

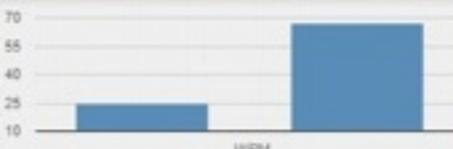
Alphabets

1 Keys j & f 3 stars	2 Keys k & l 2 stars	3 Review: jkl	4 Keys i & s 2 stars	5 Review: ls	6 Keys a & z 2 stars	7 First 8 Keys
8 Keys h & g 2 stars	9 Review First Row 2 stars	10 Keys r & u 2 stars	11 Review: ru	12 Keys e & i 2 stars	13 Review: ei	14 Keys w & o 2 stars
15 Review: wo 2 stars	16 Keys q & y 2 stars	17 Review: qy	18 Keys p & t 2 stars	19 Review Top Row 2 stars	20 Keys v & m 2 stars	21 Review: vm 2 stars
22 Keys c & , 2 stars	23 Review: c, 2 stars	24 Keys x & . 2 stars	25 Review: x. 2 stars	26 Keys z, / & " . 2 stars	27 Review: z/" . 2 stars	28 Keys b & n 2 stars



Your Stats

Time Spent Practicing 1 minutes, 37 secs
of Attempts 2
Highest WPM Speed 67 WPM
Average for Last 5 WPM 46 WPM



Club Stats

of Lesson Attempts (Today) 18,342
Max WPM (7 Days) 149 WPM
Average WPM (7 Days) 23 WPM
Collective Time Spent Practicing (Today) 318 hours



TypingClub

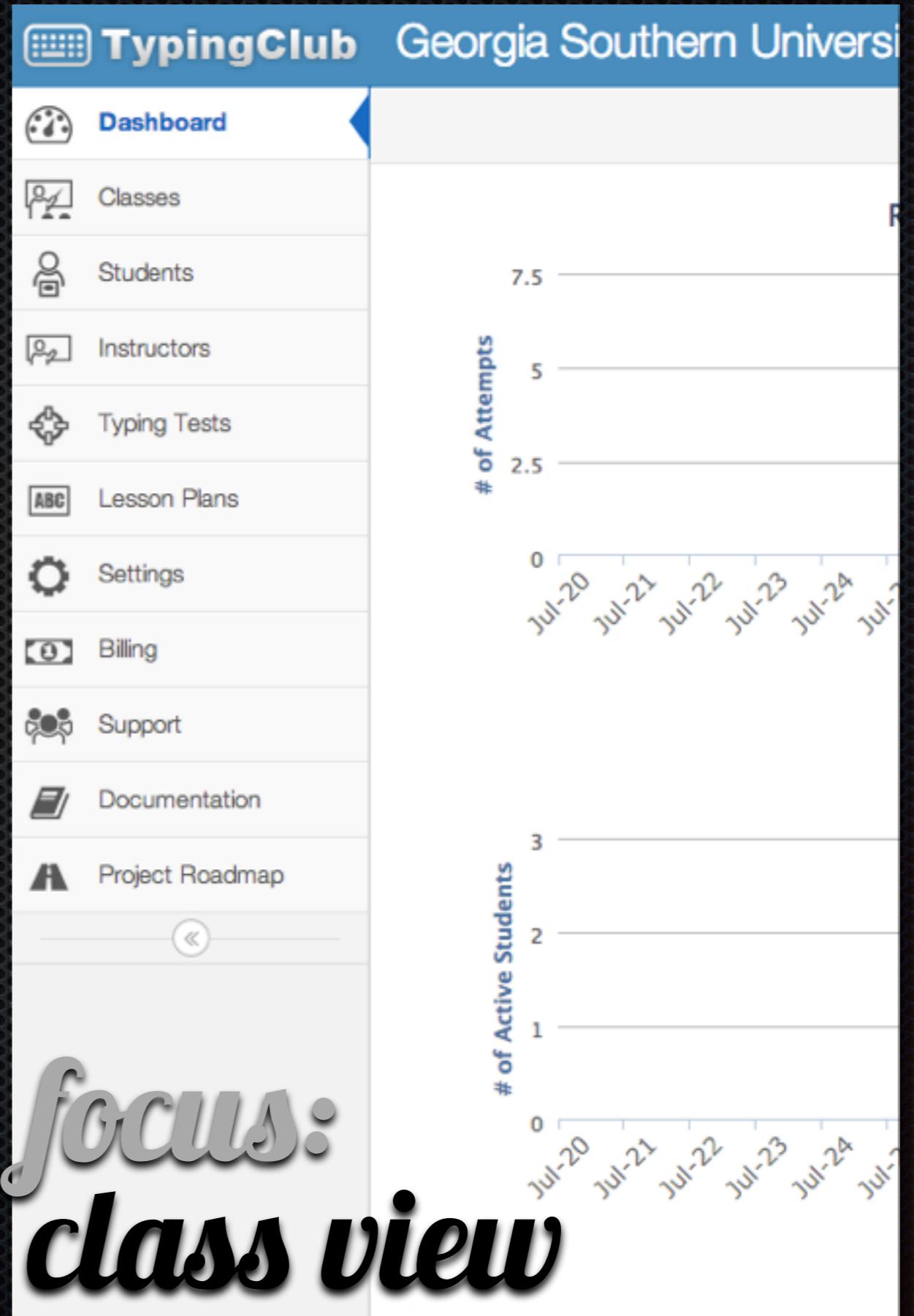
Jeanna Kim
Julia Christian
Nina Baliga

Challenge

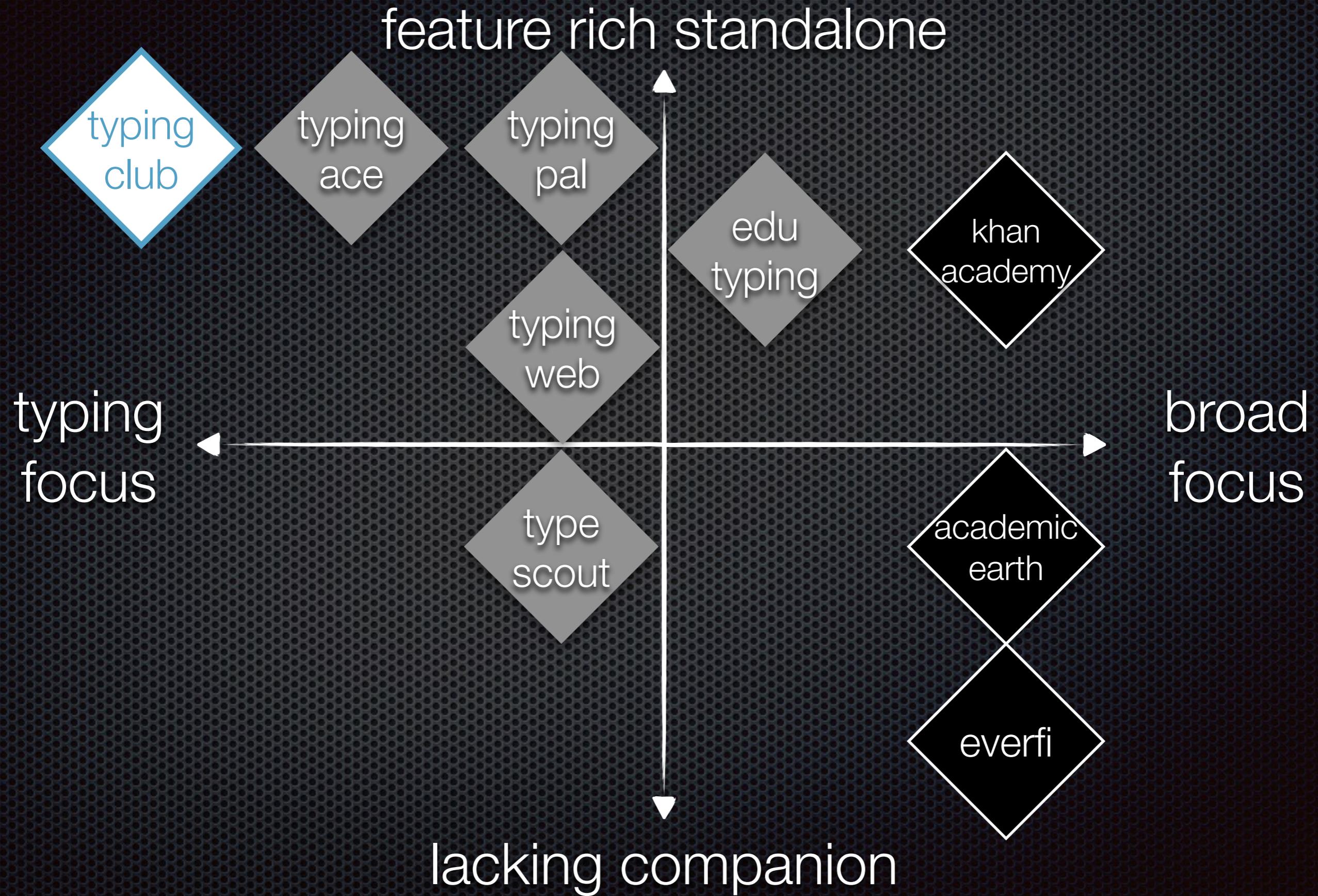
- track student progress
- assign lesson plans
- manage class info.

Goals

- lower learning curve
- minimize clicks
- consolidate options
- “actionable items”

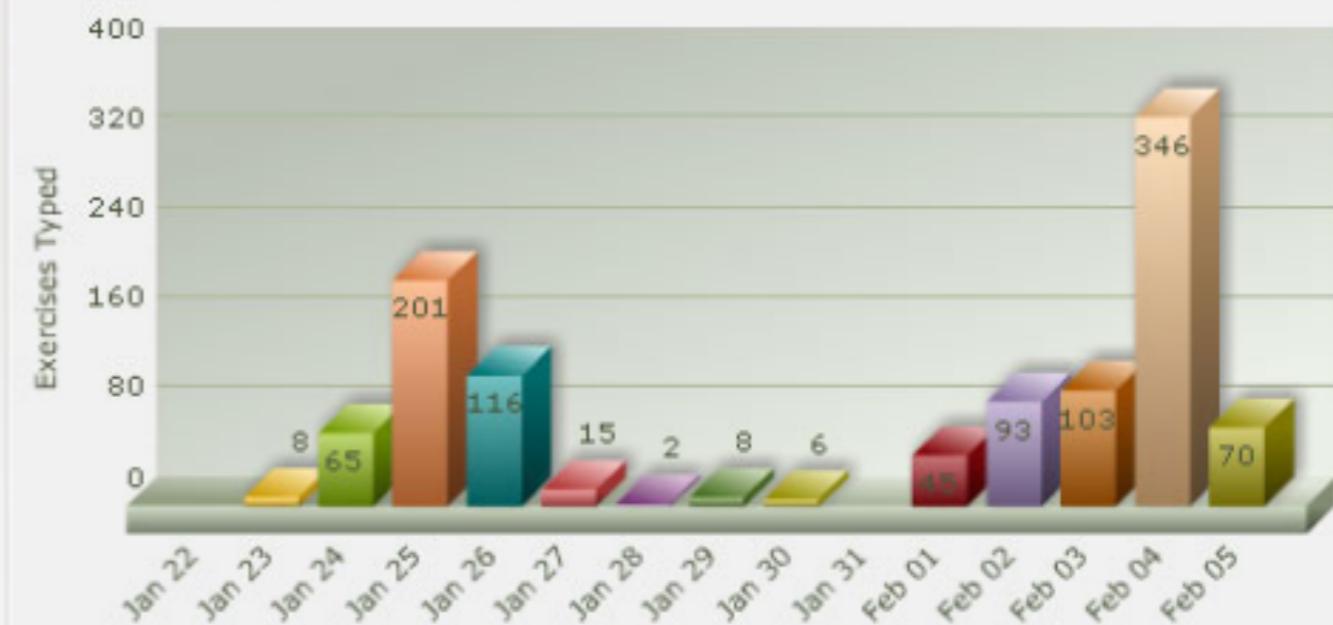
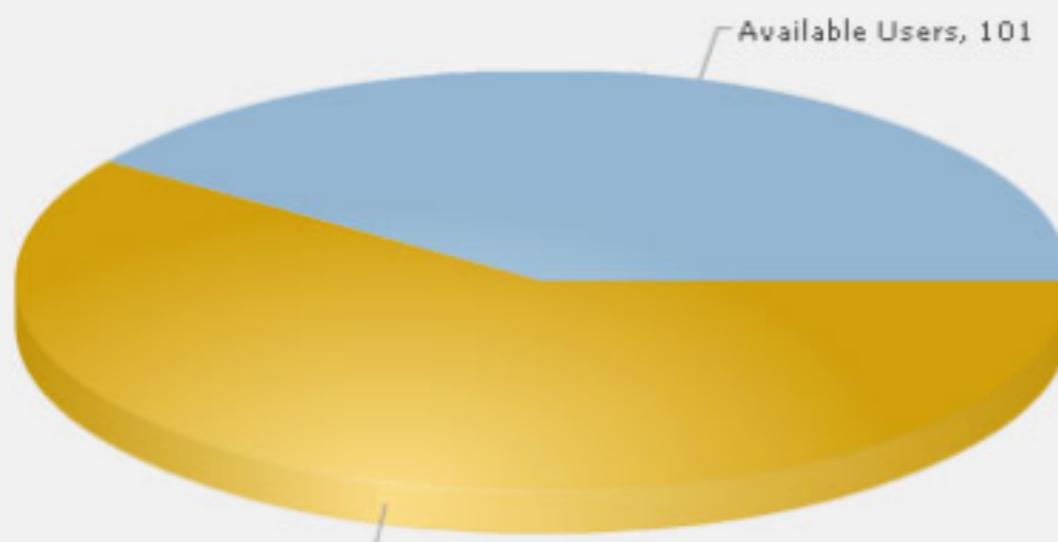


Competitive Analysis



License Overview

Organization	California School District
License Code	RISIAN ITH
Status	Awaiting Payment
License Since	09/22/2006
Expiration	10/10/2009 (in 246 days)
Licensing Typing	Transferable
Total Licenses	250 licenses
Available Licenses	101 licenses
License Usage	<div style="width: 60%;">60%</div>

Usage Summary for Last 15 Days**User Availability Breakdown****Average Typing Speed Improvement**

competitor:

typing ace

“your typing tutor for schools and companies”

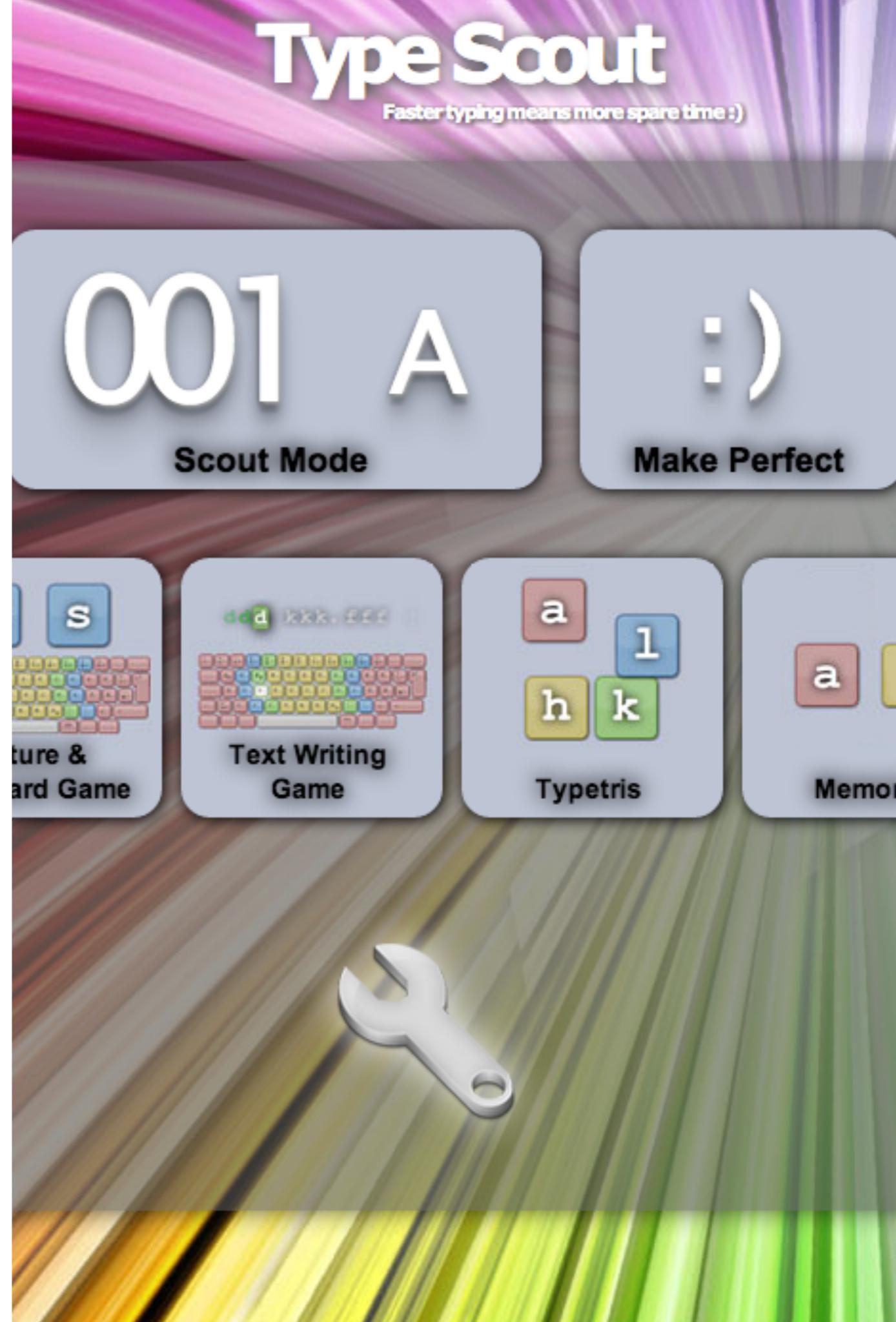
<http://www.typingace.com>

type scout

<http://www.typescout.net/>

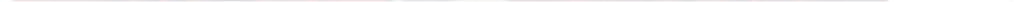
let's go:

- able to choose typing skill level
- too many: 5 skill levels instead of 3
- modes/choices are unclear
- modes' icons further decrease clarity
- way too many options for game setup
- options for game setup are unclear/not explained
- after game, 'global' high scores are displayed 1st- why?
- results page- 'per 10 min' what is that
- no way to go directly to new challenge/next level after completing game
- 3 stars, but what do they mean?
- got subscription request after game- 1st I saw of this.. only \$12/yr
- results page renders handy chart, but can't save/export



EverFi Joins Forces with **Pharrell Williams** on Community Education Initiative

**From One Hand To
AnOTHER**



Our Unique Model

We partner with Fortune 500 companies and leading foundations to bring cutting-edge education technology to communities at scale, free of cost to K-12 schools. In addition, over 500 colleges buy our technology and services directly.



7 Million Students Certified

EverFi is adding new schools to its growing network of more than 8,000 K-12 and higher education institutions.

[Bring EverFi to your school or campus](#)



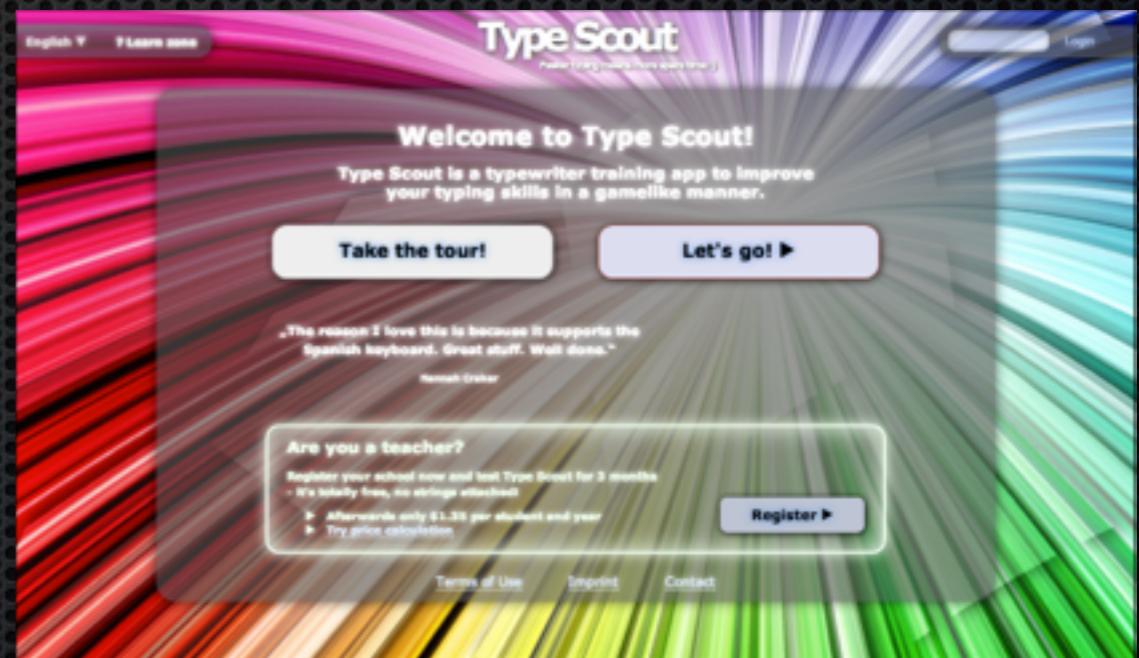
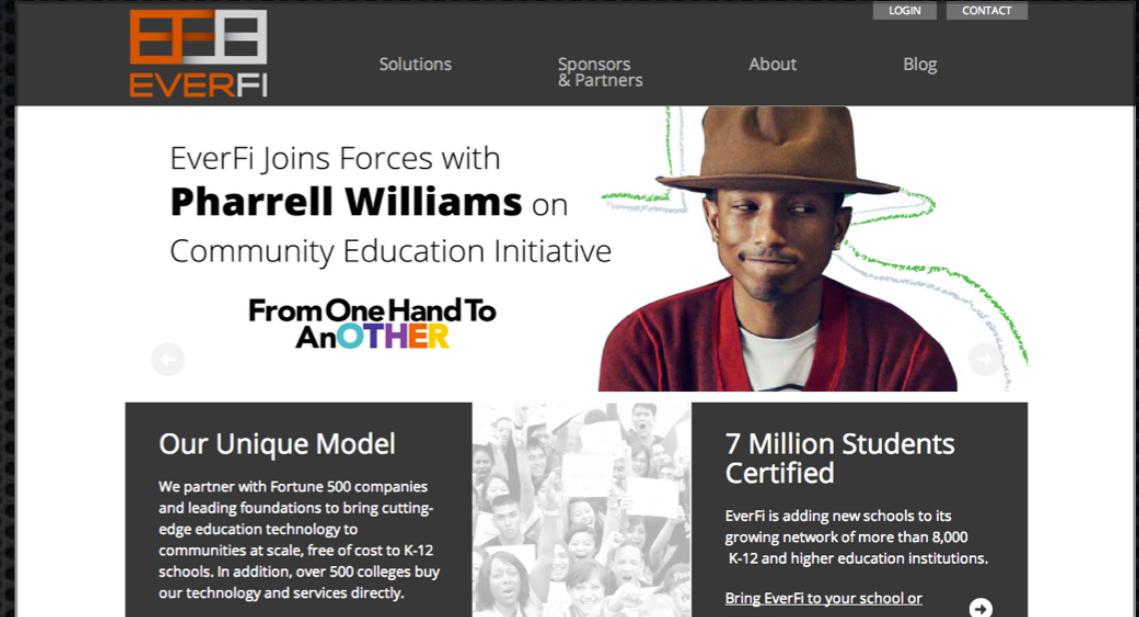
competitor:

everfi

<http://www.everfi.com/>

takeaways

- simple UI is good UI
- reporting is important, but filtration is key
- balance options, customization, and ease of navigation



Competitive Analysis Cont'd.

User Research

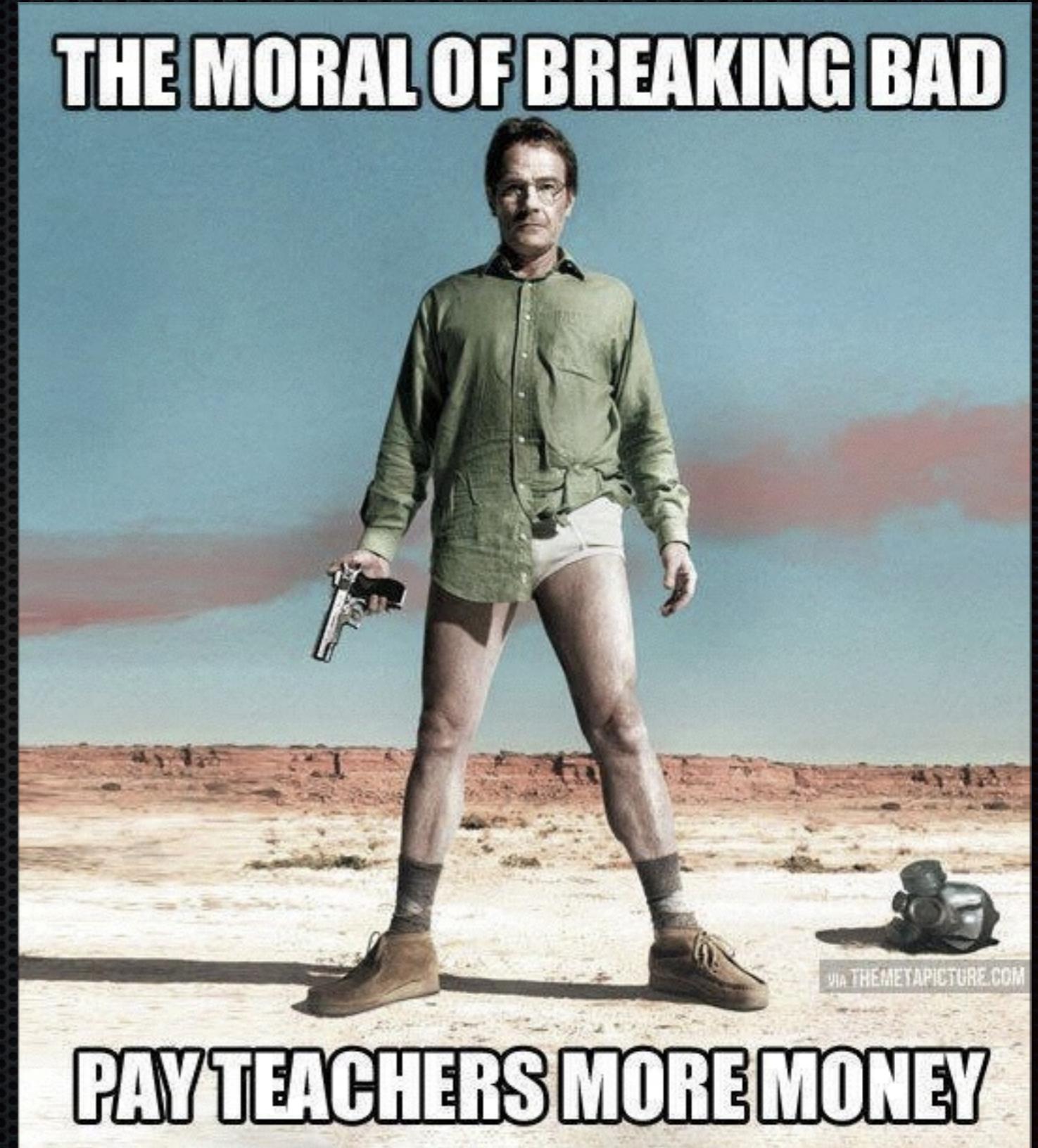
8 interviews
10 answered surveys

- 1-25 yrs teaching experience
- schools are adopting more tech
- lots of bottom-up effort
- “not enough hours in a day”



Issues + Pain Points

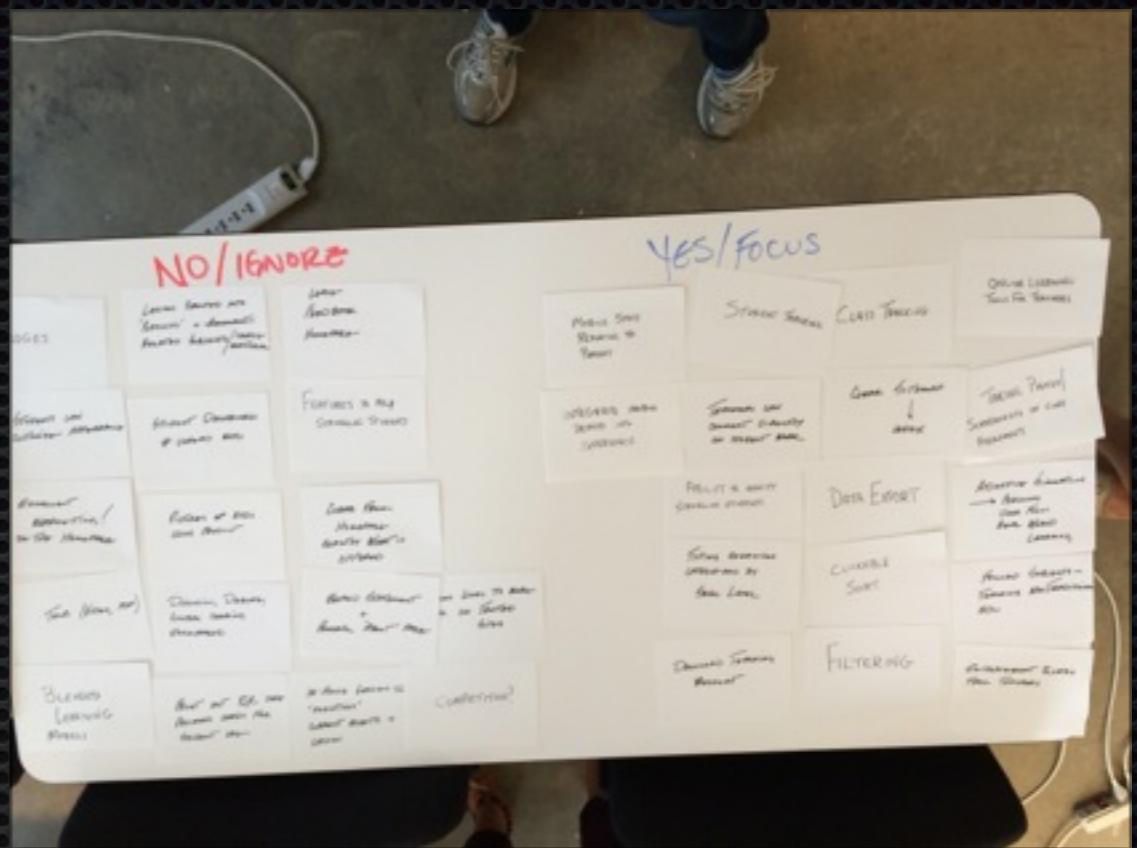
- high learning curve of new tech
- highlight student outliers
- difficulty replicating actions- easier UI



Process

- user research
 - card sorting
 - IA analysis
 - wireframing
 - user testing
 - prototyping

multi iterations



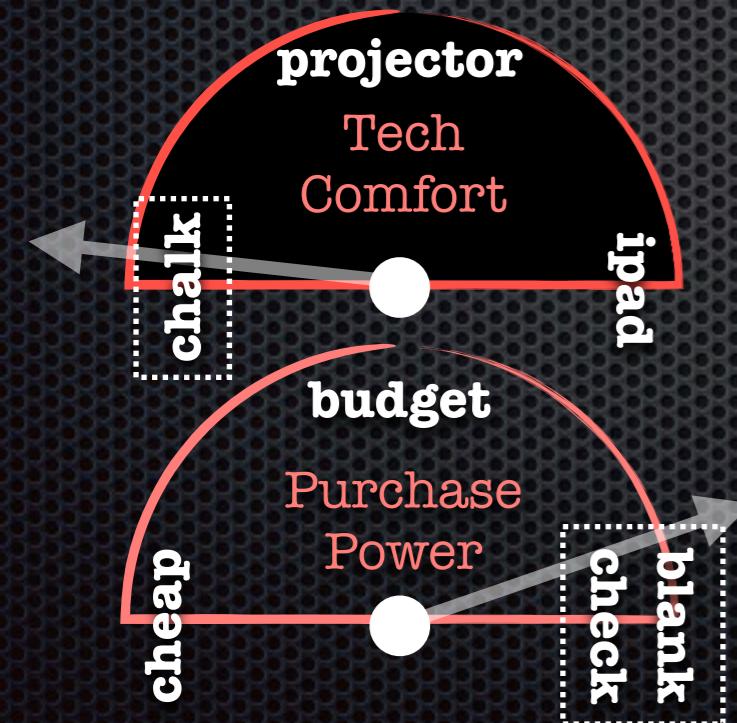
persona overview: teachers

Sister Sledge, 62

Bitter Old Bat:

40 yrs experience

- admin. position
- focus: 3rd-5th
- 250 kids
- Catholic school

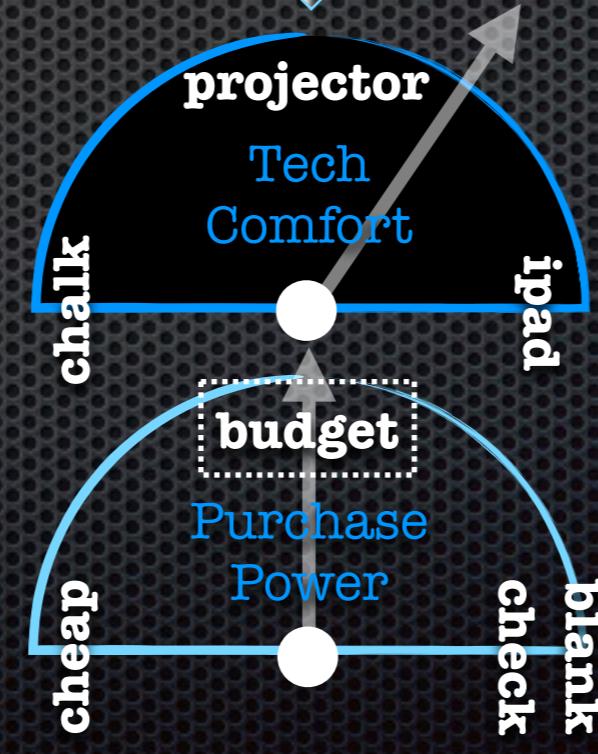
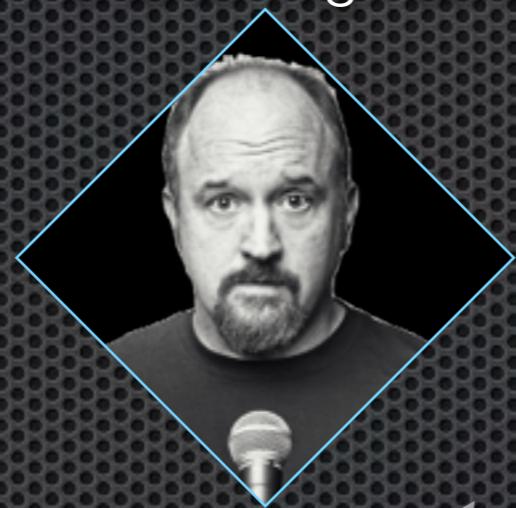


Louie Kaiser, 38

Caring Instructor:

10 yrs experience

- teaches: 12th
- focus: 15 kids
- solo bottom-up effort
- charter high school

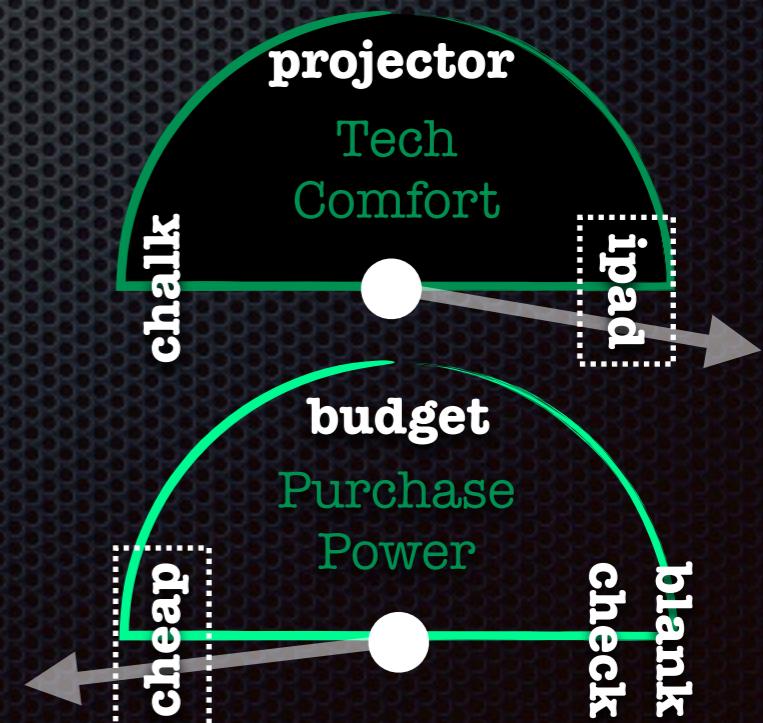


Soshanna Pluto, 25

Inner City Hipster:

2 yrs experience

- teaches 6th-8th
- focus: 50 kids
- public middle + high school campus



you want me to
buy **what**!?

administrator

Mother Superior
catholic school: k-8th, 500 kids
Malibu, CA

sister sledge

GOALS

- monitor progress of 3rd-5th, 250 kids
- justify purchase of new tech via reports
- easy integration of tech

PAIN POINTS

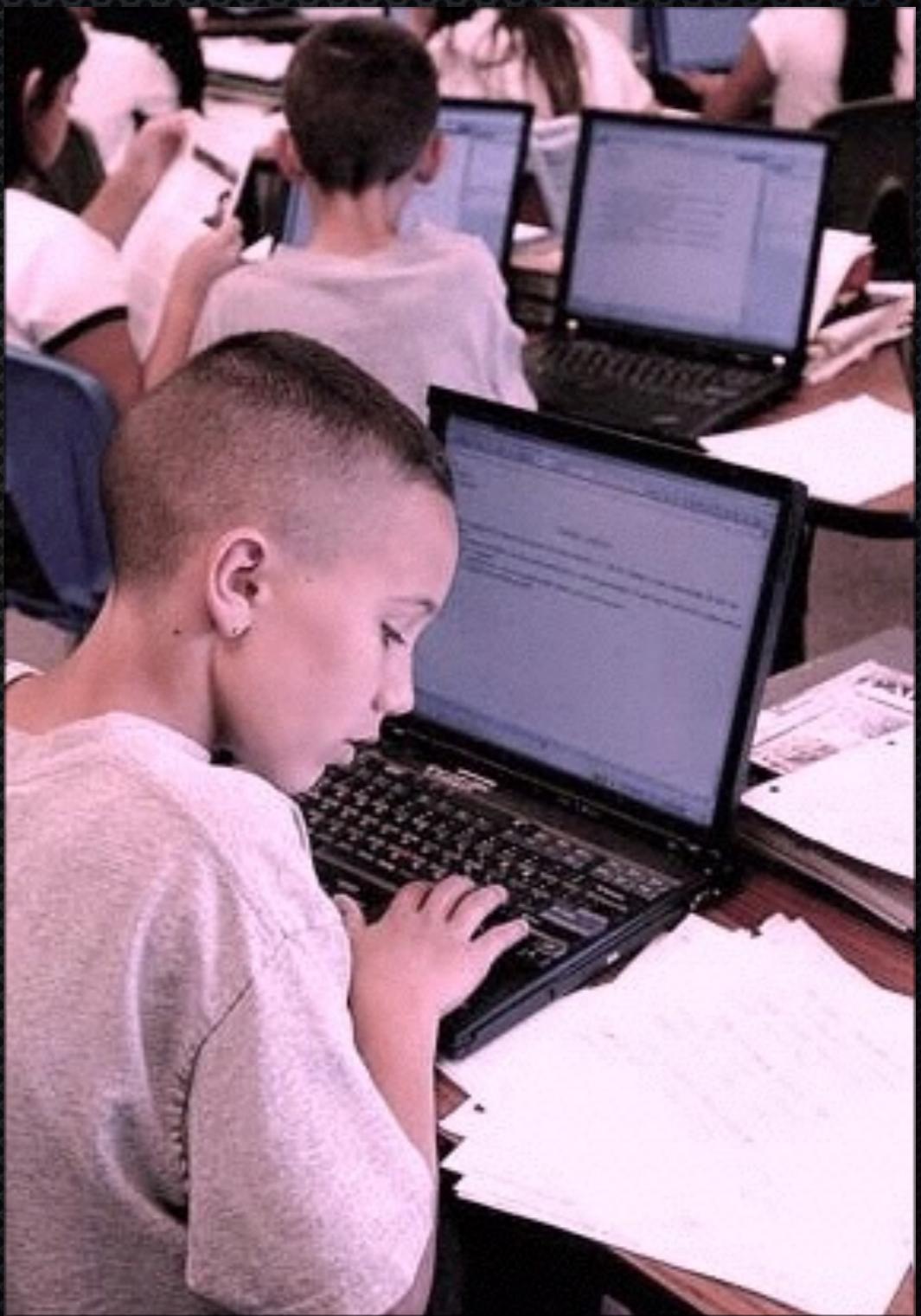
- high tech learning curves
- students distracted by tech
- teachers leaning on tech



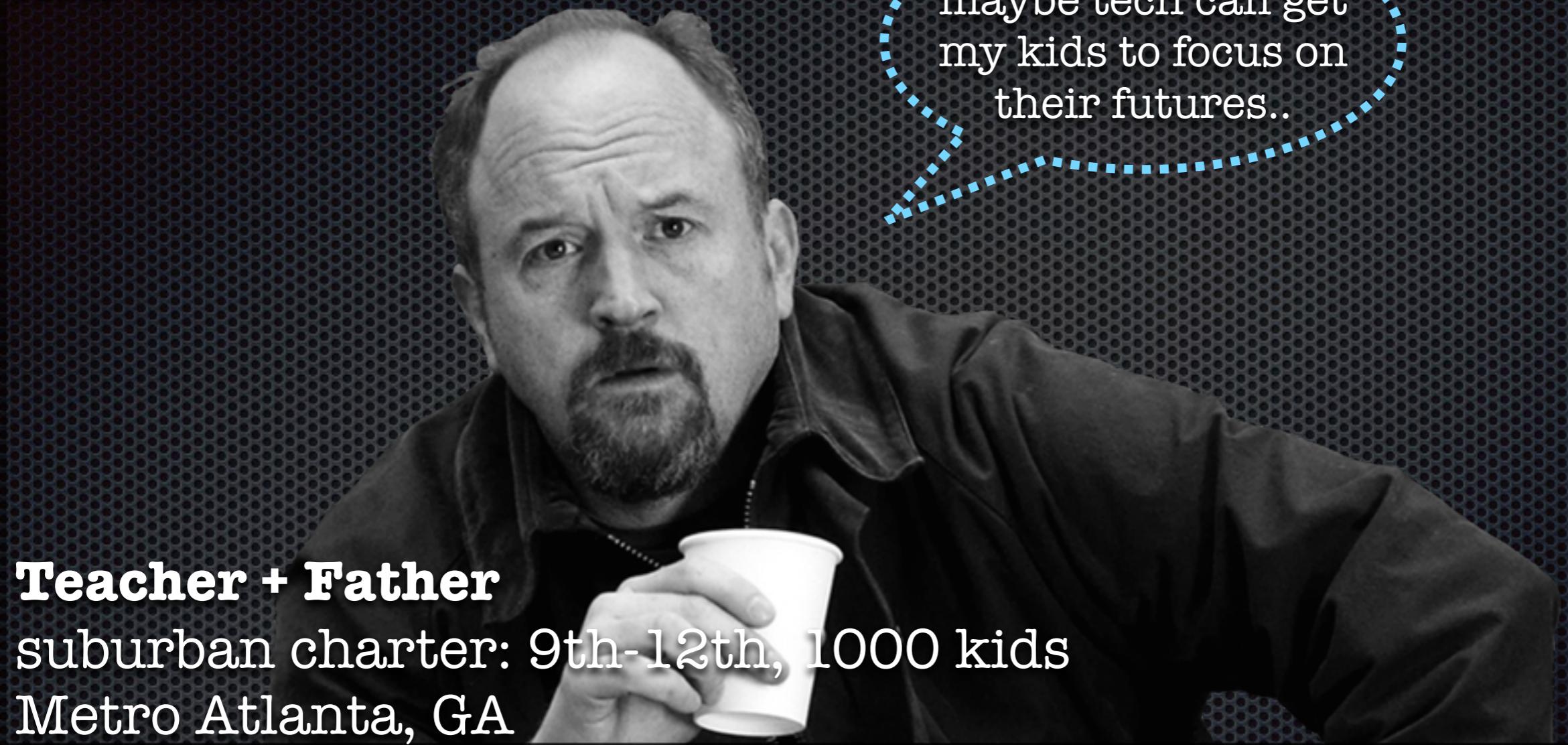
scenario:
sister sledge

i can't believe the
district is forcing my
me to use this tech..

it better be worth my
money.



new user



Teacher + Father

suburban charter: 9th-12th, 1000 kids
Metro Atlanta, GA

louie kaiser

GOALS

- increase typing speed and skill of 15 seniors
- closely monitor student progress
- evangelize TC to staff (bottom-up)

PAIN POINTS

- not knowing where/how to start
- non-collaborative teachers
- lack of diverse teacher resources

scenario:
louie kaiser

to be college ready, my
kids have to learn to
type at 50 WPM by
graduation..



veteran techy



like.. if I could get
Apple to sponsor my
students..

Hipster World Changer

inner city campus: 6th-12th, 5000 kids
Chicago, IL

soshanna pluto

GOALS

- quickly identify student outliers
- school adoption of TC
- online teacher network

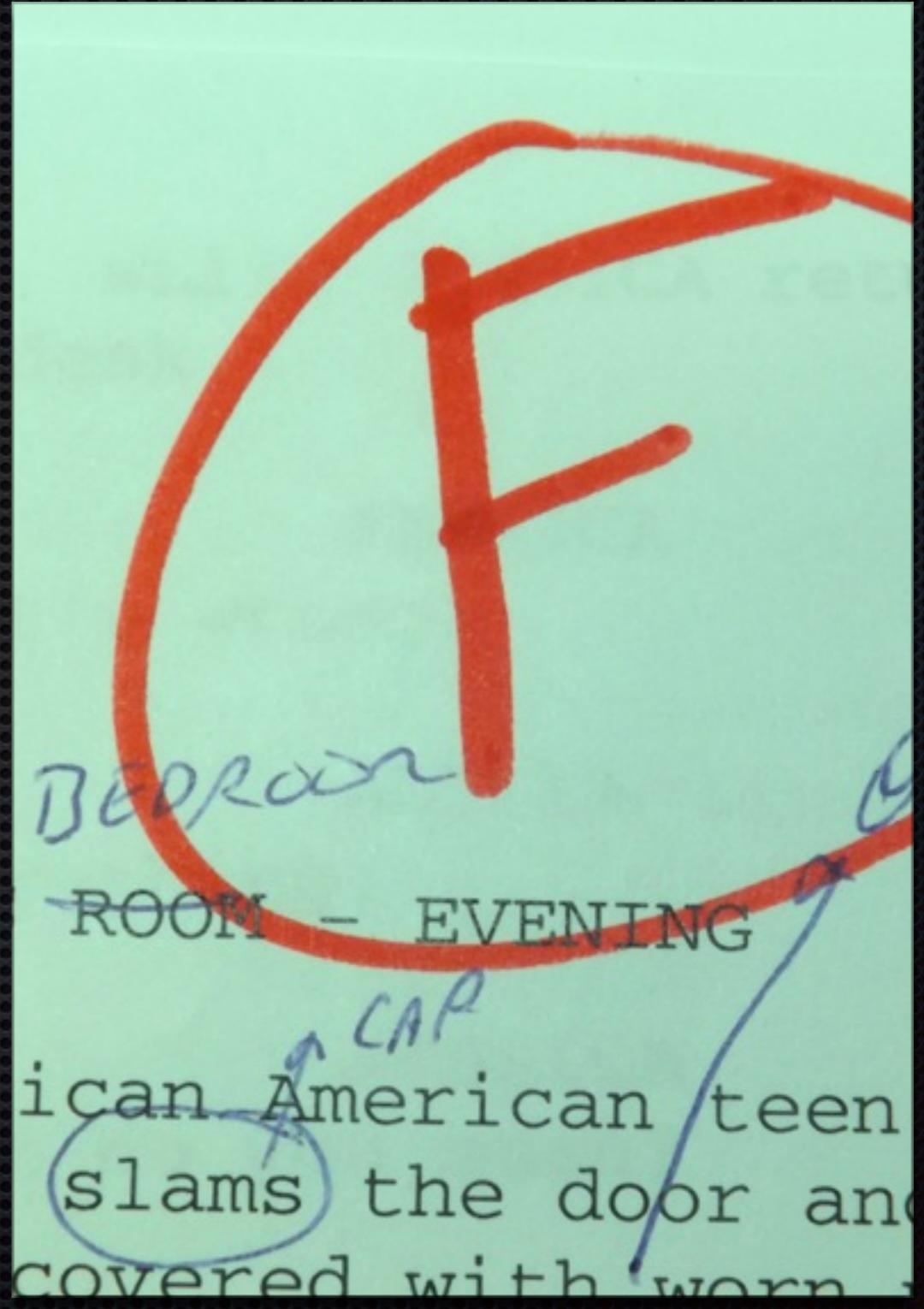
PAIN POINTS

- non-adoption of tech
- non-engaged students
- teachers not leaning on tech

scenario:
soshanna pluto

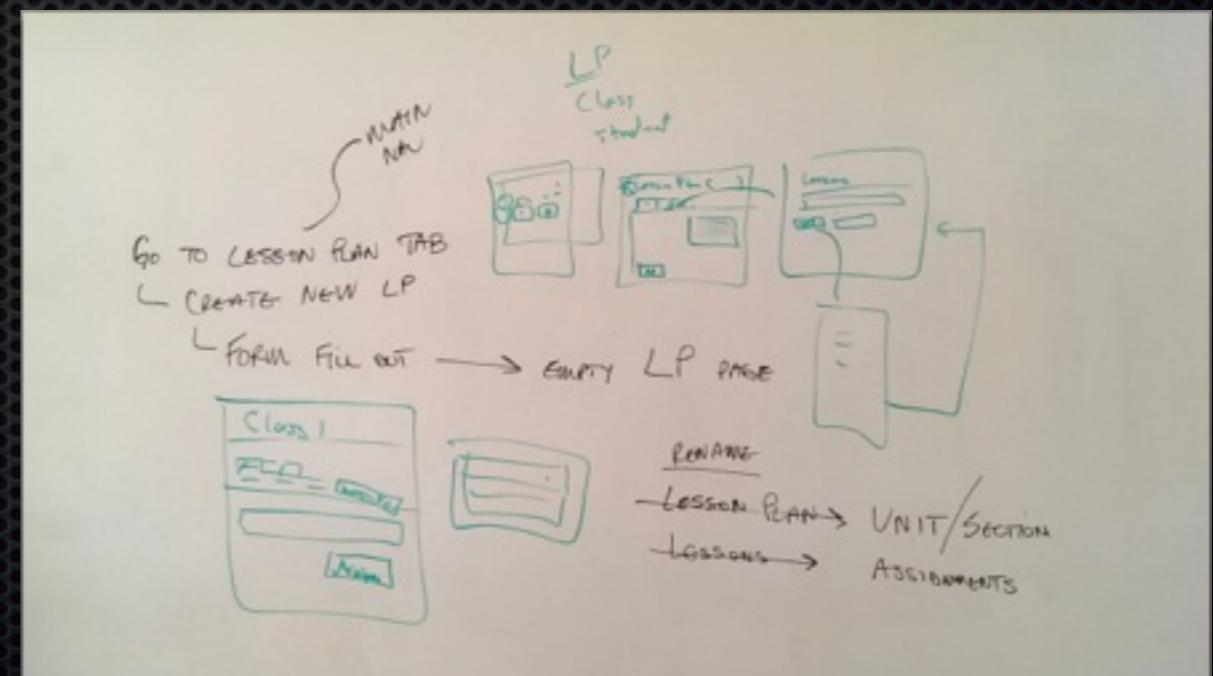
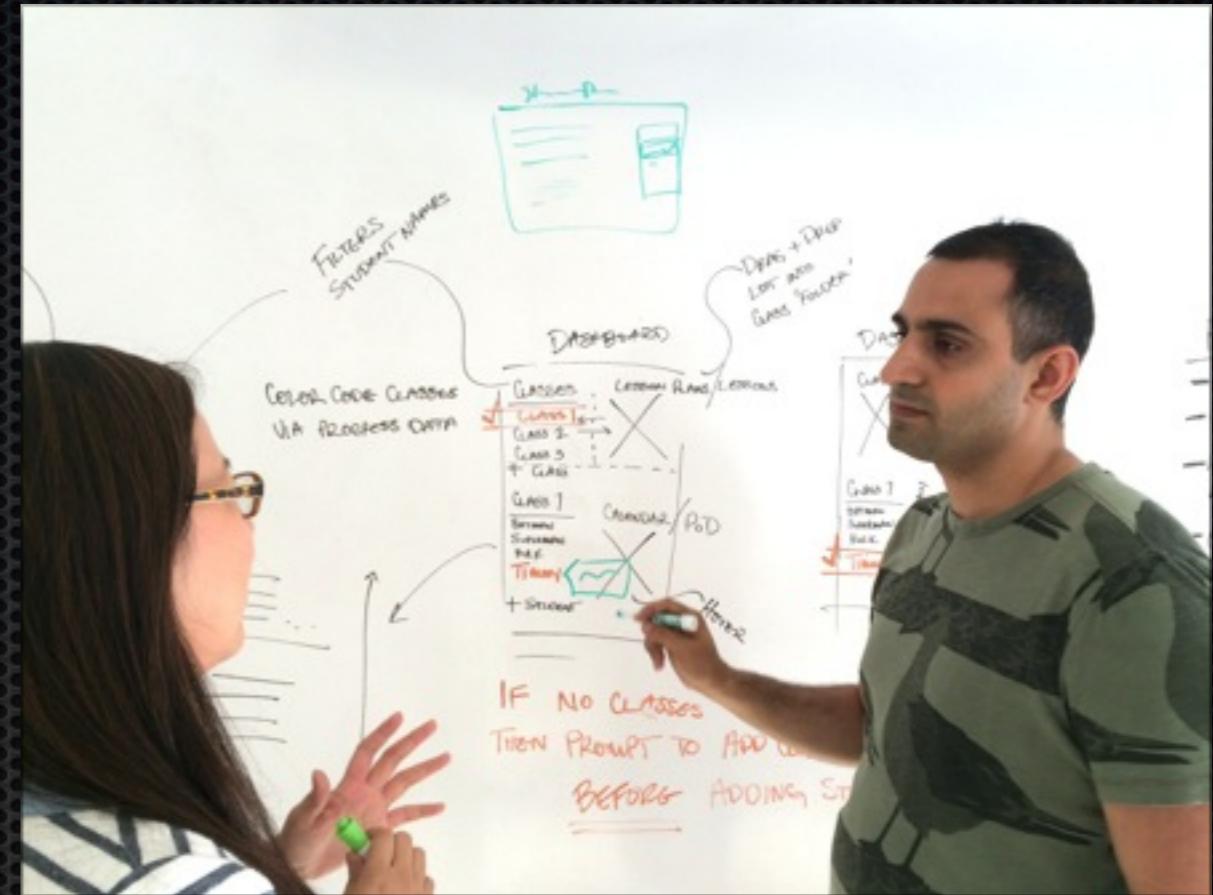
tech can literally save my students from failure..

we need to incorporate as much of it as possible into the crumbling school system.. ASAP.

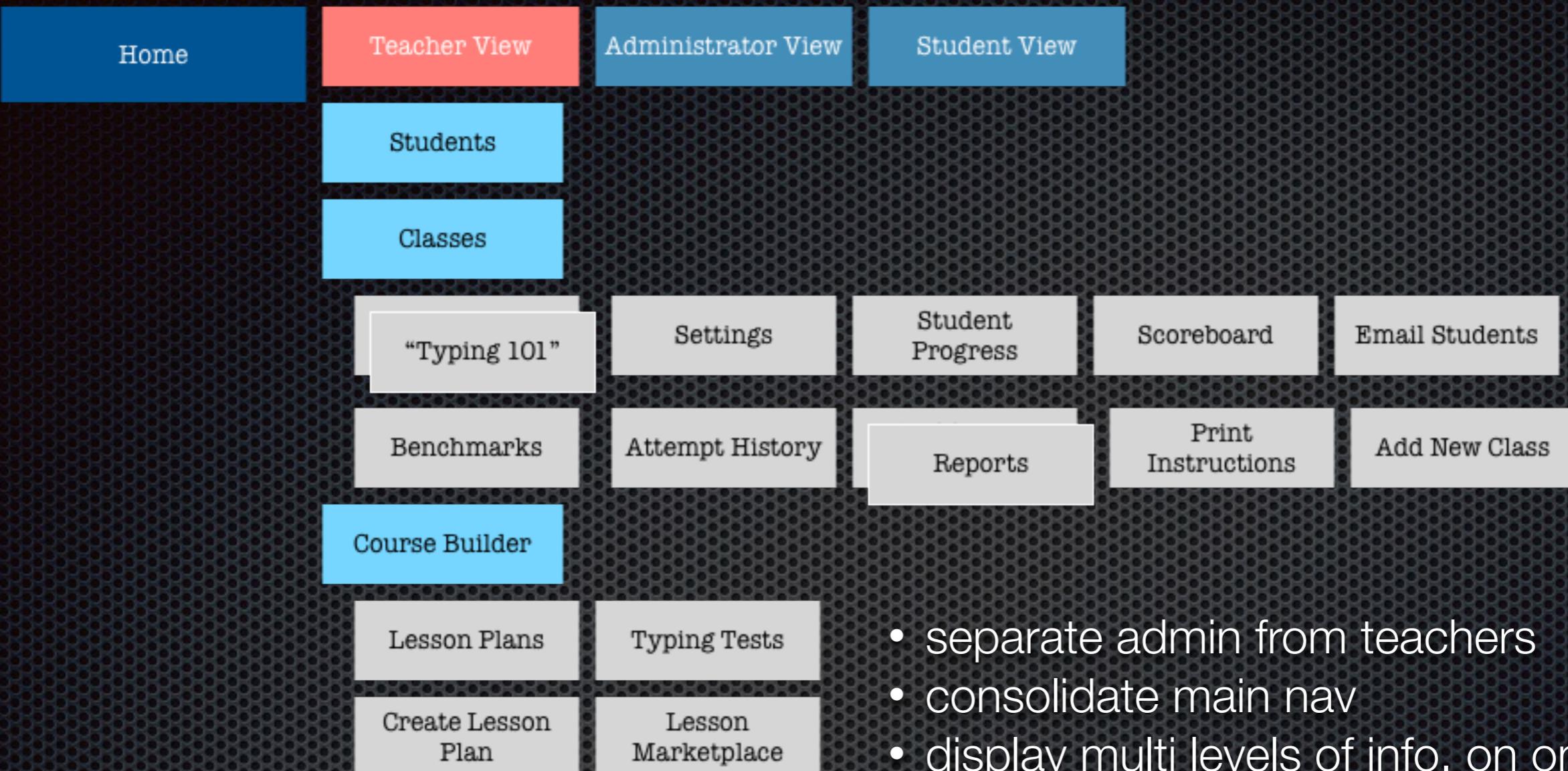


Client Design Studio

- “actionable items”
- “useful data”
- “less digging”
- organize options, don’t reduce
- consolidate main navigation
- prime real estate



Typing Club Main Navigation



Separate Administrator and Student Views

- separate admin from teachers
- consolidate main nav
- display multi levels of info. on one screen

Global Navigation

About

Contact Us

Settings

Support

Product Updates

New Information Architecture

Wireframes: Class View

LOGO Name of School Teacher Portal

Support Product Updates Welcome, Name ▼

Dashboard Classes Course Builder Students Settings

+ New Class

Home > Classes > Class 1 Name - Grade

Class 1 Name - Grade Class 2 Name - Grade Class 3 Name - Grade

Edit Class Delete Class Email Students Print Instructions

Assigned Lesson Plans:

Typing Basics 🔐

Average Time Spent
36:23

30 WPM 94.4%

QWERTY-EN 🔐

Average Time Spent
24:15

Average Speed
35 WPM

Average Real Accuracy
90.7%

Lesson Performance Details:

Student Progress Attempt History Scoreboard

Class Reports:

Time Report Shows the amount of time each student spent practicing on a weekly basis.

Daily Time Report Shows the amount of time each student spent practicing on a daily basis.

Summary Report Shows a summary report of all activities by your students during a given time span.

Lesson Details:

Lesson Details Student Progress Attempt History Scoreboard

Lesson Performance Details:

Student Progress Attempt History Scoreboard

Class Backtracks:

Requires Backspace: YES NO

Skip Ahead: YES NO

Backspace Allowed: YES NO

Save

Wireframes



LOGO Name of School Teacher Portal Support Product Updates Welcome, Name ▼

Dashboard Classes Course Builder Students Settings <<

Home > Classes > Class 1 Name - Grade > Weekly Activity Report

[Class 1 Name - Grade](#) [Class 2 Name - Grade](#) [Class 3 Name - Grade](#) [+ New Class](#)

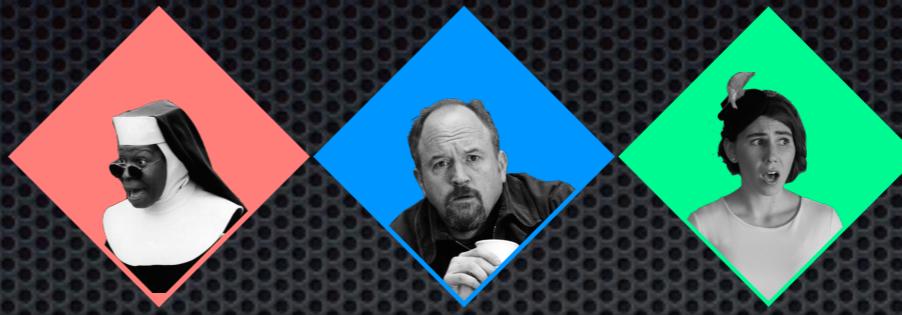
Weekly Student Activity Breakdown

From Date: 07/21/2014 To Date: 08/04/2014 [Update Report](#)

Highlight if practice time was less than: [Do not highlight](#)

First Name	Last Name	07/21 to 07/28	07/28 to 08/04
Abril	Garcia	0	0
Adriana	Ruiz	0	0
Alan	Osuna	0	0
Aracely	Espinoza	0	0
Christine	Pineda	0	0
Daniel	Valdez	0	0
Daniel	Macias	0	0
Dante	Ramirez	0	0
Dayana	Quinones	0	0
Denilson	Lopez Varela	0	0
Emily	Diaz	0	0
Emily	Villarino	0	0
Eric	Humbert	0	0
Erik	Vazquez	0	0

Scoreboard



Name of School Teacher Portal



Support

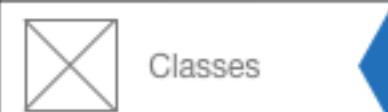


Product Updates

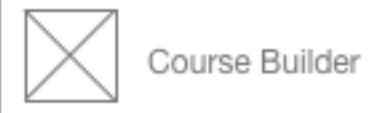
Welcome, Name ▼



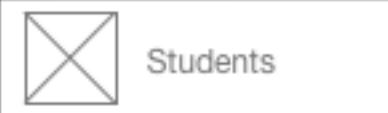
Dashboard



Classes



Course Builder



Students



Settings



Home > Classes > Class 1 Name - Grade > Typing Basics Lesson Scoreboard

Class 1 Name - Grade

Class 2 Name - Grade

Class 3 Name - Grade

+ New Class

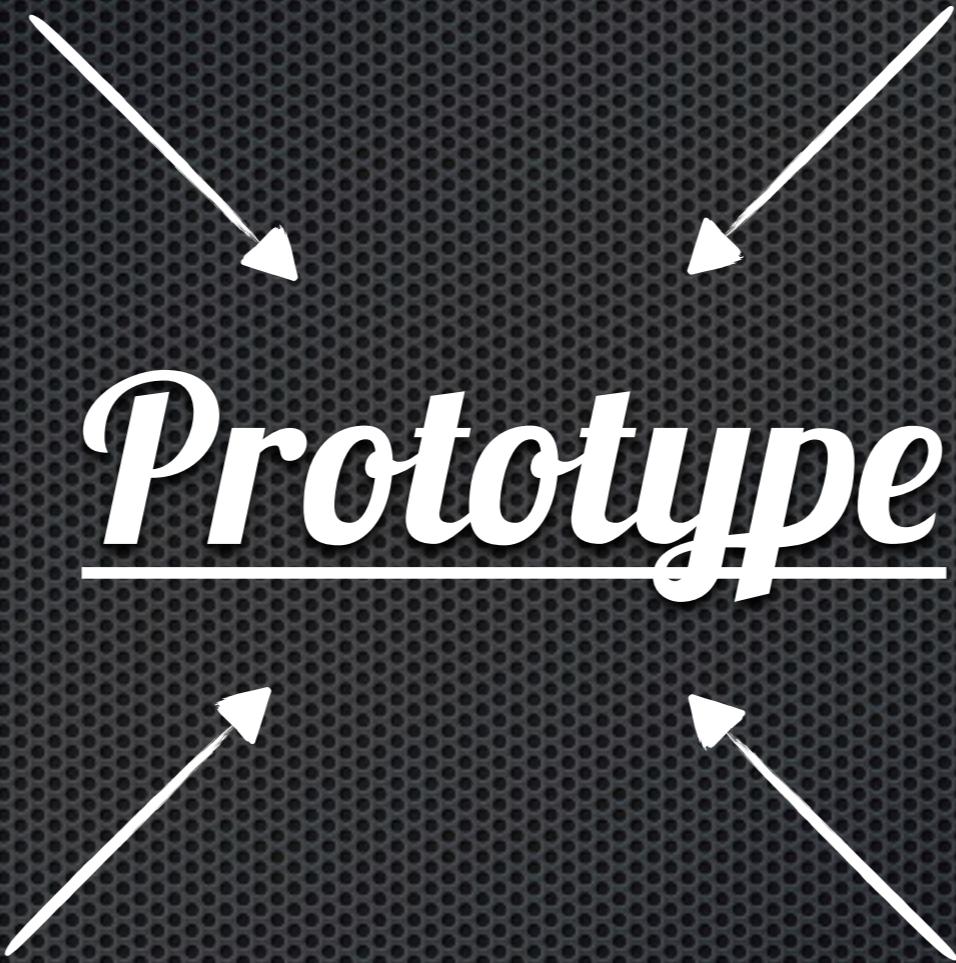
Typing Basics Lesson Scoreboard

This page will provide you with a summary of every student's performance. To view the performance of each student individually click on "Per Lesson" button.

 [Export Scoreboard](#)

Name	Student ID	Difficulty	Score	Stars	Practice Time	Attempts	Avg Accuracy	Avg Speed	Progress		
Presilla Rojas	141105	Normal Difficulty	304,838	488	11:44:36 Hours	1058	56%	18 WPM	100%	Per Lesson	Clear History
Ray Hernandez	167312	Normal Difficulty	297,080	475	05:18:39 Hours	735	73%	24 WPM	98%	Per Lesson	Clear History
Keanny Avila	166951	Normal Difficulty	270,822	441	06:58:29 Hours	490	65%	21 WPM	100%	Per Lesson	Clear History
Christine Pineda	141274	Normal Difficulty	247,791	405	04:13:38 Hours	471	58%	18 WPM	84%	Per Lesson	Clear History
Daniel Macias	163317	Normal Difficulty	215,870	379	03:26:38 Hours	263	88%	26 WPM	77%	Per Lesson	Clear History
Julia Aarons-Stridh	142500	Normal Difficulty	208,742	357	03:04:33 Hours	202	67%	16 WPM	90%	Per Lesson	Clear History
Eric Humbert	170003	Normal Difficulty	189,677	326	03:54:59 Hours	240	70%	16 WPM	90%	Per Lesson	Clear History
Karina Ortega	137343	Normal Difficulty	178,370	301	02:14:43 Hours	181	80%	23 WPM	67%	Per Lesson	Clear History
Adriana Ruiz	145030	Normal Difficulty	163,325	300	03:43:55 Hours	315	60%	12 WPM	79%	Per Lesson	Clear History
Pamela Cabezaz	137224	Normal Difficulty	157,155	289	03:38:16 Hours	324	68%	16 WPM	67%	Per Lesson	Clear History
Aracely Espinoza	140789	Normal Difficulty	154,441	288	03:15:05 Hours	165	79%	18 WPM	79%	Per Lesson	Clear History

Prototype



Mockup

 Dashboard Classes Course Builder Students Settings

Home > Classes > Class 1

 Search ...

Grade Class 1



Grade Class 2



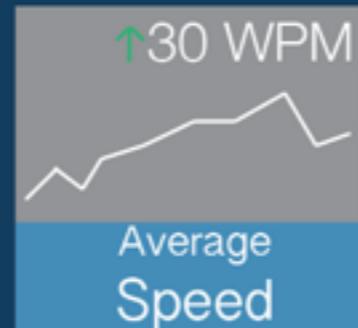
Grade Class 2



Edit Class

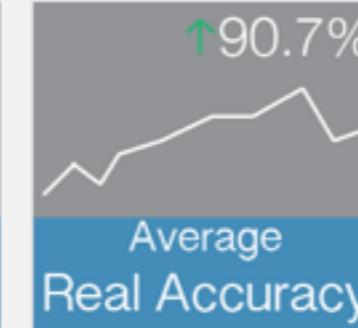
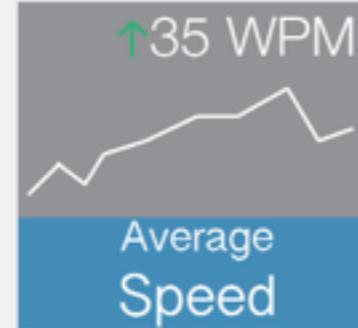
Assigned Lesson Plans:

Typing Basics



Typing Basics Performance Details:
Student Progress
Attempt History
Scoreboard

QWERTY-EN



QWERTY-EN Performance Details:
Student Progress
Attempt History
Scoreboard

Class Reports:



Class Benchmarks:

Base Required WPM: 

Allow Skip Lessons: Yes No

Backspace Allowed: Yes No

 Email Students Print Instructions Delete Class

Recommendations:

1



MAKE KEY FEATURES
easier for teachers to find:

- ◆ Reports
- ◆ Student Progress
- ◆ Attempt History
- ◆ Scoreboard
- ◆ Class Settings

2

RESTRUCTURE AND CONSOLIDATE
INFORMATION

to reduce extra navigation and sub-navigation.

Benefits for Typing Club

1

RE-ORGANIZING THE **INFORMATION ARCHITECTURE**

leads to a new site structure
more aligned to Typing
Club's future plans.

2

SHOWS USERS THAT YOU
ARE LISTENING
to their feedback and
addressing their needs.

3

LESS TIME SPENT RESPONDING
to help tickets and more time to focus on
growing the business.

Next Steps

EdClub
A Better Educational Platform

HOME SUPPORT REGISTER

TypingClub for schools and districts

TypingClub is a popular online keyboarding software. You can setup your school or district to use TypingClub via the EdClub platform.



EdClub

“a better educational platform”

- restructure IA for admin + student views
- prioritize teacher feedback from tickets
- market + evangelize brand success

questions?

Jeanna Kim @jskim1122
Julia Christian @kerouacdon
Nina Baliga @nbaligal

Index





TypingClub

[free] touch typing tutorial

g+1 4.2k

f Like Share 10k

Rate



what is this program?

This online program will assist you with learning and improving your typing speed!

how does it work?

Practice each lesson over and over to at least get all three stars. It really doesn't take much to learn, a few minutes a day for one to two weeks and you will be a pro!

Using this program, your typing speed will reach 10 to 12 words per minute rather quickly. From there practice on your normal typing activities to increase your speed to 40 - 90 words per minute.

typing club

“learn and improve your typing speed!”

Get Started

Schools

Support

Login

Learn Touch Typing

Is It really free?

Yes. TypingClub is (and will always be) 100% free, ad free, Spam free, etc. If you enjoyed it, please blog, tweet or otherwise link to TypingClub.

do I need an account?

You do not need to create an account. However, as you go through the lessons, you will get prompted to create an optional profile in order to save your progress.

Get Started »

<http://www.typingclub.com>

typing club feature analysis

model:

- freemium - free for standard version, subscription for school version

strengths:

- clean and simple UI Design and engaging features and interactivity like earning stars and badges
- scalable business plan

weaknesses:

- product is disjointed between district level and teacher level features because the original product was not built for the scalable vision they have uncovered.

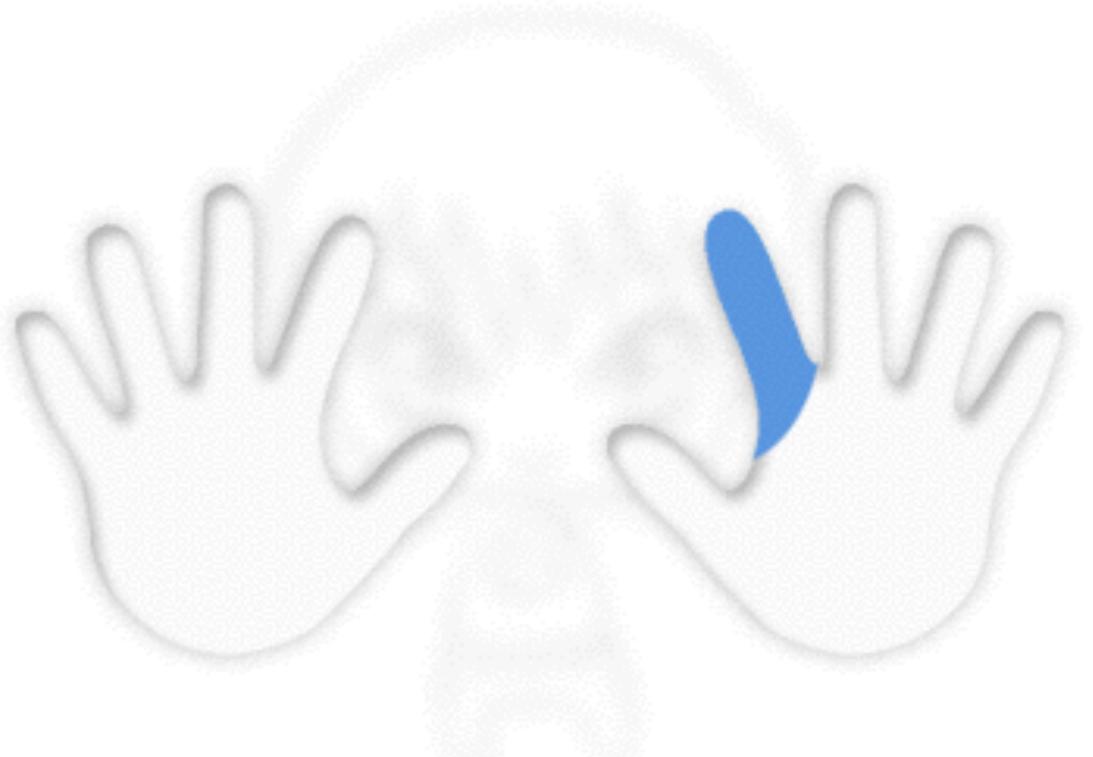
opportunities:

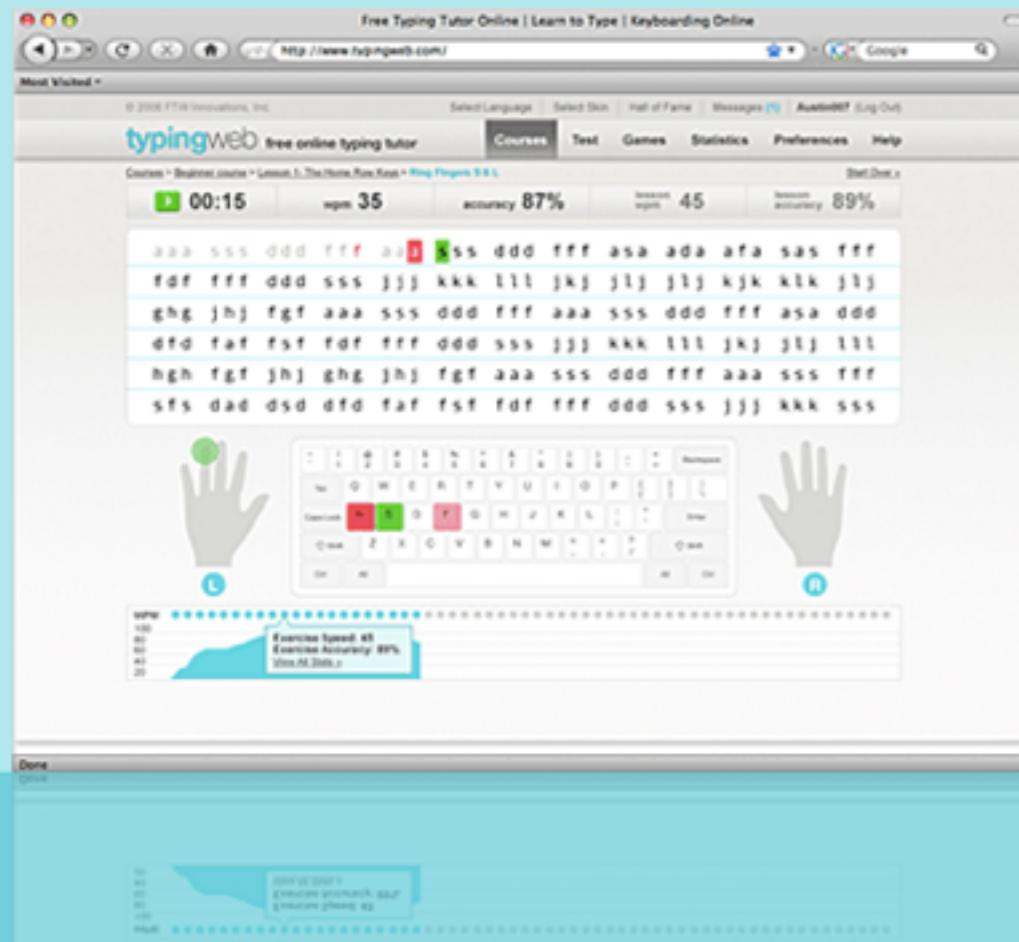
- since they are looking to rebrand, opportunity to create scalable structure for future line of products

threats:

- online education market is crowded
- competitors have similar products so it is important to find ways to use the company's strengths to differentiate

r r r u u r u r
r u u r u r u u
r r u u r u r u





Learn to Type *Free*

TypingWeb is a free online **typing tutor & keyboarding tutorial** for typists of all skill levels. TypingWeb includes entertaining typing games, typing tests, and free official typing certification.

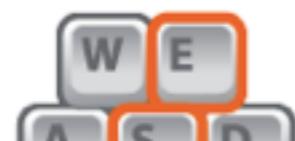
- ✓ Completely Free
- ✓ Perfect for All Ages
- ✓ Lessons for All Skill Levels

[Start Typing »](#)[Teachers Start Here »](#)

No account? [Sign Up Free »](#)

Join over 5 Million Students & 100,000 Teachers

Teach Typing in Your School or Home



competitor:

typing web

“perfect for all ages and skill levels”

Typing Blog

Sneak Peak: TypingWeb's New Look

Here's a sneak peak at TypingWeb's new design, which boasts a sleek modern look, new skins, and welcome new features to



<http://www.typingweb.com>

your students.

typing web feature analysis

model:

- freemium - ads on free version, pay for ad-free version

strengths:

- break up the login structure on the home page into student portal and teacher portal

weaknesses:

- cannot customize lessons, create new lessons or assign lessons to students within the application
- feels like this product is used to get people to switch to Typing Ace.

opportunities:

- teacher portal has a very simple navigation and interface

threats:

- product UI design is not as good as Typing Club's and does not have as many customization opportunities for teachers but otherwise the product has very similar features

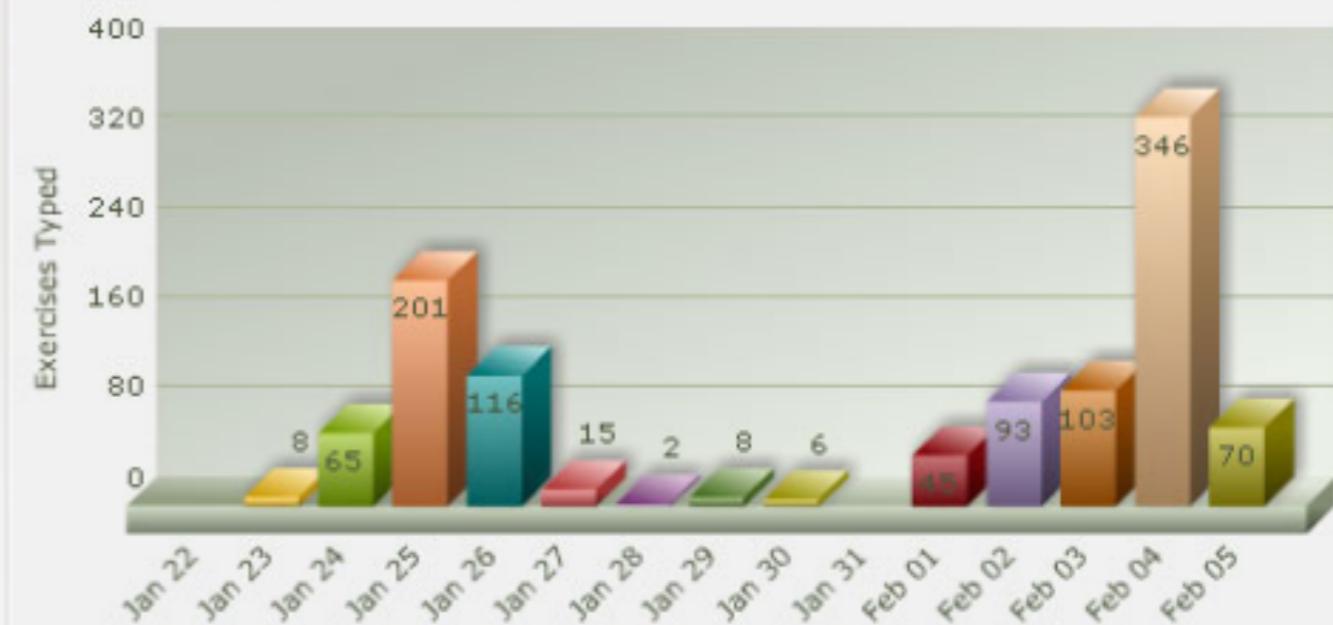
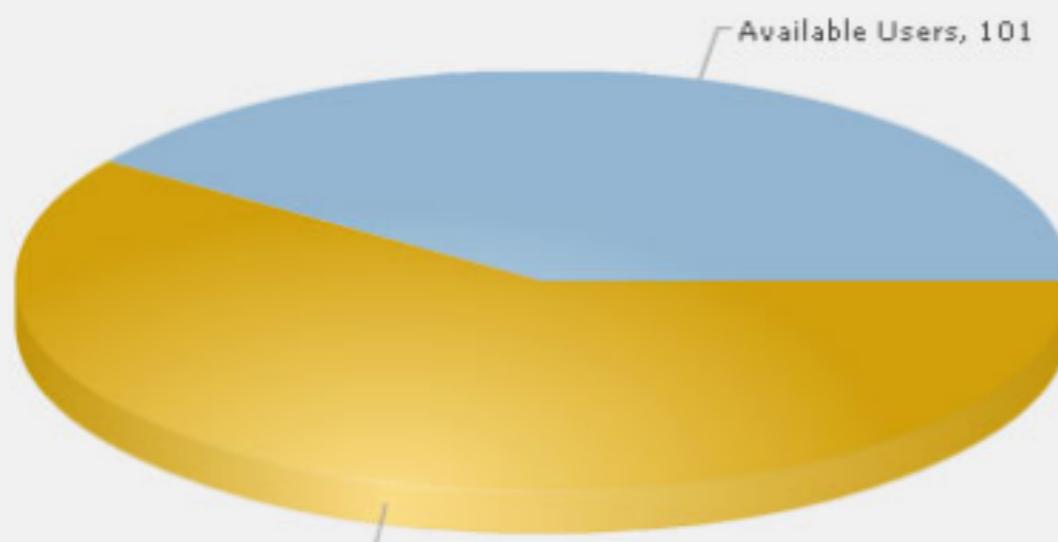


TypingWeb Blog
blog.typingweb.com

Loading blog posts

License Overview

Organization	California School District
License Code	RISIAN ITH
Status	Awaiting Payment
License Since	09/22/2006
Expiration	10/10/2009 (in 246 days)
Licensing Typing	Transferable
Total Licenses	250 licenses
Available Licenses	101 licenses
License Usage	<div style="width: 60%;">60%</div>

Usage Summary for Last 15 Days**User Availability Breakdown****Average Typing Speed Improvement**

competitor:

typing ace

“your typing tutor for schools and companies”

<http://www.typingace.com>

typing ace feature analysis

model:

- subscription - free 15 day trial with 20 student accounts

strengths:

- break up the login structure on the home page into student portal and teacher portal
- many tools for teachers/district admins

weaknesses:

- UI design and interactivity feels very uninspired, product has all of the features that it needs to have but it's not really designed in an exciting way

opportunities:

- teacher portal has a very simple navigation schema and interface
- it is clear how teachers/district admins should use tools

threats:

- product UI design is not as good as Typing Club's, but otherwise the product has very similar features to what Typing Club is trying to scale to.

Edit Lesson

Lesson Title:

Common Errors

Course: Intermediate

Introduction Text:

<p class="typinghelp">When typing the following drills, use fall asleep on the job!</p>

Exercise Title:

Trans-Position Errors: ew+we

Time Limit:

0 seconds

Accuracy Required:

92 %

Exercise Content:

crew blew chews re viewing stewing we flower showers all

Exercise Title:

Is this considered a date yet?

Time Limit:

0 seconds

Accuracy Required:

92 %

Exercise Content:

diet lien yield th relieve anxiety he either leisure for

Type Scout

Faster typing means more spare time :)

Welcome to Type Scout!

Type Scout is a typewriter training app to improve your typing skills in a gamelike manner.

Take the tour!

Let's go! ►

„The reason I love this is because it supports the Spanish keyboard. Great stuff. Well done.“

Hannah Craker

Are you a teacher?

Register your school now and test Type Scout for 3 months

- It's totally free, no strings attached!

- Afterwards only \$1.35 per student and year
- Try price calculation

Register ►

[Terms of Use](#)

[Imprint](#)

[Contact](#)

competitor:
type SCOUT
“faster typing means more spare time”

<http://www.typescout.net/en/>

type scout feature analysis

who are these people? where is the mission statement?

language selection:

- homepage displays type scout as international (but this does not holdup)

feedback:

- homepage shows english, but feedback selection + following forms are all in German

tour:

- carousel of quoted endorsements right below tour link
- tour is not video, but .pdf or .ppt- downloadable(?)
- text heavy
- tour = carousel of slides that move forward on their own with no way to pause/stop

learn zone:

- shows pictures of grade-school kids using type scout
- quoted teacher endorsements
- screenshots of teacher views
- printout QR password cards for login
- type scout showcase can be downloaded via .pdf
- teaching booklet can be downloaded via .pdf (in German only)

The screenshot shows a feedback forum interface. At the top, it says "Feedback" and "Idee einreichen". Below that, there's a list of ideas with their counts and descriptions. The first idea is "Ich schlage vor, dass man....." with 58 votes and a green status "gestartet". The second is "Performance charts" with 17 votes and a green status "gestartet". The third is "Man vorgegebene texte abschreibt" with 14 votes and a grey status "wird überprüft". The fourth is "In the baseline there is a character to much. a s d f g h j k l ; ' # the #" with 6 votes and a grey status "wird überprüft". The fifth is "Bessere computerstimme in Übung c" with 1 vote and a grey status "wird überprüft". At the bottom, there's a link "» Gehen Sie zu unserem Feedback-Forum (5 Ideen)".

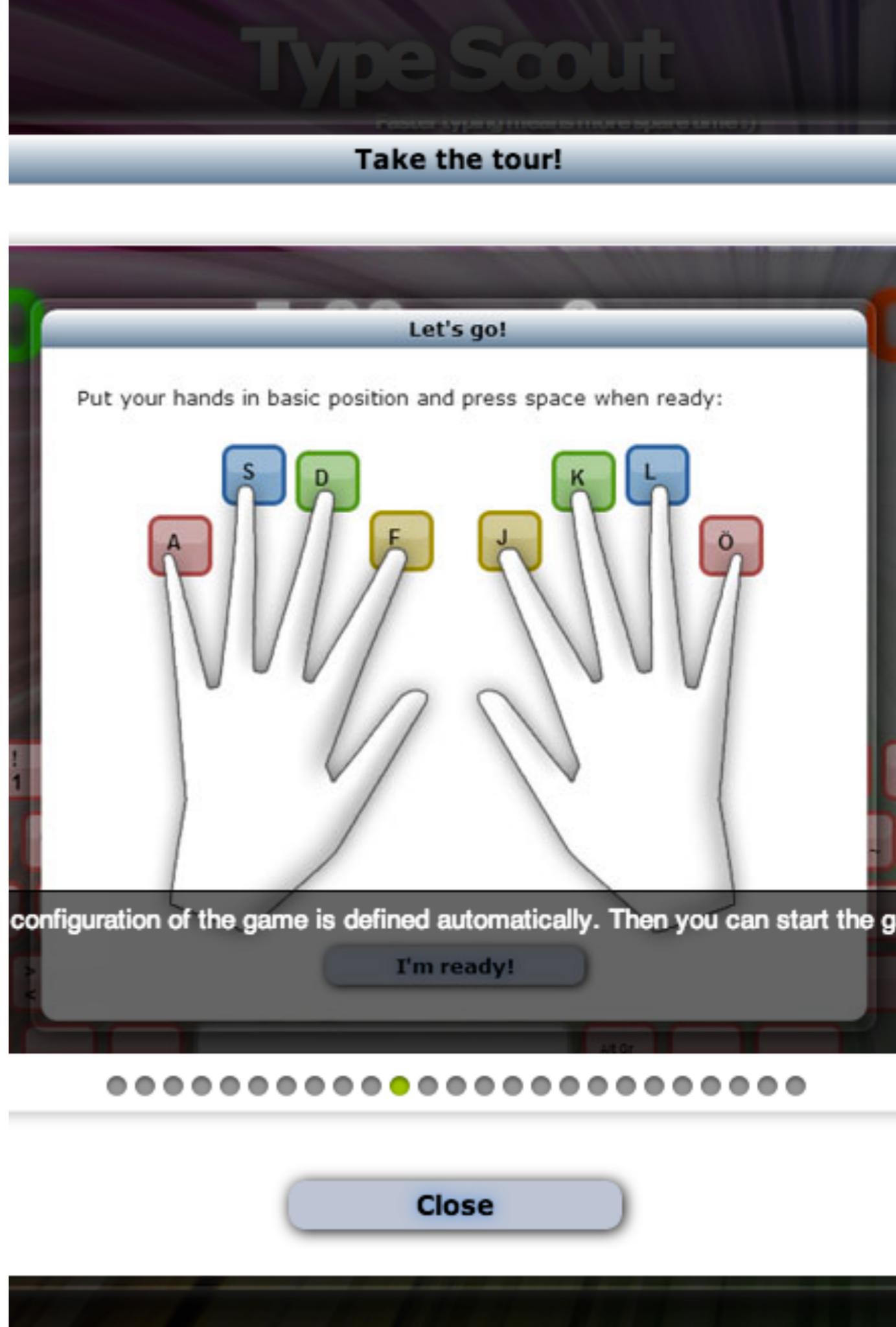
Idee	Voten	Status
Ich schlage vor, dass man.....	58	gestartet
Performance charts	17	gestartet
Man vorgegebene texte abschreibt	14	wird überprüft
In the baseline there is a character to much. a s d f g h j k l ; ' # the #	6	wird überprüft
Bessere computerstimme in Übung c	1	wird überprüft

powered by **uservoice**

type scout cont'd.

from tour content:

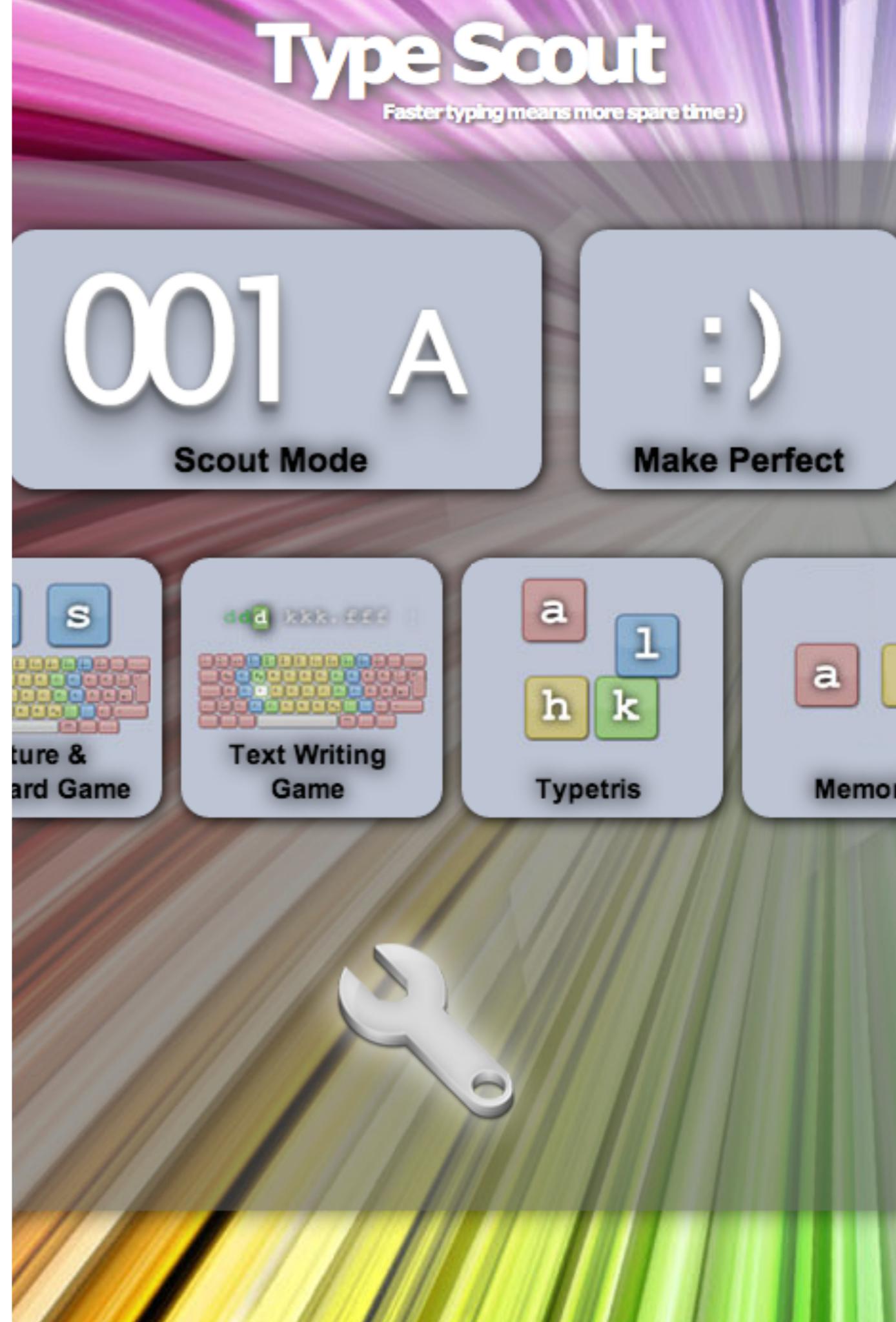
- no account id/username for login? only password shown
- lessons are called “games” and displayed as such
- games assoc. w/ learning keyboard letters seem to prioritized over actual typing out words (beginner focus)
- student dashboard shows messages- marked w/ counter for # of unread
- instructions for hand placement can be confusing- doesn't show keys in straight line as they appear on keyboard
- game config auto defined- not customizable by instructor?
- student content (lessons) are extremely gamified, but results of lesson are not
- results page is confusing
- option for student to delete lesson results? why?
- teacher view of student results too similar to what student sees (too basic)
- text writing training is confusing..
- nice that teachers can mark comments directly onto student work
- game/lesson interfaces for students are not consistent
- students are able to customize background of game/lesson (no more rainbow time warp)



type scout cont'd.

let's go:

- able to choose typing skill level
- too many: 5 skill levels instead of 3
- modes/choices are unclear
- modes' icons further decrease clarity
- way too many options for game setup
- options for game setup are unclear/not explained
- after game, 'global' high scores are displayed 1st- why?
- results page- 'per 10 min' what is that
- no way to go directly to new challenge/next level after completing game
- 3 stars, but what do they mean?
- got subscription request after game- 1st I saw of this.. only \$12/yr
- results page renders handy chart, but can't save/export





Rethink Education

Academic Earth was launched on the premise that everyone deserves access to a world-class education. In 2009, we built the first collection of free online college courses from the world's top universities. The world of open education has exploded since then, so today our curated lists of online courses are hand selected by our staff to show you the very best offerings by subject area. We also make sure there is something for everyone: whether you want to explore a new topic or advance in your current field, we bring the amazing world of academia to you for free.



WATCH THE VIDEO

Get Information from Top Accredited Schools

I want to pursue a...

select your degree level



Sponsored

Find Online Courses by Subject

Accounting

Business

Education

competitor:
academic earth
“give everyone on earth a world class
education”

<http://academicearth.org/>

academic earth feature analysis

- open courseware from top universities- why only tops?
- playlists combine relevant material, easily accessible
- combined with videos from in-house = ‘electives’
- electives are current/relevant (bitcoin, vaccines, etc.)
- discussion, global sharing + debate
- prioritized subjects are limited to business stuffs
- after clicking course subject, would like to see more detail about each one
- some courses have details, some don’t
- courses hosted on youtube.. then why use site?
- filter for degree trying to pursue is clearly marked ‘sponsored’, but should not even exist
- should be able to make own playlist/group courses into subjects
- what about action/course plan? goal setting?
- no accounts
- within course subject page, shows journals, scholarships, internships, assoc. orgs.
- features link does nothing
- great ‘about’ page
- sitemap is clear

Find Online Courses by Subject

Business

Marketing

Education

Psychology

[VIEW ALL SUBJECTS](#)

Online College Courses from Our Featured



Massachusetts Institute of Technology

235 COURSES

[VIEW ALL UNIVERSITIES](#)

Video Electives

EverFi Joins Forces with **Pharrell Williams** on Community Education Initiative

**From One Hand To
AnOTHER**



Our Unique Model

We partner with Fortune 500 companies and leading foundations to bring cutting-edge education technology to communities at scale, free of cost to K-12 schools. In addition, over 500 colleges buy our technology and services directly.



7 Million Students Certified

EverFi is adding new schools to its growing network of more than 8,000 K-12 and higher education institutions.

[Bring EverFi to your school or campus](#)



competitor:
everfi

<http://www.everfi.com/>

everfi feature analysis

- trying too hard to sell me something
- engaging, though- kids love Pharrell
- logo looks like a sidewalk stormdrain cover
- partner w/ fortune 500 companies, and it shows
- k-12 schools get it free, colleges must buy
- focused on edu subjects: \$, STEM, drugs, + civic duty
- info. is very high level
- offer 'rich assessment data' gathering to measure student progress
- students receive distinctive badges upon completion of classwork + whole course
- product details time duration
- 'adaptive simulations' act as persona/user flows for students to pretend real world
- grade school interface looks like Carmen Sandiego
- skeumorphic! edu does not match site
- high school edu plays more like training video than class
- blog

Verano...

EverFi is proud to introduce, *Verano - Summer Learning*, a new digital learning experience that focuses on mitigating summer learning loss through consistent educational engagement during the summer months.

[Read More.](#) 

PLATFORM

Digital
Education

Substance
Abuse
Prevention



Getting Started



Course Lessons



My Progress



My Problem Keys



Practice Library



News Headlines



Timed Writings



Games



Typing Tips



Help

FUN!

Welcome to the EduTyping Games Menu

Sit back and take a break from the Course Lessons by playing some cool typing games. These interactive games require your best typing skills to advance to new levels. Typing games are a great way to warmup your hands and fingers, learn eye-hand coordination, and increase your speed and accuracy.



Brain Letters

Type the letters as fast you can as they fall from the galaxy.



Fast Typer 1

Type as many 6 letter words as you can in 60 seconds.

competitor:

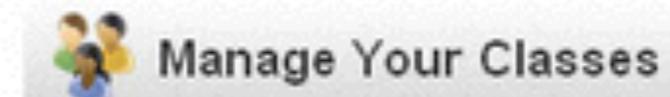
edutyping<http://www.edutyping.com/>

edutyping feature analysis

- unattractive user interface
- teacher view is very crowded and hard to view
- little to no prioritization of important information
- progress tracking view has too much focus on managing class, and not enough on reporting
- not customizable and not clear where to get reporting information
- incorporates gaming as separate from course lessons, creating a clear dividing line between work and fun

EduTyping

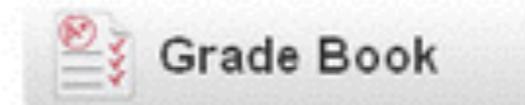
Home Manage Clas



Manage Your Classes

Visit [Manage Classes](#) to:

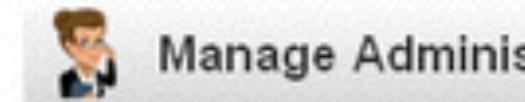
- Create new classes of students
- Add, delete, or move students
- View individual student progress reports
- Manage/edit global, class, and individual student preferences
- Restrict lessons, sections, or games
- Delete classes
- Print class lists
- Pause or activate classes



Grade Book

Visit the [Grade Book](#) to:

- View, download, and print class summary reports
- Access individual student progress reports



Manage Administrators & Teachers

Visit the [Admins/Teachers](#) section to:

- Add or delete administrators or teachers to your account
- Edit administrator or teacher account information

Group: Demo Group

[Summary](#) [Students](#) [Activities](#) [Statistics](#)

Group Summary

[Actions ▾](#)General Information [Edit](#)Assigned teacher
Teacher FreebeeGroup name
Demo GroupDescription
This is the demo group.Activities [Edit](#)Text collections
Default textsOrder of activities
Do activities in the recommended orderActivities available to students
25/25Student Accounts (5) [Edit](#)

Charles C.

Katherine G.

John R

Demo Student

Mary T.

Targets [Edit](#)Speed target [i](#)
20 wpmAccuracy target
80 %Students can configure speed target [Help](#)competitor:
typingpal<http://www.typingpal.com/>

typingpal feature analysis

- visual hierarchy is missing, so not clear where to go for what user needs
- reporting tools are simple with limited choices on filtration (only by test/exercise and by student)
- clickable sort makes it easy to compare students
- ability to export data

Group: Demo Group

Summary Students Activities Statistics

Statistics Hide settings

From 2013/07/23 to 2014/07/23 for all students (

Averages based on all results from each selected activity:

Exercises (49/49) Tests (8/9) Practice texts

Apply Apply default values

Student's Name	Username
Mary T.	demo_maryt
Charles C.	demo_charlesc
John R	demo_johnr
Katherine G.	demo_katherinerg
Demo Student	demo_s