

② During lunchtime, James mentions the problem to Mick, the computer room assistant and asks for his advice. Mick recalls buying his 11 year old daughter an app for the exact same reason not too long ago. He tells James that about the overwhelmingly positive reviews he read about it and how amazing it turned out to be when he got it for his daughter. He also emphasized the fact that it was tailor-made for young girls.

Mick, I have a bit of a problem here and I am wondering if maybe you can give me some suggestions. This year it seems that the hard got students who are used to social media, mobile devices etc and the way we teach the course feels old-fashioned to them. They have voiced their concerns several times now and I do not blame them as I personally feel that we could implement something to allow them to feel more in tune with the course so they can express their creative side.

(James)

Now that you mention it, I ran into a similar problem with my daughter Ame who was really not enjoying her coding lessons at school as she found it boring and felt that it was only for boys. I then did some research on Google and fell upon an app by this relatively new company called Hack-less. I was skeptical at first but trust me I am glad I gave it a try and now my daughter LOVES coding. It is designed specifically for young girls and is very intuitive. I think it is a good idea to bring the matter to the head teacher.

(Mick)

This shows the importance of good customer service. By making a product that truly understands its target market and allowing customers to give feedback at the press of a button, used like Mick can spread it to others, in this case potentially securing a high value long term contract.

③ Due to the overwhelmingly positive feedback from the students, a license was bought for Hack-less which allows every student at the school to download the full version of the app free of charge. The move was very well received and as a result, the students' performance in class improved drastically, and they are much more passionate about coding.

A month later during a staff/parents meeting

Thank you! I think Mick deserves the credit without his suggestion we would not be here.

Thank you guys, and James, we did it together.

well guys it seems you were right in bringing this matter to me. Due to we are now enjoying higher pass rates. I am proud of you guys.

I wish we had known about this app earlier, the guys who designed it deserve an award. My daughter now quiz each other after school every day.

This app is AMAZING! My daughter now enjoys coding and aspires to become a programmer. I was intimidated by coding as well and I have to say I might start using it as well.

Thank you so much for making this decision. It has helped Rachel a lot. She now spends a lot of time revising on it instead of playing Facebook games. Her grades have improved too.



(James)



(Mick)



(Head Teacher)



(Parents)