

Needfinding



Michael Kim, Gordon Dean,
Jake McKinnon, Krister Johnson

Introduction

Studio Theme:

Learning / Education

Our Problem Domain:

Education



K-12



High School



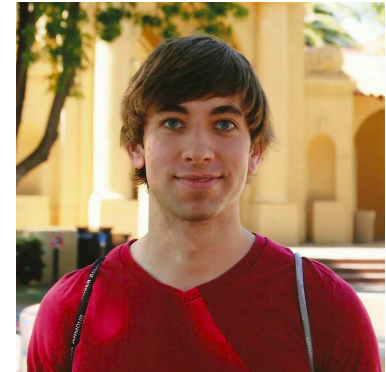
Michael Kim



Gordon Dean

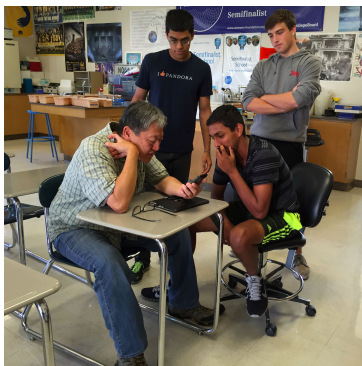


Jake McKinnon



Krister Johnson

We Interviewed...



Teachers

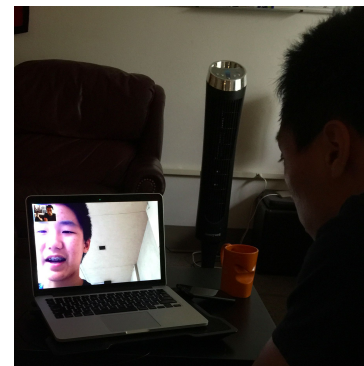
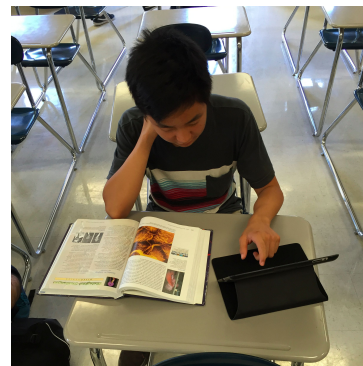


Industry Experts

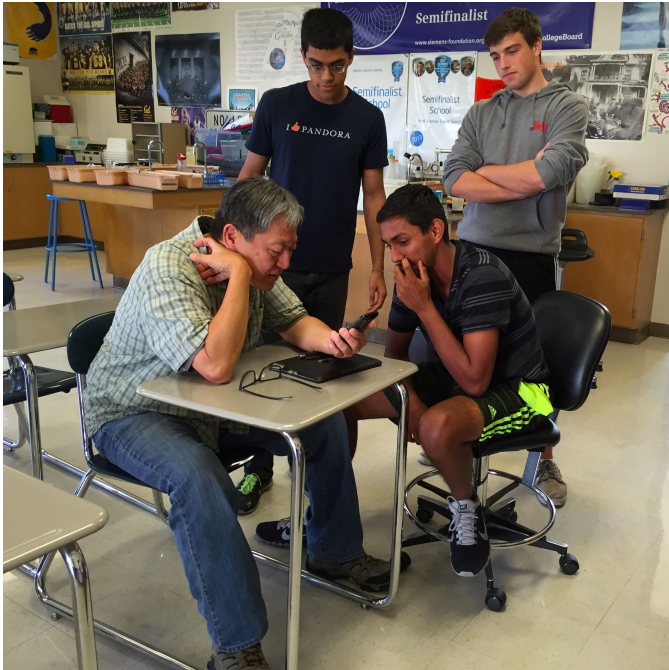


Tutors

K-12 Students



Needfinding Methodology - Teachers



Interview #1 - Mr. Wong



Interview #2 - Mrs. Woodward

Needfinding Methodology - Industry Experts

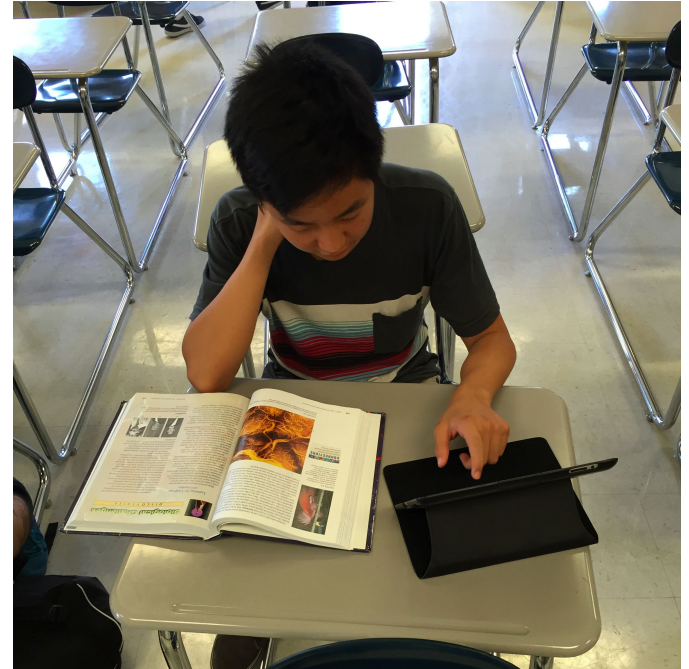


Interview #3 - Mrs. Quattrocchi

Needfinding Methodology - Students



Interview #4 - Daniel



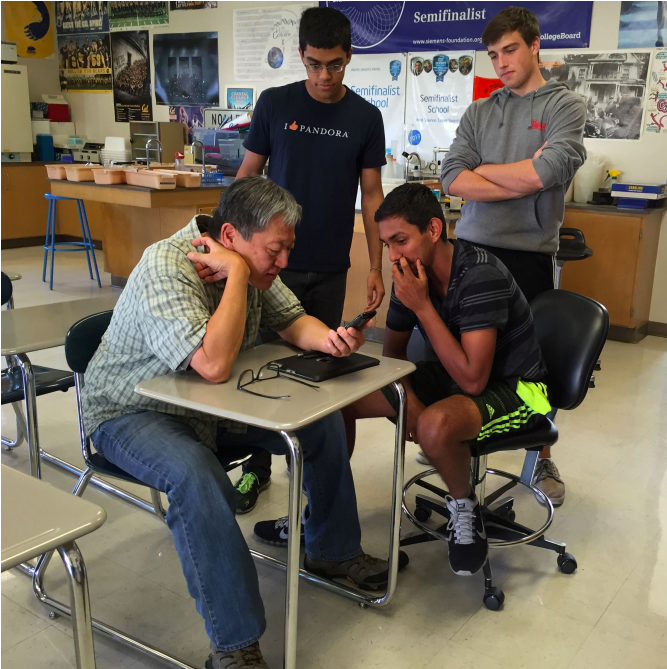
Interview #5 - Tim

Needfinding Methodology - Tutors



Interview #6 - Indira

Results - Teachers



"The iPad is the next calculator."

Interview #1 and #2 - Mr. Wong and Mrs. Woodward

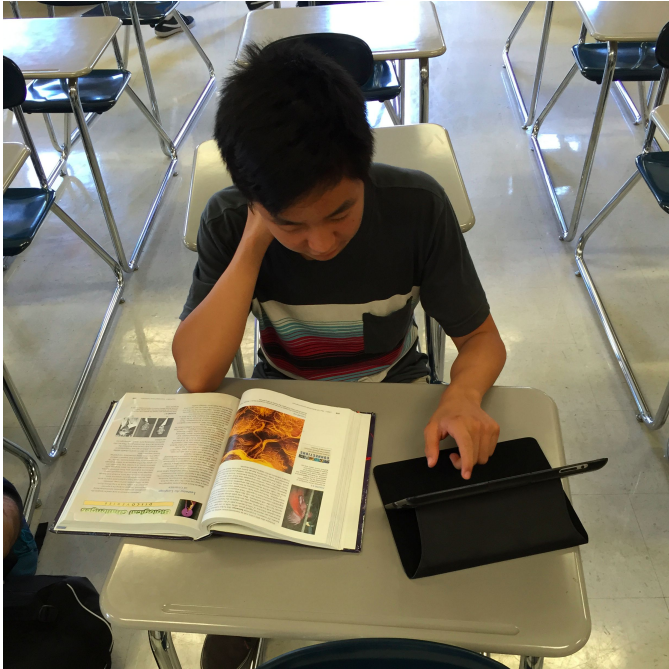
Results - Industry Experts

“If we don’t start properly displaying student data, it will never actually influence teaching practices.”



Interview #3 - Mrs. Quattrocchi

Results - Students



"There's over a hundred questions available per day, but I only do the ones that I'm assigned."

Interview #4 and #5 - Daniel and Tim

Results - Tutors

"I feel like there's some sort of obligation to help people who just happen to have less access to stuff than you have."



Interview #6 - Indira

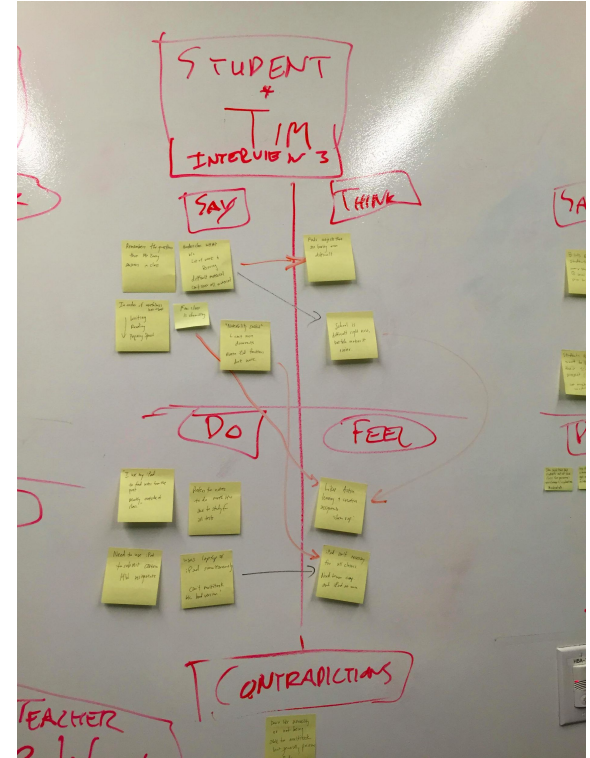
Analysis



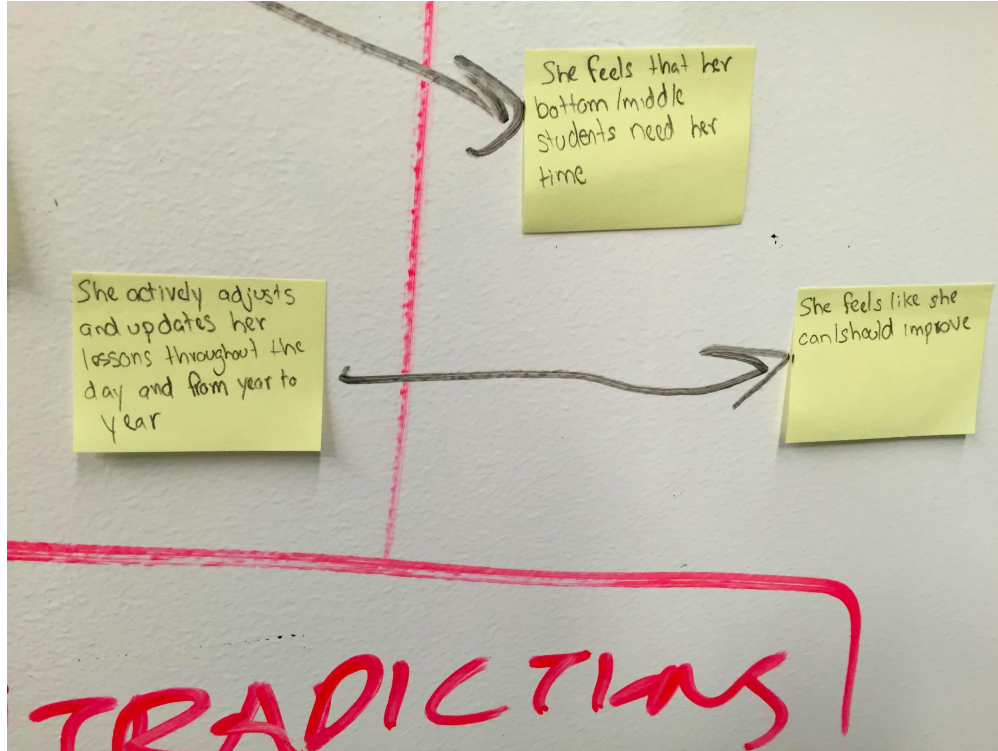
It was surprising that teachers would send the best students out of the classroom to explore more on their own.

Analysis

The iPad has the potential to increase accountability and participation in class.



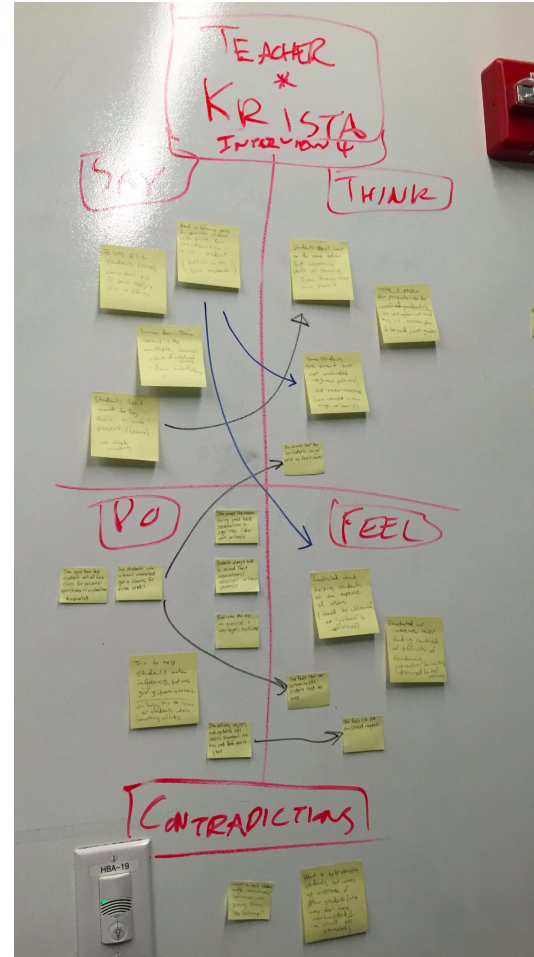
Analysis



Students found unexpected and quirky assignments to be the most enjoyable.

Analysis

The physical mobility of iPads or laptops can create more dynamic classrooms.



Summary

Teachers = attention

Industry Experts = data
interpretation

Students = connectivity

Tutors = spread passion

