Brain Buddy Al 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



personalized micro-lessons, fun quizzes, and instant doubt-solving. The app blends gamification (streaks, badges, leaderboards) with AI nudges to keep kids

Project Overview

BrainBuddy AI is a child-friendly EdTech learning app

that uses artificial intelligence to create hyper-

engaged, while also giving parents clear insights into progress and learning patterns. RESPONSIBILITIES MY ROLE **UX Design Strategist Analysis**

TOOLS

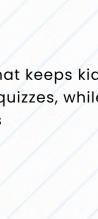
- Ö 1.250 • Research - Comparative Day Streak • Ideation - Design **Recent Badges** View All Brand Platform - Style Guide Solver • High Fidelity Design Improvement Weekly THE PROBLEM

style.

THE GOAL

giving parents clear insights into their child's progress

To create a playful, Al-powered learning experience that keeps kids engaged through personalized lessons and gamified quizzes, while



THE Design Process

We researched kids, parents, and teachers to find learning gaps, then designed Al-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.



CUENT REQUIREMENTS:

CHILDREN THAT:

gamification.

Product Requirements

or photo input. · Keeps the design clutter-free, child-friendly, and safe. · Offers progress insights for parents in a simple,

· Includes instant doubt-solving with AI chat, voice,

THE CLIENT WANTED AN AI-POWERED EDTECH APP FOR

Makes learning fun and engaging through

child's strengths and weaknesses.

• Provides personalized lessons tailored to each

- Boosts daily engagement and retention compared to traditional apps.
- USER FLOWS
 - Al asks Person

Doubt

solving

Photo/

voice...

chart...

· Kids Friendly

• Easy to use

Learning Journey

Hey there! Noticed you've

been away for a bit. That's

totally okay - learning isn't

Al Learning Assistant • Just now

Don't Give Up!

Sarah's Progress

Al Learning Insights

Your Progress

You're doing better than you think!

Every expert was once a beginner. Your journey matters, and I'm here to support you every step of the way.

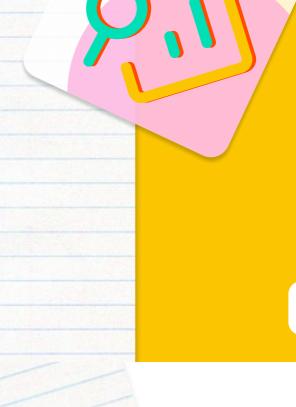
67%

always linear!

• Fun

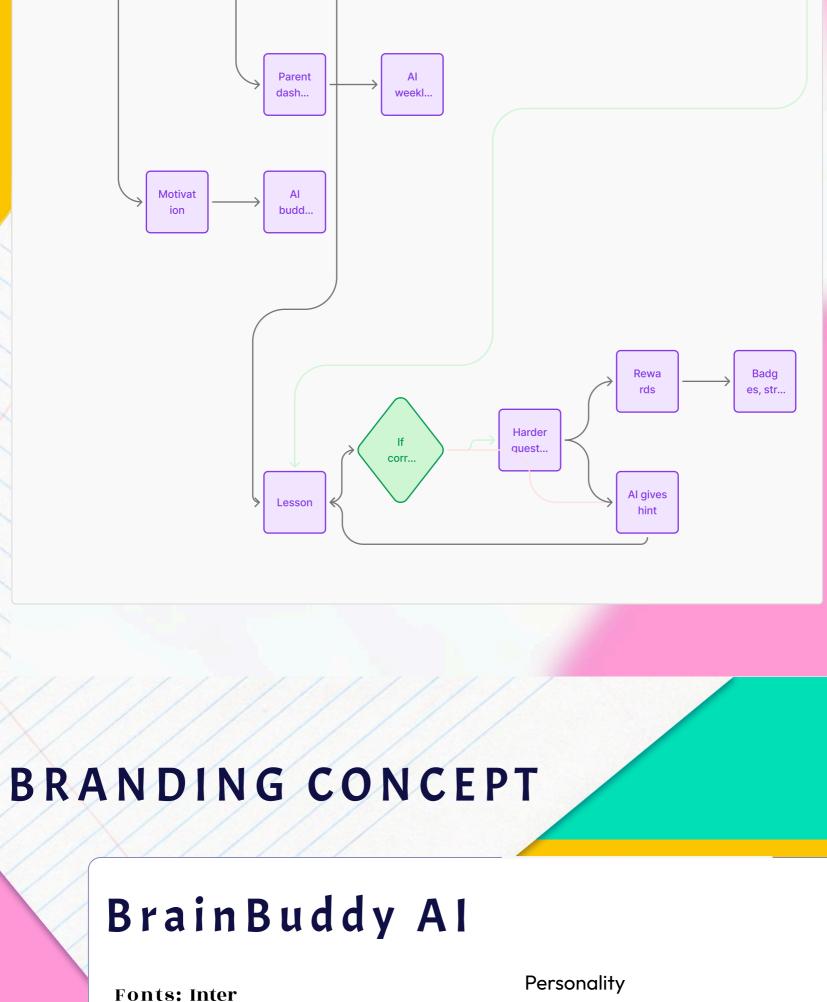
Al step-

by-st...



70

Onboar Dashbo ding



HIGH FIDELITY

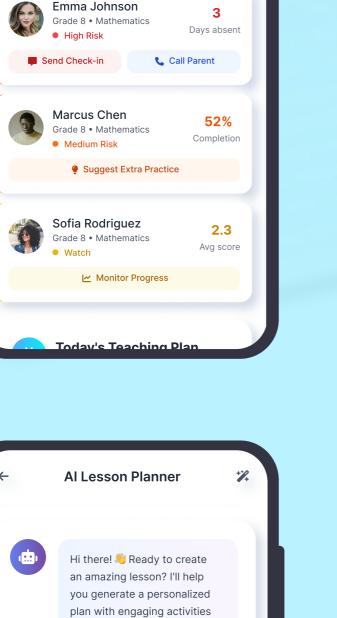
Below are the final high fidelity screens that went through several iterations

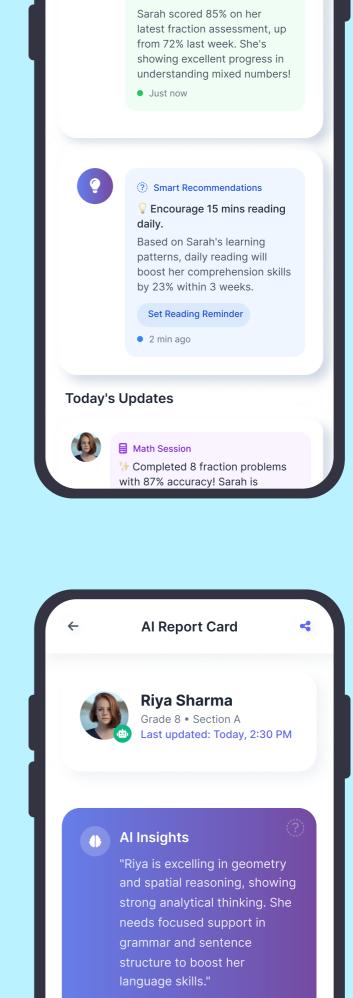
Palette

with feedback from the client.

2.3 Last Achievement Grade 8 • Mathematics Completed Math Chapter 5 Avg score Let's Try Again

View All





Generated 5 minutes ago

78%

B+ Above Average Performance

Al Voice Assistant

Listening... Ask me anything about student progress

👹 Teacher Query

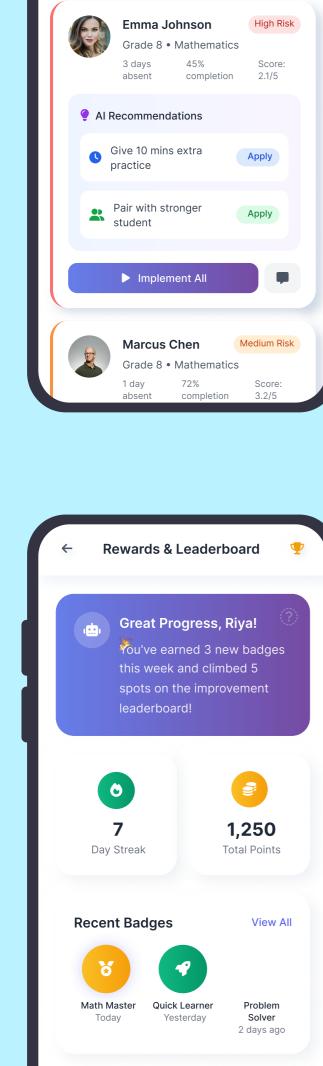
Class 7B"

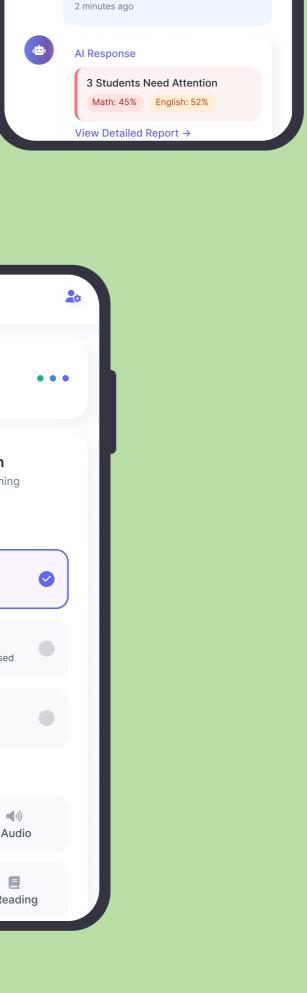
"Show me weak students in

Mrs.

100%

Overall Progress





Final Thoughts BrainBuddy AI turns learning into play — with personalized paths, AI nudges, and gamified progress that

- Al as a Study Buddy Kids engage more when Al 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 Al-driven reports give parents confidence in their child's progress.

Great Progress, Riya! You've earned 3 new badges this week and climbed 5 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

Rewards & Leaderboard

Good morning, Mr. Johnson Today's insights are ready!

I've identified 3 students who

prepared your daily teaching

need your attention and

Al Teaching Assistant • Just now

Students at Risk Today

Al Learning Assistant 🎉 Great news! Your child improved in Fractions this

for your students!

Grade 8 Mathematics

24 students • Algebra &

Grade 7 Science

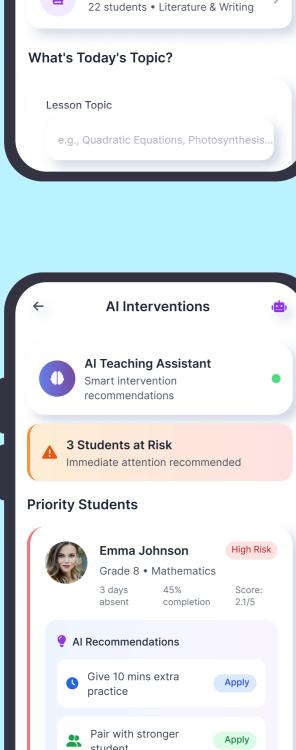
Grade 9 English

Geometry

Select Your Class

Al Teaching Assistant • Ready to help

28 students • Physics & Chemistry



Recent Conversations Settings & Al Riya Sharma Student • Grade 8 Al Personalization Customize your Al learning

companion

Supportive

Strict

0

Visual

Hands-on

Al Tone & Style

Weekly

Overall

keep kids engaged and parents assured.

KEY CONCLUSIONS:

Improvement

Top Performers

