



Classroom product - teacher goals and related tasks - Example Only

MISSION

Help Students Succeed

GOALS

Quickly gauge whether students understand the material.

Quickly gauge which students need help

PRIMARY TASKS

- 1. Ask a question to the entire class
- 2. Understand which topics are most difficult for students

- 1. Respond to student question
- 2. Find out which students need help
- 3. View results of student participation

BENEFIT

Allocate right amount of time to subjects which require more classroom instruction

Allocate the right kind of attention to the right students.

MEASUREABLE METRIC

Save Time

Student Engagement

UNCATEGORIZED TASKS

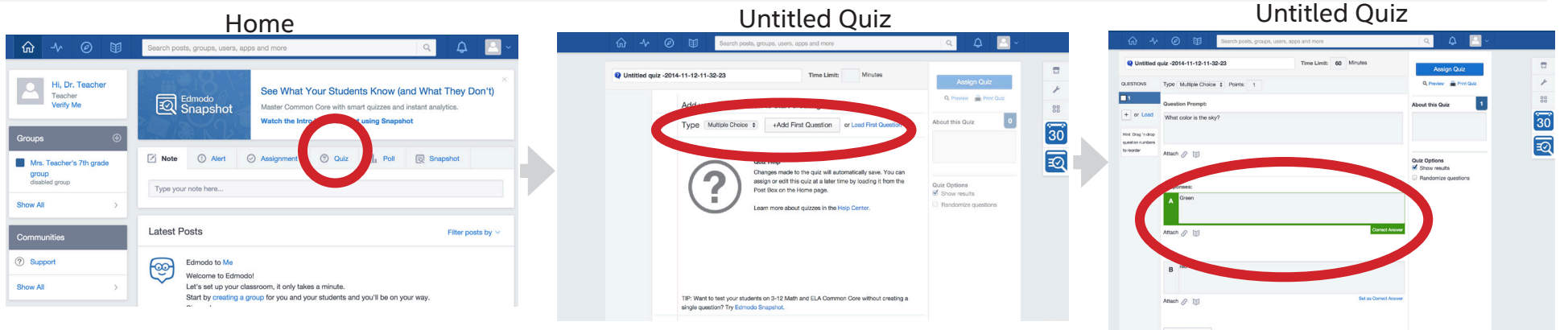
(These do not **directly** align to any of the above stated goals)

- Create a 2 step activity
- Post an announcement
- Take Attendance
- Delete a question
- Toggle In Class
- Select Avatar
- Create an assignment
- Start a live class session
- Reset the classfeed
- Archive the class feed

Task: Ask a question to the entire class

Competitive Comparison

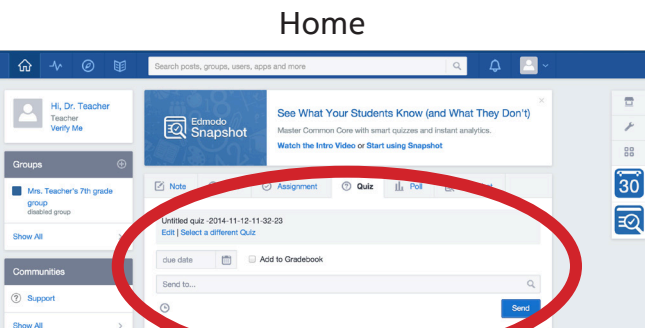
Edmodo



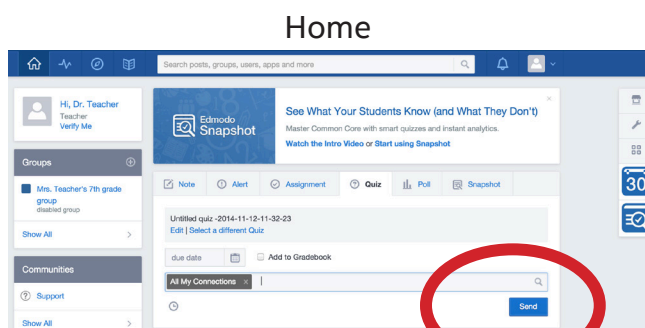
A. Home page contains a list of frequently used interactions grouped together. Tap Quiz.

B. Multiple choice is selected by default. Tap 'add first question' or load from existing list/library.

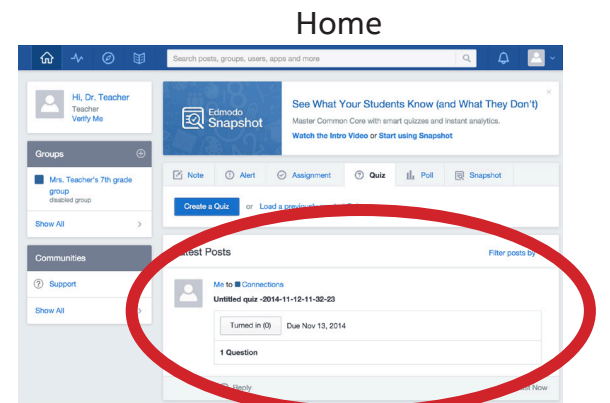
C. The correct answer is automatically the first answer in the list and is clearly marked. Enter question and replies. The tap 'assign quiz'



D. Quiz has been saved. Enter recipient in the 'send to' field



E. Tap 'send'



F. Question has been posted. This is indicated in the feed

Takaways

- Centralize all frequently used teacher tasks on one place that is visible immediately after log in.
- Make it clear when user is in 'adding the quiz mode'. Progressively disclosure for subsequent interactions
- Put minimum required inputs for answers automatically.
- Designate a field for the correct answer automatically so user enters it correctly first time.
- Sharing a quiz and creating a quiz should be clearly differentiated and independent actions
- Distinguishes between creating a new quiz and loading from library

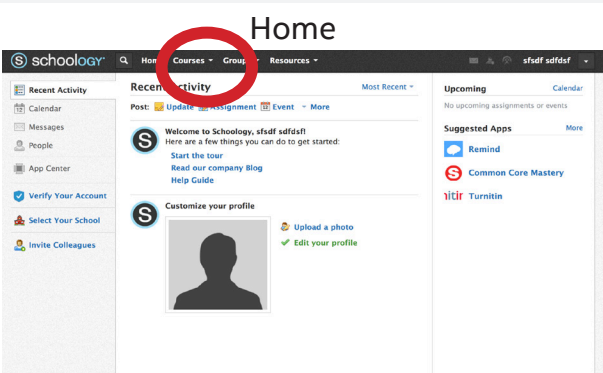
Differentiated Features

- 5 types of quizzes
- Advance scheduling of quizzes
- Add quiz to gradebook
- Send quizzes to specific recipients
- Feed indicates when quiz was created, posted
- Feed contents are unique to the teacher
- teacher verification
- email verification

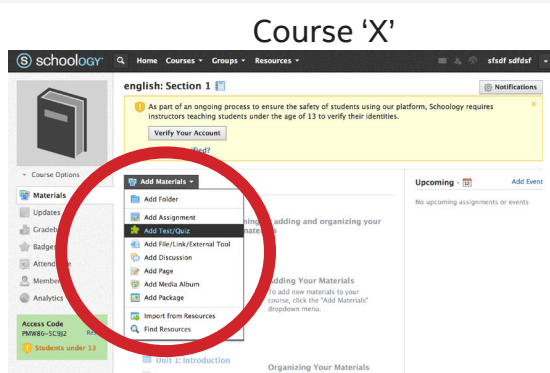
Our Edge

- Integration with Kno system

Schoology



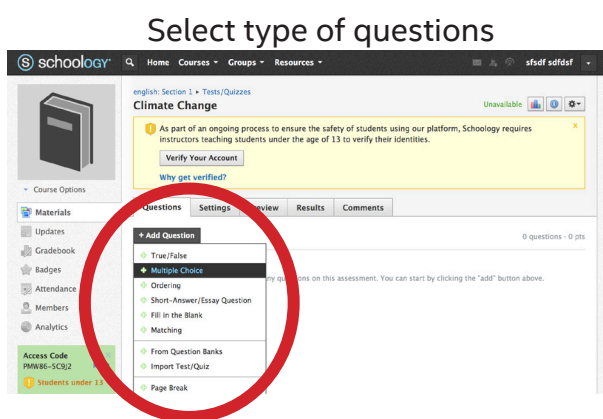
A. Tap 'courses' to find the course



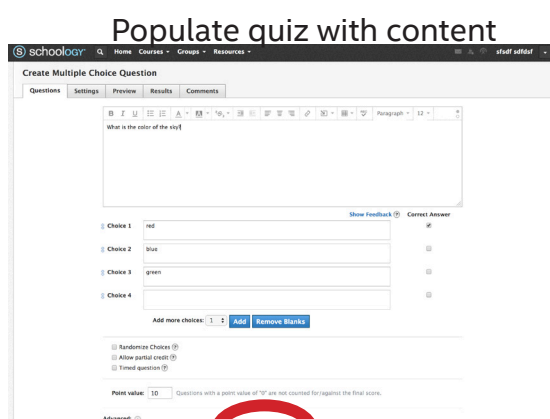
B. Once in a course, 'add materials' select 'add quiz'



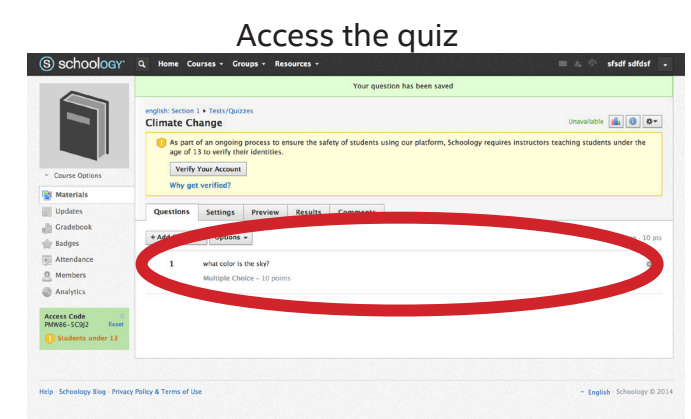
C. Enter details for quiz, then tap 'create'



D. Tap 'add questions'



E. Enter Question and answers. Indicate a correct answer with checkbox. Then click 'create question.'



F. Question was created and appears in 'questions tab'

Takaways

- Excellent IA.. tasks are organized in a menu using language and groupings which are familiar.
- tasks are presented progressively in a way that makes sense for user. Quizzes are inside courses
- page layout presents global navs at the top and non global items in the page
- extremely flexible UI accomodates many usecases
- navigating between pages and tasks was made clear

Differentiated Features

- resouces is a generic, but all encompassing term understood by teachers
- Send quizzes to specific recipients
- grade statistics available
- grading scale options available
- ability to duplicate a quiz

End of this Example

eReader comparison (example only)



This document is a visual comparison between readers for these features:

- Font size/face change
- Margin change
- Pagination (epub locations)
- Highlights
- Notes

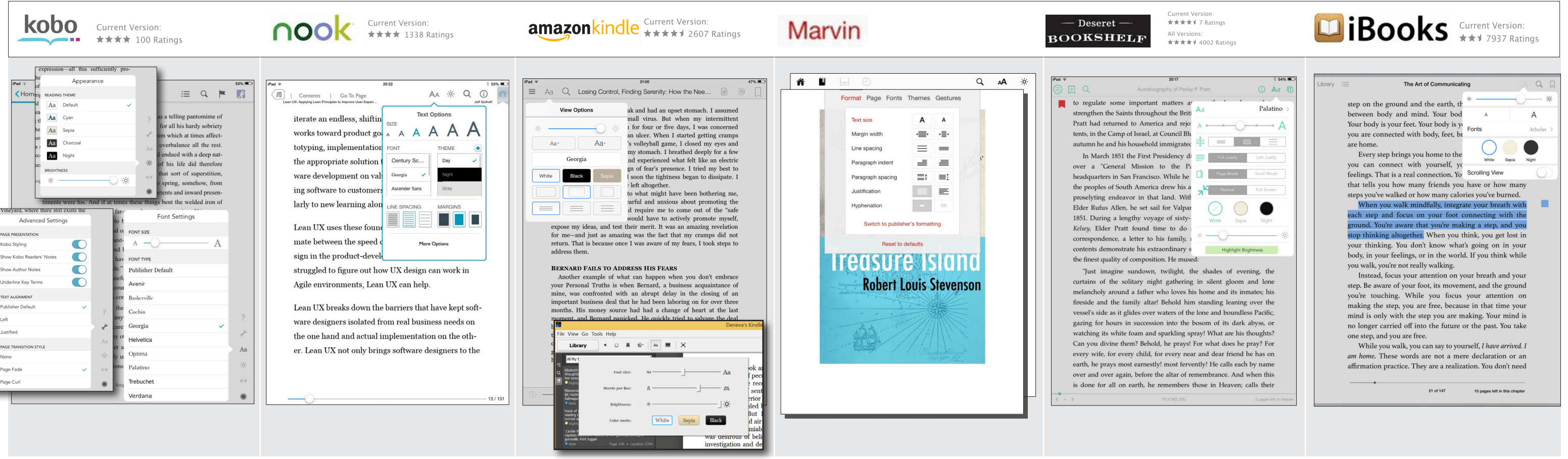
Purpose

The intention of this comparison is to identify trends and industry standard best practices.

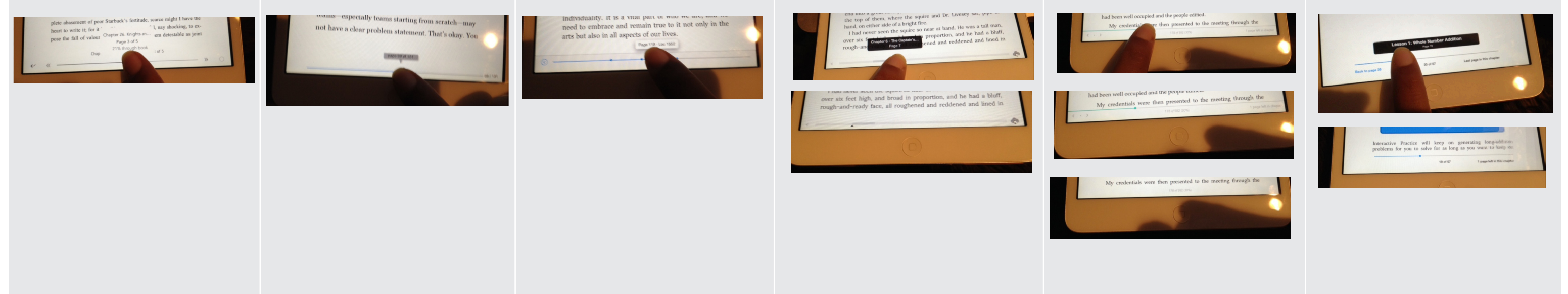
Kobo, Nook, Kindle, Marvin, Deseret Bookshelf and iBooks were chosen for their high ratings, large customer base, passionate customer advocacy or award winning UX.

iOs was chosen because companies focus their highest degree of functionality available into iOs first. Windows 7 versions were also evaluated but are not included in this doc.

Reader settings and pagination comparison



Pagination



Reader 'view settings' increase accessibility with :

brightness, font size, margin, background color, theme, line spacing, page turn options, page layout options, publisher defaults, justification

Pagination contributes to navigation:

1. what page/location am I on?
2. what page/location did I come from?
3. How far am I in the book?
4. How far am I in the chapter?
5. How long is this chapter

Scrubbing involves states:

1. scrubber revealed on tap in the area
2. while scrubbing, pagination appears

Takeaways

Reader Settings

Location of menu is normally near the TOC and at the top of the page on either the left or right.

All items that increase accessibility of the reading experience are typically grouped together. This includes, font size, page theme, brightness, text to speech etc.

Including 3 themes is standard best practice.

Including at least 5 font sizes is standard

Other important menu items such as search, TOC are at the top of the page.

Highlights

Default highlight color is yellow.

Highlight color and note color correspond.

Highlight labels are non standard.

Including 5-6 highlight colors is best practice.

Highlights and notes are grouped for easy retrieval.

Journal

Deseret Bookshelf provided the simplest navigation as it is designed for not only reading, but search and study as well.

Thumbnails are not typically provided as page references with notes and highlights. Instead the page number/ location or % is included.

Applications do not distinguish between a collection of notes, and a journal/notebook.

“Annotations” is the most common word used to indicate the total highlights, notes and bookmarks or other user-generated markup.

End of this Example



User Zoom Study (example only)

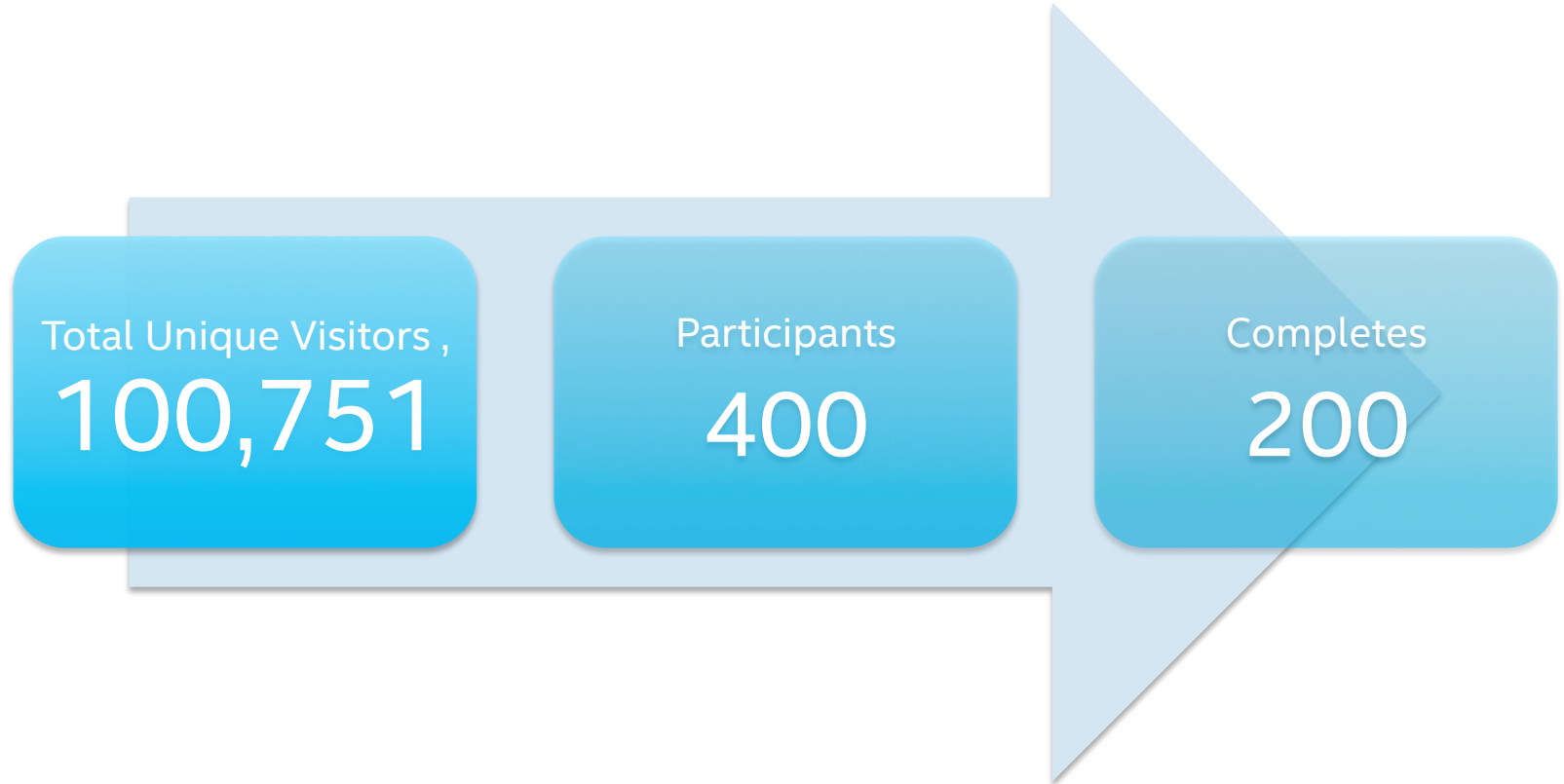
Prepared by Deneva Goins

About

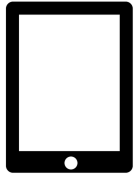
Original purpose of survey was to gather feedback from users on purchase flow and satisfaction with reader usability.

This report contains data collected from kno.com during the period June- Aug 2015.

Participation



Top 5 Screen Resolutions



768 x 1024

30%



1366 x 768

20%



1280 x 800

10%



1440 x 900

15%



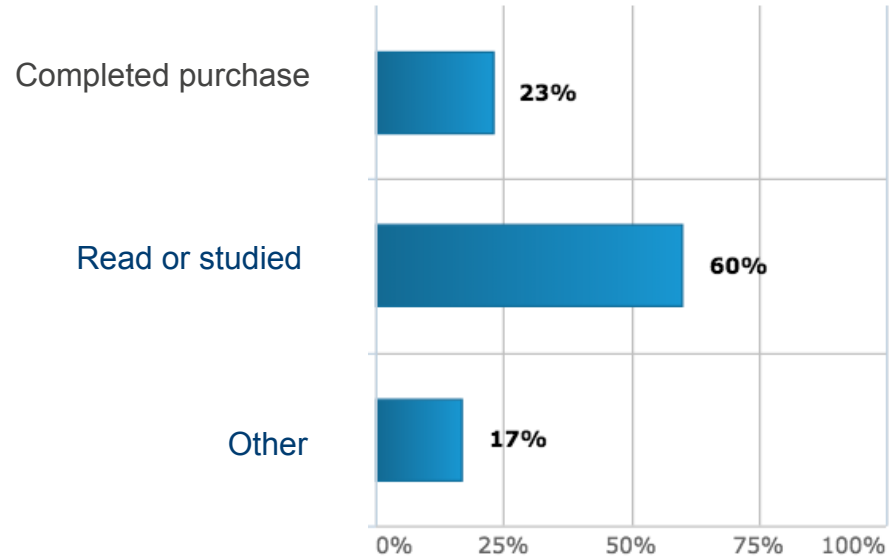
1024 x 768

5%

User Feedback

Did you accomplish your goal?

Overall, 48% of respondents accomplished their goal.

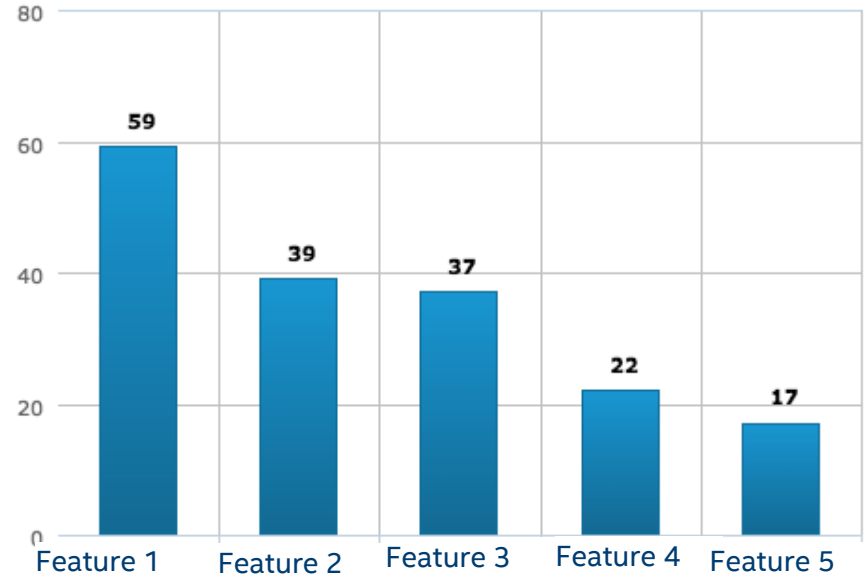


Feature ranking

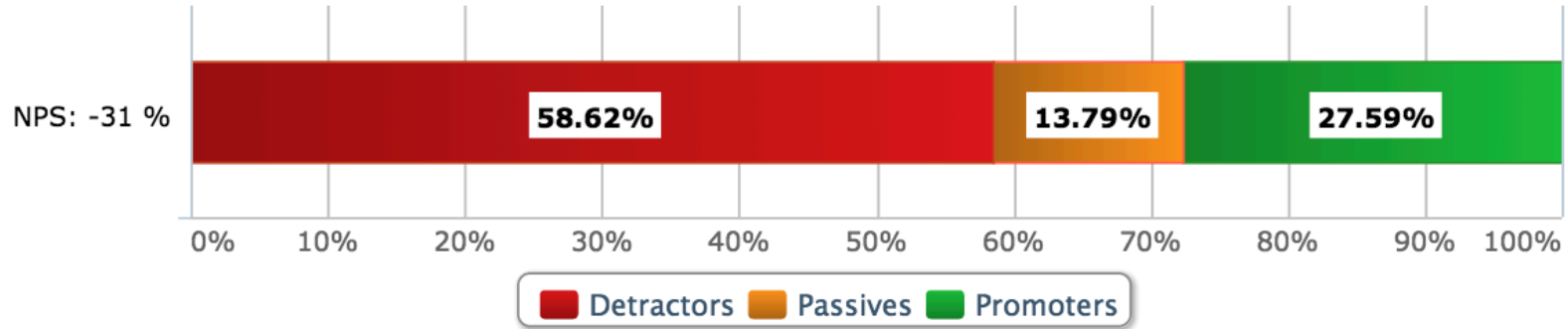
“The app on my device works great but I would love to see more flexibility with the pen”

“As much as I love using my device to read, sometimes its nice when I am at home to be able to read it on the computer and that is just not possible with the way the page is functioning right now.”

“The webpage since it has transitioned from the old website to the new one sucks! Its absolutely horrible. Fix that crap.”



Would you recommend us?



Key Takeaways

- Performance is the primary source of frustration for the respondents. Users are having trouble:
 - Accessing purchases
 - Turning pages
- Syncing and account access across devices is most problematic and should be further investigated for improvements.
- Ability to listen to books is most requested feature
- Most of the web traffic are students; Content strategy should be focused on students.

End of example

user testing