

Ashlee Smith



Age: 36

Sex: Female

Occupation:: K-12 Teacher

Status: Educator/User

Motivations:

Share her love of science wither her sudents and make it exciting for them to learn about the subject.

Goal/Objectives:

To empower students (by enabling them to learn concepts with hands on experimentation) and find scientific equipment that encourages engagement and excites students

Frustrations

Lab equipment is often hard to use, fragile, and boring. All of which causes students to lose interest. Also, teachers waste a lot of time going around to all the lab tables doing troubleshooting on the equipment.

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Usage Scenario:

1. Launches website on computer in search of experiments related to a product they purchased for lab experiments
2. Go to the store page to find the product they wish to use in lab.
3. Click the specific product to go to the product page and find related experiments.
4. Unsure which experiment to begin with. Clicks one at random.
5. Browse through related experiments to find a relevant one which fits the academic level of the class.
6. Print out a lab experiment for each table in the class.
7. Set up a Backyard Brains kit for each table in the laboratory.

Pain Points:

1. Has trouble finding experiments that she can use with the products she has purchased.
3. No clear indication of which products can be used together.
2. Finds the lab printouts hard to trouble shoot with a classroom full of students encountering issues.