



Product Definition

A need was discovered through our research. This was the need for well trained vocational educators in rural areas of India. This concept was explored and a digital solution was developed.

- Existing TownSchools and competitors training methods were critiqued for a rural context.
- Benchmarking of existing digital learning management and communications systems.
- Delivery methods were defined.
- Content and pedagogy were chosen for the ideal rural learning management system.
- Needs for the client, teachers and content developers were discussed and made integral to the interaction design process.

