Redesign of Mindspark Student Interface

We are looking to hire a **Design Studio/Firm** which is more than 2 years old and has a varied experience in designing complex web interfaces. Experience in designing interfaces for K-12 students (4-16 years age group) would be an added advantage. A brief introduction of the Organization and the scope of work are given below.

We are looking at starting off on the project immediately and take it in phases based on mutual discussions. We are keen on having the revamped interface, with initial look and feel changes, ready by **June 15th 2013** with further changes being implemented in the subsequent phases.

About EI

EI combines focussed research into how children learn concepts in grades 3-10 with ground work with over 1500 private and public schools mostly in India, but also in the Gulf, South Asia, Singapore and the USA. EI provides specific support to teachers based on the strengths and weaknesses of their students and a personalised, adaptive learning software for Maths and language. EI also works with policy makers and governments by providing information on student learning levels based on large scale assessments. EI partners or has partnered with organisations like Google, the World Bank, UNICEF, Harvard University, The Michael and Susan Dell Foundation, various state governments and NGO's offering services to accurately and meaningfully measure student learning.

About Mindspark

Mindspark is a computer-based adaptive learning system which was created by EI to systematically help students overcome these misconceptions and thus improve the quality of their learning. Mindspark uses questions, rather than explicit instruction to help children learn. The philosophy underlying Mindspark is that students learn when they have to think – either to answer a question, or perform an activity.

Scope of work

1. **Graphic designing - Visual look and feel**

    Improving the overall look and feel of the existing interface and making it more exciting and engaging for the children. Key requirements are:

    a. Age group specific design for all the pages & themes
    b. Intelligent design - Adapts to the situation based on student progress
    c. Lightweight interface which will work well on low internet speeds
    d. HTML5 / CSS

2. **User interface - UI Structure**

    a. Improve the existing navigation so that it is easy for students to move around the pages. It should be more consistent across pages
    b. Interface should be more easy and intuitive to use
    c. Responsiveness - A common interface is to be used for both desktops and tablets.
    d. Suggest changes to the logic to improve user experience
    e. Customizable themes - Students should have an option to customize themes
    f. Multilingual support - Currently Mindspark is used in English, Hindi and Gujarati. There is also scope for increasing the number of languages in the near future.

3. **Rewards system**:

    Designing the new rewards system for children which will make learning through Mindspark more exciting. The reward system may include designing new badges, trophies, points .etc.

Contact Details

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