Achievement 2: Portfolio Review

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[Questions to Consider with Mentor from CF](#)

User Personas

Kasey

New to Profession

Age: 23
Status: Single

Novice — Veteran

"I am overwhelmed in my first year of teaching and wish reliable resources were easier to find. I spend so much time looking online."

"I do so much work at night and on the weekends, but I still feel like I don't know what I am doing."

Tech Savvy

Social Media Usage

Time Spent Working at Home Daily

0 hrs — 4 hrs

Needs & Goals

◎ Quick & easy access to experienced teachers who use similar online platforms

◎ Way to ask experienced teachers questions

◎ Efficient way to filter through teachers

◎ Save time & energy when creating resources & systems

Behaviors

◎ Uses social media often

◎ Feels compelled to "have it all together" like the teachers on Instagram and Pinterest

◎ Seeks reassurance that all curriculum is being taught correctly and that she is doing the best for her students

Frustrations

◎ Amount of time it takes to search for or create reliable resources

◎ Always feeling like she has to make everything on her own

◎ Constantly feeling overwhelmed with the workload

◎ Not knowing if she is covering content correctly

Melyssa

Intermediate

Age: 29
Status: In a Relationship

Novice   Veteran

"I feel more confident in the classroom but am always looking for ways to save time and energy."

"I want to know more about how to progress my educational career, and possibly move out of the classroom. It would be nice to have someone to answer my questions."

Tech Savvy

Social Media Usage

Time Spent Working at Home Daily

0 hrs   4 hrs

Needs & Goals

◎ Ability to search for resources catered to a very specific need
   ○ Based on content, situations, student behavior, digital platforms

◎ Quick & easy access to experienced educators to answer specific questions
   ○ Classroom or career related

Behaviors

◎ Confident with curriculum, but always looking for better teaching strategies from reliable sources

◎ Spends less time preparing lessons and resources, and more time deciding her future career goals

◎ Prioritizes time with her boyfriend and friends above of working at home

Frustrations

◎ Amount of time it takes to find reliable resources related to a very specific need

◎ Still having to create her own resources when she can't find what she is looking for

◎ Not knowing what her next career step should be and how to take it

Debra

Experienced

Age: 57
Status: Married

Novice ——————————● Veteran

"I have never put my teaching resources on the internet before, but wouldn't mind doing it if I could earn some money passively."

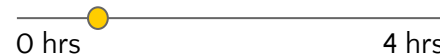*"My priority is family, so anything that takes too much time away from them, I don't use."*

Tech Savvy

Social Media Usage

Time Spent Working at Home Daily

0 hrs ———————————— 4 hrs

Needs & Goals

◎ Effortless way to post resources/videos to make a little income

◎ Needs to spend the least amount of time possible on the app/site
  ○ Efficient messaging system when needed

◎ Her goal is to make a little money as she prepares for retirement

Behaviors

◎ Prioritizes time with family and friends over everything else

◎ Extremely knowledgeable of curriculum and best strategies for content delivery and classroom management

◎ Knows how to use mobile apps but prefers websites

Frustrations

◎ The vast shift of technology in education has her feeling like a novice in some areas again

◎ Her colleagues, and longtime friends, are retiring, as she counts the years to her own retirement

◎ She still has to bring work home during the week and on weekends

Revisiting The Problem Statement

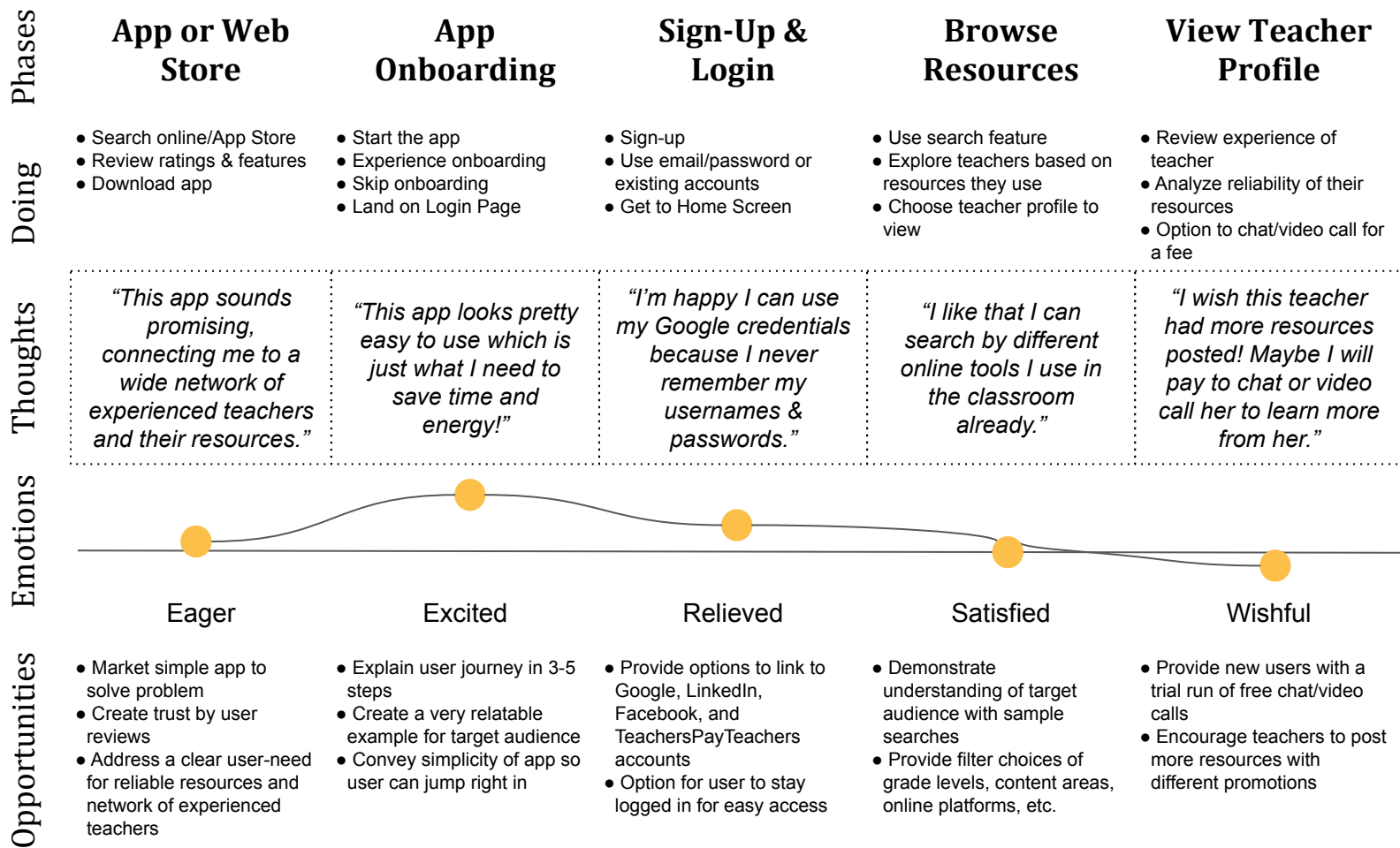| Original	Revised	Hypothesis
Our expert seekers (users) need a way to speak with available and knowledgeable professionals from various content areas/grade levels because they have questions they would like answered or want to learn more information about career progress in education. We will know this to be true when we see successful reviews of video calls occurring between users and experts through our site and a growing amount of users/experts.	Our teachers need a way to access reliable teachers from various experience levels/content areas/grade levels because they need information or reassurance about which resources and classroom systems are best. Our teachers need a way to speak with experienced teachers from various experience levels/content areas/grade levels because they want to learn more information about career progress in education. We will know this to be true when we see successful purchases of resources and messaging occurring between teachers through our app/site and a growing amount of users.	We believe that by creating a simple, easy to use filtering system to search teachers for Kasey, we will achieve having Kasey access to reliable teachers whenever she needs them. We believe that by creating a mobile app that connects teachers through messaging and video chat features for Melyssa, we will achieve having Melyssa connect with experienced teachers who can answer her questions about career progression. We believe that by creating an efficient, intuitive way to upload resources for Debra, we will achieve having teachers connect with and purchase Debra's resources through the site.

Journey Maps

Phases	App or Web Store	App Onboarding	Sign-Up & Login	Browse Resources	View Teacher Profile
Doing	● Search online/App Store ● Review ratings & features ● Download app	● Start the app ● Experience onboarding ● Skip onboarding ● Land on Login Page	● Sign-up ● Use email/password or existing accounts ● Get to Home Screen	● Use search feature ● Explore teachers based on resources they use ● Choose teacher profile to view	● Review experience of teacher ● Analyze reliability of their resources ● Option to chat/video call for a fee
Thoughts	*"This app sounds promising, connecting me to a wide network of experienced teachers and their resources."*	*"This app looks pretty easy to use which is just what I need to save time and energy!"*	*"I'm happy I can use my Google credentials because I never remember my usernames & passwords."*	*"I like that I can search by different online tools I use in the classroom already."*	*"I wish this teacher had more resources posted! Maybe I will pay to chat or video call her to learn more from her."*
Emotions	Eager	Excited	Relieved	Satisfied	Wishful
Opportunities	● Market simple app to solve problem ● Create trust by user reviews ● Address a clear user-need for reliable resources and network of experienced teachers	● Explain user journey in 3-5 steps ● Create a very relatable example for target audience ● Convey simplicity of app so user can jump right in	● Provide options to link to Google, LinkedIn, Facebook, and TeachersPayTeachers accounts ● Option for user to stay logged in for easy access	● Demonstrate understanding of target audience with sample searches ● Provide filter choices of grade levels, content areas, online platforms, etc.	● Provide new users with a trial run of free chat/video calls ● Encourage teachers to post more resources with different promotions

Melyssa

29 ● Teacher
Intermediate

Scenario 📝

Melyssa is several years into her career and ready to progress into another role in education.

She has some specific roles in mind and would like to reach out to other educators who currently hold those titles.
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Goals 🎯

Melyssa wants to search teachers by specific positions held and book a video call to gain their advice.

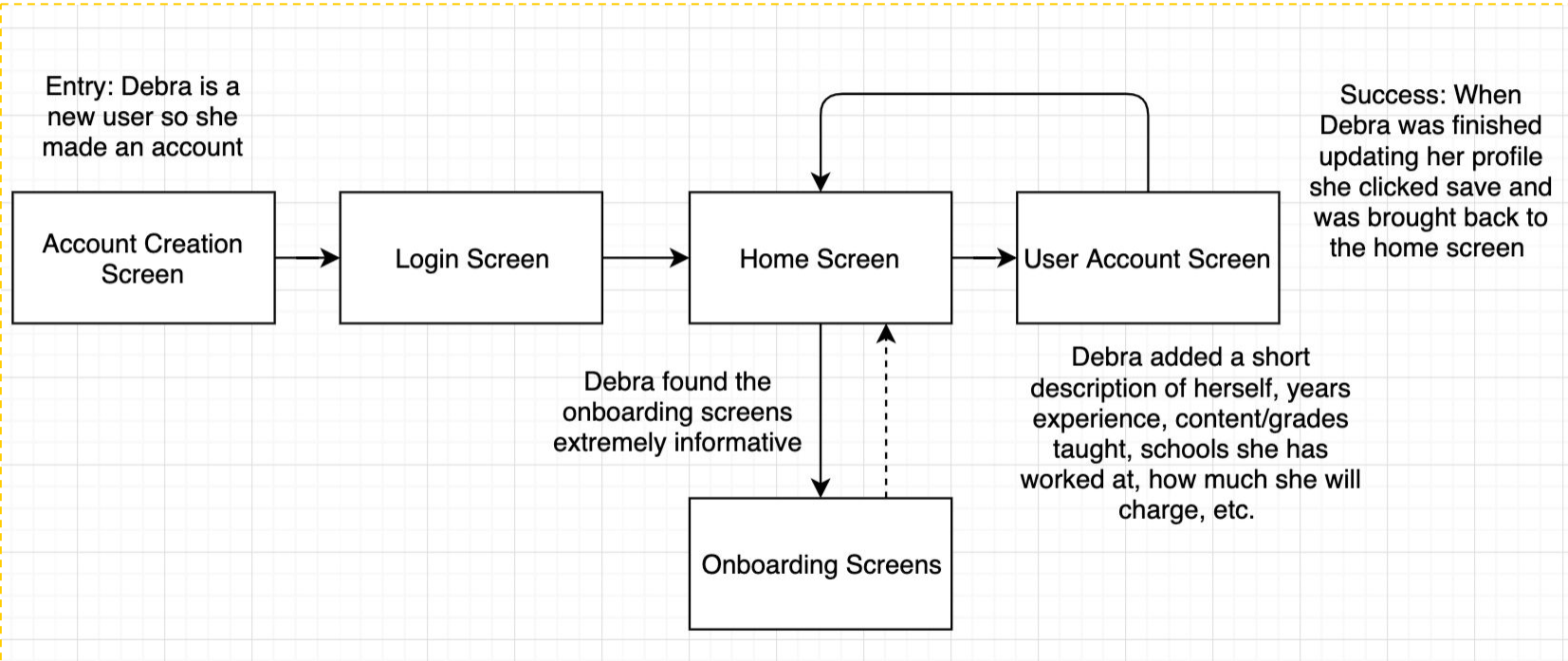|	Login	Browse Teachers	View Teacher Profiles	Schedule Video Call	Set a Reminder
Phases					
Doing	● Remain logged in from prior app use ● Login with credentials or linked existing account ● Login with touch id	● Use search feature to search for teachers in a specific role ● See teachers related to search ● Choose a teacher to view	● Review teacher experience in detail ● Compare 3-5 candidates ● Compare costs ● Choose best candidate	● Request video call ● Offer 3 times for possible video call 0.5-1 week out ● Receive confirmation once call is accepted by the experienced teacher	● Set a reminder for 30 minutes before the video call as a push notification from the app
Thoughts	*"I am thankful the app keeps me logged in because I already have too many passwords in my head."*	*"Hopefully I can find an experienced teacher who has had the role that I want to pursue."*	*"I don't want to have to click on every profile, a preview description and cost would be nice."*	*"Requesting that video call was way easier than I expected!"*	*"I need all the reminders I can get to stay on top of my schedule, so I am glad the app offered!"*
Emotions	Thankful	Hopeful	Annoyed	Relieved	Grateful
Opportunities	● Provide option for user to stay logged in ● Provide option to connect touch id when phone allows	● Provide advanced filter choices ● If no search results, provide a list of similar results ● Use algorithm to list teachers that match search with highest reviews at the top	● Highlight important descriptions of teachers in list of search results ● Highlight cost, if any, with teacher in list of search results ● Organize teacher profile in an efficient way for user to gain insights quickly	● App shows teacher availability and allows support scheduling ● App syncs both users availabilities and suggests best day & time ● Notification of confirmed calls to improve engagement	● App provides option to set reminder once call has been confirmed ● Reminder can be as a push notification, text, or email

Debra

57 ● Teacher
Experienced

Scenario 📝

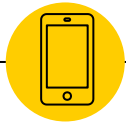Debra is preparing for retirement and heard about an app that could potentially make her a little income. She is skeptical since she does not use many mobile applications.

She is downloading the app for the first time and wants to effortlessly set up her profile.

Goals 🎯

Debra wants to download the app and create a profile including her experience and a few resources she has created.

Phases	App or Web Store	App Onboarding	Sign-Up & Login	Manage Account	Upload Resources
Doing	● Search online/App Store ● Review ratings & features ● Download app	● Start the app ● Experience onboarding ● Skip onboarding ● Land on Login Page	● Sign-up ● Use email/password or existing accounts ● Get to Home Screen ● Click on settings to edit account information	● Add description of education experience ● Add tags of content and grade levels taught ● Adjust cost for chat/video calls & availability	● Add documents of classroom resources ● Add videos of resources being used or how to use them ● Save all profile information
Thoughts	*"I am hesitant because I do not use many apps so hopefully I can figure this out."*	*"That little step by step thing helped, now I know where to go to edit my profile."*	*"I do not use my Google Account much so I hope the app will remember my login information."*	*"That wasn't too bad. I like that it prompted me for all information I needed to include."*	*"Now that I put it all in here, how do I know what to do next?"*
Emotions	Nervous	Confident	Concerned	Content	Confused
Opportunities	● Market simple app to solve problem ● Create trust by user reviews ● Address a clear user-need for reliable resources and network of experienced teachers	● Explain user journey in 3-5 steps ● Create a very relatable example for target audience ● Convey simplicity of app	● Provide options to link to Google, LinkedIn, Facebook, and TeachersPayTeachers accounts ● Option for user to stay logged in for easy access	● Create simple, clean UI ● Based off education experience description provide suggestions of possible tags ● Include icon next to each required field that can be clicked to obtain more information and examples of what is expected	● Provide a preview of an example profile ● Provide preview of user created profile before they click save ● For first time users, include a message in their inbox of key points and what to expect

Task Analysis & User Flows

Objective: As a new teacher, I want to optimize my use of online platforms in my classroom by talking to experienced teachers, so that students will be more engaged and I can get more ideas from veteran teachers.

Task Analysis:

Entry: Open App
Success: Connect with an experienced teacher with information about online platforms

1. Create an account in app
2. Log into the app
3. Find a way to search teachers
4. Search for teachers with experience with technology
5. Find a teacher that has a variety of experience with online platforms
6. Request a video call

Kasey

23 ● Teacher
New to Profession

Scenario 📝

Kasey has just downloaded the app while working on resources at home in hopes to find an experienced teacher she can talk to about the use of technology in the classroom.

She knows what content needs to be covered, but would like to see how more experienced teachers use technology in the classroom to present the content in a fun way.

Kasey will be successful once she finds a teacher with experience in an online platform to connect with.

User Flow
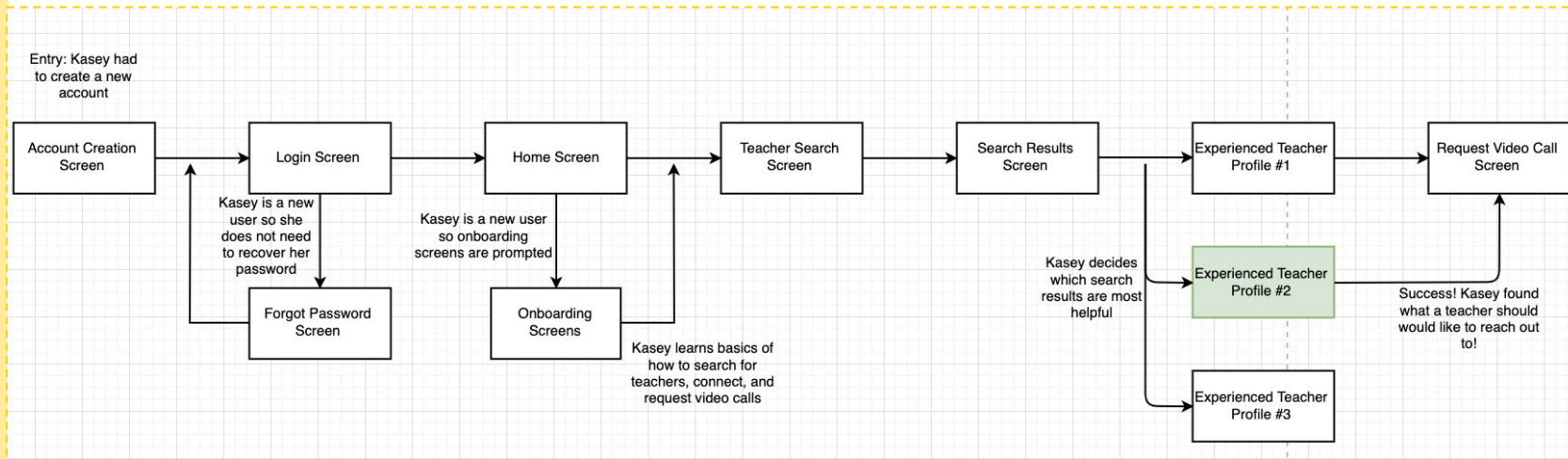
Entry: Kasey had to create a new account

Account Creation Screen

Login Screen

Kasey is a new user so she does not need to recover her password

Forgot Password Screen

Home Screen

Kasey is a new user so onboarding screens are prompted

Onboarding Screens

Kasey learns basics of how to search for teachers, connect, and request video calls

Teacher Search Screen

Search Results Screen

Kasey decides which search results are most helpful

Experienced Teacher Profile #1

Experienced Teacher Profile #2

Experienced Teacher Profile #3

Request Video Call Screen

Success! Kasey found what a teacher should would like to reach out to!

Melyssa

29 ● Teacher
Intermediate

Scenario 📝

Melyssa has been using the app for a few months now and has enjoyed the teacher to teacher interaction.

She is currently looking into furthering her education and applying for higher roles in her school district and would like to talk to experienced teachers with similar roles.

Melyssa will be successful once she schedules a video call with an experienced teacher.

Objective: As an intermediate teacher, I want to schedule a video call to talk with a more experienced teacher about career progression in education, so that I can make the best decision for my career.

Task Analysis:

Entry: Home screen
Success: Schedule a video call with an experienced teacher

1. Open app to home screen
2. Find a way to search teachers
3. Search for teachers with specific roles
4. Find a teacher that has a role similar to what Melyssa is interested in
5. Request a video call

Melyssa

29 ● Teacher
Intermediate

Scenario 📝

Melyssa has been using the app for a few months now and has enjoyed the teacher to teacher interaction.

She is currently looking into furthering her education and applying for higher roles in her school district and would like to talk to experienced teachers with similar roles.

Melyssa will be successful once she schedules a video call with an experienced teacher.

User Flow
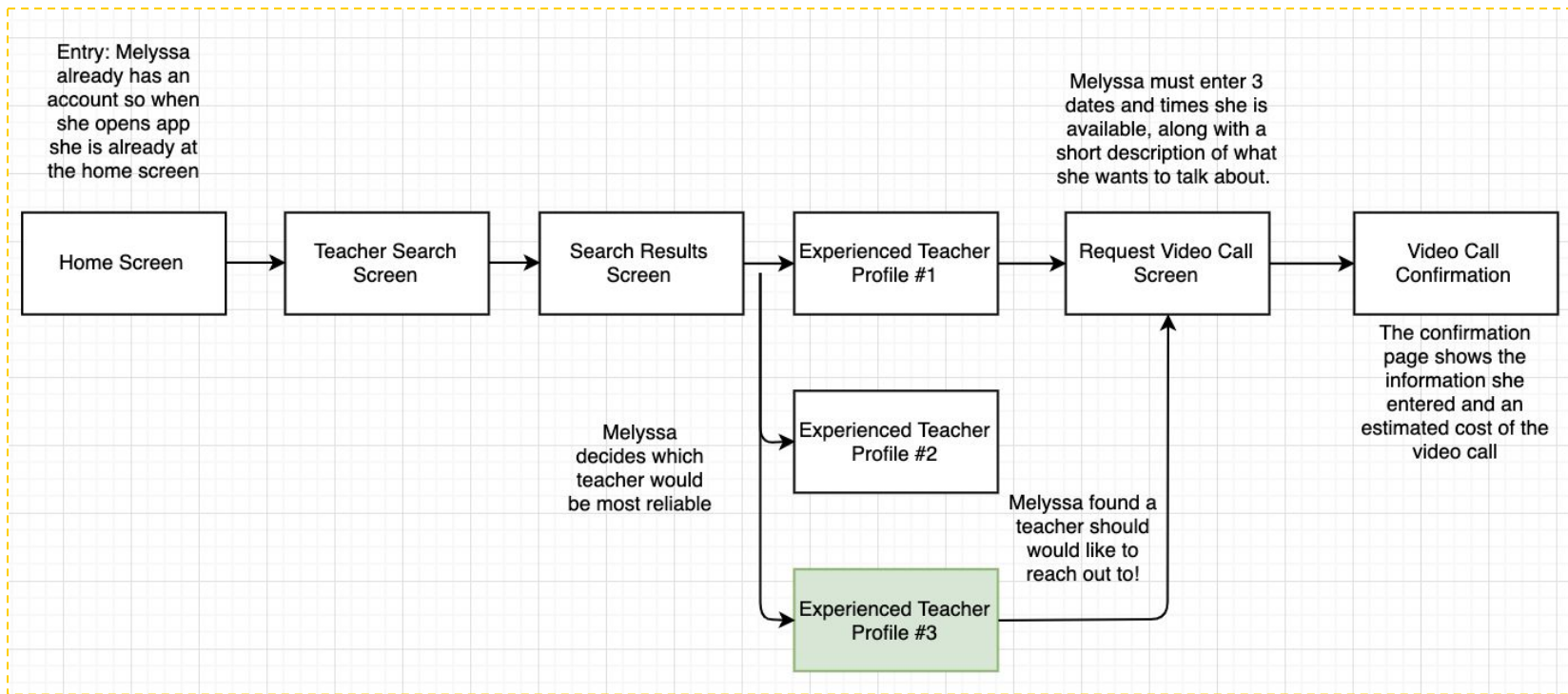
Entry: Melyssa already has an account so when she opens app she is already at the home screen

Melyssa must enter 3 dates and times she is available, along with a short description of what she wants to talk about.

Home Screen → Teacher Search Screen → Search Results Screen → Experienced Teacher Profile #1 → Request Video Call Screen → Video Call Confirmation

Melyssa decides which teacher would be most reliable

Experienced Teacher Profile #2

The confirmation page shows the information she entered and an estimated cost of the video call

Melyssa found a teacher should would like to reach out to!

Experienced Teacher Profile #3

Debra

57 ● Teacher
Experienced

Scenario 📝

Debra is preparing for retirement and heard about an app that could potentially make her a little income.

She is downloading the app for the first time and wants to effortlessly set up her profile so that teachers can find her based on her experiences.

Debra will be successful once she has saved all her information in her new profile.

Objective: As a veteran teacher, I want to effortlessly create a profile, so that I can make a little income when teachers request a chat/video call with me.

Task Analysis:

Entry: Open App
Success: Saved profile information

1. Create an account in app
2. Log into the app
3. Find a way to edit her profile
4. Update all information (years experience, content taught, number of school taught at, programs she is familiar with, how much she will charge for chat/video call, etc.)
5. Profile saved

Debra

57 ● Teacher
Experienced

Scenario 📝

Debra is preparing for retirement and heard about an app that could potentially make her a little income.

She is downloading the app for the first time and wants to effortlessly set up her profile so that teachers can find her based on her experiences.

Debra will be successful once she has saved all her information in her new profile.

User Flow

Entry: Debra is a new user so she made an account

Account Creation Screen

Login Screen

Home Screen

User Account Screen

Success: When Debra was finished updating her profile she clicked save and was brought back to the home screen

Debra found the onboarding screens extremely informative

Onboarding Screens

Debra added a short description of herself, years experience, content/grades taught, schools she has worked at, how much she will charge, etc.

Mobile-First Design

Mobile

Function	Content	Persona(s)	Notes
Navigation Menu	Text		Flat navigation with menu showing on almost every screen
Home Screen/Search	Text		Home screen will show categories of teachers and provide a search bar
Sign Up/Log in	Text		Users will register for an account the first time, then remained logged in or login to use the app
Onboarding	Text		Onboarding slides will help every new user with the basics of the app
Search Results	Photos & Text		Kasey & Melyssa need to view list of search results. Small profile pictures included
Find a Teacher	Photos & Text		Kasey & Melyssa will want to preview teachers profiles by viewing their photo and descriptions
Teacher Profile Pages	Photos & Text		Kasey & Melyssa need to view profiles to find a an experienced teacher. Debra could view profiles to get an idea of what to include in her own.
Video Call System	Video & Text		Kasey & Melyssa are requesting a call with an experienced teacher such as Debra. Requests and confirmations will send a push notification to the other user.
User Account	Photo & Text		Each user will need to set up their account info with 1 profile picture and credit card/account info
Payment	Text		Kasey & Melyssa will need to input their card information to their account so that once a video call concludes, Debra will be paid
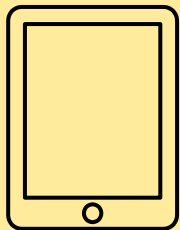
Tablet

Function	Content	Persona(s)	Notes
Navigation Menu	Text		Flat navigation with menu showing on almost every screen. An additional navigation tile will be available in tablet mode
Home Screen/Search	Text		Home screen will show categories of teachers and provide a search bar
Sign Up/Log in	Text		Users will register for an account the first time, then remained logged in or login to use the app
Onboarding	Text		Onboarding slides will help every new user with the basics of the app
Search Results	Photos & Text		Kasey & Melyssa need to view list of search results. Profile picture and highlighted info will be included in tablet mode
Find a Teacher	Photos & Text		Kasey & Melyssa will want to preview teachers profiles by viewing their photo and profiles
Teacher Profile Pages	Photos & Text		Kasey & Melyssa need to view profiles to find a an experienced teacher. Debra could view profiles to get an idea of what to include in her own. Profiles will contain same content but layout will be fit to tablet
Video Call System	Video & Text		Kasey & Melyssa are requesting a call with an experienced teacher such as Debra. Requests and confirmations will send a push notification to the other user.
User Account	Photo & Text		Each user will need to set up their account info with 1 profile picture and credit card/account info
Payment	Text		Kasey & Melyssa will need to input their card information to their account so that once a video call concludes, Debra will be paid
Forum	Text		In tablet mode users will have access to a chat forum to ask/answer questions

Desktop

Function	Content	Persona(s)	Notes
Navigation Menu	Text		Navigation will include sub-menus for each area, promoting more functionality
Home Screen/Search	Photos & Text		Home screen will provide more information about how process works, info about company, search bar, etc. giving the use more information up front
Sign Up/Log in	Text		Users may navigate the website without an account but to make schedule a call they will need to create an account. Accounts can be linked to existing Google or LinkedIn accounts
Search Results	Photos & Text		A full list of search results will be displayed with profile pictures, cost, and important teacher experience highlighted
Teacher Profile Pages	Photos & Text		Kasey & Melyssa need to view profiles to find a an experienced teacher. Debra could view profiles to get an idea of what to include in her own. Profiles will contain same content but layout will be fit to desktop display
Video Call System	Video & Text		Kasey & Melyssa are requesting a call with an experienced teacher such as Debra. Requests and confirmations will send an email to the other user.
User Account	Photo & Text		Each user will need to set up their account info with 1 profile picture and credit card/account info
Payment	Text		Kasey & Melyssa will need to input their card information to their account so that once a video call concludes, Debra will be paid
Forum	Text		Users will have access to a chat forum to ask/answer questions
Informational Video	Video & Text		Available for users to learn more about the website/app and the company's mission

Thank you for your consideration!

comments & questions are welcome!