

# TestDrive

Education for the digital era

The TestDrive website is designed to provide digital literacy tools for educators, parents, and students. It features a clean, modern layout with a white background and blue accents.

**Header:** The header includes the TestDrive logo, a search bar, and navigation links for "Lessons", "For Educators", "For Parents", and "FAQ".

**Lessons for students:** This section highlights the "Social Media TestDrive" simulation, which allows users to practice digital literacy skills in a simulated social media environment. It includes a "Try a lesson" button and a video thumbnail showing students interacting with a laptop.

**Our vision:** This section discusses the platform's goal of providing a kind and safe social media environment for kids to connect and engage.

**Topics:** This section lists various digital literacy topics, each with a thumbnail image and a brief description:

- Is it Private Information?**: Teaches what is safe to share with different social media audiences and what information is inappropriate to share. Aligned with Common Sense Education's Digital Citizenship Lesson: *Upstanders and Chatting Safely*.
- How to be an Upstander**: Teaches how to detect signs of cyberbullying and how to respond when seeing cyberbullying happening to others. Aligned with Common Sense Education's Digital Citizenship Lesson: *Upstanders and Chatting Safely*.
- Shaping a Digital Footprint**: Teaches how actions on social media create a digital footprint and skills to positively shape digital footprints. Aligned with Common Sense Education's Digital Citizenship Lesson: *Social Media*.

Michael Huang

Designer & Developer · Fall 2019

Background

## Project Vision

Redesign the product site for **TestDrive**, a web platform to teach children digital literacy skills and prosocial online behavior.

## Background

### What is TestDrive?

Social Media  
**Test Drive**

#### Pick a Lesson Plan



How to Be an Upstander



Is It Private Information?



Shaping Your Digital Footprint



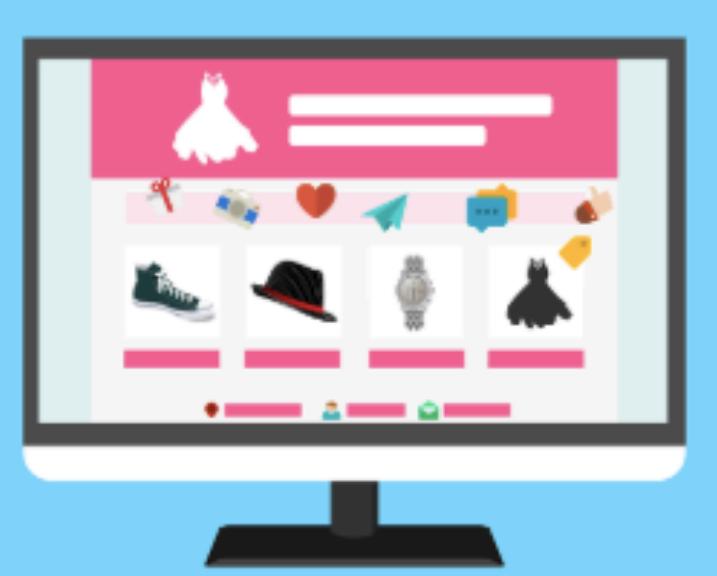
Online Identities



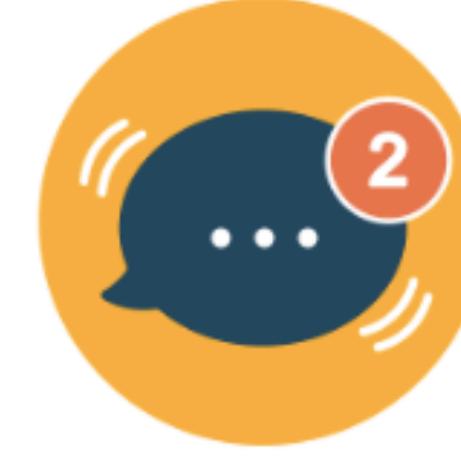
Social Media Privacy



News in Social Media



Targeted Advertising

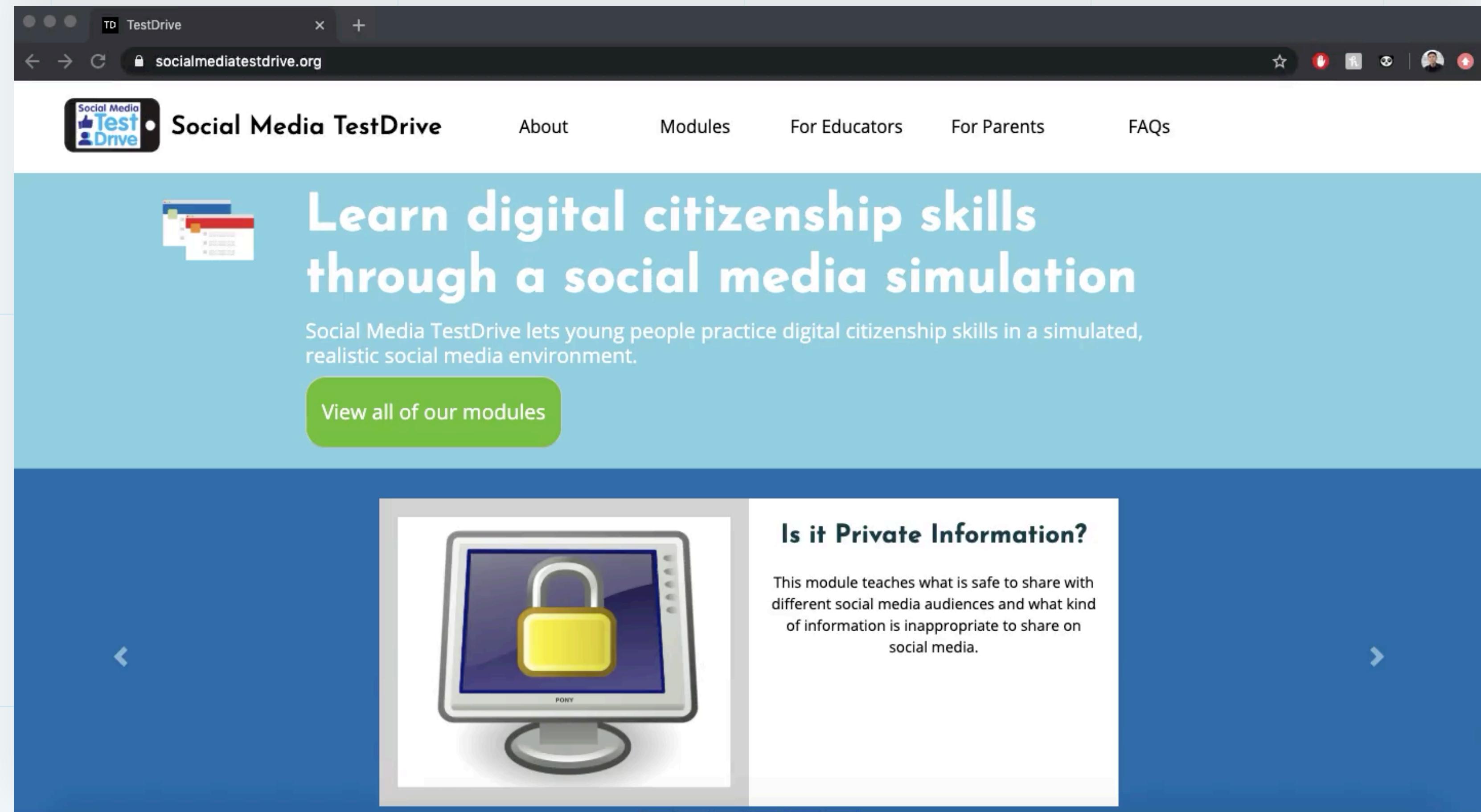


Social Media Habits

## Background

## Site Walkthrough

Click  here   
to play (on PDF)



The screenshot shows a web browser window for 'TestDrive' at [socialmediatestdrive.org](http://socialmediatestdrive.org). The page features a dark header with the site's logo and navigation links for About, Modules, For Educators, For Parents, and FAQs. The main content area has a light blue background with the title 'Learn digital citizenship skills through a social media simulation'. Below the title is a description: 'Social Media TestDrive lets young people practice digital citizenship skills in a simulated, realistic social media environment.' A green button labeled 'View all of our modules' is visible. At the bottom, there's a module preview titled 'Is it Private Information?' showing an illustration of a computer monitor with a padlock on its screen.

## Background

### Why Redesign It?

“The current site doesn’t look trustworthy...  
a lot of site visitors don’t make it past the  
homepage.”

— Stakeholder

## Background

### Why Redesign It?

#### Brand Perception

Lack of a clear, defined brand leads site visitors to worry that TD is unprofessional or not fleshed out

“The current site doesn’t look **trustworthy**...  
a lot of site visitors **don’t make it past** the  
homepage.”

#### Product Value

Currently, the site doesn’t effectively communicate TD’s value prop for its target audience — educators

— Stakeholder



## Interaction & Visual Audit

### Home

#### 1 Placeholder image

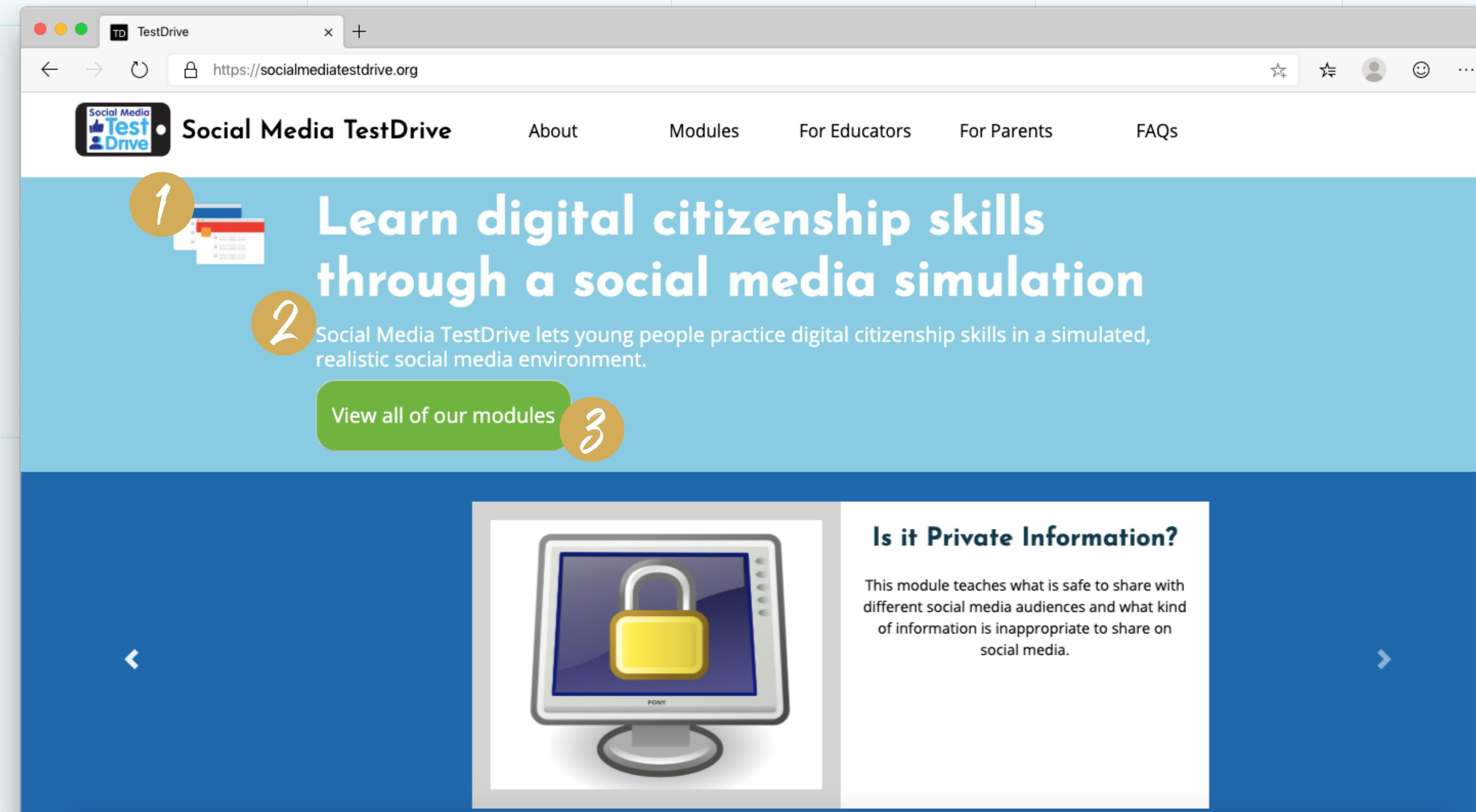
Unrelated to project / lacks clear purpose / too small

#### 2 Color contrast/a11y

Blue on white: Aa 1.78 !

#### 3 Unclear value prop

Doesn't communicate what TD is or why it's useful



## Interaction & Visual Audit

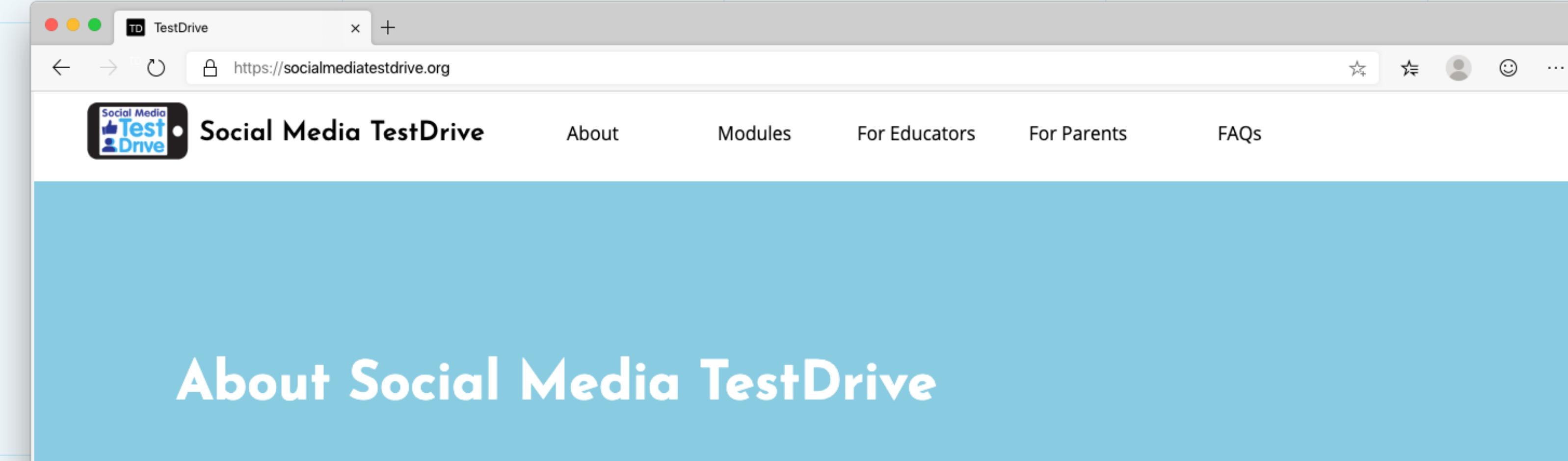
### About

#### 1 Mission vs. Vision?

Similar info; reads redundant

#### 2 Lengthy paragraphs

Difficult to parse through for relevant info



The screenshot shows a web browser window titled 'TestDrive' with the URL 'https://socialmediatestdrive.org'. The page has a light blue header bar with the 'Social Media TestDrive' logo and navigation links for 'About', 'Modules', 'For Educators', 'For Parents', and 'FAQs'. Below the header is a large, bold title 'About Social Media TestDrive'. Underneath the title are two logos: 'SML @CU' (a stylized 'SML' with a speech bubble containing '@CU') and 'common sense education®' (with a green checkmark icon). A section titled 'Mission' follows, which includes a short paragraph about encouraging prosocial members of the digital world and a sub-section '1 Vision' with a brief description of the vision.

#### Mission

Social Media TestDrive encourages youth to become prosocial, productive members of the digital world through digital citizenship education and experiential learning in a simulated, realistic social media environment.

#### 1 Vision

Our vision is a kind, safe social media world in which people connect and engage in prosocial ways.

#### About Social Media TestDrive

Social Media TestDrive is an interactive educational platform created by researchers in the [Cornell University's Social Media Lab](#) in collaboration with [Common Sense Education](#).

#### 2 TestDrive

TestDrive is an educational program that lets young people learn and practice digital citizenship skills through a social media simulation. Like a driving simulator for young people learning to drive a car for the first time, TestDrive provides a simulated experience of realistic digital dilemmas and scenarios that young people may encounter as they enter the social media world. Each TestDrive module is designed to teach a specific social media skill, such as managing privacy settings, smart self-presentation, upstanding to cyberbullying, and news literacy.

TestDrive looks and feels like a real social media site, but all the content on the site has been created for instructional purposes.

## Interaction & Visual Audit

### About



#### Page length

Page is very long & text-heavy, without visual breaks

Secondary info (e.g. Team) is not immediately relevant or actionable for the user

Media Lab in collaboration with [Common Sense Education](#).

TestDrive is an educational program that lets young people learn and practice digital citizenship skills through a social media simulation. Like a driving simulator for young people learning to drive a car for the first time, TestDrive provides a simulated experience of realistic digital dilemmas and scenarios that young people may encounter as they enter the social media world. Each TestDrive module is designed to teach a specific social media skill, such as managing privacy settings, smart self-presentation, upstanding to cyberbullying, and news literacy.

TestDrive looks and feels like a real social media site, but all the content on the site has been created for instructional purposes. Young people interact with the content through instructions that lead them to build new knowledge and skills, allowing them to practice important social media skills without worrying about negative consequences.

You can access TestDrive modules at the following link: <http://app.socialmediatestdrive.org>. For guidance on how to use TestDrive, please refer to the "[For Educators](#)" and "[For Parents](#)" sections of our website.

Please contact us at [socialmediatestdrive@gmail.com](mailto:socialmediatestdrive@gmail.com) if you have any questions!

### The Team

Program Director: [Dr. Natalie Bazarova](#). Dr. Bazarova is an Associate Professor in the Department of Communication and the Director of the Social Media Lab at Cornell University.

Program Advisor: [Dr. Janis Whitlock](#). Dr. Whitlock is a Research Scientist at Cornell's Bronfenbrenner Center for Translational Research and the Director of The Cornell Research Program on Self-Injury and Recovery.

Content Director and Project Manager: [Dr. Yoon Hyung Choi](#). Dr. Choi is a Postdoctoral Associate in the Department of Communication at Cornell University.

Evaluation Director: [Amanda Purington](#). Ms. Purington is the Director of Evaluation and Research at ACT for Youth and a graduate student in the Department of Communication at Cornell University.

Application Developer: [Anna Spring](#). Ms. Spring is an Applications Programmer in the Department of Communication at Cornell University.

Development and Testing of TestDrive Prototype

Jessie Taft, Rhoda Meador, [Program for Research on Youth Development and Engagement \(PRYDE\)](#), [Bronfenbrenner Center for Translational Research](#), and [NYS 4-H](#) educators.

Curriculum and Content Development

Carmen Chan, Richa Deshpande, Danielle Freedman, Brenna Garcia, Yanni Kaldis, Molly Nagel, Giesha Nunez, Alex Rauter, Emily Schemerhorn, Yutong Zhou, Erin Chen, Kelly Stone, Colton Zuvich, and Ashley Win.

Website Development

Nika Ablao, Carina Crabbe, Sierra Stone, Cindy Xu, Hyun Seo (Lucy) Lee, and [Dan Cosley](#).



### Sponsors

Social Media TestDrive is supported by the generosity of Becky and Jim Morgan and [National Science Foundation award #1405634](#).

## Interaction & Visual Audit

### Modules

#### 1 Scalability

Consider how to scale grid view as more modules are added

#### 2 Visual cohesiveness

Module images convey the topic decently, but lack a holistic visual identity

The screenshot shows a web browser window for 'Social Media TestDrive'. The page has a light blue header bar with the 'Social Media TestDrive' logo and navigation links for 'About', 'Modules', 'For Educators', 'For Parents', and 'FAQs'. Below the header, the word 'Modules' is centered in a large white font. Two modules are displayed in a grid:

- Module 1: How to Be an Upstander**  
Icon: A red circular 'no' symbol containing a collage of words related to cyberbullying like 'RUMORS', 'HARASSMENT', 'LIES', 'BULLYING', and 'THREATS'.  
Title: **How to Be an Upstander**  
Text: This module teaches how to detect signs of cyberbullying and how to respond when seeing cyberbullying happening to others.  
Description: Aligned Common Sense Education's Digital Citizenship Lesson: [Upstanders and Allies: Taking Action Against Cyberbullying](#)
- Module 2: Is it Private Information?**  
Icon: An illustration of a computer monitor with a yellow padlock on its screen.  
Title: **Is it Private Information?**  
Text: This module teaches what is safe to share with different social media audiences and what kind of information is inappropriate to share on social media.  
Description: Aligned Common Sense Education's Digital Citizenship Lesson: [Chatting Safely Online](#)

# Interaction & Visual Audit For Educators

## 1 Page length

Sparse; doesn't offer any immediate info or context

## 2 E2E experience

Hard for teachers to get a sense for what implementing TD would actually look like

The screenshot shows a web browser window titled "TestDrive" with the URL "https://socialmediatestdrive.org". The page has a light blue header bar with the "Social Media TestDrive" logo and navigation links for "About", "Modules", "For Educators", "For Parents", and "FAQs". Below the header, a large white section features a large orange circle with the number "1" and the text "For Educators". Underneath this, there is a heading "Educator Guide" and a paragraph of text: "Welcome to Social Media TestDrive, an educational program for teaching digital citizenship skills and online prosocial behaviors! TestDrive prepares young people for real-life experiences in the digital world through learning and practicing within a realistic social media simulation." At the bottom of this section is a purple link "Click here to access the educator guide!" followed by a small orange circle with the number "2".

## Interaction & Visual Audit

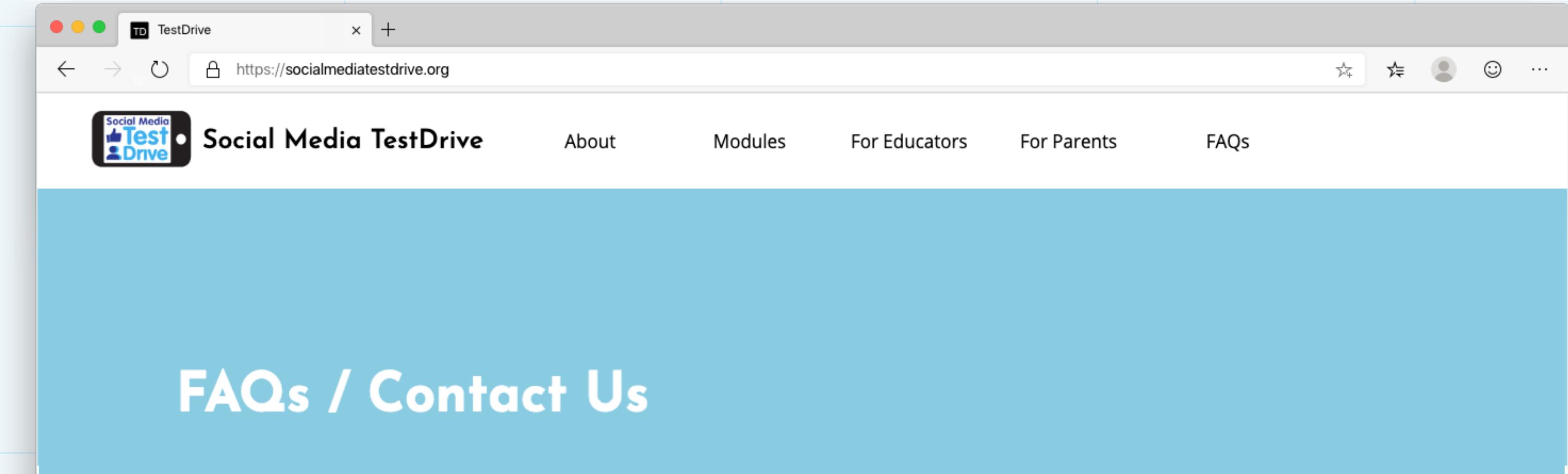
### FAQ/Contact Us

#### 1 Redundancy

Repeats a lot of info covered in Educator/Parent sections

#### 2 Relevancy

Sections like “Media and Press” don’t fit with the purpose or JTBD’s of this page



The screenshot shows a web browser window for 'TestDrive' at the URL <https://socialmediatestdrive.org>. The page has a light blue header with the 'Social Media TestDrive' logo and navigation links for 'About', 'Modules', 'For Educators', 'For Parents', and 'FAQs'. Below the header is a large teal section containing the heading 'FAQs / Contact Us' in white. Underneath this, there is a question and answer section.

**What should I do if I run into a problem while using TestDrive?**

If you have any questions about TestDrive or run into any problems while using it, please e-mail us at [socialmediatestdrive@gmail.com](mailto:socialmediatestdrive@gmail.com) or use the Contact Us form below. We will do our best to respond within 1-2 business days of receiving your e-mail.

#### 1 How does TestDrive keep young people's data safe?

1

TestDrive does not collect or store any personal information. Young people are able to choose from a library of photos when creating posts, upload text, make comments on the simulated social media site, and change their profile name, location, and description, but all data are permanently deleted once users finish a module or leave the TestDrive website. Click [here](#) to read our privacy policy.

#### 2 Media and Press Mentions

2

[Kids ‘test drive’ social media in new interactive simulations](#). *Newswise*, August 26, 2019.

[Kids can test drive social media safely with new simulations](#). *Cornell Chronicle*, August 21, 2019.

[Test-Drive Social Media for Digital Citizenship](#). *Psychology Today*, August 20, 2019.

Contact Us

## User in Focus

### Educator Persona

#### Meet Dawson.

37 year old **middle-school science teacher** from Cincinnati, Ohio.

With two daughters of his own and 5 years of teaching experience, Dawson really **enjoys working with kids**.

Recently, he's noticed many of his students getting smartphones, and wants a **good way to teach** them about **safe online behavior**.



## User Research

# Insights from Teachers

Social Media Education

## How can educational leaders help reluctant schools adopt social media tools?

This question previously had details. They are now in a comment.

Answer Follow · 7 Request

2 Answers

Phil Wride, Using Social Media to build meaningful relationships

Answered Jan 5, 2011

A lot of this will come down to education for the teachers question. Why is the school blocking the use of them? If distracting then educational leaders should be working to benefits of social media and how it can actually compliment methodology.

Social Learning Collective Intelligence +6

## Should social media be taught in school?

Answer Follow · 32 Request

24 Answers

Search for questions, people, and topics

Sign In

Classrooms Schools Social Media Education

## How should schools incorporate social media in the classroom?

8 Answers

David Wees, Learning Specialist: Information Technology

Answered Jan 25, 2011

First, schools should look at the purpose of social media which is largely about increasing communication across physical boundaries, and ask themselves, where could we do with more communication?

Related Questions

- Should social media be used as a tool in a classroom?
- Should social media be taught in school?
- Should a school block or allow access to social media in the school building and why?
- How can social media help a local elementary school?
- How can educational leaders help reluctant schools adopt social media tools?

Ask Question · More Related Questions

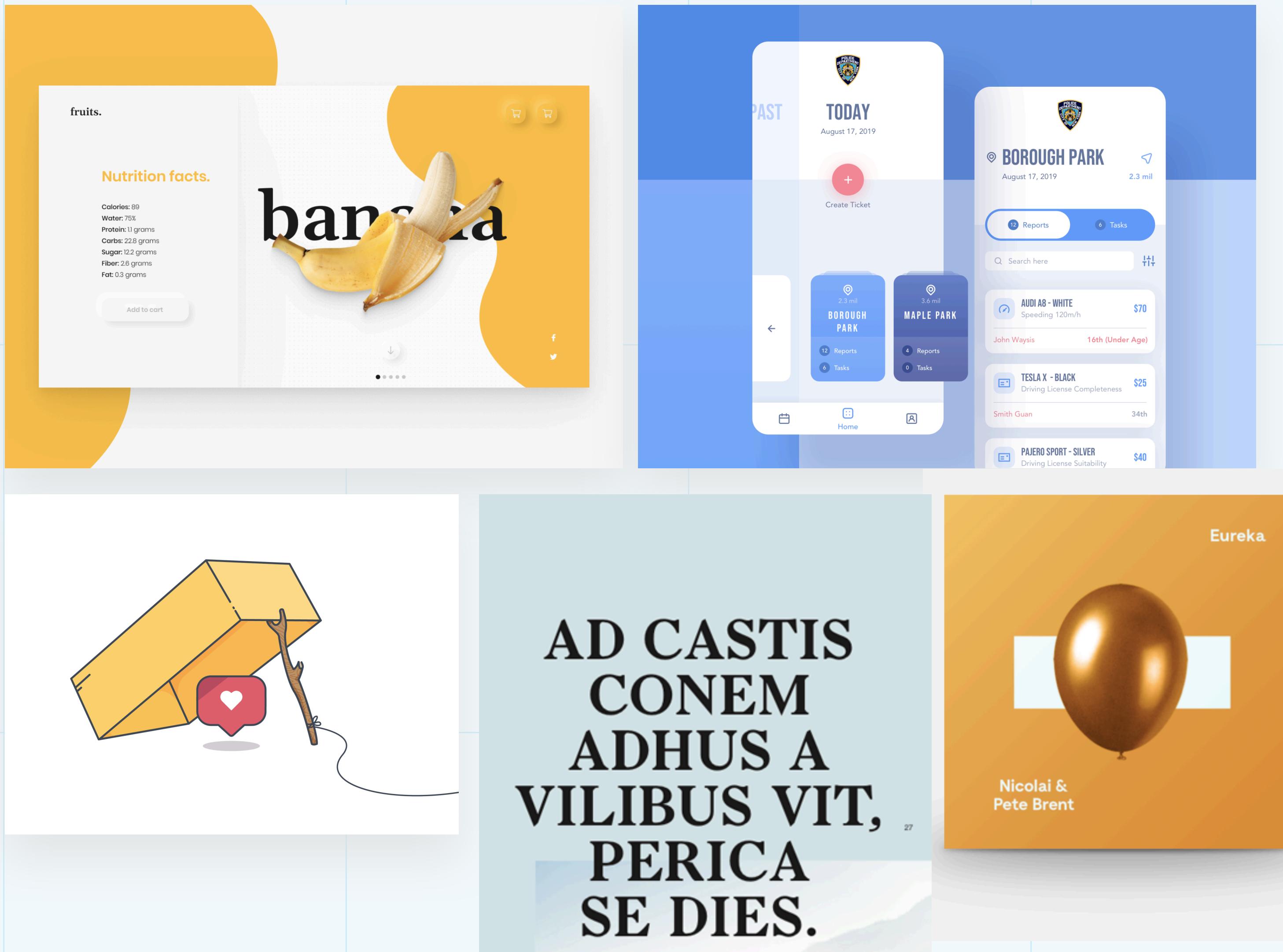
## User Goals x Design Tenets

### 3 Key Takeaways

- 1 The site talks a lot about mission and goals but doesn't **showcase** the product
- 2 Educators are concerned about **cost**, and it's not well communicated that TD is free
- 3 Visually, the site should be **not too childish** as to detract from professionalism, but still make TestDrive feel **approachable**

## Inspiration x Brand Attributes

### Moodboard



**Brand Attributes:**

- Professional
- Trustworthy
- Accessible
- Easy-to-use
- Engaging
- Personable

# Landscape Analysis Education Space

## Edmodo



edmodo

Learn more Resources Support

Log In Sign Up

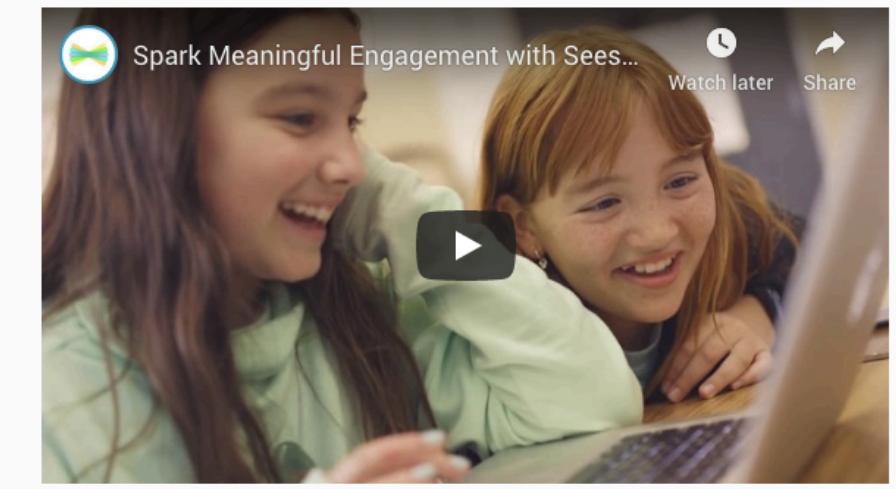
### Learn Better Together

Manage your classroom. Engage your students.  
Safe. Simple. Free.

Get started as a...

Teacher Student Parent

## Seesaw



Seesaw

Resources Schools and Districts Privacy Center Sign Up Free! Log In

### Demonstrate and share learning

Seesaw is the best classroom app for meaningfully engaging students in their learning

Sign Up Free

#### How Seesaw Works

## ClassDojo



ClassDojo

Learn more Schools Resources Log in Sign up

### Bring every family into your classroom

Join 95% of U.S. schools using ClassDojo to engage kids and connect with families! Free for teachers, forever.

Sign up as a...

## Duolingo Schools



duolingo for schools

Share Login

### Bring the world's most popular language learning platform to your classroom.

Get Started Need Help?

You can now track progress on Duolingo!

Design Proposal

Final Prototype

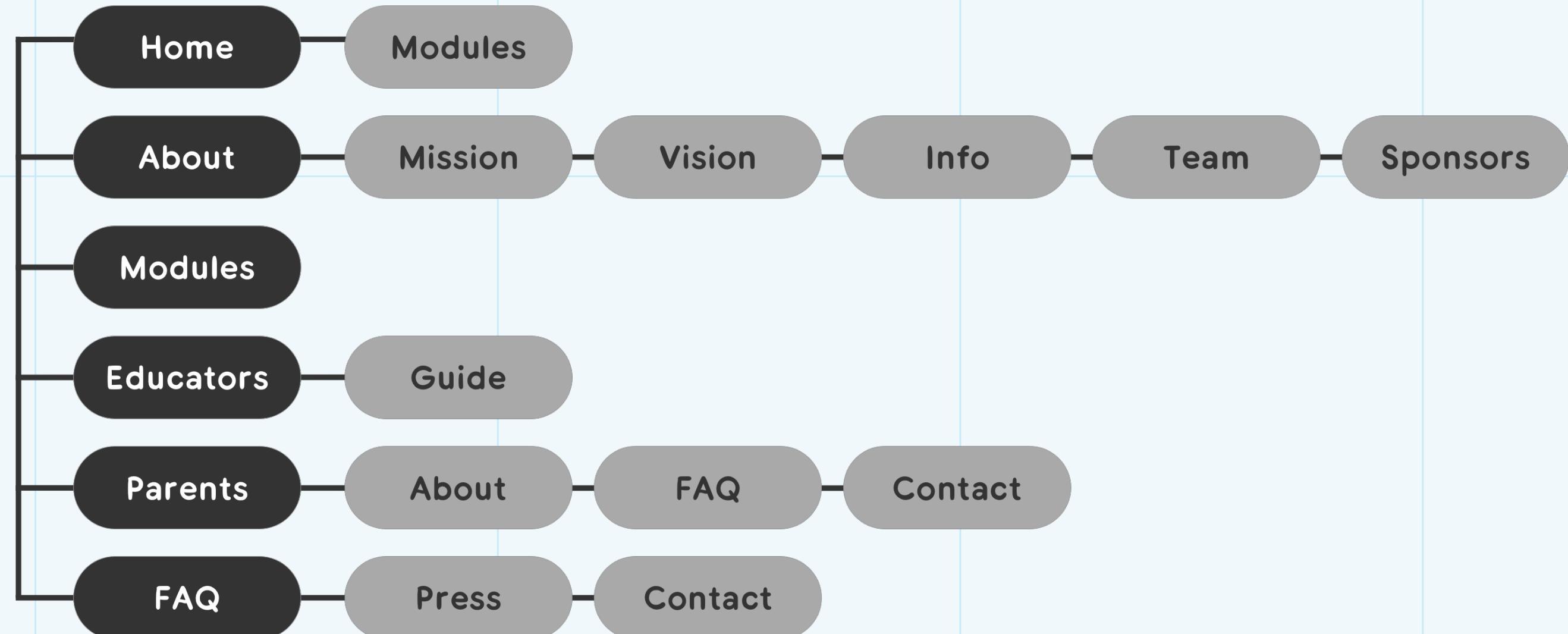
Link to **prototype**



## Site Flow

# Information Architecture

### Current



### Proposed



# Medium Fidelity

## Home

### 1 Consolidated Home & About

Primary info in About (Vision, Mission) moved to splash, with secondary info (Team, Sponsors) pushed back into footer links

### 2 Value-adds upfront

Summarize value drivers immediately; include mention that TD is free

### 3 Target audience JTBD's

Tailor sections for both educators and parents as primary site visitors

### 4 Remind CTA

Surface CTA to access modules again to remind users to take action

The wireframe shows a top navigation bar with 'TestDrive', 'Modules', 'For Educators', 'For Parents', and 'FAQs'. Below this are four main content areas:

- Learn digital citizenship skills in a social media simulation.** (Section 1)  
Subtext: Social Media TestDrive prepares young people for the online world through experiential learning in a simulated social media environment.  
Call-to-action: View modules
- Vision & Mission**  
Subtext: Our vision is a kind, safe social media world in which people connect and engage in prosocial ways.
- Safe**  
Subtext: TestDrive is a simulation, so kids can learn online behavior without real-life consequences.
- Relevant**  
Subtext: Lessons cover a broad range of skills for digital literacy and online behavior relevant to today's kids.
- Free**  
Subtext: TestDrive is a free resource for educators to incorporate into their classrooms and curriculum.
- Value Prop #1**  
Subtext: TestDrive simulates realistic digital dilemmas and scenarios that young people may encounter as they enter the social media world.  
Each lesson teaches essential digital citizenship concepts, covering topics such as privacy, online identities, cyberbullying, and more.
- Value Prop #2**  
Subtext: TestDrive is targeted for middle school-aged youth

To the right of the content areas are two columns:

- For Teachers**  
Subtext: Educators can use TestDrive to engage with students and spark conversations around what it means to be prosocial online.  
TestDrive's lessons are aligned with Common Sense Education to provide a curriculum that covers emerging topics in digital literacy.
- For Parents**  
Subtext: TestDrive lessons can be completed from the comfort of your home, and we encourage parents to try it out with their children.  
We do not store or collect any personal or identifying information, so your child's data will always be safe on our product.

At the bottom right is a call-to-action button labeled 'Do the thing'.

# High Fidelity Home

1 a11y FTW

Aa 7.05 ✓

2 Balance text & rich media

Keep paragraphs short and intersperse graphics as visual breaks

3 Product previews

Allow site visitors to get a sense of what the actual web app looks like

4 Playful shapes

“Glimpse” into the experience of using TD;  
keeps the site personable without sacrificing professionalism

The TestDrive website features a clean, modern design. At the top, there's a navigation bar with links for 'Lessons', 'For Educators', 'For Parents', and 'FAQ'. Below the header, a large circular image shows two young people interacting. A prominent call-to-action button says 'Try a lesson'. To the left of the main content area, there's a section titled 'Our vision' with a sub-section about providing a kind, safe social media environment for kids.

**1 Safety first:** TestDrive is a simulation, so kids can learn online behavior without real-life consequences.

**2 Essential topics:** Lessons cover a broad range of skills for digital literacy and online behavior relevant to today's kids.

**3 100% free:** TestDrive is a free, constantly-updated resource for educators to incorporate into their classrooms and curriculum.

**4 Education for the digital age:** TestDrive simulates realistic digital dilemmas and scenarios that young people may encounter as they enter the social media world. Each lesson teaches essential digital citizenship concepts, covering topics such as privacy, online identities, cyberbullying, and more.

**Prepare kids for the online world:** A section at the bottom right provides tips on how to use humor to change the conversation, such as asking questions or making playful comments.

This screenshot shows a simulated social media interface. It includes a profile picture for 'Sam Hill', a message feed with posts from 'Jenny Chen' and 'Sam', and a search bar. A 'Write a Comment' input field is also present.

TestDrive is targeted for **middle school-aged youth** (ages 9-13) who are likely to enter into the social media world in the near future.

TestDrive lessons can be done individually, in pairs, or as a guided group activity in educational settings to facilitate learning outcomes.



A trusted resource for the classroom

Educators can use TestDrive to engage with students and spark conversations around what it means to be prosocial and ethical citizens online.

TestDrive's lessons are aligned with Common Sense Education to provide a curriculum that covers emerging topics in digital literacy.



Great for parents, too

TestDrive lessons can be completed from the comfort of your own home, and we encourage parents to try it out with their children.

We do not store or collect any personal or identifying information, so your child's data will always be safe on our platform.

Ready to get started?

Take a TestDrive

Copyright © 2019 Social Media TestDrive

OTHER LINK 2 OTHER LINK TEAM PRESS TERMS & COPYRIGHT

# Medium Fidelity

## Modules

### 1 Reiterate value prop

Provide a brief intro and reinforce the value of modules before jumping into topics

### 2 Scalable architecture

UI elements like search bar and pagination support scalability as more modules are added

### 3 CTA for engagement & user data

Opportunity to hear from users and get data about what topics are most requested

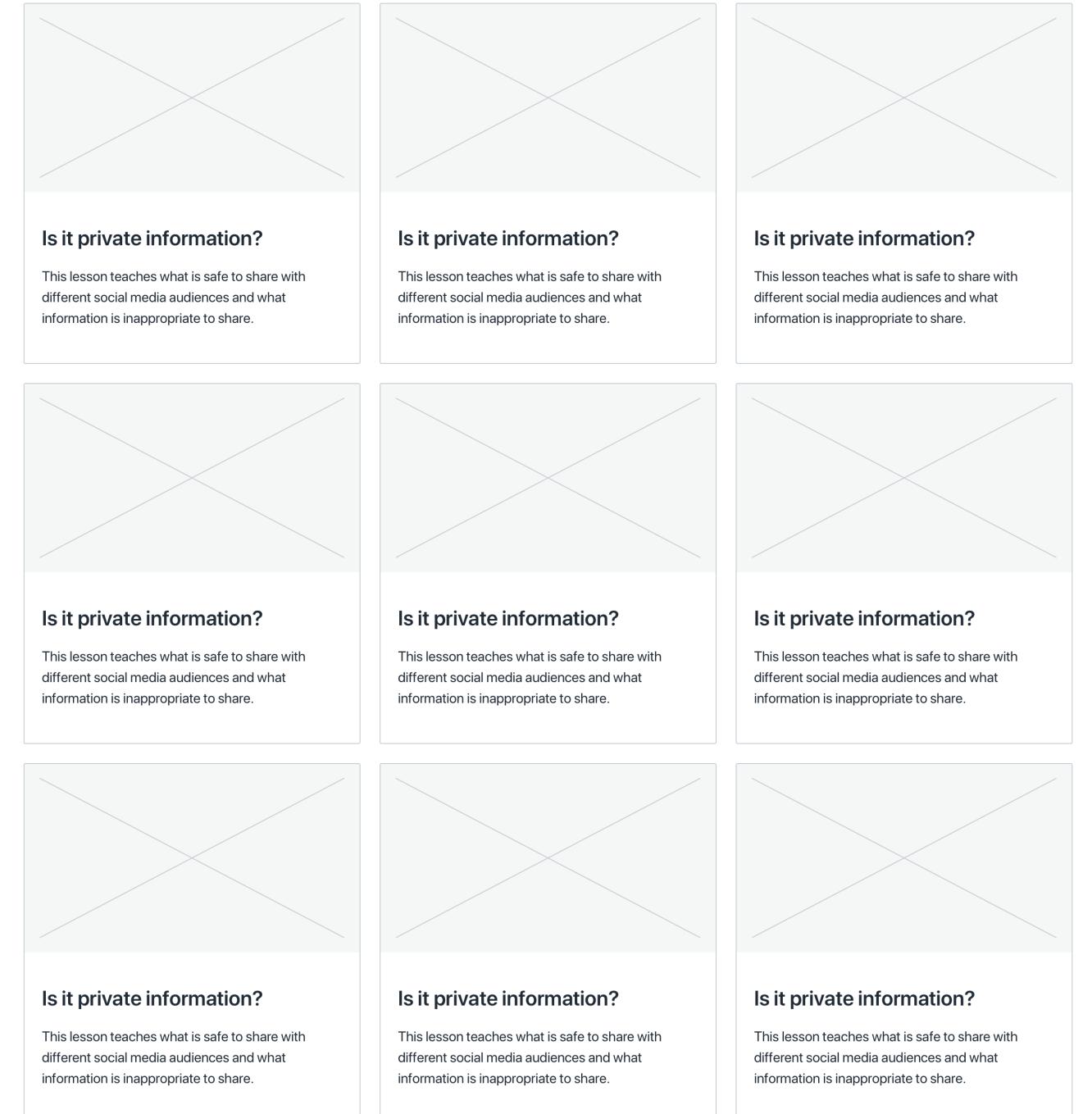
The best way to navigate the digital world.

1

From privacy to personal information, fake news to digital footprints, and targeted ads to toxic comments, TestDrive has your kids covered.

Search

2



< Page 1 of 3 >

Did we miss anything?

Suggest a topic and we'll get to it, eventually.

3

Contact us

## Medium Fidelity

# How to represent modules?

### 1 Categorical + Carousel

Group modules by category with h-scroll interaction.  
Difficult because each module covers a distinct topic.

The interface shows two main sections: "Privacy & Data Collection" and "Your online presence". Each section contains three modules, each represented by a large red 'X' icon. Below the icons, the module titles and brief descriptions are visible. A vertical scroll bar is positioned to the right of the second module in each section.

**Privacy & Data Collection**

- Is it private information?  
This lesson teaches what is safe to share with different social media audiences and what information is inappropriate to share.
- Social media privacy  
This lesson teaches what is safe to share with different social media audiences and what information is inappropriate to share.
- Targeted advertisements  
This lesson teaches what is safe to share with different social media audiences and what information is inappropriate to share.

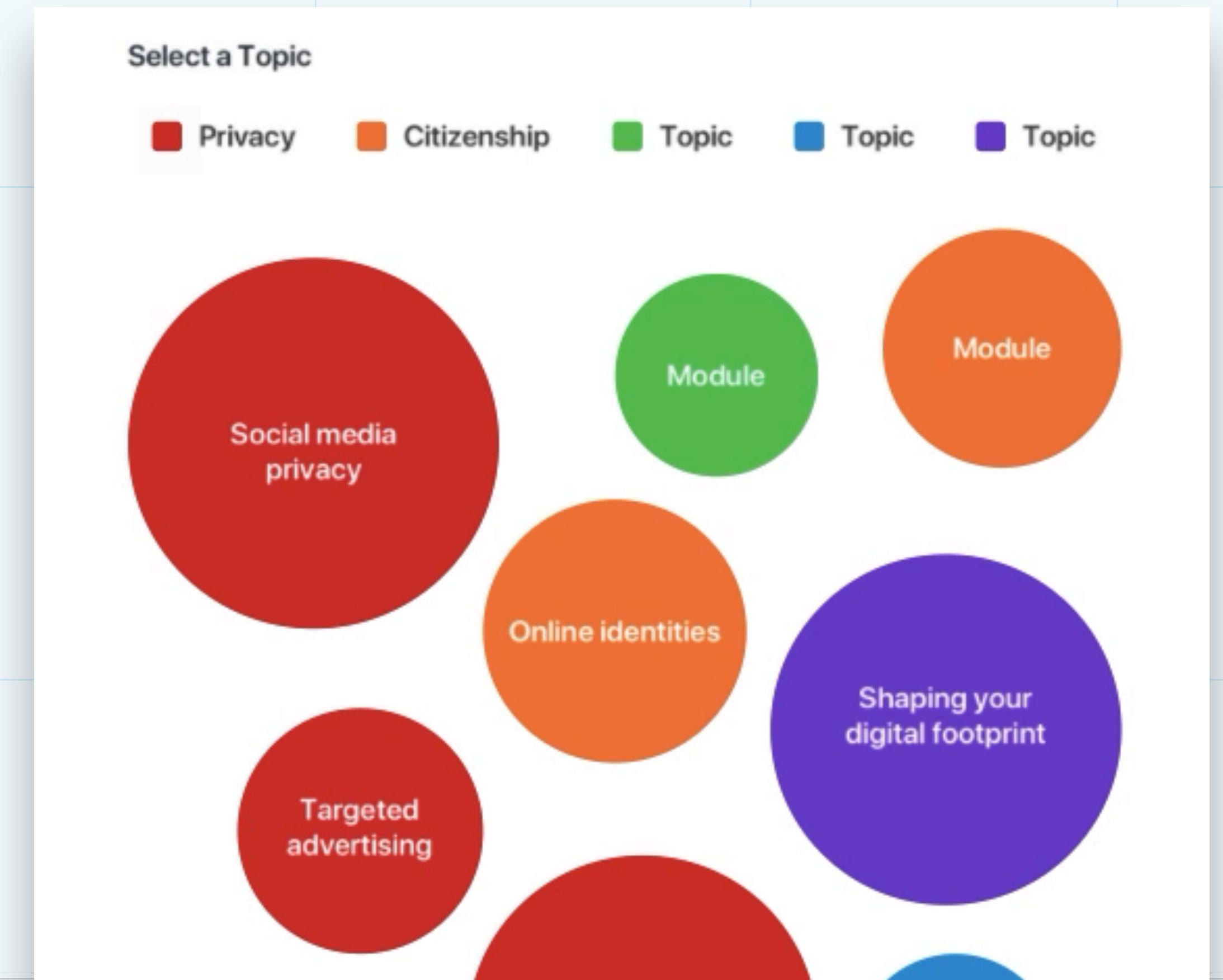
**Your online presence**

- Online identities  
This lesson teaches what is safe to share with different social media audiences and what information is inappropriate to share.
- Shaping your digital footprint  
This lesson teaches what is safe to share with different social media audiences and what information is inappropriate to share.
- Social media habits  
This lesson teaches what is safe to share with different social media audiences and what information is inappropriate to share.

**Other topic**

### 2 Categorical + Data Viz

More interactive way to surface modules; leverage size to denote popularity. But, runs into same problems as 1).



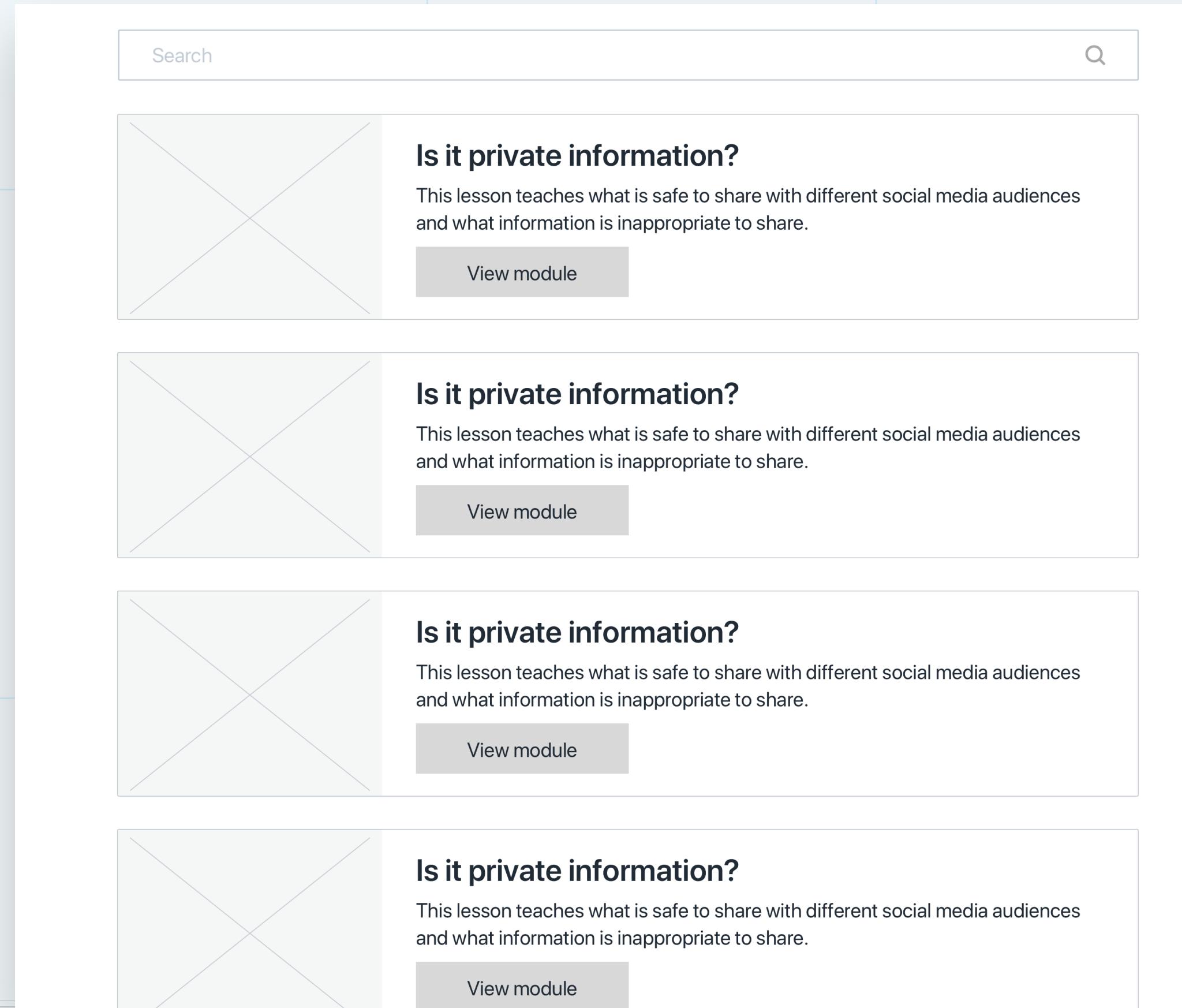
## Medium Fidelity

# How to represent modules?

### 3 List View + Pagination

Group modules in a list view with pagination controls.

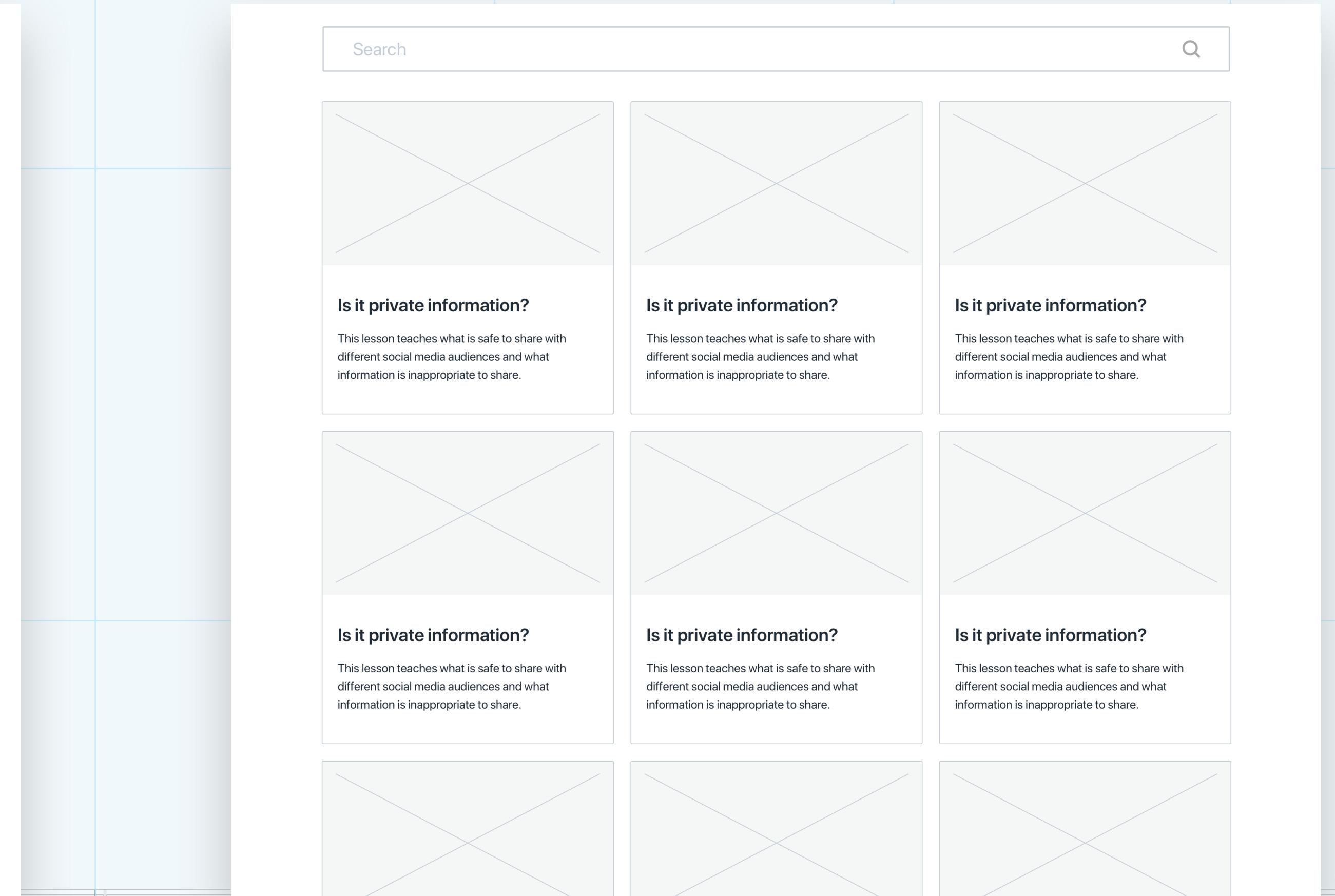
Requires more scrolling, but more real estate for each module.



### 4 Grid View + Pagination

Group modules in a 3-column grid with pagination controls.

Less space for individual modules, but can fit more.



# High Fidelity Lessons

## 1 Simplify jargon

Replace instances of “Modules” with “Lessons” since they’re currently used interchangeably

## 2 Data-informed

Surface most popular Lessons first based on clickthrough data from [Google Analytics](#)

## 3 Consistent visual style

Replace stock vectors with real-life images to look more consistent & professional

## The best way to navigate the digital world.

From privacy to personal information, fake news to digital footprints, and targeted ads to toxic comments, TestDrive has your kids covered.

Search a topic (e.g. privacy, cyberbullying, phishing)



### 2

#### How to be an Upstander

This lesson teaches how to detect signs of cyberbullying and how to respond when seeing cyberbullying happening to others.

Aligned with Common Sense Education's Digital Citizenship Lesson: [Upstanders and Allies: Taking Action Against Cyberbullying](#)

### 3

#### Is it Private Information?

This lesson teaches what is safe to share with different social media audiences and what information is inappropriate to share.

Aligned with Common Sense Education's Digital Citizenship Lesson: [Chatting Safely Online](#)

### 4

#### Shaping a Digital Footprint

This lesson teaches how actions on social media create a digital footprint and skills to positively shape digital footprints.

Aligned with Common Sense Education's Digital Citizenship Lesson: [Social Media and Digital Footprints](#)



#### Online Identities

This lesson teaches how to manage self-presentation and how online identities can change with different audiences.

Aligned with Common Sense Education's Digital Citizenship Lesson: [Who Are You Online?](#)



#### News in Social Media

This lesson teaches how social media sites collect information about users and offers strategies for protecting privacy.

Aligned with Common Sense Education's Digital Citizenship Lesson: [Being Aware of What You Share](#)



#### News in Social Media

This lesson teaches why fake news exists and how to identify the telltale signs of fake news on social media.

Aligned with Common Sense Education's Digital Citizenship Lesson: [Finding Credible News](#)

< Page 1 of 3 >

## Did we miss anything?

Suggest a topic and we'll get to it. Eventually.

Contact us

# Medium Fidelity

## For Educators

### 1 Easier access to info

Make key details from the Educator Guide more prominent & accessible

### 2 Testimonials

Build user trust and brand equity from teachers who have used (and loved) TestDrive

### 3 Helpful intervention where needed

If users still have questions after reading all of the above, remind them they can see the FAQ

All you need to teach digital literacy, 100% free.

TestDrive makes it easy for educators to introduce a digital literacy curriculum for their students.

[Get educator guide](#)



#### Teacher Value #1

1 TestDrive simulates a safe environment that still feels real to what students will actually see when they enter social media. Totally lit, fam.

#### Teacher Value #2

Everyone remembers the teacher who made a difference in their life. With communication tools like Reflections, TestDrive helps you direct open, meaningful conversations with students.



#### Testimonials

<b>Teacher 1</b> I think it's interesting to them, and for us – it's something they need to learn, from a life skills perspective. It fills a gap – both for the kids' interest and our goals as educators.	<b>Teacher 2</b> I think it's interesting to them, and for us – it's something they need to learn, from a life skills perspective. It fills a gap – both for the kids' interest and our goals as educators.	<b>Teacher 3</b> I think it's interesting to them, and for us – it's something they need to learn, from a life skills perspective. It fills a gap – both for the kids' interest and our goals as educators.



#### Still have more questions?

Check out our FAQ for more details about TestDrive for educators.

[See the FAQ](#)

# High Fidelity For Educators

## 1 Cross-page consistency

Visual treatment for images and product screenshots consistent with Home

TestDrive

All the tools you need to teach digital literacy, 100% free.

TestDrive makes it easy for educators to introduce a digital literacy curriculum for their students.

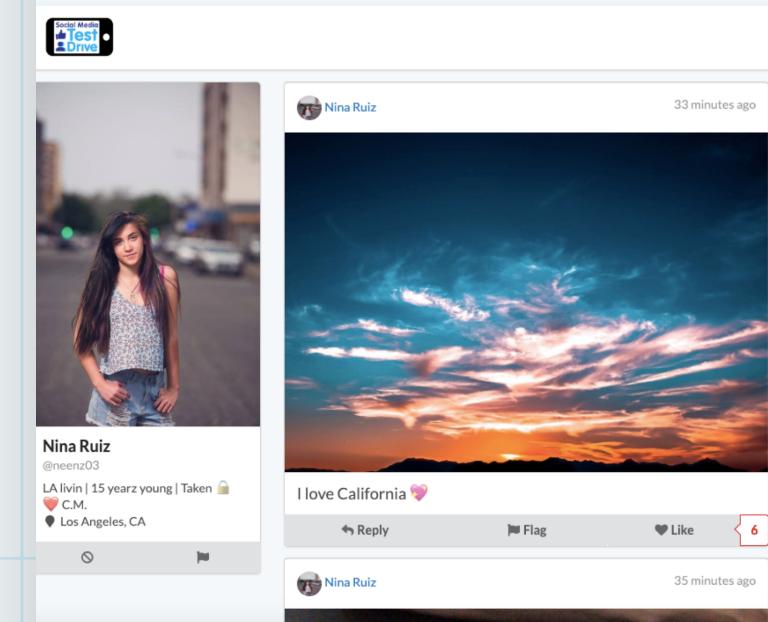
Get the educator guide



1

## 2 Branding

Infuse brand through micro-details like profile border color



## Lessons for 21st-century students

TestDrive simulates a safe environment that still **feels real** to what students will actually see when they enter social media. Totally lit, fam.

## A space for reflection and open conversation

Everyone remembers the teacher who made a difference in their life, especially with sensitive topics like bullying.

With communication tools like Reflections, TestDrive helps you lead **open, meaningful conversations** with students.

Tell us what you did to be an upstander.

- I flagged the post or comment.
- I "liked" the target's post to show support.
- I wrote a supportive or defending comment for the target.
- I would tell a trusted adult if I saw this kind of post.

Why did you act this way?

Why is it important for people to act against cyberbullying?

What will you do in the future to be an upstander if you see cyberbullying?

## Real teachers, real impact



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Why is it important for people to act against cyberbullying?

What will you do in the future to be an upstander if you see cyberbullying?

## Real teachers, real impact



Mr. McCormick

6th grade science teacher

I think it's interesting to them, and for us – it's something they need to learn, from a life skills perspective. This fills a gap – both for the kids' interest and our goals as educators.



Ms. Williams

7th grade English teacher

The lessons and my curriculum are very complementary - you're bringing in what you just learned and responding, thinking about things we can do to be proactive.



Ms. Ravichandran

8th grade math teacher

There was no fussing from students [...] They are actually typing and seeing what they responded - the interactivity of it was engaging to them and made a difference.

## Still have more questions?

Check out our FAQ for more details about TestDrive for educators.

Get help

Copyright © 2019 Social Media TestDrive

OTHER LINK 2 OTHER LINK TEAM PRESS TERMS & COPYRIGHT

# Medium Fidelity

## FAQ

### 1 Tab navigation

More scalable, organized way to group FAQs; partitions content into relevant sections based on user group

### 2 Remove ‘Media & Press’

Doesn’t fit with purpose & actions on this page; can exist as a separate footer link

TestDrive

Modules For Educators For Parents FAQs

### Frequently Asked Questions

1 General For Educators For Parents

**What is Social Media TestDrive?**  
TestDrive is an educational program that offers a number of modules about key digital citizenship topics, such as managing privacy settings, smart self-presentation, upstanding to cyberbullying, and news literacy.

Each TestDrive module teaches a set of digital citizenship concepts and allows youth to practice and reflect upon what they have learned using a simulated social media experience within a safe and protected platform.

**Who is TestDrive for?**  
TestDrive is for middle school-aged youth (ages 9–13) who are new to or not yet engaged with social media, but may enter into the social media world in the near future.

Children at these ages are aware of and likely becoming interested in social media, but are unlikely to have their own social media accounts, since most social media platforms require members to be at least 13 years old. This is a great time to learn the prosocial skills and behaviors in TestDrive.

**How do TestDrive lessons work?**  
In a TestDrive lesson, young people first learn key terms and practice social media skills in a guided setting. Then, they explore a simulated social media site where they interact with content designed to provide opportunities to further practice their new social media skills.

The final section in the lesson is a reflection activity where learners answer questions designed to help them reflect on what they learned and how they can apply their learning in real life.

**How does TestDrive keep young people’s data safe?**  
TestDrive does not collect or store any personal information. Young people are able to choose from a library of photos when creating posts, upload text, make comments on the simulated social media site, and change their profile name, location, and description, but all data are permanently deleted once users finish a module or leave the TestDrive website.

Click [here](#) to read our privacy policy.

**Who created TestDrive?**  
TestDrive is a platform created by researchers in the Cornell University Social Media Lab, in collaboration with Common Sense Education.

The project is generously supported by the Morgan Family Foundation and the National Science Foundation.

**What should I do if I run into a problem while using TestDrive?**  
If you have any questions about TestDrive or run into any problems while using it, please e-mail us at [socialmediatestdrive@gmail.com](mailto:socialmediatestdrive@gmail.com) or Contact Us below. We will do our best to respond within 1–2 business days of receiving your e-mail.

2

### Connect with us

We're happy to take any questions or feedback—  
email us below!

Contact us

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Menu item 1 Menu item 2 Menu item 3 Menu item 4

## Medium Fidelity

# Contact entry points

### 1 Embedded form (current)

Form directly in the website. Difficult for back-and-forth correspondence unless we turn to email.

**Connect with us**

We're happy to take any questions or feedback—  
use the form below to get in touch!

Name

Email (\*required)

Message (\*required)

**Submit**

### 2 Contact button linked to email

Easy and visually-light CTA that follows standards across most modern sites. But, consider if users will follow through.

**Connect with us**

We're happy to take any questions or feedback—  
email us below!

**Contact us**

## Medium Fidelity

### Contact entry points

#### 2 Contact button linked to email

Easy and visually-light CTA that follows standards across most modern sites. But, consider if users will follow through.

The screenshot shows a white rectangular area with a dark blue header bar at the top. Below the header, the text "Connect with us" is centered in bold black font. Underneath it, a smaller text says "We're happy to take any questions or feedback—email us below!". At the bottom of this section is a dark blue rectangular button with the white text "Contact us".

#### 3 Chat help widget

Provides help at any point in the browsing experience; but, difficult for eng to implement.

The screenshot shows a light gray header bar with the text "TestDrive" on the left and "Modules", "For Educators", "For Parents", and "FAQs" on the right. Below the header, the text "Frequently Asked Questions" is centered in bold black font. Underneath it, there are three tabs: "General" (underlined), "For Educators", and "For Parents".

#### What is Social Media TestDrive?

TestDrive is an educational program that offers a number of modules about key digital citizenship topics, such as managing privacy settings, smart self-presentation, upstanding to cyberbullying, and news literacy.

Each TestDrive module teaches a set of digital citizenship concepts and allows youth to practice and reflect upon what they have learned using a simulated social media experience within a safe and protected platform.

#### Who is TestDrive for?

TestDrive is for middle school-aged youth (ages 9–13) who are new to or not yet engaged with social media, but may enter into the social media world in the near future.

Children at these ages are aware of and likely becoming interested in social media, but are unlikely to have their own social media accounts, since most social media platforms require members to be at least 13 years old. This is a great time to learn the prosocial skills and behaviors in TestDrive.

#### How do TestDrive lessons work?

In a TestDrive lesson, young people first learn key terms and practice social media skills in a guided manner. Then, they can apply what they learned in a simulated social media environment.

#### How does TestDrive keep young people's data safe?

TestDrive does not collect or store any personal



# High Fidelity FAQ

## 1 2-col grid

Maintains readability while making good use of screen real estate

## 2 Sentence case

Question headings are in sentence case, consistent with the rest of the site

## Got questions?

General   Educators   Parents

### What is Social Media TestDrive?

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## Connect with us

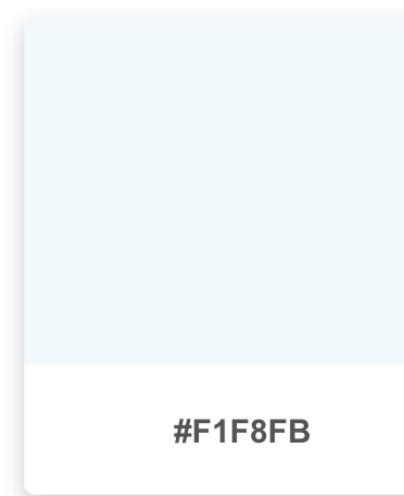
We're happy to take any questions or feedback  
– email us below!

Contact us

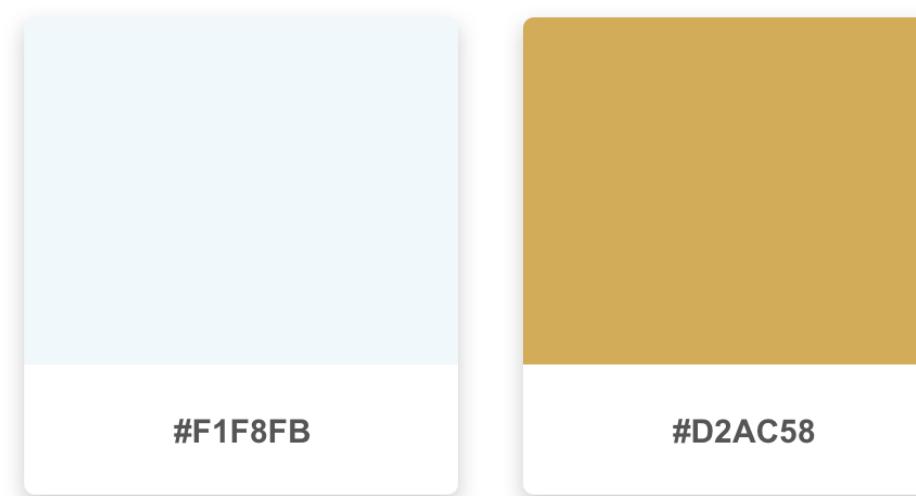
# High Fidelity Design System

## UI Kit

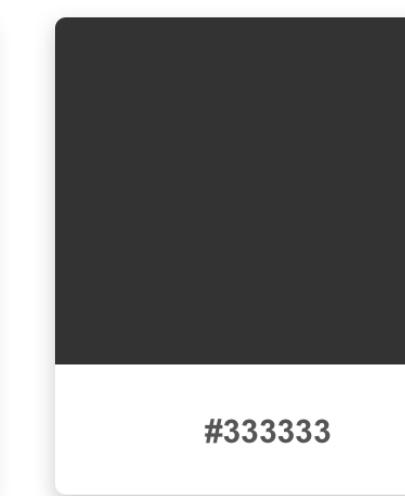
### Color Palette



#F1F8FB



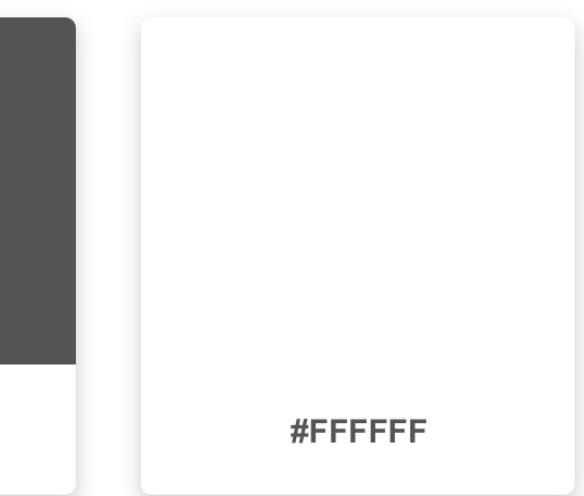
#D2AC58



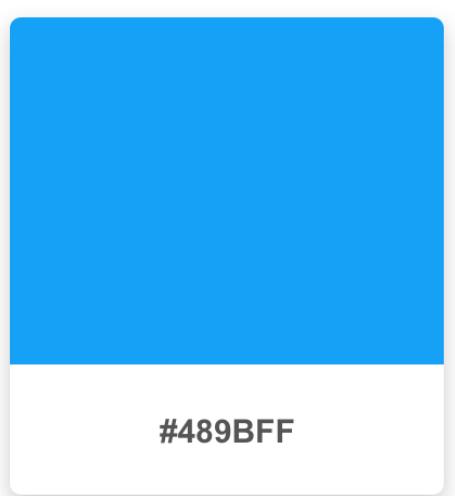
#333333



#545454



#FFFFFF



#489BFF

Light Wash

Brand

Text/Dark

Text/Light

Text/Button

Button

### Type Scale

**H1 Heading 1**  
**48px Bold Hello!**

**H2 Heading 2**  
**36px Bold Hello!**

#### Button

20px Demi Bold Hello!

#### Body/Nav

20px Medium Hello!

#### Caption (Cards)

16px Medium Hello!

### Components

Button

Try a lesson

#### Pagination



Page 1 of 3



#### Search Bar

Search a topic (e.g. privacy, cyberbullying, phishing)



#### Tab Nav

General

Educators

Parents

Design Impact

What was the outcome?



Team-wide buy-in 😍



Design Impact

What was the outcome?

Shipped in Spring '20

(20k+ unique visitors)



Natalie Bazarova Ph.D.  
Social Media Stories

Find a Therapist (City or Zip)

## Making Social Media a Positive Experience for Young Users

Social Media TestDrive offers new ways to learn social media skills.

Posted Mar 26, 2020



In this time of social distancing due to [COVID-19](#), children and adults alike are using social media more than ever to stay connected with friends and family. It has become increasingly important for youth to learn about and practice [digital citizenship](#), in order to engage in safe and responsible communication online and think critically about the content that they may encounter. Meanwhile, school closures all across the country have left parents and educators searching for resources that can support at-home learning.

[Social Media TestDrive](#) is a free digital remote learning resource that



**Thank you!**