

Case Study: Eigo Ganbare

Annette Lee



The screenshot shows a web page with a navigation bar at the top containing links for Home, Lessons, Pen Pal, English Club, Speaking, JLPT Support, Contact, and Video button. Below the navigation bar, the word "Model" is centered in a large font. Underneath it is a short paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit." At the bottom of the page are three buttons labeled "Workspace", "Cloud Drive", and "Class Portal".

Model

Workspace Cloud Drive Class Portal

Visual Learning

The screenshot shows a web page with a navigation bar at the top containing links for Home, Lessons, Pen Pal, English Club, Speaking, JLPT Support, Contact, and Watch Video. On the left side, there is a sidebar with links for English Level 1, English Level 2, English Level 3, Teacher Portal, and Classroom Portal. The main content area features the word "Model" and a brief description: "an innovative way to teach English that includes active learning! For Japanese/non-Japanese Teachers of English and Assistant Language Teachers." Below this text is a photograph of a classroom hallway with several computer monitors displaying educational content. At the bottom of the page are three buttons labeled "Workspace", "Cloud Drive", and "Class Portal".

Eigo Ganbare Home Lessons Pen Pal English Club Speaking JLPT Support Contact Watch Video

English Level 1
English Level 2
English Level 3
Teacher Portal
Classroom Portal

Model

an innovative way to teach English that includes active learning!
For Japanese/non-Japanese Teachers of English and Assistant Language Teachers.

Workspace Cloud Drive Class Portal

Visual Learning



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.

Tom

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

"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."

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 time 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

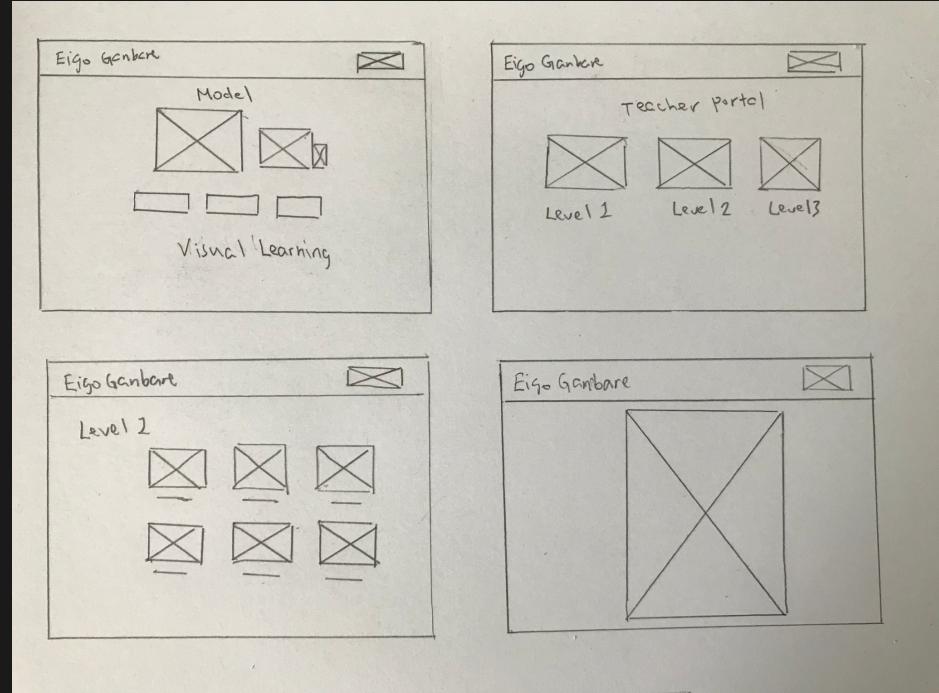
Starting the design

- 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.



The wireframe displays a top navigation bar with links: Home, Lessons, Pen Pal, English Club, Speaking, JLPT Support, Contact, and Video button. Below this is a main content area with several sections:

- Model**: Includes placeholder text "Lorem ipsum dolor sit amet, consectetur adipiscing elit." and three gray rectangular boxes with an 'X' pattern, labeled "Workspace", "Cloud Drive", and "Class Portal".
- Visual Learning**: Includes placeholder text "Lorem ipsum dolor sit amet, consectetur adipiscing elit." and three gray rectangular boxes with an 'X' pattern.
- Integration**: Includes placeholder text "Lorem ipsum dolor sit amet, consectetur adipiscing elit." and four gray rectangular boxes with an 'X' pattern.
- Future Prosper**: Includes placeholder text "Lorem ipsum dolor sit amet, consectetur adipiscing elit." and four gray rectangular boxes with an 'X' pattern, labeled "Lesson Plans", "Pen Pal Project", "English Club", and "Speaking Practice".
- Service Buttons**: At the bottom, there are four black rectangular buttons: "Teacher Portal", "Pen Pal", "English Club", and "Speak it".



Digital wireframes

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

The navigation bar that is reader friendly

Home Lessons Pen Pal English Club Speaking JLPT Support Contact Video button

English Level 1

STEP 1: Lesson Worksheets & Cloud Drive

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Leo urna molestie at elementum. Urna molestie at elementum eu facilisis sed odio morbi. Morbi leo urna molestie at. Habitant morbi tristique senectus et. Nisl suscipit adipiscing bibendum est ultricies integer quis auctor elit.

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Pretium aenean pharetra magna ac placerat vestibulum lectus mauris.

Next: Level 2 Cloud Drive Reading Back: Teacher

1 - 01 I am ~ 1 - 02 Are you ~ 1 - 03 Ipsum ~ 1 - 04 Ipsum ~

1 - 05 Ipsum ~ 1 - 06 Ipsum ~ 1 - 07 Ipsum ~ 1 - 08 Ipsum ~ 1 - 09 Ipsum ~

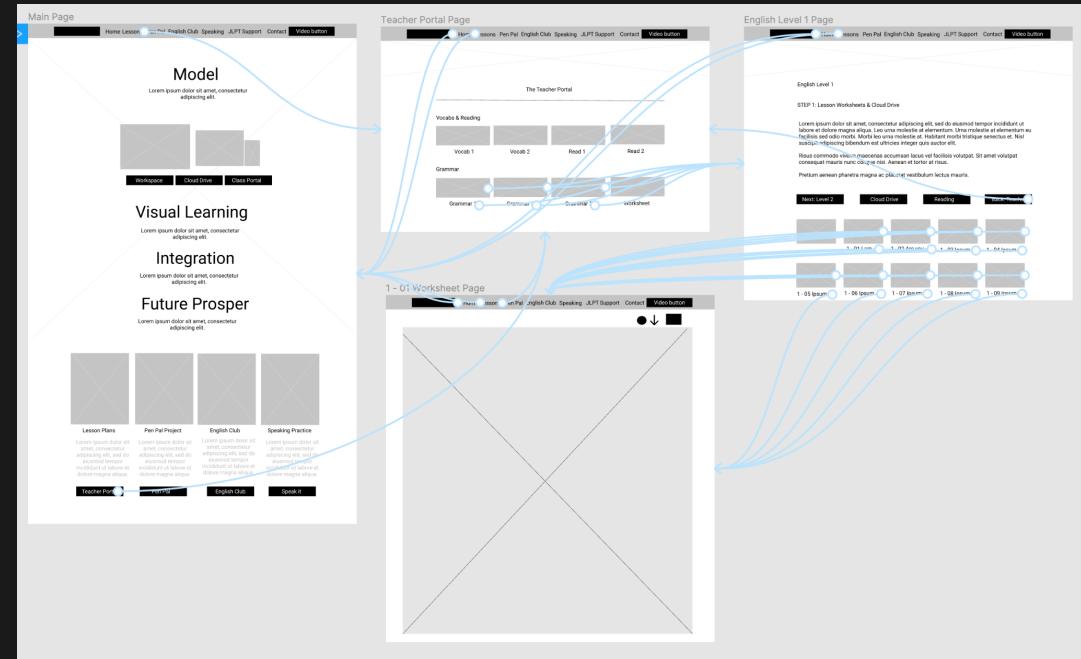
This is where they can get their lesson worksheets.



Low-fidelity prototype

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

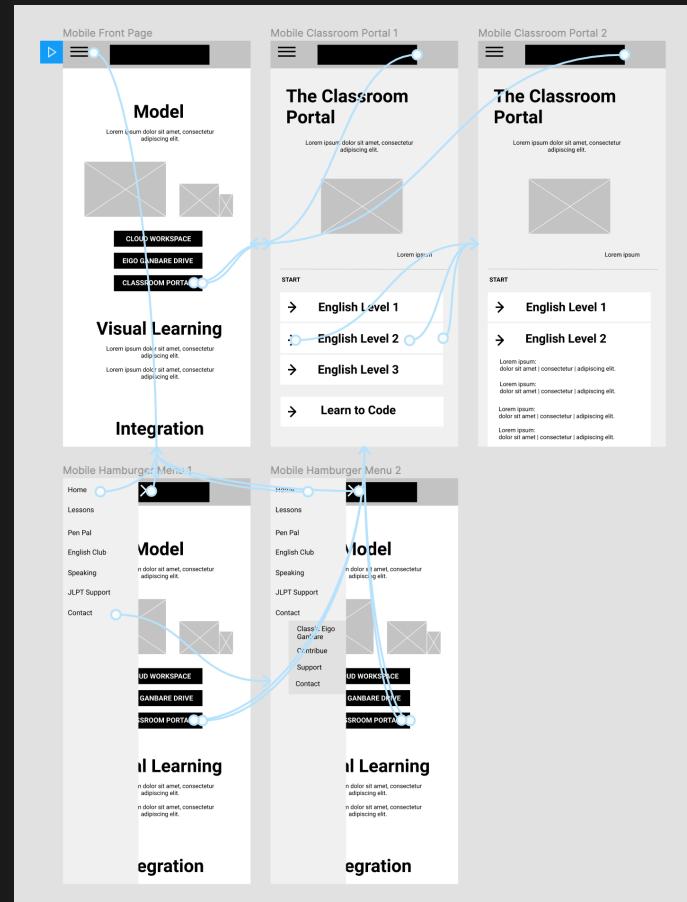
View Eigo Ganbare's low-fidelity prototype.





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

2

Adaptable

3

Convenience

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

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

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.

Before usability study

Model
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Workspace Cloud Drive Class Portal

Visual Learning
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Integration
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Future Prosper
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lesson Plans Pen Pal Project English Club Speaking Practice

Teacher Portal Pen Pal English Club Speak it

After usability study

Eigo Ganbare Home Lessons Pen Pal English Club Speaking JLPT Support Contact Watch Video

English Level 1 English Level 2 English Level 3 Teacher Portal Classroom Portal

Model
an innovative way to teach English that includes active learning!
For Japanese/non-Japanese Teachers of English and Assistant Language Teachers.

Visual Learning
through simple interactive worksheets. The touch and feel for students to be able to communicate with one another in English. Listening, reading, writing, and speaking. All in one!

Integration
of the traditional and modern teaching style. Blended and crafted with learning support extensions, such as the class pen pal project, the after school English club program, the international exchange event, and much more!

Future Prosper
of bringing equal English educational opportunities and resources to Japanese schools! And, broadening their understanding of other countries' diverse culture.

Lesson Plans Pen Pal Project English Club Speaking Practice

We can print them out or use digitally in class. Practical for students to connect to other students by exchanging letters in English and in Japanese with school(s) from abroad. We will urge your students to communicate in English & provide them with more opportunities. Like internships abroad! Digital Interview Cards

Teacher Portal Pen Pal English Club Speak it



Mockups

Model
an innovative way to teach English that includes active learning!
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Workspace Cloud Drive Class Portal

Visual Learning

through simple interactive worksheets! The tools and fun for students to be able to communicate with one another in English. Listening, reading, writing, and speaking. All in one!

Integration

of the traditional and modern teaching style. Blended and crafted with learning support to lessons, such as the class pen pal project, the after school English club program, the international exchange online, and much more!

Future Prosper

of bringing equal English educational opportunities and resources to Japanese schools! And, broadening their understanding of other countries' diverse culture.

Lesson Plans Pen Pal Project English Club Speaking Practice

You can print them out or use digitally in class! It is a life-time opportunity to enhance English as it is a way to engage your students by exchanging letters with them and in Japanese with people from abroad. Try communicating skills. Try the Classroom Portal tool!

Teacher Portal Pen Pal English Club Speak it

The Teacher Portal

Vocabs & Reading

- Eigo Ganbare Basic Vocabs 1 Vocab 1
- Eigo Ganbare Basic Vocabs 2 Vocab 2
- Eigo Ganbare Reading Level 1 Read 1
- Eigo Ganbare Reading Level 2 Read 2

Grammar

- Eigo Ganbare Grammar & Talk 1 Grammar 1
- Eigo Ganbare Grammar & Talk 2 Grammar 2
- Eigo Ganbare Grammar & Talk 3 Grammar 3
- Eigo Ganbare Worksheet Templates Worksheet

English Level 1

STEP 1: Lesson Worksheets & Cloud Drive

On these PDF worksheets, the front page consists of the main lesson which introduces the basic grammatical structures in a conversational setting. Start from the left side and then, to the right side. Turn over to the back side and continue. If necessary, use the Eigo Ganbare Drive to get additional resources. If you have a teacher's device, you can use the "button" feature on the Eigo Ganbare Classroom Portal, your public school's skymenu has a unique "button" feature on the teacher's smart tablet device and it can allow you to send webpages to your students' smart tablet device.

*Using these with your official MEXT textbooks are ONLY permitted in Japanese public schools.

Next: Level 2 Cloud Drive Reading Back: Teacher

Augmented Reality helps students make better real-world connections!

1 - 01 I am ~ 1 - 02 1 - 03 1 - 04
1 - 05 1 - 06 1 - 07 1 - 08 1 - 09

Eigo Ganbare Class () No () Name ()
You are ~.

A: You are Doraemon. Right?
B: No. I am not Doraemon.
I am Bruce Lee!

Role Play! Write the name. Then, do the role play.

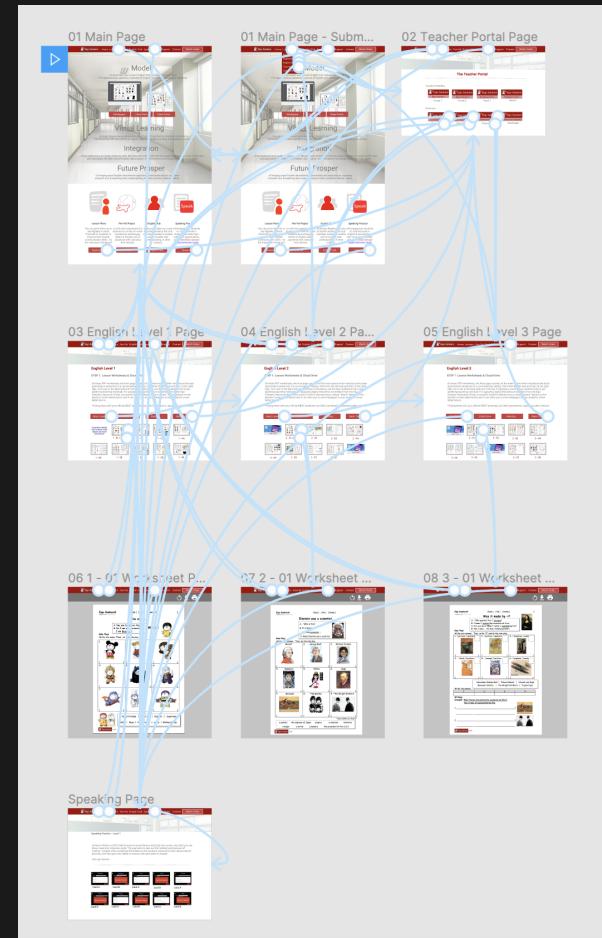
1. 2. 3.
4. 5. 6.
7. 8. 9.
Kung Fu Panda | Koala Kid | Batman | Superman
Goku | Buzz | Harry Potter | Luffy | Mickey Mouse



High-fidelity prototype

The final high-fidelity prototype presented the user flows for accessing lesson worksheets and guided lesson plans.

View Eigo Ganbare's high-fidelity prototype.

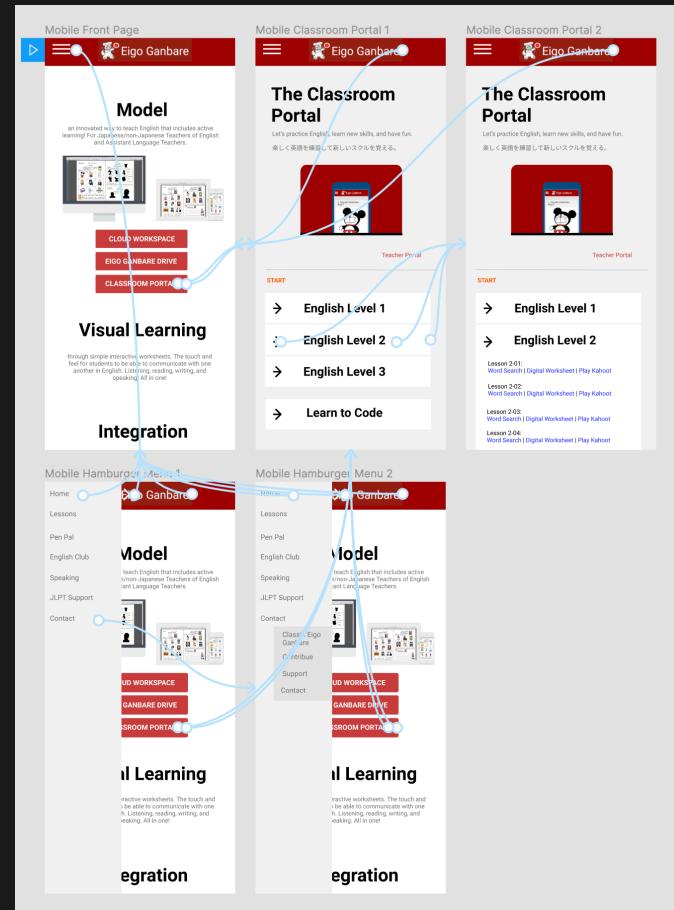




High-fidelity prototype (mobile)

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

View 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).



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!