



Ethnographic Study (example only)

Visit Date: Wednesday, October 0, 2020 11:30-1:50

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Information has been changed or removed to comply with NDA

Background

“Teachers have been asked to choose or provide an eText option whenever possible as long as that choice does not sacrifice educational value, cost efficiency, readability, functionality and weight in the backpack.

- Not one single vendor, platform, or app can support its diverse and advanced needs
- Parents are provided with a web-based book list including a combo of new and used textbooks, eText for purchase, eText for rental, and apps
- Volume purchases are made wherever possible to help save up to 50% off for families.

Why they chose the product



The right content is available.



Save parents money



Easy to administer

Devices, platform and connectivity



- iPad 4 - full-size (32GB with WiFi, Black)
- School owns the devices.
- Students take them home and keep them over the summer.
- Students can purchase accessories such as keyboards, pens and may be required to have headphones for certain classes.
- Wifi is available throughout campus



Interviews

IT, Teacher and Students

Decision Making

Device and Platform

- Folks involved: Board President, Principal, IT director makes proposal
- 5 year plan decides what devices or platforms they will use at the school.
- Can be flexible (“nimble”) in their tech decisions because they don’t need to standardize to a district

Content

- Teachers decide on content (physical book/ebooks)
- Decisions that occur in May accommodate summer reading assignments.
- Rental model works well with the school because of timing and decision making when reviewing content to use in the classrooms with the teachers and students.
- Purchasing process is logistical nightmare

Curriculum

- "Curriculum is handled by department.
- Silo'd and independent.
- Teachers have a 'Don't invade my class attitude' - Chris."

About the teacher



Base Scenario

- Teaches Social Science with the same book for 6 periods
- Most lectures are using powerpoint
- Doesn't allow laptops to be opened in class to take notes.
- Never uses the book in class except to show the students a map

Additional Notes

- Chose the book because of the quantity and detail of maps
- Grades notes randomly 4 times a quarter giving students tips on taking notes
- Highlighter is frequently used and appreciated feature.

Teachers need specific features

Feature issues / Poor design or missing features

- Ability to view maps
- Navigating between pages or to a specific page
- Meaningful search results

Performance

- Wants to know exactly when the book will be downloaded.

Unmet brand expectations

- “I feel like I’m the product tester. I should be paid for this.” - Smith
- “Bottom line: it’s not as good (not close) to the competitor. ” - Jones

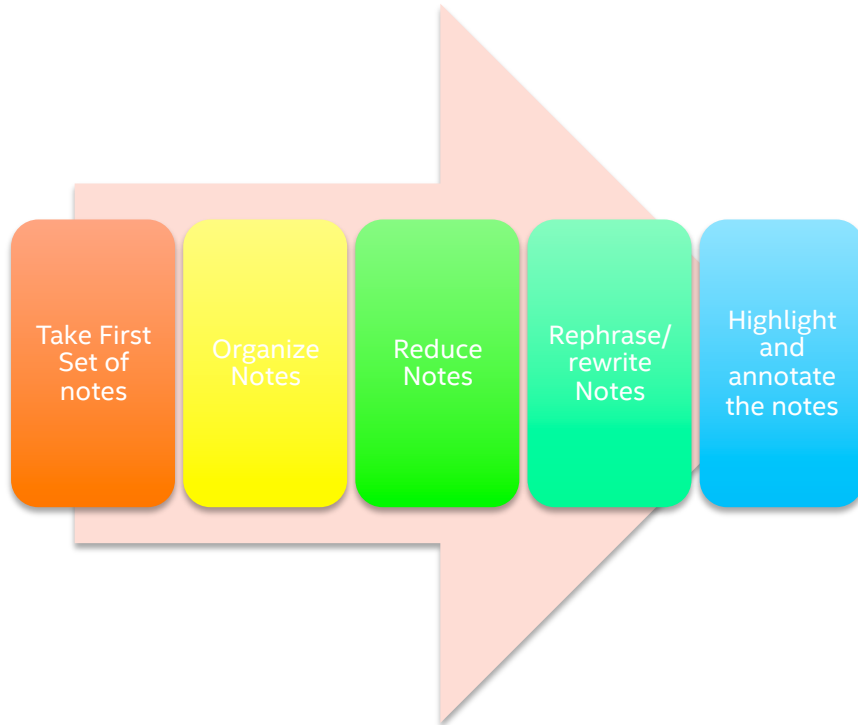
Students need instant access

Poor Performance

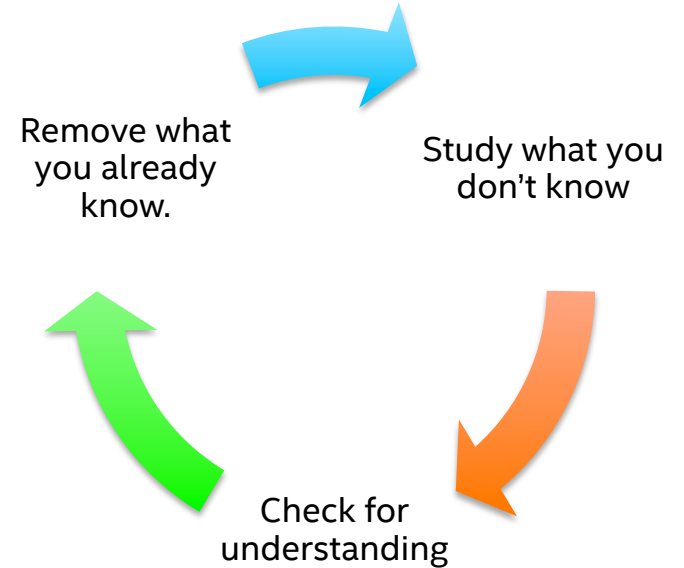
- “I cant flip between applications because it crashes.”
- “Like its competitor, it should include a button in the top to see everything you've highlighted in the book all in one place organized by color of highlighting. This would make taking notes a little less hectic since it takes time to move from one page to the next, especially when some have serious lag.”

Successful use of annotation

Absorb, Discern



Review



End of example
ethnographic study