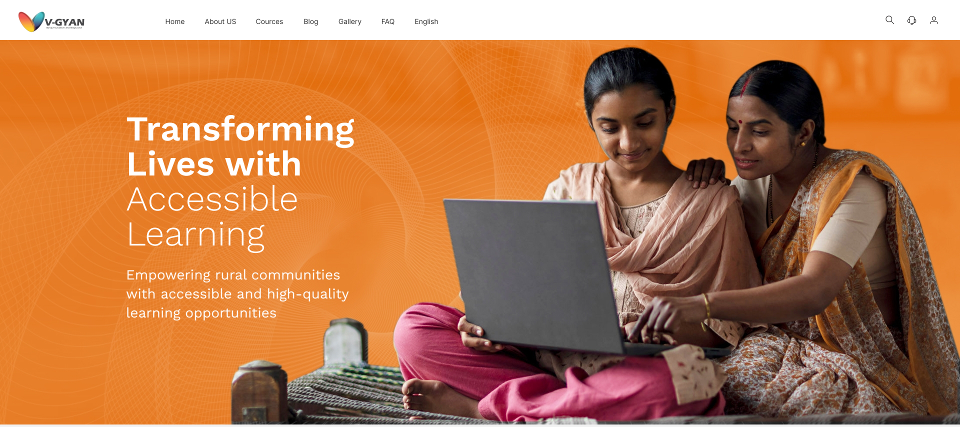
V-GYAN
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FAQ
English

Transforming Lives with Accessible Learning

Empowering rural communities with accessible and high-quality learning opportunities

Project Overview

Vigyan is an e-learning platform designed for rural communities, providing customized courses for women, men, and students in regional languages. It aims to empower rural learners with practical skills in areas like agriculture, environment, healthcare, and social service, fostering self-sufficiency and community development.

Role: UX/UI Designer

Platform: Mobile-first Web App

Timeline: 6 weeks

Tools Used: Figma, XD, Google Forms.

Team: 1 Designer, 2 Developers, 1 Field Researcher, 1 Content Strategist

Problem Statement

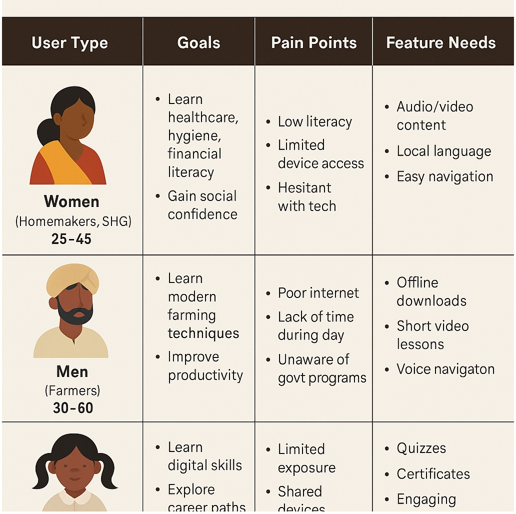
Rural communities lack access to contextually relevant, skill-based digital education that fits their lifestyle, language, and cultural needs. Most existing e-learning platforms cater to urban audiences with complex UI, making them unsuitable for rural use.

Goal

- Design a simple, regional-language e-learning app
- Tailor the platform to men, women, and students
- Provide practical courses like farming, healthcare, and social service
- Enable offline access to content and low-data streaming
- Build confidence, skill, and autonomy in rural learners

User Research

User Type	Age Group	Goals	Pain Points	Feature Needs
Women (Homemakers, SHG)	25–45	- Learn healthcare, hygiene, financial literacy - Gain social confidence	- Low literacy - Limited device access - Hesitant with tech	- Audio/video content - Local language - Easy navigation
Men (Farmers)	30–60	- Learn modern farming techniques - Improve productivity	- Poor internet - Lack of time during day - Unaware of govt programs	- Offline downloads - Short video lessons - Voice navigation
Students	13–22	- Learn digital skills - Explore career paths - Social awareness	- Limited exposure - Shared devices - No structured guidance	- Quizzes - Certificates - Engaging course design



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	• Learn digital skills • Explore career paths	• Limited exposure • Shared devices	• Quizzes • Certificates • Engaging

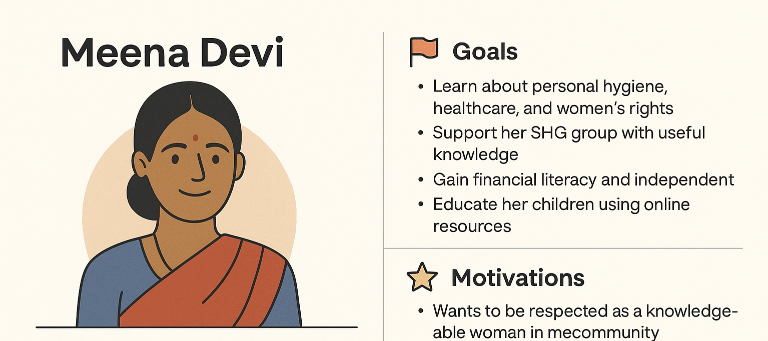
Methods:

- Field surveys (20 villagers across 3 districts)
- 1-on-1 interviews with rural educators, SHG leaders, and local NGOs
- Feedback from mobile kiosk centers

Key Insights:

- Many learners have low digital literacy and use shared smartphones
- Content needs to be regional, voice-supported, and offline-friendly
- Women prefer women-specific courses and community learning
- Students seek career guidance, social awareness, and digital skills

Persona



Meena Devi

Goals

- Learn about personal hygiene, healthcare, and women's rights
- Support her SHG group with useful knowledge
- Gain financial literacy and independent
- Educate her children using online resources

Motivations

- Wants to be respected as a knowledgeable woman in mecommunity

35

Rural Uttar Pradesh, India

Homomaker, SHG Member

Basic literacy

Shared smartphone

Low to Moderate

- Hopes to become self-sufficieir and better support family
- Unstable internet through storytelling

Pain Points

- Cannot funy read ioñg coneńt to hirfor

Ramesh Singh

42

Farmer

Rural Bihar, India

Hindi

Hindi

Prefers simple tech

Goals

- Improve productivity
- Learn modern farming techniques
- Implement environmentally sustainable practices

Motivations

- Provide for his family
- Increase his farming knowledge
- Stay updated on weather patterns
- Understand the latest farming trends

Pain Points

- Limited internet access
- Lacks formal education
- Struggles with limited access to expert knowledge

Pooja Yadav

29

Rural Maharashtra, India

Housewife

House

Goals

- Become more independent
- Learn new skills
- Support children's education

Motivations

- Improve her family's quality of life
- Gain confidence through learning
- Make a positive impact on her community

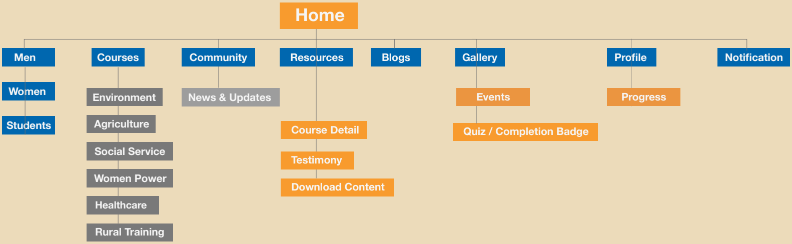
Pain Points

- Has no access to quality education
- Limited opportunities for personal growth
- Has to manage household responsibilities

Platform Features

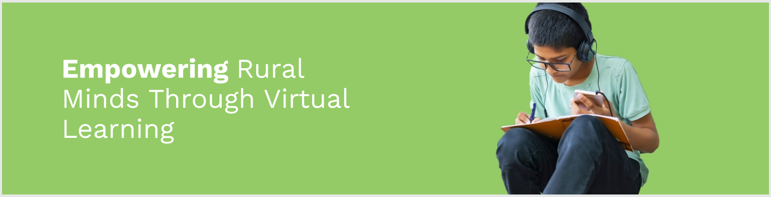
Feature	Description
Multi-language Support	Hindi, Marathi, Gujarati, Bhojpuri (more coming)
Profile-based Dashboard	Courses grouped for Women, Men, Students
Audio Narration & Subtitles	For low-literacy learners
Download for Offline Access	Watch anytime without data
Voice Navigation	Voice commands in regional dialects
Certification	Print-ready course completion certificate

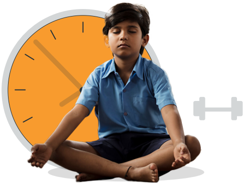
Information Architecture



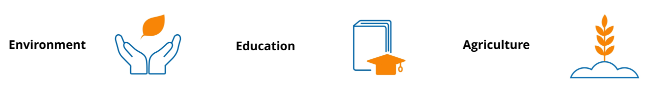
- Home
  - Men
    - Women
    - Students
  - Courses
    - Environment
    - Agriculture
    - Social Service
    - Women Power
    - Healthcare
    - Rural Training
  - Community
    - News & Updates
  - Resources
    - Course Detail
    - Testimony
    - Download Content
  - Blogs
  - Gallery
    - Events
    - Quiz / Completion Badge
  - Profile
    - Progress
  - Notification

Visual Style


Empowering Rural
Minds Through Virtual
Learning



Icons: Large, illustrative,


Environment
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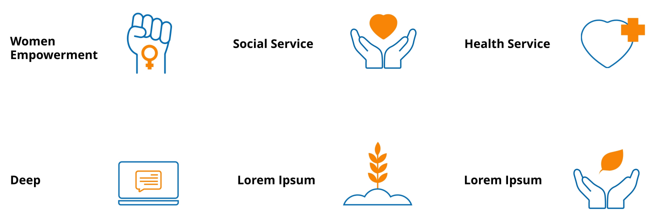
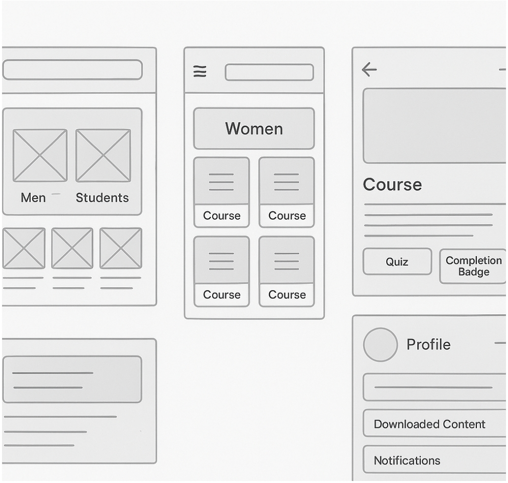
Agriculture


Women Empowerment
Social Service
Health Service
Deep
Lorem Ipsum
Lorem Ipsum

Colors:

Pale Orange	Earthy green	Soil brown	Soft yellow
#F89B2E	#4CAF50	#8D6E63	#FFF9C4

Low Fidelity wireframe


Men
Students
Women
Course
Course
Course
Course
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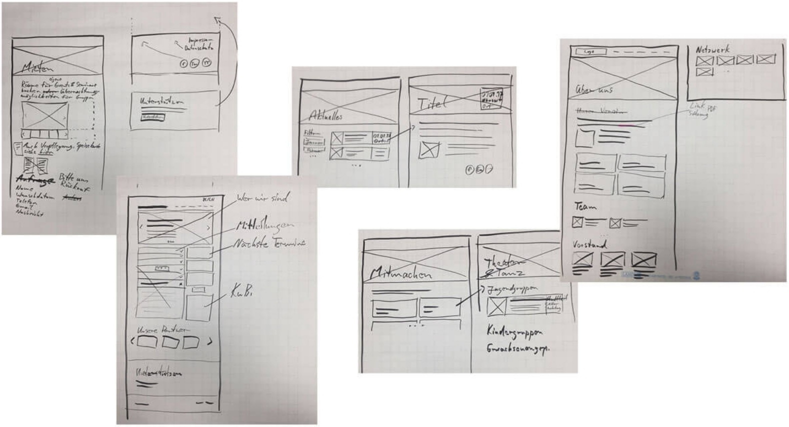
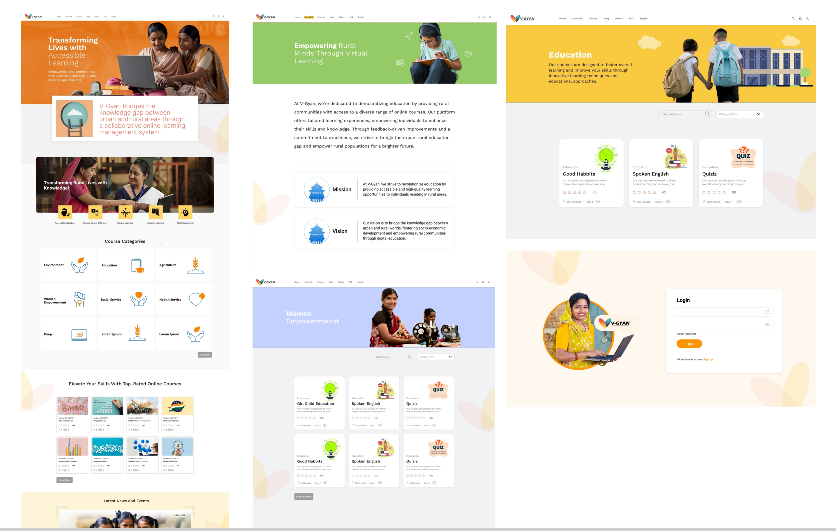
Quiz
Completion Badge
Profile
Downloaded Content
Notifications


Mieten
Aktuelles
Titel
Wer wir sind
Mitteilungen
Nächste Termine
KuBi
Unsere Partner
Unterstützen
Mitmachen
Theater Tanz
Jugendgruppen
Kindergruppen
Erwachsenengr.
Netzwerk
Über uns
Team
Vorstand

High Fidelity wireframe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Latest News And Events
Mission
Vision
Search Course
Category Filter
Education
Good Habbits
Spoken English
Quiziz
Girl Child Education
(0)
200 Enrolled
Topic 1
Login
Forget Password

Transforming Lives with Accessible Learning

Empowering rural communities with accessible and high-quality learning opportunities

V-Gyan bridges the knowledge gap between urban and rural areas through a collaborative online learning management system.

Transforming Rural Lives with Knowledge!

Empowering Rural Minds Through Virtual Learning

At V-Gyan, we're dedicated to democratizing education by providing rural communities with access to a diverse range of online courses. Our platform offers tailored learning experiences, empowering individuals to enhance their skills and knowledge. Through feedback-driven improvements and a commitment to excellence, we strive to bridge the urban-rural education gap and empower rural populations for a brighter future.

Mission: At V-Gyan, we strive to revolutionize education by providing accessible and high-quality learning opportunities to individuals residing in rural areas.

Vision: Our vision is to bridge the knowledge gap between urban and rural worlds, fostering socio-economic development and empowering rural communities through digital education.

Education

Our courses are designed to foster overall learning and improve your skills through innovative learning techniques and educational approaches.

Our courses are designed to foster overall learning and improve your

Women Empowermeant

OUTCOMES

Metric / Result	Value / Insight
📊 Course Completion Rate	↑ 60% in pilot villages within 3 weeks
🙆 Women Confidence Score	78% reported feeling more confident
📤 Content Sharing	3.2 sessions per user per week
⏱ Average Weekly Usage	50% of users shared courses with family/SHG

📱 Mobile Compatibility Success	App worked on 85% of low-end devices in testing

💡 KEY LEARNINGS

Localization is Non-Negotiable
→ Regional language + audio content is critical for engagement.

Design for Digital Beginners
→ Large icons, clear navigation, and voice guidance remove fear of usage.

Offline Matters
→ Internet is patchy; offline content ensures continuity of learning.

User Segmentation Adds Comfort
→ Gender- and age-specific content makes users feel seen and supported.

Recognition Drives Motivation
→ Printable certificates and badges keep learners engaged and proud.

V-GYAN

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- Brands
- Gift Certificates
- Blogs
- Work With Us

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- Order History
- Site Map
- Affiliates
- Newsletter

SOCIAL LINKS

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