

# Educational Heritage

## User eXperience Research

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## Overview

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### Project Overview

To be aware of the importance of a design minded development.

Create didactic resources for teaching in a collaborative and simple way in minutes.

**LegadoEducativo** helps you to find *Open Educational Resources*, a place full of content ready to use in your classroom.

Traditional textbooks are expensive. Have you try to use your own material?

Find suitable content is difficult. Our OER platform make it easy!

Producing material is a time consuming tasks.  
Create, share, collaborate. It has never been so quick!

## Customer Target

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### Primary School Teacher

- Concerned about challenges facing public education.
- Follower of Student Centered Learning methods.
- Have some experience level with technology.
- Using Pinterest as main application for share this kind of resources.
- Only uses the platform proposed by the government [educa.madrid.org](http://educa.madrid.org) when it is forced to do so.
- Look with admiration and envy at the job done by other countries much more advanced in these issues.

## User Stories

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US01 As a user, I want to get informed about what problem solves to decide if I will register

US02 As a user, I want several search filters to find what I looking for or to get inspired

US03 As a user, I want to know more about a resource in order to decide what action perform

US04 As a user, I want to create a new public resource to share my own resources

US05 As a user, I want to create a new private resource to no one can access sensitive data

US06 As a user, I want to login into the application so that all my data stored will be accesible

US07 As a user, I want to register into the platform so that I can store all data generated by me

**US01 As a user, I want to get informed about what problem solves to decide if I will register**

Summer is over and a new school year will begin. Schools are preparing the list of books to be used this year. Parents are angry again because they know what is coming to them. It is impossible for many. Does not matter, state subsidies are here to solve it...

Our teacher is worried about that and knows how it is done in another countries. Then she remembers the email that a collage sent her few time ago about something new.

After click on the link, she arrives our landing page.

Our Unique Value Proposition is the first thing that she can see. Next to it there is a field text and a Call To Action inviting her to joining our community leaving us only her email. We must build trust, make it clear that it will not be used for spam.

Still suspicious, want to know more and start scrolling. Time to show our main benefits... now the social proof... blah, blah, blah... thoughts of "always the same" begin to haunt her head, "they only want your email to sell you something"... "mmm, wait a second, something new", our last Call To Action. We are going to let her use all our platform without registering. We will have time to remind her to register if she wants to store something.

**US02 As a user, I want several search filters to find what I looking for or to get inspired**

The explore button in header landing pake takes her to an infinite scroll of resources with same style as Pinteres, but this is amazing! she only see teaching oriented resources.

Scrolling up and down, gives her an idea of the amount of resources that exist and begins to feel that she is not going to find what he is looking for. The tags based filtering in header is useful and appropriate when you look for a specific resource but now she has to decide whether to replace a textbook with this. And it is now when she realizes that there are a few options in the menu or sliding right and left on the mobile.

Search result changes to show first some collections of resources grouped by theme and a little more latter collections grouped by subject and year. Perfect! Tha was what she need.

**US03 As a user, I want to know more about a resource in order to decide what action perform**

Wow, something interesting. A full screen is open showing all resource details when one of them is clicked.

There are 3 main actions that she could take in this page:

- save, to make her own customizations
- star, to say she likes it
- comment, to leave some words



**US04 As a user, I want to create a new public resource to share my own resources**

The save button allows her to store resources that could be useful and that will be accesible from a section in the header menu.

But sometimes there is no resource that satisfy her needs and she could devide to create her own resources. A step by step guide to introduce all data could be interesting for newer clients, with an extra step to upload a resource file created with her own tools.

**US05 As a user, I want to create a new private resource  
to no one can access sensitive data**

Privacy by default. Something is not published  
without consent.

**US06 As a user, I want to login into the application so that all my data stored will be accesible**

Avoid social network login. Associate accounts in profile.

Remember me by default. logout to close session.

Forgot password when something is wrong.

**US07 As a user, I want to register into the platform so that I can store all data generated by me**

Minimum information needed, only email is needed to register. Research about dinamyc password generators.

## Wireframe Sketches

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01 Landing

01.01 Register Modal

01.02 Login Modal

02 Search Result

02.01 Detail Modal

03 Editor

## **01 Landing**

The main goal of our landing page is to increase the conversion rate from anonymous visitors into registered users.

The conversion goal should be tracked with analytics system in order to have data on which to base our decisions because now we can only propose hypothesis.

Our Unique Value Proposition must be the first thing that a visitor sees. Followed by the benefits of our offering. And ending with social proof. Since we don't have it yet, we will show who could be benefited from using our platform.

Hypothesis to be validated:

- 01H01 - Register user through the register button in menu.
- 01H02 - Call to action to register user using only the email.
- 01H03 - Call to action to register user after try our platform.

# Personas mejorando la educación

[QUERO CREAR MIS PROPIOS RECURSOS](#)

Creá recursos didácticos para la docencia de forma colaborativa  
y sencilla en minutos.

## Recursos libres para una educación libre

Un espacio único para crear recursos educativos libres de forma colaborativa. Podrás  
disponer de todo el material necesario para tus clases en cuestión de minutos.  
Distribuye el material con total libertad, siempre. Tus alumnos te lo agradecerán.

00-00

### Para todo lo que construyas

Aloja y administra todo el material.  
Puedes mantener tu trabajo en privado  
o compartirlo con el mundo.

00-00

### Una mejor manera de trabajar

Te ayudamos simplificando la forma en  
la que creas y distribuyes tu material.

00-00

### Una gran comunidad

Encontrarás una gran cantidad de  
material. Utilízalo o inspírate para crear el  
tuyo propio.

## ¿Quién usa recursos educativos abiertos?

### Estudiantes

Crear tu propio material de apoyo en tus  
estudios. Mejora tu rendimiento escolar.

### Padres de alumnos

Ayuda a tus hijos en su educación.  
Involúcrate en la educación de tus hijos.

### Centros educativos

Gestiona todo el material que necesitas  
en tus aulas. Promueve el intercambio  
transparente de recursos educativos.

[QUERO CREAR MIS PROPIOS RECURSOS](#)

Personas mejorando la educación

Crea recursos didácticos para la docencia de forma colaborativa y sencilla en minutos.

nombre@ejemplo.com

QUERO CREAR MIS PROPIOS RECURSOS

Recursos libres para una educación libre

Un espacio único para crear recursos educativos libres de forma colaborativa. Podrás disponer de todo el material necesario para tus clases en cuestión de minutos. Distribuye el material con total libertad, siempre. Tus alumnos te lo agradecerán.

01-11

Para todo lo que construyas  
Aloja y administra todo el material.  
Puedes mantener tu trabajo en privado o compartirlo con el mundo.

01-12

Una mejor manera de trabajar  
Te ayudamos simplificando la forma en la que creas y distribuyes tu material.

01-13

Una gran comunidad  
Encontraras una gran cantidad de material utilizado o inspirate para crear el tuyo propio.

¿Quien usa recursos educativos abiertos?

Estudiantes

Crear tu propio material de apoyo en tus estudios. Mejora tu rendimiento escolar.

Padres de alumnos

Ayuda a tus hijos en su educación. Involúcrate en la educación de tus hijos.

Centros educativos

Gestiona todo el material que necesitas en tus aulas. Promueve el intercambio transparente de recursos educativos.

QUERO CREAR MIS PROPIOS RECURSOS



### **01.01 Register Modal**

The register modal dialog is showed when a user clicks into the register button of the header navigation bar.

Hypothesis to be validated:

- 01.01H01 - Register user with email and password.
- 01.01H02 - Register user with Pinterest account. We think it is the social network they currently use and we could access users' data.
- 01.01H03 - Register user with Dropbox account. We could use it as main storage system to reduce the cost of infraestructure.

Legado Educativo



Bienvenido. Por favor introduce tus datos.

nombre@ejemplo.com

Contraseña

ENTRAR

O utiliza tus redes sociales preferidas:



Legado Educativo



Bienvenido. Por favor introduce tus  
datos:

nombre@ejemplo.com

Contraseña

ENTRAR

O utiliza tus redes sociales  
preferidas:



## **01.02 Login Modal**

The login modal dialog allows a visitor to become an authorized user.

Legado Educativo



Bienvenido. Por favor introduce tus datos.

nombre@ejemplo.com

Contraseña

ENTRAR

[He olvidado mi contraseña](#)

[No tengo cuenta todavía](#)

Legado Educativo



Bienvenido. Por favor introduce tus  
datos:

nombre@ejemplo.com

Contraseña

ENTRAR

[He olvidado mi contraseña](#)

[No tengo cuenta todavía](#)

## **02 Search Result**

Same results page will be reached, no matter where the search or the filtering comes from.

Main content is displayed within an infinite scroll with a masonry layout.

The main objective is that the user clicks the save button in order to use the resource for its own benefit.

Clicking any other element of the resource should open the detail view of that resource.

Top ↑





Top ↑

### **02.01 Detail Modal**

All resource information is showed in detail view.

A comments system should be displayed with each resource.

LOREM IPSUM DOLOR SIT AMET

210×148

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Quippe: habes enim a  
rhetoribus; Tubulo putas dicere? Quare  
conare, quaeso. Duo Reges: constructio  
interrete.omnia, quae soletis: Praesidium  
amicorum.

Polycratem Samium felicem appellabant.enim  
hoc differt. Itaque contra est, ac dicitis;  
Non est igitur voluptas bonum. Est, ut dicis,  
inquit; Praeclarae mortes sunt imperatoriae;  
Ecce aliud simile dissimile.De illis, cum  
volemus.



User Name

~1 hour ago



20



78

## Comentario

### COMENTAR

Nunc ita separantur,  
ut disiuncta sint, quo  
nihil potest esse  
perversius.

Quid est, quod ab ea  
absolvi et perfici  
debeat?

Eorum enim omnium  
multa

praetermittentium,  
dum eligant aliquid,  
quod sequantur,  
quasi curta sententia;

Quid enim de  
amicitia statueris  
utilitatis causa  
expetenda vides.

LOREM IPSUM DOLOR SIT AMET



LOREM ipsum dolor sit amet,  
consectetur adipiscing elit. Quippe  
habes enim a rhetoribus; Tubulo  
putas dicere? Quare conare,  
quaeso. Duo Reges: constructio  
interrete,omnia, quae soltis  
Praesidium amicorum.  
Polycratem Samium felicem  
appellabant, enim hoc differt. Itaque  
contra est, ac dicitis;  
Non est igitur voluptas bonum. Est, ut  
dicis, inquit, Praeclarae mortes sunt  
imperatoriae; Ecce aliud simile  
dissimile. De illis, cum volumus.

21x14

User Name

"1 hour ago"

Comentario

COMENTAR

Nunc ita separantur, ut disiuncta  
sint, quo nihil potest esse  
perversius.

### **03 Editor**

The resource editor page

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NOMBRE PRELUDIO

Necesitas un título descriptivo.

Puedes añadir un resumen más completo aquí. Con esto ayudarás a quién lo lea a hacerse una mejor idea de lo que pretendes conseguir.

Tag1 x Tag2 x Tag3 x Tags

Completa tu perfil para incluir más datos que faciliten la clasificación y las búsquedas

Legado Educativo

Nombre

1480x3508

Necesitas un título descriptivo.

Puedes añadir un resumen más completo aquí. Con esto ayudarás a quién lo lea a hacerse una mejor idea de lo que pretendes conseguir.

Tag1 x Tag2 x Tag3 x tags

Completa tu perfil para incluir más datos que faciliten la clasificación y las búsquedas

## Conclusion

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- User Centered Design
- Data Driven Approach
- KISS Principle