



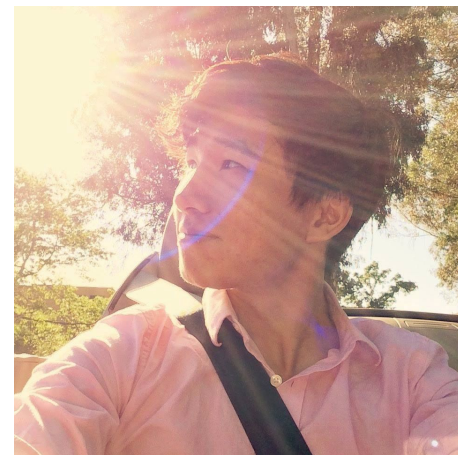
Needfinding

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The Team



Narrowing Down

What were we looking for?

Adrienne

1. Who is she?
2. How was she recruited?
3. Where was the interview?



Nursery



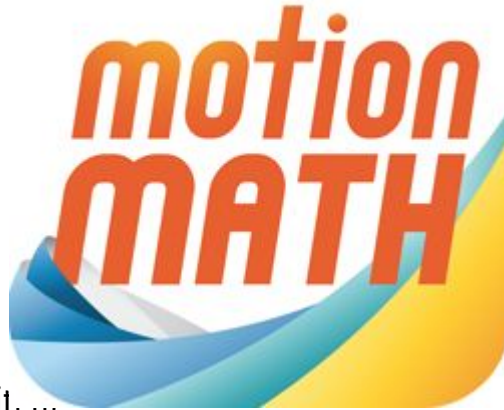
Linda

1. Who is she?
2. How was she recruited?
3. Where was the interview?

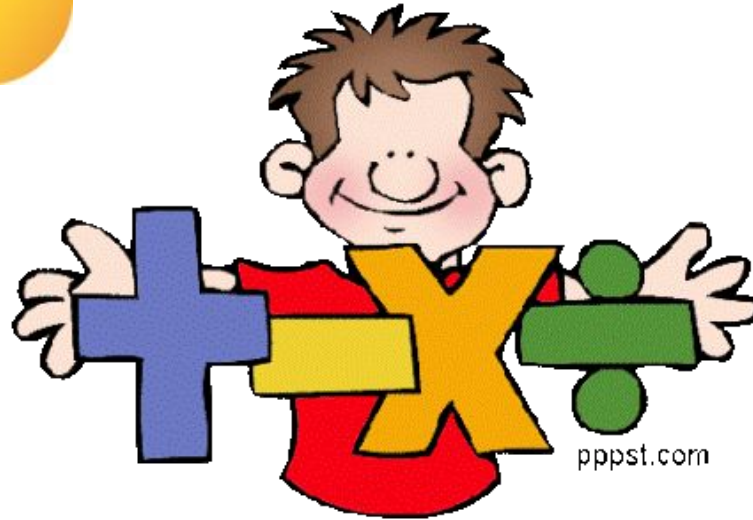


Edric

1. Who is he?



2. How was he recruited:



3. Where was the interview?

Play

Empathy Map: Edric

Say

"There were no numbers in the game because kids can't read numbers anyway."

"Level up in a game corresponds to learning something new."

Think

Ipad is very intuitive and is the best platform for an edtech for young kids.

Do

Demonstrative actions as if he was playing the game on the ipad

Feel

Not very concerned about the negative impact of using technology at a young age, as long as the technology is designed well

Empathy Map: Adrienne

Say

"It's about developing empathy"

"A play based program that is developmentally appropriate"

"It's difficult to address the needs and interests of 36 diverse children"

Think

Learning how to become a mature adult is just as important as literacy and numeracy.

Teaching through play, rather than classroom study, is appropriate for the needs of children.

Do

Laughed a lot

Spoke to and looked at her friend rather than interviewer

Continued topic of conversation with her friend after interview was over

Apologized for going off topic

Feel

Stressed out trying to stay on top of everything that is happening in the kids lives

Empathy Map: Linda

Say

"The element of choice and personal injection really captures his interest"
"I can feel him losing his creativity"
"Sharing ... is shockingly powerful"
"Open ended uses that allow for creativity"
"They [kids] don't have the boxes we do"

Think

Children are creative from a young age, but start to limit themselves because of conventional educational structure
Open ended, boundless experiences enable creativity
Children are enthralled by the ability to choose and personalize their work

Do

Apologized for not giving information she thought we were looking for (i.e. too anecdotal)
Nervous laughter

Feel

Scared that her son is steadily losing his creativity
Confused about what exactly is best for her son
Excited for opportunities to use technology to encourage creativity

Analysis: Contradictions

contradiction in people themselves

he said A and B, which are contradicting

contradiction should come from one user

look more into possible contradictions in one person

Analysis: Inferences

raw data

draw from contradiction

hypothesis / guess

Analysis: Questions

Needs & Insights

- EdTech apps should be intuitive and immersive but challenging.
- Learning is one thing, but creativity shouldn't be stifled.
- Kids love being interactive, i.e. playing with physical materials
- Importance of making kid's education more accessible.



Summary of Results

- Each of the interviewees was passionate about their work.
This is because working in education allows you to immediately see your impact on others.
- Interviewees were especially insightful over which education strategies were effective and translatable over into the edtech space/incorporating into an app.
- A key focus was creativity, helping to guide the kids but without stifling their creativity.