

Project 1- Summer internship



By-
Shivani Nayak
Communication Design
2017-19

Acknowledgment

The success and final outcome of this project required a lot of guidance and assistance from many people and I am extremely privileged to have got this all along the completion of my project. All that I have done is only due to such supervision and assistance and I would not forget to thank them.

I respect and thank Mr. Anish, for providing me an opportunity to do the project work in LogIQids and giving us all support and guidance which made me complete the project duly. I am extremely thankful to Mikin Lala for providing such a nice support and guidance, although he had busy schedule managing the corporate affairs.

I owe my deep gratitude to our project guide Mikin and Sachin, who took keen interest on project work and guided all along, till the completion of project work by providing all the necessary information for developing a good system.

I would not forget to remember Vikas and Yash, of product team for their encouragement and more over for their timely support and guidance till the completion of our project work.

I am thankful to and fortunate enough to get constant encouragement, support and guidance from all Teaching staffs of IDC School of design which helped me in successfully completing my project work.

Shivani Nayak

Case No.	Case Name	Case Type	Case Status	Case Date	Case Location	Case Description	Case Details	Case Notes	Case Comments	Case Actions
1	John Doe	Case 1	Open	2023-01-01	New York	Case 1 Description	Case 1 Details	Case 1 Notes	Case 1 Comments	Case 1 Actions
2	Jane Smith	Case 2	Closed	2023-01-02	California	Case 2 Description	Case 2 Details	Case 2 Notes	Case 2 Comments	Case 2 Actions
3	Bob Johnson	Case 3	Pending	2023-01-03	Texas	Case 3 Description	Case 3 Details	Case 3 Notes	Case 3 Comments	Case 3 Actions
4	Alice Brown	Case 4	Open	2023-01-04	Florida	Case 4 Description	Case 4 Details	Case 4 Notes	Case 4 Comments	Case 4 Actions
5	Charlie White	Case 5	Closed	2023-01-05	Illinois	Case 5 Description	Case 5 Details	Case 5 Notes	Case 5 Comments	Case 5 Actions
6	Diana Green	Case 6	Pending	2023-01-06	Ohio	Case 6 Description	Case 6 Details	Case 6 Notes	Case 6 Comments	Case 6 Actions
7	Frank Black	Case 7	Open	2023-01-07	Georgia	Case 7 Description	Case 7 Details	Case 7 Notes	Case 7 Comments	Case 7 Actions
8	Grace King	Case 8	Closed	2023-01-08	Arizona	Case 8 Description	Case 8 Details	Case 8 Notes	Case 8 Comments	Case 8 Actions
9	Henry Lee	Case 9	Pending	2023-01-09	Colorado	Case 9 Description	Case 9 Details	Case 9 Notes	Case 9 Comments	Case 9 Actions
10	Ivy Hall	Case 10	Open	2023-01-10	Connecticut	Case 10 Description	Case 10 Details	Case 10 Notes	Case 10 Comments	Case 10 Actions
11	Jack Adams	Case 11	Closed	2023-01-11	Delaware	Case 11 Description	Case 11 Details	Case 11 Notes	Case 11 Comments	Case 11 Actions
12	Karen Baker	Case 12	Pending	2023-01-12	Idaho	Case 12 Description	Case 12 Details	Case 12 Notes	Case 12 Comments	Case 12 Actions
13	Leo Clark	Case 13	Open	2023-01-13	Indiana	Case 13 Description	Case 13 Details	Case 13 Notes	Case 13 Comments	Case 13 Actions
14	Mia Evans	Case 14	Closed	2023-01-14	Iowa	Case 14 Description	Case 14 Details	Case 14 Notes	Case 14 Comments	Case 14 Actions
15	Noah Foster	Case 15	Pending	2023-01-15	Kansas	Case 15 Description	Case 15 Details	Case 15 Notes	Case 15 Comments	Case 15 Actions
16	Olivia Gibson	Case 16	Open	2023-01-16	Kentucky	Case 16 Description	Case 16 Details	Case 16 Notes	Case 16 Comments	Case 16 Actions
17	Peter Hall	Case 17	Closed	2023-01-17	Louisiana	Case 17 Description	Case 17 Details	Case 17 Notes	Case 17 Comments	Case 17 Actions
18	Quinn Ives	Case 18	Pending	2023-01-18	Maine	Case 18 Description	Case 18 Details	Case 18 Notes	Case 18 Comments	Case 18 Actions
19	Rachel King	Case 19	Open	2023-01-19	Maryland	Case 19 Description	Case 19 Details	Case 19 Notes	Case 19 Comments	Case 19 Actions
20	Samuel Lee	Case 20	Closed	2023-01-20	Massachusetts	Case 20 Description	Case 20 Details	Case 20 Notes	Case 20 Comments	Case 20 Actions
21	Tina Miller	Case 21	Pending	2023-01-21	Michigan	Case 21 Description	Case 21 Details	Case 21 Notes	Case 21 Comments	Case 21 Actions
22	Uma Nunez	Case 22	Open	2023-01-22	Minnesota	Case 22 Description	Case 22 Details	Case 22 Notes	Case 22 Comments	Case 22 Actions
23	Victor Ortiz	Case 23	Closed	2023-01-23	Mississippi	Case 23 Description	Case 23 Details	Case 23 Notes	Case 23 Comments	Case 23 Actions
24	Wendy Parker	Case 24	Pending	2023-01-24	Montana	Case 24 Description	Case 24 Details	Case 24 Notes	Case 24 Comments	Case 24 Actions
25	Xavier Quinn	Case 25	Open	2023-01-25	Nebraska	Case 25 Description	Case 25 Details	Case 25 Notes	Case 25 Comments	Case 25 Actions
26	Yara Ramirez	Case 26	Closed	2023-01-26	Nevada	Case 26 Description	Case 26 Details	Case 26 Notes	Case 26 Comments	Case 26 Actions
27	Zoe Roberts	Case 27	Pending	2023-01-27	New Hampshire	Case 27 Description	Case 27 Details	Case 27 Notes	Case 27 Comments	Case 27 Actions
28	Adam Scott	Case 28	Open	2023-01-28	New Jersey	Case 28 Description	Case 28 Details	Case 28 Notes	Case 28 Comments	Case 28 Actions
29	Bella Taylor	Case 29	Closed	2023-01-29	New Mexico	Case 29 Description	Case 29 Details	Case 29 Notes	Case 29 Comments	Case 29 Actions
30	Chris Vance	Case 30	Pending	2023-01-30	New York	Case 30 Description	Case 30 Details	Case 30 Notes	Case 30 Comments	Case 30 Actions
31	Diana White	Case 31	Open	2023-01-31	North Carolina	Case 31 Description	Case 31 Details	Case 31 Notes	Case 31 Comments	Case 31 Actions
32	Ethan Wright	Case 32	Closed	2023-02-01	North Dakota	Case 32 Description	Case 32 Details	Case 32 Notes	Case 32 Comments	Case 32 Actions
33	Fiona Young	Case 33	Pending	2023-02-02	Ohio	Case 33 Description	Case 33 Details	Case 33 Notes	Case 33 Comments	Case 33 Actions
34	George Zander	Case 34	Open	2023-02-03	Oklahoma	Case 34 Description	Case 34 Details	Case 34 Notes	Case 34 Comments	Case 34 Actions
35	Hannah Bell	Case 35	Closed	2023-02-04	Oregon	Case 35 Description	Case 35 Details	Case 35 Notes	Case 35 Comments	Case 35 Actions
36	Ivan Black	Case 36	Pending	2023-02-05	Pennsylvania	Case 36 Description	Case 36 Details	Case 36 Notes	Case 36 Comments	Case 36 Actions
37	Jessica Clark	Case 37	Open	2023-02-06	Rhode Island	Case 37 Description	Case 37 Details	Case 37 Notes	Case 37 Comments	Case 37 Actions
38	Kyle Davis	Case 38	Closed	2023-02-07	South Carolina	Case 38 Description	Case 38 Details	Case 38 Notes	Case 38 Comments	Case 38 Actions
39	Laura Evans	Case 39	Pending	2023-02-08	South Dakota	Case 39				

About LogIQids

Discover the genius within your child!

LogIQids, started by IIT-IIM graduates, is an innovative web-based learning tool, to develop Logical Reasoning in kids at a young age. LogIQids aims at boosting brain development in kids and enhance various critical skill-sets like problem-solving, creativity and lateral thinking.

They provide test and worksheet packages from Sr. KG to Class 9.

A startup of three graduates

-20 employees

-who covered over 10 cities

-460+ schools

-15000+ students enrolled

-2 lakh questions solved.

Words of founders

Mikin Lala (co-founder)

“Though logical reasoning is an extremely important skill set and required at every stage in life, kids in India are not exposed to it during their formative years. Exposing kids to such brain teasers not just helps in competitive exams, but more importantly, it also helps in developing their thinking skills.”

Sumit Agarwal (co-founder)

“Through LogIQids, our endeavour is to give the kids, much needed exposure to logic at the right age. Its not just another exam to test what is taught in academics, but an effort from our side to develop and enhance a new skill-set in kids.”

Company's Structure

Product Team

Product manager

Sachin Gupta is the product manager who takes care of working going in front end, back end and designers section. He manages timelines.

Front end team

Sumantha and Rahul are two front end developers who works as freelancer and also as ui designer.

Back end team

They doing back end coding and are divided into two sections- one handles the current site and other are exploring with new website and create games for kids.

Graphic Designer

Shivani Nayak as an intern and Sumantha as a freelancer took care of ui/ux designs of different web pages.

Marketing Team

Content Writer

Amit, Drishti and Preeti take care of facebook content, booklet and exercise. They collaborate with designers for creative content.

Graphic Designer

Anish is not a professional graphic designer yet he tries to make creatives for content on facebook and booklets.

Business Management Team

Mayuri, jasween and their two interns manages the business- they do weekly analysis of no. of users added i.e, who bought packages from site, no. of registered users, events coming up, people associated with events, meetings update and promoting business in more schools by organising workshops and tying up with more schools. They keep records in form of excel sheets.

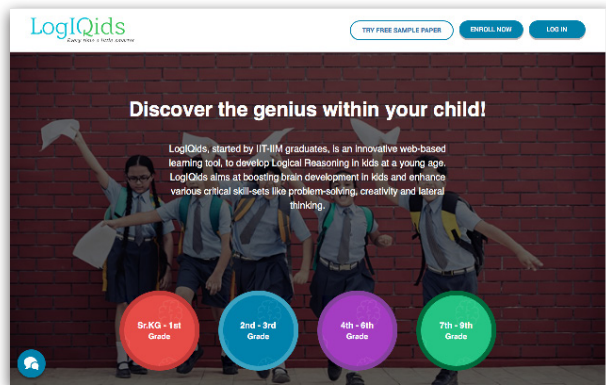
Customer Service Team

Nousheen, Taranum and Shikha are people who solve queries on phone as well as through messages on dashboard.

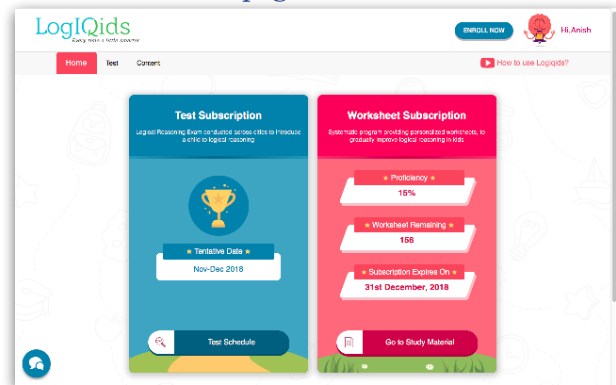
My Journey

Study LogIQids current website for understanding how LogIQids works.

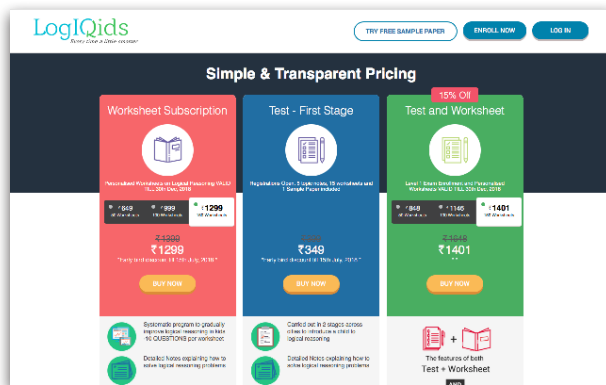
Homepage



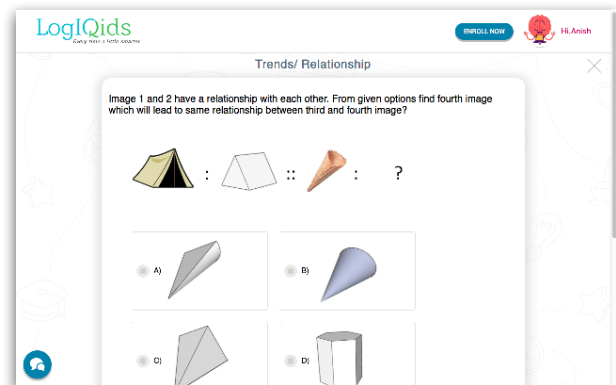
Worksheet status page



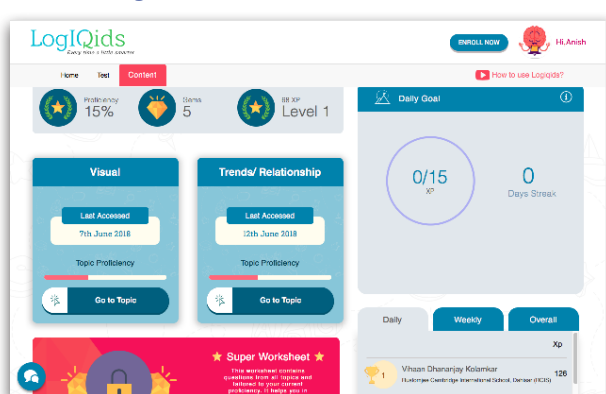
Product Page



Worksheet Practise Page

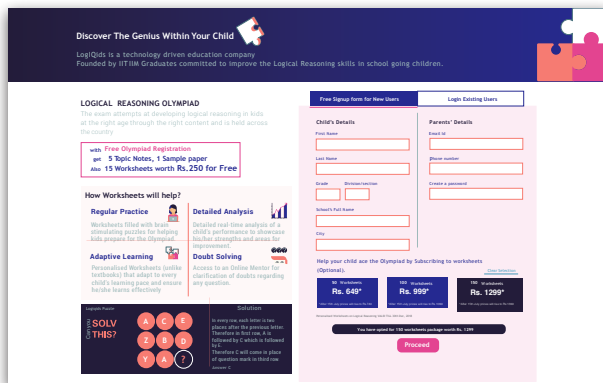


Result Page

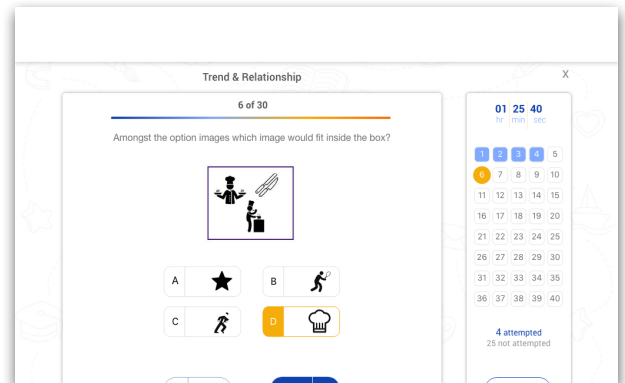


Tasks given

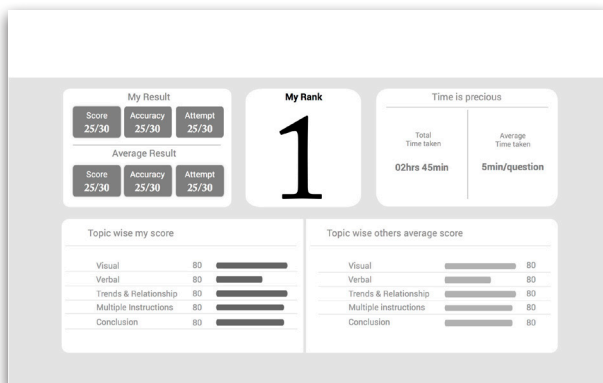
1. Design a landing page for LogIQids Olympiad



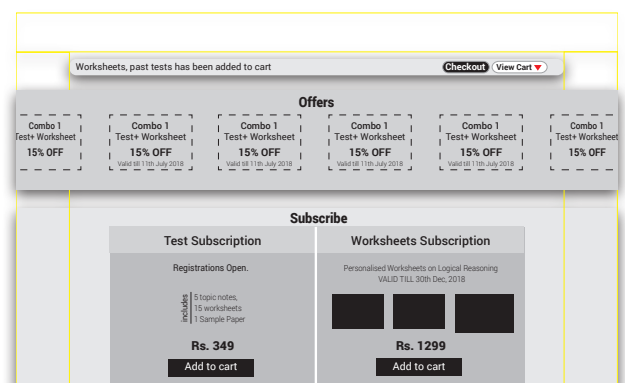
2. Design a sample test page for coming past test



3. Design a wireframe for result page



4. Design a wireframe for product page



5. Design an Imca offer page



Design landing page

Brief-

1. Design a landing page for LogIQids Olympiad 2018.
2. It is to sign up or register first time users for olympiad(which is free registration), so description of LogIQids is necessary.
3. We have to sell worksheets packages as well.
4. There are offers for first time users.

Deadline - 4days

First day, I was asked to show some work by 5pm. This page was made without an study about landing page.

LogIQids Who we are What we do **Subscribe** Log In/ Sign up

Test
Worksheet

Discover the genius within your child!

LogIQids aims at boosting brain development in kids and enhance various critical skill-sets like problem-solving, creativity and lateral thinking. LogIQids aims at boosting brain development in kids and enhance various critical skill-sets like problem-solving, creativity and lateral thinking.

In-house developed and curated Logical Reasoning Content/ Worksheets which contain brain stimulating puzzles developed by IIT-IIM graduates.

**India's 1st
Logical Reasoning Olympiad
Sr. KG- Class 9**

Logical Reasoning olympiad 2017

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

[Learn More](#)

Free Test

Tests

Registrations Open.

5 topic notes,
15 worksheets and
1 Sample Paper
included.

Carried out in 2 stages
across cities to introduce
a child to logical
reasoning

Free Test

Add to

Worksheets

VALID TILL 30th Dec,
2018.

Personalised
Worksheets on Logical
Reasoning.

Systematic program to
gradually improve
logical reasoning in kids

-10 QUESTIONS per
worksheet

649
10 worksheets
5 topics

999
100 worksheets
5 topics

1299
100 worksheets
5 topics

Rs. 1299
Early bird discount till 15th July 2018*

Add to

**We got 4.9/5 ★★★★★ in facebook
because our star parents say that,**

Minal Deo
The daily work-
sheets are very
good and Amav is
finding it very useful.

Dhara Kohli
The daily work-
sheets are very
good and Amav is
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We will love to hear from YOU

Our Team Contact Us FAQ's

support@logiqids.com + 91 7045345345 / + 91 22-62363860

Learnings

Study of subject is very important before designing it.

After the rejection of page I was asked to make a wireframe of landing page. Also including navigation bar at top distracts users from hitting CTA(call-to-action).

Wireframe is a low-fidelity, simplified outline of your product. You can usually recognize them by their distinctive block layouts, use of lines to represent text, and “ ” squares indicating placeholders for future images.

Logo

Please fill the form and click Proceed

Kid's Details
First Name
example Mohit
Last Name
example Verma
Grade
Division/Section
Sr. KG
School's Full Name
example, St. Francis H. Sec. School
City
Mumbai

Parents' Details
Email Id
example_drivemysk23@gmail.com
Phone Number
example_9334446667
Create a password
example_kg-Dlg-uch12

You may buy worksheets from here

Personalised Worksheets
In depth analysis
Progress review
Detailed Notes

50 WORKSHEETS
Rs. 649
100 WORKSHEETS
Rs. 999
150 WORKSHEETS
Rs. 1299*

Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

Proceed Clear All

About

Photos/video

Details about worksheets

Testimonials & Credibility

We got 4.9/5 ★ in facebook beacuse our star parents say that,

Minal Deo
The daily worksheets are very good and Arnav is finding it very useful.

Dhara Kohli
The daily worksheets are very good and Arnav is finding it very useful.

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Version 1

In this version signup form is given a priority which is wrong as a person who is signing up is new and donot know about LogIQids. It will pshychologically affects user as compa-ny wants sell product firthe page should be designed from users point of view.

Logo

Please fill the form and click Proceed

Kid's Details
First Name
example Mohit
Last Name
example Verma
Grade
Division/Section
Sr. KG
School's Full Name
example, St. Francis H. Sec. School
City
Mumbai

Parents' Details
Email Id
example_drivemysk23@gmail.com
Phone Number
example_9334446667
Create a password
example_kg-Dlg-uch12

You may buy worksheets from here

Personalised Worksheets
In depth analysis
Progress review
Detailed Notes

50 WORKSHEETS
Rs. 649
100 WORKSHEETS
Rs. 999
150 WORKSHEETS
Rs. 1299*

Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

Proceed Clear All

About

Details about worksheets

Photos/video

Testimonials & Credibility

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Minal Deo
The daily worksheets are very good and Arnav is finding it very useful.

Dhara Kohli
The daily worksheets are very good and Arnav is finding it very useful.

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Version 2

Even in this version signup form is given priority. Page is divided into three zones accord- ing to importance. Here photos/ vedios are given second zone.

Learnings

Design should be made from users point of view

Logiqids

About Logiqids

New Users this is a sign up form for free test. Please fill form and click proceed.

Kid's Details

Mr./Ms.

First Name
example., Mohit

Middle Name
example., Kumar

Last Name
example., Verma

Grade
Sr. KG

Division/section

School's Full Name
example., St. Francis Hr. Sec. School

City
Mumbai

Parents' Details

Email Id
example., shivaninayak233@gmail.com

Phone number
example., 9334446667

Create a password
example., krj-Dfg-uch12

Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

Personalised Worksheets

In depth analysis

Progress review

Detailed Notes

You may buy worksheets from here

50 WORKSHEETS
Rs. 649

100 WORKSHEETS
Rs. 999

150 WORKSHEETS
Rs. 1299*

*After 15th July prices will rise to Rs. 1399

Proceed

Photo collage of Felicitation Program

Video

Sign up

Testimonials & Credibility

We got 4.9/5 ★★★★★ in facebook because our star parents say that,

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Dhara Kohli
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Version 3

This version was approved. Here the signup form is shifted to right side of page, which looks normal now and the extension box is created to relation worksheet description to the packages provided.

Learnings

Mistakes make designer perfect.

Version 4

This version is finally approved because in previous version there wasn't enough space for description of worksheet packages and too much of space about logikids is not required.

Logo

About Logikids and olympiad

Details about worksheets

Personalised Worksheets

In depth analysis

Progress review

Detailed Notes

Please fill the form and click Proceed

Kid's Details

First Name
example., Mohit

Last Name
example., Verma

Grade
Sr. KG

Division/section

Parents' Details

Email Id
example., shivaninayak233@gmail.com

Phone number
example., 9334446667

Create a password
example., krj-Dfg-uch12

School's Full Name
example., St. Francis Hr. Sec. School

City
Mumbai

You may buy worksheets from here

50 WORKSHEETS
Rs. 649
*After 15th July prices will rise to Rs. 749

100 WORKSHEETS
Rs. 999
*After 15th July prices will rise to Rs. 1099

150 WORKSHEETS
Rs. 1299*
*After 15th July prices will rise to Rs. 1399

Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

Proceed Clear All

Photos/video

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We got 4.9/5 ★ in facebook beacuse our star parents say that,



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Learnings

Keep thinking about what we make.

Initial page design

The idea was to keep landing page look like it is for kids. So graphics were used but this was not approved because users are parents and not kids. Secondly, graphics are making page scattered and busy. The purpose should always be to keep page simple, clean and informative.

LogIQids

Discover The Genius Within Your Child

LogIQids is a technology driven education company

Founded by IIT IIM Graduates committed to improve the Logical Reasoning skills in school going children.

with Free Test Registration

get 5 Topic Notes
1 Sample paper
15 Worksheets worth Rs. 300 for Free

Free Signup form for test

Child's Details

First Name

Last Name

Grade Division/section

School's Full Name

City

Parents' Details

Email Id

Phone number

Create a password

LOGICAL REASONING OLYMPIAD:

The exam attempts at developing logical reasoning in kids at the right age through the right content and is held across the country.

Logiqids Puzzle

Can you **SOLVE THIS?**

$10 + 5 = 15$

$10 + 15 = 25$

$10 - 2 = 8$

$10 + 5 \times 2 = ?$

Answer: 20

How Worksheets will help?

Regular Practice:
Worksheets filled with brain stimulating puzzles for helping kids prepare for the Olympiad.

Adaptive Learning:
Personalised Worksheets (unlike textbooks) that adapt to every child's learning pace and ensure he/she learns effectively.

Detailed Analysis:
Detailed real-time analysis of a child's performance to showcase his/her strengths and areas for improvement.

Doubt Solving:
Access to an Online Mentor for clarification of doubts regarding any question.

Help your child ace the Olympiad by Subscribing to worksheets (Optional). [Clear Selection](#)

50 Worksheets	100 Worksheets	150 Worksheets
Rs. 649*	Rs. 999*	Rs. 1299*
*After 15th July prices will rise to Rs. 749	*After 15th July prices will rise to Rs. 1099	*After 15th July prices will rise to Rs. 1399

Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

You have opted for 150 worksheets package worth Rs. 1299

Proceed

We got 4.9★ from our star parents

Minal Deo
The daily worksheets are very good and Arnav is finding it very useful.

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Learnings

Design for your segment users only.

Avoid putting unnecessary elements in design, it will spoil your work. Remember, "Less is more."

Graphics used are fishes. Why they? it is because of the puzzle that is included on page. Since LogIQids never makes such puzzle so this led to change in question as well as graphics should be removed. Based on different puzzles those were sent to me by Sumit Agarwal, co-founder and sitting on discussion about which puzzle to fit in there, keeping in mind that user is not there for long time as it is said that “we donot necessarily read the whole page but scan through it.”- Donot Make Me Think.

Version 1- Question changed

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LOGICAL REASONING OLYMPIAD:

The exam attempts at developing logical reasoning in kids at the right age through the right content and is held across the country.

with Free Olympiad Registration
get 5 Topic Notes, 1 Sample paper
Also 15 Worksheets worth Rs.250 for Free

Why we suggest you to buy Worksheets?

Regular Practice: Worksheets filled with brain stimulating puzzles for helping kids prepare for the Olympiad.	Adaptive Learning: Personalised Worksheets (unlike textbooks) that adapt to every child's learning pace and ensure he/she learns effectively.
Detailed Analysis: Detailed real-time analysis of a child's performance to showcase his/her strengths and areas for improvement.	Doubt Solving: Access to an Online Mentor for clarification of doubts regarding any question.

Can you **SOLVE THIS?**

A	C	E
Z	B	D
Y	A	?

In every row, each letter is two places after the previous letter. Therefore in first row, A is followed by C which is followed by E. Therefore C will come in place of question mark in third row.

Answer C

Free Signup form for New Users

Child's Details

First Name

Last Name

Grade Division/section

School's Full Name

City

Parents' Details

Email Id

Phone number

Create a password

Help your child ace the Olympiad by Subscribing to worksheets (Optional). [Clear Selection](#)

50 Worksheets Rs. 649* After 15th July prices will rise to Rs.749	100 Worksheets Rs. 999* After 15th July prices will rise to Rs.1099	150 Worksheets Rs. 1299* After 15th July prices will rise to Rs.1399
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Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

You have opted for 150 worksheets package worth Rs. 1299

Proceed

FELICITATION PROGRAM

2017

Learnings

Team work is very important for learning.

Version 2- Ways of showing information about worksheet. Idea is to introduce topics as buttons which will open information window or box.



Every time a little smarter



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with Free Olympiad Registration
get 5 Topic Notes, 1 Sample paper
Also 15 Worksheets worth Rs.250 for Free

How Worksheets will help?

- Regular Practice
- Adaptive Learning
- Detailed Analysis
- Doubt Solving

Worksheets filled with brain stimulating puzzles for helping kids prepare for the Olympiad.



Can you SOLV THIS?

In every row, each letter is two places after the previous letter. Therefore in first row, A is followed by C which is followed by E. Therefore C will come in place of question mark in third row.

OR

In every column, if you look from bottom to top each letter is one place after the previous letter. Therefore in first column, Y is followed by Z which is followed by A. Therefore C will come in place of question mark in third row.

Free Signup form for New Users

Child's Details

First Name

Last Name

Grade Division/section

School's Full Name

City

Parents' Details

Email Id

Phone number

Create a password

Help your child ace the Olympiad by Subscribing to worksheets (Optional). [Clear Selection](#)

50 Worksheets Rs. 649* After 15th July prices will rise to Rs 749	100 Worksheets Rs. 999* *After 15th July prices will rise to Rs. 1299	150 Worksheets Rs. 1299* *After 15th July prices will rise to Rs 1399
--	--	--

Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

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Learnings

Conversion rate decreases if there are many other functions for users other than Call-To-Action. It distracts them, also other navigations might be waste of time for them.

Version 3- Ways of showing information about worksheet. Idea is to not keep too much of information on the same page.

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Also 15 Worksheets worth Rs.250 for Free

How Worksheets will help?

Regular Practice	Detailed Analysis
Adaptive Learning:	Doubt Solving

In every row, each letter is two places after the previous letter. Therefore in first row, A is followed by C which is followed by E. Therefore C will come in place of question mark in third row.

OR

In every column, if you look from bottom to top each letter is one place after the previous letter. Therefore in first column, Y is followed by Z which is followed by A. Therefore C will come in place of question mark in third row.

Answer: C

Free Signup form for New Users

Child's Details

First Name

Last Name

Grade Division/section

School's Full Name

City

Parents' Details

Email Id

Phone number

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--	--	---

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Learnings

Feedback is very important for all the designers. It makes you un-subtle but allows you to think more and go closer to the correct solutions.

I started including icons after studying that “we should take benefits of conventions”, and to make things more easily understood use of icons are good way. Also i tried to play with placement of content keeping in mind the hierarchy of page.



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Rs. 1299*

[Clear Selection](#)

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LogIQids Puzzle

Can you
**SOLVE
THIS?**

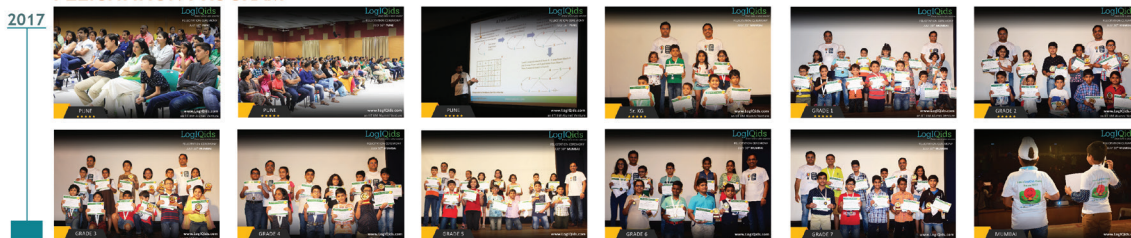
A	C	E
Z	B	D
Y	A	?

Solution
In every row, each letter is two places after the previous letter. Therefore in first row, A is followed by C which is followed by E. Therefore C will come in place of question mark in third row.

Answer: C

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Learnings

Keep trying to make things easier for your users.

Final page design

Keeping in mind the feedbacks on previous version, design here is lot more simple, informative and not distracting. The design was finally approved. The mistake was, I didnot follow the layout grid of logIQids, thatswhy the version was redesigned following the layout grid.

Sign up page & Login page



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Sign up page with margin

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Final page design for android devices.
Exploring with different colorways.
Size of the device display is 360px X 640px.

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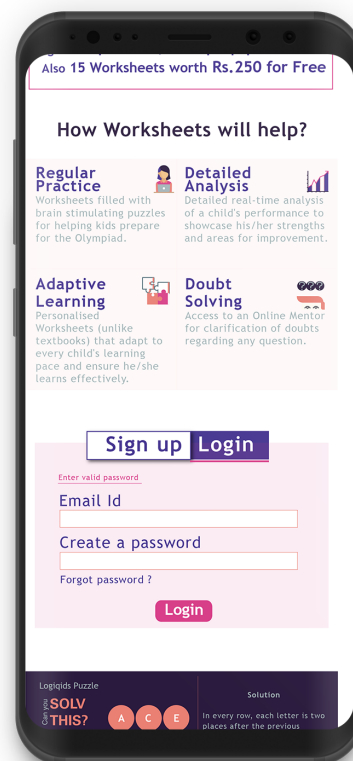
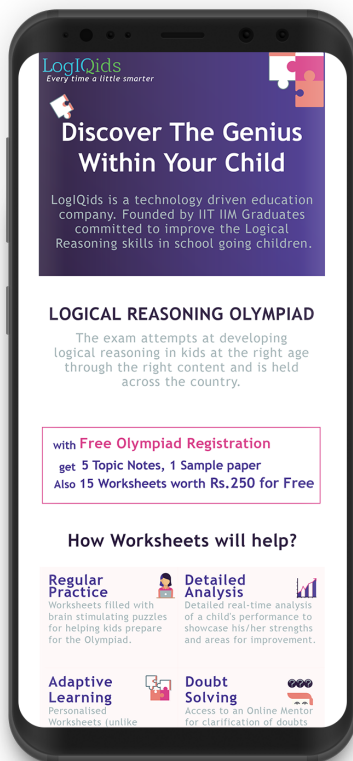
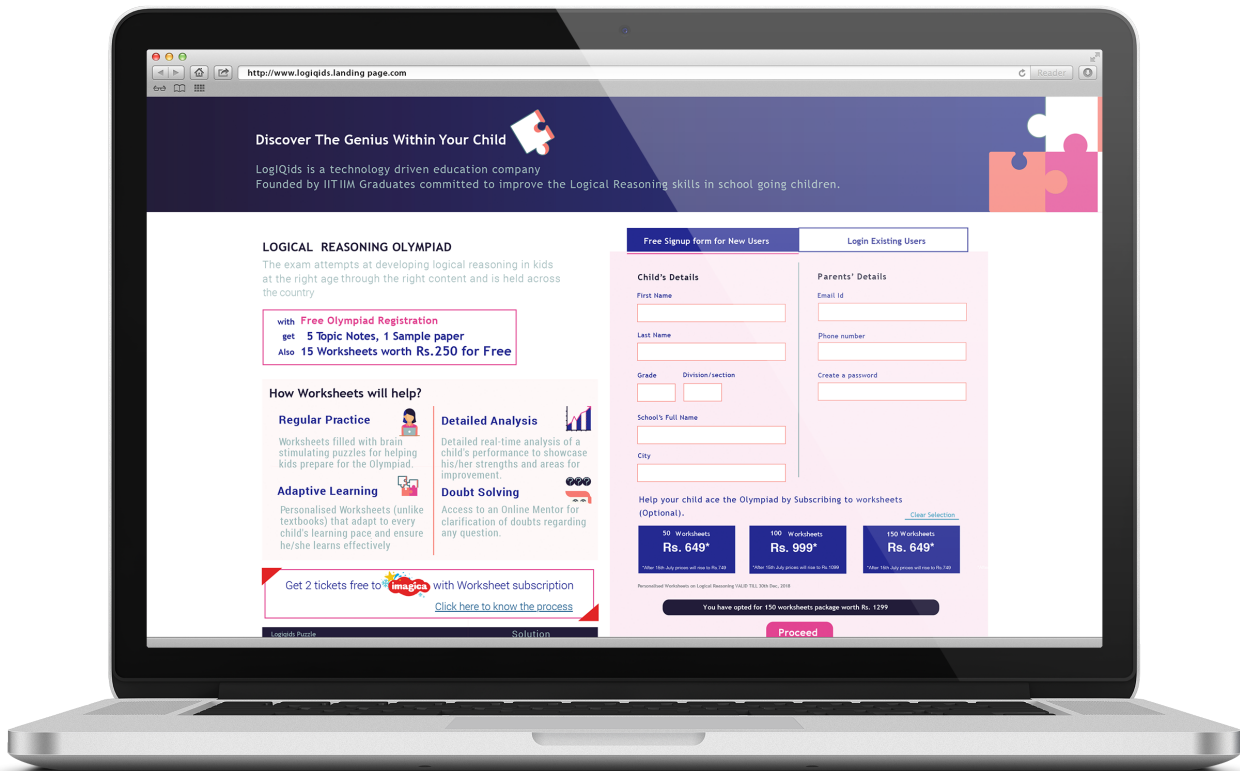
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Learnings

Design should be scalable for all the devices.
I learnt Adobe XD

Design Mockup



Design sample test page

Brief-

1. Design a sample page for LogIQids.
2. The page should contain extra features like time, if kid wants to switch to any question.

Past Test Paper:

1. How should the cards be sorted?
 - Year wise
 - Year wise but unattempted first
2. Should cards be divided in 2 section attempted and unattempted?
3. Is any filter required for attempted/unattempted or filter for year?
4. Attempt button on every card or user selects a card and then show attempt button
 - UI wise saves some space but UX wise - requires 2 clicks to start the test
 - Will become different from what we follow on current website

Past Test Paper user attempt flow:

1. User comes on the past paper page
2. User Select paper and clicks on Attempt Online
3. Show page with rules, scoring policies, and syllabus (optional) and CTA start attempt, and 1 close button at the corner
4. User possible actions after starting the paper attempt questions, skip question and then go to next one select and deselect options go back to any previous question and change answer finish the attempt without answering all questions
5. If user finishes or stops the attempt, show warning dialogue box
6. On stopping - all your progress will be lost
7. On submitting - If you submit, you will not be able to attempt paper again or change the answer
8. Show attempted and unattempted
9. Optional - After certain percentage of paper has been attempted (let say 75%) - stopping is not allowed and show warning in top of the page
10. Stopping the paper in between is allowed, since it will affect user's analysis and he should be careful about that. Also no extra handling required for net issues etc
11. On cancelling the attempt, save that attempt for user analysis purposes but user is allowed to attempt again.
12. On finishing show user the exam result and analysis, Question wise analysis etc
13. If time finishes, submit answers first than show to user a prompt saying Your Answers has been saved. Show stats and CTA to click View Result. If user clicks on that, show him the result, analysis and question-answer


ENROLL NOW


Trends/ Relationship

Image 1 and 2 have a relationship with each other. From given options find fourth image which will lead to same relationship between third and fourth image?

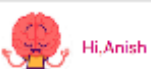

 :
 
 ::
 
 :
 ?

☐ A) 

☐ B) 

☐ C) 

☐ D) 


ENROLL NOW



 :
 
 ::
 
 :
 ?

☐ A)  ✗

☒ B)  ✓

☐ C)  ✗

☐ D)  ✗

Solution:
Correct Answer: B
 The second image is same shape as first image. Similarly the shape formed by third image will be same as option B.

Report a Problem
Next

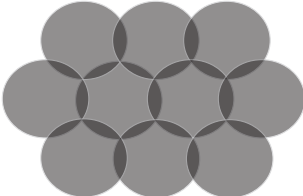
Wireframes

Question 6 of 35

30%

60%

Question 1. verkngjergjd fkvjervikdfb mfbeotbgmdflb,mfb kjgbmfyklbm bot rlhng,fbmkr tlonbmlg fb mrtohlgfbmlf gbortbmfglbl tobmortbmo ortbmflbmgb oogrborthotrk hi rthorthkfgl btohlfgbklthl rt or thitrogh tor hit o hithfhiotr hiohtothi.



A. Correct Answer

B. Wrong Answer

C. Wrong Answer

D. Wrong Answer

Previous

Next

End Test

02:49:50

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40

5

2

33

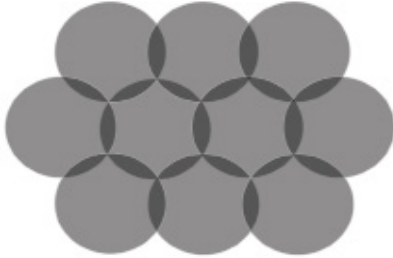
Questions Attempted

Not attempted

Not visited

Question 6 of 35

Question 1. verkngjergjd fkvjervikdfb mfbeotbgmdflb,mfb kjgbmfyklbm bot rlhng,fbmkr tlonbmlg fb mrtohlgfbmlf gbortbmfglbl tobmortbmo ortbmflbmgb oogrborthotrk hi rthorthkfgl btohlfgbklthl rt or thitrogh tor hit o hithfhiotr hiohtothi.



A. Correct Answer

B. Wrong Answer

C. Wrong Answer

D. Wrong Answer

Skip

Next

End Test

Time Left

02 45 40

hrs mins sec

1	11		
2	12		
3	13		
4	14		
5	15		
6	16		
7	17		
8	18		
9	19		
10	20		

3

2

Attempted

Not Attempted

Logiqids

Trend & Relationship

01 hr25 min40 sec

Question 6 of 30

Amongst the option images which image would fit inside the box?



A

B

C

D

←Back

Next→

Submit

Stop

1	11	21	31
2	12	22	32
3	13	23	33
4	14	24	34
5	15	25	35
6	16	26	36
7	17	27	37
8	18	28	38
9	19	29	39
10	20	30	40

4 attempted
25 not attempted

Logiqids

Trend & Relationship

01 hr25 min40 sec

Question 6 of 30

Amongst the option images which image would fit inside the box?



A

B

C

D

←Back

Next→

Submit

Stop

1	11	21	31
2	12	22	32
3	13	23	33
4	14	24	34
5	15	25	35
6	16	26	36
7	17	27	37
8	18	28	38
9	19	29	39
10	20	30	40

4 attempted
25 not attempted

Logiqids

01 | 25 | 40
hr | min | sec

Question 6 of 30

Amongst the option images which image would fit inside the box?



1	11	21	31
2	12	22	32
3	13	23	33
4	14	24	34
5	15	25	35
6	16	26	36
7	17	27	37
8	18	28	38
9	19	29	39
10	20	30	40

4 attempted
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End Test

Logiqids

01 | 25 | 40
hr | min | sec

Question 6 of 30

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1	11	21	31
2	12	22	32
3	13	23	33
4	14	24	34
5	15	25	35
6	16	26	36
7	17	27	37
8	18	28	38
9	19	29	39
10	20	30	40

4 attempted
25 not attempted

End Test

Final Dersigns

Trend & Relationship

X

6 of 30

Amongst the option images which image would fit inside the box?



A

★

B



C



D



← Back

Next →

01 25 40

hr min sec

12345

678910

1112131415

1617181920

2122232425

2627282930

3132333435

3637383940

4 attempted
25 not attempted

Finish

Trend & Relationship

X

6 of 30

Amongst the option images which image would fit inside the box?



A

★

B



C



D



← Back

Skip →

01 25 40

hr min sec

12345

678910

1112131415

1617181920

2122232425

2627282930

3132333435

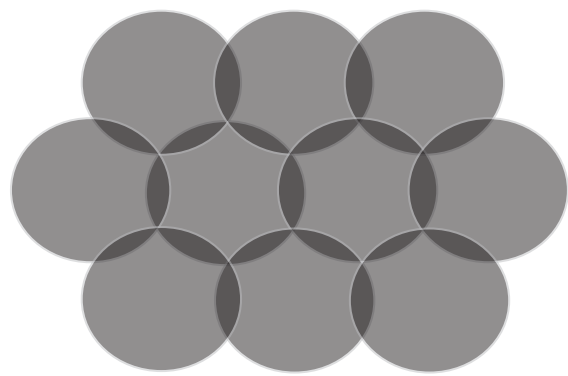
3637383940

4 attempted
25 not attempted

Finish

Question 6 of 35

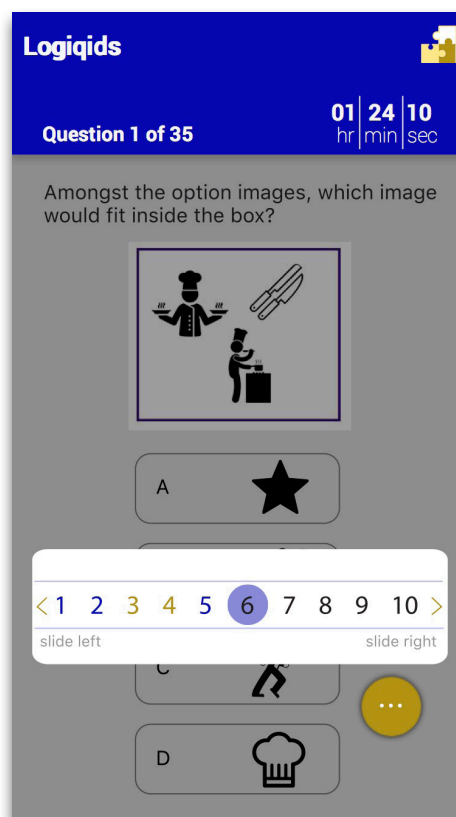
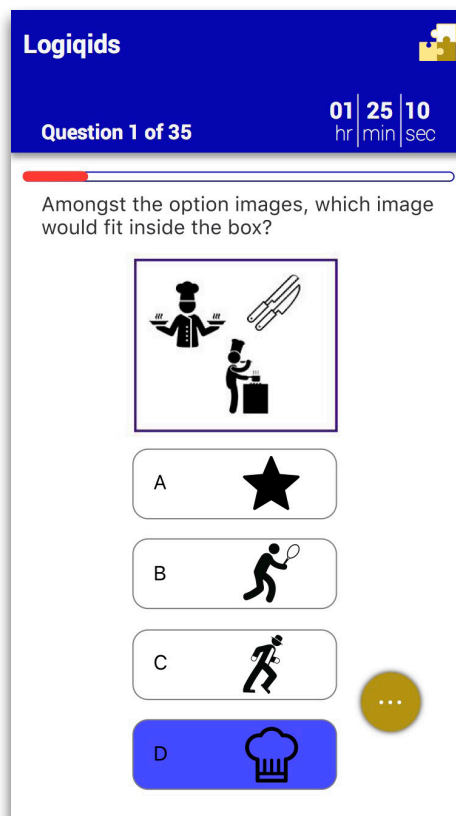
Question 1. verkngjergjd fkvjervivkdfb
mfbeatbgmdflb,mfb kjgbmfgklbm bot
rlhng,fbmkr tlonbmlg fb mrtohlgfbmlf
gbortbmfglbl tobmortbmo ortbmflbmgb
oogrborthotrk hi rthorthkfgl btohlfgb-
klthl rt or thitrogh tor hit o hithfhiotr
hiohtothi.



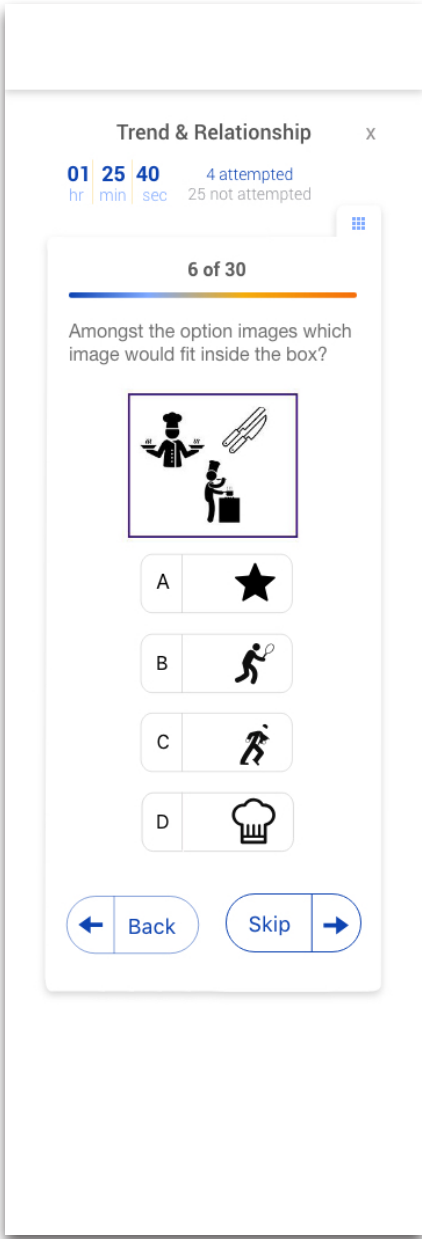
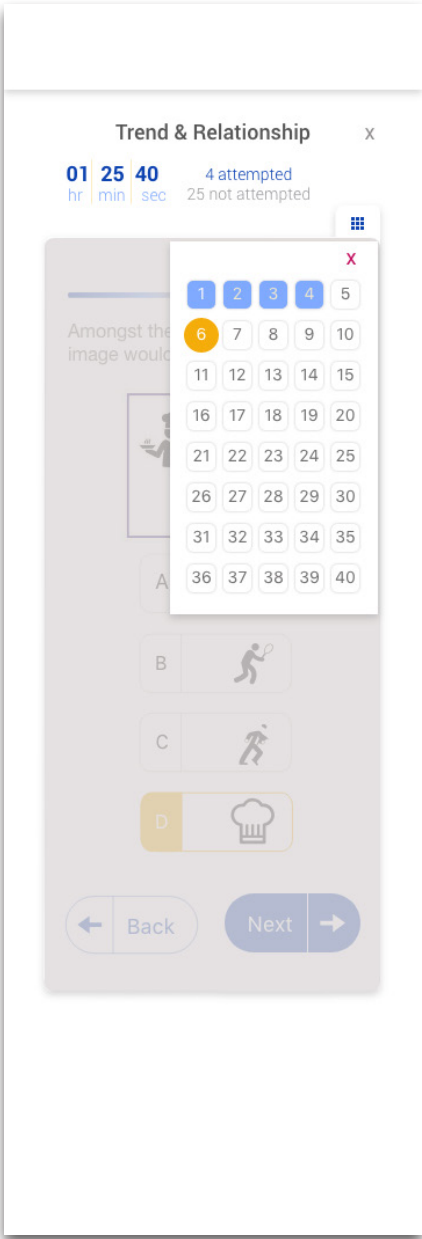
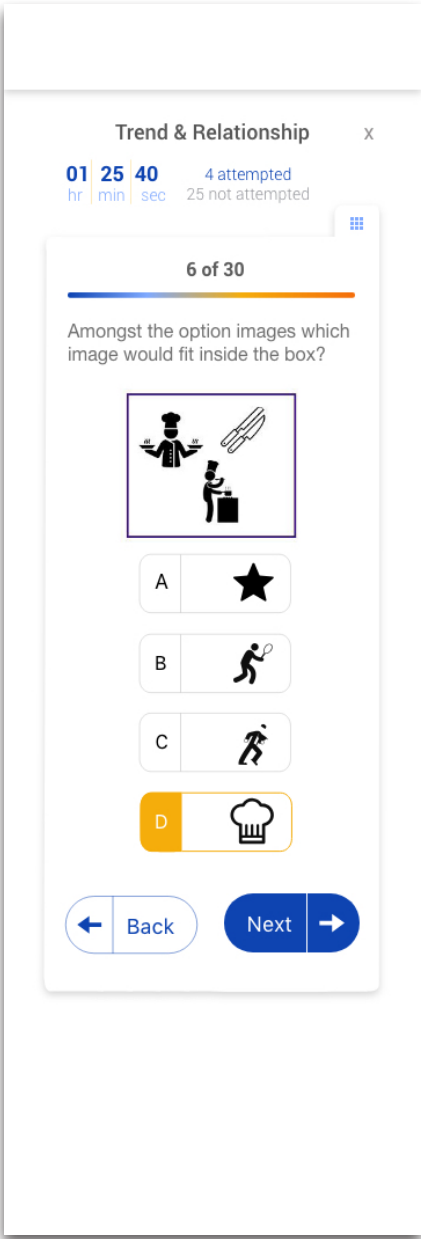
- A. Correct Answer
- C. Wrong Answer
- B. Wrong Answer
- D. Wrong Answer

Previous

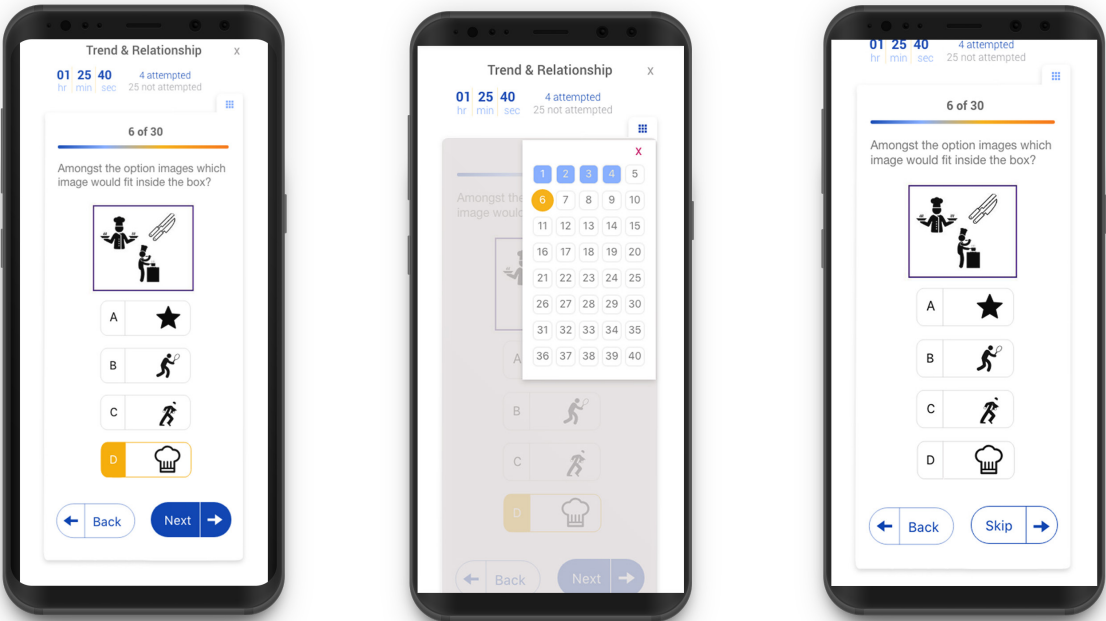
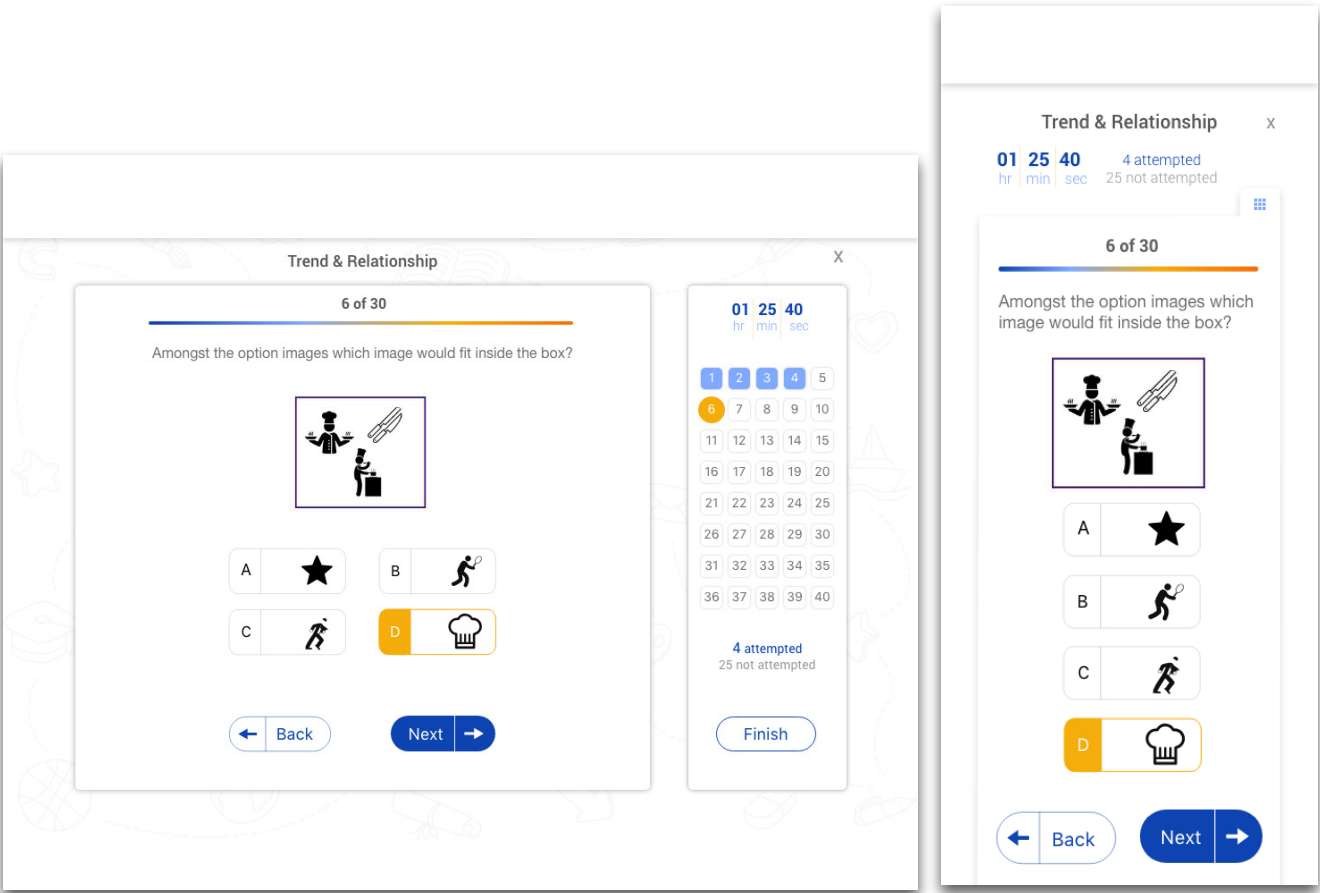
Next



Final Designs



Design Mockup



Design result test page

1. Past Paper Result:

Paper Result

Comparison of analytics with Average

Score out of total score

Accuracy

Attempt

Expected Rank - if user had given the exam in respective year

Time taken - total

Time taken average per question - Total time/number of attempted question

Topic wise score comparison with Average

2. Question wise Analysis

Same as current question wise analysis

Current Test page

LogIQids
Every child's little journey

ENROLL NOW  Hi, Anish

Home Test **Content** [How to use LogIQids?](#)

 Proficiency **15%**
 Items **5**
 XP **Level 1**

Visual

Last Accessed
7th June 2018

Topic Proficiency

Go to Topic

Trends/ Relationship

Last Accessed
12th June 2018

Topic Proficiency

Go to Topic

Daily Goal

0/15 XP
0 Days Streak

Daily Weekly Overall

Super Worksheet

This worksheet contains questions from all topics and tailored to your current proficiency. It helps you in preparing your next test.

Leaderboard

	Xp
 1 Vihaan Dhananjay Kolamkar Hudonjee Cambridge International School, Dombivli (HICIS)	126

Wireframes



Design pricing and product page

1. Pricing page should be designed such that it should consist of-
 - a. Main products
 - b. Offers
 - c. Add ons
2. Idea is to keep page scalable so that if new products adds on so page should be feasible to introduce new products within same layout.

Current Test page



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Simple & Transparent Pricing

Worksheet Subscription



Personalized Worksheets on Logical Reasoning (VALD Till 30th Dec, 2018)

₹849	₹999	₹1299
40 Worksheets	100 Worksheets	160 Worksheets

~~₹1399~~
₹1299

Timely best discount till 15th July, 2018 *

[BUY NOW](#)

- Systematic program to gradually improve logical reasoning in kids -10 QUESTIONS per worksheet
- Detailed Notes explaining how to solve logical reasoning problems

Test - First Stage



Registration Open, 5 Logic Notes, 15 worksheets and 1 Sample Paper included

₹849	₹1145	₹1401
40 Worksheets	100 Worksheets	160 Worksheets

~~₹1500~~
₹349

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[BUY NOW](#)

- Crafted out in 2 stages across cities to introduce a child to logical reasoning
- Detailed Notes explaining how to solve logical reasoning problems

Test and Worksheet



Level 1 Exam Guidelines and Personalized Worksheets (VALD Till 30th Dec, 2018)

₹849	₹1145	₹1401
40 Worksheets	100 Worksheets	160 Worksheets

~~₹1648~~
₹1401

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The features of both
Test + Worksheet

AND



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- Systematic program to gradually improve logical reasoning in kids -10 QUESTIONS per worksheet
- Detailed Notes explaining how to solve logical reasoning problems
- Personalized Worksheets gradually increasing difficulty level, keeping in mind child's strengths and weaknesses
- Access to an Online Mentor for clarification of doubts
- In-depth Analysis/ Benchmarking of the child's performance amongst peers
- Detailed Progress Tracker providing real time snapshot of child's progress
- Scholarships / Prizes for top performers based on cumulative score of Test and Worksheet round

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- Crafted out in 2 stages across cities to introduce a child to logical reasoning
- Detailed Notes explaining how to solve logical reasoning problems
- 15 Personalized Worksheets gradually increasing difficulty level, keeping in mind child's strengths and weaknesses
- Access to an Online Mentor for clarification of doubts
- In-depth Analysis/ Benchmarking of the child's performance amongst peers
- Detailed Progress Tracker providing real time snapshot of child's progress
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The features of both
Test + Worksheet

AND



2 Free Tickets to
Imagica
For your child

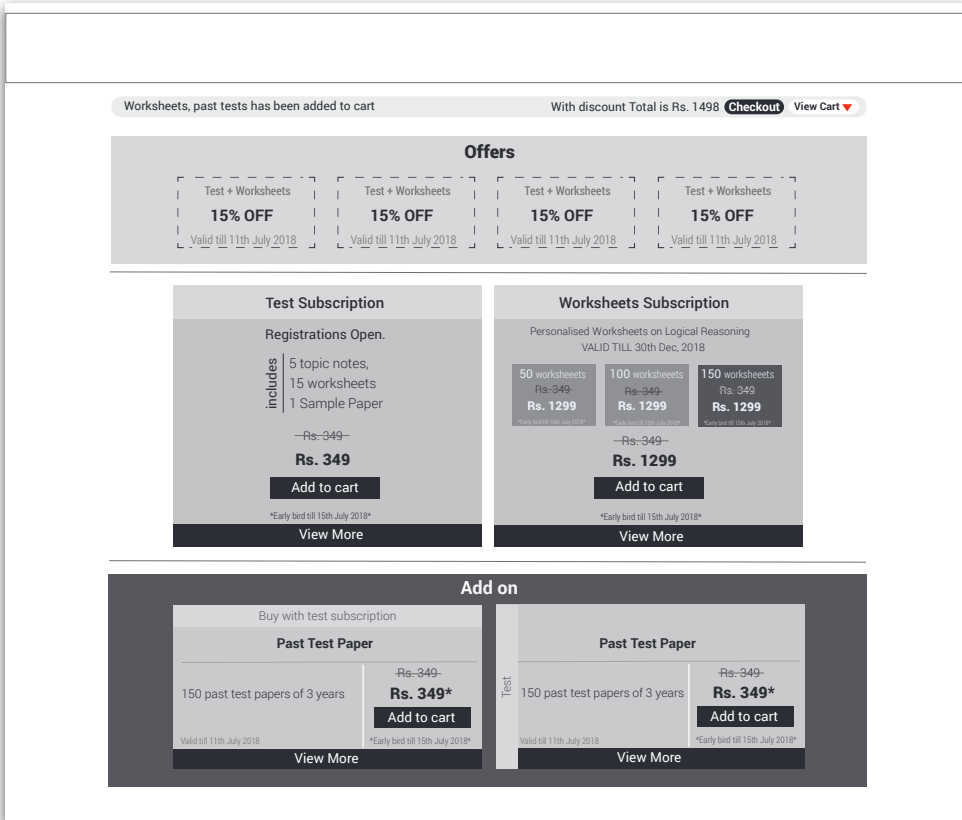
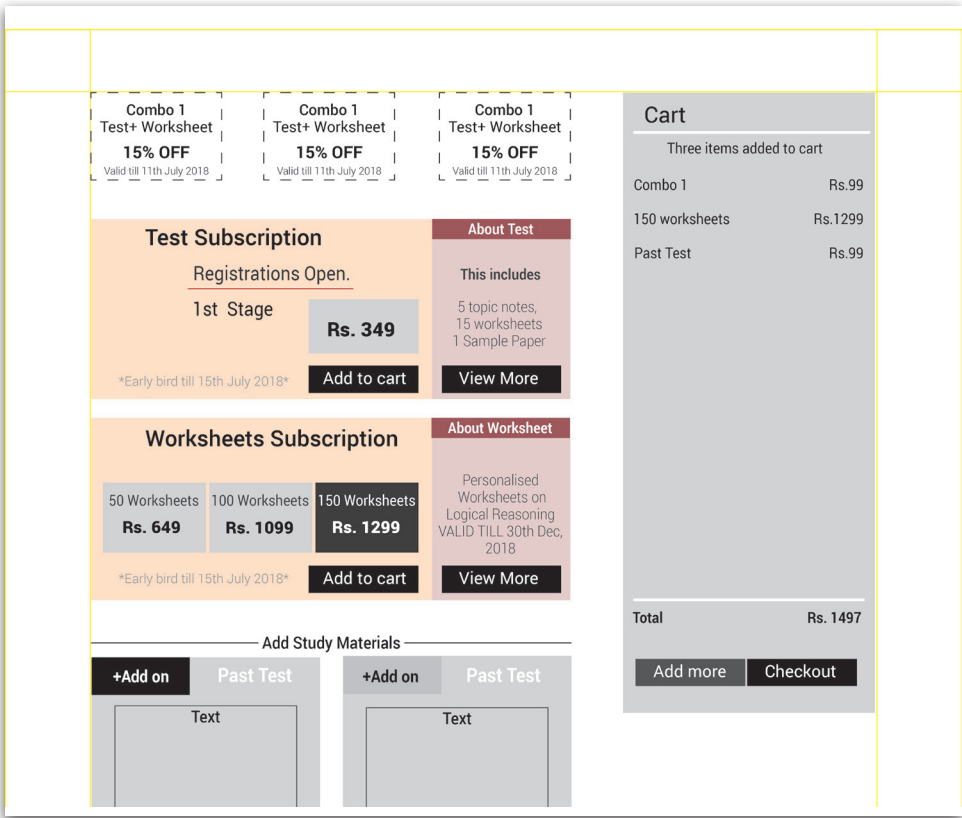
AND

15% OFF
On this package

[Click here to view more](#)

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Wireframes



You have 2 items added to cart

Offers

Combo 1
Test+ Worksheet
15% OFF
Valid till 11th July 2018

Combo 1
Test+ Worksheet
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Subscribe

Test Subscription

Registrations Open.

includes 5 topic notes,
15 worksheets
1 Sample Paper

Rs. 349

Add to cart

Early bird till 15th July 2018

View More

Worksheets Subscription

Personalised Worksheets on Logical Reasoning
VALID TILL 30th Dec, 2018

Rs. 1299

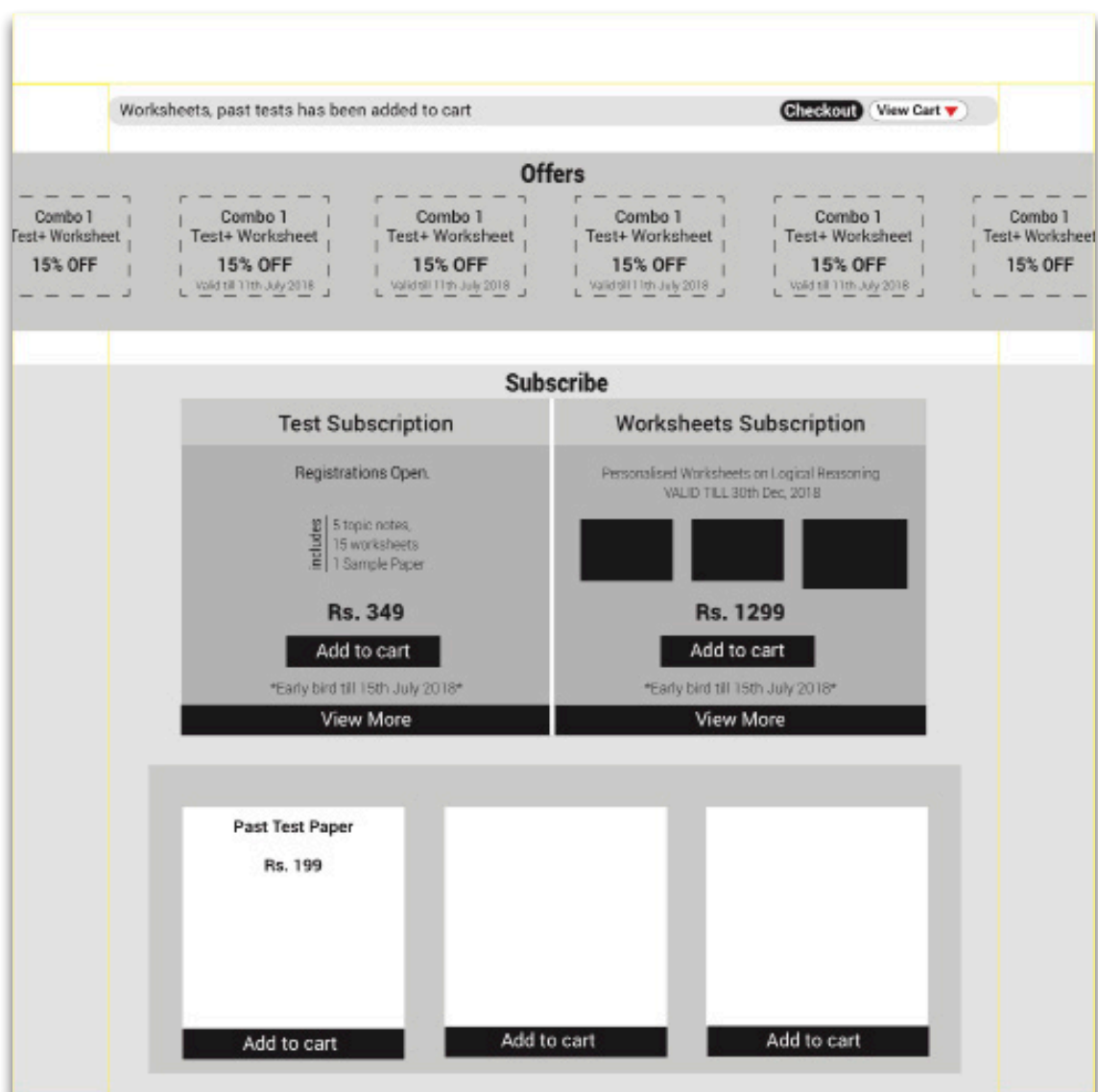
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Early bird till 15th July 2018

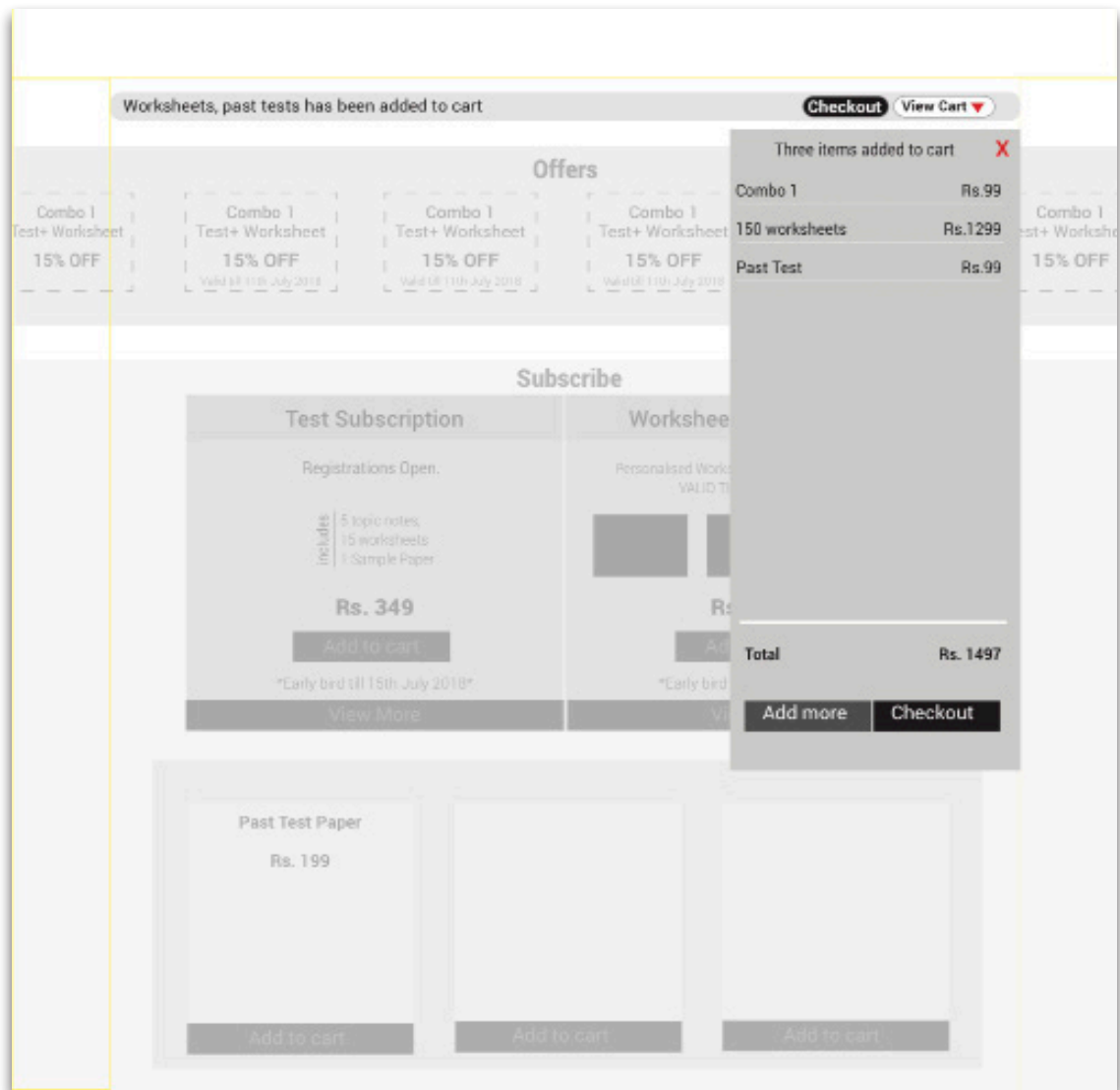
View More

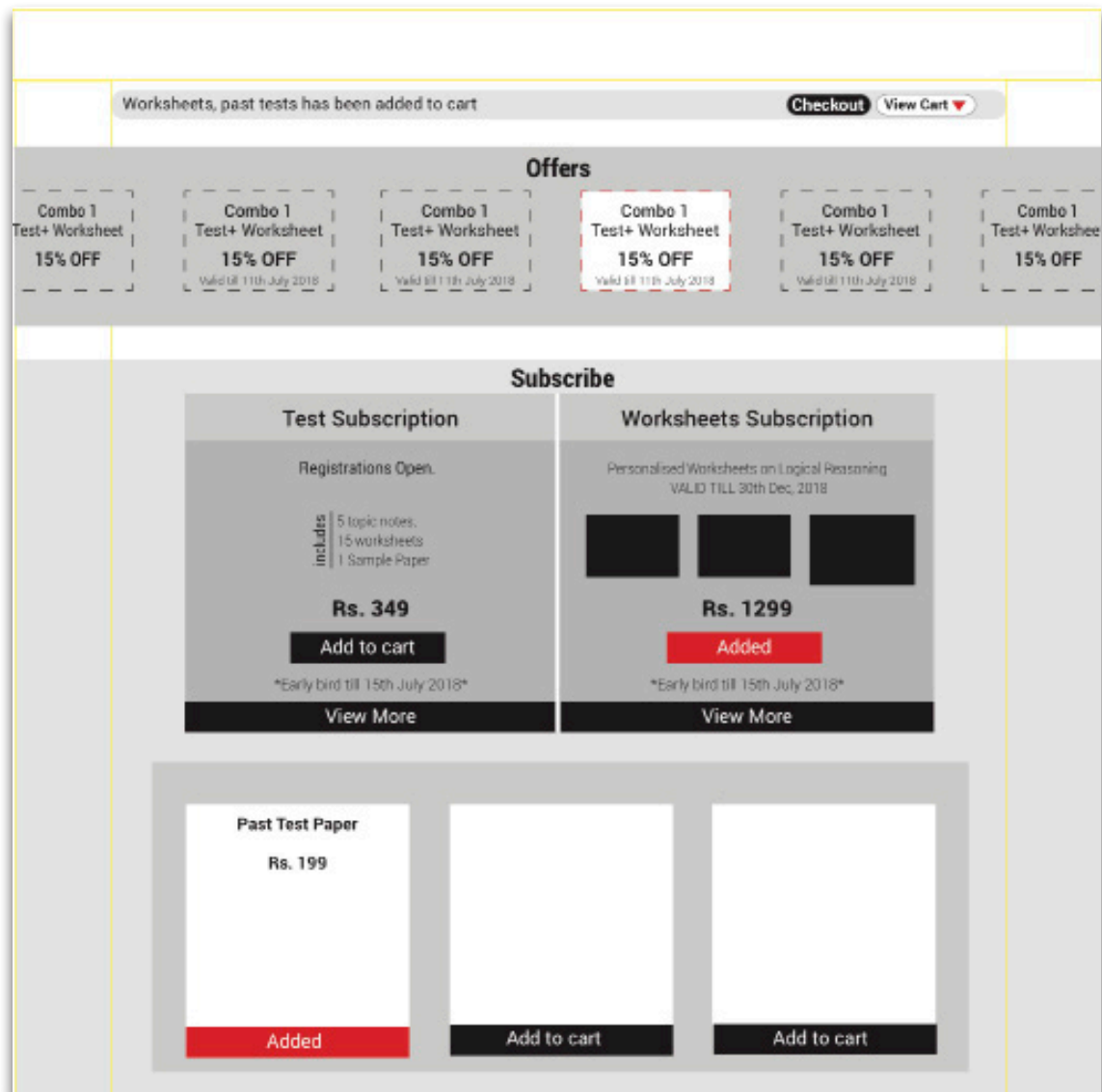
You may also like to buy

Past Test Paper
Rs. 199
Add on



Wirframes





Design Imagica offer page

A day project is to create offer page for users to understand offer, process of getting tickets and T/c.

Content-

Register for

LogIQids Test And Worksheet Subscription

Get 2 free tickets to Imagica for your children!

Offer available for first

5000 registrations only!

Sounds exciting? Get your own free tickets Now!

(from here on you can add the text to the boxes as you want)

1. Buy the LogIQids Test And Worksheet Subscription
2. Check your email - for the Promo Code
3. Go to adlabsimagica.com. Choose your visit date and add adult tickets to cart.
5. Do not add the children's tickets.
6. On the checkout page, enter the promo code
7. Complete the payment process and check inbox for the confirmation email.
8. Visit Imagica and show the confirmation email along with a valid student id at the counter to get the free tickets for children.

Terms and Conditions:

1. Valid only on the purchase of LogIQids Test and Worksheet Subscription
2. For a visit to Imagica Theme Park or Water Park booked through the Imagica website only.
3. Offer valid on Regular and Express tickets, but not on Senior citizen, Pre-schooler, or College Student packages.
4. This offer cannot be clubbed with any other. Not valid on Happy Tuesday and Wat-A-Wednesday deals. It is non-transferable and non-refundable.
5. The visit must take place between 25th June to 25th December 2018.
6. Minimum one 1 adult ticket must be booked. For each adult ticket, you can get 2 children's tickets for free.
7. The children must be 5 to 12 years old and have a valid school Identity card.
8. Kindly carry the child's ID card when you visit Imagica.

Offer page design



Register for **LogIQids Test & Worksheet** Subscription and get 2 free tickets to Imagica

Offer available for first **5000 registrations only**



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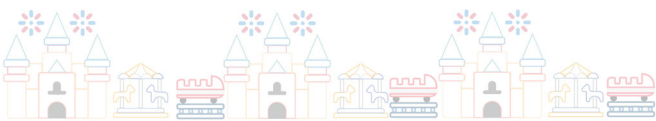
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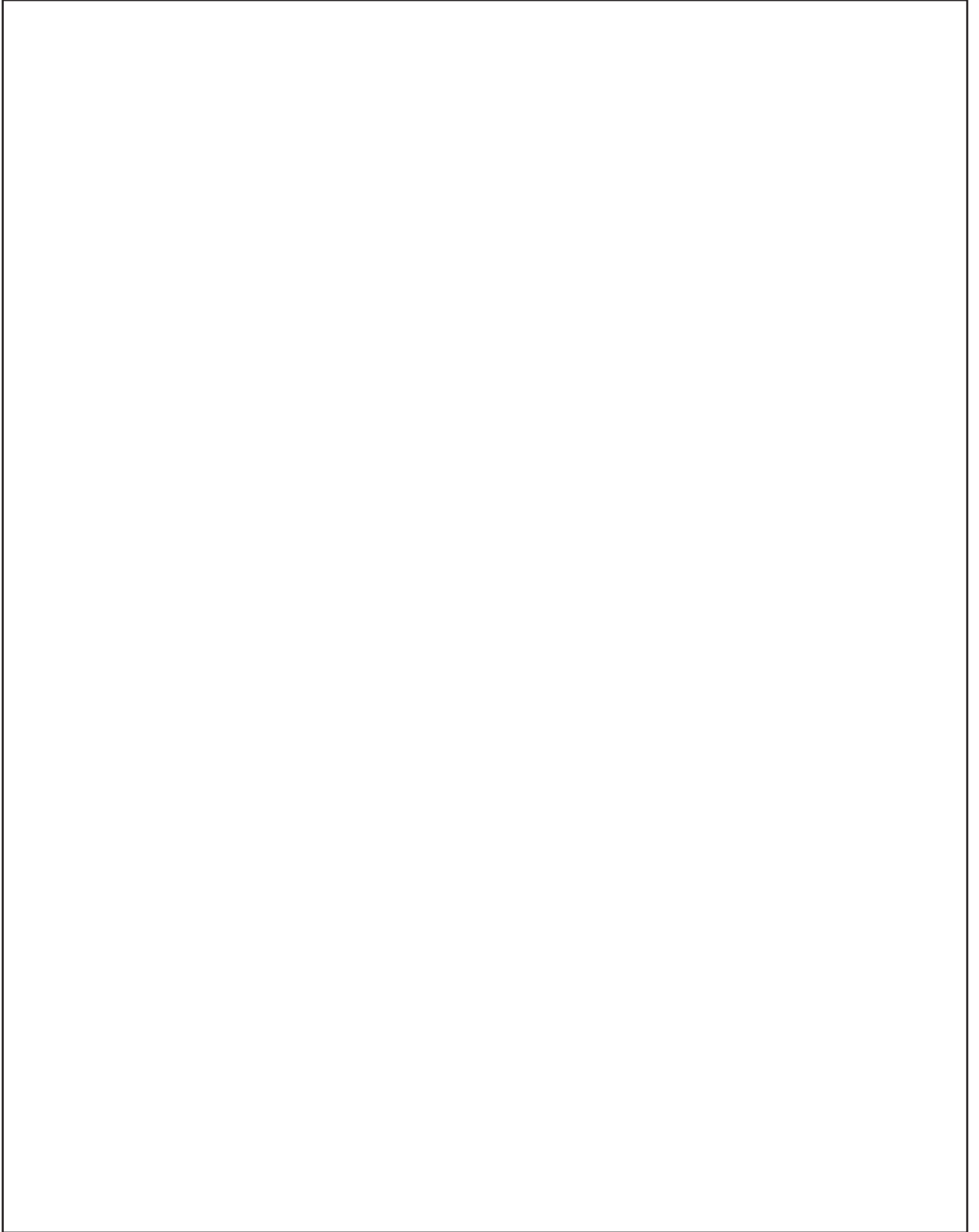
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My Journey

A large, empty rectangular box with a thin black border, occupying the majority of the page below the title. It is intended for the user to write their journey.