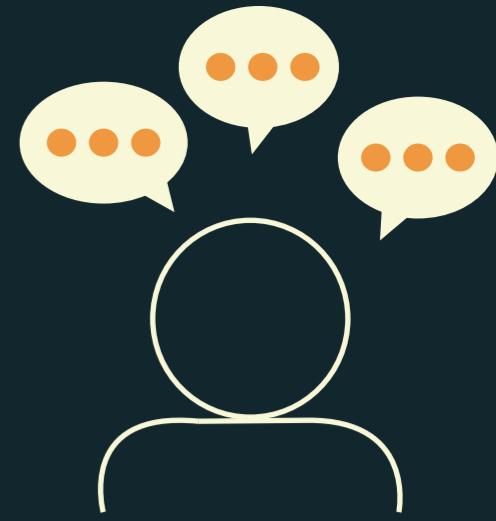
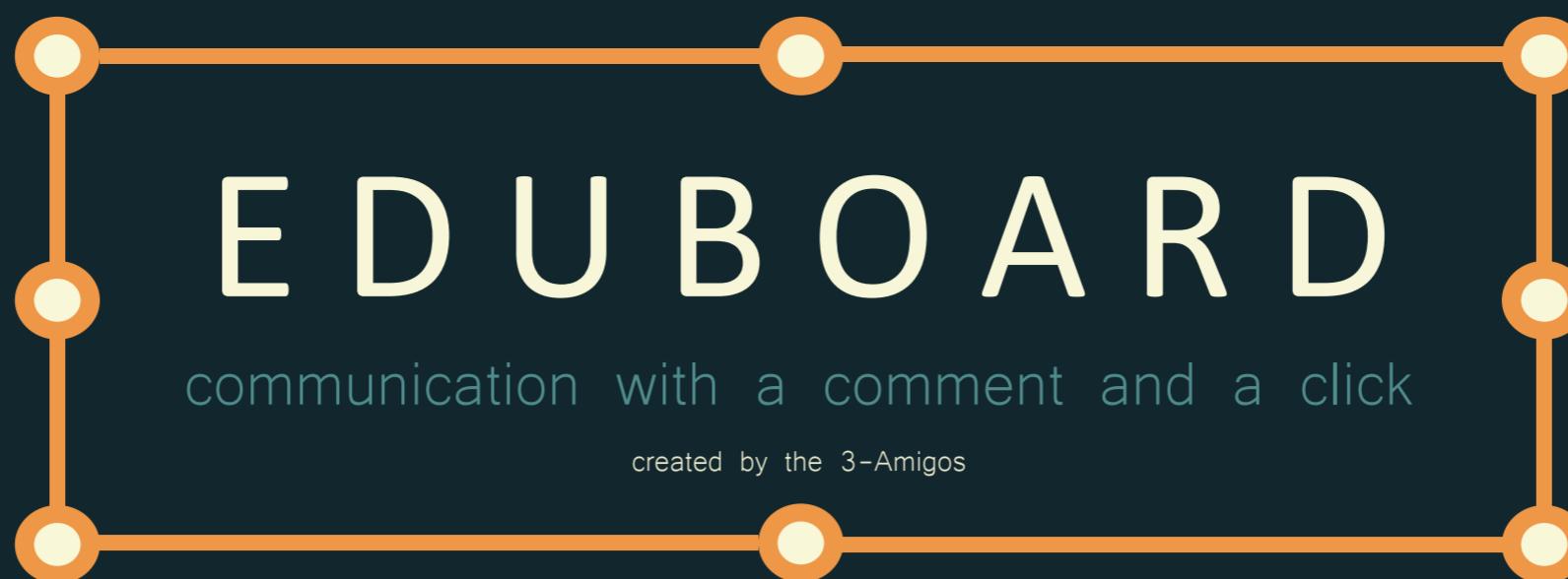
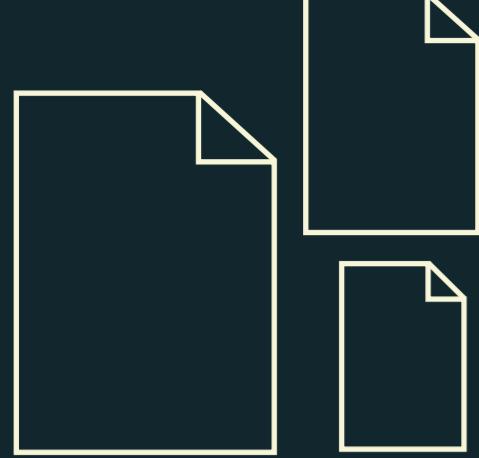


EDUBOARD

communication with a comment and a click

created by the 3-Amigos



problem domain

Effective communication between teachers and parents is a necessity to ensure the success of a school. Communication in schools can be classified as either one-way or two-way. One-way communication occurs when teachers aim to inform the parents about learning activities and resources, school events and the progress of a child. Whereas, two-way communication between both parents and teachers endorses positive relations, is the key to effective and efficient engagement in schools and ensures the best outcome for a child. Nevertheless, a recent survey performed by research institution, Gallup, found that only 20% of parents feel "fully engaged and involved" in their child's learning signalling a community issue of a lack in both one-way and two-way communication. Academic, Susan Graham-Clay suggests that, in changing times, this is not sustainable and teachers must continue to develop and expand their skills in order to maximise effective communication with parents. Thus, our team has researched, designed, developed and iterated a design concept to combat this communication problem in our community.

design concept

In order to address the problem described above, a design prototype referred to as EduBoard has been created. EduBoard addresses the community problem domain with an education focus. The concept effectively combines multiple communication and sharing platforms like Trello, Google Drive, Slack and Padlet to create a real-time and virtual collaboration tool to improve school communication networks and enhance children's learning. Specifically, EduBoard is a web-based application utilising a modern and collaborative dashboard and padlet like interface, which aims to enhance the communication between teachers and parents within schools. The primary target audience is parents of primary school aged children where fundamental learning and school activities are present. Hence, EduBoard is a platform for sharing this educational content via a simple post. Learning resources encompass classroom goals, lesson plans, reading material that informs lesson plans, tutorial videos, homework materials and homework assistance resources. Moreover, school resources include attendance and behavioural records, regular event updates, school newsletters and academic calendars. Ultimately what the teacher shares depends on what they deem to be most useful to the parents. Hence, the purpose of EduBoard is to be a sharing format that is flexible to the needs of the teacher. EduBoard's application nature also allows for users to easily view and upload content from the ease and comfort of their mobile phone. Thus, using modern technology, EduBoard has the intent to foster an environment whereby young, busy and working parents feel more engaged and involved in their child's learning, which will ultimately encourage parents to further assist their children.

In terms of usability and functionality, each teacher and/or class possesses a dashboard and each parent is encouraged to create an account. The teacher invites a particular parent to join the dashboard with the classroom password. Utilising their account and classroom password, a parent has access to the teacher's dashboard. When a teacher uploads content, each resource is tagged and filtered into a category. Tagged items can be viewed in each category on the left hand side of the dashboard. This effectively allows for ease of filtering results and locating content. Comment capabilities on posts and online messaging is also available in EduBoard whereby there is a general chat channel between all users of that particular dashboard. Further, there is the option to privately message the teacher. However, to avoid constant messaging, the left hand side of the dashboard also showcases a frequently asked questions section with appropriate answers. The images below showcase depictions of the electronic prototype. Evidently, the login page, main dashboard page, upload a document and share an article pages as well as the comment functionality are depicted.



design process

The following diagram represents an abridged version of the design process employed to create EduBoard. Following distinct steps and performing regular concept and prototype iteration ensured that the optimal product was produced.

The final electronic prototype with the interactive functional component were delivered. As well as promotional material for the final concept pitch.

Results from the electronic prototyping tests were taken into account for the delivery of the final product.

Some teachers suggested adding an article was moderately difficult.

Results from the paper prototyping tests suggested that further concept iteration was required. Hence, our team revised features to ensure optimal usability.

Following iteration, our team developed low-fidelity paper prototypes for both user groups. Paper prototype pro-forma test plans were designed and user surveys were also developed and performed.

Our team met, decided on our base concept and problem domain and developed a project plan encompassing project goals and objectives.

Following iteration and visual design ideation, our team began designing and developing our high-fidelity electronic prototype and functional component prototype with the visual design in mind. Electronic prototype pro-forma test plans were designed and user surveys were also developed and performed.

electronic prototyping

Our team pitched EduBoard to the cohort and received constructive feedback on the concept design and user interface.

pitch

Through analysing our initial and user research, our team developed EduBoard's foundational functionality and user interface.

concept

- How does this leverage existing platforms?
- What information do parents want?
- How will this specifically benefit teachers? Make the concept worthwhile for them.

Some teachers suggested adding an article was moderately difficult.

30% of users found the main page confusing.

All teachers like EduBoard, but do not want constant messages.

All parents thought EduBoard was easy to use.

Our team combined our created geniuses to develop visual components of our concept including the colour scheme, typography, logo and the visual layout composition.

visual design

Feedback from the pitch saw our team iterate EduBoard by revising and refining the concept and designing new features to enhance its usability and adhere to the needs of the target audience.

iterate

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