Funzi



Details of & Glimpses into our work - version 20140916

Skills to build your dreams. funza

3 goals for the services

1. Find service users

2.
Give users real value

3. Keep users coming back



The Funzi Users



Our Diverse Global Users





Nadia

Personal Information

Location : Jakarta Sex : Female

Age: 23

Occupation : Receptionist

User Goals & Aspirations

- 1. Desires to succeed in her studies and move up the career ladder.
- 2. Wants to learn new skills that will open up opportunities for her
- 3. Uses the mobile phone currently for news and facebook.



Reuben

Personal Information

Location : Manila

Sex : Male

Age: 28

Occupation: BPO Agent

User Goals & Aspirations

- 1. Is looking to understand management skills better to grow in his career.
- 2. Has a good command over English but wants to improve it.
- 3. Uses the mobile phone currently for news,Facebook and Whatsapp.



Poornima

Personal Information

Location : Bangalore

Sex : Female Age : 32

Occupation: Entrepreneur

User Goals & Aspirations

- 1. Has started her own business but wants to understand how to make it run better.
- 2. Is a young mother as well and whats health information
- 3. Uses the mobile phone currently for searching and Facebook.



James

Personal Information

Location : Nairobi

Sex : Male Age : 36

Occupation: Retail Sales Agent

User Goals & Aspirations

- 1. Responsible for sales numbers at a mobile store and wants to understand how to sell better.
- 2. Wants to improve his English Skills to sell to more tourists.
- 3. Uses the mobile phone only news and music.





Rasha

Personal Information

Location : Beirut Sex : Female

Age: 39

Occupation : Fashion Designer

User Goals & Aspirations

- 1. Wants to know how to keep her family healthy
- 2. interested in taking courses on different subjects to expand her knowledge
- 3. Uses the mobile phone currently for whatsapp and news.



Abasi

Personal Information

Location : Dar Es Salaam

Sex : Male Age : 21

Occupation: Student

User Goals & Aspirations

- 1. is looking to improve his English so that he can perform better at an interview.
- 2. Wants to get an understanding of GK to sound more knowledgeable.
- 3. Uses the mobile phone currently for Facebook and Music.



Camila

Personal Information

Location : Rio Sex : Female

Age : 36

Occupation: Executive

User Goals & Aspirations

- 1. Is already well off but wants more access to wellness information
- 2. wants to take a course on basic finances to manage her books at home better.
- 3. Uses the mobile phone currently for Whatsapp and Music.



William

Personal Information

Location : Jo'Burg

Sex : Male Age : 24

Occupation: Waiter

User Goals & Aspirations

- Is currently taking vocational classes and wants to add to his learning to improve his chances of getting a better job.
- 2. Uses the mobile phone currently for Music.



Sade

Personal Information

Location : Lagos
Sex : Female
Age : 19
Occupation : Student

User Goals & Aspirations

- 1. Hopes that she can take extra courses that can help her fastback her career after school.
- 2. Wants to know what scholarships are available.
- 3. Uses the mobile phone currently for whatsapp and Music.



Ayla

Personal Information

Location: Istanbul Sex: Female Age: 29 Occupation: Chef

User Goals & Aspirations

- Wants to understand
 business better so she can
 open up her own
 restaurant
- 2. Wants a firmer grasp of English.
- 3. Uses the mobile phone currently for News.



Tom

Personal Information

Location : London Sex : Male

Age: 24 Occupation: Bar Tender

User Goals & Aspirations

- 1. Wants access to courses he can take that will add to his skills.
- 2. Keen on pursuing higher studies but wants information on scholarships.
- 3. Uses the mobile phone currently for Whatsapp and Surfing.



Isabella

Personal Information

Location : Medellin Sex : Female Age : 29

Occupation: Telecom Executive

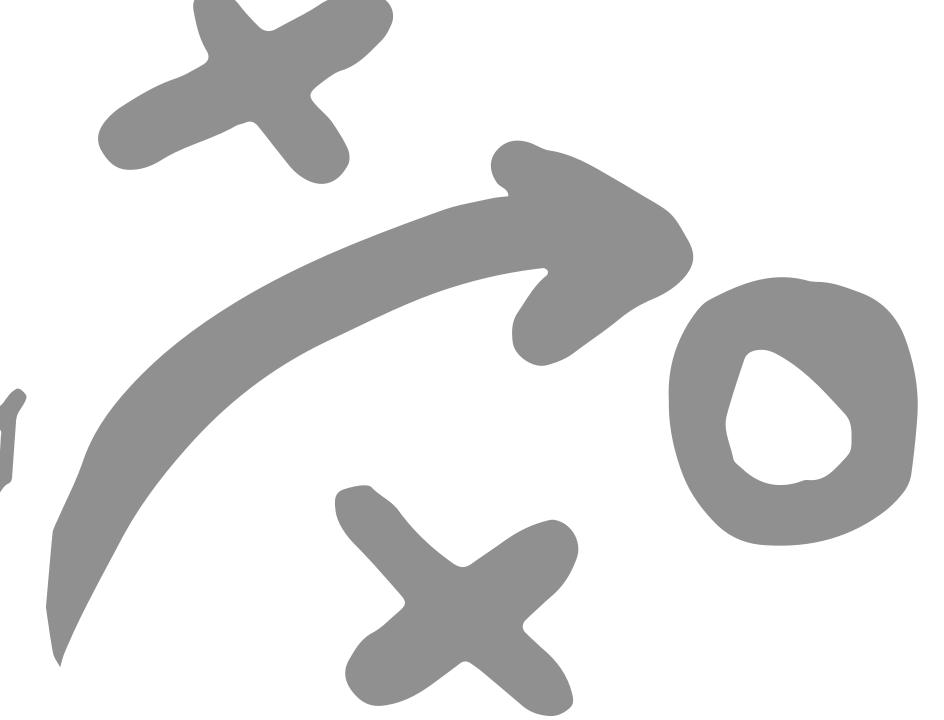
User Goals & Aspirations

- 1. Wants to learn English better so she can communicate with her clients more effectively.
- 2. Wellness information for her family is important
- 3. Uses the mobile phone currently for News.



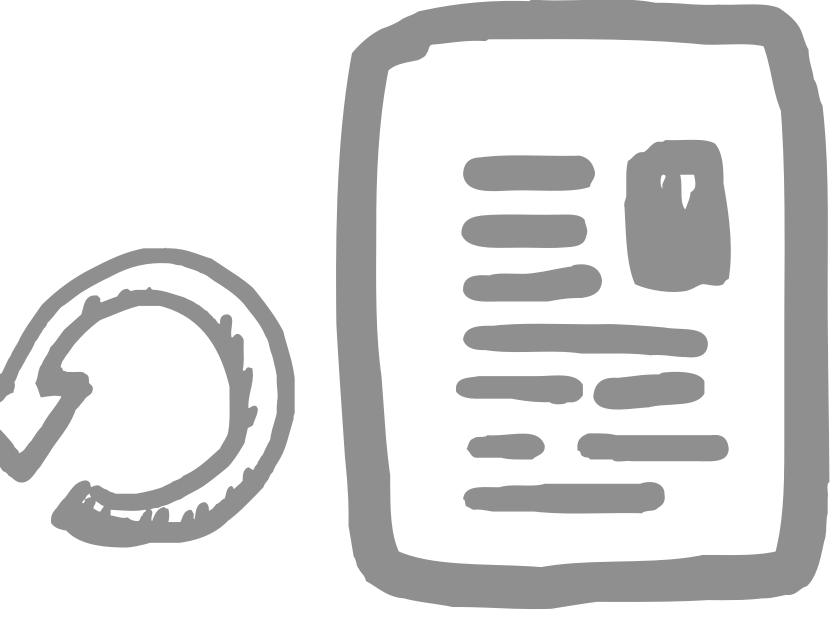


Design principles both give direction to design work ...



... and also help us evaluate the proposed designs later.





1

Give learners **practical information** they can act upon – no abstract theories.



2

Use conversational, **non-academic tone** with wording & examples that are **familiar to the learner**.



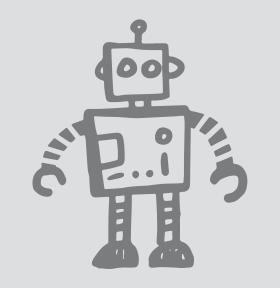
3

Bite-sized chunk is the native unit of consumption in the mobile-only and mobile-first world.



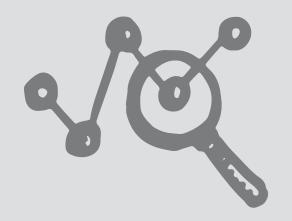


We are building an active, living thing – not a static text book.



5

Learning takes time. We must understand the different phases in learning and provide support for them.





Learning from others can be as important as learning from official education materials.





Competing with yourself and the other learners can be a good boost for motivation.



8

Our learners lead busy lives: **do not steal their time or attention** unless it's needed for learning – or helping others to learn.



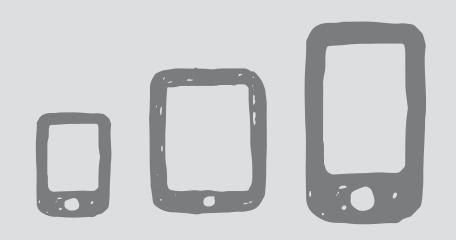


Let learners take **pride in understanding new things** and provide ways for them to share that enthusiasm.





Prepare for **great variance in devices** – but do not aim for the lowest common denominator.



The Funzi Experience Map



What is an experience map?

- "It's an artifact that serves to illuminate the complete experience a person may have with a product or service"
- "A visual representation that illustrate users' flow (within a product or service) their needs, wants, expectations and the overall experience"



Probable outcomes for us

- What are the stages of our users in their learning journey?
- What user needs & feelings we need to consider in each stage?
- How do people learn about the app?
- What channels do we have?
- What are the roles of the channels?
- What assets are shared from the app? How do people interact with them?





my reaction to the stage

| | | | | V | | | 4 | | | | V | | | | |
|--------------------------------|--|--|---|---|--|---|---|--|---|---|--|--|---|--|--|
| | Stages | Awareness, consideration | 1st time app use | 1st time: having a peek 1st service consumption | Take a quiz | Coming back a little later | Content consumption | Returning to the service Opening a discussion | for Nth time: digging deeper Replying to a discussion | Receiving the reply | Reading the micro-blog | Dropping off for a longer period | Coming back after a long break | Course completed | Next course |
| | Channels Mobile app In-App Notifications Marketing site Social media (Facebook-page, Twitter-account, Introgram, _) Shared contents Out-of-app notifications (SMS, WhatsApp, Email, _) Real world channels (Events, sedia, _) | | INSTALL REGISTER & SELECT SERVICE | AUTOSHARE THE LIKE THE PAGE AUTOSHARE THE LIKE TO F8 ONVITE A FRIEND | SHARE AUTOSHARE QUIZ THE QUIZZ SHARE AUTOSHARE QUIZ THE LIKE TO FB | Reminded by Funzi's Fit post Friend shared their score Got a message from a friend | SHARE CONTENT PACKAGE SHARE CONTENT RIVITE A PRIEND NO be | POSTA PUBLIC MESSAGE TE: the sub-stages here ar going through all of them | - unear process | READ THE REPLY REPORT THE REPLY FOR MODERATION "New reply to your message" | Fund's F8 post about the blog entry Friend shared the blog entry Got a message from a friend COMMENT, LIKE COMMENT, LIKE | LIFE HAPPENING ELSEWHERE | "We haven't seet you in a while" "New service aziallable" "Your rank hei dropped" Reminded by Funzi's F8 port Friend shared their score Got a message from a friend We haven't seen you in a while"- email from Funzi | FINISH THE GET COURSE CERTIFICATE Either try taking the final exam or reading the last card SHARE BADGE EMAIL CERTIFICATE TO USER BY FUNZI | SELECT ANOTHER SERVICE INVITE A FRIEND |
| task- oriented, rational | Thinking, needs | I want to be better at my job I want to be better at my job I want to sum some money also for myself I want to make more money. I want to learn new things! I want to live a healthier life. I want to try out new apps. | This is what I have been looking for, installing! Looks like an interesting App, let me check it out | I want to get started already! This Service looks really promising, I'd like my friend's to learn this along with me. Great content, want to give a thumb up! | I want to see how well I really understand what I just studied. I want to show off that I passed the quic to my friends. Great content, want to give a thumb up! | I want to learn more already! I want to continue right where I left off last time. How am I doing in the ranking? Anything new since I last used this? I want to beat my friend's score! The reminders are annoying, how do I turn them off: | This was really helpful & informational, I want to share it! Five learned a lot already, this app would definately help my friend too. I want to learn more about this topic. | I really need help with this thing, I don't understand at all I want more information about this topic, maybe the other shudents have more info. | I want to help out fellow learners, I can see how this could be difficult. I want to score some extra points by answering this! That message is just spam, I want it removed! | I want to thank the person who helped me. That was an interesting point, I want to seply to that and carry on the conventation. That reply is just spam, I want it removed: | I want to read more about this topic I'm learning. This was really good I'm sure my friend would also find this interesting. Great post, must compliment the author! I disagree with this - I'll post a comment. | I need to focus on my work now, my boss is demanding more and more from me. My sick aunt needs all my free time right now. Life is good on a holiday, taking time off from everything. | I want to see where I left off and what are the next steps. I must score some points to get my earlier rank back? The reminders are annoying, how do I turn them off! | I want to see how well I really understand what I 've been studying. I want to show off that I've passed the test to my friends. I want to complete this so I can move on the next course. | I want to learn more! I want to collect more budges and show off my knowledge. I want to invite my friend to join in on this next course. |
| "inner monologue" | Feeling \$ 2 | This could really make a difference in my life! Himm, how will I have time for this? Wonder if the information they provide is really any good? Is this going to really help me with anything or is it just theory? I hope this is going to be really interactive is visual to keep it interesting! Is this going to be all theory? I have no patience for that! On, this is only in English! I den't know it that well, will I be able to use this? A friend is suggesting this to me, so this might actually be good! How much will this cost? Will it be hard to learn using just a mobile? This has gotten good reviews, so maybe I'll give it a go too | So it's an app, like Facebook or WhatsApp, Good, I like to use my mobile! Ah, I need the app store password again Hope I don't need to fill in long registration forms, I hate those! I like how this looks, feels professional. So there's only content related to these couple of topics? What if I want to learn something else?? Walt, so is this app only about entrepreneurship? | OK, that was nicely compact! It really didn't take much time to go through this first set. I was just skimming through the first page, but the headlines really pulled me in, and I ended up reading the whole thing. The English used is pretty straightforward, I think I can handle this! I like how this is not just text, but it also has images to keep it interesting and to explain things even more. Where is this content hom? Can I trust this information? | It's nice to be able to check if I seally understood things. I like that this feels interactive, I'm not just passively reading stuff. Hey, looks like I really learned something here – I passed the quit on first try! Dams, I really didn't do very well (I guest I just need to read the material again. Dams it, I was sure that was the right arrawer! I maily don't understand howcome it's not in! Why is the next content looked? Why can't I just read everything in one go?? I wonder when can I continue to study? | I'm really happy I got a reminder to come back now that the next leason is available, might have forgotten about it! Good to be able to learn some more finally – last time was a promising start. What was this all about again? Oh, this app - I den't think this is really useful for me. | This is really interesting topic! Where can I get more information about it?? I like how this is progressing – getting deeper into the topic every time. This was a bit more complicated topic already, but I'm glad the images helped to make it more clear. I wonder if this gets even more complicated in the future? This is too easy!! want more advanced stuff! | I'm frustrated and feel stuped. (This content does not make any sense to me. I hope someone else has figured this thing out. This is revily interesting topic, let's see if the other students would know more about this! | I really have no interest in communicating with the other students, I just want to study by myself. Uh, the answer would be too long to type on the mobile | Ah, now I understand? I'm so happy I was helped our. What? That just doesn't make any sence either. | Good to see some more varied content about the topic fin learning. The stories are very inspiring! I want to become something like that too! Very inspiring! I should share this with my friends! | LOADS OF FEELINGS. BUT UNRELATED TO FUNZI | I had totally forgotten about this, glad I got reminded now that I have more time. It's really been a while, wonder if I can seamlessly continue where I left off. Have I fallen too much behind? Why did I ever let go off this – this is really useful. Enterpreneurship wasn't my thing, but this new happiness topic sounds interesting? On, this app - I'm actually quibe bored with it. I don't think this is really useful for me. | I'm proud of my accomplishments. Damn, I really didn't do very well (i guess I just need to go back and study some of the material again. | I learned so much from entrepreneurship course, this new one should be pretty good as well! But I wanted to learn even more about entrepreneurship! None of these other courses are interesting to me. |

First Funzi service



Tasks performed

- Extensive survey of target audience product market match and business models
 - validated first target markets and customers
 - validated target user group and created personas
 - validated first services and content
 - validates business model for first service



Entrepreneur 101

- Nurtures spirit, develops mindset & fundamental skills and encourages favorable values & ethics for Entrepreneurship
- Enables organizations building capacities for Entrepreneurship to maximize their reach & engagement using mobile devices



Why do we do this?

- Establish Funzi We, our partners and goals are top notch!
- Test the market Do people start using Funzi?
- Test Funzi core loop Do people acquire new skills?



Two target groups [@ start]

- End users Those who use Funzi to lead better lives
- Partners Content, Distribution & Commercial



Three contents

- E101 2.0 For daily, practical use
- Stanford CS183 For advanced users & inspiration
- Unicef Innovation Lab For communities



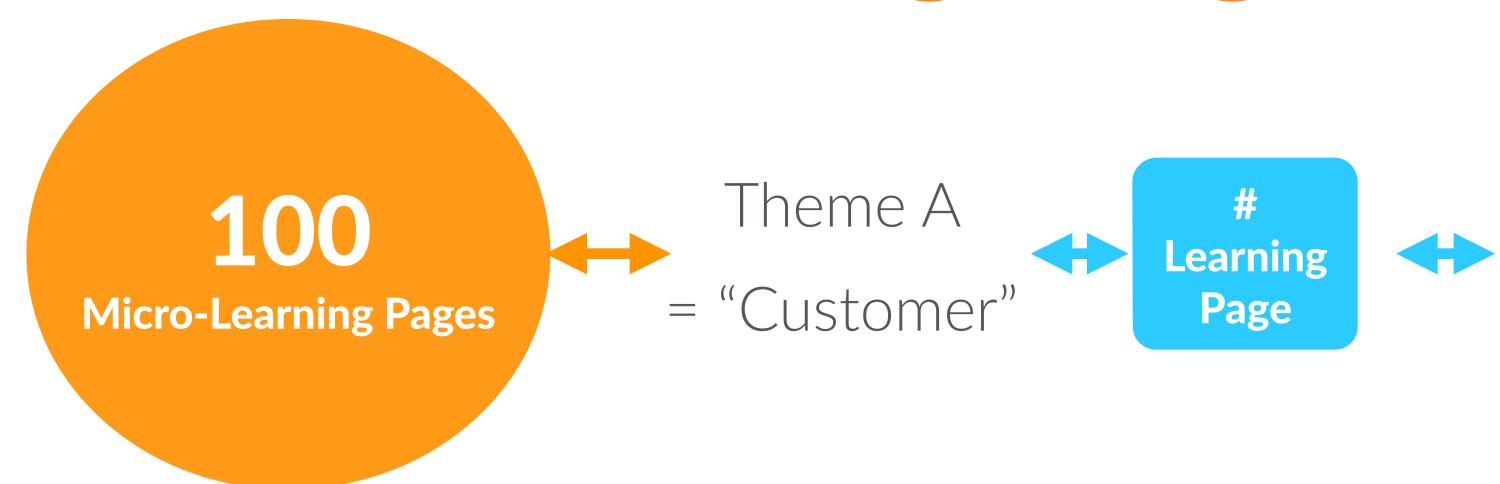
Learning Package Focus

 The Learning Package and the Check Understanding Tool items will address learning around various themes - behaviors, attributes, values and skills for entrepreneurship.





Micro-Learning Page



Subject Matter Experts team will curate from various trustworthy sources and re-write the Micro-Learning Pages suitably for

- Snack Learning = Approximately 250 words with compelling Image/s
- Converse & Concise = Clear, direct to point, active voice, conversational
- Wide Consumption = Easy to understand English and globally applicable

Example Learning page

Entrepreneur 101 > Customer > Who is the Customer?



MIT has been asking its student entrepreneurs this question for many years – and with great success. The 25,600 companies started by MIT alumni generate \$2 trillion in revenue and have created 3.3 million jobs. If MIT were a country, it would be the 11th largest economy in the world.

The ability to clearly answer the question "Who is the Customer?" is vital for any entrepreneur. It is important for entrepreneurs to go from product/business idea or technology to the necessary understanding of who and why will someone want to buy your product.

Specifically, you must know how to:

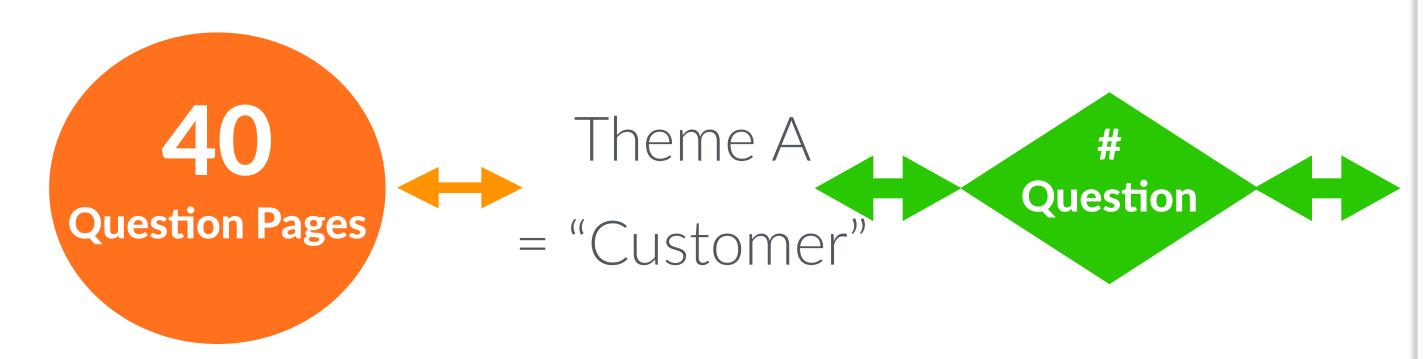
- 1. Identify prospective customers
- 2. Interview them
- 3. And finally, select the right customers for your business.

Additional reading:

Customer Interviews



Question Items



Subject Matter Experts team will craft "Check Your Understanding" style questions suitably for

- Learning Reinforcement = Question Responses for learning reinforcement
- Multiple Choice Style = Choice selection to not need typing on mobiles
- Gamification = Elicit favorablity to Questions via Gamification (Platform)

Example Question Item



The ability to clearly answer the question "Who is the Customer?" is vital for any entrepreneur. It is important for entrepreneurs to go from product/business idea or technology to the necessary understanding of who and why will someone want to buy your product.

Which of the following is a best way to know your customers?

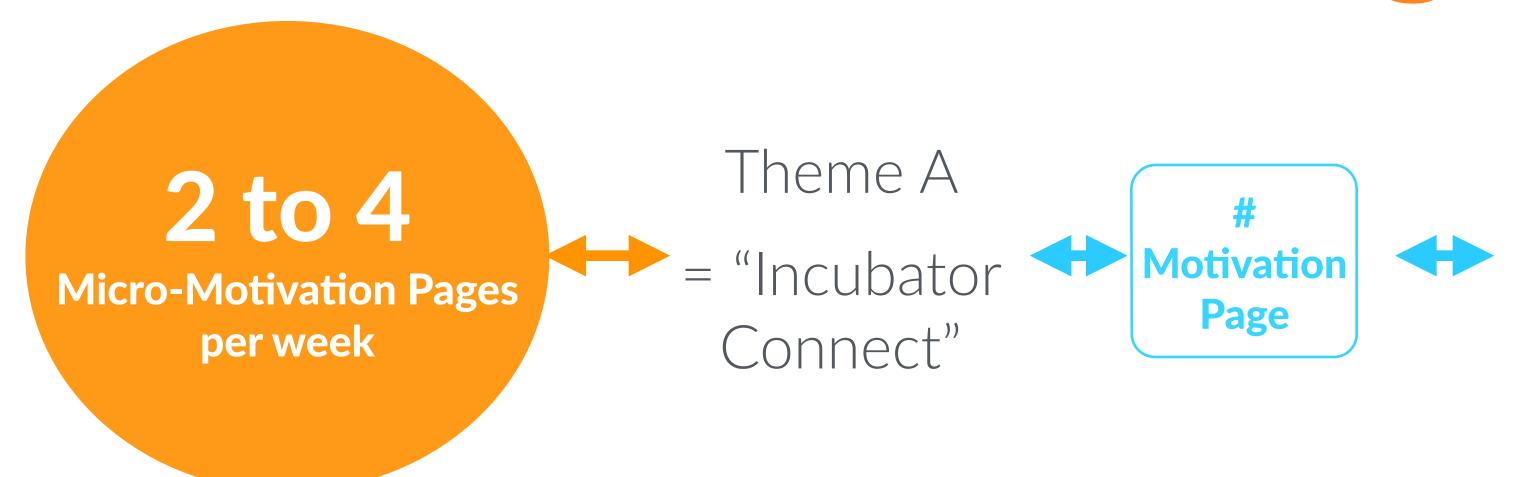
Discuss with experts

Interview customer

Speak to your team



Micro-Motivation Page



Expert team will curate the content from various trustworthy sources and re-write the Micro-Motivation Pages suitably for

- Snack Reading = Approximately 250 words with compelling Image/s
- Concise & Precise = Clear, direct to point, active voice, and accurate
- Wide Consumption = Easy to understand English and globally applicable

Example Event page



Do you have a world changing idea that needs funding? Take your idea to the next level together with the help of a team of crowdfunding experts by attending this 48 hour bootcamp from Naillab supported by Accenture and the 1% Club on the 26th and 27th March 2014 at Nairobi, Kenya.

Within 48 hours you'll be supported and expected to create a crowdfunding campaign for your startup. This campaign consist of a solid crowdfunding plan, a map of relevant networks and insight in successful storytelling. A good base for your crowdfunding adventure!

If you have a start-up or an idea that is aimed at creating positive social change, are a motivated team of 2-3 people then this is the opportunity you have been waiting for.

The winner will receive a cash prize of Ksh. 300,000.

- Bootcamp details and registration at **Eventbrite**
- More about Nailab at http://www.nailab.co.ke/



Example Event page

Entrepreneur 101 > Incubator Connect > 10th March 2014, Kenya:
Naillab's Crowdfunding Bootcamp



Do you have a world changing idea that needs funding? Take your idea to the next level together with the help of a team of crowdfunding experts by attending this 48 hour bootcamp from Naillab supported by Accenture and the 1% Club on the 26th and 27th March 2014 at Nairobi, Kenya.

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- Bootcamp details and registration at <u>Eventbrite</u>
- More about Nailab at http://www.nailab.co.ke/

Source: <Source Name>

Service & Theme
Date & Page Title

Image #1

Running HTML Marked Text

Running HTML Marked Text

Links to additional resources

Source Mention

Example Success Story

Entrepreneur 101 > Success Story > 24th April 2014, India:

The barber who owns a Rolls Royce!!!



Leonard Willoughby said, "As you begin to live according to your own guidance and your own daring everything changes completely." Ramesh Babu, the barber who became a millionaire, did exactly this when he was shaping his dazzling destiny. Stories of personal perseverance, the ones where heroes overcome severe obstacles and achieve dizzying heights of success, have been around since the beginning of time but they never get old. They inspire us and inflame our passions, making us believe we too can follow suit. Ramesh Babu bought a Maruti Van with his meagre savings in 1994. By 2004, he had a fledgling car rental business with seven regular cars. In 2014 he has a fleet of 200 cars. What is even more extraordinary is the 75 luxury cars on the fleeta range of Mercedes, BMW's, Audi's, five and ten seater luxury vans and, his ultimate pride, a Rolls Royce.

Much of Ramesh Babu's early life was spent in a struggle for survival. Now, ensconced in the lap of success, he remains true to the vocation of his heartaber. ... read more on yourstory.com

Additional reading:

• Full Story

Source: <Source Name>

Example Inspiration Story

Entrepreneur 101 > Inspiration Story >

9th Oct 2013, India:

iBeengo - Reward isn't Money, but building Relationships between travellers and our team!!



What makes an entrepreneur? Hear from Yen Tseng, a Taiwanese Canadian who, with his elder brother, founded a travel business called iBeengo.

Taking inspiration from their experience in Europe, iBeengo conducts walking tours of Taiwan. It takes tourists off the beaten track and helps them experience Taiwan the local way.

"Just the fact that our customers are going home and telling their friends about us and their friends are coming to us asking us to organise tours for them, that gives us a lot of satisfaction," Yen says, "the real reward isnt' the money, but the relationships between our travellers and us. These relationships bring back more business."

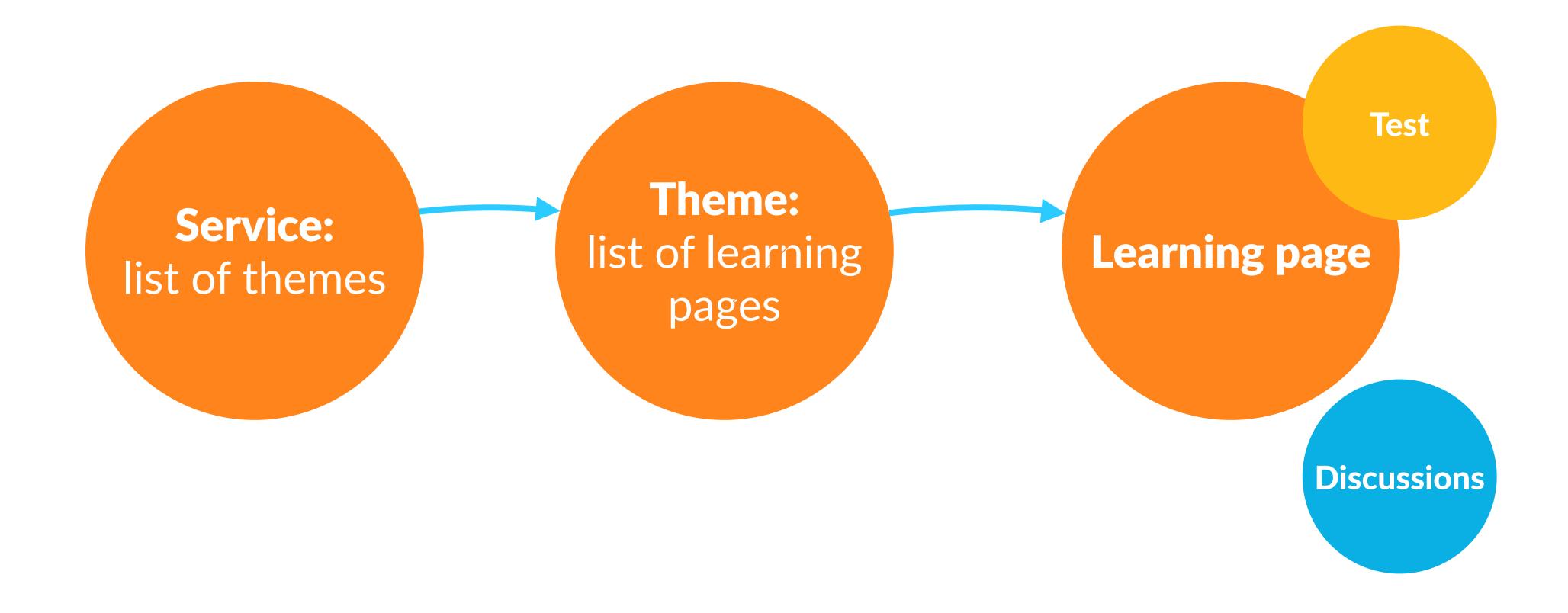
Additional reading:

Full Story



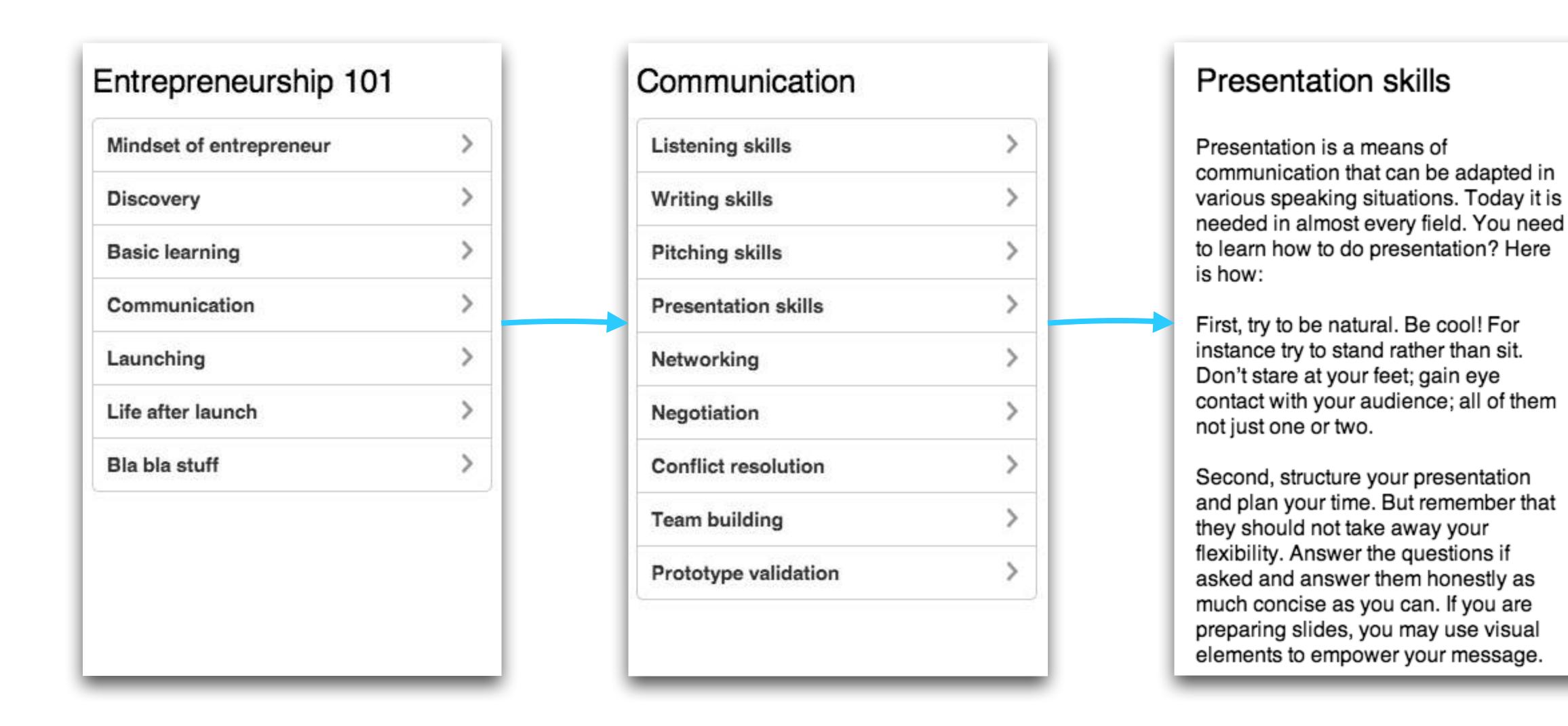
The Funzi UI

Funzi UI core



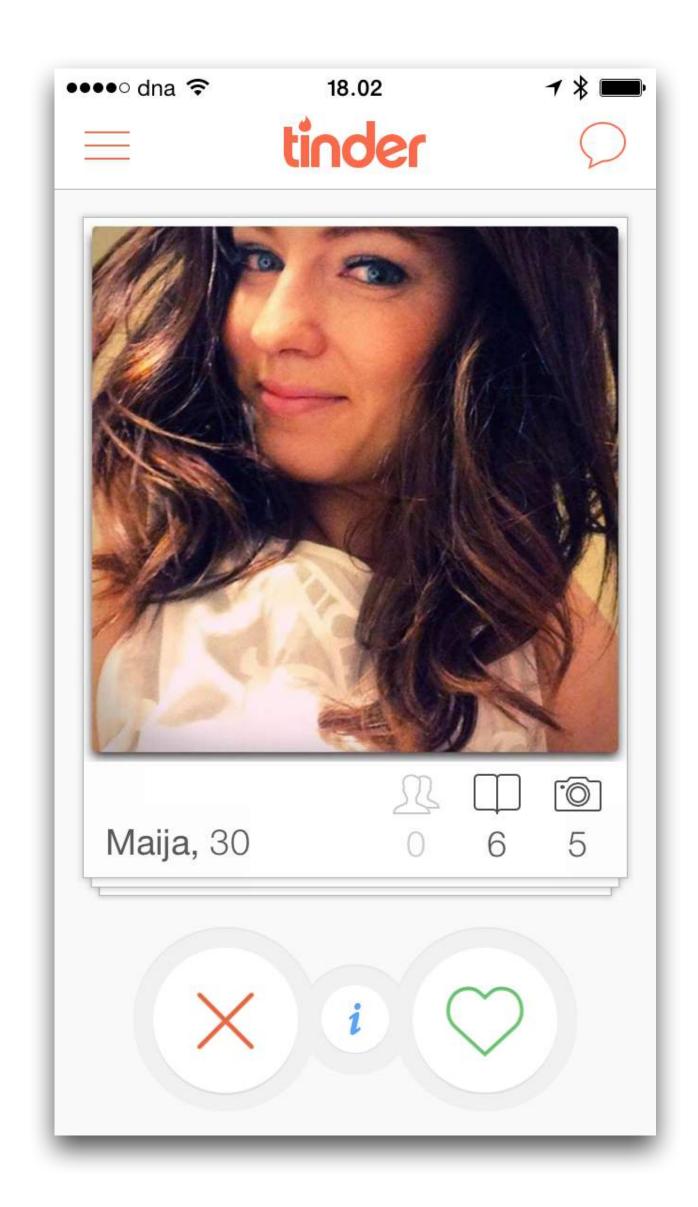


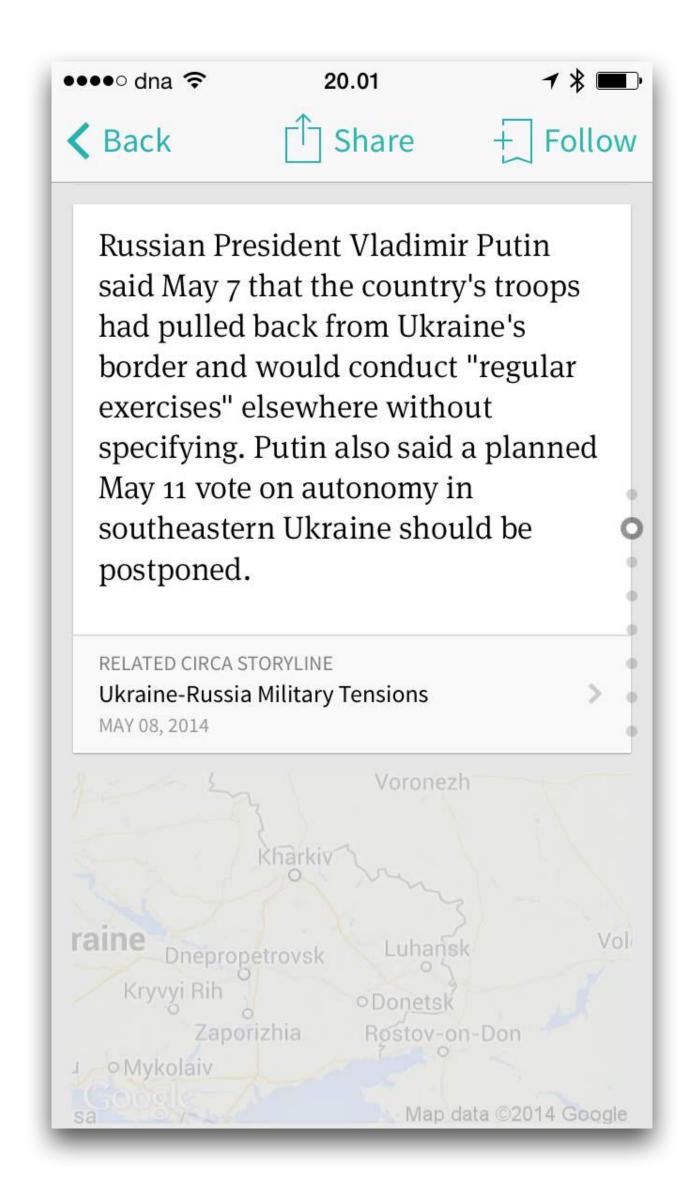
The simplest possible Funzi UI...

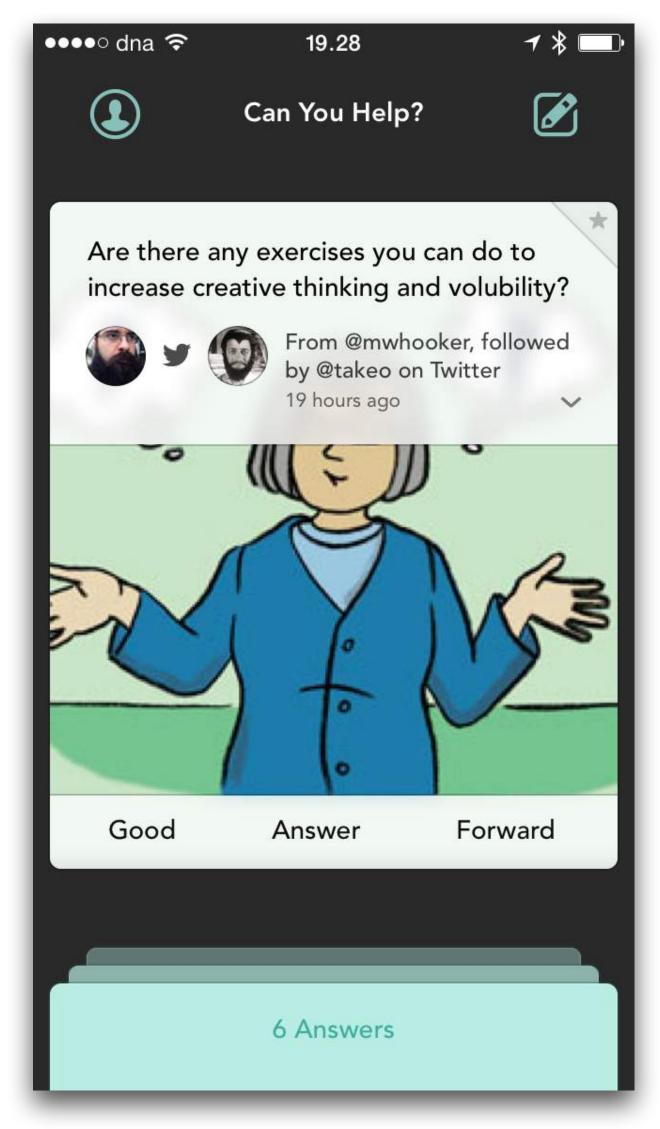




Cards, cards, cards, ...









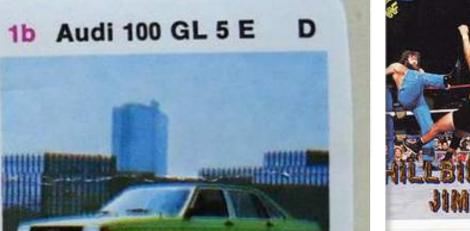




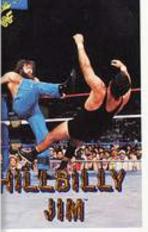
Engine 1588 ccm Bhp at rpm ... 110/6100 Cyl. 4 Comp. ratio 9.5:1 Weight 780 kg Accel. 0-100 km/h 10 sec Speed 180 km/h 5d Cad. Eldorado USA



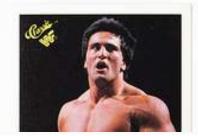
Engine 8194 ccm Bhp at rpm ... 193/3600 Cyl. 8 V-form Comp. ratio 9.5:1 Weight 2375 kg Accel. 0-100 km/k 12 sec Speed 185 km/h



Engine 2144 ccm Bhp at rpm ... 136/5700

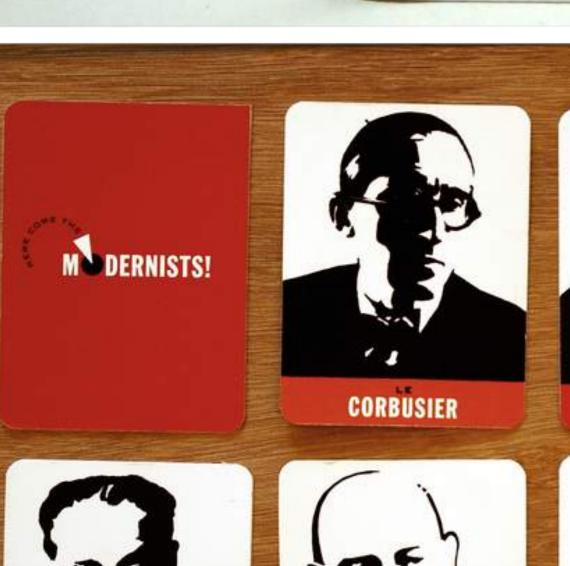




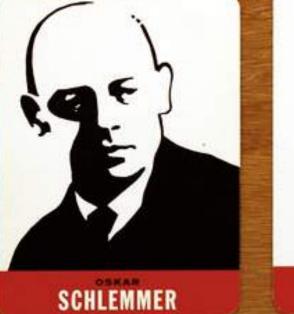


MILTON BRADLEY











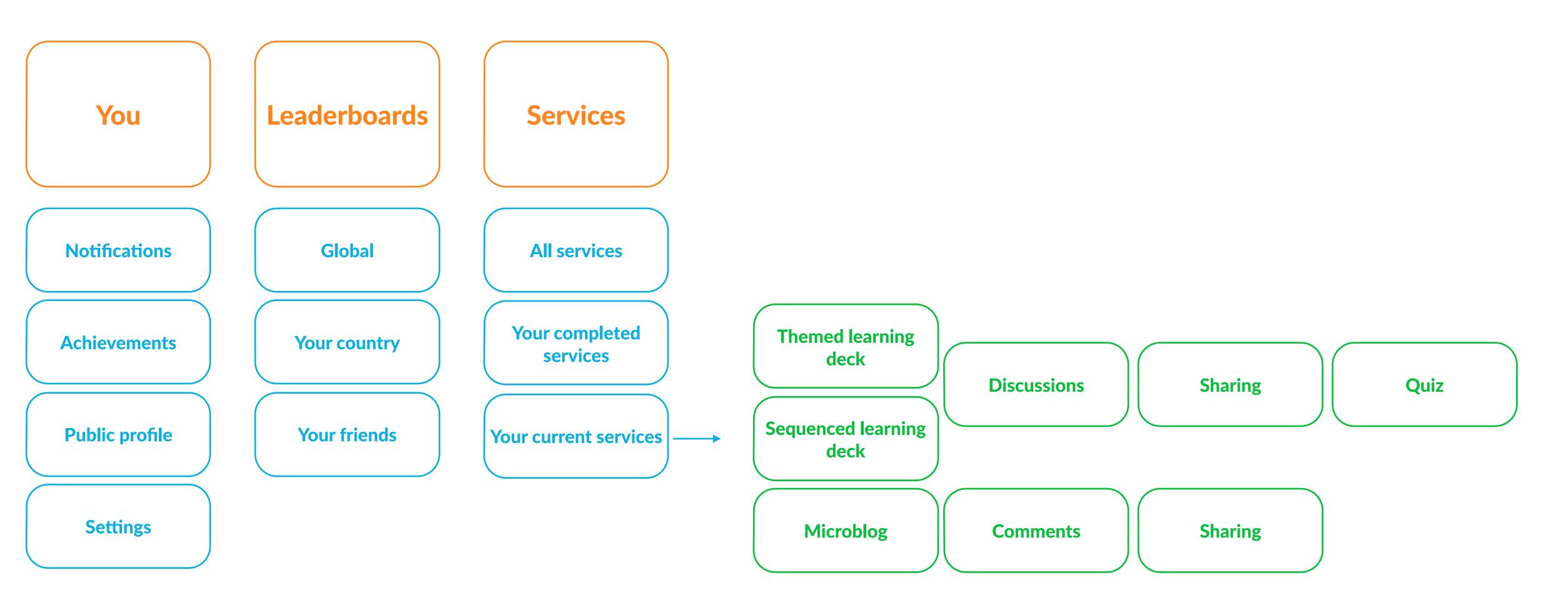


* 100 PROBLEMS AV



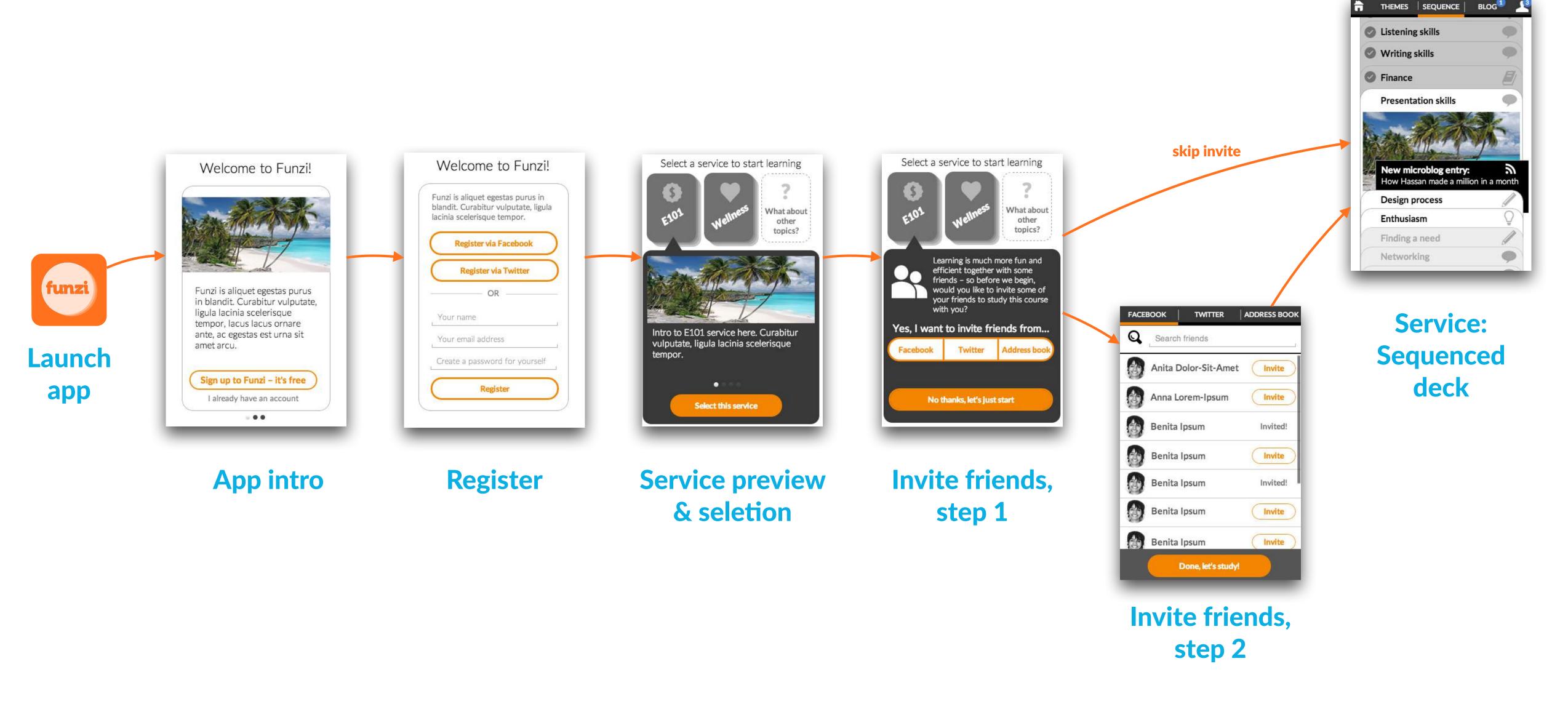
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High-level information architecture





Flow: Onboarding

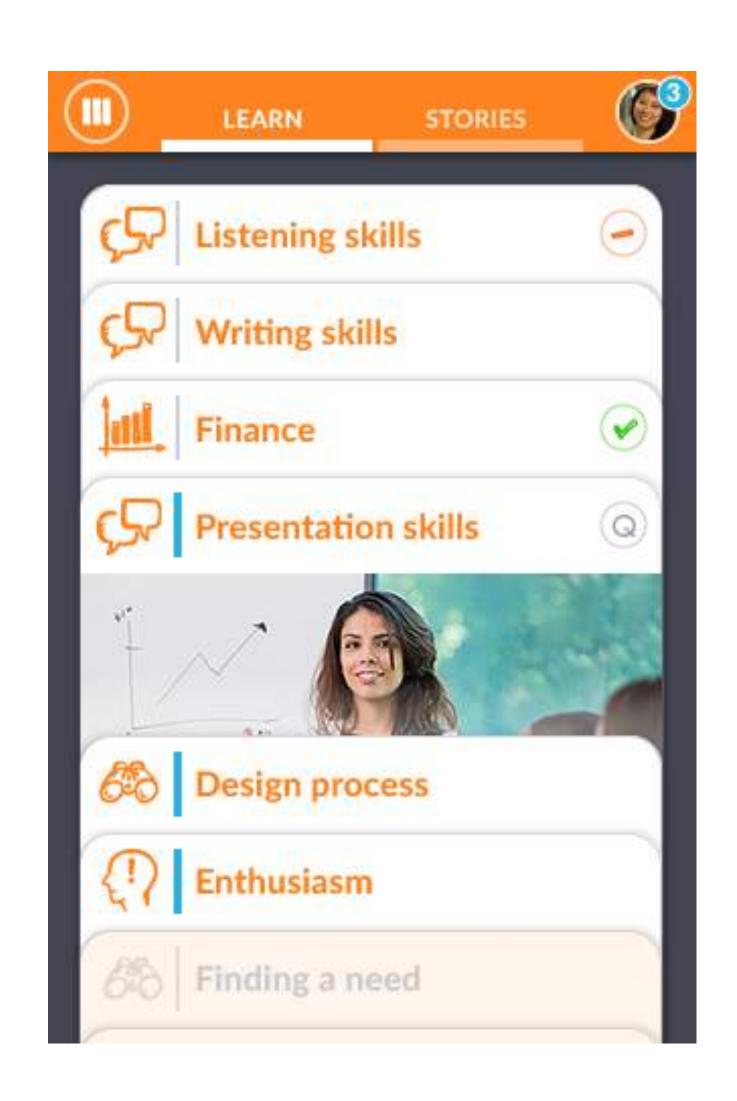




BLOG

User feedback & results



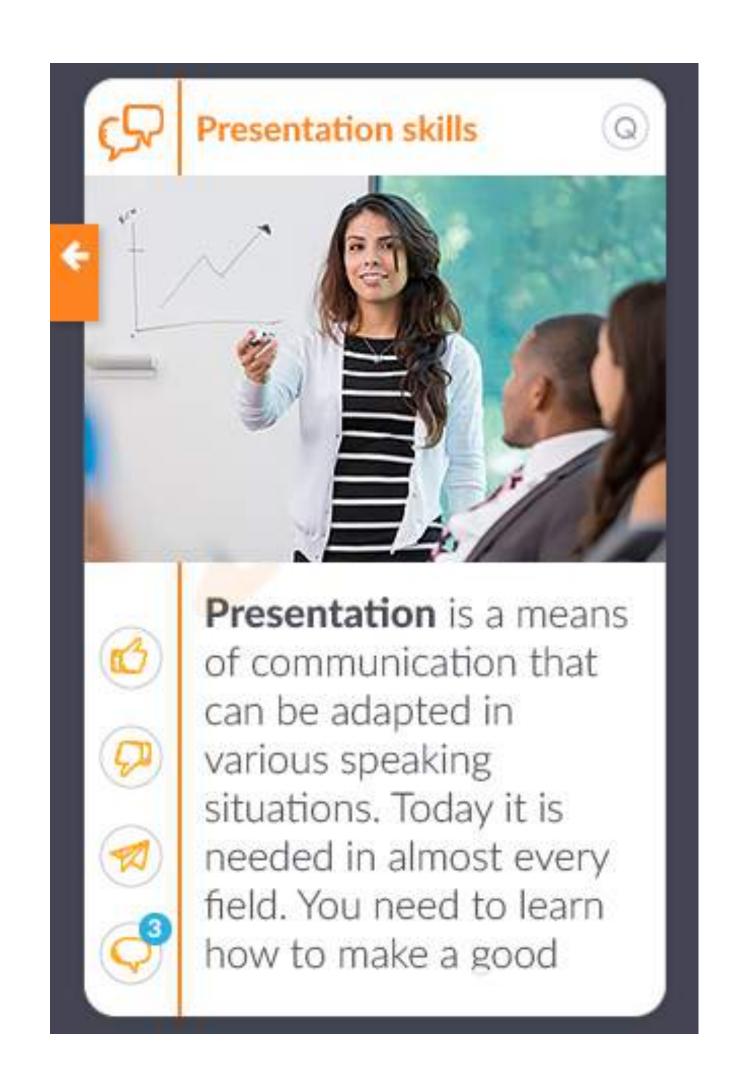


Likes

clear already selective COlor cards categories Structured stories style nothing appear COlours order woman two easy

Dislikes

identify orange looked color small pic short content went completely good glance completely good glance page.not nothing page.nothing page.nothi



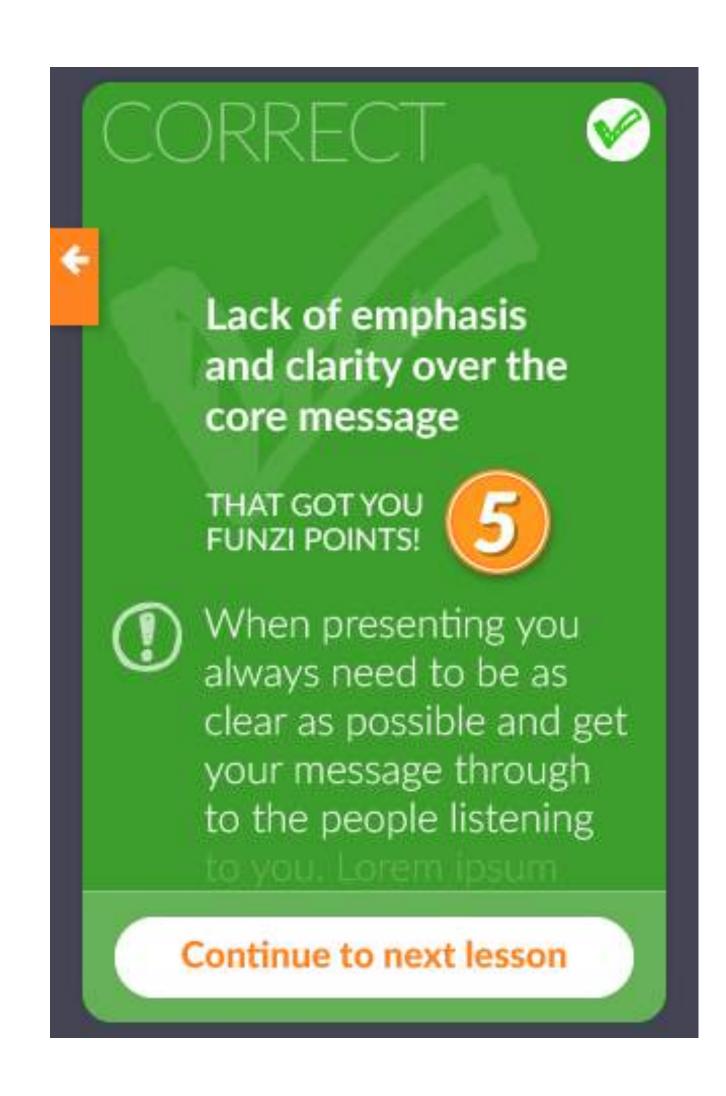
Likes

info clear format consice mix fits screen bigger place of the clearly day of the clearly description woman pictures laid combination good brief modern search graphics icon look

Dislikes

savvy fully dull notice text easily image nothing girls side wordy symbols understood colour hard exposure font media ambiguous writings exposure texts scheme facebook/social indication screen tabs purpose much reading menu others beacuse much folks limited amongstlose navigation look thumbs attention chunky get orange





Likes

message easy fee message easy focused for copy focused simple use without cluttered explination green look vibrant interface crisp

Dislikes



Future metrics framework

Metrics framework

- To analyze the effectivity of the learning and information services, a two-fold metrics system is implemented
- The metrics systems measures:
 - User activity
 - User learning outcomes
- The framework requires the development of an event logging methodology that covers both the front-end- and back-end



Go-To-Market partner areas

1. Content 2. Community & Community & Commercial 3. Commercial



Content

Content partners can add new content to existing and / or create completely new themes and sections in existing the Funzi services.

Examples of content partners are:

- Owners of existing relevant content publishers, universities etc.
- Course providers with ready course content
- Communities such as entrepreneur and student associations, chamber of commerce etc.



Community & Distribution

These partners help you in addressing new target groups or help you to technically reach existing community members.

Examples of community & distribution partners are:

- Chambers of commerce
- Banks, insurance companies
- Mobile operators



Commercial

This type of partners have a direct or indirect commercial or socio-economic interest in the learning outcomes or users of the Funzi services. They can create revenues through:

- Partial commercialization of the content in the service advertorials etc.
- Monetization of the outcome of course badges and certificates etc.
- Visibility in the service



Quality first

- Best possible content
- Attract real users
- Develop real relationships with partners
- Listen and learn and implement



Reach

- Content Creates real value to users
- Mainstream Focus on devices that ship most
- Challenges Competitions with attractive prizes



Relevance

- Bytesize 3-6 minutes, consumable with one hand
- Skills Focus on the intrinsic motivation
- Certificates Verify achievements and learning outcomes
- Social gamification Goal to create desire, urge to return



Retention

- Content New content is introduced sequentially
- Notifications Actively inform the user of the new
- Social Peer-group-pressure of users



Virality

- Value Real-world advantages for connecting & sharing
- Gamification Wish to become or remain a leader
- Sweepstakes Real-world prizes



Three feature sets

- Core Learning Loop
 - Sign-up, core content consumption
- Social Elements & Back-End
 - Sharing, quizzes, and progress
 - Tools for the creation of new services
- Themes & Gamification
 - Multiple views of learning material & leaderboards



Thank you!

