

EdTech for Families



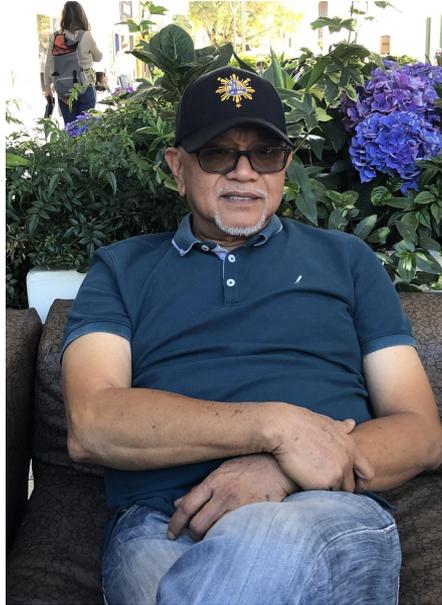
Inbar Kodesh, PhilipRonnie Quiambao, Gabe Saldivar, Michelle Wan

Needfinding Methodology

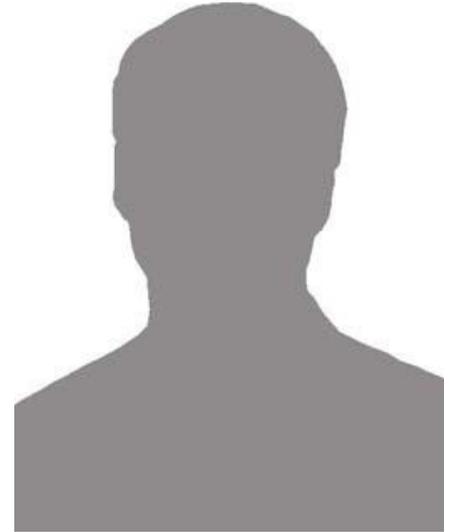
- Participants were chosen if they currently have children or appear old enough to have children.
- Participants were interviewed in a neighborhood in Menlo Park and at the Stanford Shopping Center.
- No incentive or payment was offered to participants.



Matt Kossler



Romulo Sevilla



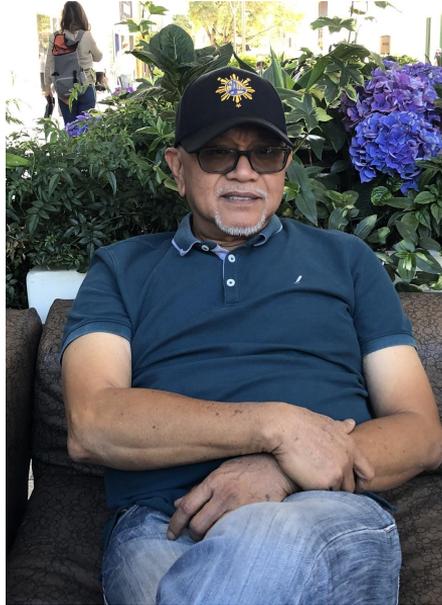
Orestis Ioannov

Questions We Asked

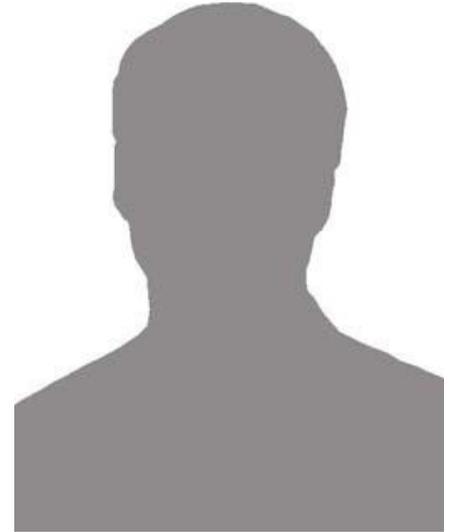
- What technology have you used for learning purposes?
- Has there been an educational experience from technology that has been extremely helpful or memorable?
- Has there been any useful educational activities not involving technology that have been helpful?
- Do your children use technology in the classroom? What are your thoughts on this? Did this need prior approval?
- Has your own financial situation affected your access to technology?
- Who did you talk to before choosing your career paths?



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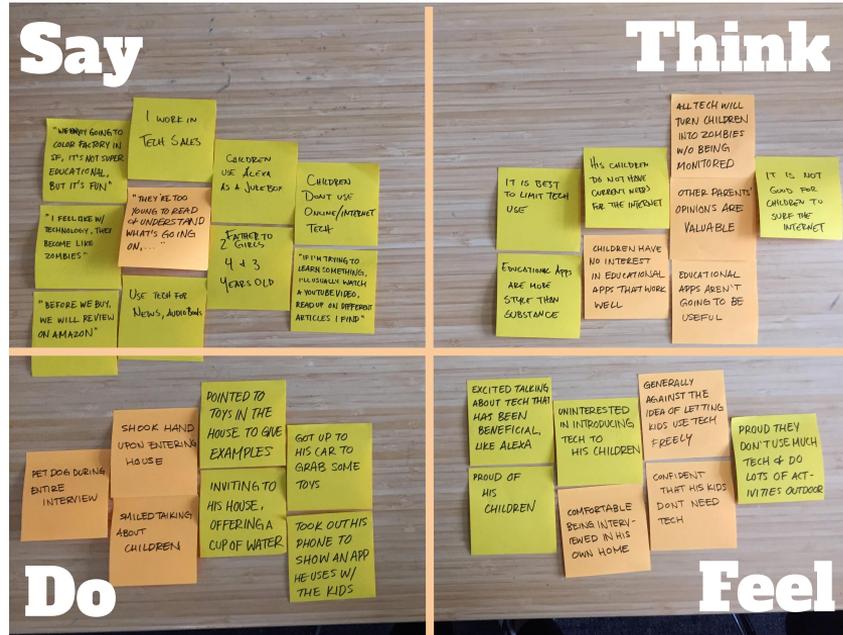
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“Some of the better educational apps don’t have the interest for the kids to want to use it, and then the ones that do attract them are not good.”

- Say
 - “Our children don’t use technology for online or internet activities”
 - “I feel like with technology children become like zombies and all they is become fixated on the theme of the technology”
- Feel
 - Proud that his children do lots of activities outdoors
 - Excited talking about technology that has been beneficial, such as Alexa
- Think
 - Surfing the web is not good for children
 - Educational apps are more style than substance
- Do
 - Took out his phone to show an app he uses with his kids
 - Pointed to toys in the house to give examples

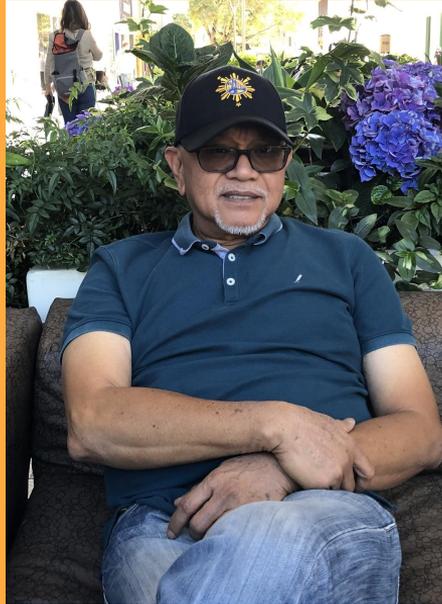


Against letting his children use
technology in general

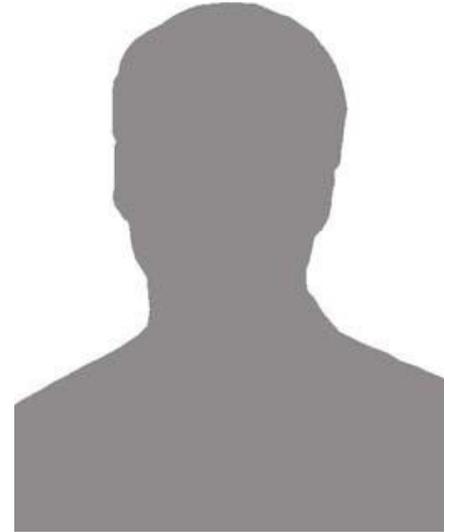
Technology is prevalent inside
the household, including
technologies such as an Alexa



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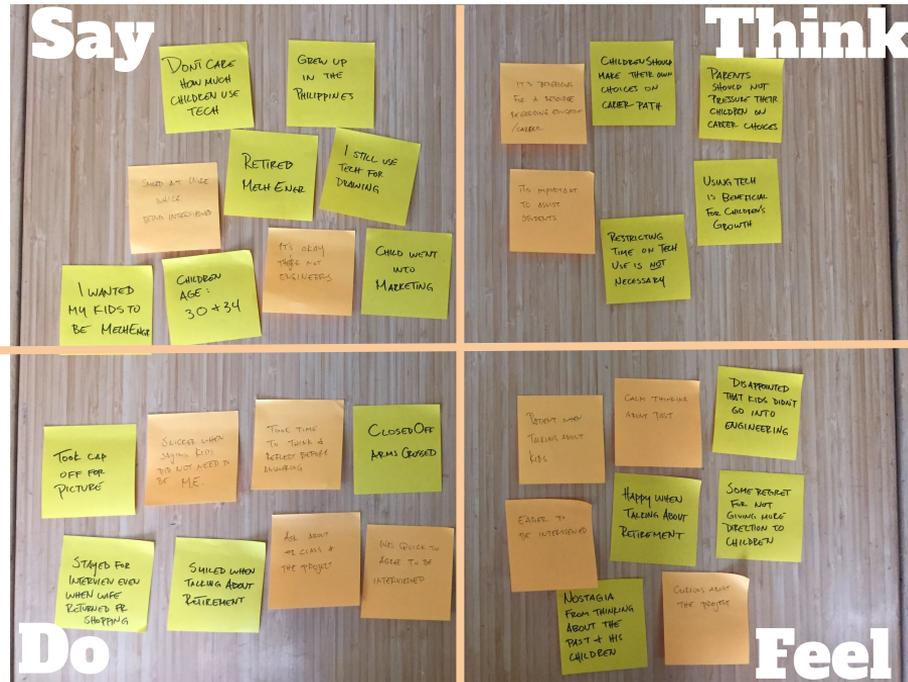


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“We didn’t care about how much our children used technology.”



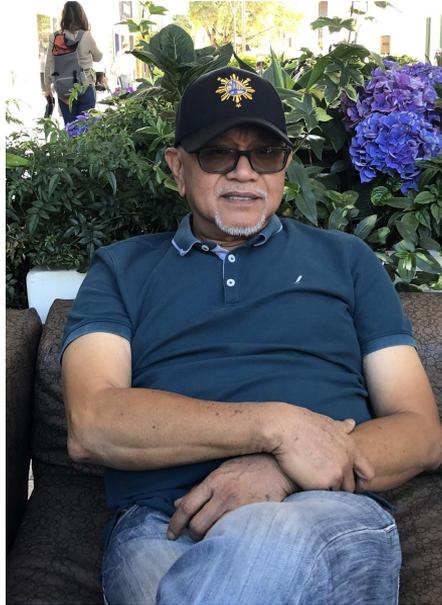
- Say
 - “I wanted my kids to be mechanical engineers”
 - “I didn’t want to influence my children's academic interests”
- Feel
 - Disappointed that kids didn’t pursue engineering
 - Happy when talking about retirement
- Think
 - Tech is beneficial for children’s growth
 - Restricting time on tech is not necessary
 - Children should make their own choice regarding career path
- Do
 - Arms crossed throughout interview
 - Stayed for interview even after wife returned
 - Smiled while talking about retirement

Parents should not pressure their children on their career choices

Disappointed children did not choose a career in engineering



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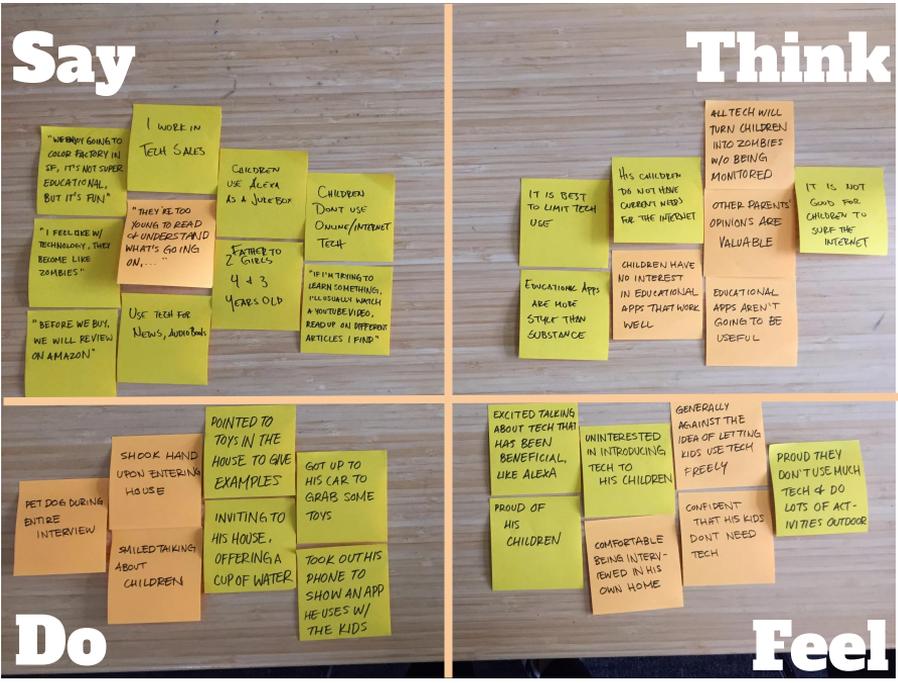


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“I didn’t talk to anyone about swapping from chemical engineering to software engineering”



- Say
 - "I used an encyclopedia when I was young and then stopped once I got a computer in high school"
 - "My parents did not encourage me to follow their career paths"
- Feel
 - Felt indifferent about technology use
 - Felt happy discussing his interest in software engineering
- Think
 - Thought going overseas was the best option for his computer science education
 - Didn't think he needs the newest technology
- Do
 - Showed his old phone to prove that he doesn't care for upgraded technology
 - Smiled when discussing his switch from chemical engineering to software engineering

Did not consult with anyone
when switching from chemical to
software engineering

It's a good idea to talk with
someone who is in the field
before pursuing that career

“Needs” Or “Insights”

- **Insight:** Parents and children are attracted to different kinds of “educational” apps.
- **Need:** A way to find apps that are both engaging for the child and meeting the parents expectation of an educational component.

- **Insight:** Even technology averse families are willing to use technology in certain scenarios.
- **Need:** Discovering when technology is helpful in a families time of need.

“Needs” Or “Insights”

- **Insight:** Parents seem to value other parents opinions regarding new pieces of technology.
- **Need:** A way for parents to see the opinions of other parents when buying new pieces of technology.

“Needs” Or “Insights”

- **Insight:** Some parents may not want to directly influence what their kids do, but they do want their kids to be influenced by others.
- **Need:** A resource to connect children to professionals.

- **Insight:** People seem to choose their career path during highschool and college, and either follow it or swap due to new interests.
- **Need:** Educate people earlier about many different career paths.

Questions We Have

- How can parents can find effective educational applications for their kids?
- How do we make choosing career choices more appealing for the younger generation?
- Figuring out what avenue to follow:
 - Providing a resource to help parents find educational content for their children.
 - Helping find career paths at an earlier age.

Summary

People need...

- A way to find apps that are both engaging for the child and meeting the parents expectation of an educational component.
- Help in discovering when technology is helpful in a families time of need.
- A way for parents to see the opinions of other parents when buying new pieces of technology.
- A resource to connect children to professionals.
- Resources to educate people earlier about many different career paths.