



cubie

Elementary school platform
made for everyone



**Built for kids
Designed for teachers
Trusted by families**

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01 | Project Overview

The screenshot shows the Cubie educational management system dashboard. The left sidebar includes icons for Dashboard (selected), Course Editor, Announcement, Calendar, Attendance, and Group Chat. The main content area features three cards: 'Homework Progress' (82% submitted this week, showing 82% for Mathematics, 78% for Science, 72% for Language Arts, 85% for ADST, and 90% for Social Studies), 'Attendance Summary' (a line graph showing attendance percentages from Monday to Friday), and 'Student Performance' (a radar chart showing performance across Communication, Responsibility, Social Responsibility, Critical Thinking, and Creative Thinking).

Homework Progress >
82% Submitted this week

Subject	Submitted (%)
Mathematics	82%
Science	78%
Language Arts	72%
ADST	85%
Social Studies	90%

Attendance Summary >

Student Performance >

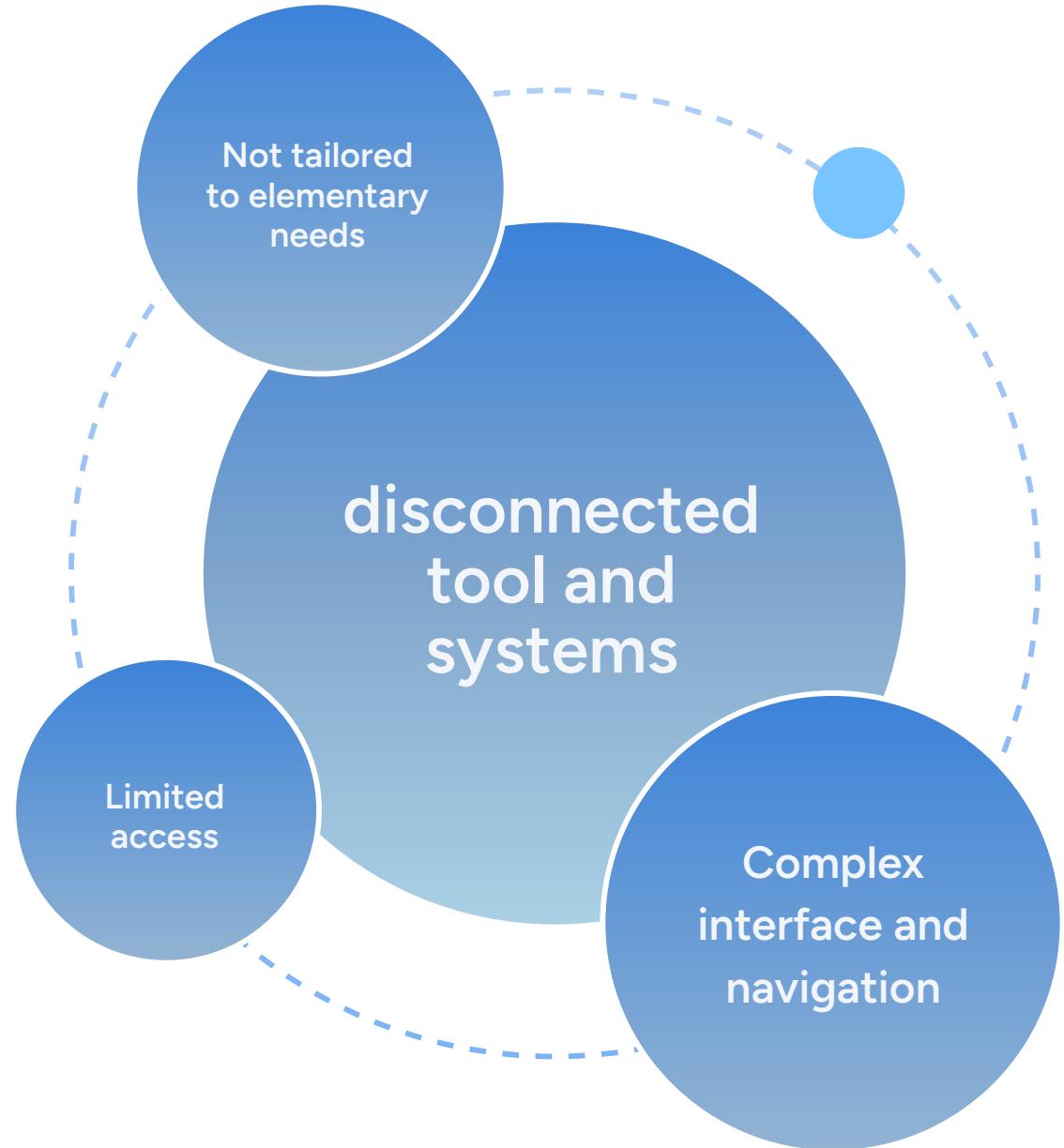


What is Cubie?

Cubie is a child-friendly learning management platform designed specifically for elementary school students, teachers, and parents in the Vancouver Lower Mainland school districts. It bridges the gap in age-appropriate educational technology by offering intuitive, visual interfaces for young learners, while still providing robust features for educators and parents.

Opportunity

Currently, elementary schools across Vancouver Lower Mainland districts rely on platforms such as Office 365 and Google Classroom—systems that were not designed with young children in mind. This misalignment creates significant challenges: students often face confusing interfaces and struggle to manage their assignments independently; teachers spend valuable time providing technical support and coordinating materials across disjointed systems; and parents encounter limited access to their child's learning progress, complex login procedures, and a lack of timely updates.



Target market

Cubie is designed for public elementary schools in the Vancouver Lower Mainland, including districts like Vancouver, Surrey, Burnaby, Richmond, Coquitlam, North Vancouver, and West Vancouver.

Our main users are K-7 students, teachers, and families. School administrators and tech staff are also part of the broader stakeholder group.

Cubie is designed based on direct input from local elementary school teachers and families through interviews and user testing, ensuring the platform truly reflects their real needs in learning, communication, and classroom management.



Solution

Cubie addresses these challenges by offering an all-in-one learning platform built specifically for elementary schools:

Child-Friendly Interface

Simplify navigation with visual, intuitive layouts that match young children's cognitive abilities, helping students manage assignments independently without getting overwhelmed.

Integrated Teacher Dashboard

Enable teachers to manage course content, assign homework, and track progress all in one place, saving time and minimizing the need for technical troubleshooting.

Parent Engagement Tools

Give parents clear, real-time access to their child's progress, upcoming important events, and school communications — all without confusing logins or missing updates.

AI-Powered Practice Tools

Provide smart, personalized learning activities that support students' understanding and reduce the teacher's need to reteach or offer repeated one-on-one help.

Main Feature

Content Management

Teachers can easily organize lesson materials, homeworks, and resources all in one place.

Smart Dashboard & Data Visualization

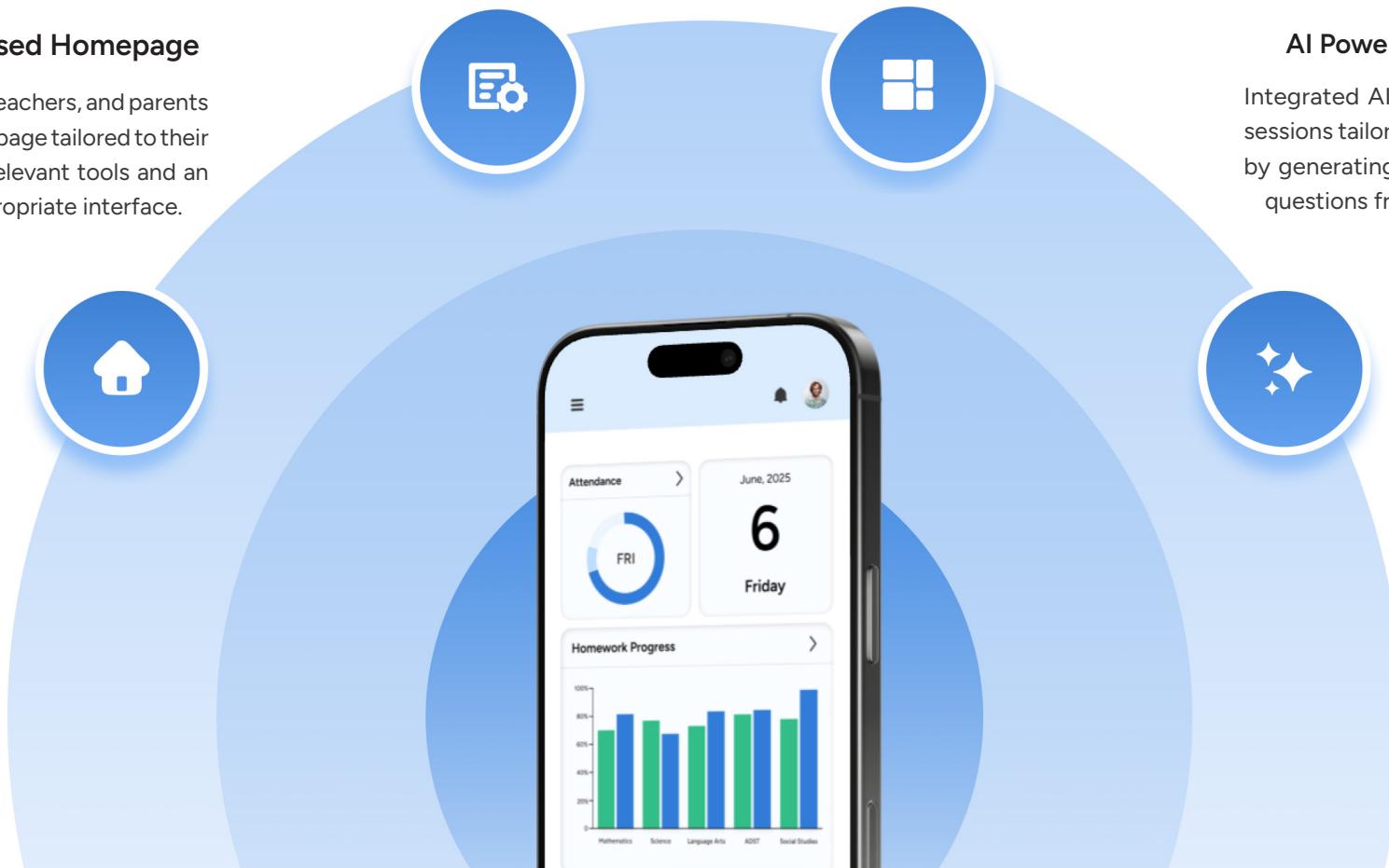
Track student progress at a glance with a dynamic dashboard that visualizes key learning data, insights, and trends in real time.

Role-Based Homepage

Students, teachers, and parents see a homepage tailored to their role, with relevant tools and an age-appropriate interface.

AI Powered Practice

Integrated AI creates practice sessions tailored to your lessons by generating age-appropriate questions from the content.



Competitive Analysis

	 cubie	 Edsby	 Unacademy
Child-Friendly Interface	✓	✗	✗
Organized by subject	✓	✓	✗
Grading Tool	✓	✓	✓
AI-Generated Practice	✓	✗	✗
Progress Visualization	✓	✓	✗
Simple navigation for young learners	✓	✗	✗

Competitors



Edsby

<https://www.edsby.com/>

Edsby is a provincially adopted platform widely used in Ontario public schools. Its simple home screen provides students with quick access to essential tools like their calendar, class list, and attendance. The interface supports both students and teachers in staying organized and on track.

What they do well

- Clear calendar view
- Well-structured content
- Quick access to class list and attendance for teachers



Google Classroom

<https://edu.google.com/>

Google Classroom is a core part of Google's education suite, designed to streamline assignment distribution, communication, and classroom management. It is widely adopted across all grade levels and supported in many public school systems.

What they do well

- Integration with Google Drive and Docs
- Easy assignment distribution and grading
- Free and scalable



Microsoft 365 Education

<https://www.microsoft.com/education>

Microsoft 365 Education is a comprehensive suite that includes Word, Excel, PowerPoint, OneNote, Outlook, and Teams. It supports classroom communication, assignment management, grading, and file sharing, and is widely used in K-12 and higher education.

What they do well

- Integration with Microsoft Office apps
- Supports video calls and messaging within Teams

What makes Cubie better



Gamified Achievement Badges

Motivating young learners with badges awarded for:

- Submitting all assignments on time
- Attending all classes
- Receiving three excellent grades

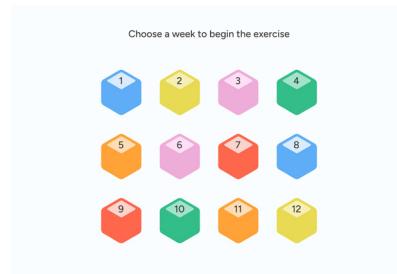
Fun and colorful interface for students

Specifically designed for young children, Cubie offers fun profile picture options and simplified navigation to make the experience more engaging and easy to use.



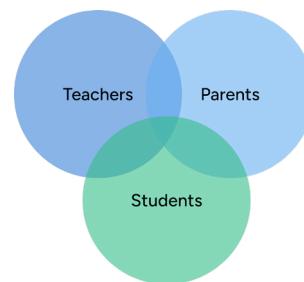
BC-grading Compatible Rubric

Designed for BC's education system, Cubie supports the non-letter grading scale like "Emerging," "Developing," "Proficient," and "Extending," along with the five core competencies in the curriculum.



Built-in AI Practice Session

Cubie includes built-in AI that generates practice questions based on classroom content, helping students reinforce their learning through personalized review each week.



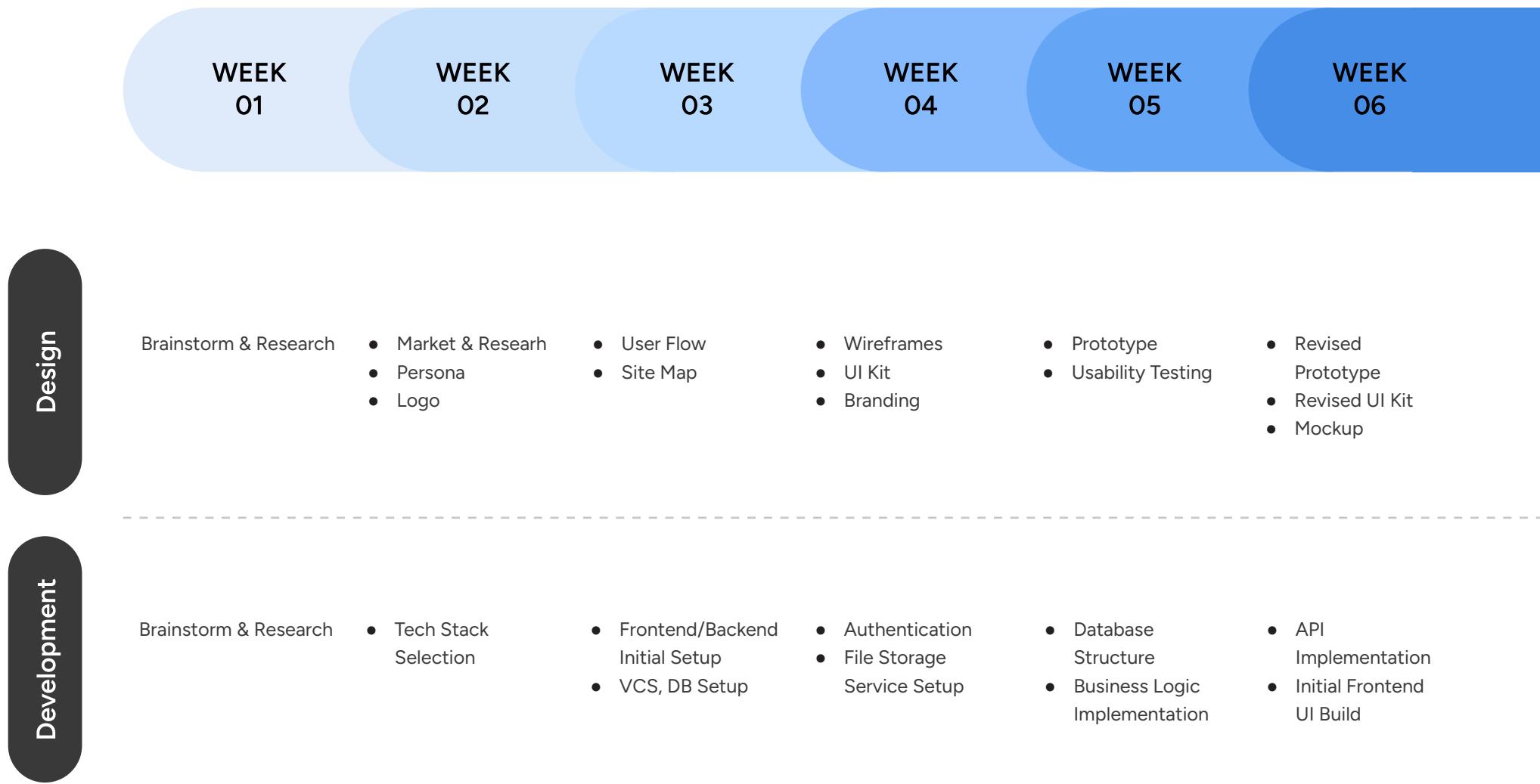
Role-specific Access

Role-specific access offers tailored tools and interfaces for students, teachers, and families, creating a more focused and user-friendly experience for each group.



02 | Project Execution Summary

Project Timeline



WEEK
07

WEEK
08

WEEK
09

WEEK
10

WEEK
11

WEEK
12

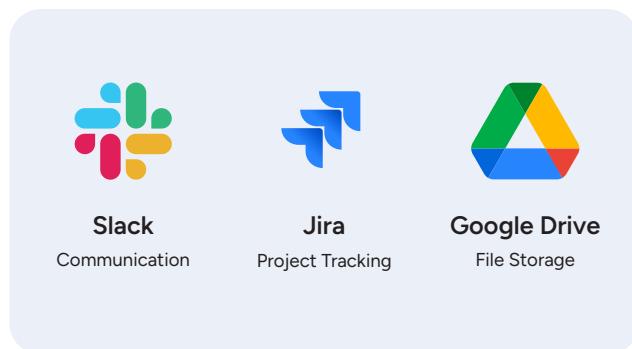
DEMO

- Finalized UX
- Design Hand-off
- Marketing Strategy
- Proposal Draft
- Finalized Project Proposal
- Social Media Assets
- Landing Page
- Finalized Marketing Assets
- Slide Deck

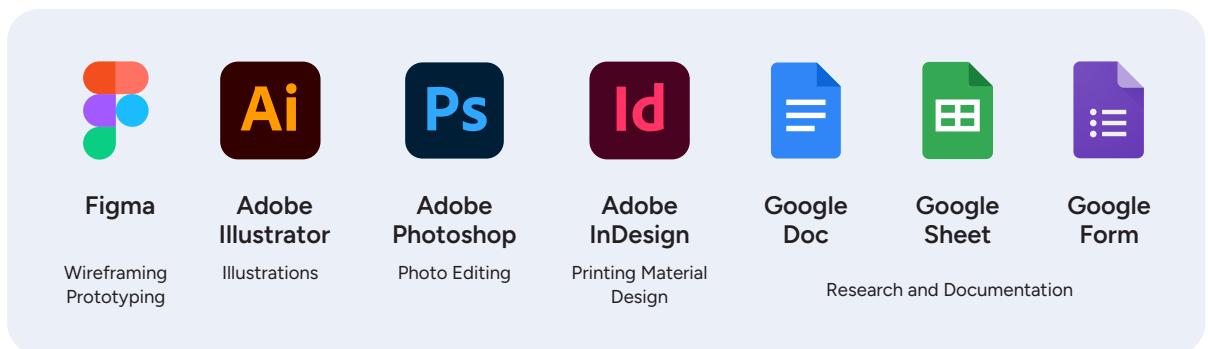
-
- Business Logic Update
 - Frontend / Backend Integration
 - Main Feature Build
 - Alpha Demo
 - Sub Feature Build
 - Bug Fix
 - Functionality Completion
 - Beta Demo
 - Styling
 - Account Setup for Demo
 - Code Freeze

Tech Stack

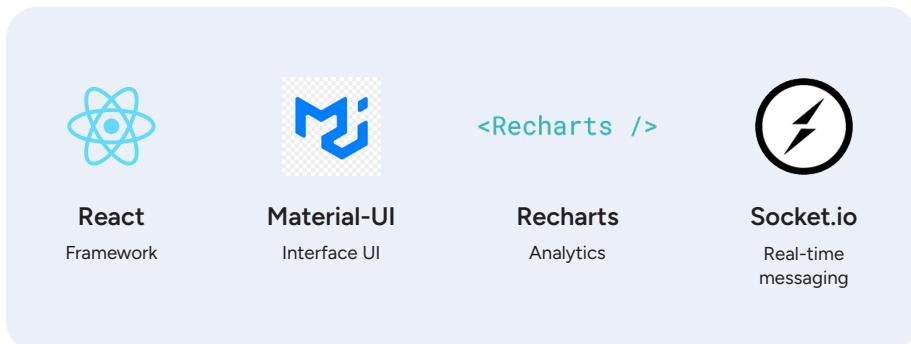
Project Management



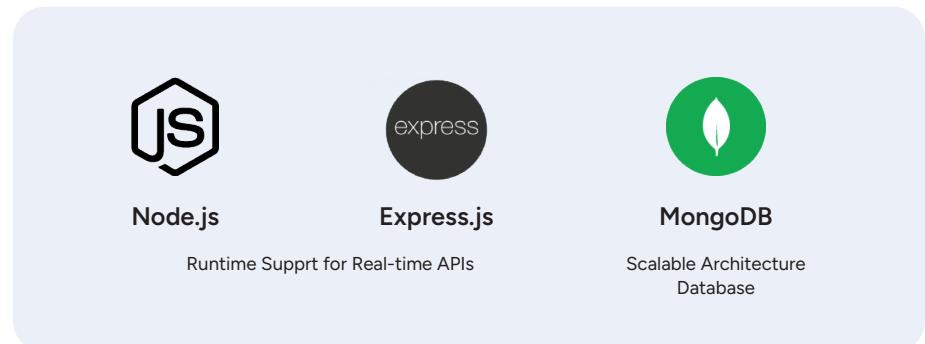
Design

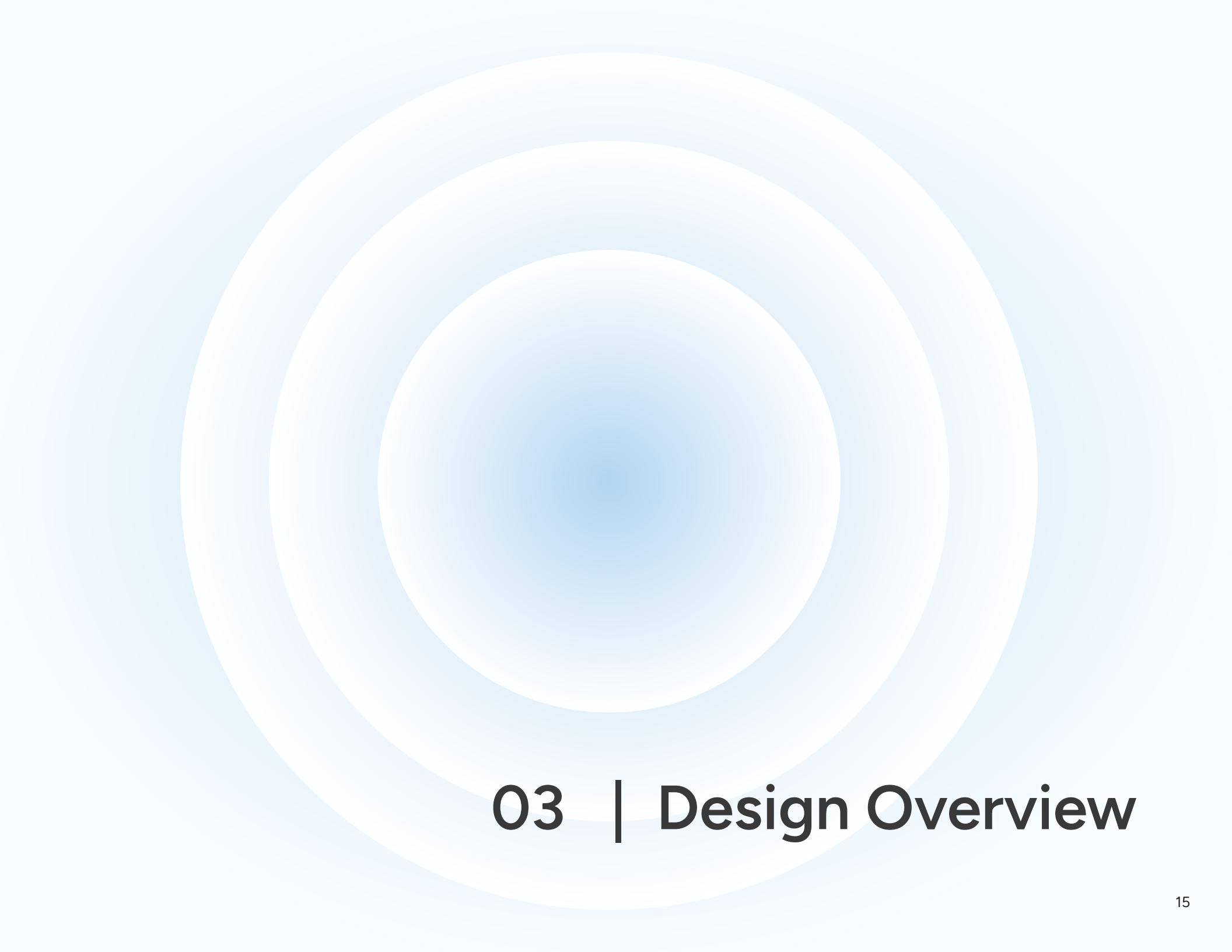


Front-end Development



Back-end Development





03 | Design Overview



Persona 1

Charlie Baker | Grade 4 Student

Age: 9

Location: Vancouver, British Columbia

Personality: Curious, playful, optimistic

Background

A grade 4 student who manages his school life well without having his parents' worries. He starts learning how to use software tools to complete his daily assessment at school.

Pain Points

Students struggle with using multiple software tools to complete homework, requiring extra effort to learn each one separately. The lack of a centralized and organized platform makes it difficult to manage documents and stay updated with teacher announcements, leading to confusion and inefficiency.

Technology Expertise

Amateur to average. Occasionally needs help from parents or teachers.

Needs

- Centralized platform to organize school files and assignments.
- Easy way to access teacher announcements and class updates.
- Simple communication tools for talking with classmates.
- Study tools that support review and self-assessment.
- Interface suitable for a child's reading and tech level.

Goals

- Keep all my school stuff in one place so I don't forget anything.
- Be able to ask questions or talk to my classmates when we work together.
- Feel more confident before tests by practicing what I've learned.



Persona 2

Ellen Randolph | Homeroom Teacher

Age: 32

Location: Burnaby, British Columbia

Personality: Organized, passionate, understanding

Background

An elementary school teacher who prepares materials and handouts day by day. Ellen also assesses students' work and provides help to students who encounter basic technical issues.

Pain Points

Ellen regularly prepares and organizes online materials, follows up on late submissions, and manually tracks student progress. She needs to use several tools to perform these tasks as no single platform offers all the features she needs.

She also finds it frustrating that none of the available tools support the non-letter grading system or the core competencies framework required in British Columbia.

Technology Expertise

Not highly tech-savvy and takes time to learn new tools, but already familiar with Microsoft and Google platforms

Needs

- A centralized platform to organize and distribute teaching materials efficiently.
- Tools for monitoring student progress in real time without manual tracking.
- A platform that supports British Columbia's non-letter grading and core competency reporting system.
- An intuitive interface suitable for teachers who are not highly tech-savvy.

Goals

- Reduce time spent on organizing and managing teaching materials online.
- Streamline student assessment and progress tracking.
- Easily communicate updates to students and parents to students.
- Conveniently assess assignments with BC's core competencies without extra effort.



Persona 3

Ashley Baker | Mother and Business Consultant

Age: 38

Location: Vancouver, British Columbia

Personality: Caring, supportive, time-conscious

Background

A mother of a grade 4 student who works a full-time job during daytime and deals with lots of housework at night, including tracking the learning progress of her child. She usually checks her child's assessment results by asking him directly

Needs

- Clear access to her child's progress, teacher's contact information, and school updates in one place.
- Timely updates from teachers on important events.
- Tools that help track submission status and upcoming deadlines.
- Simple interface that's easy for both parents and children to use.

Pain Points

Ashley finds it frustrating to track down teacher contact information and wait for infrequent report cards to understand her child's progress. She also faces challenges when her child struggles to submit assignments online, leading to delays and added stress.

Goals

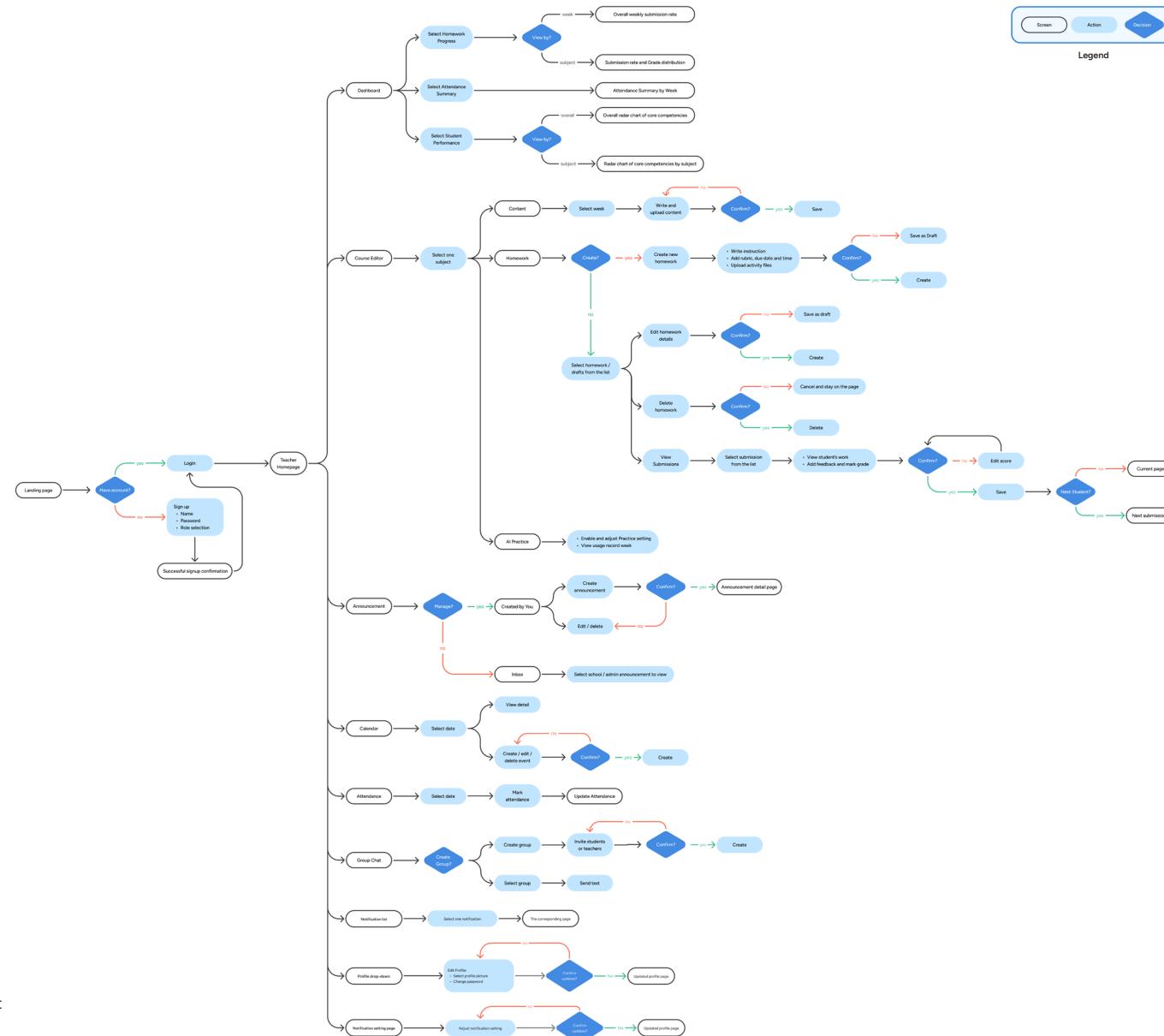
- Save time by efficiently managing school-related tasks from one platform.
- Feel reassured that her child is on track and supported academically.
- Stay informed about her child's school performance without relying solely on report cards and able to compare current and last term's performance.
- Ensure her child submits assignments on time and regularly attends classes.

Technology Expertise

Average - Need intuitive tools

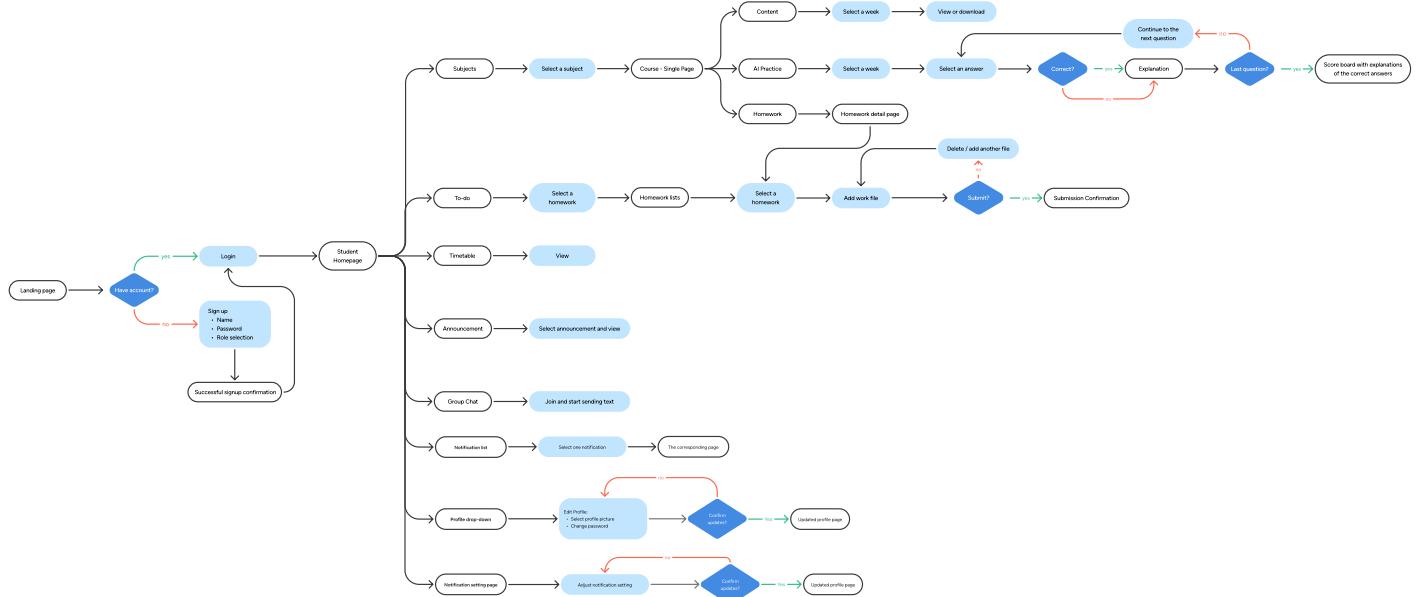
User Flow

Teacher User Flow

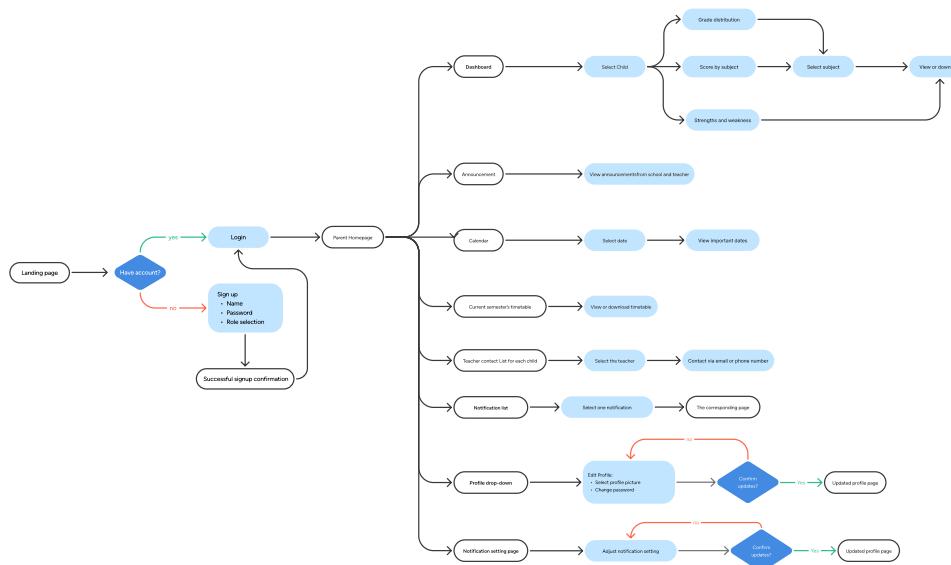


View the full-size user flow online at
cubie-learning.wmdd.ca

Student User Flow



Parent User Flow



View the full-size user flow online at
cubie-learning.wmdd.ca

Wireframe

Dashboard

The dashboard wireframe includes a header with a search icon, a notification bell, and a user profile. A main content area displays a "Page title" and a table with columns for Name, Status, and Feedback. The table rows show four entries: Name 1 (Status 1), Name 2 (Status 2), Name 3 (Status 3), and Name 4 (Status 4). Each row has a "Due date" icon and a "Button for check/edit rubric". A vertical navigation sidebar on the left lists Main nav 1 through Main nav 5.

Name	Status	Feedback
Name 1	Status 1	
Name 2	Status 2	
Name 3	Status 3	
Name 4	Status 4	

This wireframe shows a header with a logo, a main content area with a "Page Title", and three large rectangular boxes labeled "Interactive Chart Element 1", "Interactive Chart Element 2", and "Interactive Chart Element 3". Each element is divided into four quadrants by diagonal lines. A vertical navigation sidebar on the left lists Main nav 1 through Main nav 5.

This wireframe shows a header with a search icon, a notification bell, and a user profile. A main content area displays a "Page title" and three smaller rectangular boxes labeled "Interactive Chart Element". Each element is divided into four quadrants by diagonal lines. A horizontal navigation bar at the bottom lists MAIN NAV 1, MAIN NAV 2, MAIN NAV 3, MAIN NAV 4, and MAIN NAV 5.

Grading

The grading wireframe features a header with a logo, a main content area with a "Sub nav title", and a detailed table. The sub-navigation sidebar on the left lists Sub nav 1 through Sub nav 6. The main content area includes a "Chapter info" section, a "Title" field, an "Explanation / instruction" text area, a "Due date" icon, and a "Button for check/edit rubric". Below these are sections for "No.", "Name", "Status", "Feedback", and "Grade". The table contains four rows of data:

No.	Name	Status	Feedback	Grade
1	Name 1	Status 1		Grade 1
2	Name 2	Status 2		Grade 2
3	Name 3	Status 3		
4	Name 4	Status 4		

Family Dashboard

The Family Dashboard provides a central view for monitoring multiple students' progress. It includes:

- Left Sidebar:** Shows navigation links for Dashboard, Announcement, Calendar, Timetable, and Contact Teacher.
- Student Selection:** Lists "Your Child" and three students: Student 1, Student 2, and Student 3.
- Dashboard Content:**
 - Grade distribution:** Five pie charts for Mathematics, Science, Language Arts, Social Science, and ADST, categorized by Extending, Proficient, Developing, and Emerging levels.
 - Score by subject:** Bar chart showing scores for Mathematics, Science, Language Arts, Social Studies, and ADST.
 - Strength and weakness:** A hexagonal radar chart showing various competencies across six dimensions: Communication, Creative Thinking, Responsibility, Critical Thinking, Social Responsibility, and Identity.

The Student Group Chat interface includes:

- Top Header:** Grade distribution for Mathematics, Science, and Language Arts, with legends for Extending, Proficient, Developing, and Emerging.
- Middle Header:** Strength and weakness summary.
- Date and Day:** June 2025, Friday the 6th.
- Score by subject:** Bar chart showing scores for Mathematics, Science, Language Arts, ADST, and Social Studies.

Student Group chat

Teacher Grading

The Teacher Grading interface displays a student's assignment titled "a1-kim.pdf". On the left, there's a sidebar with navigation links: Dashboard, Course Editor, Announcement, Calendar, Attendance, and Group Chat. The main area shows competency scores for Communication, Creative Thinking, and Critical and Reflective Thinking, along with an overall grade scale from Emerging to Extending. A feedback section allows the teacher to write comments using a rich text editor.

The Student AI practice quiz interface shows competency scores for Communication, Creative Thinking, and Critical and Reflective Thinking. It includes an overall grade scale and a feedback section with a rich text editor. A "Save" button is located at the bottom right.

Student AI practice quiz

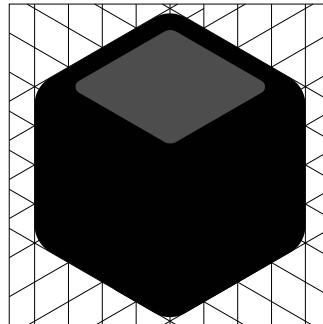
The Student AI practice quiz interface features a grid of numbered hexagons (1 through 12) for selecting a week to begin the exercise. The interface also includes a sidebar with links for Subjects, To-do, Timetable, Badges, Announcements, and Group Chat.

The Student AI practice quiz interface shows a grid of numbered hexagons (1 through 12) for selecting a week to begin the exercise. The interface includes a header with Content, Homework, and AI Practice tabs, and a message prompting the user to choose a week.

Branding

Logo Design

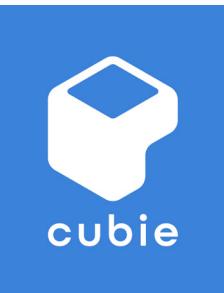
Cubie's logo is inspired by a cube to represent learning and knowledge. It is structured into a softer, curved form to mimic toy blocks. This blend of geometry and playfulness symbolizes Cubie's mission to make learning both engaging and foundational.



Logo Variations



cubie



Typography

Figtree

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890/.,"?!*&#@{}[]+-_=(_

SemiBold
Medium
Regular

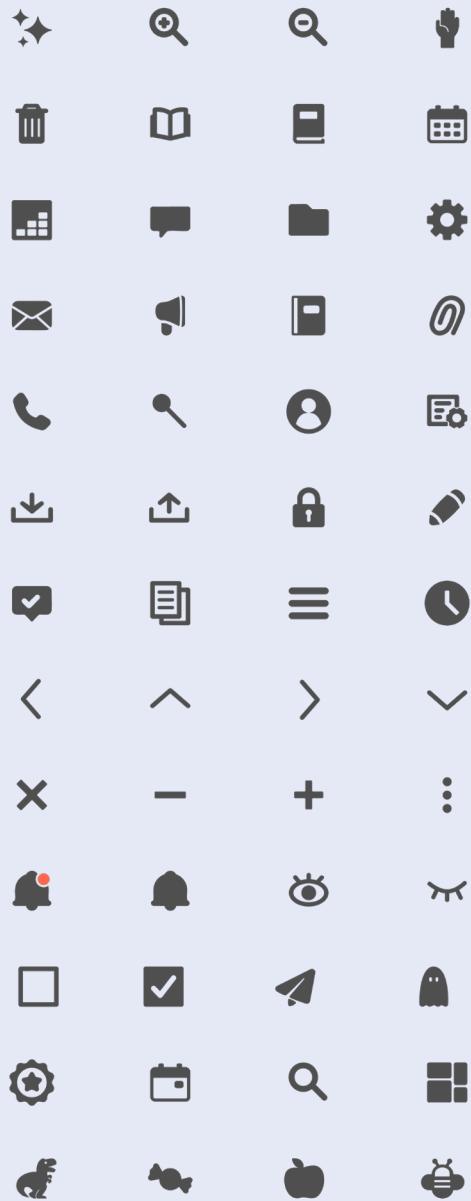
Headline

H1	28px Medium
H2	20px SemiBold
H3	18px SemiBold
H4	16px SemiBold
Button and label	13px SemiBold

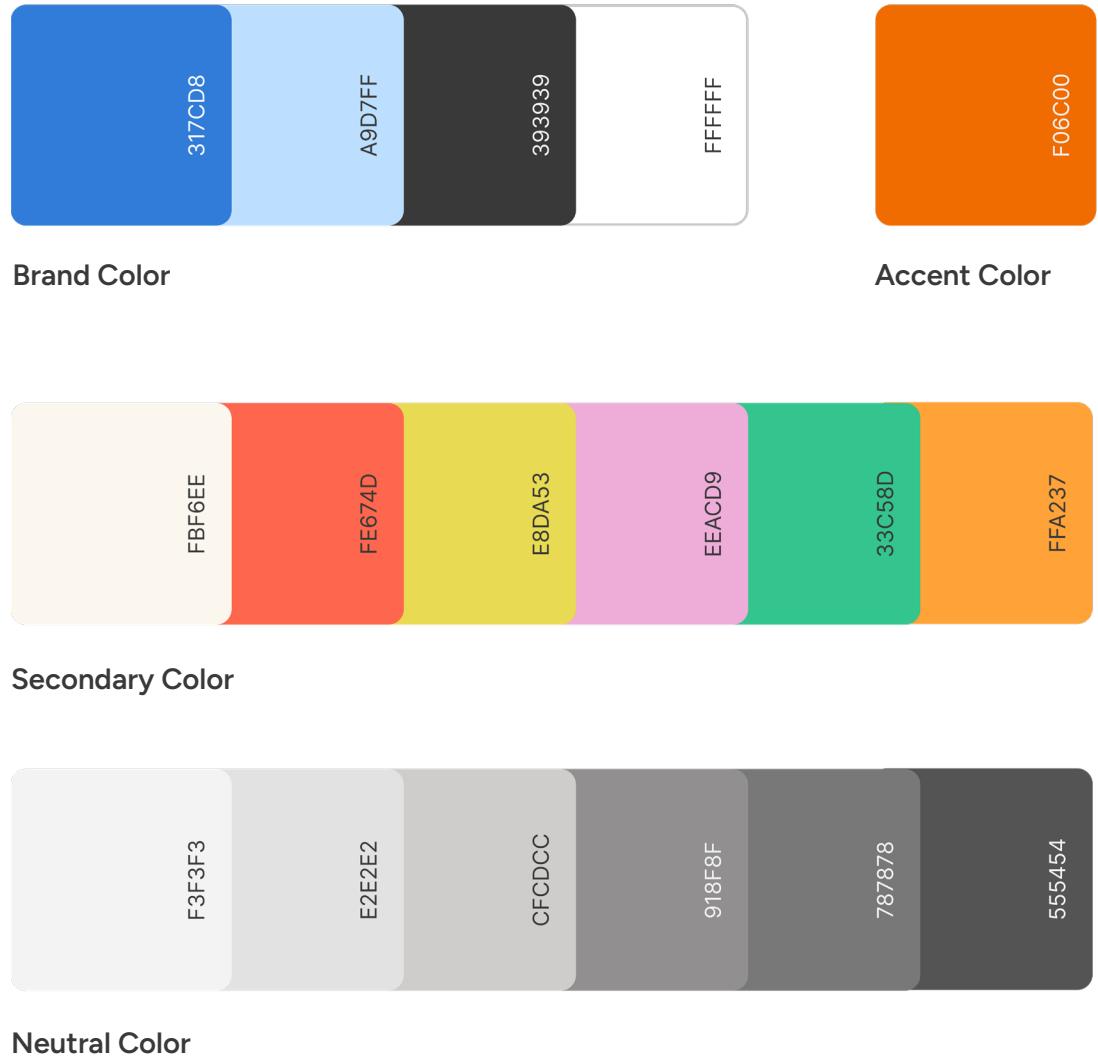
Body

Body	16px Regular
Secondary body	14px Regular
Short body	12px Regular
Small label	10px Regular

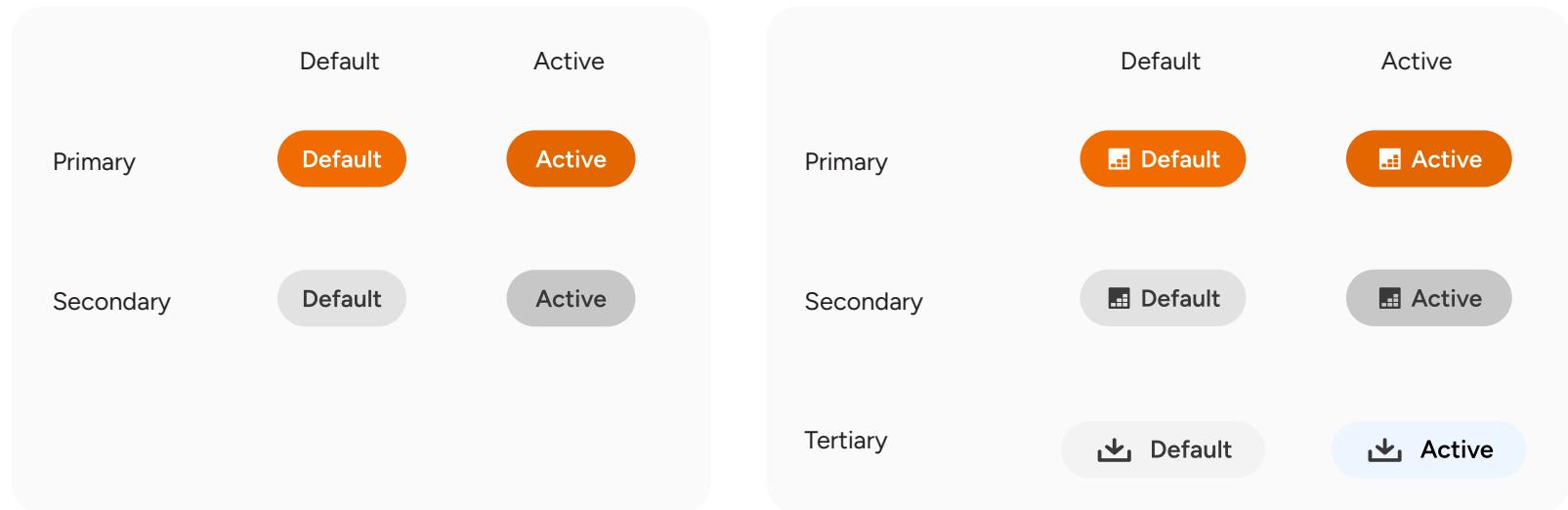
Iconography



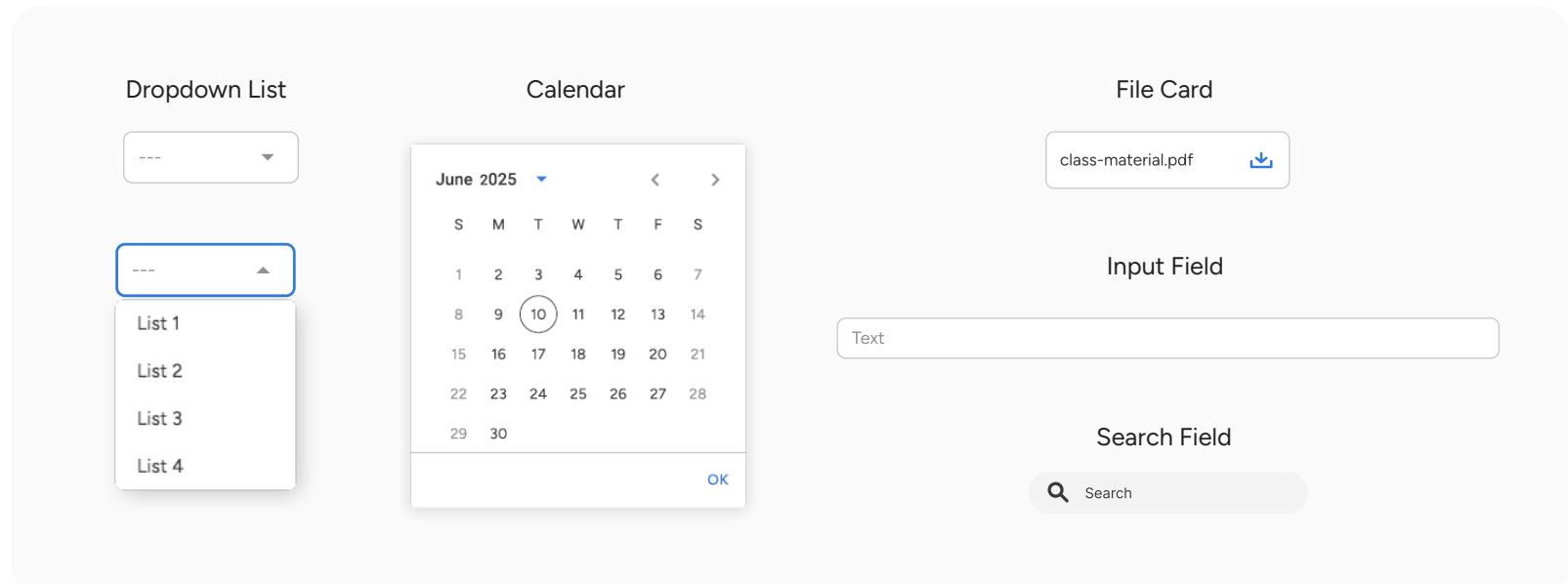
Color Palette



Buttons

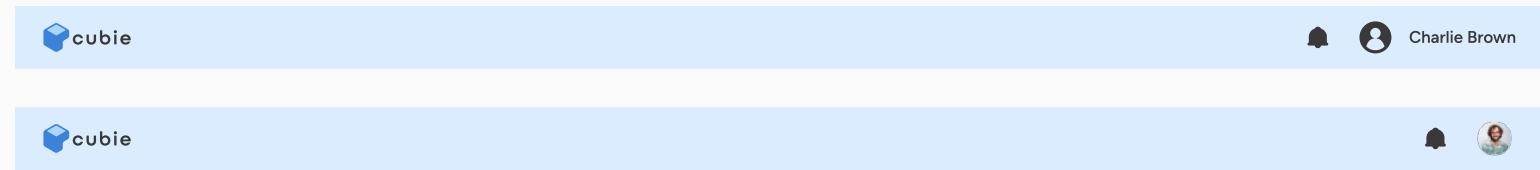


Components

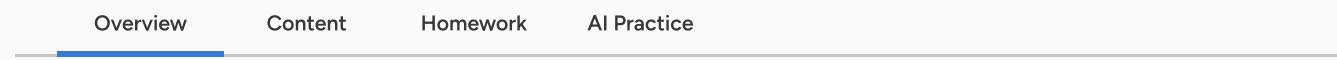


Navigations

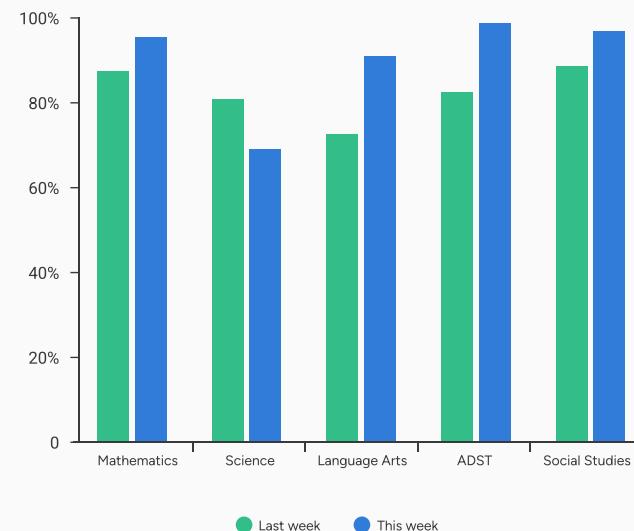
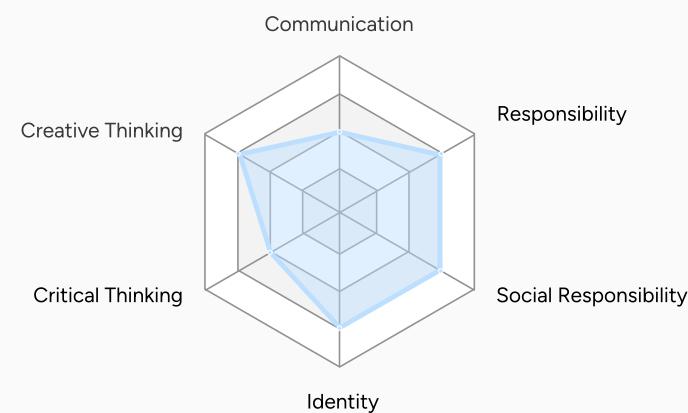
Upper Navigation



Tab

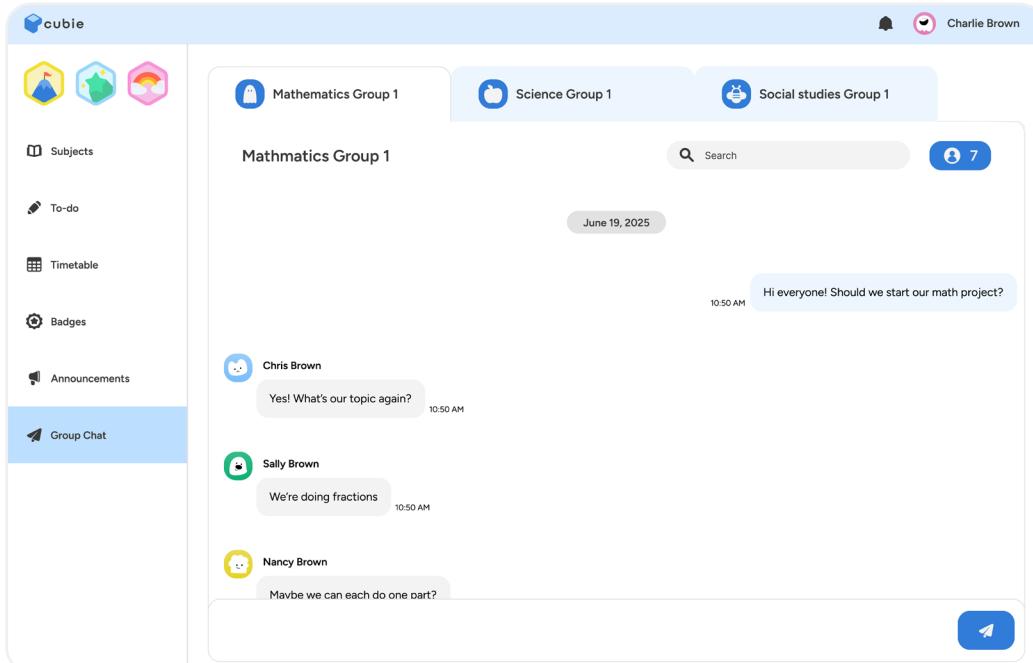
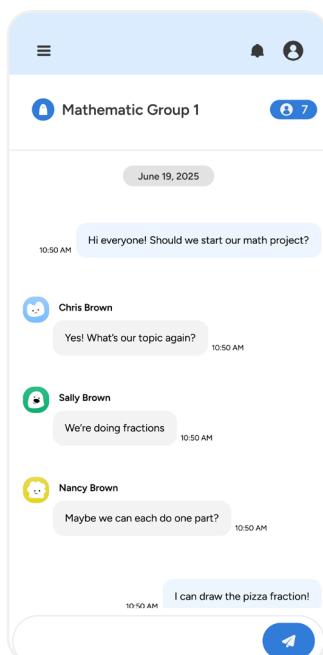
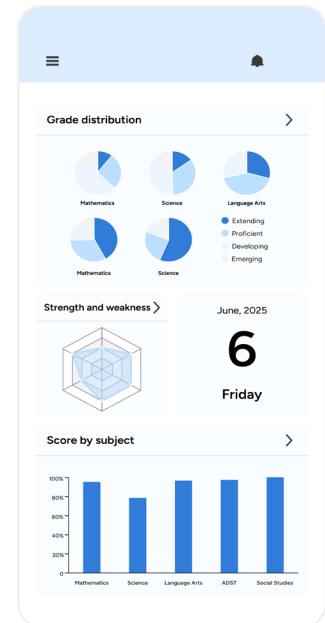
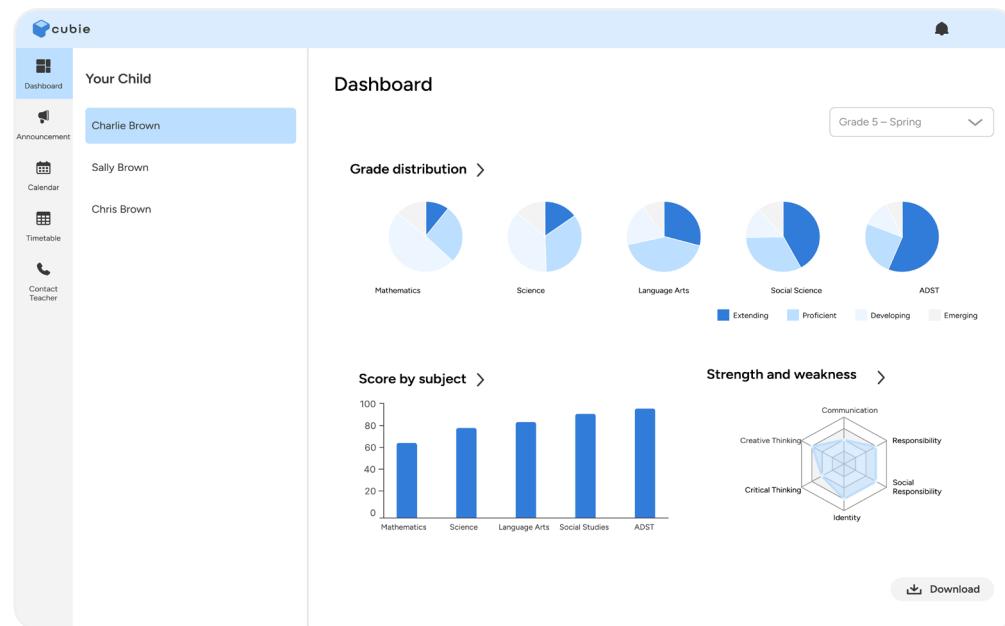


Data Displays



Mock-ups

**Family
Dashboard**



**Student
Group chat**

Kim Possible

a1-kim.pdf

Classify Angles

Name : Kim Possible Date : August 5, 2025

Classify the angles as acute, right, obtuse or reflex.

Acute Right Obtuse
Reflex Acute Obtuse
Acute Obtuse Reflex

Good job! Don't forget to check your work before turning it in.

Competency

Communication	90 %
Creative Thinking	95 %
Critical and Reflective Thinking	90 %

Kim Possible

a1-kim.pdf

Classify Triangles

Name : Kim Possible Date : August 5, 2025

Classify the angles as acute, right, obtuse or reflex.

Acute Right Obtuse
Reflex Acute Obtuse
Acute Obtuse

Communication 90 %
Creative Thinking 95 %
Critical and Reflective Thinking 90 %

Assignment Score 90 %

Overall Grade Rubric

Emerging	Developing	Proficient	Extending
----------	------------	------------	-----------

Feedback

B i U F F I G

You're a math superstar!
You got everything right. Keep up the great work.

Save

Teacher Grading

Content **Homework** **AI Practice**

Choose a week to begin the exercise

1 2 3 4
5 6 7 8
9 10 11 12

Student
AI practice quiz

Content **Homework** **AI Practice**

Choose a week to begin the exercise

1 2 3
4 5 6
7 8 9
10 11 12

Teacher Homework management

The screen shows a navigation bar with Content, Homework (selected), and AI Practice. Below is a section titled "Homework Lists" with a "Create Homework" button. A table lists homework assignments:

Homework Name	Status	No. of Submissions
Week 2 A1-Classify Triangles	Ongoing	0 / 16
Week 1 A1-Classify Angles	Ongoing	5 / 16
Week 1 A2-Quadrilaterals	Ongoing	5 / 16
Week 1 A2-Quadrilaterals	Draft	5 / 16
Free Shape Drawing	Past Due	5 / 16

Attendance

The screen shows the "Attendance" section for "Grade 5 Division 6" with 16 students. It includes a date selector (08 02, 2025) and summary statistics: 9 Present, 2 Absent, 2 Late, 1 Sick Leave.

Student ID	Student Name	Attendance Status	Notes
1234567890	Charlie Brown	Present	-
1245783690	Poly Pocket	Present	-
1357924680	Chris Brown	Late	-
2468013579	Wednesday Addams	Present	-
3267548901	Snoopy D. Peanuts	Absent	-
5612893704	Kim Possible	Sick Leave	-
7643109582	Tyler Higgs	Present	-
8754219630	Ben Tennyson	Present	-
9753186420	Patrick Stars	Absent	-
9876543210	Lilo Pelekai	Late	-
9876543210	Bart Simpson	Present	-
9876543211	Blue Clues	Present	-
9753186420	Rick Sanchez	Present	-
9876543212	Morty Smith	Present	-
9876543213	Peppa Pig	Present	-
9876543214	J.J. Cocomelon	Absent	-
		Late	-
		Sick Leave	-

Course Editor

The screen shows the "Course Editor" section for "Mathematics". It includes a navigation bar with Content, Homework (selected), and AI Practice. Below is a section titled "Homework Lists" with a "Create Homework" button. A table lists homework assignments:

Homework Name	Status	Due Date and Time	No. of Submissions	Actions
Week 2 A1-Classify Triangles	Ongoing	August 25, 2025 at 5 PM	0 / 16	
Week 1 A1-Classify Angles	Ongoing	August 18, 2025 at 5 PM	5 / 16	
Week 1 A2-Quadrilaterals	Ongoing	August 18, 2025 at 5 PM	11 / 16	
Week 1 A2-Quadrilaterals	Draft	August 18, 2025 at 5 PM	11 / 16	
Free Shape Drawing	Past Due	August 1, 2025 at 5 PM	16 / 16	

Attendance

The screen shows the "Attendance" section for "Grade 5 Division 6" with 16 students. It includes a date selector (08 02, 2025) and summary statistics: 9 Present, 2 Absent, 2 Late, 1 Sick Leave.

Student ID	Student Name
1234567890	Emily Turner
1245783690	James Whitaker
1357924680	Olivia Bennett
2468013579	Ethan Brooks
3267548901	Sarah Dalton
5612893704	Ryan Fletcher
7643109582	Grace Mitchell
P	-
A	-
SL	-
L	-
P	-
A	-
SL	-
L	-

Attendance

The screen shows the "Attendance" section for "Grade 5 Division 6" with 16 students. It includes a date selector (08 02, 2025) and summary statistics: 9 Present, 2 Absent, 2 Late, 1 Sick Leave.

Student ID	Student Name
1234567890	Emily Turner
1245783690	James Whitaker
1357924680	Olivia Bennett
2468013579	Ethan Brooks
3267548901	Sarah Dalton
5612893704	Ryan Fletcher
7643109582	Grace Mitchell
P	-
A	-
SL	-
L	-
P	-
A	-
SL	-
L	-

**Teacher
Homework management**

To-do

Today

- Language Arts**
 - Chapter 1 Vocabulary**
Wed, August 20 at 10:00 PM

Upcoming

- Science**
 - What is Photosynthesis?**
Thu, August 21 at 10:00 PM
- Mathematics**
 - Geometric Exercise**
Thu, August 21 at 13:00 PM
- Social Studies**
 - Chapter 1 Excercise**
Fri, August 22 at 10:00 PM

To-do

Today

- Language Arts**
 - Chapter 1 Vocabulary**
Wed, August 20 at 10:00 PM

Upcoming

- Science**
 - What is Photosynthesis?**
Thu, August 21 at 10:00 PM
- Mathematics**
 - Geometric Exercise**
Thu, August 21 at 13:00 PM
- Social Studies**
 - Chapter 1 Excercise**
Fri, August 22 at 10:00 PM

Student To-Do List

Calendar

< June 2025 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

June 2, 2025
Monday

Upcoming Event +

- Sports day**
June 13, 2025 (Fri)
- Assembly**
June 18, 2025 (Wed)
- Field trip**
June 23, 2025 (Mon)
- Open class**
June 26, 2025 (Thu)

Teacher
Calendar

June, 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Sports day
June 13, 2025 (Fri)

Assembly
June 18, 2025 (Wed)

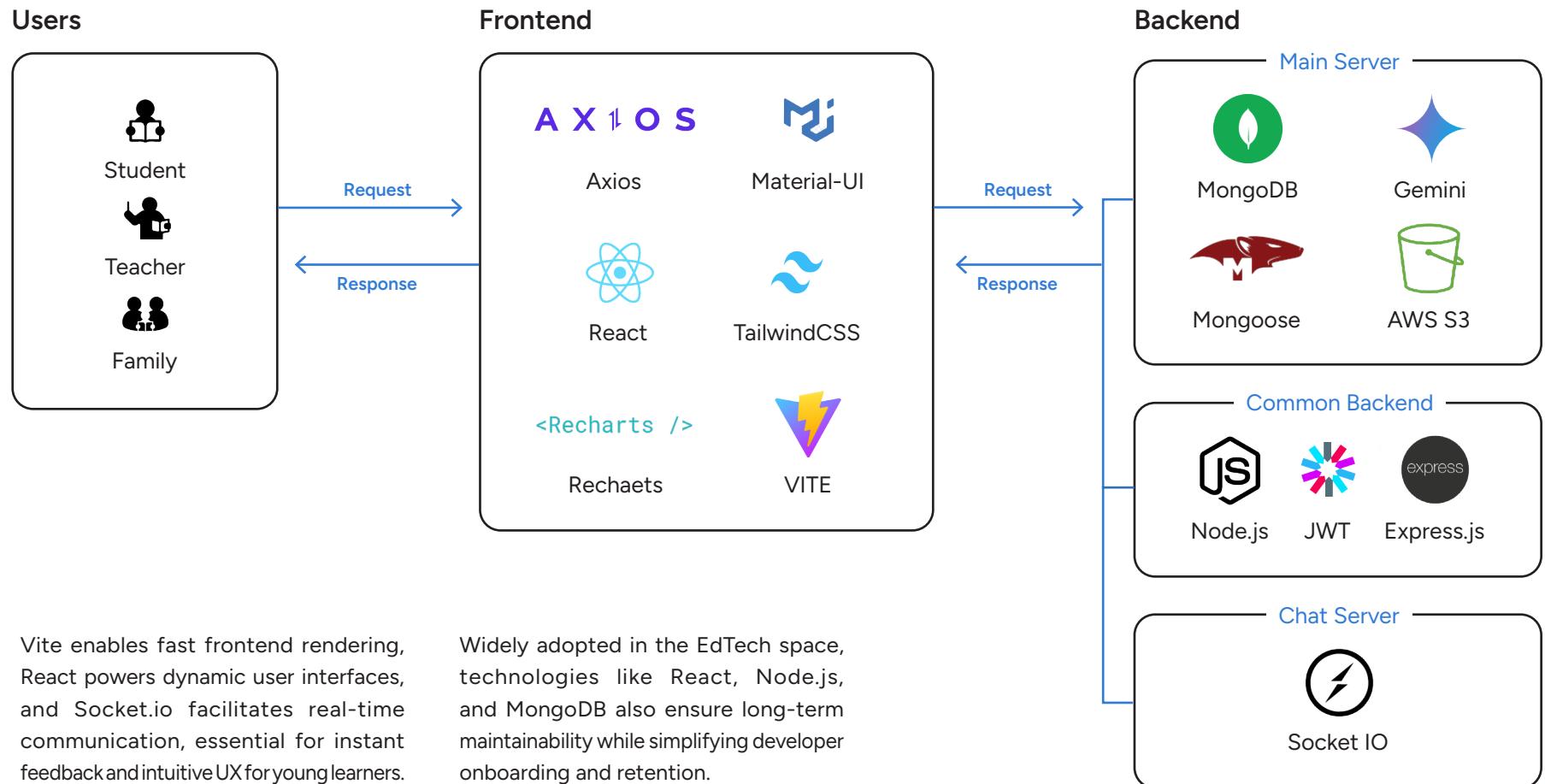
Field trip
June 23, 2025 (Mon)

Open class
June 26, 2025 (Thu)

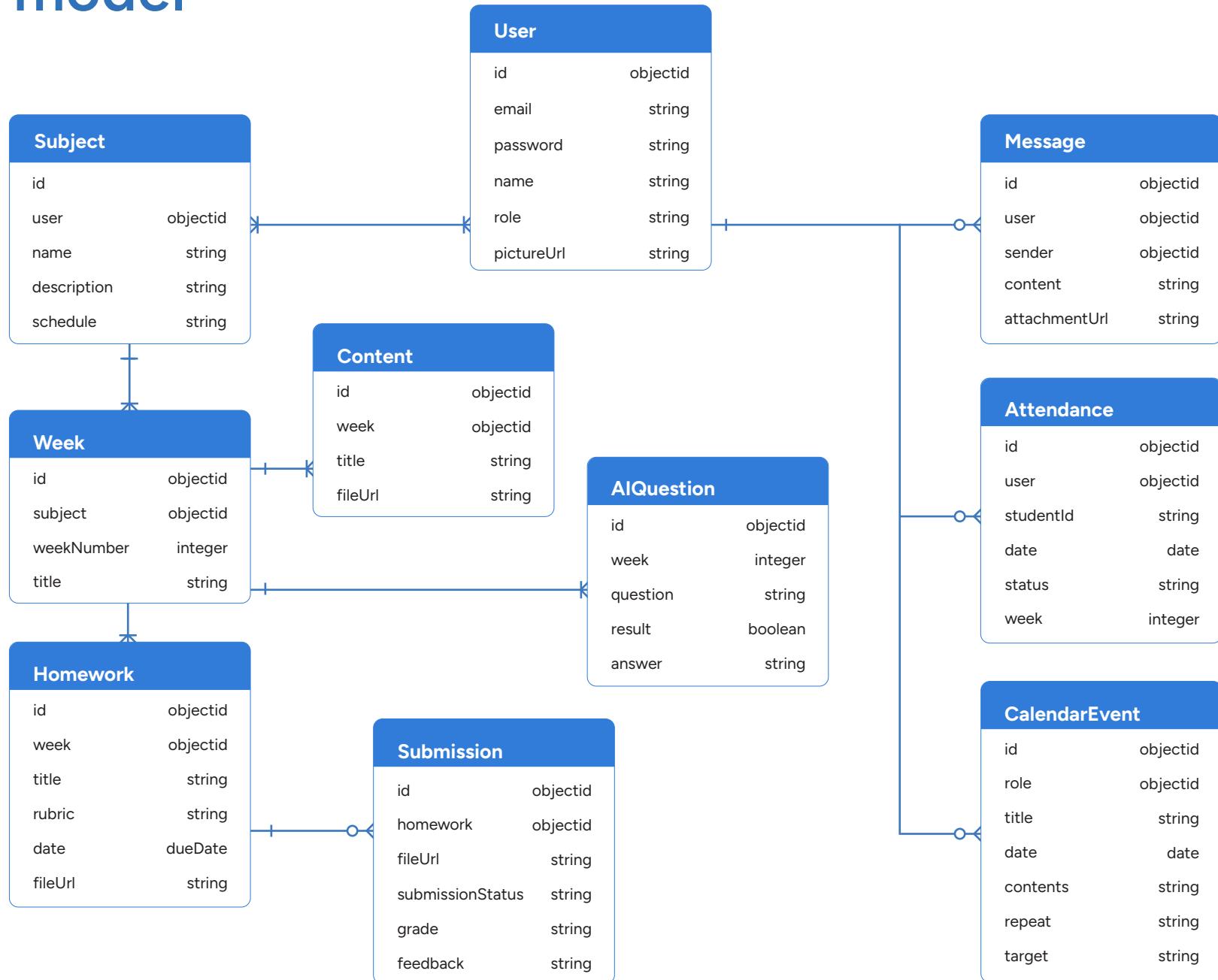


04 | Technical Overview

System architecture



Data model



05 | Business Model

Pricing & plans

Be one of the **first 20 schools** to [pre-sign up](#) and enjoy **1 month of full access** for free.

Cubie starter

A basic plan for schools using their own server, ideal for small-scale operations.

2,000 CAD / Yearly

- Uses school server / API
- Includes up to 300 students
- \$5 per additional student

Cubie smart

Includes AI Practice for enhanced learning support while using the school's server.

2,500 CAD / Yearly

- Uses school server / API
- AI Practice Feature included
- Includes up to 300 students
- \$5 per additional student

Cubie cloud starter

A simple plan that runs on Cubie's cloud, with no need for school server setup.

4,000 CAD / Yearly

- Uses Cubie's server / API
- Includes up to 300 students
- \$5 per additional student

Cubie cloud smart

The all-in-one plan with AI features and full cloud-based convenience.

4,500 CAD / Yearly

- Uses Cubie's server / API
- AI Practice Feature included
- Includes up to 300 students
- \$5 per additional student

Marketing Strategy



Word-of-Mouth Outreach

Build trust through school communities by connecting directly with elementary schools and parent networks across Vancouver's Lower Mainland.



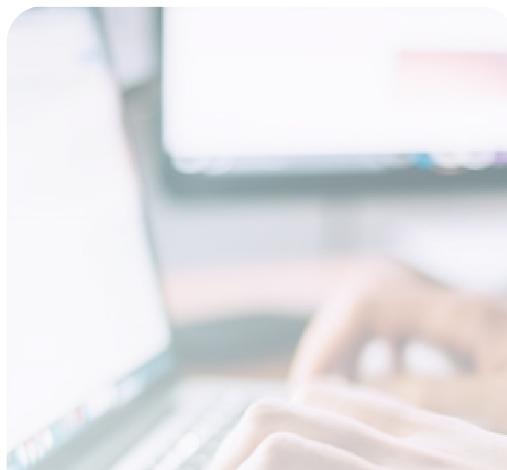
Early Sign-up Offer

Provide 1 month of full access for free to the first 20 schools that pre-register, encouraging early adoption and feedback.



Social Media Advertising

Run targeted campaigns on platforms like Facebook and LinkedIn to reach educators and parents, highlighting Cubie's intuitive, kid-friendly features.



Official Website Promotion

Promote Cubie through the website with clear messaging, demo access, and easy sign-up.



Email Campaign to Schools

Send email campaigns to local schools to introduce Cubie and encourage pre-registration.



Ethics & Social responsibility

Ethics

As a child-focused platform, Cubie prioritizes ethical responsibility through:

- Full compliance with FIPPA and FERPA regulations
- Transparent data practices with parent-controlled sharing settings
- Design choices that respect student privacy and promote accessibility

Social responsibility

Cubie commits to closing the digital divide by:

- Donating 10% of revenue to provide refurbished devices for underserved schools
- Empowering families with advocacy tools, including parent-facing features and school-specific petitions
- Supporting equitable access regardless of a school's fundraising capacity

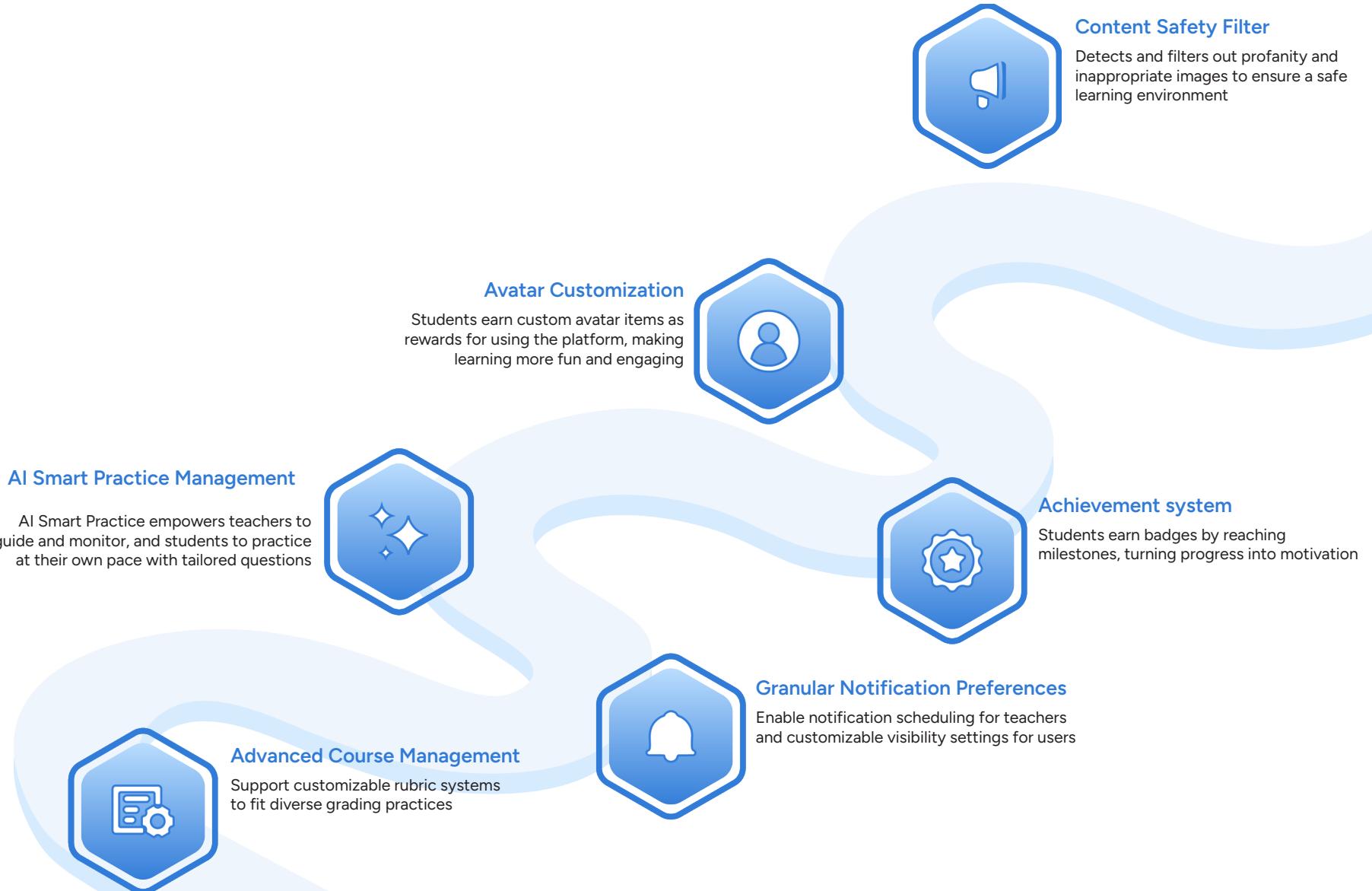
Sustainability

Cubie integrates sustainable practices into both design and operations:

- Runs smoothly on low-spec and older devices
- Partners with refurbishment programs. Each reused PC saves 380kg CO₂, 240kg chemicals, and 5,000L water
- Powered by AWS cloud infrastructure, using 90% renewable energy

Our goal is to build a fairer, greener, and more inclusive digital future for every learner.

Future roadmap



Meet the Team | Team Kiwii



Pimsirin Prasartset – Poppy

Lead UX/UI Designer

UX/UI designer with a background in post-production and project management, experienced in leading end-to-end workflows. Led the overall design direction with a focus on age-appropriate interfaces, clear user journey, and cohesive visuals and branding. Designed core user flows and interface screens across all user roles, along with illustrations.

[in/pimsirin-prasartset](#)



Suro Kim

UX/UI Designer

UX/UI designer with a background in video production planning, bringing a strong sense of storytelling and visual clarity to design. Focused on crafting intuitive, engaging interfaces that meet user needs. Responsible for the UX structure, dashboard design, data visualization, and iconography in this project. Aims to balance aesthetics with empathy-driven usability.

[in/suro-kim](#)



Tsun Man Au – Terrance

UX/UI Designer

UX/UI designer with a background in software QA, with experience working closely with developers to test features and write use cases. Drew on QA and technical experience to ensure practical and user-centered solutions. Contributed to user research, flows, and usability testing while supporting desktop and mobile screen design.

[in/tsun-man-au](#)

**Naomi Fujii****Project Manager / Full-stack Developer****in** [in/naomi-fujii](#)

Full-stack developer with a background in design direction and entrepreneurship. Led both front and back-end development while coordinating smooth collaboration across the team. Focused on building reward features and visualizing key data such as submissions, scores, and core competencies. Also responsible for designing APIs and maintaining clear project timelines.

**Ryo Ito****Lead Full-stack Developer****in** [in/ryo-ito](#)

Full-stack developer with a background in architecture, skilled in problem-solving and system planning. Leads decisions on architecture, tech stack, and external tools, while maintaining code quality through reviews. Set up the development environment, supported team workflows, and developed the Course Editor feature to enhance functionality.

**Chien-Jen Wang – Francisco****Full-stack Developer****in** [in/francisco-wang](#)

Full-stack developer with a background in automation and chemical engineering. Take charge of both front- and back-end development while coordinating with Gemini AI API. Previously built authentication and event features for an award-winning web product. In this project, implemented AI interactions designed to engage smoothly with children in an educational setting.

**Semih Cetin****Full-stack Developer****in** [in/semih-cetin](#)

Full-stack developer with a background in humanitarian aid and digital automation, experienced in building systems for crisis response. Developed the real-time chat system as a safe communication space for students with a focus on responsive design, secure messaging, and integration into collaboration spaces. Values accessibility, teamwork, and user-centered development.

Reference

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British Columbia Ministry of Education and Child Care. (n.d.). Core competencies. Government of British Columbia. <https://curriculum.gov.bc.ca/competencies>

Competitors

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Design case study

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UsabilityGeek. (n.d.). UX case study: Duolingo. Medium. <https://medium.com/usabilitygeek/ux-case-study-duolingo-ade986ec7450>

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