

## SAMSUNG ITALIA

# NEXT-LEVEL DIGITAL LEARNING FOR THE NEXT GENERATION

## THE CHALLENGE

### How to boost young peoples' digital skills in a fun, engaging way

Samsung, as a leading Consumer Technology Company, feels responsible for forecasting changes and contributing concretely to society by investing in young generations and in their digital education and expertise. Samsung's local programs made great progress over the years, reaching 4,000 students and winning 15 awards, both at national and international level. And there's more to it. Samsung wanted to take digital learning to the next level – by reaching a far greater number of students across the whole country, while generating additional efficiency to the overall program execution. But which way should they scale it up? And how could they ensure students acquire digital skills in the most fun, engaging, and effective way?

## HOW WE HELPED

### The perfect balance of learning and play

In expanding the program, it was essential to keep the needs of students at the core. That's where Samsung asked for our consultancy. So we used human-centric design approach to build LetsApp, a digital platform capable of reaching a far broader range of students in a truly engaging way. Focused on three vital activities – learning, practicing, and playing – LetsApp offers content-rich online modules on app development, digital marketing, and presentation skills, including the innovative 'no coding required' App Inventor 2 tool developed by MIT. To keep students engaged, LetsApp's digital avatars – Nick and Vick – guide them through the program and offer rewards as each step is completed. What's more, the program gives students real hands-on experience of developing an app in team – and presenting the results to their peers. For the best projects, students got the chance to participate in a real-world hackathon to showcase their newfound skills on a national stage.

## THE RESULTS

### LetsApp lets digital ambitions fly

The LetsApp program was a real success. 30,000 registered students, 23,000 participant students and 5,500 LetsApp graduations, with 560 projects handed out. 1,500 teachers and 2,200 high schools (equal to 34% of the total number of high schools in Italy) involved. 300 LetsApp lessons were held, involving more than 20,000 students. It generated important coverage in the Italian media, and was even showcased on national TV. But ultimately, the program's true success lies in building the digital skills of young people. And, thanks to its innovative tools and human-centric gamified design, LetsApp has passed that test with flying colors. In fact, more than 5,000 students got a completion certificate from the program, more than 500 apps were submitted, and reaching a user rating of 95%. LetsApp shows how digital tools can let students' ambitions fly. It's the next-level digital learning for the next generation.

