



Brighter Learning

Meet the Team ✨



Lauren

GDVX • US



Aiman

GDVX • India



Xinyi

GDVX • China

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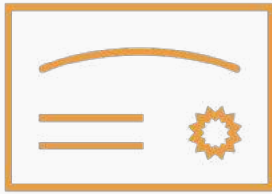
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Our Problem

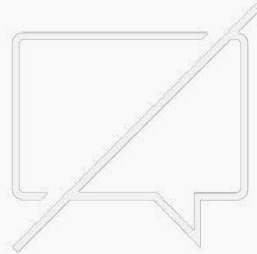
Teachers aren't receiving support from parents at home.



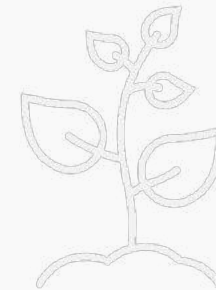
Secondary Research Showed Us ✨



Academic Achievement



Communication

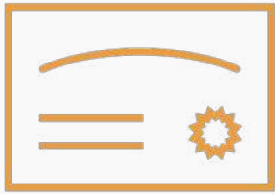


Enhanced Development

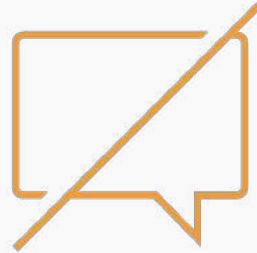


Baker, Timberly L, et al. "Identifying Barriers: Creating Solutions to Improve Family Engagement - Ed." Files.eric.ed.gov, 2016, <https://files.eric.ed.gov/fulltext/EJ1124003.pdf>.

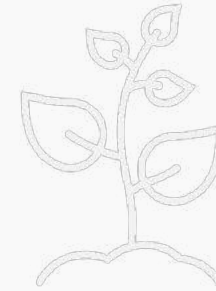
Secondary Research Showed Us ✨



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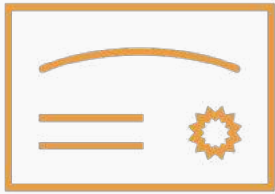


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Further with Primary Research ✨



Surveys



Interview



Individual
Data Points

We Learned... ✨

43% ✨

of parents need to use incentives to keep their child engaged in their work at home

71% ✨

Of children are somewhat or not very engaged in their academic work at home

85% ✨

of parents spend at least 30 minutes to 1 hour on educational work outside the classroom each day

100% ✨

of parents believe it is very or extremely important to have resources outside the classroom

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Stressed Out Sarah ✨

47 • Teacher • Mom

✨Goals & Needs

- *Caring for her students, wanting to see them succeed*
- *Getting more time with her family*

✨Features

- *Database with existing resources in folders, groups, or categories*
- *Accessible documents for parents to access themselves*



Busy Barbara ✨

35 • Single Mom • Two Kids

✨Goals & Needs

- *Wanting to help her son while working around the house*
- *Easy to glance at a game to let him play*

✨Features

- *Rich content for a variety of different subjects*
- *Games that don't consistently require one-on-one work*



Confused Christopher ✨

85 • Grandparent • Retired

✨Goals & Needs

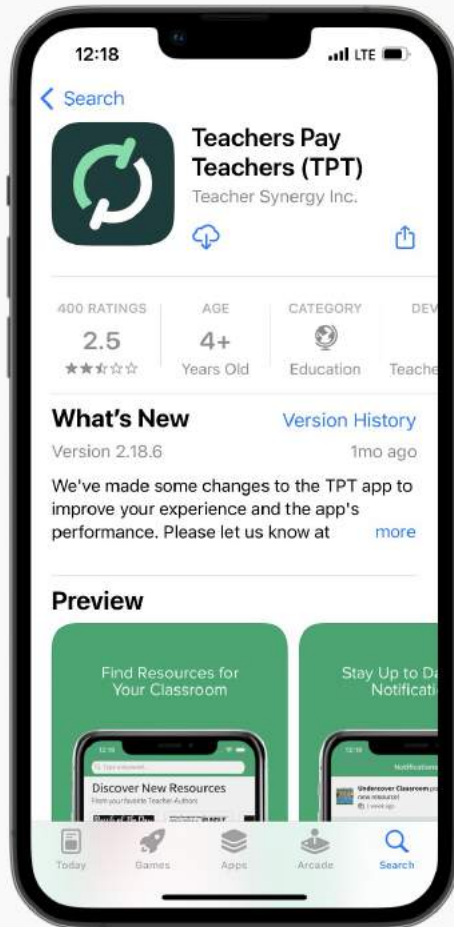
- *Watching his granddaughter succeed*
- *Helping his granddaughter with math*

✨Features

- *Easy to use interface since he isn't tech savvy*
- *Easy to access resources*



Competitor Analysis ✨



Designed for teachers to support teachers by offering resources for purchase

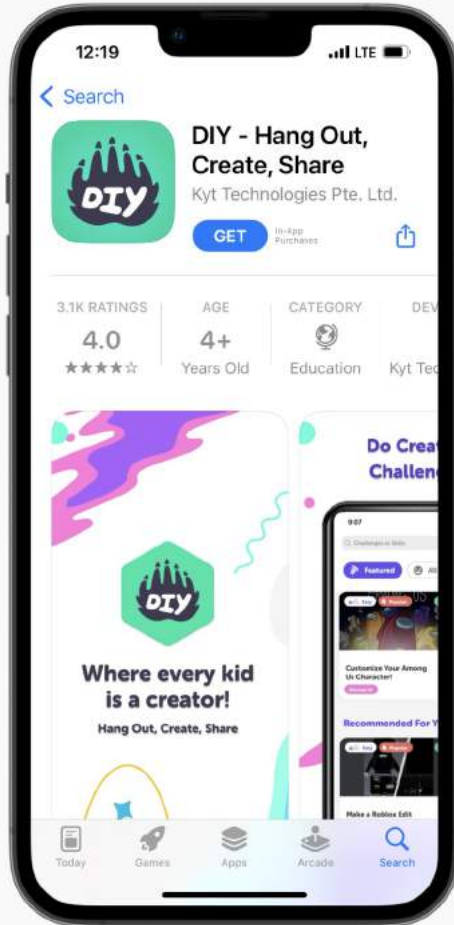
✨ Strengths

- *Over seven million teachers on the platform*
- *Easy to find new content and tools with a marketplace full of teachers*

✨ Weaknesses

- *Platform focused on teachers not parents*
- *Parents don't necessarily want to pay for resources themselves they want them for free and accessible*

Competitor Analysis ✨



Online community encouraging children and teens to discover and cultivate interests and hobbies through crafts

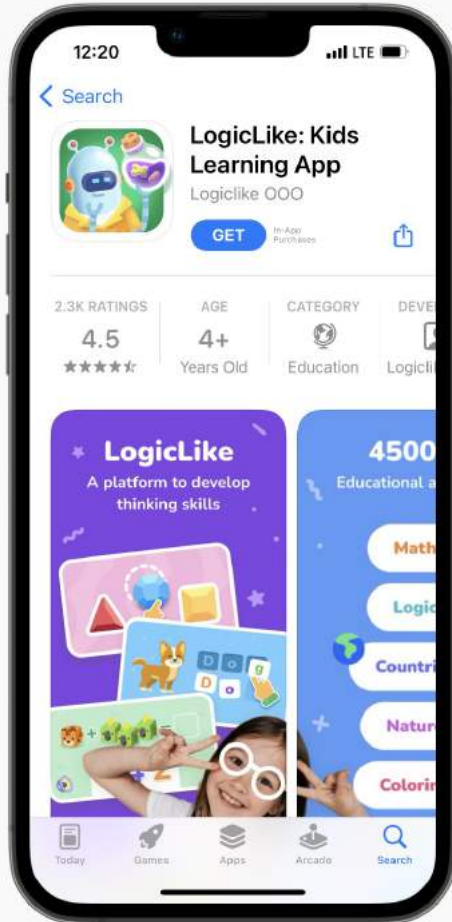
✨ Strengths

- *Choose projects suiting interests and abilities*
- *Parental involvement in learning and activities promotes interests, growth, and learning*

✨ Weaknesses

- *No individualized learning plan or feedback for each child*
- *Full features and content require a membership fee*

Competitor Analysis ✨



Gamified platform for developing thinking, logic, and problem-solving skills

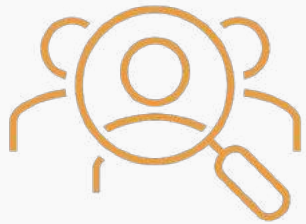
✨ Strengths

- *User-friendly interface that encourages engagement*
- *Variety of game options catering to different styles*
- *Progress tracking and feedback for users*

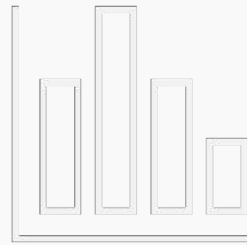
✨ Weaknesses

- *Relies solely on games and may not be effective for all learners*
- *Limited content, leading to fatigue*

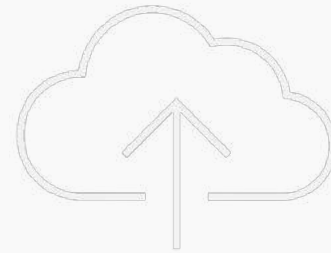
Benefits ✨



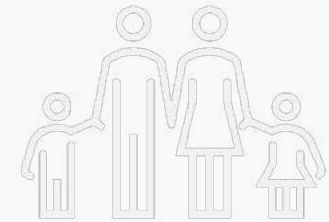
Personalized
Recommendations



Progress Updates

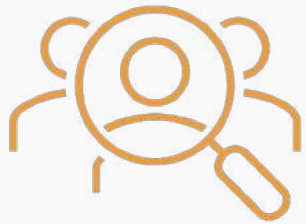


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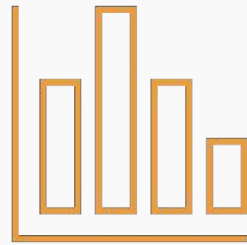


Guardians Helping
Children Succeed

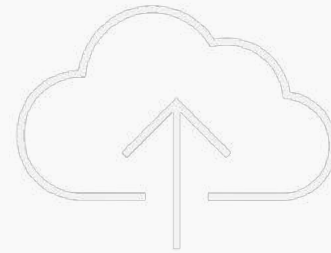
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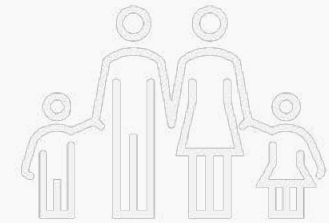
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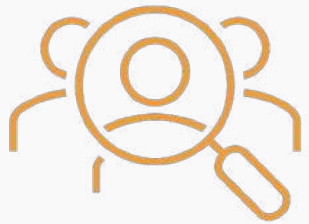


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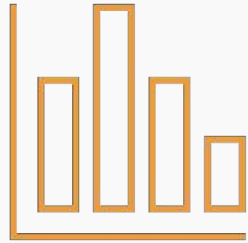


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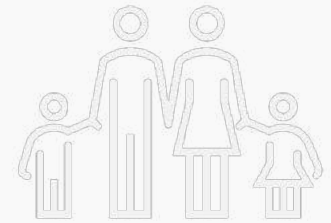
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Progress Updates

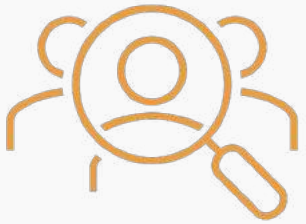


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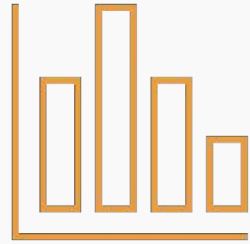


Guardians Helping
Children Succeed

Benefits ✨



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Teacher Uploaded
Resources



Guardians Helping
Children Succeed

Design Criteria ✨



- ✨ Teacher & Student Support
- ✨ Accessible Content
- ✨ Engaging Material
- ✨ Confident Users

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- ✨ Accessible resources
- ✨ Variety of games & worksheets
- ✨ Right at your fingertips

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Design Criteria ✨



- ✨ Keeping children engaged
- ✨ Incentives for learning more
- ✨ Options for games & worksheets

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Design Criteria ✨



- ✨ Promoting confidence
- ✨ Updates for parents from teachers
- ✨ Promoting passionate learning
- ✨ Rewards promote motivation

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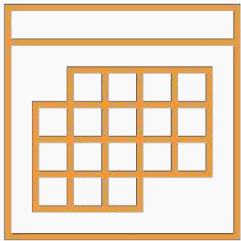
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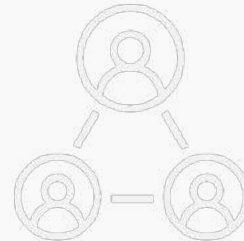
Profit Strategy ✨



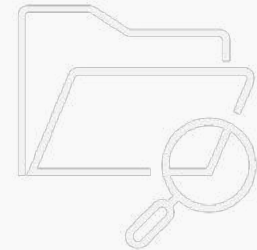
Subscription Plan for
County School Boards



Partnerships

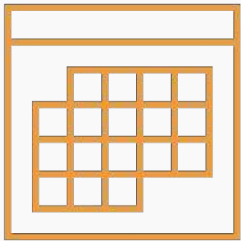


Greater Outreach



Insights for
Schools

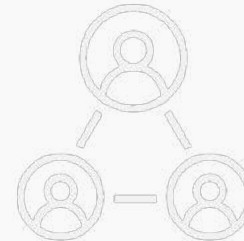
Profit Strategy ✨



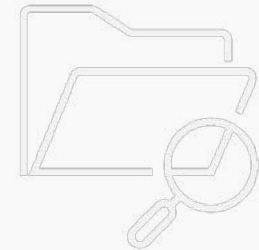
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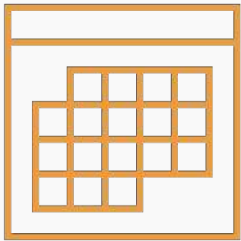


Greater Outreach



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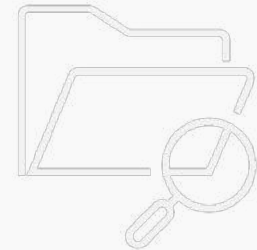
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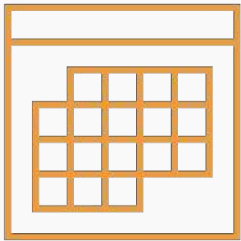


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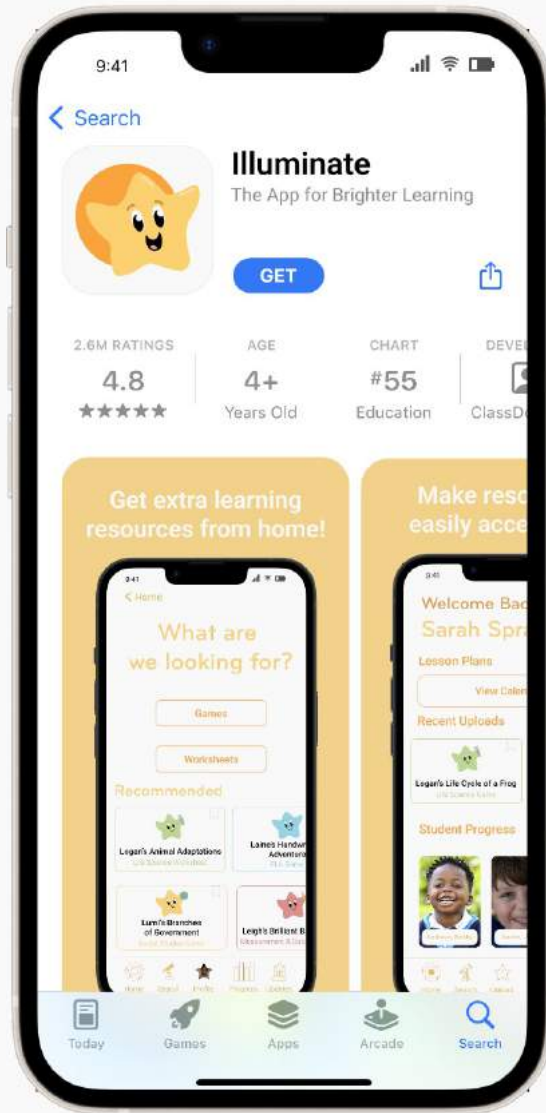
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Insights for
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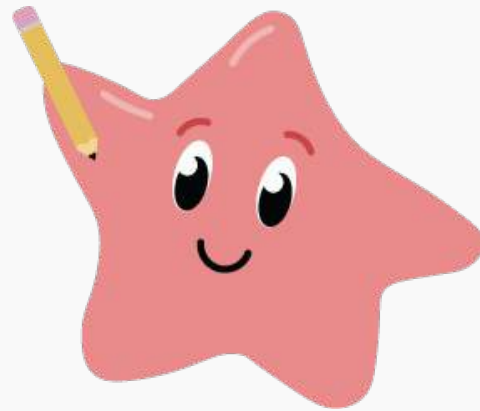


illuminate
Brighter Learning



Lumi

Social Studies



Leigh

Math



Laine

ELA



Logan

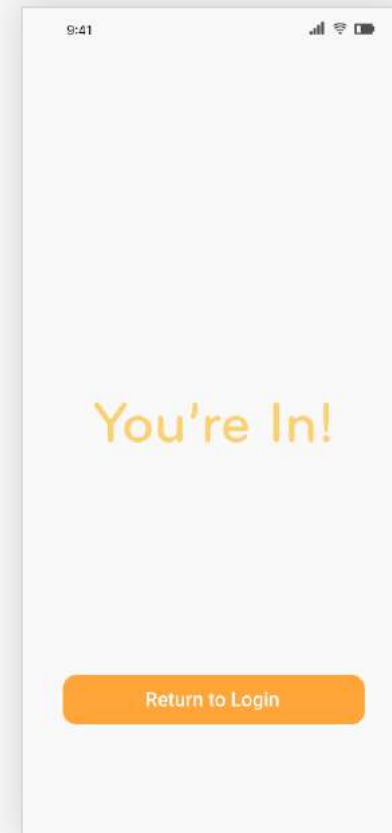
Science

Onboarding ✨

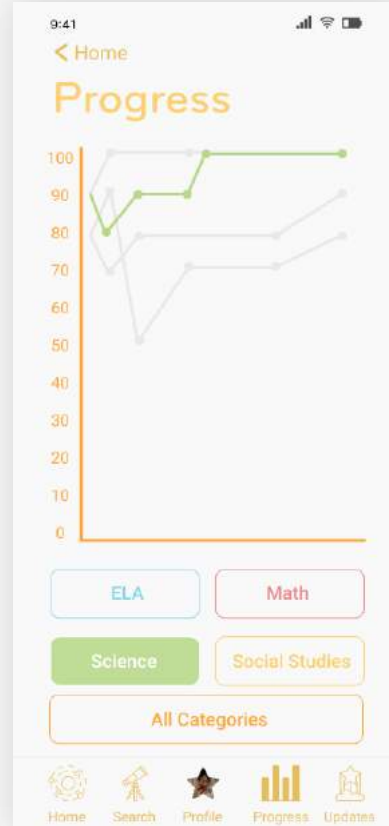
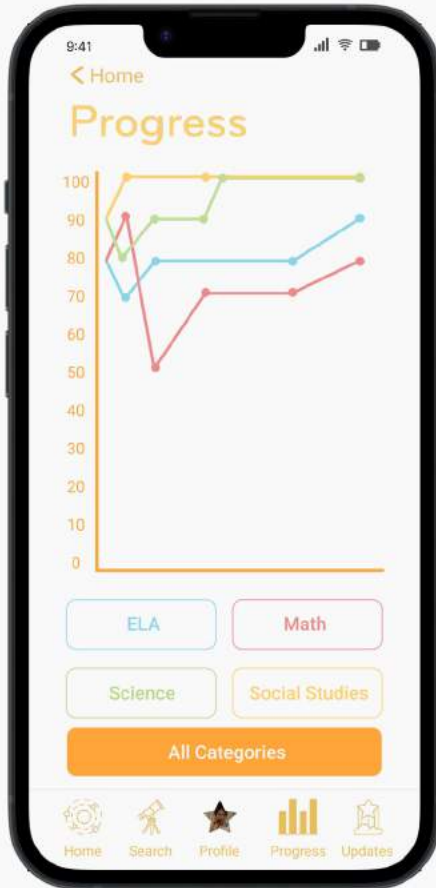


A mobile app registration screen for 'illuminate Brighter Learning'. It features the app's logo at the top, followed by input fields for First Name*, Last Name*, School*, Email, Phone*, Username*, and Password*. The Password* field includes a list of requirements: 8 characters, 1 uppercase letter, 1 lowercase letter, and 1 number & special character. Below these fields is a 'Confirm Password*' field and a grey 'Create Account' button. The status bar at the top shows the time as 9:41 and signal strength.

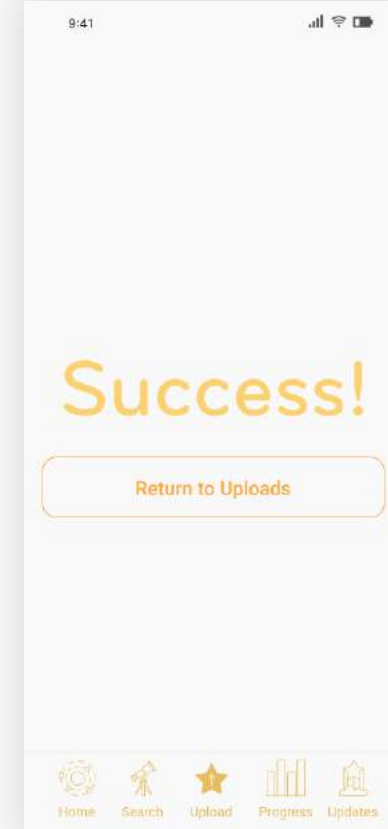
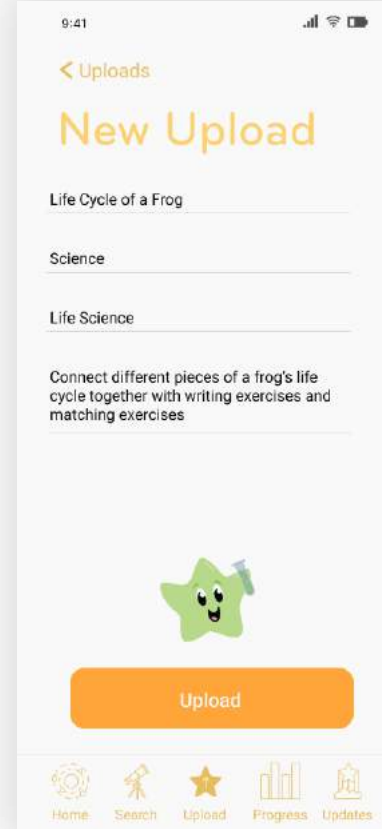
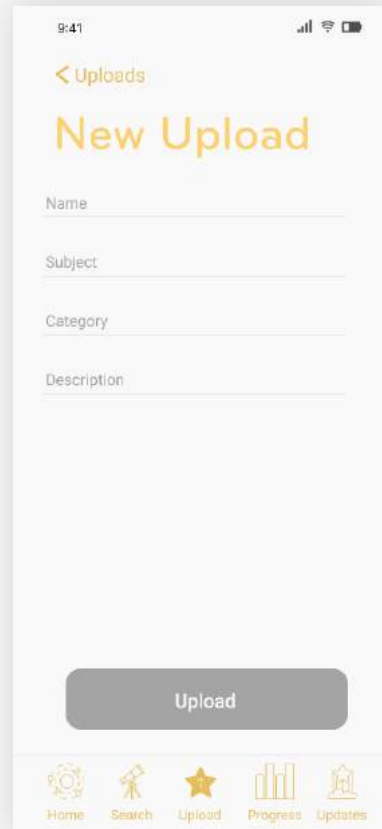
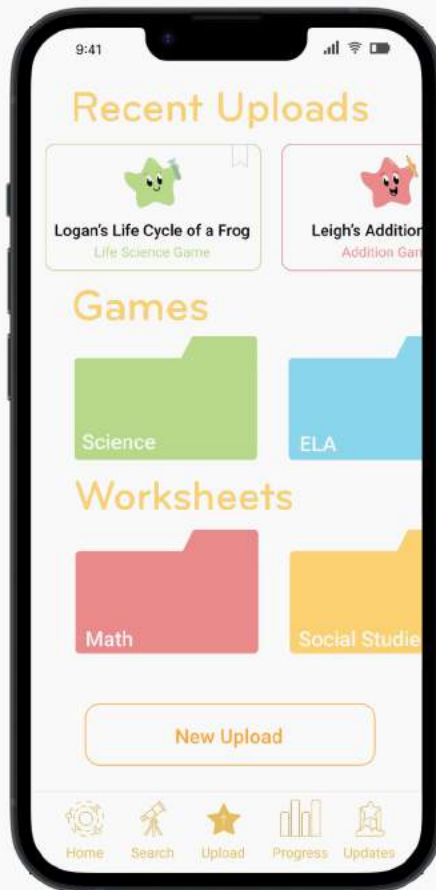
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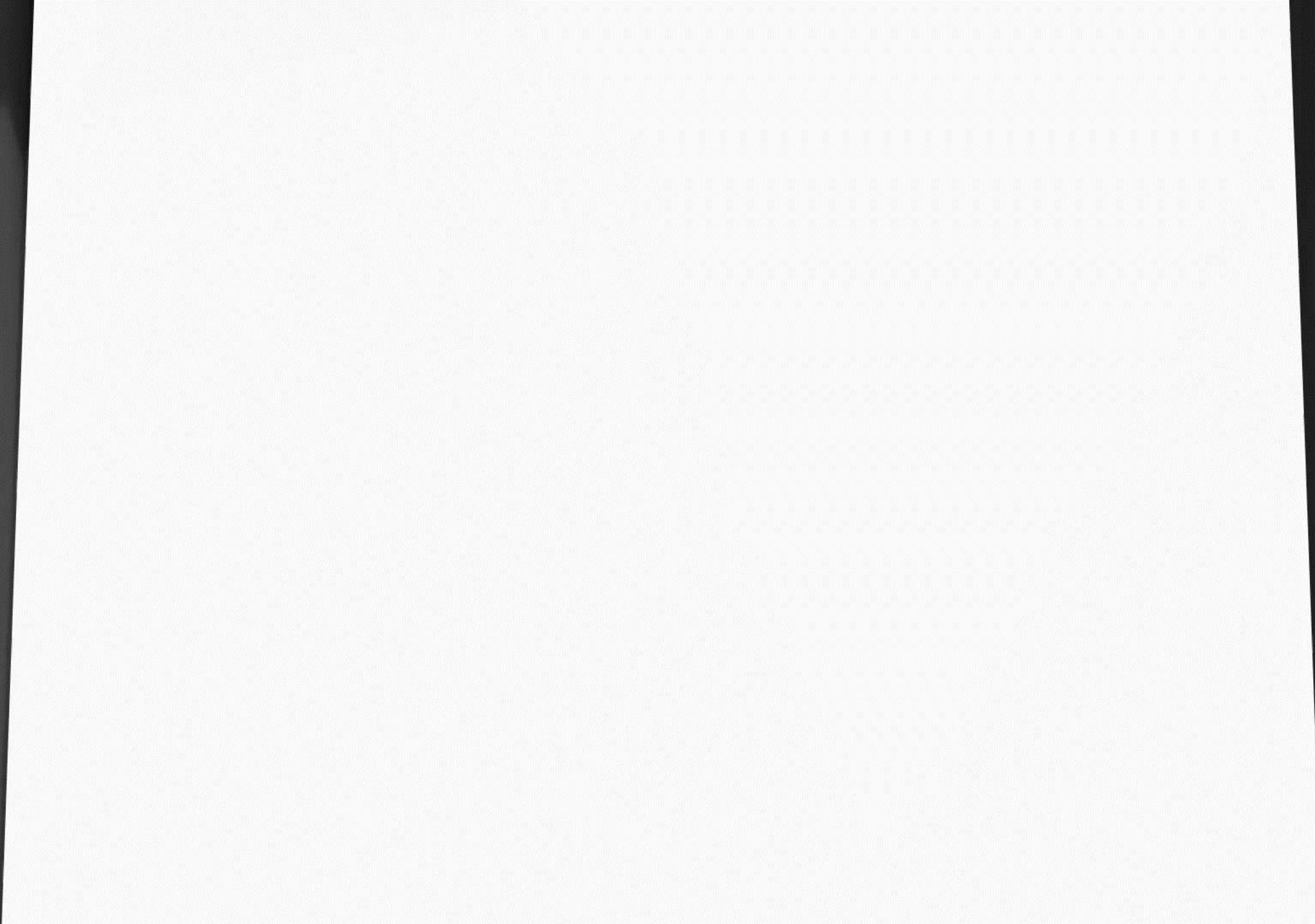
Parent Progress View ✨



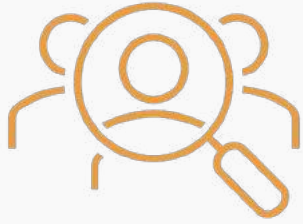
Uploading Files ✨



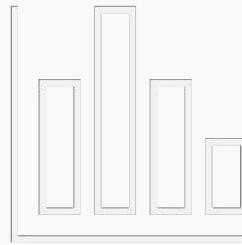




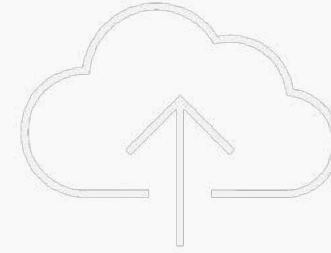
What everyone wants... ✨



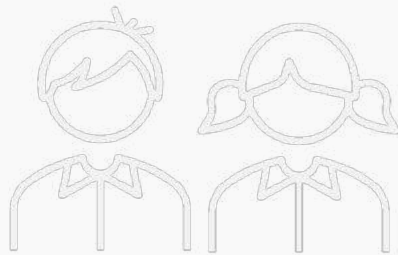
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Recommendations



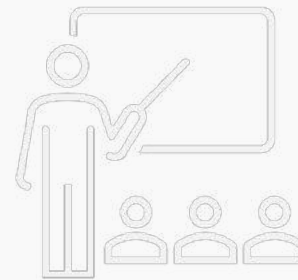
Progress Updates



Teacher Uploaded
Resources

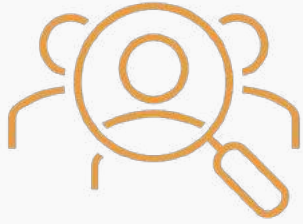


Student Support

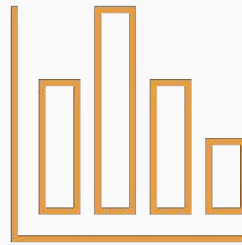


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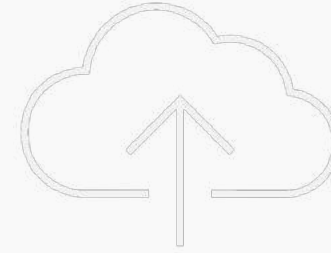
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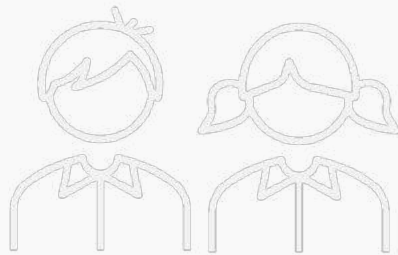
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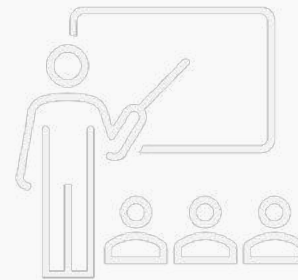
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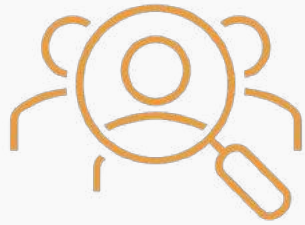


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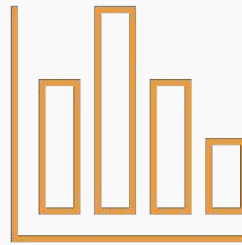


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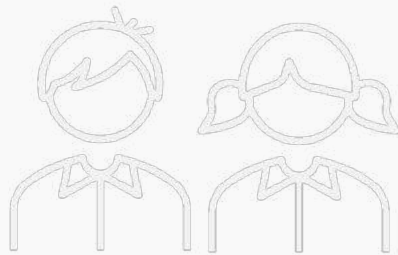
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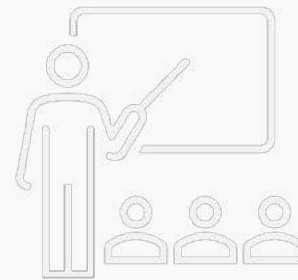
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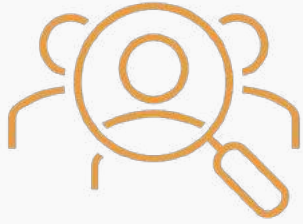


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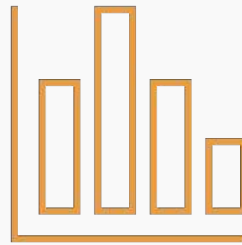


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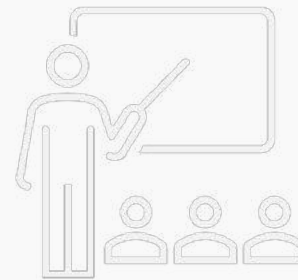
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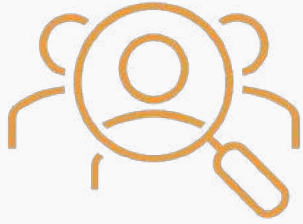


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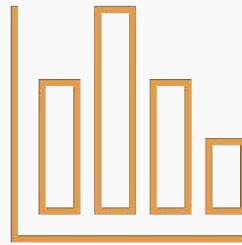


Teacher Support

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Student Support



Teacher Support

illuminate



Appendi x



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60 Lo-fi Wireframes
61 Lo-fi Feedback
62 Mid-fi Wireframes
63 Mid-fi Feedback

App Concept ✨



Illuminate

Description

This app is for parents that encourages helping struggling students at home with their academic work.

Features

Games & Worksheets

Would allow parents and guardians to receive recommended games and worksheets to give to their child based on where they need help the most.

Weekly Agenda

Would also show what students are working on each week in the classroom and where they may need extra help or improvement.

Student Progress Updates

If a student has been having issues in the classroom academically and have utilized games and worksheets from Oh Bother, Parents/Guardians are able to see the improvement with messages from teachers letting them know how they improve

Benefits

Teacher Recommended/ Approved

With resources provided from existing teacher collections, students are guaranteed to get the correct content to extend their learning

Teachers Feel Supported

Teachers don't always have the time to look for material outside of their work hours, this would eliminate the need for teachers to source information on their own time

Students Support

Parents are able to help their children when they're struggling in school. Not every school has the resources to give students an extra boost they need to succeed. Oh Bother can help parents alongside teachers help their children succeed in their academic endeavors

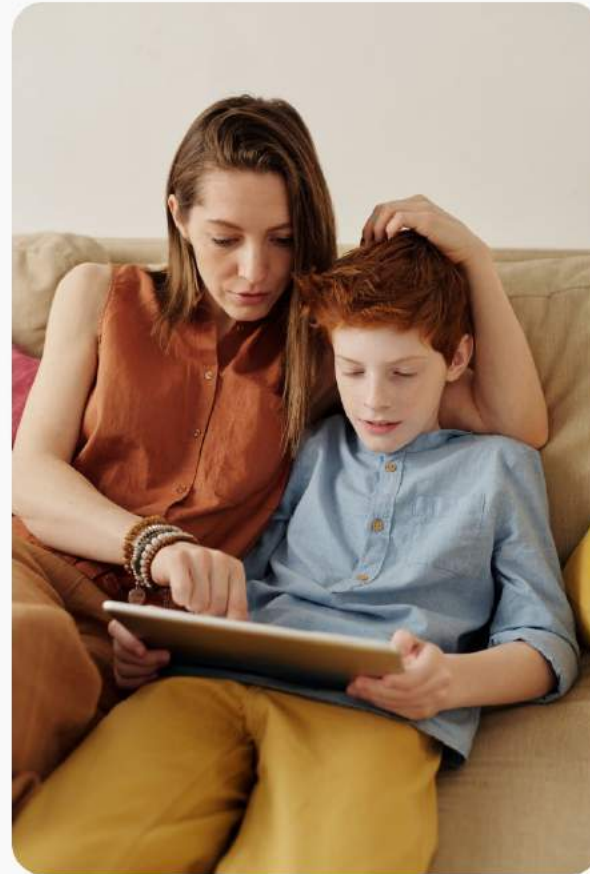
Secondary Research ✨

Identifying Barriers: Creating Solutions to Improve Family Engagement

Key Points

- Parents and teachers both agree on barriers when it comes to parent involvement (being present in the school building) but have conflicting solutions. Parents want to directly address the barriers while teachers had disconnected solutions that go back to parent involvement.
- Benefits of parent involvement include: better school and community relationships, greater academic achievement, and enhanced emotional development and behaviors
- Parent involvement activities have been linked to less disciplinary action needing to take place in schools from year to year, and fewer detentions.
- Students gain academic achievement when parents are more involved with them, parents have a better time communicating with their children, parents have a better attitude towards their child's teachers, and parents feel more confident when they're more involved as they gain understanding of what is going on in their child's school.
- Family involvement is a key barriers: events for children and caring for more than one, parent work schedules and late shifts,
- Poor Communication is a barrier: hearing about events two days before, hearing about child's progress ONLY after a problem has arisen.
- Involvement to Engagement: Parents who have major scheduling conflicts want to be involved and can't they're looking for ways or recommendations as to how they can be involved with their child academically by making learning fun for them at home.

Baker, Kimberly L., et al. "Identifying Barriers: Creating Solutions to Improve Family Engagement" - Ed.: Files.eric.ed.gov, 2016. <https://files.eric.ed.gov/fulltext/EJ1124003.pdf>.



Secondary Research ✨

Delineating the Benefits of Arts Education for Children's Socioemotional Development

Key Points

- Arts education can help children develop empathy, by encouraging them to imagine and understand the perspectives of others.
- Arts education can promote self-awareness, by helping children explore and express their emotions and identities.
- Arts education can foster self-regulation, by providing children with opportunities to practice and develop their ability to control their thoughts, emotions, and behaviors.
- Arts education can promote social competence, by helping children learn to communicate effectively, collaborate with others, and resolve conflicts.
- Incorporating the arts into education programs can provide a more holistic approach to children's development, by addressing both their cognitive and socioemotional needs.
- The benefits of arts education are especially important for children who may be experiencing adversity or trauma, as it can help promote resilience and coping skills.
- The authors call for greater attention to be paid to the role of arts education in promoting children's socioemotional development, and for increased investment in arts education programs in schools and communities.

Schoner1-Reicht, Kimberly A., and Eva Oberle. "Delineating the Benefits of Arts Education for Children's Socioemotional Development." *Child Development Perspectives*, vol. 13, no. 1, 2019, pp. 5-10.



Secondary Research ✨

Engaging Children with Educational Content via Gamification

Key Points

- Gamification can be an effective way to engage children with educational content.
- Gamification can help to improve children's motivation, learning participation, and collaboration.
- The characteristics of popular commercial games that can be used to engage and motivate children include levels of difficulty, feedback, and graphical presentation.
- Educational tools that are designed using gamification principles can be integrated with the curriculum to enhance children's motivation and learning.
- More research is needed to better understand the effectiveness of gamification in educational settings and to develop more effective gamification strategies.

<https://eijournal.springeropen.com/articles/10.1186/s40561-019-0085-2>



Primary Research ✨

Planned Survey and Interview Questions

Survey - Parents

1. What grade are your children in? (check all that apply)
 - a. Kindergarten
 - b. 1st
 - c. 2nd
 - d. 3rd
 - e. 4th
2. About how much time do your children spend on educational activities outside of school?
 - a. less than 30 minutes per day
 - b. 30 minutes to 1 hour per day
 - c. 1 to 2 hours per day
 - d. 2 to 3 hours per day
 - e. More than 3 hours per day
3. When your child is working outside of classroom environments, how engaged are they in their work?
 - a. Very engaged
 - b. Somewhat engaged
 - c. Not very engaged
 - d. Not at all engaged
4. Do you need incentives to keep your child engaged in their work?
 - a. Yes
 - b. No
 - c. Sometimes
5. If you answered Yes to the above question, what incentives do you use to keep your child engaged? (Short Answer)
6. Do you feel up to date on your child's progress within the classroom? Why or why not? (Short Answer)
7. Do you feel involved in your child's academic life?
 - a. Yes, very involved
 - b. Somewhat involved
 - c. Not very involved
 - d. Not at all involved
8. How important do you think it is to have resources outside the classroom?
 - a. Extremely important
 - b. Very important
 - c. Somewhat important
 - d. Not very important
 - e. Not important at all
9. What challenges have you faced when trying to help your child with work at home? (Short Answer)
10. What educational resources do you use with your children at home? (Short Answer)
11. How do you feel when helping your child with academic work? (Short Answer)

Interview - Teachers

1. What grade do you teach and why?
2. What is your drive/motivation as an educator?
3. What made you first decide to be a teacher?
4. How do you think parent engagement affect students performance in your classroom?
5. How do you decide what extra resource may be the most effective in helping a struggling child better understand a subject?
6. Do you feel its hard to get parents involved and engaged with their children academically?
7. How do you keep students engaged in the classroom?
8. Do you find it easy to keep parents up to date on their child's progress in the classroom?
9. How do you feel when parents express interest in being more involved/engaged with their children at home?
10. How do support students who may need extra help in the classroom?
11. How do you feel parents should be involved in the learning process?
12. What challenges do you face when students struggle in class?
13. How often do parents reach out for extra resources from you as their child's teacher?
14. What may be the reason parents would become more engaged with their child academically back home.
15. If parents were given a database of academic resources to pull from to help their child at home, how would that affect you?

Primary Research ✨



Personas ✨

Stressed Out Sarah



Background

Sarah is a 47 year-old 2nd grade teacher living in Florida. She and her husband work full time and Sarah often finds herself staying extra late at school working on grading papers, responding to emails, or getting her lesson plans together for the following week. Sarah has two children of her own at home and twenty-two students in her class.

She is stressed out and overwhelmed with the amount of time she feels the need to spend at the school after it is closed. Between the regular coursework she gives her students, she also needs to find extra resources for those struggling in certain subjects. Because of this, she barely has any free time to spend with her children at home.

In her free time, Sarah is busy trying to juggle being a mother, grading more work at home, and taking care of things around the house for her family.

Main Concerns

- Sarah spends all her extra time at work instead of being able to spend time with her family at home
- Even when she is home she is still busy grading papers and finding resources for struggling students

Ideal Features

- A database with her existing resources in folders or groups
- Accessible documents for parents to access and search for resources themselves

Lifestyle

Sarah sticks to a very routine schedule considering on her career. She uses a variety of online resources to find games and worksheets for students to play and work on in the classroom, but she doesn't have much time to herself.

Engagement with Online Sources



Ability to Integrate into Routine



Ability to Help Struggling Students



Personas ✨

Busy Barbara



Background

Barbara is a 35 year-old single mom of two, her 1st grade son Jackson, and her newborn baby Ava.

She is often frustrated and faces time pressures, education levels and cognitive impairments that make it difficult for her to effectively help her children with schoolwork. These obstacles also make her in the busy work and family life more tired and struggle.

Unable to spend enough time and energy to help children complete their homework due to busy work and life demands. At the same time, her child's inability to concentrate at home also presents a challenge, requiring her to spend extra energy bribing her child to learn and stay focused.

Main Concerns

- Barbara is frustrated. She has trouble reading and is unable to provide good help.
- She is extremely busy, finds it difficult to concentrate, and often has to bribe her children to study and stay focused.

Ideal Features

- This resource or tool has rich content and resources covering a variety of subjects and topics to meet the diverse learning needs of children.
- This resource or tool can provide parents and children with timely learning feedback and progress tracking to help them better understand their child's learning progress and needs, and make timely adjustments and optimizations.

Lifestyle

In the second part of the interview, we will ask parents to imagine that outside of school, they use the most resources to help their child is a person. Ask them to write a letter to the resource explaining why they will stop using it.

Engagement with Online Sources



Ability to Integrate into Routine



Ability to Help Their Own Children



Personas ✨

Confused Christopher



Background

Christopher is an 85-year-old grandparent who retired several years ago. He lives in Michigan with his wife and granddaughter. He used to work as a truck driver and has always been an advocate for education. He has a close relationship with his granddaughter Ellie, who is in 4th grade. He values the power of knowledge and education and wants to teach and help his granddaughter whenever he can.

He loves spending time with his granddaughter and he attempts to help her with her school work whenever he can. He sometimes has a difficult time and gets frustrated trying to understand the current teaching methods, as they were different during his time.

He also finds it difficult to navigate online to find the appropriate information or resources that he is looking for as everything seems complicated to him, and he often feels frustrated with himself when he tries and it hurts his self esteem.

Main Concerns

- He has some difficulty understanding modern teaching methods being taught at his granddaughter's school.
- He is often frustrated at himself as he finds it difficult to navigate online to find the appropriate information or resources he needs.

Ideal Features

- Easy-to-use interface: He prefers a user-friendly app with a simple interface that is easy to navigate, as he may not be familiar with complex technological features.
- Accessible resources: The app should provide a wide range of resources, such as worksheets, tutorials, and videos, that are designed to help students learn in a clear and understandable way.

Lifestyle

He is retired and spends most of his time at home. He enjoys spending time with his family, particularly his granddaughter Ellie. He is willing to dedicate time and effort to support his granddaughters education and wants to connect with her and make learning enjoyable for both of them.

Ability to find online resources



Ability to understand new teaching methods



Ability to help granddaughter



Personas ✨

Struggling Sam



Background

Sam is an 8-year-old boy who lives in a suburban neighborhood in Texas. He is currently in 3rd grade at his local public elementary school. Sam has always been an active and curious learner, showing a strong interest in science and social studies. However, he has struggled with math since he was in 2nd grade. Sam finds it challenging to understand math concepts and often feels overwhelmed during class, where he has limited opportunities for individual attention from his teacher. His parents have noticed his frustration and are actively seeking ways to support his math skills outside of school.

Sam's parents have tried various methods to help him with math, including traditional worksheets and tutoring, but Sam often finds these methods boring, and he continues to struggle although he wants to make his parents happy. He prefers interactive and engaging activities, such as games and quizzes, that allow him to learn in a fun and enjoyable way.

Main Concerns

- Sam's main concern is improving his math skills and catching up with his peers.
- He wants to feel more confident in his abilities and be able to keep up with the class during math lessons.

Ideal Features

- Sam would like the app to provide a variety of math games and quizzes that are helpful yet enjoyable, with interactive features that keep him engaged and motivated.
- He would prefer to have rewards to keep him motivated to learn.

Lifestyle

Sam's busy life includes extracurricular activities like soccer and piano lessons, which take up a significant portion of his time after school. Despite his packed schedule, Sam also enjoys some screen time at home, engaging in games or videos as a form of relaxation and entertainment.

Ability to learn math



Ability to stay motivated



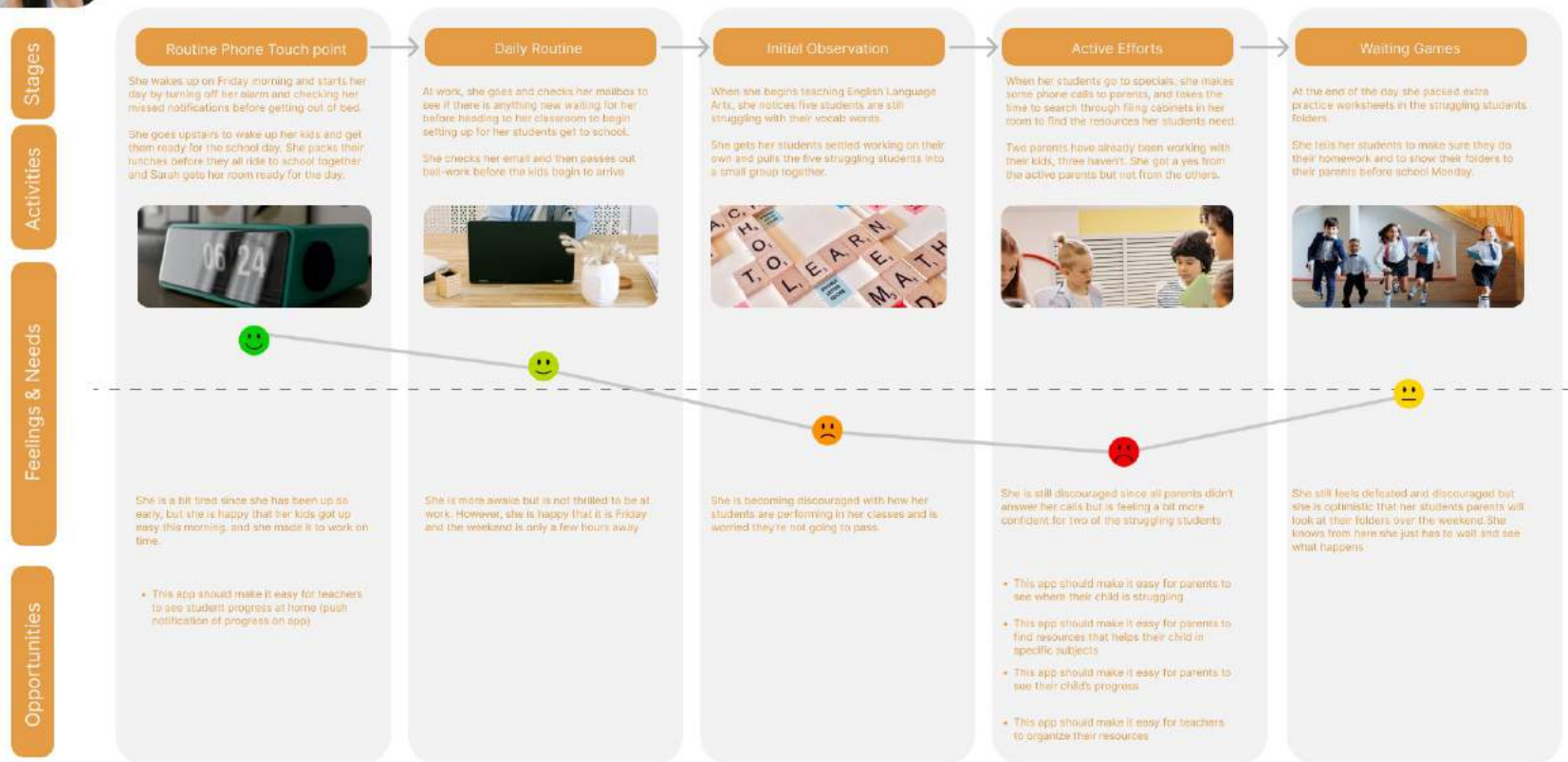
Ability to stay engaged



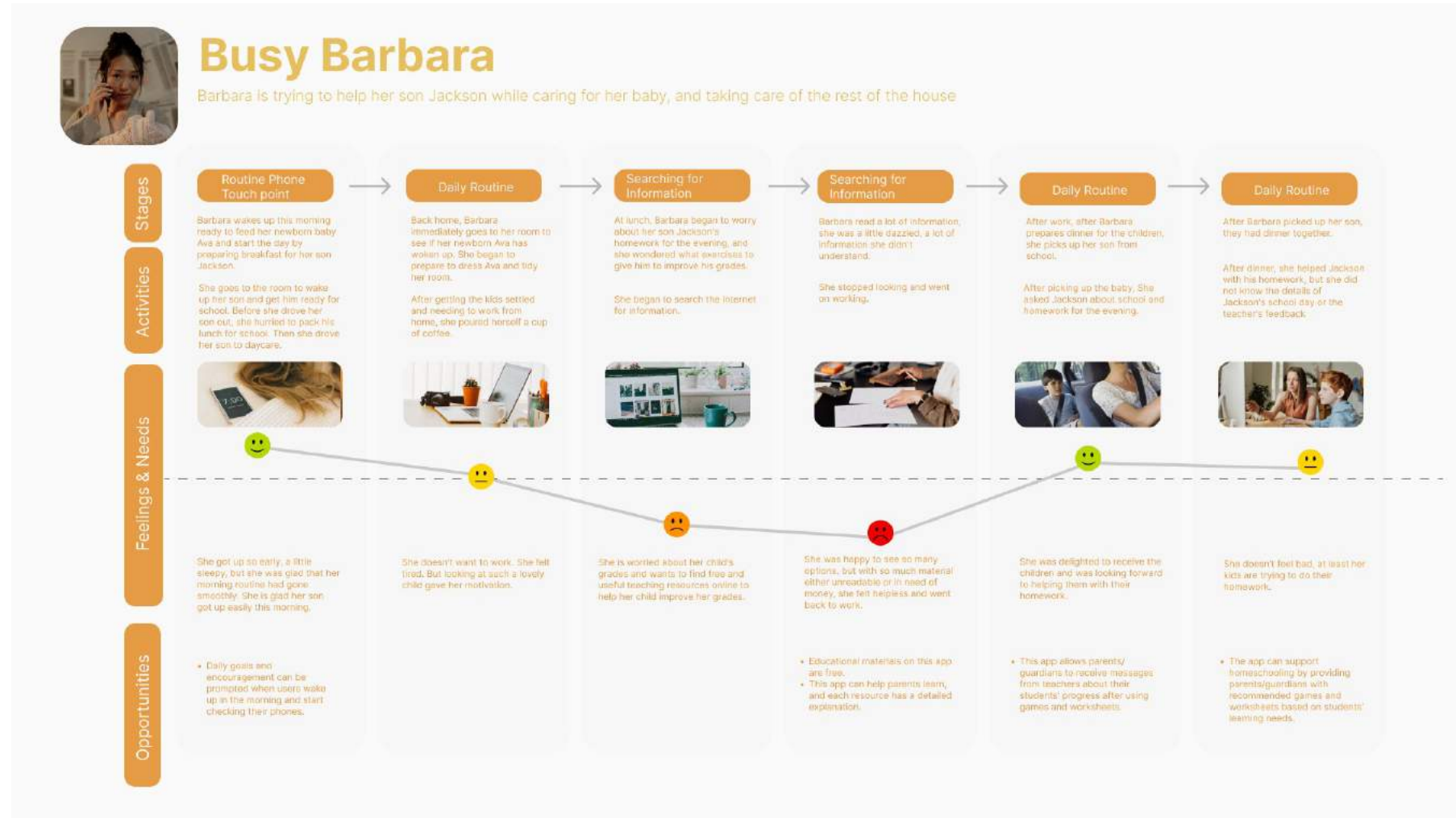
User Journey Maps ✨



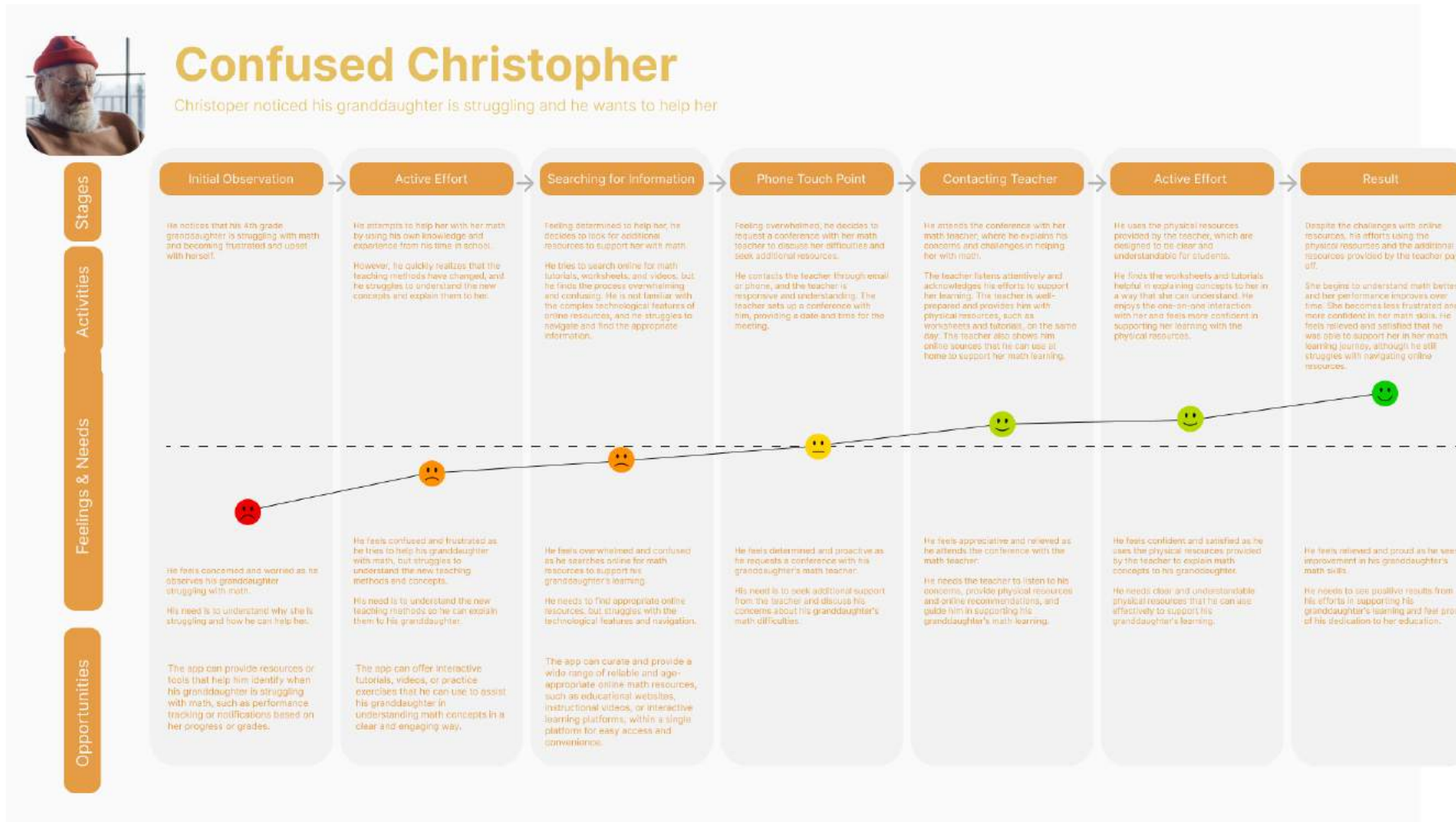
Stressed Out Sarah



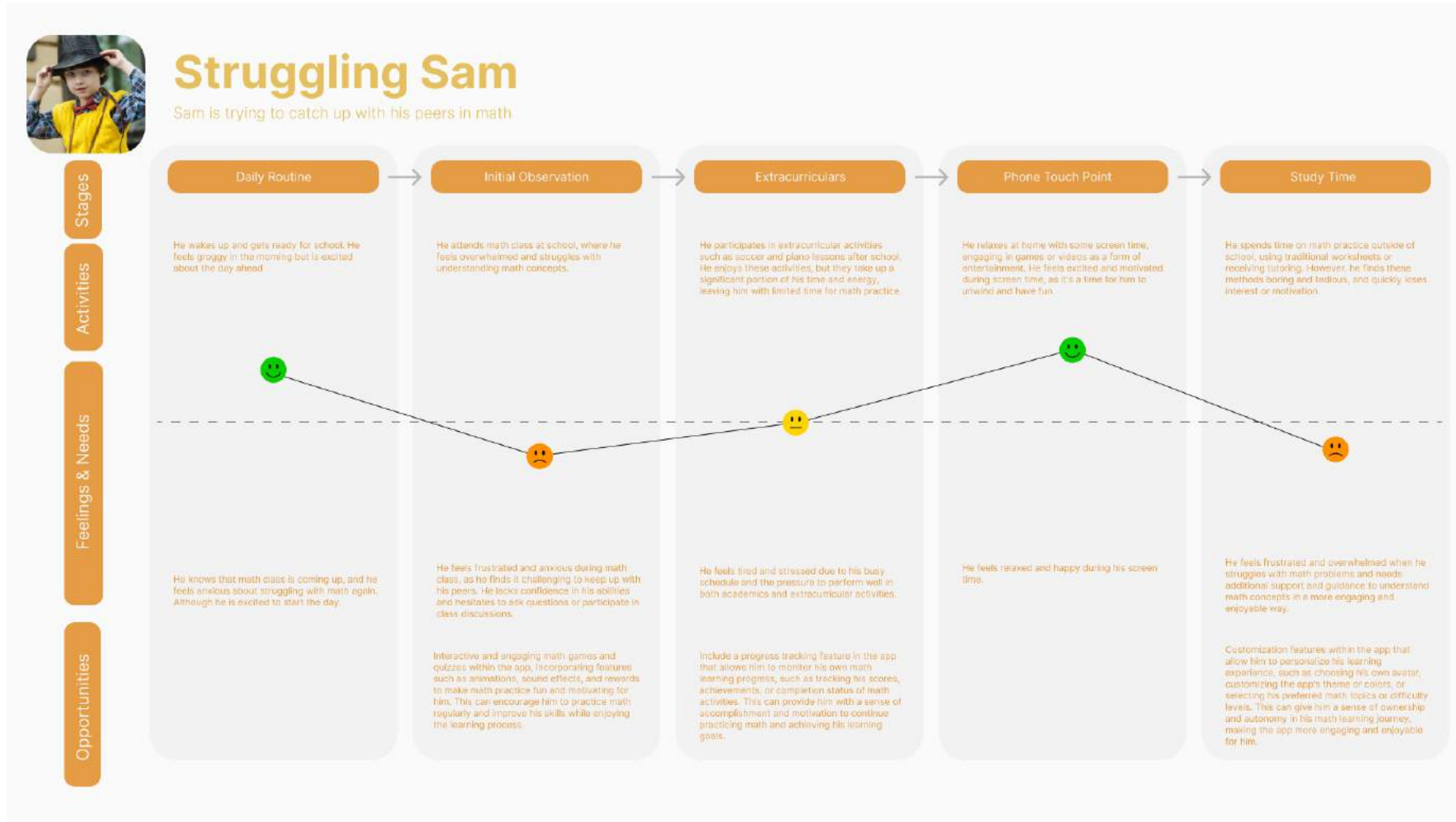
User Journey Maps ✨



User Journey Maps ✨



User Journey Maps ✨



Scope ✨

Defining Scope

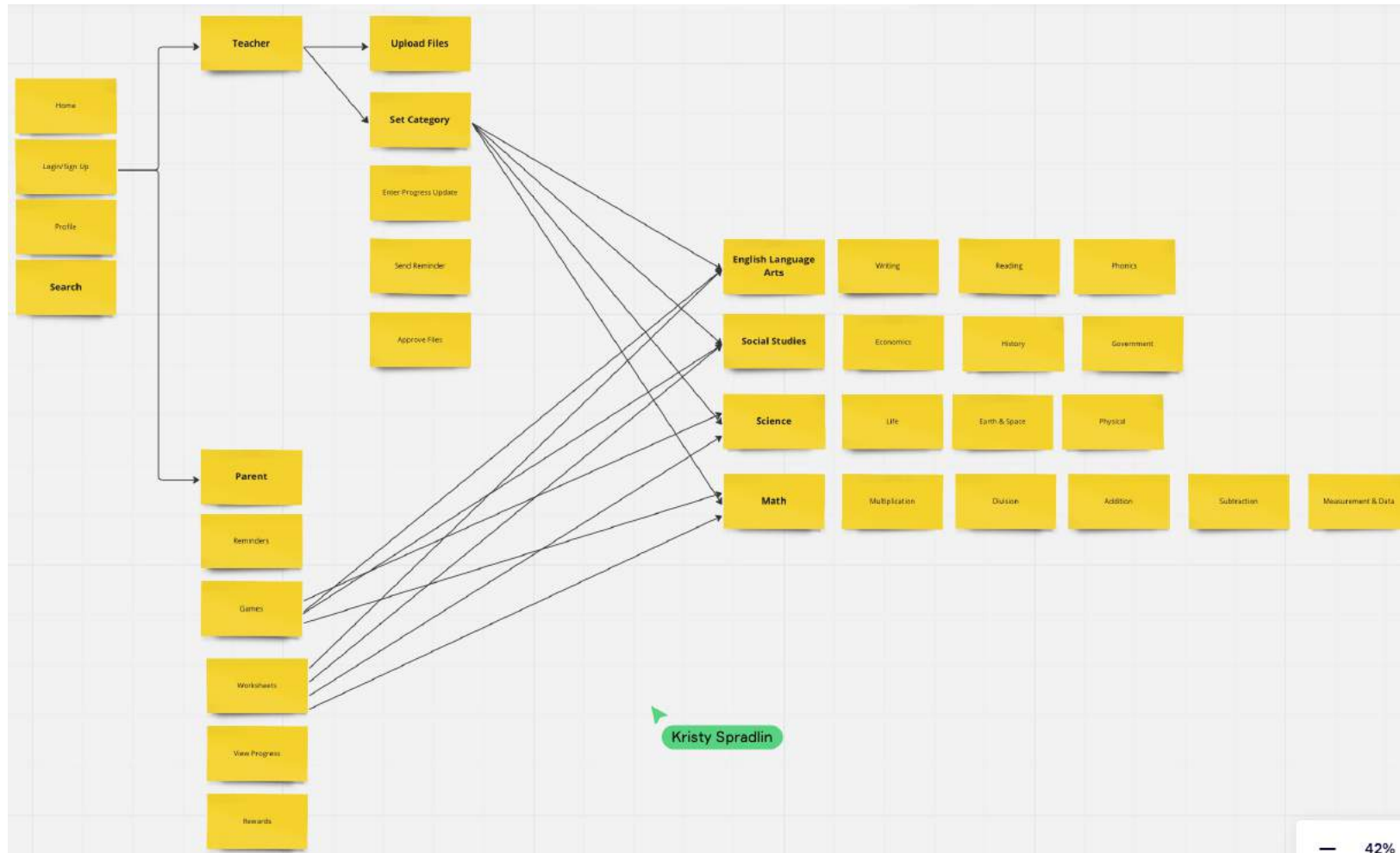
Scope

- Provide recommended games and worksheets to parents/guardians based on students' academic needs to support learning at home.
- Providing achievements and rewards for students who show progress in struggling subjects.
- Allow parents/guardians to receive messages from teachers about students' progress after utilizing games and worksheets.
- Ensure resources provided are from existing teacher collections, guaranteeing correct content to extend students' learning.
- Help teachers by eliminating the need to source materials outside of work hours, providing them with easy-to-use resources.
- Enable parents to help their children succeed academically by providing resources alongside teachers.

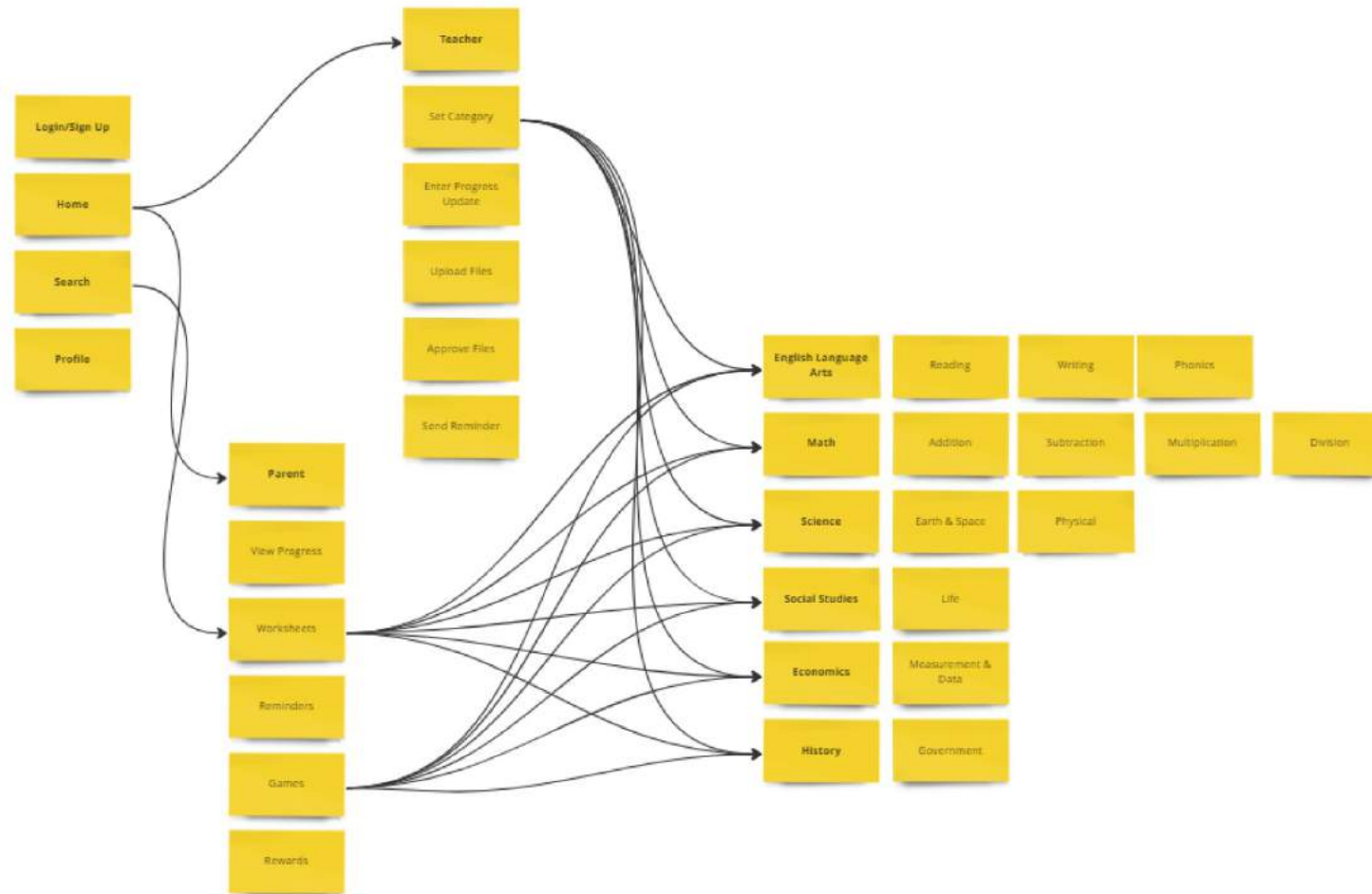
Differentiating Focus

- Teacher-Parent Communication: The app allows parents/guardians to receive messages from teachers about students' progress after utilizing games and worksheets. This direct communication channel between teachers and parents/guardians sets the app apart by fostering collaboration and involvement between parents/guardians and teachers, creating a supportive learning environment.
- Curated Teacher Collections: The app sources materials from existing teacher collections, guaranteeing correct content to extend students' learning.
- Customized Recommendations: Your app provides recommended games and worksheets to parents/guardians based on students' academic needs, ensuring that the resources are tailored to each student's specific learning requirements. This personalized approach sets your app apart from other generic educational apps that may not provide targeted recommendations.

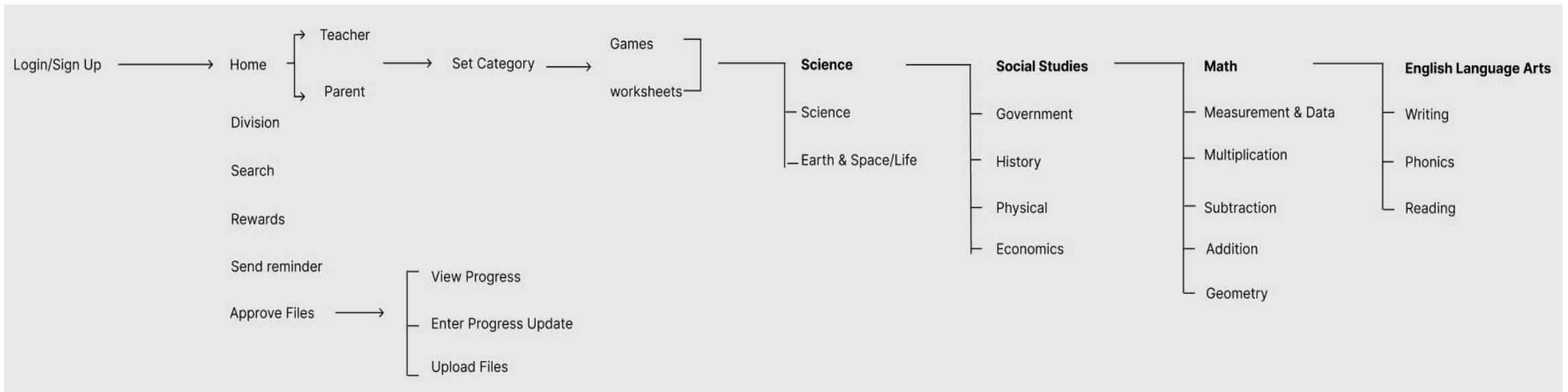
Card Sorting ✨



Card Sorting ✨



Card Sorting ✨



Moodboards ✨

Knowledgeable • Playful • Engaging



Intro | Problem | Strategy | Solution | Summary | Appendix

Page #

Moodboards ✨

Interesting • Knowledgeable



Intro | Problem | Strategy | Solution | Summary | Appendix

Page #

Moodboards ✨

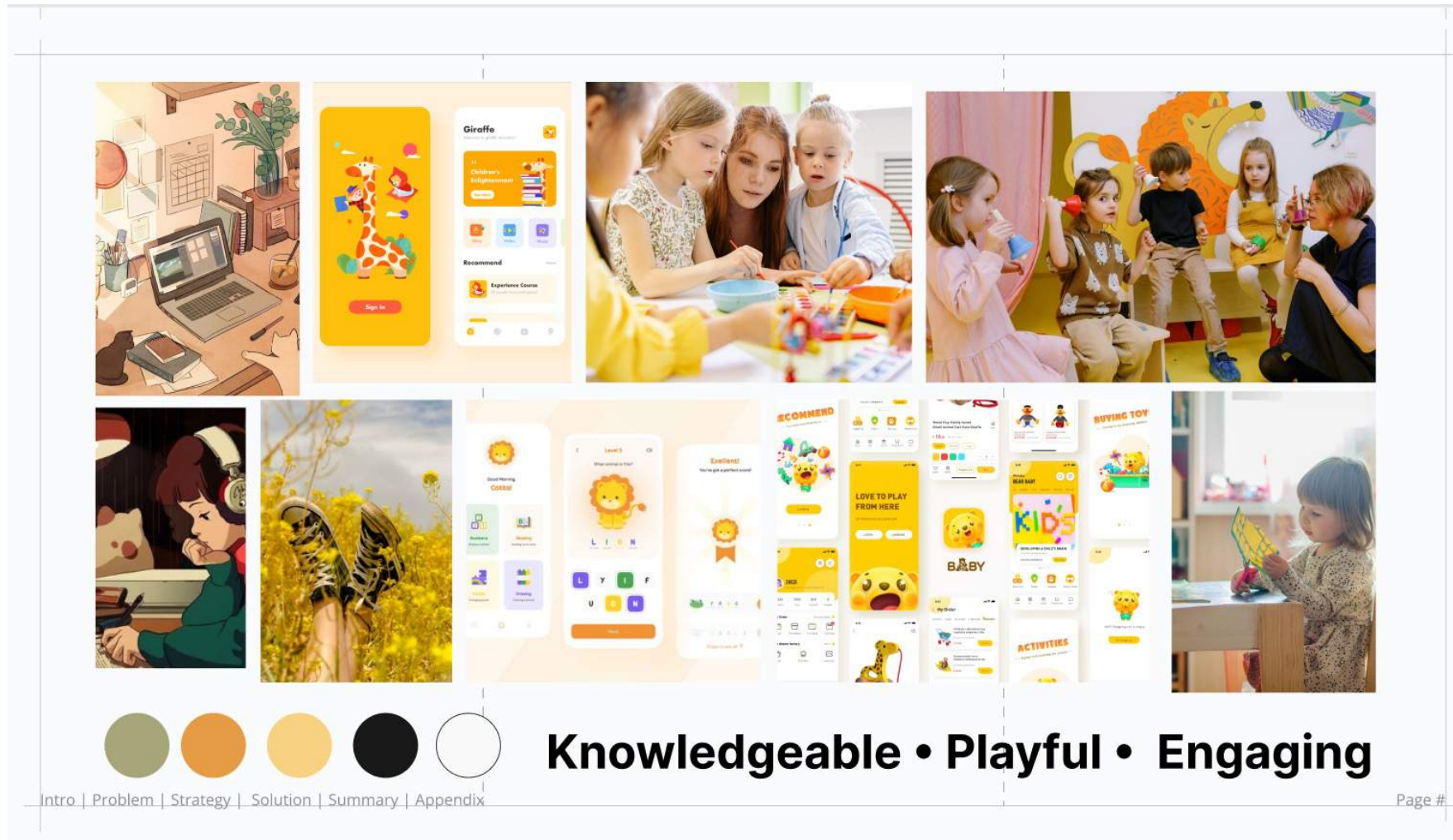
Calming • Curious



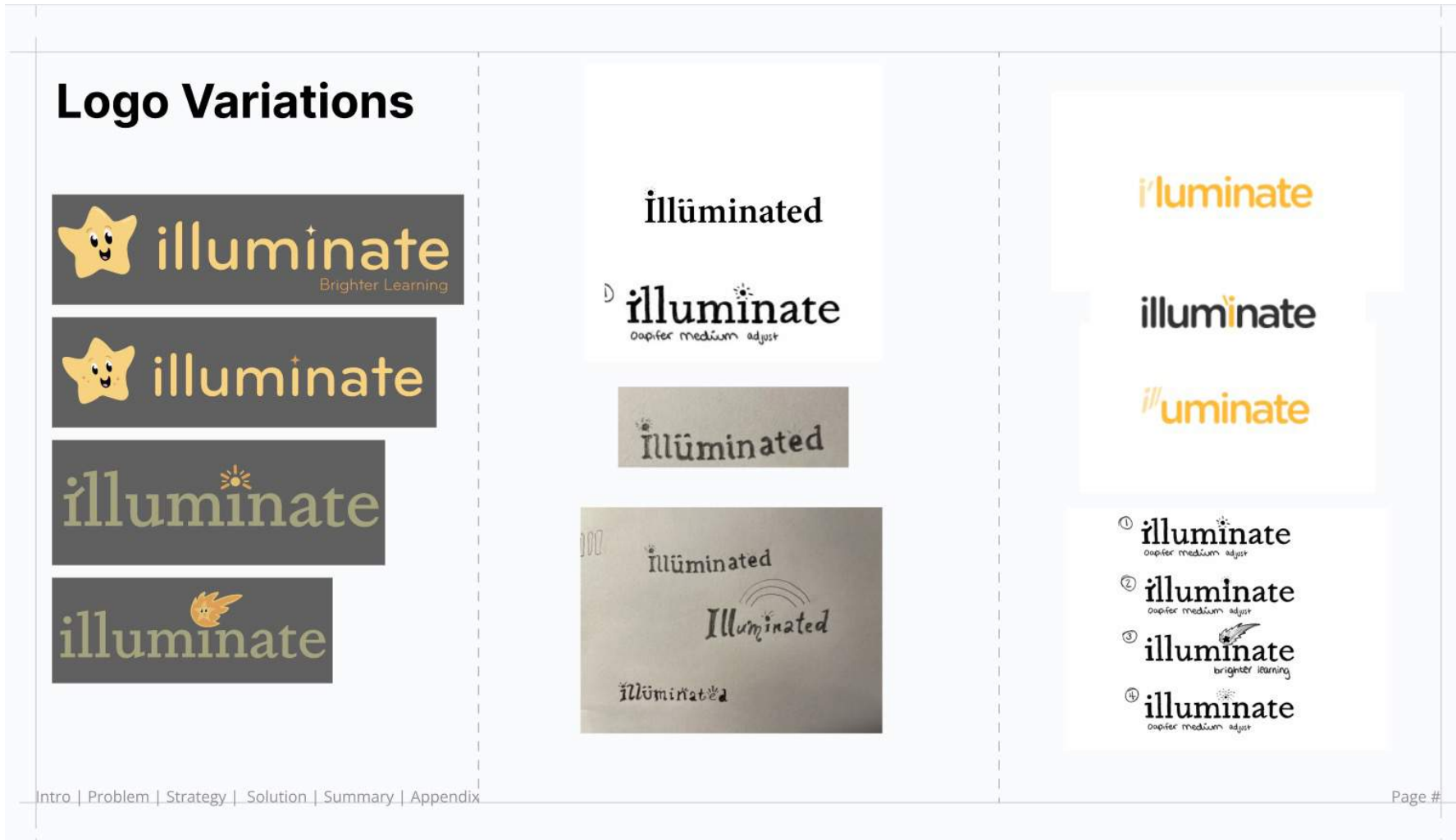
Intro | Problem | Strategy | Solution | Summary | Appendix

Page #

Moodboards ✨



Logo Variations ✨



Style Tile ✨



Color



Imagery



Icons



Email Address

Submit

Login/Sign Up

Adjective

Knowledgeable • Playful • Engaging

Headline

This is an example of a heading style

This is an example of a subheading

This is an example of the body copy that we would use within our brand identity.

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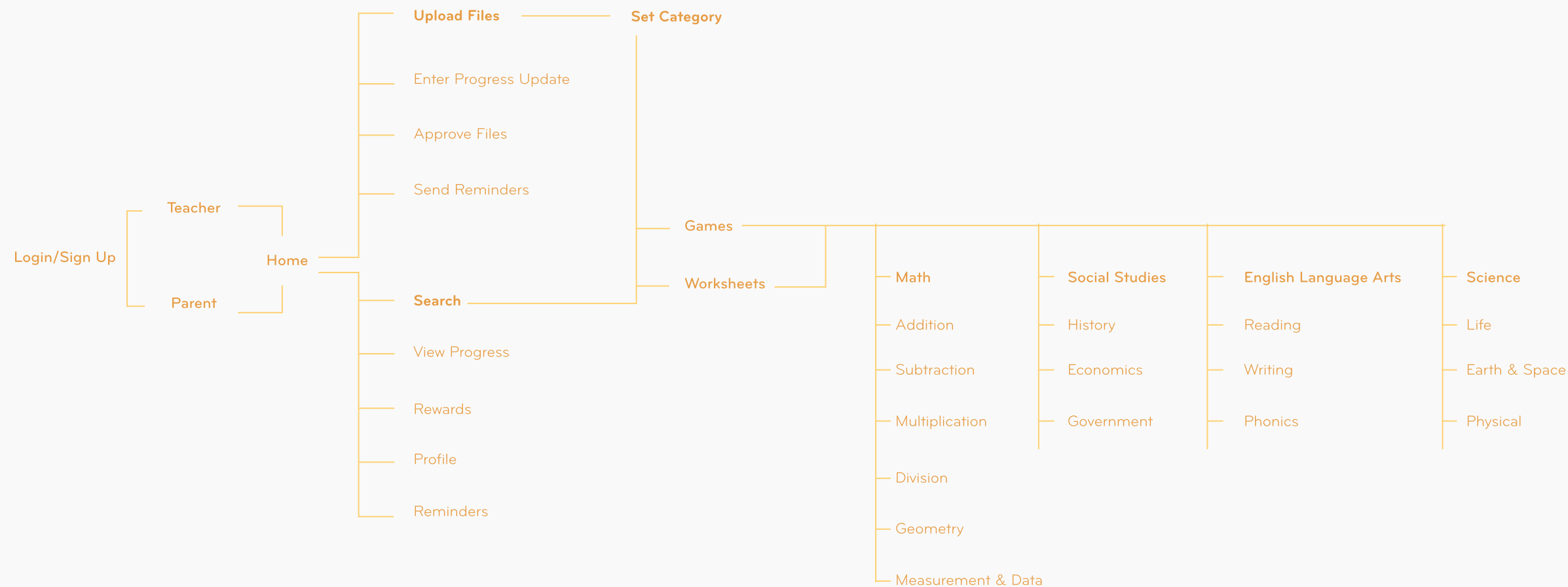
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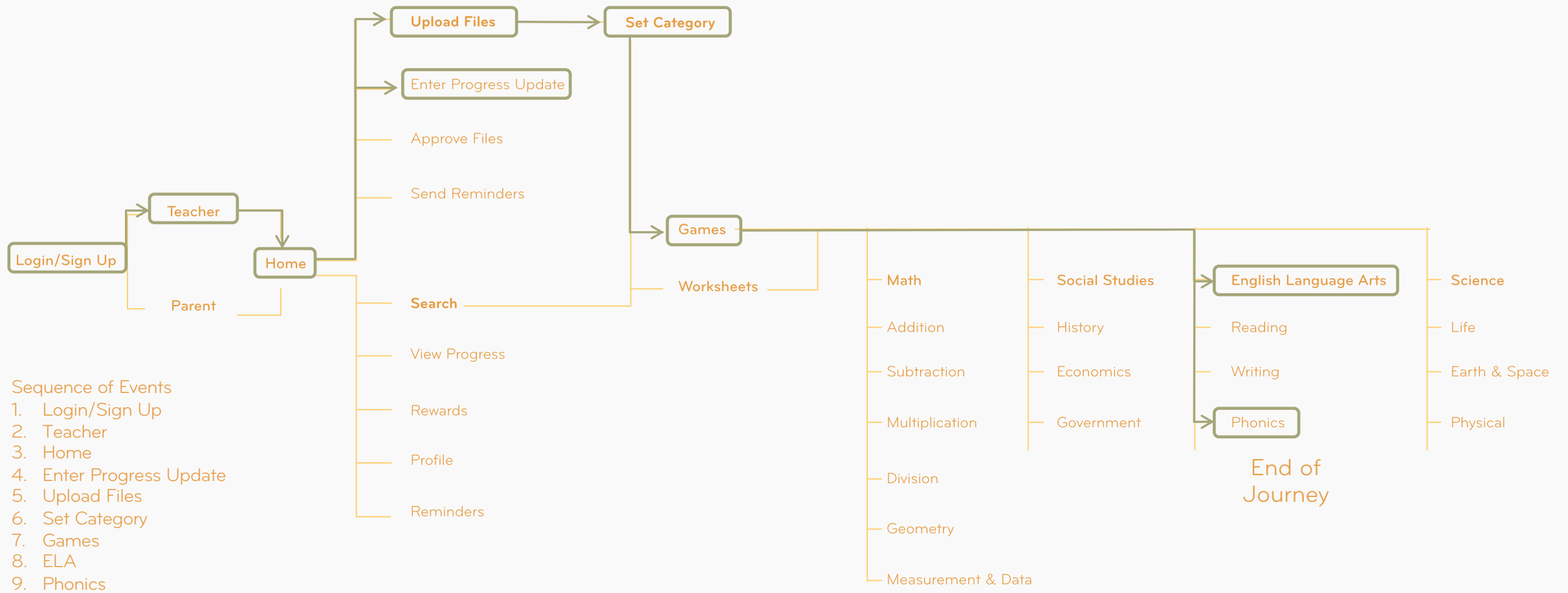
Typeface

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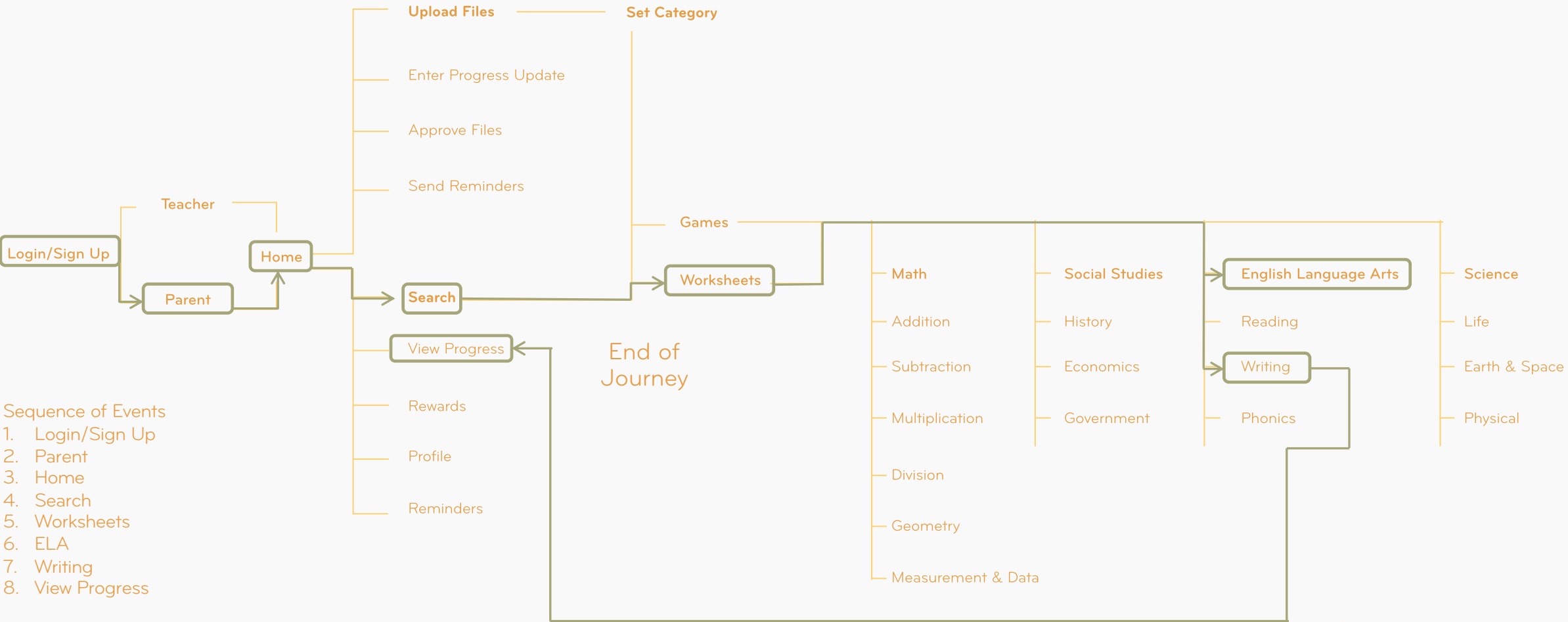
Architecture ✨



Stressed Out Sarah ✨

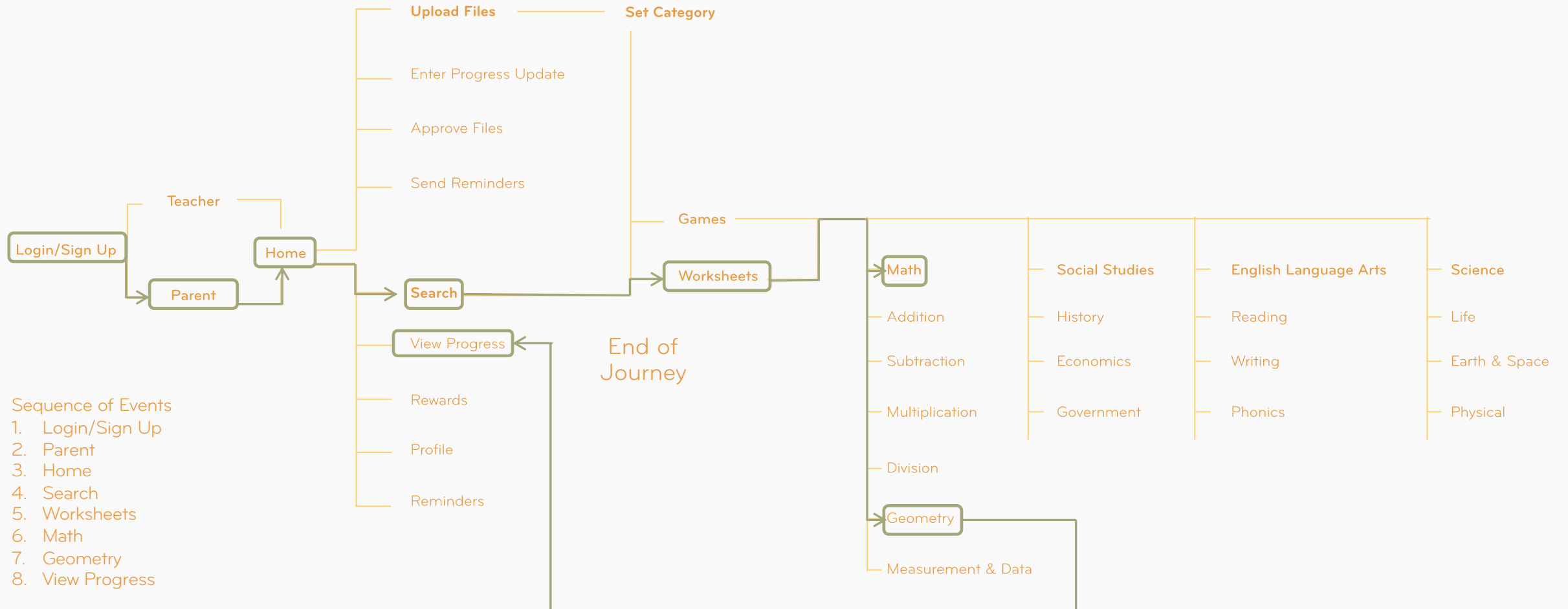


Busy Barbara ✨



- Sequence of Events
1. Login/Sign Up
 2. Parent
 3. Home
 4. Search
 5. Worksheets
 6. ELA
 7. Writing
 8. View Progress

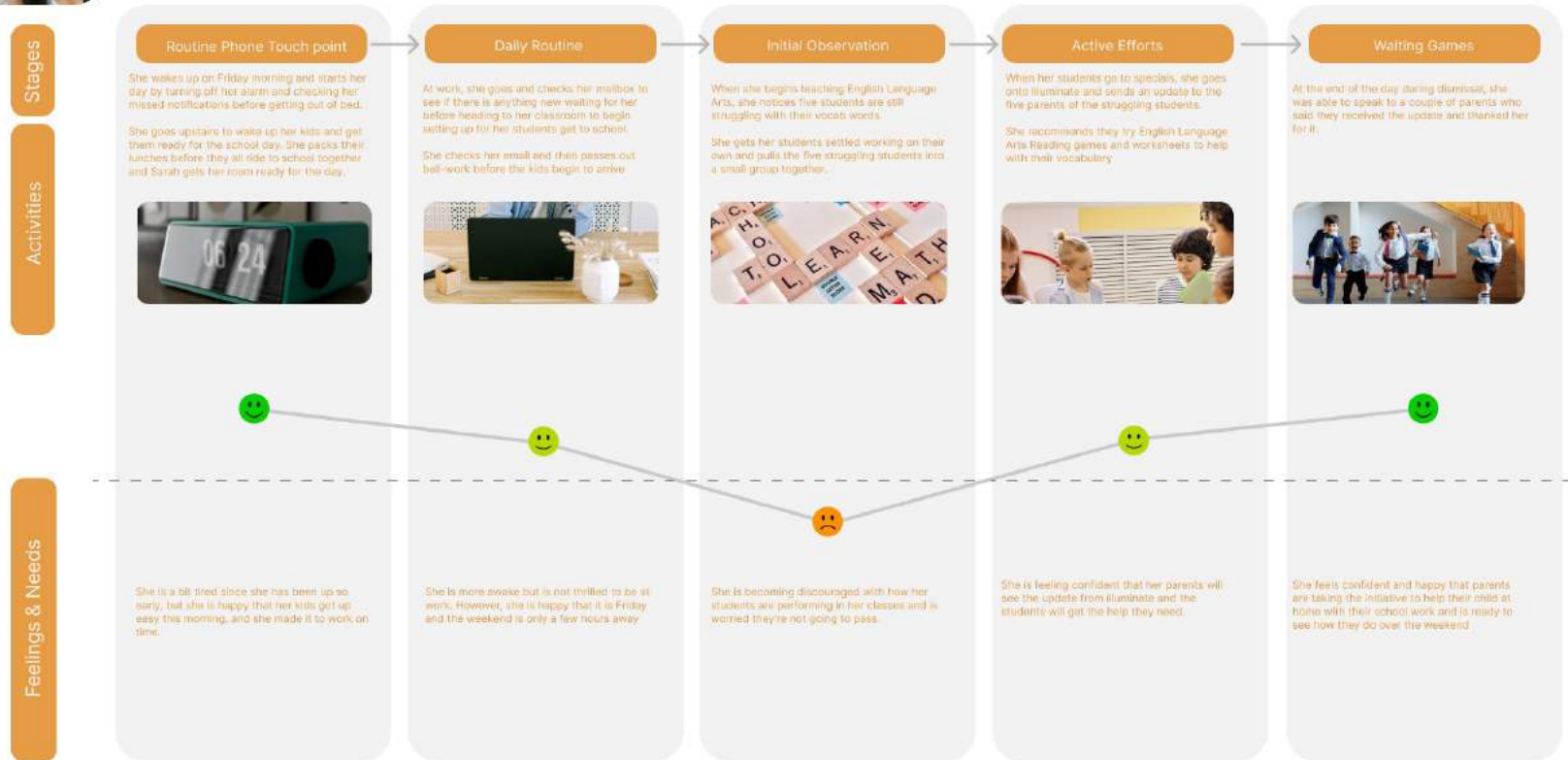
Confused Christopher ✨



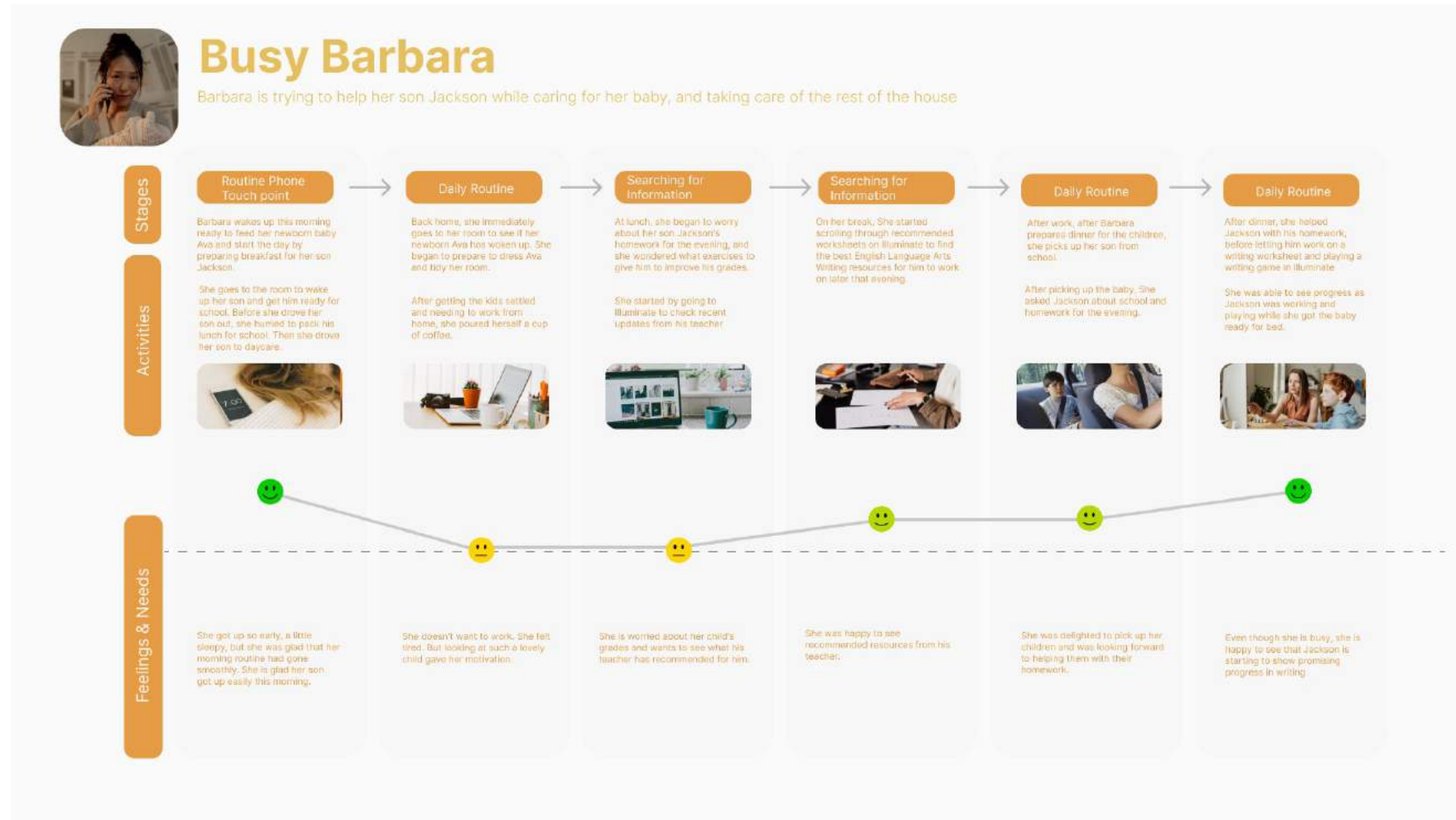
Ideal User Journey Maps ✨



Stressed Out Sarah



Ideal User Journey Maps ✨

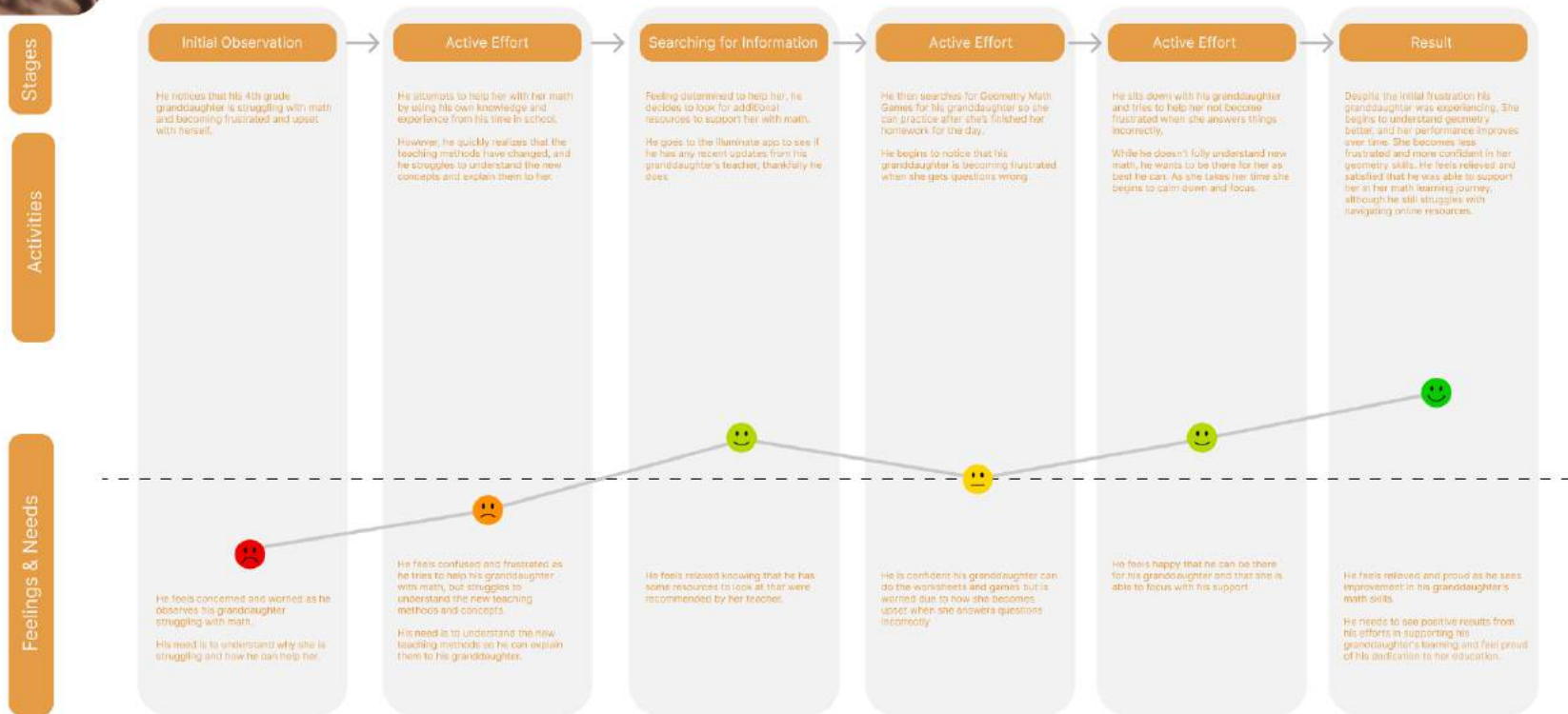


Ideal User Journey Maps ✨

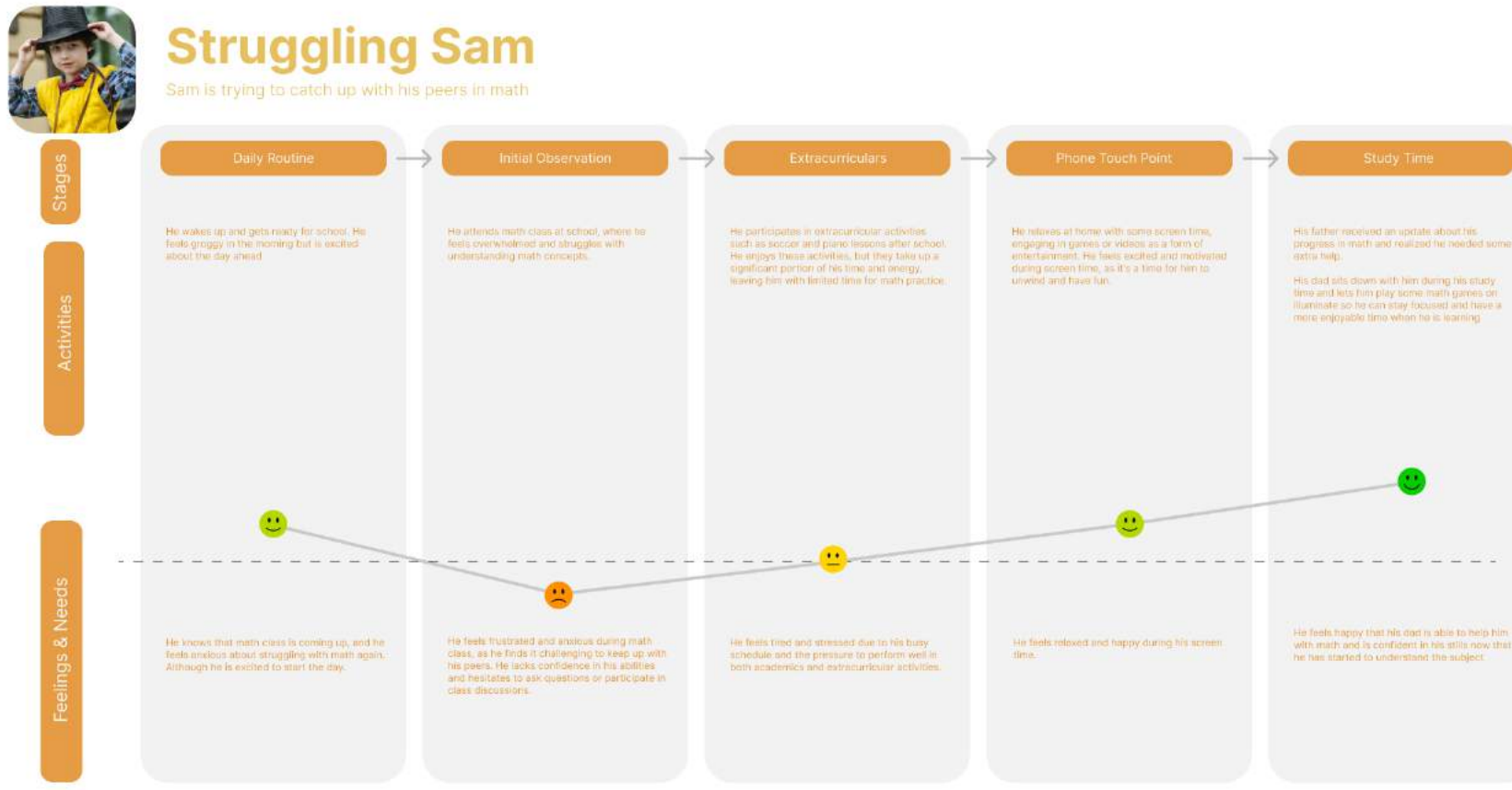


Confused Christopher

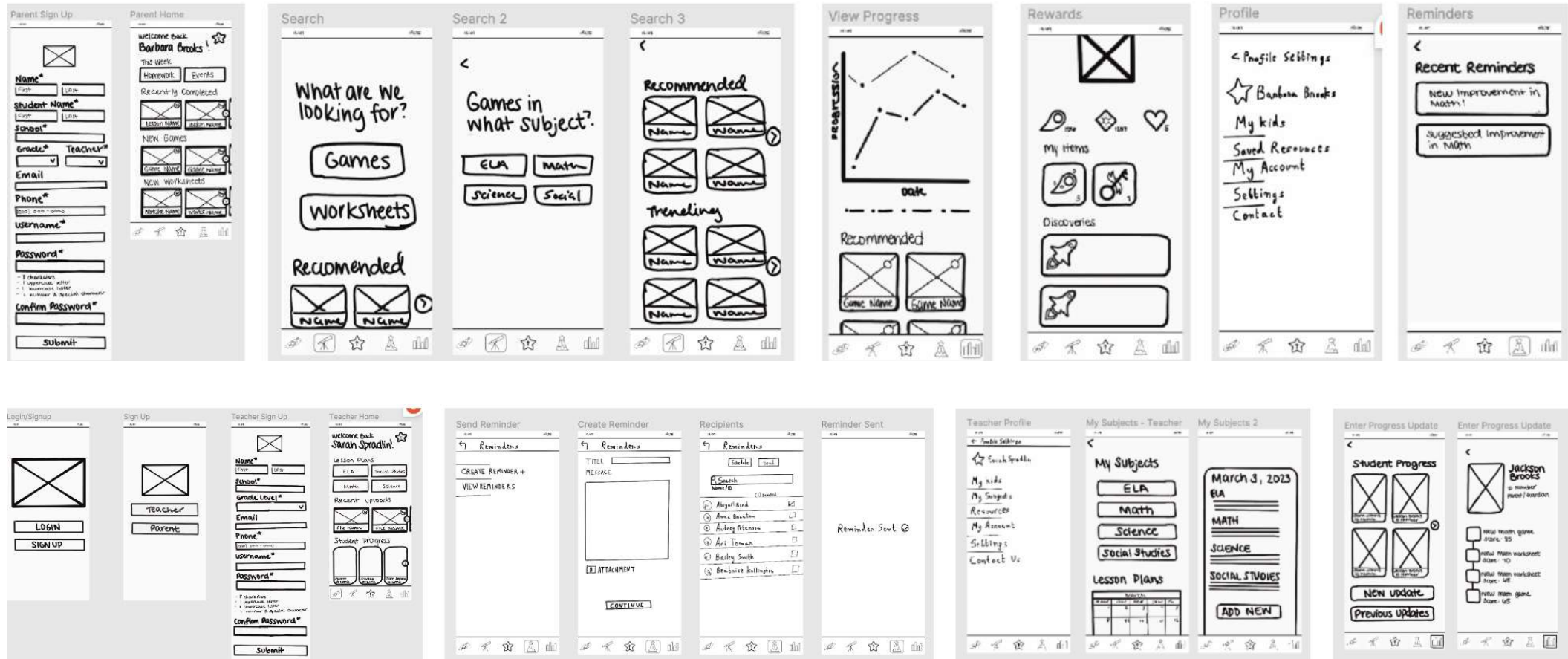
Christopher noticed his granddaughter is struggling and he wants to help her



Ideal User Journey Maps ✨



Lo-fi Wireframes ✨



Lo-fi Feedback ✨

Kristy - Teacher



Kristy

Kristy is a 2nd grade teacher at a lower income school in Keystone Heights, Florida. She is somewhat tech savvy, but generally disregards tutorials in apps and focuses more on exploring apps on her own. Her overall test was very smooth she had a couple of things that she commented on and offered suggestions for edits.

You can watch Kristy's Walkthrough [here](#)

Kristy believed:

- Illuminate was easy to understand and
- Illuminate is easier to use than google classroom where she needs to uploading separate resources for each individual student
- Would recommend to both teachers and parents

Kristy commented :

- "The telescope makes me think I'm looking for something so maybe looking at assignments"
- For the reminders icon it was a bit hard to see, when I think of sending a reminder I think of a satellite dish, or some type of communicator for a space theme
- I think the symbols at the bottom are hard to understand at first so maybe having a tutorial at the beginning or labeling each of the icons would help

Melody- Parent



Melody

Melody is a working teenager who works as a kindergarten teacher and a painter. She finished the test and understood the function and page, but had a little trouble recognizing the navigation.

Melody enjoyed:

- Very clear frame/each block surface is very concise and to the point
- Combine games with worksheets to make learning fun
- recommended and view progress is a thoughtful design that can help parents directly check progress

Melody suggested :

- People suggest that the bar chart of view progress can be marked with more details, such as what stage is marked on each point
- Perhaps put reminders on the front a little. They can help the reminders group have more goals

Sid - Parent



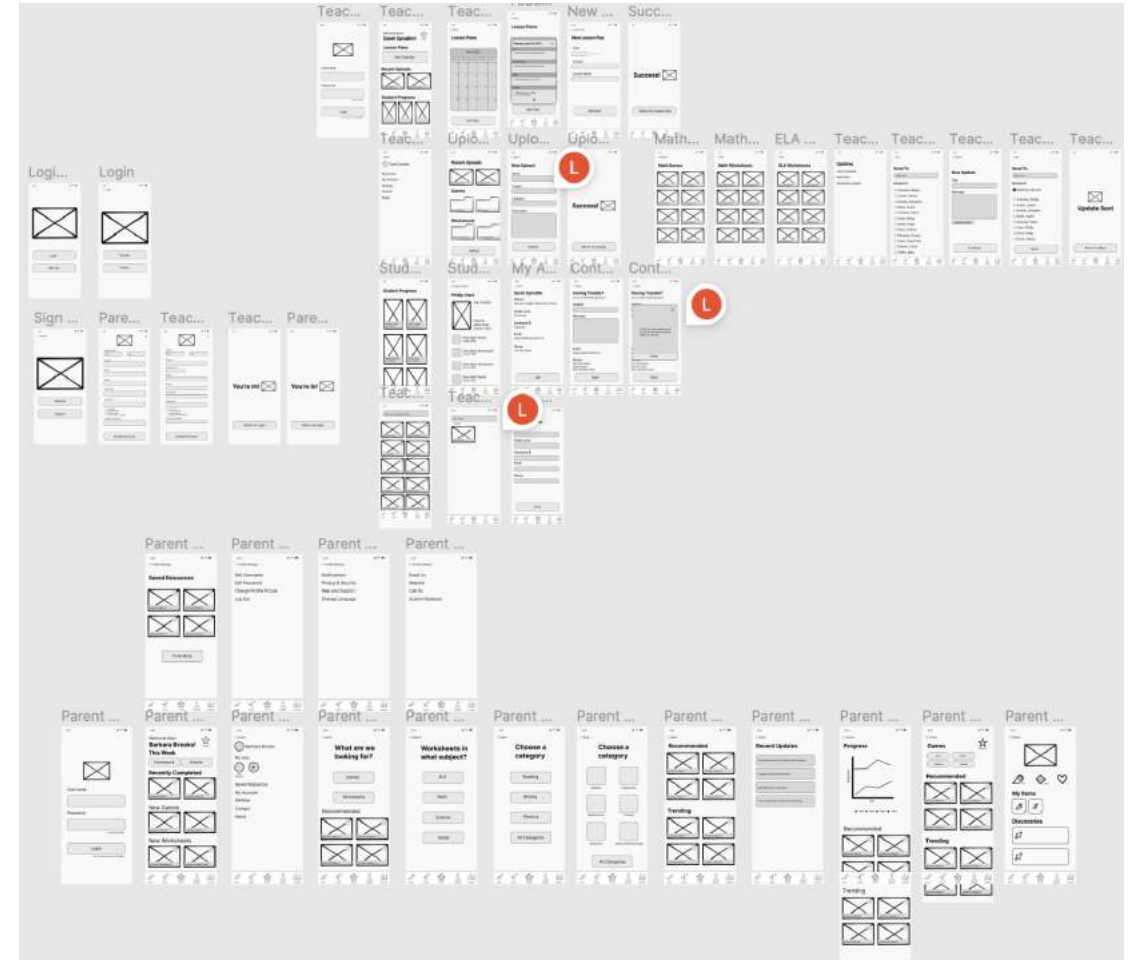
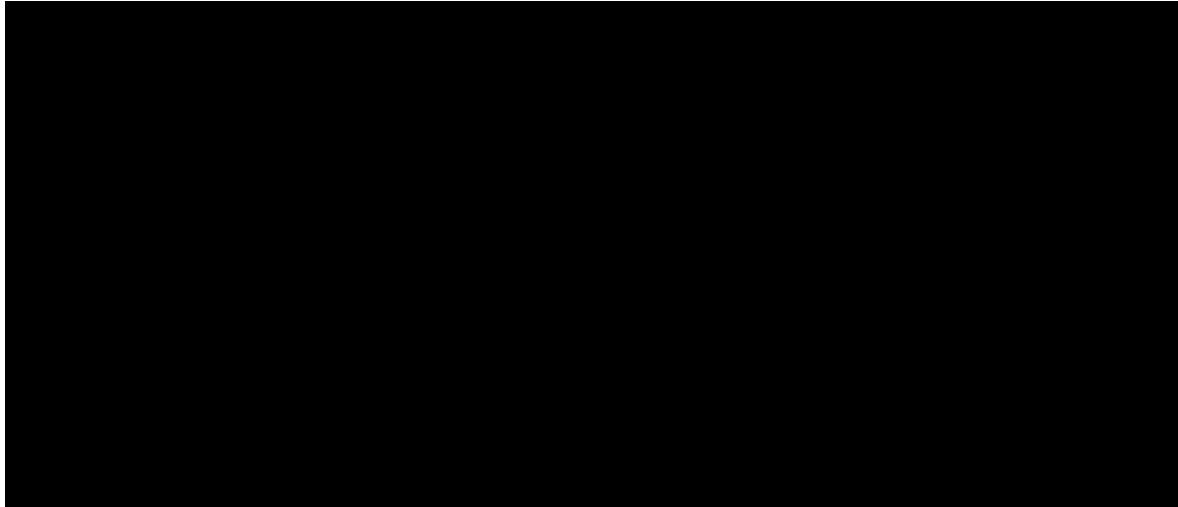
Suggestions and complaints:

No back button in login, I like the minimal option of teacher and parent choice. I'd prefer if the first option was "Parent Name" instead of "Name" so I don't accidentally put down my child's name. School should have a drop-down menu as well in case of spelling errors. Search button is not too easy to recognize, its good that the subject list is relevant. Maybe a "pick random" button to get a practice worksheet from any subject. Maybe add symbols in choose categories. Upload was understandable but what is the function? View progress icon was a bit difficult to understand as well, would help a lot to have descriptive text underneath icons to mention what menu they open. Similarly, the reminder icon is confusing as well. Home icon works as long its written "Home" under it. Profile button was not obvious either, could be a circle that is highlighted. A help or support feature or button would help in case I have any issues instead of just "Contact".

Sid:

Sid is familiar with using different apps in his line of work in the software industry. He completed the test and understood all the main features and pages, but had trouble navigating or recognizing the icons and their functions.

Mid-fi Wireframes ✨



Mid-fi Feedback ✨

Kristy- Teacher Mid-Fi User Test



Kristy believed:

- Some text (specifically on the student progress page) was hard to read and was too small
- It was easy to use and was better than the lo-fi test

Kristy Suggested:

- making sure the right subject is listed under lesson plans and that none of them are matching

Overall her walkthrough was fast and easy, she knew where to go after adding the function under the icons in navigation

Click [here](#) to view Kristy's walkthrough

Melody- Parent Mid-Fi User Test



Melody

Melody is a working teenager who works as a kindergarten teacher and a painter. She finished the test and understood the function and page, but had a little trouble recognizing the navigation.

Melody enjoyed:

- The framework is clearer than ever, the content is more detailed, the interface design is cleaner, and it feels easier to find the features and content you need than ever before.

Melody suggested :

- She suggested maybe adding a chat window to help groups of parents interact and communicate better.

Sid - Parent Mid-Fi User Test



Suggestions and complaints:

Sid mentioned that the login process and navigation have become much easier. He also pointed out the convenience of the sign-up process. In terms of improvements, he suggested having the ability to track the progress of each subject separately and being able to identify whose progress they are viewing. Additionally, he mentioned the idea of having a dedicated screen for reminders. He also expressed the desire for a section where they can access information about their kids' teachers and have an easier way to contact them. Lastly, he mentioned the usefulness of having a download option for worksheets.

Sid:

Sid is familiar with using different apps in his line of work in the SaaS industry. He completed the test and understood all the main features and pages, and had a few suggestions for more specific features.