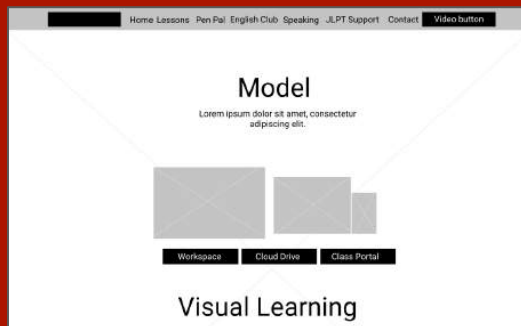# Case Study: Eigo Ganbare

Annette Lee

Project overview

The product:

Eigo Ganbare is a team-teaching resource website. It strives to provide an abundance of lesson worksheets for classroom teaching on the go.

Project duration:

4 weeks

Project overview

The problem:

Assistant Language Teachers (ALTs) lack training in teaching in Japanese schools.

The goal:

Design a website for Eigo Ganbare that allows ALTs to access resources that they need, such as guided lesson plans, lesson worksheets, and more.

Project overview

My role:

User Experience Designer

Responsibilities:

Conduct interviews, make paper and digital wireframing, design low and high-fidelity prototyping, conduct usability studies, account for accessibility, and iterate on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews and empathy maps to understand the Assistant Language Teachers' (ALTs) needs to establish an effective team-teaching approach through online lesson worksheets and provided instructional guided lesson plans on how to use the worksheets.

The research revealed the usefulness of the Eigo Ganbare website with its access to teaching material resources on desktop PCs, tablets, and mobile devices. However, there were times when ALTs had a strong desire to obtain editable lesson worksheets.

User research: pain points

1

Time

ALTs do not have enough time to make lesson plans or the school does not provide a work PC.

2

Insufficient Training

The school does not provide effective team-teaching training seminars for Japanese Teachers of English (JTEs) and ALTs. Their resources are outdated and poor in quality.

3

Accessibility

Because of the lack of technological infrastructure in Japanese schools and its rigid bureaucracy rules, accessibility to online educational resources are sometimes blocked.

4

Slow to Change

ALTs would like to implement modern teaching ideologies for communicative English but face challenges. Some JTEs are reluctant to change and are using outdated solo-teaching methodologies.

Persona: **Tom**

Problem statement:

Tom is an Assistant Language Teacher in Japan who needs teaching material resources because they will help him teach effectively with his Japanese Teachers of English.

"I'm teaching English, as an ALT, in a Japanese junior high school. Because I don't have any teaching experience, I need some training."

Tom

Age: 22
Education: B.S. Science
Hometown: California, USA
Family: Single
Occupation: Assistant Teacher

Goals
- Be a productive assistant teacher that can impress my JTE
- Make my team-teaching lessons enjoyable for my JTE's students

Frustrations
- It's my first time teaching in a foreign country and I don't know how to teach.
- My JTEs are too busy to plan lessons with me.

Tom recently graduated from a university. He is experiencing Japan for the first in his life and is teaching in a Japanese junior high school. Because he doesn't have any teaching experience nor know the Japanese schools' customs, he would like to know if there are resources that could help him.

User journey map

Mapping Tom's user journey to reveal how helpful it would be for him to access online teaching material resources.

Persona: Tom

Goal: To make my team-teaching lessons enjoyable for my JTE's students

| ACTION	Select Grade Level	Browse Lessons	Choose Assignment	Download & Print	Digital Assignment
TASK LIST	A. Pick a grade level B. Choose online website or cloud drive	A. Browse the online lessons B. Preview the worksheet assignments	A. Choose the proper grammar lessons for the class B. Get other supplementary teaching materials for that assignment	A. If school lacks classroom technology, print the assignment B. Print flashcards, etc C. Download short videos and audios	A. If school has classroom technology, have students do the digital assignment B. Quiz: Drag and drop, Fill in the blank, and etc C. Interactive Quiz Games like Kahoot
FEELING ADJECTIVE	Excited that there are teaching material resources for ALTs	Overwhelmed with the abundance of lesson plans	Unsure if the lesson will work in class	School is on a strict budget, so annoyed that the worksheet assignment can't be printed in color	Lost internet connectivity or technical difficulties
IMPROVEMENT OPPORTUNITIES	Rather than ALTs depending on pre-made lessons, build an ALT community forum too. Other ALTs can collaborate and share their lesson ideas.	Organize the lessons that follow the school's term Add a filtering system to search for specific lessons	Include instructional lesson plan with the assignment	Choose proper colors if the assignment must be printed in black and white	Have offline online assignments available

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

These are screen iterations of the website on paper. They ensure the elements made on to digital wireframes would address the ALTs' pain points.
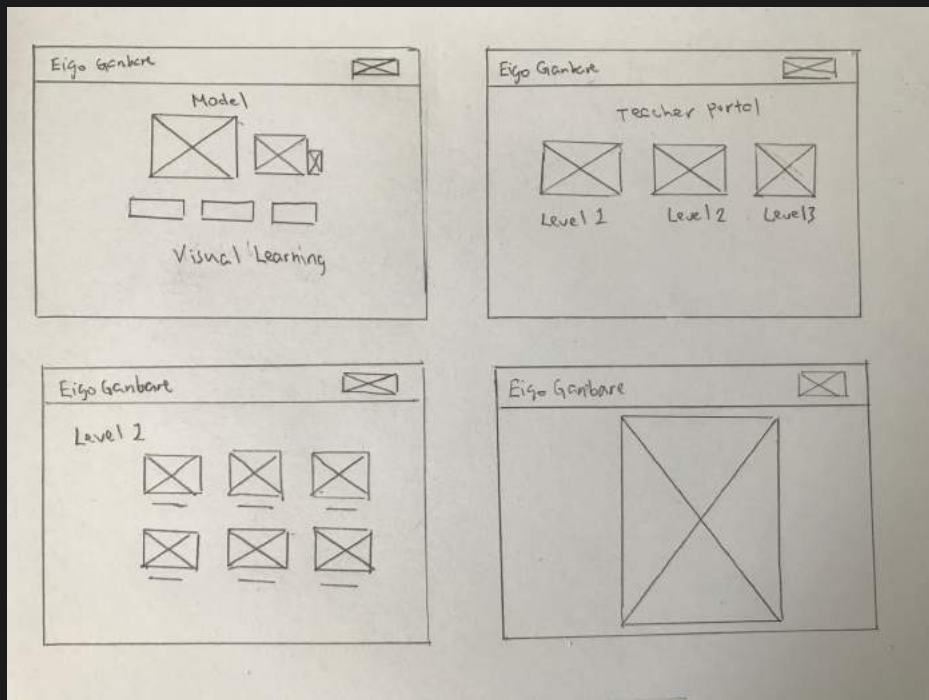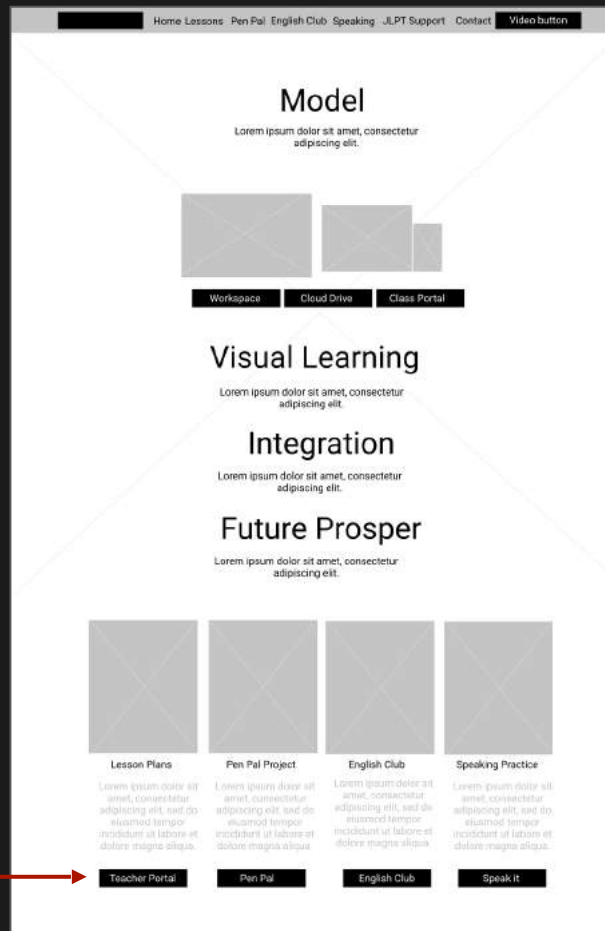
Digital wireframes

In the design phase, I made sure ALTs would see visual cues directing them to the Teacher Portal and other site pages.

This website can be used on a desktop, a tablet, or a smartphone.

This button goes directly to the Teacher Portal page.

Digital wireframes

Easy navigation for ALTs to access what they need for their classroom teaching.

The navigation bar that is reader friendly
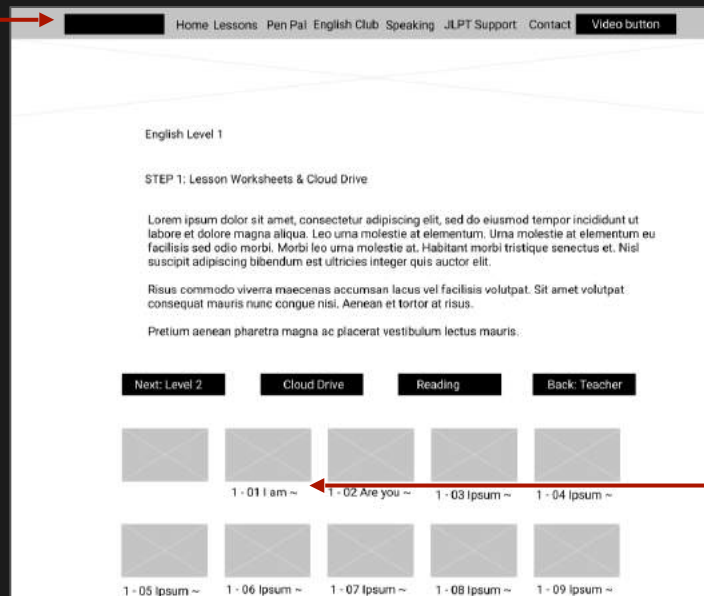
This is where they can get their lesson worksheets.

Low-fidelity prototype (desktop)

The low-fidelity prototype connects ALTs in accessing online teaching resources and can be used in a usability study.

View Eigo Ganbare's low-fidelity prototype.
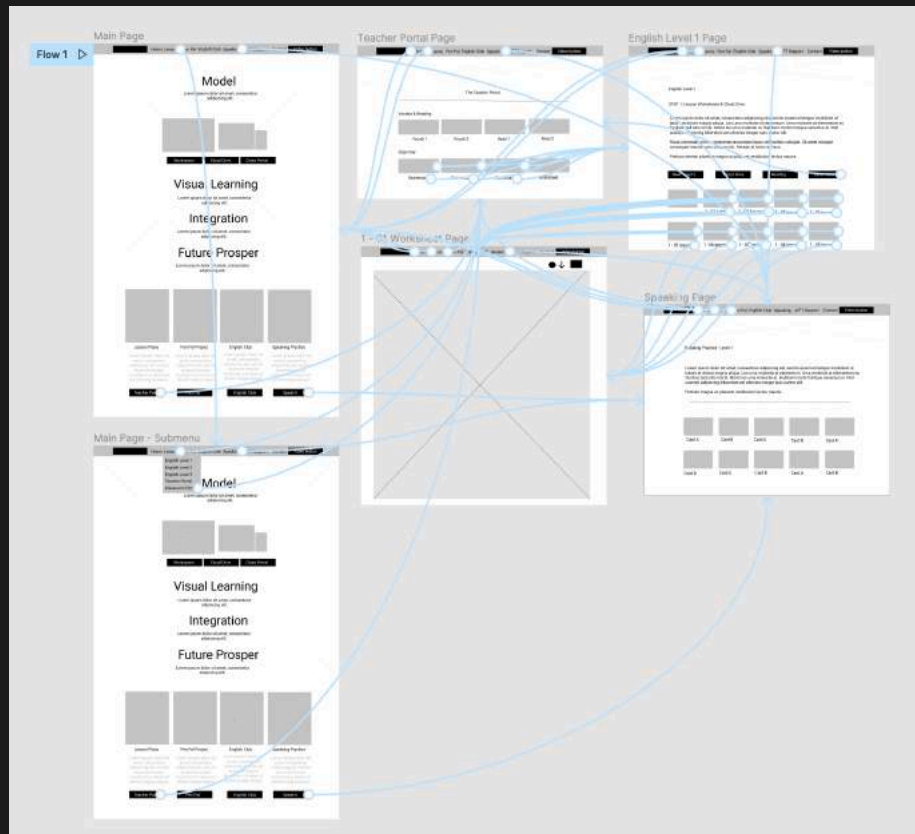
Low-fidelity prototype (mobile)

View the mobile version of Eigo Ganbare's low-fidelity prototype.
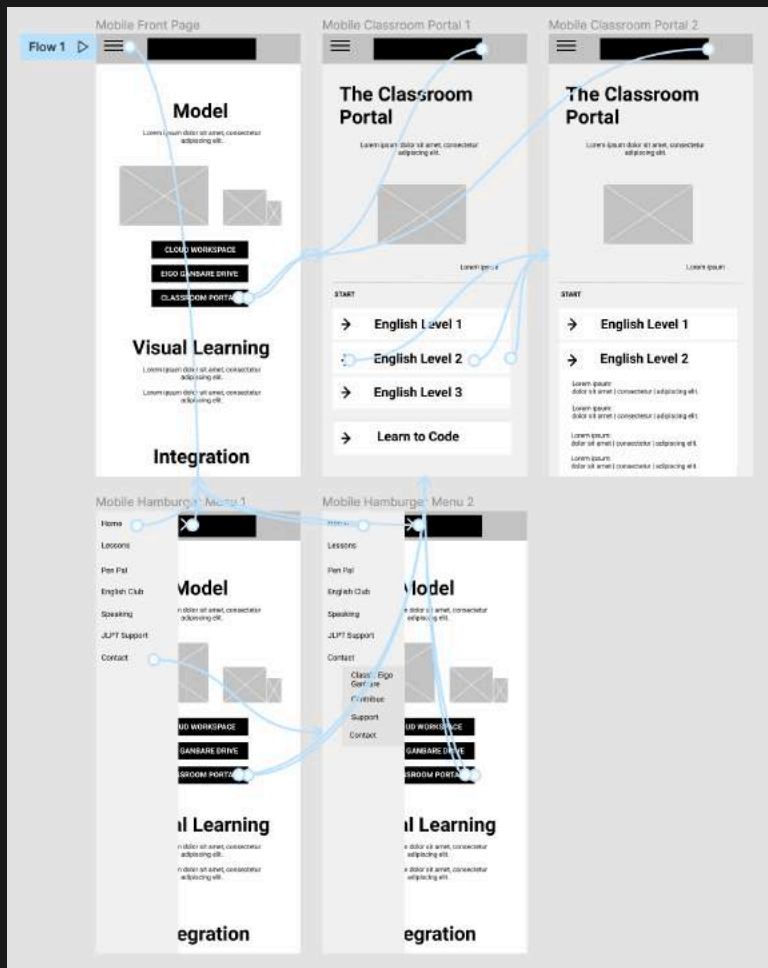
Usability study: parameters

Study type:

Unmoderated Usability Study

Location:

Japan, remote

Participants:

5 participants

Length:

25 - 30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Efficiency

ALTs want to access to pre-made lesson worksheets quickly.

2

Adaptable

Lesson worksheets can be used in class and meet the needs of the JTE's.

3

Convenience

ALTs want to instant online teaching resources.

Refining
the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The earlier design of the main page didn't clarify the differences between Lessons on the navigation bar vs the Teacher Portal. I added a submenu in the navigation bar, so that if the ALT mouse over Lessons, it will pop up a list where they can find the Teacher Portal.
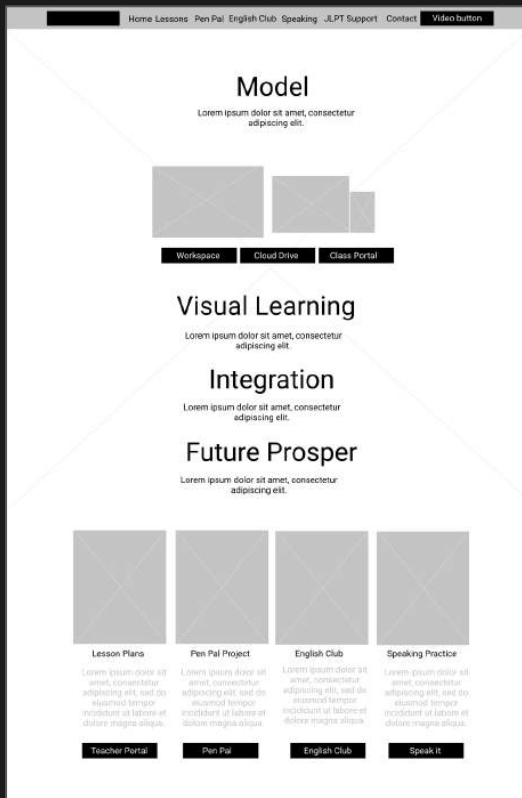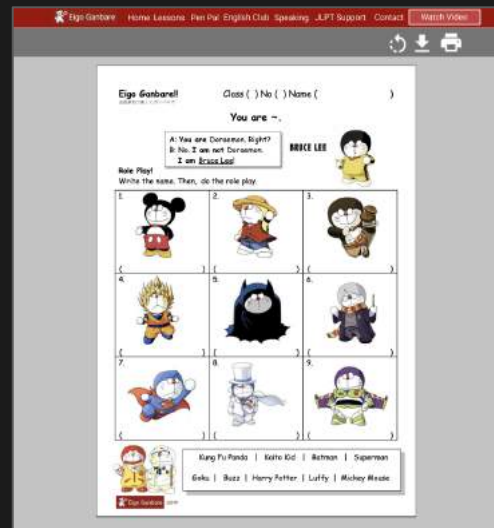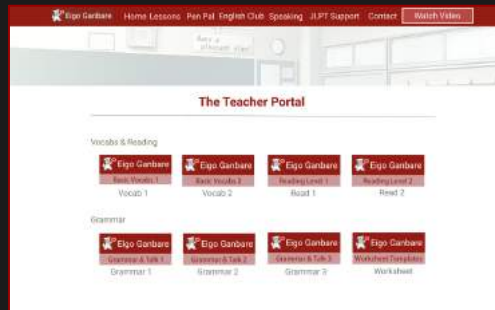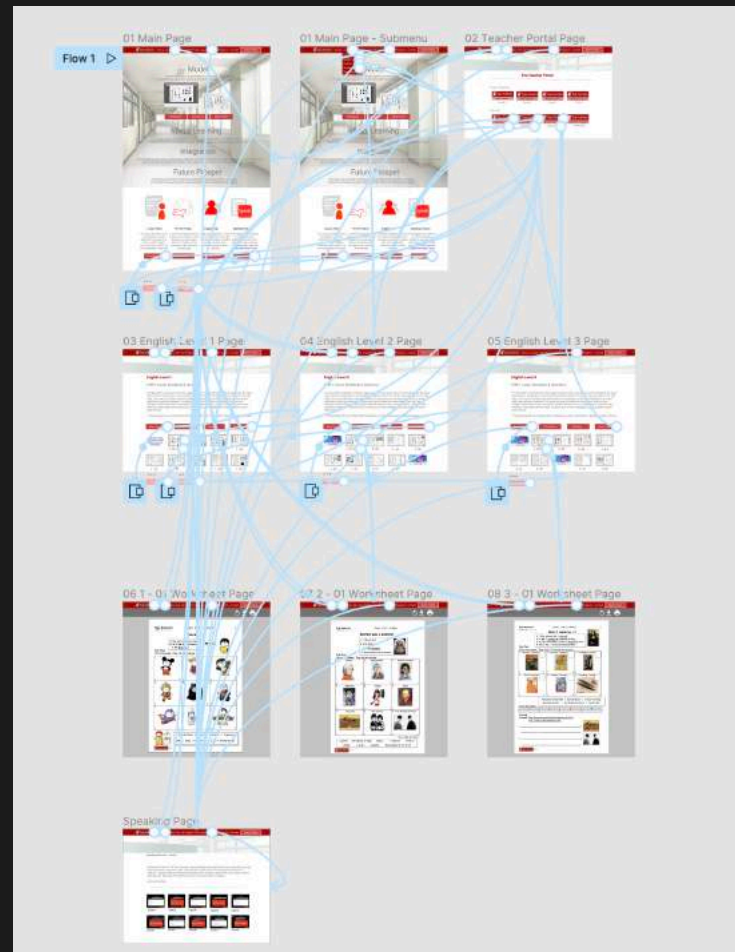
Mockups

High-fidelity prototype (desktop)

The final high-fidelity prototype presented the user flows for accessing lesson worksheets and guided lesson plans.
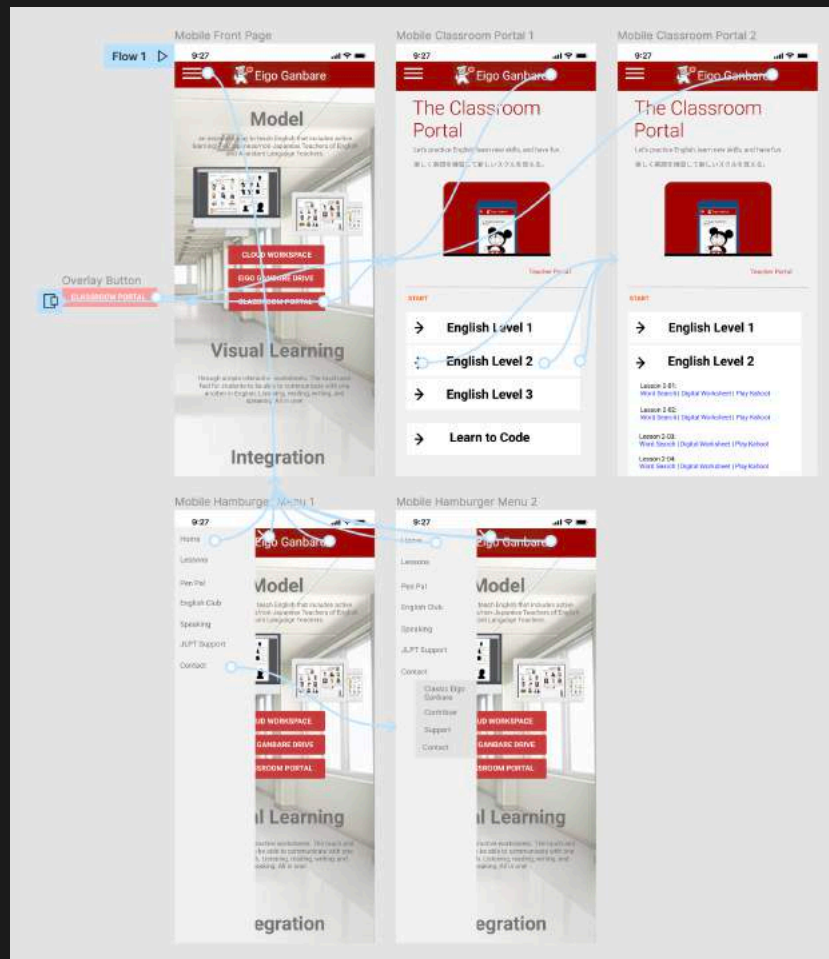
View Eigo Ganbare's high-fidelity prototype.

High-fidelity prototype (mobile)

The mobile version of the final high-fidelity prototype presented the user flows for accessing the Classroom Portal.

View the mobile version of Eigo Ganbare's high-fidelity prototype.

Accessibility consideration

1

Include contrast colors for consistency, large buttons with text on them, and so on.

Going forward

- Takeaways

- Next steps

Takeaways

Impact:

This website made the ALTs feel their needs were met while working in a Japanese school.

An ALT feedback:
"It is useful and has a lot of what I need to use in my class."

What I learned:

While designing the Eigo Ganbare website, I learned to brainstorm ideas to create wireframes and prototype mockups. The usability studies and feedback influenced each iteration of the website design.

Next steps

1

Conduct another round of usability studies to validate whether the pain points ALTs experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need, such as interviewing Japanese Teachers of English (JTEs).
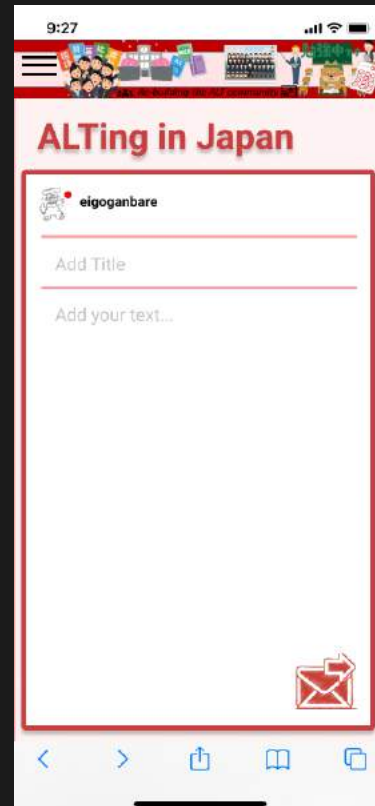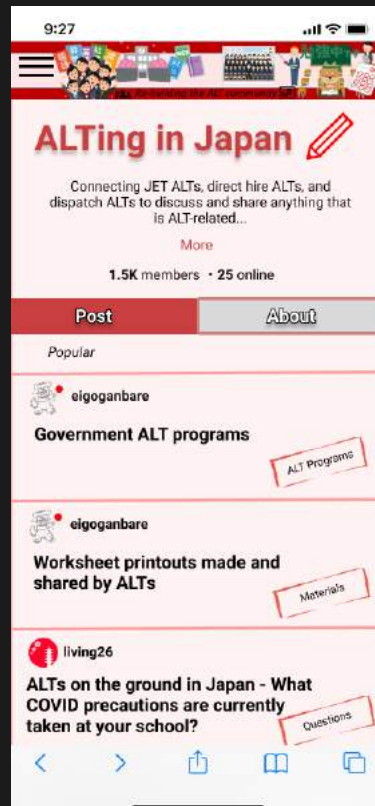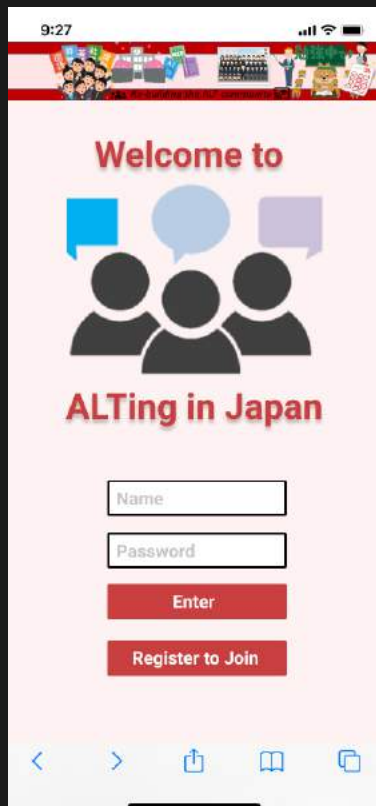
BONUS - ALTing in Japan

This is an ALTing in Japan app for ALTs to be in one place to collaborate with one another. Features include the Chat Box, ALT Resources, and Learn Japanese. It is everything they need to live and work in Japan comfortably.
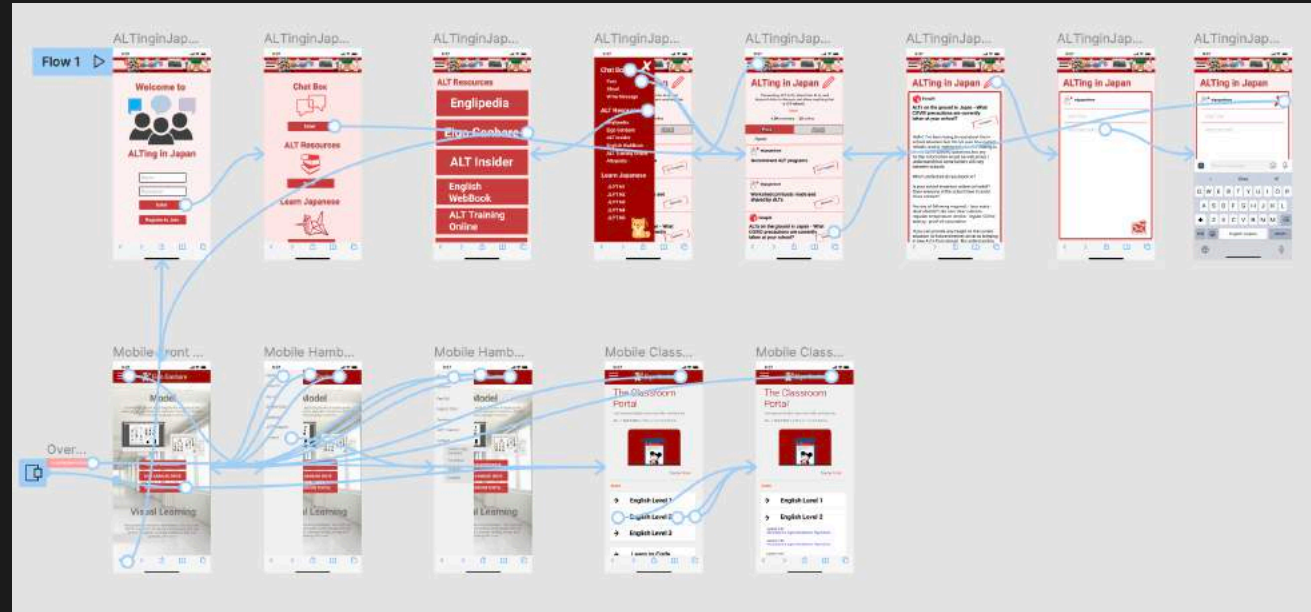
Mockup (iPhone)

High-fidelity Prototype (iPhone)

This is a fully developed design prototype in which the flow has consistency from one screen to another. It also shows the complexity of the visual elements, the proper spacing, and so on.

Click this link to view the iPad version of the prototype.

Let's connect!

Thank you for reviewing my work. If you would like to get in touch with me, my contact information is provided below.

Email: AnnetteLee.2018@gmail.com
Website: http://eigoganbare.com

Thank you!