



Technology, Media & Telecom

Scaling behavioral science interventions to drive engagement and measurable impact in self-learning



The Big Picture

The need to drive impact in the self-learning space is imperative, and while there has been a flurry of activities, initiatives, and products with high intentions and passion for change in this space, envisioned impact has not been delivered. Self-learning mobile applications have revolutionized access, and while access to high-quality educational content is important, it is not enough for learning and behavior change, especially when behavior is self-motivated.

Client

Gray Matter Capital

Challenge

Driving engagement in self-learning apps

Solution

Implemented 'Behavioral Science based Design Blueprint for Self-Learning' in 17 self-learning products

Transformative Solution

FinalMile's extensive research has uncovered that while users have access and have an (stated) intention to use the application, it is not translating to actions – usage, completion and retention. This is known as an "Intent-action gap" in behavioral science literature, highlighting the need for a shift in focus to use behavioral science led design interventions to engineer engagement and reduce the gap of intent and action.

FinalMile developed a 'Behavioral Science based Design Blueprint for Self-Learning' to drive engagement across education and employability - geared towards influencing as many EdTech entrepreneurs to build more engaging products, improve completion rate and consequently better outcomes and impact. The Blueprint is off content and leverages behavioral science to help design app environments that improve engagement through building commitment and motivation, driving thoughtful interactions, making learning personalized to create a learning mindset.

We have implemented this Blueprint with 2 cohorts of Calibrator an accelerator program focused on driving the product towards user engagement and retention run by Gray Matters Capital. 17 companies ranging from K-12, teacher capacity building, vocation training, adult learning and skilling, SME skilling, content platforms, self-help platforms across India, Kenya, Vietnam delivered measured changes in engagement.

The Change

The Blueprint has been applied to 17 companies across the EdTech domain and has demonstrated measurable impact. Implementing templates from the Blueprint has resulted in:

- Doubling session length in a reading app for young children
- 30% increase in active users and 10% improvement in course completion in a language learning app for blue-collar workers
- 20% increase in revenue for test preparation app.

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