

# Busy parents: How to track student educational status.

Their current pain points and solutions  
needed

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# Executive Summary

## Background:

- Since our app is at a very early stage, we want to determine what opportunities and needs might exist for parents, so that we can use these findings to help us shape the direction we take in developing our progress tracker digital product.
- I interviewed 5 busy parents on their needs, pain points, and how they use available strategies to track their student's educational status.

## Key Findings:

- Busy parents have short time with their children at their weekends.
- They use traditional tools (apps) to record some notes that don't achieve their goals.
- Major products in the market may place too much emphasis on messaging, reminders and taking notes.
- We identified opportunities to build a product with a focus on students insights of assignments results and behavioral assessments.

# What did we want to learn?

## Research Goals:

- Exploring busy parents' experiences with traditional strategies they use to track the growth of their children's.
- The goal was to design a digital app that quickly provide child's status according to individual insights of assignments and behavioral assessments.

## Research Questions:

- [Needs] What is essential for tracking a student's educational status?
  - Parents need to track attendance, results and the different activities that take place daily at the school regarding their child.
- [Behaviors] How do busy parents currently track their student's growth?

# 5 Participants

I recruited my participants from groups of busy parents on Facebook and WhatsApp.

Participant #	Tracking time	Currently used digital products	How	Needs
P#1	15 minutes before launch.	Mail messages.	Tracking session	Assignments results behavioral assessments
P#2	At evening.	Trello	Asking about Test and quizzes scores	Assignments results
P#3	15 minutes during the weekly holiday.	Notes and Reminders	Revise child's understanding of one subject a time	Assignments results behavioral assessments
P#4	directly after launch.	Chart draw	Multiple sessions	Assignments results behavioral assessments
P#5	Early morning at the weekend	Notes	Asking about assignments results	Assignments results behavioral assessments

## **Key finding #1**

**Busy parents have short time with their children at their weekends.**

## Finding

**All participants track their children progress in a short time available at their weekend.**

**Most of participants are full time jobs and don't have much time to track their children progress at school.**

(P#4) I like to have my tracking time directly after launch.



## Recommendation #1

Our new product could focus on delivering quick, easy and well informed insights every week to be checked by busy parents at their schedule.

Things to consider:

- Each student check should take shorter than 5 min.
- The product should have insights for each student.

## **Key finding #2**

**Busy parents need to know their children's assignments results and behavioral assessments.**

## Finding

**4 out of participants track their children progress through their assignments results and behavioral assessments.**

**Most of participants consider that assignments results and behavioral assessments are essential and meaningful.**

(P#5) Behavioral assessments provide additional quality for success.

(P#4) Assignments results help me to push my child for a better success.

## Recommendation #2

Our new product could focus on delivering assignments results and behavioral assessments..

Things to consider:

- Parents want a quick and simple way to access how their individual child is doing and what next steps they need to take in order to help their child.
- Parents are more interested in the individual child's progress.
- Delight the user by allowing them to show the progress in total.

## Data Collection & Analysis.

