

ALX Professional Foundations (PF): Week #6 Milestone Worksheet

SECTION A: User Interview Preparation

Step 1: Restate your team's problem statement

Please write your team's agreed-upon problem statement from Week 6 here:

Step 1: My Team's Problem Statement

In Ethiopia, students and educators face a significant challenge due to the lack of a dedicated online learning platform that caters specifically to their educational needs. While global platforms offer various courses, there is a noticeable absence of Ethiopian-based platforms where qualified local teachers can deliver high-quality, culturally relevant content. This gap hinders students from accessing tailored education that aligns with their curriculum and cultural context, thereby affecting their learning outcomes and future job prospects.

Our task is to propose a solution that develops an Ethiopian-centric online learning platform, ensuring the inclusion of qualified Ethiopian teachers who can provide quality education across various subjects. This platform should be accessible, user-friendly, and cater to the unique educational requirements of Ethiopian students.

Step 2: Define the User Persona

Define the person you're solving the problem for in as specific terms as possible. This is important as this person is the one who will ultimately benefit from your solutions, and you'll be interviewing someone who fits these criteria. This means identifying the characteristics, objectives, motives, and pain points of your target users. In the space below, define this user by creating a detailed user persona of them using the following descriptions:

- Demographics: Age, gender, location, education, family status, interests, hobbies and more
- Pain points: What the user might have trouble with, like being not very tech savvy. Identify at least 2.
- Goals: What the user wants to achieve using your product or what are their goals with respect to the problem they're facing.
- Motivations: What motivates the user to use a product or solve their problem. How motivated are they to receive a potential solution?

- Behavior: How the user might behave in the context of the problem or when a solution is presented to them.
- Customer needs and wants: What the customer might need or want as a potential solution to their problem.

Step 2: User Persona

- Demographics:

A male High School student

Named Alemu

Age 17

Lives around 4 kilo

Is a 11 th grade student at Future Hopes school

His has a mid class family status

His interested in helping others

His hobby is watching youtube videos

- Pain points:

Not satisfied by the lessons given by his school(most teachers just rush to finish their respective books before the end of the year, and almost all students are dependent on their teachers to understand and cover the book alongside their teacher)

Does not have access to essential resources like books, worksheets, past papers essential for succeeding and overcoming the national exam he will face.

He does not have access to the latest news feeds to keep him updated and inform him on what to expect on the educational system(like will there even be a national exam this year? and when?).

He does not have any platform with a community who supports and understands him. where he can find, share and interact with like minded students who face the same challenges as him.

- Goals:

This user would be very satisfied if there was an app that can solve all their pain points like an all in one application with all the necessary features like resources, community support and news feeds that are essential for their success.

- Motivations:

The user seems really motivated to use this product as it will address an essential problem they have been dealing with by connecting them to the latest information that's relevant for them about education. They are also excited for the lecture videos because this will greatly reduce their dependence on their teacher for everything. The users are especially motivated because it allows for a flexible and self paced educational process.

Also excited because they can find a community and like minded people to interact with and

get support from.

Behavior:

- Alemu frequently uses YouTube to watch educational videos and other content, indicating a preference for digital and visual learning aids.
- He is likely to engage with platforms that offer interactive and community-based features, valuing connectivity and peer support.

Customer Needs and Wants:

- **Needs:**
 - Access to comprehensive educational resources, including books, worksheets, and past papers.
 - Reliable updates on educational news and changes in the examination system.
 - A supportive online community where he can share experiences, seek help, and collaborate with peers.
- **Wants:**
 - An intuitive, user-friendly application that consolidates all necessary educational tools and information.
 - Features that allow for a flexible, self-paced learning experience, reducing his dependence on traditional classroom settings.

Step 3: Interview Questions

Now that you have your user persona defined, let's prepare for the interview by defining the questions that you'll be asking during the interview. To do so, provide the list of questions that intend to ask during the interview in the space below. These questions should help you understand the problem and how it affects the target users better. Write down at least 5 primary questions that you're going to ask.

Step 3: Interview Questions

1. .What are the main challenges you face in your studies?

2. Describe to me your experience with accessing educational materials and resources.
3. How often do you use digital tools or the internet for your studies?
4. What resources do you use to help with your schoolwork, and how effective are they?
5. How much access do you have to educational technology, such as computers and the internet?
6. Describe your experience with using global online learning platforms. What are the pros and cons?
7. What do you think about the potential of developing an Ethiopian-centric online learning platform?
8. Can you tell me about any experience you had using lectures videos and from which platforms you usually find these videos on.

SECTION B: User Interview Insights

Step 1: Interviewee Information

Please write the name and other details of the interviewee you interviewed for the information.

Step 1: Interviewee Information

Interviewee One

Interviewee Name: Yididya Ayele

Interviewee Occupation: student

Interviewee Age & Location: Age = 18 & Location = Google meet

Interviewee Two

Interviewee Name: Atenatewos Ayele

Interviewee Occupation: student

Interviewee Age & Location: Age = 16 & Location = Google meet

Step 2: Interview Insights

What did you learn from the interview? Provide the main points that you gathered through the interview about your problem. On the whole, what was new that you learnt about your problem and its effect on people? What were the most pressing concerns and pain points mentioned in

the interviews? What recommendations did you receive from the interviewees about possible solutions? Did you uncover any new factors surrounding the problem that you didn't consider before? All in all, identify at least 5 major themes with details.

Step 2: Interview Insights

Main Points and New Learnings

1. Pacing of Teaching:

- **Observation:** Students find that teachers often start teaching at a slow pace at the beginning of the semester but then rush through the syllabus towards the end.
- **Impact:** This inconsistent pacing affects students' ability to fully understand and retain the material, causing stress and gaps in knowledge.
- **Recommendation:** An online platform could help by providing a consistent pacing structure, ensuring students can learn at a steady and manageable rate throughout the semester.

2. Need for Visual Learning Aids:

- **Observation:** Students expressed a need for visual supports such as videos to complement the theoretical lessons they receive in class.
- **Impact:** The absence of visual aids makes it harder for students to grasp complex concepts, especially for visual learners.
- **Recommendation:** Incorporate video lessons that visually demonstrate the concepts being taught, similar to the educational content available on YouTube.

3. Bulky Study Materials:

- **Observation:** Students find their textbooks bulky and cumbersome, making it difficult to use them for quick reviews before exams.
- **Impact:** The heaviness of the books discourages students from carrying them around and revisiting the material frequently, negatively impacting their exam preparation.
- **Recommendation:** Develop concise handouts and summaries for each unit that highlight key topics and are easy to review.

4. High Utilization of Digital Tools:

- **Observation:** Students frequently use digital tools and the internet for their studies, primarily to find references and solve questions.
- **Impact:** This high usage indicates a readiness and preference for digital learning solutions among students.
- **Recommendation:** Ensure the online platform is easily accessible via smartphones and computers, and integrates well with the digital tools students are already using.

5. **Limited Use and Barriers of Global Platforms:**

- **Observation:** Students have limited experience with global online learning platforms, with notable barriers including cost and language issues.
- **Impact:** These barriers limit students' access to high-quality educational content available on global platforms.
- **Recommendation:** Develop a cost-effective, locally focused platform that offers content in the local language and provides certificates to add value to students' learning experiences.

6. **Access to Educational Technology:**

- **Observation:** Most high school students have access to smartphones, even if they do not all have computers.
- **Impact:** This widespread access to smartphones makes mobile compatibility crucial for any online learning solution.
- **Recommendation:** Optimize the platform for mobile use, ensuring it is user-friendly and fully functional on smartphones.

7. **Preference for YouTube for Lecture Videos:**

- **Observation:** Students often use YouTube to find and view lecture videos.
- **Impact:** This indicates a preference for video content that is readily accessible and free.
- **Recommendation:** Create a library of lecture videos featuring local teachers and host them on a user-friendly platform similar to YouTube but focused on the Ethiopian curriculum.

Major Themes with Details

1. **Consistent Pacing in Learning:**

- The need for a consistent pacing structure in teaching to prevent last-minute rushes and ensure better understanding and retention of material.

2. **Incorporation of Visual Learning Aids:**

- The demand for videos and other visual supports to aid in understanding theoretical concepts.

3. **Concise and Portable Study Materials:**

- The necessity for handouts and summaries that are easy to review and carry, addressing the issue of bulky textbooks.

4. **High Digital Tool Usage:**

- The importance of creating a platform that integrates well with the digital tools students are already using, primarily via smartphones.

5. **Accessibility and Affordability:**

- The need for an affordable and accessible platform that provides educational content in the local language and offers certificates to enhance its value.

By addressing these themes, the proposed Ethiopian-centric online learning platform can significantly improve the educational experience for students, making learning more accessible, engaging, and effective.

SECTION C: Generating Solutions

Step 1: Meeting Date, Time, & Location

Please list when and where your team meeting took place.

Step 1: Meeting Date, Time, & Location
A. Date: 19.07.2024 B. Time: At 8:00 Lt C. Location: Online

Step 2: Meeting Attendees

Please list who attended your team meeting, and their primary role.

Step 2: Meeting Attendees

1. **Sosina Ayele** : product manager
2. **Philipos Hailu** : project manager
3. **Rajaf Dereje** : product analyst
4. **Tamagne Gedefaye** : product designer

Step 3: Bad Idea Brainstorm

It's time to start thinking about solutions to the problem. Use all the information you now have about the problem (from your research last week and the interviews this week) to start thinking of possible solutions. As you have studied in Canvas modules, it's always good to first gather as many ideas as possible. So at this stage, don't hold back, put your divergent thinking hat on, and let the creativity flow to gather as many ideas as possible. As a team, you must generate at least 10 new bad ideas. Remember, the dumber the idea, the better! This is to help you work as a team to be non-critical. Stay in divergent thinking. It helps to say "thank you" after every idea is shared.

Step 3: Brainstormed Ideas

1. Creating a complete VR Learning environment.
2. Replacing all teachers with intelligent Robots.
3. Provide each student with a powerful AI tailored to each student's needs.
4. Create a whole new educational system
5. Create an online platform where all students can interact, share ideas and help each other .
6. Use carrier pigeons to deliver homework assignments and study materials to students.
7. Hire mime artists to perform educational concepts in silent videos.
8. Organize random study flash mobs in public places where students review lessons together.
9. A portal that offers perfectly paced lessons, visual aids, lightweight handouts, seamless digital integration, and mobile access, all in one place.
10. God grants perfect understanding, visual aids, lightweight textbooks, seamless digital integration, and mobile access.

11. Implementing a system where students have to solve riddles to unlock educational content.
12. Developing an AI-powered platform where students learn by communicating with virtual Ethiopian historical figures.

Step 4: Team's Final Selected Solution Idea

Your next task is to narrow your choices, which will put you in a convergent thinking mindset. You should have some discussion and debate about this, and try to reach a consensus on a final solution to your problem that your team is going to consider working on for the rest of Month 2. These ideas can be totally new, or they can be the same or variations from ideas you've already come up with. Remember that they should involve some sort of technology (either a piece of software like an app or algorithm, or a physical device such as a robotic fish or machine that scans your DNA). You will not have to build the solution out. But you will have to create some type of basic prototype (if it is a device) or a set of wireframes (if it is an app/software). You will not have to actually create the technology or code.

You must figure out a fair way to reach a consensus with your group, including a discussion where everyone's voice can be heard.

Step 4: Team's Final Selected Solution Idea

A portal that offers perfectly paced lessons, visual aids, lightweight handouts, seamless digital integration, and mobile access, all in one place.

SECTION D: Product Planning

Step 1: Product Description

You learnt about product planning and product descriptions in Weeks 4 and 5. Now it's time to apply that learning to create these descriptions to plan for your solution. In the space below, describe the solutions that you're building, in as much detail as possible. Ask yourself the following questions:

- What does the ideal solution look like? Will it be an app or a physical item or a software service? What will it look like aesthetically?
- How the ideal solution will function, and how will users interact with it? Will the users create profiles? Will there be a dashboard (and what will it show)? Will there be other

forms of screens or interactions that users will perform? How will users operate the product?

- What will be the features of the solution? How will you define and describe these features and how will users access these features on the app or physical product?

Step 1: Product Description

An application. Users interact with it by installing the app first then ,signing up and login to access it. Each user will create his/her own profile. It will have a dashboard listing all features and activities that are relevant to the user. Users will be able to change their screens from learning page to media page and the news feed pages. The users will be able to share a hotspot and interact from a limited distance without the internet.

Step 2: Product Solution

Before we finalize everything for the week, it's also important to very clearly define how your product is going to solve the problem that you set out to solve. You can do so by answering the following questions:

- What specifics about the product or app contribute to solving the problem?
- How do these specific features contribute to solving the problem?
- How does the product help the people you're creating the solution for?

Step 2: Product Solution

The app provides a multi featured and all in one place for all the users needs related to their education. Specific features like lightweight handouts and integration of videos plus the latest educational materials improves the retention and engagements of the students with the learning material. A quiz to check to see how much they actually understood the concept , so that they can refer back if they missed anything and a virtual lab to implement what they have learned. It creates a productive environment for our users, where they are rewarded for each small victory which encourages them to continue learning.

Step 3: Reflections (Individual)

Please share your **personal** reflections on your experience with your team so far.

Step 3: Team Process Reflections

A. What is working well with your team?

In terms of coming up with ideas and solving our problem statement, we are doing nice. Our varied viewpoints and abilities have been helpful throughout this process. We've been able to expand on each other's ideas throughout several fruitful conversations..

B. What is one good thing that happened during your team meeting?

One good thing that came out of our talk was that we had a fruitful brainstorming session and produced a list of possible solutions to our dilemma. It was amazing to see how each person's thoughts flowed and how we could build upon each other's concepts.

C. What is one thing your team could do better in the next meeting?

At our next meeting, we should provide more time for discussion and less time for brainstorming. We didn't have enough time to explore each of our brilliant ideas in depth.

D. Are you experiencing any concerns or frustrations with your team? If yes, what can you personally do to lessen the concern/frustration?

We should allot more time for discussion and less time for brainstorming at our next meeting. We were pressed for time to thoroughly investigate each of our outstanding suggestions.

E. How would you rate your ability to communicate with your team members on a scale of 1 to 4? (1=extremely poor and 4=excellent)

I would give my team members' communication skills a three. Although we've been able to communicate our ideas and views clearly, we can always do better.

F. Overall, how satisfied are you with how well your team is working together? (On a scale of 1 to 4, with 1=extremely poor and 4=excellent)

The performance of our squad receives a 3.5 from me. We've had some fantastic conversations and have generated some creative ideas. But we could do better when it comes to prioritizing and communicating..

G. Is there anything else you'd like to share about your team and their process?

I believe that having a varied group of ideas and skill sets on the team has been useful.

The fact that we were able to reserve certain time for idea generating and brainstorming has also been beneficial.