Agnitus - Learning for Kids

Detailed Case Study

Agnitus is a learning platform for children aged 2–8 that taught early literacy, math and cognitive skills through interactive games.

Over two years, I worked across product and marketing design, creating engaging campaigns and shaping key app experiences.

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Quick Overview

Role: UI/UX & Graphic Designer

Duration: 2 Years

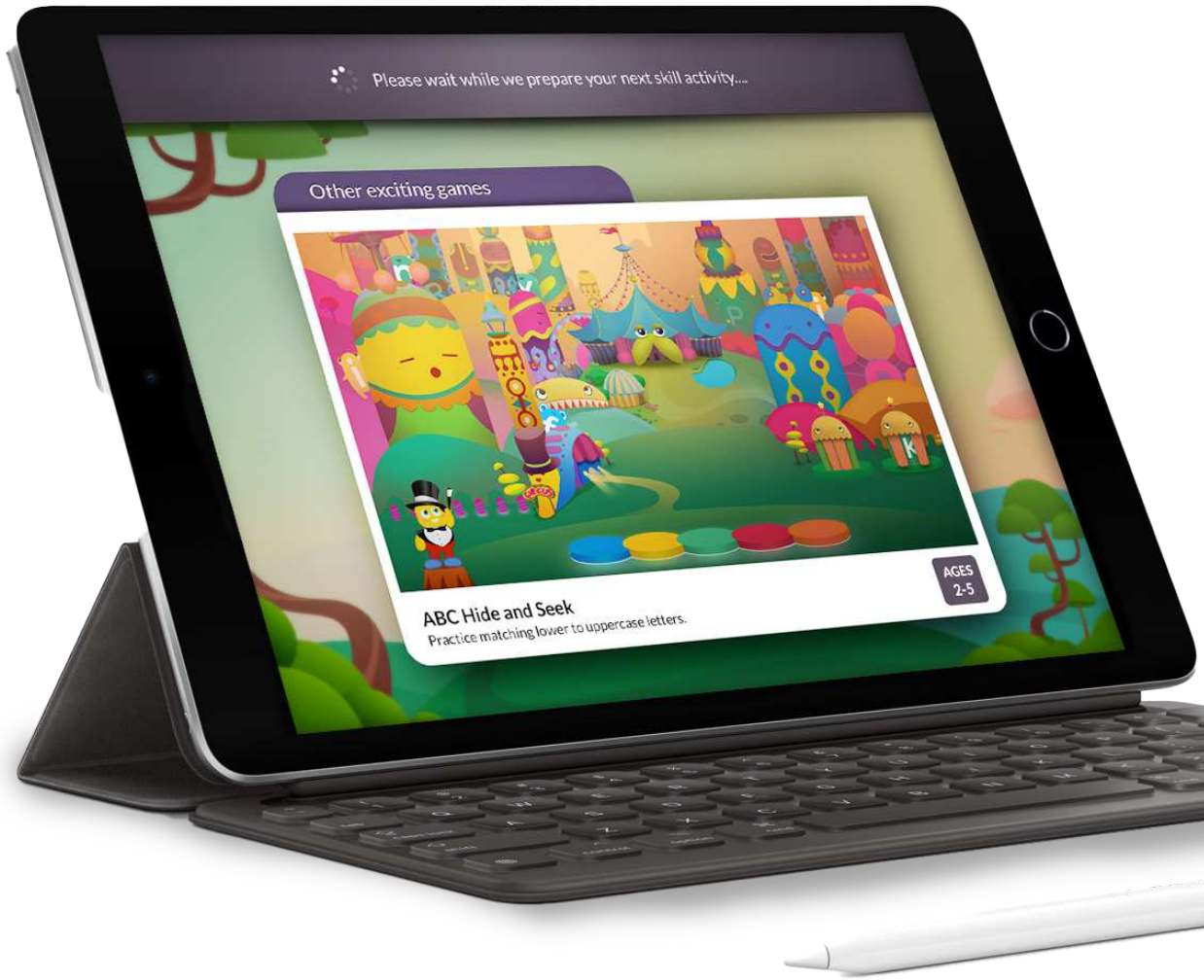
Tools: Figma, FigJam, Illustrator, Photoshop, Basecamp

Team: Engineers, Product Managers, Educators & Marketers

Platform: iOS (iPad, iPhone, Desktop) & Android (Tablet, Mobile, Desktop)

Over my two years at Agnitus, I worked across a range of features and experiences. For this case study, I've chosen to highlight two features that best represent my approach to product design and problem-solving:

1. **Parent Portal (Progress Report):** Helping parents visualize learning progress.
2. **Teacher's Controls:** Giving adults control over content frequency and focus.



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Challenge

While Agnitus effectively engaged children, parents and teachers had limited visibility into progress and limited control over activity focus.

1. A clear overview of weekly learning progress, with the ability to access detailed report cards when needed.
2. The ability to personalize the experience based on each child's learning journey.

Discovery & Research

I conducted detailed user and stakeholder research to understand the needs, behaviours, and pain points across the learning experience. This included interviews with the product lead, educators, employees, and a small group of parents, along with a comparative analysis of existing children's learning platforms.

I examined how competing platforms approached

- Progress Visibility
- Activity structure
- Navigation
- Personalization

Identifying common patterns as well as opportunities for improvement.

Findings

Synthesizing these findings revealed key gaps in visibility, navigation, and personalization, which helped define design opportunities and informed a simpler, more intuitive, and cohesive learning experience.

Competitive Landscape

Understanding the Market: To better understand the landscape in which Agnitus was being designed, I conducted a competitive review of leading children's learning platforms and educational apps available.. The analysis focused on products competing for the same audience—parents seeking engaging, curriculum-based digital learning experiences for young children.

I examined competitors across several dimensions, including curriculum breadth, learning progression, personalization, activity structure, navigation, engagement, and parent visibility into learning progress.

Competitor	Primary Focus	Key Relevance to Agnitus
ABCmouse	Comprehensive early learning	Broad curriculum and structured learning experience with strong parent-facing features
Starfall	Early literacy & foundational skills	Simple, focused approach to teaching reading and early academic concepts
LeapFrog	Educational games & learning systems	Strong combination of education, play, and child engagement
Leo's Pad	Preschool learning & storytelling	Combined educational activities with storytelling, play, and visual engagement

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Competitive Landscape

Key Findings: The competitive review highlighted an opportunity to bring together personalized learning, engaging activities, structured curriculum, and meaningful progress visibility for parents within one cohesive experience.

These insights helped inform opportunities around navigation, learning progression, personalization, and parent-facing progress tracking.

Provide a quick overview of a child's growth while reducing cognitive load, with easy customization and the option to dive deeper into detailed progress when needed.

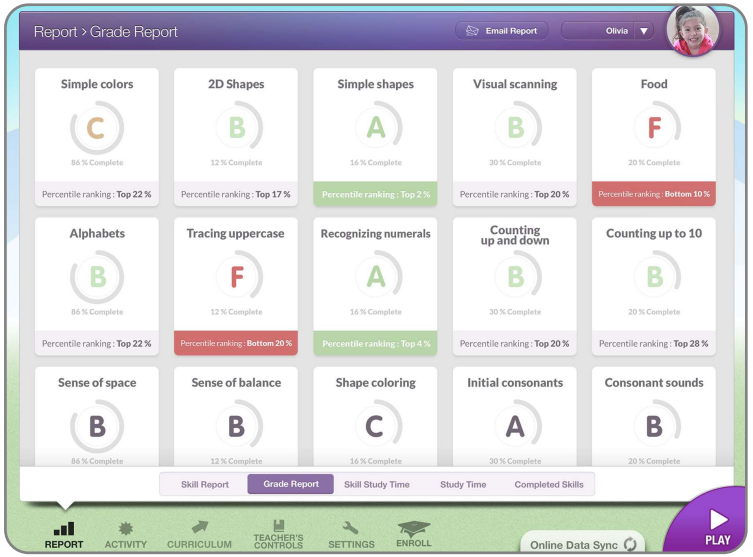
KeyInsights

We defined two clear UX objectives to make the experience transparent, measurable and adjustable:

1. **Awareness:** Help parents easily track weekly learning progress, with the ability to access detailed report cards when needed
2. **Control:** Enable teachers and parents to personalize learning through easy toggles and frequency settings.

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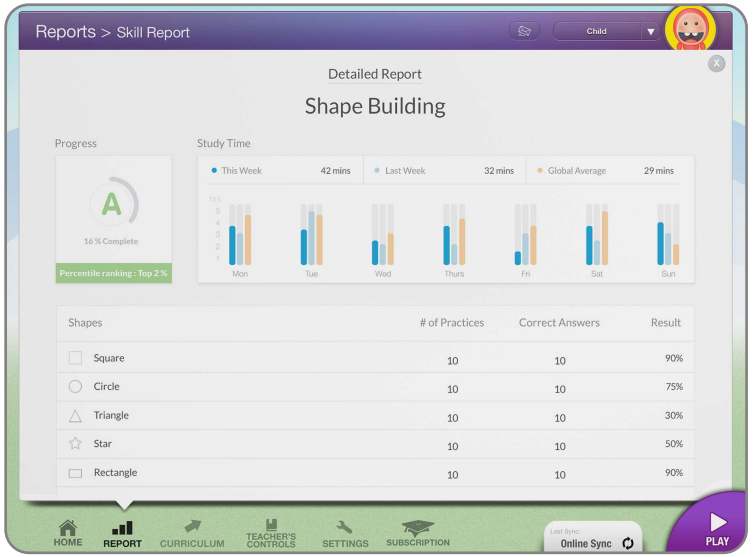
01. Parent Portal Design & Solution



Weekly Progress Report

The Parent Portal provided a simple, visual summary of the child's weekly activity:

- A bar graph comparing This Week, Last Week, and Global Average for time spent.
- A skill progress section showing grading for each skill with average times.
- Subtle use of color and typography to make progress trends intuitive.



Design considerations

- Simplified complex data into a story parents could instantly understand.
- Used friendly colors and soft shadows to match the playful brand tone.
- Prioritized time comparison and skill grading to create motivation loops.

Insights

Pain Points:	User Research	Key Relevance to Agnitus
Parents struggled to understand their child's learning progress due to complex data & text-heavy reports.	Parents preferred clear, visual summaries of their child's progress.	Make progress tracking visual, digestible and meaningful at a glance.
Teachers lacked a simple way to adjust the frequency or focus of learning activities for individual students.	Teachers needed more control and flexibility over learning activities.	Give teachers easy control over learning activities without breaking the child's flow.
Both groups wanted a clearer and interactive way to guide children's learning without feeling overwhelmed	Parents valued time-based comparisons to track real growth.	Maintain a consistent design language that fits the Agnitus brand and can scale across future features.
	Teachers wanted the option to limit or disable overused games to encourage balanced learning.	

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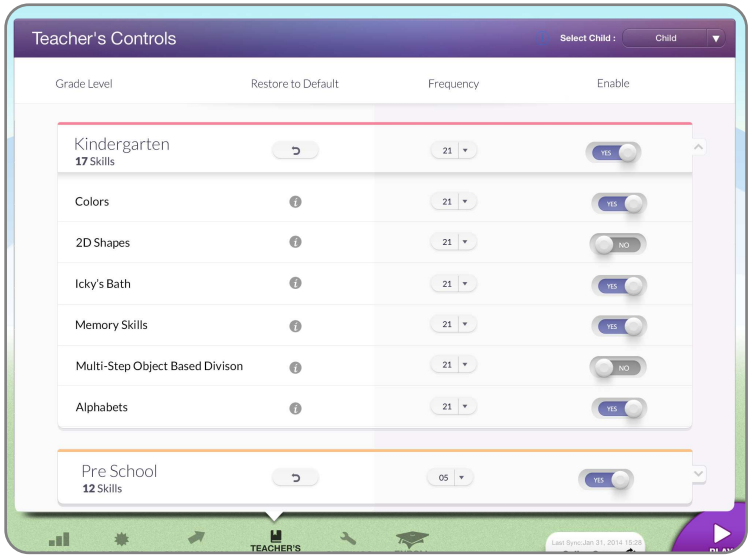
02. Teacher’s Controls Design & Solution



Managing Learning Focus

The Teacher’s Controls gave educators and parents autonomy to adjust learning content:

- Collapsible grade-level sections (Kindergarten, Preschool, Grade 1, etc.) for a clean, high-level view.
- Each section could expand to show individual skills and games, color-coded by subject.
- Users could toggle activities ON/OFF and adjust frequency of each.
- A “Restore to Default” option added confidence and control.



Design Approach:

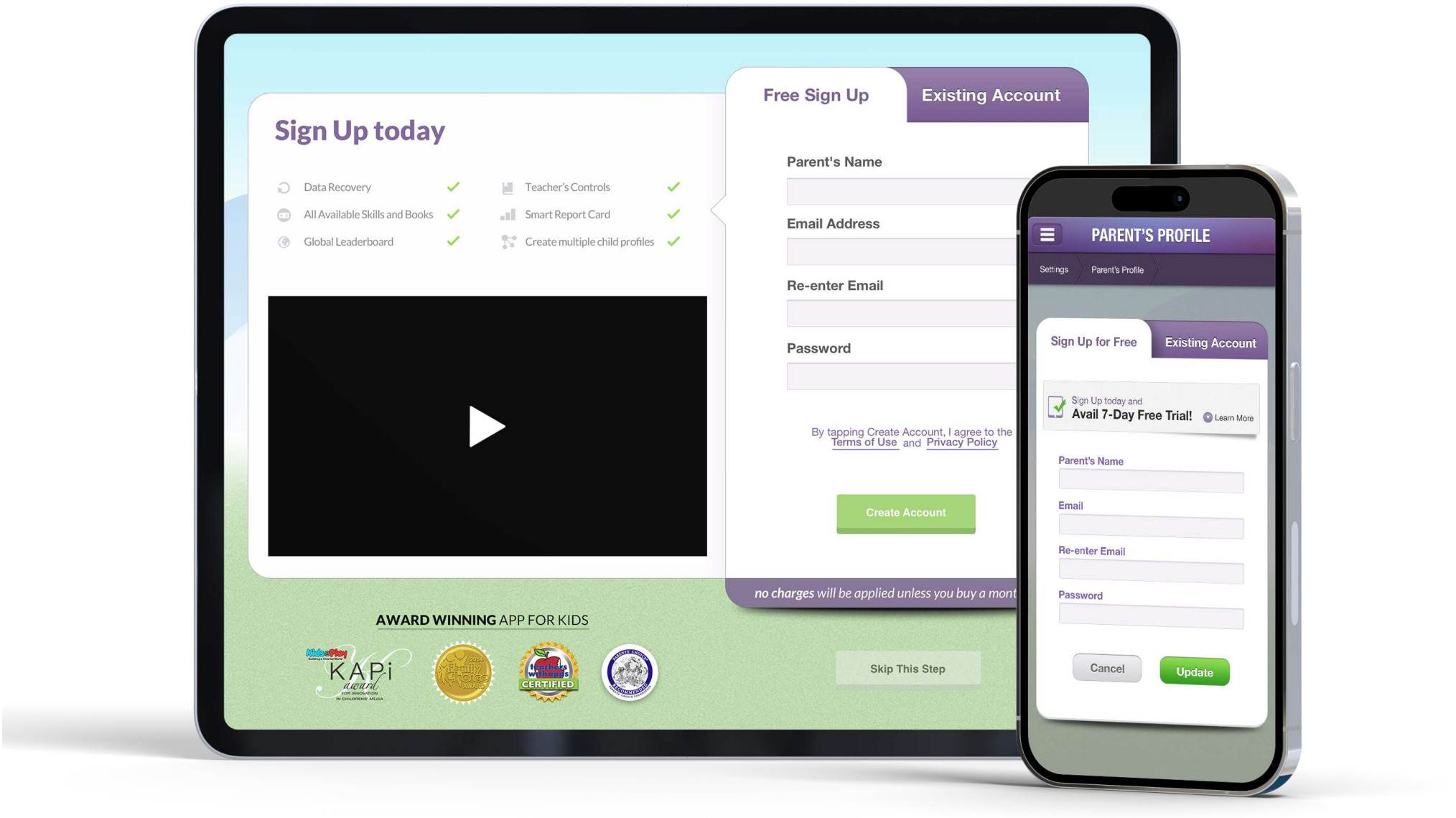
Adopted a progressive disclosure pattern to prevent cognitive overload.

Employed color-coded skill categories to maintain quick scannability.

Maintained UI consistency with the overall Agnitus brand — warm, friendly and intuitive.

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Interactive Designs



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Outcomes & Validation

The redesigned experience made it easier for parents and teachers to understand progress, manage learning, and take action with confidence.

Clearer Progress for Parents

Parents could quickly understand how their child was performing, where they excelled, and where they needed more practice. Report comprehension improved by 32%, helping parents reach meaningful insights faster.

More Effective Teacher Controls

Teachers adopted the new controls more frequently and completed key tasks more efficiently. Centralizing controls for multiple children, skills, and classes made it easier for educators to manage learning without navigating a complex experience.

Validated Through Usability Testing

Usability testing with parents and internal educators validated the redesigned reports and teacher controls. Results showed higher task completion, increased feature adoption, and improved efficiency, confirming that the experience

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