

# Design Thinking Workshop: edTech Edition

In order to design for your primary user persona, it's important to keep your persona's entire instructional ecosystem in mind.

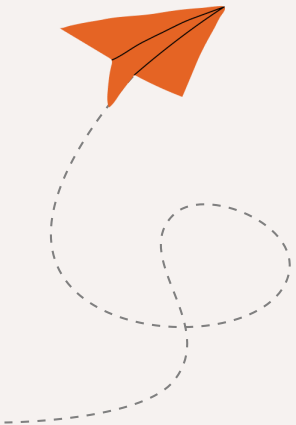
Are they a high school teacher using your product to conduct an assessment? Or a K-5 teacher sharing student updates with family members?

Maybe your product is designed for middle school students to engage in self-directed learning about life sciences?

The more you understand who is using your product, what their goals are, and who they interact with, the stronger your brainstorming session will be.

By the end of this workshop, you and your team will have generated solutions that will make your product feel like it's a seamless part of your primary user's day-to-day.

Let's dive in.



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## Overview

In this workshop, you and your team will:

- Align on your goals for the day
- Review discovery materials that relate to your goals
- Collectively consider opportunities, barriers, and risks
- Generate feature ideas or other address other needs for your personas
- Work in small groups to refine your ideas
- Share, vote, and identify next steps

We recommend inviting a cross-section of your team, including product, marketing, and sales team members, as well as VPs and other stakeholders. In edTech, this will likely also include content experts, authors, or curriculum designers.

The workshop is designed to take place over two 4-hour sessions.



## Preparation

Before you embark on this workshop, you should do as much user research and persona development as possible. We recommend familiarizing yourself with—and bringing—the following documentation:

- User personas
- User research, including demographics
- Competitive research
- Any additional information you might have about who your primary and secondary personas interact with every day.



## Steps

**01. Introduction** [\[Here\]](#)

**02. Icebreaker Activities** [\[Here\]](#)

**03. Discoveries** [\[Here\]](#)

**04. Opportunities, Barriers & Risks** [\[Here\]](#)

**05. Personas** [\[Here\]](#)

**06. Breakout Groups** [\[Group A\]](#) [\[Group B\]](#)  
[\[Group C\]](#) [\[Group D\]](#)

**07. Share and Vote** [\[Here\]](#)

**08. Next Steps** [\[Here\]](#)

# Workshops Overview

9 AM	Intro & Ice breakers
9:30 AM	Review & align on persona work
10:30 AM	Breakout groups: reward systems
11:30 AM	Present reward solutions in context of personas

12:00 PM	Break for lunch
1:00 PM	Discuss next steps Celebrate your brilliance!

# What are our goals?

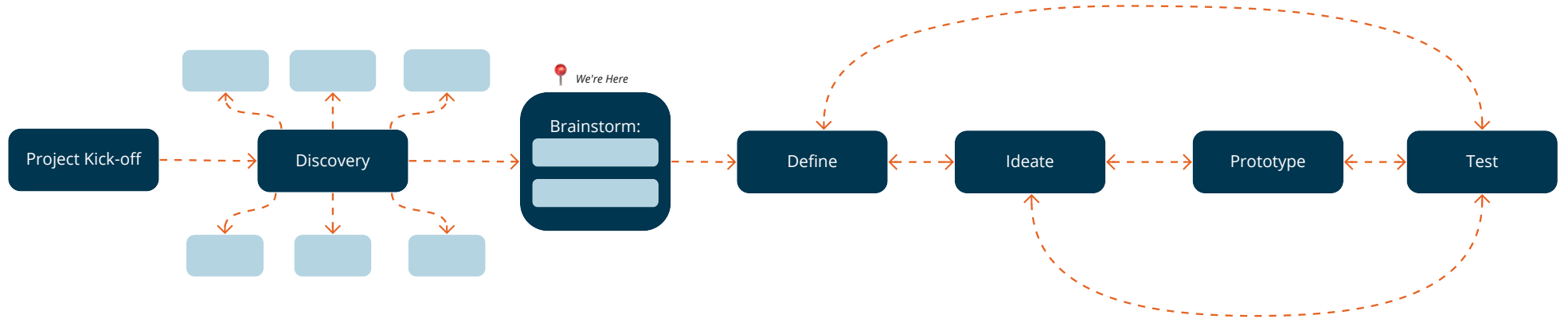
1. To align on why we need a new badging or rewards system for students
  2. To hear all team perspectives
  3. To use this workshop to develop possible solutions for our product teams to work on next sprint
  4. To identify next steps
-

# What are the ground rules?

1. Limit distractions (emails, Slack, texting)
2. Please attend for the full workshop
3. Cameras on (if possible)
4. Serious fun (It's good for brainstorming. Trust us—it's science!)



# Human-Centered Design Process



Business Requirements

new product  
having the  
same brand  
values

District  
Leaders are  
primary  
customer

The new  
product is  
marketed as a  
supplemental  
Product

Content Findings

needs to  
be  
inclusive

needs to  
include  
SEL

Needs to have  
intentional  
emphasis on  
math  
strategies

Other Research

Students need  
to be exposed  
to diverse  
content

## Opportunities

Pioneering  
a data-  
driven  
approach.

designing a  
responsive  
product for  
diverse  
learners

Building a  
teacher  
friendly  
curriculum

## Barriers

limited  
time for  
instruction

information  
overload for  
teachers on  
what to focus  
on

Parents are  
teachers are  
having a hard  
time to  
communicate

## Risks

New product  
overwhelming  
teachers

Assessment  
not providing  
valuable  
information to  
teachers

info  
overload  
for  
students



**Question:** What are the features or product attributes that would create an ideal user experience for each of these personas?

## Students

- K to second grader
- Developing foundational math skills
- Responds well to interactive learning activities
- Wants to learn while having fun and receiving positive reinforcement

### Questions to consider:

1. What are students' goals?
2. What feature(s) would support them reaching that goal?

Grab a sticker and write down your ideas.

Students enjoy characters that they see repeatedly

teacher led background knowledge Lessons

immediate feedback and positive reinforcements

offering different teaching options to students

Badges should lead to a level up, or more customization

## Teachers

- Early Childhood Educator
- Aware of multiple instructional approaches
- Feels pressure from school principal to demonstrate student growth
- Limited instructional time and limited resources with growing demands and responsibilities

### Questions to consider:

1. How do we provide teacher PD & onboarding product?
2. How do we use product to extend learning experience between teacher & student?

Grab a sticker and write down your ideas.

Teachers need extensive training and practice.

On demand PD options

Giving teachers opportunities to collaborate with each other

training with real student scenario

new product synching up with the existing products

Extensive reports and clear next step suggestions

## Administrator

- Elementary school principal
- Concerned about demonstrating student achievement in math
- Looking to provide teachers with new instructional tools
- Need assessments that provide new insights and that can guide instruction school-wide in order to address instructional gaps.

### Questions to consider:

1. How do we introduce this disruptive approach to admins?
2. What is the Efficacy Story/Marketing Story for administrator users?

Grab a sticker and write down your ideas.

Providing downloadable progress reports

collecting evidence about student achievements

Low cost piloted products

Reports that show students' usage

# Persona 1

## 1. Brainstorm



What properties or features could deliver on the ideal experience for this user?

## 2. Analyze



Pick one or two of your favorite ideas and drag them here.

## 3. Synthesize



What value does this feature idea add to this user's experience?  
Prepare to share it with the group.

# Persona 2

## 1. Brainstorm



*What properties or features could deliver on the ideal experience for this user?*

## 2. Analyze



*Pick one or two of your favorite ideas and drag them here.*

## 3. Synthesize



*What value does this feature idea add to this user's experience?  
Prepare to share it with the group.*

# Persona 3

## 1. Brainstorm



What properties or features could deliver on the ideal experience for this user?

## 2. Analyze



Pick one or two of your favorite ideas and drag them here.

## 3. Synthesize



What value does this feature idea add to this user's experience?  
Prepare to share it with the group.

# Persona 4

## 1. Brainstorm



What properties or features could deliver on the ideal experience for this user?

## 2. Analyze



Pick one or two of your favorite ideas and drag them here.

## 3. Synthesize

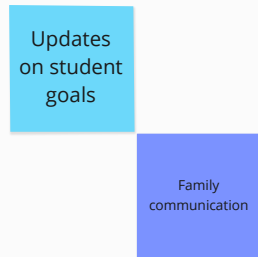


What value does this feature idea add to this user's experience?  
Prepare to share it with the group.

## Persona 1 top votes



## Persona 2 top votes



## Persona 3 top votes

## Persona 4 top votes

# What's Next?

1. Follow up on meeting with creative brief and summary
2. Wireframing & prototyping reward concepts
3. Lightweight user testing with teachers and students (in classroom?)
4. Iterate based on feedback
5. Developer wireframe annotation
6. Move into visual design
7. Hand off and support with development team

