

spark: never miss a moment



Kevin



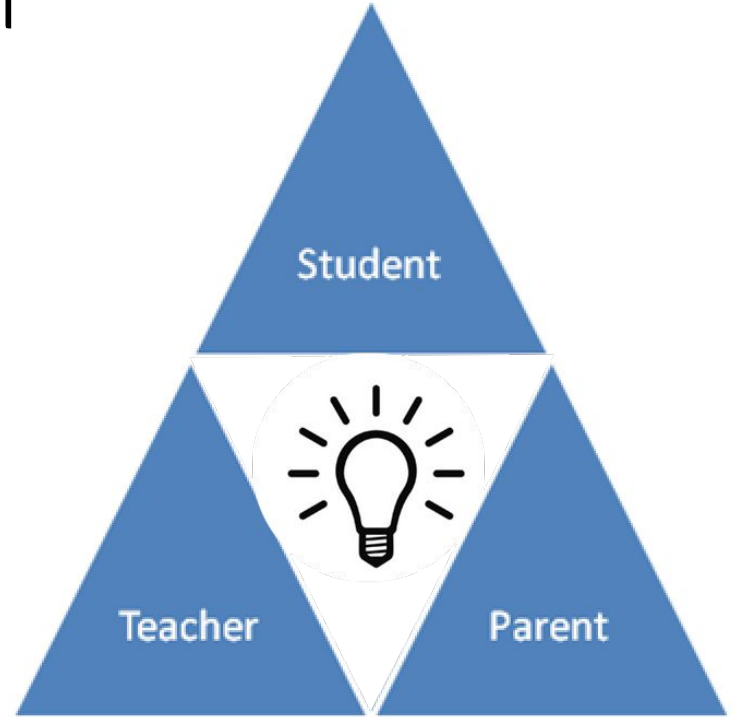
David



Melissa



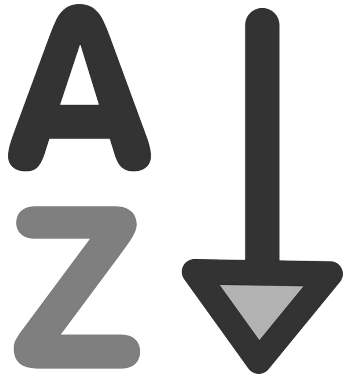
Bronson



Problem/Solution: 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.

Value Proposition: Streamlining student growth tracking for teachers.

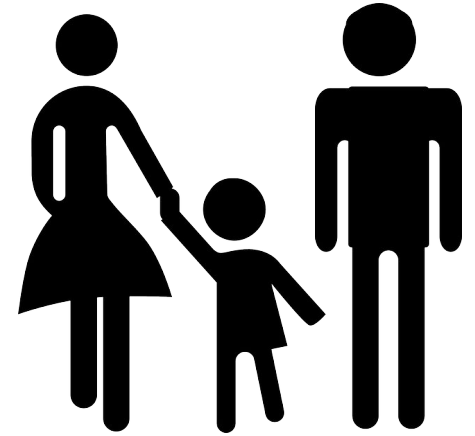
Tasks



Simple: easily sort & recollect a child's developmental history

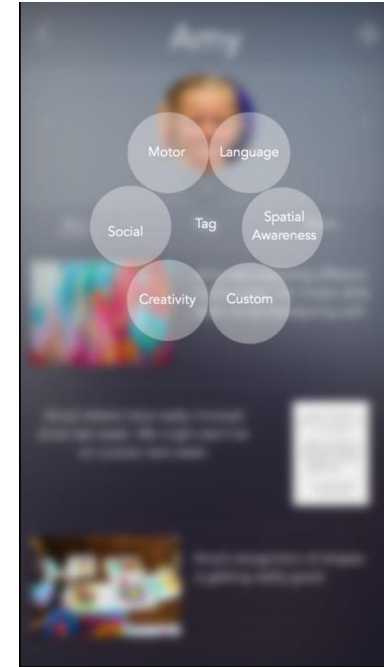
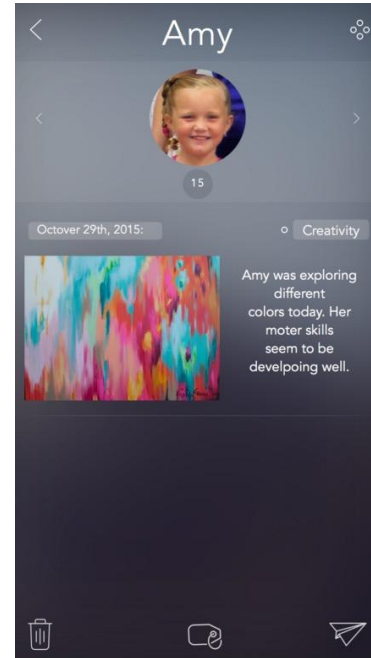
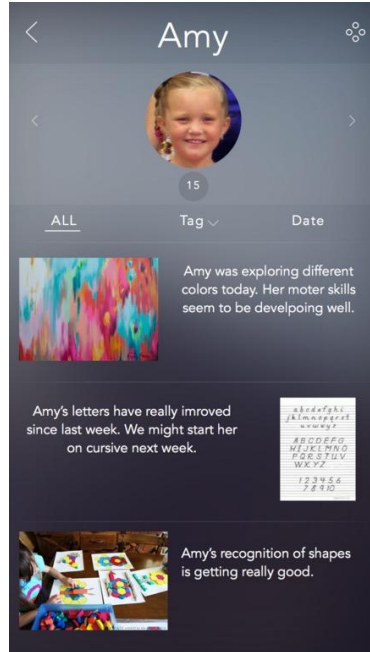
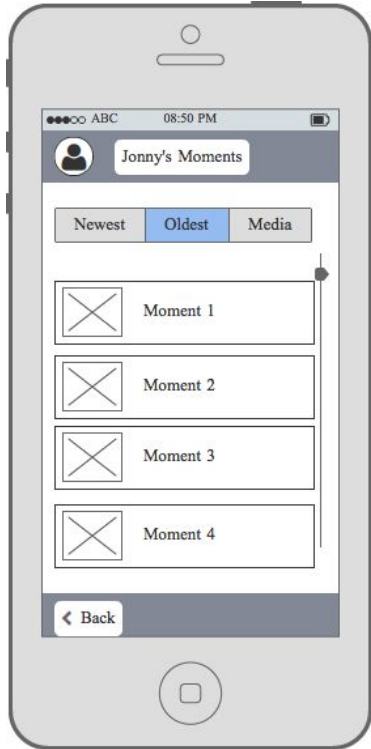


Medium: capture a moment in a child's education

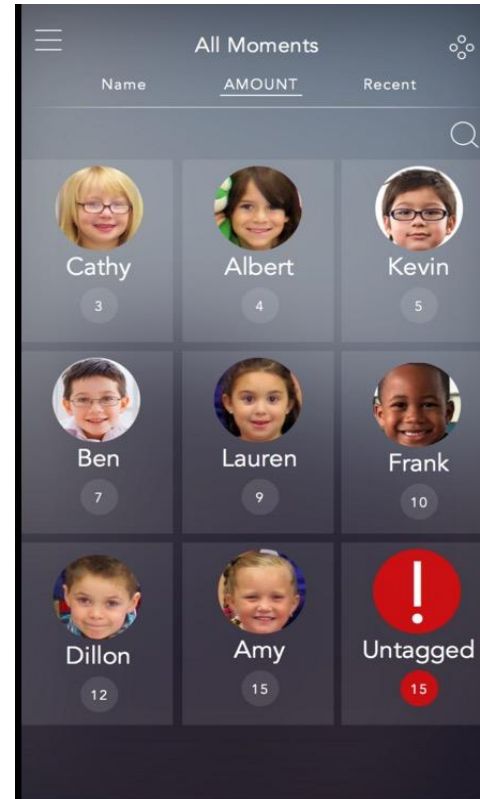
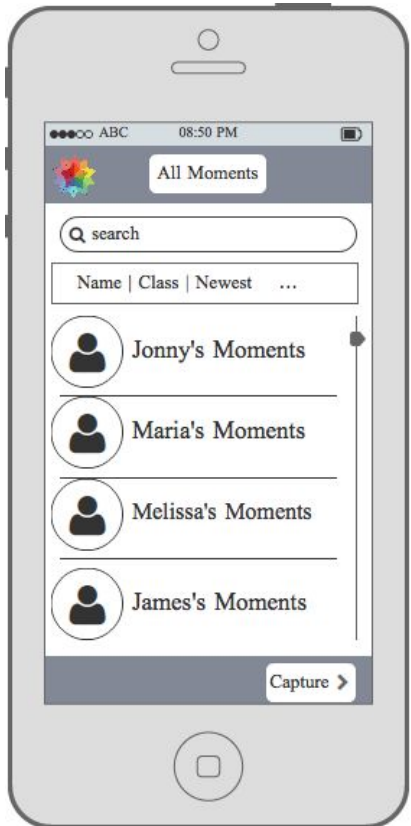


Complex: share a moment in a child's education with his/her parents.

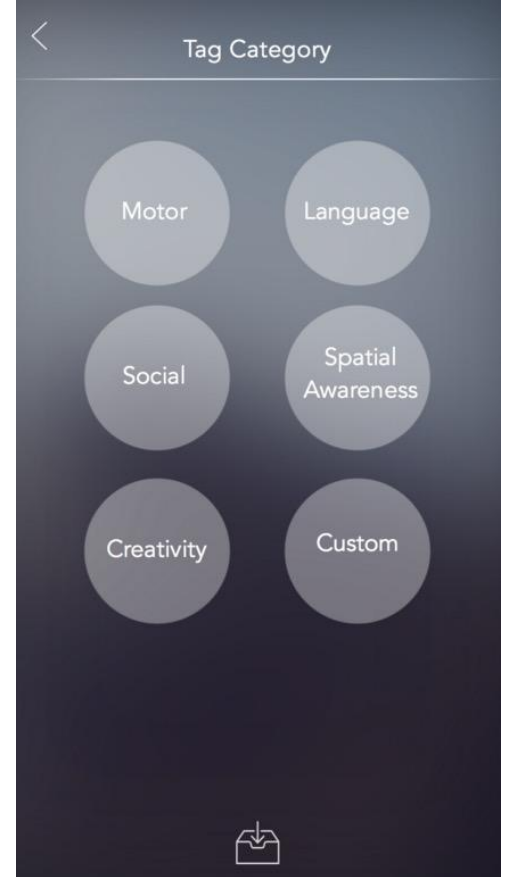
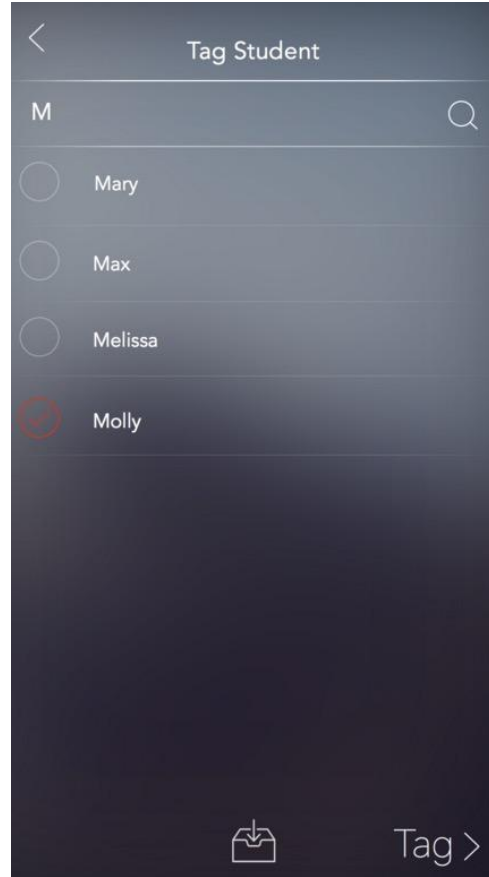
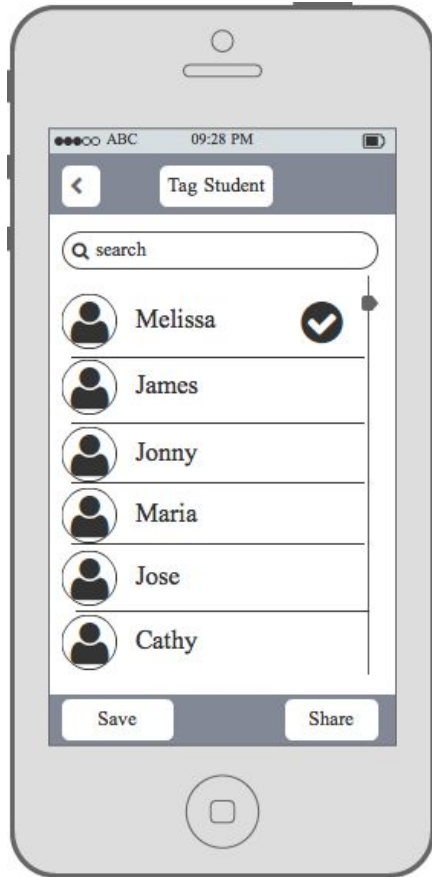
major design change #1: individual student views



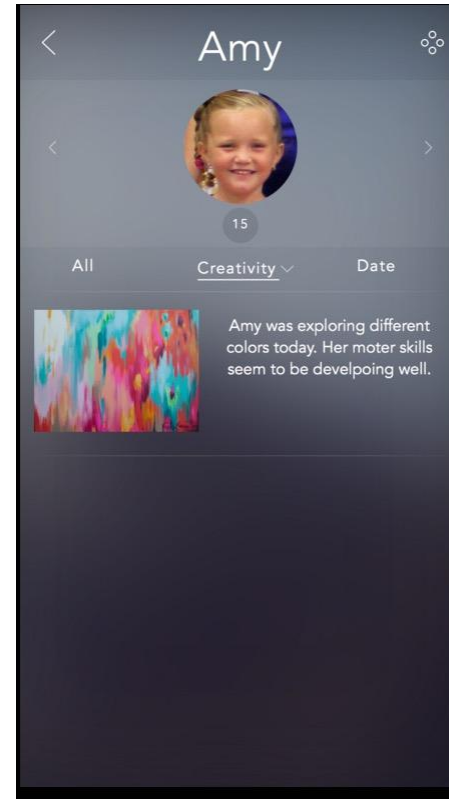
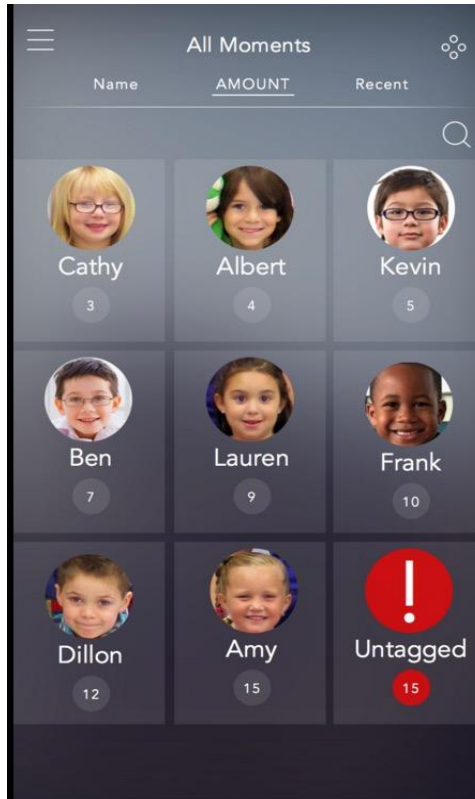
major design change #2: grid view



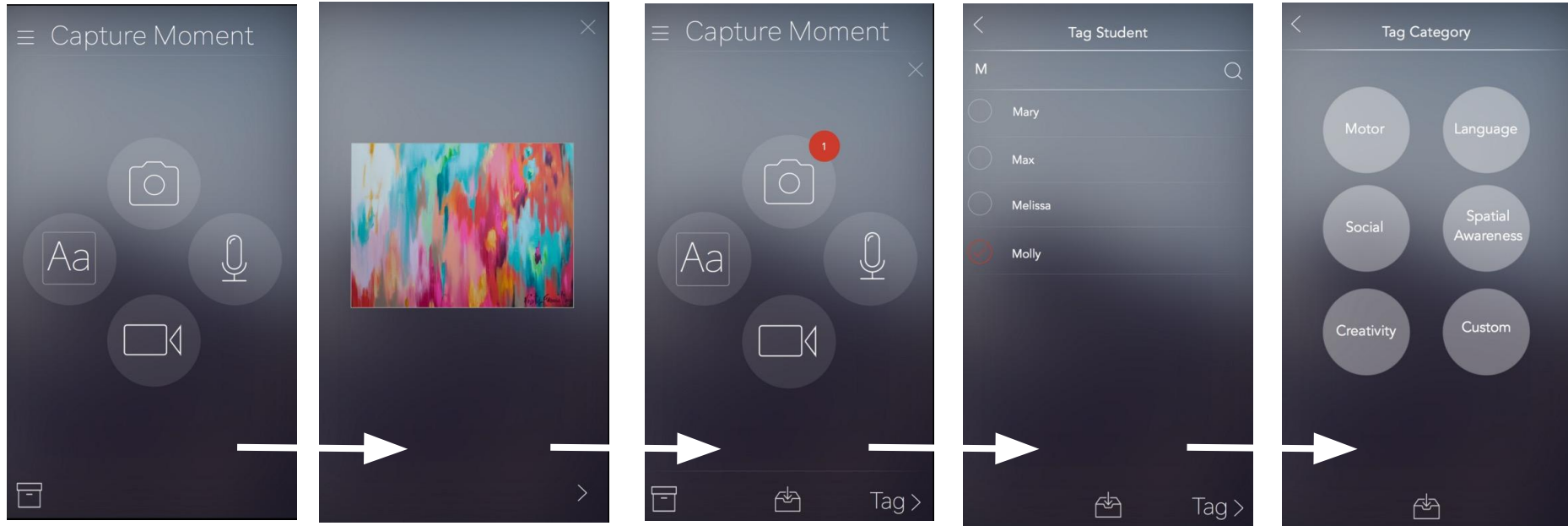
major design change #3: tagging



task flow, simple: easily sort & recollect a child's developmental history.

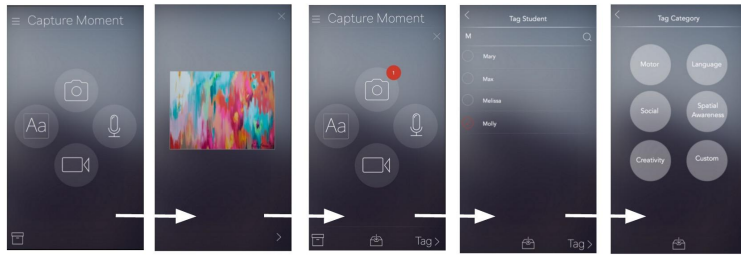


task flow, moderate: capture a moment in a child's education.

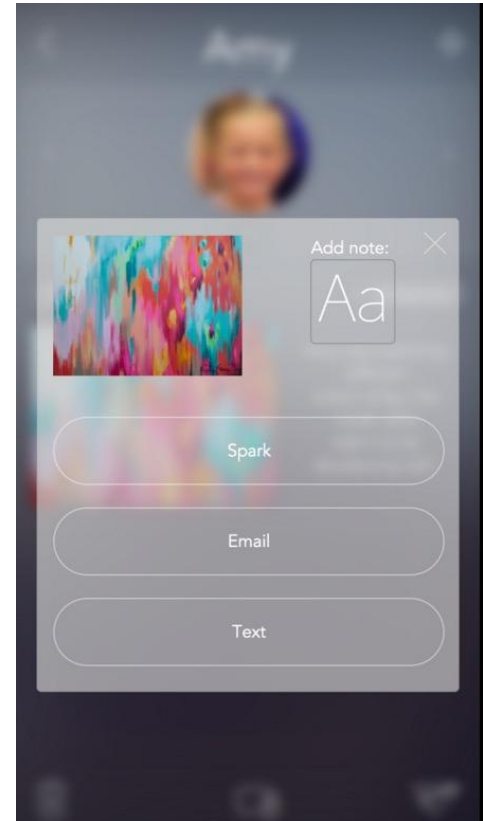
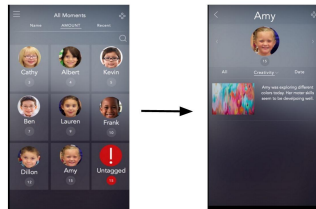


task flow, complex: share a moment in a child's education with his/her parents.

moderate task flow



simple task flow



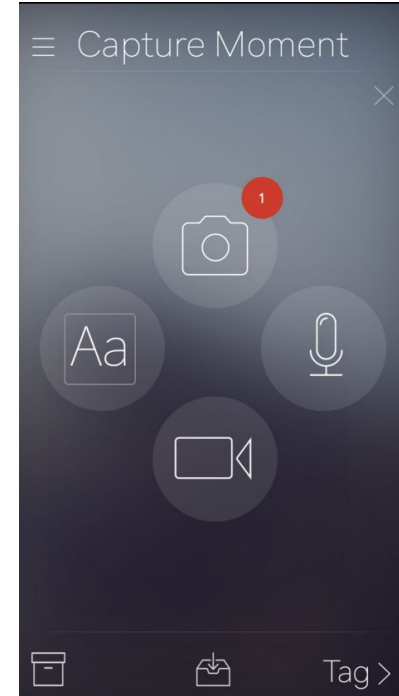
Prototyping Overview: Tools

- Used Marvel + Sketch
- **Helped:**
 - A lot of great resources
 - Don't have to make everything yourself
(icons are provided, templates are provided, easy drag interface. Snap-to-grid system is great, alignment is automatic).
 - Suitable for design prototyping needs.
- **Did not help:**
 - Not interactive
 - Could not capture pictures/video/voice with prototype.
 - Had to pay in order to add collaborative function
 - Downloading screens requires you to upgrade to Premium plan



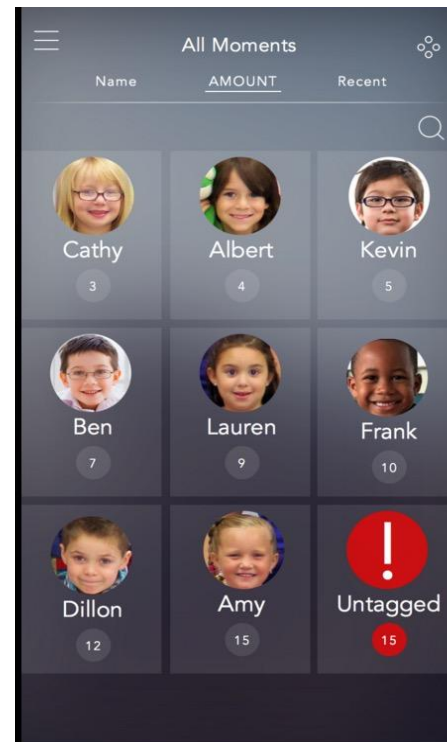
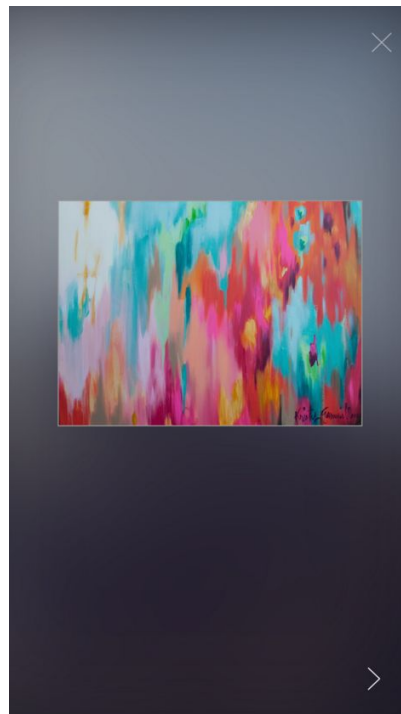
Prototyping Overview: Limitations/Trade-offs

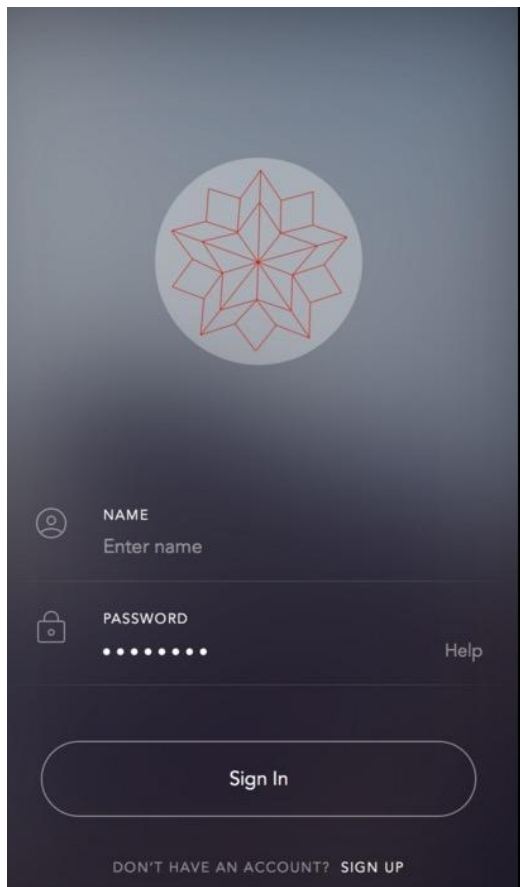
- To give a realistic feel, there are many different screens/permutations of different functions.
- Non-interactive (no ways to actually capture media to simulate the experience)
- More detailed prototype meant fleshing out more details/adding more screens
 - Increases learning curve for prototype



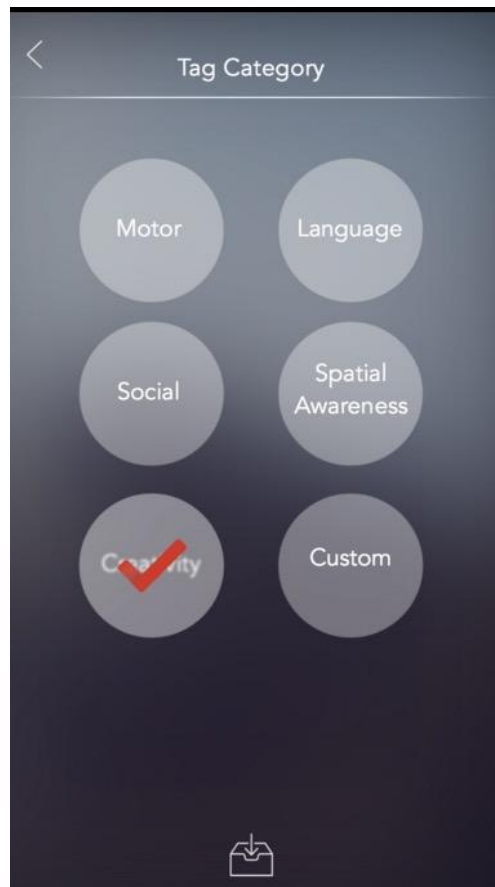
Prototyping Overview:

- Wizard of Oz:
 - Media capture/upload
 - Sharing
- Hand-coded features:
 - Pre-populated with data to make it look realistic (screens with images of children, sample text upload, sample picture upload, etc.)

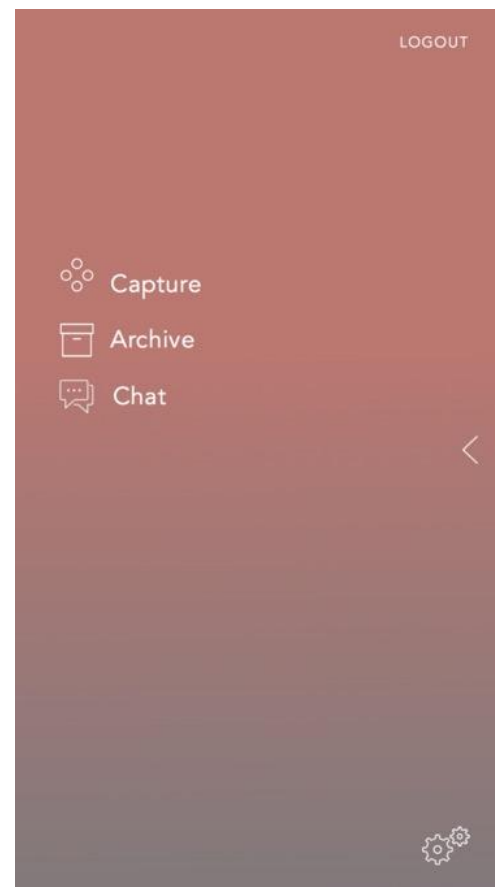




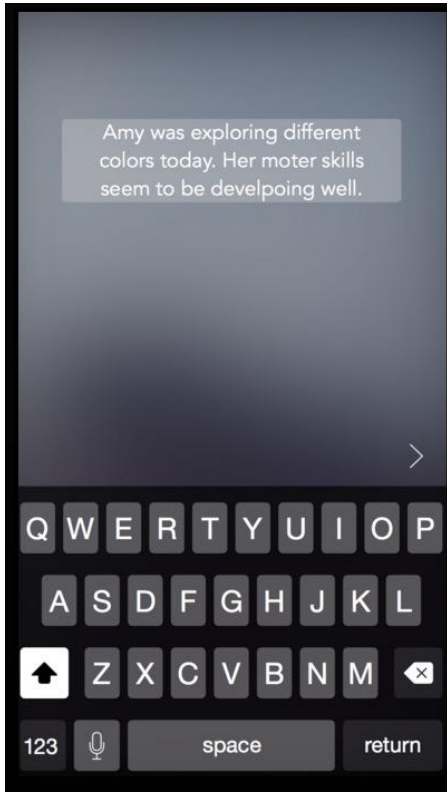
Log In



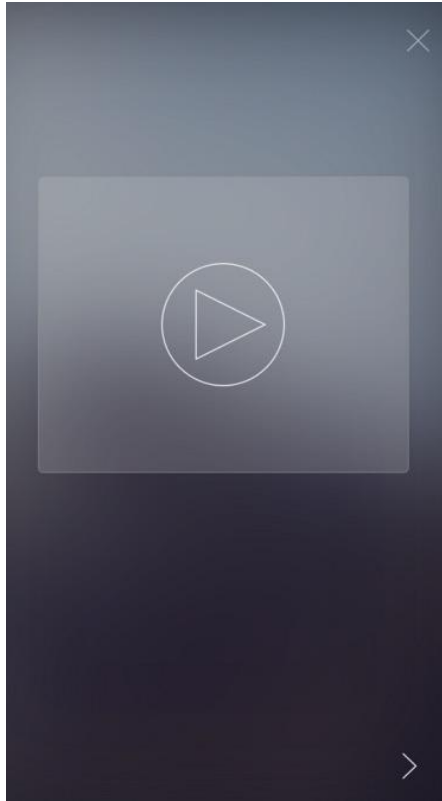
Tagging



Menu



Text Capture



**Video
Capture**



Voice Capture