



Sagar Shinde

UX Research | Product Management



About Me

A Journey into UX Research

Background: Engineering (IT) and Masters in Enterprise Systems (Technology Management)

Entrepreneurial Experience: Founded a startup, building and managing various products

Research & Publishing: Extensive experience in research and publishing, leading to a fascination with UX research and design thinking

UX Passion: Drawn to the human-centered aspects of product research, design and development, with a focus on user experience

Recent Achievement: Helped **Plantix** to create positive impact **for 80 million farmers** with B2C Research. Collaborated with the **Dethink** team to build a **platform for secondary schools**, implementing design thinking methodology to ensure a user-friendly interface and functional design. Published 4 conference papers.

My blend of technical expertise and passion for user experience design has guided me in my journey towards UX research. The intersection of technology, human interaction, and entrepreneurship has shaped my unique approach to building products that resonate with users.

UX case study

DeThink

The logo for 'DeThink' features the word in a bold, teal, sans-serif font. The letter 'i' in 'Think' is replaced by a stylized orange lightbulb icon, consisting of a circular top and a semi-circular base.

Dethink

A state of the art training platform for secondary school teachers in the field of design thinking, innovation and entrepreneurship by integrating lessons learned and know-how and showing them how to apply these in practice.

Teams: University of Galway, EOLAS, GESC, IMM

Turkey, EDUJI

My role: User Experience Research

Rational:


The platform designed specifically for teachers and students of secondary schools in Ireland, Spain, and Turkey to address regional entrepreneurial educational needs.

By focusing on these locations, the platform cater to the unique cultural and curricular requirements, promoting enhanced learning experiences in relation to entrepreneurship.

Project Goals:

- To build an intuitive and engaging platform for teachers.
- To understand **in-app navigation and personalisation needs.**
- **To understand accessibility and communication needs.**

Research process



Goals & Objectives

To improvise learning platform for secondary schools in Ireland, Spain & Turkey - based on entrepreneurship curriculum based on the teachers' feedback.

Research process

Literature & Hypothesis

Reviewing existing literature, finding gaps and developing a hypothesis

- Generating Questionnaire
- Validate Questions from relevant target
- Tools used: Google forms

Research process

Research Method

Qualitative method: Interviews and focus groups

Data collection and analysis methods: Observations, one person recording, one person observing, data transcribing, coded, accessed, archived etc.

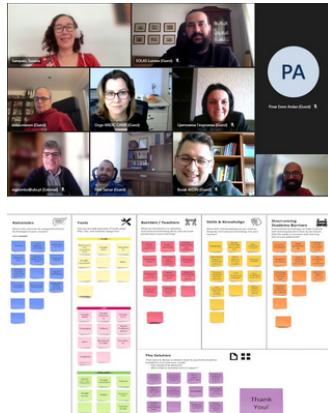
Interviews: Interview schedules, structures, conducting interviews and recordings

Focus groups: Leading focus groups and recording on teams

- Developed research protocols such as inclusion/exclusion criteria, sampling techniques, requirements to run the interviews and focus groups
- Define analysis method: exploratory Prepare tools necessary to conduct research
- **Tools prepared: Teams recording and notes**

Research process

Conduct research



Recruited an audience of secondary school teachers, policy makers and consultants

Sourced the connections from our existing partners and linkedin connections

Sent the invites to all participants in advance

Inform them about the recording of the session
Conducting the focus groups online

Asking participants questions

Observe and record the details during the session

- Conducted focus group online and interviewed 118 teachers Used
- affinity mapping and card sorting technique to gather data and generate ideas
- Tools used: Teams and Miro

Analyse & Synthesis

Code System	Turkey	Spain	Ireland
Key challenges faced in entrepreneurship education			
Students' attitude			
Lack of self-esteem and motivation			
Lack of training programs for students			
Giving up			
Exam stress			
Tough curriculum			
Pedagogical challenges			
Lack of understanding and Inexperience			
Lack of expertise in the area			
Quality of training and trainers			
Lack of training programs for teachers			
System constraints			
Lack of motivation among teachers			
Central exams			
Lack of teamwork			
Perception of assessment as final test or exam			
Burden on the teacher			
Workload			
Time management			
Budget issues			
Not enough rooms			
Crowded classes			
Intruding parents			

Transcribing the data from the focus groups and interviews.

Using grounded theory method:
Open, axial and selective coding

- Structuring the data
- Analysing and visualising the data
- Gather key insights such as lack of central platform, less time for teaching, communication channels etc and develop personas, information architecture.

Personas & User Flow v1



Ashley McGlyn
Secondary school teacher

Demographic

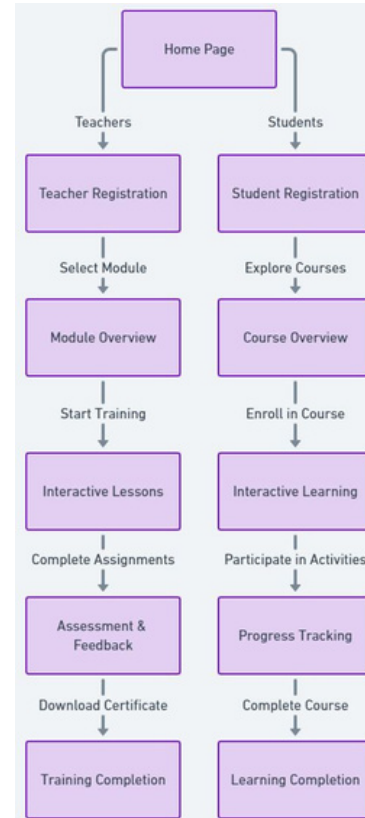
- 45 Years old
- Married
- Has a PhD in Psychology
- She is focused, goal oriented with a strong leadership role in the school.

Goals and Tasks

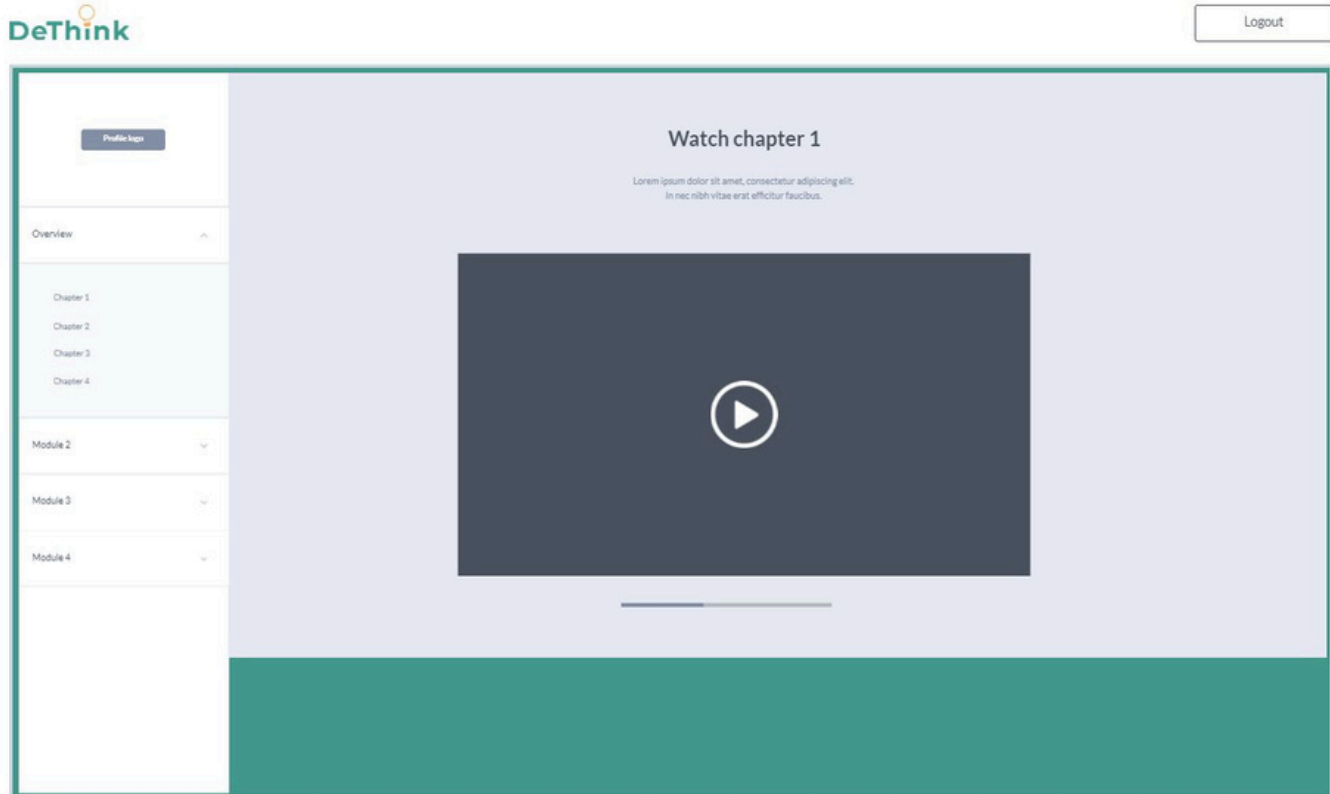
- Preparing pedagogy
- Teaching
- Supervising staff in Entrepreneurship
- She is comfortable using computer and refers as intermediate user

Pain points

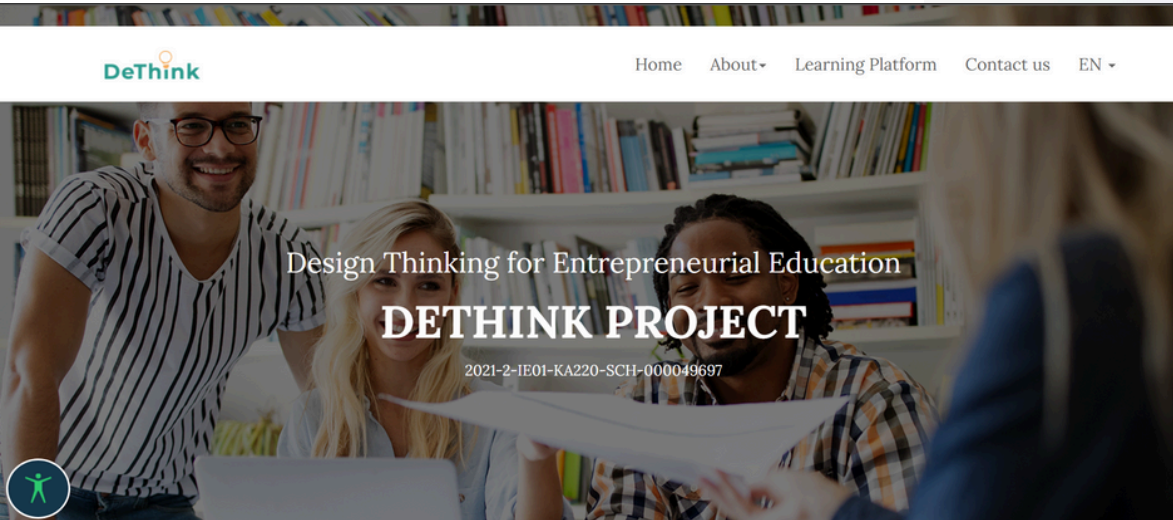
- No centralised entrepreneurship materials on a platform
- No centralised tools or templates



Wireframe v1



Final version



www.dethink.eu

The image shows a login form for the DeThink website. At the top is the DeThink logo. Below it are two input fields: "Username" and "Password". A blue "Log in" button is positioned below the password field. Underneath the button is a link for "Lost password?". At the bottom of the form, there is a note: "Some courses may allow guest access".

Thank you



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