

Fundamentor

Case Study

Client Information:

Fundamentor is an innovative web based application which uses technology, analytics and gamification to enhance the cognitive aptitude and life skills of teenagers. Technical expertise and domain knowledge are imperative for students to have successful careers. However, complementary skills like communication, leadership, critical decision making, innovation and creativity are equally important. These life skills are directly linked to quantitative aptitude, verbal reasoning skills, data inference skills and creative thinking. Now-a-days schools focus more on English and Mathematics, but have a relatively lower focus on analytical skills and communication skills. Fundamentor enhances the quantitative aptitude, verbal reasoning, data inference & creative thinking skills in teenagers through curriculum and methods which students enjoy, ensuring effective aptitude development. An efficient combination of age, platform, duration, delivery and feedback ensures the efficacy of Fundamentor in aptitude development. Fundamentor is a platform for change with the mission to guide the students in developing essential skills that are required to mould a successful career and life.

Client Brief:

Identifying the current trends and gaps in the education sector as well as need for skill development, Fundamentor came up with an idea to develop a dynamic website using gamification for students and teenagers to help them in developing their life skills and cognitive aptitude. The brief involved engineering the application which included the gamification model and analytics engine for Fundamentor. Fundamentor shared the wireframe and business process logic for usage of this platform with the Josh Software team which enabled them to build the solution using Ruby on Rails framework. On top of it there was major time constraint as they wanted to launch the prototype of this platform in 8 weeks to meet Fundamentor team's aim of product demonstration to the key stakeholders in the market viz. schools, around the time schools start preparing for their next academic year.

The Josh Software Edge: *Delivering a complex, intelligent and dynamic platform for Fundamentor in an 8-week turnaround time*

Having previously worked with companies from the education domain to create revolutionary products, the Josh Software team was well equipped to understand the client requirements. The team was able to turn around an efficient and dynamic solution within 8 weeks of the brief. Fundamentor team shared the wireframe and business process logic with the Josh Team, helping them deliver a solution based on a gamification model which includes game elements in different modules to create engagement amongst the users. The solution developed by Josh enables Fundamentor to provide users with test questions based on the critical life skill and analytical engine gives the user analytics on their performance. Basis these analytics, areas of improvement are suggested. Apart from integration of analytical engine, the solution provided by Josh also enabled integration of videos which provides tutorial and guidance to the users post taking the test. This solution also allowed Fundamentor to provide an incentive based model to users, where after logging in and appearing for the test the users receive certain number of points which can be redeemed by purchasing merchandise available on the portal. Josh Software provided a solution which was scalable and can be accessed on different digital platforms like laptops, tablets and smartphones.

Impact:

Josh Software was able to develop a solution in eight weeks. This was demonstrated to 17 schools out of which 90 percent are close to conversion, in a matter of two months. Fundamentor is close to deployment of the pilot of this product in 4-5 schools across India. After December 2014, basis the feedback received post demo usage by schools, additional improvements and new specifications are being added to this platform viz. integration with social media etc.