

AMAS

Deliver engaging and personalised learning experiences!

AMAS provides adaptive media and services for dynamic personalisation and contextualisation of online courses.

Available to License



Market Opportunity

Current online courses provide a one-size-fits-all approach to learning. They lack consideration of each learner's individual needs, previous knowledge and skill levels. Learners may therefore find the course too difficult/easy – leading to frustration and de-motivation. In addition, most courses are not capable of monitoring a learner's behaviour automatically and therefore cannot adapt when, for example, a learner starts to struggle with assigned tasks. In response, AMAS supports enhanced and personalised online courses, identifies potential problems and intervenes to guide and motivate learners, and provides constructive feedback and visualisations to learners.

Technology Highlights

AMAS is a highly dynamic and adaptive framework, which offers a more personalised and responsive learning experience. Learners effectively receive their own training course, tailored to their specific needs. Advanced analytics are used to interpret the learner's behaviour and identify potential problems, and the course dynamically adapts to reduce learner frustration. Interventions are triggered to guide and motivate the learners, reducing disengagement rates.

AMAS drives down cost of producing personalised learning solutions. It enables delivery of learning activities and resources more relevant to each learner's needs. It also provides real-time analytics of each learner's interactions and behaviours, thereby improving learner satisfaction and performance.

Applications

- **Corporate Training:** Focused training for time-pressured employees.
- **Self-paced Learning:** Learners learn at their own pace, and the course adapts as needs change.
- **Teaching:** Visualisation features allow teachers to monitor and compare a learner's progress with the rest of the class.

IP Status

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Commercialisation Contact

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