

Typing Club  8,1 2.2k Like 6.8k Send

Keyboard: QWERTY (Change) FEEDBACK TEACHER PORTAL (NEW) LOGIN SAVE PROGRESS SCORE **9,086**

Alphabets

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

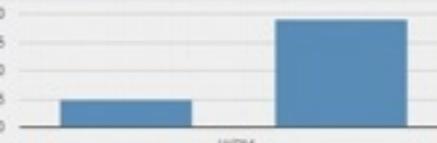
← →

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



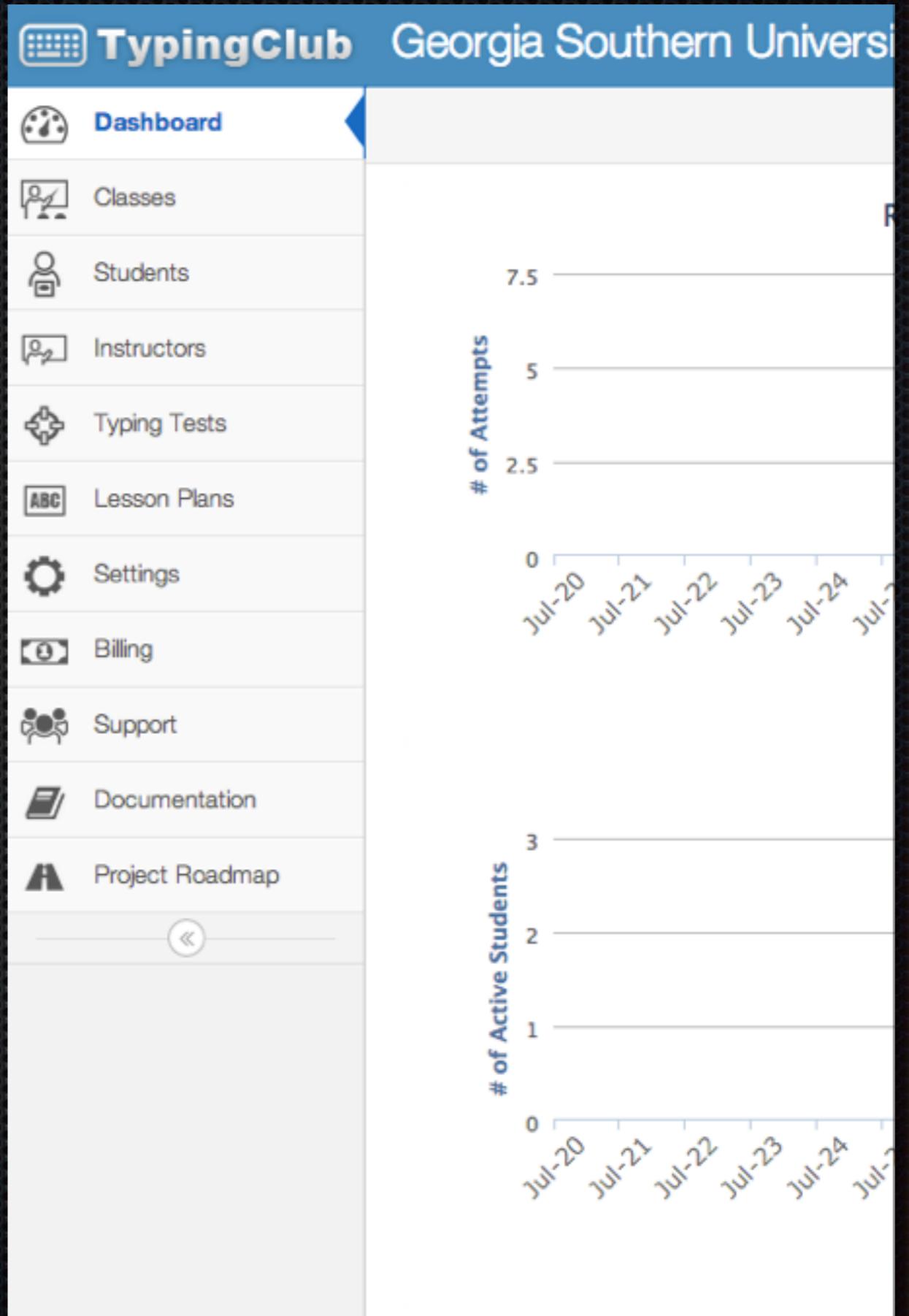
WPM

Typing Club

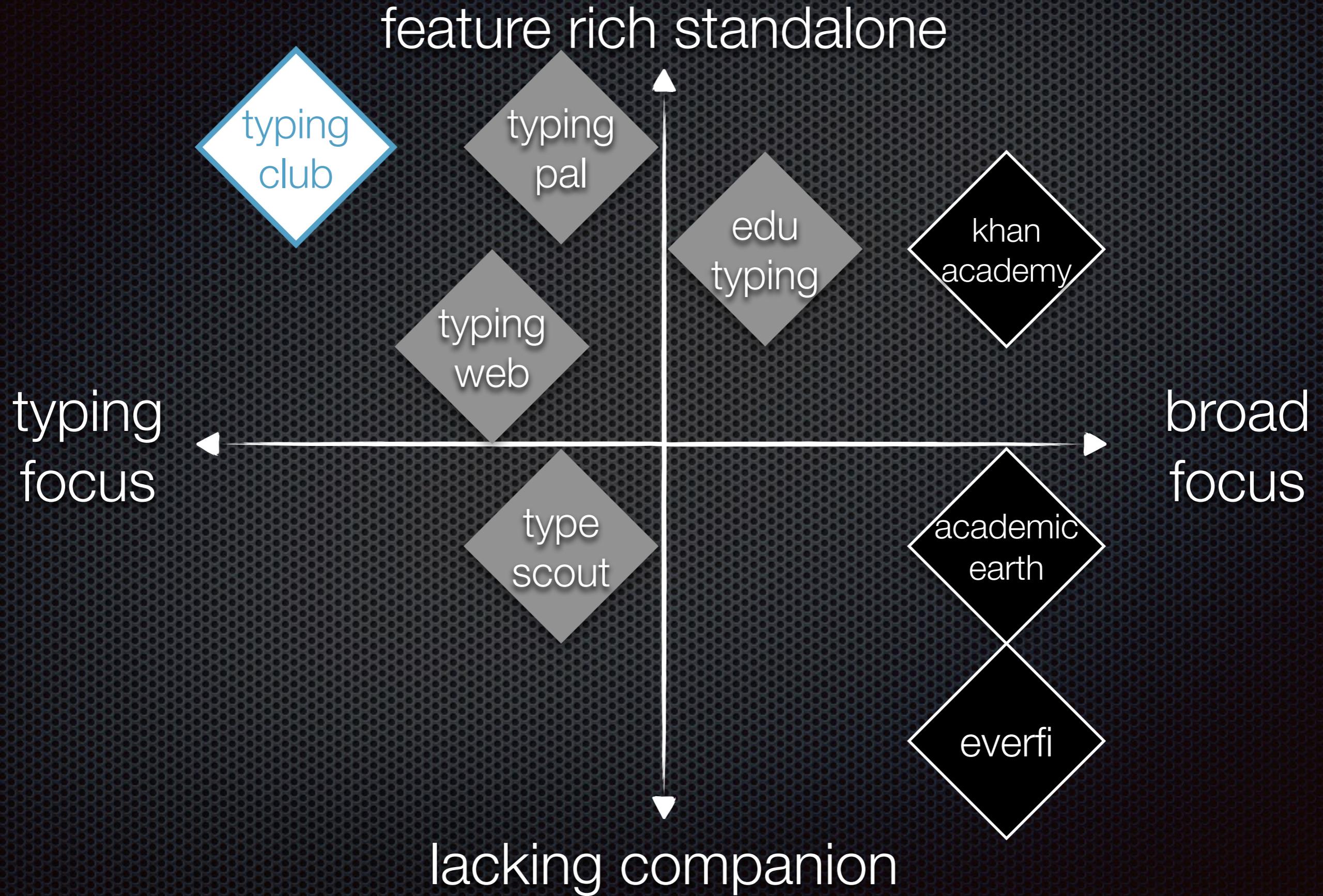
Jeanna Kim
Julia Christian
Nina Baliga

Objective

- IA: redesign user interface of teacher view
- consolidate options
- “actionable items”

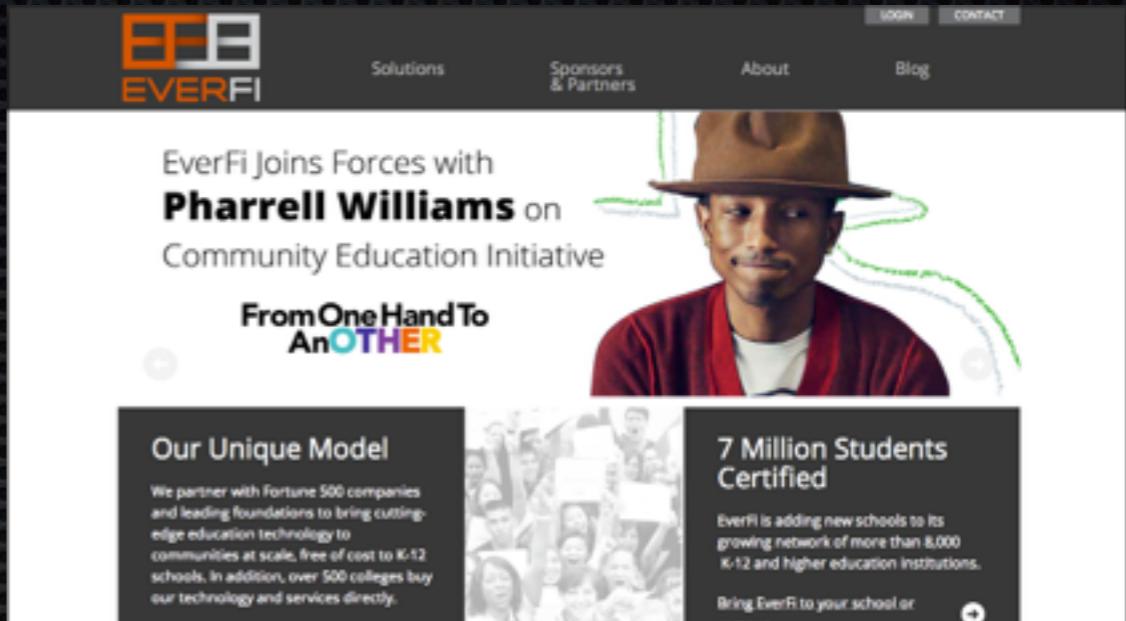


Competitive Analysis



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

7 interviews

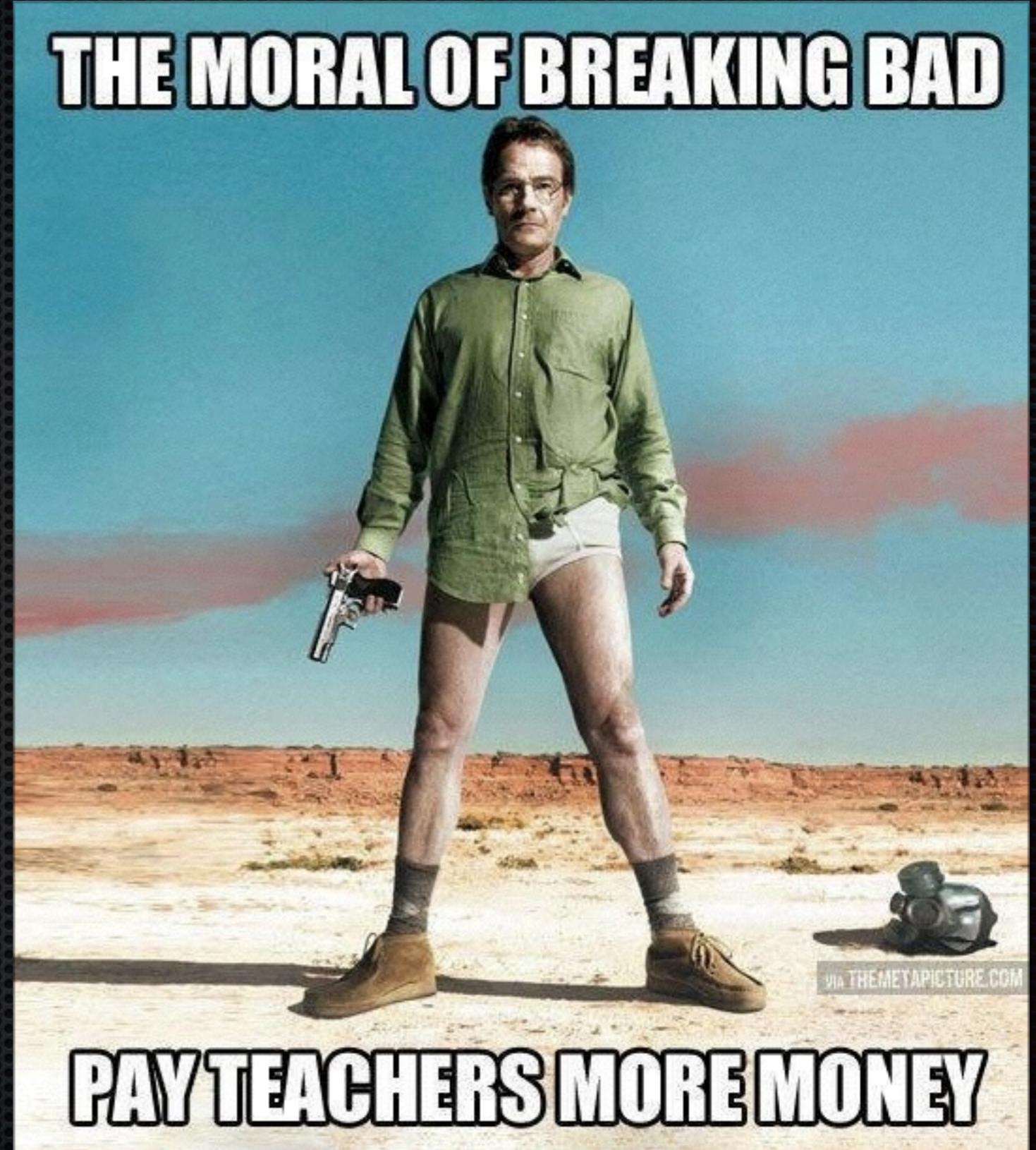
9 answered surveys

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



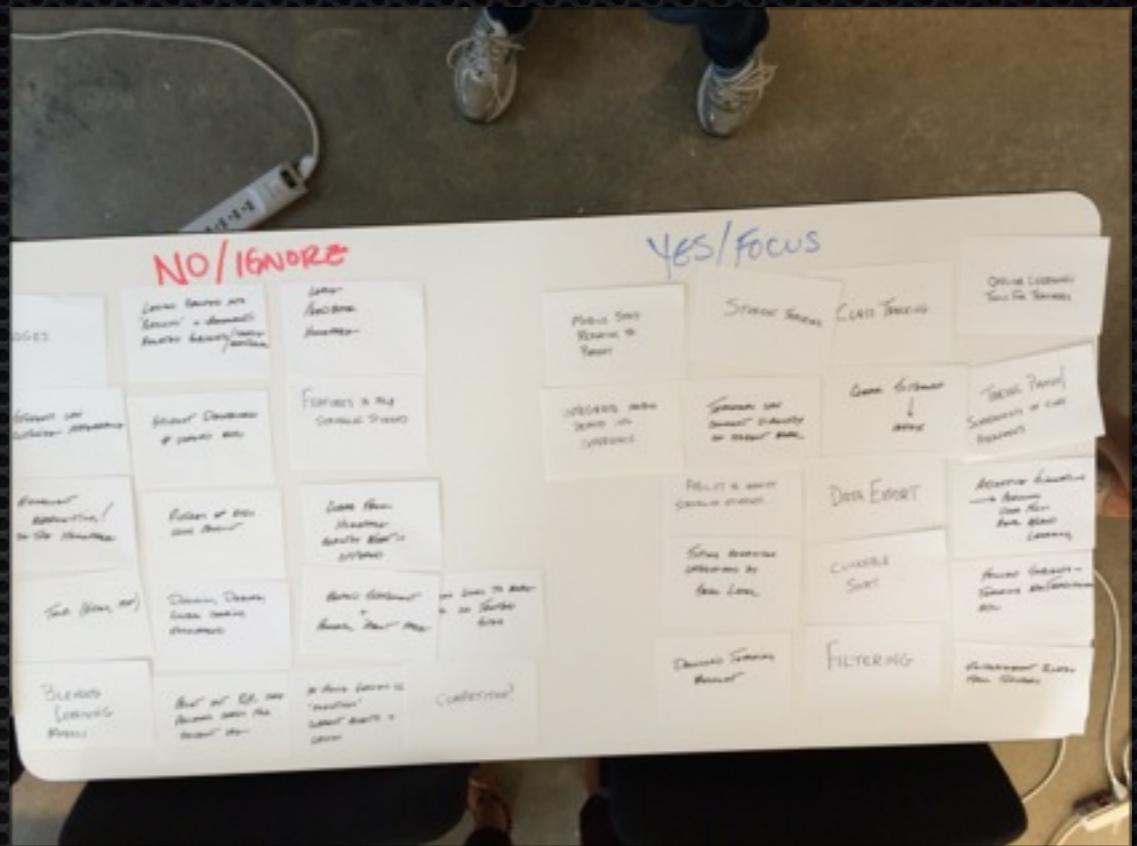
Issues + Pain Points

- high learning curve of new tech
- keeping students engaged
- paperwork



Prioritization

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



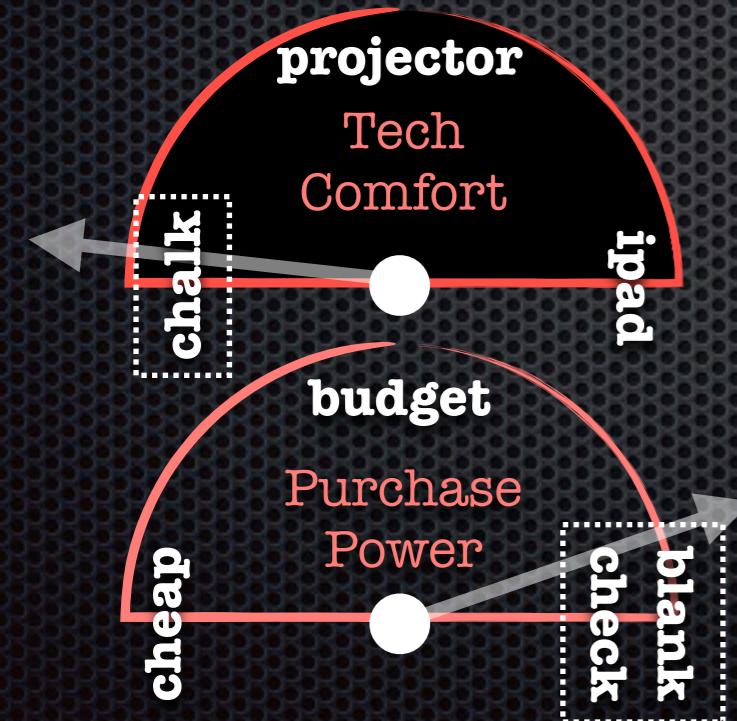
persona overview: teachers

Sister Sledge, 62

Bitter Old Bat:

40 yrs experience

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

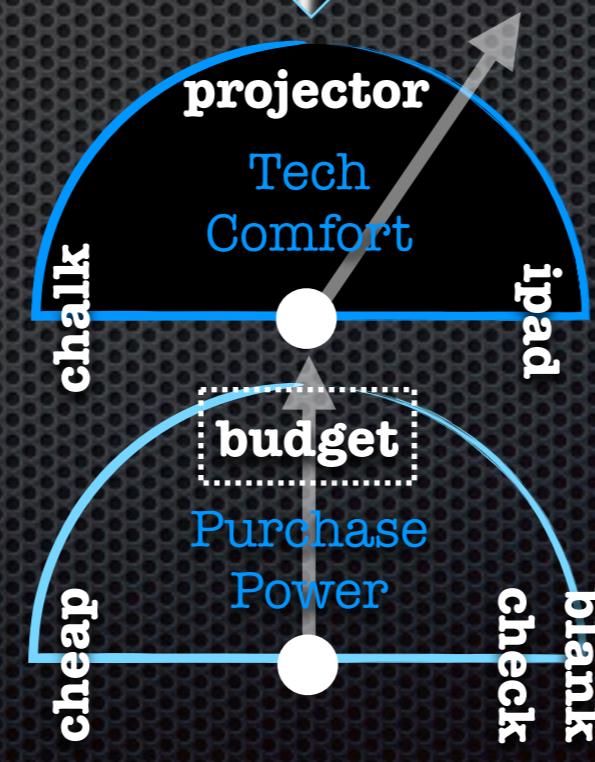
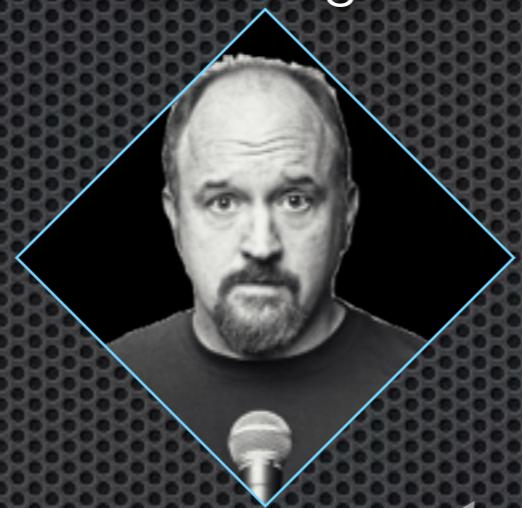


Louie Kaiser, 38

Caring Instructor:

10 yrs experience

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

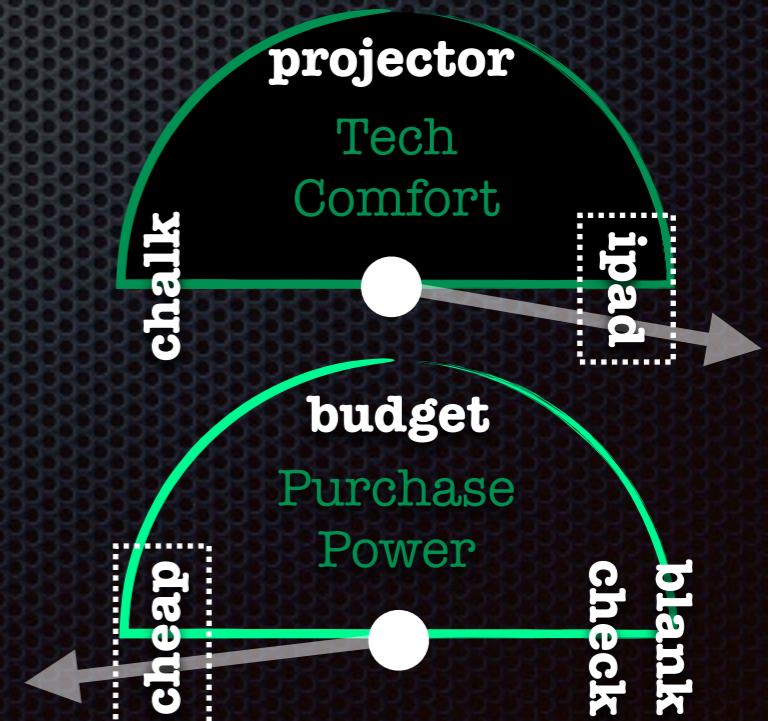


Soshanna Pluto, 25

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

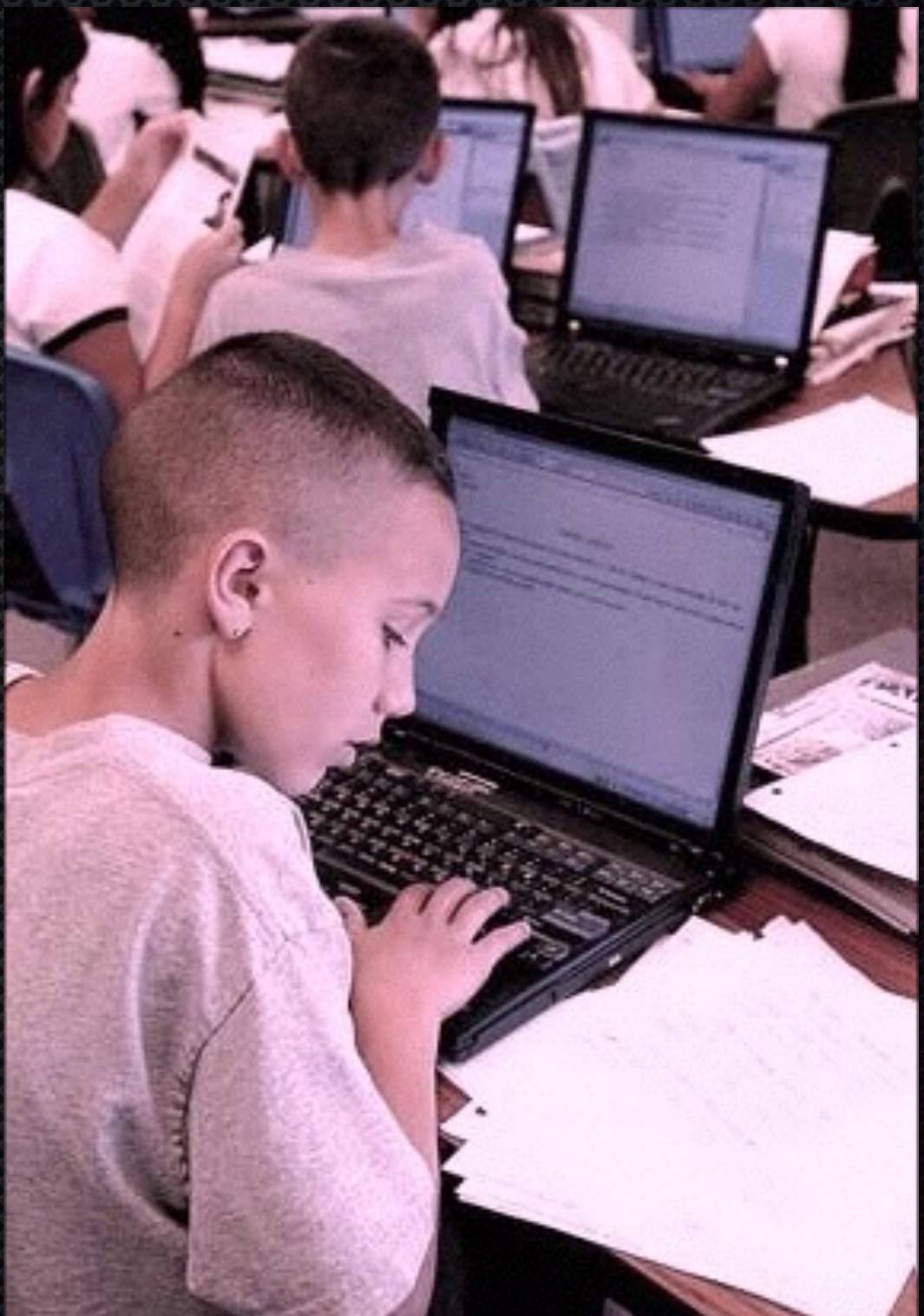
- high tech learning curves
- students distracted by tech
- teachers leaning on tech



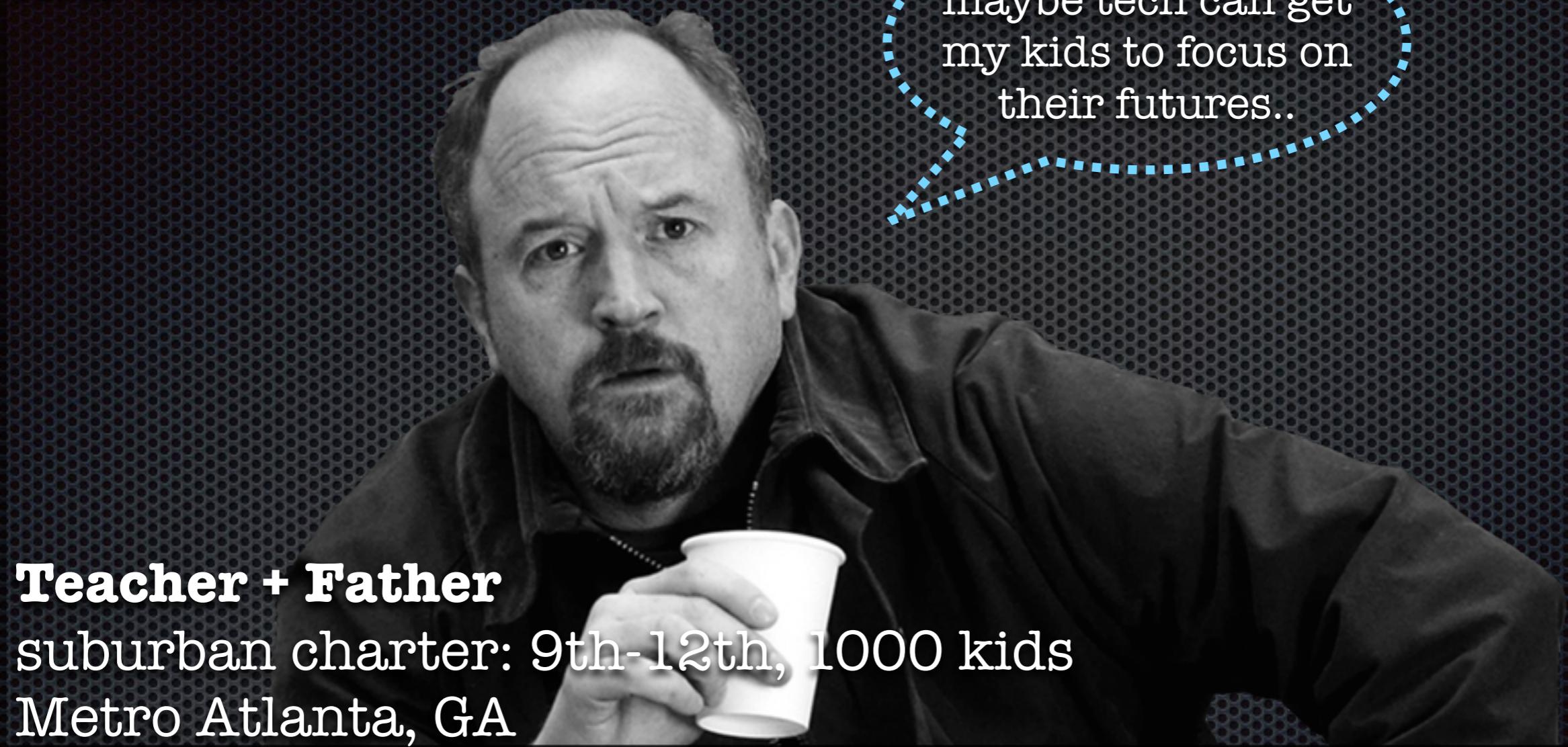
scenario:
sister sledge

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

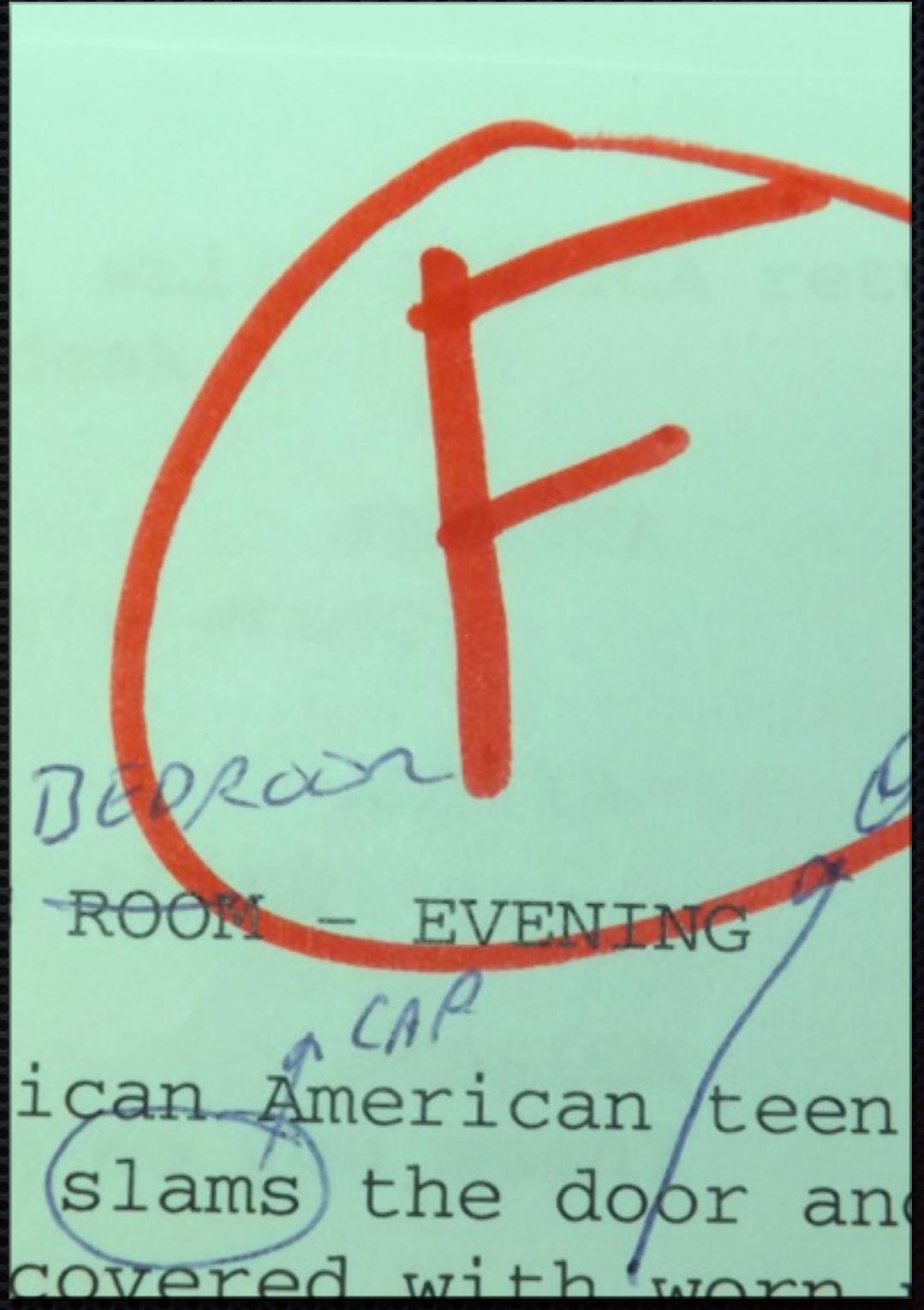
PAIN POINTS

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

scenario:
soshanna pluto

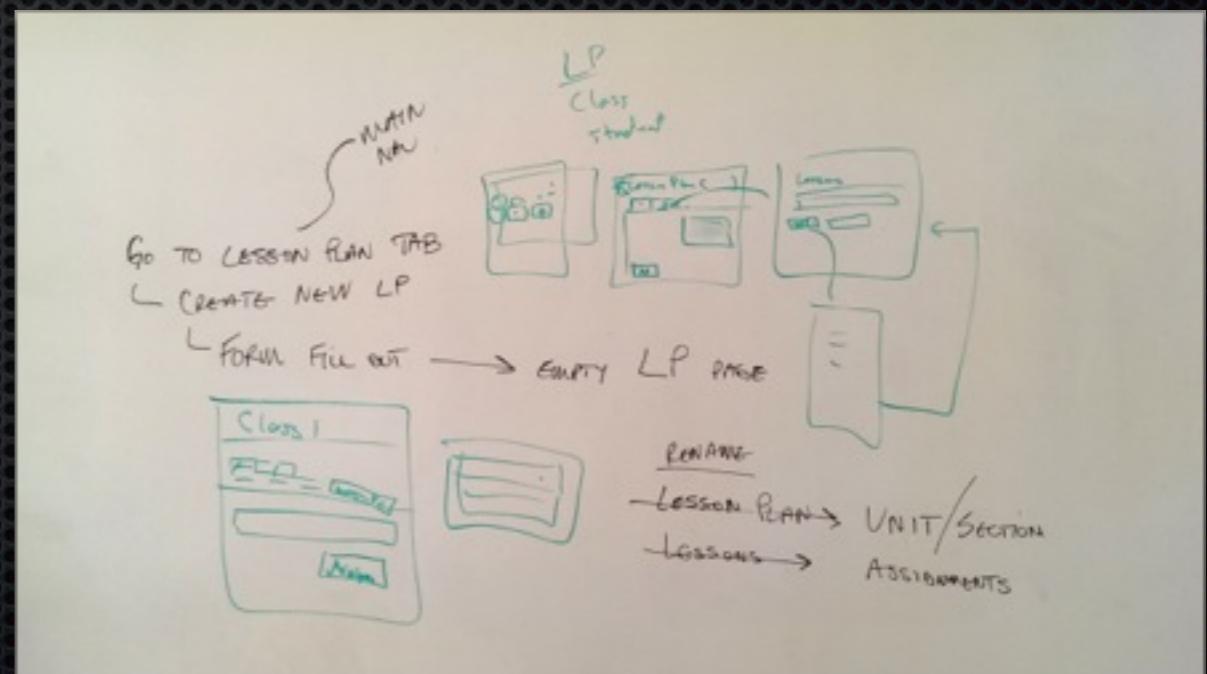
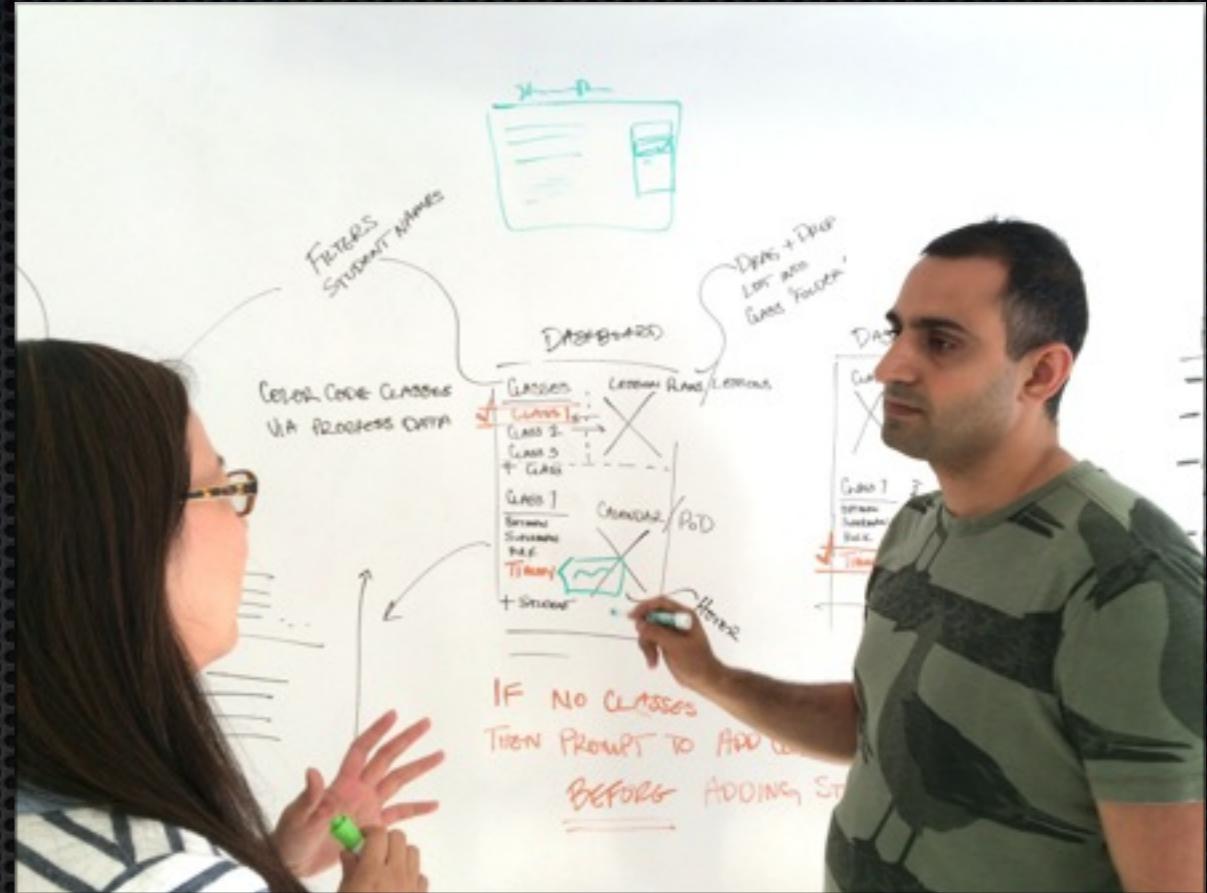
tech can literally save my students from failure..

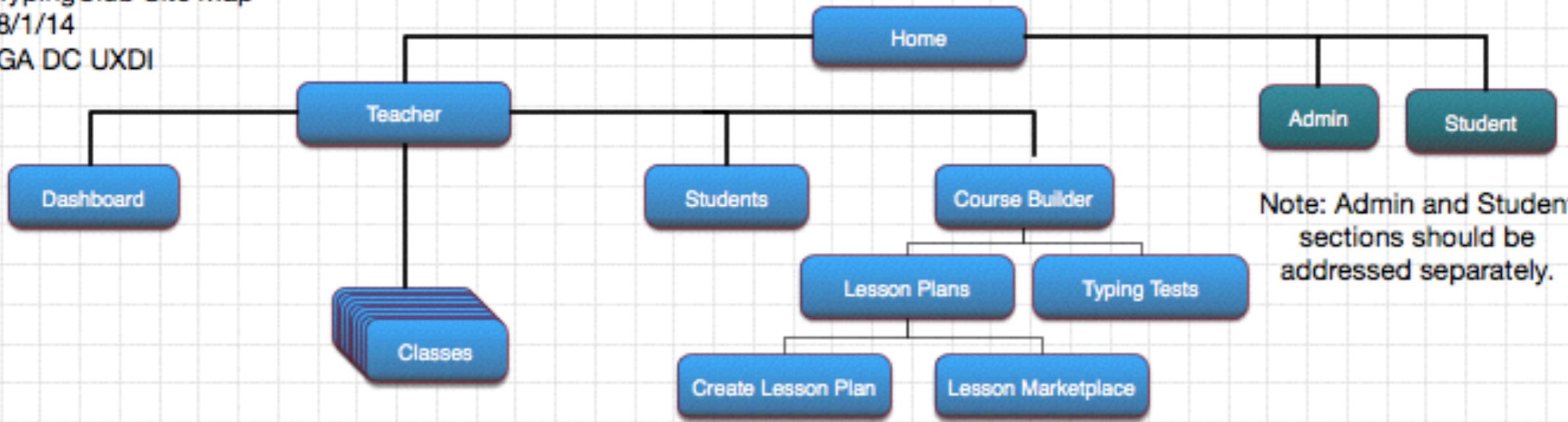
we need to incorporate as much of it as possible into the crumbling school system.. ASAP.



Client Design Studio

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





Global Navigation

About Contact Us Settings Support Product Updates

New Information Architecture

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

Restructured Layout



Prototype

questions?

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