

# Meet Katelyn.

a real customer profile

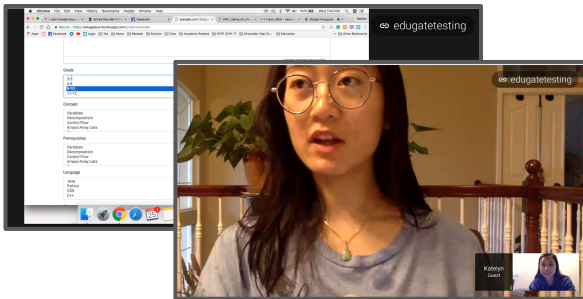
“ Teaching is not about being selfish; it's about doing the best thing for the students. ”

## Our target users

1. Teachers at **low-income schools**
2. Teachers who are **excited** to try new teaching tools
3. Teachers who are **busy!**
4. Teachers interested in **integrating CS** into their lessons

## Our Call with Katelyn

- Google Hangouts + screenshare
- We asked her to complete tasks:
  - ◆ **Upload** a project
  - ◆ **View** projects
  - ◆ **Search** for a project with certain parameters
  - ◆ **Evaluate** project tags
- We also asked for feedback about the **platform concept** and the **overall teacher experience** with the site



## A little bit about Katelyn

1. She **teaches at a Title 1 high school** in Sacramento with predominantly FRL students.
2. She **uses a variety of online tools**, such as Kahoot!, to interact with her students.
3. She's a **first-year teacher** with many responsibilities, much to learn, and little time.
4. She's a **math teacher**, with plenty of potential to link with coding.

## Katelyn's Feedback

- ◆ “Big text boxes are intimidating.”
  - **Collapsible text editors** could make creating projects less daunting.
- ◆ “I want to see **important things on top**.”
  - Search bar, “view projects,” and tags should appear first.
- ◆ “Where are the **comments**?”
  - Teachers want to know what other teachers think before using a project.
- ◆ “It'd be nice to see **projects by category**.”
  - Group projects by tag on dashboard.
- ◆ “The assignment details are not as important as the assignment itself.”
  - A more **prominent “download” button** would guide users quickly.

## What's Next?

### 1. Share with 100 teachers

Katelyn knows many teachers through professional development events and her Master's in Education program.

### 2. Refine our design

We plan to look at educational tools like Kahoot! and Hopscotch to refine our design and make it more intuitive for teachers.

### 3. Populate with projects

We will populate the site with real CS projects so that we can build an early user base through Katelyn's resources.