



CASE STUDY

MICROSOFT IQPC

DESIGN RESEARCH & UI DESIGN FOR IQPC PROJECT



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BACKGROUND

Online education is still at a very nascent stage in India even though there is a big potential for its boom with more PC penetration in recent times. With this premise, Microsoft mandated Onionxt to launch an ethnographic research project for their education portal IQPC which was to be launched in India.

CRUCIAL QUESTIONS

Our research sought to answer many crucial questions, some of which were -

1. Where & how do students learn, apart from school?
2. What are the key challenges for students today?
3. How does society view education today?
4. What are students' opinions on education?
5. Which current trends are influencing students?

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
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METHODOLOGY

OnioNxt studied the education scenario in the country for children from Std 4th to Std 10th, (home based/ formal/ experimental). We conducted interviews and observation with children, parents, libraries, tuition classes, malls and toy shops across India. We also spent a day with some families to understand the dynamics within.

This included investigating some questions (listed below) at a primary level. On a secondary level the goal was to map the world of the Indian student today through interviews of not only students but parents, teachers and counsellors, those who are active in this system.

PROPOSITION

The insights generated were then incorporated into an enriching UI of the learning portal that helps kids learn beyond curriculum. Defining the role of parents and teachers in this new learning medium was an interesting addition to cater to the Indian reality.



Screens of improved UI