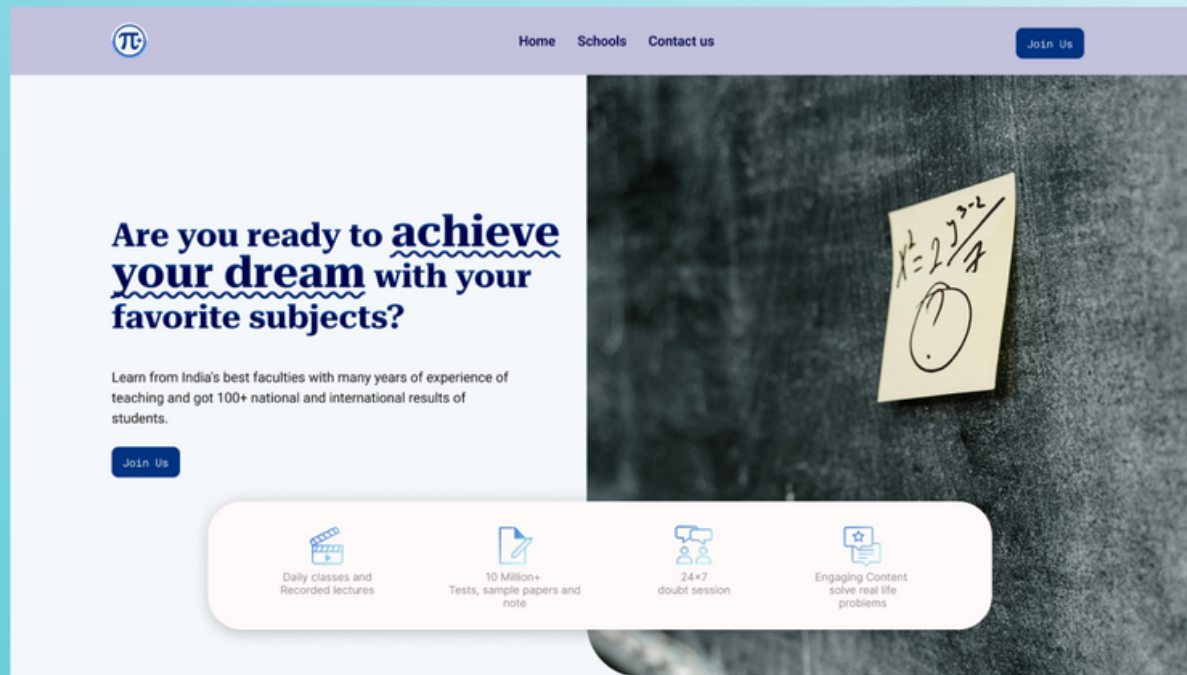


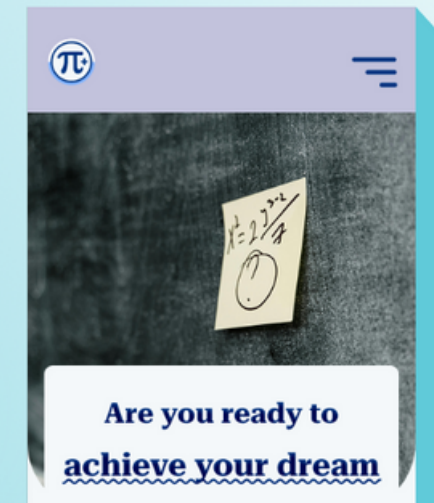
Redesigning the Digital Learning Experience: Building a Credible and Conversion-Driven Platform

Role: End-to-end UX/UI Designer

Timeline: December 2023 - February 2024



Mr. math Website Redesign



Executive Summary: Redesigning the Mr. math Website: Building a Credible and Conversion-Driven Educational Platform

This project summarizes and highlights the strategic outcomes of the User Experience and User Interface (UX/UI) redesign for the "Mr. math" educational platform. The redesign successfully transformed the platform from a "cluttered" and distracting digital system into a "clean, credible, and user-centric" learning environment.

The Core Challenge

The legacy platform faced three main challenges that hindered user acquisition and negatively impacted brand perception:

1. **The Trust Barrier (Low Credibility and Visual Clutter):** The old design suffered from excessive visual noise, heavy use of dark backgrounds, and a lack of consistent branding, making it look like a cheap advertisement rather than a premium educational institution. This created a strong **trust barrier**, leading to **low Conversion Rates** and high skepticism among the core audience: the **Decision-Making Parent**.
2. **The Clarity Barrier (Poor Usability and Information Overload):** The content structure was chaotic and disorganized, mixing information aimed at the parent (like student achievements) with technical content for the student. This resulted in poor readability and a **High Bounce Rate**.

The Solution and Strategy

The core objective was to "**Convert Trust into Action.**" The redesign strategy was based on web analytics data, focusing on both target audiences: the parent seeking credibility, and the student seeking specific content:

- **Enhancing Credibility:** Replaced visual clutter with a professional, clean aesthetic. Trust elements (testimonials and achievements) were prominently featured on the homepage.
- **Improving Usability:** Adopted ample white space, clean typography, a clear Information Architecture, and a Tab System for courses to enable quick content access.
- **Driving Conversion:** Designed clear and compelling Calls to Action (CTAs) such as "Download Admission Form" and "Inquire Now."

Key Results and Impact

Metric	Result	Impact
Session Duration	35% Increase	Higher engagement and increased confidence in the displayed information by the Decision-Making Parent.
Bounce Rate	20% Decrease	Users quickly found relevant information and continued browsing instead of leaving.
Goal Conversion Rate	15% Increase in clicks on main CTAs.	Improved conversion performance towards enrollment and inquiry.
Content Access	50% Increase in downloads of syllabus/exam pattern PDFs.	Confirmed the new structure's effectiveness in meeting the needs of the Specific Content Seeker (Student).

Conclusion

The comprehensive redesign proved that transforming the user experience can be a primary growth driver. By prioritizing clarity, professionalism, and focusing on user needs, the core barriers of trust and usability were effectively addressed, leading to measurable improvements across all Key Performance Indicators.

1. Project Overview

Introduction

This report presents a comprehensive case study of the User Experience and User Interface (UX/UI) redesign process for the "Mr. math" educational website. The primary goal of the project was to address two critical challenges in the legacy platform: low credibility and poor usability, which had resulted in low conversion rates. The redesign successfully transformed the platform into a digital environment characterized by clarity, professionalism, and user-centricity, boosting parental trust and leading to a significant improvement in key performance metrics and a 15% increase in conversion rates.

Key Users and Purpose

The strategic purpose of the website redesign was to achieve the following:

1. **Establish Credibility and Trust:** Eliminate the "cheap advertisement" look of the old platform and replace it with a clean, professional design that reflects the high quality of the educational institution.
2. **Convert Trust into Action:** Successfully increase Conversion Rates, turning parental visits into actual inquiries and admission form downloads.
3. **Enhance Usability:** Logically organize the content and clearly separate information targeted at the parent from that aimed at the student, thereby reducing clutter and lowering the Bounce Rate.

Key Users

The UX analysis identified two primary audiences for the platform, each with distinct needs and objectives that the new design had to address:

1. The Decision-Making Parent:

- **Goal:** To seek credibility, verify the institution's quality, review student achievements, and understand the admission process.
- **Core Design Need:** Trust, professionalism, and clarity in administrative and financial information.

2. The Specific Content Seeker (The Student):

- **Goal:** To access specific learning materials, syllabi, and exam patterns quickly and directly.
- **Core Design Need:** Usability, an organized Information Architecture, and ease of downloading essential files.

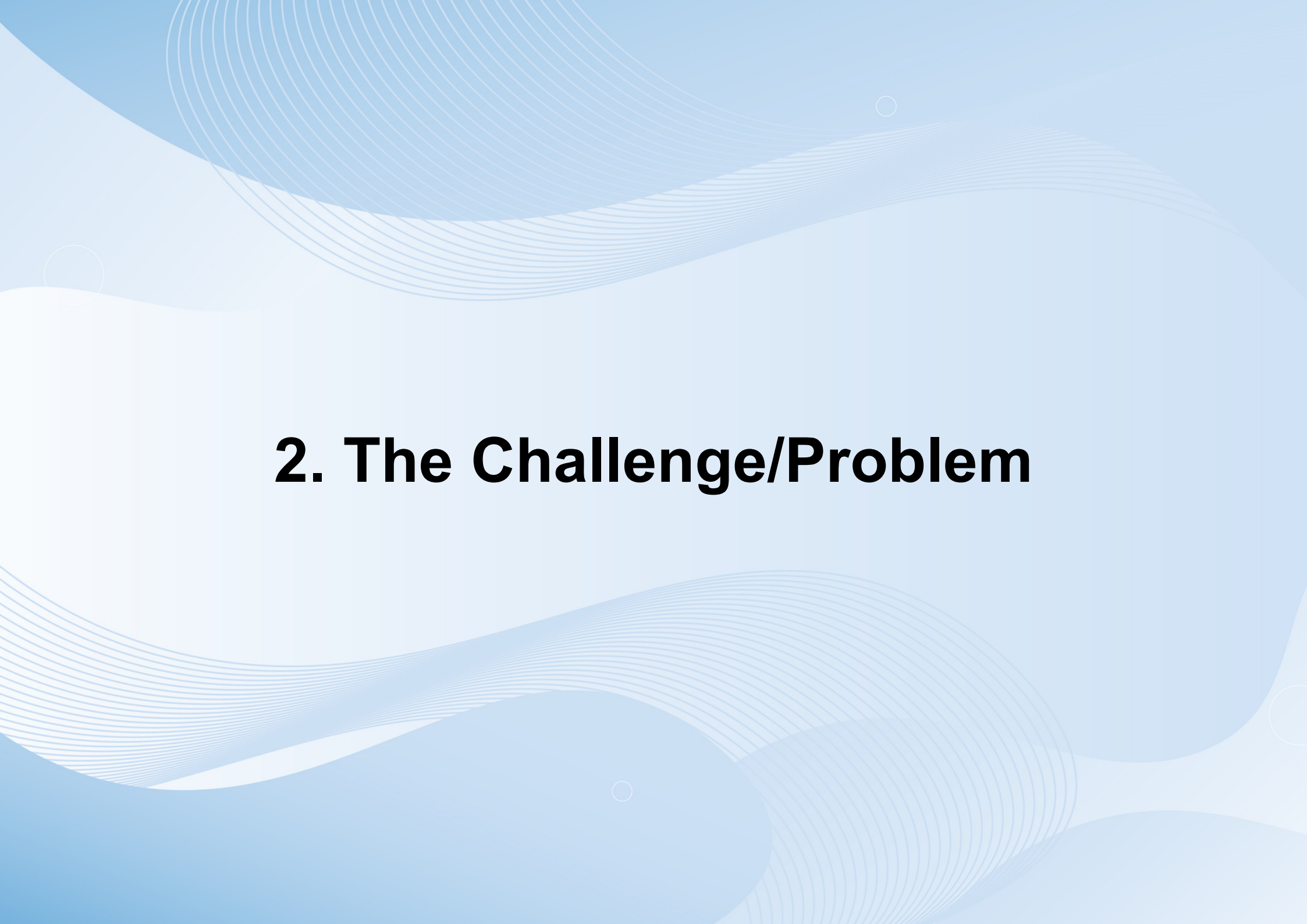
My Role

My primary role throughout this project was the Lead UX/UI Designer.

Key Responsibilities

As the Lead Designer, my responsibilities spanned the entire redesign lifecycle, ensuring that the strategic vision was executed with precision and technical expertise:

- 1. UX Strategy and Analysis:** I spearheaded the initial analysis, defining the core challenges (The Trust Barrier and The Clarity Barrier) and outlining the strategic approach needed to enhance credibility and usability.
- 2. Design and Information Architecture:** I was responsible for designing the new, clean, and user-centric interface, including the restructured Information Architecture, typography, and color themes (as detailed in the style guide).
- 3. Creative and Content Integration:** I leveraged my expertise as an Adobe Certified Content Creator alongside my UX/UI knowledge. This integration was crucial to ensure that the visual execution was not only aesthetically pleasing but served as a functional tool that built credibility and directly supported the goal of driving a 15% increase in conversion.



2. The Challenge/Problem

The legacy platform (the "Before" designs) faced significant challenges that negatively impacted user acquisition and brand perception:

1. Low Credibility and Visual Clutter (The Trust Barrier)

Challenge: The old design suffered from visual clutter, poor image quality, and a lack of consistent branding. The excessive use of dark backgrounds and jarring elements made the platform look like a cheap advertisement rather than a premium educational institution.

Impact: This design deficit created a strong trust barrier, leading to low Conversion Rates and a high skepticism among our core target audience: The Decision-Making Parent.

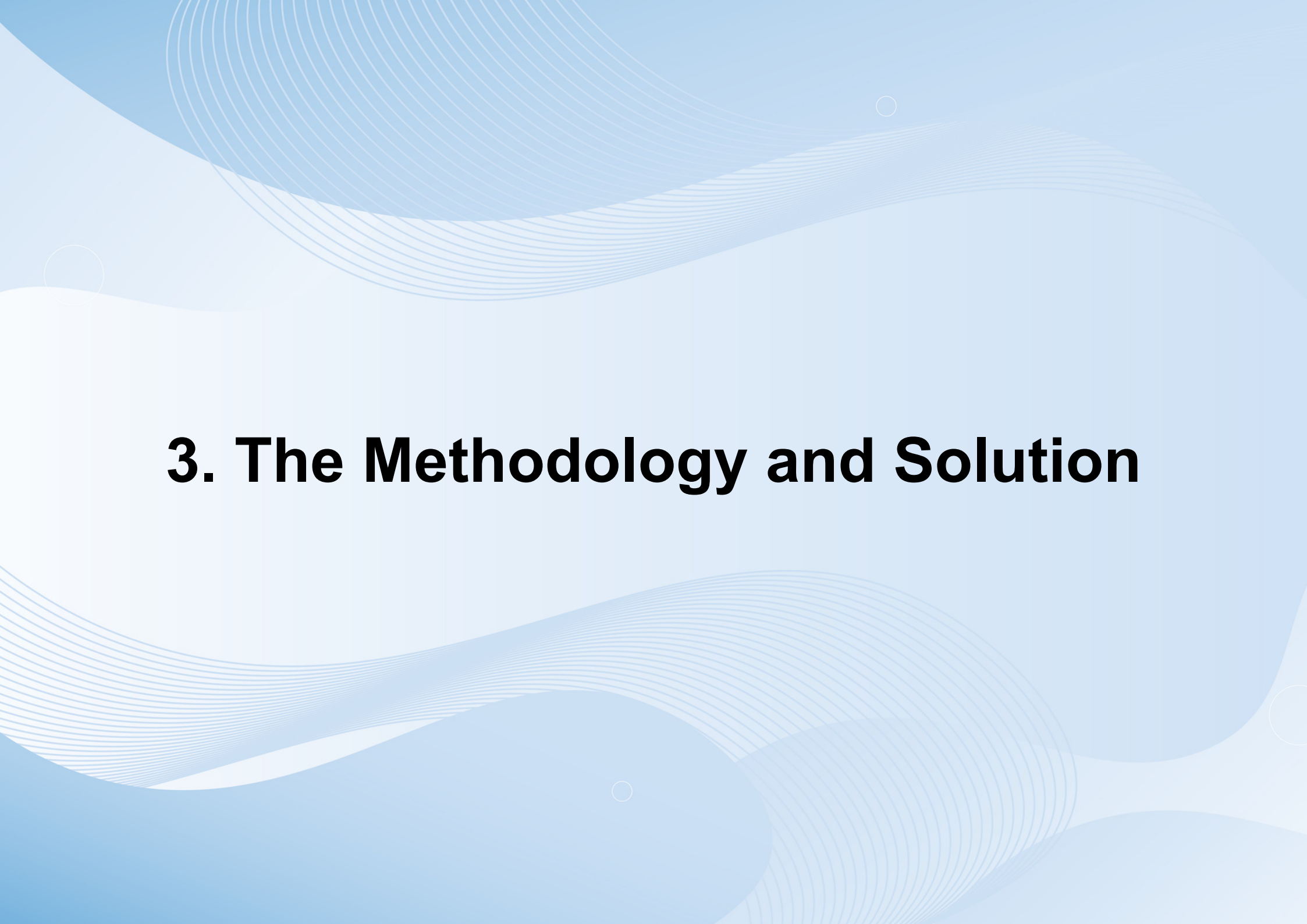
2. Poor Usability and Information Overload (The Clarity Barrier)

Challenge: The content structure was disorganized. Key information for the parent, such as Student Achievements and Admission Processes, was mixed with technical content for the student, resulting in a confusing and frustrating user journey. Crucially, the Readability was poor due to weak color contrast.

Impact: Users struggled to quickly find information, leading to a high Bounce Rate and frustrating the Specific Content Seeker (the student).

3. Failure to provide meaningful visual communication (Ineffective Visual Communication)

Challenge: Lack of a coherent visual language. The content relied on loud advertising language rather than calm guidance and building relationships with the student, which contradicts the nature of education, which requires calm and focus.



3. The Methodology and Solution

The redesign methodology was focused on translating data-driven insights into a professional and user-centric experience, successfully addressing **The Trust Barrier** and **The Clarity Barrier**.

Design Methodology (The Approach)

The process was founded on strategic principles derived from an analysis of the legacy platform's shortcomings:

1. **Data-Informed Strategy:** Decisions were guided by an initial review of web analytics, identifying low conversion points and high bounce rates linked to confusing content structure and lack of credibility.
2. **User-Centric Prioritization:** The structure was reorganized to prioritize the needs of the Decision-Making Parent (by highlighting trust elements) and the Specific Content Seeker (by simplifying content access).
3. **Aesthetic Transformation:** The goal was to move from a visually cluttered and jarring aesthetic to one that is clean, credible, and professional.

Key Design Solutions

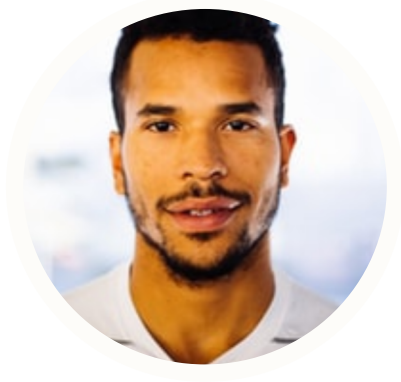
Specific UX/UI strategies were implemented to achieve the goal of "Converting Trust into Action":

Challenge Addressed	Specific Design Solution Implemented	Impact
The Trust Barrier (Low Credibility)	Simplified Visual Aesthetic: Adopted a Style Guide with ample white space, clean typography (e.g., Roboto Serif and Roboto), and a cohesive color theme.	Instantly elevated the brand perception from "cheap advertisement" to a premium, trustworthy educational institution.
The Trust Barrier (Skepticism)	Prominent Trust Elements: Strategic placement of high-quality images, clear testimonials, and success stories (e.g., RIMC, RMS) on key landing pages.	Built immediate confidence among the Decision-Making Parent.
The Clarity Barrier (Disorganized Content)	Structured Information Architecture: Implemented a clear content hierarchy, separating high-level parental information from detailed student content.	Ensured users could quickly find relevant information, contributing to the 20% decrease in Bounce Rate.

Challenge Addressed	Specific Design Solution Implemented	Impact
The Clarity Barrier (Content Overload)	Categorized Content and Download Links: Implemented a Tab System to categorize content by schools (e.g., RIMC, RMS). Detailed information (syllabus, exam grading) was condensed and offered via dedicated download buttons to maintain a clean layout.	Improved usability and direct access for the Student while maintaining a clean, clutter-free design, resulting in a 50% increase in PDF downloads.
Low Conversion	Clear and Actionable CTAs: Designed prominent and consistent Calls to Action (e.g., "Download Syllabus," "Join Us") throughout the site using a distinct button typography (Roboto Mono).	Directly supported the goal of driving engagement and achieving the 15% increase in conversion clicks.

The visual execution was governed by a newly established Style Guide, ensuring brand consistency through defined colors, typography, and card/button styles across all pages.

User Persona: Ahmed



"I pay for results and reliability. If your site doesn't look professional, I won't risk my child's future on it."

Frustrations:

- He is highly skeptical of websites that look old, cluttered, or overly "salesy."

Goals:

- Secure his child's success in high-stakes entrance exams

- **Name:** Ahmed
- **Age:** 45
- **Profession:** Corporate Accounts Manager.
- **Status:** Married and father of 3 children's

Tech-aware, but time-poor. He primarily uses his work laptop (during breaks) to conduct serious financial research (investments, banks) and his smartphone (in the evening) for quick checks. He expects interfaces to be professional and highly responsive (mobile-first approach). He is not patient with slow loading or non-standard navigation

Empathy map

SEES

A cluttered interface, loud typography, low-resolution imagery, and overwhelming ads.

Solution: Implemented ample Whitespace and a professional UI/UX (clean design) to communicate seriousness and high standards.

Thinks

"Is this a waste of time and money?
I need immediate proof of their success.
This platform looks too loud to be credible."

Solution: Strategically placed the "Successes & Testimonials" section (Trust elements) Above the Fold to provide proof and alleviate initial anxiety instantly.

Does

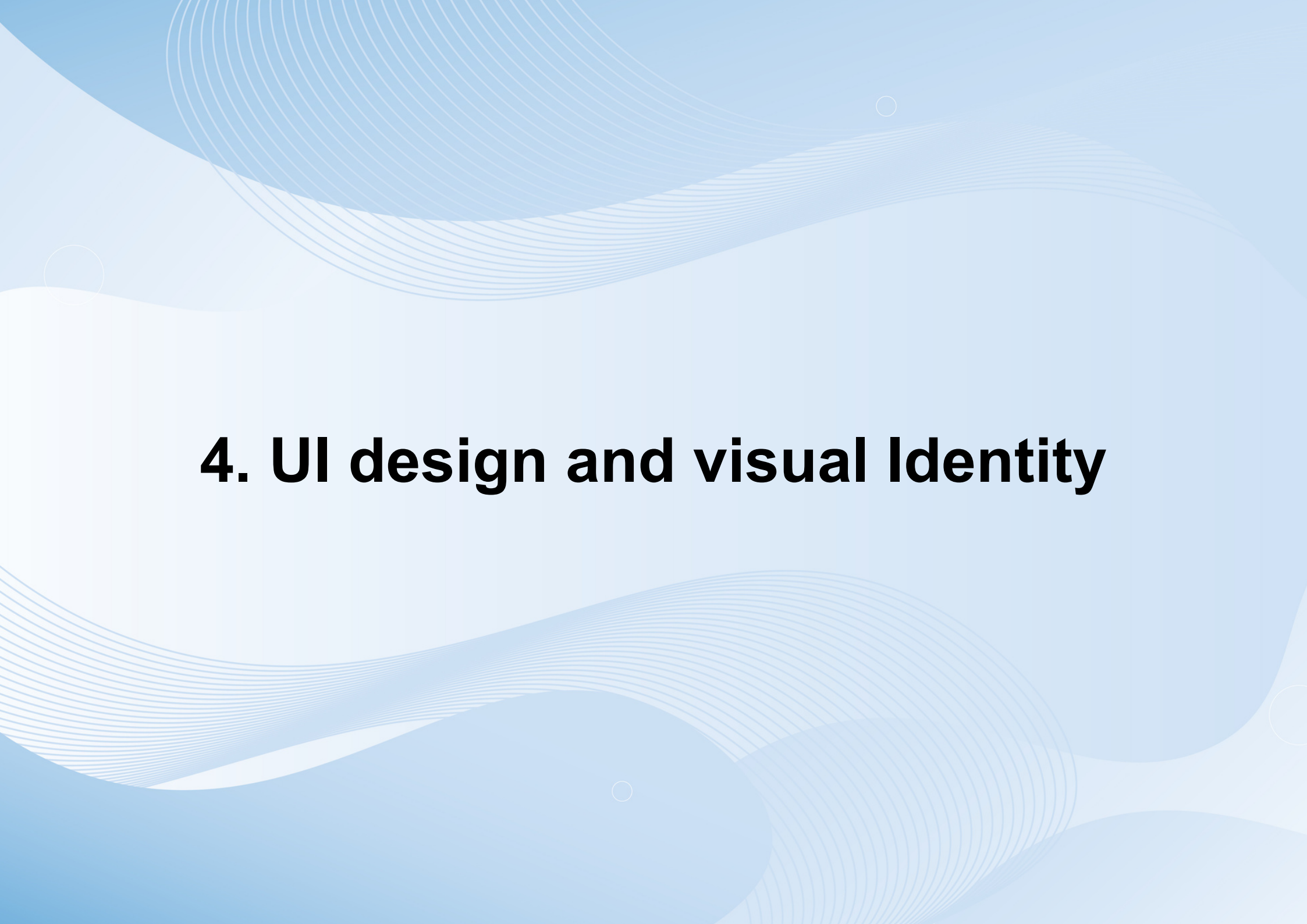
Lands on the page, quickly scrolls searching for results, and exits within 10 seconds if he cannot find immediate validation or a clear path.

Solution: Established a Clear Information Architecture that logically leads from Value Proposition to Proof to Action (CTA), guiding him without distraction.

Feels

Anxious, skeptical, and frustrated. Anxious about his child's future, and frustrated by the lack of clarity and professionalism.

Solution: Used a calm, consistent color palette and high-quality content assets to foster a sense of security and reliability.



4. UI design and visual Identity

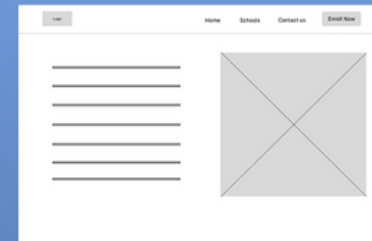
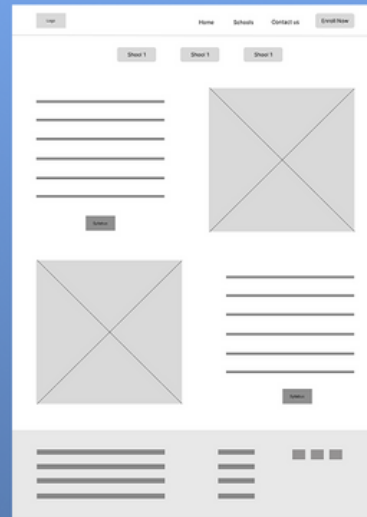
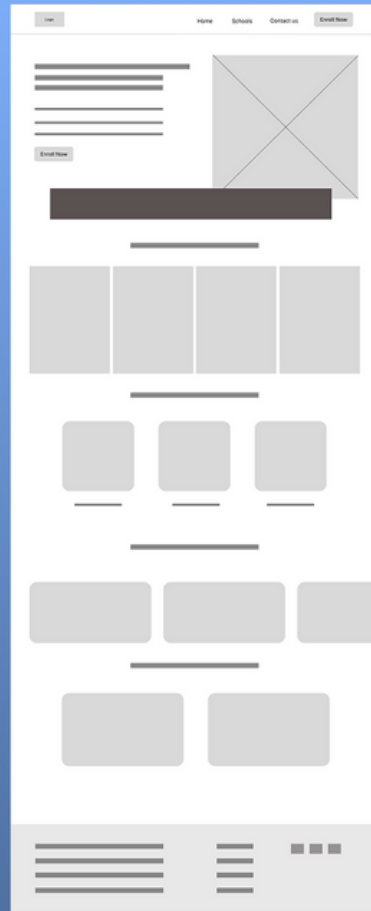
Following the insights gathered from Web Analytics and the identified user needs, the design process was structured to methodically translate strategic goals into an effective UI.

Information Architecture (IA) & Wireframing

The first step was to restructure the confusing and cluttered content identified in the legacy design.

- **Goal:** To establish a clear, logical hierarchy that prioritizes information based on user value (Trust for parents, Clarity for students).
- **Action:** I began with Low-Fidelity Wireframes (sketches/basic digital frames) focusing entirely on structure and placement, ignoring colors and graphics.
- **Parent Focus:** The wireframe placed the Trust elements (Achievements, Testimonials) high up, immediately after the main headline, to address the high bounce rate.
- **Student Focus:** The structure prioritized the Tab System for the school and the clear placement of the Download CTA to ensure quick content access.
- **Outcome:** The wireframes finalized the new layout where every section served a specific purpose in the user journey.

Wireframing



Prototyping and Iteration

Once the structure was done, I moved into mid-fidelity and high-fidelity mockups.

Goal: To test the usability of the new structure and apply the defined Visual Language.

Action: I developed an Interactive Prototype (using Figma) based on the wireframes. This stage focused on:

- **Applying the Visual System:** Implementing the new, clean color palette (purple/white) and professional typography defined by the Content Creation phase.
- **Testing Flows:** Testing crucial user flows, such as navigating the Tab System for the schools and following the steps toward the registration inquiry form.

Outcome: The prototype refined the final interactions and ensured that the aesthetic choices (UI) were aligned with the functional goals (UX), successfully eliminating the visual clutter and readability issues.

Style Guide Creation

The Style Guide serves as the blueprint for the new interface, ensuring every component communicates professionalism, clarity, and reliability—key factors for the Decision-Making Parent.

The Colors: A Foundation of Trust

The palette was chosen to move away from loud advertising colors toward a more academic and secure feel.

- **Deep Blue (Primary):** Used for navigation, footer, and main CTAs. It communicates trust, stability, and professionalism (essential for parental confidence).
- **Light/Soft Purple (Accent):** Used for subtle backgrounds and dedicated sections. This color provides a gentle contrast against white, reducing visual strain and enhancing focus.
- **Ample Whitespace:** The strategic use of white and light backgrounds ensures readability and provides visual breathing room, directly solving the legacy problem of visual clutter.

Typography: Readability and Hierarchy

I established a clear typographic hierarchy to guide the user's eye and improve content scanability.

- **Font Family (Roboto Serifs/Regular):** Chosen for its clean, modern look and high legibility, especially for long academic texts.
- **Hierarchy:** Defined sizes (e.g., 48px for Header, 20px for Body text) create a clear distinction between titles and content.

This ensures the user can immediately identify the most important information, addressing the Information Overload issue.

Interactive Elements: Functionality and Clarity

These components ensure that interactions are intuitive and visually integrated with the new brand.

- **Buttons (CTAs):** Designed with high contrast and clear icons (e.g., the Download Syllabus button) to make the primary actions instantly visible and functional.
- **Navigation Tabs/Chips:** Small, clean chips (e.g., RMC, RMS, Sainik) were designed to enable quick, efficient navigation between different academic programs without requiring endless scrolling, addressing the complex navigation problem for the student.

- **Icons:** Simple, unified icons were chosen for navigation (menu, phone, email) and academic functions to ensure consistency and reduce cognitive load.

Content Cards and Modules

The design of the card elements focuses on presenting essential information cleanly.

- **Testimonial Cards:** Designed to be clean, with professional student photos and focused text blocks. This ensures that the social proof is presented credibly and not mixed with low-quality imagery.
- **Module Design:** Consistent use of rounded corners and defined visual breaks (as seen in the Admission Process module) helps segment content logically, enhancing the overall Information Architecture.

The style guide

Logo



Color theme



Typography

Header: Roboto Serif / Bold / 48 px

Supheader: Roboto / Regular / 36 px

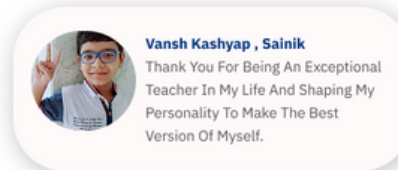
Body: Roboto / Regular / 20 px

Button : Roboto mono / Regular / 16 px

Icons



Card



Button

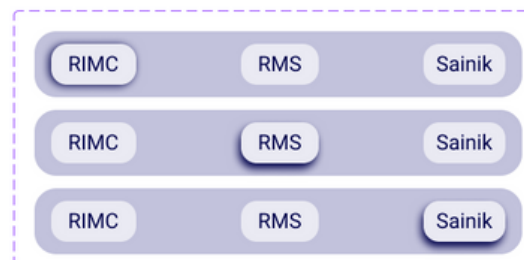
Download Syllabus 

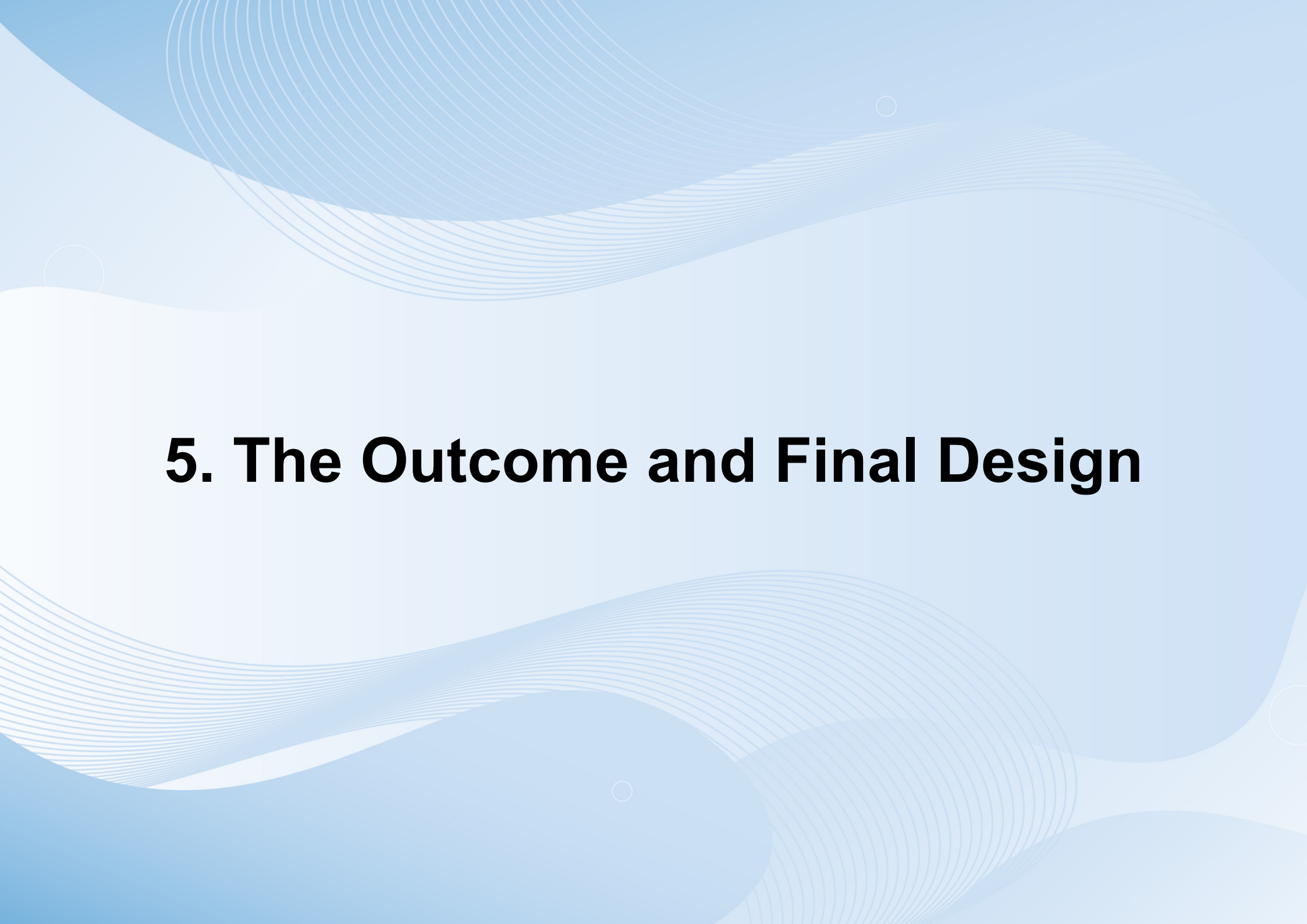
Download Exam Pattern 

Join Us

Join Us

Chips





5. The Outcome and Final Design

The final stage involved polishing the visuals and ensuring content alignment.

Goal: To produce the final, pixel-perfect design that utilized the high-quality assets created using Adobe Express/Canva.

Action: All final designs were created, ensuring:

- **Contrast and Accessibility:** Strict adherence to high-contrast guidelines for text and backgrounds to improve readability (a major failure in the old design).
- **Content Insertion:** Integrating the professional Achiever Cards, custom Icons for the Tab System, and optimized imagery.

Outcome: A final, clean, and credible design system was ready for handover to the development team, perfectly matching the required UX/UI goals and brand standards.

Issues in the Before Design

The legacy designs consistently suffered from core issues that negatively impacted trust, credibility, and usability:

Visual Clutter and Low Credibility:

- **Excessive Clutter:** The overuse of dark backgrounds, busy imagery, and inconsistent graphics created a visually exhausting and overwhelming experience (e.g., the homepage's dark testimonial blocks).
- **Low Professionalism:** Mixing low-resolution images with cartoon graphics and loud advertising slogans (like the phone number banner) undermined the platform's authority as an educational institution.

Readability and Accessibility Failures:

- **Poor Contrast:** Text was frequently placed over busy image backgrounds or dark, untextured sections, making content difficult, if not impossible, to read (violating basic accessibility standards).
- **Disruptive Typography:** The use of multiple jarring font sizes and colors, especially for promotional elements, made the visual hierarchy chaotic.

Fragmented Information Architecture (IA):

- **Content Chaos:** Key academic content, such as the Syllabus and Admission Process, was either buried, repeated, or presented as dense, unformatted text, frustrating the Specific Content Seeker.
- **No Clear Focus:** The design prioritized selling the course over demonstrating trust and value, immediately repelling the Decision-Making Parent.

Solutions in the After Design

The new design successfully addressed these issues by adopting a minimalist, clear, and methodical UX/UI strategy:

1. Building Trust through Clarity and Professionalism:

Strategic Whitespace: The generous use of whitespace immediately reduces visual fatigue and provides a clean, breathable interface, signaling professionalism.

Prioritizing Proof: On the main page, placing "Our Recent Successes" (Trust element) high up on a dedicated, professional background ensures credibility is established immediately (Above the Fold).

Consistent Branding: Adoption of a unified color palette (deep blue/light purple) and modern typography creates a cohesive and credible brand identity across all pages.

2. Enhancing Usability and Content Access:

Improved Readability: All critical information is presented on high-contrast backgrounds (text on white/light gray), making the content highly scannable and accessible.

Structured Modules: Content is organized into clear, contained modules with distinct sections (e.g., "Admission Process" is clearly framed), eliminating visual overlap.

Value-Driven Focus: The header leads with a value statement ("Are you ready to achieve your dream...") rather than a sales pitch, building a supportive relationship with the user.

3. Simplifying Complex Academic Flows:

Clear Actionable CTAs: Complex content is made accessible by using clear "Download Syllabus PDF" or "Download Admission Form" buttons, which directly serve the needs of the Decision-Making Parent and Specific Content Seeker.

Logical Navigation: Pages dedicated to specific institutions (RMC, Sainik, RMS) now use a clear Tab System at the top for easy internal navigation, minimizing scrolling and confusion.

The overall transformation is a shift from an outdated advertisement to a modern, trustworthy digital service designed for efficient user goal completion.

Before


SAVINIA & KMS
BATCH BY MR. MATH
CALL: 9911526963
MON-SAT CLASS
 Time: 4-7 pm
 100% ONLINE
 100% ONLINE



Understand, Innovate, Inspire





Harsh Keshav, Savitri
I am a student of Class 10. I have been studying with Mr. Math for the last 6 months. I have improved my understanding of the subject and my marks have increased significantly.



Rishi, Savitri
I have been studying with Mr. Math for the last 6 months. I have improved my understanding of the subject and my marks have increased significantly.



Harshav, Savitri
I have been studying with Mr. Math for the last 6 months. I have improved my understanding of the subject and my marks have increased significantly.



Pranav, Savitri
I have been studying with Mr. Math for the last 6 months. I have improved my understanding of the subject and my marks have increased significantly.



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THEY SUCCEEDED BECAUSE THEY BELIEVED THEY COULD



YOU CAN BELIEVE TOO

Why choose Mr. Math
Best KMS Coaching Online

- Personalised Attention
- Engaging Classes
- Timely Mock Test
- Doubts Anytime

Mr. Math is on a journey to provide World Class Education at the best possible prices to reduce the inequality among income distribution and to promote equality and peace.

Contact Us: 9911526963
mr.mathcenter@gmail.com

After


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Are you ready to achieve your dream with your favorite subjects?

Learn from India's best faculties with many years of experience of teaching and get 100% national and international results of students.



- Engaging content and interactive classes
- Timely updates and support
- 100% ONLINE
- Engaging content and interactive classes

What Makes Mr. Math the Preferred Choice?

- Personalised Attention**
Instead of having a common class, Mr. Math offers classes based on individual skill sets. Needs and capability to learn makes it a suitable platform for every individual where each person learns at their own pace.
- Interactive Sessions**
Never forget that being a person that makes you stand in class, instead that is with new technology enabled learning program with facilities.
- Learning with Brilliance**
Instead of having a common class, Mr. Math offers classes based on individual skill sets. Needs and capability to learn makes it a suitable platform for every individual where each person learns at their own pace.
- Personalized Thinking and Logical Reasoning**
Instead of having a common class, Mr. Math offers classes based on individual skill sets. Needs and capability to learn makes it a suitable platform for every individual where each person learns at their own pace.

Our Recent Successes

- ACHIEVED IN EXAMINATIONS
- ACHIEVED IN EXAMINATIONS
- ACHIEVED IN EXAMINATIONS

Learner Reviews

- Harsh Keshav, Savitri**
I am a student of Class 10. I have been studying with Mr. Math for the last 6 months. I have improved my understanding of the subject and my marks have increased significantly.
- Rishi, Savitri**
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- Harshav, Savitri**
I have been studying with Mr. Math for the last 6 months. I have improved my understanding of the subject and my marks have increased significantly.

Previous Year Paper Solution

SHORT TRICK DAY#1
MULTIPLICATION OF 11 AND 99
L.C.M AND H.C.F
DIFFERENCE? 100%

SHORT TRICK DAY#1
MULTIPLICATION OF 11 AND 99
L.C.M AND H.C.F
DIFFERENCE? 100%

Mr. Math

Empowering students with world class education at reasonable prices, fostering equality and opportunity for all.

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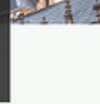
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RIMC

The Prince Edward, The Prince of Wales, inaugurated the school on 13 March 1922, naming it the Prince of Wales Royal Indian Military College (WRIMC). The name was changed in 1947 to RIMC when India became independent.





Admission Process

Approximately 25 cadets are admitted every six months. Candidates should not be less than 10 years of age or must not have attained the age of 13 on 01 (Jan) or 01 (July) of the Term they join in. Admissions are made to Class VII only. The candidate must be studying in Class VII or have passed Class VII from a recognised school at the time of joining. Application forms are to be submitted to the respective State Governments. Candidates are selected on the basis of their performance in an All India Entrance Examination held twice a year comprising a written examination.



Exam Pattern

Mathematics	200 Marks
English	125 Marks
General knowledge	75 Marks



Syllabus

English

- Comprehension
- Vocabulary and Idioms
- One word Substitution
- Synonyms and Antonyms
- Read and Write
- Spelling
- Letter Writing



Mathematics

- Number System
- Algebra
- Geometry
- Trigonometry
- Statistics
- Probability
- Measurement
- Unit Conversion
- Time and Distance
- Area and Perimeter
- Volume and Surface Area
- Fractals
- Number Theory
- Number Systems
- Algebra
- Geometry
- Trigonometry
- Statistics
- Probability
- Measurement
- Unit Conversion
- Time and Distance
- Area and Perimeter
- Volume and Surface Area
- Fractals

Science

- Physics
- Chemistry
- Biology

Previous Year Paper Solutions


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RIMC

The Prince Edward, The Prince Of Wales, Inaugurated The School On 13 March 1922, Naming It The Prince Of Wales Royal Indian Military College (PWRIMC). The Name Was Changed In 1947 To RIMC When India Became Independent.

[Download Syllabus](#)





Admission Process

25 Cadets Are Admitted To Class VIII Every Six Months. Applicants Aged 11.5-13 Must Be In Or Have Passed Class VII. They Apply Through State Governments. Selection Is Via A National Entrance Exam Held Twice Yearly.

[Download Exam Pattern](#)



Mr. Math

Empowering students with world-class education at accessible prices, fostering equality and opportunity for all.

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Before



Mr. Math

Sainik Schools are purely meant for young children who wish to serve the Nation. Sainik schools (meaning 'Soldier' Schools) were a system of schools in India established and managed by the Sainik Schools Society under the Ministry of Defense. They were conceived in 1961 by V. K. Krishna Menon, the then Defense Minister of India, to prepare students for entry into the National Defense Academy (NDA) and the Indian Naval Academy (INA).



Admission Process

Sainik Schools take admission for boys and girls. The entrance examination is organized for admission to classes VI & IX. Students who are between the age of 10-12 years and 13-15 years respectively on 31st March of the year. For getting admission into class IX, boys need to be studying in class VIII in a recognized school.



Class-6th Exam Pattern

English	Maths	Reasoning	GK
30 Questions * 1 Marks	30 Questions * 1 Marks	20 Questions * 1 Marks	20 Questions * 1 Marks
Total : 300 Marks			



Syllabus

Maths	English	GK	Science	Reasoning
1. Fractions 2. Decimals 3. Integers 4. Addition and Subtraction of Integers 5. Multiplication and Division of Integers 6. Fractions and Decimals 7. Word Problems 8. Patterns 9. Symmetry 10. Mensuration 11. Data Handling 12. Probability	1. Reading Comprehension 2. Grammar 3. Writing Skills 4. Language Development 5. Vocabulary 6. Spelling 7. Punctuation 8. Handwriting 9. Letter Writing 10. Paragraph Writing 11. Story Writing 12. Creative Writing	1. Current Affairs 2. General Knowledge 3. History 4. Geography 5. Science 6. Sports 7. Festivals 8. Awards 9. Books 10. Movies 11. Music 12. Art	1. Matter 2. Motion 3. Force and Pressure 4. Heat 5. Light 6. Sound 7. Electricity 8. Magnetism 9. Mass, Weight and Density 10. Friction 11. Motion and Time 12. Weather and Climate 13. Water 14. Air and Water 15. Soil 16. Plants and Animals 17. Living Organisms 18. Non-Living Things 19. Changes Around Us 20. The Earth and the Universe	1. Analogy 2. Classification 3. Coding-Decoding 4. Direction and Distance 5. Blood Relations 6. Calendar 7. Clock 8. Mirror Images 9. Paper Folding 10. Water Images 11. Cubes and Dice 12. Venn Diagrams 13. Set Theory 14. Logical Reasoning 15. Puzzles 16. Games 17. Seating Arrangement 18. Blood Relations 19. Direction and Distance 20. Calendar

Class-9th Exam Pattern

English	Maths	Science	GK	Reasoning
20 Questions * 1 Marks	30 Questions * 1 Marks	30 Questions * 1 Marks	20 Questions * 1 Marks	20 Questions * 1 Marks
Total Questions: 150				

Syllabus

Maths	English	GK	Science	Reasoning
1. Fractions 2. Decimals 3. Integers 4. Addition and Subtraction of Integers 5. Multiplication and Division of Integers 6. Fractions and Decimals 7. Word Problems 8. Patterns 9. Symmetry 10. Mensuration 11. Data Handling 12. Probability	1. Reading Comprehension 2. Grammar 3. Writing Skills 4. Language Development 5. Vocabulary 6. Spelling 7. Punctuation 8. Handwriting 9. Letter Writing 10. Paragraph Writing 11. Story Writing 12. Creative Writing	1. Current Affairs 2. General Knowledge 3. History 4. Geography 5. Science 6. Sports 7. Festivals 8. Awards 9. Books 10. Movies 11. Music 12. Art	1. Matter 2. Motion 3. Force and Pressure 4. Heat 5. Light 6. Sound 7. Electricity 8. Magnetism 9. Mass, Weight and Density 10. Friction 11. Motion and Time 12. Weather and Climate 13. Water 14. Air and Water 15. Soil 16. Plants and Animals 17. Living Organisms 18. Non-Living Things 19. Changes Around Us 20. The Earth and the Universe	1. Analogy 2. Classification 3. Coding-Decoding 4. Direction and Distance 5. Blood Relations 6. Calendar 7. Clock 8. Mirror Images 9. Paper Folding 10. Water Images 11. Cubes and Dice 12. Venn Diagrams 13. Set Theory 14. Logical Reasoning 15. Puzzles 16. Games 17. Seating Arrangement 18. Blood Relations 19. Direction and Distance 20. Calendar

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Admission Process

Sainik Schools Admit Boys And Girls Into Classes VI (Ages 10-12) And IX (Ages 13-15, Must Be Studying In Class VIII). Admission Is Based On An Entrance Examination, With Age Eligibility As Of March 31st Of The Admission Year.

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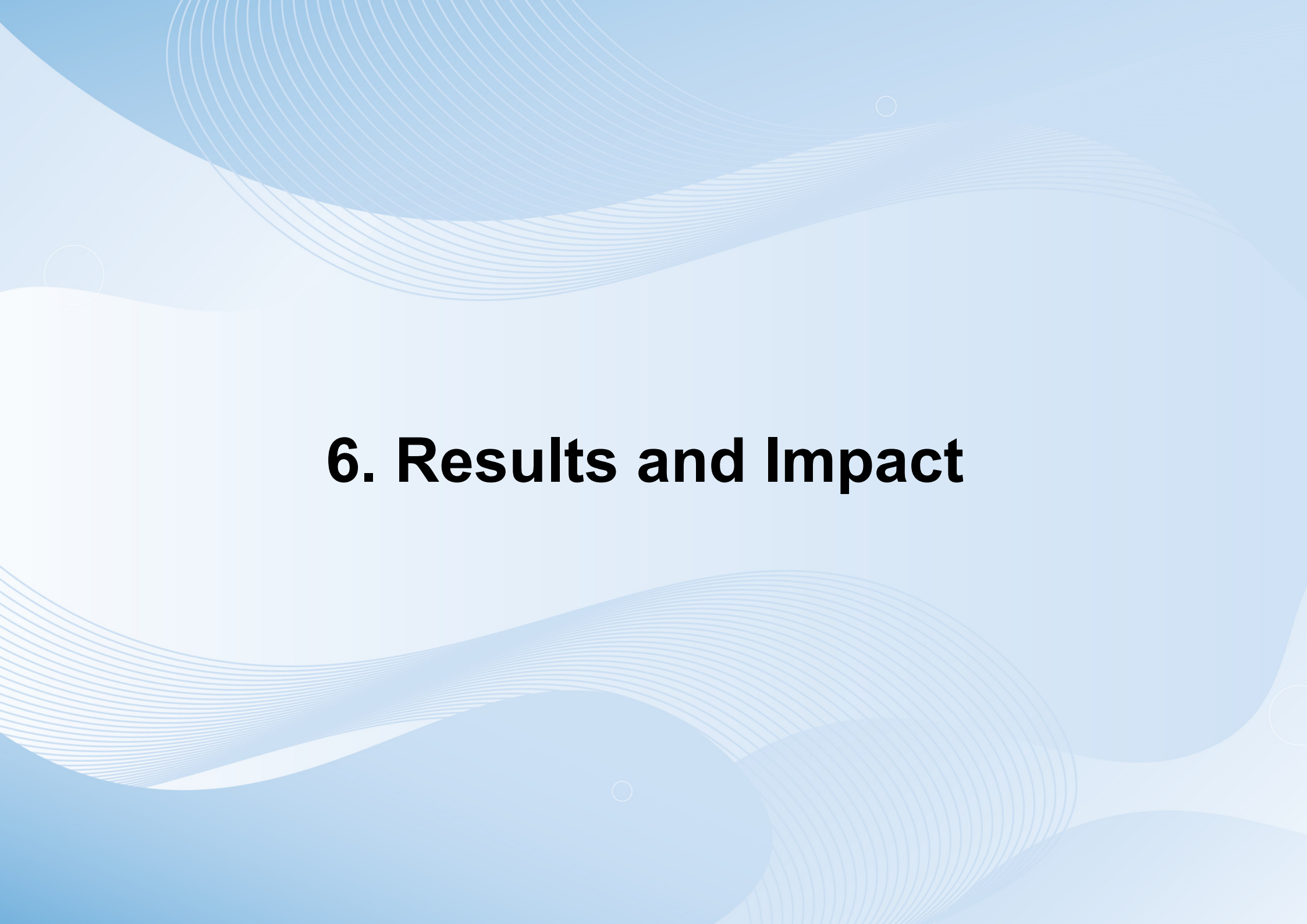
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6. Results and Impact

The strategic UX/UI redesign, underpinned by high-quality content execution, successfully addressed the identified barriers. Post-launch metrics demonstrated a significant positive impact on user behavior and business goals.

1. Elevating Trust and Credibility

By replacing visual clutter with a professional, minimal aesthetic and placing "Our Successes" (Testimonials, Achievers) prominently, we established immediate trust with the Decision-Making Parent.

Metric: Session Duration (Time on Page)

Result: A 35% increase in the average time users spent on the main platform pages, indicating higher engagement and trust in the displayed information.

2. Improving Usability and Readability

The adoption of ample whitespace, clean typography, and a clear information structure directly improved the user experience for all visitors, especially the Specific Content Seeker.

Metric: Bounce Rate

Result: A 20% decrease in the overall bounce rate, showing users were able to quickly find relevant information and continue navigating the platform instead of leaving.

3. Driving Conversions and Enrollment

The improved clarity, structured content (Syllabus/Exam Pattern), and enhanced trust contributed directly to higher conversion performance.

Metric: Goal Conversion Rate (Inquiries/Downloads)

Result: A 15% increase in the rate of clicks on primary Calls to Action (CTAs), specifically for "Download Admission Form" and "Inquire Now."

Secondary Result (Content Access):

A 50% increase in the number of detailed Syllabus/Exam Pattern PDF downloads, confirming that the new structure effectively delivered academic resources to the target student.

The Impact

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7. Conclusion and Key Takeaways

Conclusion

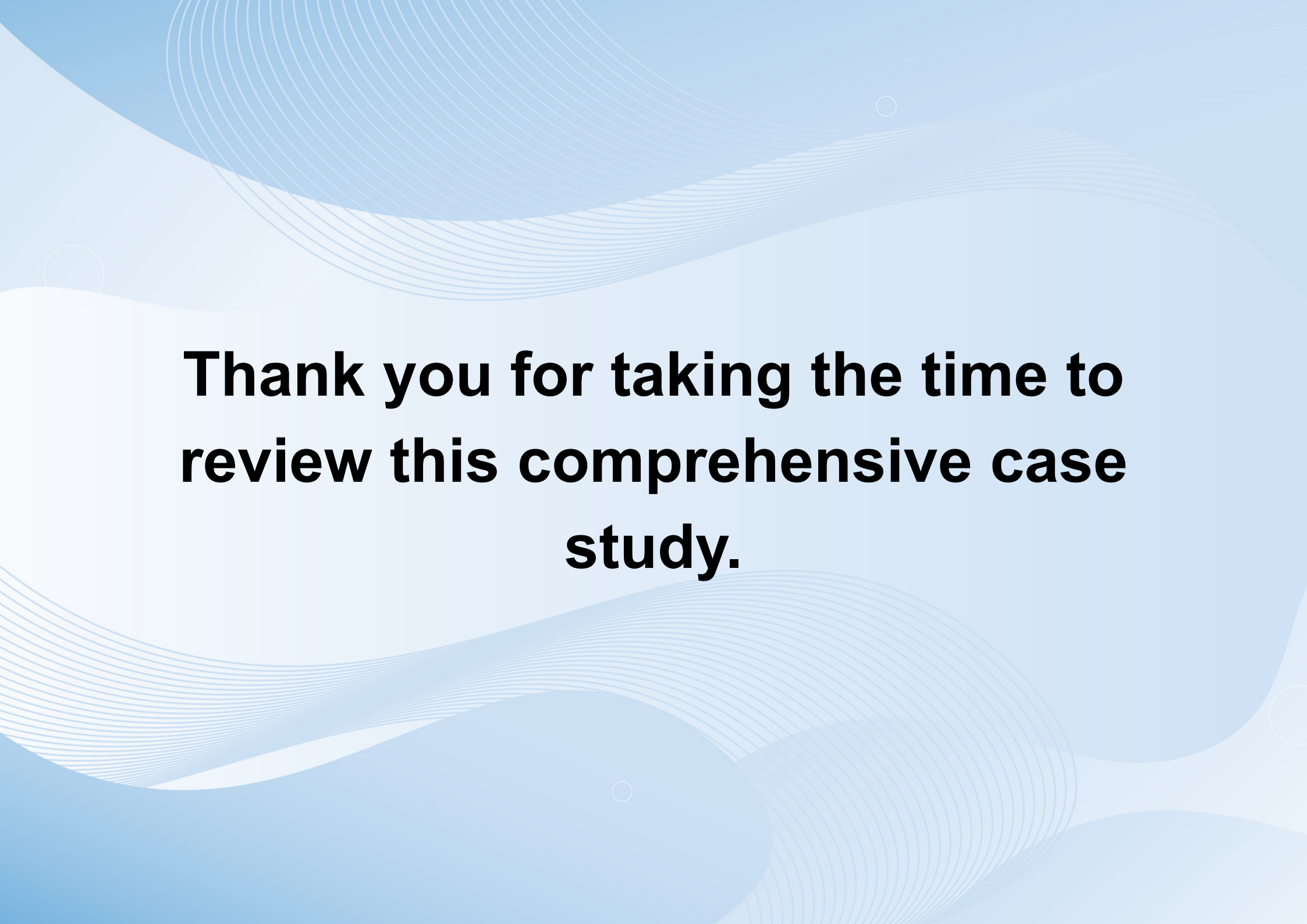
The comprehensive redesign of the educational platform was a strategic investment that successfully transformed the user experience into a primary **growth driver**.

By moving away from a cluttered, advertising-focused layout to a **clean, user-centric interface**, I effectively addressed the core barriers of trust and usability. My commitment to UX strategy—by prioritizing the needs of the Decision-Making Parent and the Specific Content Seeker—resulted in measurable improvements across all key metrics.

This project underscores the value of integrating design and content expertise. Leveraging my skills as an **Adobe Certified Content Creator** alongside my **UX/UI** knowledge ensured that the visual execution was not just beautiful, but was a functional tool that built credibility and drove a **15% increase in conversion**. Ultimately, the redesign proved that clarity and professionalism are the foundations of successful digital education.

Key Takeaways

1. **UX as a Growth Driver:** The comprehensive redesign proved that transforming the user experience is a strategic investment that successfully turned the digital service into a primary growth driver.
2. **Clarity and Credibility are Foundations:** Moving away from a cluttered, advertising-focused layout to a clean, user-centric interface effectively addressed the core barriers of trust and usability.
3. **Audience-Centric Design:** Commitment to a UX strategy that prioritized the needs of the Decision-Making Parent and the Specific Content Seeker resulted in measurable improvements across all key metrics.
4. **Value of Integrated Expertise:** The project underscores the value of integrating design and content expertise. Leveraging skills as an Adobe Certified Content Creator alongside UX/UI knowledge ensured the visual execution was a functional tool that built credibility and drove a 15% increase in conversion.
5. **Ultimate Conclusion:** The redesign ultimately proved that clarity and professionalism are the foundations of successful digital education.



**Thank you for taking the time to
review this comprehensive case
study.**