



# Marketplace Recommendations

Dec 8, 2023

# Agenda

01 Executive Summary

02 Search Feature Optimization

03 User Map & Wireframes

04 Review System

05 Future Incentive Implementation

06 Mobile Site Revisions

07 Next Steps & Bibliography

# Executive Summary: Areas of Platform Recommendations

## Features Influenced By User Input

### Search Feature Optimization

The most requested feature noted by our clients. How do we create a search feature to our customers' liking?

### Review System

How do we want gather information on customer sentiments on buyers opinions on the site?

## Site Design Recommendations

### User Map & Wireframes

What are some potential ways the site's layout could be reorganized to integrate the marketplace?

### Mobile Site Revisions

How could the design of GG4L's mobile site design be improved on?

## Future Incentive Implementation

### Gamification

A deeper dive and a clarification on the process of gamification for marketplaces. What are some aspects of gamification GG4L can look into?

### Free Trials & Pilots

Based on the other services we researched, what would a potential free trial offering look like for vendors?



01

# Search Engine Optimization

# Search Engine and Search Bar Issues



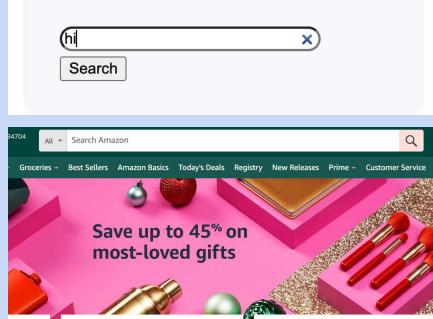
Ways to Leverage the Search Bar and Engine to Increase Conversion Rates

## Visual Issues

### Placement of Search Bar

Position: Unintuitive location of where Search Bar is placed for user accessibility  
Sizing: Relatively too small in correspondence to page size

### Product Search



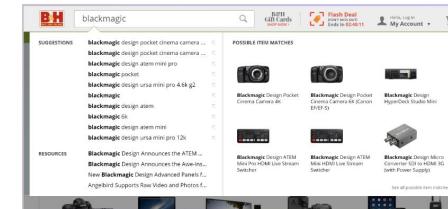
### Style of Button

Position: Placement on the right vs bottom of search bar  
Visual: Having a button with 'Search' vs a Search icon

Search vs

### Lack of Invisible Advertising

Identify possible products (via logo) while the user is typing in the search bar



## Technical Issues

### Inaccurate Display of Related Search Results

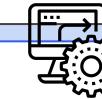
Lack of relevance of search results in correspondence to what user initially typed in the search bar



### Lack of Automation

**Auto-Complete:** automatically completes search entry based on internal dictionary

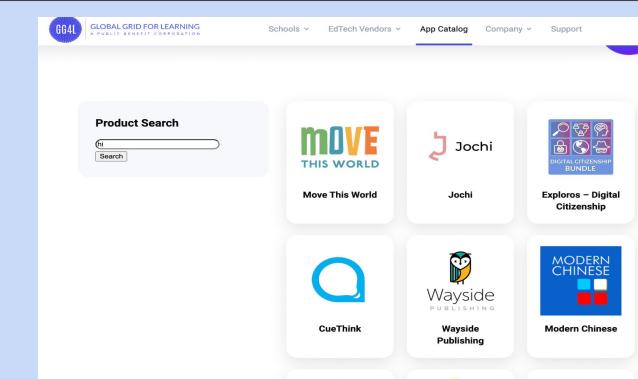
**Auto-Suggest:** suggests items with drop down based on search terms the user typed so far



### Lack of Sorting/Filtration

**Sorting:** organize data by attributes/parameters (ex: by popularity, date)

**Filtration:** set hard boundaries on search results to exclude anything not falling under what the user wants based on filter selections



# Search Filter Suggestions



Less is More to Increase User Efficiency and Filter Visibility

## Cons of Excessive Filtering

- Unnecessary complexity
- Reduced visibility
- Time-Consuming

## Subcategories

Hierarchical structure allows simpler navigation through an intuitive process

- Reduce clutter of filters with numerous options
- More efficient method to identify relevant filters

## Use MECE Filters

- Pricing
  - Free, Free Trial, Paid Subscription
- Educational Level
  - Subcategories: Primary, Secondary, Higher Edu.
  - 1st Grade, Associate's Degree
- Subject
  - Mathematics, Sciences, History
- Requirements
  - Internet(Y/N), Desktop(Mac/Chromebook)
- Evidence
  - Customer Reviews, Pedagogically Certified

## Product Count

Product count displayed for individual filters

- Avoids user reaching "0 results" or leaving the site

## Query History

Ability to preserve previous filter settings

- Allows users to personalize their profile and save time

## Visual Mockup

### Educational Level

- Select All
- Infant/Toddler
- Preschool
- Prekindergarten
- Transitional Kindergarten
- Kindergarten
- 1st Grade
- 2nd Grade
- 3rd Grade
- 4th Grade
- 5th Grade
- 6th Grade
- 7th Grade
- 8th Grade
- 9th Grade
- 10th Grade
- 11th Grade
- 12th Grade
- Associate's degree
- Bachelor's degree
- Post-baccalaureate certificate
- Master's Degree
- Post-master's certificate
- Doctoral Degree
- Post-doctoral certificate
- Adult Education
- Professional or Technical Credential



### Educational Level

- Select All
- Primary (138)
  - Kindergarten (32)
  - 1st Grade (30)
  - 2nd Grade (23)
  - 3rd Grade (23)
  - 4th Grade (0)
  - 5th Grade (15)
  - 6th Grade (15)
- Secondary (122)
  - 7th Grade (17)
  - 8th Grade (17)
  - 9th Grade (20)
  - 10th Grade (20)
  - 11th Grade (24)
  - 12th Grade (24)
- Higher Education (117)
  - Associate's degree (17)
  - Bachelor's degree (17)
  - Post-baccalaureate certificate (24)
  - Master's Degree (20)
  - Post-master's certificate (7)
  - Doctoral Degree (4)
  - Post-doctoral certificate (4)
  - Adult Education (24)
  - Professional or Technical Credential (0)

# Search Bar Visual Improvements

Insights on common search bar locations and design principles to keep in mind.



Search Bar Location					UI/UX Principles		
<p>Survey of 142 participants shows the expected search bar position on the top right and top left spaces</p>					<p><b>Five Autocomplete UX Best Practices:</b></p> <ol style="list-style-type: none"><li>1. <b>Provide Predictions Quickly:</b> Aim for rapid response times to maintain a seamless user experience</li><li>2. <b>Support Keyboard Navigation:</b> Prioritize accessibility by enabling navigation through keyboard commands</li><li>3. <b>Style Text Differently:</b> Distinguish user inputted information from suggested search terms for clarity</li><li>4. <b>Reduce Background Noise:</b> Dimming or blurring the background can help keep the focus on the search</li><li>5. <b>Keep the List Manageable:</b> Maintain simplicity in the autosuggest list, aiming for ten items or fewer</li></ol>		

# Search Engine Improvements Through Personalization

E-commerce search is crucial for findability and quick access to products and services. Not all search engines are equal; sophisticated algorithms and data are needed for personalized experiences.

## Personalization Search Features

### Boost Conversions

Personalized search results lead to increased conversions

### Improve User Experiences

Personalization enhances site navigation and reduces frustration

### Higher Customer Engagement

Personalized results based on user history and preferences build brand loyalty

## Implementation

### Semantic Search

Understanding customer intent through machine learning and natural language processing

### Utilizing Search Data

Analyzing user search queries and history to refine search results

### Self-Learning AI

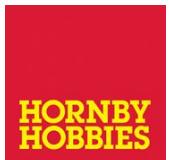
Enhancing search results by accounting for synonyms and typos

## Successful Examples



JENSON  
USA

Achieved an 8.5% improvement in revenue per visitor with personalized search



HORNBY  
HOBBIES

Experienced a 10% increase in conversion rates after implementing personalization



Saw a 4% increase in total web orders and a 2% uptick in revenue through personalized search

# Search Engine Improvements Through Intelligent Auto-Complete

Autocomplete serves as a shortcut for users in various applications, improving search and input tasks.



## Components

### Basic Autocomplete

Matches what a person types with a word list, useful for finite item lists

### Autocomplete Suggestions

Predicts user intentions and enhances search with new ideas, providing more useful results

### Instant Results

Autocompletes actual search results, particularly beneficial for know-item searches and richer supplementary information

## Benefits

### Save Time

While autocomplete may not always speed up the search process, users perceive it as faster, reducing cognitive load

### Avoid Typos

Minimizes typing, reducing the potential for errors

### Better Searches

Improves user search behavior and outcomes, especially for users with less technological or domain specific experiences



# Search Engine Improvement Through Feedback



Customer feedback analysis involves collecting reviews and examining both quantitative and qualitative data to understand customer needs and pain points.

## Encourage Feedback

### Search Analytics & User Feedback

Employ various methods, including pop-up surveys, email surveys, and chatbots, to encourage customers to leave feedback

## Collect Reviews

Use social media, online forums, app store reviews, surveys, and support requests to gather reviews

## Analysis Methods

Manual analysis, to categorize reviews on a spreadsheet; script automation, use keyword extraction scripts for automated analysis





02

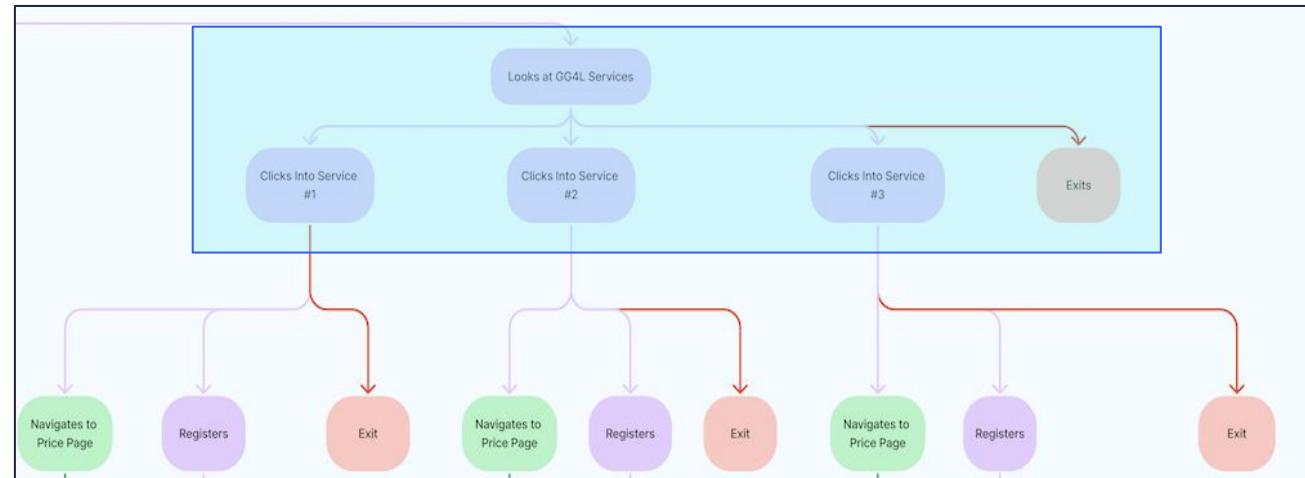
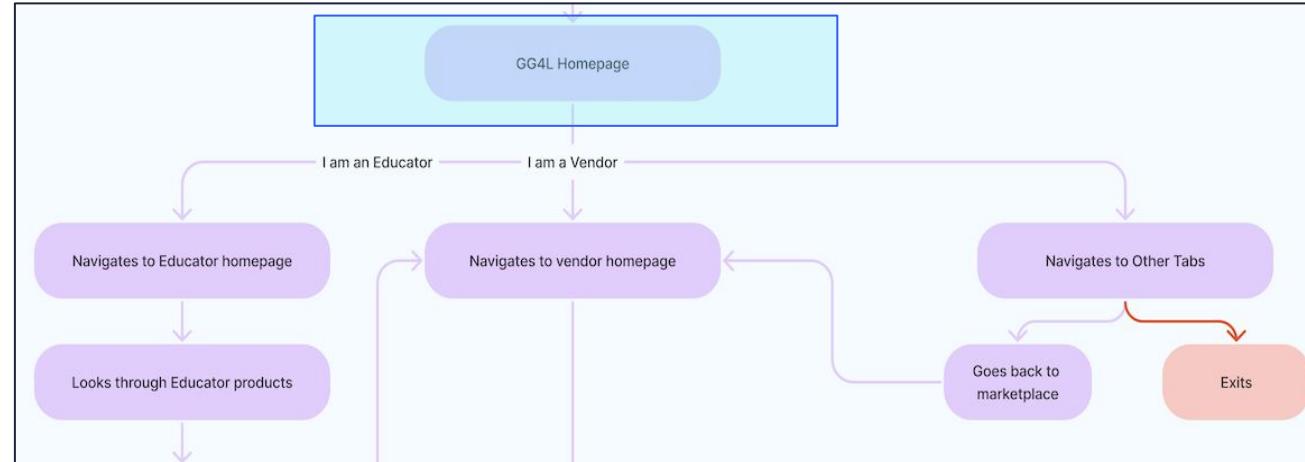
# User Maps & Wireframes

Here's a Link To Follow Through With the User Maps:

<https://www.figma.com/file/qe4rCTwXWcEzL1McfSCwun/User-Maps-To-Follow-Through?type=whiteboard&node-id=0%3A1&t=GXvpsMfFQxlyFnqD-1>

# User Map: Vendor Perspective

Key pages are the homepage, service categories & pricing page; They are important tools for leveraging retention.



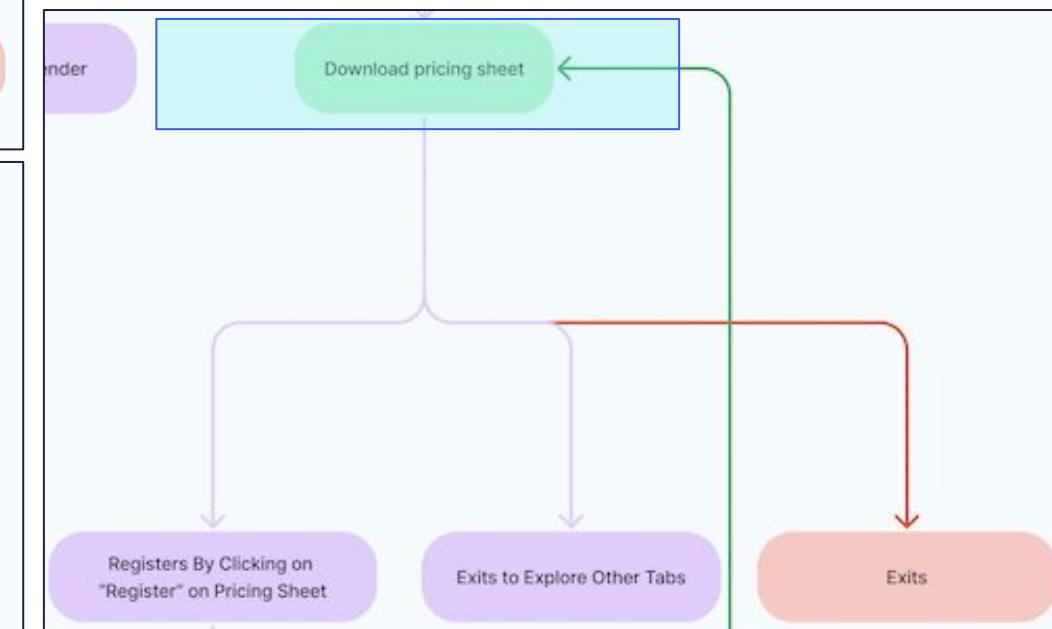
## Key Pages Simplified into 3 Main Sections

**Homepage:** Asks user what type of user they are; navigates them to the proper homepage

### Vendor Homepage

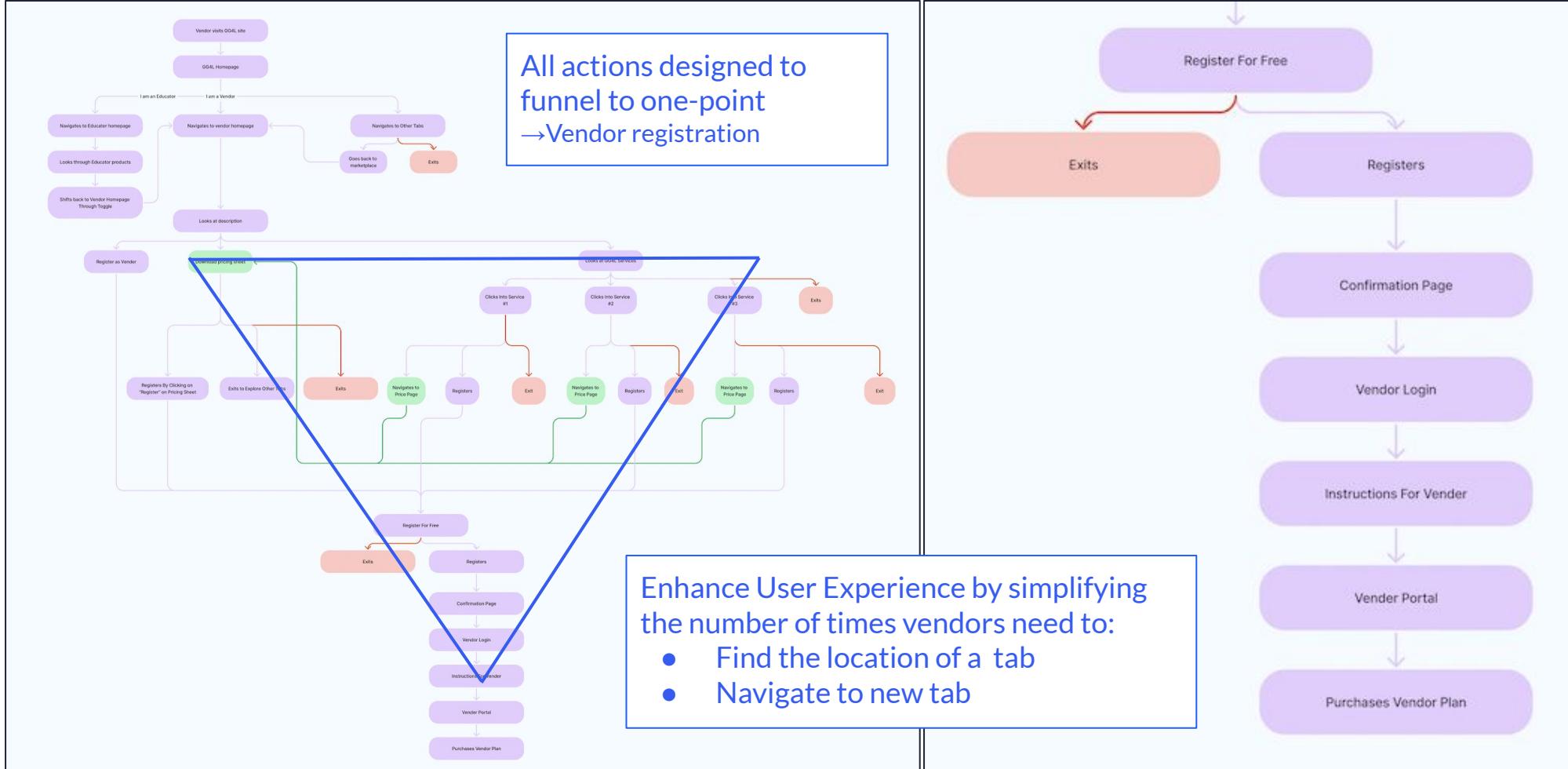
**Services categories:** showcases vendor services; clickable for further details

**Pricing Page:** shows vendor plans; registration button available



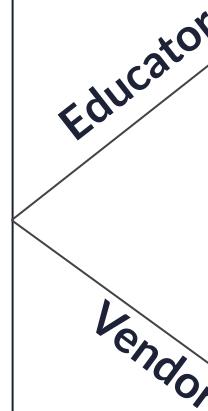
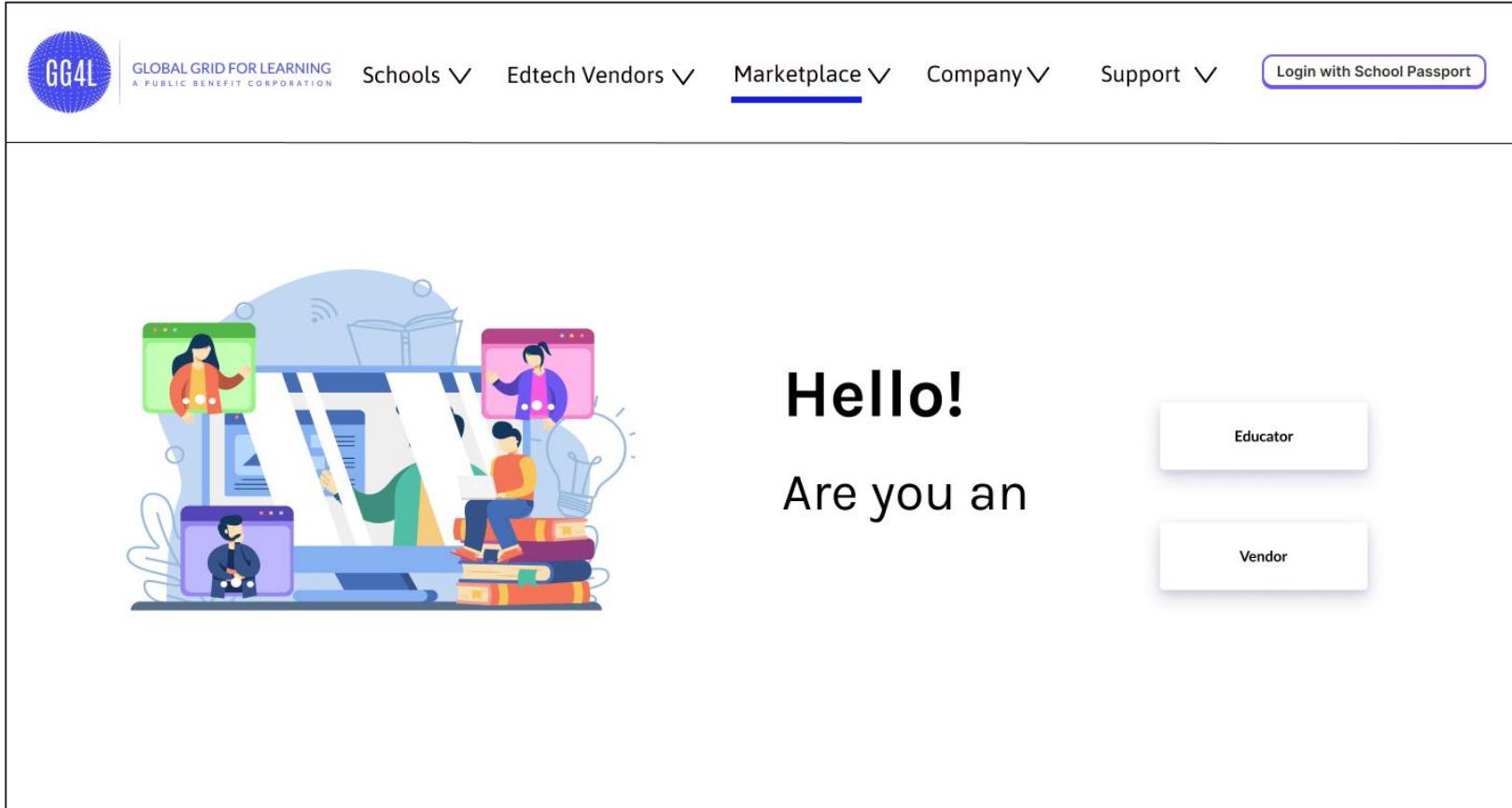
# User Map: Vendor Perspective

Designed the marketplace to optimize retention, convenience and vendor registrations.



# Marketplace Intro Page

## A common marketplace for GG4L to better navigate users based on their purpose



The image consists of two vertically stacked screenshots of a website for educational technology solutions. The top screenshot is for 'School-Wide Access to Learning in just one Click'. It features a large blue header with the GGL logo and navigation links for 'GLOBAL EDUCATION LEARNING', 'Schools', 'Edtech Vendors', 'Marketplace', 'Company', 'Support', and 'Login with School Passport'. Below the header, there's a main title 'School-Wide Access to Learning in just one Click' with a subtext 'Empower EdTech Apps without Sharing School Data'. A large yellow button labeled 'ANALYZE IT!' is positioned above a blue button labeled 'VIEW SCHOOLS'. The bottom section is titled 'What We Offer:' with three categories: 'Explore our Current Vendors', 'Introducing: the School Passport', and 'Subjects:'. The 'Subjects:' section includes icons for Math, Languages, Sciences, and a 'View All...' button. The right side of this section has a box titled 'Engagement' with a sub-section 'Simplicity of Complexity with Rostering'. The bottom screenshot is for 'Onboard School Data In Seconds'. It has a similar header and navigation. The main title is 'Accelerate Your EdTech Connections With GGL4L'. Below it is a subtext 'Integrate and take advantage of your open standards API library, allowing you to integrate with schools and other EdTech in minutes'. A large yellow button labeled 'Register For Free' is at the bottom. The bottom section is titled 'What We Offer:' with three categories: 'Accelerate EdTech Connection', 'Build Market Awareness', and 'Improve Data Compliance'. Each category has an associated icon and a numerical value: 'Learners 9,742,320', 'Schools 22,907', and 'EdTech Solutions 1,071'.

# Common Registration Page

A pop up widget everytime the “Register now” button is pressed to save tab space

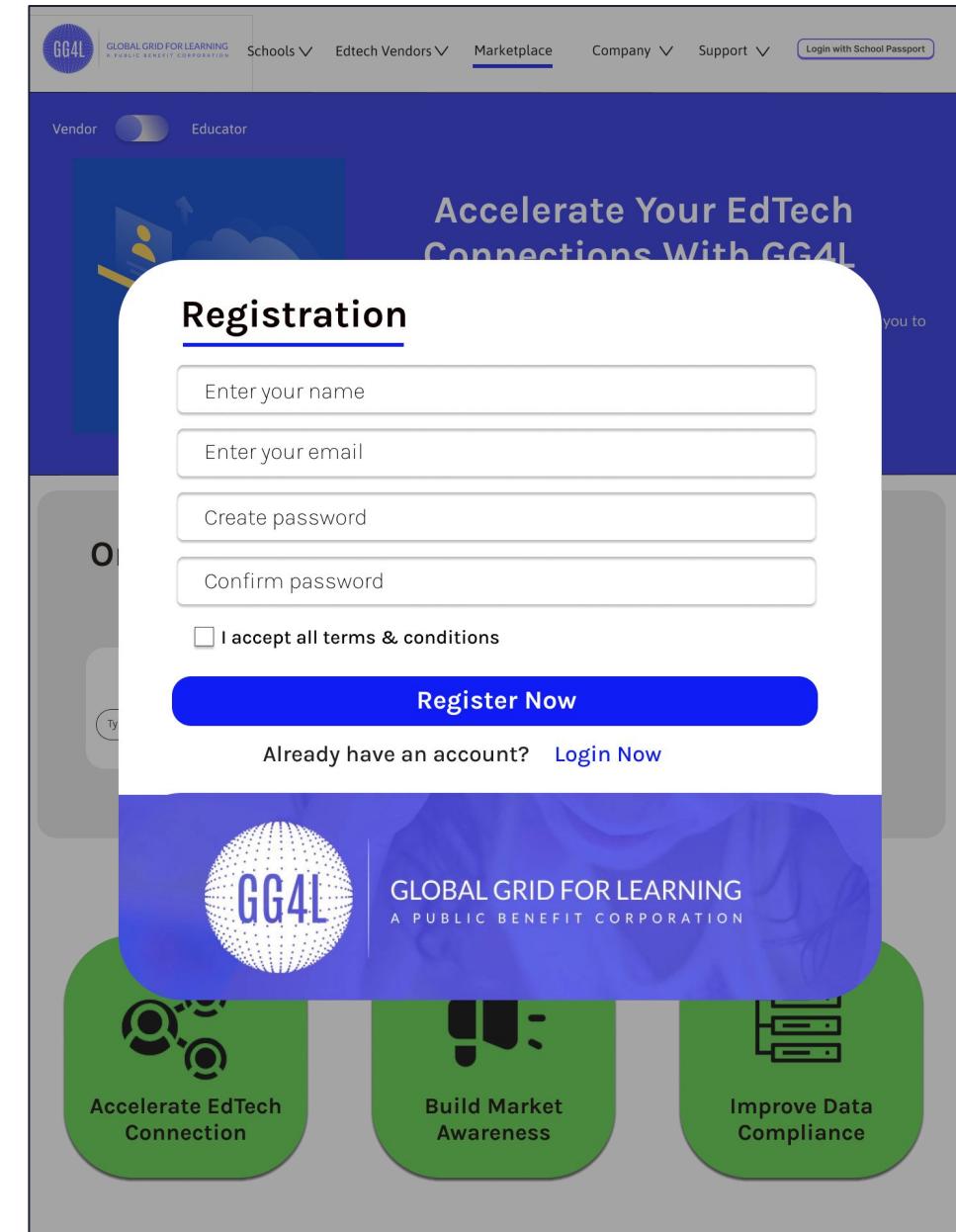
## Additional Recommendation:

### Incorporate Demo For Every Vendor Registration

- Allow vendors to see how the GG4L works before selecting the vendor plans
- Allow prospect vendors understand how GG4L's solution solves their pain points and enables them to become more successful

### \*Disclaimer

- Add additional information (ex. Section for vendor company) for the actual registration page



### Toggle

- Allow users to switch views in case they want to see information of the other party

# Vendor Homepage

Attract vendors by showcasing the services GG4L offers & increases convenience through the school search

### School Search

- Vendors can quickly search up if the school district interested in their service is supported on GG4L

### Clickable Categories

- Leads to another tab that describes each services in depth (ex. In terms of what each service means & includes)

The screenshot shows the GG4L Marketplace homepage. At the top, there's a navigation bar with links for Schools, Edtech Vendors, Marketplace (which is underlined), Company, Support, and a 'Login with School Passport' button. Below the navigation is a large blue header section with the text 'Accelerate Your EdTech Connections With GG4L' and a subtext about integrating with schools. A 'Register For Free' button is also present. The main content area features a section titled 'Onboard School Data In Seconds' with a search bar asking 'Do we have schools in common?' and a 'Search' button. To the right of this are three yellow circular icons with data: 'EdTech Solutions 1,107', 'Learners 9,714,230', and 'Schools 22,907'. Below this is a section titled 'What We Offer' with three green circular icons: 'Accelerate EdTech Connection' (with three people icons), 'Build Market Awareness' (with a megaphone icon), and 'Improve Data Compliance' (with server icons).

# Service Category Example

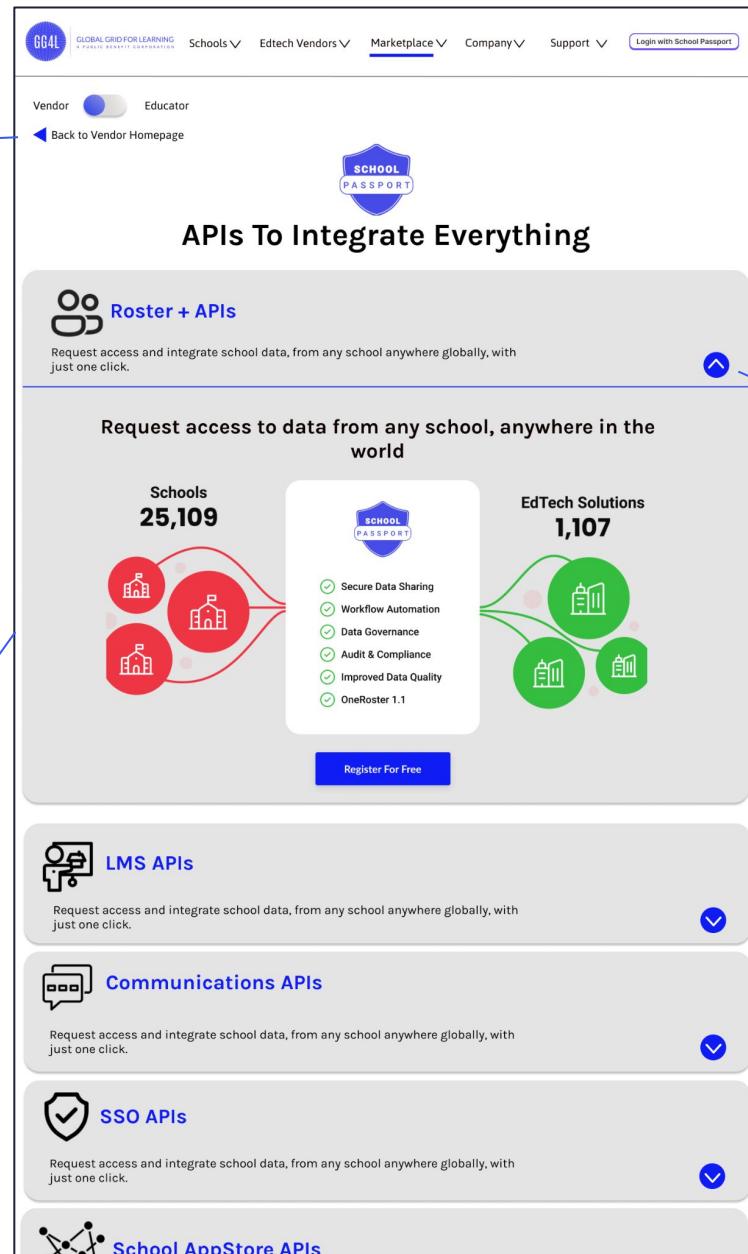
Simplified the EdTech Vendor tabs for easier tab navigation & user experience

## Shorter pages help retain users

- Provide quick and easy access to information to users
- Get messages across in a simple and to-the-point manner

## Easily navigate back to Vendor homepage

- Enhanced UX experience as it prevents users from getting confused on tab navigation



## Expands when clicked

- Ensures that the page does not feel overwhelming and cluttered for the users

# Wireframe: Price

Pricing tab featuring 3 price models based on vendor characteristics

## Vendor Characteristics

- Describes what kind of vendors suit the specific price plan
- Promotes GG4L credibility as it builds a sense of trust with the vendor

## Plan Benefits

- Describes the services available for each price plan
- Increasing price = More services

## Pricing with Duration

## Easily Accessible Register Button

The wireframe shows the 'Vendor Pricing Plan' section of the GG4L website. At the top, there's a navigation bar with links for Schools, Edtech Vendors, Marketplace (which is underlined), Company, Support, and a 'Login with School Passport' button. Below the navigation is a back-link 'Back to Vendor Homepage'. A group of diverse people is shown in a blue speech bubble. The main heading is 'Vendor Pricing Plan' with the subtext 'In GG4L, we do business with you in mind.' There are three columns for 'Plan 1', 'Plan 2', and 'Plan 3', each with a title 'Are You?' followed by a list of characteristics. Below each column is a summary of services: Plan 1 offers 2 Products, 1 Podcast, and Email Marketing; Plan 2 offers 2 Products, 1 Podcast, and Email Marketing; Plan 3 offers 2 Products, 1 Podcast, and Email Marketing. Each plan is priced at '\$1000 USD - 1 YR'. At the bottom of each column is a 'Register For Free' button.

# Wireframe: Vendor Portal

Vendor Portal is where the vendor  
manages products and purchases the  
vendor plans

## Vendor Plan Purchase Tab

New account → Click "purchase now" → Navigates to payment tab  
with the plans → Add to cart → Check-out

- Hover over each plan to see what services it provides again so  
that vendors don't need to exit tab to see what the plans provide

- Features provided to vendor
  - Ex. data analytics

First-time GG4L Vendors need to purchase vendor  
plan & load in product(s) after to start seeing  
statistics on vendor portal

GG4L GLOBAL GRID FOR LEARNING A PUBLIC BENEFIT CORPORATION

Dashboard

Products

Analytics

Payment

School District

Purchase Now

Product Q

Activity

None

(B)

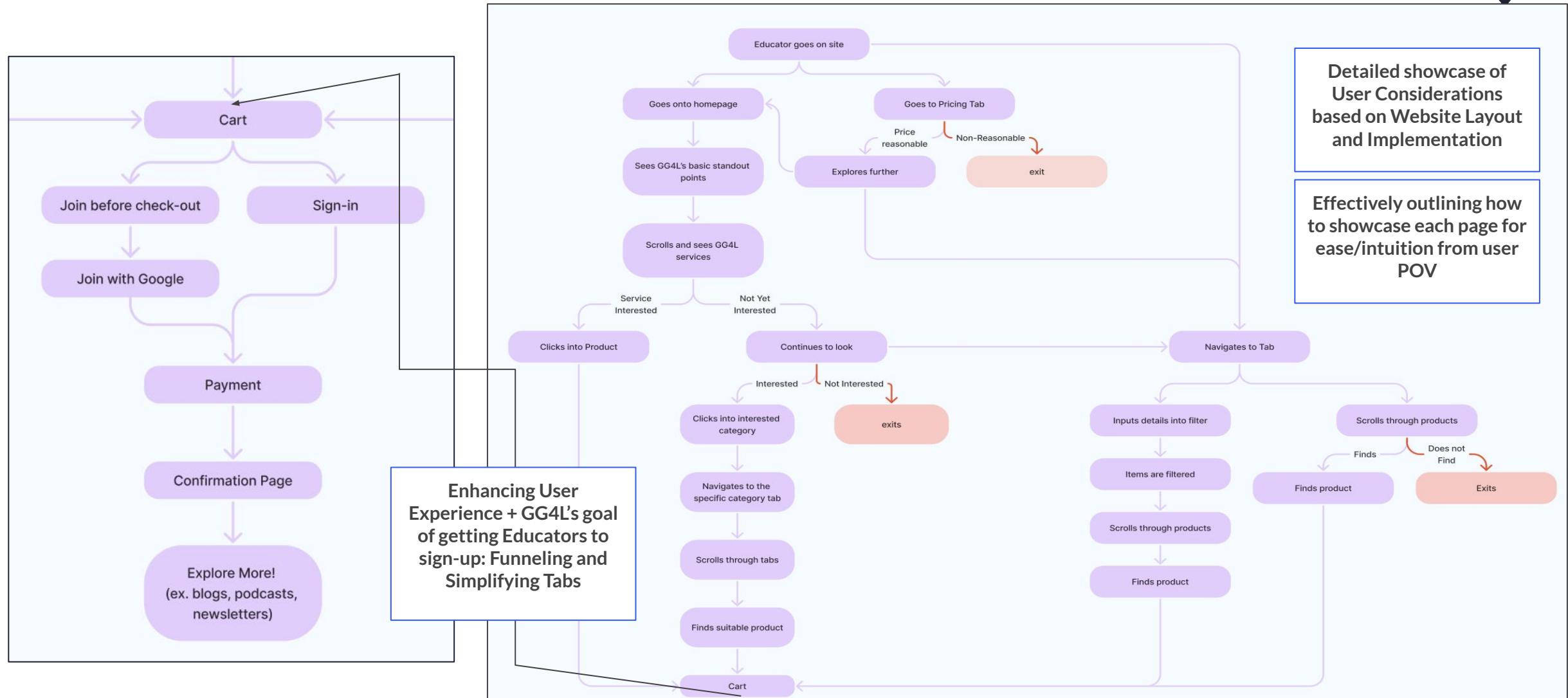
Plan 1 For vendors who are:    click for services

Plan 2 For vendors who are:    click for services

Plan 3 For vendors who are:    click for services

Services

# User Map: Customer Perspective



# Educator HomePage

Categories: Math (highlighted)

Services Included: Data Integration, Single Sign-On

Pricing: Free Platform, Free to Try, Pay

Customer Reviews: ★★★★★ (highlighted)

Grade Level: Pre-K, Kindergarten, 1st Grade, 2nd Grade

**Clear Showcase of Services:**  
the 2 main content are clearly displayed on main page for educators to see and potentially click into

**Easy Segway/Flow of Educator Path:**  
Accessible and simple way to direct the flow of the website for educator to explore further based on initial interest

School-Wide Access to Learning in just ONE Click

Empower Ed-Tech Apps without Sharing School Data

**What We Offer:**

**Explore our Current Vendors**

1000+ EdTech Solutions in Our Catalog

**Introducing: the School Passport**

**Connect**  
Simplify IT Complexity with Rostering  
One-time Integration  
Integrate your SIS and/or LMS with School Passport one-time then, have one click rostering with thousands of Ed-Tech applications.

**Faster Deployment**  
Discover the best Ed-Tech tools and start using them right away. Data governance made easy gives access only to those who need it.

**Safe Data Exchange**  
One data privacy agreement, and the latest in data protection using PII Shield. Keep your students safe.

**SSO AppStore**  
Easily Vet & Publish Apps For Your School

**Curate The Best Ed-Tech Tools**  
Vet Ed-Tech applications and publish them in the School Passport App Store.

**Save Time With The Right Apps In The Right Place**  
Teachers and students see their EdTech applications, and nothing else with easy one-click SSO found right in the browser extension.

**Access To The Best Learning Innovation**  
Special offers are available bringing you the best educational products to try and use.

**Engagement**  
The Most Powerful Learning Analytics Tool

**Patented Technology**  
Not Just Clicks. Patented Technology measures actual engaged time, reading level, and category across the web.

Who's Using School Passport Engagement?

Administrators

Teachers

Explore all Features Register For Free

# App Catalog Overview

The screenshot shows the GG4L Marketplace page for Khan Academy. At the top, there's a navigation bar with links for Schools, Edtech Vendors, Marketplace (which is highlighted), Company, and Support. Below the navigation is a search bar with the placeholder "search for any product". A large yellow box highlights the "Categories" section, which includes Math, Languages, and Sciences. To the right of the categories are three sections: "Highest Rated", "Newest Trending", and "Most Popular", each listing Khan Academy and other platforms like Code.org and Brain POP. Below these sections are three detailed cards for Khan Academy, each showing its rating (4.8/5), reviews, grade level (K-12th), and platform information (Free for all Devices). The cards also mention "Single Sign-On with Passport". A "GET STARTED" button is located at the top right of the main content area.

**Filtration:**  
Educators are allowed to select *multiple* tags/filters for whatever they are interested in directing their search

This screenshot shows a detailed view of the GG4L Marketplace for Khan Academy. It features a sidebar with "Categories" (Math, Languages, Sciences) and "Services Included" (Data Integration, Single Sign-On). The main area has sections for "Pricing" (Free Platform, Free to Try, Pay) and "Customer Reviews" (5-star rating). A "Grade Level" section includes Pre-K, Kindergarten, 1st Grade, and 2nd Grade. A "Show More" button is at the bottom. A "Hide" button is located between the "Customer Reviews" and "Grade Level" sections. A blue box highlights the "Rank System for new Discoveries" section, which discusses how the catalog serves as a discovery tool for schools.

**Rank System for new Discoveries:**  
Have the catalog not only act as just a place to manually search, but as an easy place for new discoveries for schools to further enhance their education



# 03

# Review System

Going over the detailed review features to be implemented within the app specificities

# Review System Features



## A General Overview of Review Integrations into the App Catalog:

### 1) District Admin Ratings

Separation of District Admin from regular community ratings through Verification



Including specific topic subsections for review/ratability

Cost

User Feedback

Ease of installation

Data Protection

### 2) Customer Ratings

#### Rating

Rating

Title

★☆☆☆☆ Poor quality microphone Date  
Reviewed in the United States on April 10, 2019

amazon

Date

Content

Content

Poor quality microphone. Not suitable for a remote worker taking calls. If your job requires dictation or a high quality mic, go elsewhere

### 3) Distributions

Showcase overall distribution on top

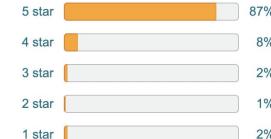
Keeping all ratings (including sub-review sections) distribution

amazon

Customer reviews

★★★★★ 4.8 out of 5

29,992 global ratings



▼ How customer reviews and ratings work

Common Sense



Deleted all my students work

Poor design.

Continue reading



→

My Rating

★★★★★

Engagement ★★★★

Pedagogy ★★★★

Supports ★★★★

My Take

Poor design.

### 4) Filtration

#### By feature

Leak proof

★★★★★ 4.8

Easy to hold

★★★★★ 4.7

Quality of material

★★★★★ 4.6

▼ See more

#### Read reviews that mention

water bottle hydro flask keeps water water cold easy to clean  
perfect size long time cold all day leak proof stays cold  
highly recommend stainless steel standard mouth easy to carry

Filtration by Sub-Section Review/Feature

Filtration by Popular Keywords

# Key Features in Review System



## Informative Details of Reviews:

Educators can easily filter reviews more specifically based on what they want to see

### Ratings and Reviews:

#### Customer reviews:

★★★★★ 4.8 out of 5



#### Verified District Admin reviews:

Overall

★★★★☆ 4.2 out of 5



#### By features:

Ease of Installation ★★★★★

Data Protection ★★★★★



#### Review this Product:

Looking for Specific Info?

search in reviews



#### Reviews that mention:

student engagement

process tracking

inserting grades

easy to login

hard to access data

works for all grades

endless subjects

fun for kids

top reviews



Sharon Kim - Washington High School Teacher



★★★★★ Easiest and most accessible platform to use for learning for the students

Verified and Reviewed in the United States on Aug 20, 2023

In my 30 years of teacher, I haven't found a better platform to use to educate my students and keep track of their progress better than Khan Academy. My students can use it for not only just the content we are learning in class, but also for college preparation such as their SATs and ACTs. Don't think any teacher can find a better place for learning than this!

10 people found this helpful

helpful?

back to top

**Verification System:**  
Similar to other platforms, implementing a verification system of schools/users to strengthen credibility of certain reviews

## Consideration of Website format:

Allowing Educators to be directed back to the top without having to constantly scroll through



# 04

# Future Incentive Implementation

Considerations for additional features to add to the marketplace.

# Gamification in our Vendors

## Facilitating Virtual Connections With Vendors

**Clarification:** While gamification is applicable to marketplaces, it is mainly used within vendors themselves. However, it is still possible to implement gamification within a B2B marketplace through creating badges or achievements and initiating collaborative activities between vendors.

### Badges/Achievements

Achievements, badges for customers based on their usage of a vendor product.

- Canva in particular was interested in allowing a district to get a badge to quantify what % of potential users (students, teachers) and would be open to using their product on the platform with certain frequency
- Uncertain about how that usage would be measured

### Vendor Events

Organize virtual events between Vendors within the GG4L platform - new product/features, events for districts to learn more about them. Interactions between vendors can enhance the sense of community and make the learning experience more enjoyable.

#### Process:

##### a. Define Vendor Events Structure:

Identify the types of collaborative events you want to implement within GG4L. Determine the goals, scope, and how vendors will contribute to these projects. This could include workshops on a tool area,, seminars on advances in a subject area.

##### b. Utilize Collaboration Tools:

Utilize GG4L's collaboration features or integrate third-party tools that facilitate collaborations. This might include discussion forums, project management tools, or document sharing platforms.

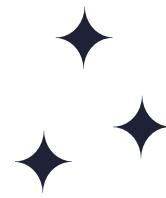
##### d. Track Attendance

Develop a system to track and recognize attendance to vendor events and follow up with users who attend them

##### e. Reward Vendors for Attendance:

Implement a system to acknowledge and reward vendors who decide to take part in such events. This could involve badges or brief promotions for more advanced plans.

# Free Trials & Pilots



## Brief Overview of free trial features from Edtech Impact

	Free	Pro	Power
Search Keywords	✗	✓	✓
Remove Ads	✗	✓	✓
Dedicated Account Manager	✗	✓	✓
Website Button	✗	✓	✓
Find Prospect Customers		Limited	Unlimited
Admin Users	1	3	Unlimited





06

# Mobile Site Revisions

# Mobile Site Revisions

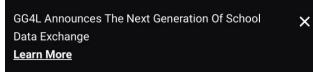


Recommendations for the mobile site in comparison to Clever:

## 1) Homepage Comparison

**Pros:** Good placement of logo, live chatbot feature that Clever doesn't have

**Cons:** Clunky text, popup blocks bottom while news bar blocks the top

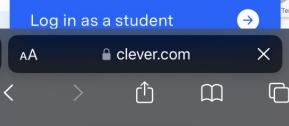


Connect  
EdTech Apps  
Without  
Risking  
Student  
Data



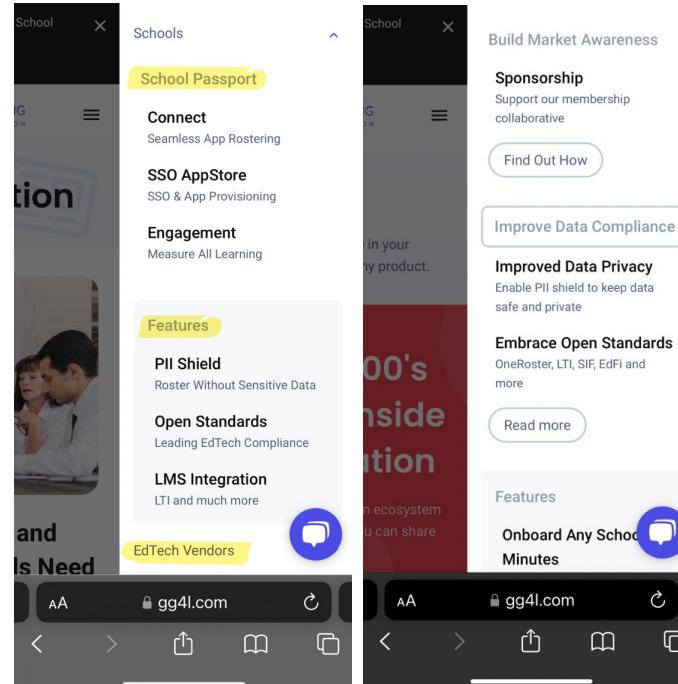
The platform  
powering digital  
learning for schools.

At Clever, we securely connect the data and applications that schools rely on to make digital learning work better for everyone.



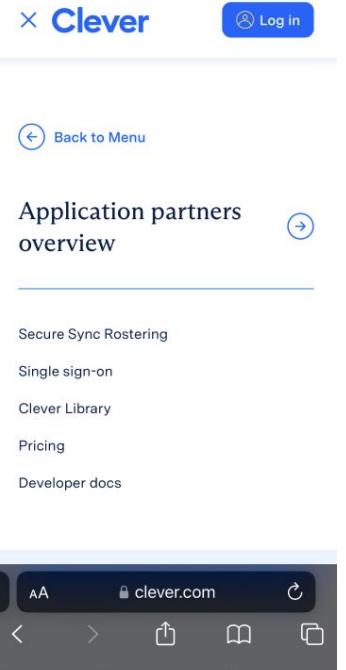
## 2) Sidebar

**Subheadings: Redundant text in comparison to Clever**



**Unambiguous shapes: Some text gray, some surrounded by a box, others circled by a square**

**Interactivity: Difficult to tell which text is clickable, which aren't**



# Mobile Site Revisions



## Recommendations for the mobile site in comparison to Clever (cont):

### 3) Login Button

**Location:** Hidden on the bottom of the website on the sidebar, may be inconvenient to the user compared to Clever (on top of homepage)

The platform powering digital learning for schools.

At Clever, we securely connect the data and applications that schools rely on to make digital learning work better for everyone.

Log in as a student

clever.com

gg4l.com

### 4) Bottom of Homepage

**Vertical vs Horizontal Placement:** Up to GG4L's discretion, but it may be better to save space by spacing the links at the bottom of the webpage horizontally rather than vertically. Spacing the text out horizontally may make it easier for users to read.

Schools  
Connect  
SSO AppStore  
Engagement

EdTech Vendors  
Roster+ API  
LMS API  
Communication API  
Single Sign-on API  
Eco-system API  
API Overview

The App Catalog  
Catalyst Catalog

Company  
About  
Resources  
Career Readiness  
Contact Us

Build Market Awareness  
Sponsorship

Help

clever.com

gg4l.com — Private

Clever

Log in

Solutions  
For schools  
For partners  
For teachers  
For parents

Data & Access  
Rostering for Partners  
Rostering for Schools  
SSO for Partners  
SSO for Schools  
Clever Badges  
Clever Analytics

Digital Classroom  
Classroom Portal  
Clever Library  
Clever Messaging

Identity & Security  
Identity Management  
Multi-factor Authentication

Privacy - Terms



07

# Next Steps & Bibliography

Overview of recommended steps to take & sources we used.

# Next Steps

Showcasing where and how our work would contribute to your future development of the marketplace



**Immediate Focuses:** Need to be completed prior to building marketplace infrastructure.

Finalize user map for the site for vendors and users

Complete plans for the marketplace's search optimization system

Finalize market's review system for district users

**Secondary Considerations:** Can be added on after core marketplace has been launched, optional whether it needs to be done prior to CDW sale

Adding in free-trials/pilots for vendors

Adding elements of gamification: badges, vendor events

Redesigning mobile site

# Bibliography



Website Search Functionality + UIUX

[https://docs.google.com/document/d/1Hb2IWp7-lukrl4Onw4KWVbCNF3-uJSBorHOH2HB3Nzk/edit?usp=drive\\_link](https://docs.google.com/document/d/1Hb2IWp7-lukrl4Onw4KWVbCNF3-uJSBorHOH2HB3Nzk/edit?usp=drive_link)

Rating System Feature Design

[https://docs.google.com/document/d/11hveJWCJA4JWVePxMLwZoDQTvNF9WJrXbI9Hwv58mOg/edit?usp=drive\\_link](https://docs.google.com/document/d/11hveJWCJA4JWVePxMLwZoDQTvNF9WJrXbI9Hwv58mOg/edit?usp=drive_link)

Wireframe for GG4L Website

<https://www.figma.com/file/xUuwN3Kptjt4xPHzfE3NIm/GG4L?type=whiteboard&node-id=0%3A1&t=rk1VKpaiFfGSh3WO-1>

Detailed Analysis of Competitor Common Sense Media: website UI-UX integration pros and cons

<https://www.figma.com/file/R7FzOkpN0R1ml5fqvvoR5j/Common-Sense-Education-Mapping?type=whiteboard&node-id=0%3A1&t=xjHMehqvNgYC0gC4-1>

Final GG4L Website Prototype

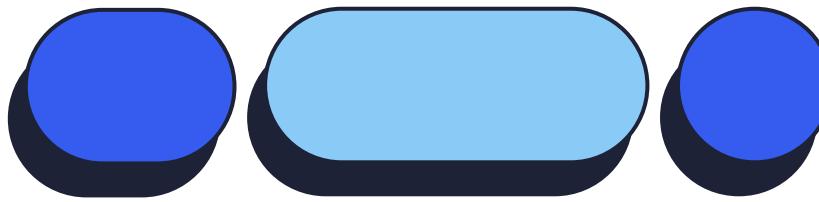
<https://www.figma.com/file/P4pzdYAhNTw4HeJNrP0cLj/GG4L?type=design&mode=design&t=nOWZ8KdNRZ0Z16QD-1>

GG4L Marketplace Full Design Process

<https://docs.google.com/document/d/16zl8NsFBDY5fzQwpJv8H1ZAD0mRst2w0aS7pi2ZFPWc/edit?usp=sharing>

12/01 Canva Interview Notes

<https://docs.google.com/document/d/106G7yAogbw2YYNeMUgef6vXeyzALXq7FgwkqEtWXeKo/edit?usp=sharing>



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**Thank you!**

**Do you have any questions?**



**THANK  
YOU**

