



GamePlan

The only
classroom you
need

Team-19



Colleen

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Visual Lead



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Information
Architecture Lead



Kelly

Research &
Prototyping Lead



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Interaction Lead



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Product Design
Lead



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Concepting



- 01 Topic of interest & UX problem
- 04 Target users
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- 09 Personas
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Parents' roles in online education

Due to the pandemic, **parents** have unexpectedly had to take on a **teacher role** at home and **struggle** to **balance** this new role with their busy lifestyle.

How Teachers Accomplish Core Tasks

Grade

- Skyward
- Similar apps

Take Attendance

- Skyward
- Similar apps



Instruct

- Seesaw
- Google Classroom
- Similar apps

Communicate

- Skyward
- Email
- Seesaw
- Google Classroom

4+ Applications and countless extensions

including Skyward, Seesaw, Google Classroom, Zoom, email, and more!

(our goal is to access everything from one platform)

Primary Demographic

PreK – 5th grade
teachers and students

Secondary Demographic

PreK – 5th grade parents

Rationale for demographic

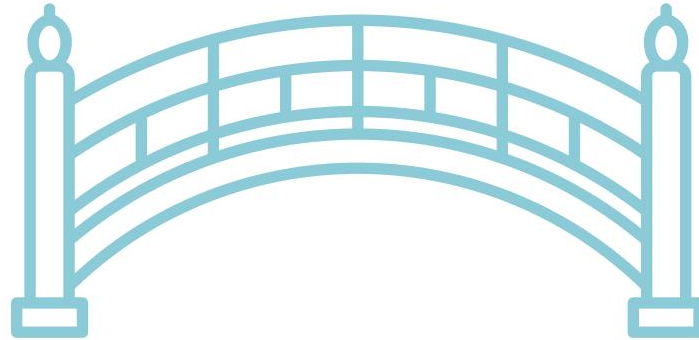
"I respect teachers for what they do and want to support them, but I can't do their job."

— Parent during user interview

05 | Roles of parents, students, teachers

Teacher

- Grade
- Take attendance
- Communicate
- Instruct



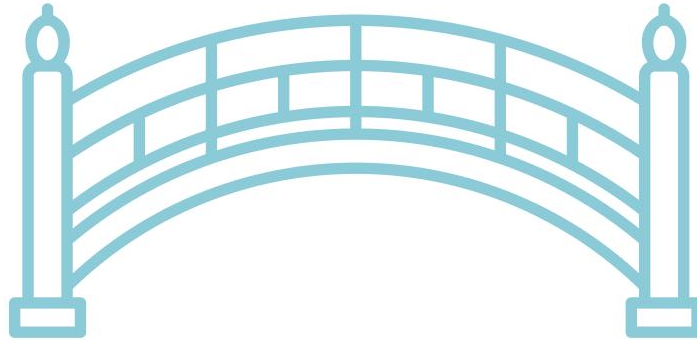
Student

- Learn concepts
- Communicate

05 | Roles of parents, students, teachers

Teacher

- Grade
- Take attendance
- Communicate
- Instruct



Student

- Learn concepts
- Communicate

Parent

- Track student progress
- See lessons
- Motivate students
- Assist with technology and lessons

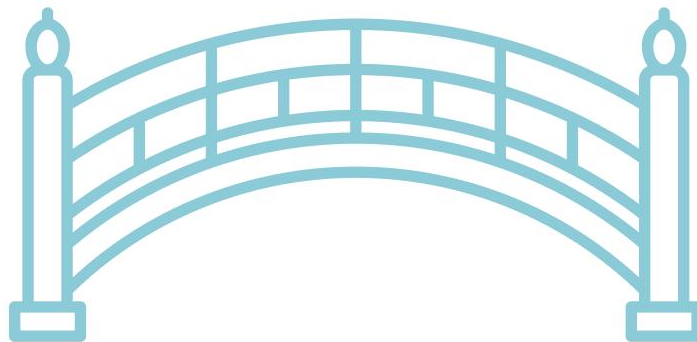
05 | Roles of parents, students, teachers

“[Parents] Must be able to bridge what the teacher wants and what the student is doing.”

— Teacher during card sorting

Teacher

- Grade
- Take attendance
- Communicate
- Instruct



Student

- Learn concepts
- Communicate

Parent

- Track student progress
- See lessons
- Motivate students
- Assist with technology and lessons

14

Interviews

5

HMW
Categories

700+

DataPoints

- Parents don't want to replace teachers
- Parents want to **better understand** what their kids are doing
- Kids need correct tools to support **self-sufficiency**
- Efficiency for teacher = efficiency for parent and student
- Parents & teachers use **multiple platforms** to communicate

...improve upon the social development and structure of the in person education experience through online learning?

...create a system to balance the **busy lifestyle of parents** and the **educational needs of their children**?

...better facilitate **connection** between parents and teachers?

...maintain a **flexible** and **open** educational environment that is easily adaptable?

...create a **single, streamlined** communication platform?

...improve upon the social development and structure of the in person education experience through online learning?

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...create a **single, streamlined** communication platform?

Miss Katie, 32

Teacher



Location

Pawnee, Indiana

Occupation

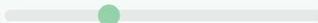
3rd Grade Teacher

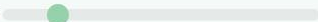
Relationship Status

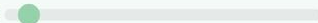
Single

Bio:

Katie is a third grade language teacher from Indiana. Since quarantine started she has struggled to manage her classroom and keep her students engaged. With the move to online, Katie found it difficult to continue the fun collaborative activities that she had her class enjoy in person, and she misses the individual attention she was able to give each of her students. She wants to foster better communication with the parents of her students, and hopes that she can get them more engaged in their childrens' classroom.

Motivated  Unmotivated

Tech Savy  Traditional

Extrovert  Introvert

Rigid  Adaptable

Goals:

- To better communicate with her students' parents
- To give each student more individual attention
- To make her online classroom more engaging

Likes:

- Reading
- Travelling
- Marvel Comics

Dislikes:

- Google Suite
- Interruptions
- TikTok

Jodi Lynn Parker, 34

Parent



Location
Pawnee, Indiana

Occupation
Realtor

Relationship Status
Married

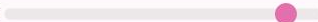
Bio:

Jodi lives with her husband and two children, but rarely has time to spend with them during the day due to her busy schedule as a realtor. Since quarantine began she has struggled to find a schedule that allows her to manage her son's education and stay productive in her job. She tries to stay involved by checking in with teachers and monitoring her child's learning through notifications from the school, but Jodi finds the constant notifications and lack of direct communication from teachers to be burdensome. She hopes that a balanced schedule and better communication can help her play a more prominent role in her son's education.

Motivated  Unmotivated

Tech Savy  Traditional

Extrovert  Introvert

Rigid  Adaptable

Goals:

- Balance work and child's education
- Streamline communication with son's teacher
- Use less screen time with her daughter & son

Likes:

- Moscato
- Home projects
- Board games with kids

Dislikes:

- Being sedentary
- Talking over the T.V.
- Her colleagues

Faith Parker, 8

Student



Location
Pawnee, Indiana

Occupation
3rd Grader

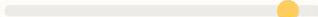
Relationship Status
Boys and girls have cooties

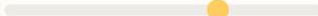
Bio:

Faith lives with her parents and sibling in Indiana. She dislikes online learning because she doesn't get to see her friends as often and it doesn't have as many fun activities as when school was in session. She already disliked homework before quarantine, and being in online class has made her hate it even more. Faith wants to be able to socialize with her friends more, and she wants school and learning to be fun again.

Motivated  Unmotivated

Tech Savy  Traditional

Extrovert  Introvert

Rigid  Adaptable

Goals:

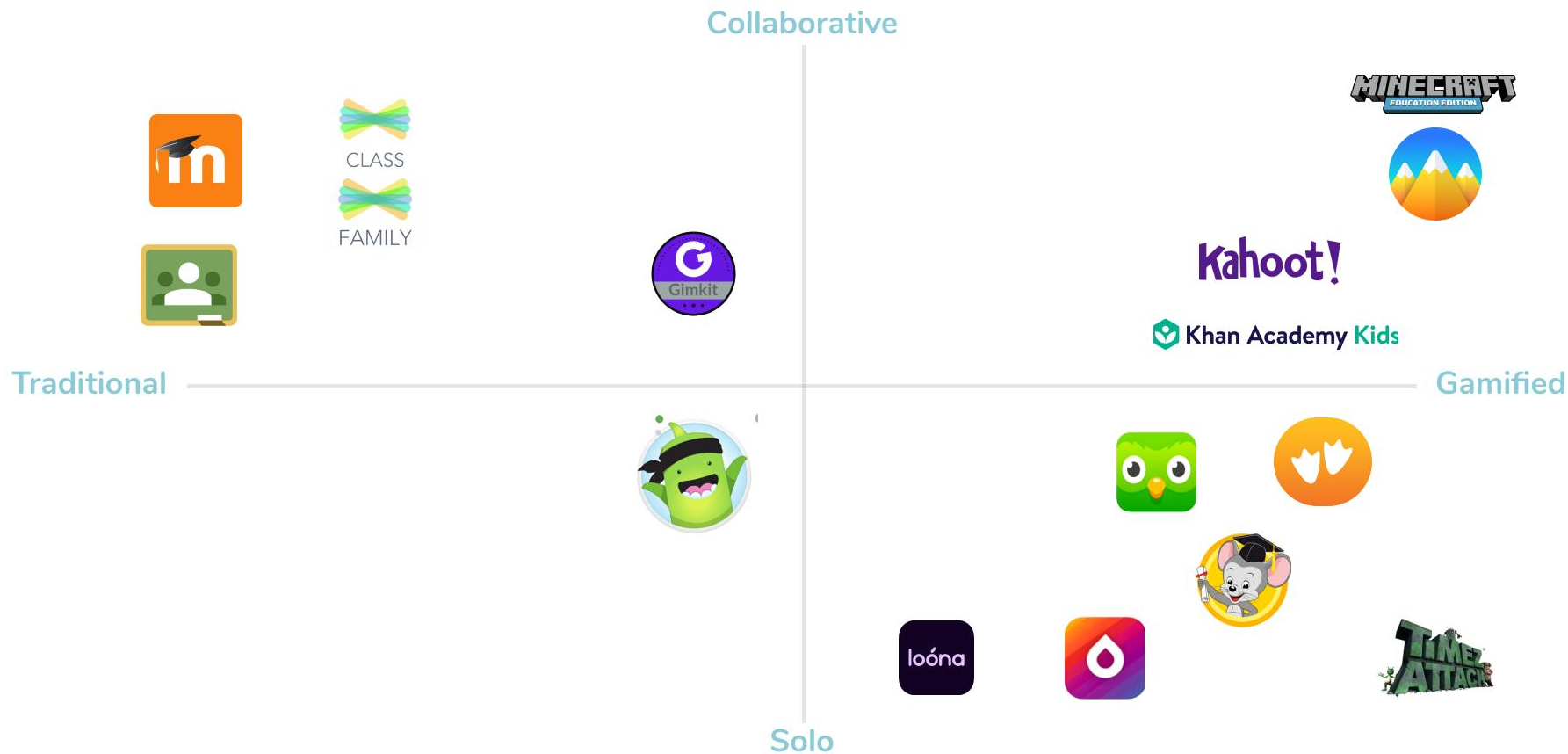
- Have more fun learning
- Make more friends
- Learn Spanish

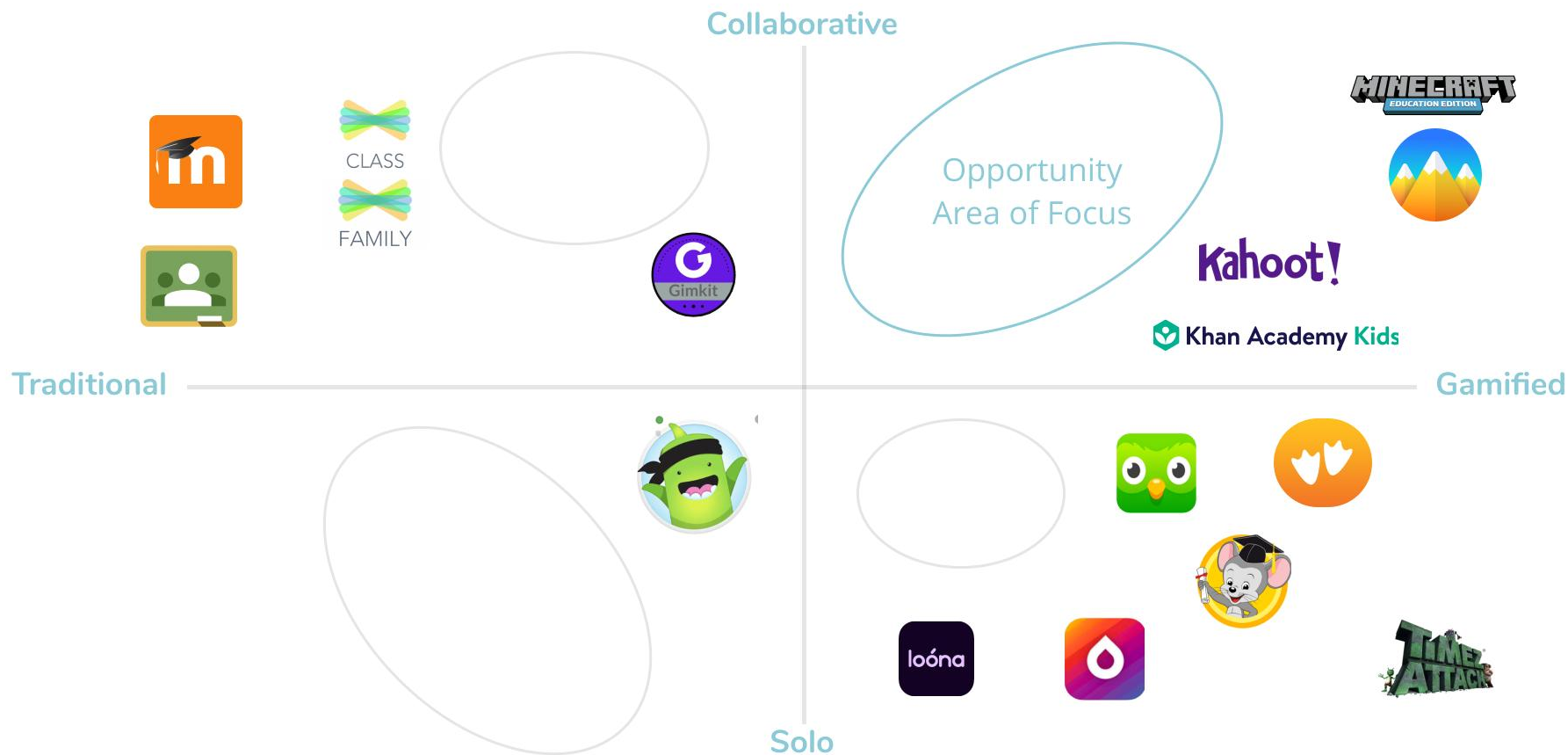
Likes:

- Strawberry Milk
- Reading
- Board games with parents

Dislikes:

- Homework
- Going to bed early
- Math





13

Competitor analysis

	 Moodle	 Seesaw	 Khan Academy Kids	 Kahoot!	 Classcraft	 MINECRAFT EDUCATION EDITION	 TIME ATTACK	 Duolingo	 Google Classroom
 Yes  Somewhat									
Student to Student Collaboration									
Parental Involvement									
Student to Teacher Interaction									
Gamification									

13 | Competitor analysis

Main Takeaways

- Few applications create true collaborative learning environments
- Communication between parents, teachers, and students is not always a priority
- Apps with an administrative focus such seldom introduce gamification

	 Yes  Somewhat	 Moodle	 Seesaw	 Khan Academy Kids	 Kahoot!	 Classcraft	 MINECRAFT EDUCATION EDITION	 TIME ATTACK	 Duolingo	 Google Classroom
Student to Student Collaboration										
Parental Involvement										
Student to Teacher Interaction										
Gamification										

	Yes Somewhat	Kahoot!	Classcraft			GamePlan
Student to Student Collaboration						
Parental Involvement						
Student to Teacher Interaction						
Gamification						



GamePlan is an online learning environment that **streamlines teacher tasks** and **engages children through gamified learning**, thus making a **parent's** role in their child's education **simpler**.

1. Universal Platform

1. Universal Platform

2. Gamification

1. Universal Platform

2. Gamification

3. Contextual Messaging

17 | Storyboard



Faith's school has started using GamePlan so her mom, Jodi Lynn is helping her get set up



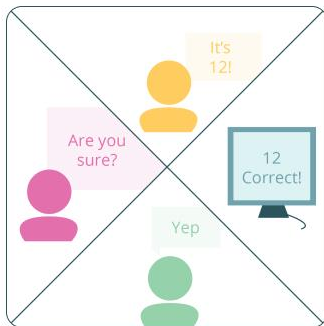
Faith's teacher, Miss Katie, has a new assignment for her



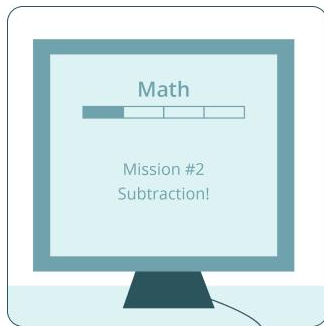
Faith is placed in a team with two other students



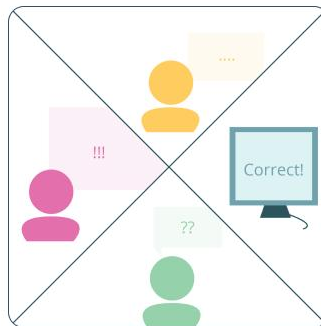
Faith begins the game



Faith and her classmates work together on the learning game



Faith and her classmates complete the game

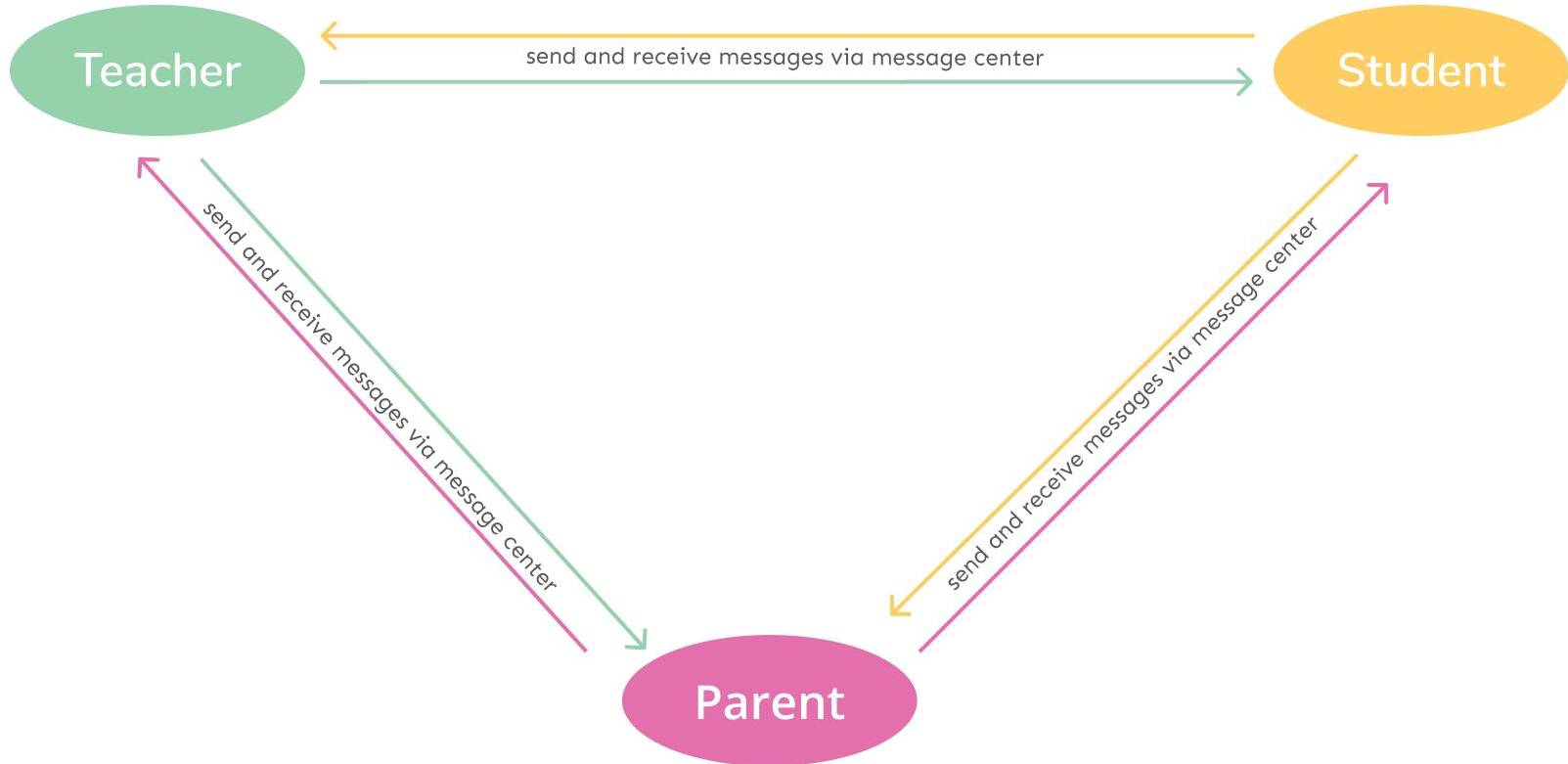


They begin the next level

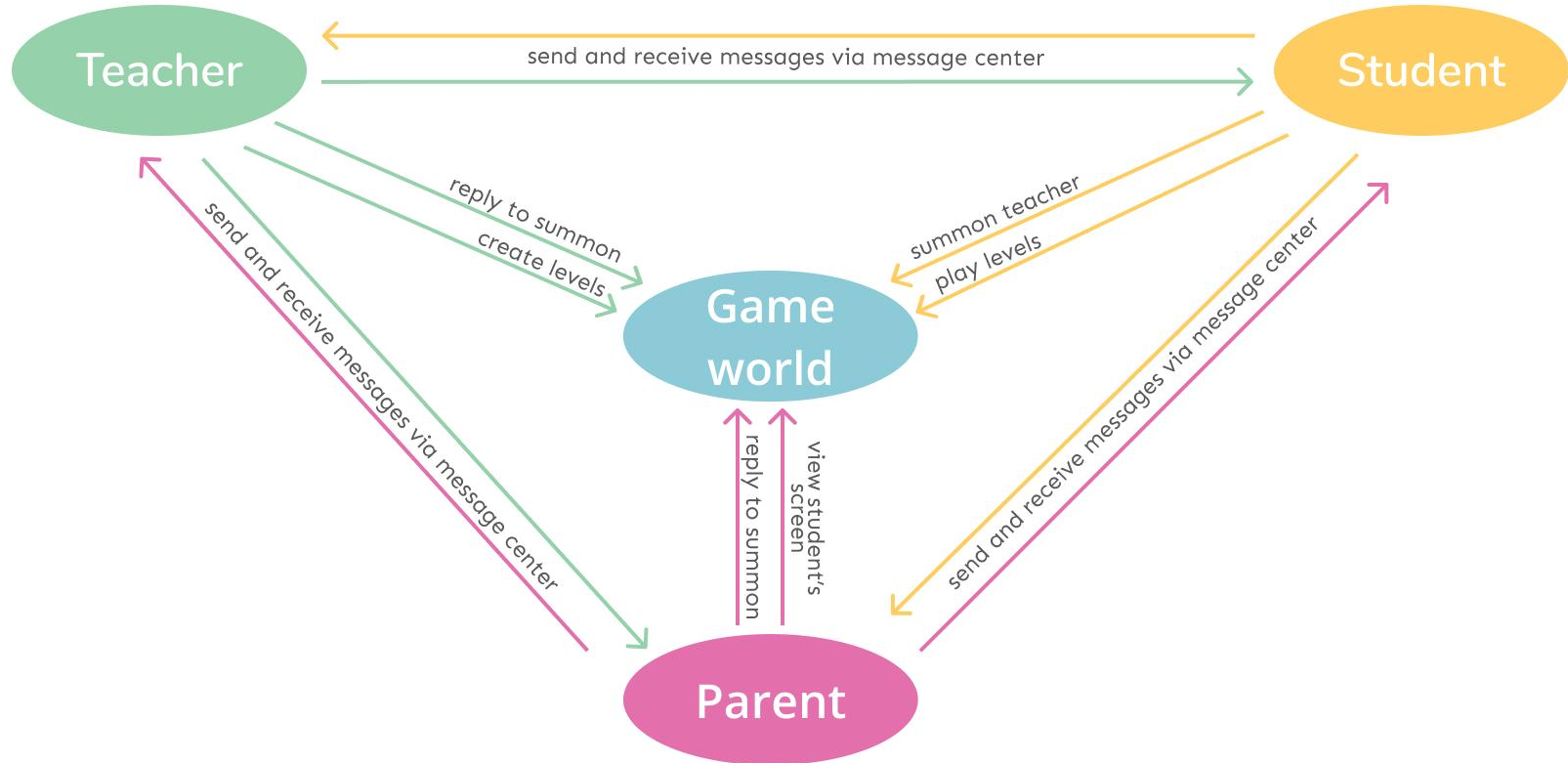


With the help of her classmates Faith completes the assignment

18 | Interaction model- platform

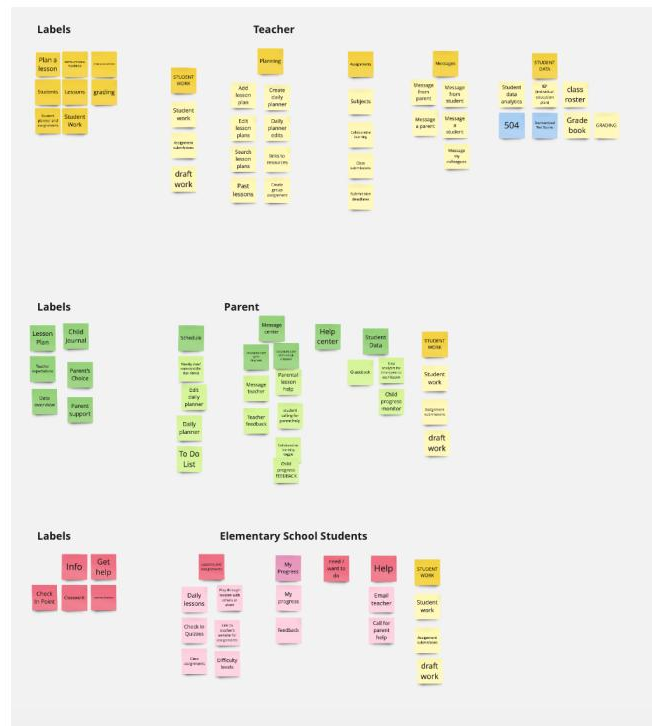


18 | Interaction model- game



5 participants Open Card Sorting

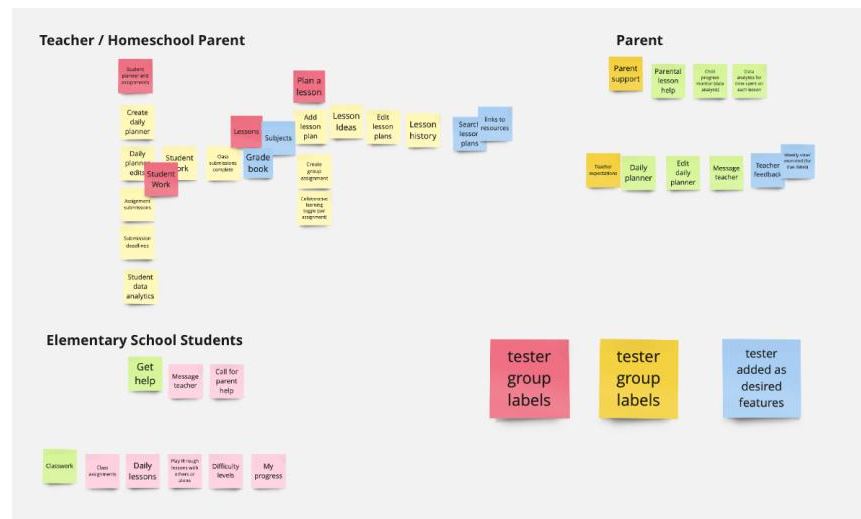
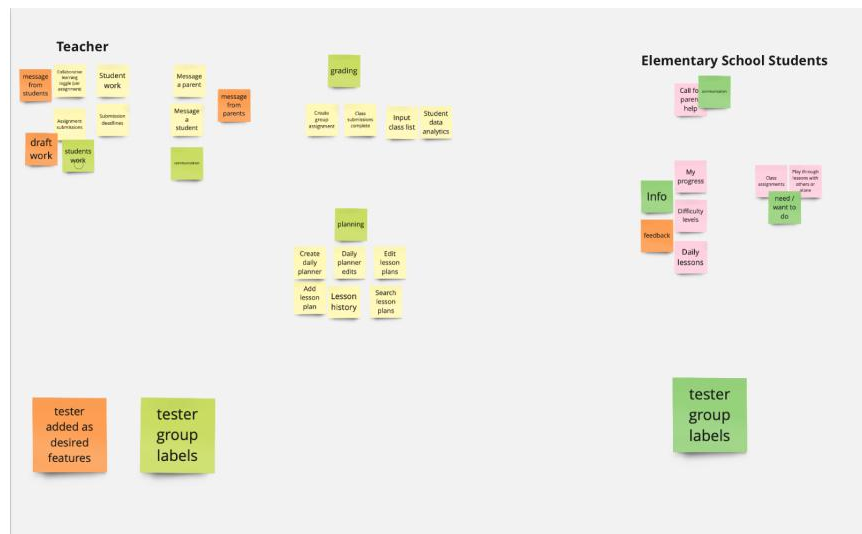
Open card sorting



5 participants Open Card Sorting



4 participants Closed Card Sorting



5 participants Open Card Sorting

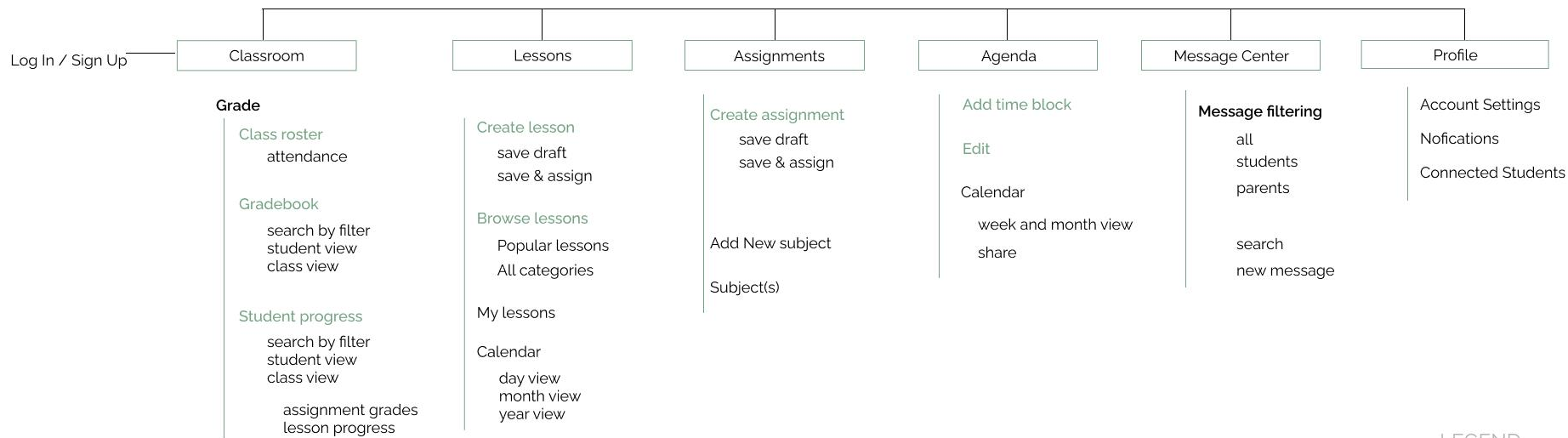


4 participants Closed Card Sorting

Main Takeaways

- Message Center, Lessons, and other labels must be consistent across teacher, parent, and student platforms
- Global navigation must allow direct access to users' core tasks of learning or helping students learn

20 Teacher lo-fi blueprint



LEGEND

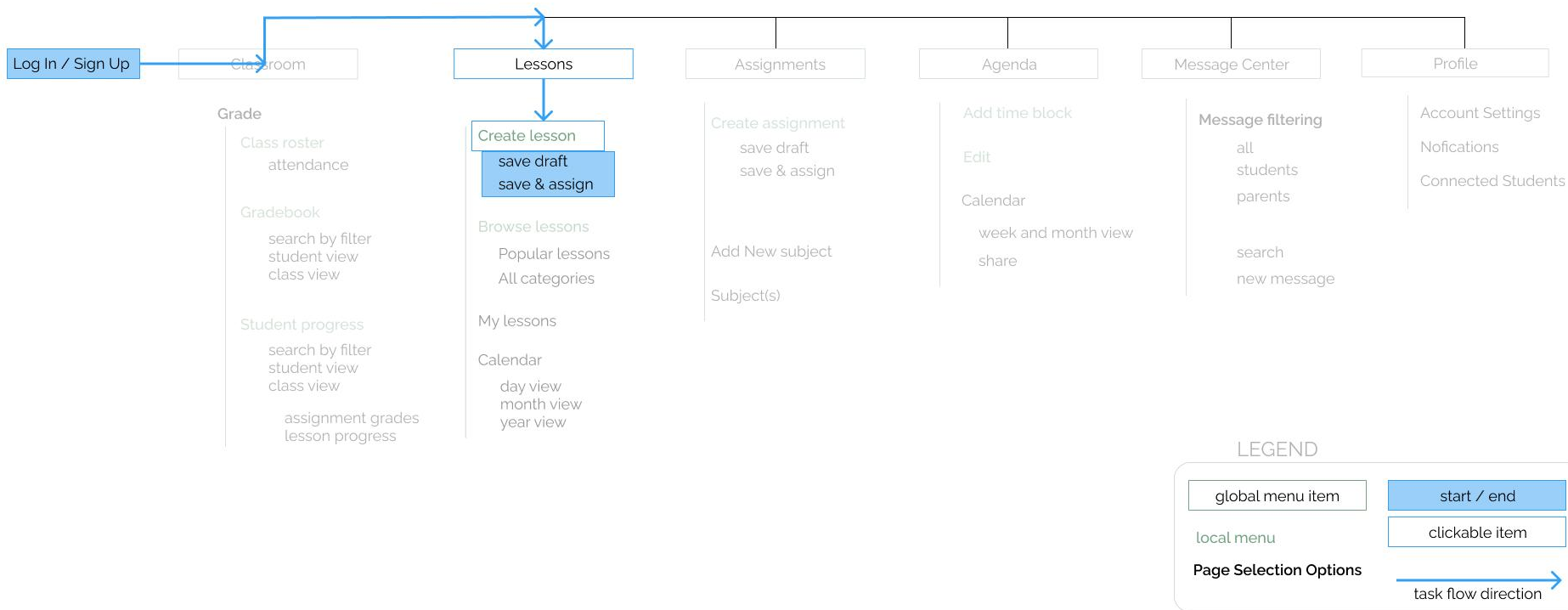
global menu item

local menu

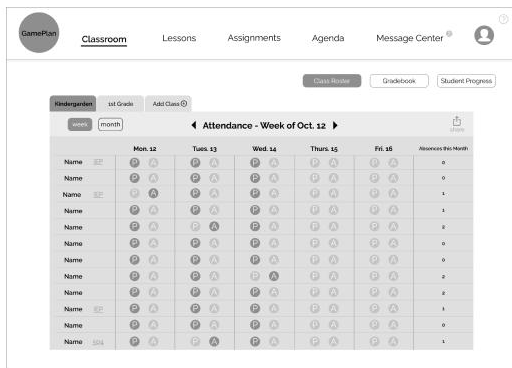
Page Selection Options

21 Teacher lo-fi prototype - task flow

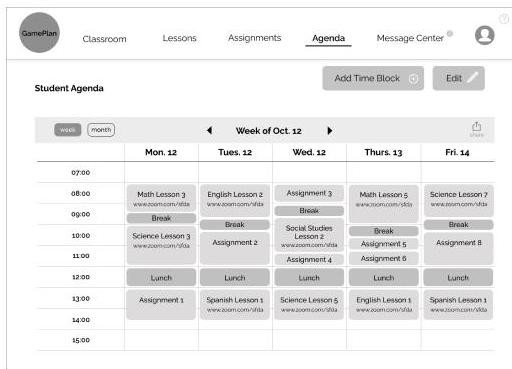
Representative Task = Create a lesson



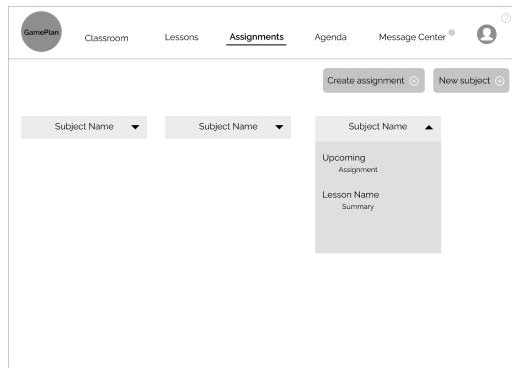
22 Teacher lo-fi prototype - wireframe



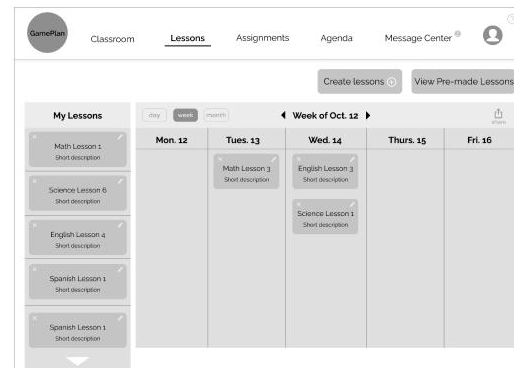
Classroom



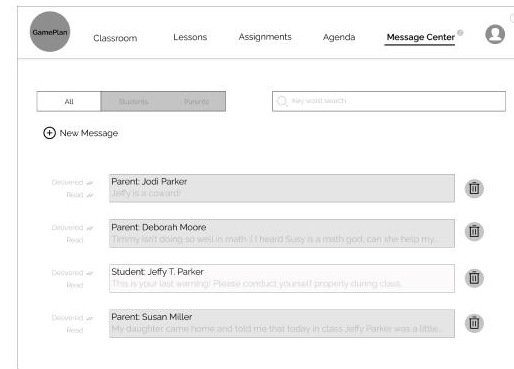
Agenda



Assignments

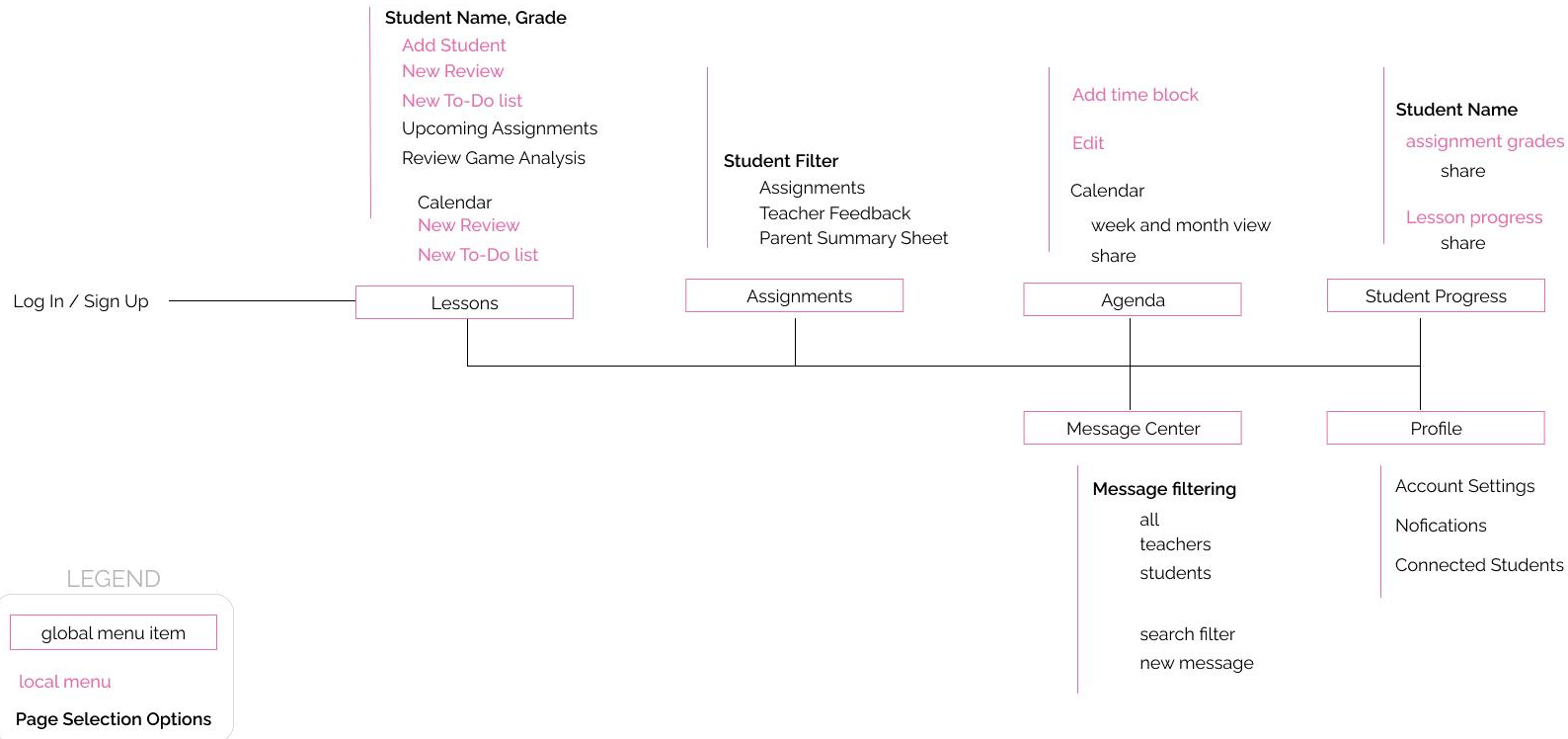


Lessons



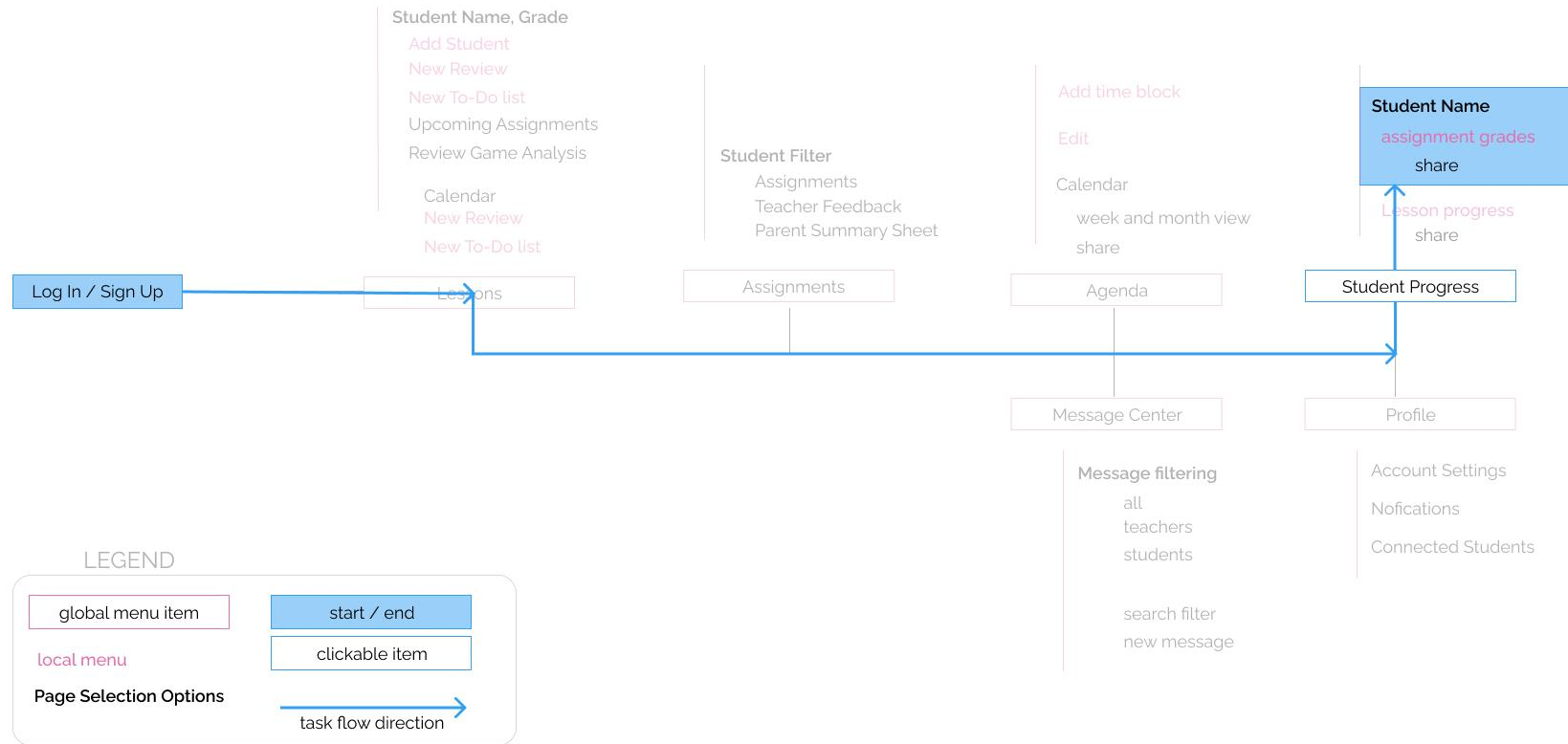
Message Center

23 | Parent lo-fi prototype - blueprint

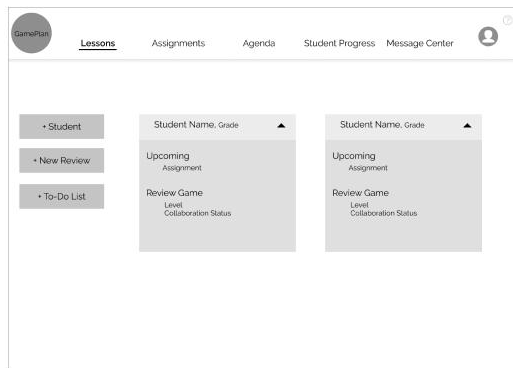


24 | Parent lo-fi prototype - task flow

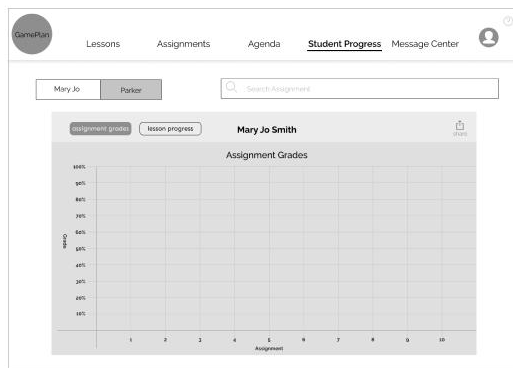
Representative Task = Check on student progress



25 | Parent lo-fi prototype - wireframe



Lessons



Student Progress

The Agenda page features a top navigation bar with 'Agenda' selected. Below the navigation bar, there is a 'Student Agenda' section with 'Add Time Block' and 'Edit' buttons. Below this, there is a calendar view for the 'Week of Oct. 12'. The calendar shows a grid of days from Monday to Friday. Each day has a list of events. The events are: Math Lesson 3, English Lesson 2, Assignment 3, Math Lesson 5, Science Lesson 7, Break, Social Studies Lesson 2, Assignment 5, Assignment 8, Assignment 4, Assignment 6, Lunch, Spanish Lesson 1, Science Lesson 5, English Lesson 1, and Spanish Lesson 1.

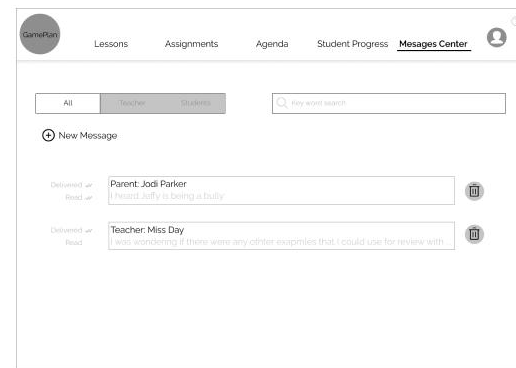
	Mon. 12	Tues. 12	Wed. 12	Thurs. 13	Fri. 14
07:00					
08:00	Math Lesson 3 www.zoom.com/jdoe	English Lesson 2 www.zoom.com/jdoe	Assignment 3 www.zoom.com/jdoe	Math Lesson 5 www.zoom.com/jdoe	Science Lesson 7 www.zoom.com/jdoe
09:00	Break	Break	Break	Break	Break
10:00	Science Lesson 3 www.zoom.com/jdoe	Assignment 2 www.zoom.com/jdoe	Social Studies Lesson 2 www.zoom.com/jdoe	Assignment 5 www.zoom.com/jdoe	Assignment 8 www.zoom.com/jdoe
11:00			Assignment 4 www.zoom.com/jdoe	Assignment 6 www.zoom.com/jdoe	
12:00	Lunch	Lunch	Lunch	Lunch	Lunch
13:00	Assignment 1 www.zoom.com/jdoe	Spanish Lesson 1 www.zoom.com/jdoe	Science Lesson 5 www.zoom.com/jdoe	English Lesson 1 www.zoom.com/jdoe	Spanish Lesson 1 www.zoom.com/jdoe
14:00					
15:00					

Agenda

The Assignments page features a top navigation bar with 'Assignments' selected. Below the navigation bar, there is a search bar with the text 'Name, Assignment Date Search'. Below the search bar, there is a table with the following columns: Assignment, Due date, Submission Status, Grade, and Summary Sheet. The table contains five rows of data.

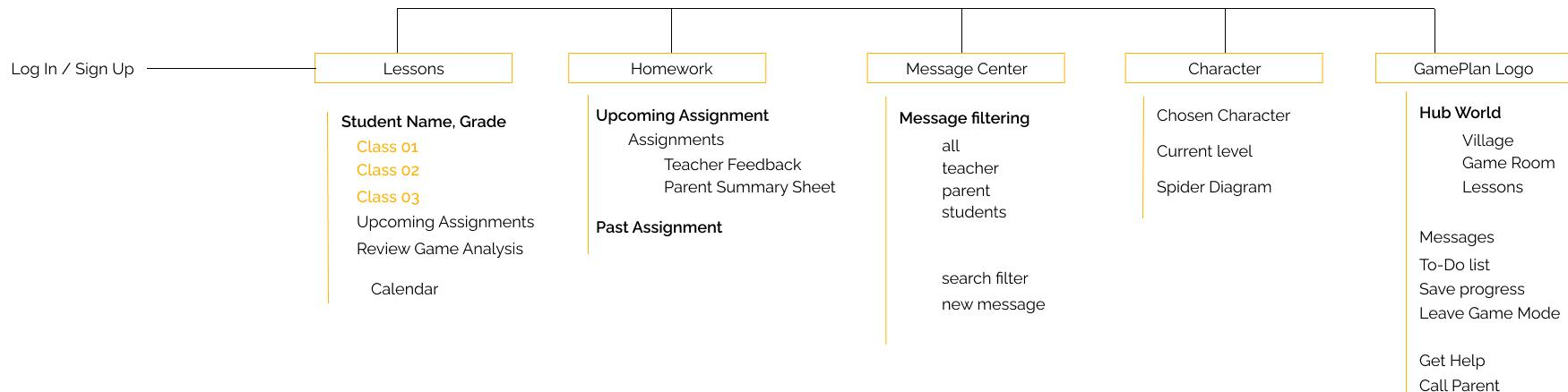
Assignment	Due date	Submission Status	Grade	Summary Sheet
Assignment 01	oct 5	-	-	
Assignment 02	oct 6	-	-	
Assignment 03	oct 15	-	-	
Assignment 04	oct 17	-	-	
Assignment 05	oct 19	-	-	

Assignments



Message Center

26 | Student lo-fi prototype - blueprint



LEGEND

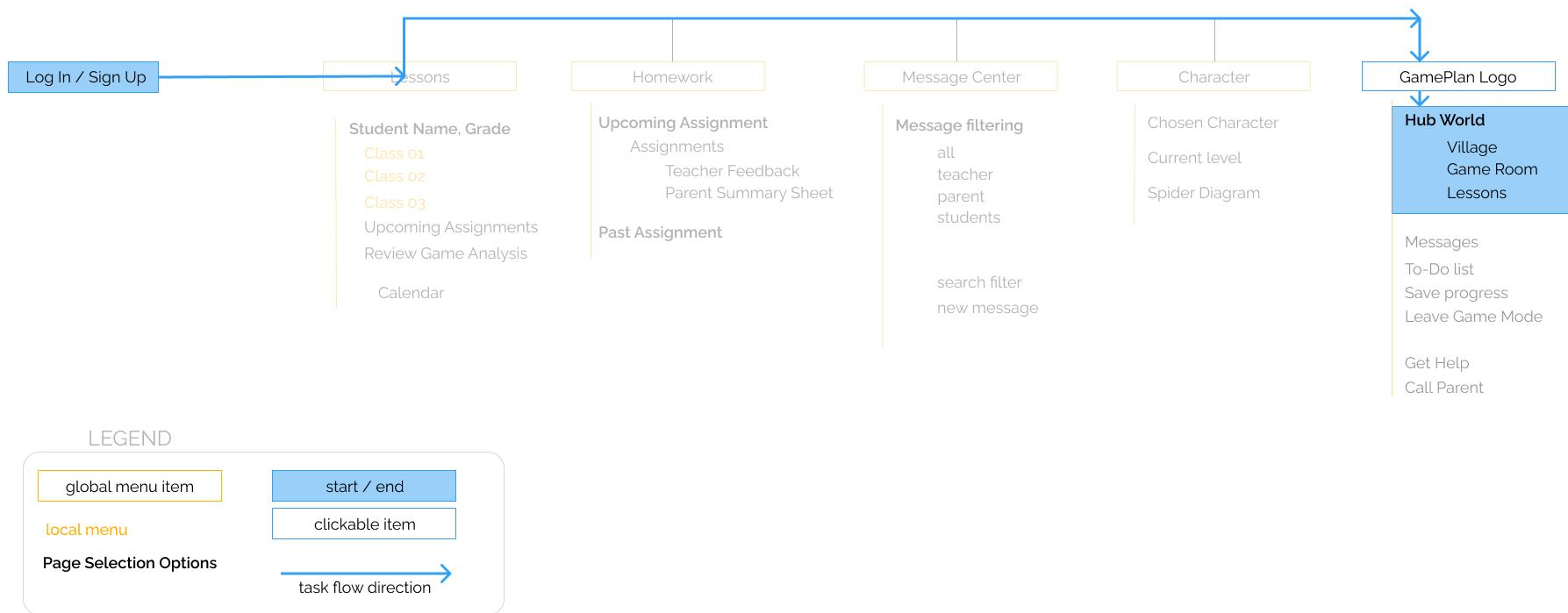
global menu item

local menu

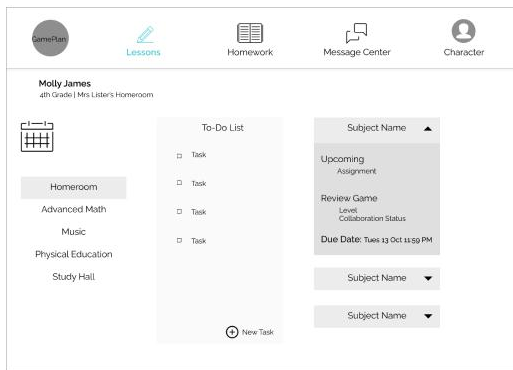
Page Selection Options

27 | Student lo-fi prototype - task flow

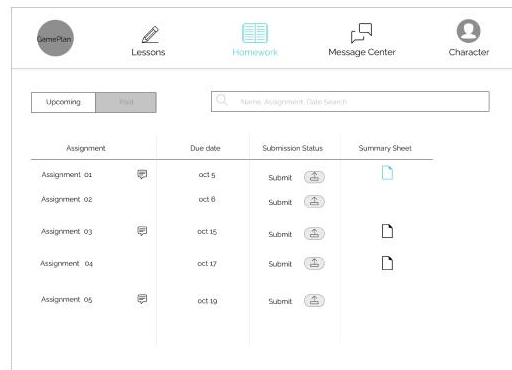
Representative Task = Complete assignment



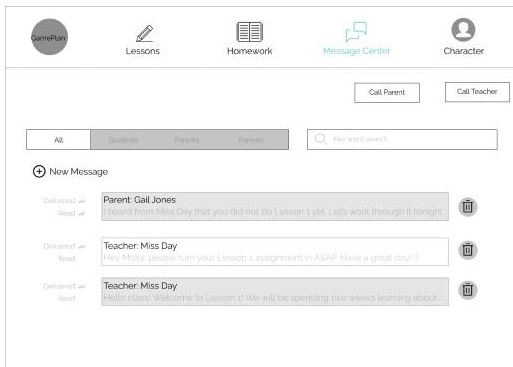
28 | Student lo-fi prototype - wireframe



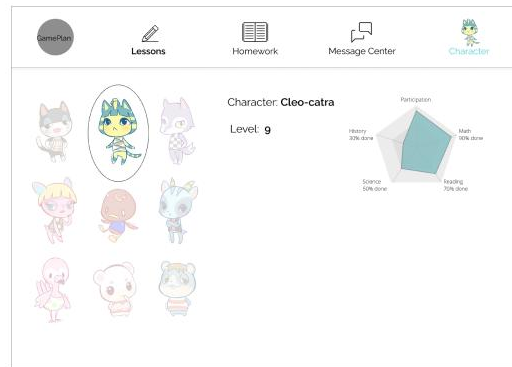
Lessons



Homework

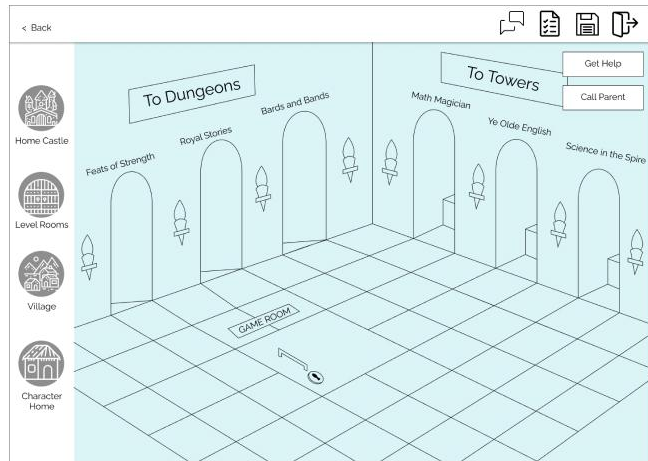


Message Center

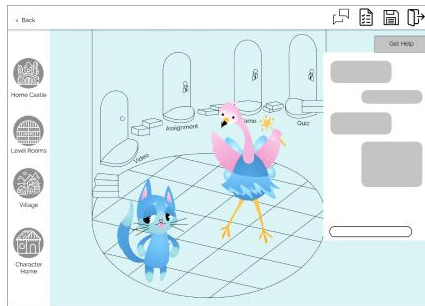


Character

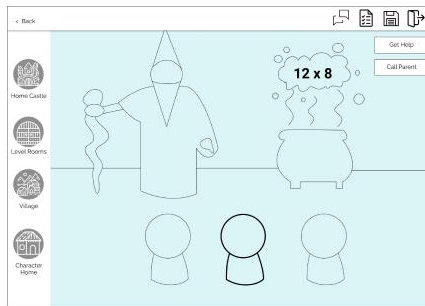
29 | Student lo-fi prototype - wireframe



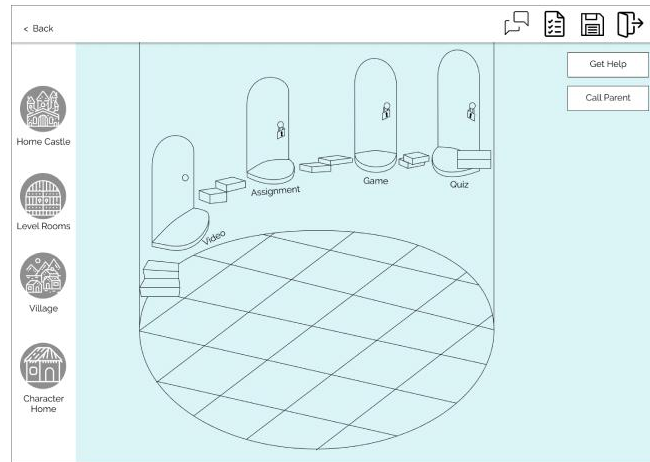
Hub World



Calling for Help

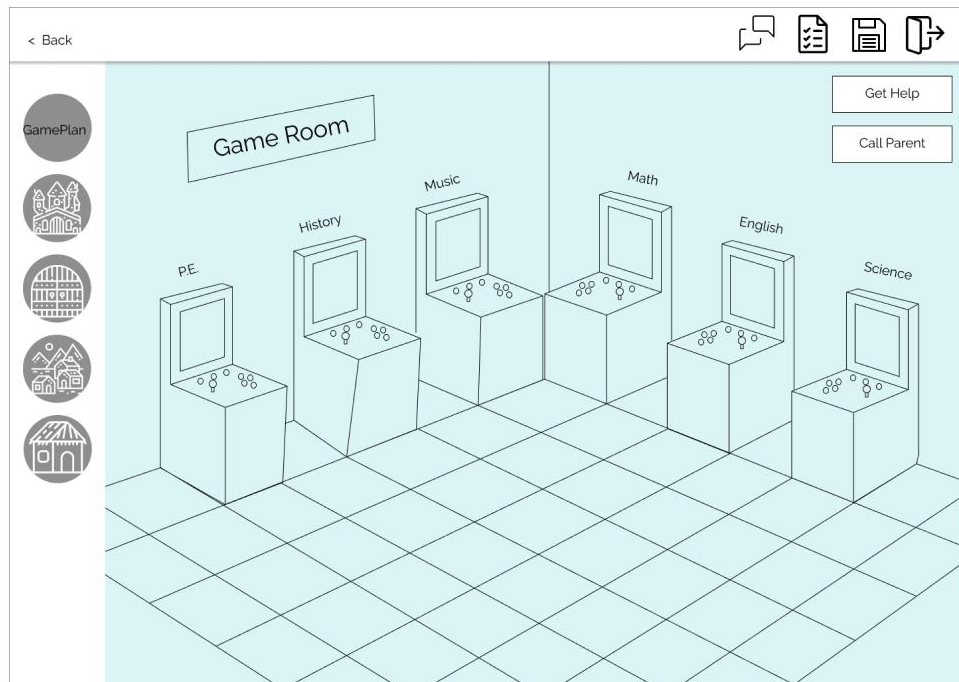


Game Play



Level Rooms

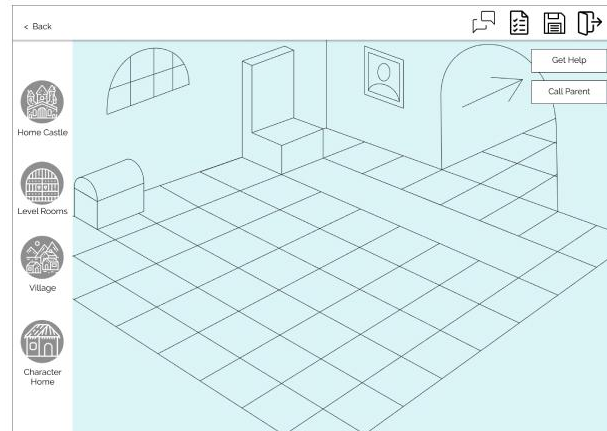
30 Student lo-fi prototype - wireframe



Game Room



Village



Player House

31 | Main usability problems



Redundant Calendars / Agendas



Poor Connection Between Parent
and Teacher Agendas



Difficulty Orienting Self

32 | System usability scale questionnaire

I think that I would like to use this system frequently.

I found the system unnecessarily complex.

I thought the system was easy to use.

I think that I would need the support of a technical person to be able to use this system.

I found the various functions in this system were well integrated.

I thought there was too much inconsistency in this system.

I would imagine that most people would learn to use this system very quickly.

I found the system very cumbersome to use.

I felt very confident using the system.

I needed to learn a lot of things before I could get going with this system.

89.5

System Usability Scale

Average Score, n=5

4 User tests

with elementary students

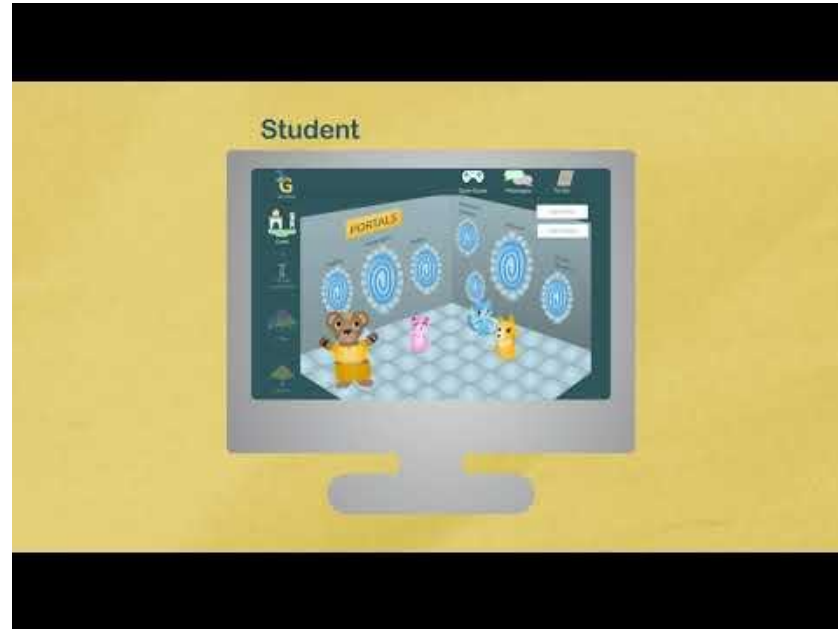
- confirmed enter/exit button for game was intuitive
- students wanted more opportunity to interact with teacher
- chart to show progression was confusing

GamePlan

Finalized Concept



34 | Vision Video



In collaboration with Mel Petzoldt

35 | Teacher blueprint



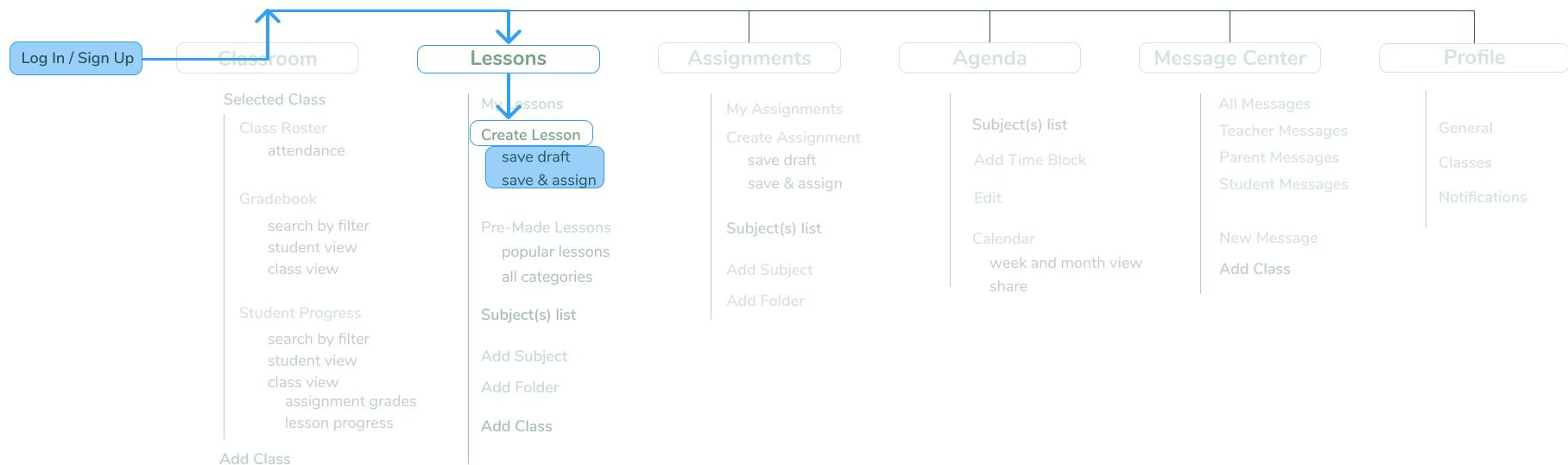
LEGEND

Global Menu Item

Local Menu

page selection options

36 | Teacher taskflow- create a lesson



LEGEND

Start / End

Global Menu Item

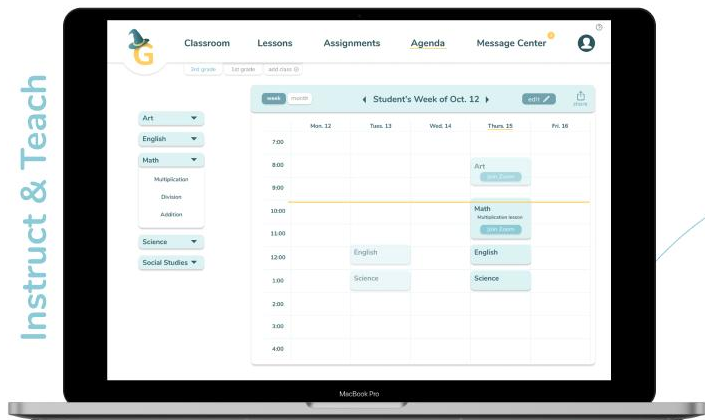
Clickable menu item

Local Menu

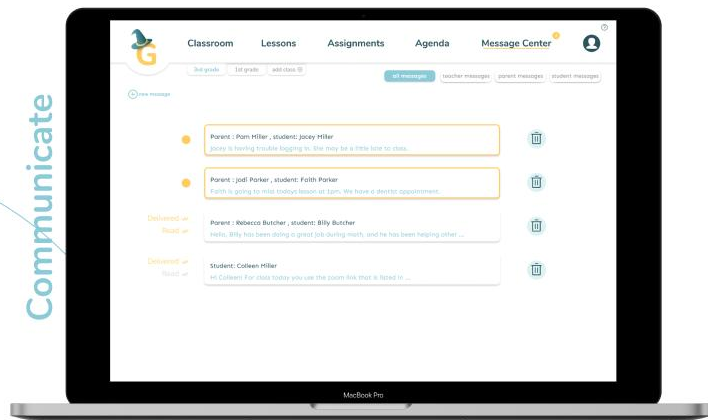
Task flow direction

page selection options

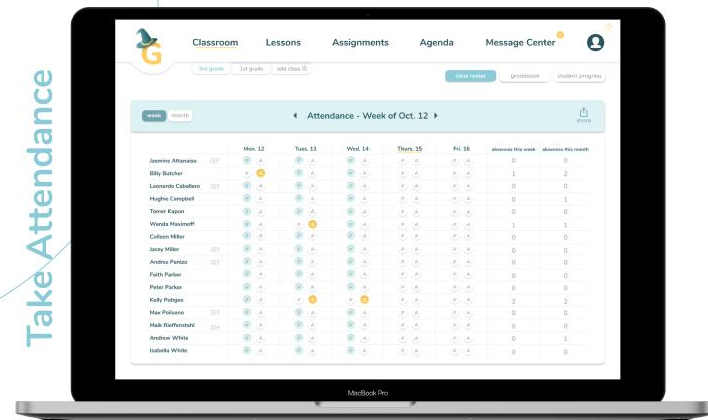
Instruct & Teach



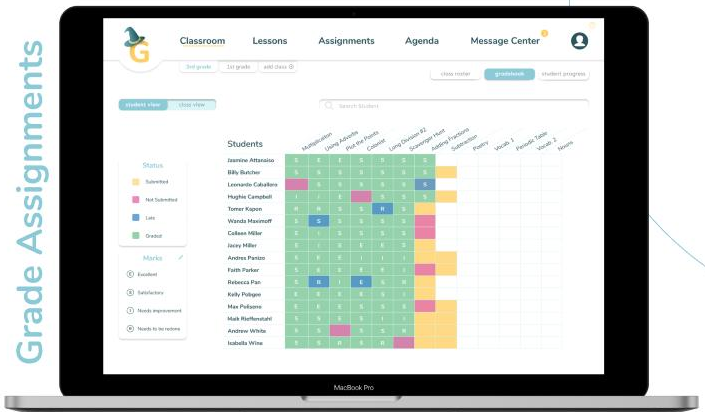
Communicate



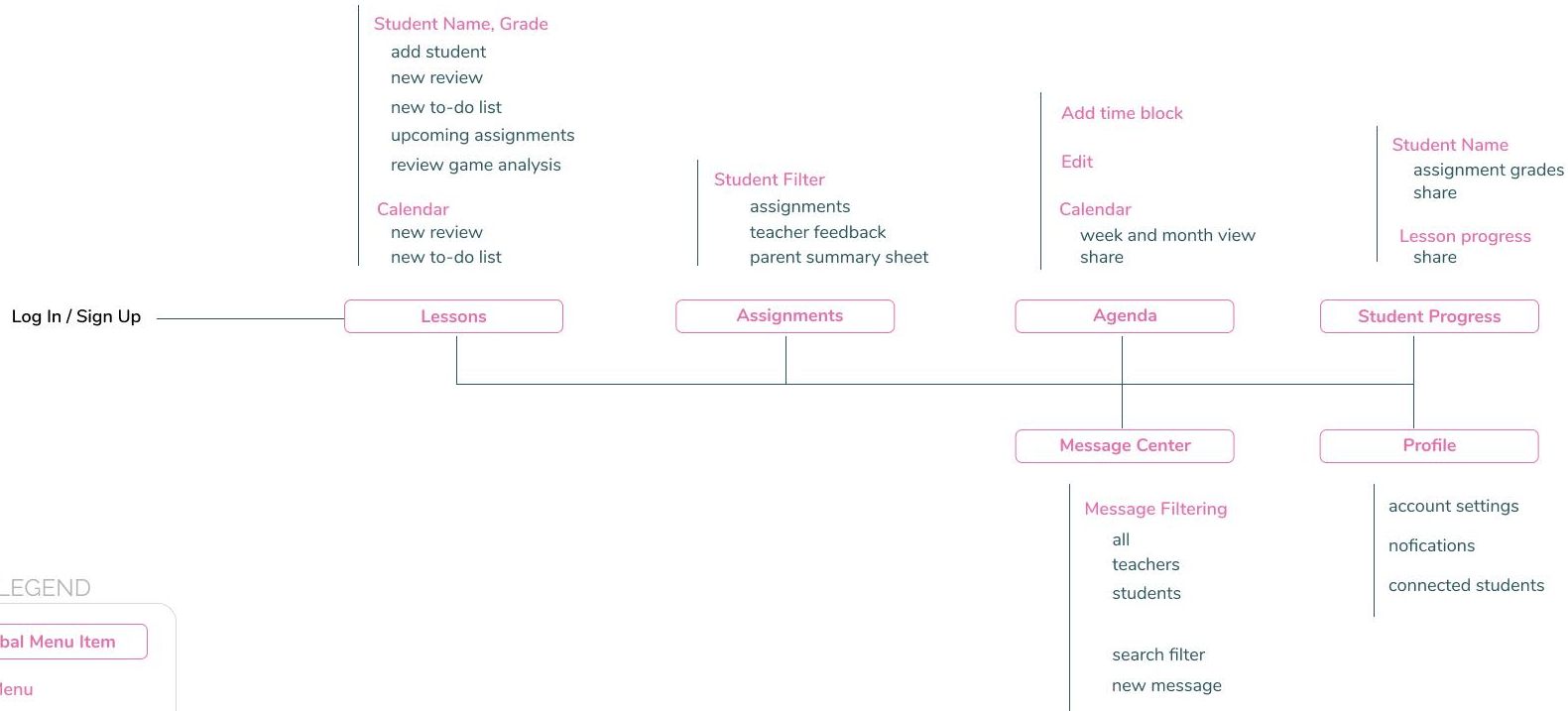
Take Attendance



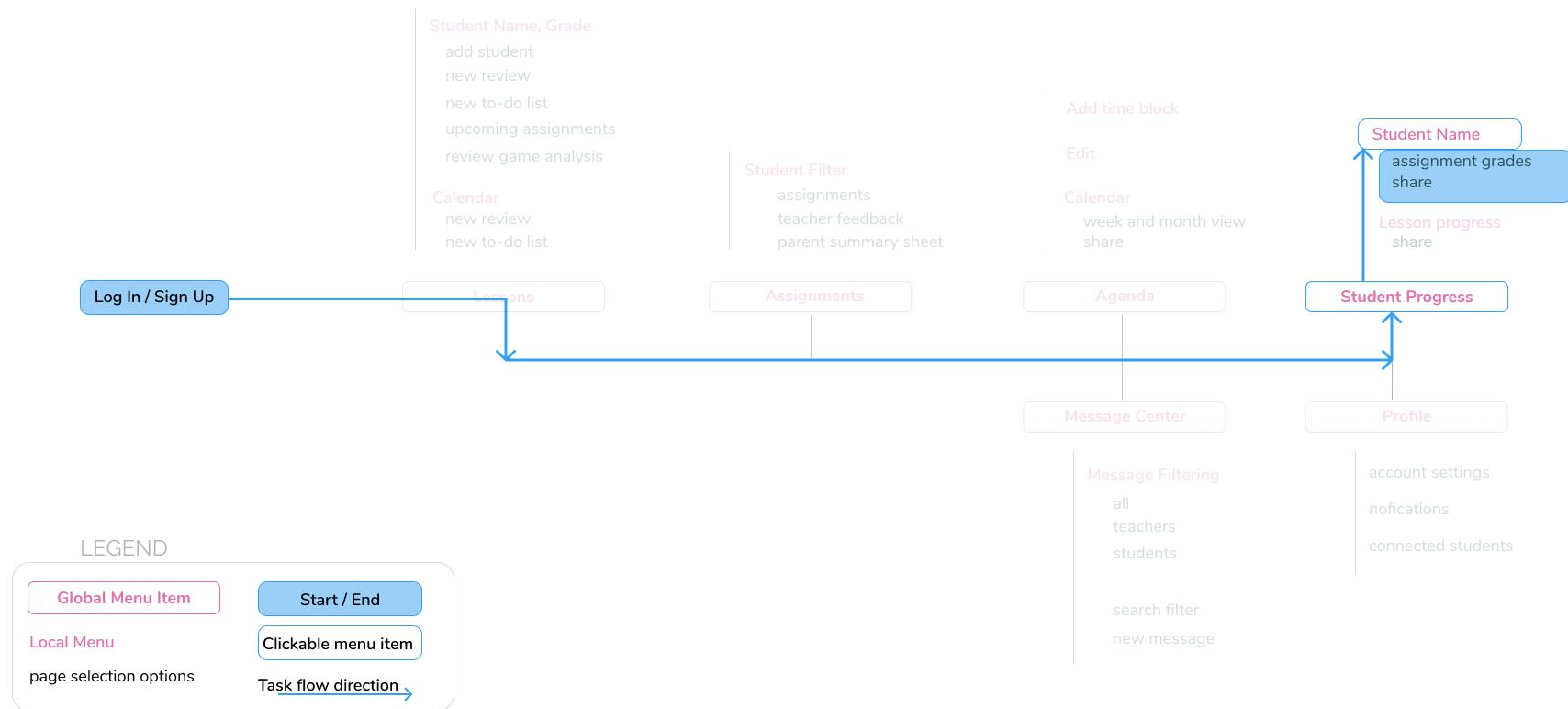
Grade Assignments



38 | Parent blueprint



39 | Parent taskflow- monitor student progress



The screenshot shows the Google Classroom interface on a tablet. At the top, there are navigation tabs: Lessons, Assignments, Agenda, Student Progress, and Message Center. Below these, there are buttons for 'Post', 'Join', and 'Add student(s)'. The main content area displays a lesson plan for 'Faith Parker' under the heading 'English Lesson Progress'. The lesson plan includes a progress bar and a list of activities with their respective completion percentages:

- Comprehension: 62%
- Big-Moment Task: 100%
- Writing: 62%
- Compound Sentences: 25%
- Short Stories: 40%
- Plenary: 25%

Lessons Assignments Agenda Student Progress Message Center

Completion 100%
For When the Ball Falls 100%
Milling 100%
Compend Summary 25%
Direct Motion 100%
Phony 100%

Now Viewing Faith's Screen

Faith Teacher

I need help!

What?

Im stuck on this level and can't move on.

type here...

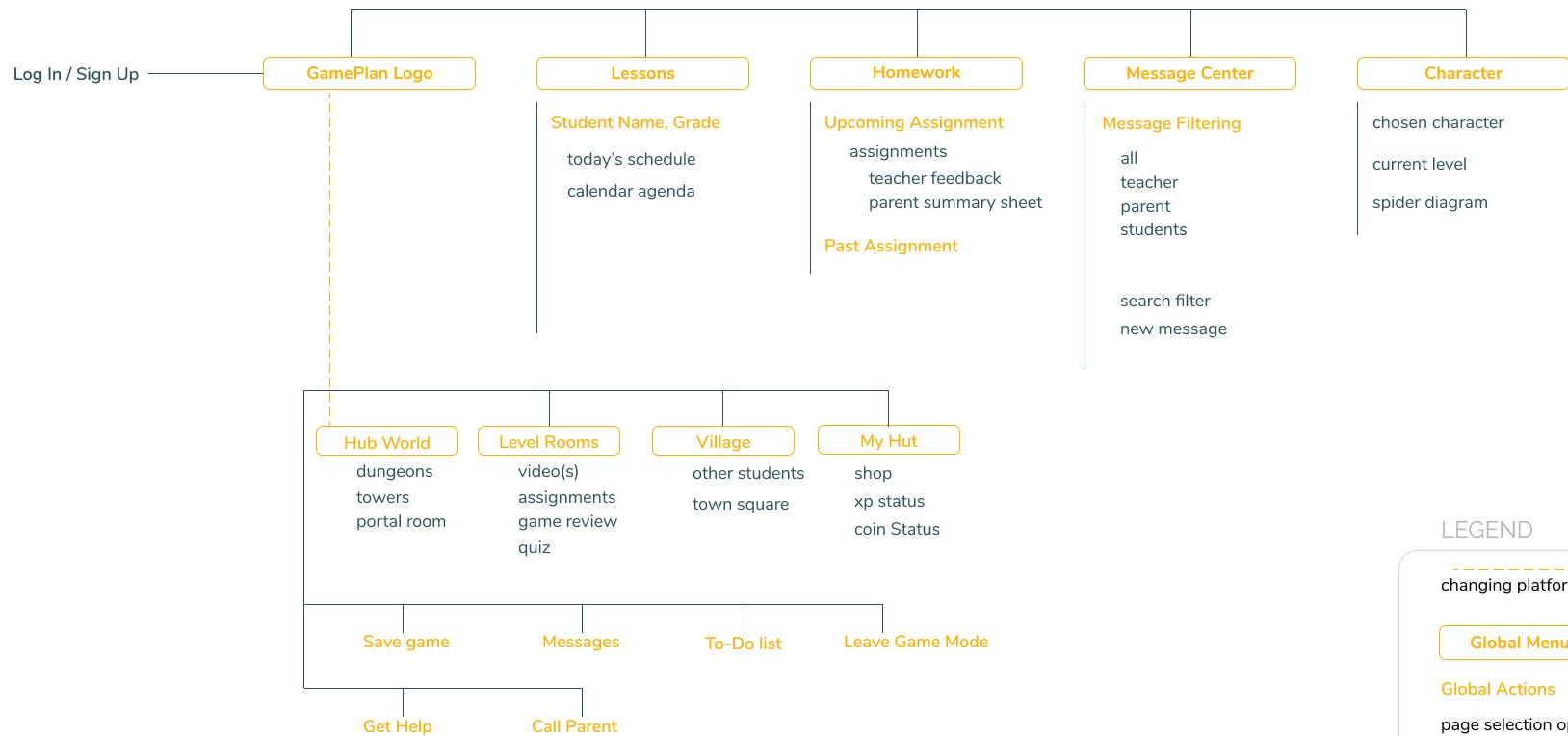
Control Student Screen

Path Tower: Assignment Room

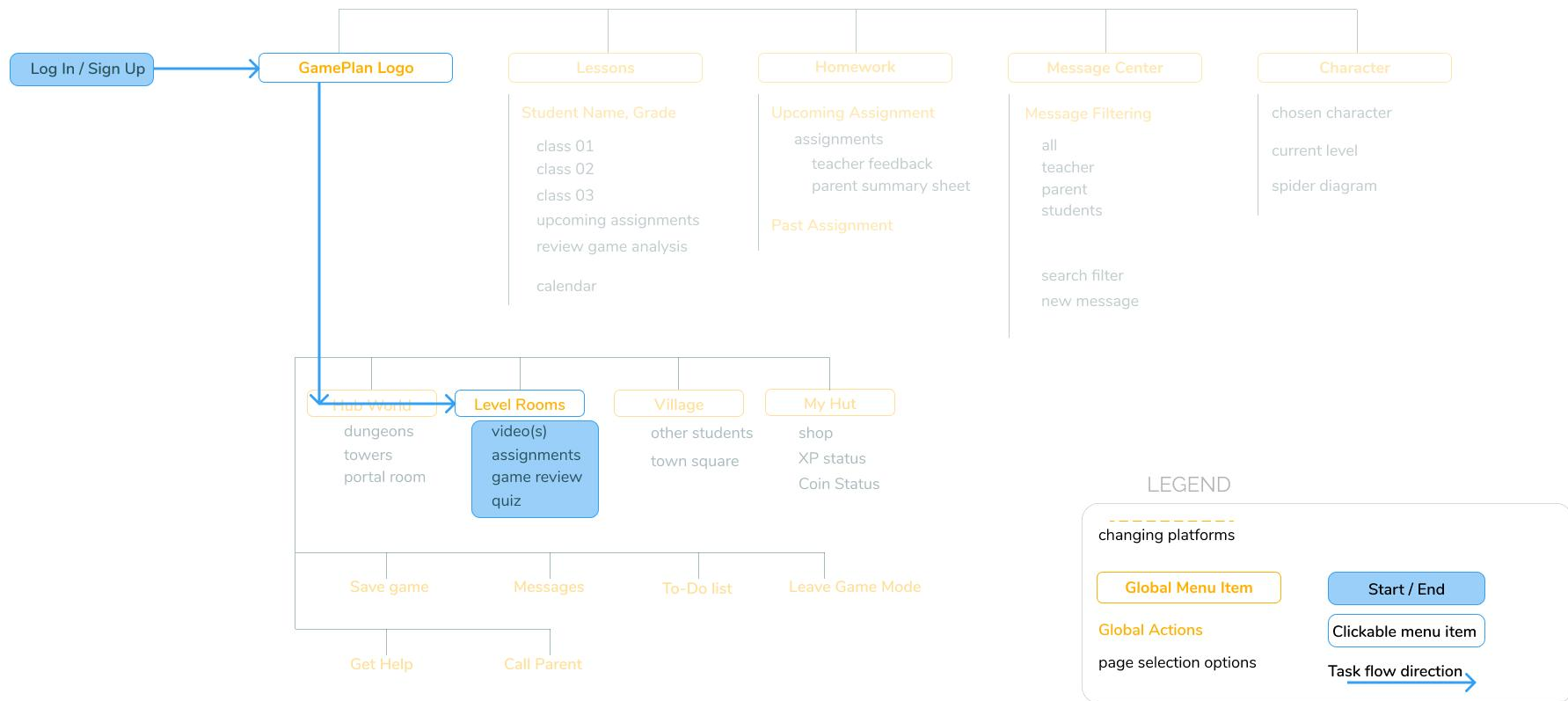
Dungeons & Division

10 + 2 = 18 + 3 =
40 + 2 = 18 + 2 =
27 + 3 = 9 + 3 =
33 + 3 = 15 + 3 =
28 + 4 = 12 + 4 =
32 + 4 = 8 + 4 =

41 | Student blueprint



42 | Student taskflow- complete an assignment



Level rooms



Gamified lessons



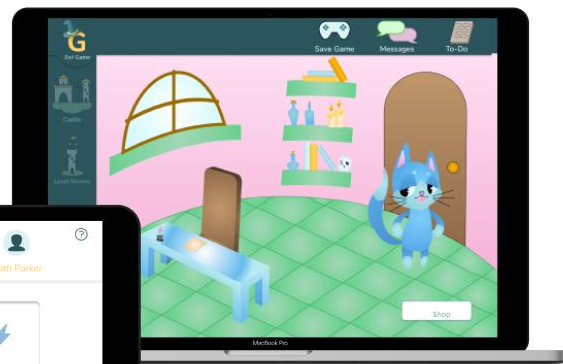
Hub world



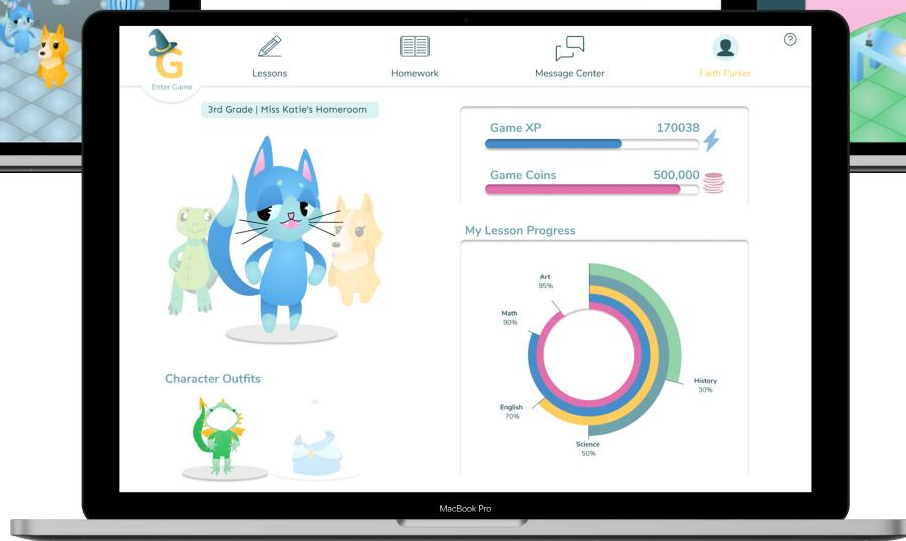
Educational games



Student homes



Character & progress



How might we improve upon the social development and structure of the in person education experience through online learning?

- Built to balance a busy lifestyle
- Fosters connection between students, teachers, and parents
- Adaptable, gamified learning platform
- Univeriversal online classroom

Application for the future

- Personalized learning
- Communication with parent and teacher
- Parents more involved
- Makes learning fun

Thank you!

