

## Assignment 2: Product Understanding and Analysis

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### 1. Feature Identification

Upon clicking the "Take Data" button from the Caseload section, I was taken to a screen primarily focused on student goal tracking and performance analysis. Here are the features I identified after closely exploring the screen:

- **Goal List Section:** A section displaying goals assigned to the student, which I initially assumed were tasks to be completed.
- **Add Goal Button:** This allows users to add new goals. It includes three options:
  - **Upload IEP:** Enables uploading a structured IEP (Individualized Education Plan) document.
  - **AI-Generated Goal:** Automatically suggests goals based on the context.
  - **Manual Add Goal:** Lets users input a goal with fields for goal name, description, and data type. (Note: The custom data type option was locked.)
- **Goal Data Tracking Panel:**
  - Ability to log multiple trials per goal.
  - Capture responses using various data types.
  - Generate performance graphs over time.
  - View detailed statistics showing when and what data was added.
  - Add notes related to each goal or observation session.
  - "Phase" feature was present, though I found it unclear in its function during my exploration.
- **Accommodations Section:**
  - Store information about accommodations and services provided to the student.
  - Input data like session timings, attendance, and accommodation type.
  - Includes filtering and organizational tools for efficient access.

Overall, while the screen may initially seem complex, it reveals a strong depth of features for educators and therapists with time and experience.

Basically I went from left to right panel to upper panel, this is the way my eyes went from one thing to another on a given website page.

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## 2. Feature Prioritization

The **"Upload IEP" option in the Add Goal feature** stands out as the most important. It allows professionals to streamline goal-setting by uploading structured plans directly, saving time and cognitive effort. Instead of spending time manually entering each goal, educators can focus on understanding and addressing student needs more effectively. This is particularly beneficial when working with families or students who may not be able to articulate goals in a structured way.

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## 3. KPI Definition

To measure the effectiveness of the **Upload IEP** feature, I would track the following KPIs:

- **Adoption Rate:** Percentage of users who upload IEPs out of total users who were guided on how to use the IEP upload option with the template for doing the same.
- **Conversion Funnel:**
  - Step 1: Users who were trained.
  - Step 2: Users who are trained by a team and used the IEP upload feature regularly from then on for one or two times.
  - Step 3: Users who used it more than two times.
- **Drop-off Rate:** Users who start but do not follow the IEP upload process.

### Success Criteria:

- If users who are provided structured guidance are significantly more likely to use this feature, we can consider the guidance effective.
- If the Upload IEP feature significantly reduces users' effort in creating plans, it validates its value.

A/B testing can be conducted to compare groups with and without access to IEP structure guidance to assess impact.

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#### 4. Suggest Improvements

To enhance the **Upload IEP** feature, I propose the following:

1. **Add an IEP Template Download Link**

Many users may not have a well-structured IEP ready for upload. Providing a downloadable template or visual example just above the upload button can help users format their documents correctly.

2. **Add Tooltips or a Help Icon**

A small “?” icon beside the upload field could show a short tooltip or link to a help page explaining what an ideal IEP upload looks like.

3. **Improve Error Handling and Feedback**

If the upload fails (due to format, missing sections, etc.), the app should clearly show what went wrong and how to fix it.

4. **Survey Follow-Up**

After users upload an IEP for the first time, prompt a short optional survey (1-2 questions) asking if they found it helpful or faced any challenges.

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