on the content being consumed by her child

Aspirations:

- Want her child to learn the values like being humble & become independent
- Wants her child to stand out of the crowd & becomes a successful person



Shubh Khurana

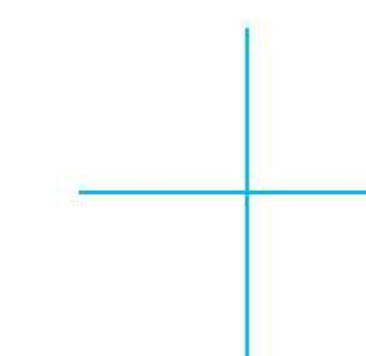
Curious son

Demographics:

- Age 11
- Studies in 6th grade
- English medium

Technical knowledge:

- Knows how to operate apps like MS teams for lectures
- Uses youtube, educational apps, whatsapp on mother's phone

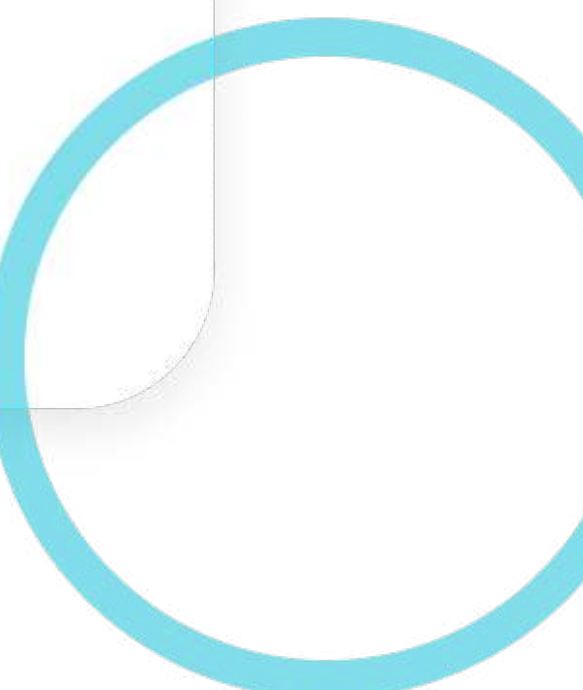


Needs:

- Wants to study well
- Loves the content on his educational apps
- Loves reading stories

Aspirations:

- Wants to be like his favourite character- Spiderman & wishes to become strong like him



Secondary Research

A press release by the Ministry of Education in Aug 2021 introduced Indian Values in School Education

The NEP (National education Policy) 2020 also puts a strong emphasis on adding ethos in terms of culture, ancient knowledge

'Vedas to Metaverse': How education ministry's R-Day tableau mirrored NEP 2020



By CNBCTV18.com | Jan 27, 2022, 01:27 PM IST (Updated)

Mini

Themed "Vedas to Metaverse", the ministry's tableau displayed India's rich education history and its future potential in technology in science.



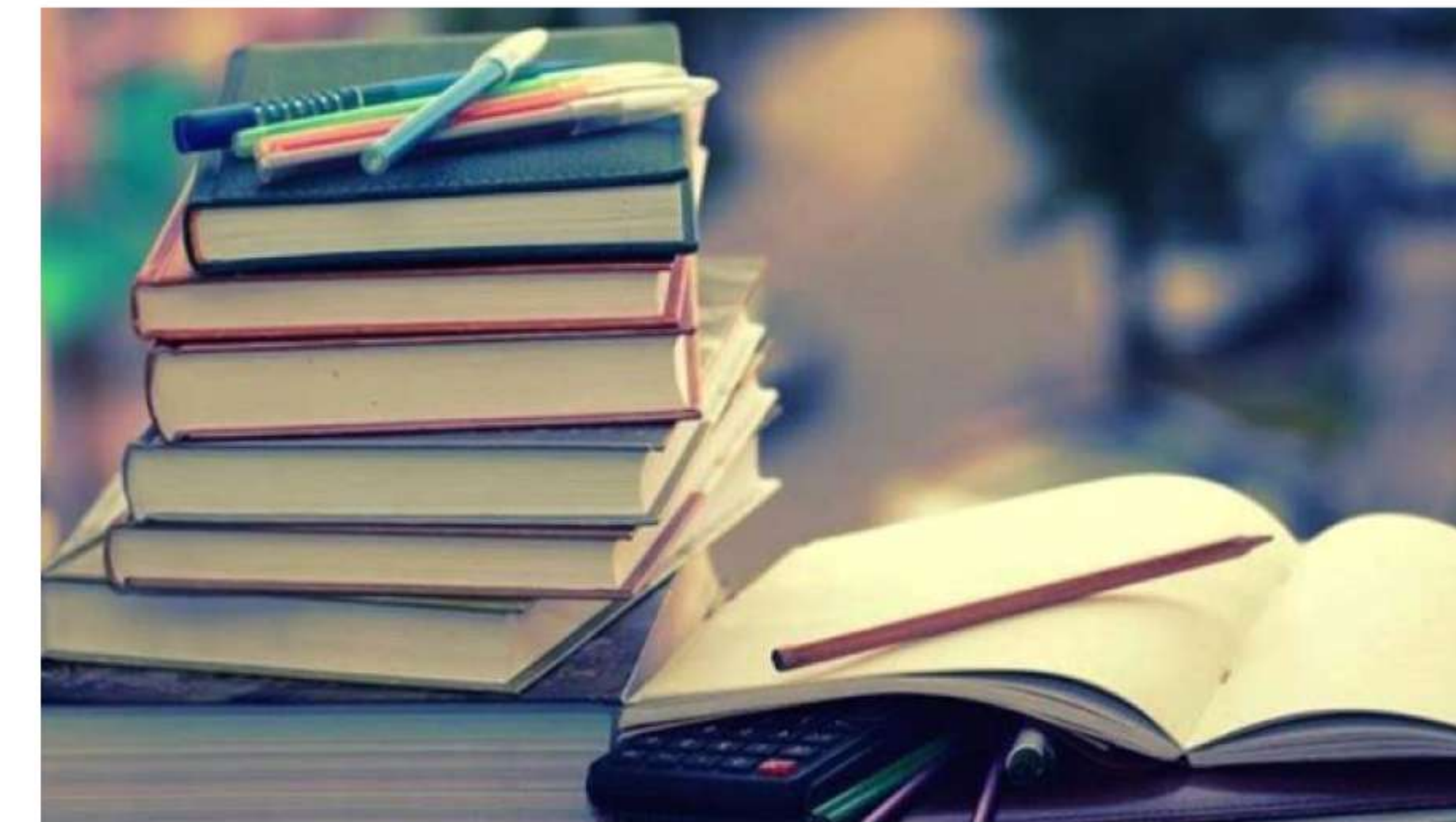
The Ministry of Education and Skill Development showcased various aspects of the National Education Policy (NEP) through its tableau at the 73rd Republic Day parade on Wednesday. Themed "Vedas to Metaverse", the ministry's tableau displayed India's rich history of education and its future potential in technology in science.

Central government plans to set up board to promote Vedic education

Experts of Sanskrit language and mathematics will also be implemented through the process.

Written by [FE Online](#)

May 16, 2022 10:46:44 am



The NEP 2020 has emphasised on the promotion of Veda in the educational discourses.

Central government is to formulate a Veda-based education board under the Ministry of Education, in order to promote Vedic education in India. The board is likely to work as per any other educational board in the country. Experts of Sanskrit language and mathematics will also be implemented through the process.

NATIONAL

Review school texts to include wisdom of the Vedas, other scriptures: Parliamentary panel



SPECIAL CORRESPONDENT

NEW DELHI: DECEMBER 01, 2021 09:07 IST
UPDATED: DECEMBER 01, 2021 22:30 IST

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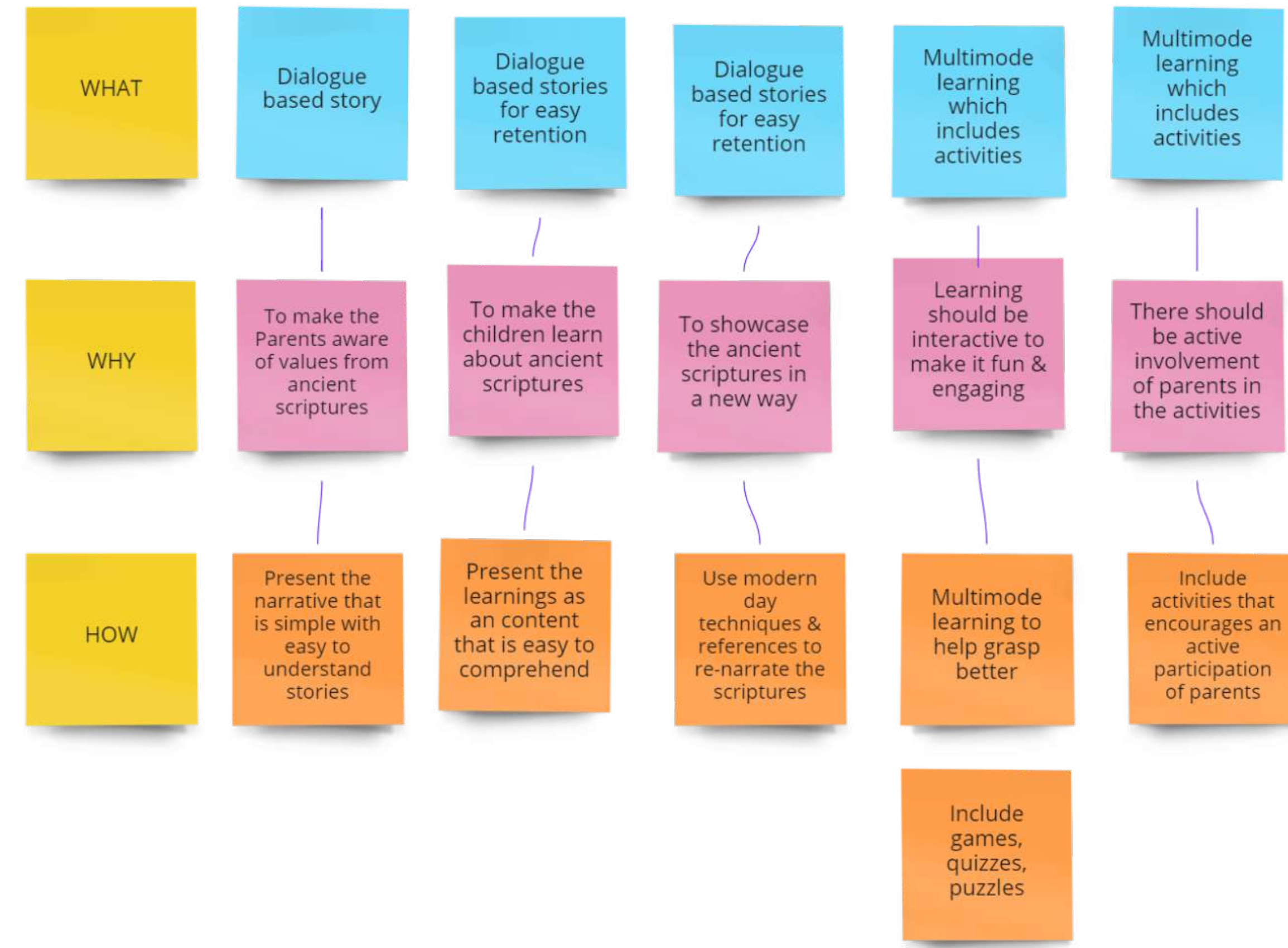
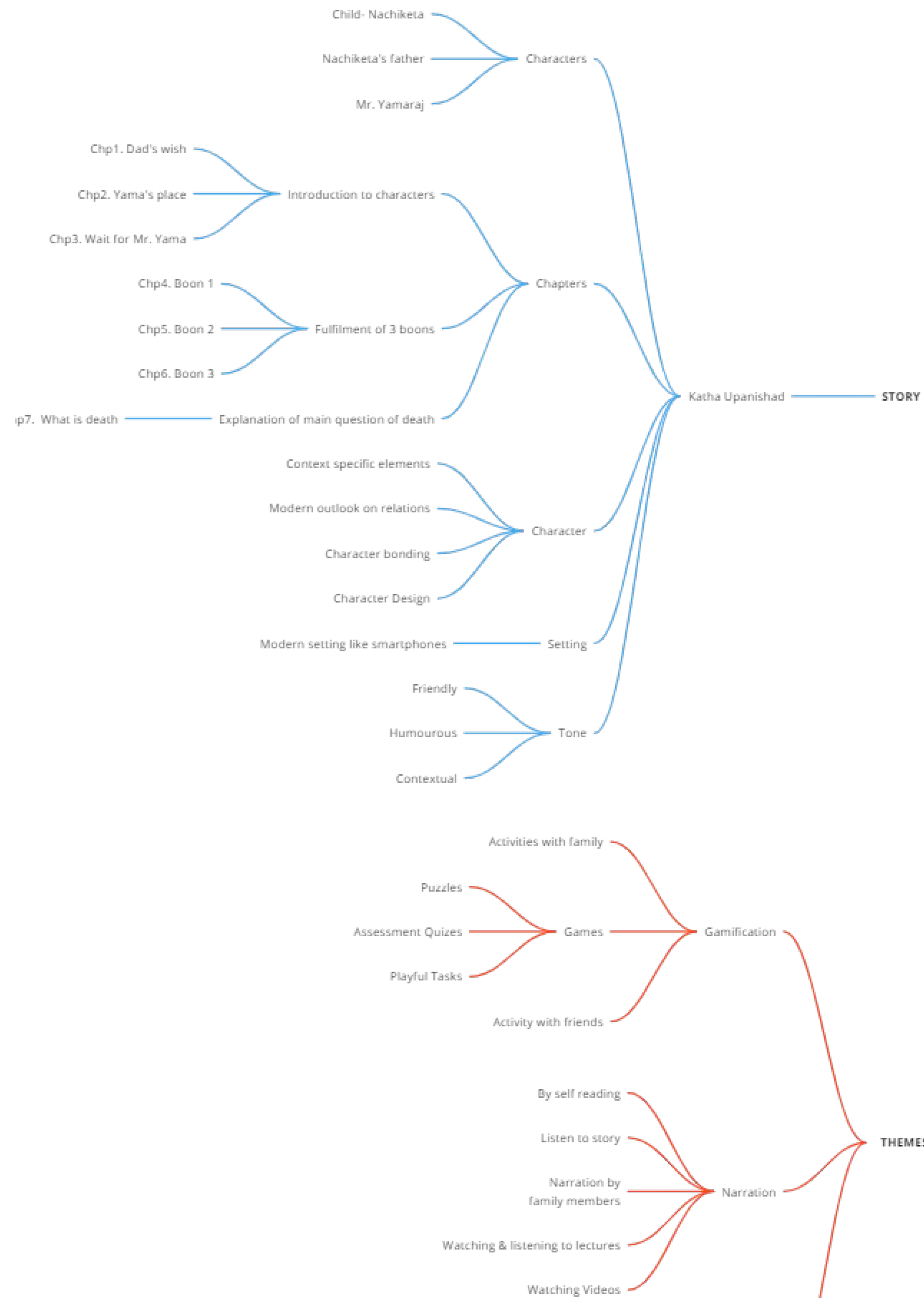


Many historical figures and freedom fighters incorrectly portrayed as offenders, says panel

School textbooks should incorporate the "ancient wisdom, knowledge and teachings about life and society from the Vedas and other great Indian texts", according to a Parliamentary panel on education. History textbooks should also give greater importance to unknown freedom fighters, women heroes, the empires of the Deccan and the history of the Northeast, and the Sikh and Maratha

Mindmapping

I created a mind map to understand different characteristics that needed to be included in retelling the narrative of the Katha Upanishad



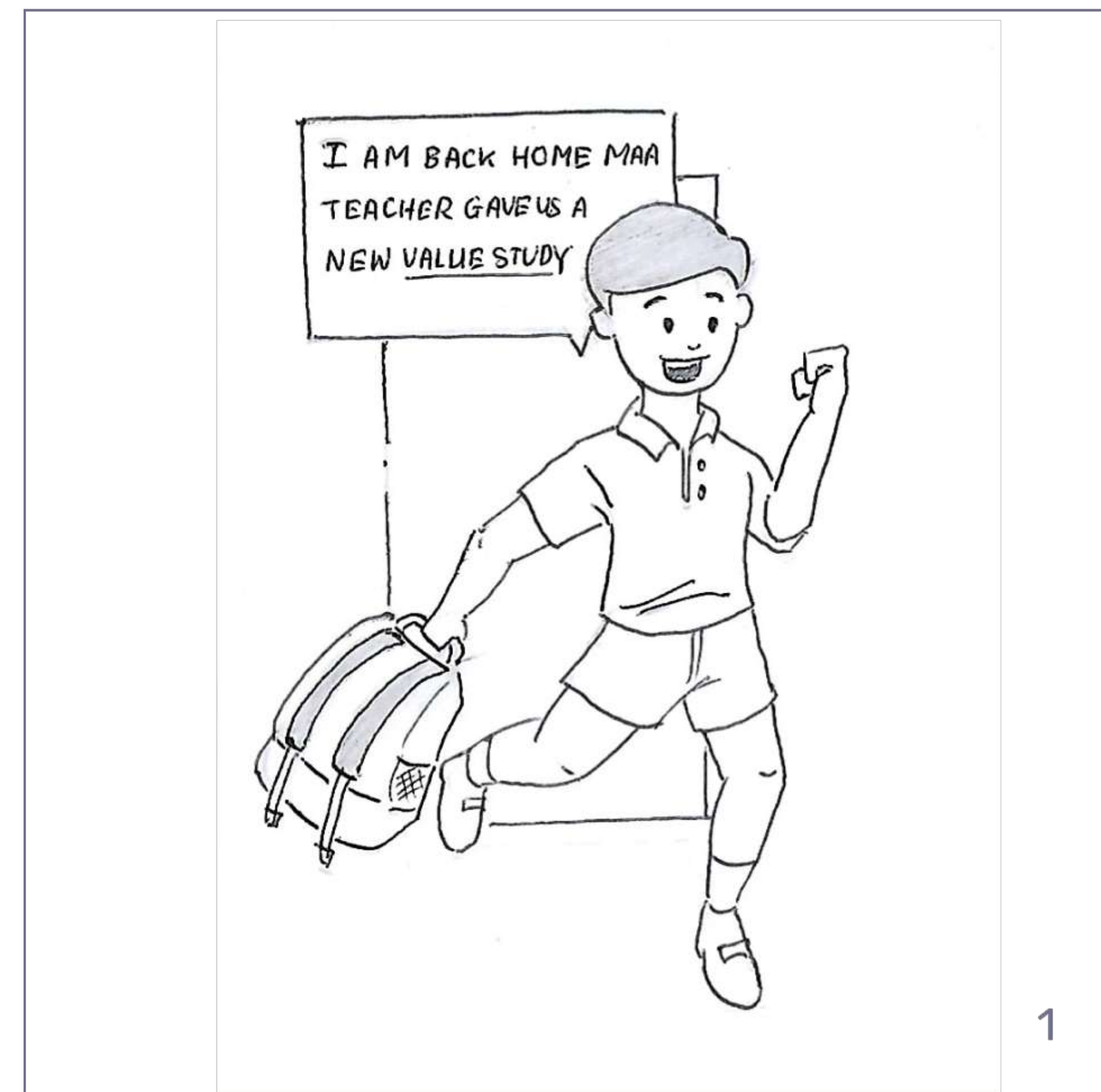
What Why & How - Analysis

Further What, Why & How analysis was done to from the Mind map to better understand the specific requirements of the solution



Storyboarding the concept

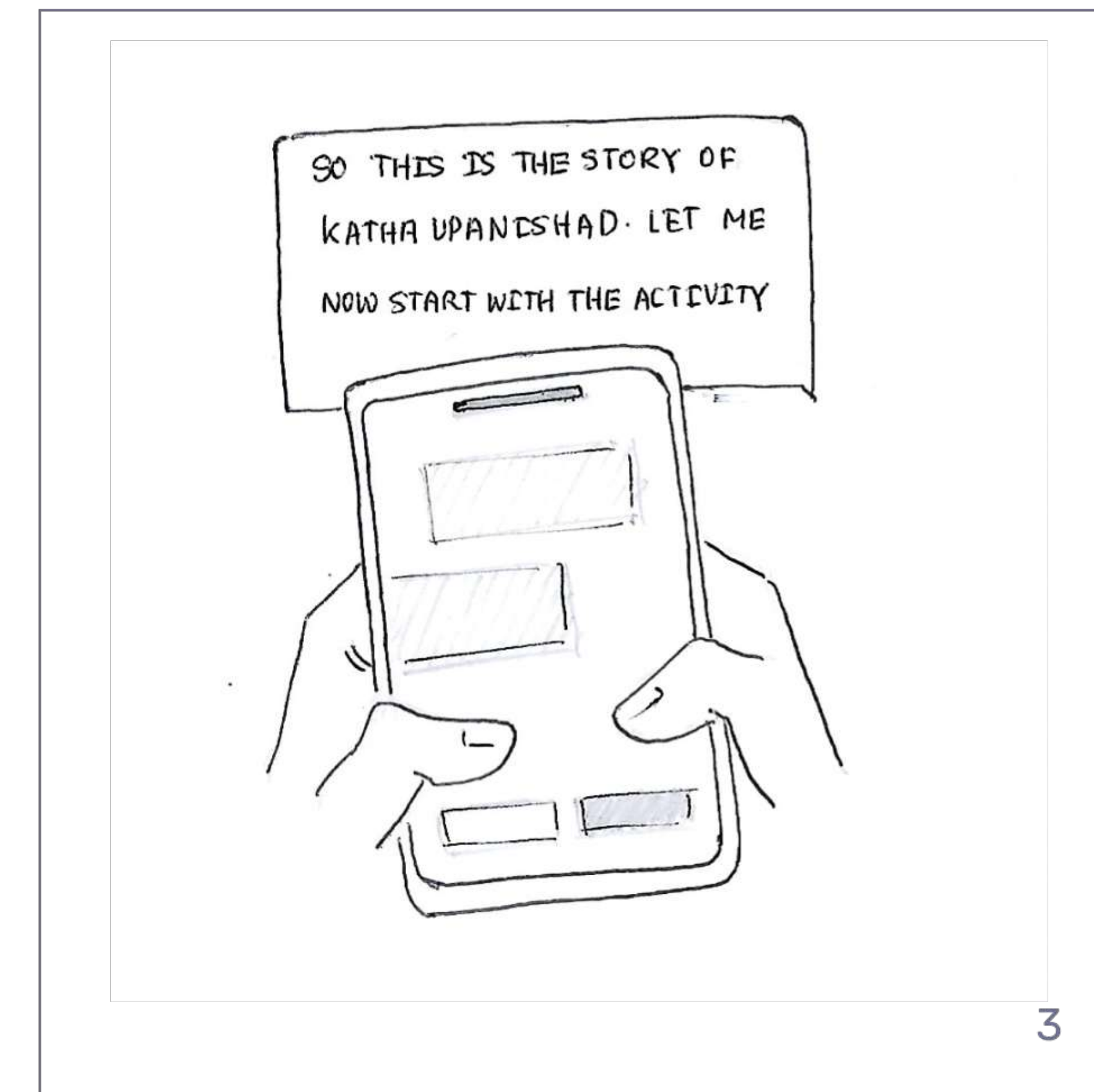
The working concept was envisioned using storyboarding the scenarios with the solution in use



Shubh returns home from school & is excited about the new value study that teacher gave him to study as a part of the value education course



He takes the smartphone from his mother & opens up the new chapter from the kathaupanishad learning app



He finishes reading the interactive chapter & learns the story in a fun way. Now he begins with the activities that needs to be done for completing the study



He starts the activity with his mother. She instills the the cores values from the chapter in Shubh & make him understand using the helpful examples from the app



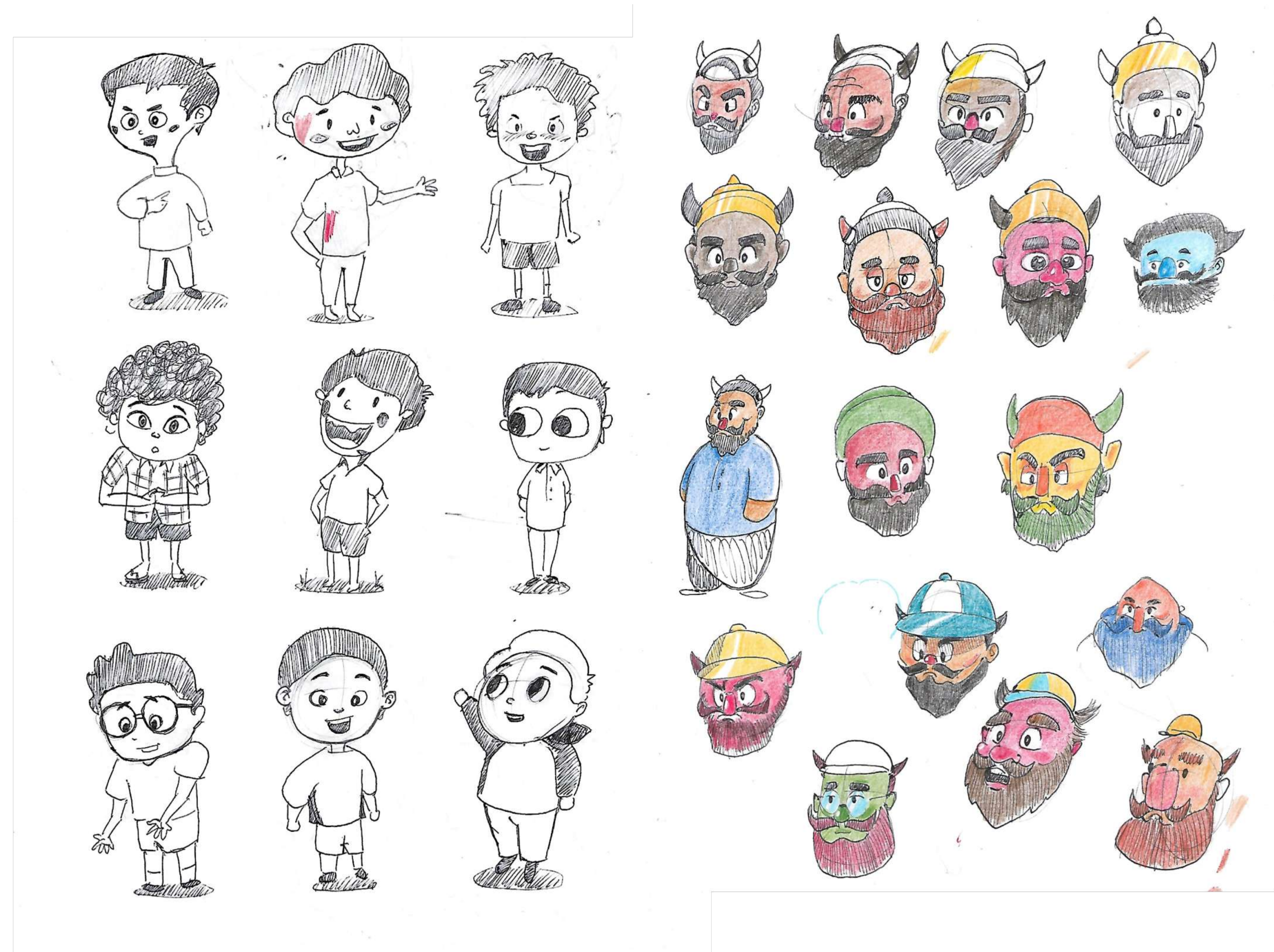
He then goes off to play with his friends where he shares his learning & encourages everyone to learn values as a part of the friend activity from the app



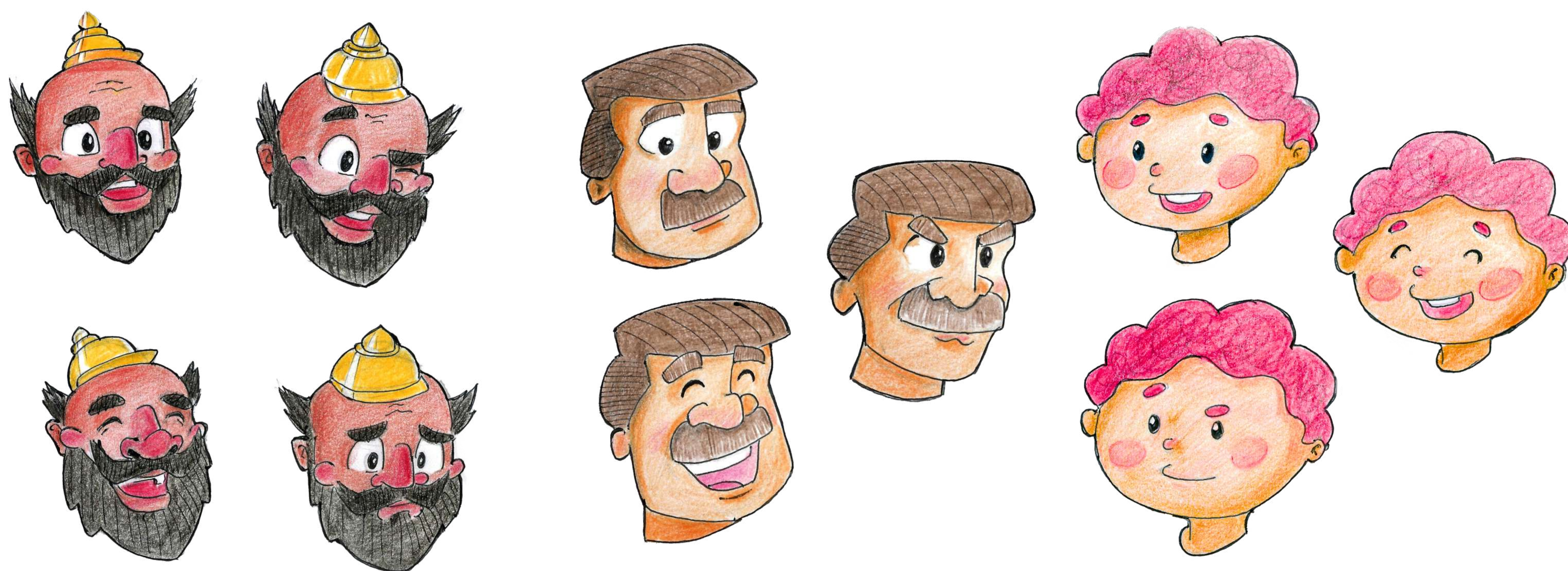
On the way back home he helps an elderly to cross the road. This is the solo activity done from the app that helped him learn the value in an integrated manner

There are three main characters in the Katha Upanishad that would be a part of the interactive app- Nachiketa, Nachiketa's dad & Yamaraj

I decided to move away from the traditional look as per how it is represented in the existing media. Instead I tried to present characters in a cartoonish modern avatar

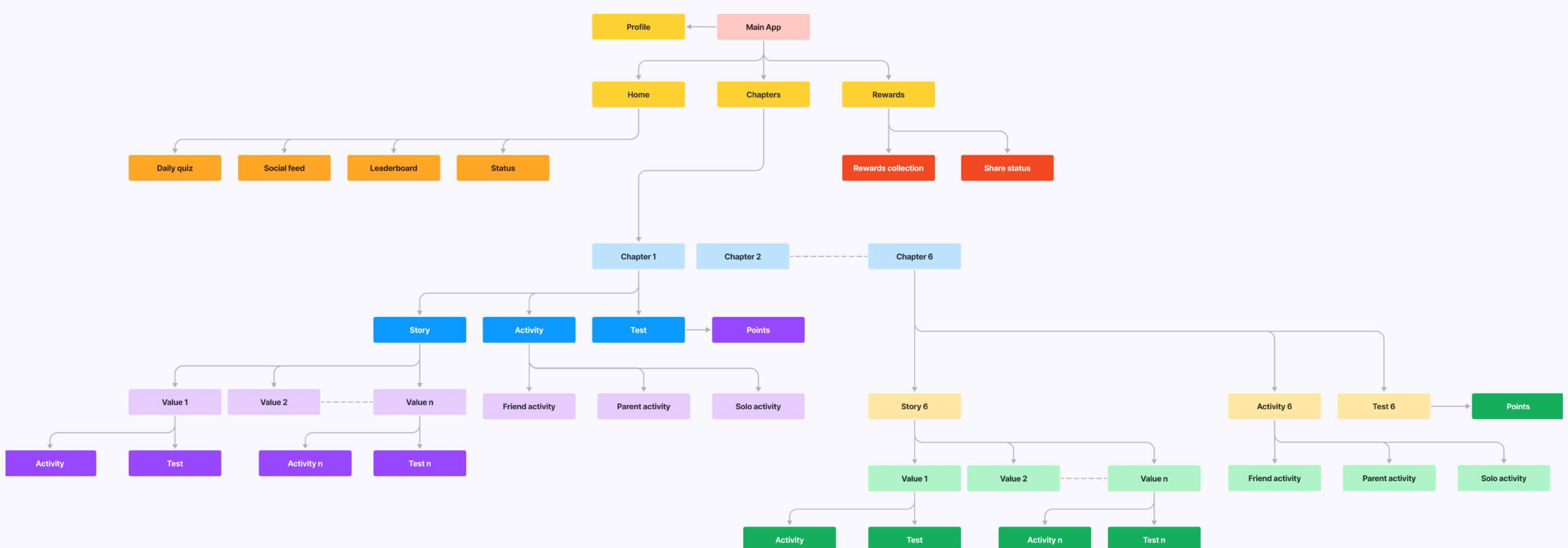


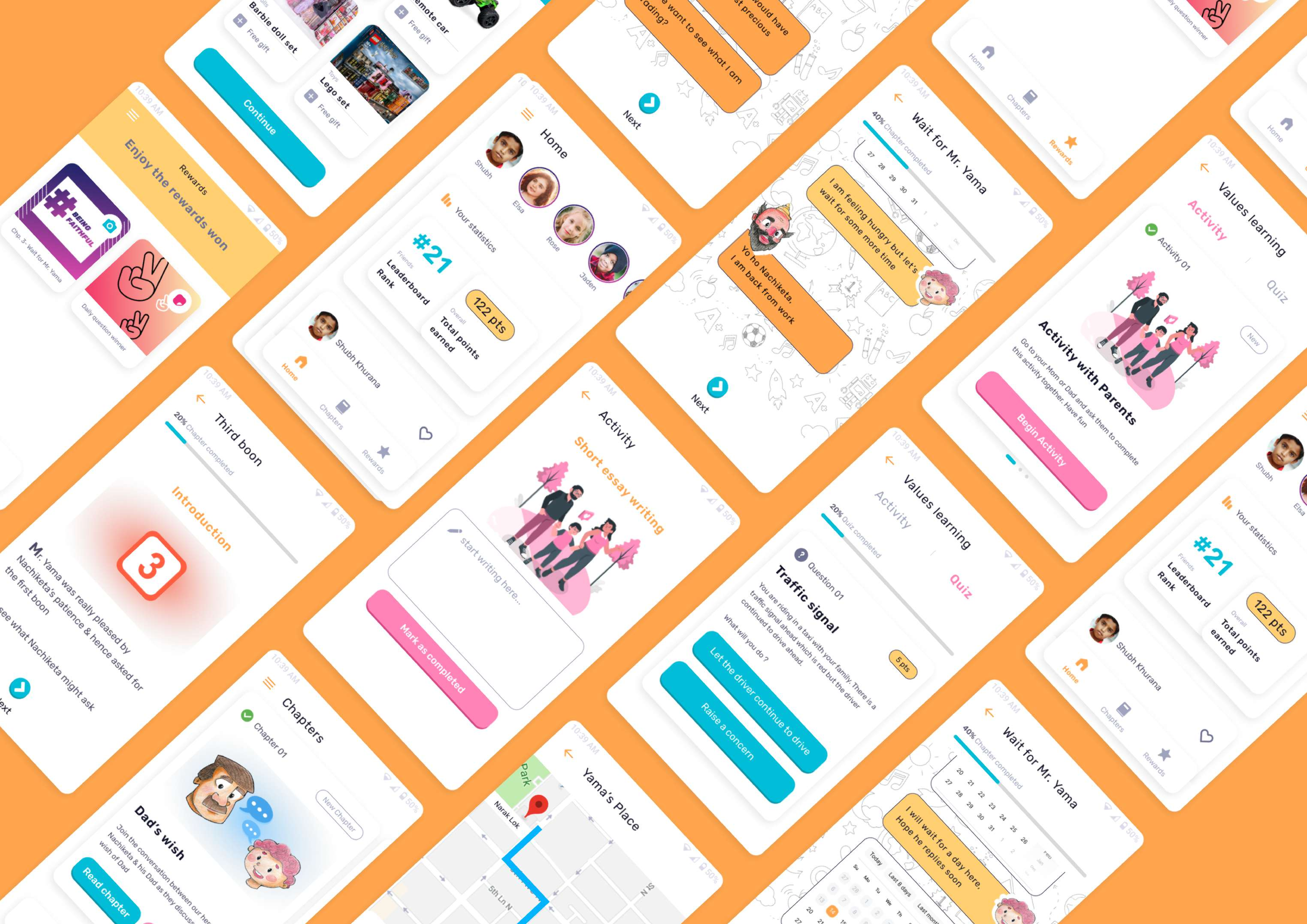
Finalized characters



Information Architecture

An architecture was designed connecting the separate components within the app





Barbie doll set
Free gift

Remote car
Free gift

Toys
Lego set
Free gift

Continue

10:39 AM

Enjoy the rewards won

Rewards

BEING FAITHFUL

Daily question winner

10:39 AM

Home

Shubh
Elsa
Rose
Jaden

Your statistics

#21 Friends Leaderboard Rank

122 pts Overall Total points earned

Shubh Khurana

Home Chapters Rewards

I would have
most precious

I want to see what I am
reading?

Next

10:39 AM

Wait for Mr. Yama

40% Chapter completed

27 28 29 30 31

I am feeling hungry but let's
wait for some more time

Yo ho Nachiketa.
I am back from work

Next

Home

Chapters

Rewards

10:39 AM

Values learning

Activity

Activity 01

Activity with Parents

Go to your Mom or Dad and ask them to complete this activity together. Have fun

Begin Activity

Shubh
Elsa

Your statistics

#21 Friends Leaderboard Rank

122 pts Overall Total points earned

10:39 AM

Third boon

20% Chapter completed

Introduction

3

Mr. Yama was really pleased by
Nachiketa's patience & hence asked for
the first boon

see what Nachiketa might ask

Next

10:39 AM

Activity

Short essay writing

start writing here...

Mark as completed

Yama's Place

Narak Lok

5th Ln N

N S

10:39 AM

Values learning

Activity

20% Quiz completed

Quiz

Question 01

Traffic signal

You are riding in a taxi with your family. There is a traffic signal ahead which is red but the driver continued to drive ahead.

What will you do ?

5 pts

Let the driver continue to drive

Raise a concern

10:39 AM

Wait for Mr. Yama

40% Chapter completed

20 21 22 23 24 25 26
27 28 29 30 31

I will wait for a day here.
Hope he replies soon

Today

Su Mo Tu We Th Fr Sa

Last 8 days

Last month

Shubh Khurana

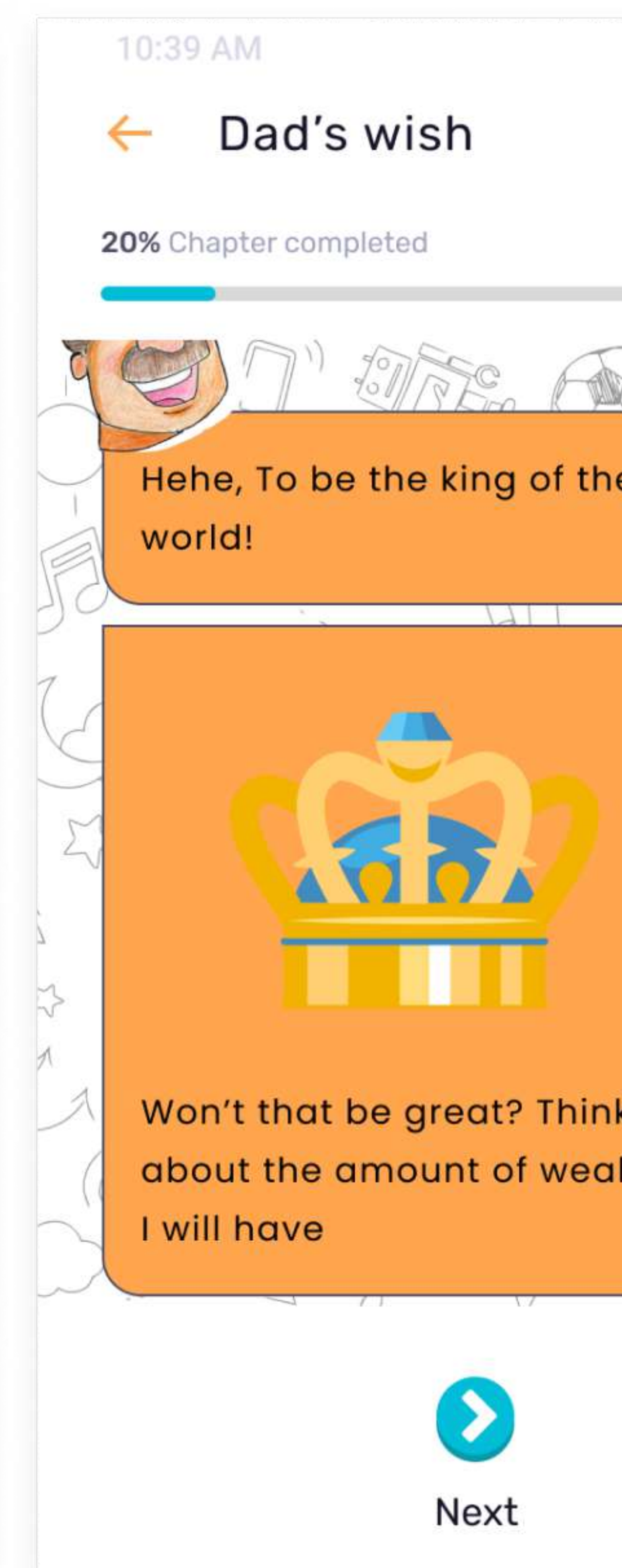
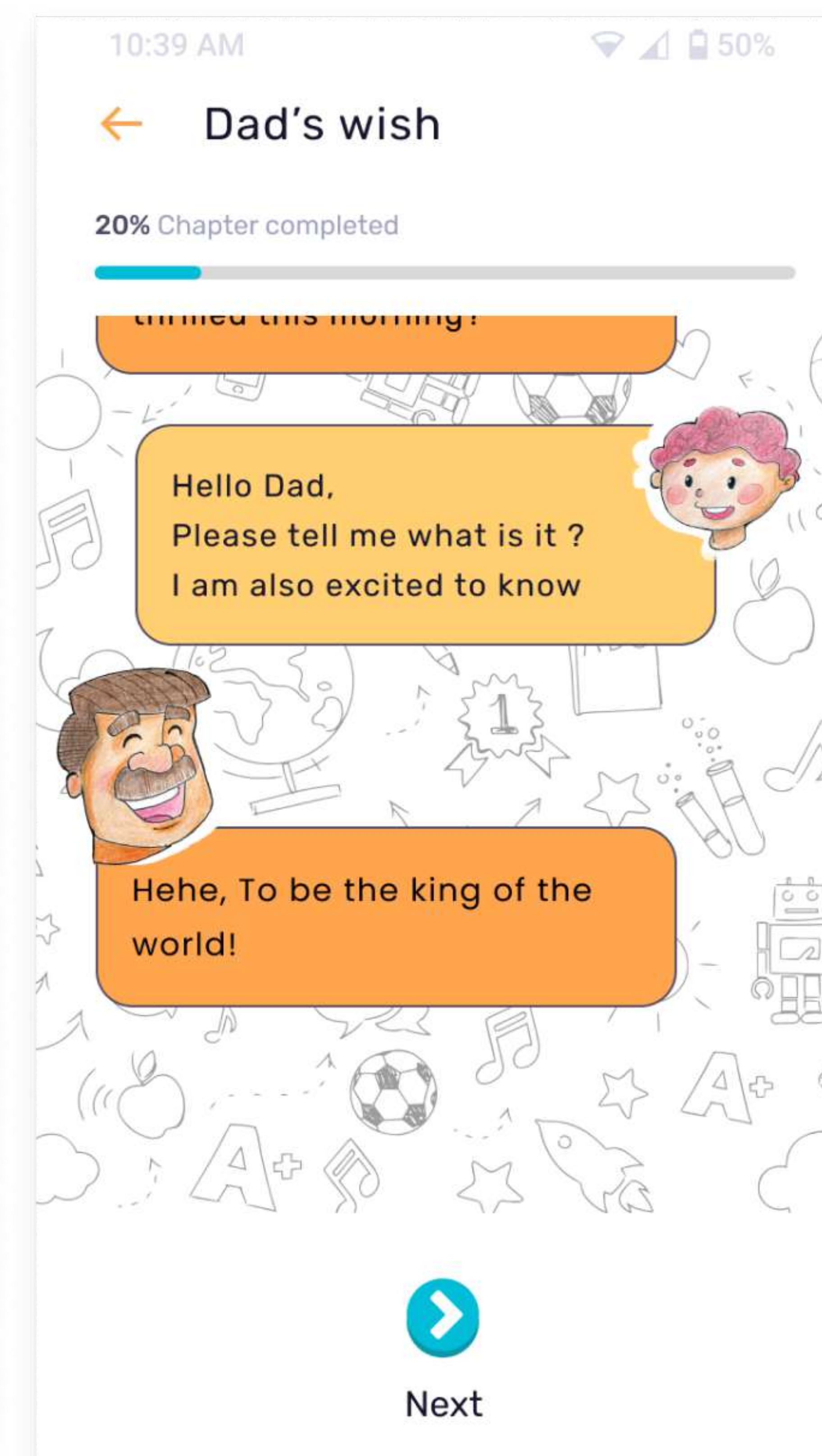
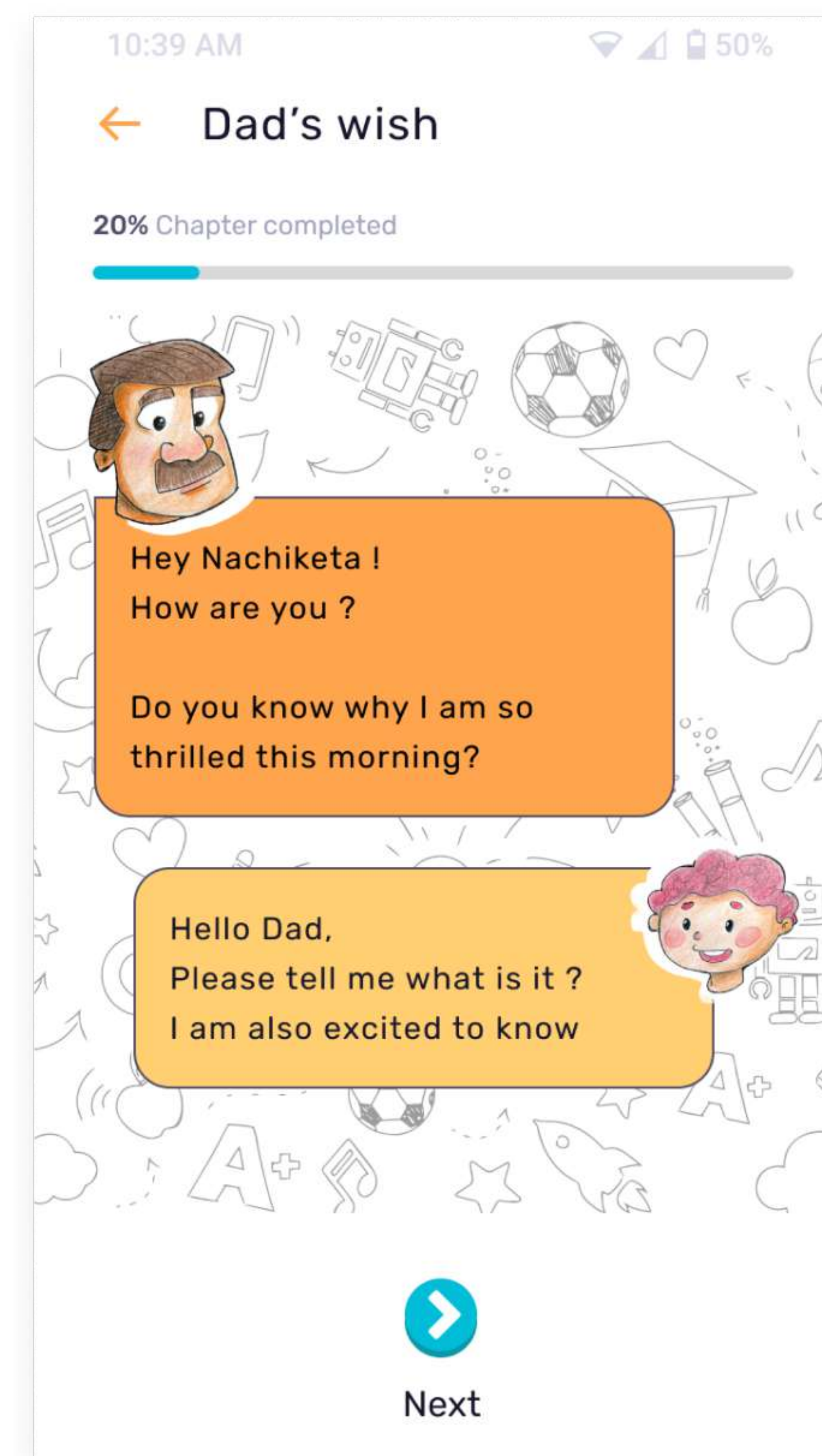
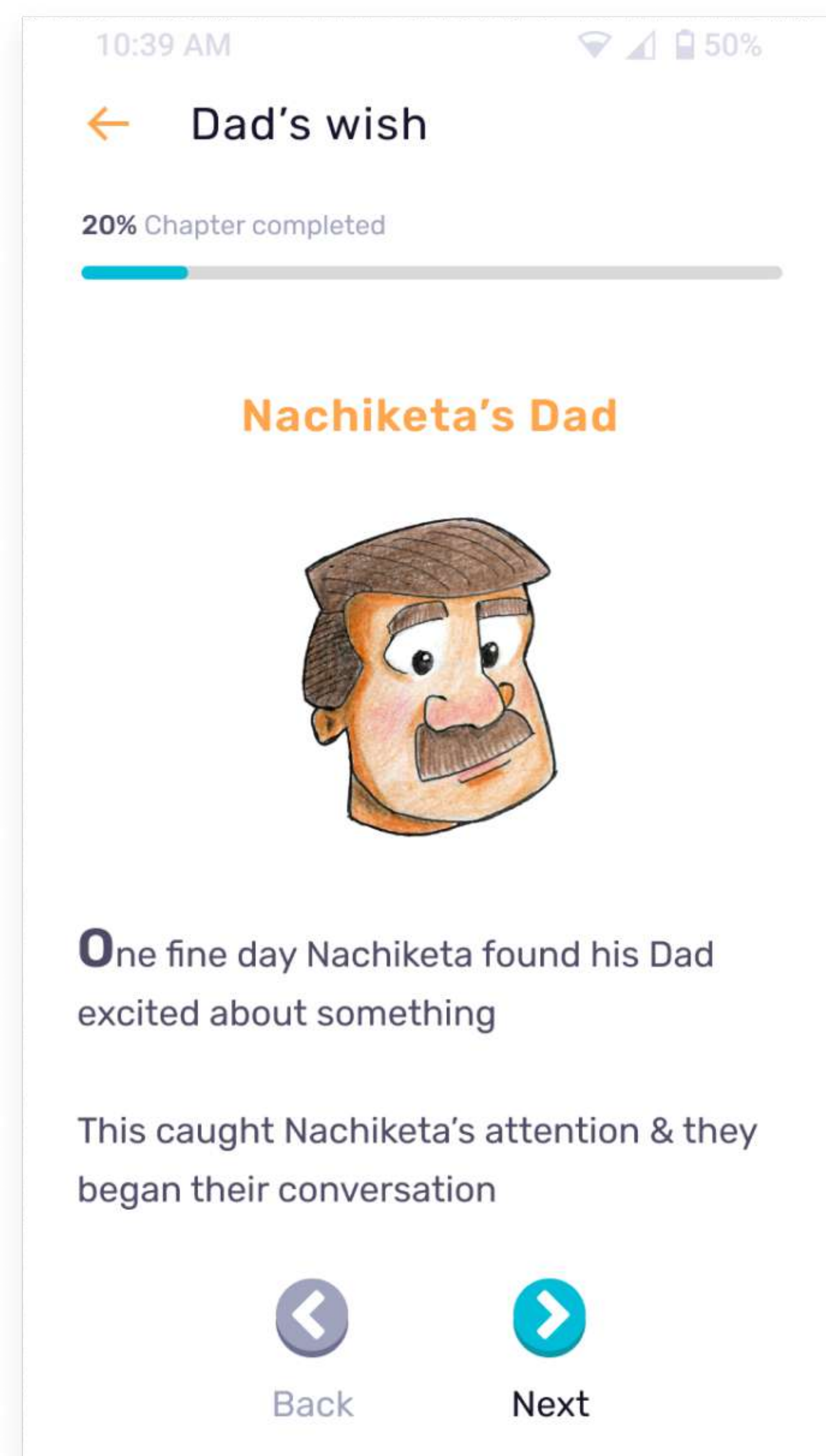
Home Chapters Rewards

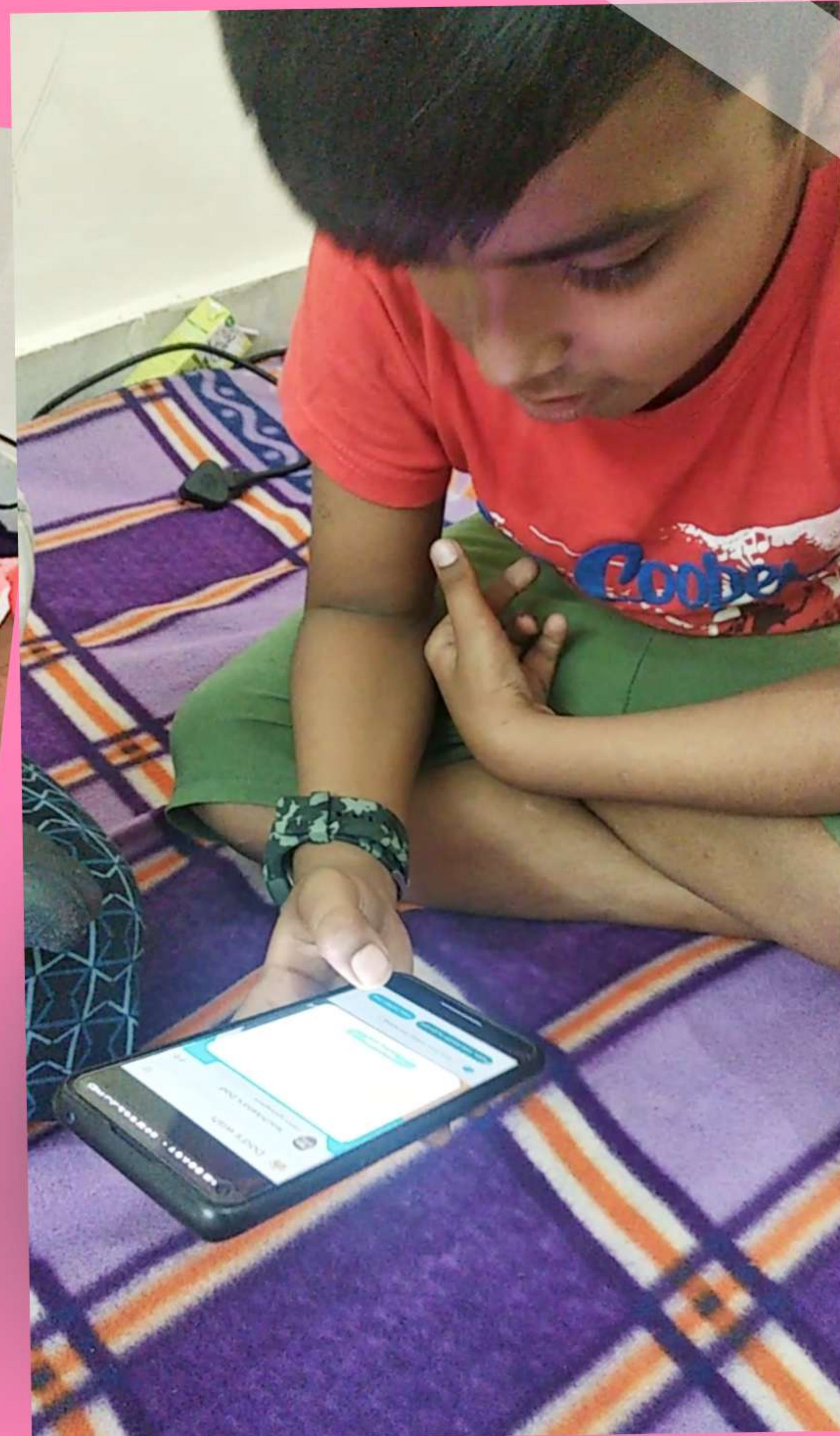
App screens

[Link to prototype](#)

Chapter flow

This is the main flow of the app that takes on an interactive dialogue between characters to narrate the story





User testing

I did a user testing with 2 school going children of age 11 & 12 yrs respectively to assess the user flow & if the user is able to navigate through the app

Both the users were able to complete the main flow & could understand the story