Project Brief

With the current issues everyone is facing globally, I was able to place myself in the society's shoes and what the needs are for basic education. The main challenge I saw was younger children who are missing out on a vital learning stage that is crucial for development. By analysing the demands and issues that parents might have faced during this time, made me realize a slight gap in the educational setting.

I have created a platform that will provide a more independent approach to learning for young children that generates reports and feedback to parents without parents spending time gathering resources and printing worksheets.

1

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Outcome.

To provide a systematic design that creates critical awareness of current global issues related to education.

How is technology in the education system affecting or making an impact the new generation of tomorrow? Are the emerging technologies providing valuable learning strategies or are they shaping the new generation into a new set of skills or knowledge that could have a negative or positive impact on society.

Development

What difference will it make?

What potential impact technology is having or might have on the future generation and if technology is one of the main resources for future education at home or in the classroom. How would this benefit my educational app design and how could it enhance a child's overall learning journey through the use of this platform.

SOLOUTION

Unleashing and finding the gap between existing educational apps and what is still missing on the market.

3

The Gap.

By detecting the difficulties parents have been struggling with triggered by the Pandemic. Are parents getting the valuable education they are paying for?

Parents of children ages 4-6. Potential users are students that do not have access to traditional education or groups of people that are living remote or far from an educational setting. Another group of people that are targeted are children who are affected by the Pandemic and the long term effects it could have on their education, so that they are still able to access a curriculum that can provide them with similar learning objectives as in a traditional school setting.

Are parents putting in more effort to teach their children appose to when their children are at school. What gaps can the app provide in order to provide a fully board educational system that will save parents money and time gathering resources and teaching their children at home.

4

History.

Because of the use of technology in an informal use, the impact of an educational digital setting makes it difficult to track the impact it has on learning. We are on the verge of a growing influence of learning on E-learning in education and the gap that is yet to be filled or thus being fulfilled.
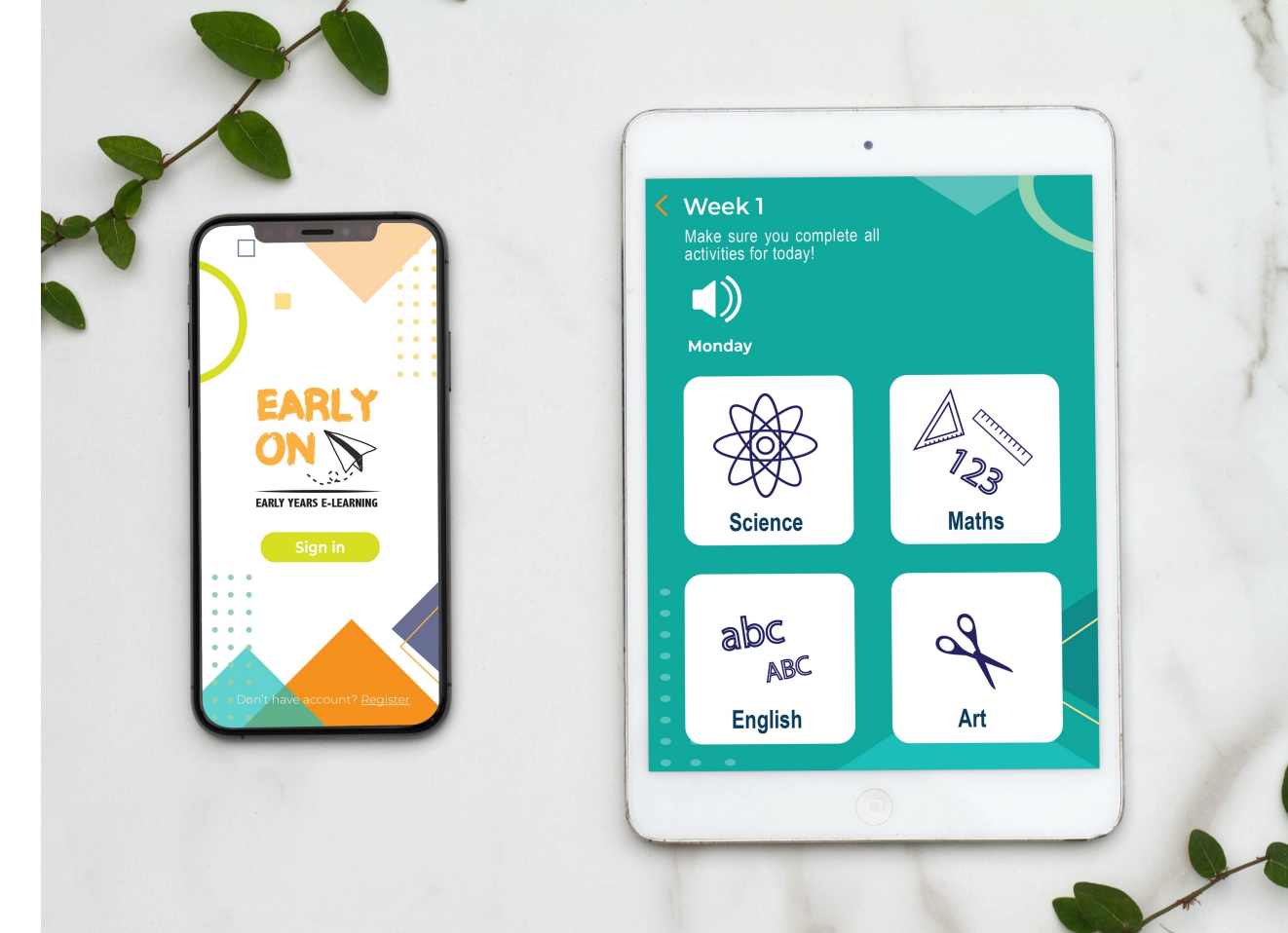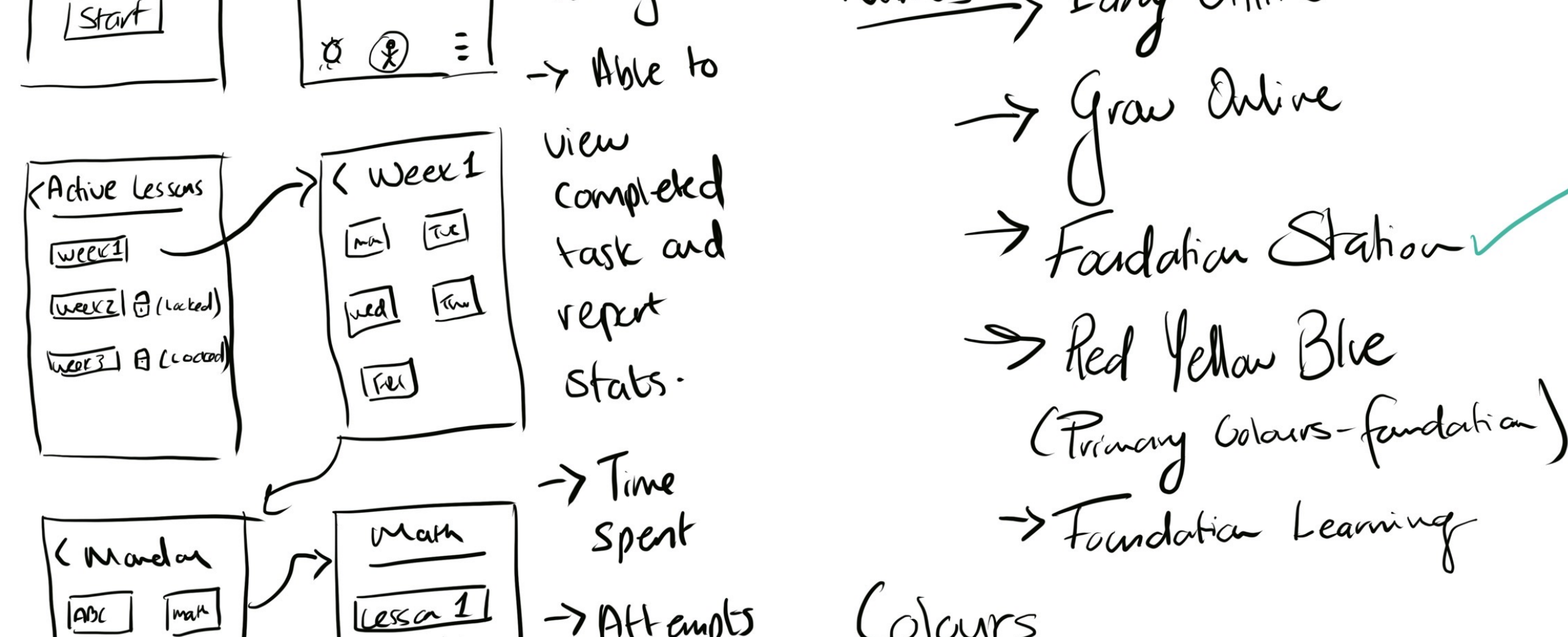
Since the start of E-learning, the growth and diverse E-learning resources have led to an growing range of depictive systems and different modes of human computer interfaces, which have extended the specification of knowledge and knowledge domains that learners now meet in education. (Anderson, 1978).

The debate is whether children under the age of six are able to create relations and interpret new learning modes and literacies through the means of digital learning. "The way in which new technologies has changed the representation and codifying of knowledge, and how this relates to learner's mental models has shown that learners develop new ways of reasoning and hypothesizing their own and new knowledge" (Cox, 2012).

Online Presence.

My main users of the education app platform would be children ages 4-6. Therefore, my potential audience include children in this age gap. My separate target audience would be to target the parents of these children of these ages, so my target audience and profile would be male and female audiences from ages 25-40.

EARLY ON
EARLY YEARS E-LEARNING

Home   Features   Community   FAQ   Log In   Sign Up   Contact Us

Bringing the classroom to the comfort of your home. Your best solution to home learning.

The Take-Away.

58% of parents indicated that they are either likely or very likely to welcome more E-learning in the future, with 34% advocating daily and weekly sessions.

According to the survey by Finn Patraic he conducted in States on 500 parents, 55% of respondents viewed E-learning more favourable now than before the pandemic. The pandemic was the time 88% of children participated in E-learning.

Timeline Process.

Idea Generation.

The process in which I went through, leading up to the final product and branding.

A

Brainstorming and research. The need for an educational app.

B

Putting the pieces together of content and durability.

C

Surveys and research. Will parents buy into the idea?

Putting it all together.

The top concerns and consequences parents had with E-learning was the aspect that children has lost the social interaction with peers at school. Due to the nature of global aspects, little to no research on this topic has been done before. Which as given me the opportunity to apply this findings to my Major Study. The level of intensity was felt globally and was a dramatic adjustment where parents and students were forced to adapt to. Even for those who has prior experienced E-learning before hand. (Patraic, 2021)

D

The platform and branding.

E

Execution and the set-backs due to lack of resources and skills set.

Final

Producing an online platform to reach realistic expectations.

EARLY ON
EARLY YEARS E-LEARNING

Creating a clean and fresh outlook to E-Learning.

Early On E-Learning

Connecting students to their teachers throughout the platform.

...ure moments with parents

Parents are there every step of the way. With a unique access code, you are able to track your child's weekly progress reports and easily

Complete Independence

Your child is guided step by step throughout each task and activity,

Reduce Resources

With this unique program, parents are not obliged to print extra resources or gather materials that are timely and costly. Students are

The Brand.

COLOURS

I have chosen soft pastel colours for the design and branding.

DIVERSE

Load the application onto any device which your child can work on independently.

Branding Design.

EARLY ON
EARLY YEARS E-LEARNING

IDEA

The idea came about when the Pandemic started in early 2020.

BRAND

I wanted to create an online education platform specifically aimed at early years pupils
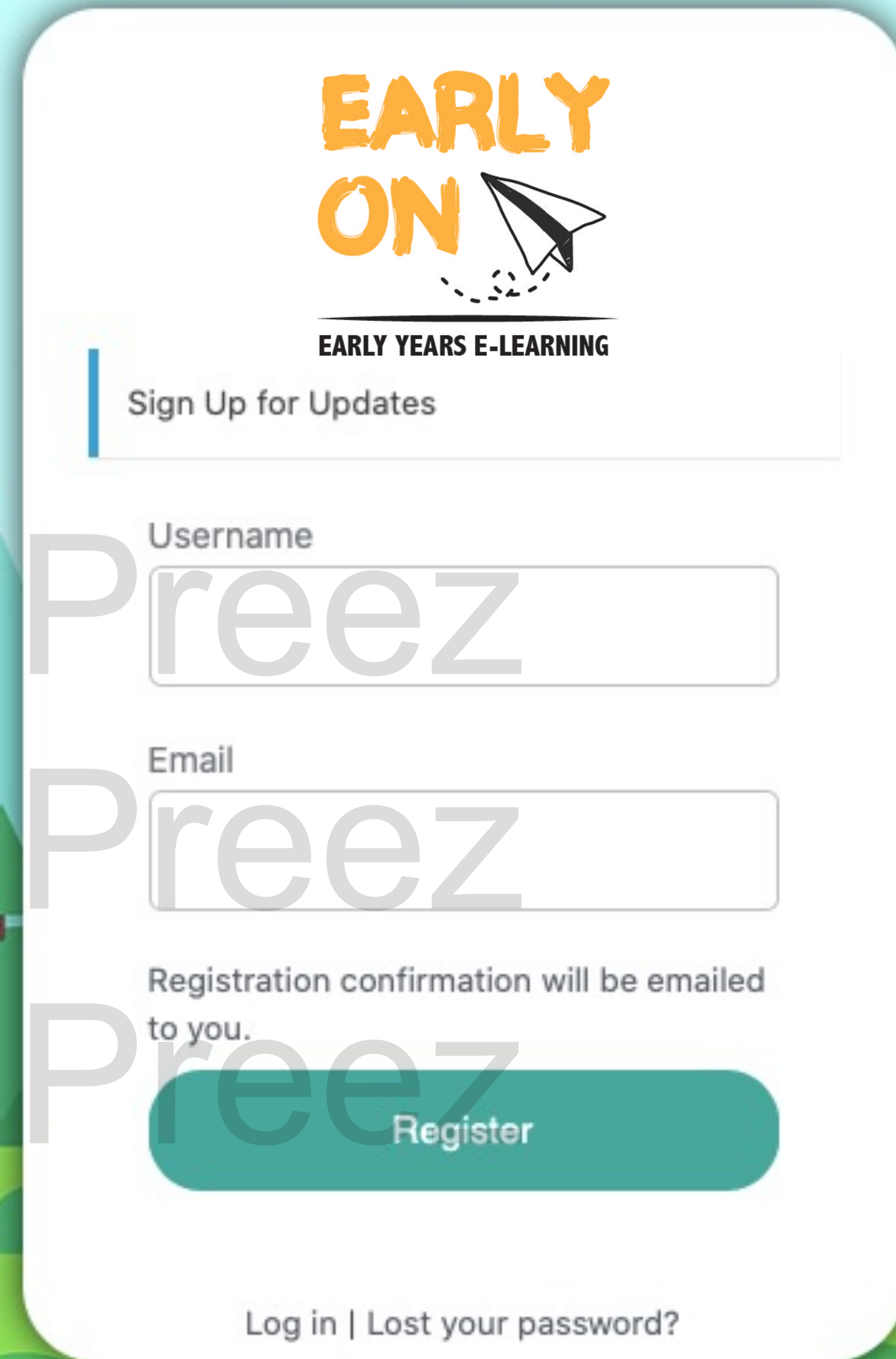
LOGO

The logo had to stand out from the crowd that provides a current approach to learning.

SERVICE

An educational app that provide a full board service where children can access the curriculum with minimal guidance from parents.

Log In.

From the website, parents are re-directed to a Sign-Up page where they are able to register their child for the program that is best suited for their age. The platform only allows children ages 4-6 to sign up.

EARLY ON
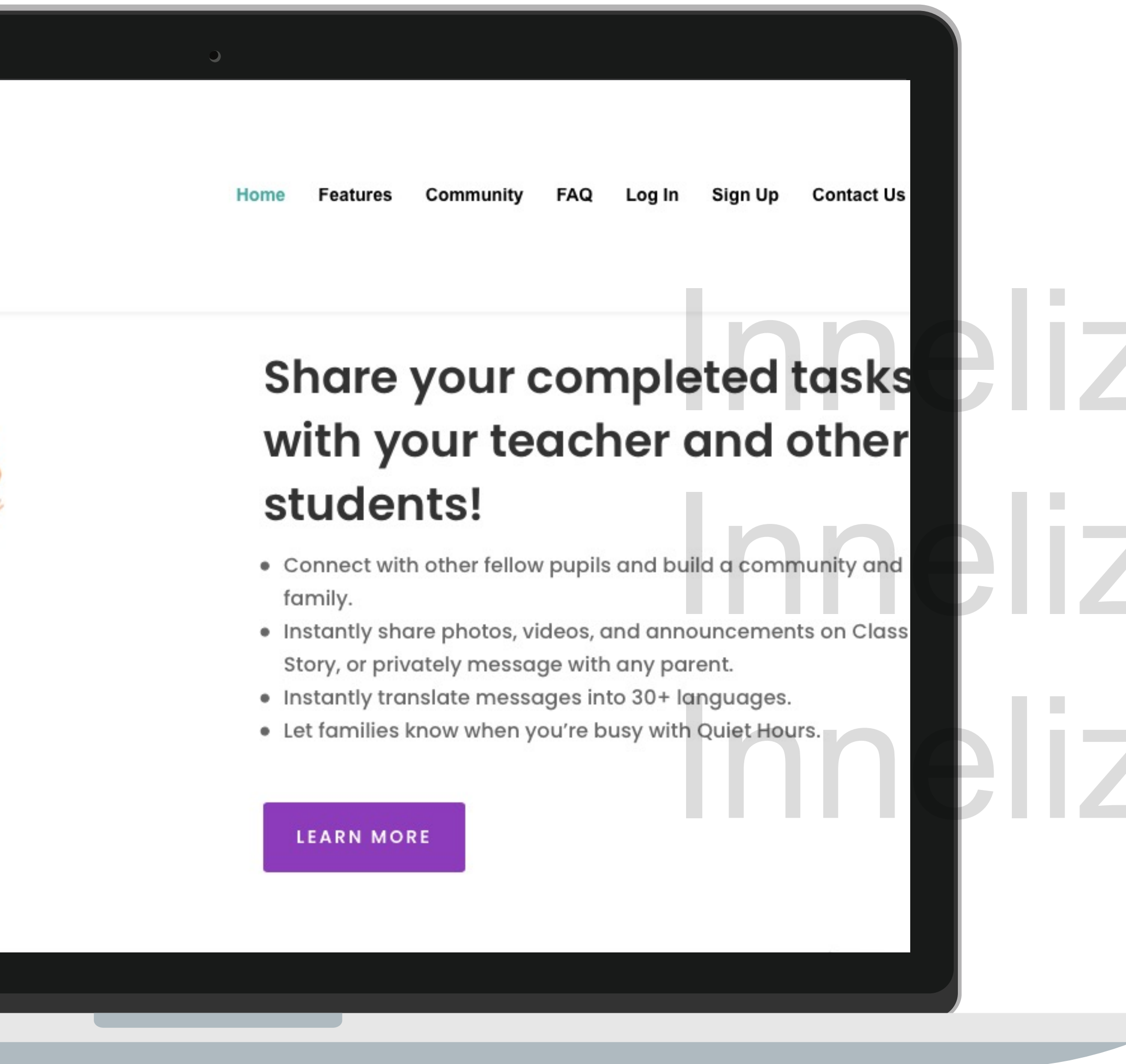
EARLY YEARS E-LEARNING

Sign Up for Updates

Username

Email

Registration confirmation will be emailed to you.

Register

Log in | Lost your password?

Digital Diversity.

Access your child's education from any location.

CREATIVE DESIGN

A responsive platform that is accessible from any location and any device.

APP DEVELOPMENT

No printing and extra resources involved. Allow your child to access academic skills from the comfort of your home.

The Platform

Connecting students to their teachers throughout the platform.

Using Early On will engage your child with daily activities and tasks that will keep them on track with their academic goals and build independence with confidence and control.
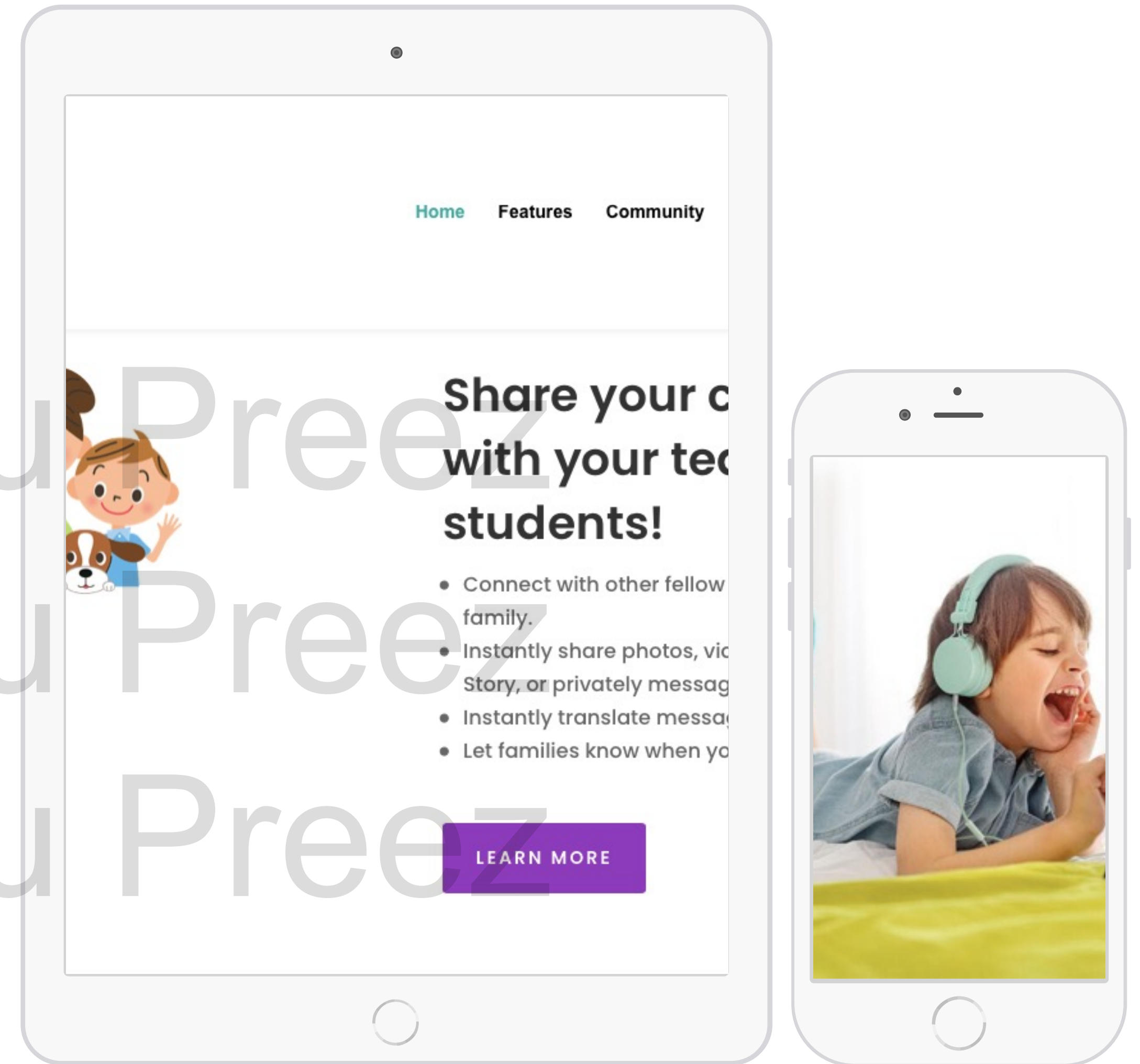
The App.

Parents are there every step of the way. With a unique access code, you are able to track your child's weekly progress reports and easily message your child's teacher with any concerns.

**SHARE
MOMENTS
WITH PARENTS**

**PROVIDE
COMPLETE
INDEPENDENCE**

**REDUCE
RESOURCES**

Home   Features   Community

Share your d
with your ted
students!

- Connect with other fellow
  family.
- Instantly share photos, vid
  Story, or privately messag
- Instantly translate messag
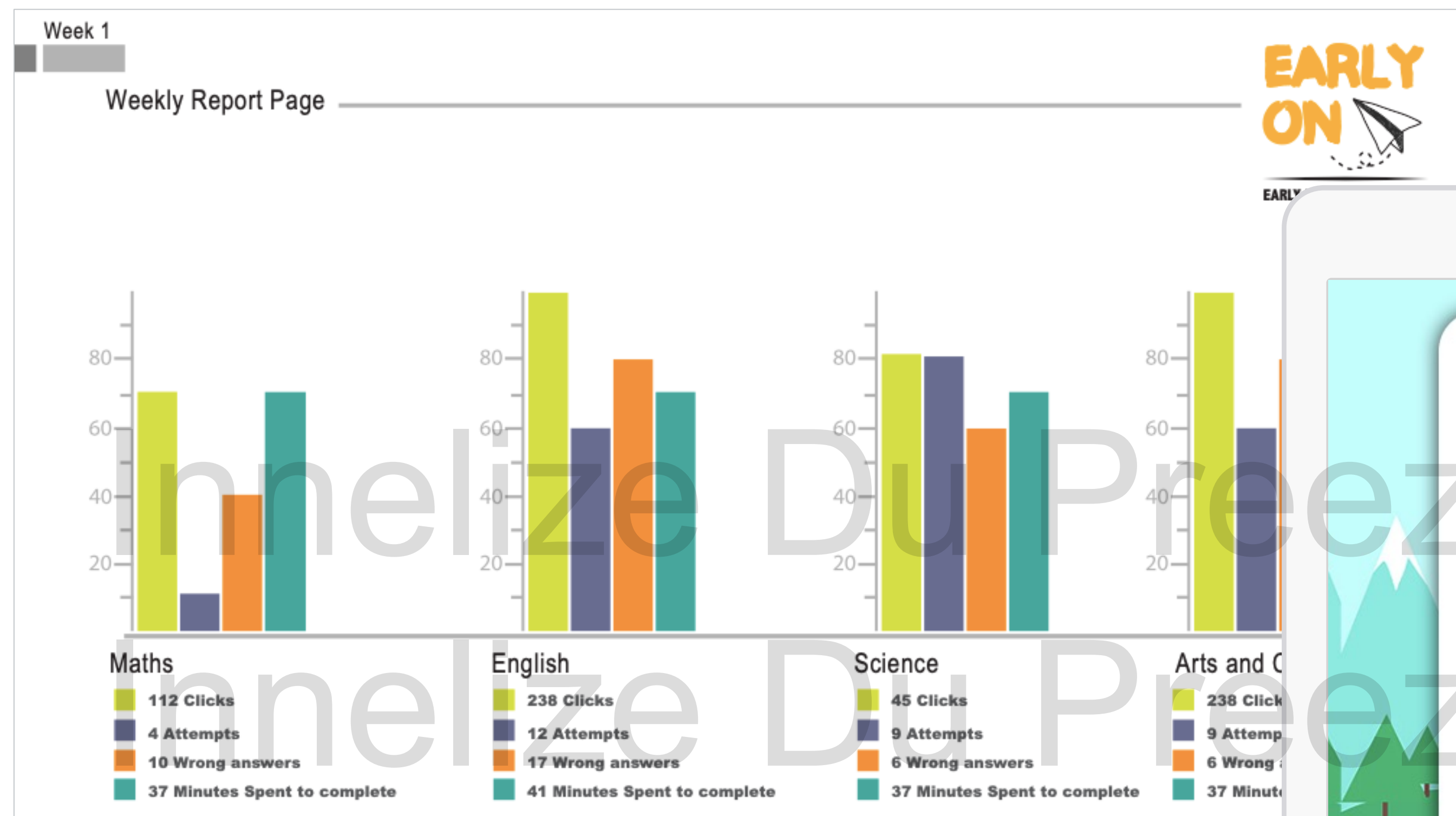- Let families know when yo
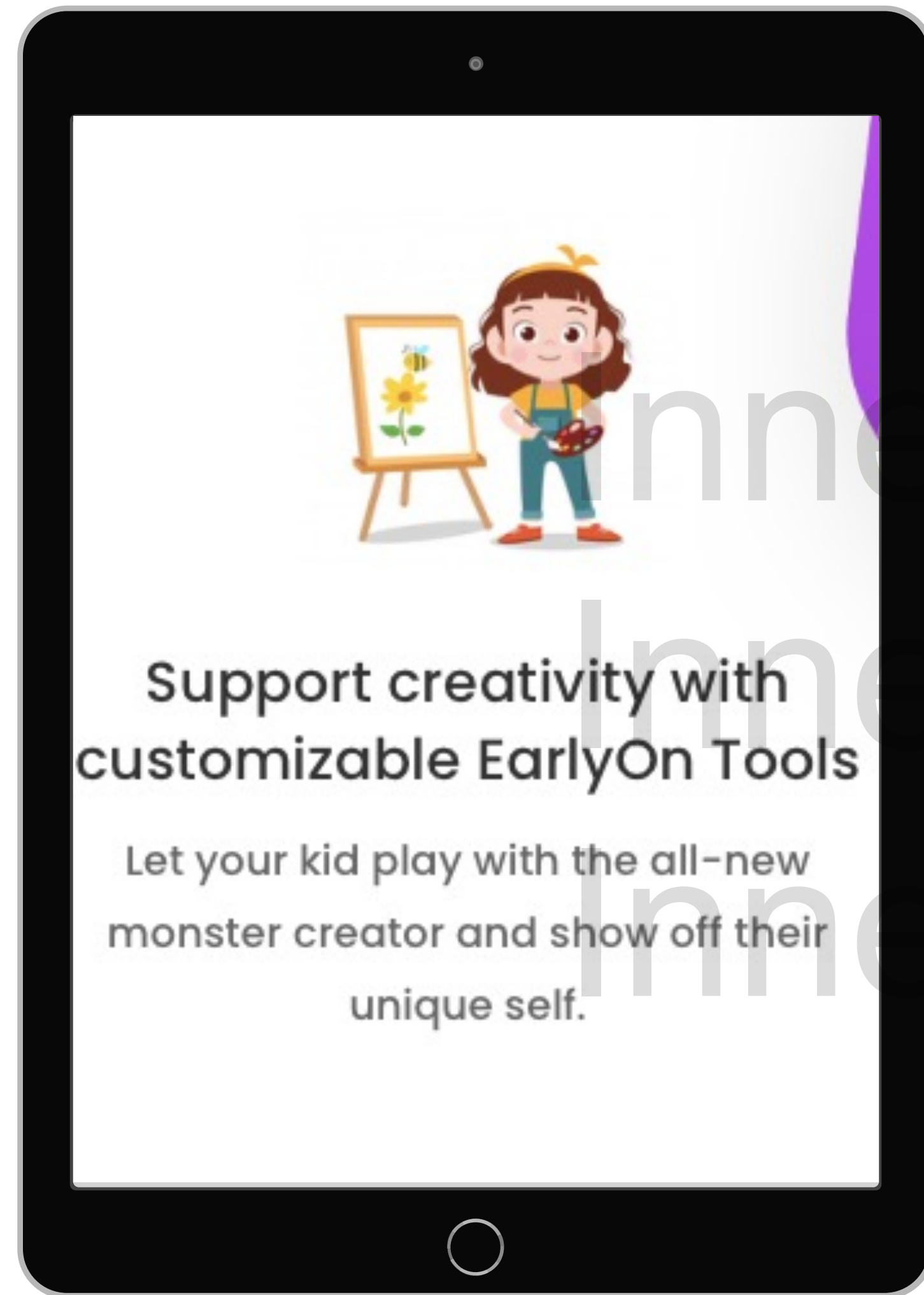
LEARN MORE

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The Features.

TRACKING

Monitor your child's progress.

REPORTS

Generic reports that can be viewed weekly on what your child has completed.
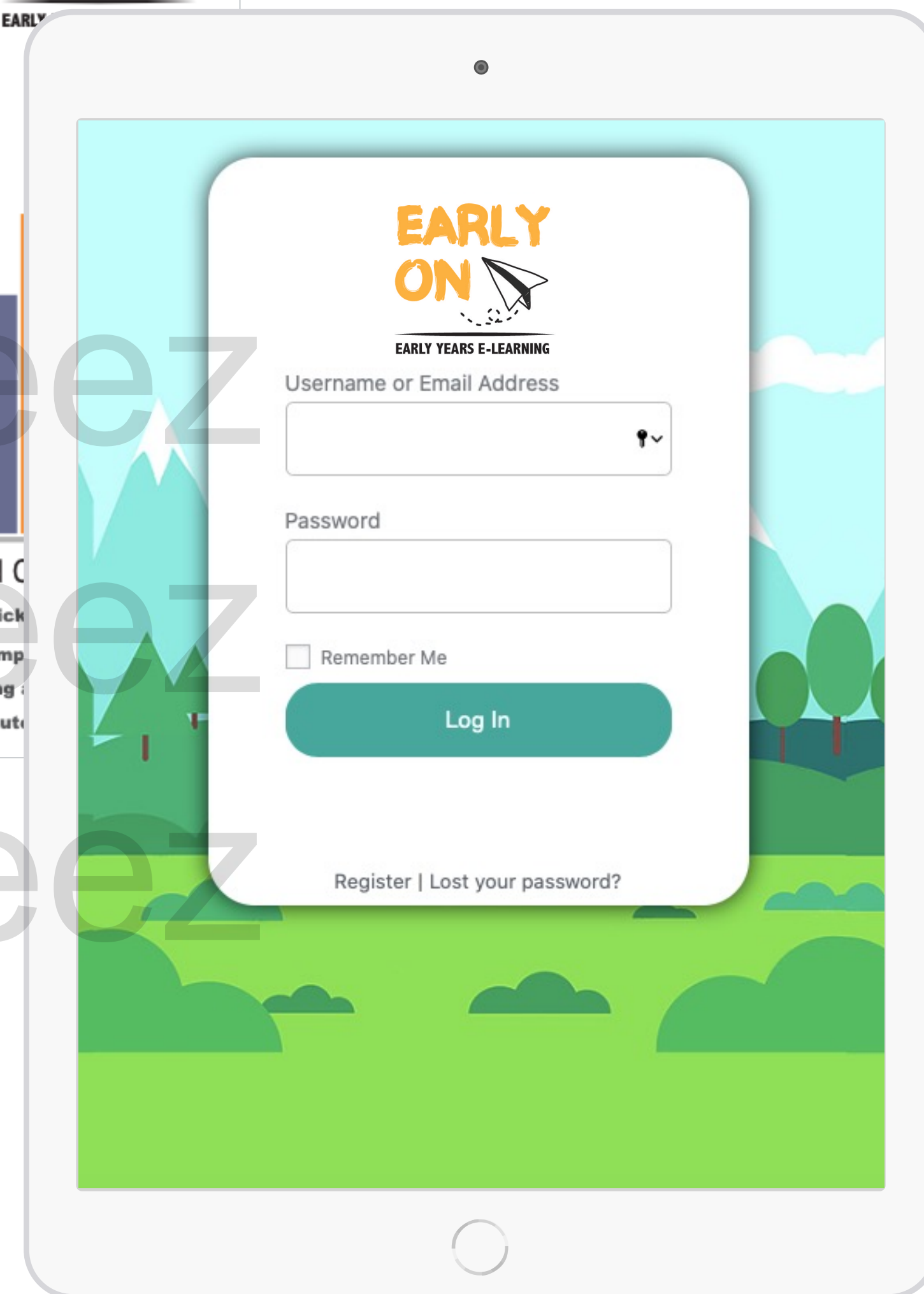
The app will come with special features.

GIVE FEEDBACK

Recognize positive actions like finishing homework, getting ready for bed, and being a kind sibling..

SET GOALS

Decide what you want to work towards and easily give encouragement along the way.

SUPPORT CREATIVITY

Let your kid play with the all-new monster creator and show off their unique self.

Design.

The platform is user friendly as is accessible from any device, children are guided every step of the way.

New days and activities will unlock, once children have mastered or passed the current activities, they are busy with.

Give students a voice with digital portfolios

Students can showcase their learning by adding photos and videos to their own digital portfolios. Available on Chromebooks, iPads, and any computer.
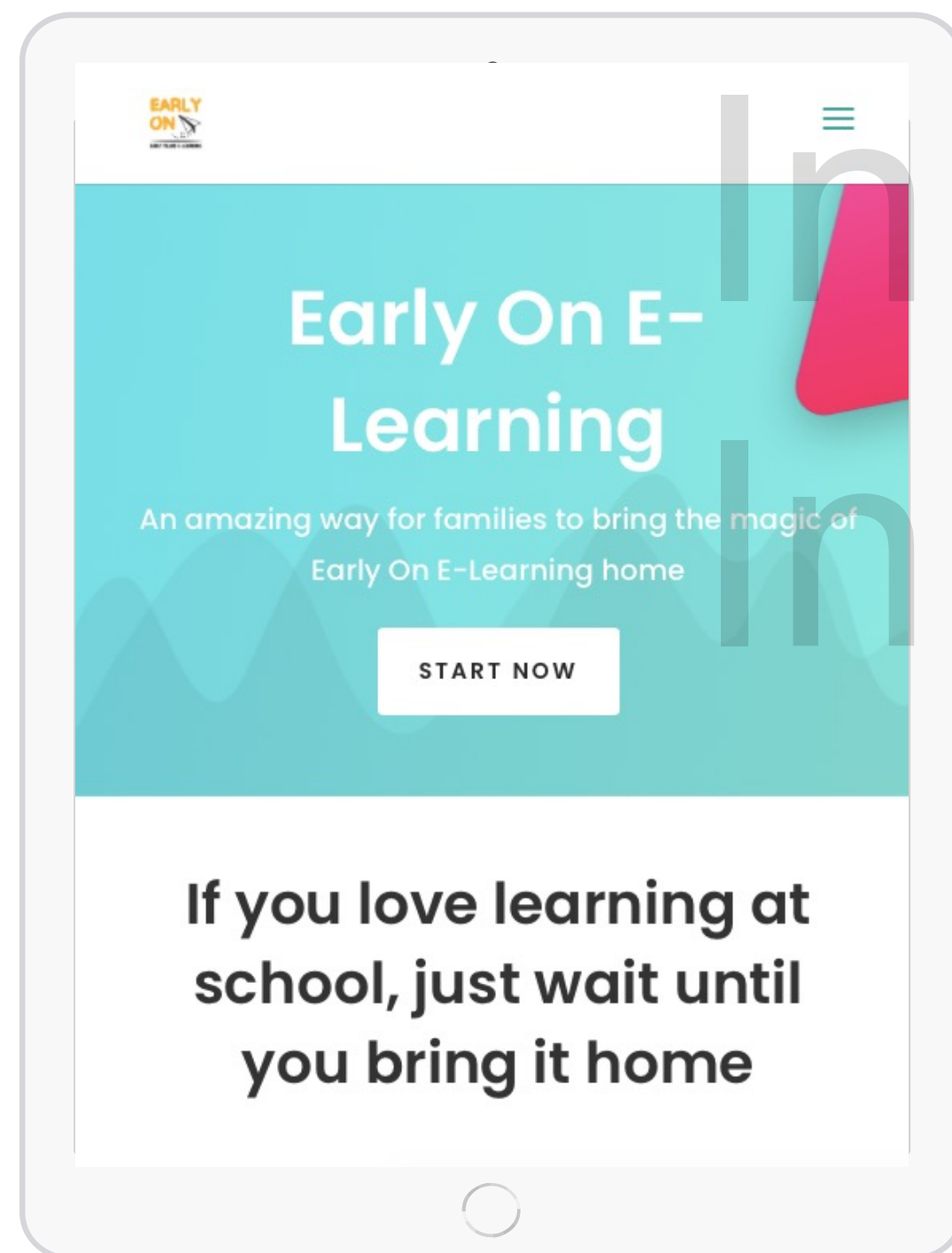
GET PORTFOLIOS

Stay Involved.

Join the community .

Parents are comforted with the opportunity to provide feedback, as well as asking for guidance and help through their child's learning journey.

Ongoing Marketing Strategy.

Early On E-Learning

An amazing way for families to bring the magic of Early On E-Learning home

START NOW

If you love learning at school, just wait until you bring it home

WEBINARS

Information sessions for parents.

FACEBOOK

An online ongoing social media presence to follow updates.

OPEN DAYS

Parents can join an online open day and hear from other parents and their experience.

SUPPORT GROUPS

Parents can access the FAQ page on the website for general questions or contact the teacher.

INSTAGRAM

An online ongoing social media presence to follow updates.

FEEBACK AND IMPROVEMENT

Because this is a new app, parents should provide feedback for what is needed to improve.

Promotional Video.

On the EarlyOn Website, parents are welcomed with an information video and guide before starting their trail to educational success!

https://www.youtube.com/watch?v=00zypJCa1Hg&t=29s

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