

# Needfinding in Learning and Education

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# Our Team



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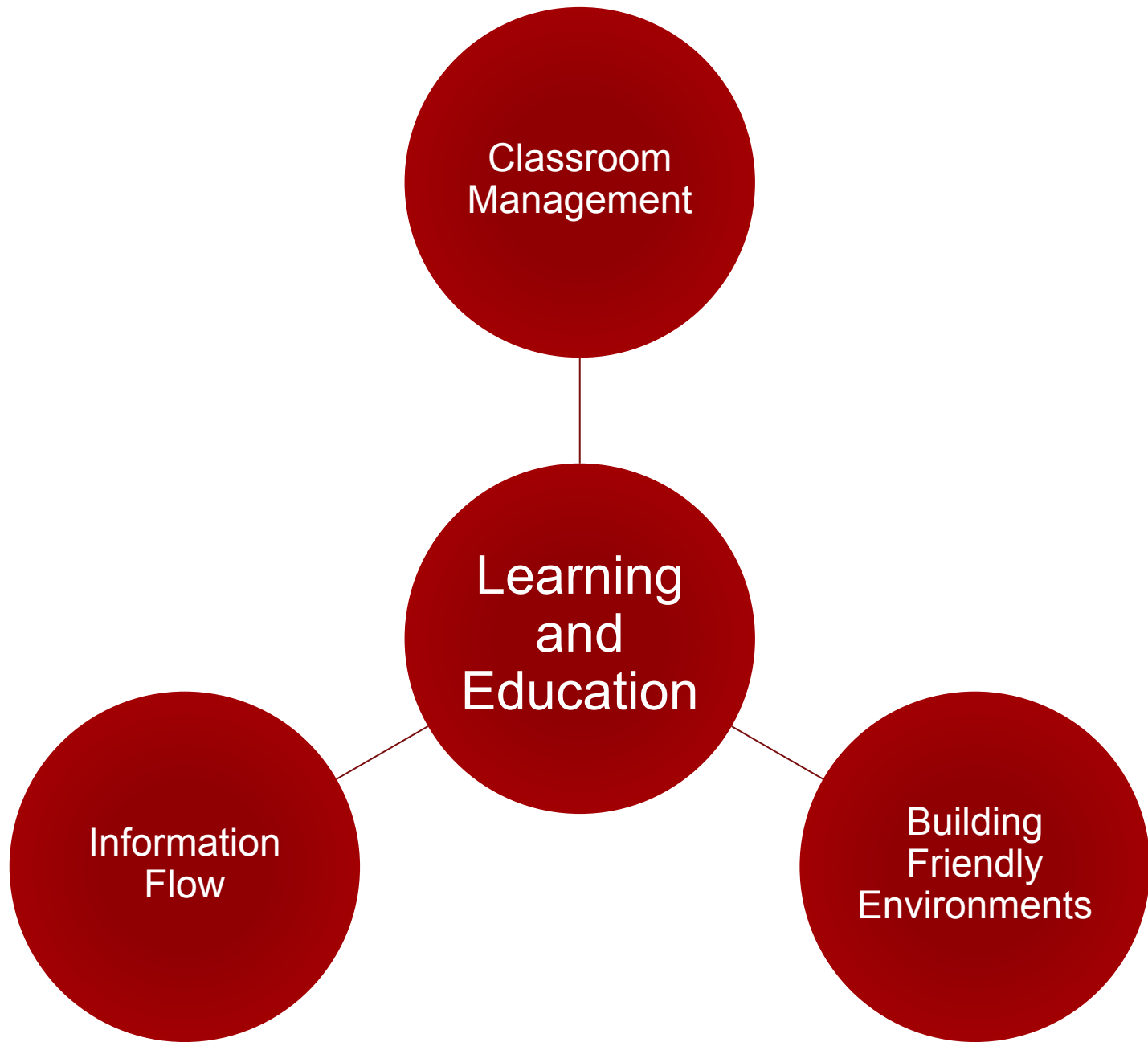


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# Focus: Elementary Schools



Classroom  
Management

Learning  
and  
Education

Information  
Flow

Building  
Friendly  
Environments



# How We Found Our Interviewees

- Plan A: Going directly to schools
  - Issue
- Plan B: Find kids with parents around
  - Playgrounds in PA



# Students

Zilan (6<sup>th</sup> grader) & Ivan (1<sup>st</sup> grader)

Feelings about school

What subjects they liked and why

Communication with teachers and peers



# Highlights

- Zilan
  - Tech is intuitive
  - International
  - Loves projects
- Ivan
  - “I just know”
  - Trusts teachers





# Parents

Anna & AIT & Prof. Ellis

Thoughts about school

Interaction with teachers

Desired learning environment for children

# Highlights

Conflicts with teachers

Communication over email

Remember projects

Prefer small class sizes, challenging environment



Surprising story: Prof. Ellis

# Teachers

Rachel Baker

Stories about challenges teaching

Interaction with parents

Management of large classes

# Highlights

Communication between teachers is strong while communication from administrators is lacking

Increase in use of technology

Students work hard but their backgrounds affect them

# Two Empathy Maps: Students and Adults

## SAY

Projects

Email

Chromebooks

“I just know where to go” - Ivan

## THINK

Like to work with  
others

School separate  
from play

Believe everything  
is taught in school

Students

Trust teachers

Light up for projects

At ease with  
technology

Shy until  
interesting  
topic

## DO

Boredom/excitement  
dependent on activity

Go with the flow

## FEEL



## SAY

Challenged

Email

Small classes good

Regular assessments

“Field trips,  
awesome!” - AIT

Communicate  
during conflict

Help with projects

Approach teachers

## DO

## THINK

Teacher > School

School is responsible  
for focusing on  
students

Learn by doing

Involved with kids

Disappointed in responsiveness

Confident about  
safety

## FEEL

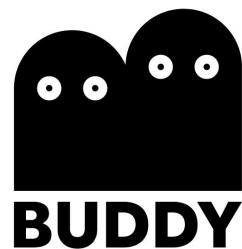
# Parents & Teachers

# Inferences

- Parents and teachers want school to be an intimate and challenging environment
- Kids want to learn by having fun



- Communication is still email-based
- Everyone wants a buddy



# Summary

Some edge cases

Interview biased because of demographics

Shorter interviews