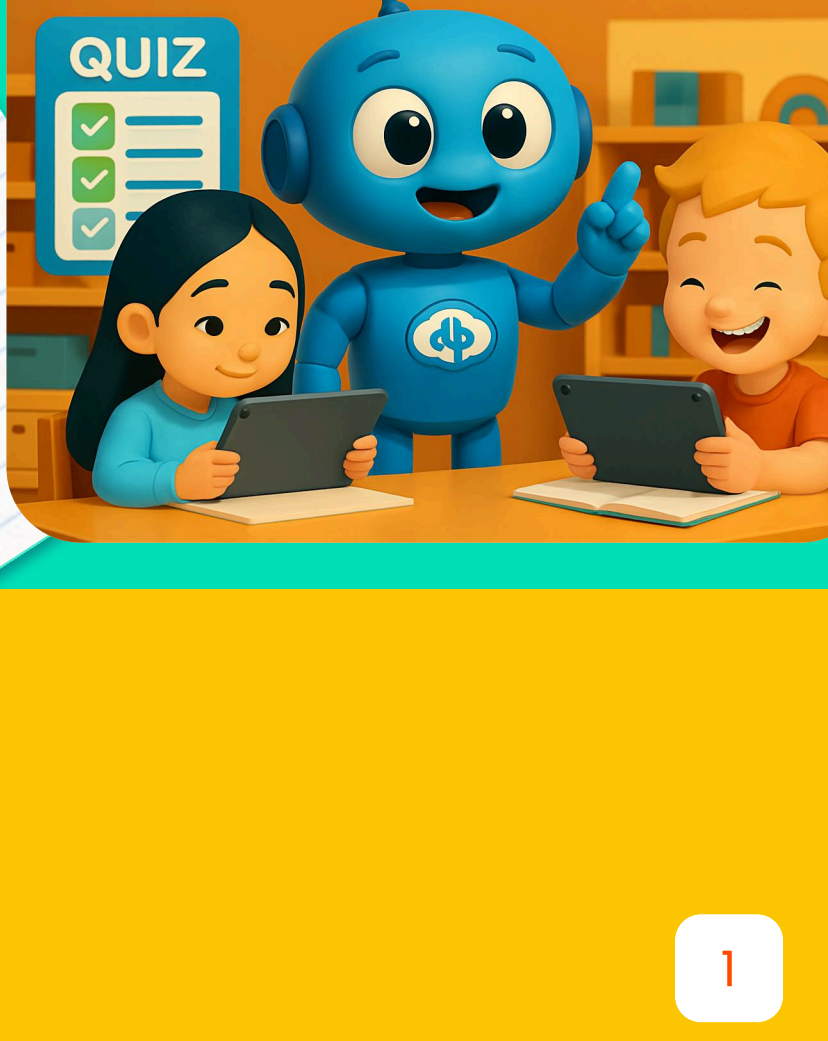


BrainBuddy AI

BrainBuddy AI is your child's fun study buddy — AI-powered personalized lessons, playful quizzes, and instant doubt-solving that make learning feel like a game



1

Project Overview

BrainBuddy AI is a child-friendly EdTech learning app that uses artificial intelligence to create hyper-personalized micro-lessons, fun quizzes, and instant doubt-solving. The app blends gamification (streaks, badges, leaderboards) with AI nudges to keep kids engaged, while also giving parents clear insights into progress and learning patterns.

MY ROLE

UX Design Strategist

TOOLS

+ AI Tools

RESPONSIBILITIES

- Research – Comparative Analysis
- Ideation – Design
- Brand Platform – Style Guide
- High Fidelity Design



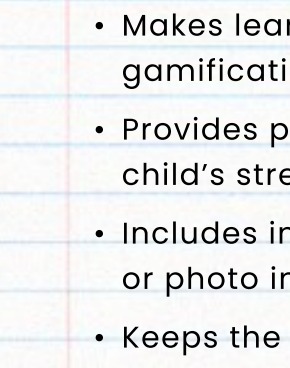
2

THE PROBLEM

Kids lose interest in traditional e-learning apps because content feels generic, boring, and overwhelming. Parents struggle to track real progress, while students crave fun, personalized support that matches their pace and style.



THE GOAL

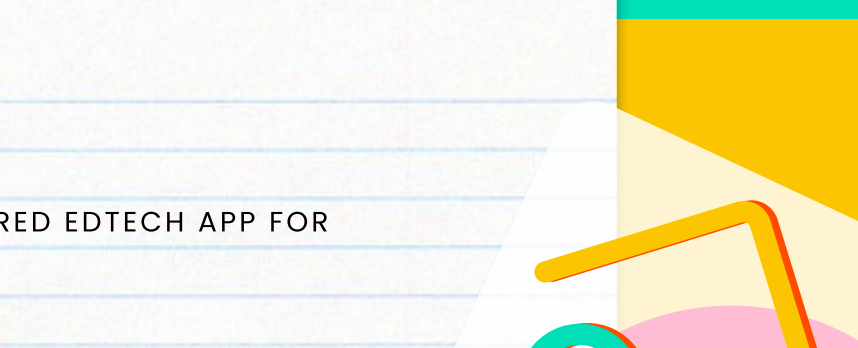


To create a playful, AI-powered learning experience that keeps kids engaged through personalized lessons and gamified quizzes, while giving parents clear insights into their child's progress

3

THE Design Process

We researched kids, parents, and teachers to find learning gaps, then designed AI-driven solutions like personalized paths, fun quizzes, and instant doubt-solving. Through prototyping and testing with children, we refined the app to stay clutter-free, engaging, and parent-trusted.



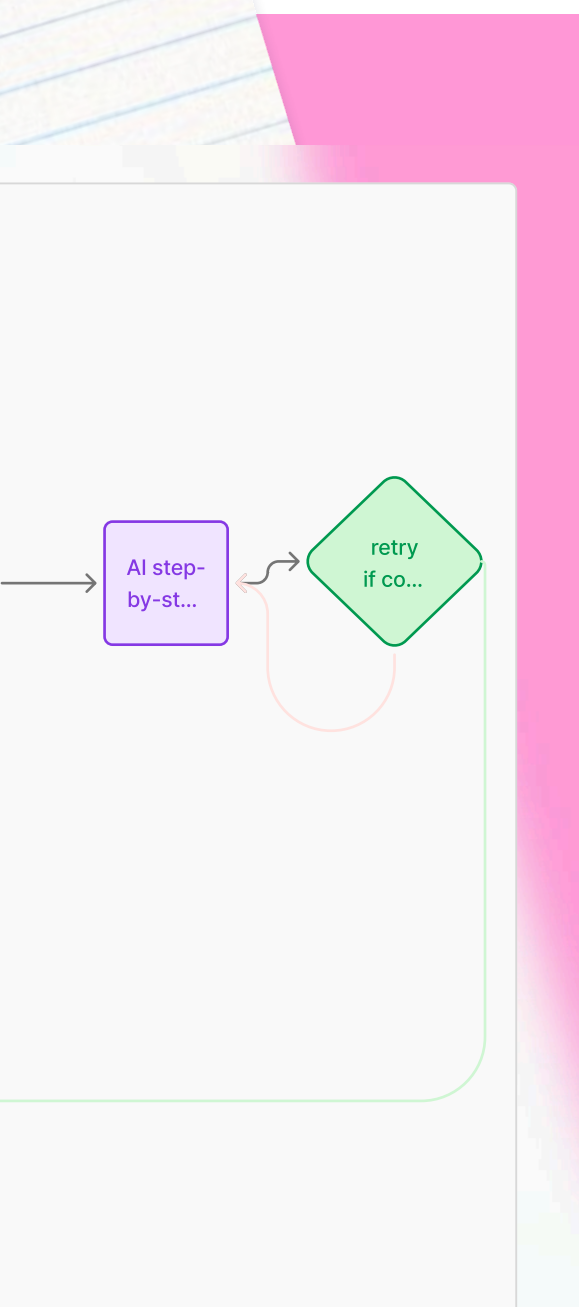
4

Product Requirements

CLIENT REQUIREMENTS:

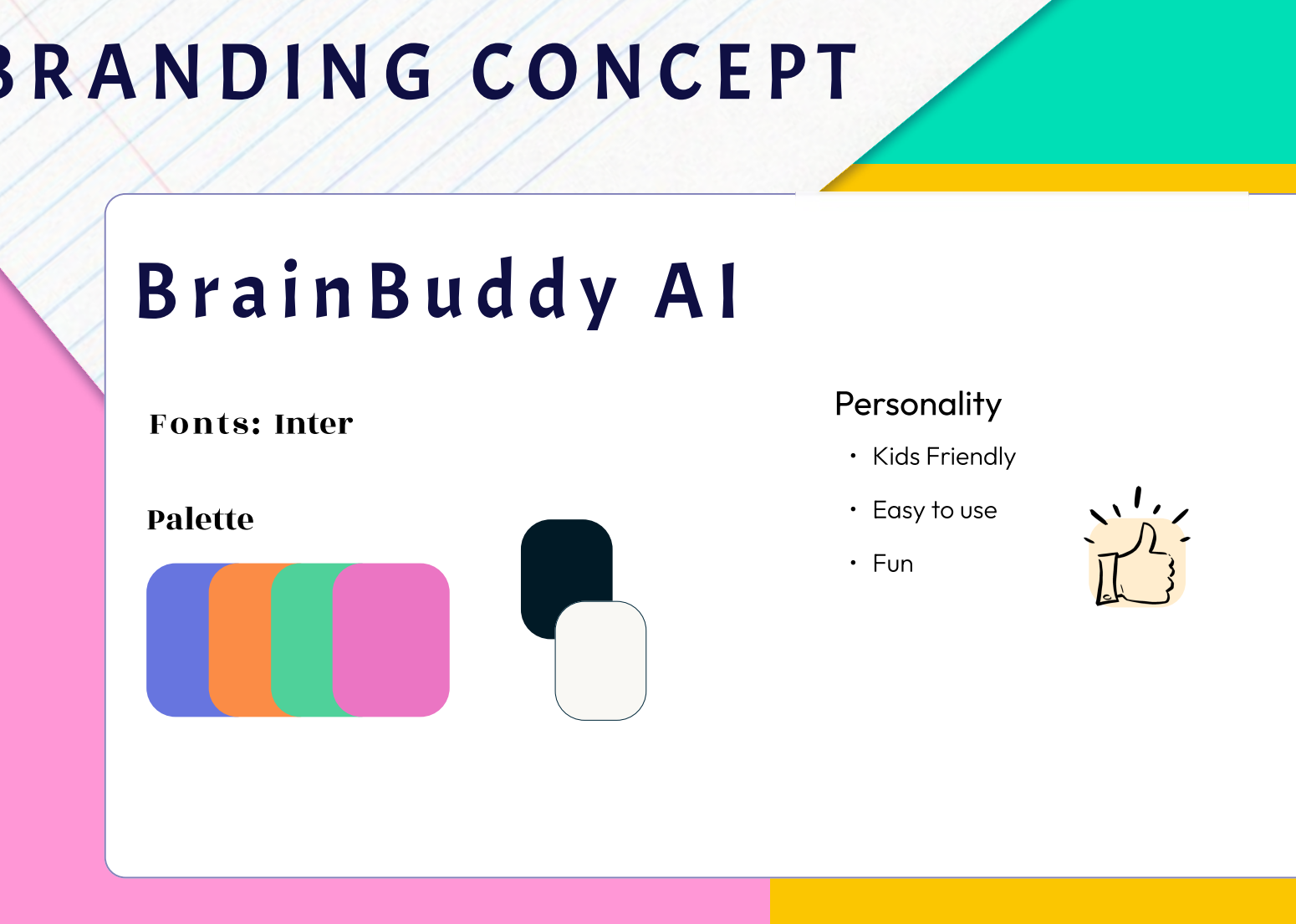
THE CLIENT WANTED AN AI-POWERED ETECH APP FOR CHILDREN THAT:

- Makes learning fun and engaging through gamification.
- Provides personalized lessons tailored to each child's strengths and weaknesses.
- Includes instant doubt-solving with AI chat, voice, or photo input.
- Keeps the design clutter-free, child-friendly, and safe.
- Offers progress insights for parents in a simple, clear way.
- Boosts daily engagement and retention compared to traditional apps.



5

USER FLOWS

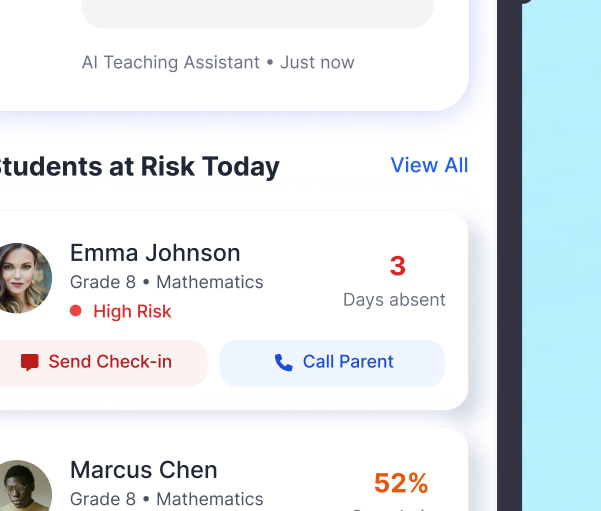


BRANDING CONCEPT

BrainBuddy AI

Fonts: Inter

Palette



Personality

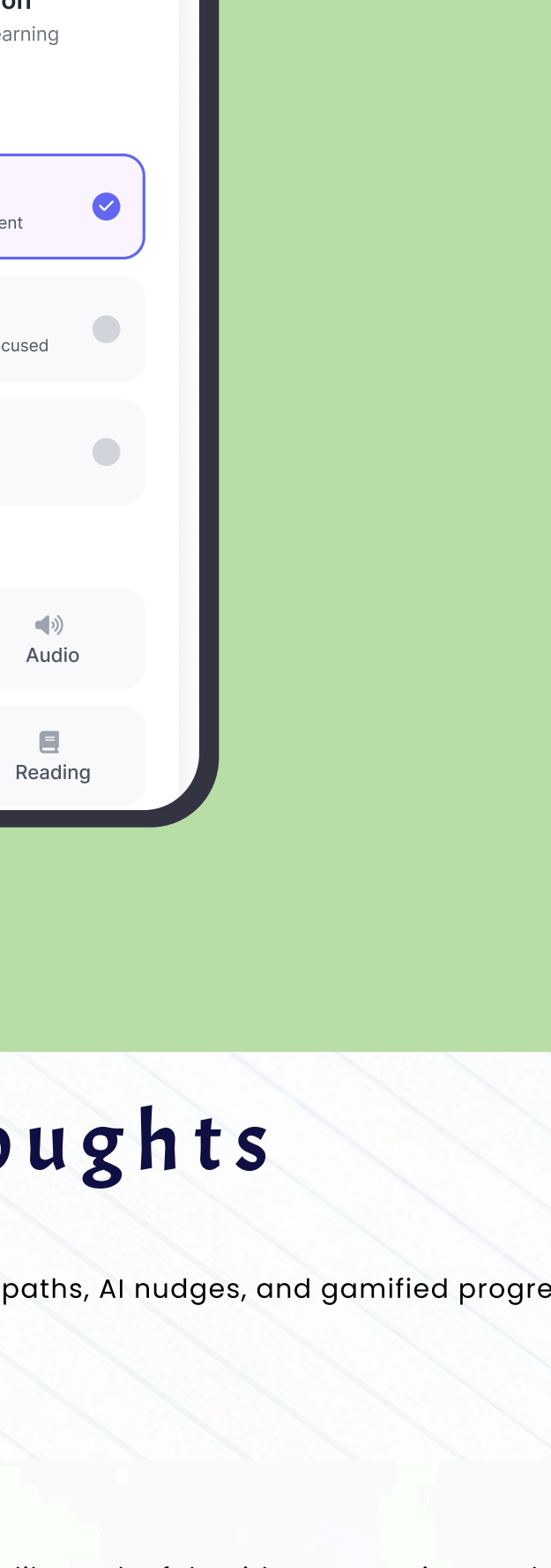
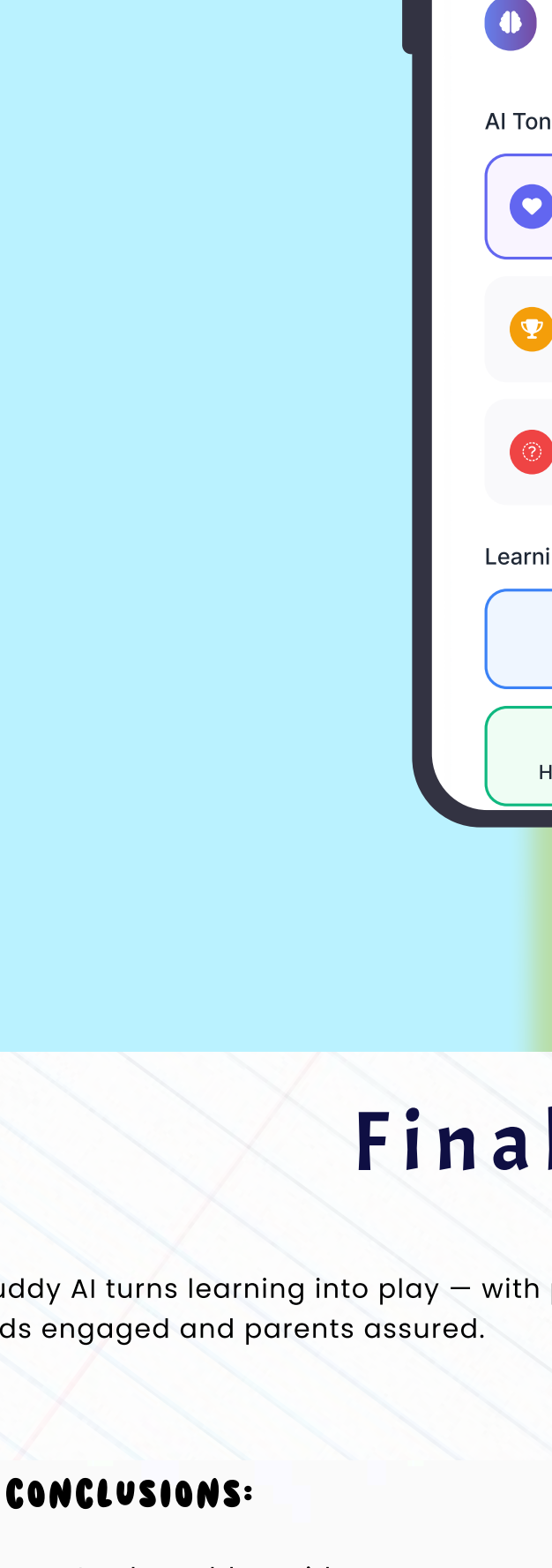
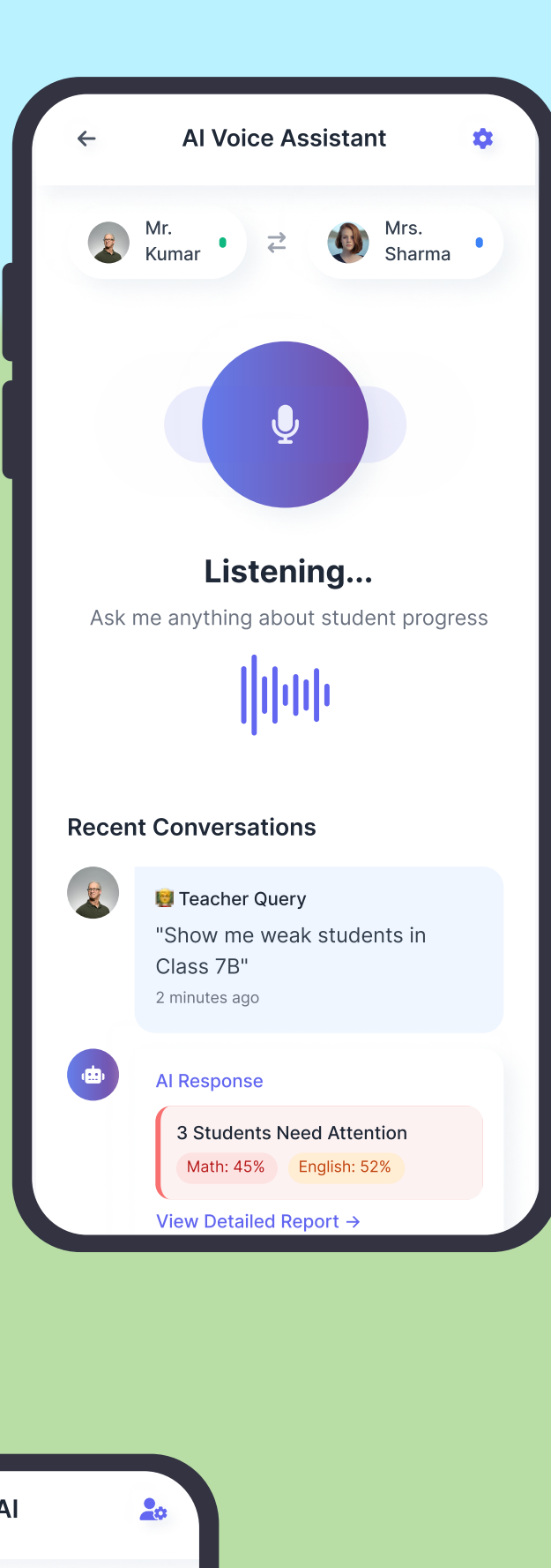
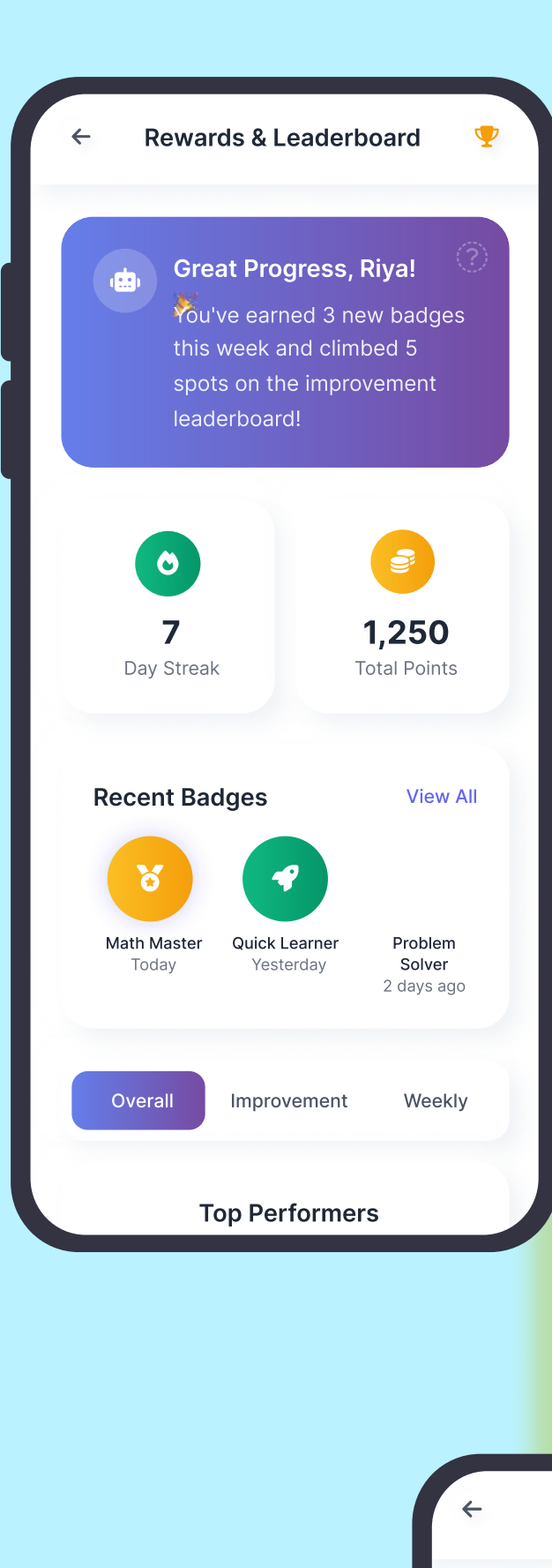
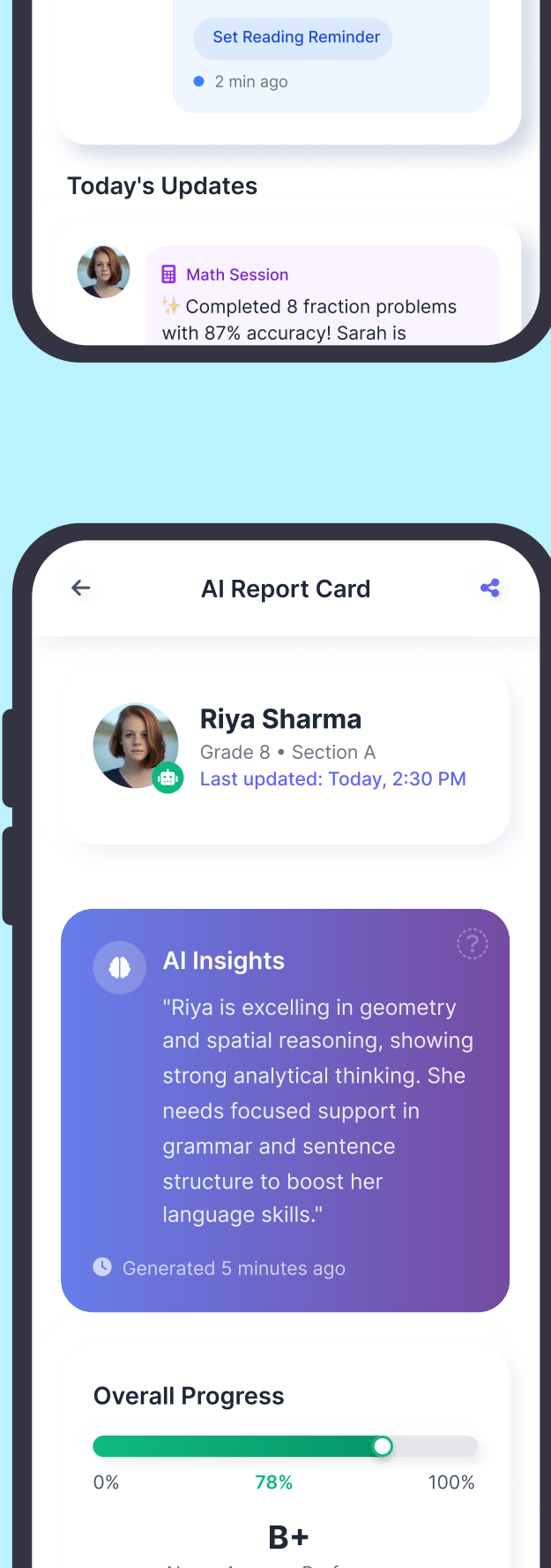
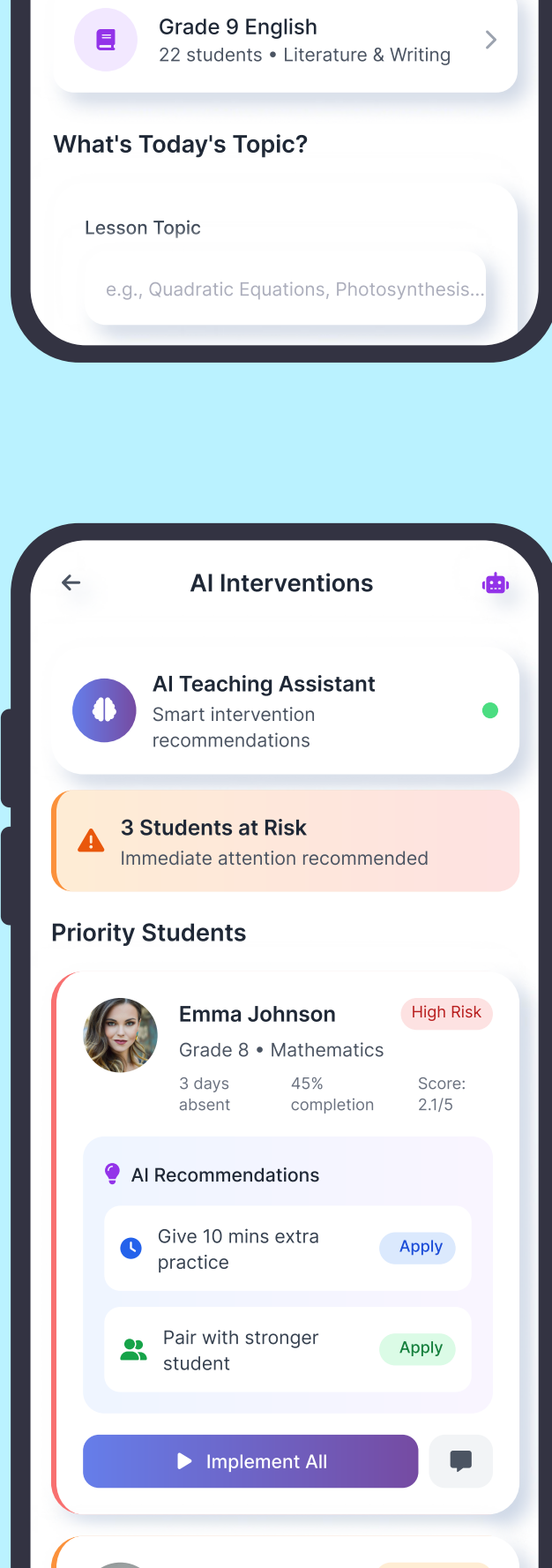
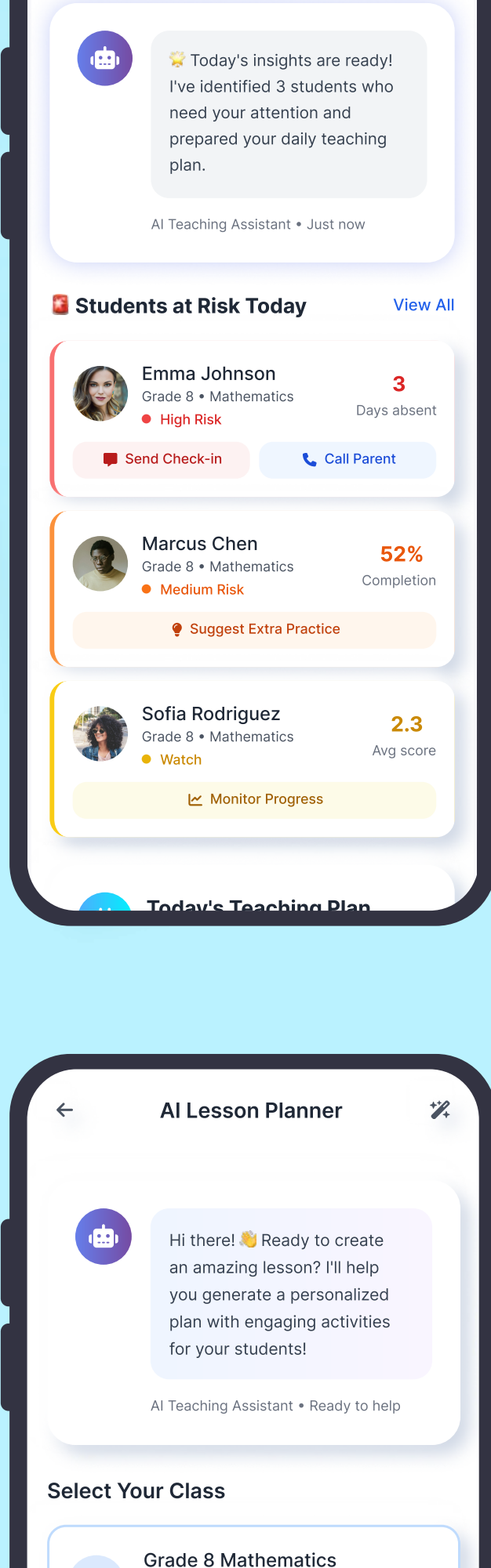
- Kids Friendly
- Easy to use
- Fun



7

HIGH FIDELITY

Below are the final high fidelity screens that went through several iterations with feedback from the client.



Settings & AI



8

Final Thoughts

BrainBuddy AI turns learning into play — with personalized paths, AI nudges, and gamified progress that keep kids engaged and parents assured.

KEY CONCLUSIONS:

- AI as a Study Buddy – Kids engage more when AI feels like a playful guide, not a strict teacher.
- Personalization Wins – Adaptive lessons and doubt-solving improve retention and outcomes.
- Gamification Boosts Motivation – Streaks, badges, and rewards turn learning into a fun daily habit.
- Parent Trust is Key – Clear AI-driven reports give parents confidence in their child's progress.

9