




Needfinding: Education Studio

Team Members:
Bronson Duran, Melissa Du,
David Albán Hidalgo, Kevin Khieu



Our Team



Kevin



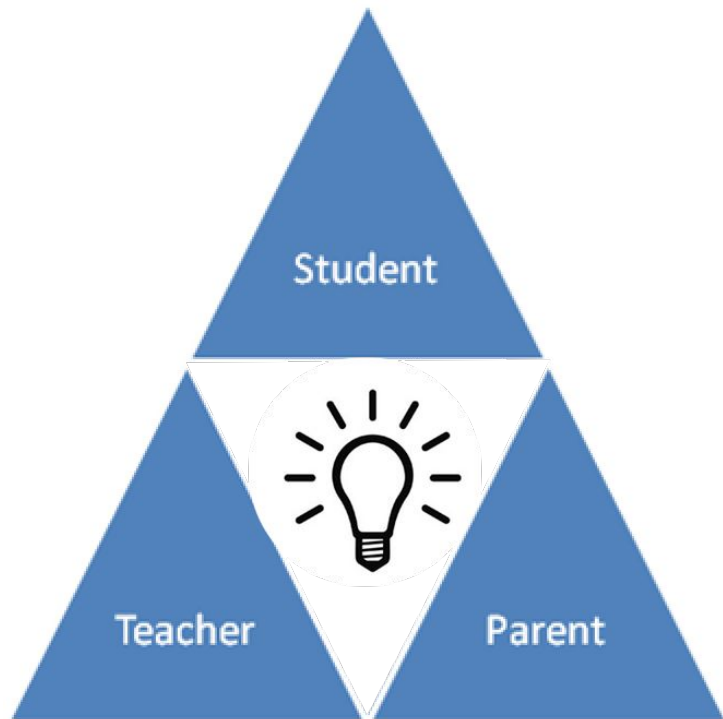
David



Melissa



Bronson

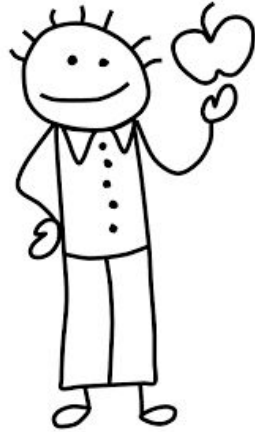


Needfinding Methodologies - Participants

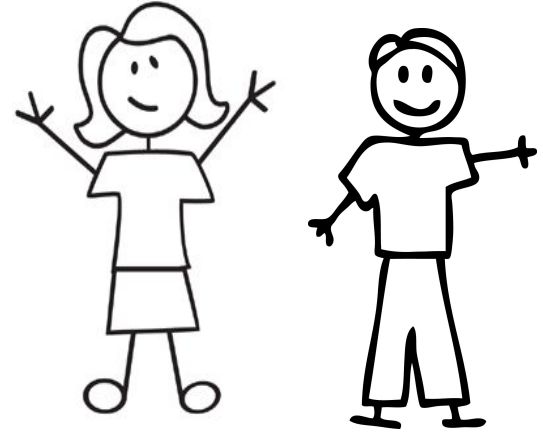
2 Students



3 Educators



2 Parents



Needfinding Methodologies - Parents



Who:

Two Parents - Late Thirties -
Working full time - Have kids
ages 3 and 6

Why:

Very representative of users
in target domain.

How:

They are my cousins. :)

Where:

Their house in Union City

What's their Involvement in kids' education?

What's their relationship with the teacher like?

What are the Difficulties involved in raising two young kids?

What do you like/dislike about the current system?

Needfinding Methodologies - Students



Who:

11th grade HS student

A Stanford Senior Econ Major

Why:

Needed Student perspective
on teacher/parent influences

How:

Kevin's cousin, Melissa's friend

Where:

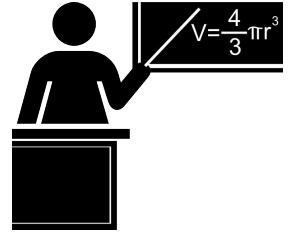
On Campus

What role did Technology play in learning?

How did your parents affect your schooling?

What was your relationship like with your teachers?

Needfinding Methodologies - Educators



Who:

Learning specialist - PhD Candidate -
STEP program member

Why:

Insight into current education
system. How students learn.

How:

Advisors/Friends

Where:

The Stanford OAE - School of
Education

**What difficult about fostering kids'
curiosity?**

**What are some strategies to keep
kids engaged in class?**

**How is parent-teacher communication
currently handled?**

**What are some problems with the
education system?**

Interview - Parents



"We would love to be more involved with our child's education"

"Time is a major issue for us"

"You can have a really great teacher, but if the families aren't doing anything on their end, it doesn't mean anything"

**Parents want involvement,
but lack the time and
means.**

**Not all parents are aware
of the huge role they play.**

Interview - Students



"My parents were an integral supplemental aid towards my education."

Parents are crucial in pushing kids to become engaged in education early in their lives.

"I wish all of my classes were online so that I could review the information outside of class."

There's a lack of accessibility to both the teacher and material

Interview - Educators



"The real way to engage kids from a really young age is experiential learning, not sitting, but doing"

"As a teacher, it's basically sink or swim"

"Education is not about leveling the playing field because we value certain skills above others"

Empower students to be invested in their own education.

Teachers don't have many avenues of support.

Ironically, a fixed intelligence mindset is promoted by current system

Empathy Map - Students

"My parents weren't that involved"

"I wish I had a way to track my grades"

"Teachers are slow to reply to emails"

Wishes there was a way to be more involved

Wants to know where he stands

School doesn't provide extra help

Smiled

Speaks nicely about parents and teachers

Laughs when asked if teachers are accessible

Feels empowered when involvement is allowed

unhappy about current student teacher relations

Dissatisfied with lack of extra resources

Empathy Map - Parents

"Time is a major issue for us"

"If I had more control or information, I'd be more likely to want be involved"

"A good family understands that they are also responsible for their child's education"

I should be more involved.

I wish we had more time to be involved.

The current system has problems.

Yawn

Shifted in seats when asked how involved they were

Seemed genuinely concerned about their Kids' education

Guilty about not having enough time to be involved

unhappy about current parent teacher relations

Stressed about having to deal with work and kids

Empathy Map - Educators

"We receive little to no support"

"Education is not about leveling the playing field because we value some skill above others"

"The real way to engage kids is experiential learning, not sitting, but doing"

Teachers don't have enough resources

Teaching isn't prestigious

It's hard to keep track of kids

Shakes head when asked about current system

Enthusiastic about new teaching methods

Seemed to like their work.

Frustrated with current system

Enthusiastic about new teaching methods

Stressed about low pay and long hours

Empathy Map Analysis

Needs:

Communication

Support

Involvement

Empowerment/Confidence

Curiosity/Engagement

Insights:

Lack of Parent Awareness

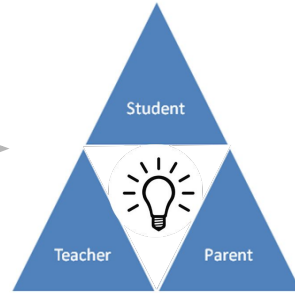
School, Ironically, Kills Curiosity

Placing high value on certain skills leads to marginalization of kids.

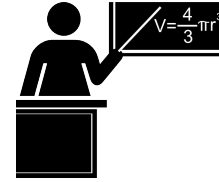
Major Lack of awareness between Groups

Summary

Main Focus →



How Data Was obtained →



Main needs/Insights: Lack of Awareness, Time, Communication

Further Questions: Would like to speak to more teachers.