

# Education Technology

## The ScholarFi App



### Presented by:

Lauren Mlauzi

Lebogang Manamela

Stephanie Phalatse

Johanna Mothata

Nsuku Mathebula



## **Problem Statement:**

South Africa faces significant challenges of unequal access to quality education resulting in poor academic performance, low educational standards, academic disparities among students and high dropout rates.

## **Why this matters:**

This problem matters because it prolongs a cycle of poverty as individuals are ill-equipped to secure gainful employment and break free from socio-economic constraints. The lack of quality education results in limited opportunities for personal growth, reduced earning potential, and increased dependency on public welfare systems, imposing significant costs on both the individual and the government.



**Chosen GCGO:  
Education**



## User Persona



**Name:** Lethabo Manaka

**Gender:** Male

**Grade:** 9

**Education:** Learner at Kelvin High School

**Frustration:** Has been experiencing a decline in his academic performance.

**Future Goals:** Obtain a bachelor's pass in Grade 12 with at least 4 distinctions; and then to continue to pursue software engineering

## Who it Impacts

This problem impacts the learners who are from low income households and are mostly in the public education system, which in most cases provides poor quality education due to socio-economic constraints like overcrowding in classes, lack of quality resources, etc.

# How it impacts them.



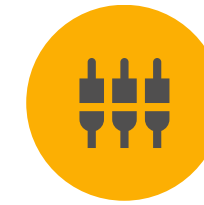
## Reduced earning potential

Students who perform poorly in school find it difficult to further their education and thus end up in menial jobs with poor pay.



## Limited opportunities for personal growth

If students fail or perform poorly in high school, their chances of furthering their education becomes limited.

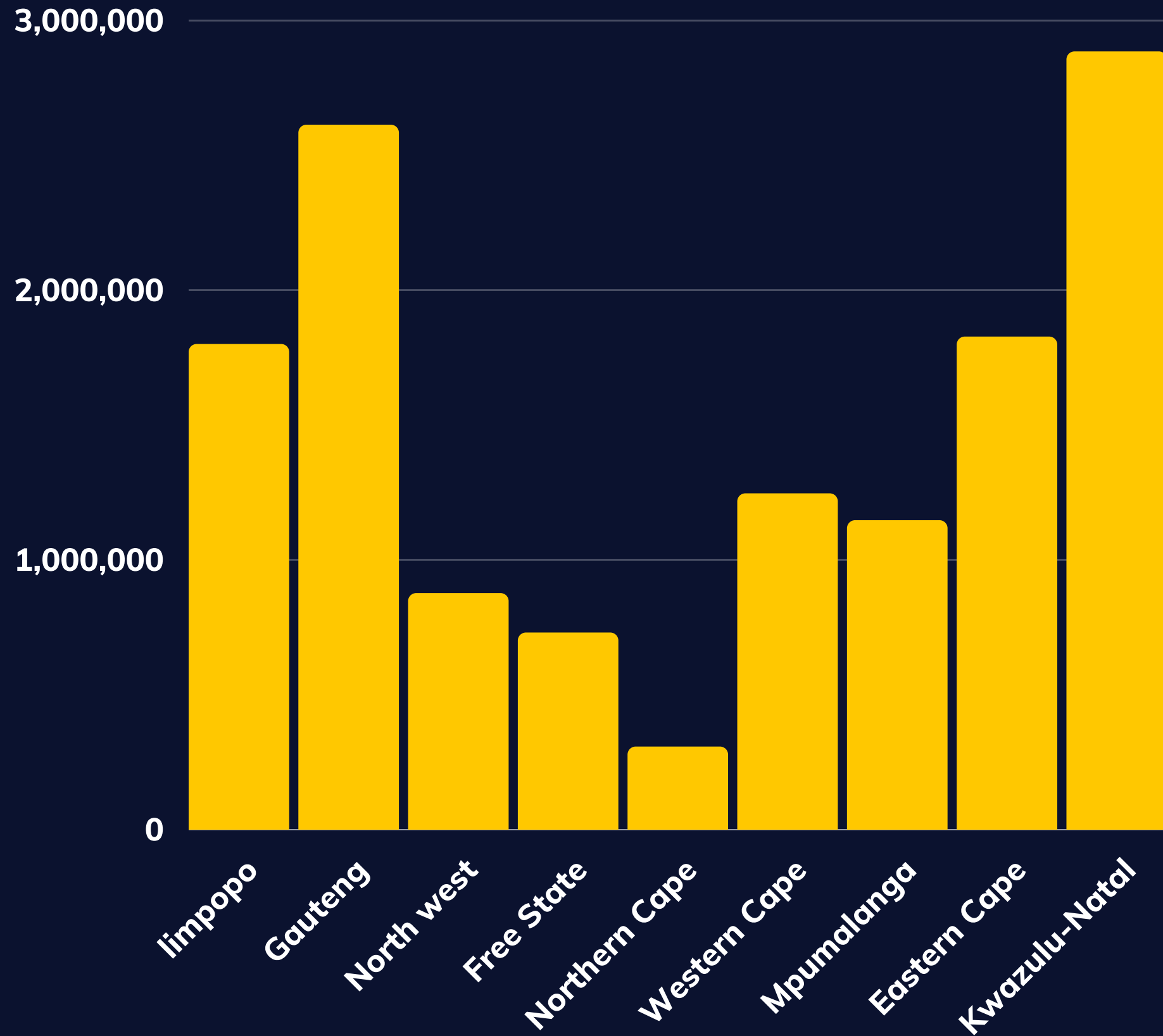


## Prolongs cycle of poverty

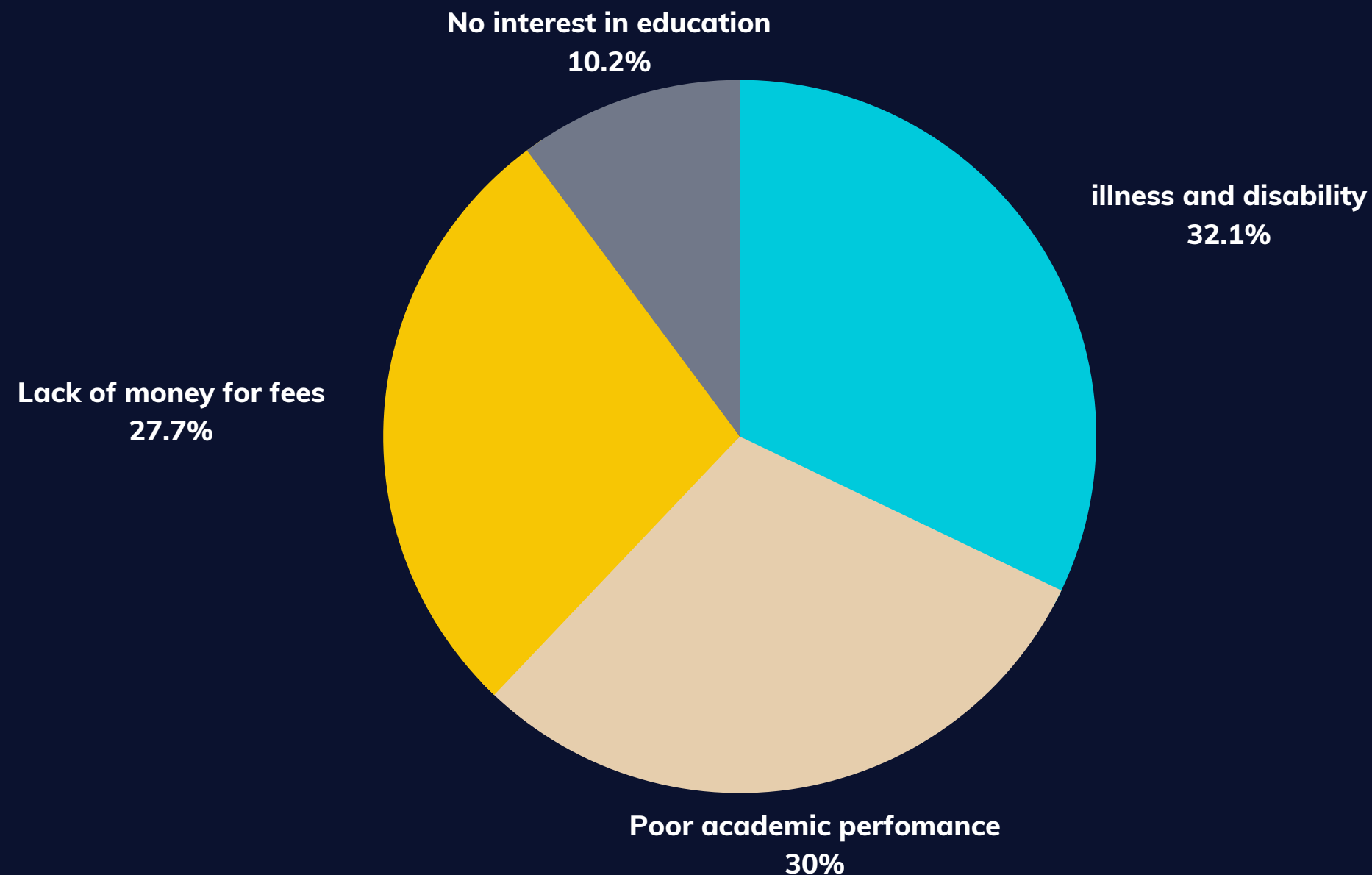
Poor education leads to more young people being unable to further their education and secure good well-paying jobs that allow them to provide for their families.

## StatsSA reports:

In 2022, KwaZulu-Natal emerged as the province with the highest student population in South Africa, surpassing 2.8 million learners. Gauteng and eastern Cape followed closely behind with 2.6 million and 1.8 million students respectively. Conversely, the Northern Cape had the smallest enrollment in the country.



# It is also reported that...



...the primary factors contributing to school non-attendance in 2021 were illness and disability, poor academic performance, late adolescence (17-19 years old), and financial constraints preventing the payment of school fees. The high rate of students dropping out of school is especially worrisome because those who leave prematurely face limited access to higher education, reduced employment prospects, and lower wages compared to their peers who complete their education.

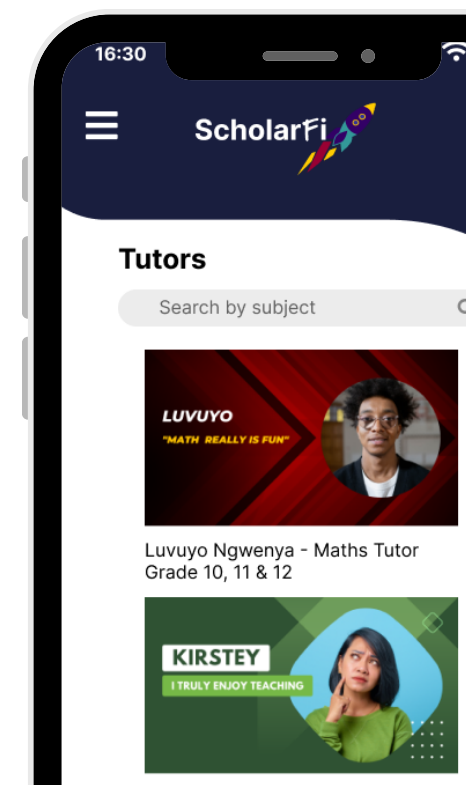
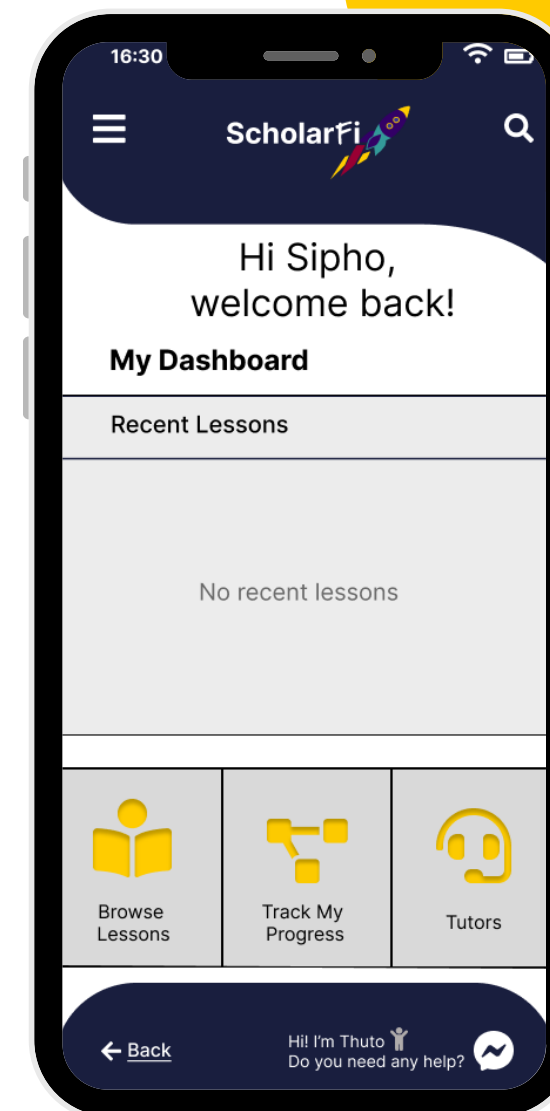
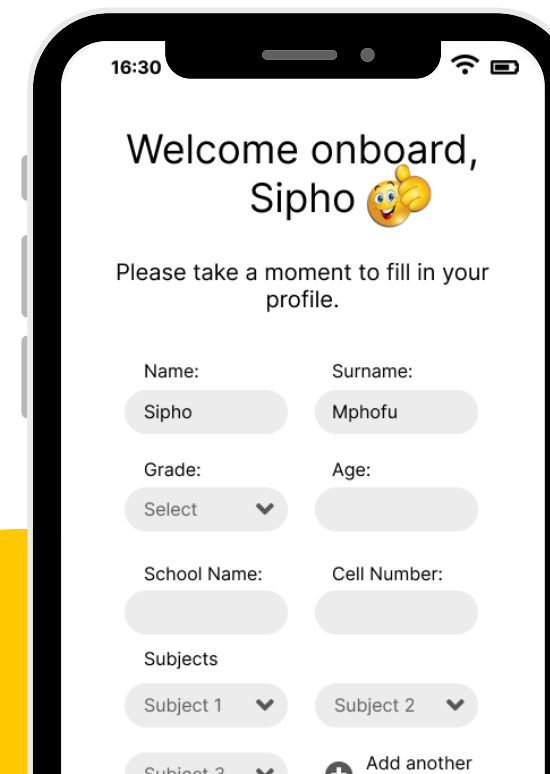
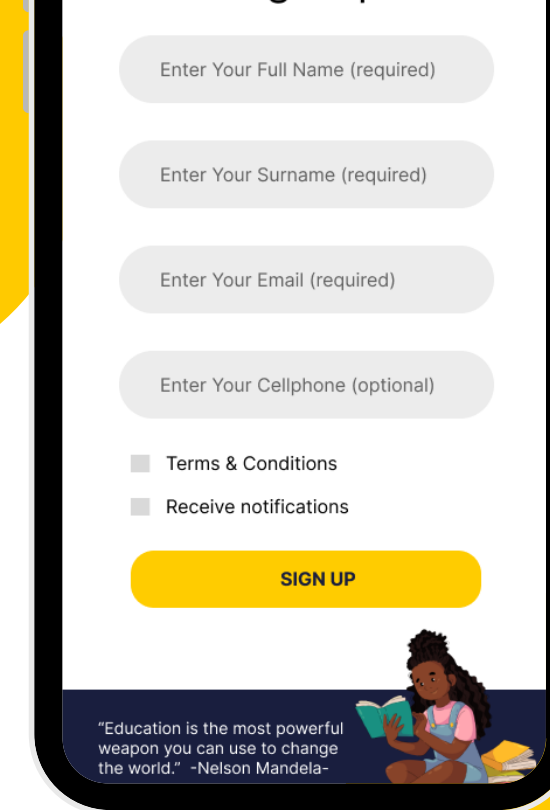
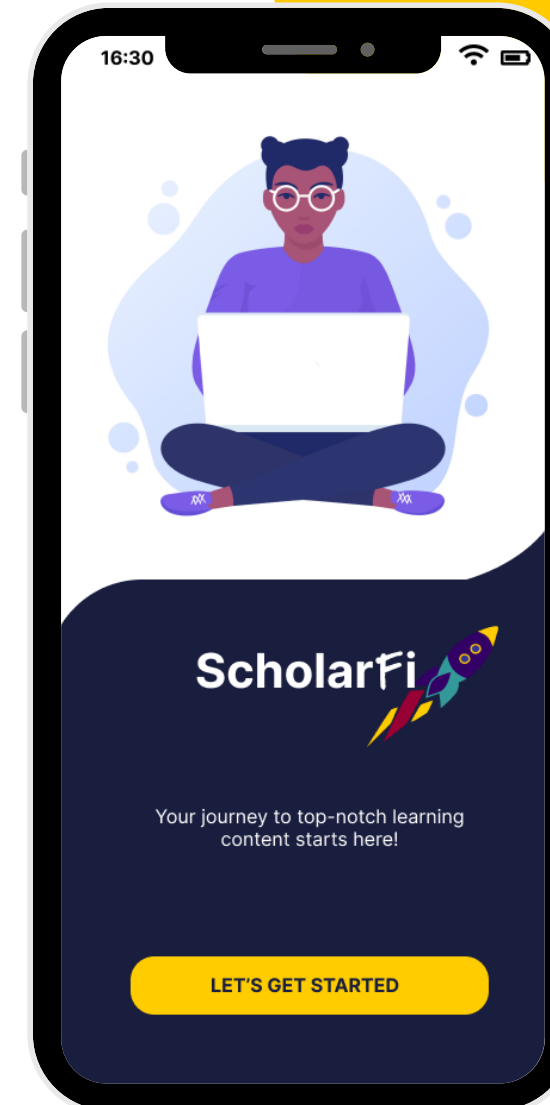
# Facts

- In South Africa, there are 12.7 Million learners in 30,000 schools. 26,000 of these are public schools, while 15,000 of these state schools are primary schools. There are only 450 special schools for learners with special needs.
- The retention rate for the first nine years of schooling, which are compulsory, is at around 95%, however the high drop out rate after the nine years of compulsory schooling is worrying. From high school students, who started schooling in 2003 and could have written their final Grade 12 exams in 2015, only about 45% finished high school. The retention rate is stated to be as low as 55% of the total intake in 2003.



# Proposed solution

A free to access app for learners, teachers, and tutors that covers the school curriculum (primary and high school) which aids in bridging the education gap between the public and private sector education. Through the app, students get access to quality learning content and resources to aid in their educational development.





# Why we chose this solution

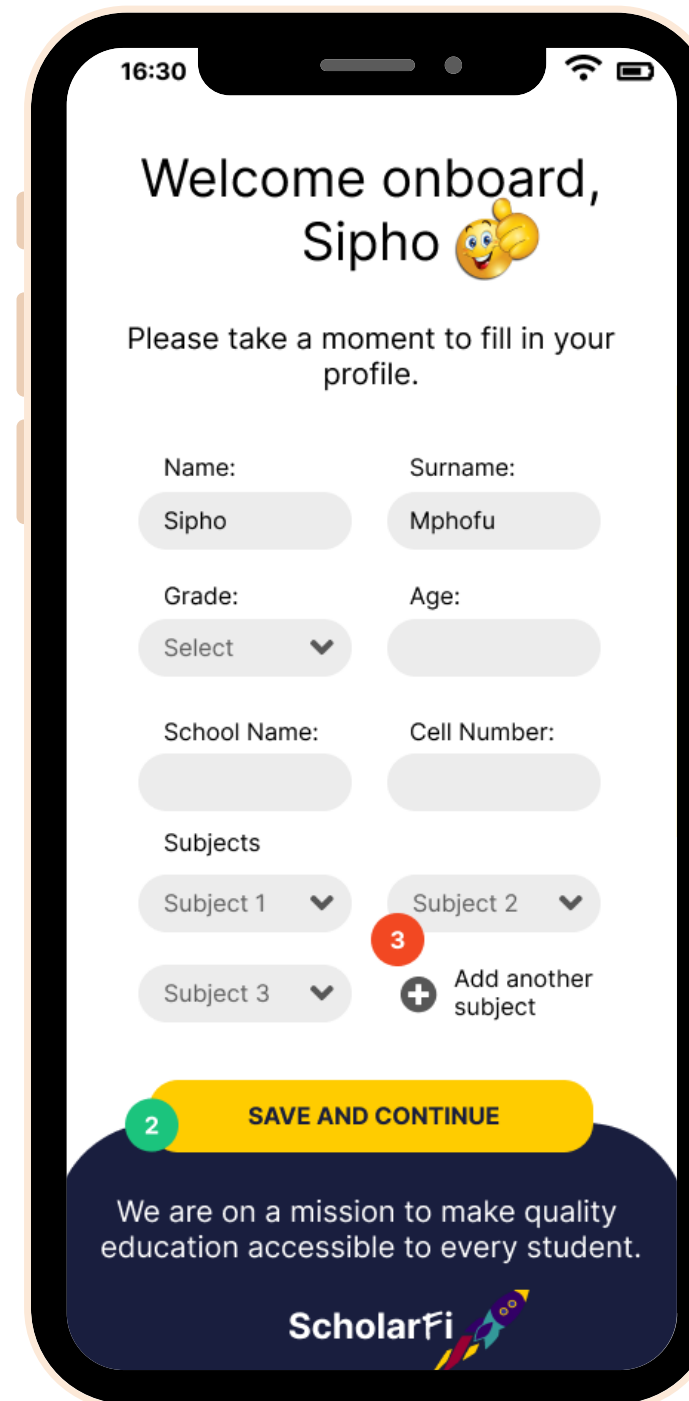
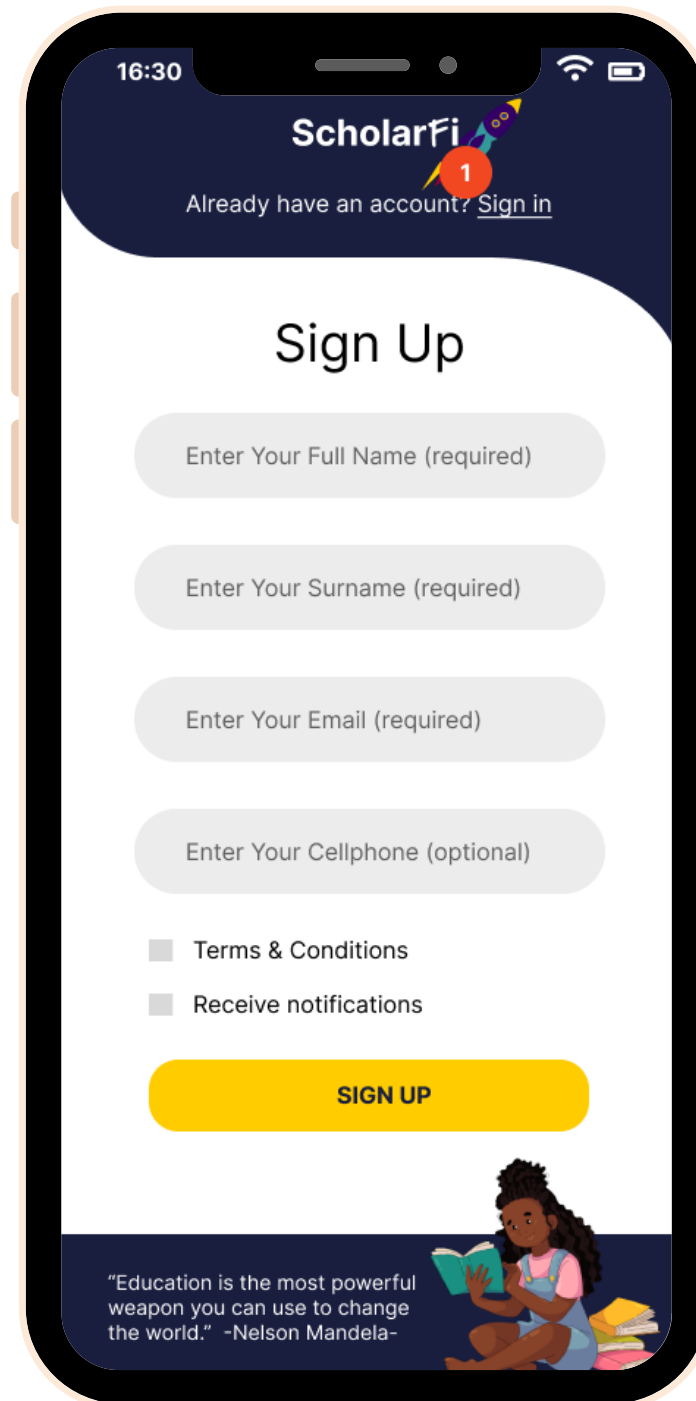
We chose this solution because we believe that in this day and age, equality and fair education is very important and its the determining factor to future success and fair competition with peers.

## Why the solution is likely to be effective...

This solution is likely to be successful because it's a simple solution to a nation-wide problem. Students will have the chance to access quality content that will aid in their success in school, all in one platform.



# The Solution (1)



## Home Page

- 1 Navigation 1: Navigate to begin using app.
- 2 Let's get started: Save and proceed to the next page

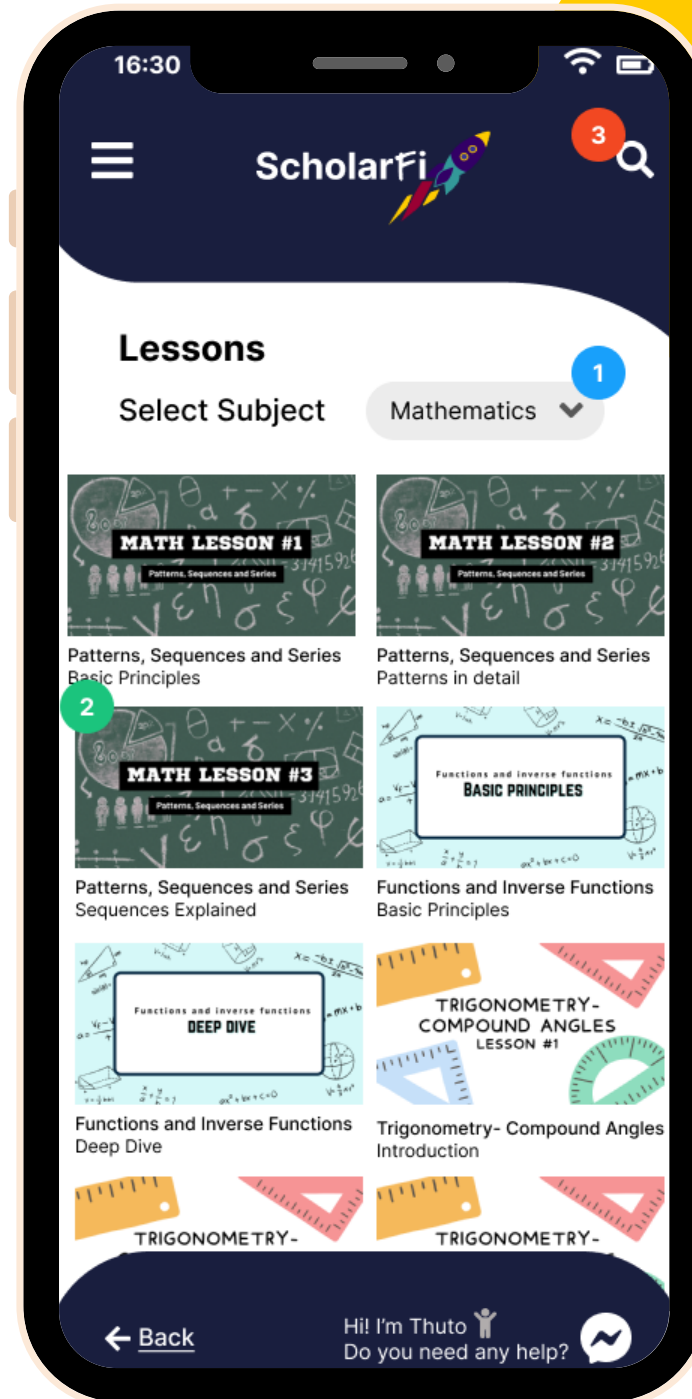
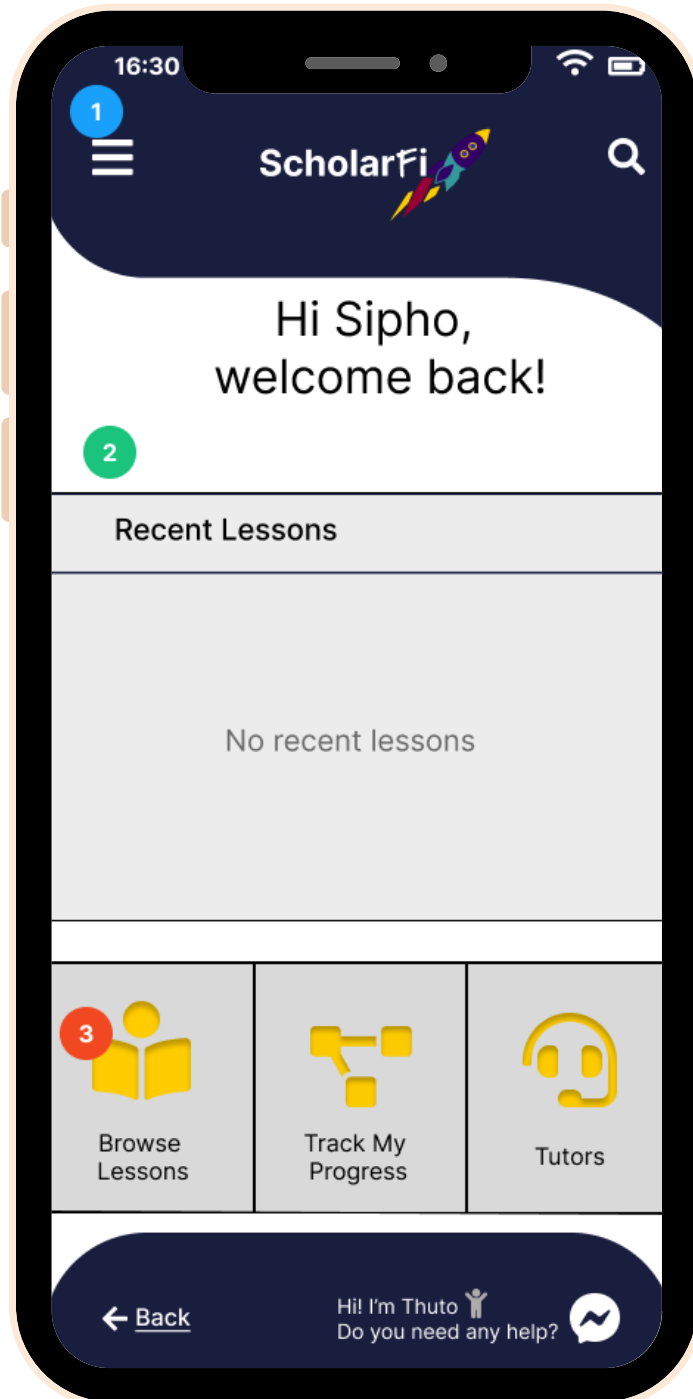
## Sign Up Page

- 1 Sign in: Enter details and sign up

## Welcome Page

- 2 Save and Continue: Navigates to the dashboard.
- 3 Possibility to add new subjects. These subjects are added to the user's dashboard.

# The Solution (2)



## Dashboard

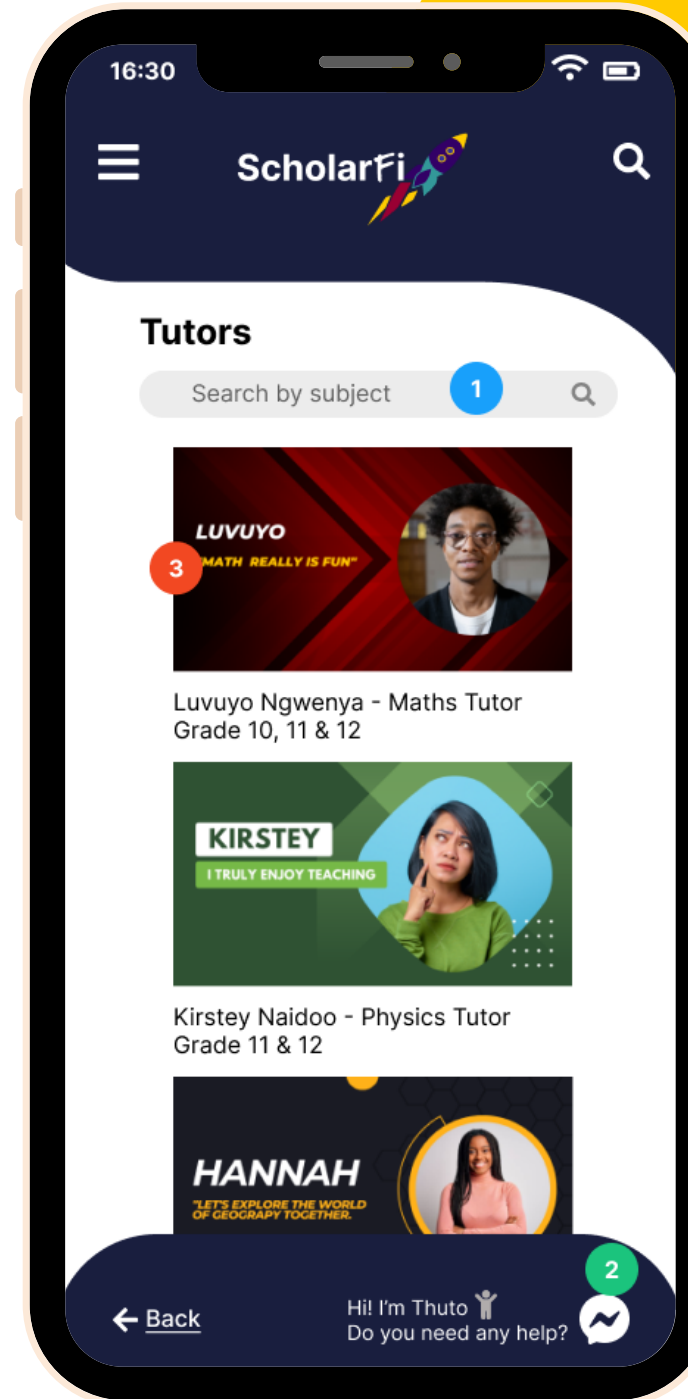
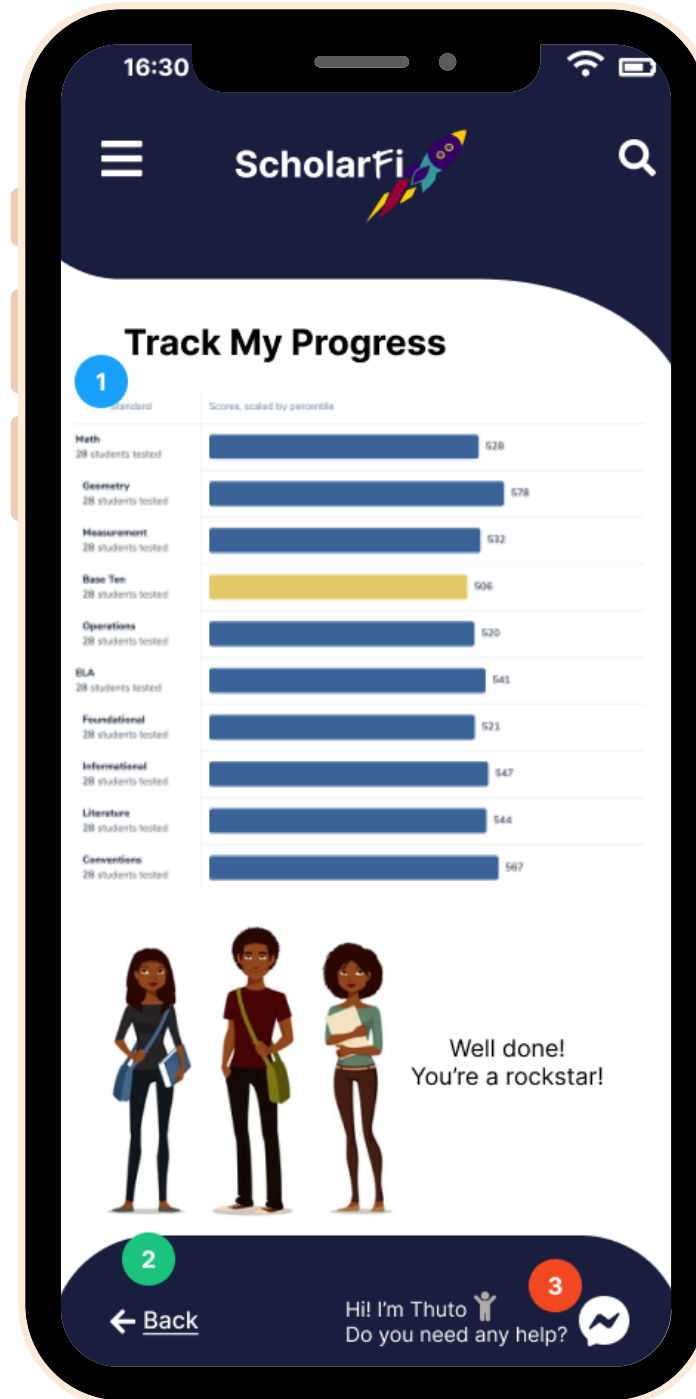
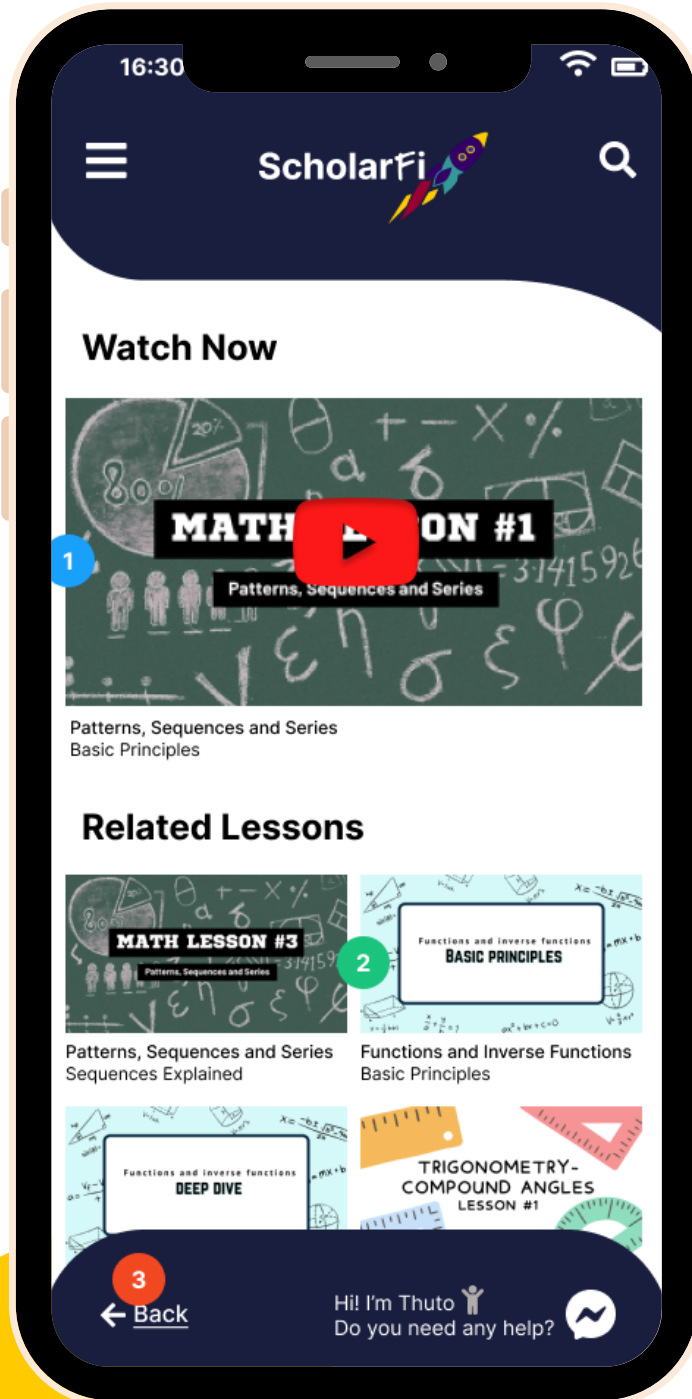
- 1 Global Navigation: It displays the main features of the app
- 2 Element 2: Recent lessons uploaded once lessons are watched
- 3 Global Navigation 2: Allows the user to browse the available lessons and additional features

## Lessons Page

- 1 Menu drop down: Select desired subjects
- 2 Scroll navigation to scroll through multiple video lessons
- 3 Search icon: Search bar will appear with keyboard



# The Solution (3)



## Watch Now

- 1 YouTube Lessons: Users can navigate available lessons

## Track My Progress

- 1 This enables the user to navigate through the different subjects and how they are performing on each of them.
- 2 Back Navigation
- 3 Tutors Navigation: Allows users to search tutors and navigate through their profile

## Tutors Page

- 2 Thuto: A Chatbot and Virtual Assistant

# User Pain Points

- Our user is frustrated with failing certain subjects in school and not knowing why they are failing.
- Our user is frustrated that they constantly have to switch between different apps and websites to access good learning material.
- Our user is frustrated with not being able to understand certain topics in their school subjects and not knowing where to turn to get understandable explanations of those topics.

## User Needs

- Our user needs low cost quality education.
- Our user needs a platform to access learning content that's engaging and prepares them for employment.

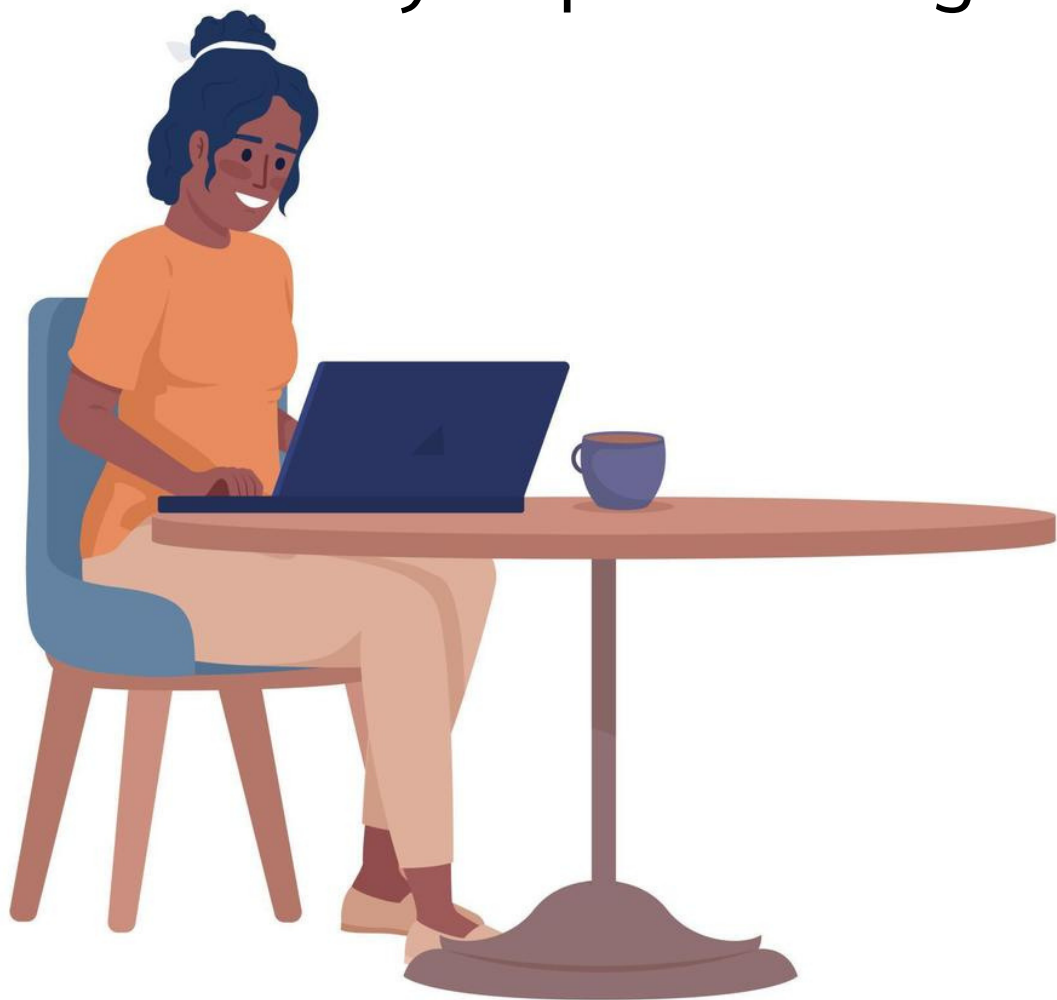
# Recommendations

**Test User Feedback 1:** It's an incredible app. It would also be nice if the app shows the learners how to navigate real life with the knowledge gathered from the academic curriculum.

**Recommendation:** We will look into the option of adding a feature that allows the learners to navigate different career options based on the subjects they take and how well they're performing in those subjects

**Test User Feedback 2:** It would be nice to have a peer interaction platform which with mutual agreement will enable the user to share useful information with friends.

**Recommendation:** This is a cool feature that my team and I will definitely look into adding, an interactive platform for the learners to interact with their friends.





# Funding Roadmap

## Q1:

- Developers/Designers/Programmers to design app
- Establish a brand
- Setup main office and recording equipment
- Onboard teachers to record lessons for every subject
- Onboard tutors

## Q2:

- Launch Minimum Viable Product
- Launch Multi-channel Marketing Campaign
- Onboard first 1000 students
- Partner with first 50 schools
- Partner with companies for ad revenue

## Q3:

- Onboard 5000 students
- Onboard more tutors
- Conduct user research
- Begin next iteration of app with desired improvements

# Why

The impact of poor education quality extends far beyond the classroom. Firstly, it prolongs a cycle of poverty as individuals are ill-equipped to secure gainful employment and break free from socio-economic constraints. The lack of quality education results in limited opportunities for personal growth, reduced earning potential, and increased dependency on public welfare systems, imposing significant costs on both individuals and the state. Furthermore, the social fabric of the nation suffers as unequal access to quality education deepens divisions, fuels social unrest, and hampers social cohesion.



By addressing these systemic issues and improving education quality, South Africa can work towards breaking the cycle of poverty, enhancing economic prospects, and fostering a more inclusive and cohesive society. To tackle this problem, it is necessary to create an accessible and centralized learning platform designed to cater to the specific needs of students across all educational levels (Grade R - Grade12).