

# Primary School Rankings Project

**Touro University GST, WMMN-613 Course Midterm Presentation**

**by: Nury Amanmadov**

# About The Project

**Product: Website Providing Primary School Rankings and Detailed Scores**



# User Interviews

## Interviewed People

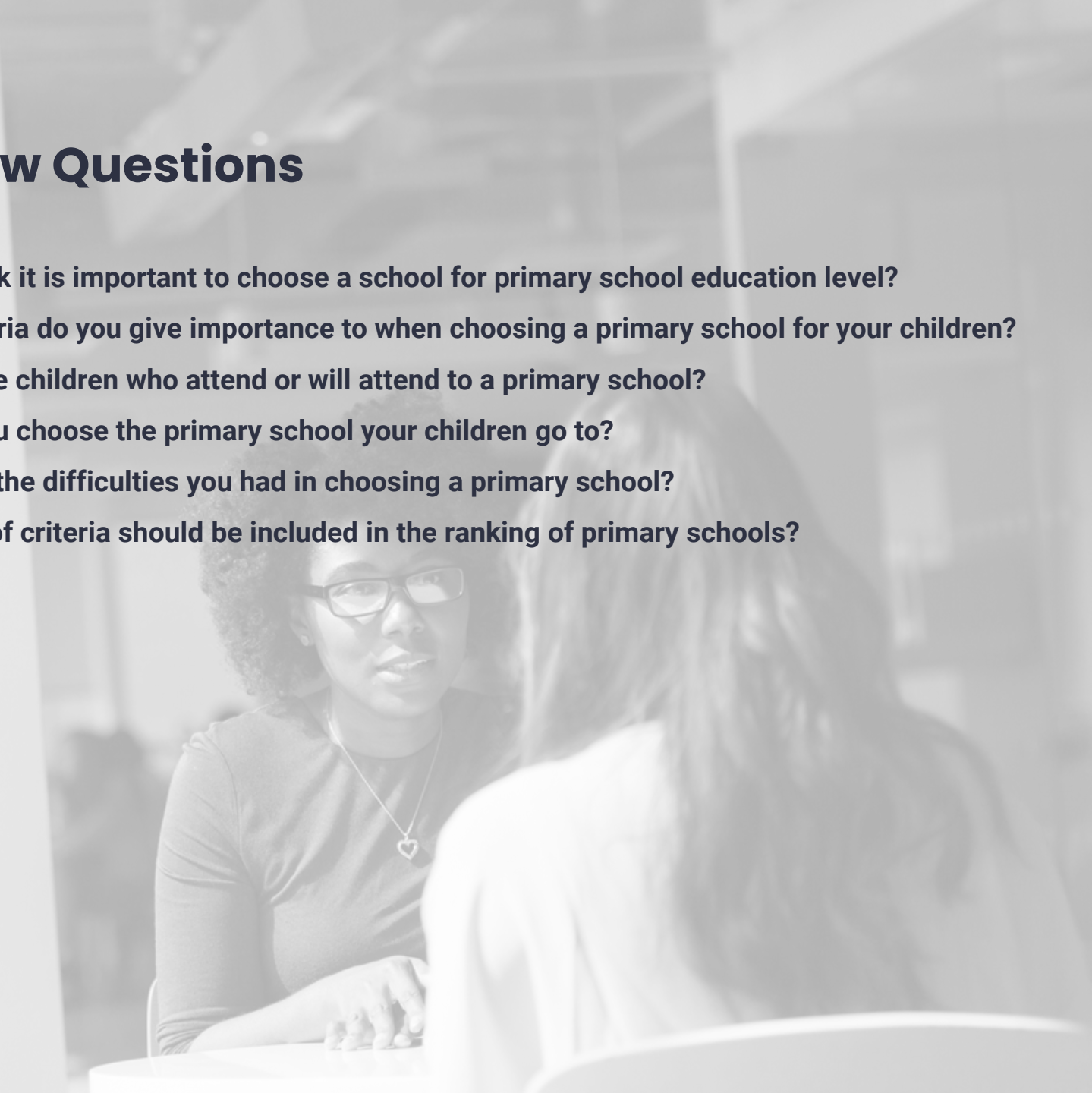
- ☐ Gender: Male
- ☐ Age Range: 31 – 36
- ☐ Jobs: Software Engineer, Civil Engineer
- ☐ Lives in: WA, USA
- ☐ Kids: 1-2



# User Interviews

## Interview Questions

- ☐ Do you think it is important to choose a school for primary school education level?
- ☐ Which criteria do you give importance to when choosing a primary school for your children?
- ☐ Do you have children who attend or will attend to a primary school?
- ☐ How did you choose the primary school your children go to?
- ☐ What were the difficulties you had in choosing a primary school?
- ☐ What kind of criteria should be included in the ranking of primary schools?





# User Persona



## Jon Snow

Software Engineer

30, father, Castle Black

### BIO

Jon is a software engineer with 9 years of experience. Due to the responsibilities brought by his profession, he spends most of his time in front of the computer. Although he is passionate about his profession, he complains that he can not spare enough time for his family. His daughter Lyanna is going to the primary school this year. Jon is looking for a good primary school that is close to them.

### GOALS

Get detailed information about the primary schools nearby.  
Compare them among each other. Learn about their rankings.  
Find most suitable one for his daughter Lyanna.

### WANTS & NEEDS

Fast, functional and reliable information about primary schools.  
Latest primary school rankings.

### FRUSTRATIONS

Lack of primary school rankings and metrics. Absence of an app that gives detailed information about the schools

### PERSONALITY

Introvert

Analytical

Thinking

Judging

### TECH

Social Media

Online Shopping

Mobile Apps

Early Adopter

### BRANDS

in v a t x

# Problem Statement

## User needs

Parents with children in primary school age have difficulties finding good primary schools. They would like to provide a good education for their children, so the children become successful adults.

Problem that I am trying to solve is the lack of a centralized system that offers primary school rankings according to certain criteria, which users can access via an easy interface. Although the ranking of primary schools is not as easy as the ranking of universities, there are various criteria that can be used in this regard.

# User Stories

## As a parent,

- ☐ I want to access the list and detailed information of the primary schools closest to my current location, so that I can choose a primary school for my children based on this data.
- ☐ I want to display primary schools and their attributes on the map so that I can get more information about the neighborhood where the school is located.
- ☐ I want to be able to view reviews from other parents whose children attend that school, so that I can determine if the school would be a good place for my child to attend.
- ☐ I want to compare primary schools according to their ranking score and the attributes that make up the rankings so that I should be able to see strengths and weaknesses of the compared schools.
- ☐ I want to bookmark schools that I like so that I can easily access them later.
- ☐ I would like to compare primary schools among each other.



# Offered Solution

## A web app

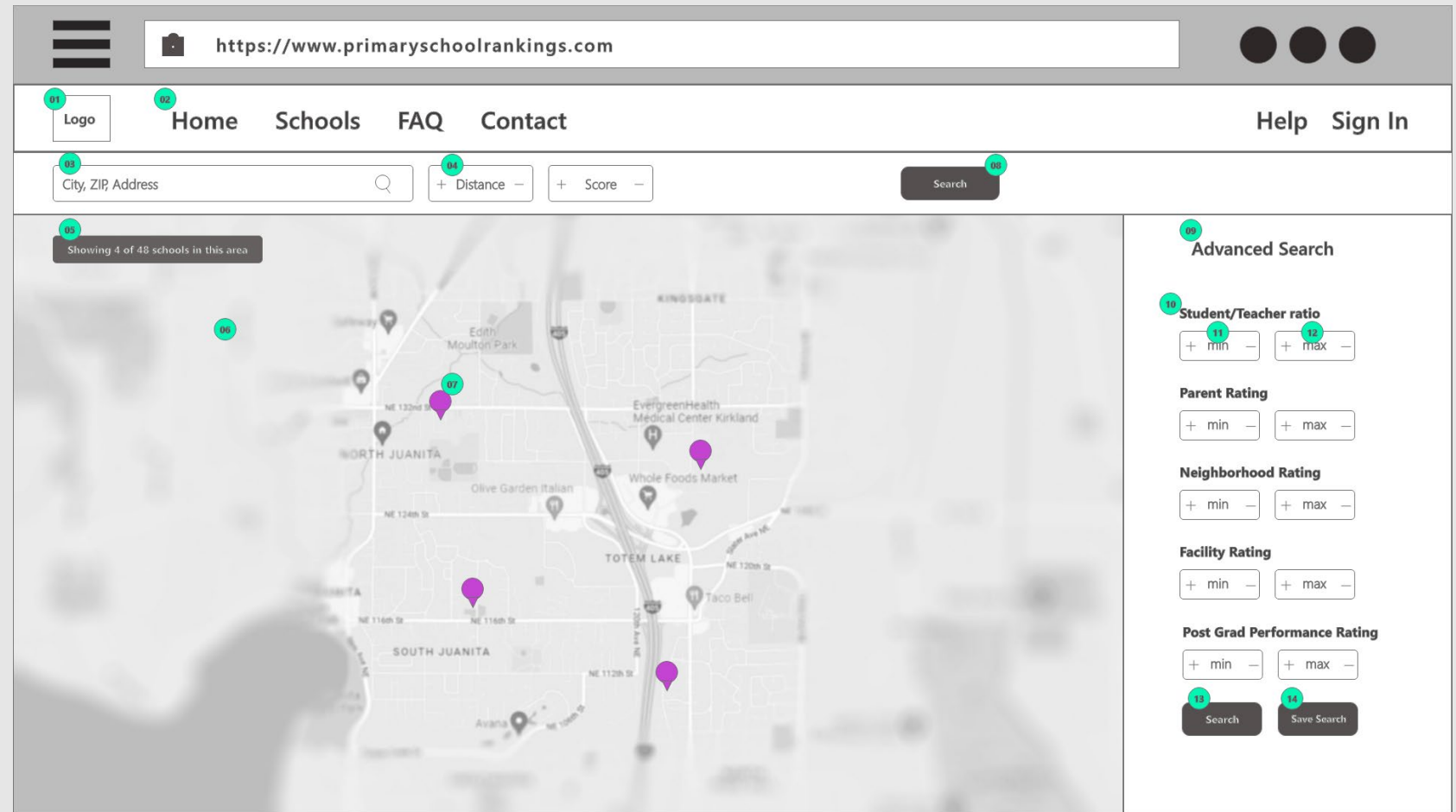
The purpose of the users will be to list the primary schools closest to their location via the related interface, reach the ranking scores of these schools and the factors that make up the score, and compare these schools among each other.

The following metrics can be used to identify the good primary school:

- ☐ Distance
- ☐ Student / Teacher Ratio
- ☐ Average Test Score Stats
- ☐ Facility Rating
- ☐ Neighborhood Rating
- ☐ Post Graduate Performance
- ☐ Parent Reviews and Ratings
- ☐ Overall Ranking



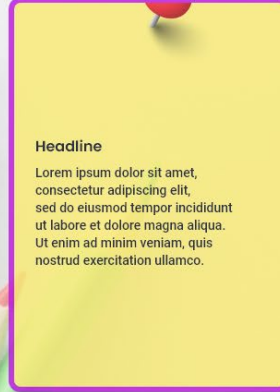
# Wireframe



# Moodboard



**Primary School Rankings**



Lorem ipsum dolor sit amet,  
 consectetur adipiscing elit,  
 sed do eiusmod tempor incididunt  
 ut labore et dolore magna aliqua.  
 Ut enim ad minim veniam, quis  
 nostrud exercitation ullamco.

**Sign Up**

# Style Tile



## Primary School Rankings

Get latest school rankings

### Colors



#3E0C63



#3E0C63



#ADB5BD



#4A4E69



#2D3142

**Poppins Bold 48pt**

**Poppins Bold 36pt**

**Poppins Bold 28pt**

Choosing a school is one of the most important decisions a parent will make for their child. We understand this, and has worked to build the most complete, accurate, and transparent school search tool on the internet. This tool is powered by our comprehensive school rankings. Our commitment to helping families find where they belong has pushed us to make our 2023 Best Primary School Rankings the best yet.

" We have nearly 1.5 million school reviews from real students, parents, and teachers.  
More school reviews than any other place on the internet.  
This gives an honest view into what people really think about a school."

### Schools



#### Kirkland Elementary

10017 Northeast 68th Street, Kirkland, WA

Student Number: 423

Student/Teacher Ratio: 8

Parent Rating: 8.4

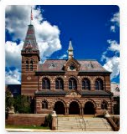
Facility Rating: 8.1

Neighborhood Rating: 9.0

8.7

Overall Score

Details



#### Mark Twain Ele

Address: 10011 100th Ave

Student Number: 533

Student/Teacher Ratio: 11

Parent Rating: 8.2

Facility Rating: 7.4

Neighborhood Rating: 9.4

Details



# Final product

## SIGN UP

Start searching for the best primary schools for your kids.

Already have an account? [Sign In](#)

You will use this as your username

Your password must be least 6 characters

By clicking Sign Up button, you agree to [User Agreement](#) and [Privacy Policy](#).

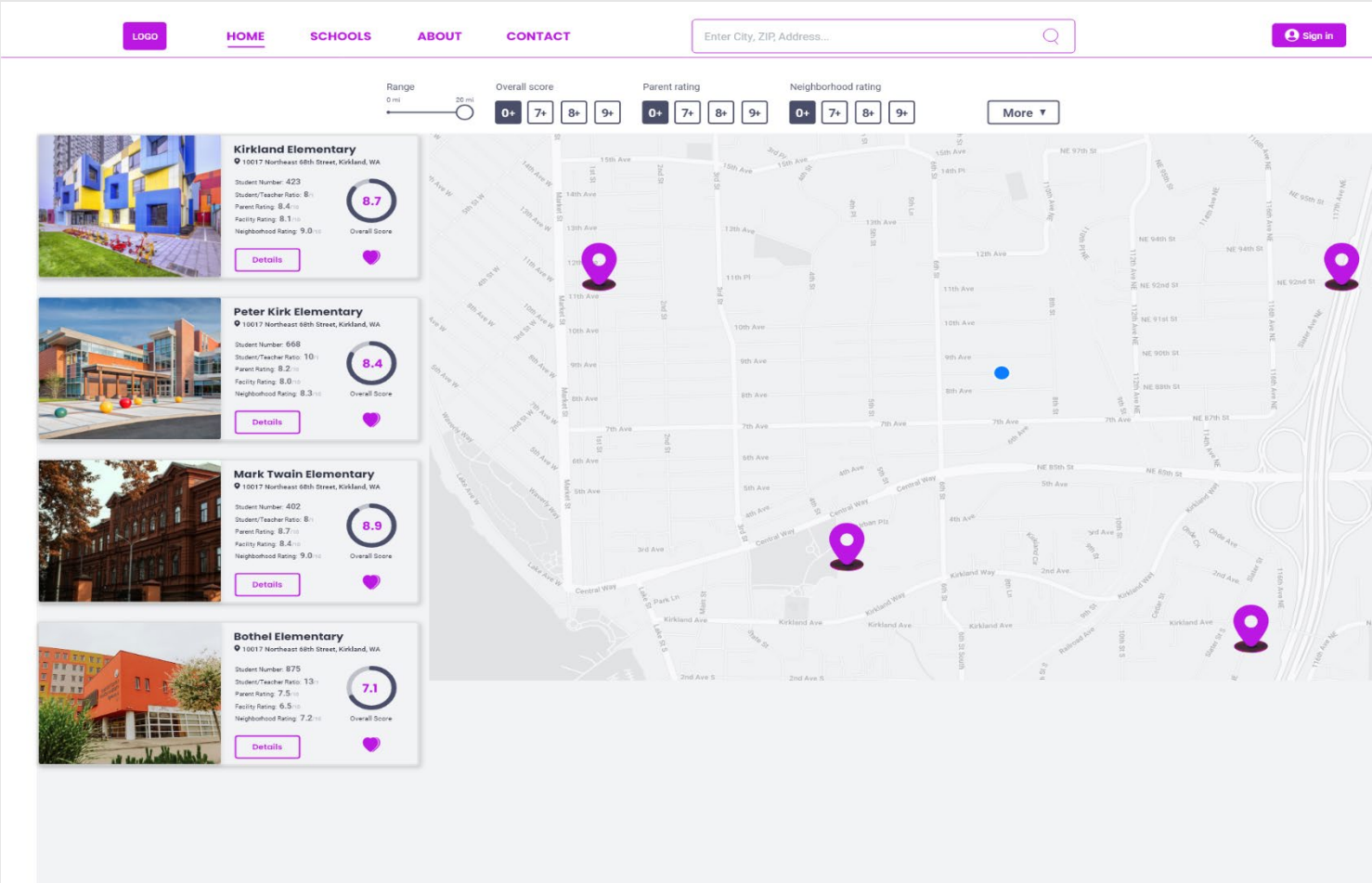
SIGN UP



# Final Product



# Final Product



**Thank You**