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# The Jaya Alliance

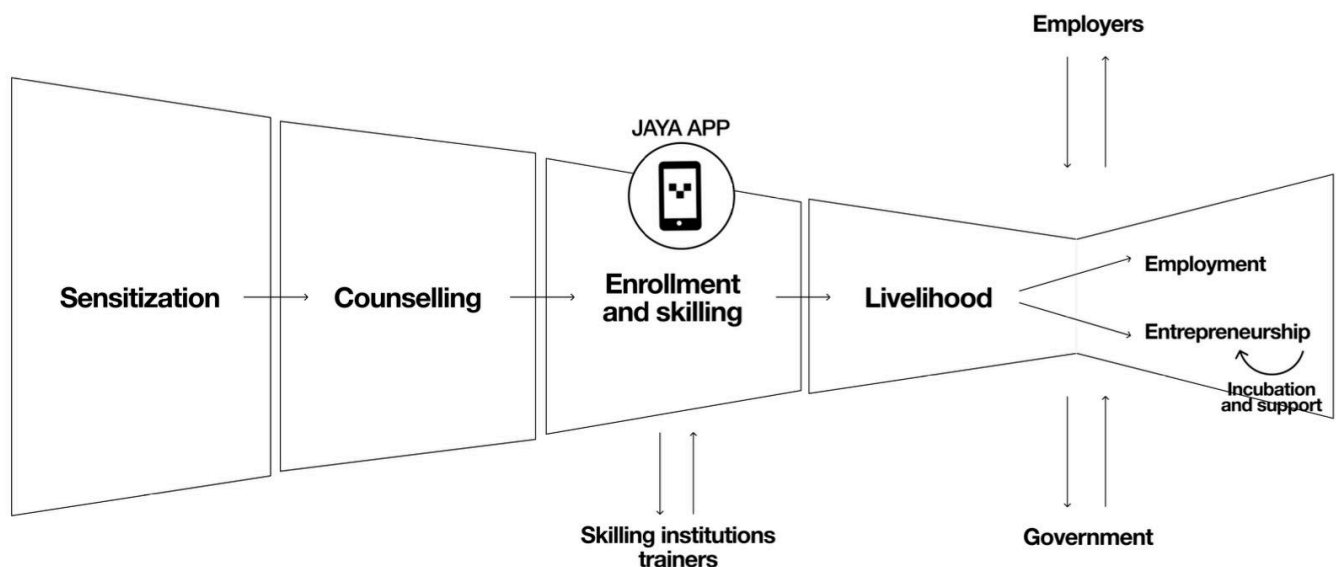
Design Research | Systems Design | Social Impact Design | Behavior-Driven Learning

## Context

The Jaya Project is an LMS platform developed by Dharma Life to upskill rural Indian women through vocational courses — tailoring being the most popular. While completion rates were high, the transition from learning to earning was low. This project reimaged the system to support long-term goals like employment and entrepreneurship.

The above diagram shows the Jaya Approach, meant for the learners to ideally take.

## Problem



Rural women completed courses. But didn't find jobs. The system stopped where it should've started.

This system map (shown above) was used to understand the macro journey from sensitization to livelihood. It helped identify where the Jaya LMS sat in the ecosystem, and what broke down after the skilling stage. Government bodies, trainers, and employers influenced outcomes, but the app lacked features to support transition phases like mentorship or entrepreneurship.

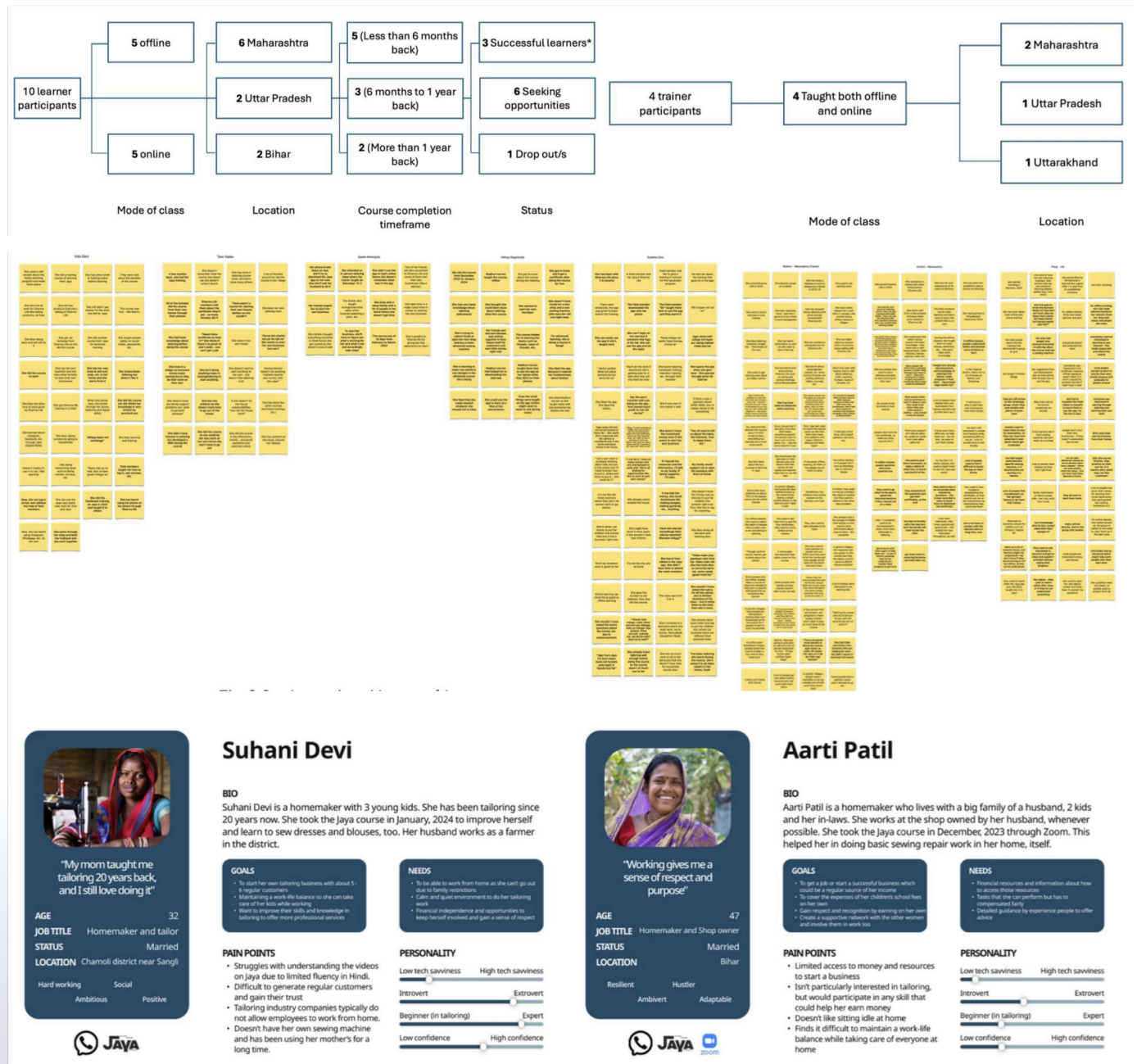
## Insight

We uncovered multiple key insights through user research:

- Many learners dropped off after certification due to no clear next steps
- Peer networks existed but were hidden — mostly on WhatsApp, not in the LMS
- Trainers wanted to follow up but lacked tools and structure
- Learners had difficulty seeing their growth and future direction
- Many were interested in entrepreneurship, but had no incubation support
- Community bonding and role models were rare, but powerful when present

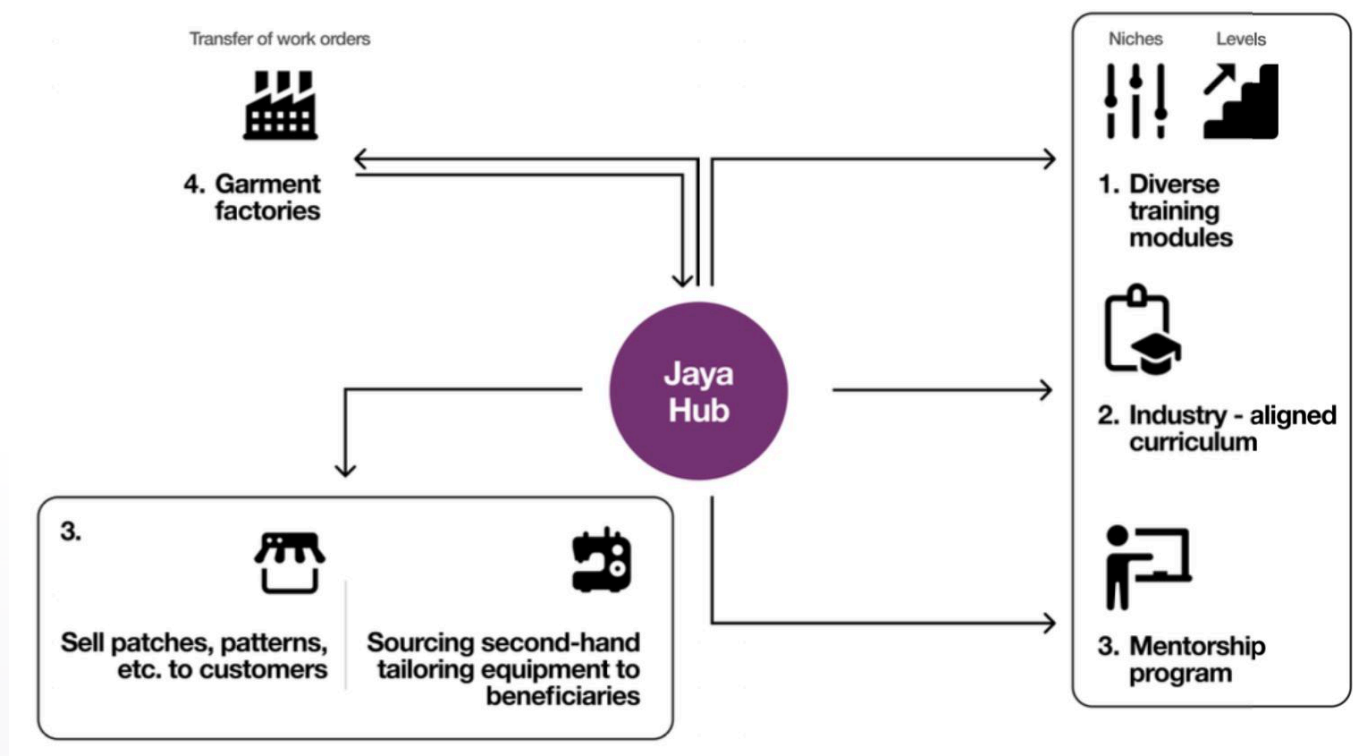


## Process



Partnering with Dharma Life, I spent 8 weeks embedded in their team. I conducted 20+ open-ended interviews across learners, trainers, and DLEs (village outreach heads). Using affinity mapping, I surfaced patterns around drop-offs, underused features, and motivation gaps. I created learner personas and mapped the experience across tech usage, learning goals, and post-course actions. Then I redesigned the experience around long-term value — not just course completion. I proposed new LMS modules that could be integrated with minimal disruption, all mapped to real needs.

## Solution



A learning system with continuity:

- Tiered Learning – for every level
- Mentorship Loop – support after the course
- Progress Dashboard – visual tracking
- Community Threads – peer support and conversation

## Impact

- Extended engagement after course end
- Increased peer-to-peer learning
- Stronger identity and ownership over career paths

## Key Learning

This project taught me how to design for continuity — not just interaction. The work wasn't about screens; it was about structuring emotional momentum through system scaffolding.