



Ibrahim Fahd

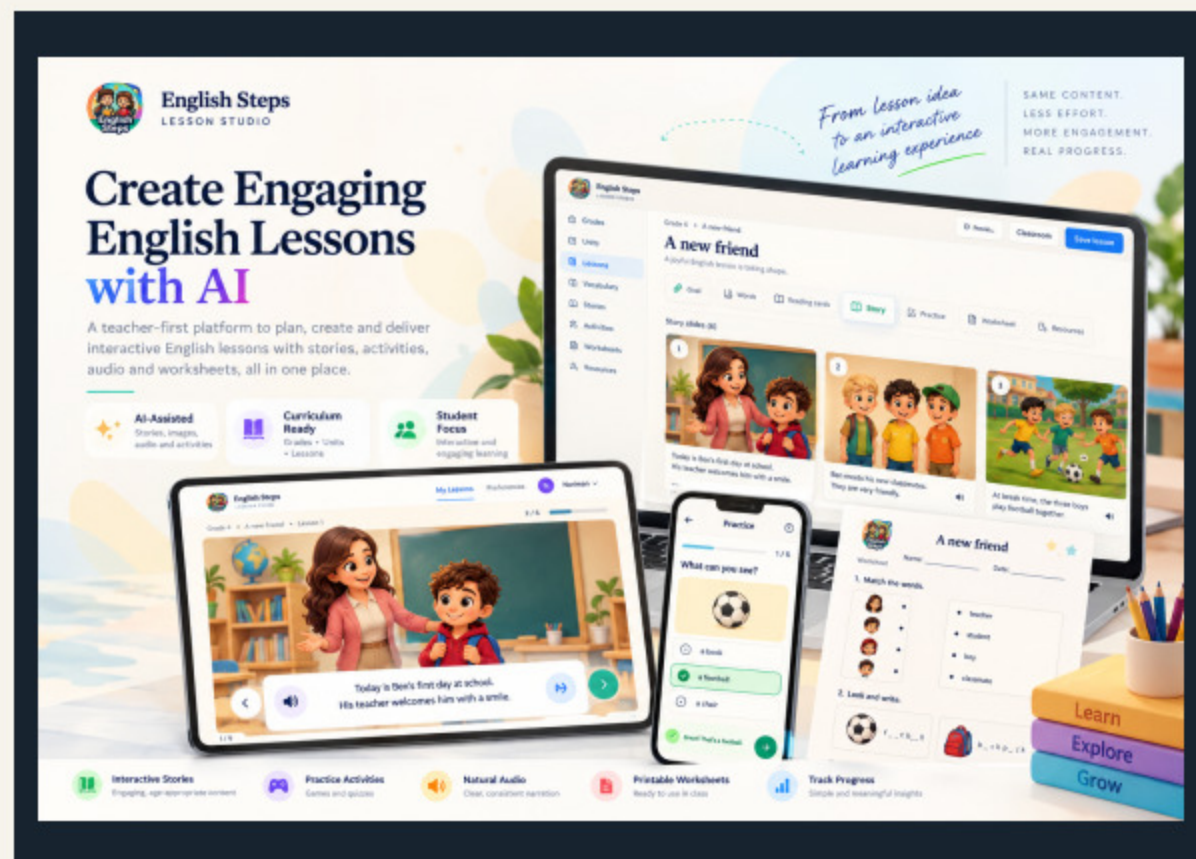
Senior BI & Analytics

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Executive project brief

EnglishSteps.kids: Turning a Teacher's Workflow into an Interactive Learning Platform

A teacher-first learning platform that adds more capability behind the scenes while keeping lesson creation simple in front of the teacher.



BUSINESS PROBLEM

The main challenge was not adding more educational features. It was preventing those features from turning into more administration for a non-technical teacher. The platform needed to preserve a natural Grade → Unit → Lesson structure, keep lesson material together and separate the teacher's need for control from the student's need for a simple, visual and interactive experience.

THE SOLUTION

The product was shaped around one principle: more capability behind the platform should create less complexity for the person using it. Technical relationships, content states and AI-assisted generation should remain behind the interface whenever the teacher does not need to manage them directly. AI was treated as part of the workflow rather than the workflow itself.

WHAT CHANGED

EnglishSteps.kids evolved from a simple lesson portal into a connected environment for creating, organizing and delivering English learning material. The teacher can work through one curriculum structure while the platform carries more of the connection between content, media and presentation.