



# Complete Language Training Solution For Kids

## Customer Profile

An organization started by a group of practicing professionals focused on teaching a new language to Asian children under the age of 12.

Their courses cover skill areas essential for learning a language and helping to improve reading, grammar, and listening skills.

## Business Needs

The client wanted to launch their courses in the south Asian market with a significant offering of 25 eLearning hours.

They aimed to leverage their collective expertise to set up a unique, bilingual web-based solution for children which could be monitored by parents and schools. The portal would be required to host and track 150 tutorials and games.

The portal was to be developed using open source systems. It needed to be managed centrally (LMS) and was to be targeted at three user groups: students, teachers and parents. The client also required a payment gateway feature to be included to allow users to register for the courses.

## Client Speak

“Overall we are very pleased with the work that has been produced by Upside. We are doing this for the first time and Upside has clearly demonstrated they understand and are willing to work with this....”

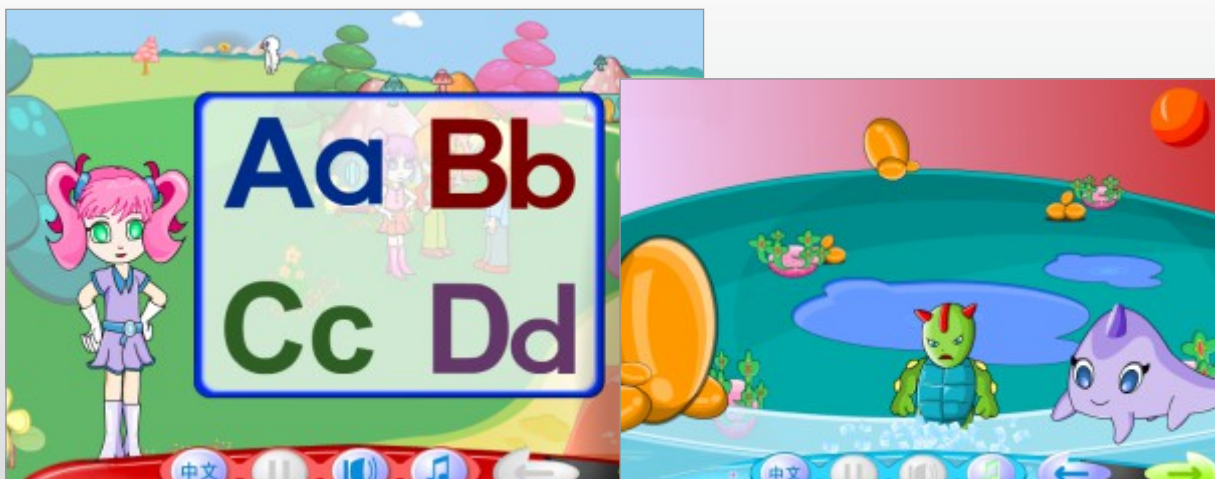
VP Production

A language solutions company,  
Asia

## The Solution

Since the courses were targeted at children, Upside created a choice of four Graphical User Interfaces (GUIs) with different colors and design patterns that users could select from. There was also a choice of characters for tutorial introductions, animations and assessments.

The visual design strategy was focused on holding children's attention and interest. Bright, attractive, eye-catching colors and kid-friendly buttons and controls were created. The human characters were designed in line with



Asian cartoon styles, so as to retain a cultural identification bond.

Each tutorial ended with an assessment. Positive reinforcement was provided in the form of written, verbal, and visual feedback presented by hero or villain characters. Feedback was differently structured depending on user groups feedback for parents and teachers clearly pointed out the child's weak and strong areas.

The portal was bilingual and users could switch between languages in narration and on-screen text anytime during the course. An audio recording and playback component was included to allow users to record and playback voices to reinforce learning.

The solution was SCORM 1.2 compliant. Tutorials and games were developed in Flash integrated with XML, while the portal was developed in PHP and MySQL.

The initial response to the portal from both schools and children has been very encouraging.

## Highlights

- Personalization of GUI
- Choice of hero and villain characters
- Facility to switch between languages at any time
- Feedback structured for three stakeholder groups
- Opportunity to record and play back voice