

CASE STUDY

Try-dialogou



efrata

“Simplicity as Innovation: A Design Approach that Makes Learning Experiential”

The Objective

We were asked to design a space capable of hosting all of our client's services. Although these services differ from one another, they are all oriented around education and consulting.

The Challenge

The implementation of the project proved to be an exercise in originality, as there was no comparable initiative in Greece. We were asked to create from scratch a new visual language that brings together playfulness and an institutional character.

The Challenge

- ✓ How are the different services, consulting, educational material and NET SKONAKI, brought together into a single, coherent identity?
- ✓ How does Try-dialogou stand out from more established or traditional solutions?
- ✓ How is the quality of the work demonstrated in practice

Narrative

"In an environment where, as a student, parent, or educator, I am bombarded with countless pieces of information, solutions, and digital offerings, it becomes increasingly difficult to distinguish what is truly useful from what is merely well presented. My need is clear: guidance, clarity, and reliable tools that deliver real substance."

The Solution

- ✓ We developed from the ground up a new visual and conceptual language for a project with no prior equivalent in Greece.
- ✓ We defined a strategic axis that brings together a playful dimension with an institutional character.
- ✓ We translated complex pedagogical principles into clean, functional, and intuitive design.
- ✓ We shaped a comprehensive brand concept that speaks simultaneously to children and parents, as well as other visiting organisations seeking opportunities for future collaboration.
- ✓ We laid the foundations for a learning ecosystem that leverages technology as a supportive, invisible layer.

The Solution

efrata successfully implemented the action plan, delivering more than just a dynamic web platform for children. Specifically, we sought to bring to fruition:

- ✓ An efficient UI and UX design of the platform
- ✓ A clear and coherent branding
- ✓ The integration of pedagogical learning principles into a unified ecosystem.

For parents, we created a digital home that offers:

- Advisory support on educational matters and school selection.
- Educational material for use by their children.

Recognising parent's need for guidance on issues related both to education and to choosing the right school for their children.

For children, we created a safe and easily accessible digital environment that offers:

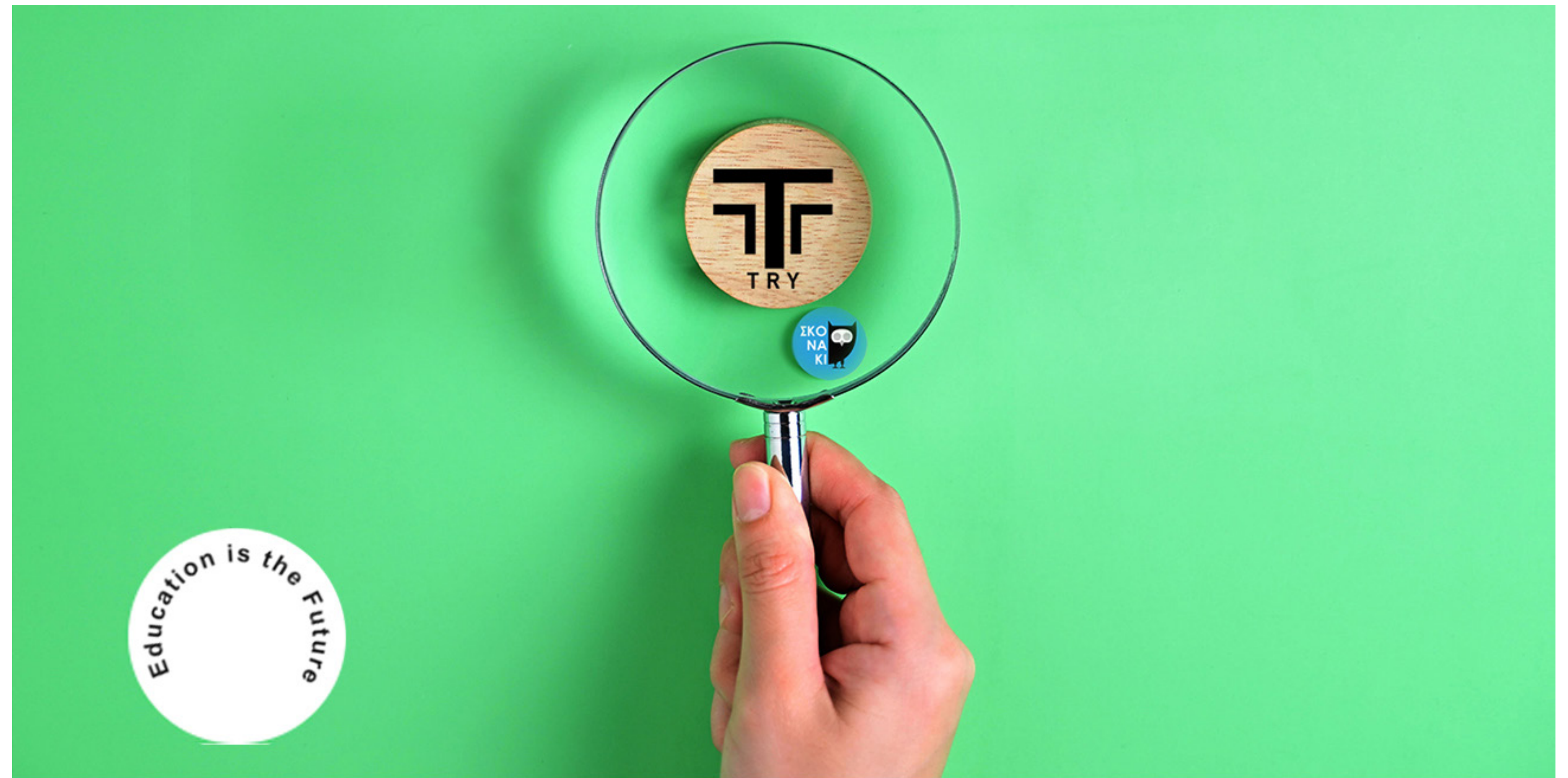
- Access to well-structured educational content through small, clear, and child-friendly learning units.
- A daily user experience that encourages curiosity and supports learning in a natural and enjoyable way.

For other visiting organisations, we provided a gateway to collaboration, translating educational intent into a tangible learning proposition and inviting organisations to engage further.

In other words, we sought to create a clear and structured understanding of TRY's educational philosophy, services and delivery model, as a first point of contact, presenting how TRY approaches learning as a purposeful, experiential and context-driven process.

Site Landing Page

<https://try-dialogou.com/en/>



— Values

Knowledge



Quality



Responsibility



Innovation



Site Pages

The Company

TRY SINGLE MEMBER PRIVATE COMPANY specializes in education, offering consulting and support services to parents, schools, institutions, organizations, companies and educational entities.



CONSULTING

EDUCATION



NET SKONAKI

Parental Consulting for School Selection

Our company specializes in consulting services for parents and guardians regarding school selection.

We do not simply provide advice and answers—we strive to build meaningful relationships of trust on matters concerning children’s education and learning.

Site Pages

ABOUT US

[HOME](#) / [ABOUT US](#)

TRY SINGLE MEMBER PRIVATE COMPANY is a Greek company based in Athens, offering comprehensive solutions in education and consulting on educational matters such as school selection, professional development, and the design of educational programs.

We provide tailored material to meet the specific needs of educational institutions, organizations, entities, companies, as well as educators, parents/guardians, and students.

Our company is staffed with specialized personnel and partners who stand out for their creativity and goal-oriented approach, enabling them to address emerging needs.



Site Pages

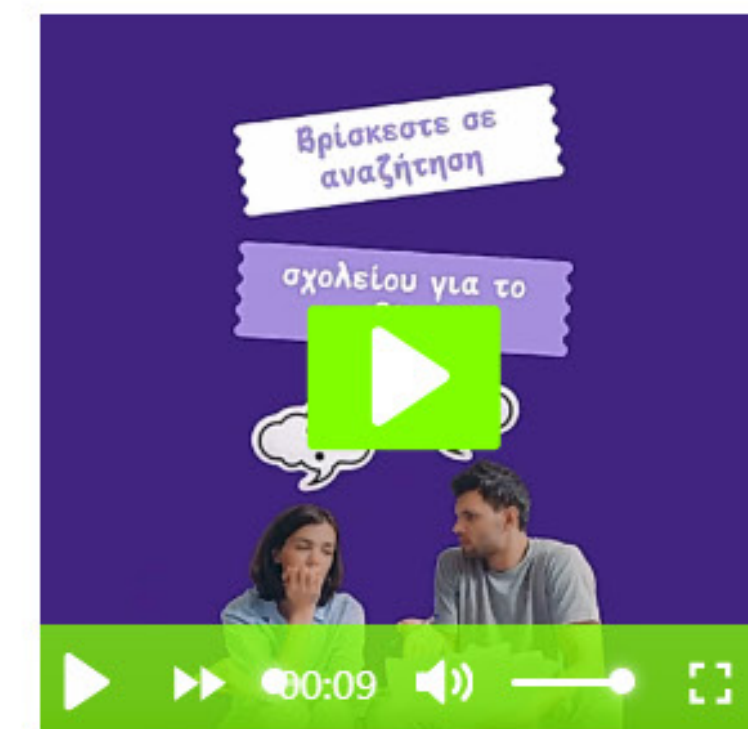
TRY CONSULTING

HOME / TRY CONSULTING

TRY Consulting specializes in providing advisory services to parents and guardians for school selection and broader educational matters. It does not aim merely to offer advice and answers but seeks to build meaningful relationships of trust on issues related to children's education and learning. This is a dynamic, collaborative process that empowers parents and guardians with the necessary knowledge to meet every need regarding the selection of the most suitable school environment.

Meetings

Appointments are scheduled online. The number of meetings is predefined, and each session with parents and guardians is structured using specific tools (forms and questionnaires). A structured implementation process is followed to address the individualized needs of each family.



Site Pages



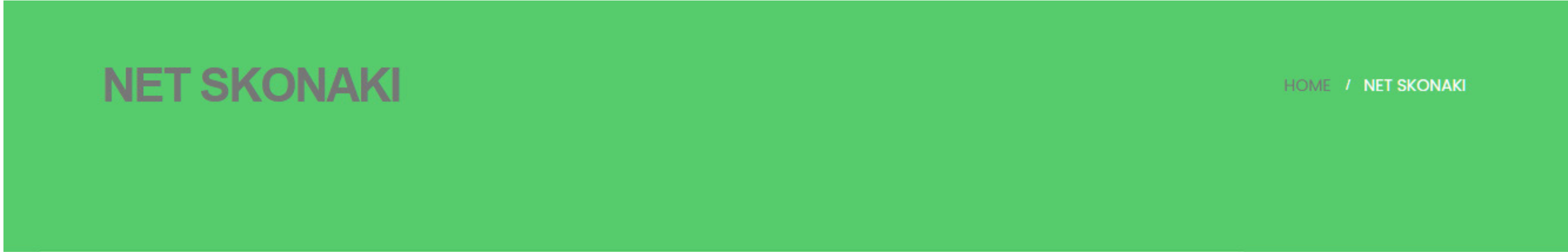
Our Approach

All programs and their materials are aimed at:

- Active participation
- Experiential learning
- Discovery-based learning
- Assessment

These are achieved through activities:

- Microlearning: Targeted, short-term activities aimed at filling specific knowledge gaps.
- Social learning: Maximizing personal learning experience/knowledge through interaction and collaboration with other group members (learning activities in pairs or small groups).
- Holistic and inquiry-based learning: Highlighting personal exploration, doubts, and questions through individual activities.



SKONAKI is a series of short videos focused on the Greek language, presented on the educational platform NET SKONAKI, which is the first streaming educational platform in Greece.

NETSKONAKI is a platform that presents educational videos explaining the rules of grammar and syntax in both Ancient and Modern Greek in a simple, clear, and concise manner with examples. It is designed for students, educators, and language enthusiasts who wish to enhance their knowledge in an easy and effective way through an organized and practical approach.



- All
- Ancient Greek
- Morden Greek

Shopping options

Τα **ΜΕΡΗ**
ΤΟΥ ΛΟΓΟΥ
είναι **10**

ΣΤΑ ΑΡΧΑΙΑ και **ΣΤΑ ΝΕΑ**

00:05

Τα μέρη του λόγου είναι 10

Το
ΣΥΝΤΑΚΤΙΚΟ
ΣΤΑ ΑΡΧΑΙΑ και
ΣΤΑ ΝΕΑ

00:05

Το συντακτικό

Τα
ΦΩΝΗΕΝΤΑ

00:04

Τα φωνήεντα

ΚΑΝΟΝΕΣ
ΤΟΝΙΣΜΟΥ

00:04

Κανόνες τονισμού

The Result

The project stands out as the first in Greece not to originate from a technology company, but from the authentic, lived experience of an educator, a fact that significantly strengthens its credibility.

The platform has been recognised as an innovative tool that empowers both students and parents, offering a genuinely original educational solution.

The Result

Just a few months after the platform's launch, during the summer, a transitional period for the educational process as schools close and holidays begin, it recorded significant traffic.



10003 unique klik by July

7000 by August

5100 by September

The Result

These results marked a turning point in the platform's trajectory, as its growing reach led to an invitation for a television interview on ERT1, as well as an interview with HuffPost.

Through these public appearances, a wider audience had the opportunity to get to know the person behind the platform, the vision that brought it to life, and the philosophy guiding its content, further strengthening its credibility and recognisability.

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