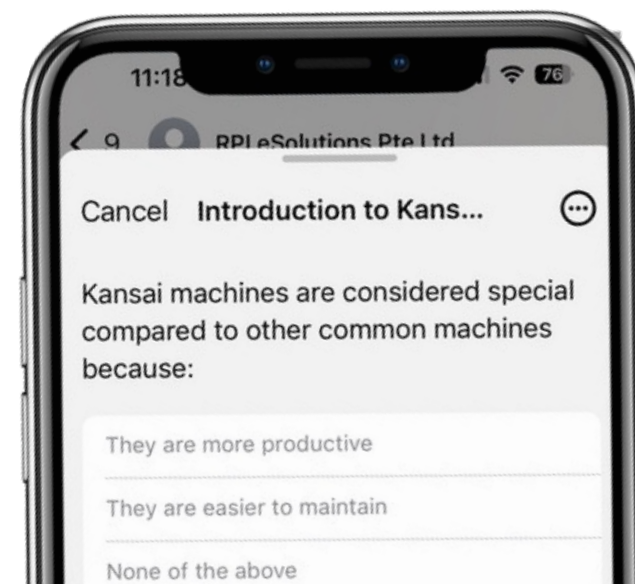
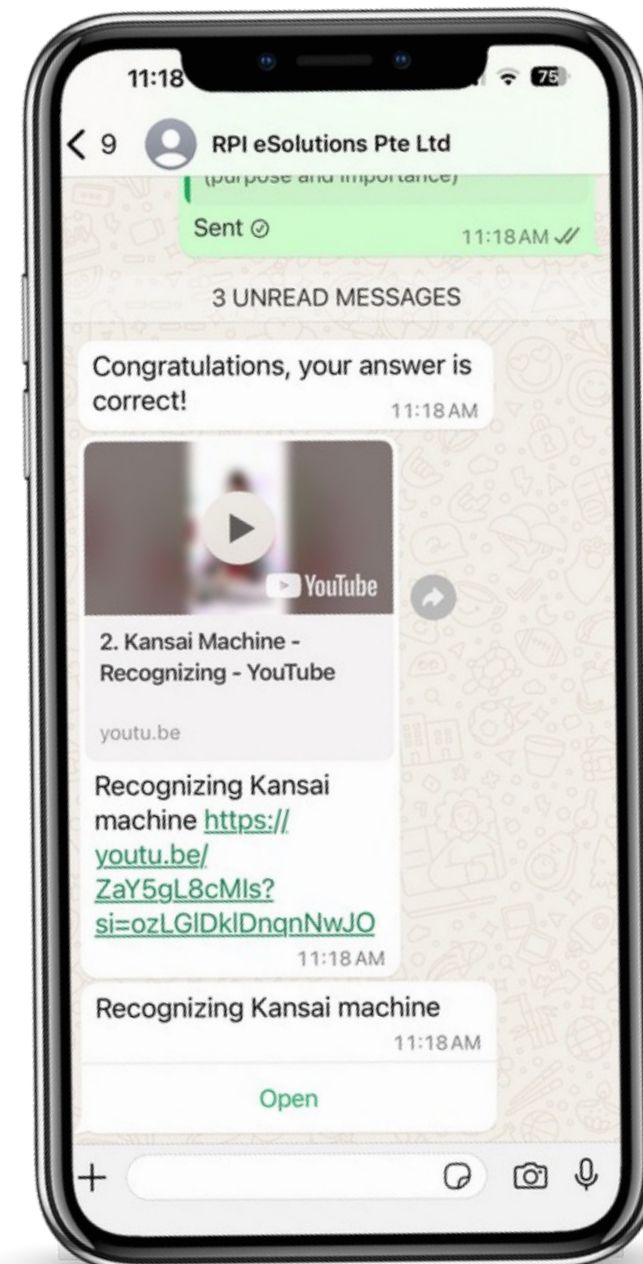
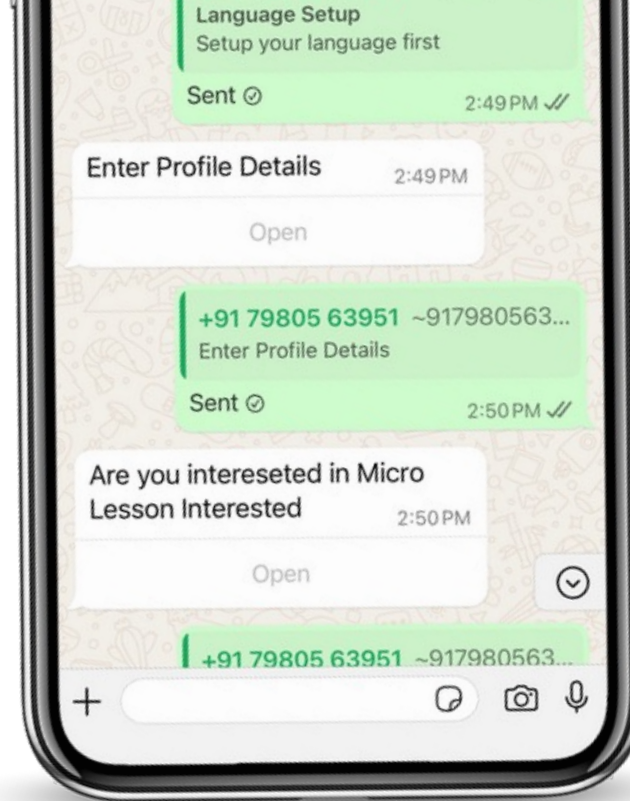
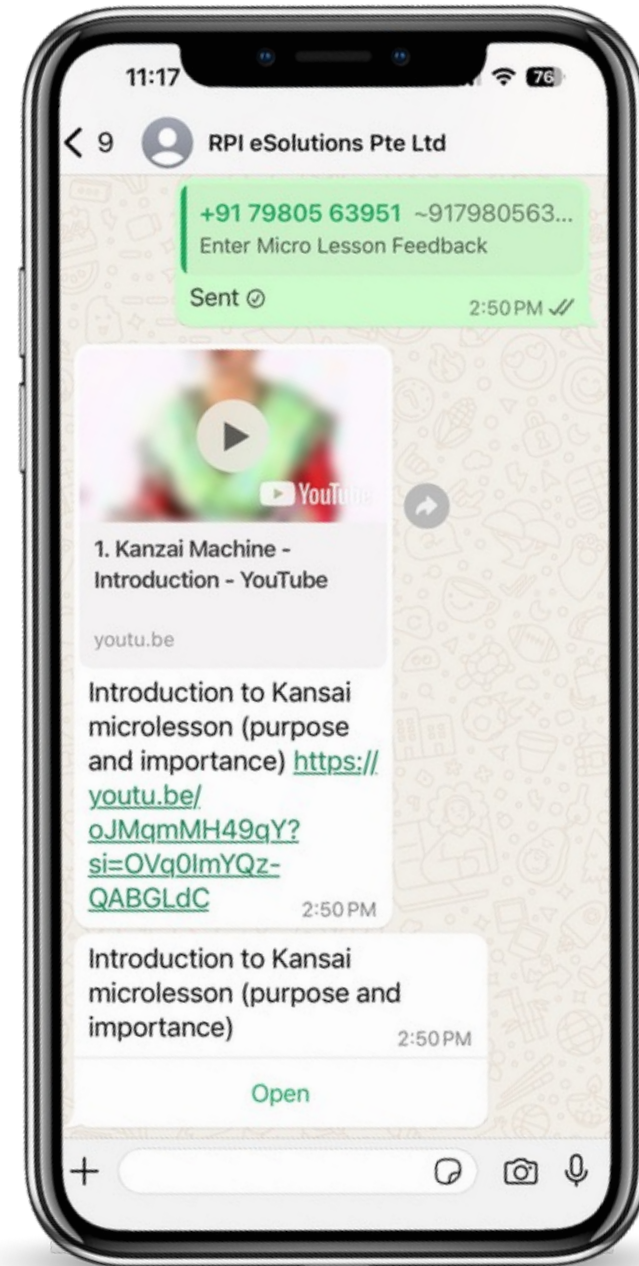




LEARNING ON WHATSAPP: MOBILE MICRO-LESSONS

RPI created a just-in-time learning solution, deploying micro-lessons on WhatsApp, addressing the need for an accessible, intuitive platform for digital learning.





PROBLEM STATEMENT

In our fast-paced world, workers need to be up-skilled fast, effectively and economically. Traditional learning methods lack flexibility and common digital learning struggle with digital accessibility, hindering workers' ability to learn on-the-go.

CUSTOM SOLUTION

RPI integrates micro-lessons into WhatsApp, offering an accessible, intuitive platform for users and a flexible, detailed admin interface. This solution enables personalised, monitored learning, ensuring quality digital content and user-friendly navigation.



DEVELOPMENT PROCESS

01



Product Discovery

- Through research, we gain insights into our goals to create a WhatsApp-based micro-lesson system that provides personalised, monitored learning.
- Identified key stakeholders including educators, administrators, and end-users (workers).
- Analysed the challenges of traditional e-learning methods and their limitations in flexibility, accessibility, and personalisation.

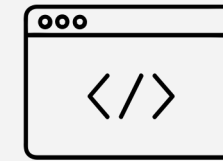
02



Product Roadmap

- Established a robust tech environment, selecting appropriate frameworks and tools for WhatsApp integration.
- Outlined key features such as user management, diverse content delivery, personalized learning paths, and detailed analytics.

03



Tech Development

- Implemented an agile approach, breaking the development process into sprints to allow iterative progress and continuous feedback.
- Regularly reviewed the product features, eliminating redundancies and making necessary adjustments to optimise functionality and user experience.

DEVELOPMENT PROCESS

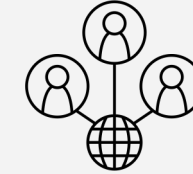
04



Quality Assurance

- Conducted rigorous testing phases to assess usability, functionality, and overall user experience.
- Collected and analyzed feedback from initial users to identify areas for improvement.
- Transitioned the refined product to a staging environment for final validations before deployment.

05



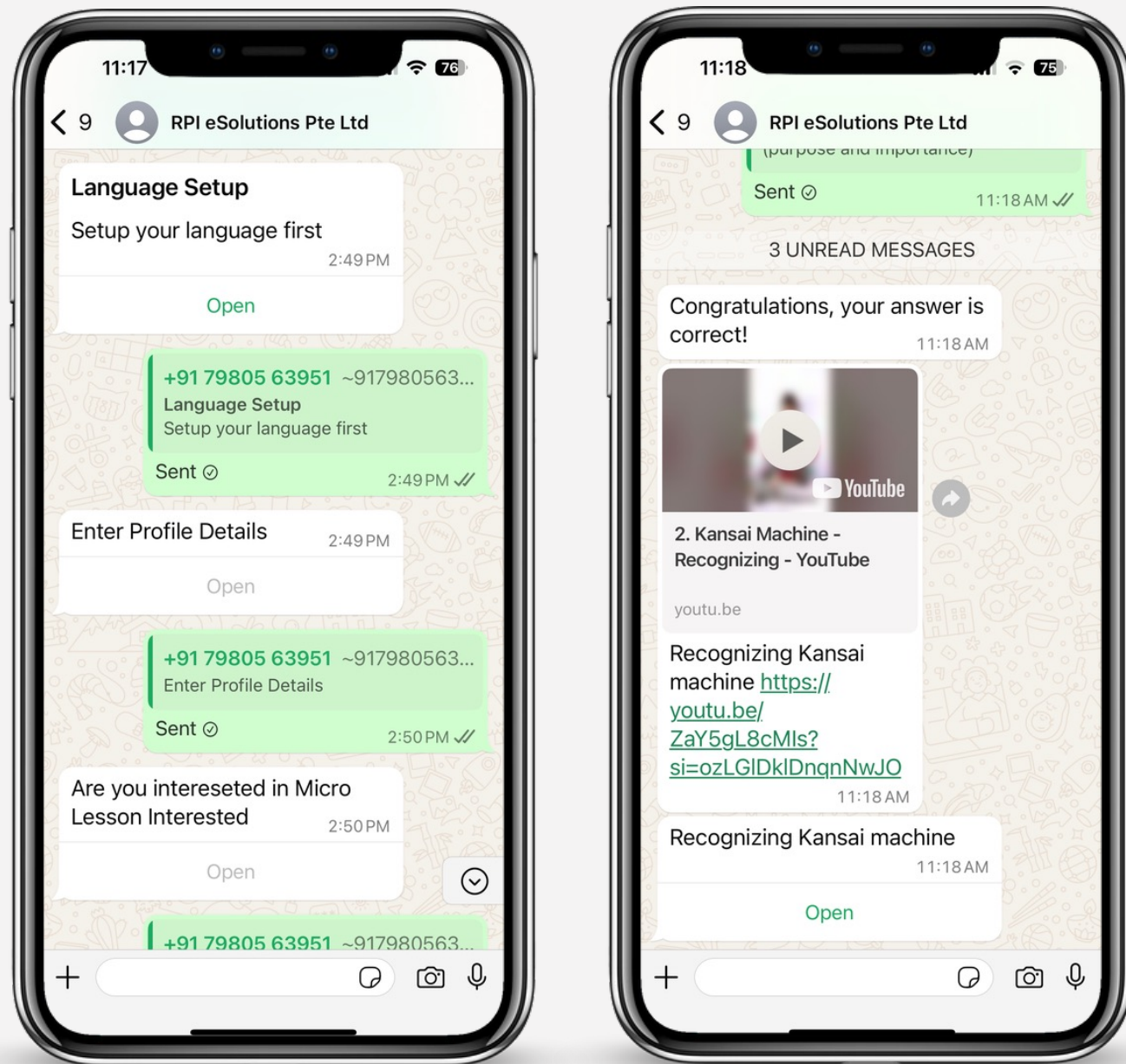
Product Deployment

- Established APIs to enable real-time data exchange and seamless integration with other systems.
- Continuously monitored the product performance and user engagement, providing updates and improvements as necessary to maintain optimal functionality and user satisfaction.

USER INTERFACE

Intuitive & Personalised Interaction

- Upon Admin approval, new users can simply interact with messages from WhatsApp.
- Profiling questions will be asked, allowing lessons to align with their background, fostering better learning.
- Users are guided to answer quizzes to test their learning after each lesson, ensuring comprehension.
- Results of quizzes and surveys are close monitored for timely feedback and improvements.
- Contents are available in both English and Bengali.



Herald WA Admin

Users Management

Profiling Questions

Micro Lessons

Log out

Manage lesson's questions

Home / Lessons / Questions

Drag and drop the questions to modify their order

Add

#	Title	Question/Video URL	Type	Active	Action
1	Introduction to Kansai microlesson (purpose and importance)	https://youtu.be/oJMqmMH49qY?si=OVq0ImYQzQABGLdC	V	y	
2	Video Test	https://www.youtube.com/watch?v=ecu7EPNiOns	V	y	
3	Introduction to Kansai microlesson (purpose and importance)	Kansai machines are considered special compared to other common machines because:	Q	y	
4	Recognizing Kansai machine	https://youtu.be/ZaY5gL8cMIs?si=ozLGIkDkIDnqnNwJO	V	y	
5	Recognizing Kansai machine	Kansai Machines are:	Q	y	
6	Common processes	https://youtu.be/7sClaiWuQrc?si=nuKUKTLwrgGIAZsS	V	y	
7	Recognizing Kansai machine	You can tell a machine is a Kansai machine if it has:	Q	y	
8	Common processes	Which of the following processes are done on the Kansai machine?	Q	y	
9	Common processes	Which of the following is not done on the Kansai machine?	Q	y	
10	Different stitch types	https://youtu.be/ecu7EPNiOns?si=1aCA93-x-56P6VHF	V	y	

<

1

2

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Herald WA Admin

Users Management

Profiling Questions

Micro Lessons

Log out

Home

Soumitra Kumar Manna track

Home / User tracking

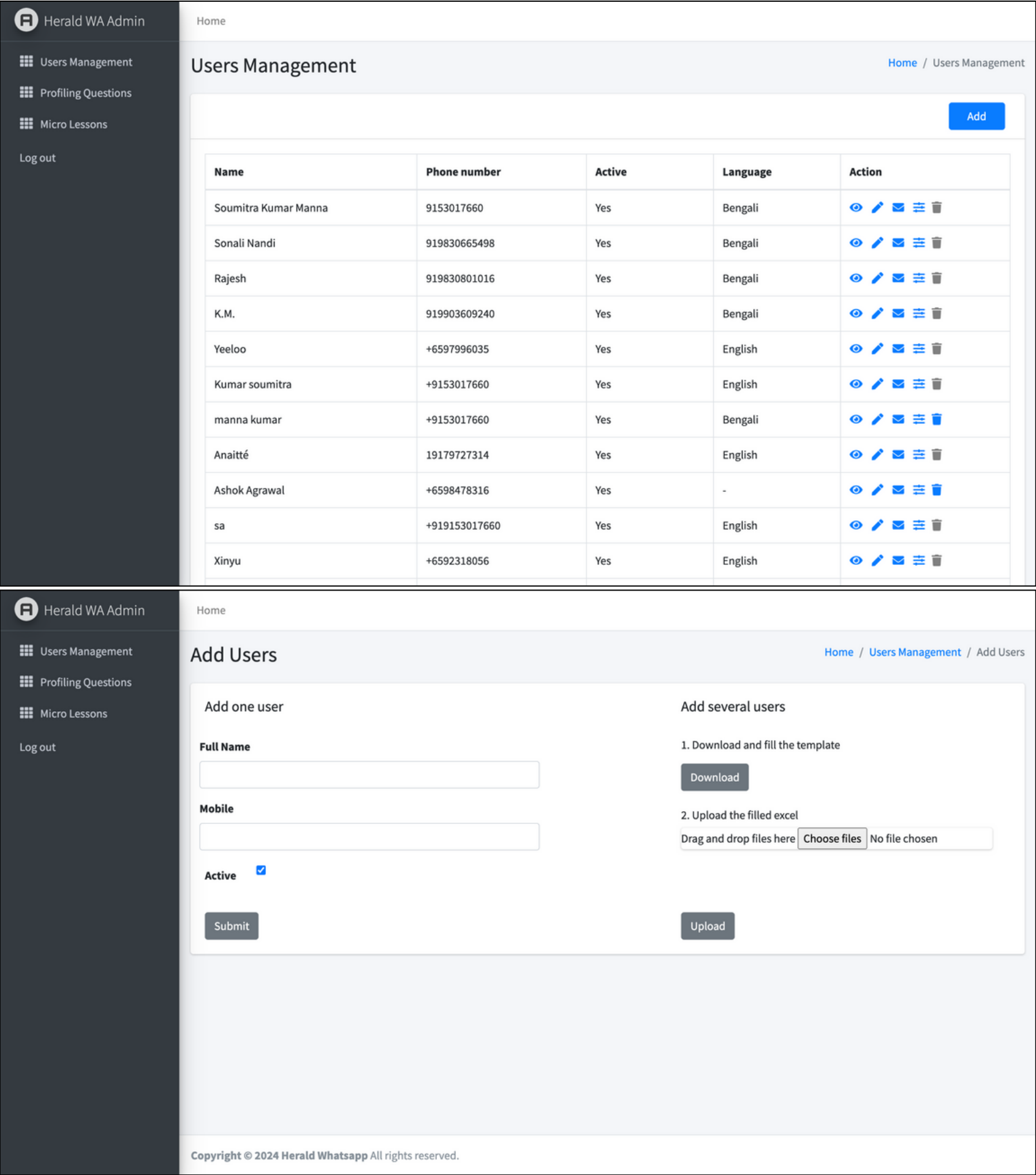
Question	Microlesson	Number of attempts	Time of response
You can tell a machine is a Kansai machine if it has:	Micro Lesson 1	1	0h 0m 10s
Kansai machines are considered special compared to other common machines because:	Micro Lesson 1	2	6h 37m 56s
Kansai Machines are:	Micro Lesson 1	2	0h 0m 15s
Which of the following processes are done on the Kansai machine?	Micro Lesson 1	3	0h 0m 31s
Which of the following is not done on the Kansai machine?	Micro Lesson 1	2	0h 0m 25s
The upper and lower parts of the stitches from the Kansai machine look the same	Micro Lesson 1	1	0h 0m 7s
What the upper stitch from a Kansai machine look like:	Micro Lesson 1	2	0h 0m 20s

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ADMIN INTERFACE

Creative Content Customisation

- **Diverse Content Delivery:** Lessons can include text, images, videos and interactive questions.
- **Personalised Learning path:** Admins access an intuitive platform to curate learning paths.
- **Closely Tracked Learning Process:** Aside from saving all user answers to quizzes and surveys, the system also monitors lesson progress, time taken to complete lesson, no. of attempts to answer a question. Admin can export data as cvs file.



ADMIN INTERFACE

Smart Lesson Monitoring

The system monitors a wide variety of user interaction to help admins make smarter decisions.

- **User Engagement Metrics:** Track lesson completion rates, average time spent on lessons, and interaction rates to understand user behaviour.
- **Lesson Performance:** Measure lesson performance through completion rates, average scores, and response accuracy.
- **User Retention Insights:** Monitor user retention rates and repeat interactions to gauge long-term engagement.
- **System Usage Patterns:** Identify peak times for lesson completion and admin activity to optimise content delivery.

Advanced Admin Control

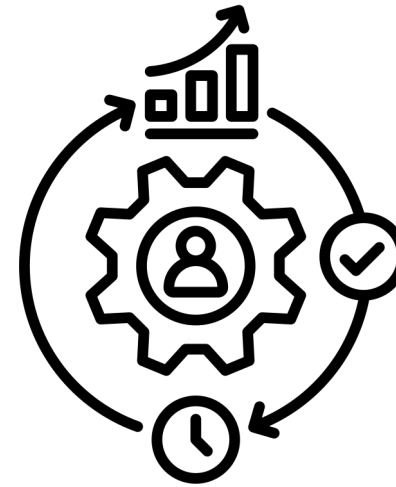
- **User Management:** bulk import user data from existing systems as xlxs file or add individual users manually.
- **Intuitive broadcasting:** announcements can be made to all or specific users.

RESULTS & IMPACTS



ENHANCED ENGAGEMENT

- Personalised and interactive content delivered through a familiar platform like WhatsApp leads to higher user engagement and participation rates.
- Customised lesson plans based on user responses ensure that each learner receives training that is directly applicable to their current role and skill level.



DATA-DRIVEN INSIGHTS

- Performance Analytics: Monitoring user progress and lesson performance helps identify areas where learners may need additional support or content adjustments, leading to continuous improvement of the learning experience.