

TestDrive

Education for the digital era

The TestDrive website is designed to support digital literacy education. It features sections for educators, parents, and students, along with a FAQ page. Key features include:

- Lessons for educators:** Provides tools for introducing a digital literacy curriculum.
- Social media simulation:** Allows users to practice digital literacy skills in a simulated social media environment.
- Our vision:** A statement about providing a kind and safe social media environment for kids.
- Lessons for students:** Various lessons such as "How to be an Upstander", "Is it Private Information?", and "Shaping a Digital Footprint".
- FAQ:** Answers frequently asked questions about the platform.

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



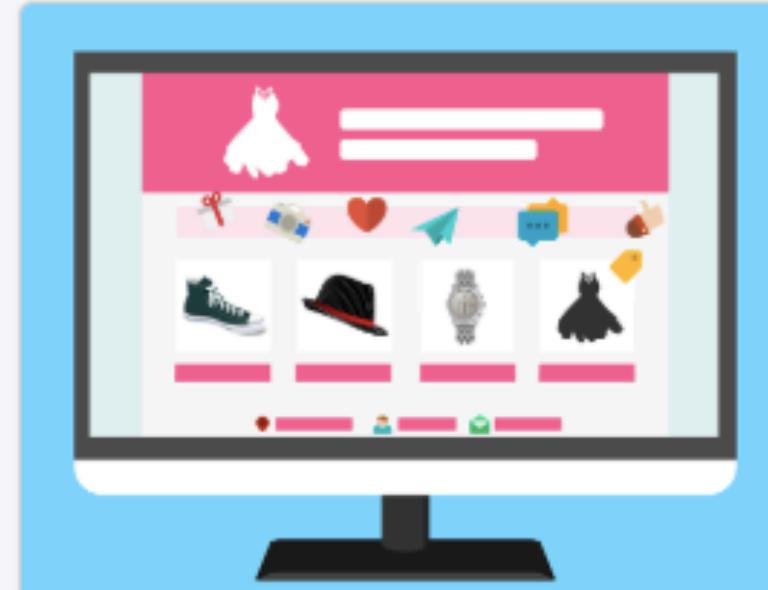
Online Identities



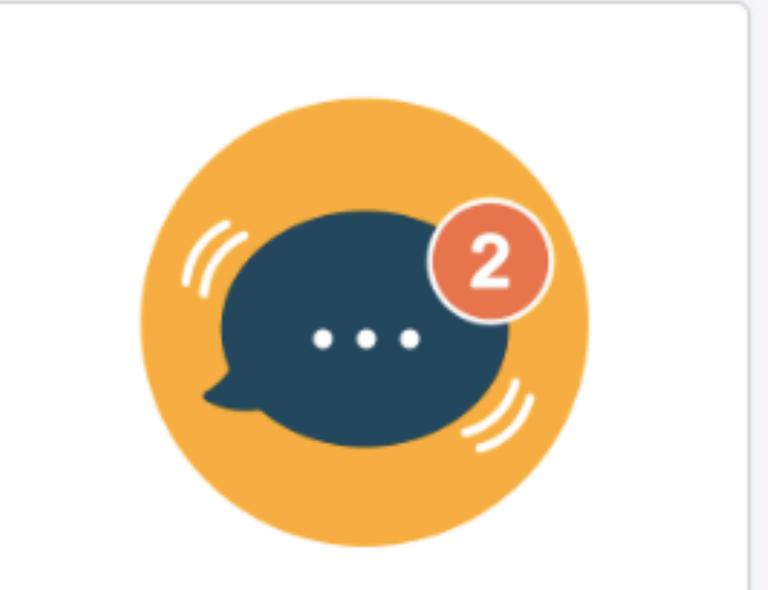
Social Media Privacy



News in Social Media



Targeted Advertising

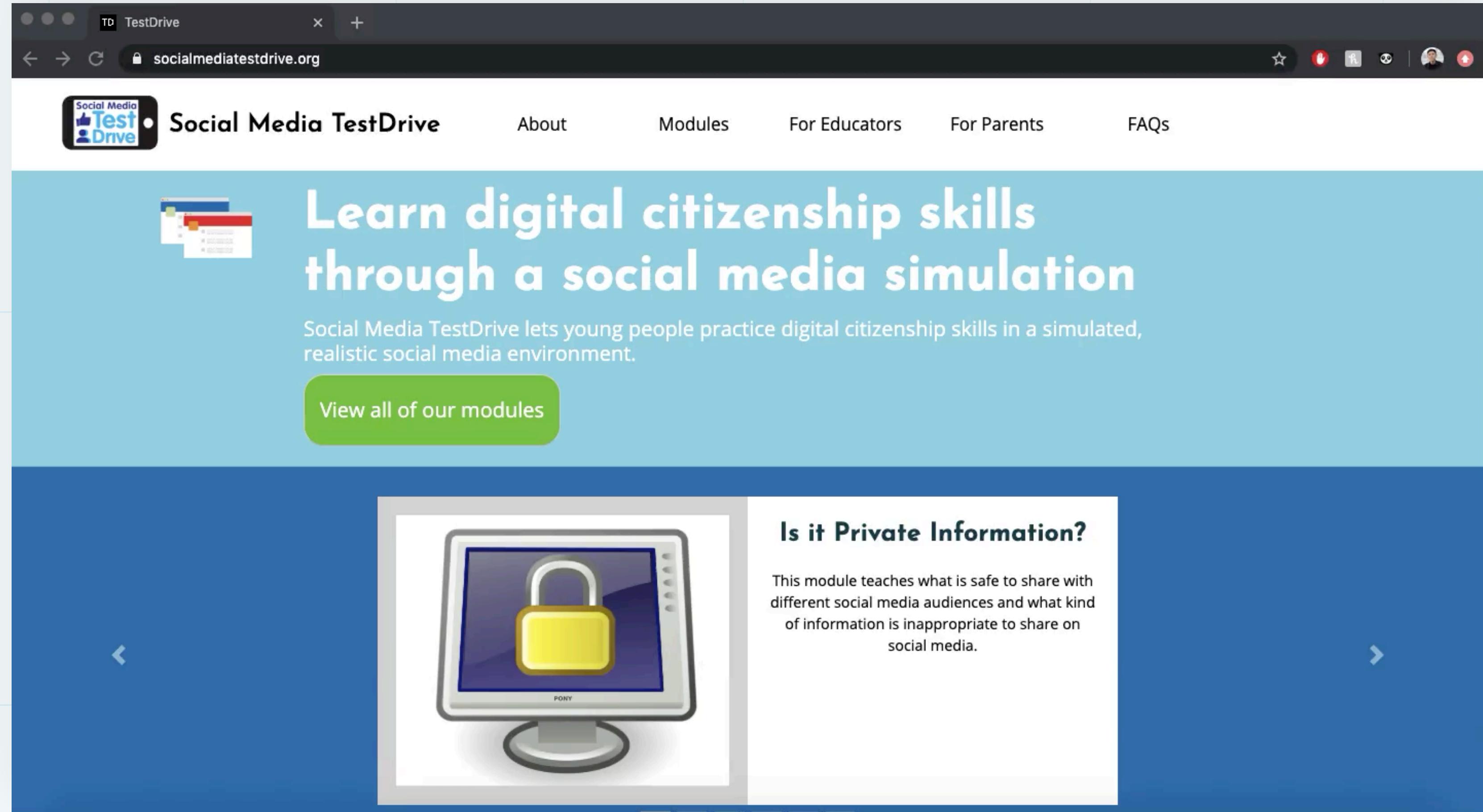


Social Media Habits

Background

Site Walkthrough

Cmd-click  here 
to play video



The screenshot shows a web browser window for 'TestDrive' at 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 a white central section. On the left, there's a small icon of a computer monitor with a lock. To its right, the text reads 'Learn digital citizenship skills through a social media simulation'. Below this, a green button says 'View all of our modules'. At the bottom, there's a large blue module titled 'Is it Private Information?' featuring an illustration of a computer monitor with a padlock.

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

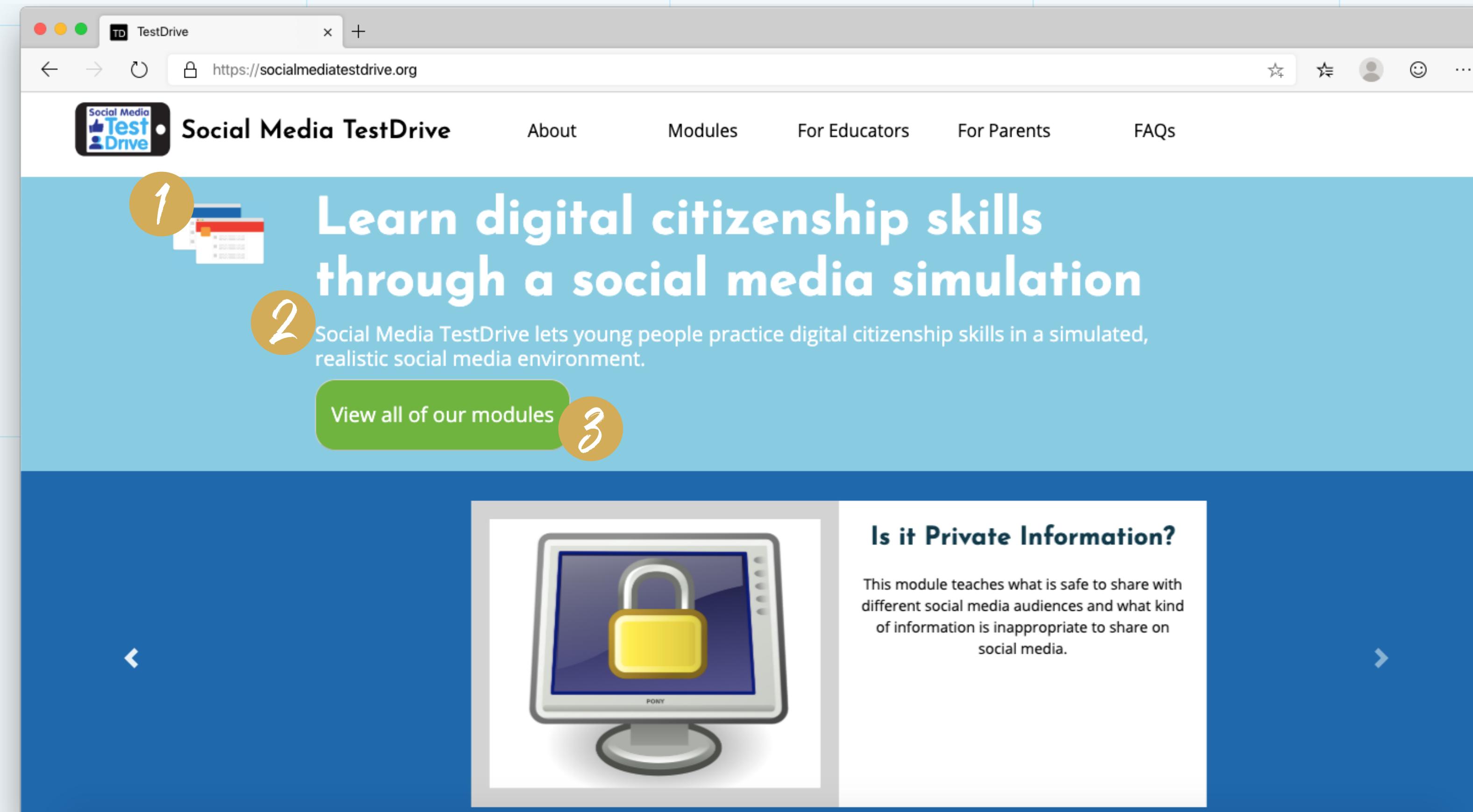
Unrelated to project / lacks clear purpose / too small

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). The main content area starts with a section titled 'Mission' which includes a short paragraph about encouraging prosocial members in the digital world. Below this is a section titled 'Vision' with a short paragraph about a kind, safe social media world.

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](#).

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

Interaction & Visual Audit

About

3

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 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](#).

3

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 well, 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 module cards are displayed side-by-side.

Module 1: How to Be an Upstander

A red circular 'no' symbol containing a collage of words like 'RUMORS', 'HARASSMENT', 'BULLYING', and 'THREATS' is shown. A gold circle with the number '1' is positioned to the left of the card.

How to Be an Upstander

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

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

Module 2: Is it Private Information?

A computer monitor with a yellow padlock on its screen is shown. A gold circle with the number '2' is positioned to the left of the card.

Is it Private Information?

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.

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, there's a large white section containing a large orange circle with the number "1" and the text "For Educators". Underneath this, there's a heading "Educator Guide" followed by a paragraph of text and a link "Click here to access the educator guide!". A small orange circle with the number "2" is positioned next to the link.

Interaction & Visual Audit

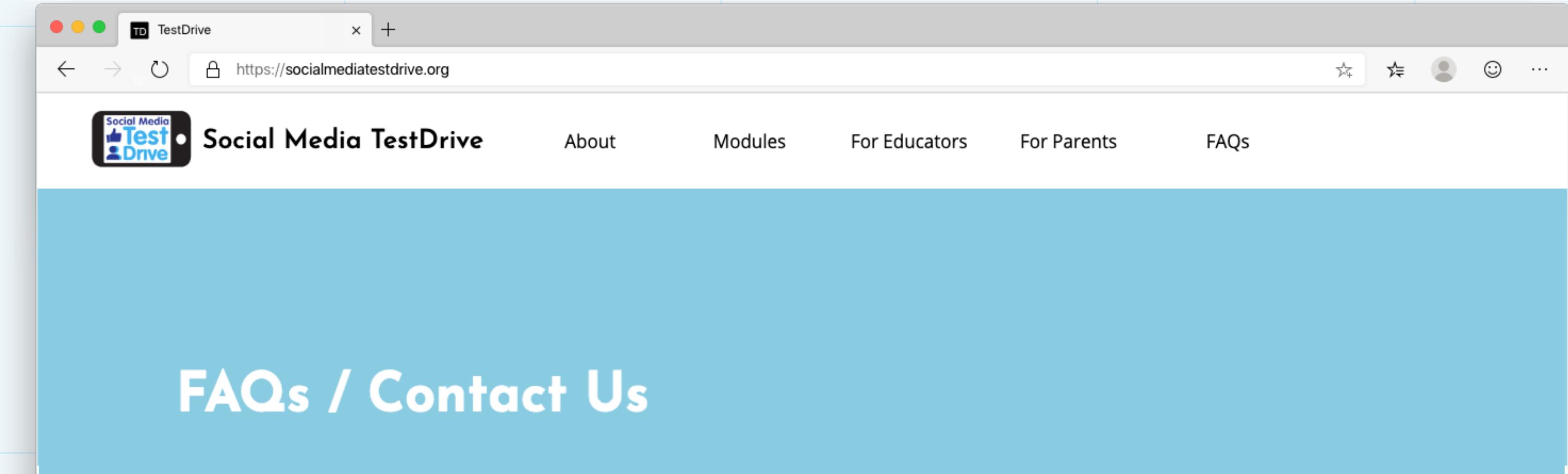
FAQ/Contact Us

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'. The main content area has a teal background and features the heading 'FAQs / Contact Us' in white. Below it 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 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.

Related Questions

- How can social media help a local elementary school?
- How should schools incorporate social media in

Social Learning Collective Intelligence +6

Should social media be taught in school?

Answer Follow · 32 Request

24 Answers

Related Questions

- Why do school teachers refer to social media as the internet?
- How should schools incorporate social media in the classroom?
- What has social media taught you about people?
- Will social media be taught in grade schools?

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

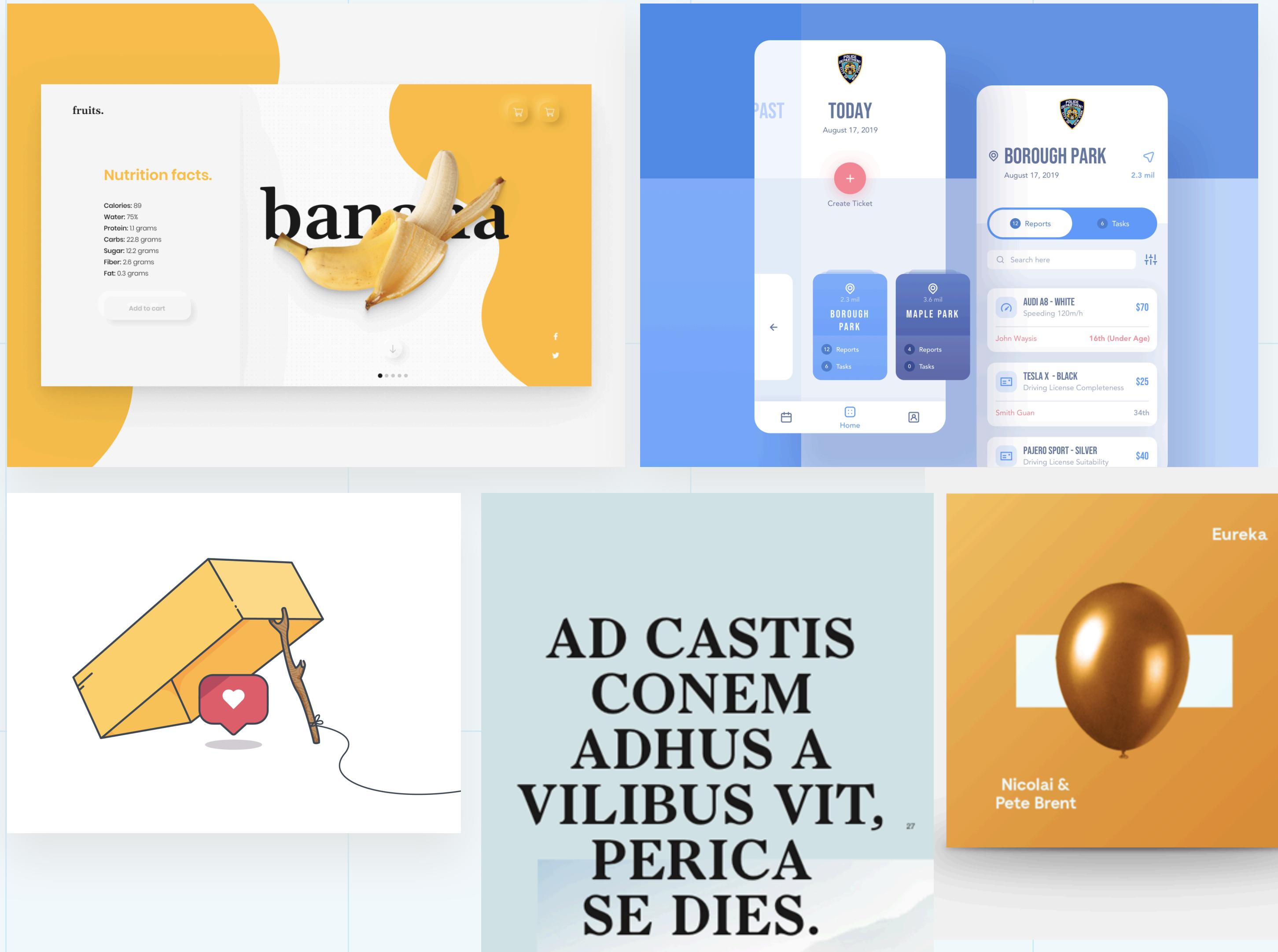
User Goals x Design Tenets

3 Key Takeaways

- 1 The site talks a lot about mission and goals but doesn't **showcase** the product
- 2 Addressing key concerns around **cost** and **safety** is vital to winning educators' **trust**
- 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

Spark Meaningful Engagement with Seesaw... Watch later Share

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?

Design Proposal

Final Prototype

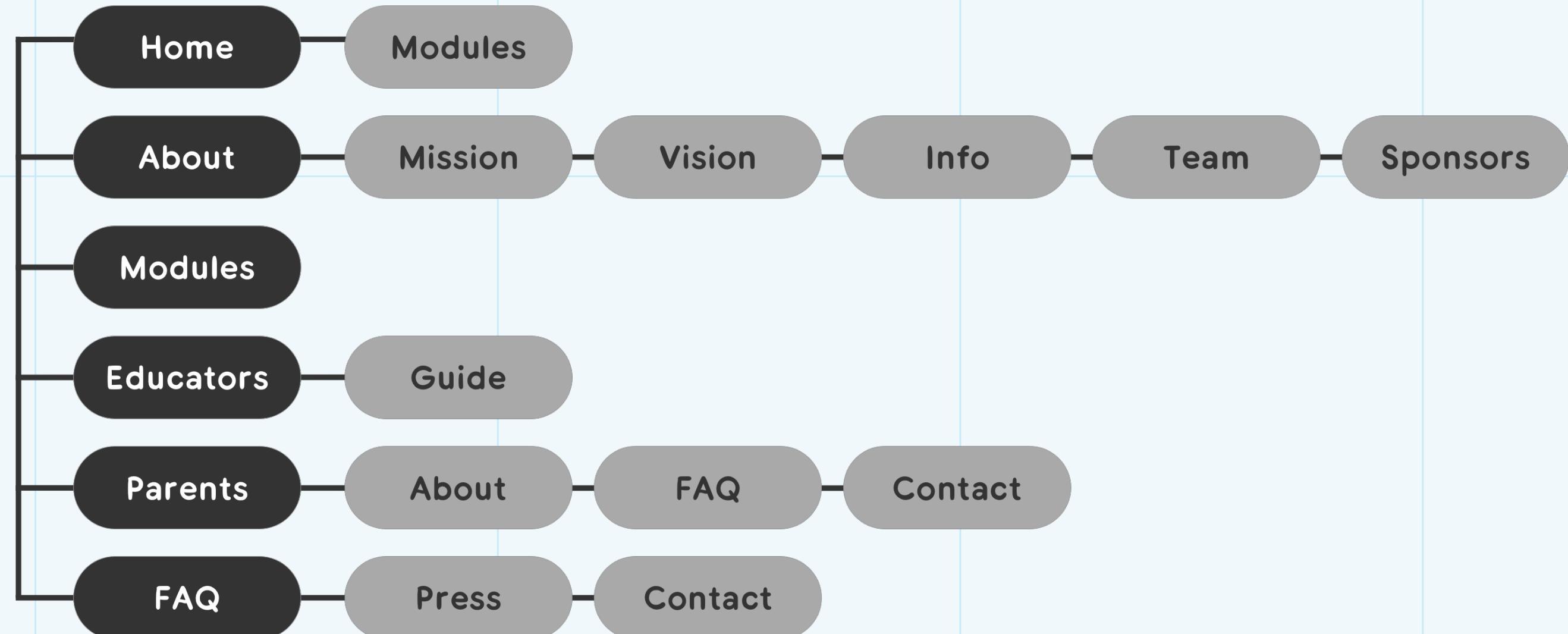
Cmd-click ➡ here ➡
to play prototype



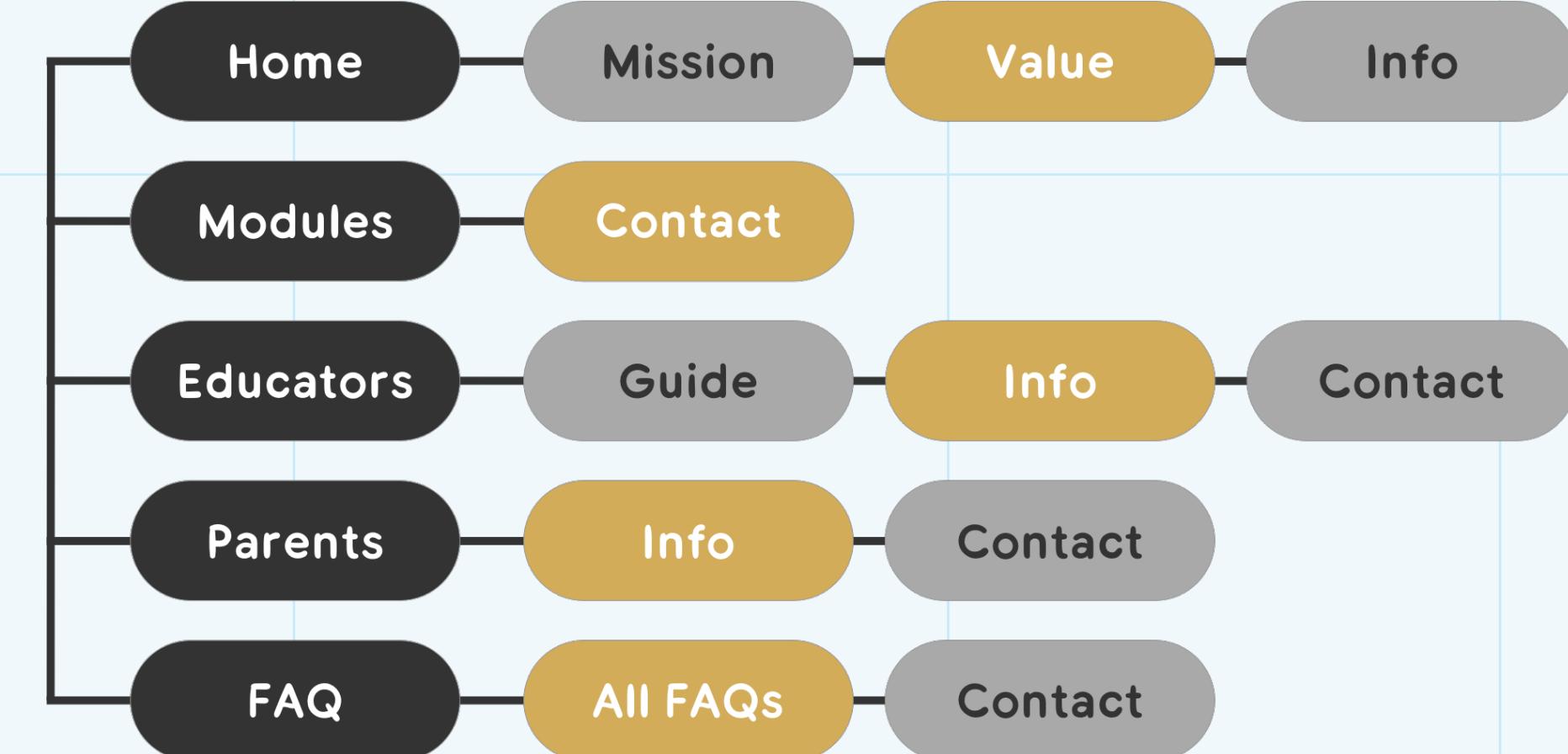
Site Flow

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 the following structure:

- Section 1:** Learn digital citizenship skills in a social media simulation.
 - Text:** Social Media TestDrive prepares young people for the online world through experiential learning in a simulated social media environment.
 - Button:** View modules
- Section 2:** Vision & Mission
 - Text:** Our vision is a kind, safe social media world in which people connect and engage in prosocial ways.
- Section 3:** Value Prop #1
 - Text:** TestDrive simulates realistic digital dilemmas and scenarios that young people may encounter as they enter the social media world.
 - Text:** Each lesson teaches essential digital citizenship concepts, covering topics such as privacy, online identities, cyberbullying, and more.
- Section 4:** Value Prop #2
 - Text:** TestDrive is targeted for middle school-aged youth
- Section 5:** For Teachers
 - Text:** Educators can use TestDrive to engage with students and spark conversations around what it means to be prosocial online.
 - Text:** TestDrive's lessons are aligned with Common Sense Education to provide a curriculum that covers emerging topics in digital literacy.
- Section 6:** For Parents
 - Text:** TestDrive lessons can be completed from the comfort of your home, and we encourage parents to try it out with their children.
 - Text:** We do not store or collect any personal or identifying information, so your child's data will always be safe on our product.

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 with a white background. At the top, there's a navigation bar with links for 'Lessons', 'For Educators', 'For Parents', and 'FAQ'. Below the navigation is a large circular image of two young people, a girl and a boy, smiling and interacting. To the left of the image, the text reads: 'Practice digital literacy skills in a social media simulation.' A large blue button labeled 'Try a lesson' is positioned below the image. To the right of the image, under the heading 'Our vision', is the text: 'We hope to provide a kind, safe social media environment for kids to connect and engage.' Below this are three sections: 'Safety first' (represented by a shield icon), 'Essential topics' (represented by a hashtag icon), and '100% free' (represented by a piggy bank icon). Further down, there's a section titled 'Education for the digital age' with a screenshot of a social media feed showing posts from users like 'Snake Jake' and 'Ebony Darkness Raven Way'. At the bottom, there's a section titled 'Prepare kids for the online world' with a screenshot of a user interface showing a forest scene and some text about humor.

This screenshot shows a simulated social media interface. It includes a header with a profile picture and the name 'Sam Hill'. Below the header is a post from 'Jenny Chen' with a timestamp of 'Yesterday' and 3 likes. The post text is 'looks like fun'. Below the post is a reply from 'Sam' at '10:15 AM' with the text 'idk u but u seem cool tell me about urself'. At the bottom, there's a search bar and a message input field with a 'SEND' button.

TestDrive is targeted for **middle school-aged youth** (ages 9-13) who are likely 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.

The right side of the TestDrive website features a large blue button at the bottom right labeled 'Take a TestDrive'. Above the button, the text 'Ready to get started?' is displayed. At the very bottom, there are links for 'Copyright © 2019 Social Media TestDrive', 'OTHER LINK 2', 'OTHER LINK', 'TEAM', 'PRESS', and '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

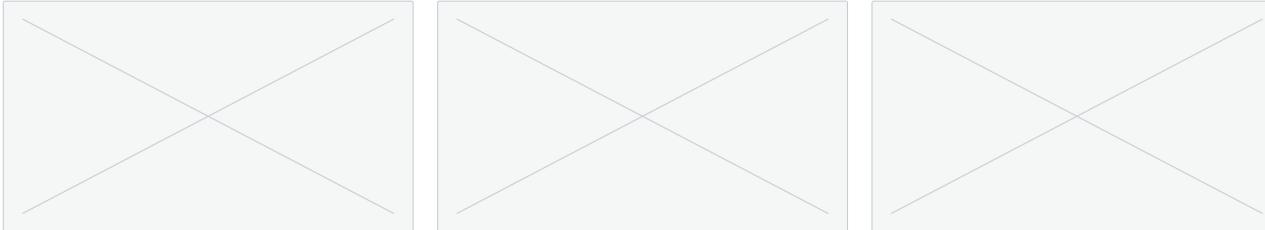
The best way to navigate the digital world.

1

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

2

Search



Is it private information?

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

Is it private information?

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< 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.

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

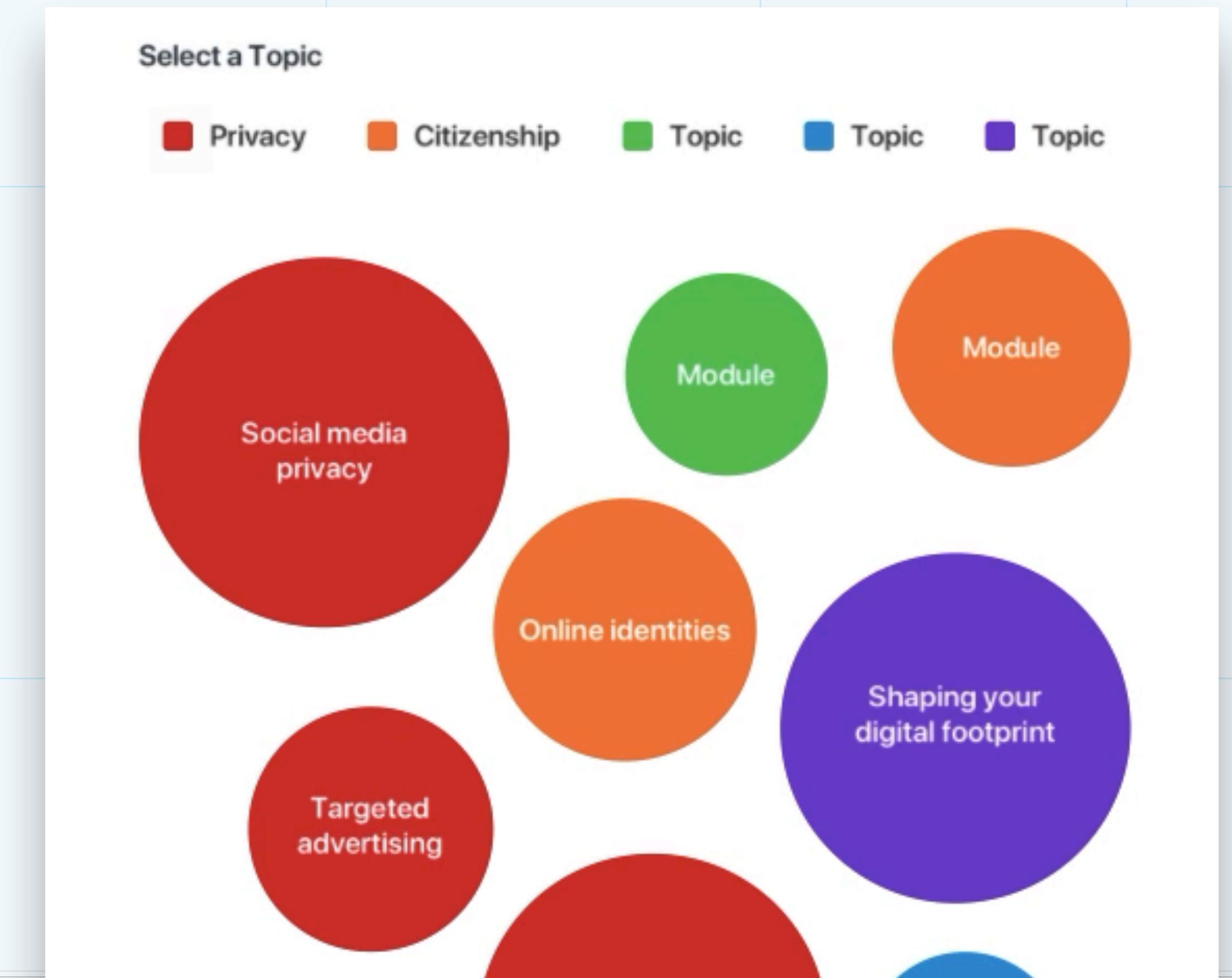
Your online presence

- 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.
- > Blah blah
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.

A wireframe showing a search bar at the top. Below it is a horizontal list of four identical modules. Each module contains a large gray X icon on the left, followed by the text "Is it private information?", a short description, and a "View module" button at the bottom.

Search

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

View module

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

View module

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

View module

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

View module

4 Grid View + Pagination

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

Less space for individual modules, but can fit more.

A wireframe showing a search bar at the top. Below it is a grid of nine identical modules arranged in three columns and three rows. Each module contains a large gray X icon on the left, followed by the text "Is it private information?", a short description, and a "View module" button at the bottom.

Search

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

View module

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

View module

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

View module

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

View module

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

View module

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](#)

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](#)

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?](#)



ing our [User Privacy Notice](#) to reflect our ongoing commitment to be transparent and responsible with the data we collect. We have made changes to our privacy policy to better protect your privacy. We will continue to work on improving our privacy practices and making them easier to understand. If you have any questions or concerns, please don't hesitate to contact us at [support@privacypolicy.com](#).

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](#)

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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

Teacher 1	Teacher 2	Teacher 3
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.	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.	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.

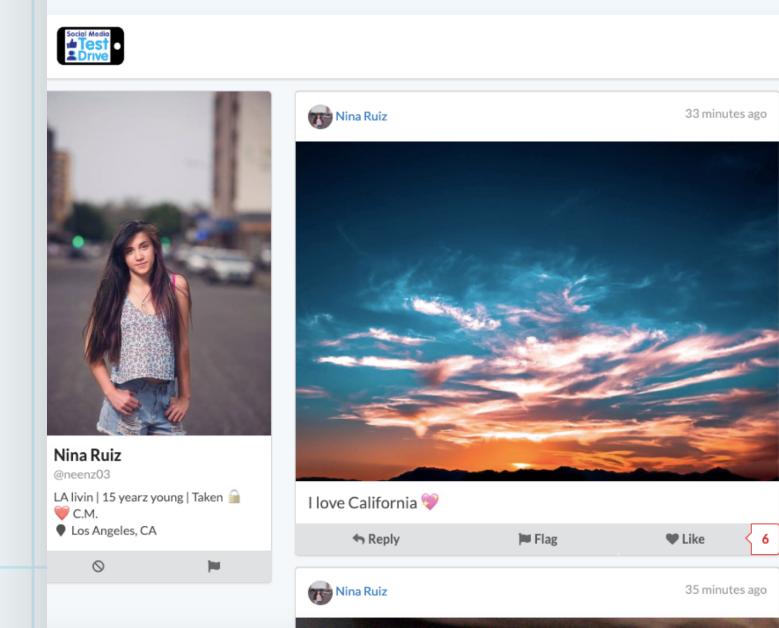
Get the educator guide



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?

Copyright © 2019 Social Media TestDrive

OTHER LINK 2 OTHER LINK TEAM PRESS TERMS & COPYRIGHT

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.

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.

Real teachers, real impact

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?

Get help



Mr. McCormick
6th grade science teacher



Ms. Williams
7th grade English teacher



Ms. Ravichandran
8th grade math teacher

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 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

Copyright © Social Media TestDrive 2019

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 section titled "Connect with us". Below it, a message says "We're happy to take any questions or feedback—email us below!". A blue "Contact us" button is visible. The entire section is highlighted with a large yellow oval.

3 Chat help widget

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

The screenshot shows a navigation bar with "TestDrive" and links for "Modules", "For Educators", "For Parents", and "FAQs". Below it is a "Frequently Asked Questions" section with tabs for "General", "For Educators", and "For Parents".

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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

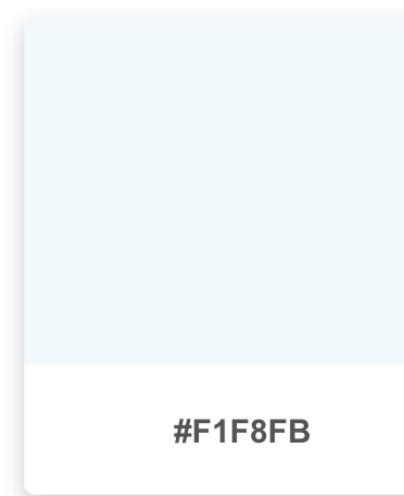
We're happy to take any questions or feedback
– email us below!

Contact us

High Fidelity Design System

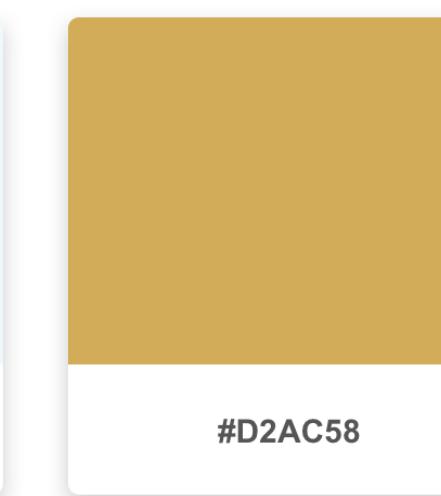
UI Kit

Color Palette



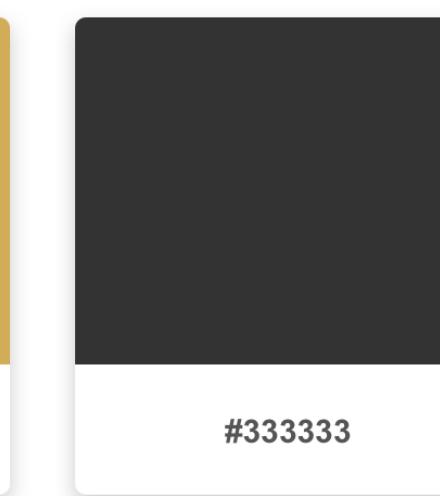
#F1F8FB

Light Wash



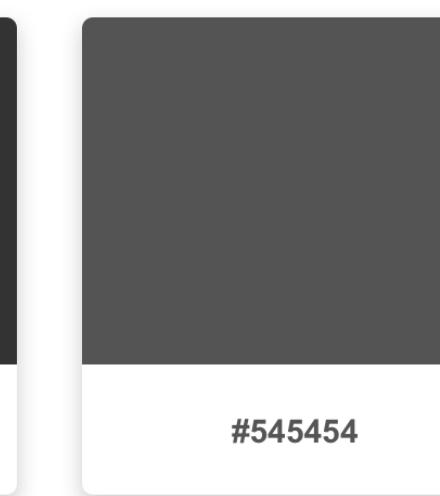
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Brand



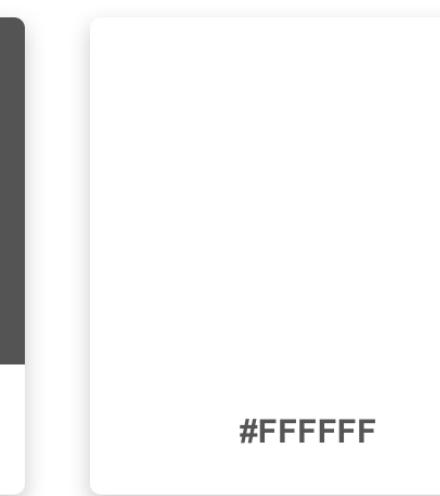
#333333

Text/Dark



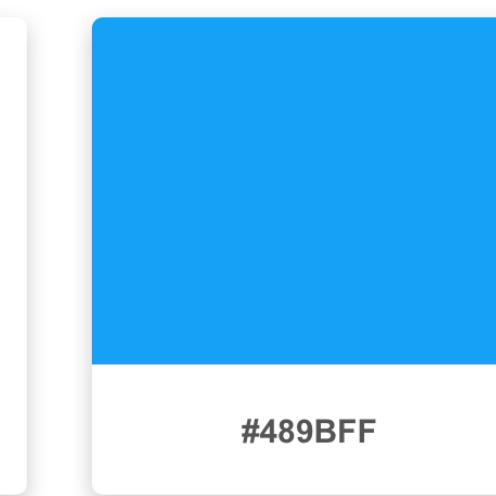
#545454

Text/Light



#FFFFFF

Text/Button



#489BFF

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!