

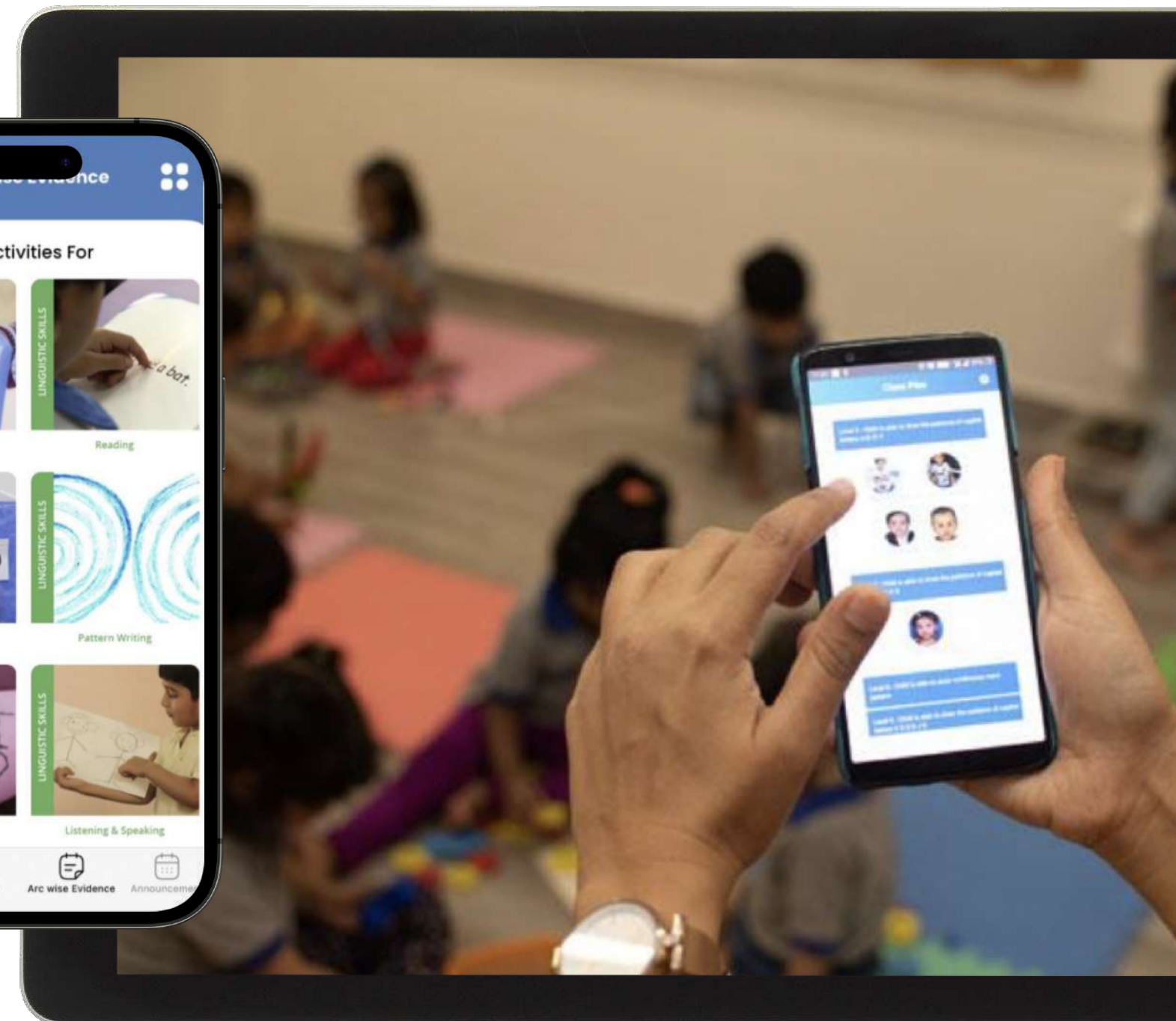
# Cutting Edge Edtech Solutions

Crafted by Educators, for Educators  
(Case Studies)

# Mindseed Preschool's Learning App

Delivering personalised education to over 20k children

[View Case Study →](#)





# Immerz's Multiplayer Math Game

Helping children master algebra faster, while having fun

[View Case Study](#) →



# Singapore Government's e-Appointments Website

Making appointment booking 40% more efficient for  
ministry of education through effective data management

[View Case Study →](#)

e-Appointment  
E-Appointment: Customer Front end User manual

MOE e-APPOINTMENT

Amend Your Appointment Details.

Mode of Appointment  
Walk-in Appointment

My Enquiry is on  
School Admission Matters

Appointment Date  
29/11/2019

Waiting time may be 1 hour or more without an appointment.

08:30 09:25 10:20 11:15 12:10 13:05 14:00 14:55 15:50

Salutation  
Miss

How do we address you?  
Wang

Phone Number (Singapore registered only)  
+65 91111111

Waiting time may be 1 hour or more without an appointment.

Tell us about your Query - up to 250 characters (Please do not include your personal details)

Hi MOE  
I am looking for assistance in School Admission Matters.  
Thanks

By submitting this form, you are consenting to receiving a call or text message from MOE.

Amend Appointment

# Immerz's English Language App

Bridging the language gap by blending physical & digital learning experiences

[View Case Study](#) →

**INTRODUCING IMMERZ**  
A language learning program for 2-6 year olds using stories

**RECOMMENDED KIT**  
Based on your child's details we recommend that you order the No David kit.

**NO DAVID**  
25 ACTIVITIES  
A story about smartness and danger  
CHOOSE THIS KIT IF  
Your child has started to speak recently, but has not been exposed to books yet.

AT THE END OF THIS KIT YOUR CHILD WILL

KNOW 35 NEW WORDS	READ SINGLE SENTENCES	WRITE SINGLE SENTENCES
-------------------	-----------------------	------------------------

Feel free to choose any other kit based on the story and the characters.

**BEAR HUNT**  
30 ACTIVITIES  
What happens when you go looking for a bear?  
CHOOSE THIS KIT IF  
Your child has started

CONTACT DETAILS

GET IT ON Google Play

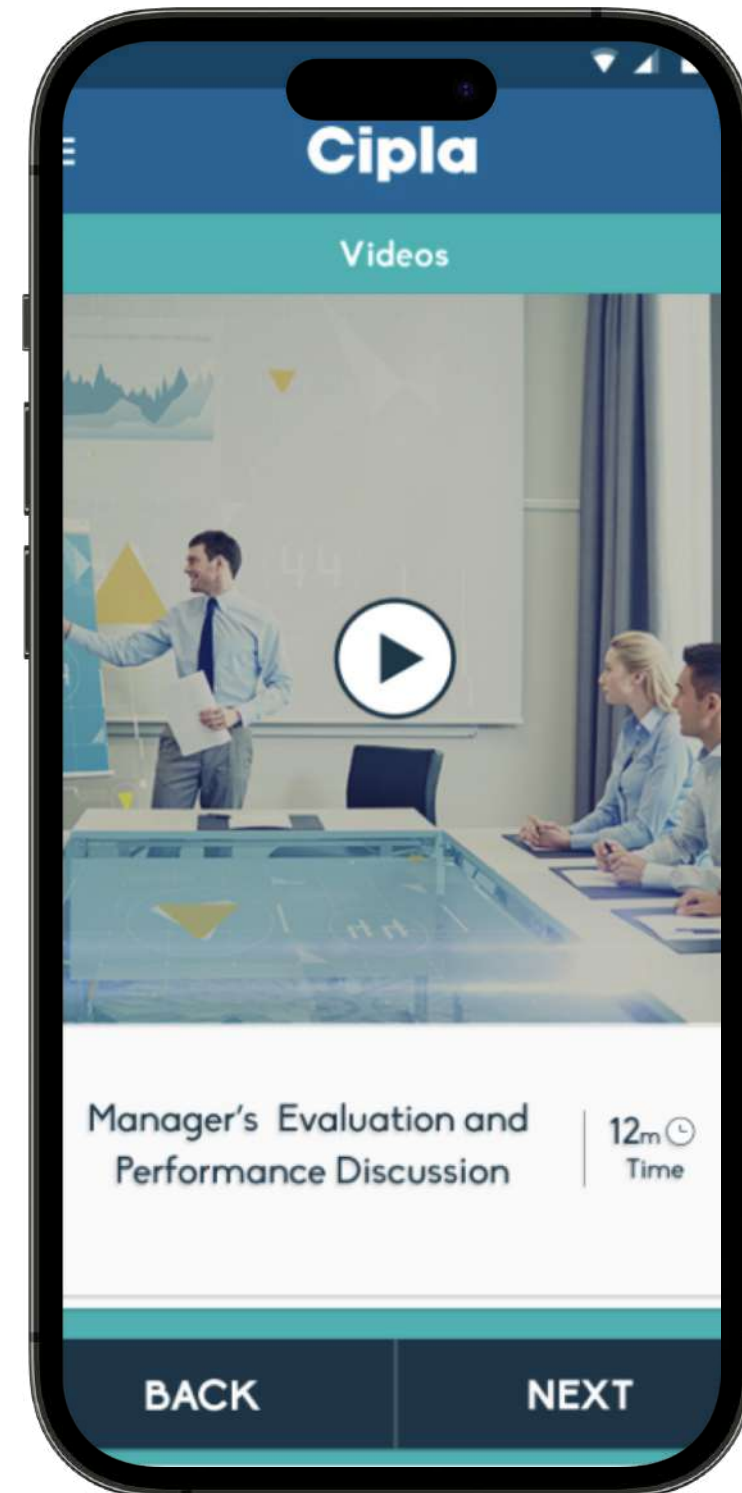
The background image shows a woman and a young girl sitting at a table, smiling and engaged in an activity. To the right, there is a box for 'The Gruffalo' kit, which includes a book, a CD, and a worksheet titled 'teeth'.



# Cipla LMS for Corporate Training

Making Cipla's Corporate Training process 60% more effective & engaging

[View Case Study →](#)





# Mindseed Preschool's Learning App



**20K+**

Students impacted

**300+**

Teachers were able to  
personalise learning for  
students

**40+**

Preschools using the app

# About Mindseed

Mindseed is an education management company with 40 preschools and 3 high schools in Maharashtra, India. With a focus on personalized learning, innovative pedagogy, and technology integration, Mindseed is transforming education for students.

## Our Project Challenges:

1

**Empower teachers** to provide personalized learning experiences by simplifying class planning & management.

2

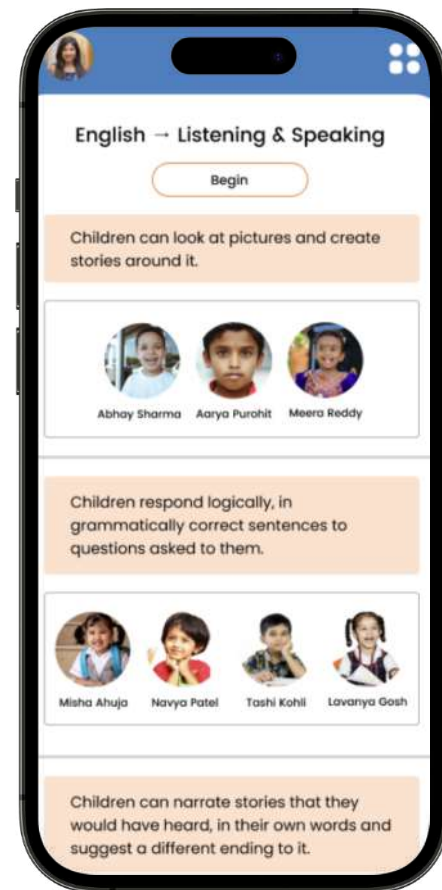
**Equip teachers** with effective learning strategies and activities to personalize their classes efficiently.

3

**Delight parents** by engaging them as active collaborators in their child's learning journey.

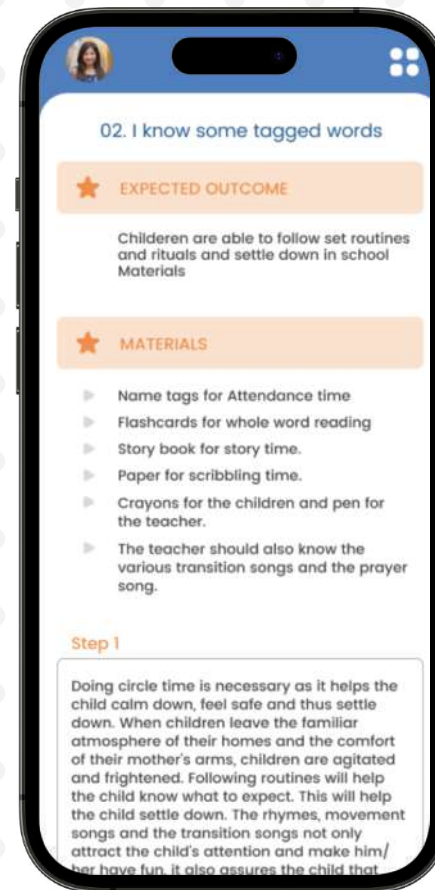


# The Mindseed App Revolutionized Early Childhood Education with Personalized Learning



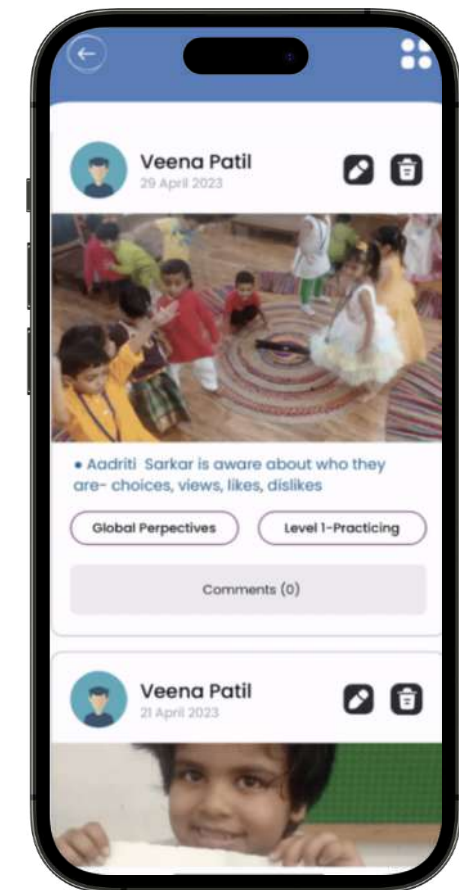
## Empowering Teachers

The teacher can automatically view distinct groups of students based on their levels through the app, which plays a pivotal role in personalization.



## Equipping Teachers with Strategies

Facilitates Easy Access to Teaching Strategies for Classroom Customization



## Delighting Parents

App's 'Feed' Section Offers Tangible Growth Updates for Parents

# Our Expert Team Paved the Way for App Development Excellence

1

## User Research

In-depth study on teachers and parents, gathering insights on needs and pain points through surveys, interviews, and observations.

2

## UX/UI Design

Research findings guided feature development using a jobs-to-be-done framework. Teacher interface provides guidance and coaching for personalized classes. Parent interface converts anxiety into delight, showcasing "first steps moments" and enabling collaboration with teachers.

3

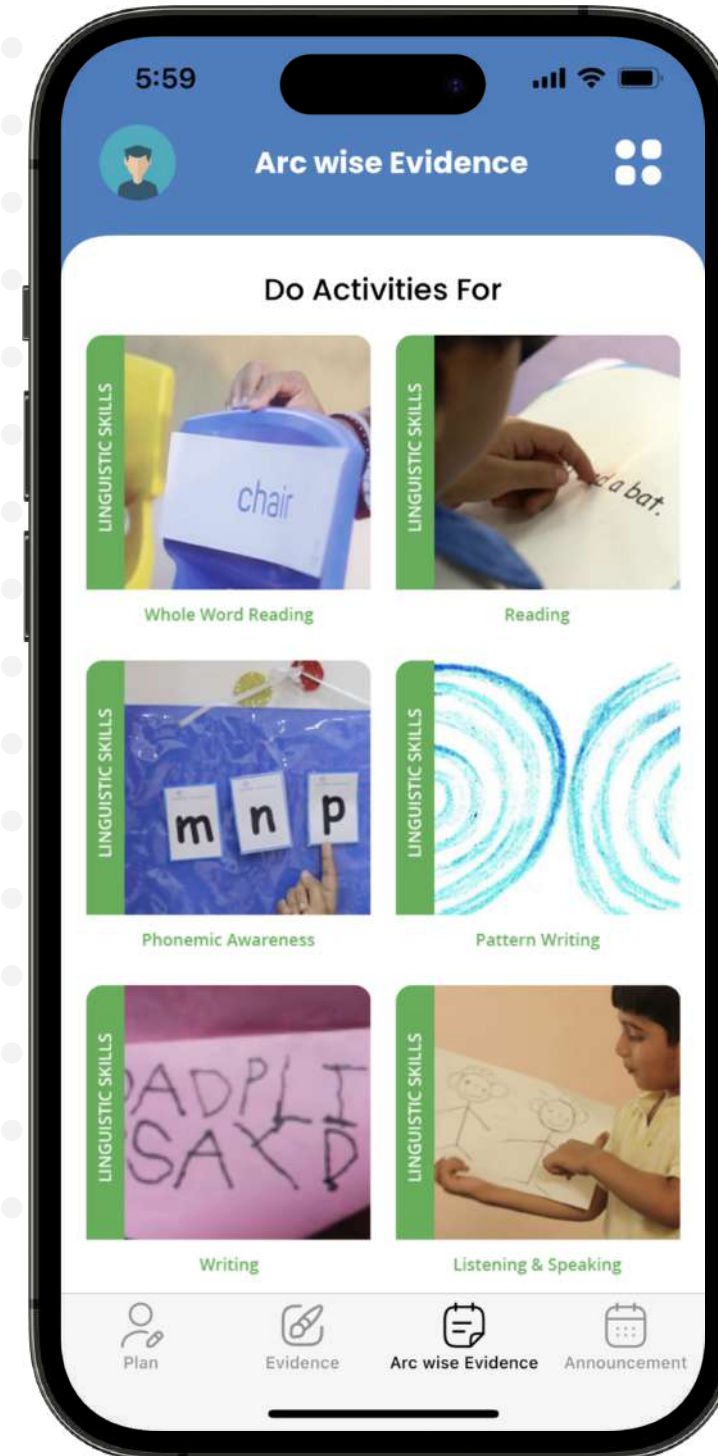
## Development

Mobile apps developed using React Native for speed, followed by native versions for optimal UX. Back end built with PHP. Web apps included content authoring and admin tools.

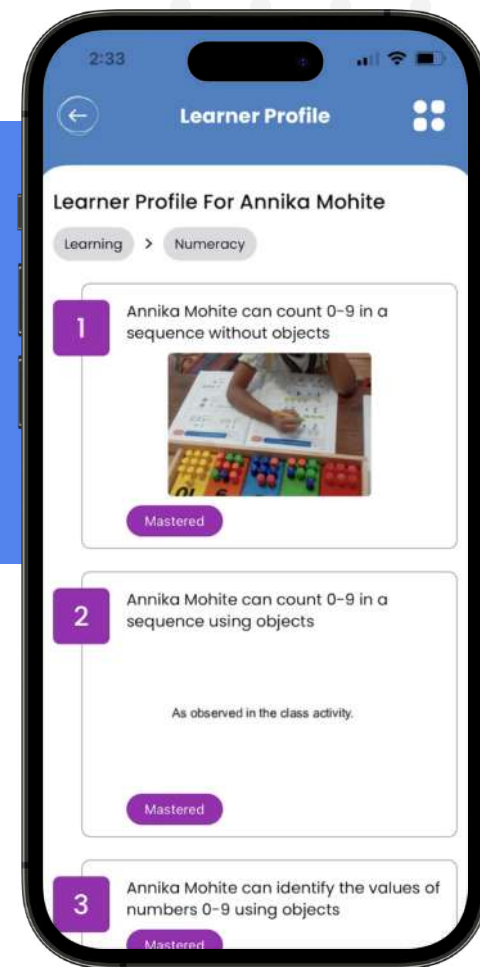
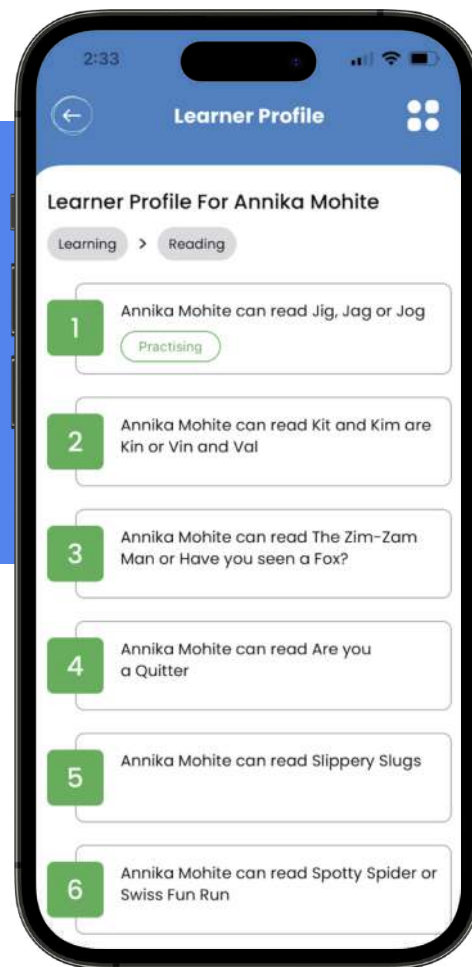
4

## Content Development

Custom content aligned with learning arcs for English and Math, along with teaching strategies to ensure effective delivery by teachers.



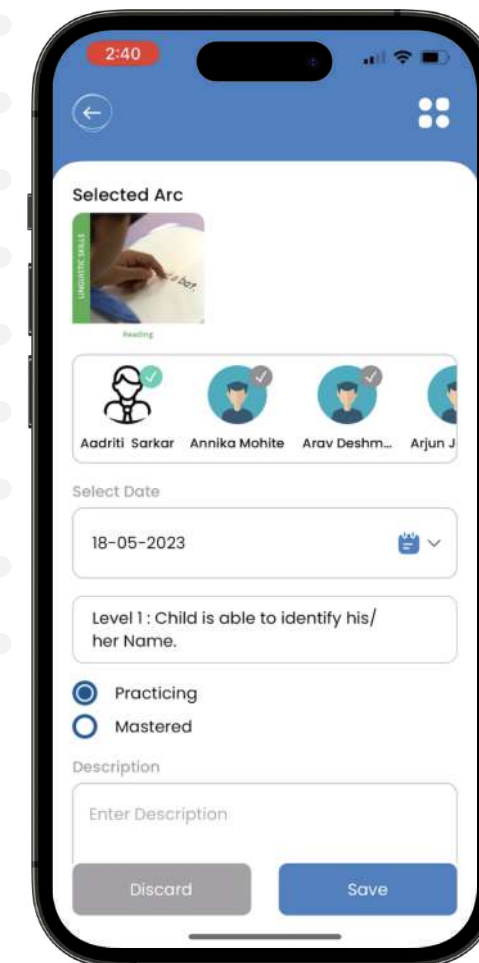
# Designing an intuitive solution was key to navigating the path to personalisation



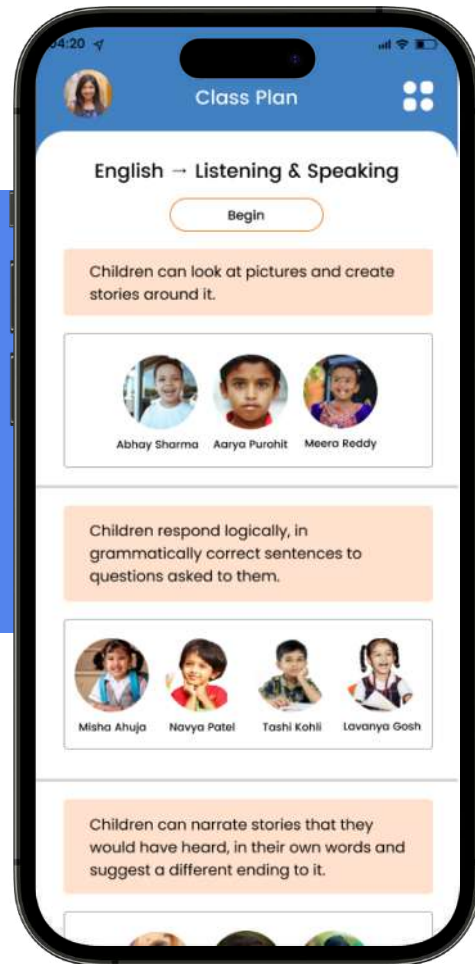
**1**  
**Recording High Volumes Of Data:** The system collects individualized data on each child's skills, learning arcs, levels, and evidence of mastery. Users (teachers, parents, supervisors) are shown relevant data for decision-making.

**2**

**Easy Evidence Submission:** Teachers And Parents Can Easily Add Evidence Of A Child's Progress, While Teachers And Supervisors Can Contribute Effective Strategies In Just A Few Clicks.





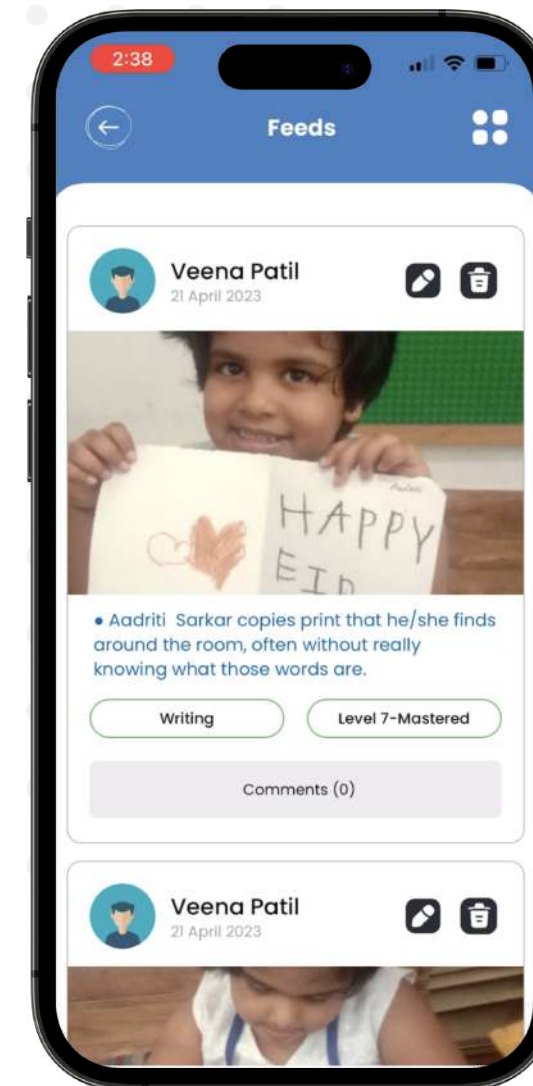


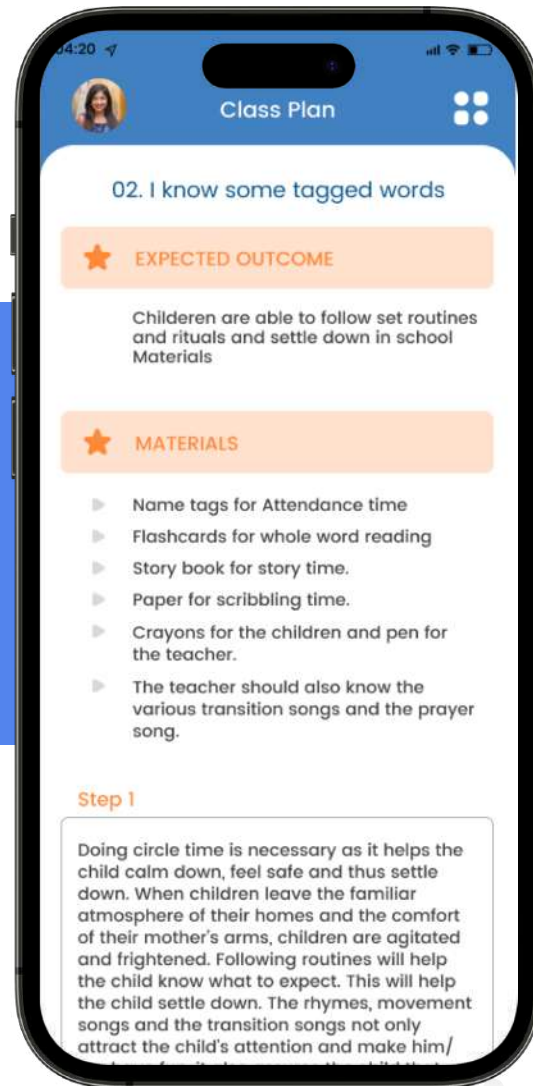
4

**Parent Delight:** The app transforms parental anxiety into delight by showcasing multimedia evidence of their child's learning journey. Parents can also directly communicate with teachers.

3

**Empowering Teachers:** The app creates customized class plans, grouping students based on skill levels, and provides teachers with effective strategies to help them master each level.



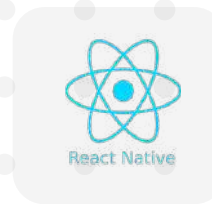


5

**Learning at Home:** Parents receive personalized recommendations on how to support their child's learning at home based on their progress in school. The app proactively presents these recommendations to parents.

# Strategic deployment of modern technologies was the driving force behind **Mindseed's remarkable success**

The app's video upload feature is a standout technical highlight, significantly contributing to parental satisfaction. Our optimization efforts have resulted in a superior video upload experience, surpassing that of most other popular social media platforms.



**React Native**

To build a cross platform application



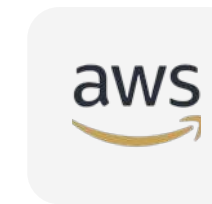
**NodeJs**

To build a highly responsive front-end



**MySQL**

To build a robust back-end



**AWS**

For secure & reliable hosting



**Rest API**

For bridging the front-end & back-end

“

"Mindseed's app has transformed the way we deliver personalized learning to our students. With the app, our teachers are now able to effectively manage over 300 classrooms, resulting in a 40% increase in student engagement and a 30% improvement in learning outcomes. Parents are delighted with the app's features, with an impressive 95% of them actively using it to track their child's progress and actively participate in their learning journey. It has truly revolutionized our approach to education."

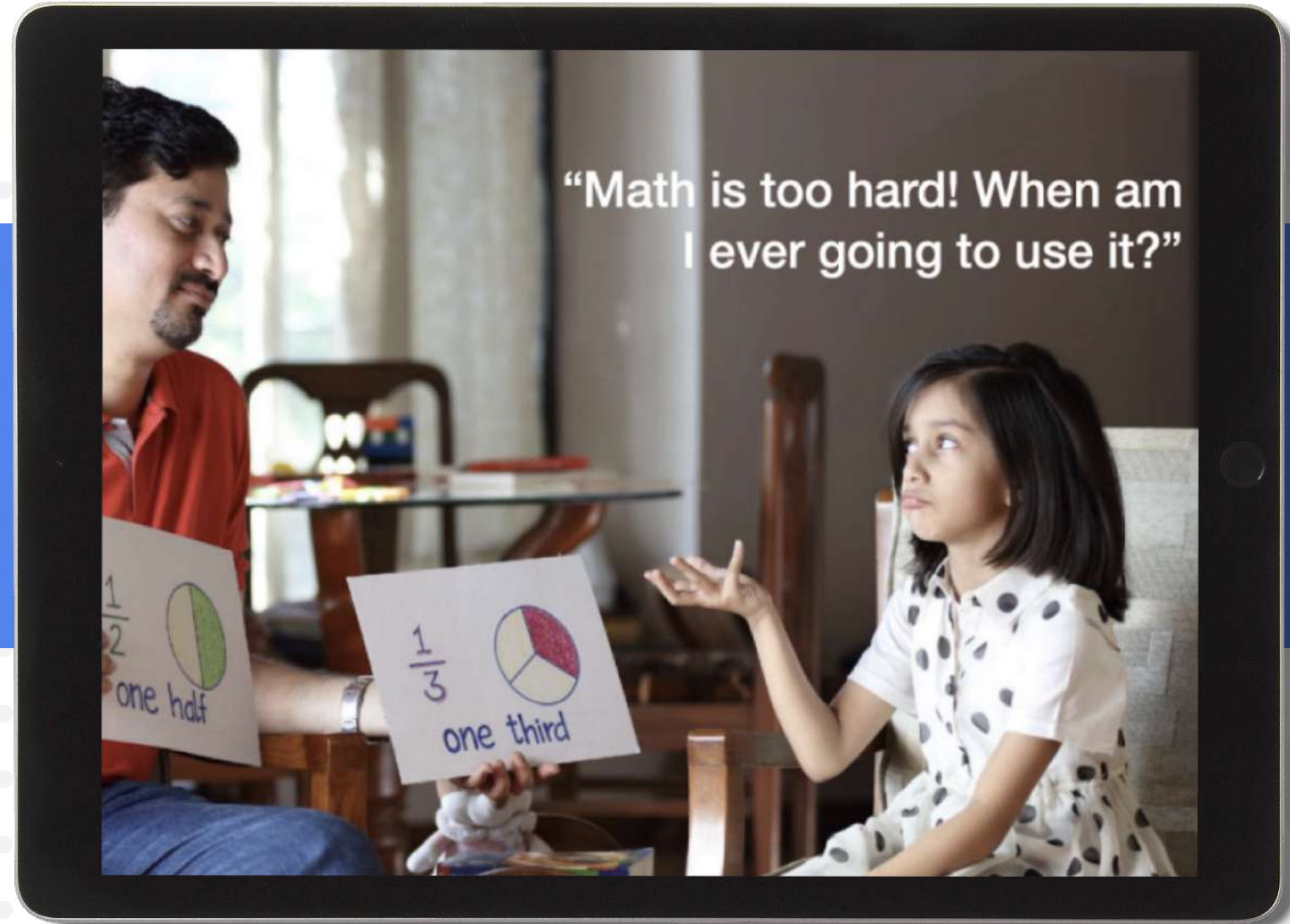
- Manjari Sheel, Product Head, Mindseed.

”





# Immerz's Multiplayer Math Game



**8th**

Trending On Google Play  
Store

**30**

Min Average Daily Use Time  
Per User

**1000+**

Unique Users

# About Immerz

Immerz is a revolutionary app that has redefined math education through immersive gameplay. In this game-based learning experience, learners embark on captivating quests, solve challenging puzzles, and conquer obstacles while mastering essential mathematical concepts.

## Immerz's Challenges:

1

**Building content & tech for Immerz** so that math can become a fun & engaging learning experience for students

2

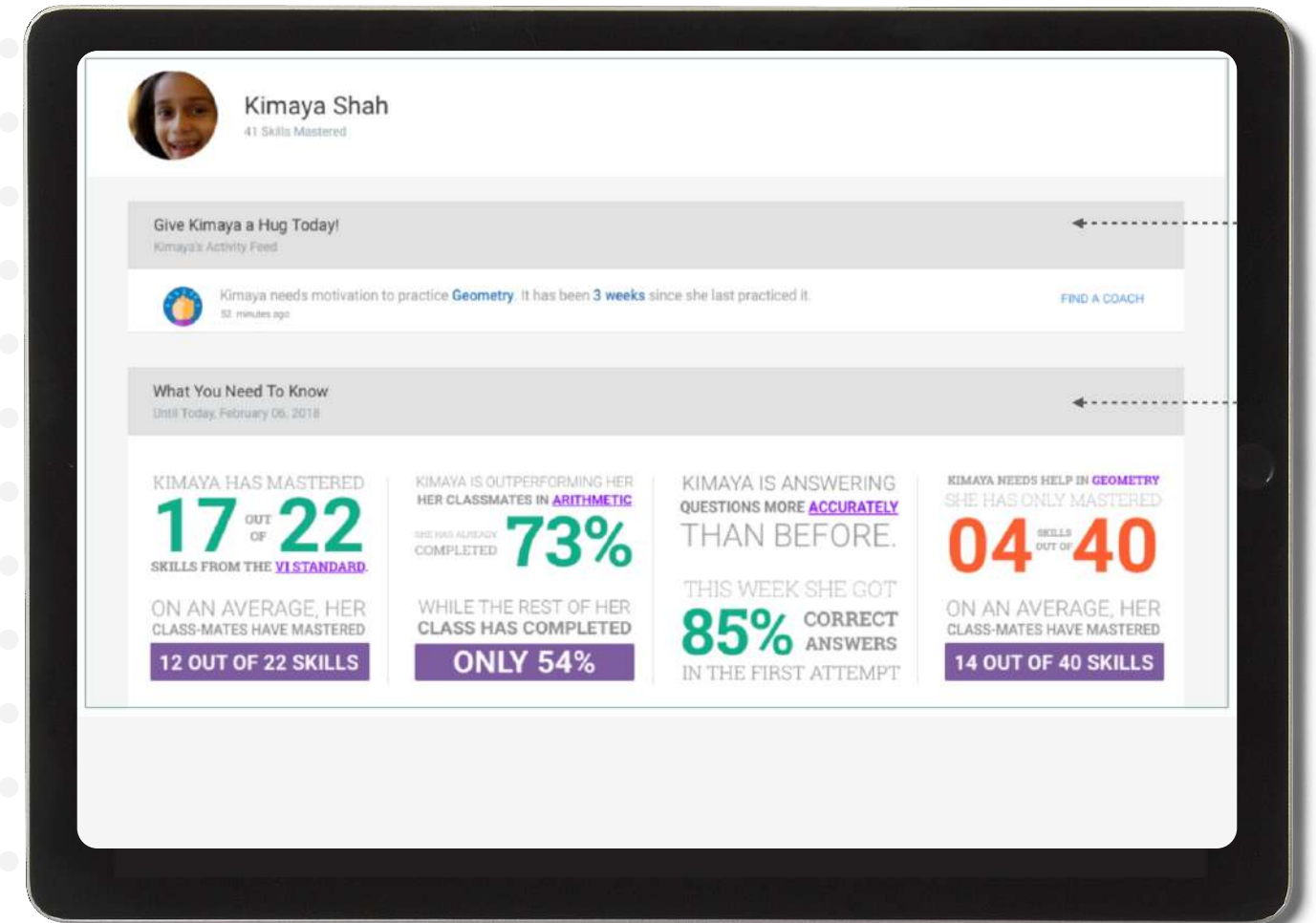
**Building a robust data collection & reporting system** to enable parents & teachers to track a child's progress

# A Game-Changing Experience: Fun, Engaging, and Accelerated **Math Learning**



## Making Math Fun & Engaging

Content that is visually stunning and tantalizes students' curiosity, igniting their eagerness to explore and learn math.



## Data Collection & Reporting

An interactive dashboard for parents & teachers to keep a track of their child's learning.



# Our expert team precisely scoped out the **development**

1

## Game Design & Development

We blend education and interactive game mechanics to engage and motivate learners. Our game development expertise was showcased through a robust gaming platform, iteratively tested for a seamless user experience.

2

## Math Content Design & Development

Our content team designed and developed math content that seamlessly aligned with the narrative of the game.

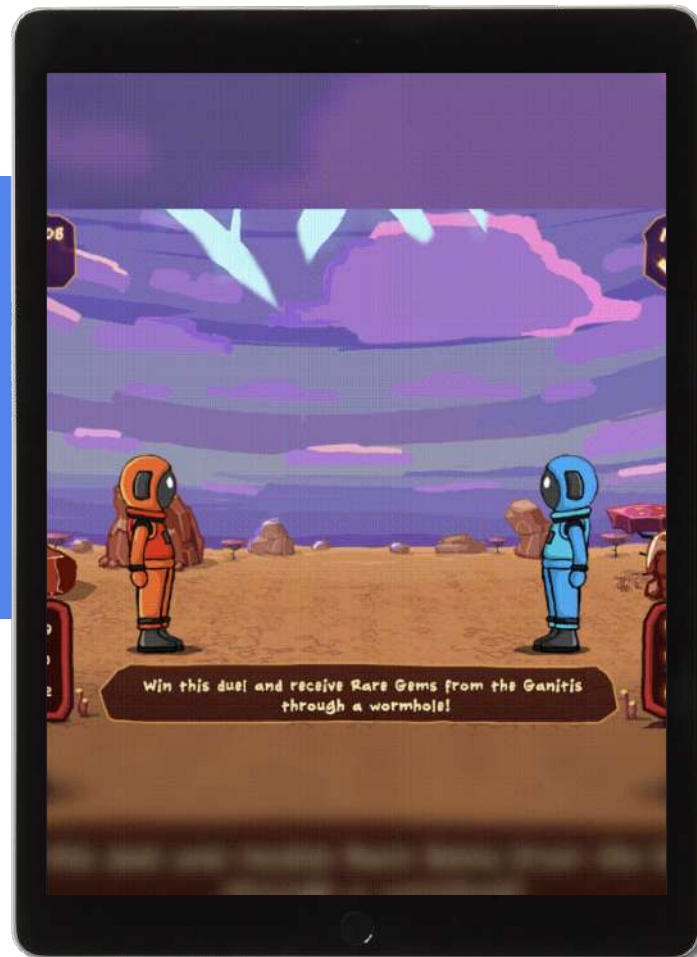
3

## Artwork, Illustrations & Motion graphics

Our skilled illustrators and designers brought the game to life, recognizing the significant impact of visual aesthetics on learning.



# At the core of the game design process was the transformative power of a fun & engaging learning experience

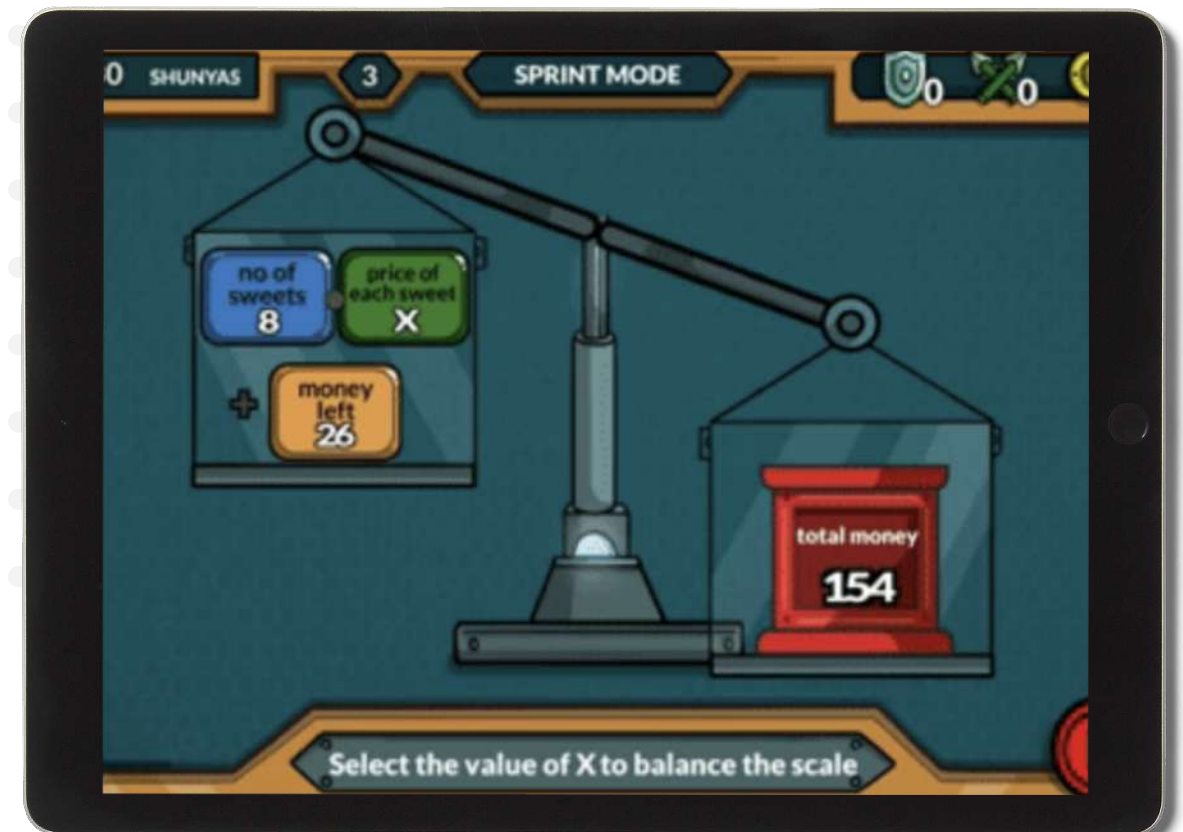


2

**Adaptive Learning:** The game dynamically adjusts difficulty levels to suit each child's unique learning pace, ensuring sustained engagement and a sense of achievement.

1

**Multiplayer Platform:** The game was designed to foster engagement and friendly competition among children, encouraging them to learn together.



# TRACK CHILD'S PROGRESS

Explore Kamaya's Strenght'Arithmetics



22/30

Skills Mastered

Class Avg - 20/30

6

Skills/day

Class Avg - 20/30

Upcoming



Level 21

When factorial and decimal come together

Weekly Progress

3

**Interactive Dashboards:** Integrated interactive dashboards were designed for parents and teachers, offering a detailed view of each child's progress. These insights facilitated personalized support and a tailored learning experience.



# Powering the Game



## Firebase

Used for back-end services & analytics



## Unity Engine

To build 2D & 3D games



## C#

Used as a scripting language



"Firuta has been an exceptional partner in bringing the Immerz Math Game to life. Their expertise has significantly improved math proficiency, resulting in a 30% increase in student engagement and achievement. With their interactive dashboards, we now have actionable insights to drive personalized learning experiences. We highly value their contribution in making learning enjoyable and impactful."

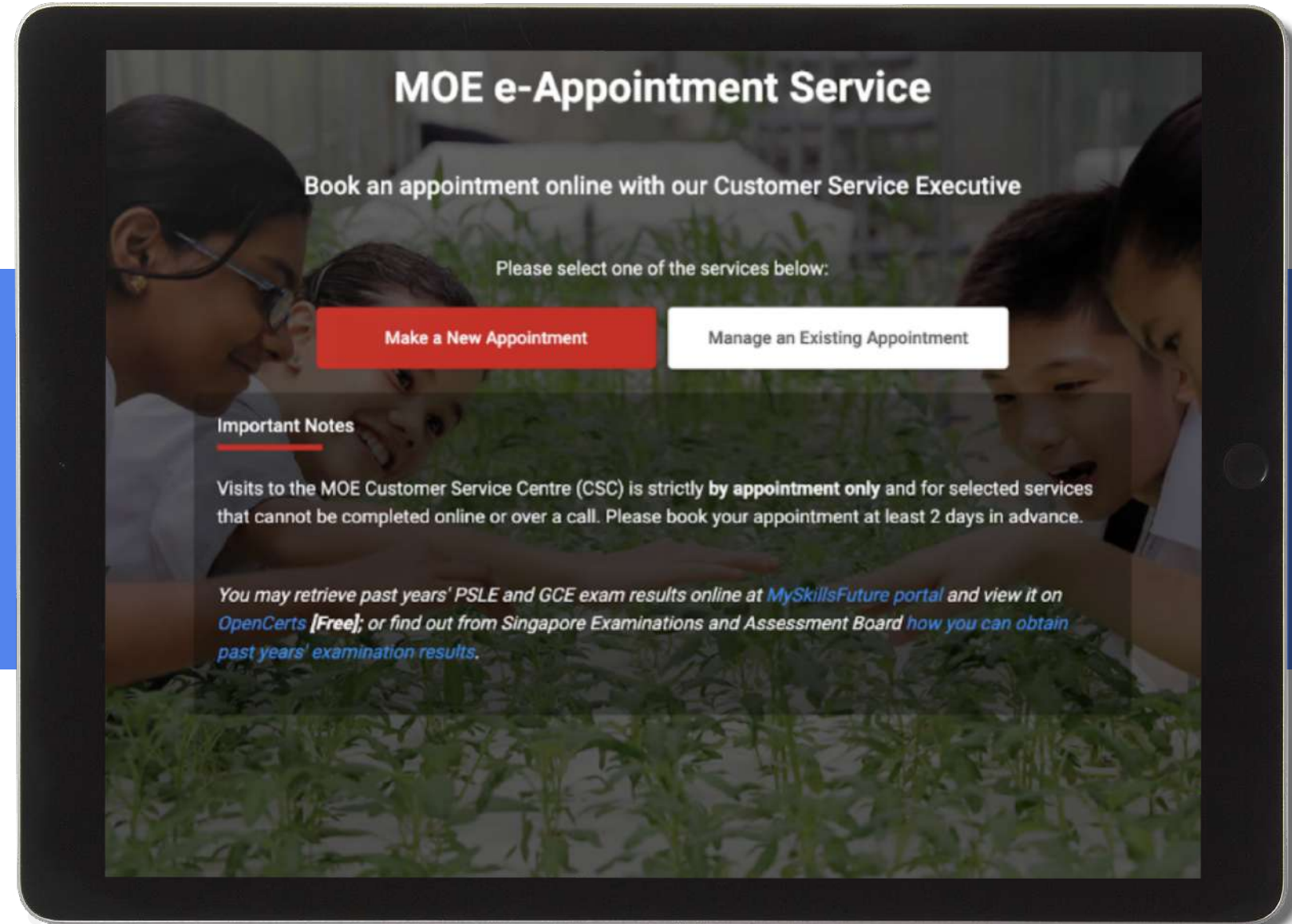
- Manjari Sheel, Product Lead, Immerz.





Ministry of Education  
SINGAPORE

# Singapore Government's e-Appointments Website



**43%**

Reduction In Enquiry  
Clash

**35%**

Increase In Data  
Management

**32%**

Increase In Enquiry  
Management

# About MoE Singapore

Singapore's Ministry of Education (MOE) is a beacon of excellence, shaping the nation's future through a robust education system and nurturing young minds.

## Our Project Challenges:

1

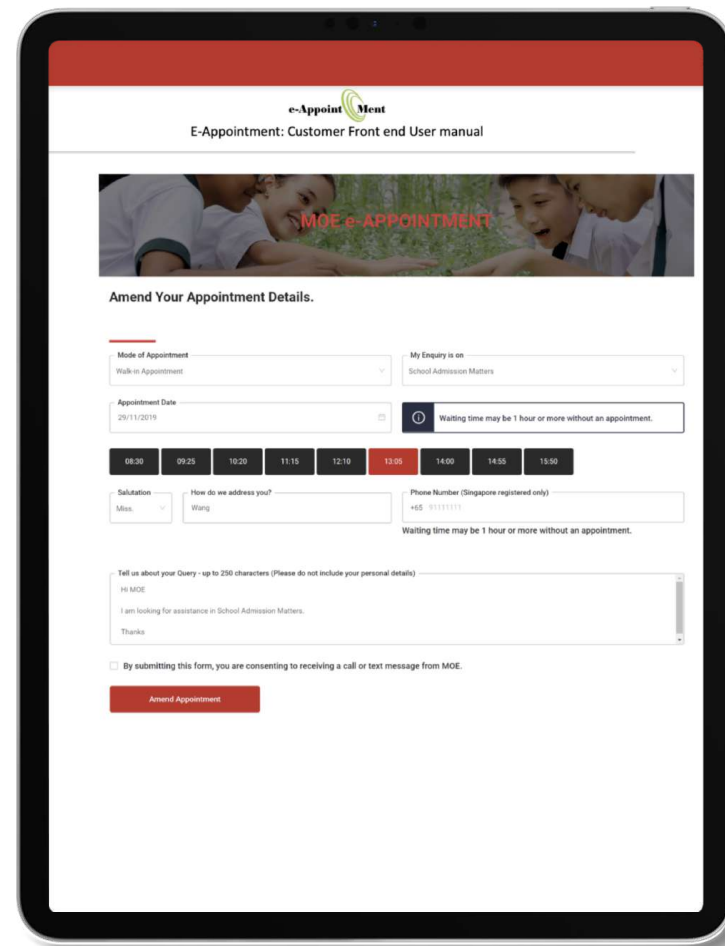
Design an accessible and user-friendly platform for parents to interact with the Ministry of Education.

2

Develop an efficient & transparent appointment booking algorithm to resolve overbooking issues and prevent appointment clashes.

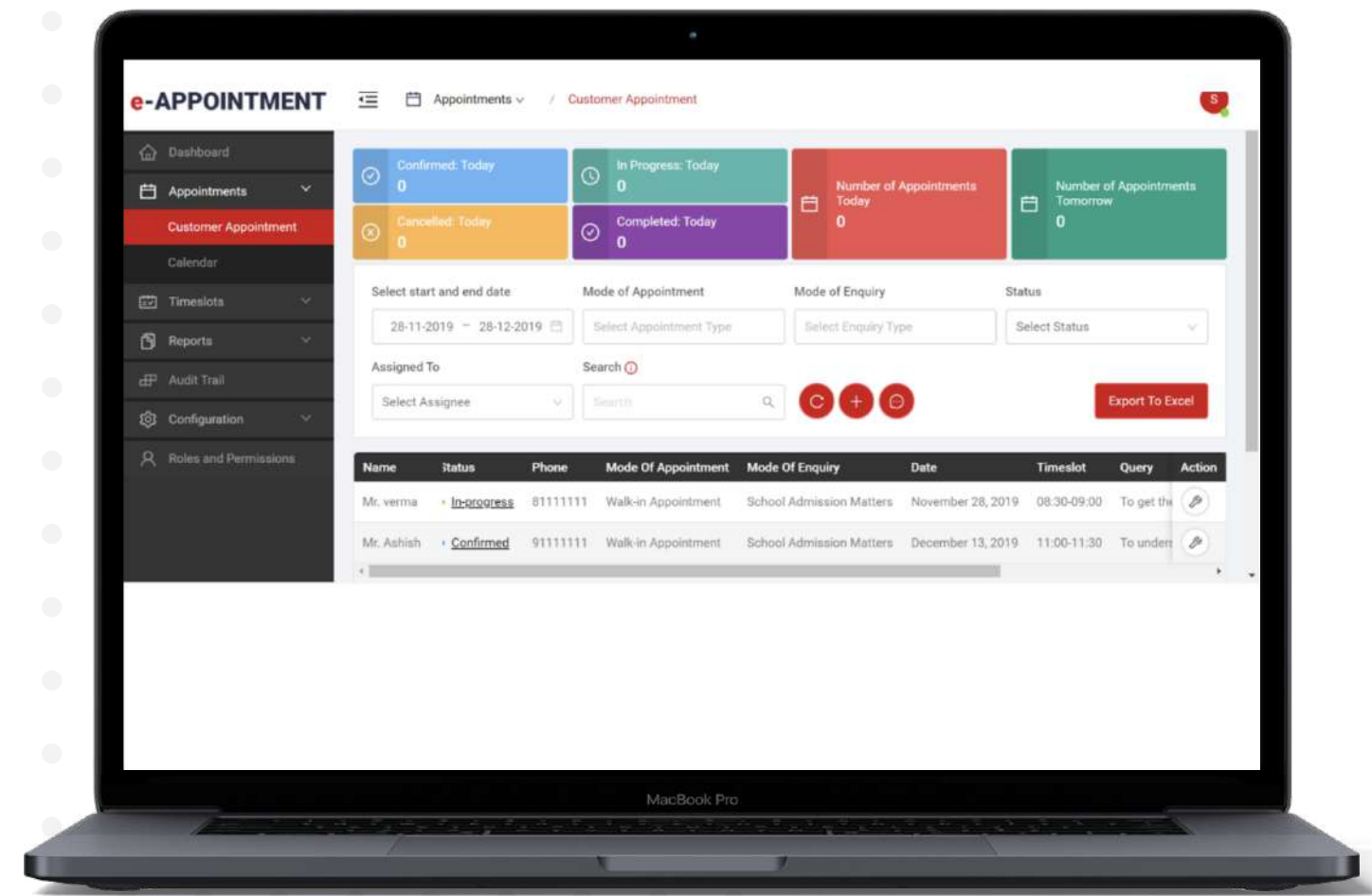


# Streamlining appointments through better data management and service quality



## A highly accessible & user-friendly platform

Our platform simplifies appointment booking for parents with a visual and user-friendly interface. Parents easily book a new appointment or modify an existing one.



## Efficient & Transparent platform for appointment booking

Our robust backend enables live appointment tracking and provides visual dashboards for efficient appointment management.

# Designing an intuitive & easy to use system was the key

1

## Front-End Development

We created an intuitive and user-friendly platform, optimizing interaction for parents.

2

## Back-End Development

Our comprehensive backend ensures efficient data management and user interaction monitoring.

3

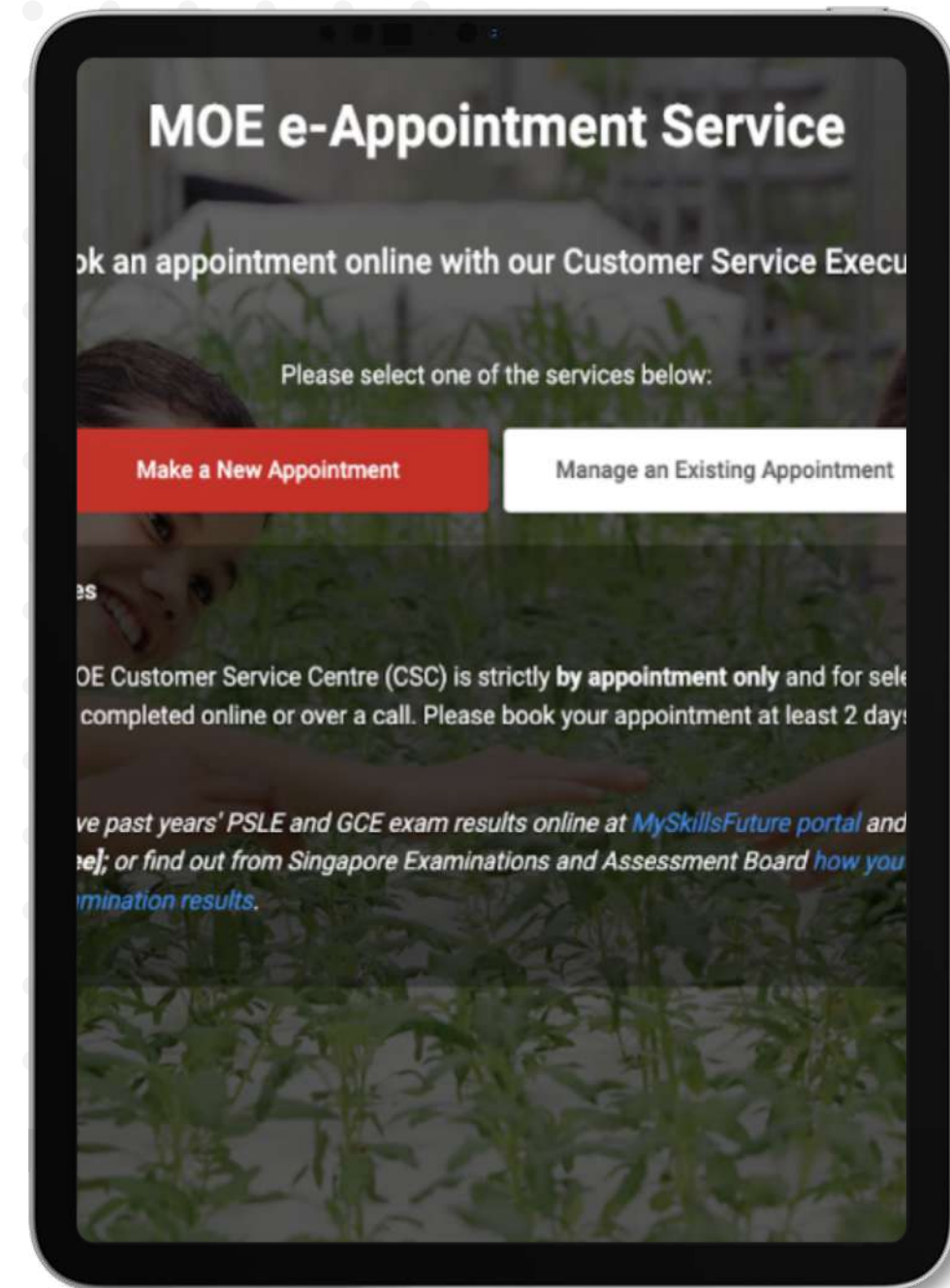
## Custom Feature Development

We implemented a seamless appointment data export feature for the administration's records.

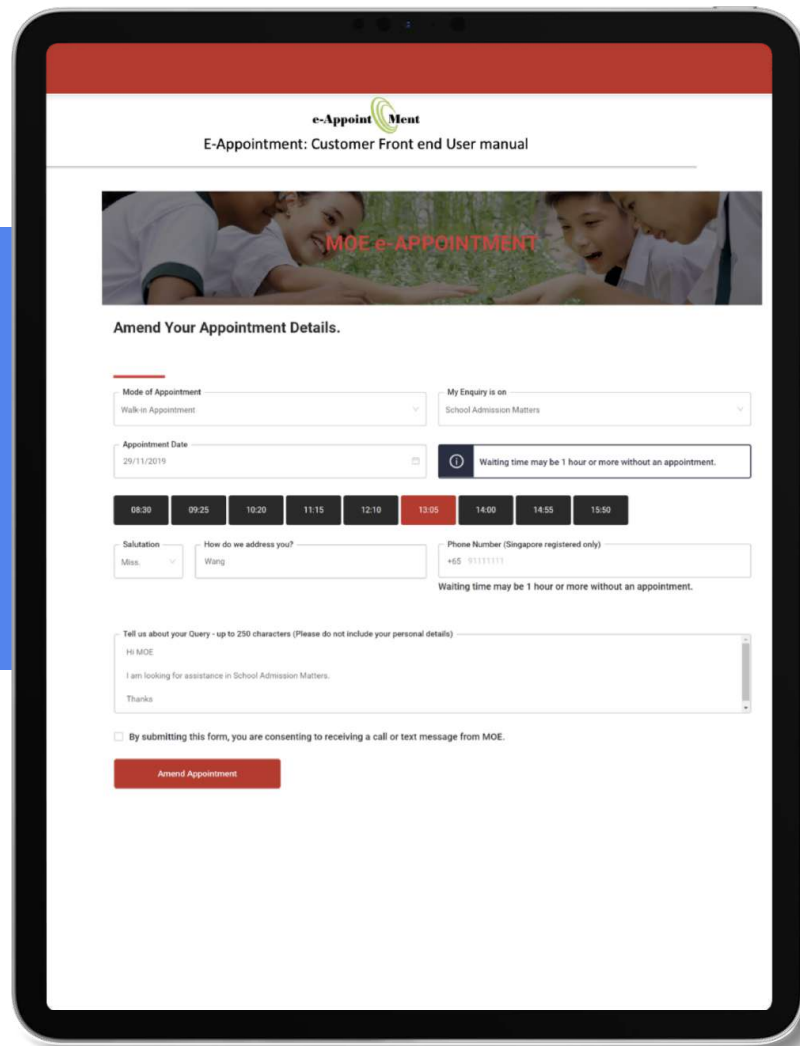
4

## Algorithm Development

Our smart time slot management and appointment scheduling system eliminates overbooking, ensures accurate tracking, and enables easy booking, amendment, and cancellation for parents.



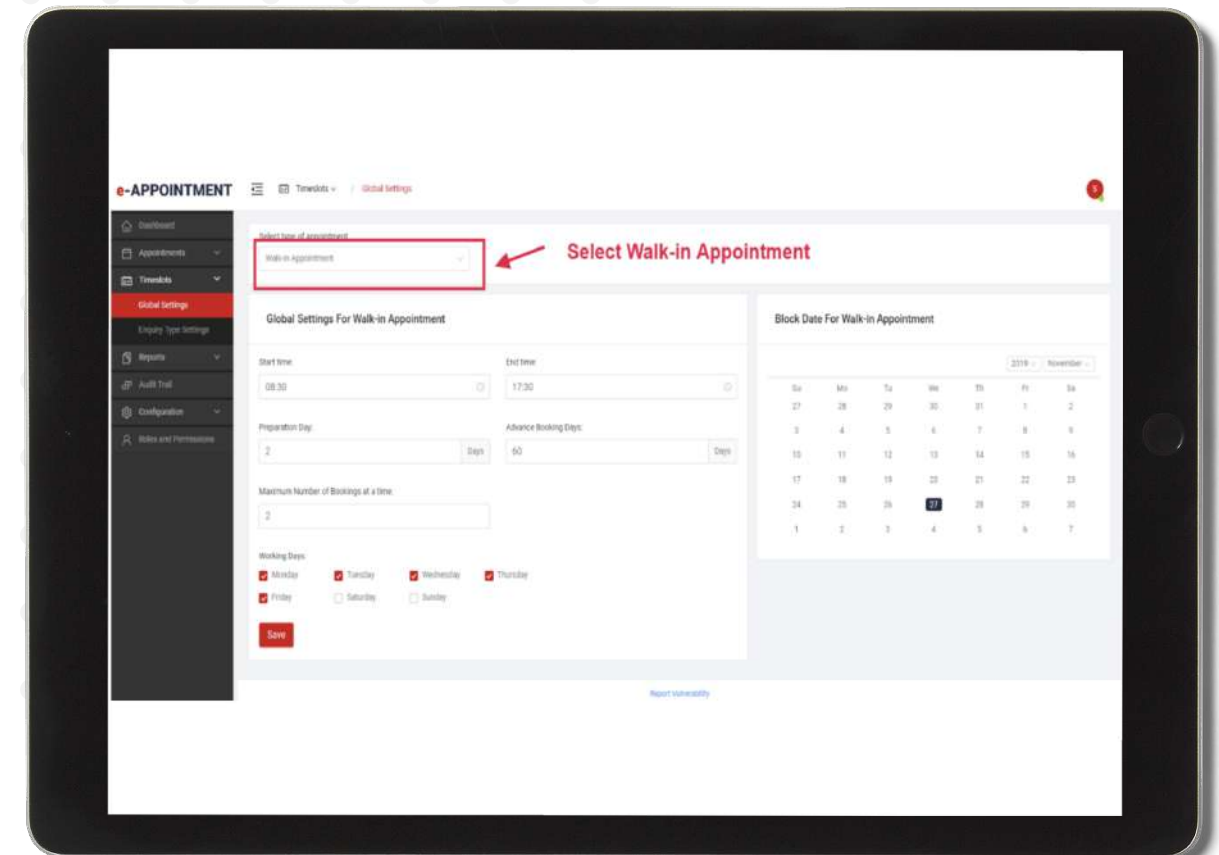
# Efficient Appointment Management Made Easy



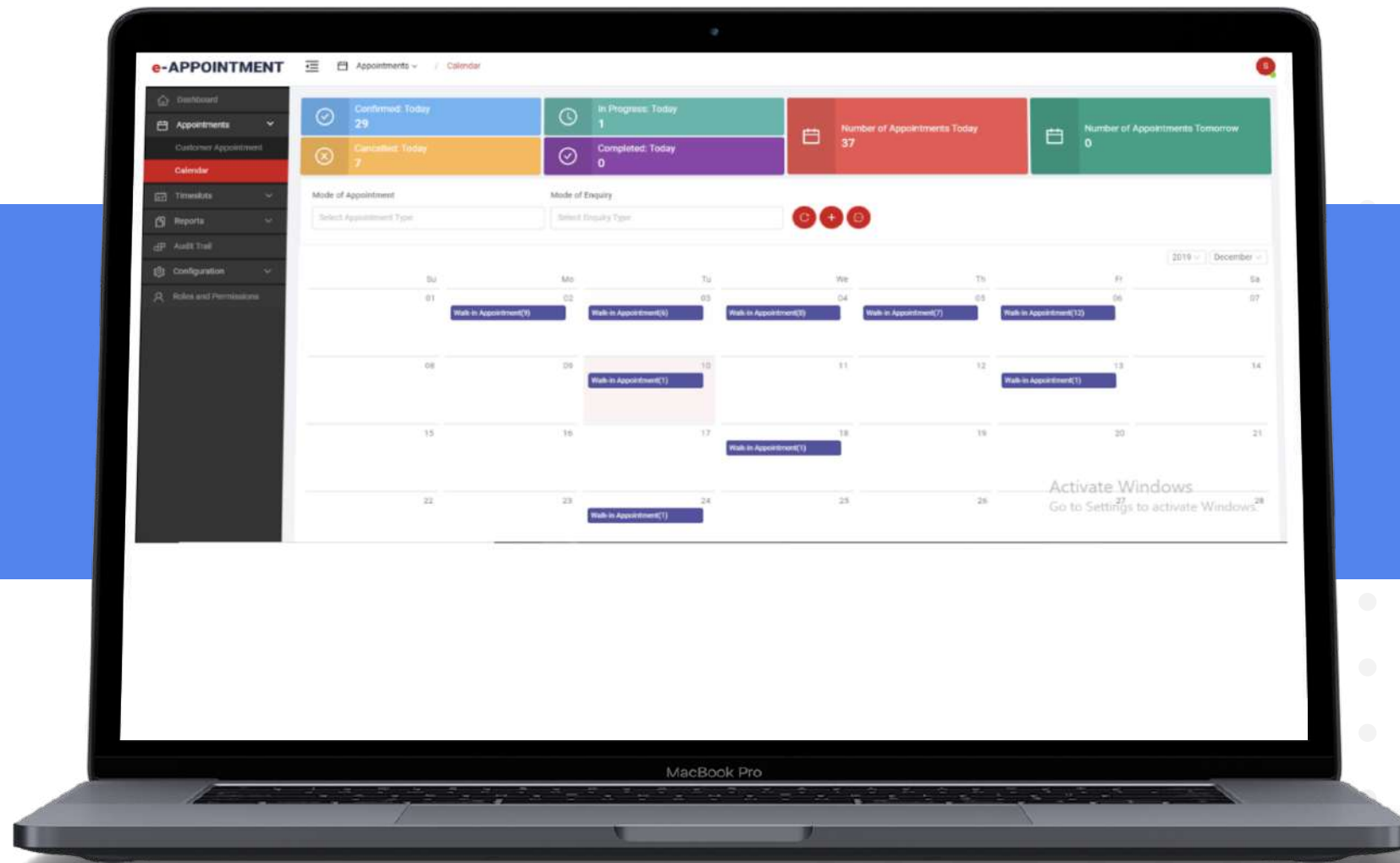
1  
Designing an interface that prioritized user experience. The system was made simple yet efficient, allowing parents to quickly understand and operate it.

2

Implementing a smart time slot management system. This feature gave administrators full control, allowing them to customize appointment slots to avoid overbooking and manage appointments efficiently.







3

**Ensuring smooth appointment scheduling.** A calendar-based scheduling system was developed, making it easy for users to select, view, and manage appointment dates and times.

# Powering efficiency & security



## MERN stack

For application development



## Adobe Xd

For designing UI

## The MOE-e-Appointments platform has made a significant impact since its deployment. The results speak for themselves:

**A 32% increase in enquiry management:** More queries are being addressed efficiently, improving the overall service quality.

**A 35% increase in data management:** The system's ability to easily export appointment-related data has streamlined administrative tasks.

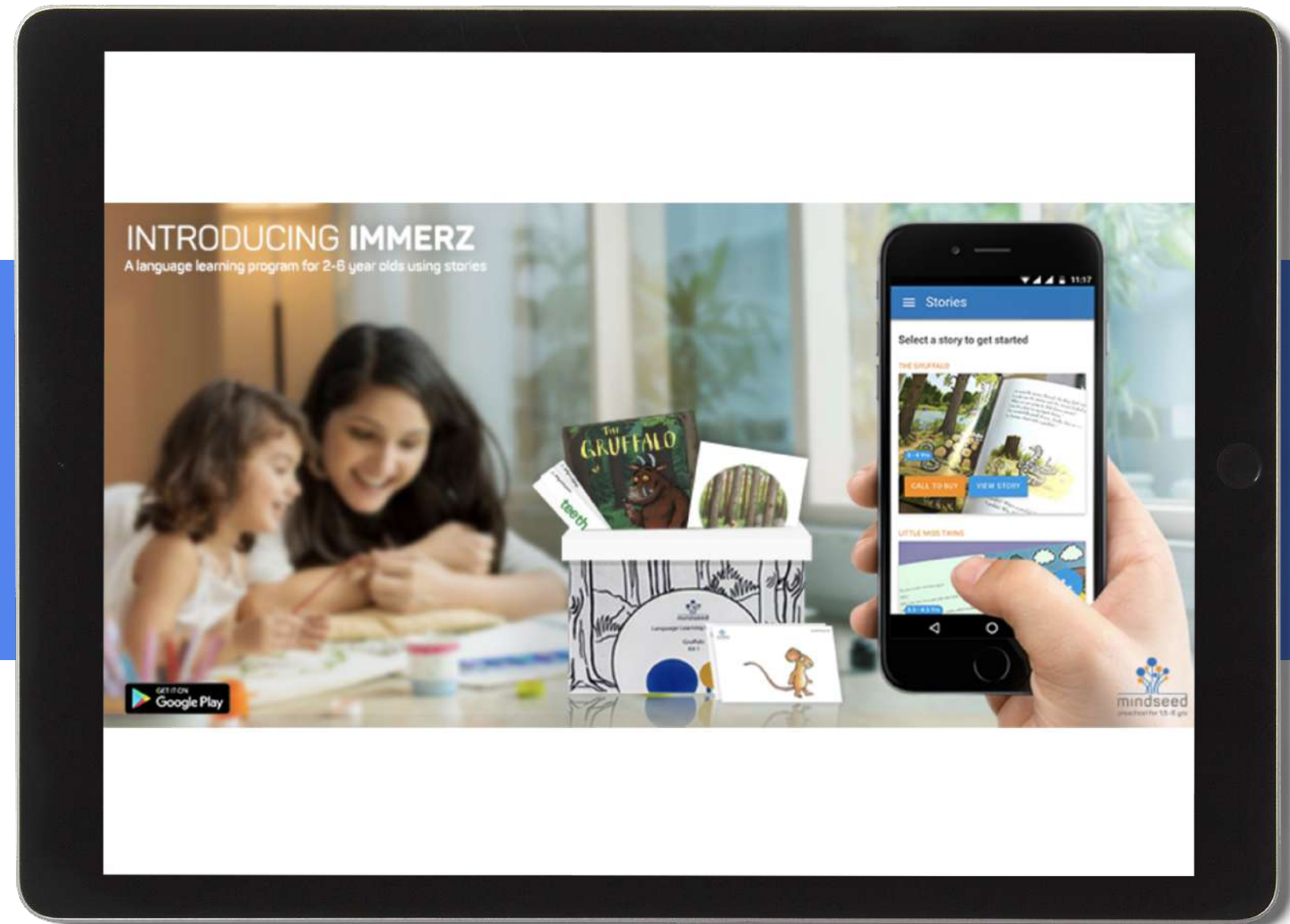
**A 41% reduction in miscommunication:** Clarity in appointment statuses and a transparent communication platform have minimized misunderstandings.

**A 43% reduction in enquiry clash with time slot management:** The smart time slot management system has effectively eliminated overlapping appointments.

Through the success of MOE-e-Appointments, our team at Firuta has demonstrated its commitment to solving complex challenges and enhancing customer service experiences in Singapore's education sector. Our role in this project clearly reflects our prowess in combining technology and understanding of stakeholders' needs to create impactful solutions.



# Immerz's English Language Learning App



**20**

Story Kits Produced  
Across 6 Stages

**12**

Hours Of Productive  
Engagement Time With  
Each Kit

**10**

Learning Milestones  
Achieved With Each Kit



# About Immerz

Immerz is an innovative English Language Learning App that combines a physical kit and a digital platform to provide a solution for 'Productive Engagement'.

## Our Project Challenges:

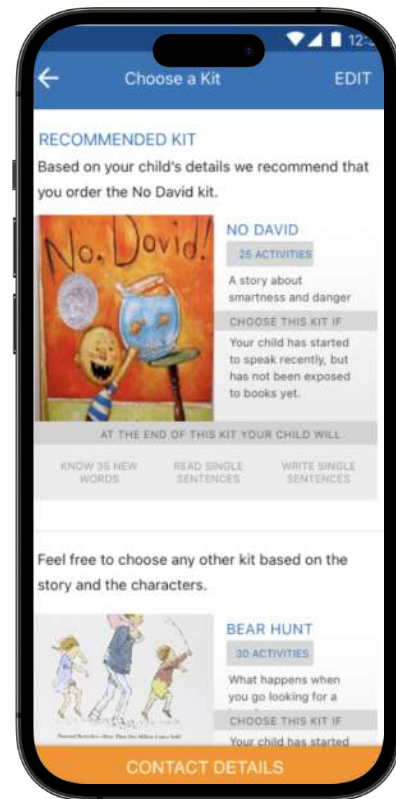
1

Creating an immersive and captivating English language learning experience for students through the enchantment of storytelling, utilizing physical kits and interactive digital content.

2

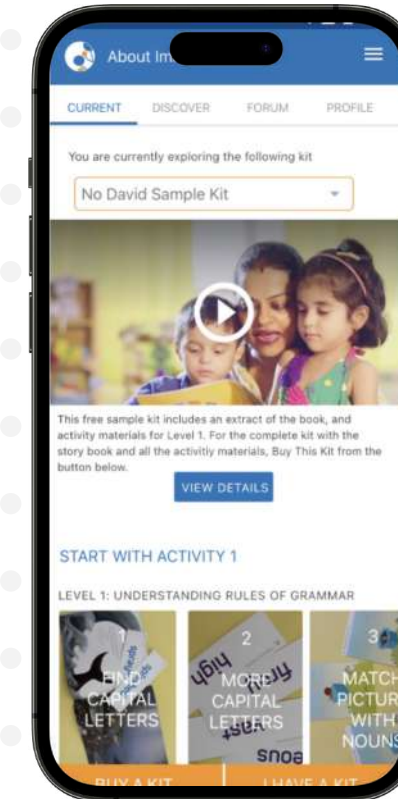
Developing a comprehensive app that seamlessly combines the benefits of both digital and physical learning, providing a unique blended learning experience for students.

# Unlocking Language Learning Through Immersive **Storytelling** and **Interactive Content**



## **Immersive story-based learning content for English**

We designed and developed story kits available for purchase on the app, offering parents an immersive and engaging learning experience for their kids. These kits were carefully curated with interactive content to make English language learning fun and enjoyable.



## **Comprehensive app for activity instructions & progress tracking**

- The app empowered parents with easy access to activity instructions and real-time progress tracking for their child. Parents could stay actively involved in their child's language learning journey, ensuring they are informed and engaged every step of the way.

# We created an engaging and personalized **learning experience**

1

## App Development

We created an app that not only provided activity instructions and troubleshooting tips but also personalized the program for each child through an integrated tracking system.

2

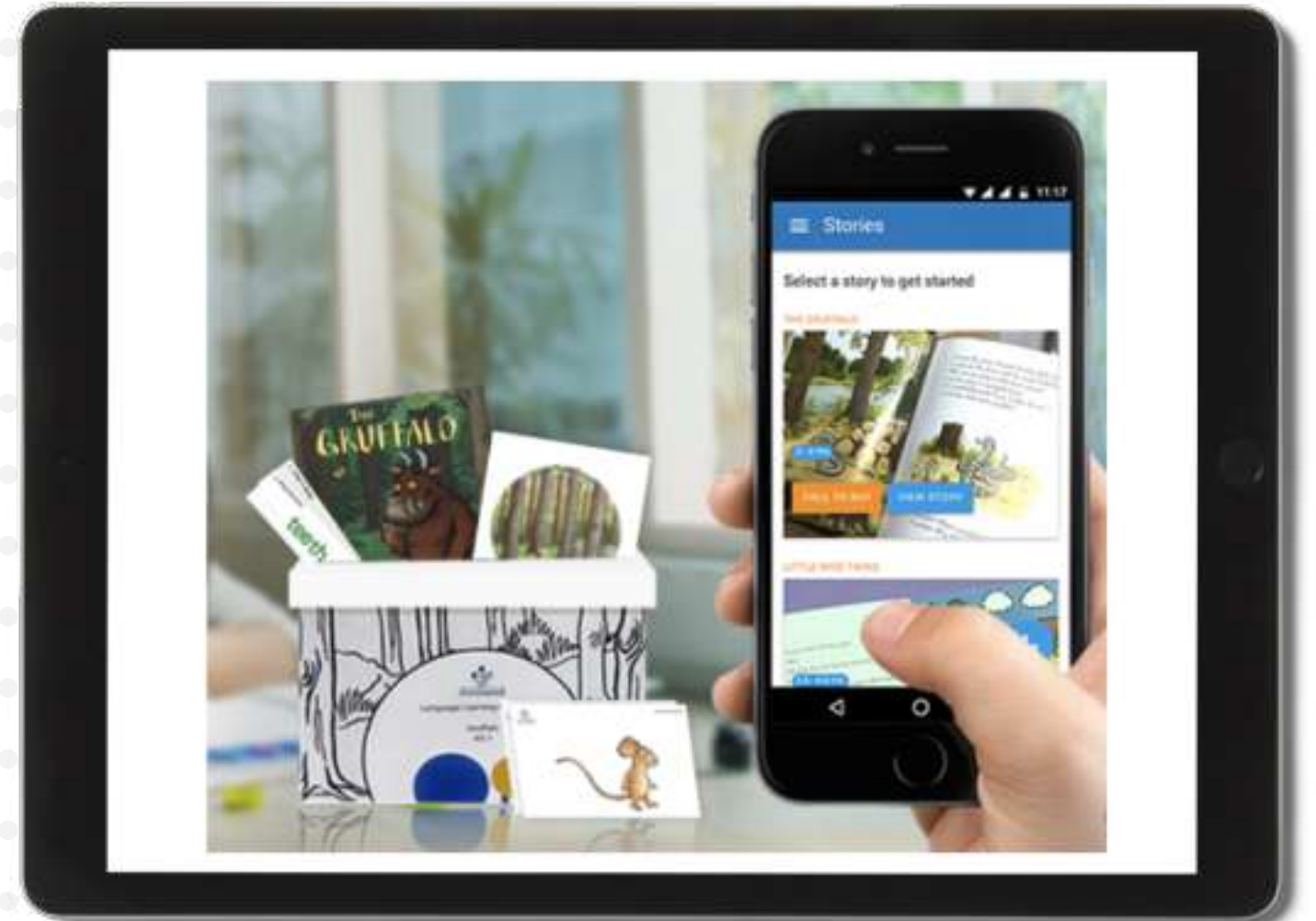
## English Content Development

Our team of educationists curated and developed the English language program content.

3

## Physical Learning Kit Design

In addition to content development, we designed packaging and assembled learning kits to complement app-based learning for parents.



# Merging Storytelling and Language Acquisition was at the heart of designing the app

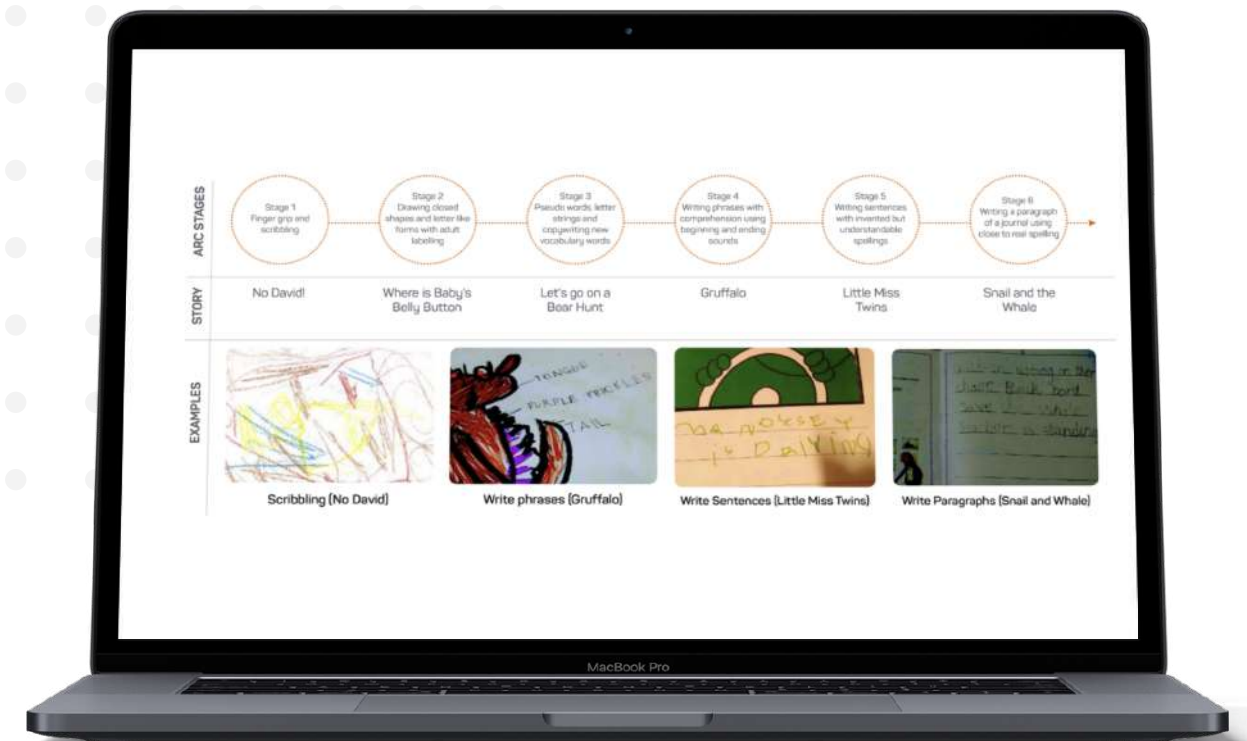


1

**The Magic of Story-Based Learning:** We embraced storytelling to create an engaging, educational experience beyond rote learning. Using renowned story books, we transformed the conventional process into an adventure, exposing children to quality literature while facilitating skill development through related activities.

2

**The Mastery System:** Our flexible level-based approach ensures each child's unique pace is honored. Children progress organically through the learning arc, experiencing a sense of accomplishment at their own speed. This fosters a love for learning and boosts self-confidence.





### UNNATURAL

Tracing alphabets repeatedly in an artificial sequence



### MEANINGLESS

Writing random three letter words without context or meaning



### STANDARDIZED

Activities are designed around 'age' and not what the child already knows

### NATURAL

Writing begins from drawing and scribbling



### MEANINGFUL

Each word that is introduced is contextual and related to the story



### PERSONALISED

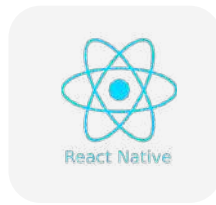
Activities are designed on the basis of the child's level and not age

# 3

**Personalized, Child-Led Learning:** Our content adapts to each child's learning pace and style, avoiding the limitations of a standardized curriculum. Activities are designed based on the child's level, resulting in a truly personalized, captivating, and exciting learning journey, sparking curiosity and discovery.

# Building a Seamless English Language Learning App

The technology stack used for the Immerz app was chosen to support the critical need for real-time updates, data security, and scalability. We utilized React Native for cross-platform frontend development, Node.js for real-time backend operations, MongoDB for a flexible database, AWS for secure cloud services, and RESTful APIs for seamless communication between the frontend and backend.



## React Native

To build optimal user interface



## Rest API

For bridging the front-end & back-end



## NodeJs

To build a real-time backend



## AWS

For secure & reliable hosting



## MongoDB

To build a flexible database

“

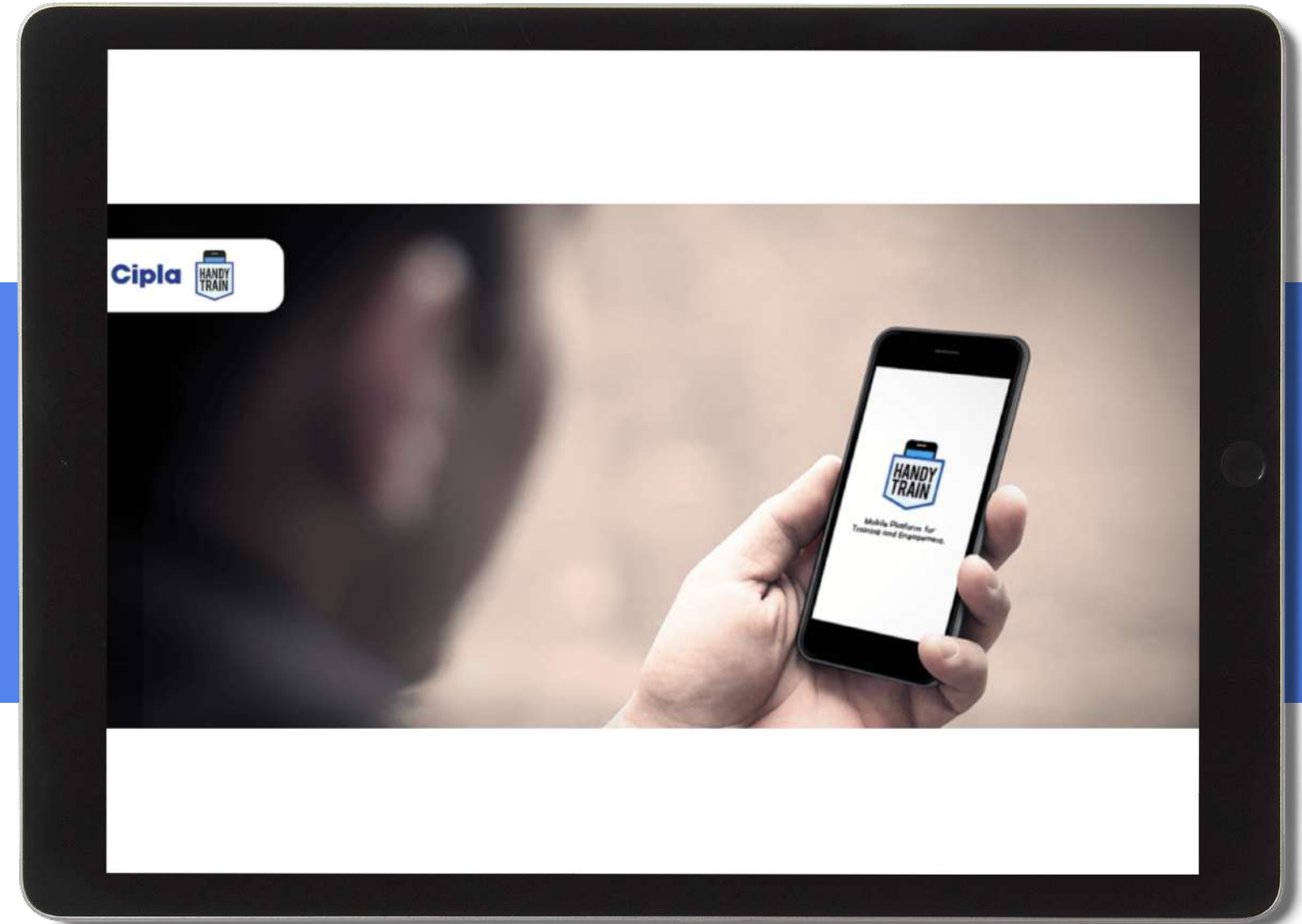
"Firuta brought our vision to life with the Immerz English Language Learning App. They created an immersive and interactive experience, increasing user engagement by 40%. The user-friendly interface enabled active parent participation, resulting in a 60% increase in engagement. With a 95% user satisfaction rate, our app has transformed language learning for hundreds of students & parents. We are grateful for our partnership in revolutionizing education."

- Manjari Sheer, Product Owner, Immerz.

”

# Cipla

## Cipla LMS



**23000**

employees trained

**15**

hours of content

**40000**

hours of total  
engagement time on the  
app

# About Cipla

Cipla is a leading global pharmaceutical company committed to ensuring access to high-quality, affordable medicine. With a focus on 'Caring for Life,' Cipla advances healthcare for all through its DNA Process, fostering a performance-driven culture.

## Our Project Challenges:

1

Designing an LMS that could support content in multiple formats such as videos, quizzes, text based, etc.

2

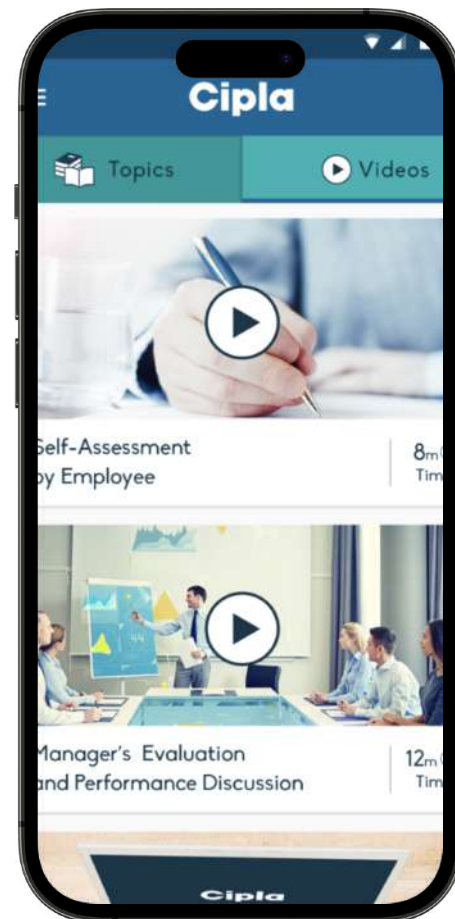
Creating an intuitive and user-friendly interface for easy navigation.

3

Implementing robust security measures to protect sensitive data and ensure user privacy.



# We revitalized corporate training at Cipla



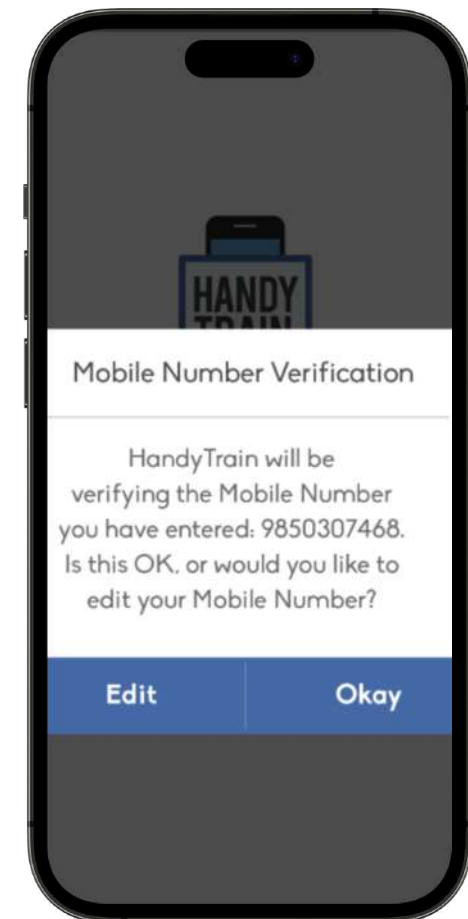
## A custom app tailored to Cipla's requirements

The app supports both text & video based content. It also supports engaging multimedia quizzes.



## Easy to navigate interface

We built three horizontal tabs for content categories that were easy to navigate: 1) Cipla's DNA, 2) Manager's guide to effective performance reviews & 3) DNA system walkthrough



## OTP Based Login System

Users were required to verify their mobile numbers & enter an OTP to login, ensuring that only verified users could login.

# The app was scoped to enhance the **training effectiveness**

1

## User Experience Design:

Our team designed a user-friendly interface, ensuring easy navigation across various content categories and interactive quizzes. This reinforced our commitment to delivering solutions with excellent user experience.

2

## Content Development:

In collaboration with Cipla, we transformed the DNA Process into engaging video content and quizzes, showcasing our ability to simplify complex ideas effectively.

3

## App Development:

We built a secure, reliable, and scalable app that delivered video content and hosted interactive quizzes, demonstrating our expertise in high-quality software solutions.

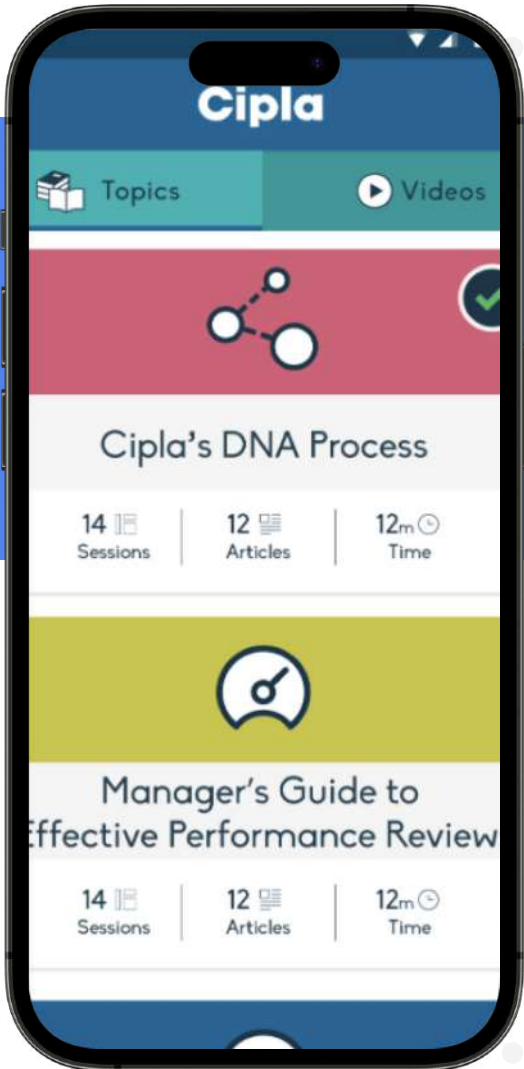
4

## Feedback Mechanism:

We incorporated a feedback mechanism into the app, enabling continuous improvement and reflecting our commitment to user-centric solutions.



# We created a robust & interactive learning management system

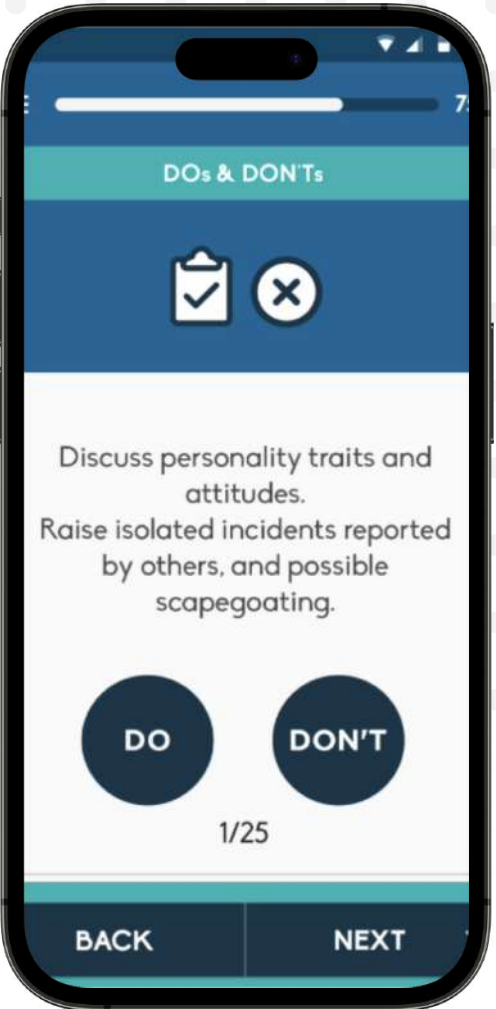


1

**Content Organization:** We divided the content into three primary categories, making it easy for learners to navigate and access the content they needed.

2

**Interactive Quizzes:** Our app featured engaging question formats like binary choice, multiple-choice, and timed questions. The quiz summary page allowed employees to review their scores and revisit questions, fostering better understanding and retention while incorporating effective gamification elements.



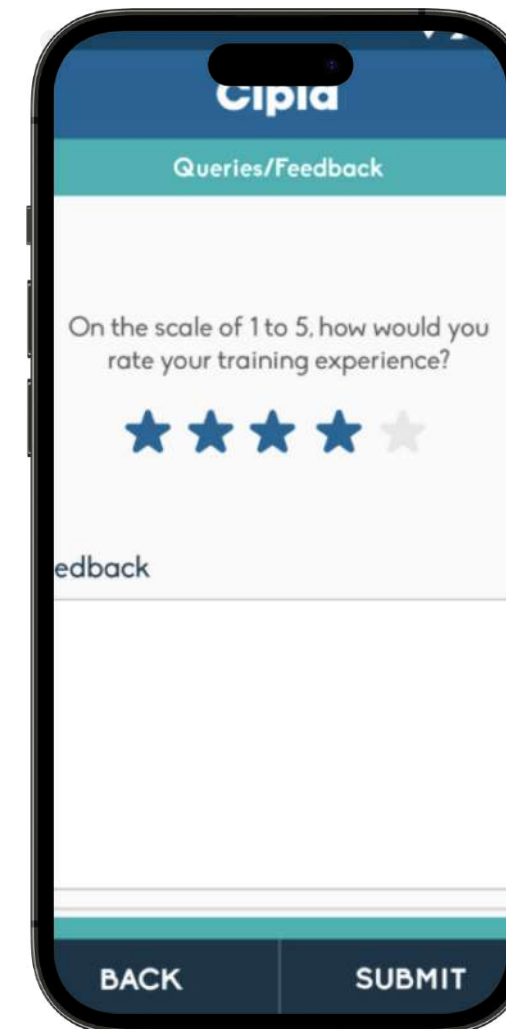


3

**Video-Based Learning:** The Inclusion Of Video-Based Content Was Pivotal In Creating A More Engaging And Visual Method Of Teaching The DNA Process, Reinforcing Our Expertise In Multimedia Learning.

4

**Feedback Mechanism:** To ensure the learning platform was continually improving based on user experience, we incorporated an efficient feedback mechanism.



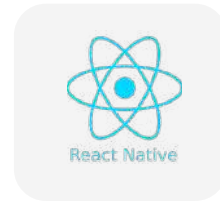


# Enabling Efficient and Secure Training Solutions at Cipla



## Rest API

For bridging the front-end & back-end



## React Native

To build a cross platform application



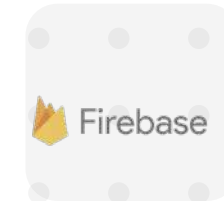
## NodeJs

To build a highly responsive back-end



## AWS

For secure & reliable hosting



## Firebase

For authentication



## MongoDB

To build a robust database

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The training and engagement app developed for Cipla by Firuta revolutionized the way Cipla's employees engaged with and understood the company's DNA Process. By turning complex concepts into an engaging and interactive learning experience, this solution truly aligned individual and organizational goals, exemplifying Firuta's capability to transform educational processes.

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