

Funzi



Details of & Glimpses into our work - version 20140916



Skills to build your dreams.

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

London

Istanbul

Beirut

Bangalore

Manila

Medellin

Lagos

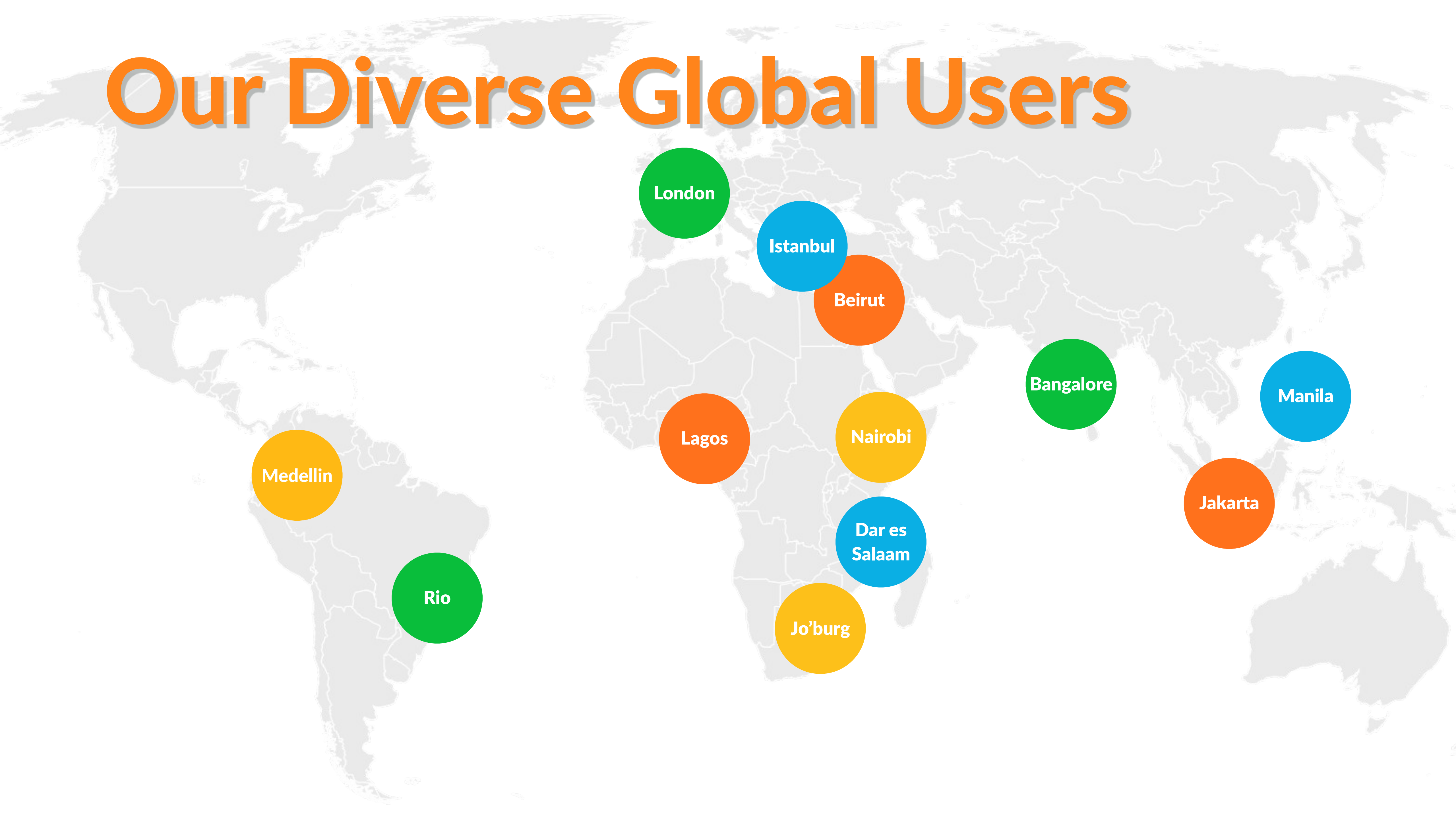
Nairobi

Jakarta

Rio

Dar es Salaam

Jo'burg





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 wants 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 for 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

1. 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

1. 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.

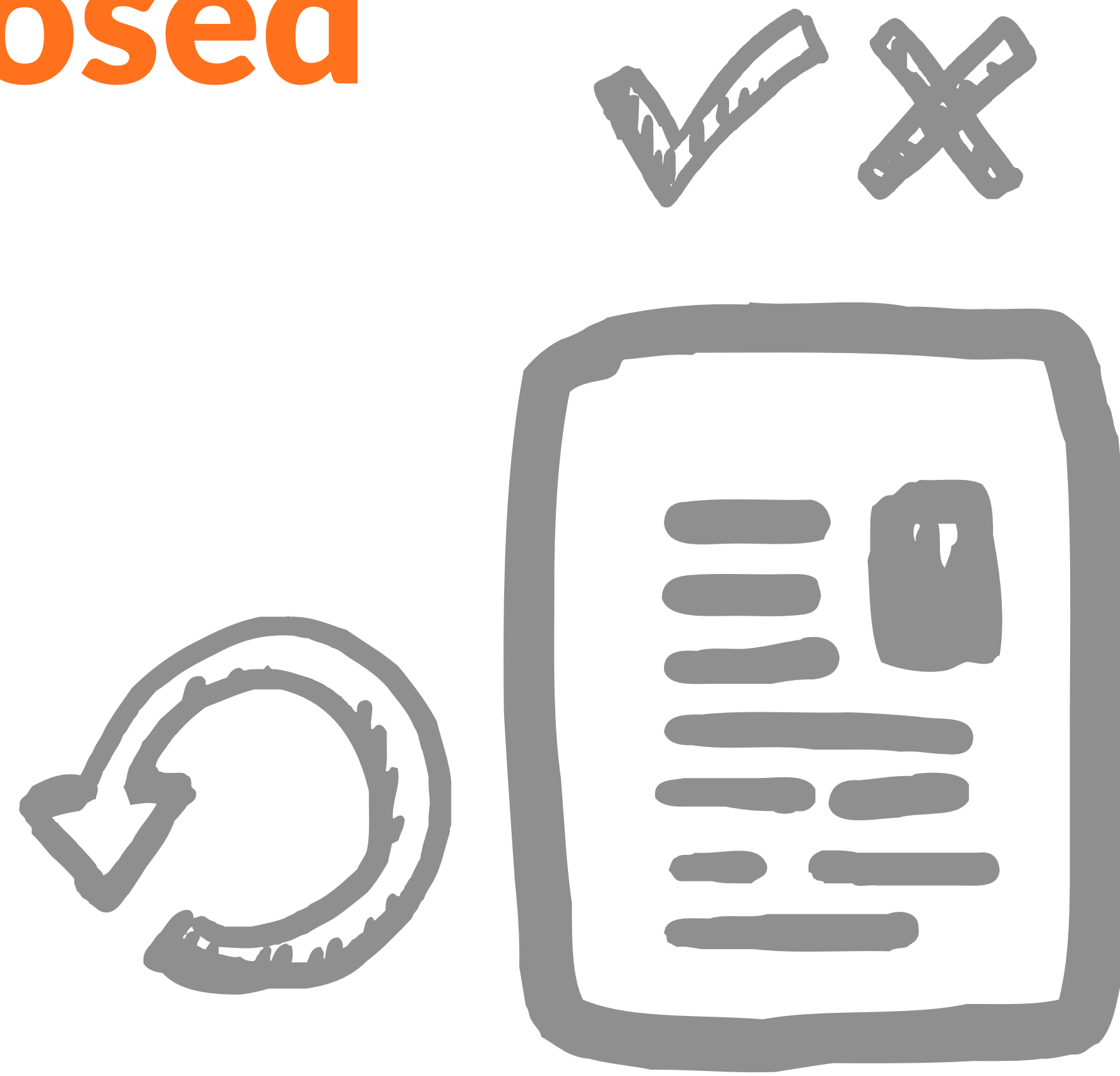


Design principles for Funzi

**Design principles
both give direction
to design work ...**



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



FUNZI DESIGN PRINCIPLE

1

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



FUNZI DESIGN PRINCIPLE

2

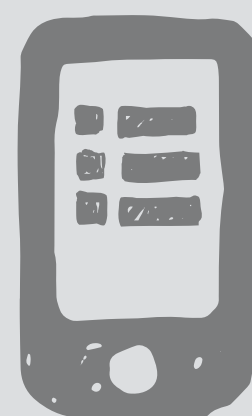
Use conversational, **non-academic tone** with wording & examples that are **familiar to the learner.**



FUNZI DESIGN PRINCIPLE

3

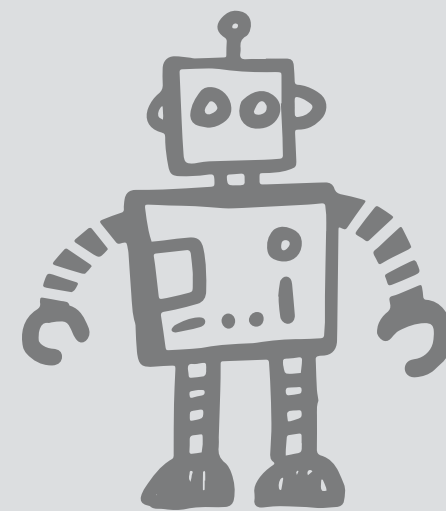
Bite-sized chunk is the native unit of consumption in the mobile-only and mobile-first world.



FUNZI DESIGN PRINCIPLE

4

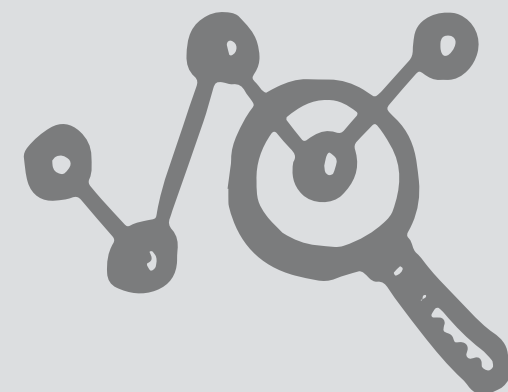
We are building an **active, living thing** – not a static text book.



FUNZI DESIGN PRINCIPLE

5

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



FUNZI DESIGN PRINCIPLE

6

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



FUNZI DESIGN PRINCIPLE

7

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



FUNZI DESIGN PRINCIPLE

8

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



FUNZI DESIGN PRINCIPLE

9

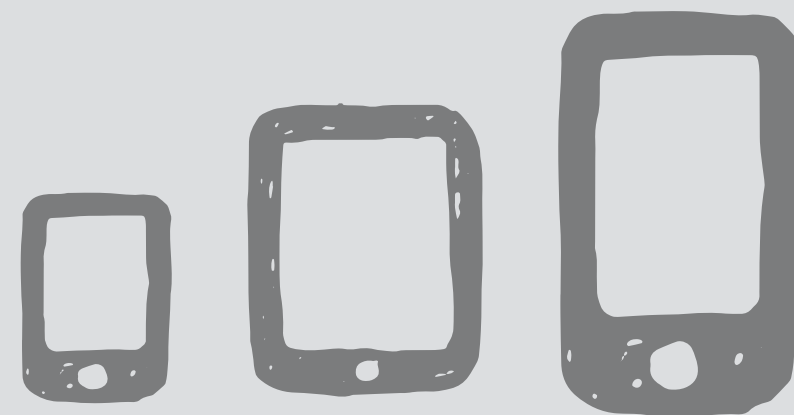
Let learners take **pride in understanding new things** and provide ways for them to share that enthusiasm.



FUNZI DESIGN PRINCIPLE

10

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



The Funzi Experience Map

What is an experience map?

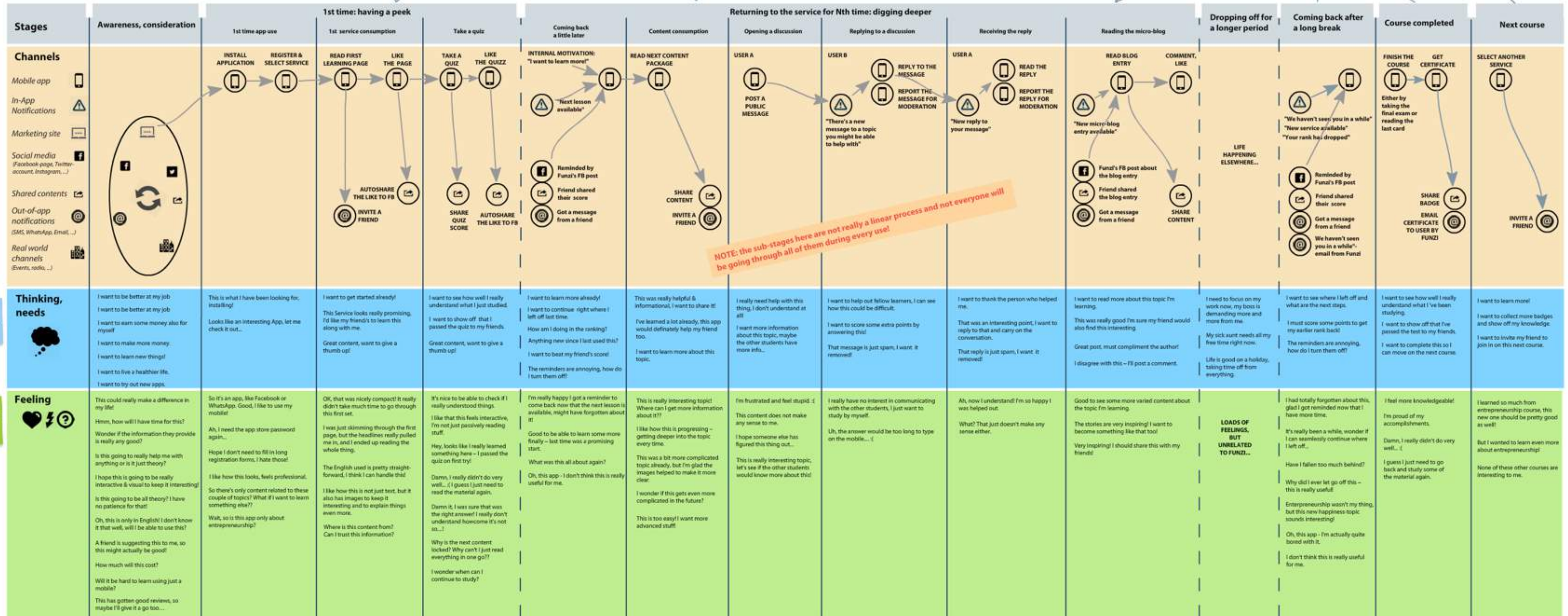
- “It’s an artifact that serves to illuminate the complete experience a person may have with a product or service”
- “A visual representation that illustrate users’ flow (within a product or service) their needs, wants, expectations and the overall experience”

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?



Experience Map



NOTE: the sub-stages here are not really a linear process and not everyone will be going through all of them during every use!

what I want to achieve in this stage

just before + during stage

task-oriented, rational

my reaction to the stage

"inner monologue"

hopes, fears, worries, joys, frustrations, ...

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

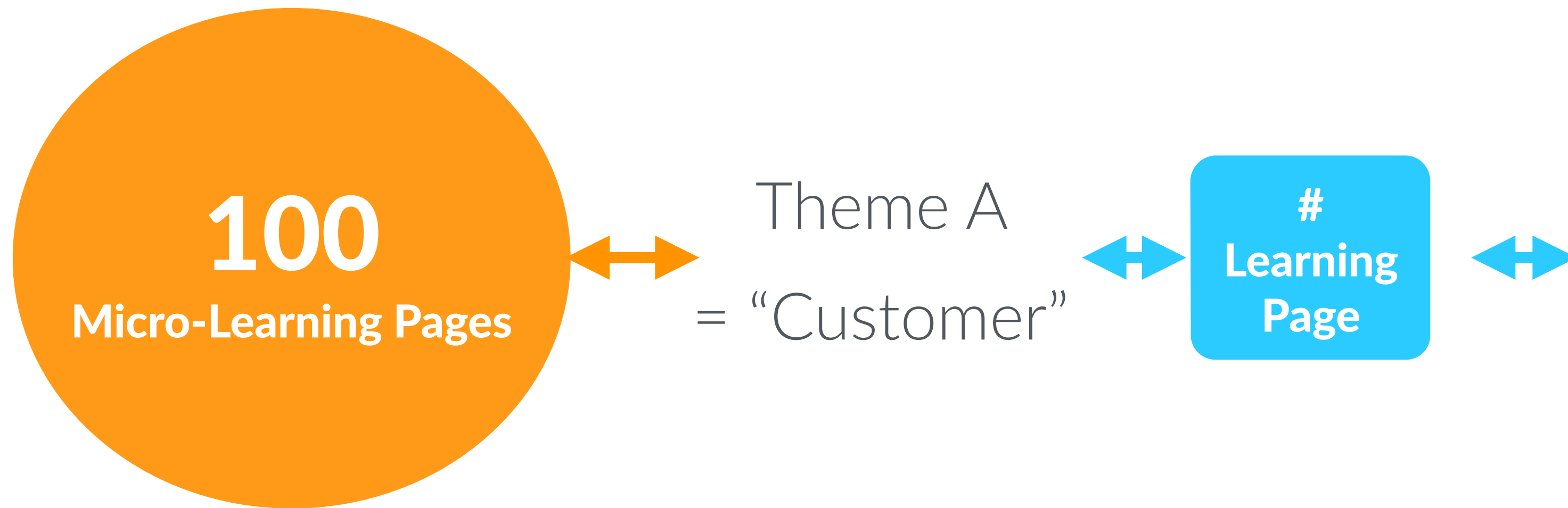
- **E101 2.0** - For daily, practical use
- **Stanford CS183** - For advanced users & inspiration
- **Unicef Innovation Lab** - For communities

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

The screenshot shows an example of a learning page. At the top, it has a breadcrumb trail: "Entrepreneur 101 > Customer >". Below that is the title "Who is the Customer?". The main image shows three red stick figures on a target with the word "Customers" written in white chalk below it. The text below the image reads: "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." Below this is a paragraph: "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*." This is followed by a list: "Specifically, you must know how to: 1. Identify prospective customers 2. Interview them 3. And finally, select the right customers for your business." Below the list is "Additional reading: • [Customer Interviews](#)". At the bottom, it says "Source: <Source Name>".

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 favorability to Questions via Gamification (Platform)

Entrepreneur 101 > Customer >
Check your understanding...

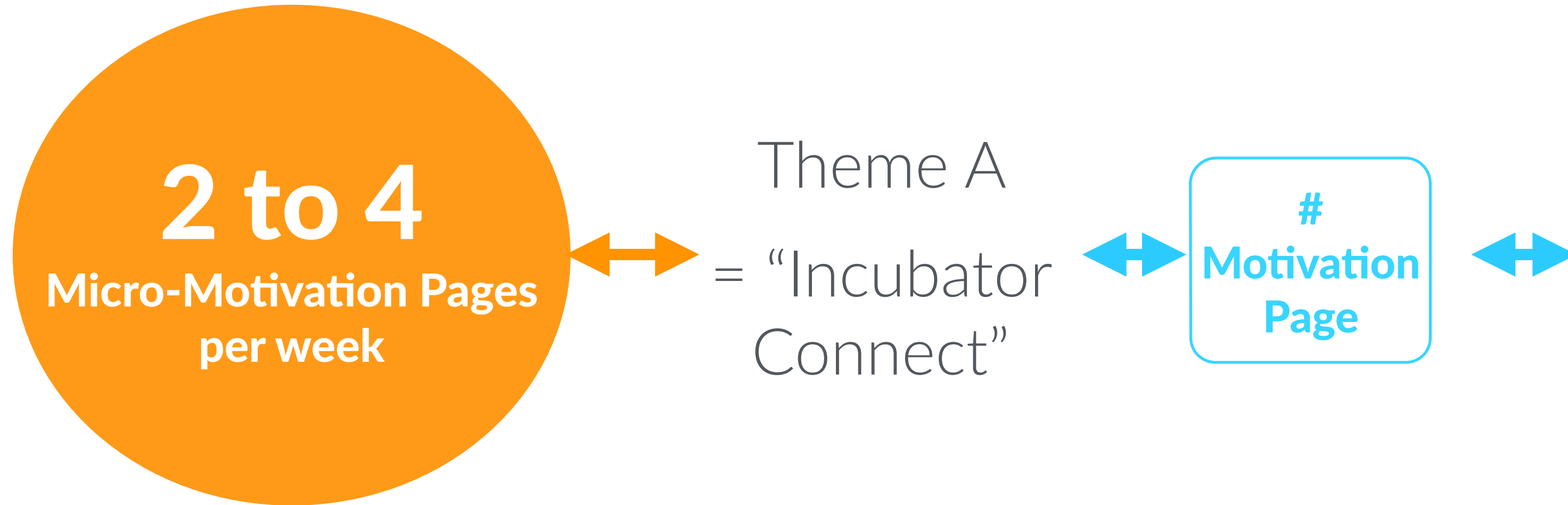
The ability to clearly answer the question "**Who is the Customer?**" is vital for any entrepreneur. It is important for entrepreneurs to go from product/business idea or technology to the necessary understanding of *who* and *why* will *someone want to buy* your product.

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

- Discuss with experts
- Interview customer
- Speak to your team

Source: <Source Name>

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

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

Wednesday 26th & Thursday 27th of March,
NAILLAB - 4TH FLOOR, BISHOP MUKURU CENTRE - NGONG' RD, NAIROBI

Crowd Funding Boot Camp.

POWERED BY:

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.naillab.co.ke/>

Source: <Source Name>

Example Event page

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

Crowd Funding Boot Camp.

POWERED BY
no:lab | accenture | 1%club

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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 fleet- a 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 heart- a barber. ... 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.

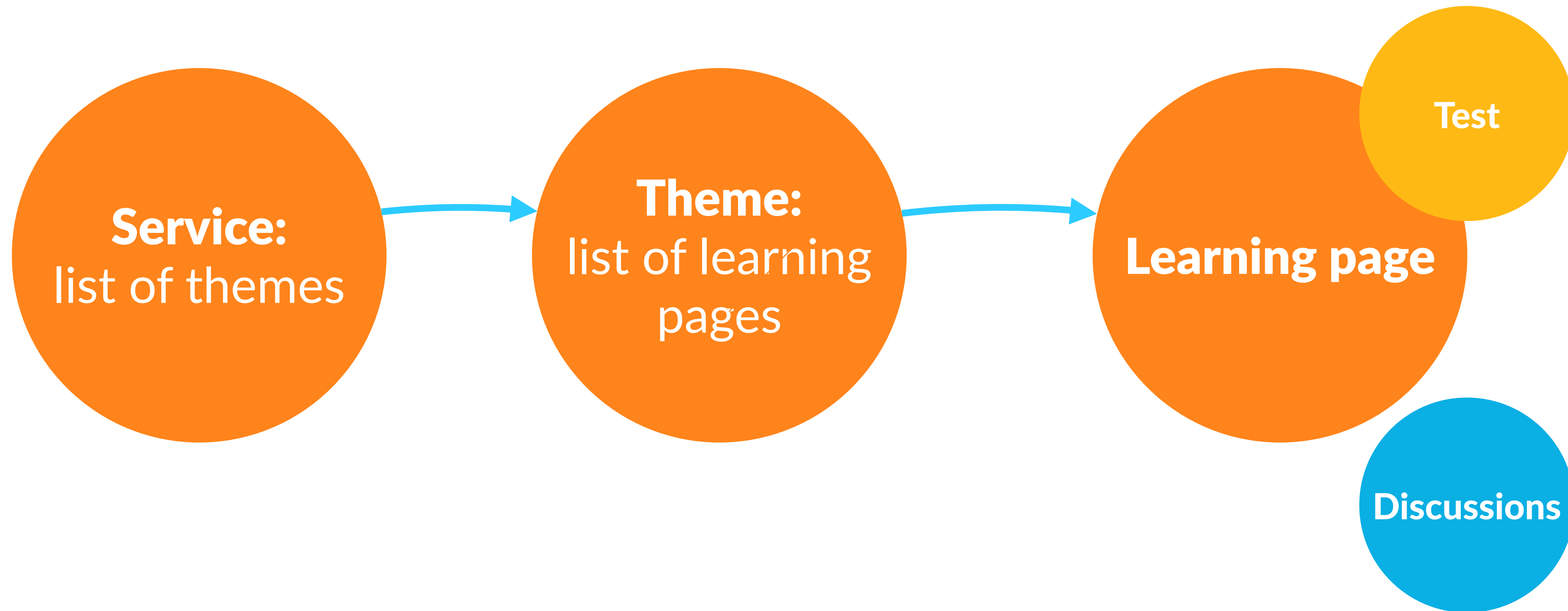
"Just the fact that our customers are going home and telling their friends about us and their friends are coming to us asking us to organise tours for them, that gives us a lot of satisfaction," Yen says, "the real reward isn't the money, but the relationships between our travellers and us. These relationships bring back more business."

Additional reading:
• [Full Story](#)

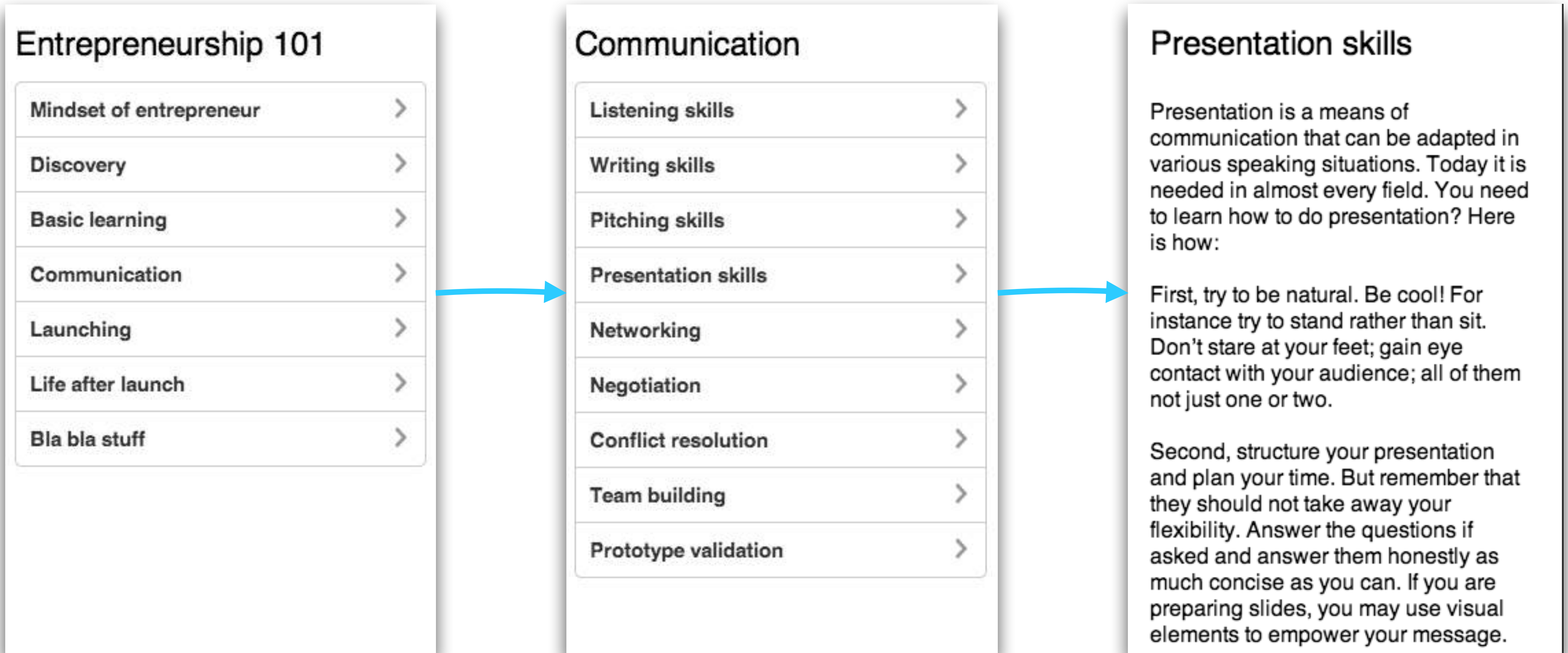
Source: <Source Name>

The Funzi UI

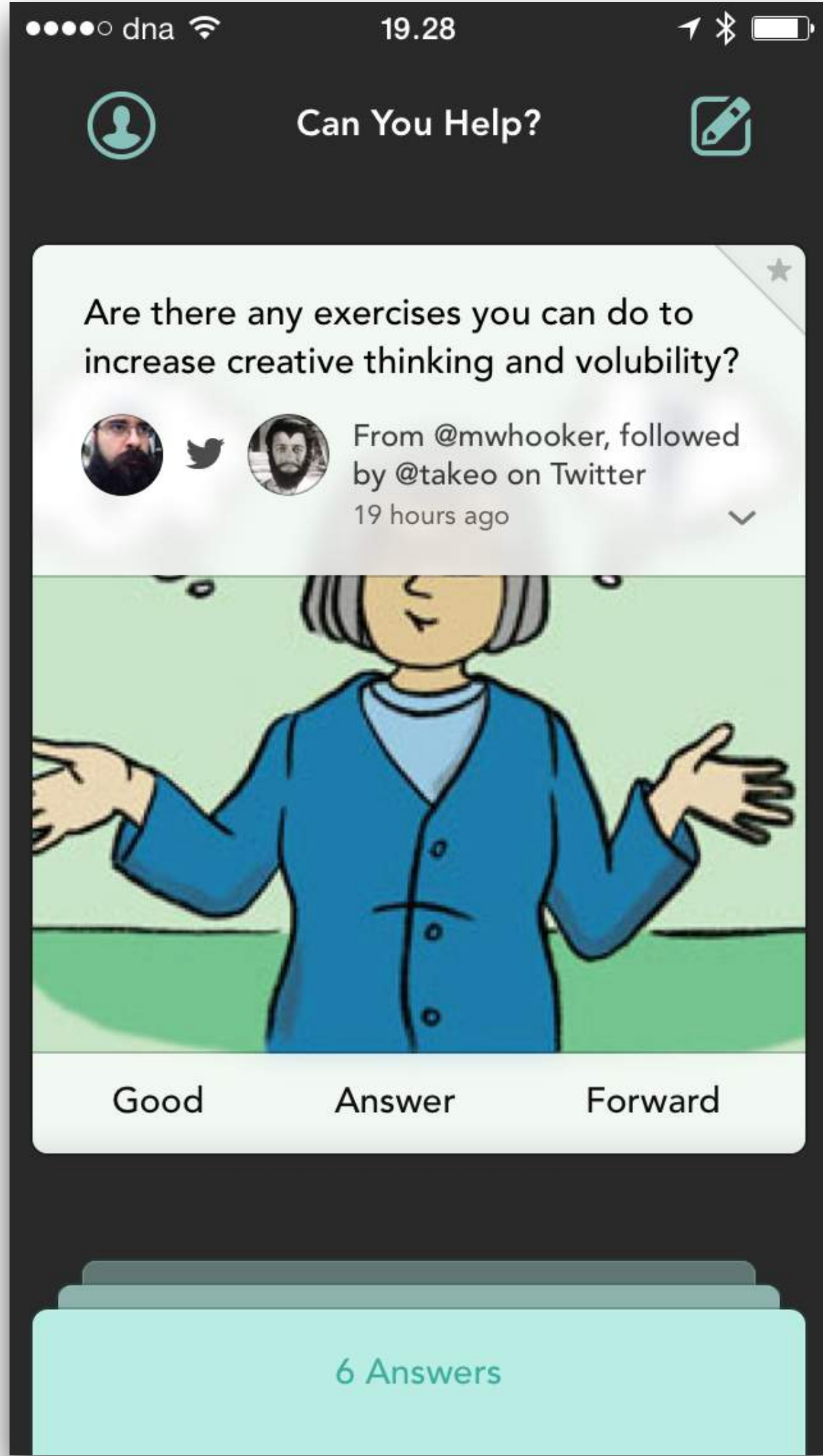
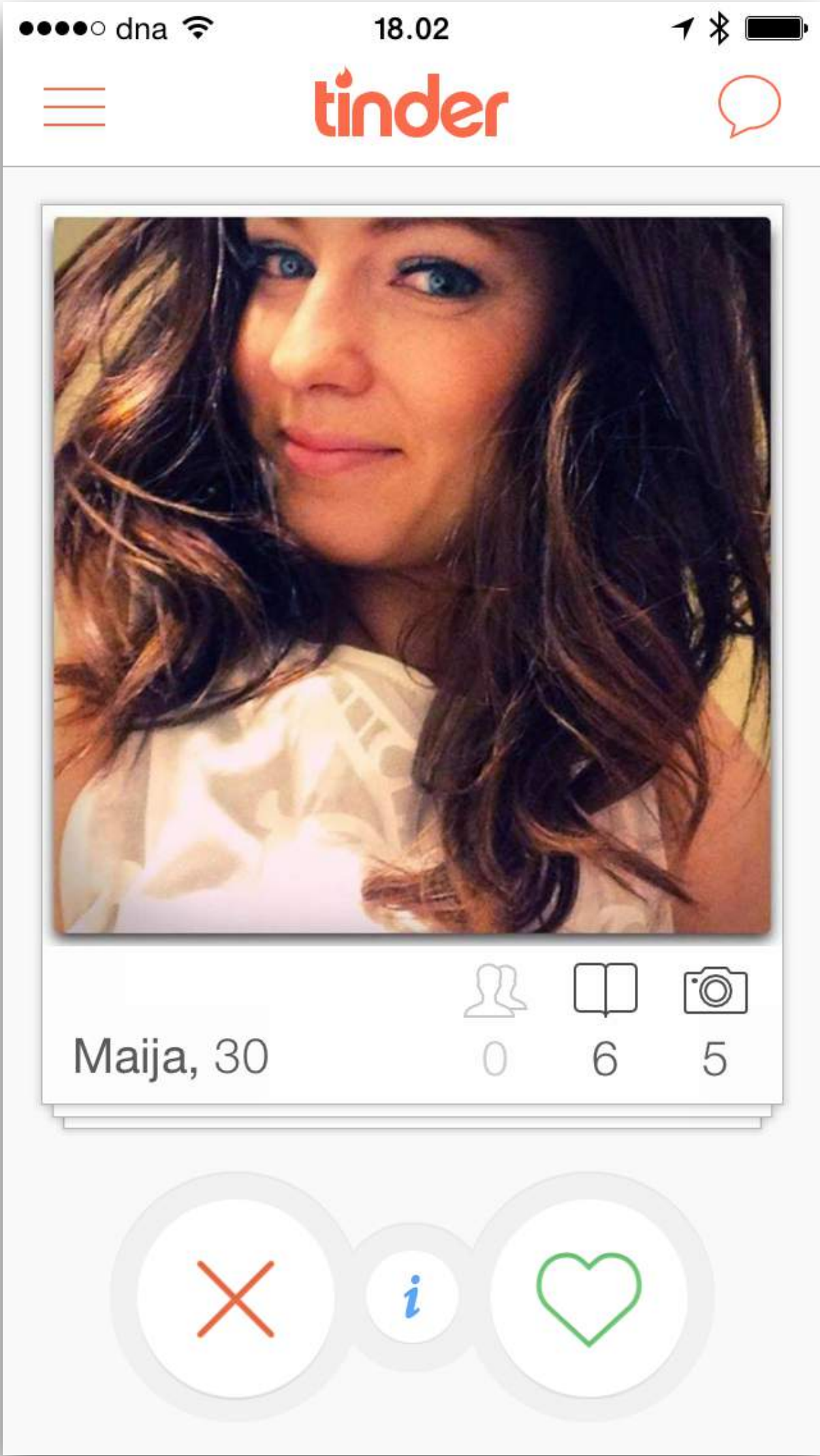
Funzi UI core



The simplest possible Funzi UI...



Cards, cards, cards, ...



LEADER OF THE PACK



1c VW Golf GTI D



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

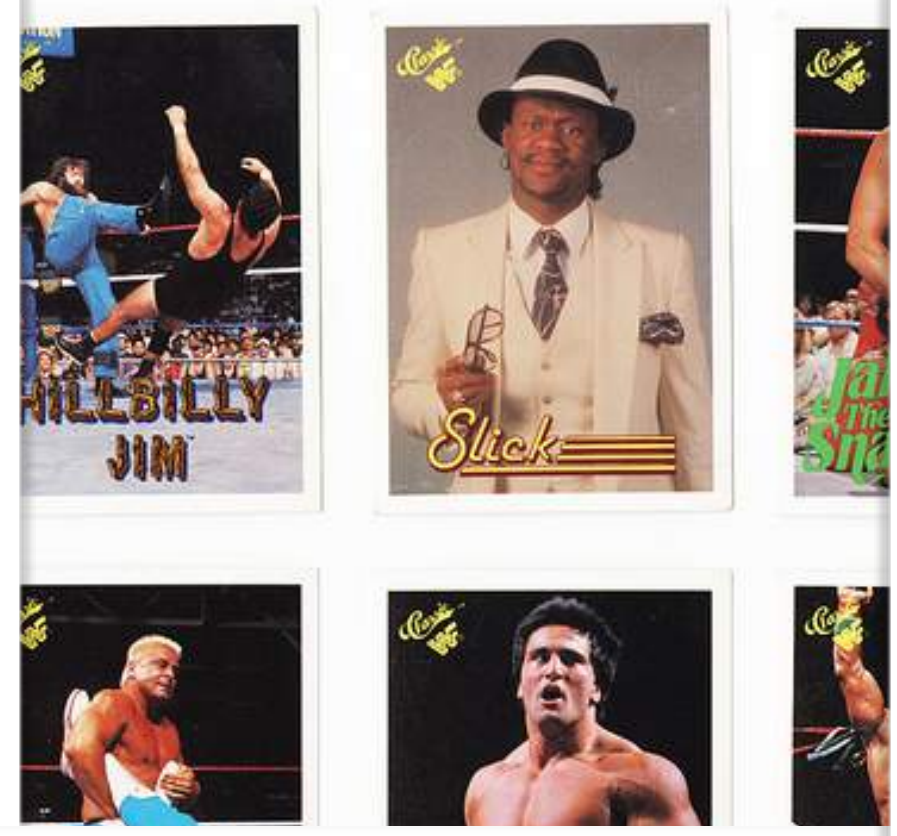


Engine 8194 ccm
 Bhp at rpm ... 193/3600
 Cyl. 8 V-form
 Comp. ratio 9.5:1
 Weight 2375 kg
 Accel. 0-100 km/k 12 sec
 Speed 185 km/h

1b Audi 100 GL 5 E D



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



MILTON BRADLEY
FLASH CARDS
SUBTRACTION

NECESSARY TO GET THE MOST OUT OF FLASH CARDS

1. FIVE SELF-TEACHING WORK SHEETS
2. RUB-OFF PLASTIC WRITING SHEET

17
- 9

8

FLASH CARDS SUBTRACTION

100 DIFFERENT PROBLEMS FOR GRADES 2 THRU 6

MILTON BRADLEY
FLASH CARDS because:

- SELF-TEACHING
- FIVE WORKSHEETS FOR WORKING PROBLEMS AND TESTING:
- EDUCATOR APPROVED
- CLASSROOM TESTED

1. Worksheets enable the child to Master the Number Facts By Himself.

2. Worksheets group the Facts in Order of Difficulty. The child works and re-works each group of facts.

3. Worksheets provide a means of Self-Testing for progress, as each group of facts is mastered by drilling with the Flash Cards.

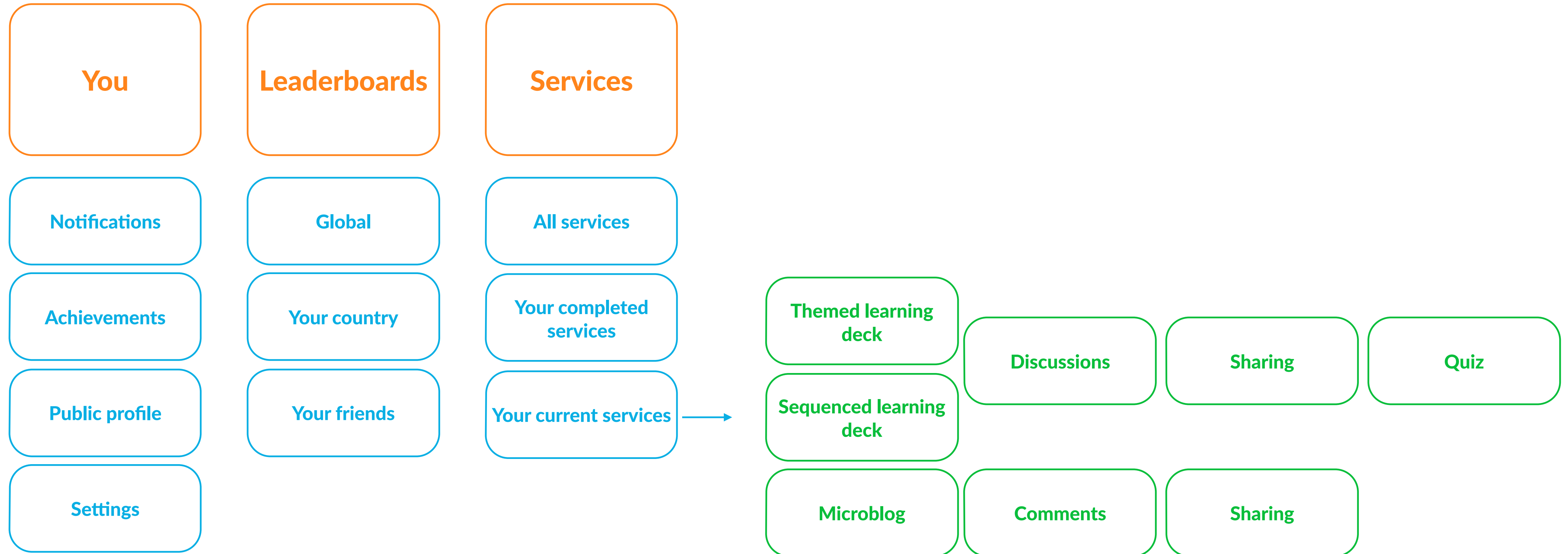
• A DURABLE PLASTIC WRITING SHEET EASY TO USE

• 100 PROBLEMS — ALL

• MASTER



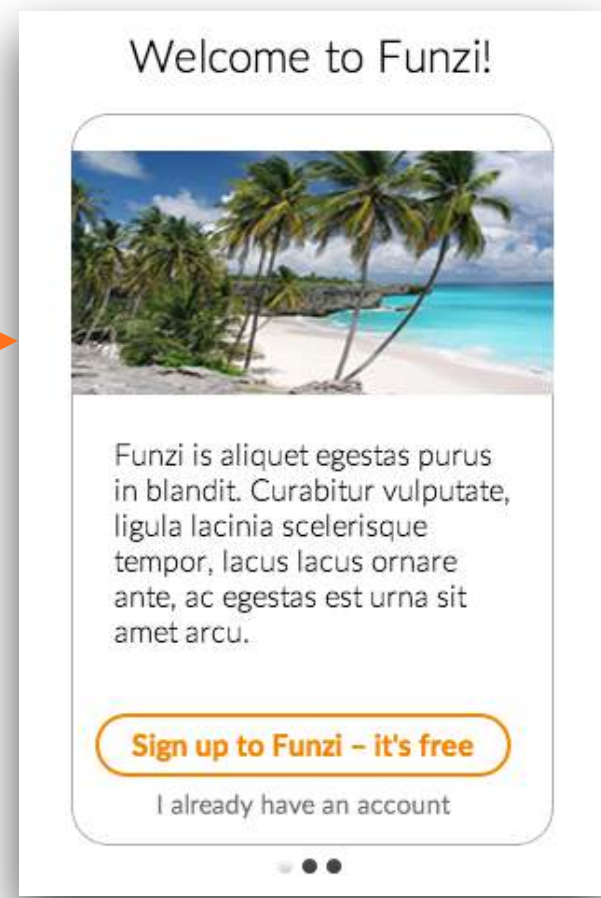
High-level information architecture



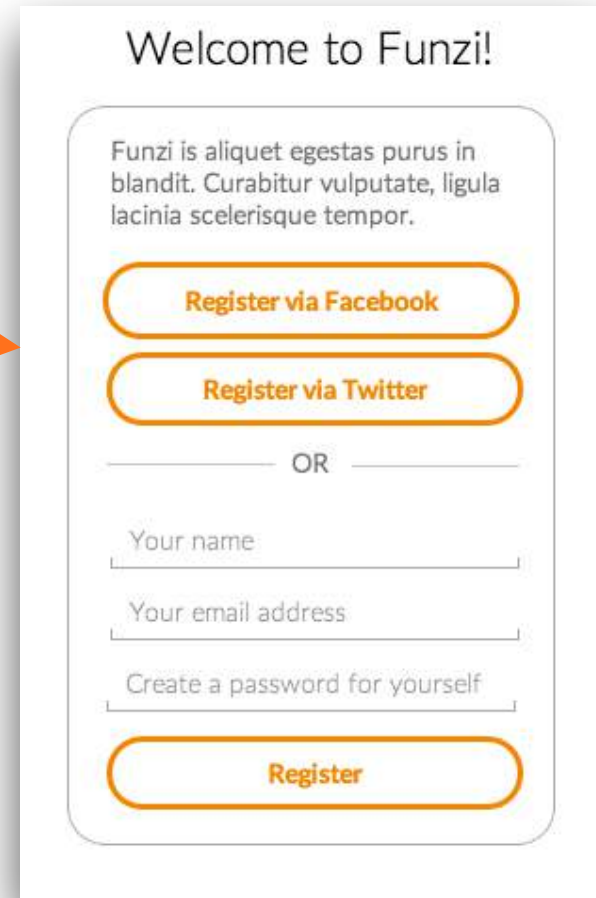
plus separate views/flows for e.g. onboarding, completing a service, coming back after a long break, ...

Flow: Onboarding

funzi
Launch app



App intro



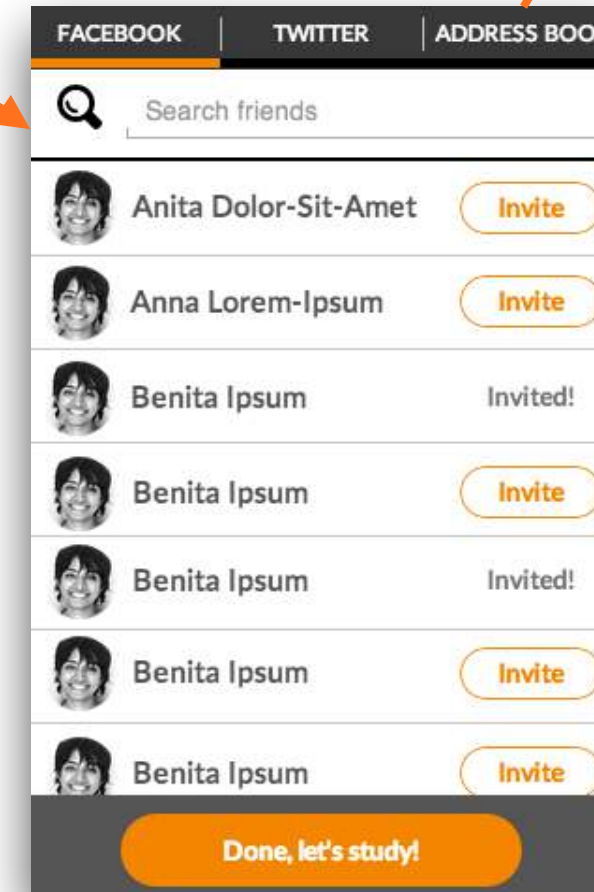
Register



Service preview & selection

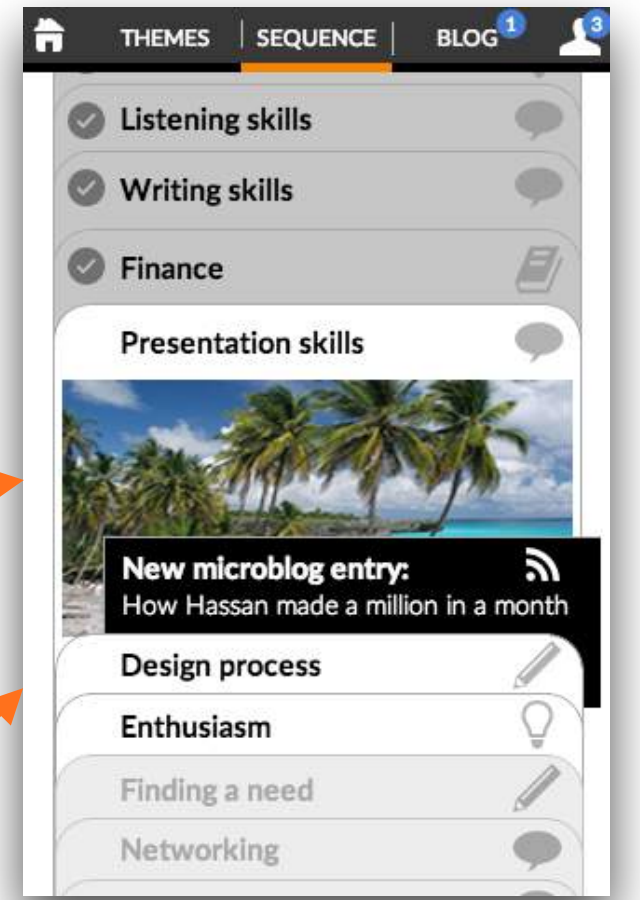


Invite friends, step 1



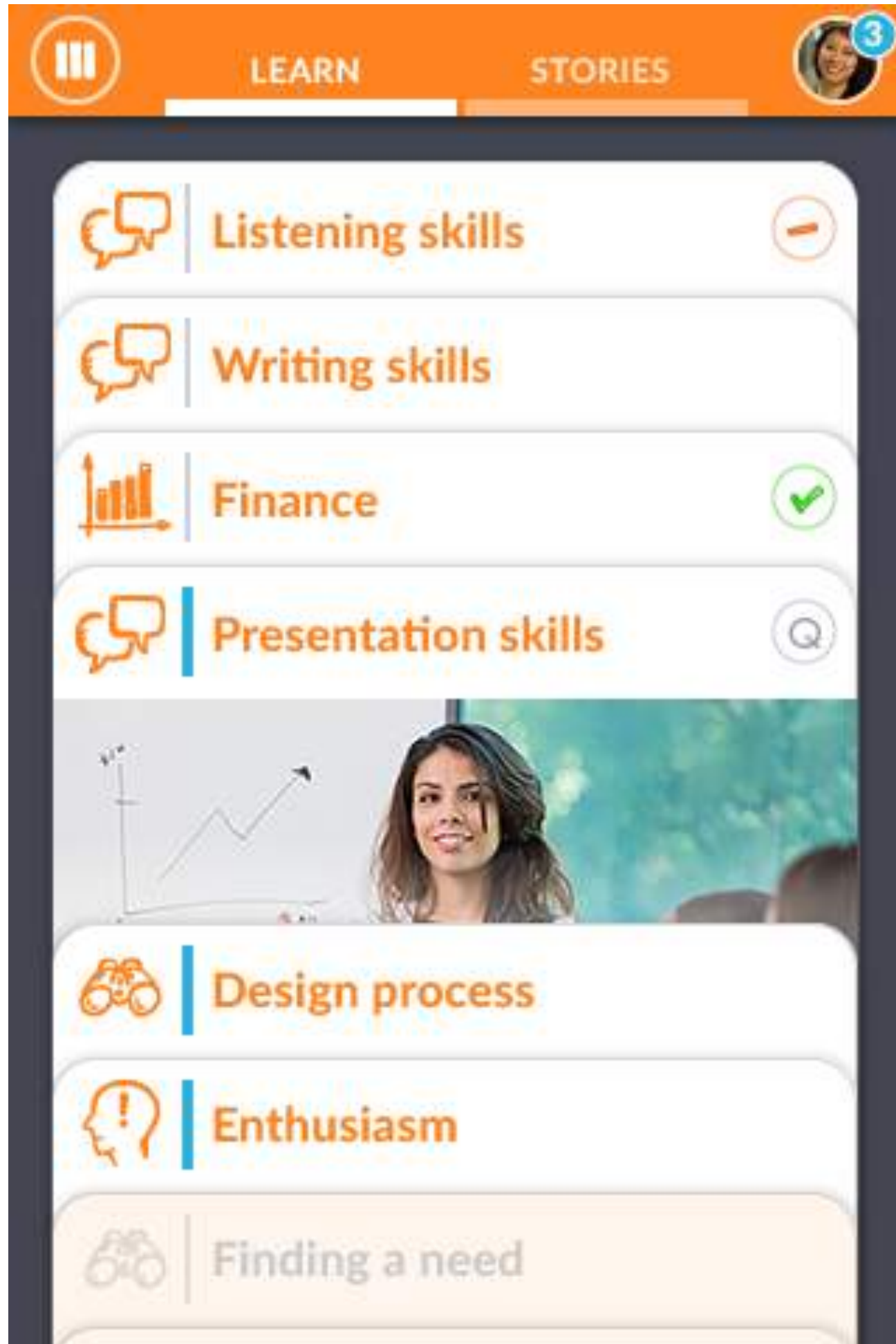
Invite friends, step 2

skip invite



Service: Sequenced deck

User feedback & results



Likes



Dislikes



Presentation skills



Presentation is a means of communication that can be adapted in various speaking situations. Today it is needed in almost every field. You need to learn how to make a good

Likes

info clear format icons
 consice mix
 fits screen bigger picture
 feel girl imagery
 text da model
 clearly description woman
 pictures laid combination good brief
 modern search graphics
 icon look

Dislikes

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

CORRECT ✓

←

Lack of emphasis and clarity over the core message

THAT GOT YOU 5 FUNZI POINTS!

! When presenting you always need to be as clear as possible and get your message through to the people listening to you. Lorem ipsum

[Continue to next lesson](#)

Likes



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
&
Distribution**

**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!

