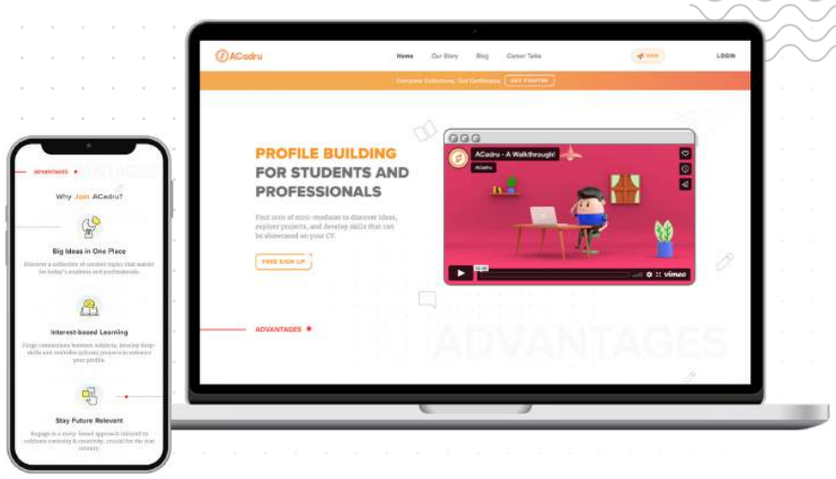
Rotate your phone for a better experience/view

GRID DESIGN
by squareboat

ACadru

ACadru

One of the best online learning platforms that offers multi-disciplinary modules, practical experiences, help users to build unique careers for future jobs.



Work we did.

RESPONSIVE WEBSITE

Tools we used.

ADOBE XD

FIGMA

ADOBE ILLUSTRATOR

Tech Stack.

BACKEND
(Using micro servers architecture)

DATABASE

MOBILE APP

HOSTING
(Or other cloud providers)

WEB FRONTEND & ADMIN PANEL

PROJECT MANAGEMENT & BUG REPORTING

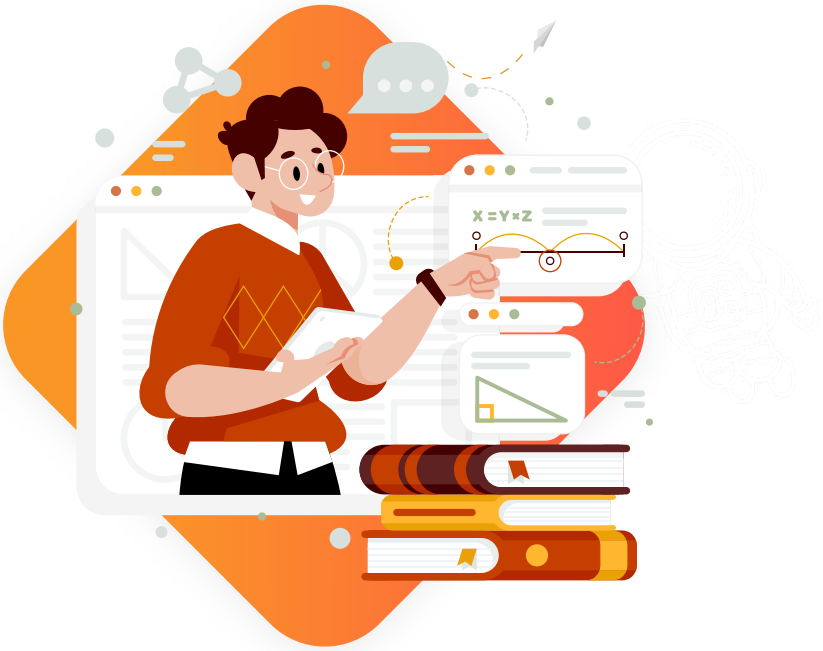
PROJECT COMMUNICATION

VERSION CONTROL

Jenkins

DEVELOPMENT

OTHER SERVICES



Overview.

The world is changing at breakneck speed. The children who are in school today will see a dramatically different world in their 30's. Will they be ready for it? ACadru is one solution to this problem.

ACadru is a way out of the cycle of self-doubt and helps you build your profile for future academic success and career development.

ACadru is a carefully curated collection of thoughts across all disciplines created by a team of experts. Its multidisciplinary approach creates an interest-based curriculum which aims to uncover an area of learning which encompasses various themes and kickstarts unique combinations of thought processes in the learner.

THE OPPORTUNITY.

How can we **build** your **profile for future academic success** and career development

DESIGN RESEARCH

Problem.

01 Not able to introspect properly.

02 Unable to bring out capabilities and strength within you.

03 Not able to make yourself aware of innerself.

04 Not confident enough to face the outside world.

Solution.

01 Gamify experience for students and professionals.

02 Making multi-disciplinary platform for senior college students and professionals.

03 Create impressive profiles for college admissions.

04 Innovative learning that will enhance your knowledge of the world.

Design process to ensure that decisions were supported through user research and feedback

Empathize

Define

Ideate

Prototype

Test

Interview questions that revolves around behaviour and needs

Before Start Learning

- Select your age group.
- Having any trouble choosing your career?
- Do you consult with anyone about your career?
- Who do you consult with?
- How helpful your school or college is to follow your choices as a career?
- Have you done any online courses before?
- In which case do you think online learning can improve a lot?
- How did you find this platform?
- How do you like the course?
- What are the important things when choosing a course?

Ongoing Learning

- What kind of course are you interested in doing? Live or recorded
- How do you get help from teachers and classmates if you facing any problems?
- Are your assignments reviewed by teachers in timely?
- Do you have any suggestion regarding assignment submission and review process?
- What time of day do you prefer to live classes?

After learning

- Interested in freelancing or job at the end of the course?

- What is the biggest challenge when looking for a course?
- Feel free to make any payment

- Are you interested in an intern?
- What kind of support do you want at the end of the course?

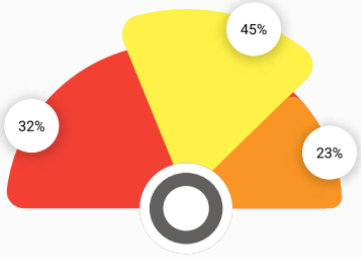
Quantitative research that understands user's behaviour and needs

A survey was conducted to understand user in a way that how ACadru will be helpful to target audience.

Your age group?

46 responses

- 27-35
- 16-26
- 10-16



Did you want to learn something in an online class or course?

46 responses

- No
- Yes

Do you take online classes?

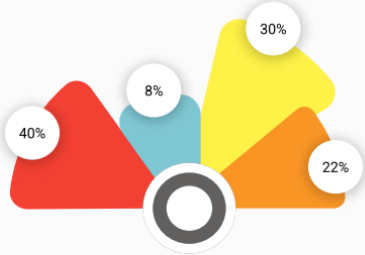
46 responses

- No
- Yes

How do you get an idea about any course?

46 responses

- By someone
- Google
- Youtube
- Facebook



What type of course, do you interested in?

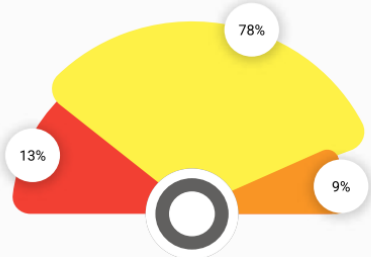
46 responses

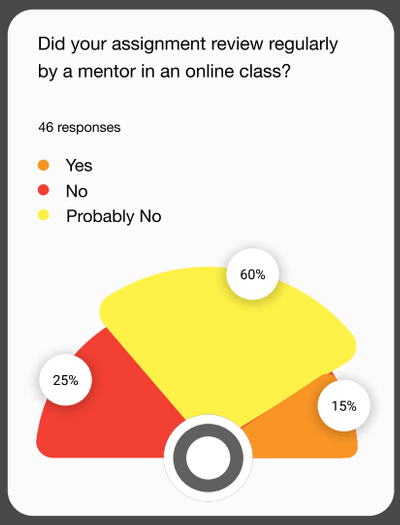
- Live
- Recorded

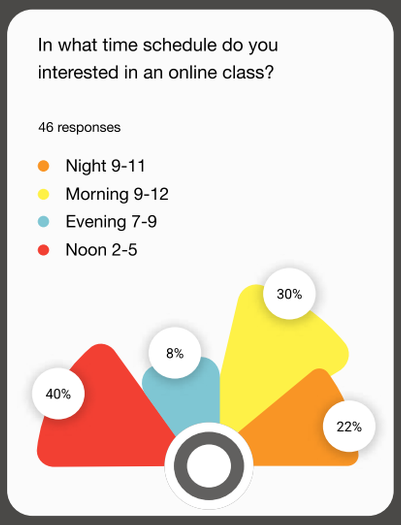
What kind of payment do you want to pay for an online course?

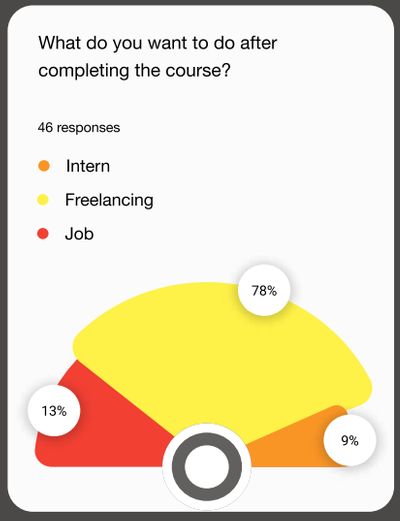
46 responses

- Visa/Master Card
- Mobile Banking (Bkash/Rocket/etc.)
- Online Banking

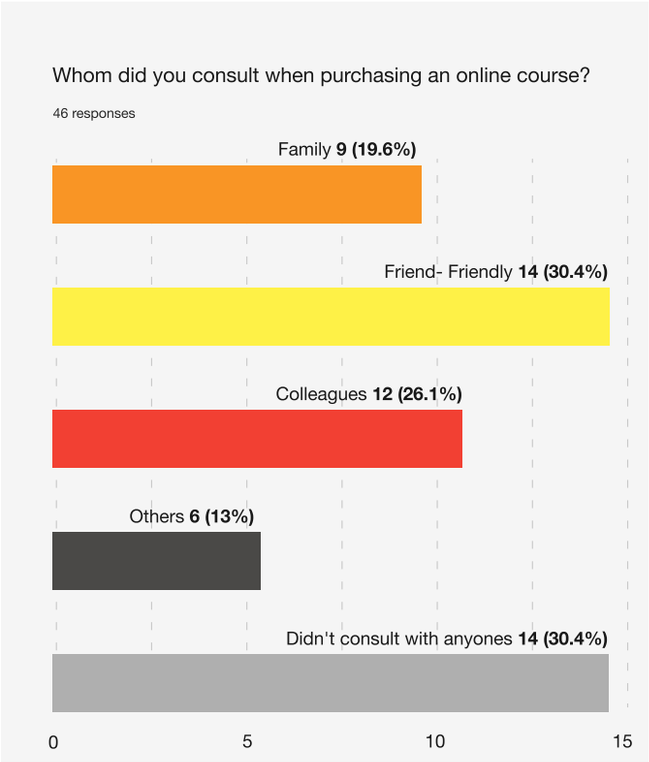


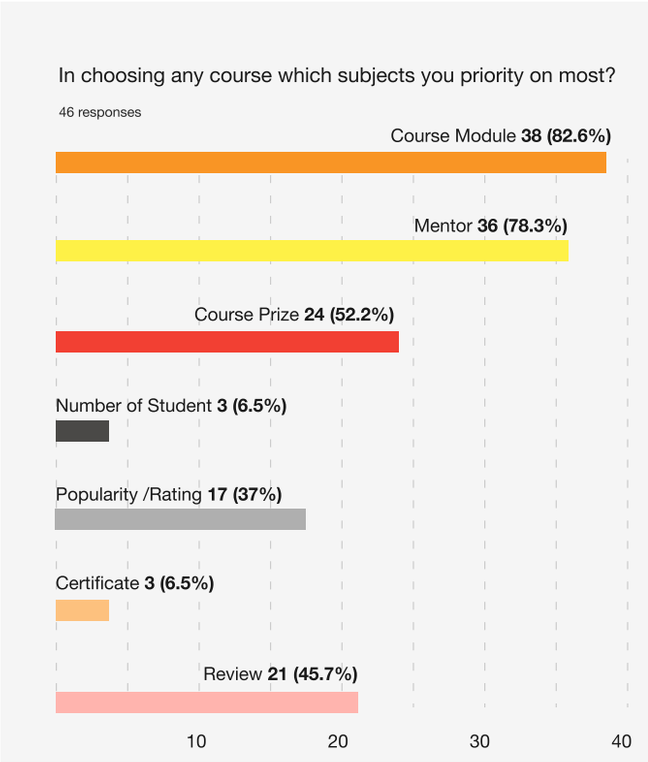






Qualitative research was conducted to understand why and how decisions were taken





SWOT analysis to understand the product

Strength

Weakness

Work is done on real projects

Live Class

Updated course module

High-quality support system

Website iterations

Relatively low man power

Not many fan followers

Opportunities

UX's course competition is low

Massive demand of students

Demand in the job market

Threats

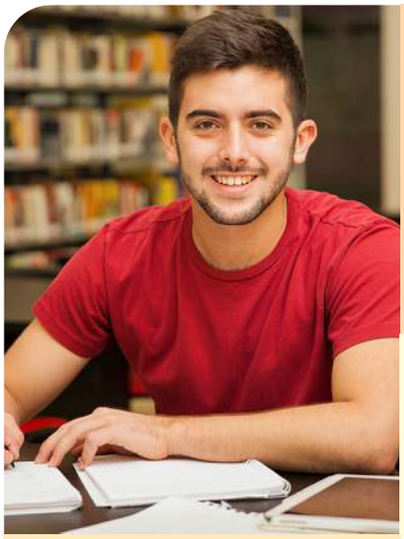
A lot of complicated and long process

Many students do not have the right idea

Loss of reputation by students

Course price is higher

User personas were created to empathize with the end users



Name: **Kriday Gupta**

Age: **21 yrs**

Status: **Single**

Profession: **Student**

Location: **New Delhi**

"When it comes to new interesting topics, he want to know and discuss."

About

Kriday is an honors third year student studying at theNational University. He is a child of a middle class family.They are interested in internet and technology. He wants to acquire any technology related skills besides his studies,which will help him in his career later on.

Personality

- Interested
- Creative
- Hardworker
- Fast learner

Goal

- Proper career guideline
- To find expert mentor
- Get a job in Freelancing & Outsourcing sector
- Easily and rapidly gain expertness

Frustration

- Lack of suitable mentors and teachers nearby
- Not enough resources and content available on the internet
- The slow and high cost of internet
- Not enough online / live courses

Influences

- Friends
- Social Media
- Online Seminar
- Newspaper
- Family

Technology

- Mobile Apps
- Social Media
- Computer
- Online Shopping
- Review

- Economic Demand

The behavioral and emotional tendencies of the users were captured through an **empathy map**

Think / Feel

- It is difficult to get a job just after formal education
- Working online is easy
- E-learning is expensive
- Do something to feel good about yourself
- Freelancing

Hear

- Online live courses are more effective
- Always stay updated
- Online courses are somewhat affordable with

See

- Listening through friend-friendly and social media
- Many are taking courses from online
- Free resources are low
- Insufficiency of live course
- Many are making good income.

Say / Do

- Taking advice from seniors
- Learning from YouTube
- Learning by purchasing a free course or DVD
- Buying courses, taking classes, submitting assignments
- Follow the work of experts

Pain

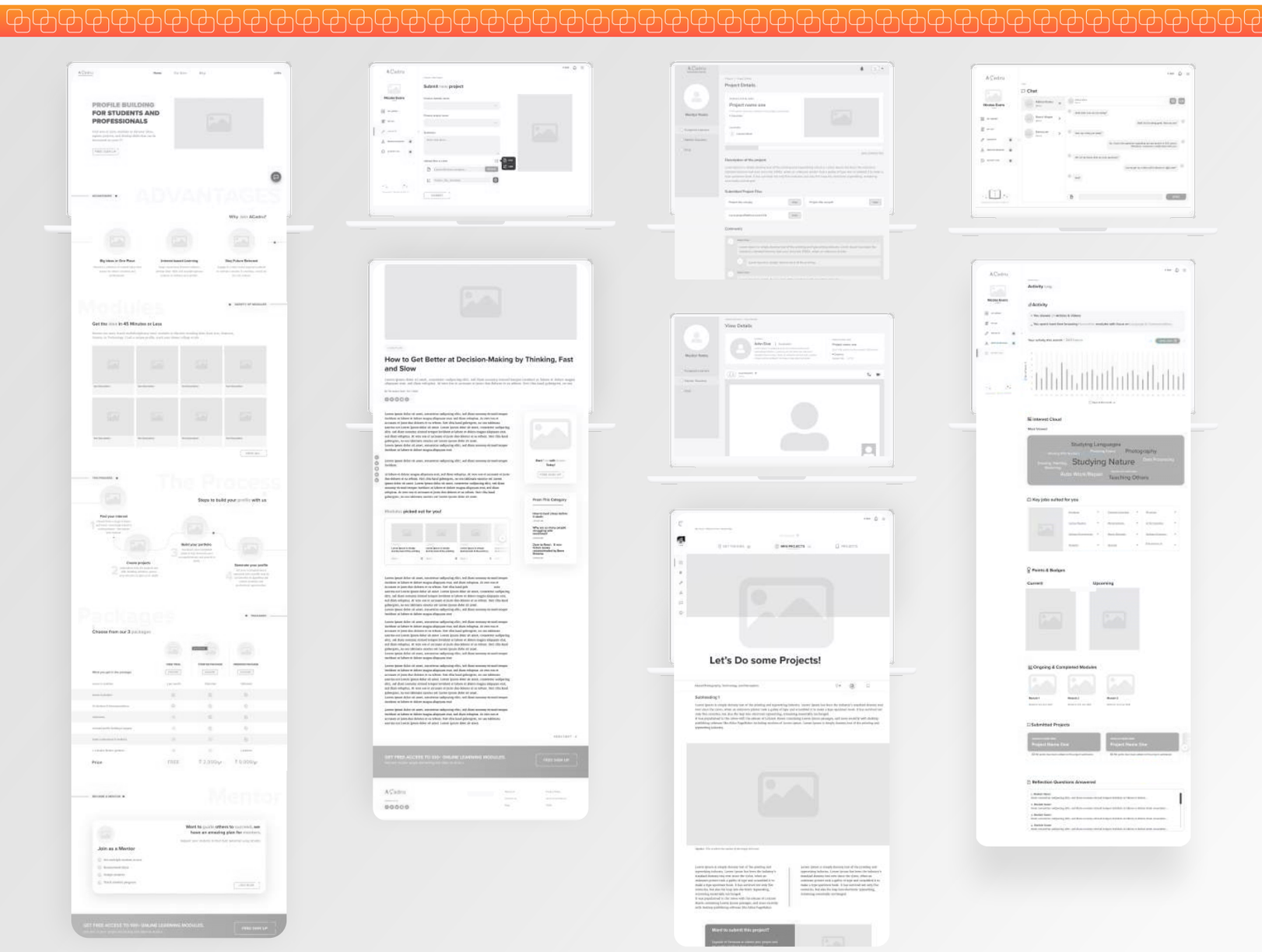
- Lack of expert teachers
- Weak support system
- Decreased interest, Not getting advanced courses

Gain

- Understand your own weaknesses
- Learn about online tools and remote work processes
- Finding the right guideline means
- Being able to do professional courses at low cost

WIREFRAMES

Wireframes were created to obtain a general idea of the complete user flow



KEY FEATURES

Here are some of the **major features** listed which we worked upon

Leave Management

- Managing leaves allows the team to set realistic goals and businesses to ensure that an employee's absence does not create a roadblock

Leave Management

- Managing leaves allows the team to set realistic goals and businesses to ensure that an employee's absence does not create a roadblock

Leave Management

- Managing leaves allows the team to set realistic goals and businesses to ensure that an employee's absence does not create a roadblock for anyone.

for anyone.

for anyone.

Leave Management

- Managing leaves allows the team to set realistic goals and businesses to ensure that an employee's absence does not create a roadblock for anyone.

Leave Management

- Managing leaves allows the team to set realistic goals and businesses to ensure that an employee's absence does not create a roadblock for anyone.

Leave Management

- Managing leaves allows the team to set realistic goals and businesses to ensure that an employee's absence does not create a roadblock for anyone.

DESIGN SYSTEM

Typography and colors used

Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Regular Medium **Semibold** **Bold**

Merriweather

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Regular Semibold **Bold**

#F99525

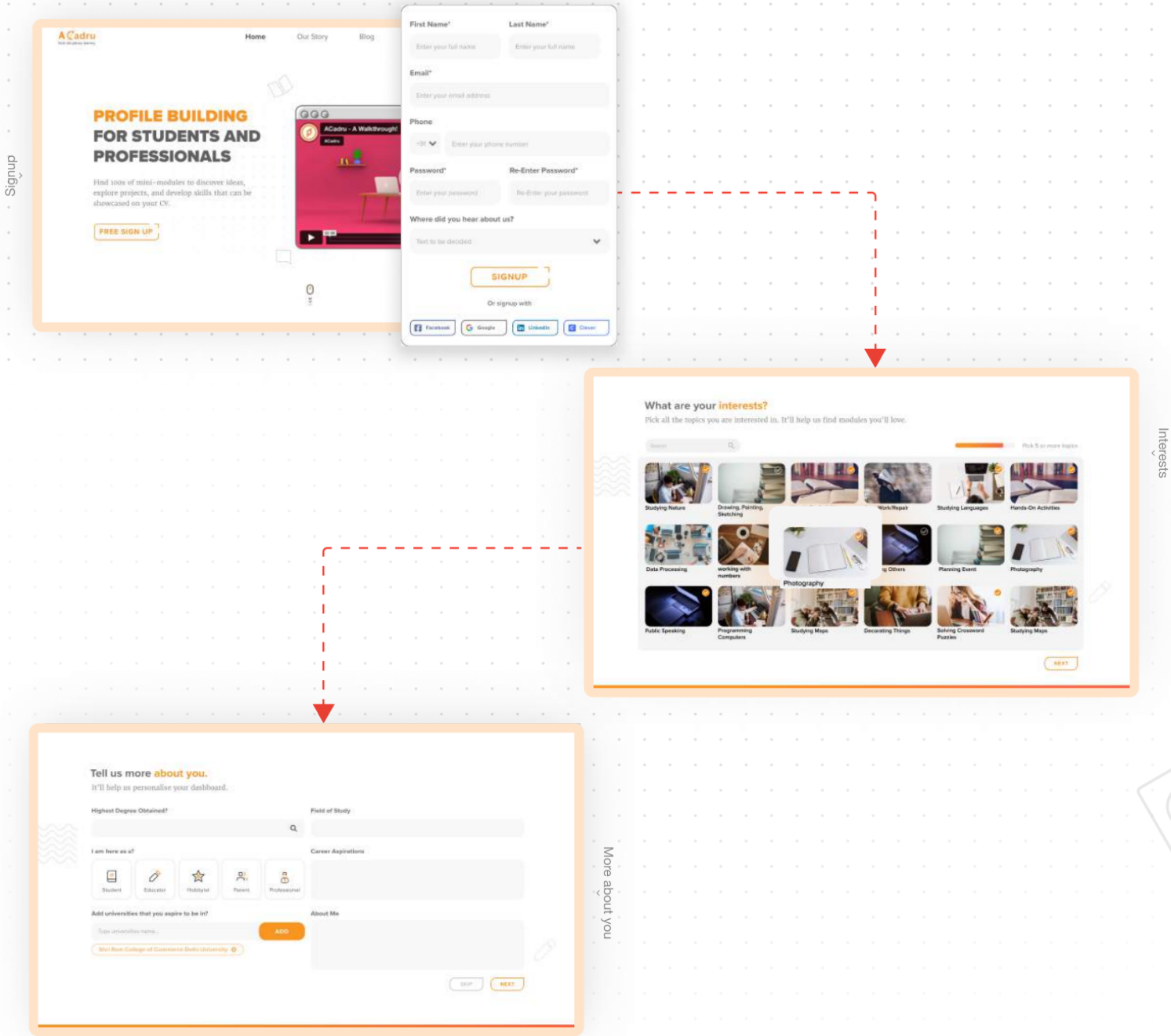
#F24033

#FEF147

UI SCREENS

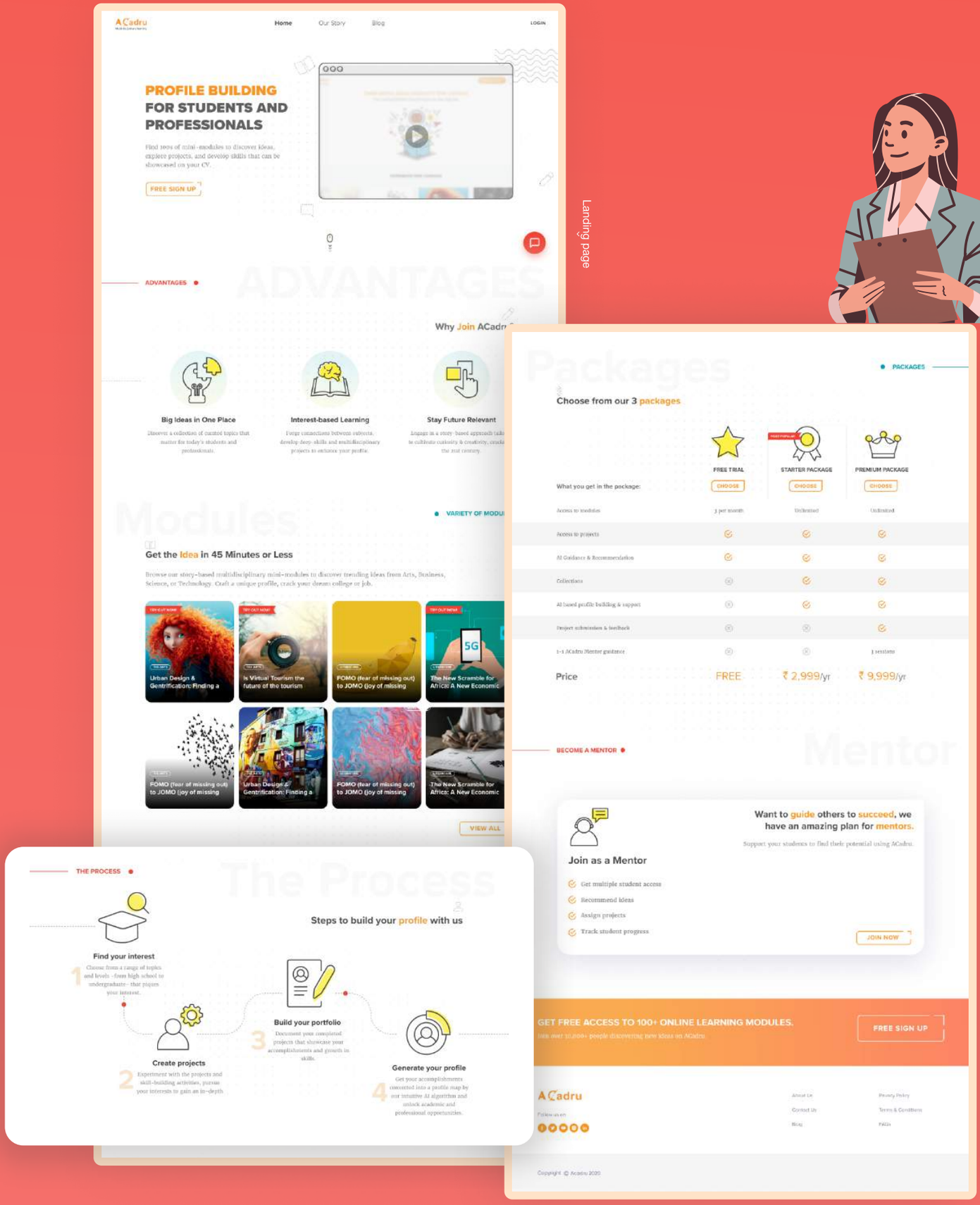
Onboarding flow helps the user

understand the app's key features



A thorough landing page

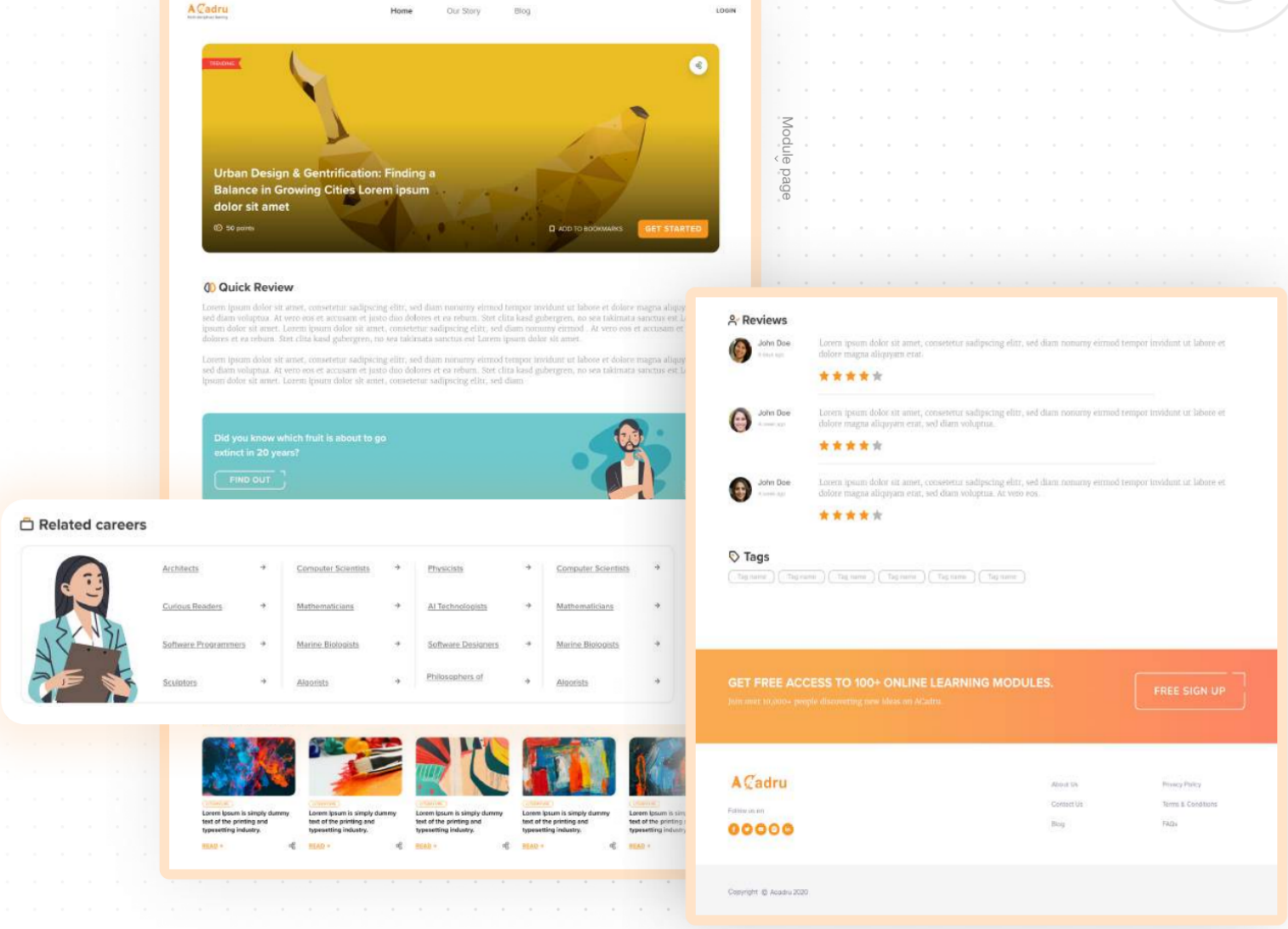
This is the page where the user lands on when they lookup Acadru. This page gives the user an overview of the many features they can find on the platform.



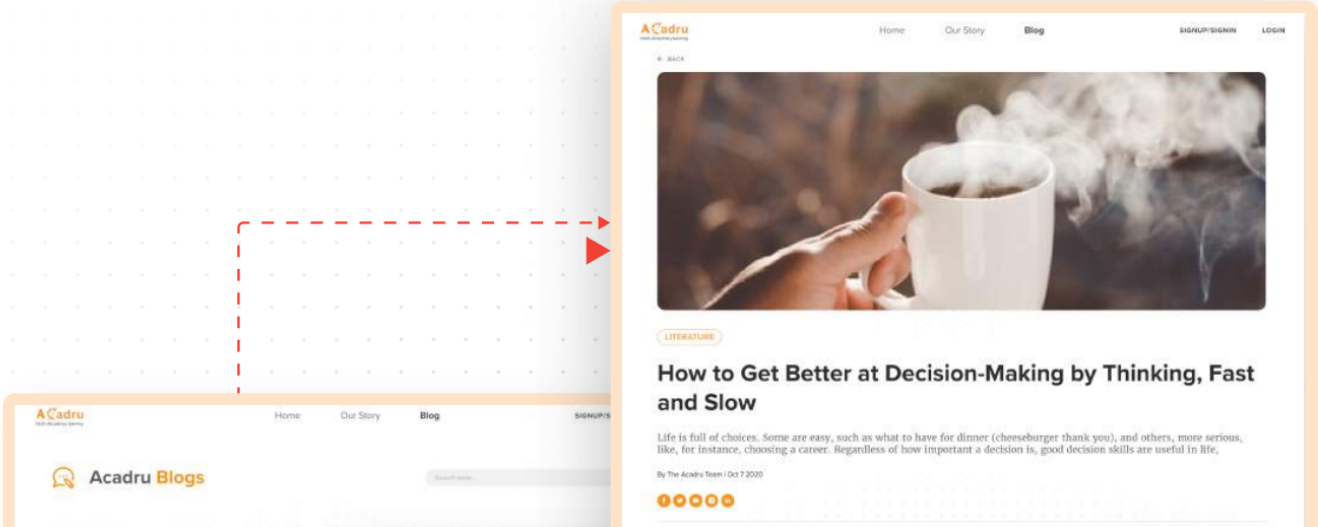
Landing page

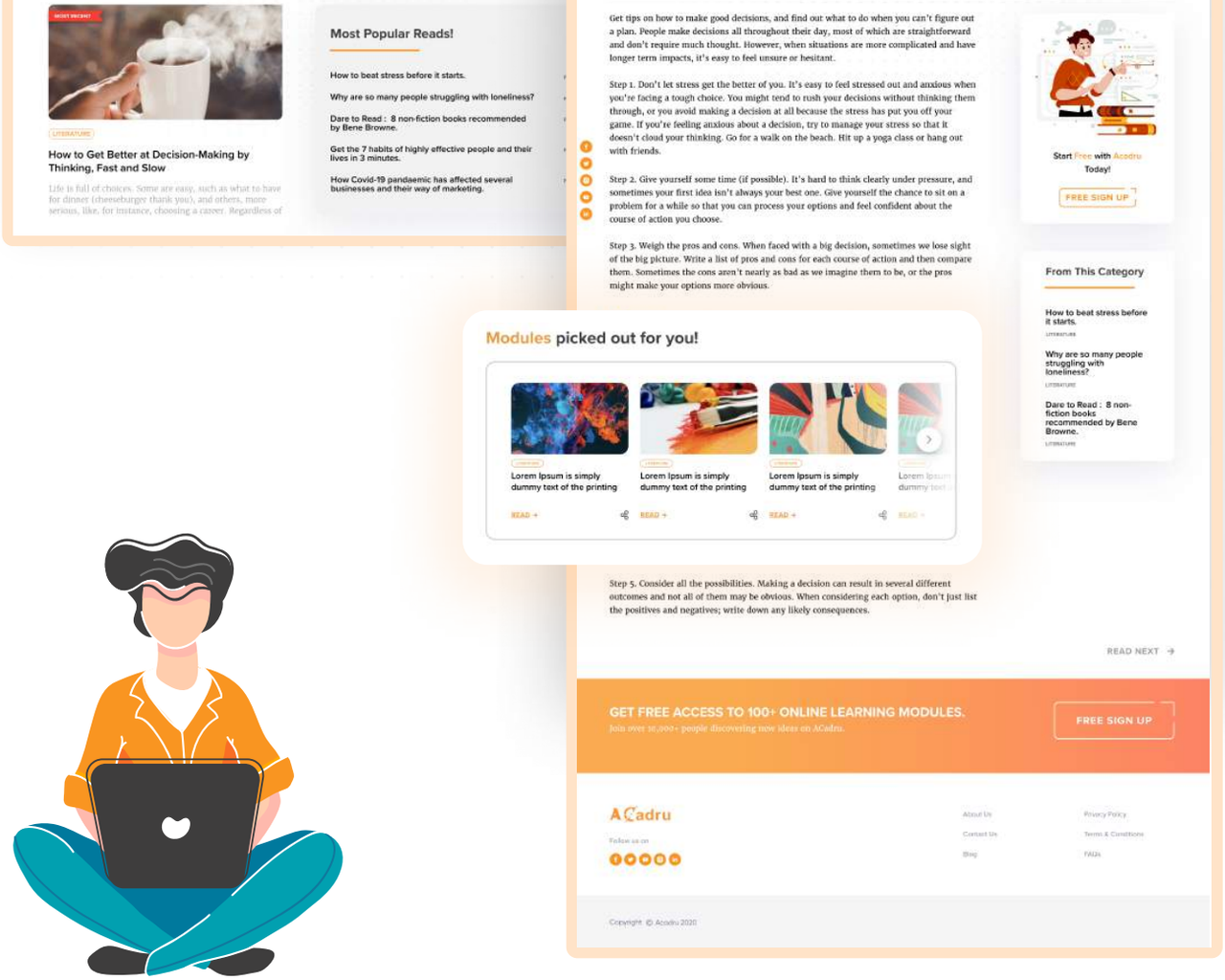
A **module page** that offers practical experiences

One of the best online learning platforms that offers multi-disciplinary modules, practical experiences, help users to build unique careers for future jobs.



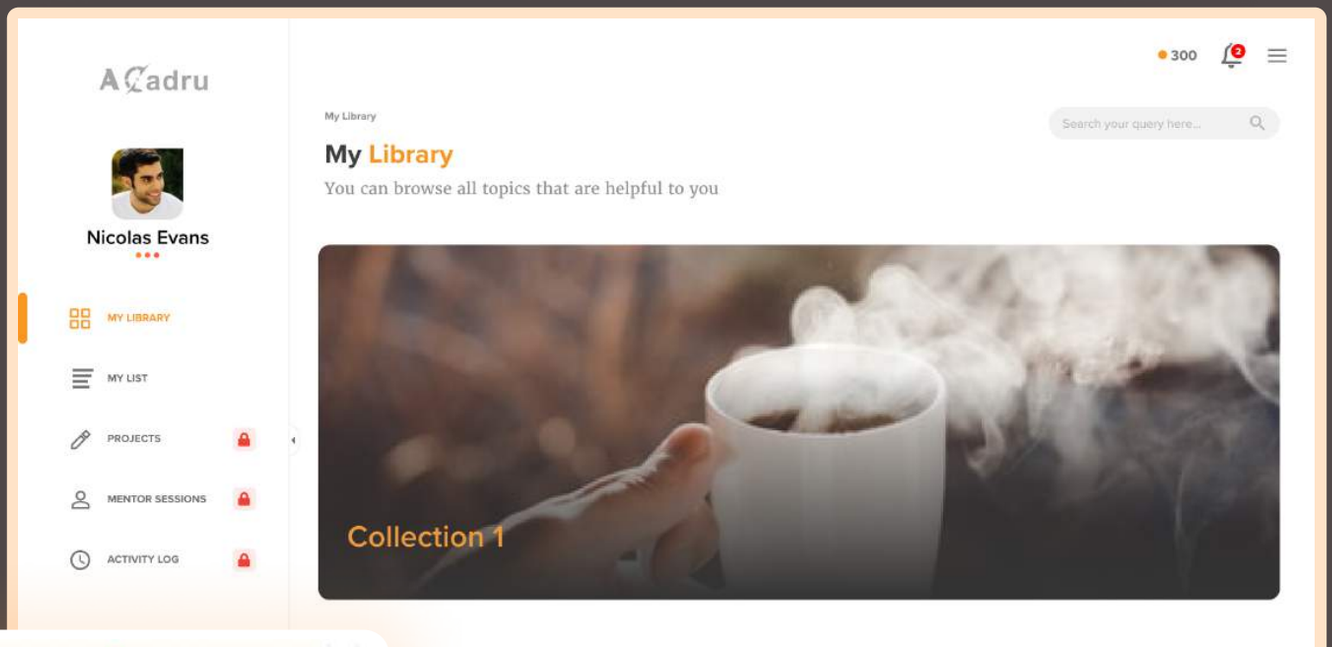
Blog page to teach consumers about topics that are relevant to your field



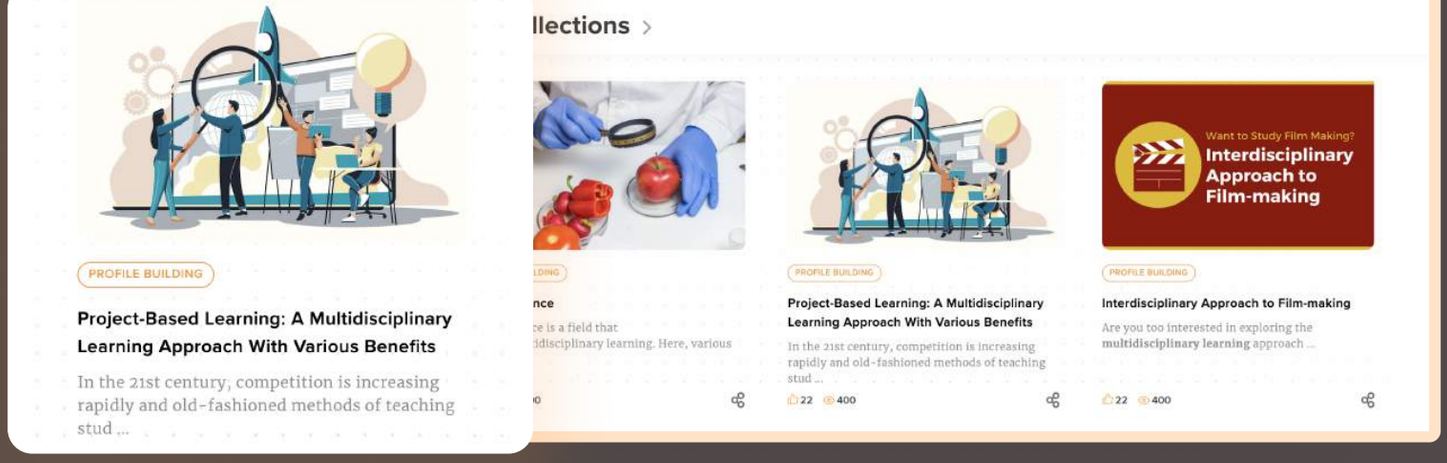


Blog detail page

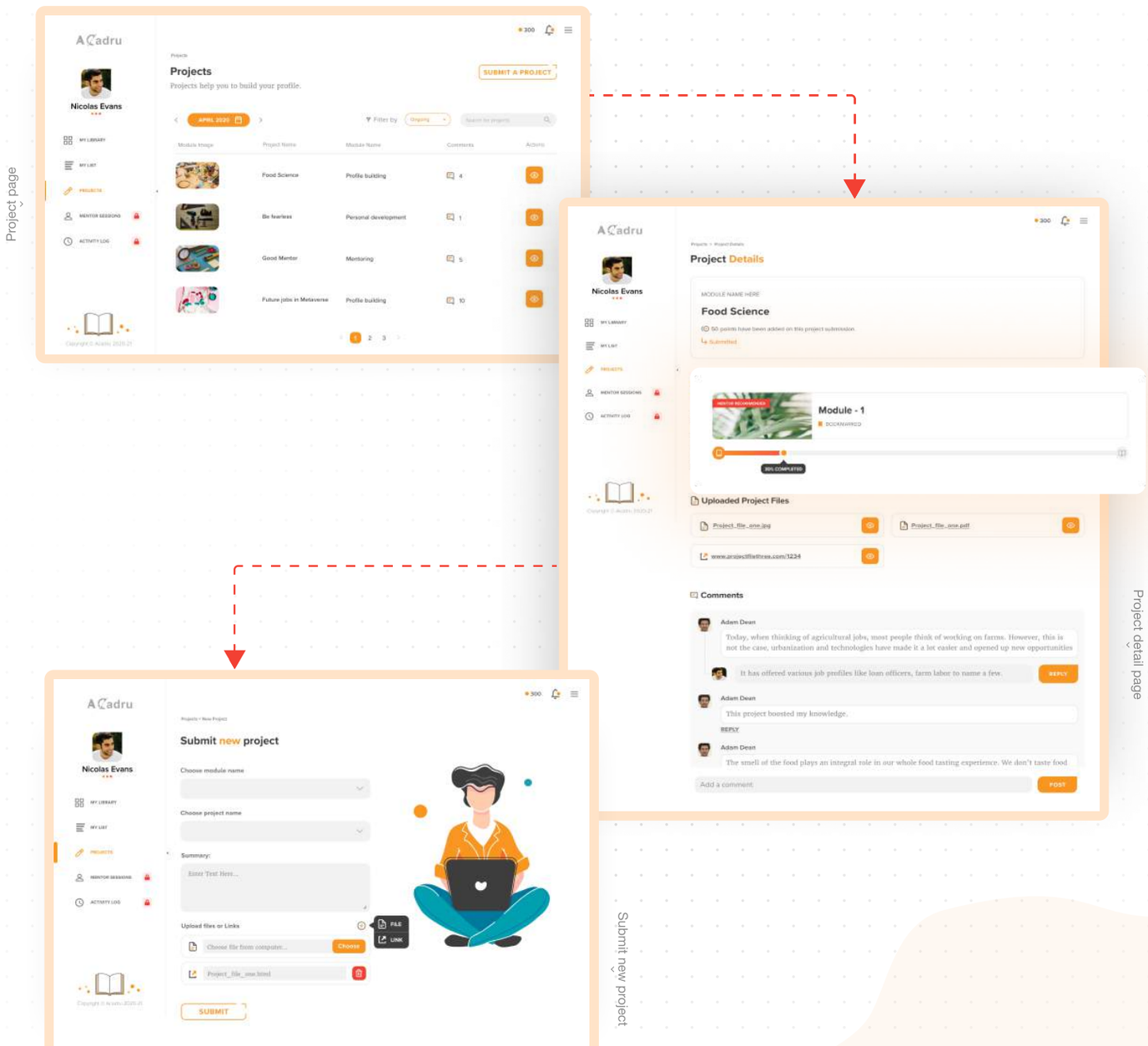
Library Resources meet the needs of individuals and groups for education, information and personal development



My library

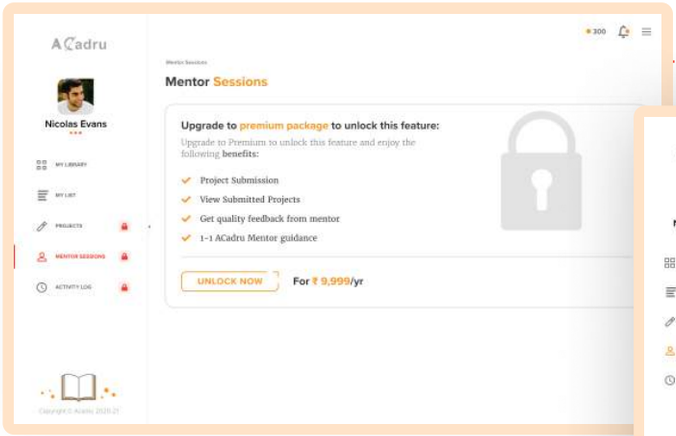


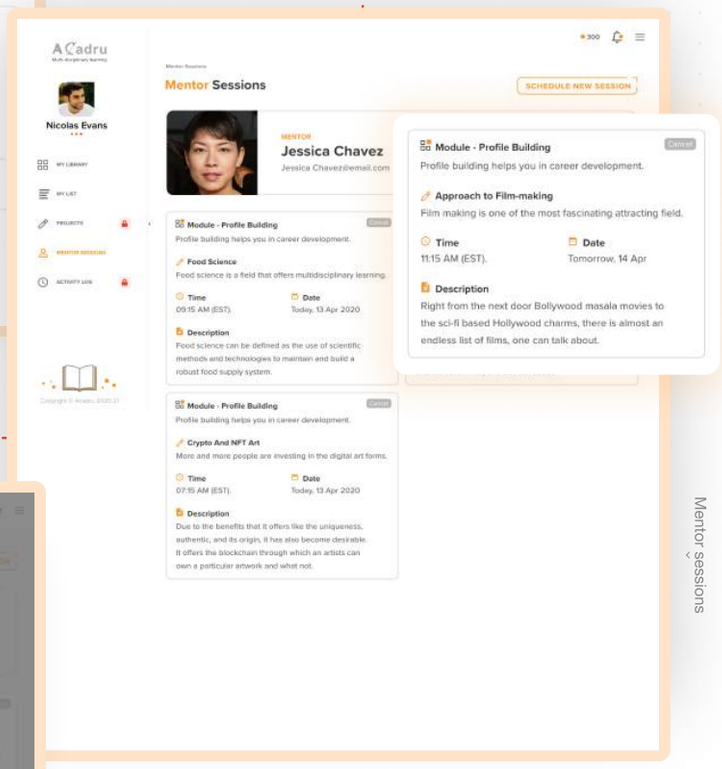
Access to multi-disciplinary online learning modules that allow **Projects** for deep learning



Students can schedule **Mentor Sessions** with a mentor to understand and discuss the best suitable courses

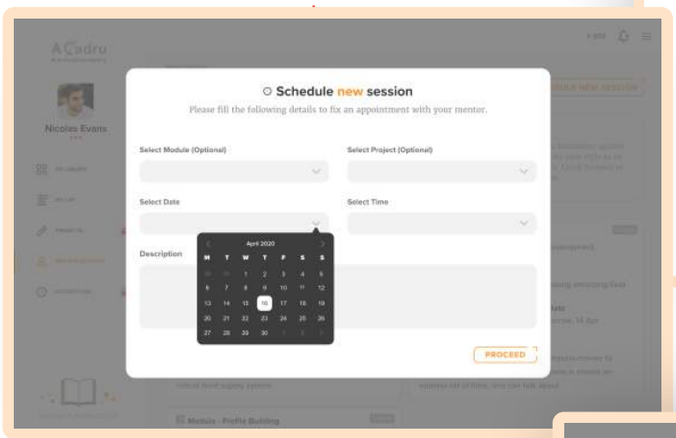
Mentor Sessions locked

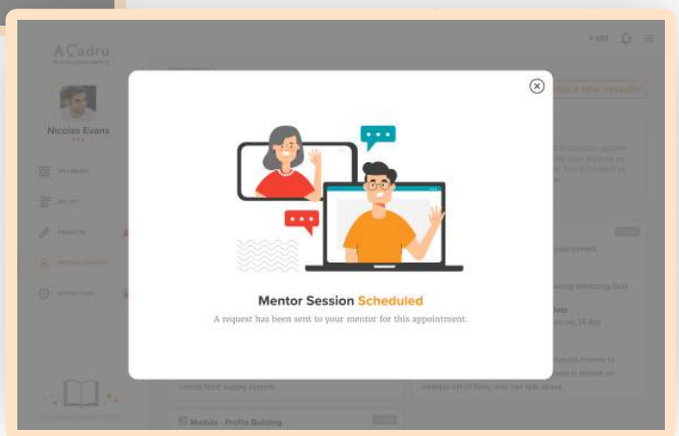




Mentor sessions

Schedule new session

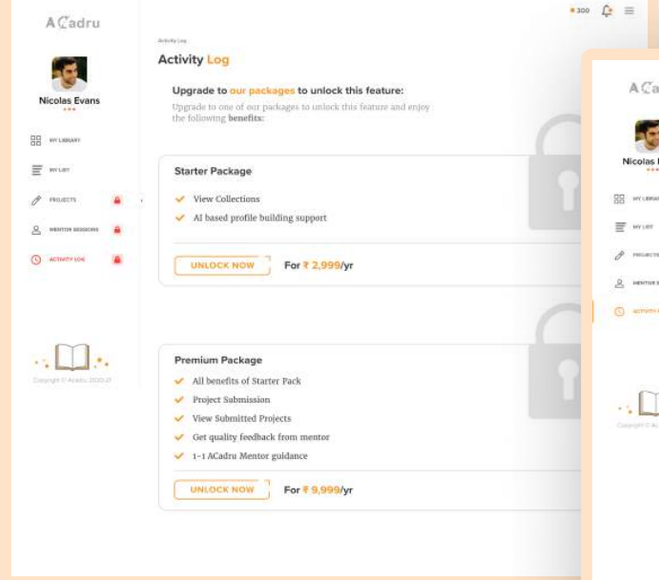


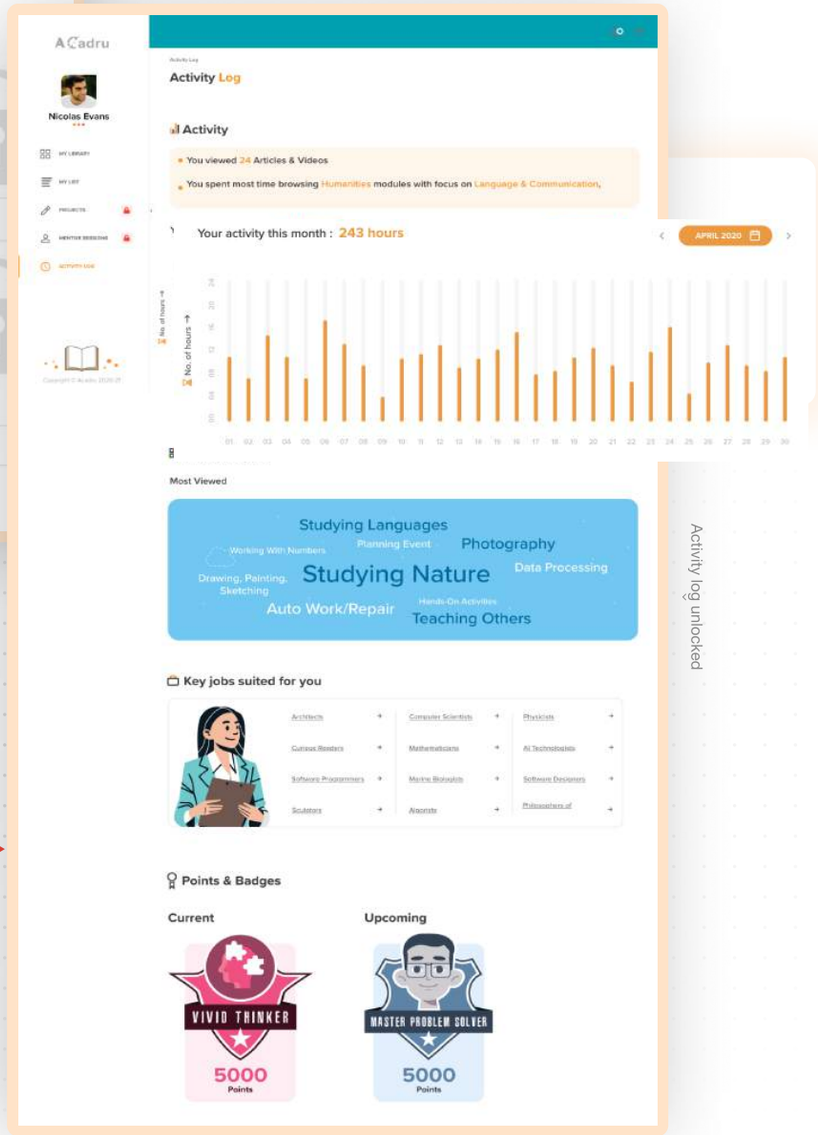


Mentor session scheduled

To develop soft life skills towards constructive work different **Activity Logs** are maintained

Activity log locked

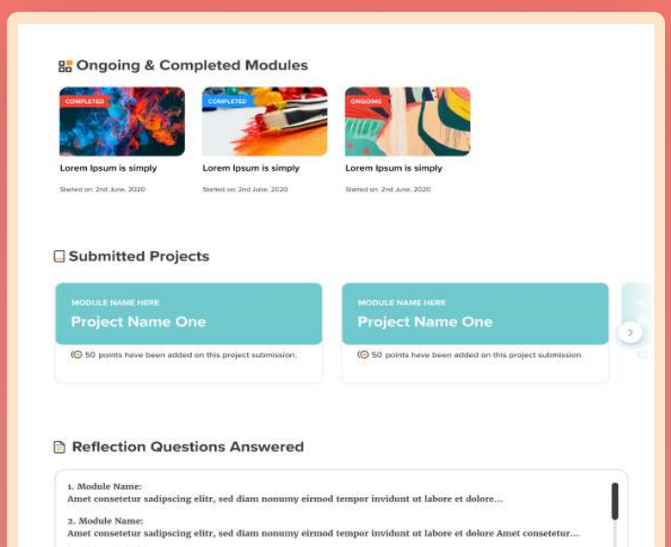


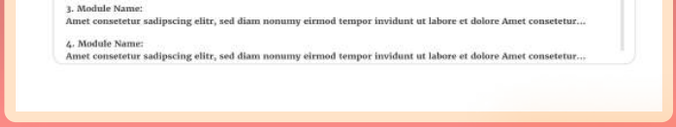


Activity log unlocked

For each module you complete, you earn **points through gamification**

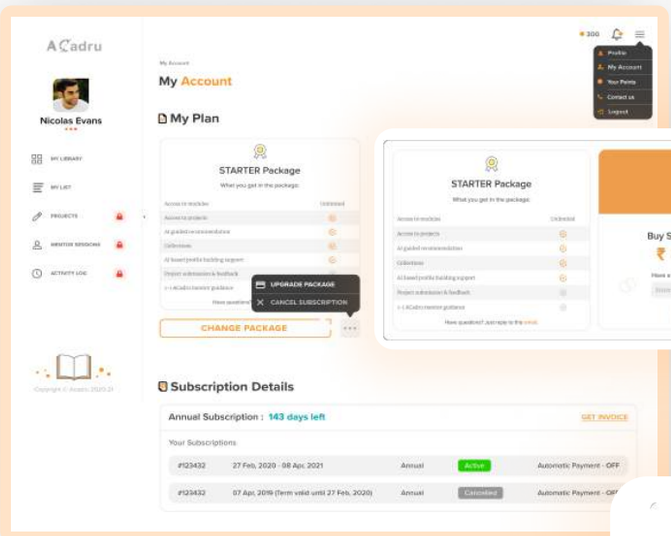
Gamification

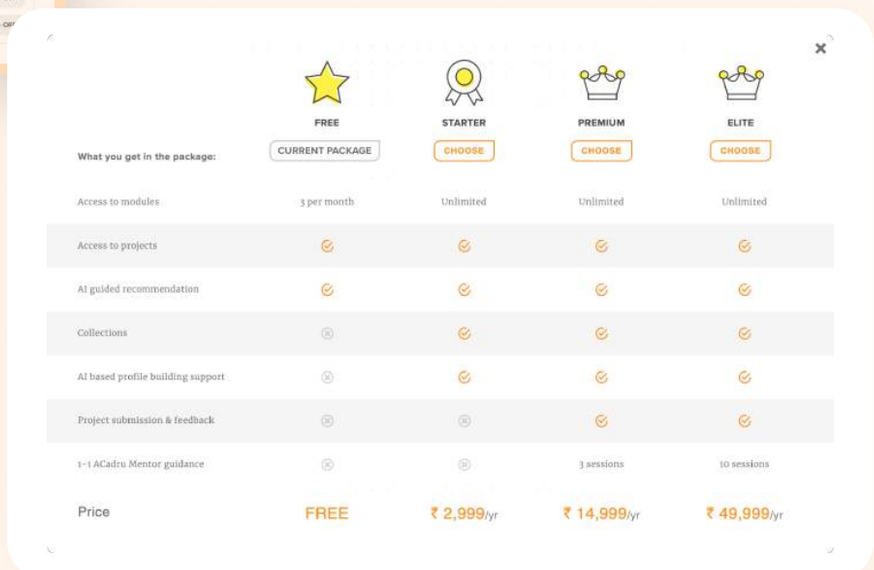




Different subscription packages available through **my account**

My account





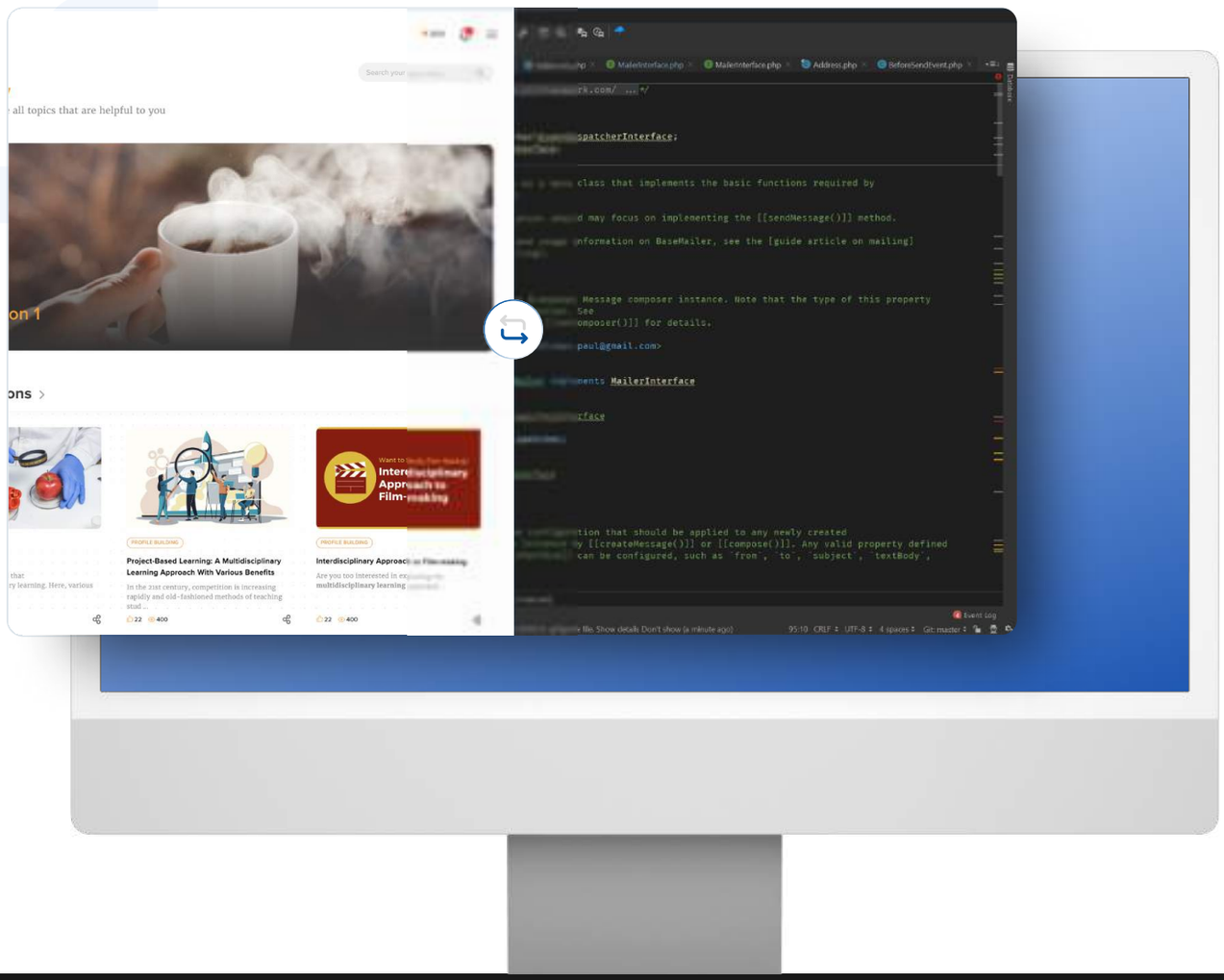
What you get in the package:	FREE	STARTER	PREMIUM	ELITE
	CURRENT PACKAGE	CHOOSE	CHOOSE	CHOOSE
Access to modules	3 per month	Unlimited	Unlimited	Unlimited
Access to projects	✓	✓	✓	✓
AI guided recommendation	✓	✓	✓	✓
Collections	✗	✓	✓	✓
AI based profile building support	✗	✓	✓	✓
Project submission & feedback	✗	✗	✓	✓
1-1 ACadru Mentor guidance	✗	✗	3 sessions	10 sessions
Price	FREE	₹ 2,999/yr	₹ 14,999/yr	₹ 49,999/yr

Final solution from development angle

- We interviewed eight users as part of our primary research, questioning how communication took place at their business and trying to understand the issues they encountered regularly. We used the web for our secondary research to acquire additional insight into the
challenges faced.

- We interviewed eight users as part of our primary research, questioning how communication took place at their business and trying to understand the issues they encountered regularly. We used the web for our secondary research to acquire additional insight into the
challenges faced.

- We interviewed eight users as part of our primary research, questioning how communication took place at their business and trying to understand the issues they encountered regularly. We used the web for our secondary research to acquire additional insight into the
challenges faced.



squareboat

We at Squareboat build beautiful, scalable and feature-rich web and mobile applications that solve real customer problems.

Contact Us

Plot Number 115, Sector 44, Gurugram, Haryana 122002

hi@squareboat.com 011 411 70317 squareboat.com

Follow us on

GRID DESIGN by squareboat

We are creative hooomans who are obsessed with crafting seamless digital experiences that affect the lives of our users whilst sipping a lotttt of coffee!

Contact Us

Plot Number 115, Sector 44, Gurugram, Haryana 122002

hi@griddesign.in 011 4118 3101 griddesign.in

Follow us on