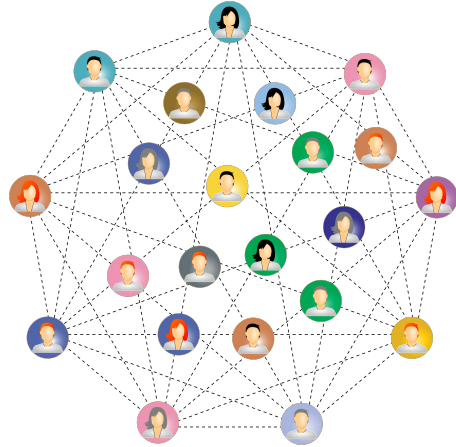# 2.3 User Research Analysis

By: Jazmin Jensen

Research Goals

1) Understand the journey of **how & why** teachers seek/receive information & advice from other teachers

2) Understand what teachers **need & look for** when wanting to connect with other teachers to get a question answered

3) Uncover participants' **thought processes** behind & prior experiences of seeking/receiving such info & advice
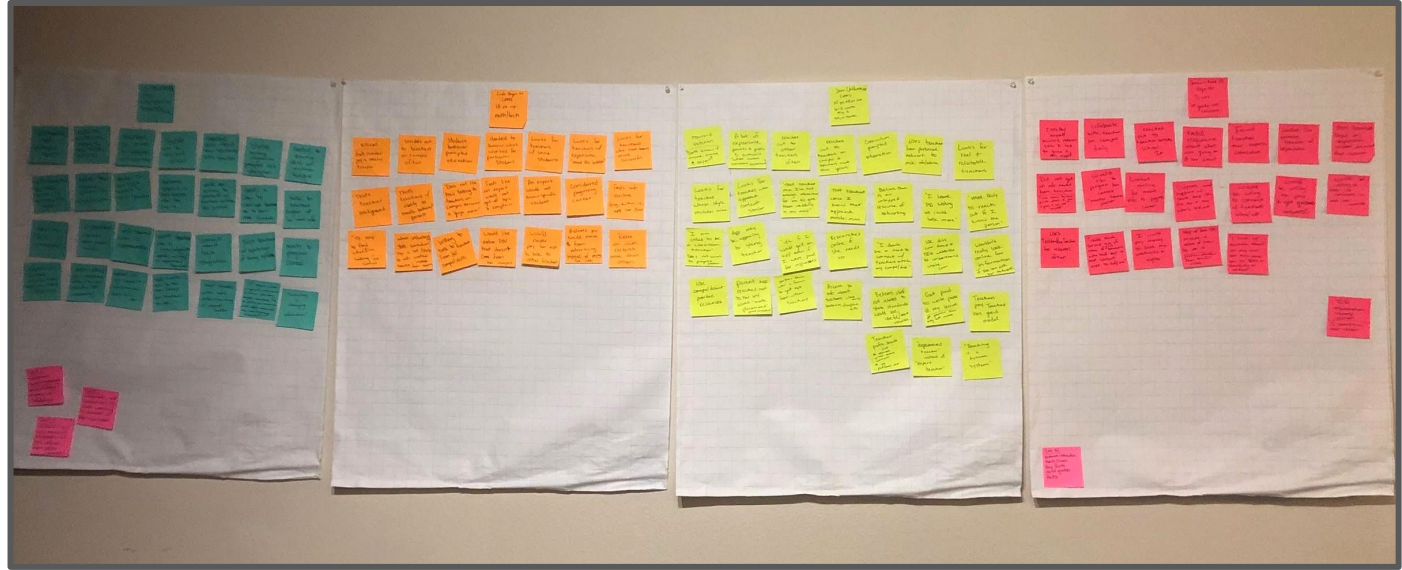
Participants

Liz Zannotti

Linda Hagen

Joan Childress

Savannah Reed

* Identified behaviors/attitudes, needs/goals, pain points, and quotes from user interview documents. One idea per sticky note.

Affinity Map

* Ideas have been arranged in intuitive clusters and categorized to specific findings.

Insights: Affinity Map

Pay Money

- Some participants are willing to pay a small amount for an app that connects teachers and their resources. Others were not willing to pay at all because they can find the resources for free elsewhere.

Communication

Inside District

- Teachers heavily rely on their in house network for the day-to-day since it is readily available and knowledgeable. Some interactions need to be made with teachers who know the school, students, tracking systems, etc.

Outside District

- Teachers are willing to connect with teachers outside their current network for another point of view on classroom systems, best resources, how to use tech, etc. Every circumstance can be approached many different ways, teachers are always learning from one another. A teacher removed from the situation may have a completely new outlook.

Insights: Affinity Map

What Prompted Interaction

- Teachers seek reassurance/ideas from other teachers to ensure they make the best decision for students in all aspects. Teachers can provide information/advice specific to the profession that no other industry professional could provide, making networking a much needed asset/tool.

Experience Levels

- Even teachers with years of experience will tell you they are not experts. Teacher feel comfortable mentoring other teachers but since teaching is a dynamic system, they believe "expert" is not a relative term. Using the terms "Veteran" or "Experienced" in the app would make more of a connection with teachers.

What Teachers Trust

- Teachers trust input from teachers with proven experience and reliability. Providing teachers with a profile to document their experiences and what they are knowledgeable in will promote trust between users.

Insights: Affinity Map

Self-Research/Resources

- Districts provide state curriculum resources and planning documents. When teachers do not get what they need from district resources, they are more apt to go online and find it themselves before asking others. Teacher mentality is that they can do it better/faster on their own, yet this takes considerable time which most do not like. Need for a website/app that enables teachers to quickly find what they are looking for without any hassle (ideas: lots of filter options, bank of resources and teacher created videos)

What Teachers Want in Another

- Teachers want reliable information from teachers with a similar style of teaching, lots of experience, and proven success in the area they are searching for. User profiles could include a video/blurb about their teaching philosophy and credentials.

Career Progression

- Teachers want to progress their career and are willing to reach out to others about how to do it. Progression in education is not openly talked about in schools. Teachers must do the research on their own if they want to move out of the classroom.

Insights: Affinity Map

App Ideas from Participants

- Instead of users paying for app, make money from advertising

- Provide filter to see what teachers are proficient in certain platforms, sites, etc.

- Follow Teachers Pay Teachers site model but include a video of how to implement resources

- Be able to post videos/resources and make a passive income instead of video chatting in real-time. Teachers could choose if they want to be accessible in real time or not

- App may appeal to and support young/novice teachers more so than veteran teachers