Edlano

EXPERIENCE THE JOY OF
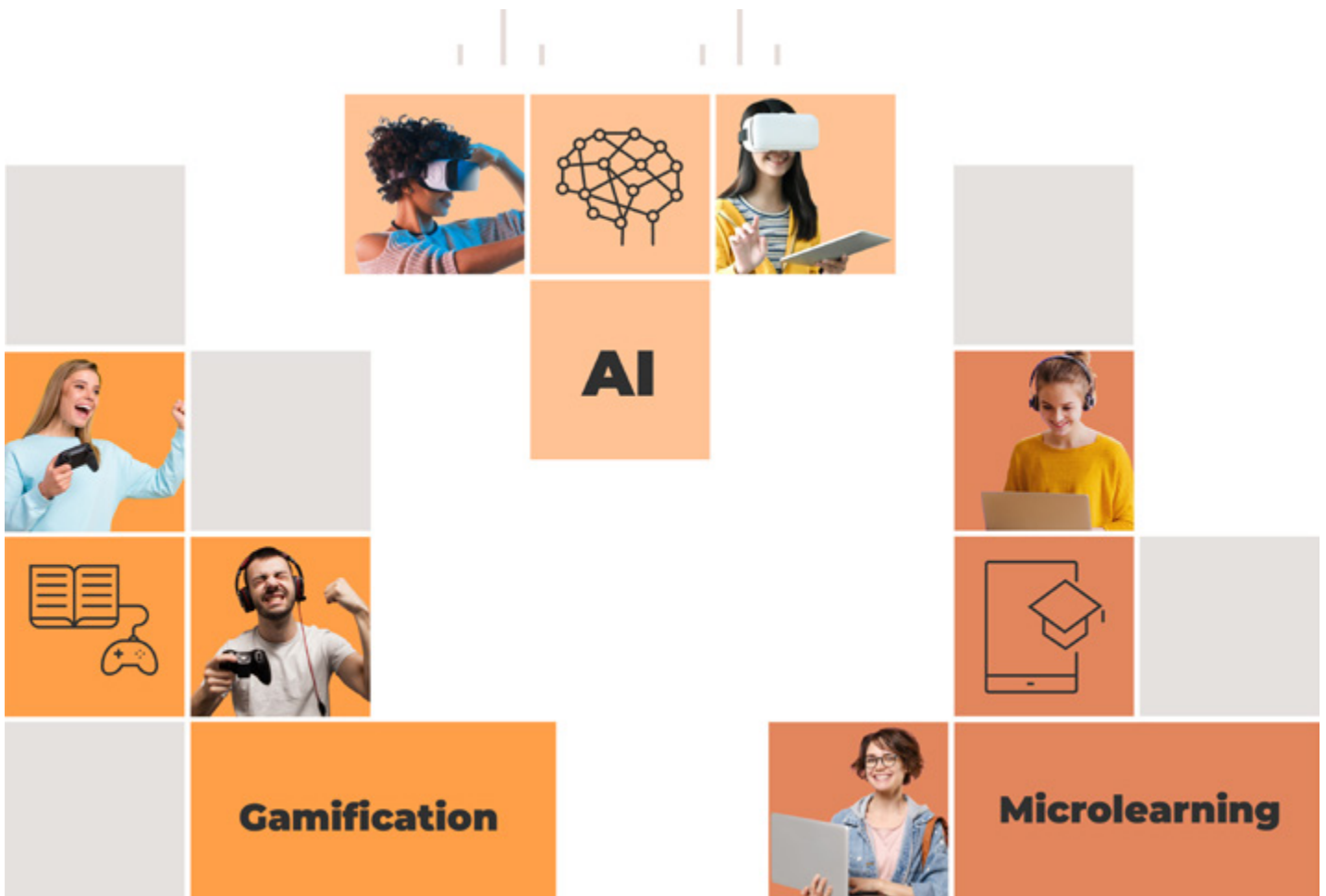## LEARNING

ABOUT EDLANO

In the era of technology, human life has become faster. As a result, people born in the 21st century, known as the z-generation, suffer from a lack of focus.

This generation was born in the world of social networks. They were surrounded by countless devices that were supposed to create convenience in their lives.

Now is the time to change traditional training. We are creating a new paradigm in the world of education.

OUR THREE DRIVERS

Edlano is a **microlearning** platform that tries to create delightful and personalized learning by using drivers such as **artificial intelligence** and **gamification**.

MICROLEARNING

Microlearning is a new educational method that uses three scientific principles to increase learning speed and improve retention of content in memory.
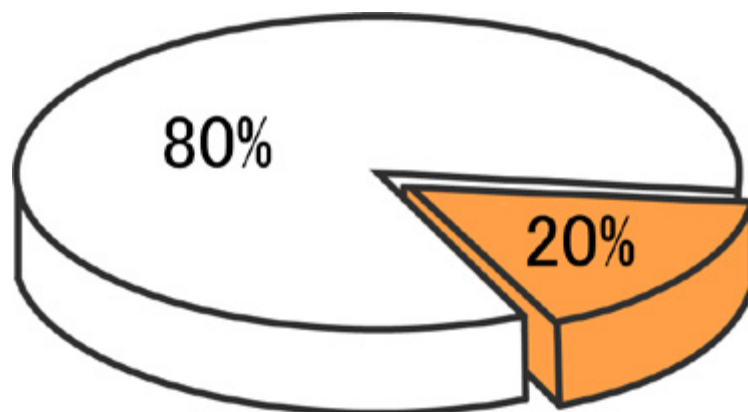
In the following, we will investigate these principles:

PARETO PRINCIPLE

01

The Pareto principle states that roughly 80% of consequences come from 20% of causes for many outcomes.
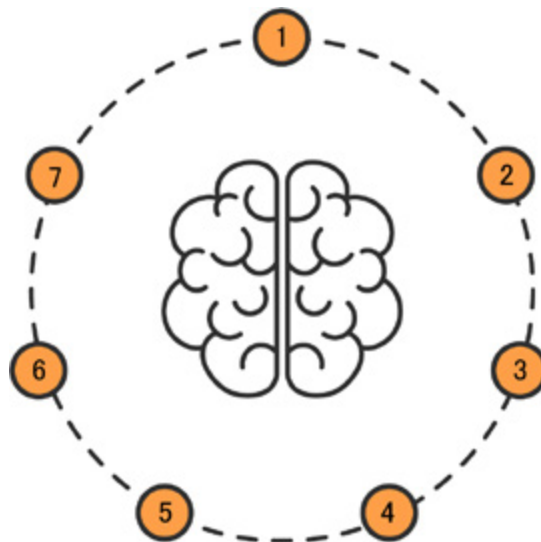

Micro-learning is the specialized selection of the content required by the user based on the Pareto principle. In this way, redundant content will be avoided.
Hence, the volume of training is greatly reduced, and the speed of learning increases accordingly.

MILLER'S LAW

02

Miller's law asserts that an average person can only keep 7 (plus or minus 2) items in their short-term memory.

Micro-learning uses this law in teaching, dividing content into short sections, so learners don't become confused and overwhelmed while learning.
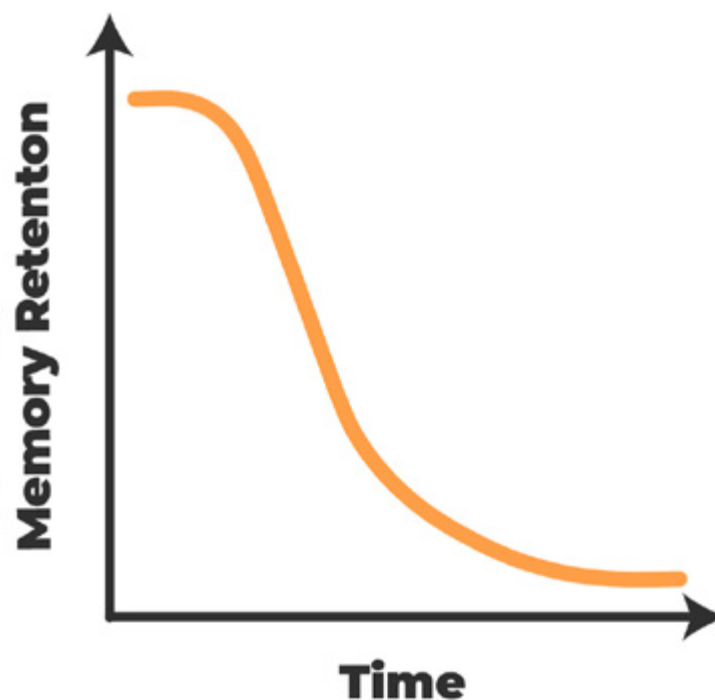
EBBINGHAUS CURVE

03

According to this theory, humans tend to halve their memory of newly learned knowledge in a matter of days or weeks unless they consciously review the learned material.

Pursuant to the research done, the human mind has much more capacity for remembering the initial parts of the content. So, if the number of the initial parts increases, then the content persistency will improve.

Edlano increases the initial parts of the learning process by transforming the content into micro-lessons of 5-10 minutes in length and will enhance the subject's endurance.

GAMIFICATION

Gamification means using game elements in the non-game environment, which is done for different reasons.

DUNNING-KRUGER

According to the Dunning-Kruger effect, the learner will leave the educational path unfinished.

This happens for a couple of reasons: for instance, the user may get a sense of overconfidence and consider the education lower than his knowledge, or think that the level of the content is higher than his ability and get disappointed.

Gamification will prevent the user from leaving the training path at these critical points by motivating them.
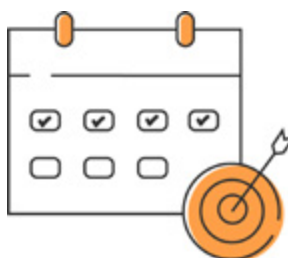**Edlano uses these elements to implement the gamification system:**

LEADERBOARD

The users will be ranked using the leaderboard, and they can see the other users' progress, which makes the user feels like competing

BADGES

If the users achieve specific goals in the educational path, they will be awarded some badges. For example, a user that has stayed up a night to learn a course will gain a special badge called "The Night Owl".

STREAK DAYS

If the users return every day to the platform to continue their training for a specific time (like seven days in a row), they will receive a reward for their effort.

ARTIFICIAL INTELLIGENCE

Artificial intelligence is a system that Edlano uses to achieve more purposeful educational goals, such as adaptive learning and personalized learning. In simple terms, this system helps personalize the educational path as much as possible for the learner. On the other hand, AI plays an essential role in executing and using different gamification elements.
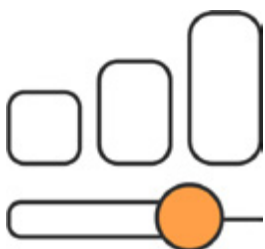
Examples of AI usage by Edlano are:

Customization of the user interface

Adapting the playback speed with the user's behavior

Displaying quizzes that fit the user's level

Suggesting essential parts for the user

All of these are done by analyzing the behavior and style of the users.

OUR DUTY

Edlano is looking forward to presenting optimal approaches in terms of time and quality by using new technologies and relying on proven scientifical facts for creating a joyful experience of learning and taking a small step in the direction of a capable society.

EDLANO

We believe

Learning is the source of human progress