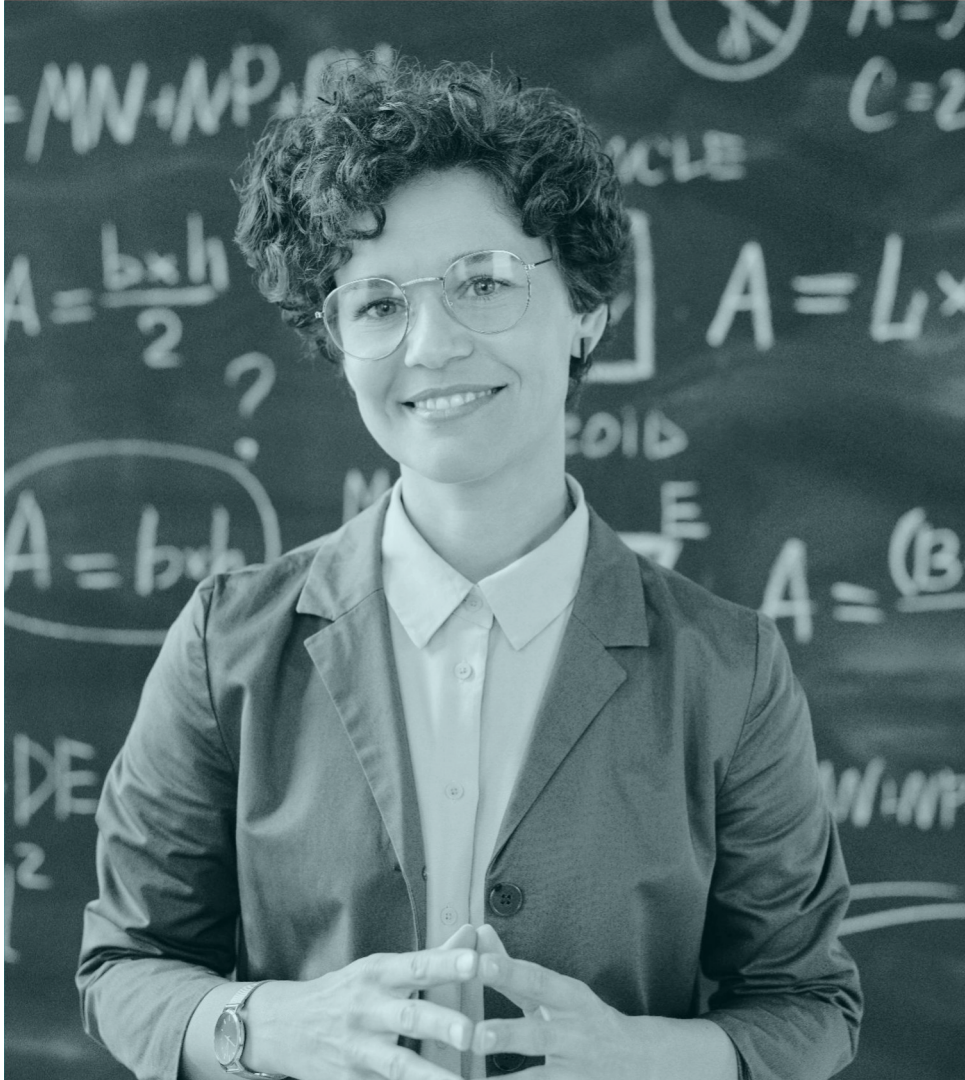
Background

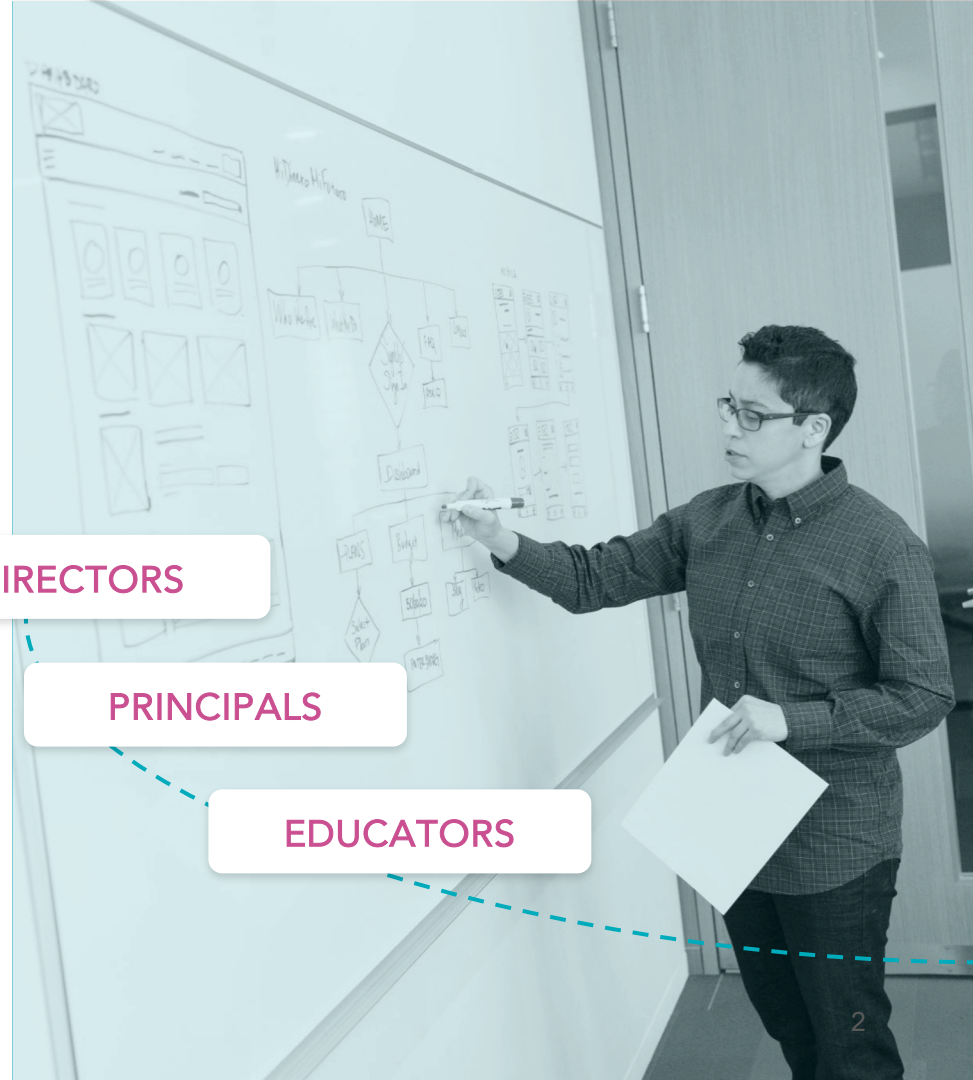
EdCuration helps educators find the products and resources they need to support their students

“make searching, discovering, evaluating, comparing and connecting to programs & providers easier than ever before”



Projet Challenge

Design an effective and intuitive way for educators to navigate the marketplace, find, research, select and order instructional resources.



Direction of Design

HOW MIGHT WE help educators find instructional materials quickly & efficiently while being able to involve their colleagues and/or principals in the process?

Process

Research

Ideation

Validation

Final Design

Research

Initial Assumptions

Research Goals

Research Plan

Research Methods

Qualitative and Quantitative:

- [x] Heuristic Evaluation
- [x] Comparative/Competitive analysis
- [x] Interviews
- [x] Usability testing
- [x] Surveys

Initial Assumptions

- Most educators struggle to find the right resources
- Lack of confidence about buying resources they've never tried
- Curriculum needs to comply with state regulations
- Educators have budget limitations
- Research on instructional resources is mostly done over the summer

Research Goals

- Know the difficulties users encounter when looking for instructional resources generally

- Trigger user to click on CTA button

Research Methods

Qualitative and Quantitative:

- Heuristic Evaluation
- Comparative/Competitive analysis
- Interviews
- Usability testing
- Surveys

Heuristic Evaluation

Measuring the usability of user interfaces

- ✓ The language is well tailored to educators
- ✓ The search by drop down is standard throughout the site
- ✓ Products are laid out in a visually clear grid format
- ✓ The selections for searching, going back, and adding a product to favorites is seemingly intuitive

- ✗ There is no indication of the full number of pages found in a search via the filters
- ✗ While navigating the website there is no way to know which tab or page you are on
- ✗ Accessing the user dashboard takes a few extra steps
- ✗ Inconsistent results when using search bar (ie. not all keywords bring up results)

Competitive Analysis

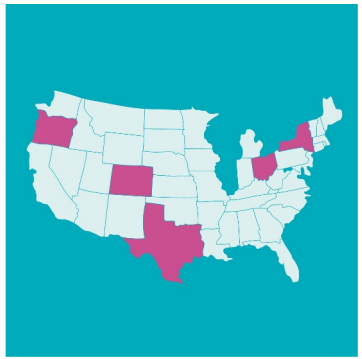
	UI design	Sorting	Filter by grade/subject	Pricing Models/Info/Filtering	Interactive design / Gamification	Intuitive navigation	Targeted CTA buttons
Our company EdCuration	Could be better	Search bar is barely visible	Has a lots of different filters to narrow down the search results.	Pricing info is only available for some products.	No gamification, few videos.	It lacks hierarchy	OK. It could be better.
Competitor 1 https://betterlesson.com/ BetterLesson	Good	It took quite a few steps to get to a place to sort/search specific tools	No filters available	Found no pricing info	Basic, it contains few clickable elements, to know more details of a specific product they send you through a PDF.	It lacks clarity of what the products are, search for information is frustrating.	OK. Some CTA included in the PDF has broken links
Competitor 2 https://www.teacherspayteachers.com/ Teachers Pay Teachers	Good	The sorting system looks up to date and intuitive.	Has a lots of different filters to narrow down the search results.	Pricing is clear, shown in the search page and detail page always at the top.	Design is simple and interactive. Checkboxes, icons, dropdown menus and descriptions. Widgets that include bundles in description page.	Easy to use, filters and buttons are clear, looks a lot like any other marketplace.	CTA is clear and is pretty straight forward, 'Add to cart'. It is also sticky, which means we see it through all the product detail page navigation.
Competitor 3 www.quizizz.com QUIZIZZ	Great	Sorting looks quite random	You can only filter by subject. Lacks parameters to filter quizzes by grade.	Found no pricing info	Very fun to navigate, constrast of colors and animations are well done.	Intuitive, narrows down the choices in menus, you know exactly what you're choosing.	CTAs are clear
Competitor 4 https://www.discoveryeducation.com/ Discovery EDUCATION	Great	Sorting doesn't come in a list format, since it's not a marketplace itself, the products don't seem to compete with each other	No filters available	Found no pricing info	Contains slides images, videos previews that support the product description.	Intuitive	CTAs are clear
Competitor 5 https://www.khanacademy.org/ Khan Academy	OK	The sorting is good. They have a search bar. Once you enter a keyword, you can see instant results	Similar to Google - all, videos, exercises etc	Found no pricing info	Contains clickable elements, shows progress on courses, animations on scrolling	Ok. Sometimes it lacks clarity of what you need to do next.	CTAs are clear

miro

User Interviews & Usability Testing

8 educators

Varying roles in **K-12**



"By the info on the product page, it's hard to tell what it really is"

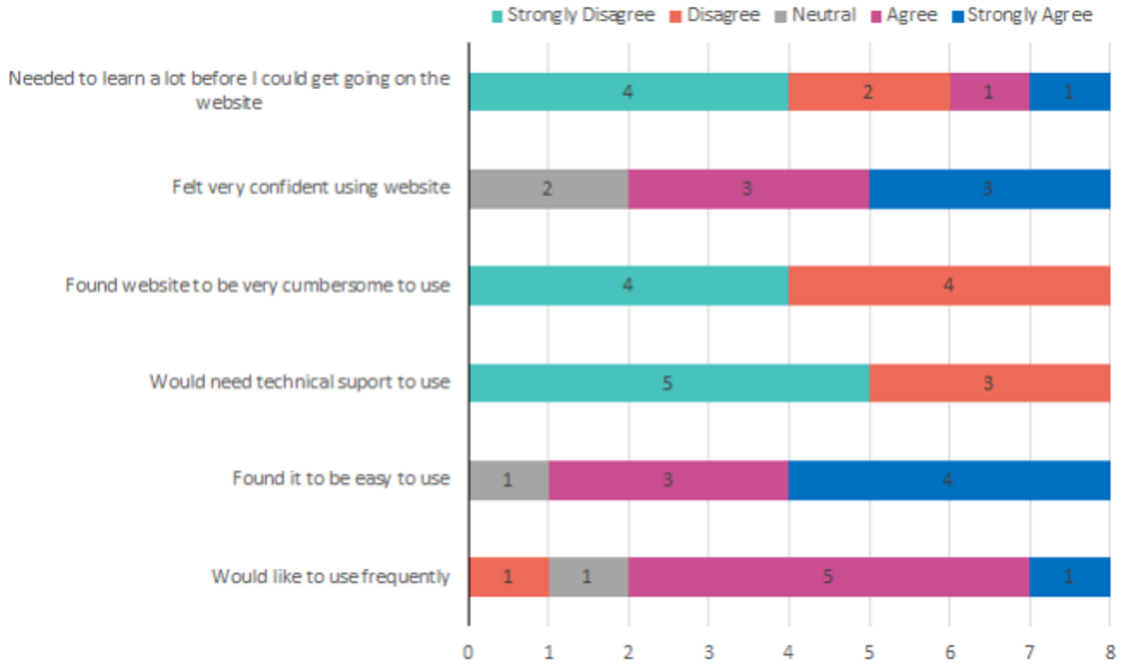
"Wait I thought I was picking science"

User Interviews Observations

	Observations	P1	P2	P3	P4	P5	P6	P7	P8
	Would make a list								
+	Used 'Favorites' button								
	Want sample lesson								
-	Did not use 'Ask a Question'								
-	Did not use the 'Request Info'								
+	Would watch video								
+	Used the filters to search								
	Found pricing unclear								
	Found reviews important								
-	Did not see Pilot Opportunties								
	Wanted a compare feature								
	Used/would use search bar								
	Cleared filters to begin new search								
	Blurb under prodcut helpful								
	Did not notice 'Favorites' option								
	Would use the 'My Notes' section								

Post-interview User Surveys

6 question survey evaluating website



Empathy Map

Team1

How will I ensure this product works?

Asking fellow colleagues for **advice on curriculum**

You should make sure this product has testimonials/rating before purchasing.

Saving time by finding all potential products on one website.

Too much information to sort through when browsing.

Empathy Map

SAY & DO

- Asking fellow colleagues for advice on curriculum
- Adhering to the school's best practices
- Exploring online options
- Research what products other schools/districts are using.

THINK & FEEL

- What product will work best for my students?
- What product will fit in the budget?
- How will I ensure this product works?
- Overwhelmed with the number of options.
- Is free demo available?
- I heard about this form a colleague
- Is this worth investing money and time?

HEAR

- **Word-of-mouth referrals.**
- **You should check for your resources online first.**
- **You should make sure this product has testimonials/rating before purchasing.**
- **All products need to be board approved before purchasing.**

SEE

- **Schools that have transitioned into online learning.**
- **Colleagues who look for resources online.**
- **Products that are currently being used and the shortfalls.**
- **Diverse set of needs for a diverse group of students.**
- **Edreports reviews**

(-) PAIN

- Limited experience with online resources.
- Budget limitations.
- Too much information to sort through when browsing.
- Finding time to get quotes from all products being considered.
- Finding the product that fits the culture of the school/district.
- Quality of the course

(+) GAIN

- Fresh perspective on planning.
- Finding a useful online tool that fulfills specific needs.
- Saving time by finding all potential products on one website.
- Getting quotes for products through one website.
- Future self-improvement plan and method

Affinity Mapping Insights

SEARCHING FOR RESULTS

Search results are not always relevant

Some users struggle going back to their main search

Users who do use search box enter keywords of what they're looking in a resource (e.g. "phonics", not "English")

Most commonly used filters are BY GRADE & BY SUBJECT

PRODUCT PAGE DETAIL

Most of users look for pricing details

Most users look for free trial

The information is inconsistent, we need a a uniform structure across all product pages

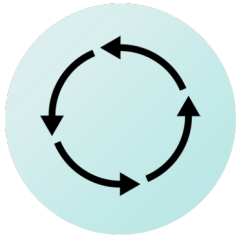
'Rate this product' feature at the top of the product page is not useful for first time users

Don't tend to click on CTA buttons

Sharing button could be helpful in the product description page

Affinity Mapping Insights

Search results are not always relevant



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Don't tend to click on CTA buttons

Educator persona

Sarah Leclerc

Science Teacher, NJ

DEMOGRAPHICS

Age: 42
Job: Science Teacher, Public HS
Tech level: Intermediate
Device: Desktop

BIO

Sarah is a high school science teacher working for a mid-size public school in a nice suburban school district. She's been working in education for a total of 17 years, 5 of them in her current role. She serves as the head of the science department ad works with a team of 4 teachers. Every summer they explore the curriculum options that could fit the budget they are given and share their findings with each other in order to find a perfect solution for their students. She's really passionate about her work and does the research with meticulous attention to detail.

GOALS

- Find resources that fit her students' needs
- Streamline her teaching process
- Finding efficient ways to teach certain materials
- Being able to pitch to others

FRUSTRATIONS/CHALLENGES

- Spending a lot of time doing research
- Not being able to find support documents proving efficacy of a resource
- Getting the board of teachers to go to the same direction
- Not feeling confident buying a product before testing

MOTIVATIONS

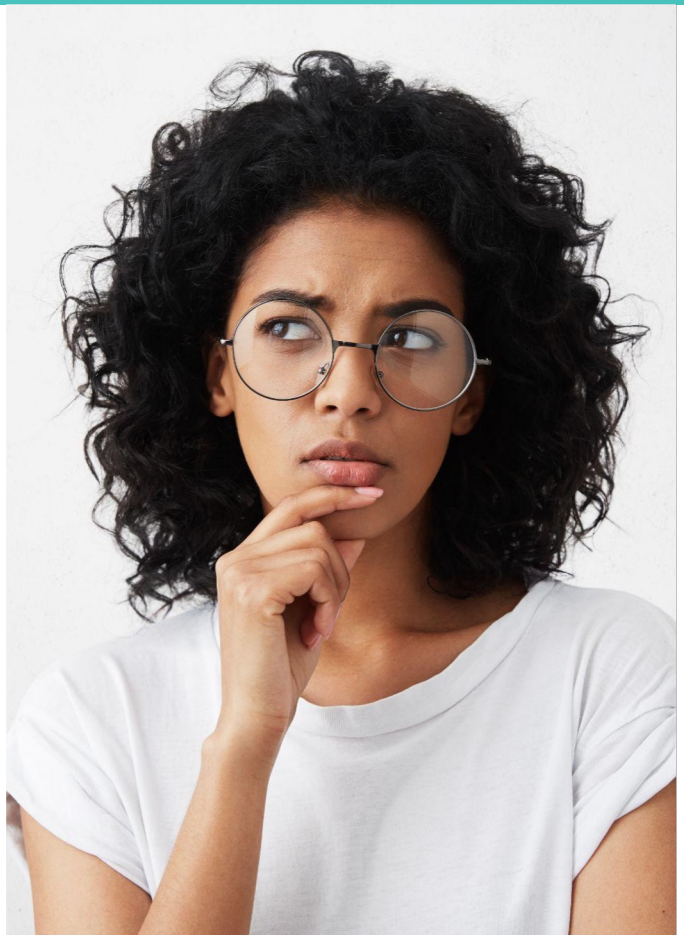
- Saving time by narrowing resources down
- Having access to multiple options
- Being able to narrow down her choices
- Access to support documents

User Journey

STEPS	PRE-SEARCH	SEARCH	CONSIDER	CONTACT VENDOR
ACTIONS	• Asks around about what her colleagues are using • Reviews her department budget • Meets with her team to discuss department needs	• Scans all search results • Looks for keywords that give her confidence in product • Reviews product information carefully • Looks for free pilot lesson	• Reviews the blurb • Reviews product summary • Watches video • Looks for pricing info • Looks for downloads for pitching • Goes to vendor website	• Asks vendor for a quote • Asks vendor for a sample lesson • Schedules a pilot presentation • Discusses purchasing options
EMOTIONS	"How do I find exactly what fits mine and my students' needs within the budget?"	"Yay, so many options out there! And I can narrow my options down by filtering the materials!"	"Oh, wait, this is too confusing.. I don't have that much time and energy!"	"Feeling hopeful now!"
OPPORTUNITIES	• Referrals from previous users via emails or social media	• Accurate filter results • Bulleted list under products to highlight product key points • Reducing number of steps to get to product page	• Consistent product page structure • Clear hierarchy of information • Sharing option • Suggestions based on previous searches	• Vendor rating and overall image • Option to get a quote • Pilot opportunities

Direction of Design

HOW MIGHT WE create a reliable search system and consistent product description page for educators so they can pick the right resources for their school/curriculum/district?



Direction of Design

MUST HAVE

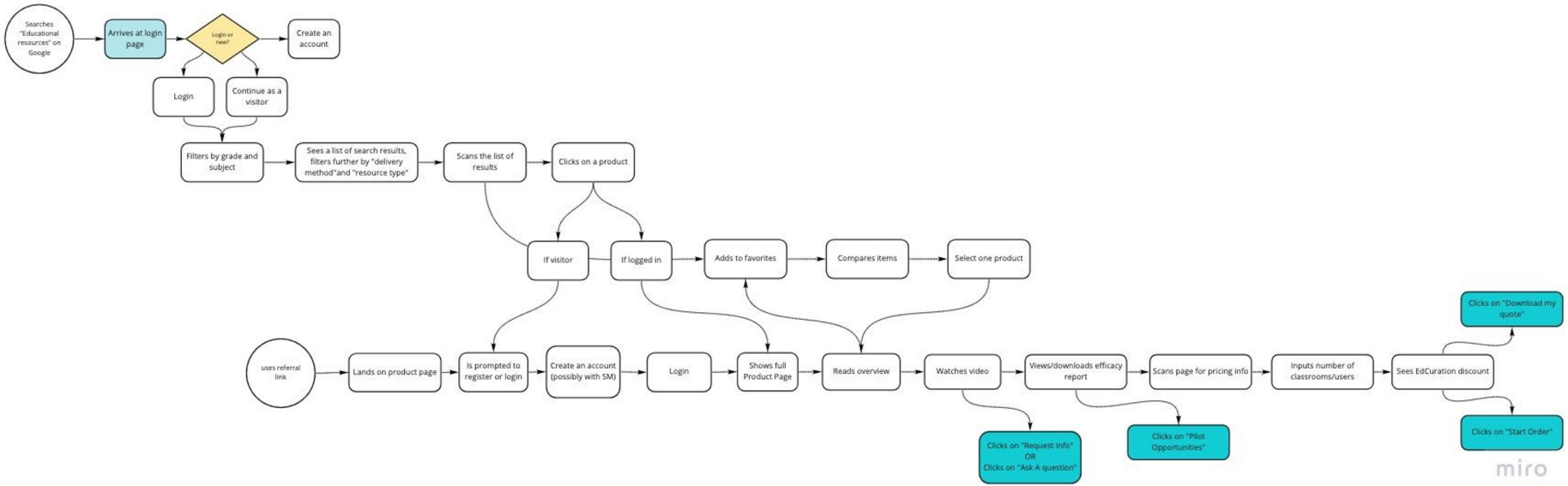
- ➔ Consistent product page
- ➔ Bulleted keywords in product description
- ➔ Sharing option
- ➔ Improved search bar
- ➔ Instant quote

NICE TO HAVE

- ❑ Navigation tabs
- ❑ Suggestions based on browsing history
- ❑ Product rating
- ❑ Vendor rating

Areas of Focus

User Flow



MAIN GOALS:

Request info OR Ask Questions = Let's talk

Click on Pilot Opportunity

Download Quote OR Start Order

Areas of Focus-Revise

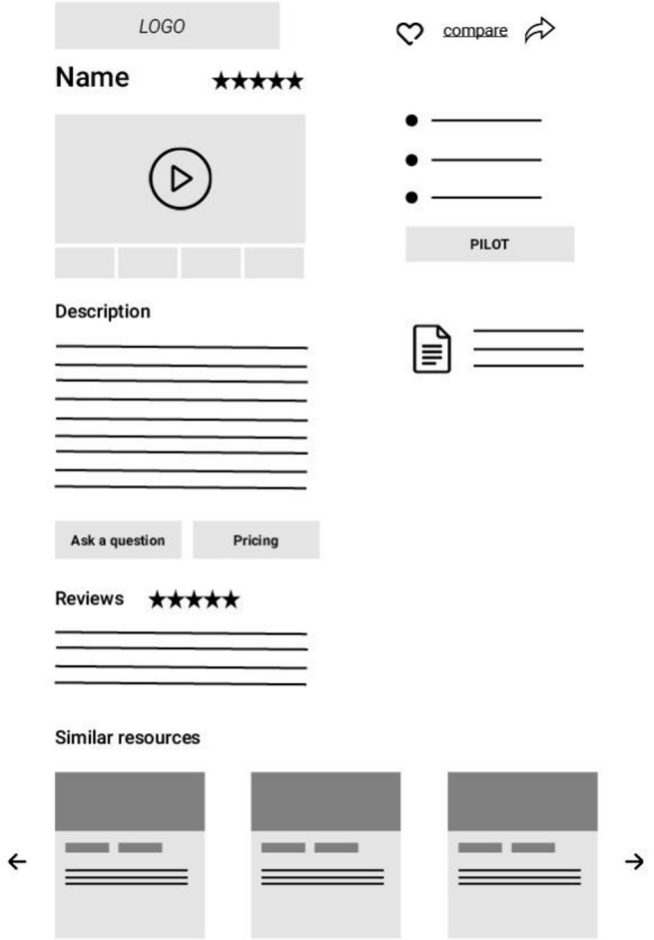
Filtering Menu

Search Results

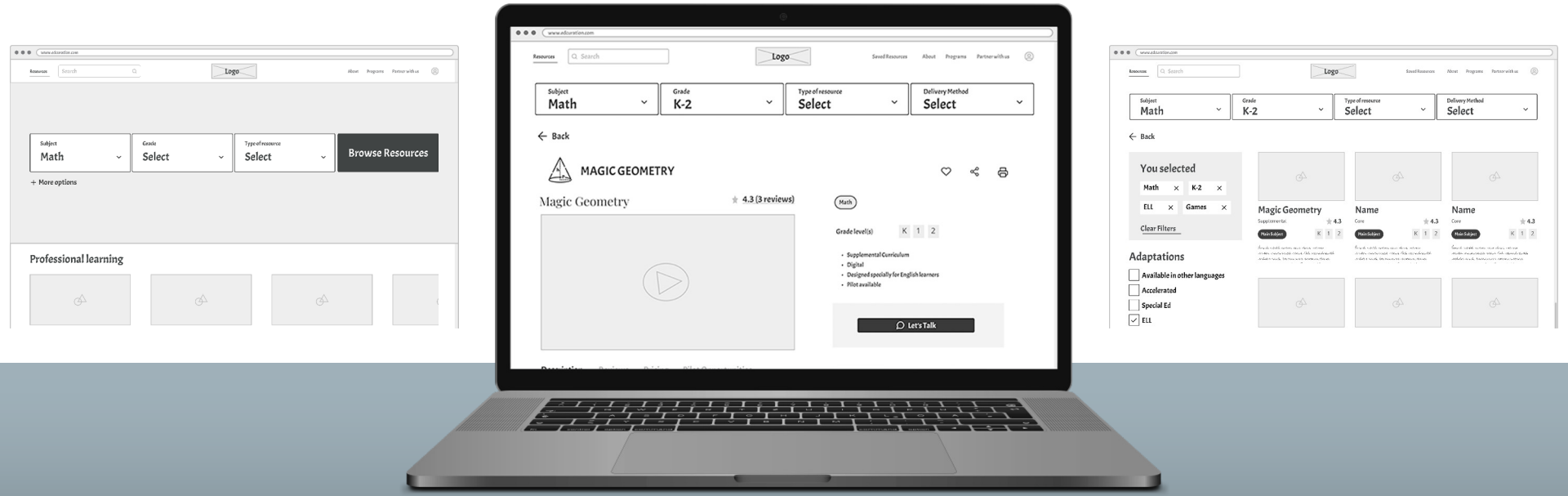
Product Page

Brainstorming solutions & sketching

- ✓
- ☑ Filter dropdown at home page
- ☑ Tags on product tiles
- ☑ Share / Save / Print
- ☑ CTA's Hierarchy
- ❑ Similar resources suggestions at the bottom of product page



Mid Fidelity Prototypes & User Testing



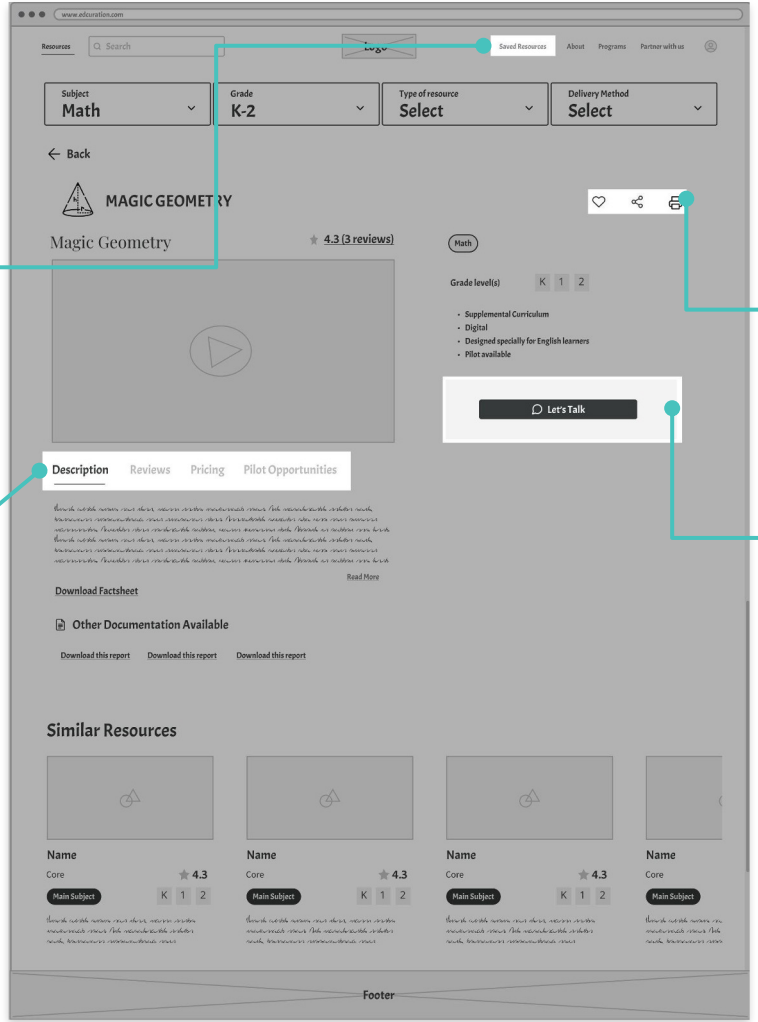
Findings

Save resources

They would use the upper menu to go to their saved resources

Product Info

They would look into pricing and reviews



Sharing option

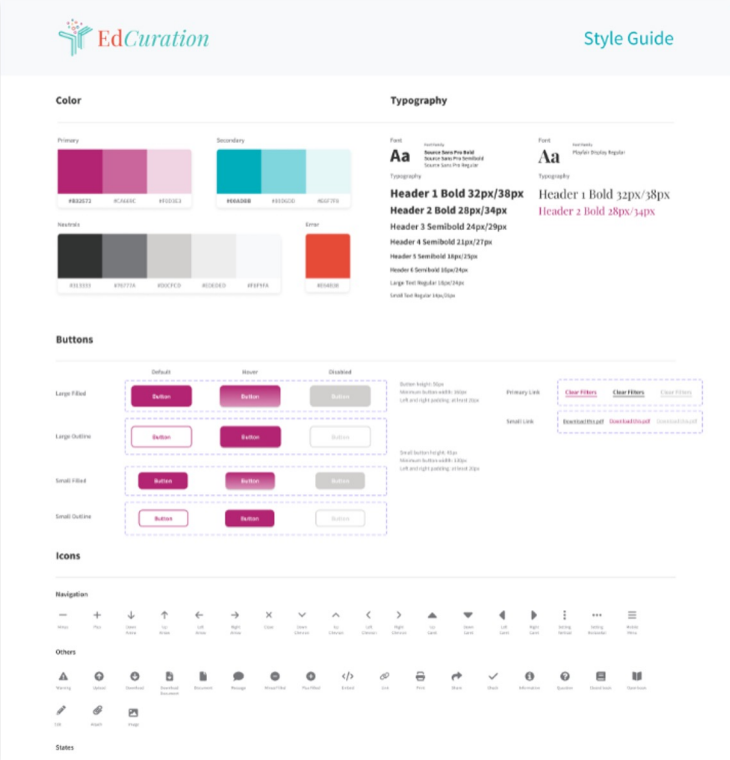
Most users would use the sharing option, preferred by email

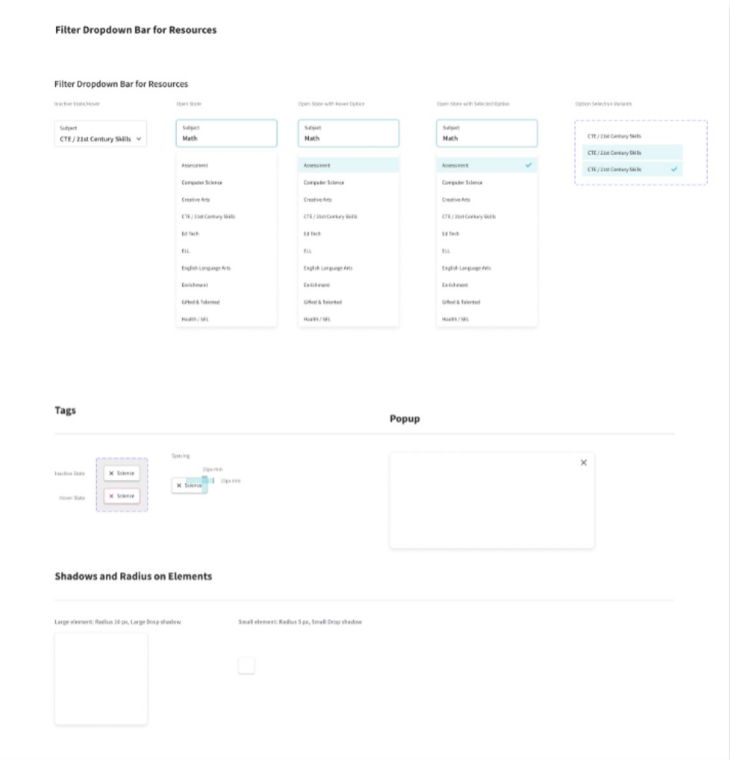
Connect with vendor CTA

Would click on “Let’s talk” if they have more questions

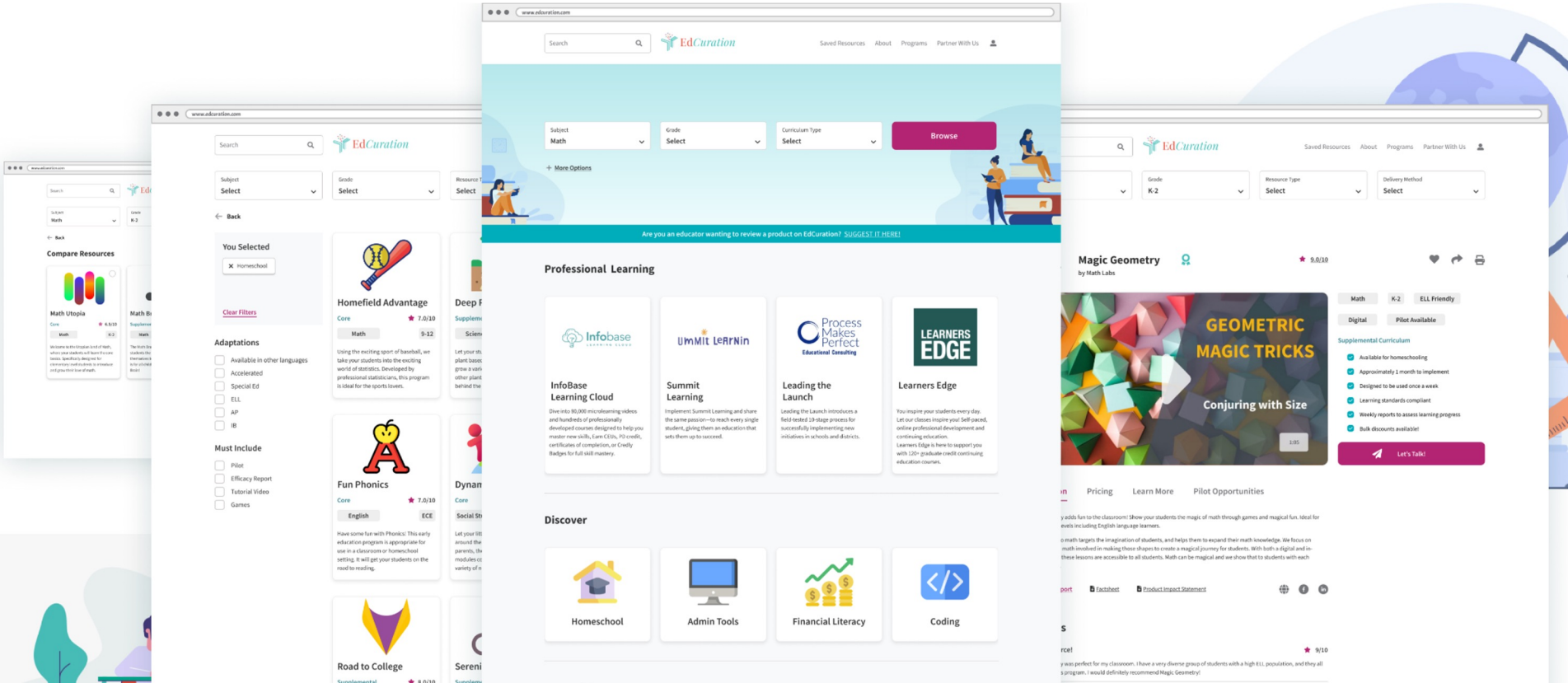
Collaboration between teams

STYLE GUIDE

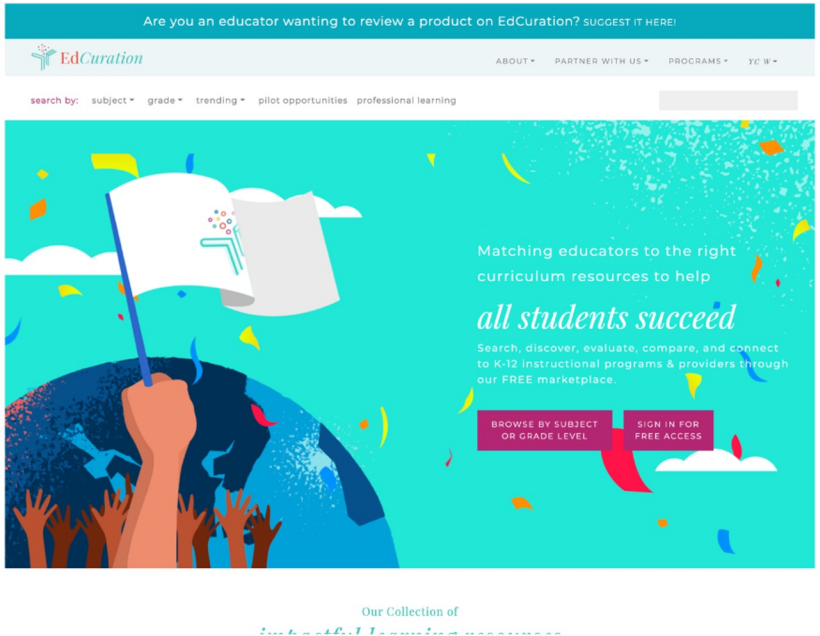




Hi-Fidelity Prototype



Highlights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Matching educators to the right curriculum resources to help
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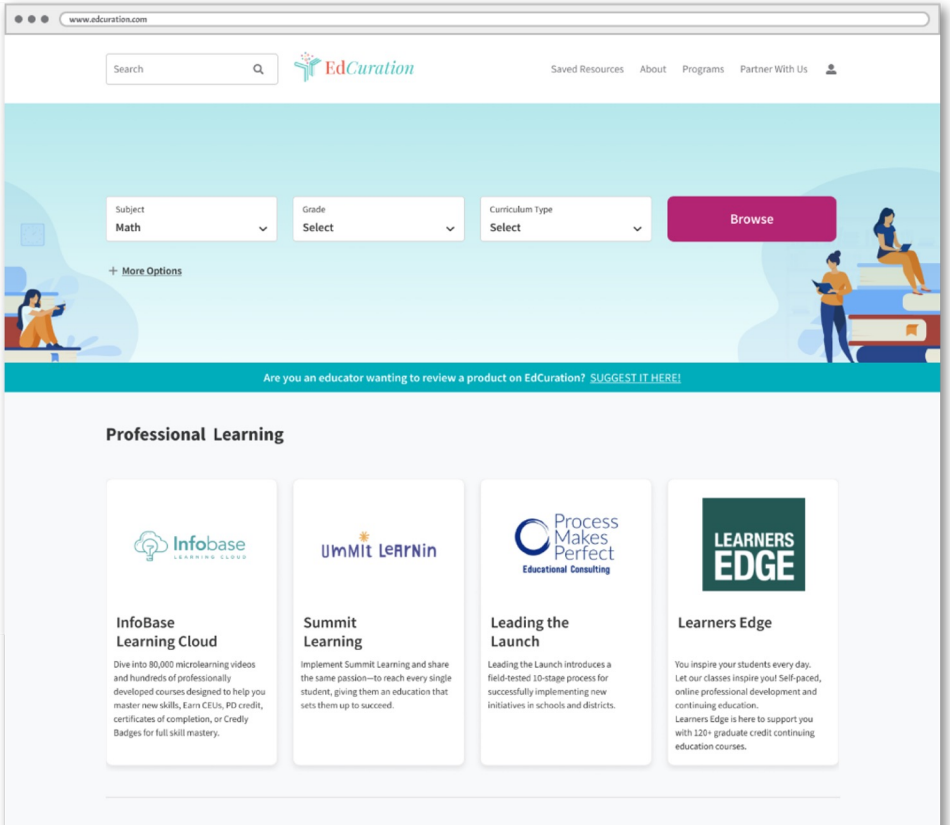
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Process Makes Perfect
Educational Consulting
Leading the Launch
Leading the Launch introduces a field-tested 10-stage process for successfully implementing new initiatives in schools and districts.
LEARNERS EDGE
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Learners Edge is here to support you with 120+ graduate credit continuing education courses.

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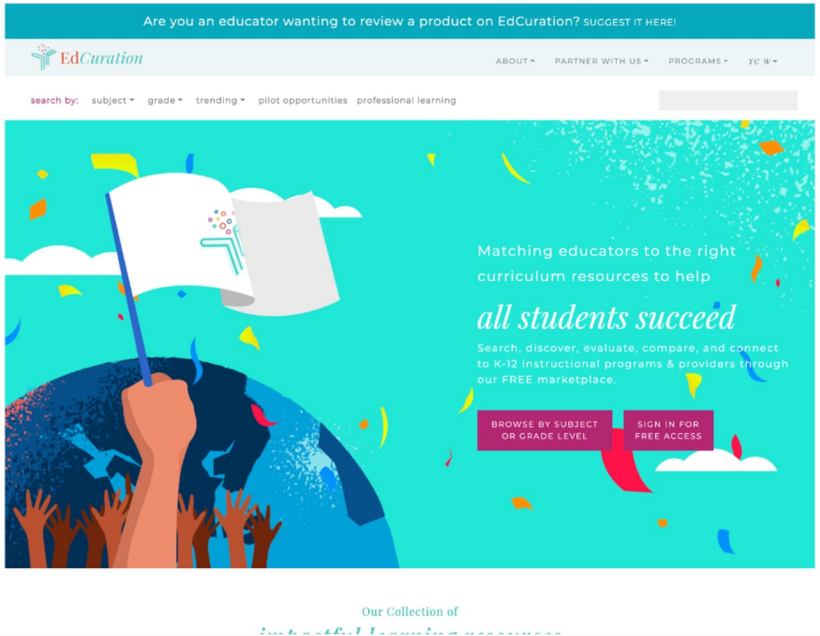
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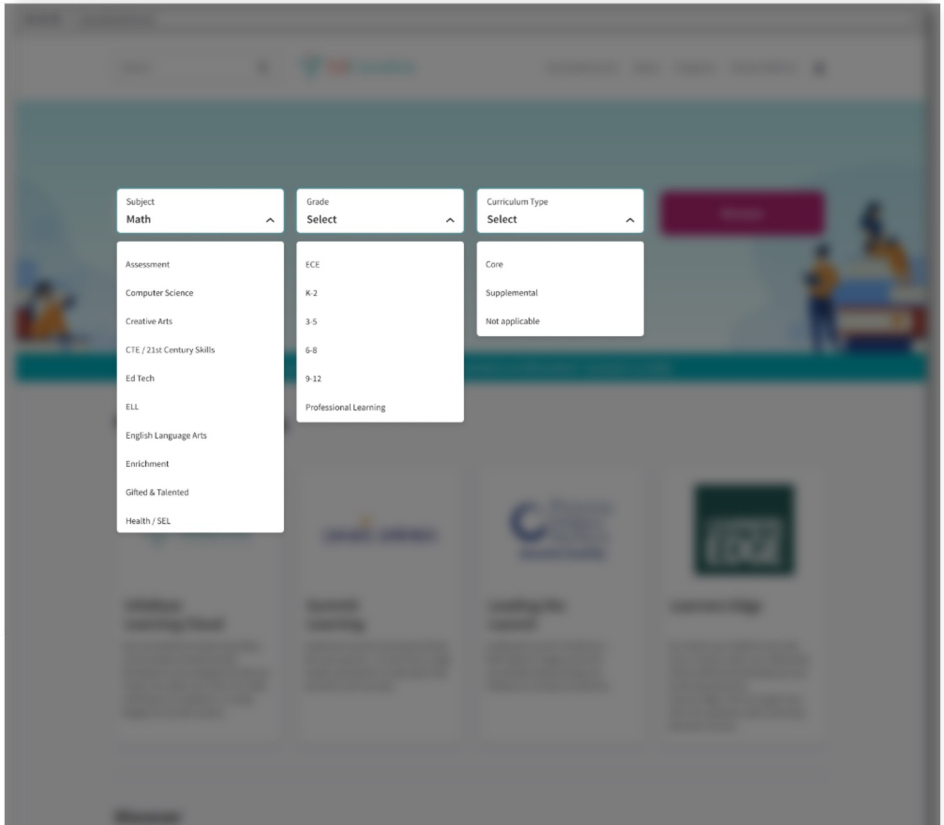
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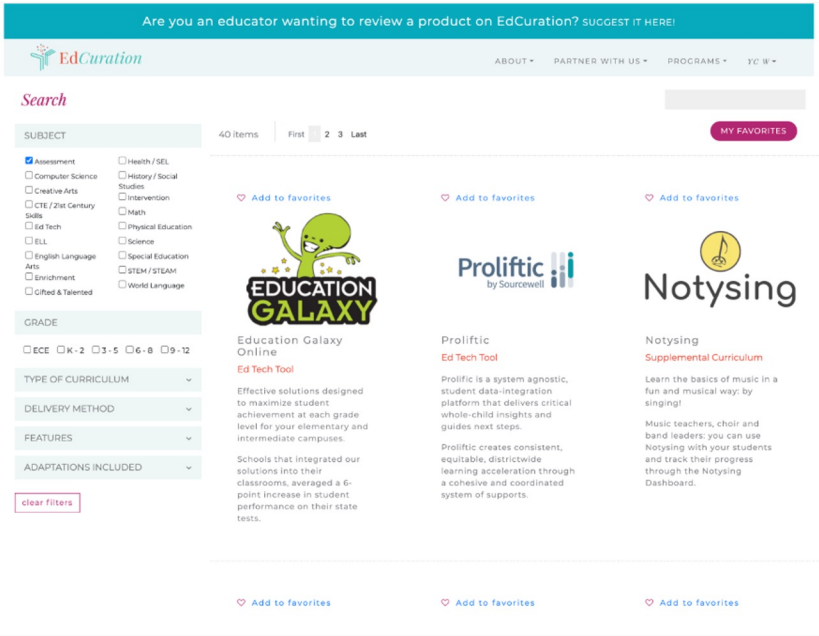
Creative Arts
CTE / 21st Century Skills
Ed Tech
ELL
English Language Arts
Enrichment
Gifted & Talented
Health / SEL
Grade
Select
ECE
K-2
3-5
6-8
9-12
Professional Learning
Curriculum Type
Select
Core
Supplemental
Not applicable

Highlights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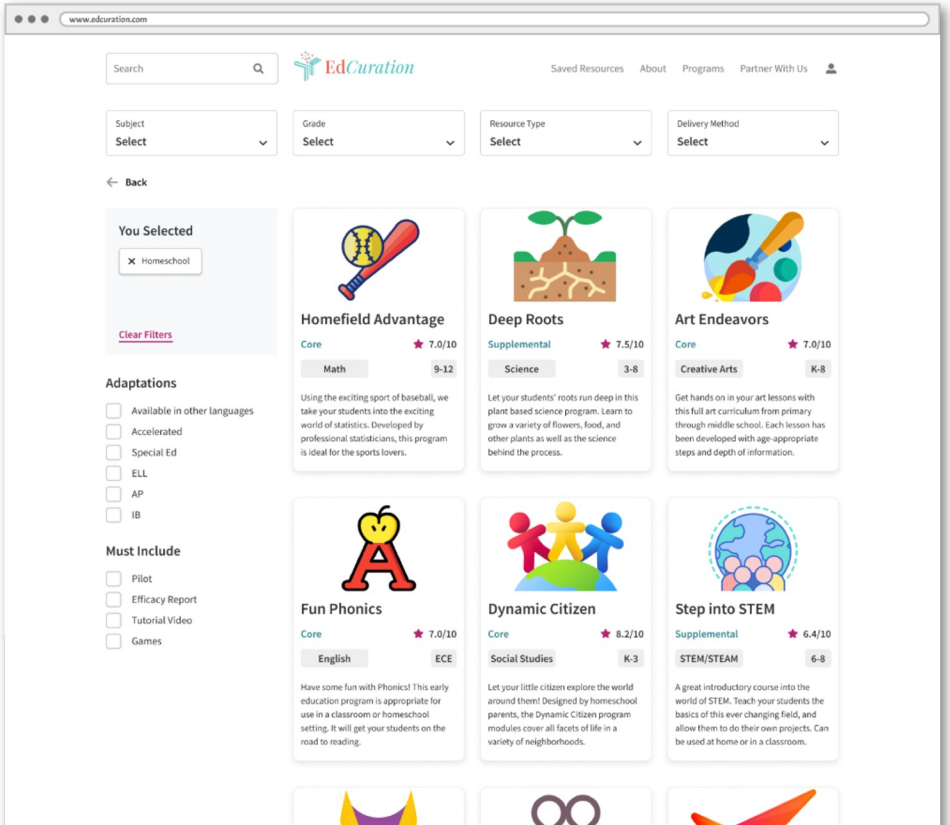
History / Social Studies
Intervention
Math
Physical Education
Science
Special Education
STEM / STEAM
World Language
GRADE
ECE
K - 2
3 - 5
6 - 8
9 - 12
TYPE OF CURRICULUM
DELIVERY METHOD
FEATURES
ADAPTATIONS INCLUDED
clear filters
40 items
First
2
3
Last
MY FAVORITES
Add to favorites
EDUCATION GALAXY
Education Galaxy Online
Ed Tech Tool
Effective solutions designed to maximize student achievement at each grade level for your elementary and intermediate campuses.
Schools that integrated our solutions into their classrooms, averaged a 6-point increase in student performance on their state tests.
Proliftic by Sourcewell
Proliftic
Ed Tech Tool
Proliftic is a system agnostic, student data-integration platform that delivers critical whole-child insights and guides next steps.
Proliftic creates consistent, equitable, districtwide learning acceleration through a cohesive and coordinated system of supports.
Notysing
Supplemental Curriculum
Learn the basics of music in a fun and musical way: by singing!
Music teachers, choir and band leaders: you can use Notysing with your students and track their progress through the Notysing Dashboard.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Accelerated
Special Ed
ELL
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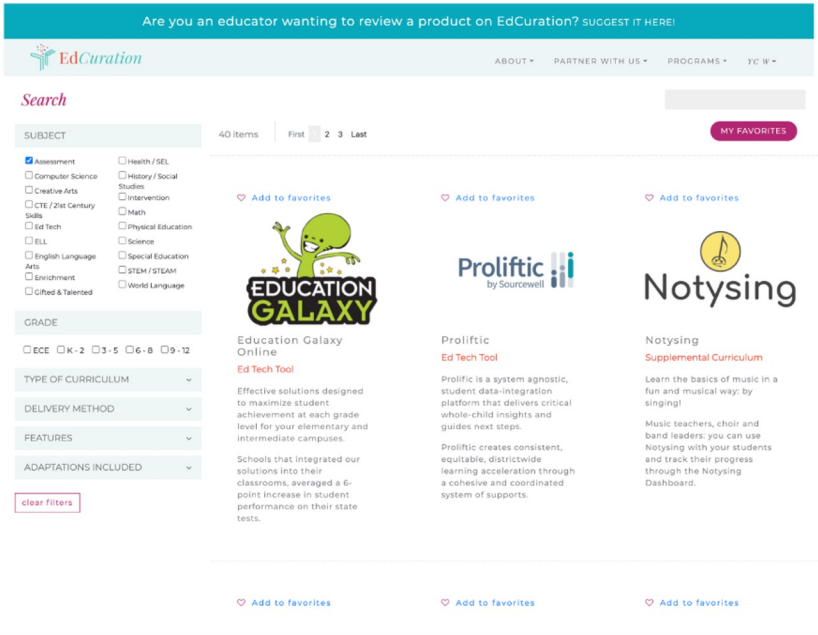
IB
Must Include
Pilot
Efficacy Report
Tutorial Video
Games
Homefield Advantage
Core
7.0/10
Math
9-12
Using the exciting sport of baseball, we take your students into the exciting world of statistics. Developed by professional statisticians, this program is ideal for the sports lovers.
Deep Roots
Supplemental
7.5/10
Science
3-8
Let your students' roots run deep in this plant based science program. Learn to grow a variety of flowers, food, and other plants as well as the science behind the process.
Art Endeavors
Core
7.0/10
Creative Arts
K-8
Get hands on in your art lessons with this full art curriculum from primary through middle school. Each lesson has been developed with age-appropriate steps and depth of information.
Fun Phonics
Core
7.0/10
English
ECE
Have some fun with Phonics! This early education program is appropriate for use in a classroom or homeschool setting. It will get your students on the road to reading.
Dynamic Citizen
Core
8.2/10
Social Studies
K-3
Let your little citizen explore the world around them! Designed by homeschool parents, the Dynamic Citizen program modules cover all facets of life in a variety of neighborhoods.
Step into STEM
Supplemental
6.4/10
STEM/STEAM
6-8
A great introductory course into the world of STEM. Teach your students the basics of this ever changing field, and allow them to do their own projects. Can be used at home or in a classroom.

Highlights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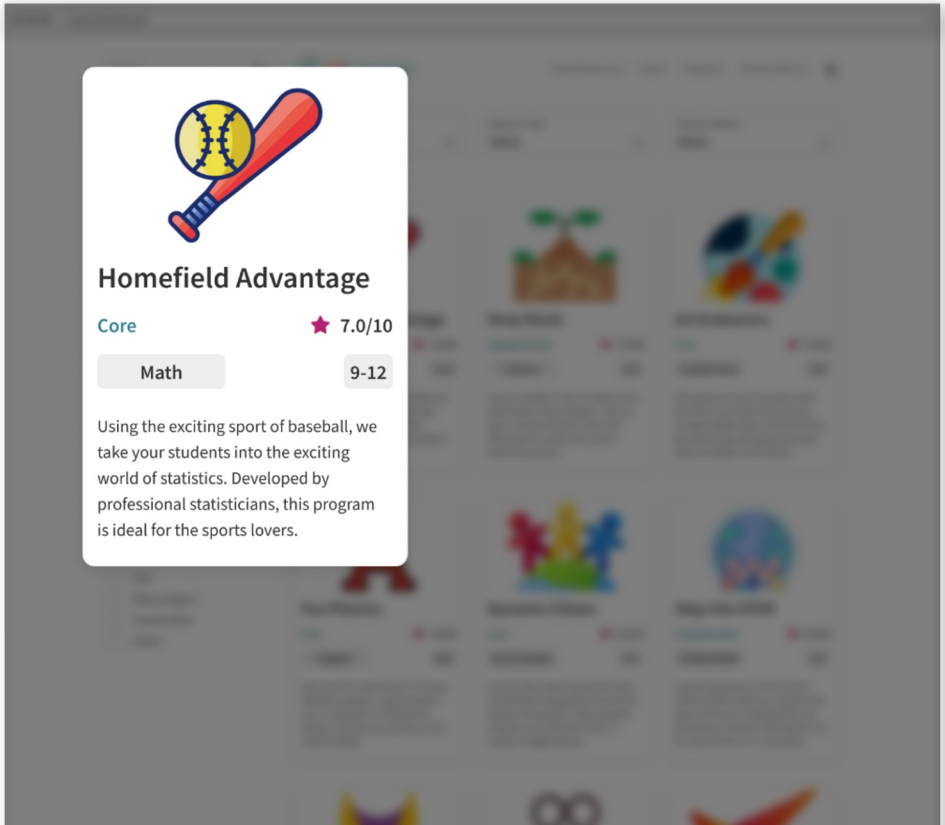
Homefield Advantage
Core
7.0/10
Math
9-12
Using the exciting sport of baseball, we take your students into the exciting world of statistics. Developed by professional statisticians, this program is ideal for the sports lovers.

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Proliftic
by Sourcewell

Proliftic

Ed Tech Tool

Prolific is a system agnostic, student data-integration platform that delivers critical whole-child insights and guides next steps.

Prolific creates consistent, equitable, districtwide learning acceleration through a cohesive and coordinated system of supports.

PRODUCT IMPACT (EFFICACY) REPORT

ASK A QUESTION | REQUEST INFO | SCHEDULE A DEMO

Learning Solution Website:
https://www.proliftic.org/

Solution Video

CONTENT AREA(S)
Intervention
Assessment
Ed Tech

GRADE LEVEL(S)
K 1 2 3 4 5 6 7 8 9 10 11 12

SUPPORT DOCUMENTS
Additional product information: How it works | Proliftic.pdf
Additional product information: Why Proliftic | Proliftic.pdf

School-wide Learning: This program is most effective when the entire schools adopts it

TYPE OF CURRICULUM
Personalized Learning
School-wide Learning

CURRICULUM FEATURES
Tutorial Video
Data Reporting

ASSESSMENTS INCLUDED
Formative

Delivery Method: Digital
Personalized Learning
Data Reporting included
Tutorial Videos included

Review This Program

On a scale of 1-10, with 10 being high, how likely are you to recommend this product to another educator like yourself?

Your Rating: 10

What is the primary reason for your rating?

☐ I certify that I have used this program with students in my district, school, or classroom in the past 24 months

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FINALIST 2020

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Saved Resources About Programs Partner With Us

Subject: Math | Grade: K-2 | Resource Type: Select | Delivery Method: Select

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Magic Geometry

by Math Labs

★ 9.0/10

Math | K-2 | ELL Friendly | Digital | Pilot Available

Supplemental Curriculum

- Available for homeschooling
- Approximately 1 month to implement
- Designed to be used once a week
- Learning standards compliant
- Weekly reports to assess learning progress
- Bulk discounts available!

Let's Talk!

Description | Pricing | Learn More | Pilot Opportunities

Magic Geometry adds fun to the classroom! Show your students the magic of math through games and magical fun. Ideal for students of all levels including English language learners.

Our approach to math targets the imagination of students, and helps them to expand their math knowledge. We focus on shapes and the math involved in making those shapes to create a magical journey for students. With both a digital and in-person format, these lessons are accessible to all students. Math can be magical and we show that to students with each magical lesson.

Impact Report | Factsheet | Product Impact Statement

Reviews

Great resource! ★ 9/10

Magic Geometry was perfect for my classroom. I have a very diverse group of students with a high ELL population, and they all thrived with this program. I would definitely recommend Magic Geometry!

I wish I had this resource before! ★ 8/10

What a great resource! My students enjoyed the games, and it really boosted their confidence in math. Would recommend if you are looking to add a little fun to the classroom.

See More Reviews | Review this resource

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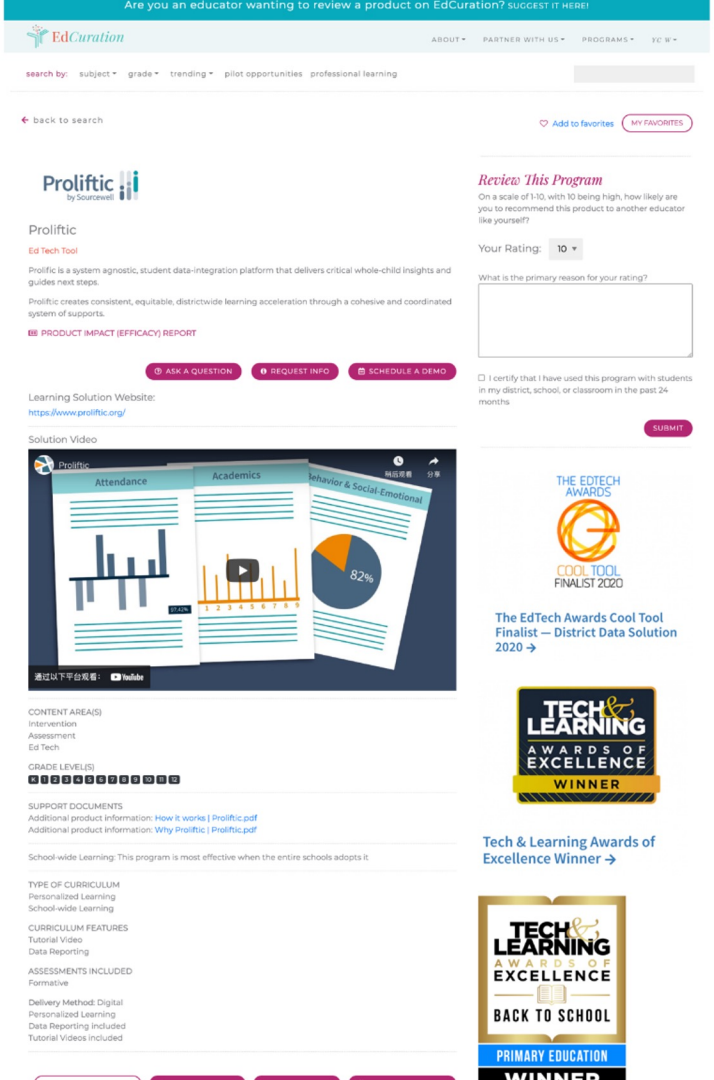
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Solution Video
Attendance
Academics
82%
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Assessment
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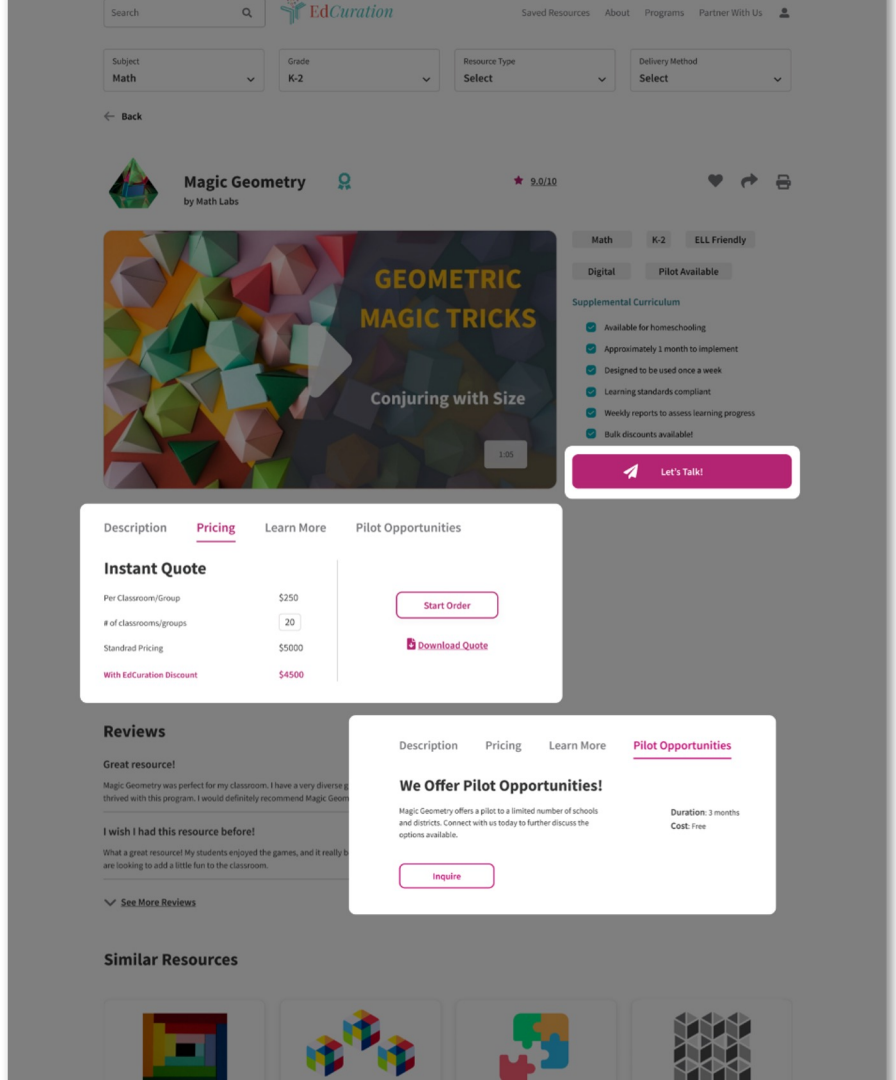
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Math
K-2
ELL Friendly
Digital
Pilot Available
Supplemental Curriculum
Available for homeschooling
Approximately 1 month to implement
Designed to be used once a week
Learning standards compliant
Weekly reports to assess learning progress
Bulk discounts available!
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Per Classroom/Group
$250
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20
Standrad Pricing
$5000
With EdCuration Discount
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I wish I had this resource before!
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Pilot Opportunities
We Offer Pilot Opportunities!
Magic Geometry offers a pilot to a limited number of schools and districts. Connect with us today to further discuss the options available.
Duration: 3 months
Cost: Free
Inquire
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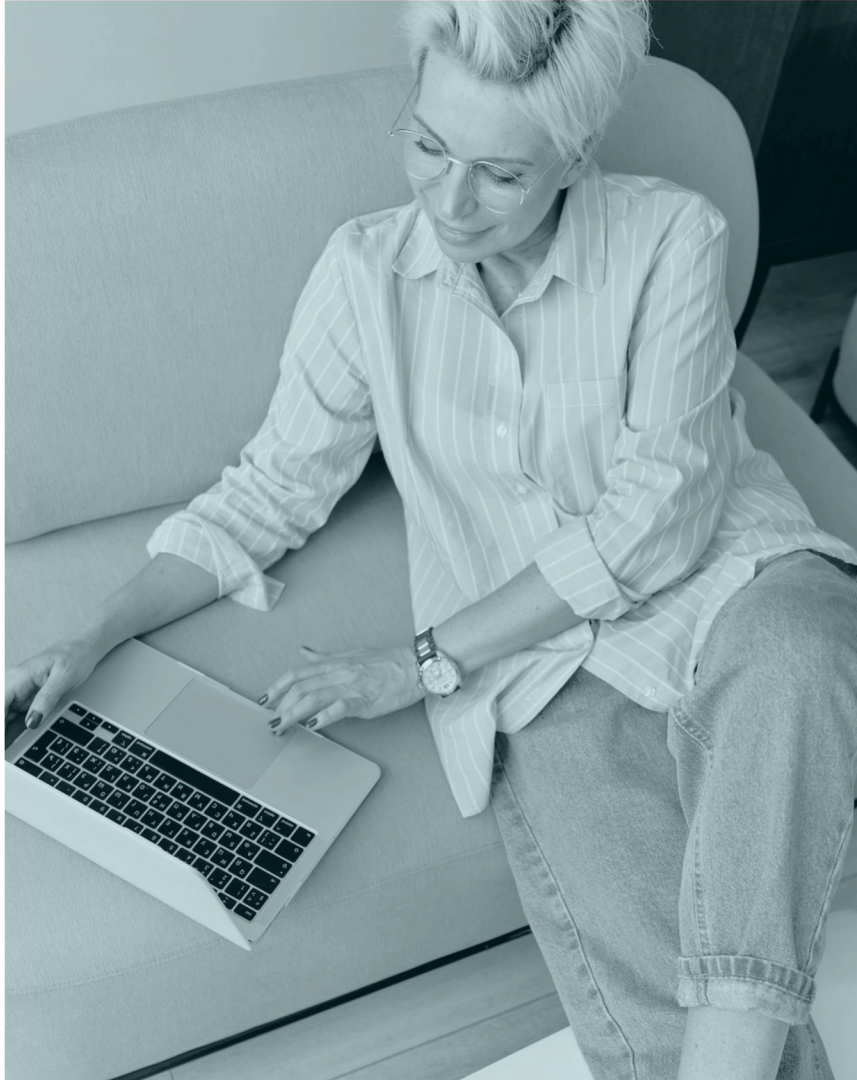
Future Considerations

- ✓
- ✓ Find a way to get more reviews from user
- ✓ Work on user dashboard
- ✓ Login/Sign up via Social Media
- ❑ Add the Edreports reviews on product page



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