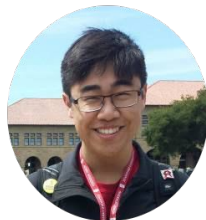
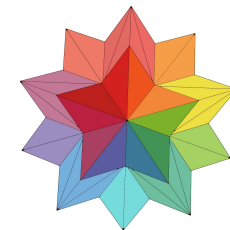


spark: never miss a moment



Kevin



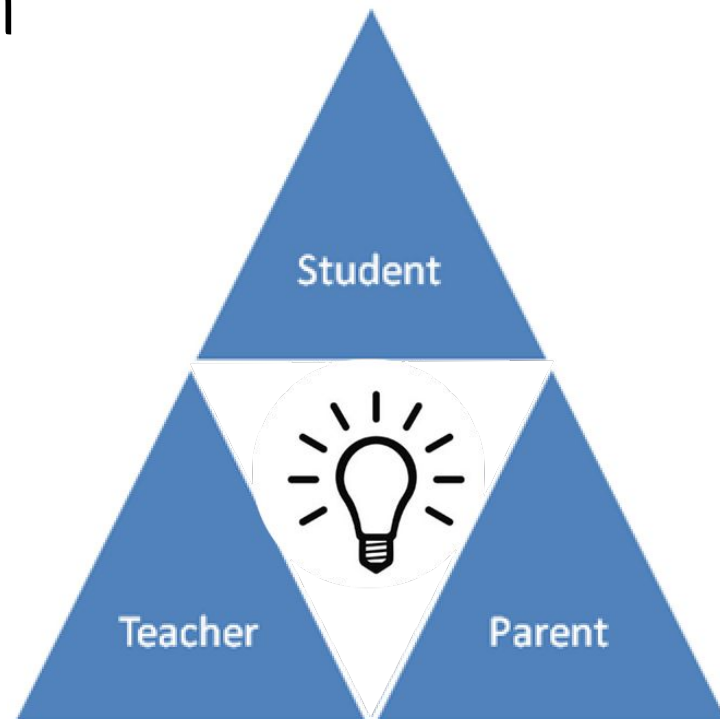
David



Melissa



Bronson



Scheduling and resource constraints prevent many parents and teachers from actively working together to support students in their educational development. With **communication limited** to just quarterly conferences, if even that often, both **parents and teachers** **crave ways to collaboratively and effectively track a child's development**. Spark allows teachers and parents to **capture the learning progress** of each individual student, and the **versatility** of Spark allows parents to easily **view their child's progress** across a variety of platforms.

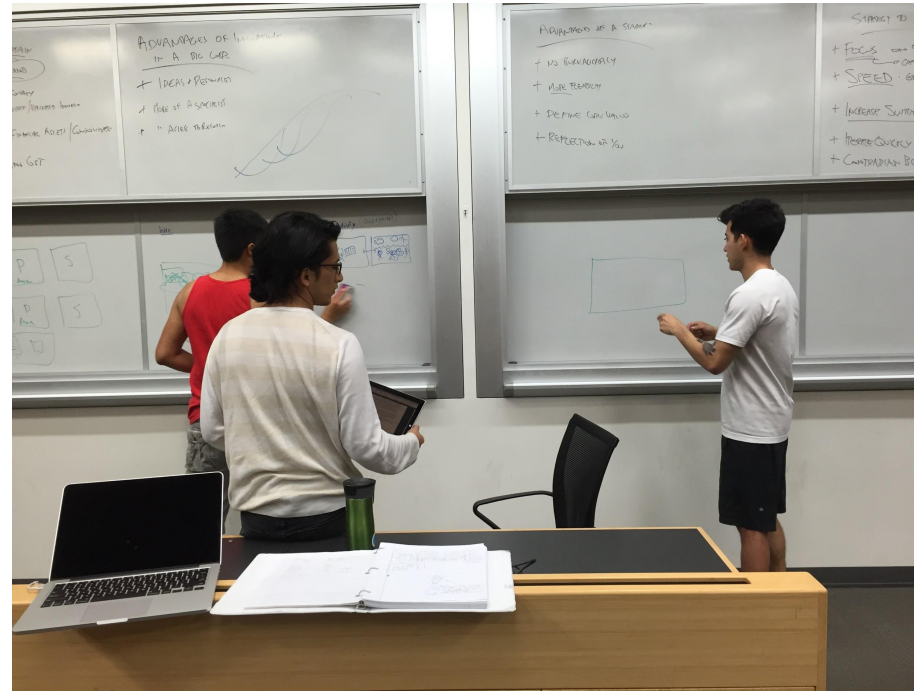
Problem - Solution Statement

Tasks

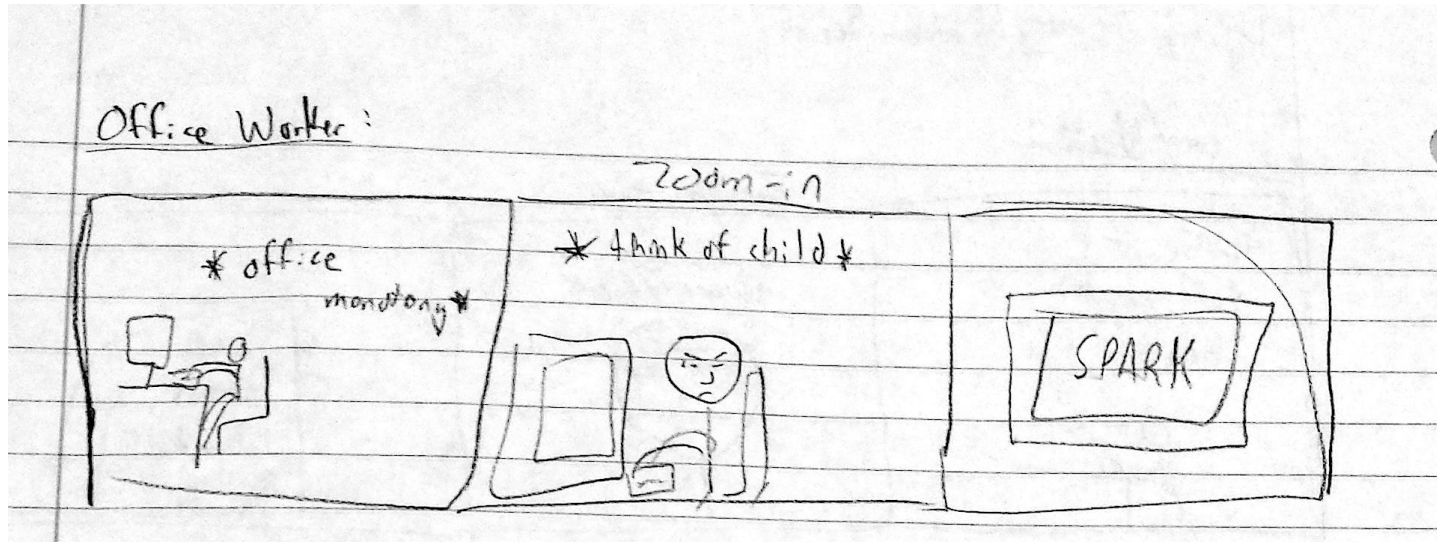
Simple: To capture a moment in a child's education.

Medium: Easily sort & recollect a child's developmental history for future purposes.

Complex: Share a child's special moments in their education w/ his/her parents if necessary.

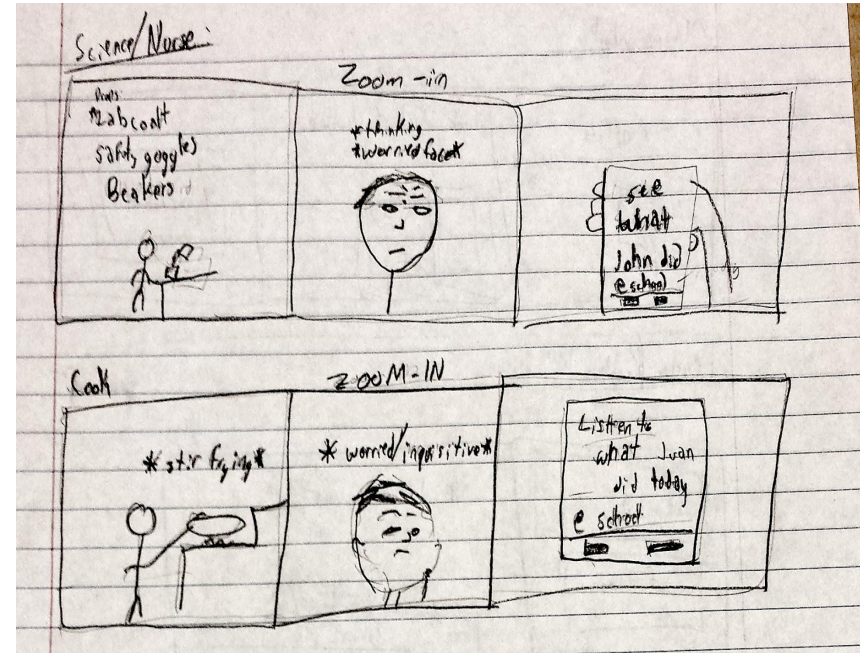
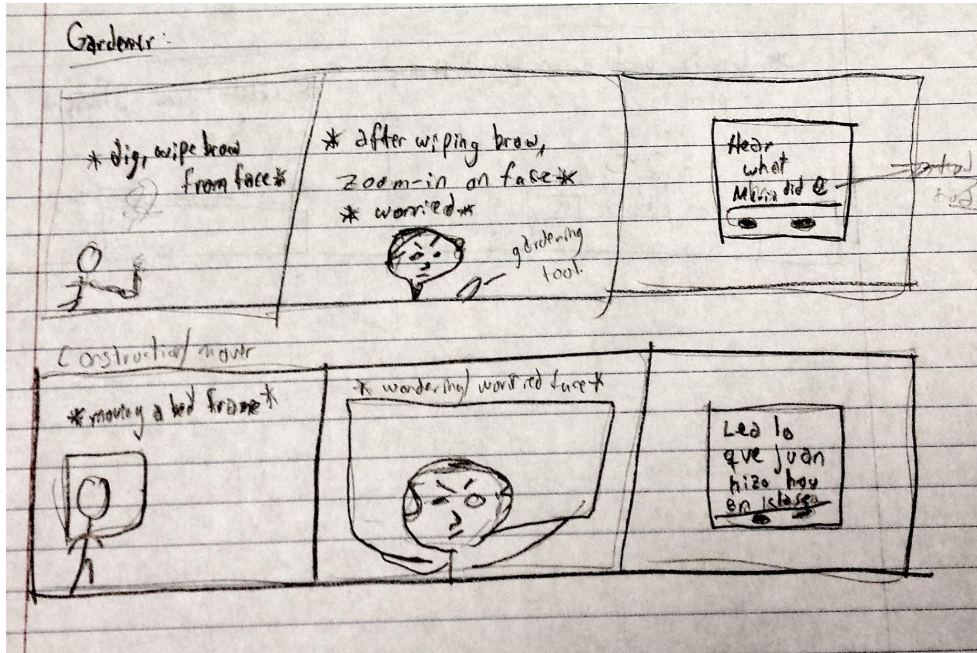


Video Storyboard: Problem Scenes



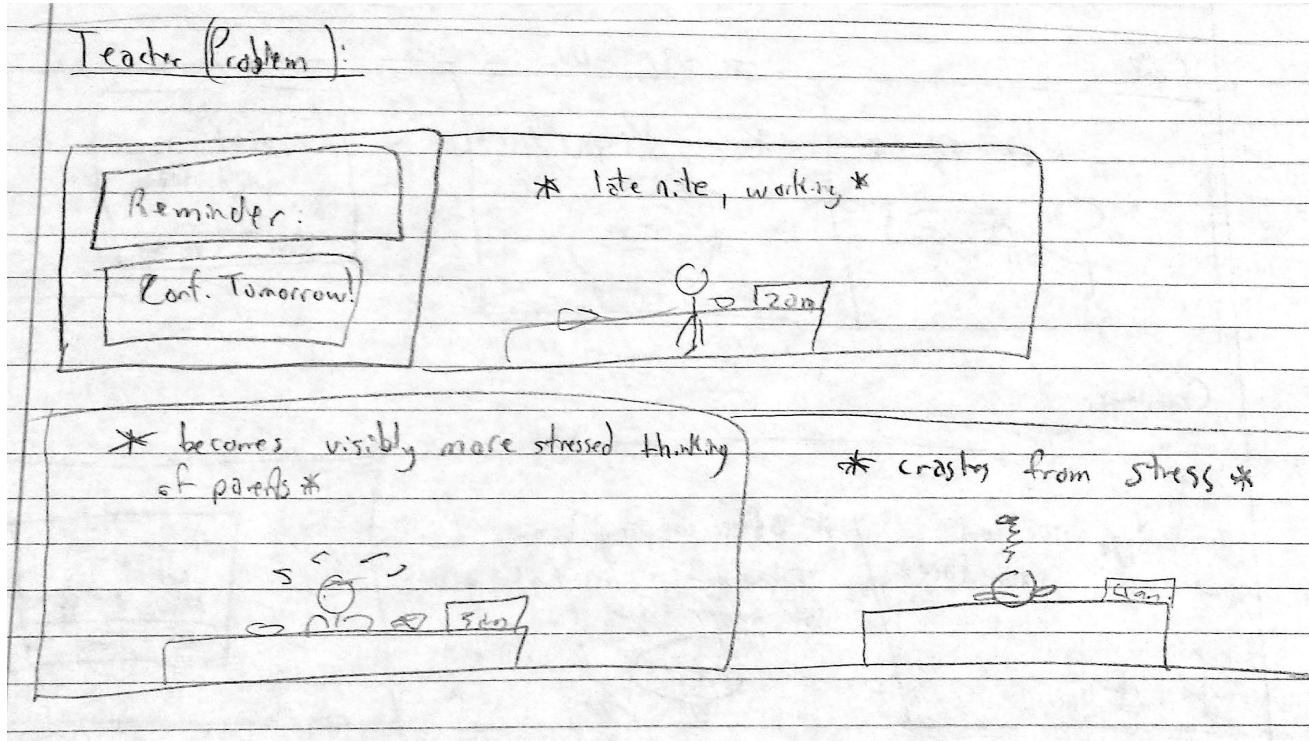
A working parent is stressed at work whilst also worrying about what his/her child is up to at school.

Problem Scenes (cont.)



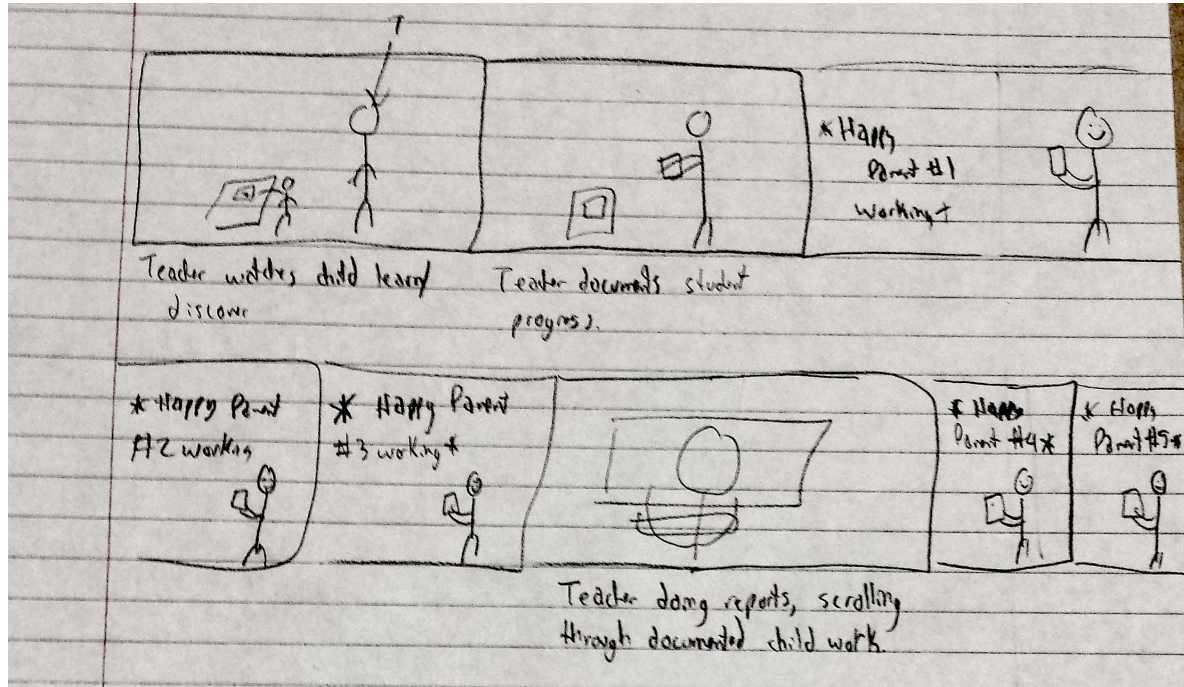
A montage of different working parents (construction worker, gardener, cook, scientist) becoming stressed at work because they have no time to worry/think about their children.

Problem Scenes (cont.)



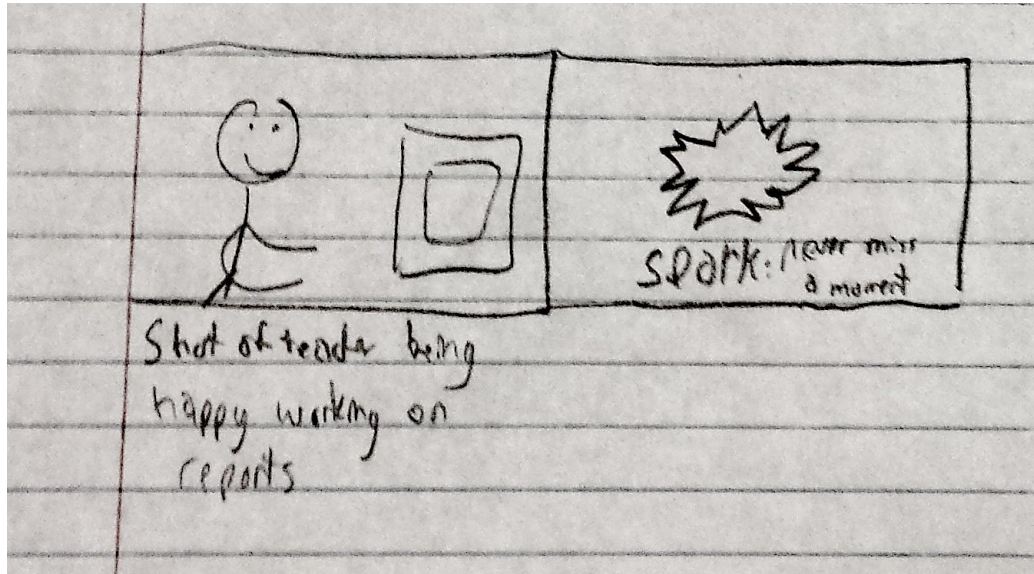
A teacher is spending a late night in the office, becoming more and more stressed as he thinks about all the parent teacher conferences (that he has no time to prepare for) the next day.

Video Storyboard: Solution Scenes



Both teachers & parents alike easily document and track their student's work and progress using Spark.

Solution Scenes (cont.)



With the stress of having to worry about keeping track of so many different students taken care of, the teacher can now happily work on his reports.