

# Concept Video

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<https://vimeo.com/188353287>

# Value Proposition

UpQuest: The student data that keeps on giving

## Problem/Solution Overview

Teachers often have a hard time tracking their students' progress. Our solution allows teachers to provide rewarding mini-assessments to students and track their progress over time.

### Simple Task: Teachers

Have students answer assessment questions

Goal: Know where all students' current knowledge lies

### Medium Task: Students

Get rewards for answering questions

Goal: Feel rewarded for learning + demonstrating knowledge

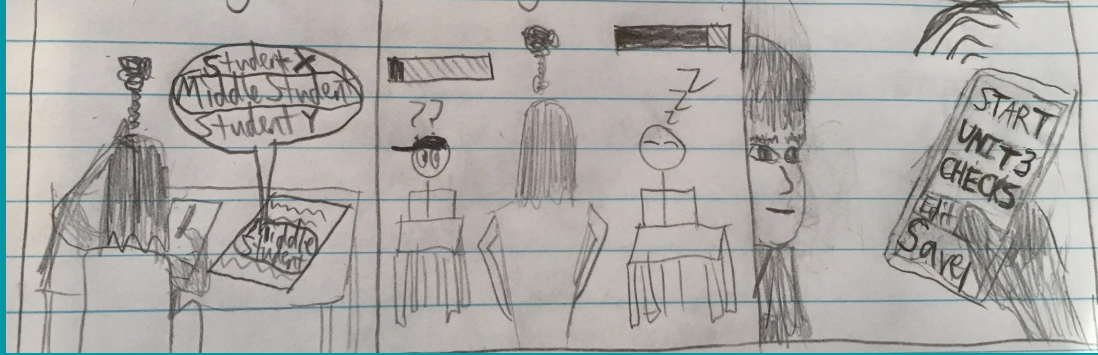
### Complex Task: Teachers

Track student progress over time

Goal: Help students continuously learn what they don't know

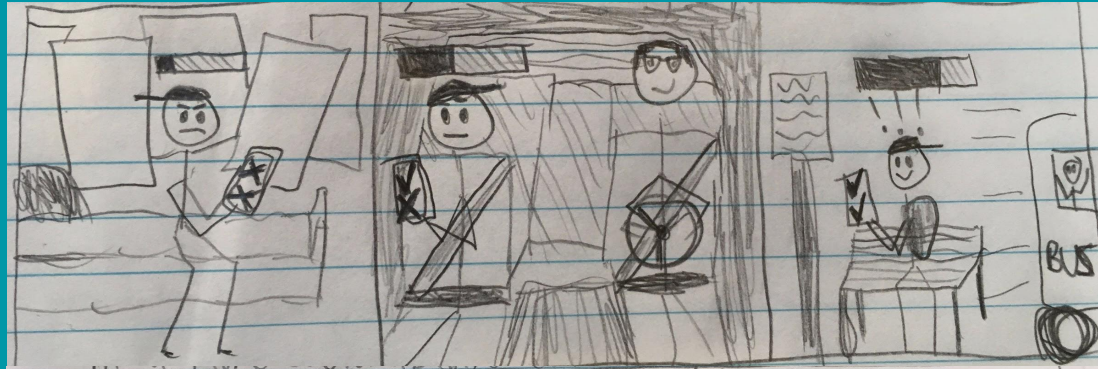
## Scene 1

Lacking a simple way to pin down individual students' knowledge, a teacher is forced to teach to the "middle student" with bad results, then starts using UpQuest.



## Scene 2

A student receives individual questions at random times throughout the day (uses spacing effect + variable ratio rewards!) which builds his motivation to show off knowledge and helps him learn



## Scene 3

The teacher now has high-level insights about her students' knowledge. We show her feeling proud and putting these insights to good use at school. The student is making progress and feel excited.

