



# Needs & Goals of School Administrators

Sample of Work | Jean Watanabe | User Researcher

**What do school administrators need to successfully implement an online learning platform?**

**What are the main features we should build for a self-service product?**

**How to increase acquisition and retention of customers?**

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## Research Methods

- 1:1 or small group remote contextual interviews with 6 enterprise customers
- Participants were from different organizations of varying sizes and had a mix of usage
- Qualitative semi-structured questions, participatory design card sort, and design concept feedback

## Research Goals


- Understand Admins' needs and goals
- Explore ways to organize information used by admins
- Collect feedback on design concepts

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# Overall User Goal

**Drive adoption  
& engagement in  
their  
communities**

**... in order to prove their  
big experiment was  
worth it.**



## Justify their decision and show value of their investment

Most admins mentioned the need to prove the worth of the organization's financial investment

**“A committee meets monthly to monitor the strategic technology plan.**

**[They] check insights to make sure teachers and students are using subscriptions... [to] show [it's] worth purchasing again next year.”**

- District Technology Integrationist

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# Needs & Pain Points

# Admin User Journey





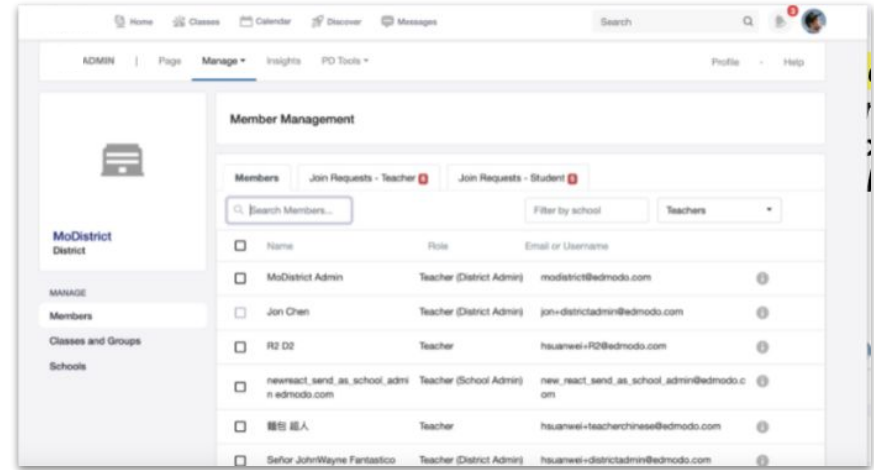
# Hard to troubleshoot

“You have to know the person's name already to search for them... if [only] we could just pull up a [school site] and have everything about that [site] show up right then”

- Educational Organization Director

“I don't always know what they've titled their class as.. nice to have a toggle right here to sort them alphabetical?”

- District Technology Integrationist



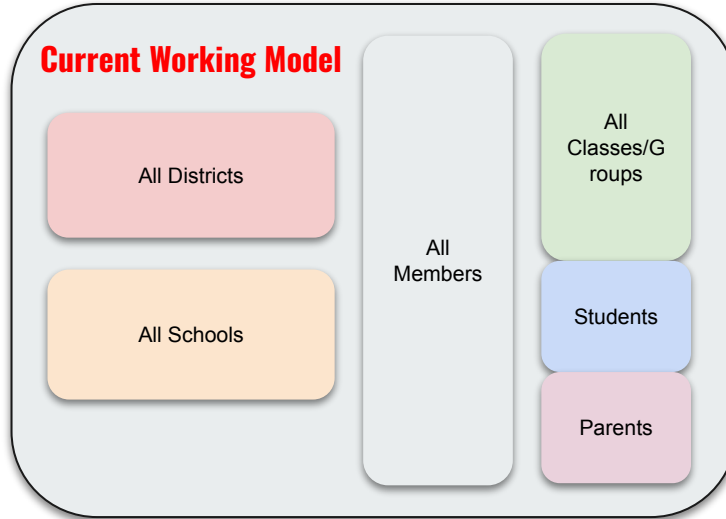
## UserNeeds

5 of 5 orgs

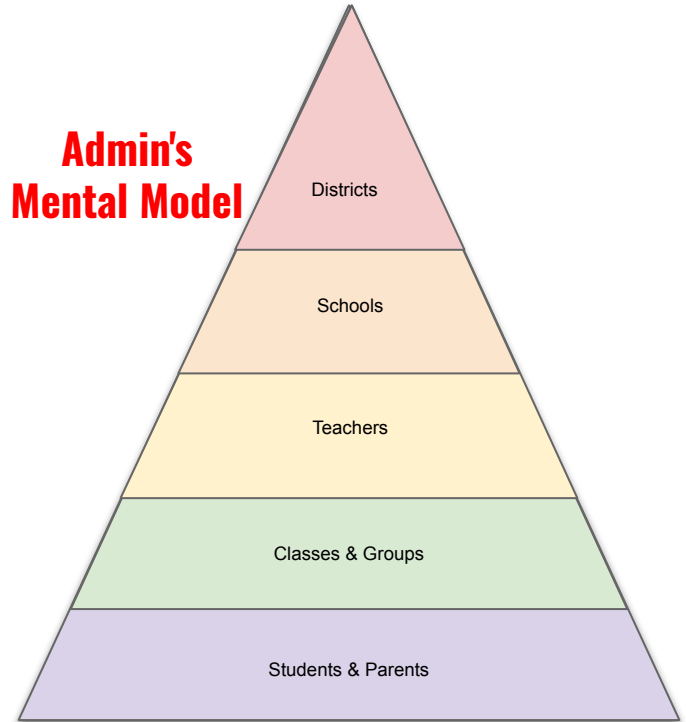
Find an individual without knowing their name or school

Visualize or drill down through the levels

# Disconnected Levels



## Admin's Mental Model



# All or Nothing Audience Posts

“We don't wanna bombard them with... communication[s] that are just not necessary to be communicated at that level.”

- District Chief of Staff

A screenshot of a web form titled 'Note' with a 'Poll' tab. The form has a text input field with the placeholder 'Send a note to your district'. Below the input field is a link 'Show Formatting Options'. Underneath is a 'Send To' section with a dropdown menu. The dropdown is open, showing three options: 'Staff' (selected with a checkmark), 'Staff, Students and Parents', and 'Parents'. To the right of the dropdown is a 'Send as' section with a dropdown menu showing 'My District'. At the bottom right are 'Cancel' and 'Post' buttons.

## UserNeeds

4 of 4 orgs

Select specific audiences  
(by grade, class,  
hybrid/remote, etc.)

Use minimal tools to reach  
as much of the audience as  
possible

# Data to Take Action & Inform Decisions

Examples of Metrics Needed		
Org Level	Quantitative	How many active classes/groups?
		How many are in each class/group?
		How frequently are they meeting?
	Qualitative	How are they using Edmodo? Classroom instruction? Professional Development?
		What are they doing/ accomplishing in these classes/groups?
District / School Level	Students	What are attendance numbers? How many students logged in each day? Which students logged in? How long were they logged in for?
		How many teachers are using it? How often are they using it?
	Teachers	How many assignments is each teacher assigning?
		What percentage of parents or families are on Edmodo?
	Parents	What percentage of students in a class are connected with a parent?
		How many parents are checking Edmodo?
		How many students have grades over x/y/z?
	Learning Outcomes	How many students submitted assignments on time?

“How often [do] the kids and parents come visit [the site]? [I need] to see if my investment is worth it, right?”

- President of Educational Service Company

## UserNeeds

4 of 4 orgs

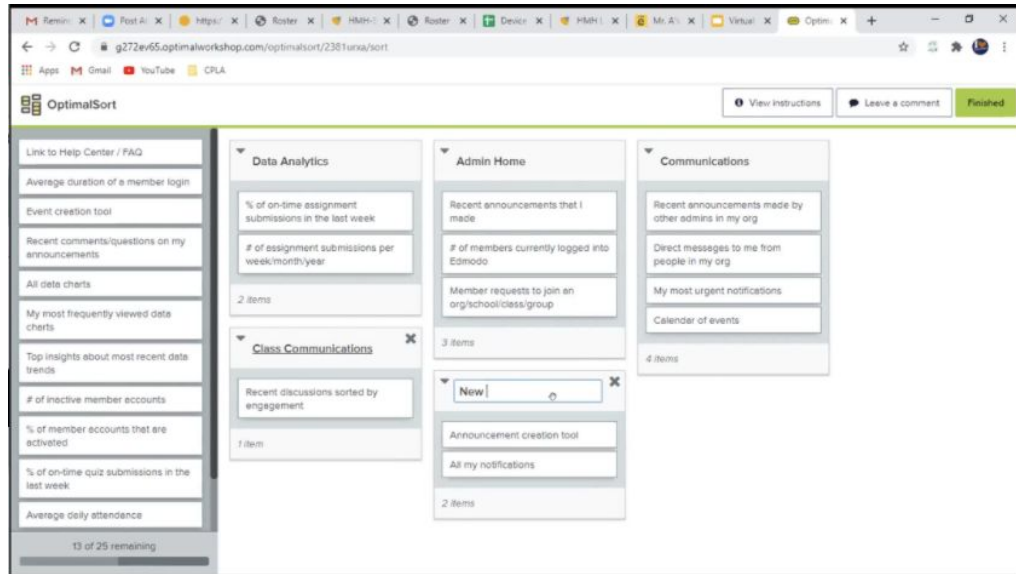
Measure engagement and usage across their organization throughout the year

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# Feedback on Designs & Card Sort

# What info should appear in each category?

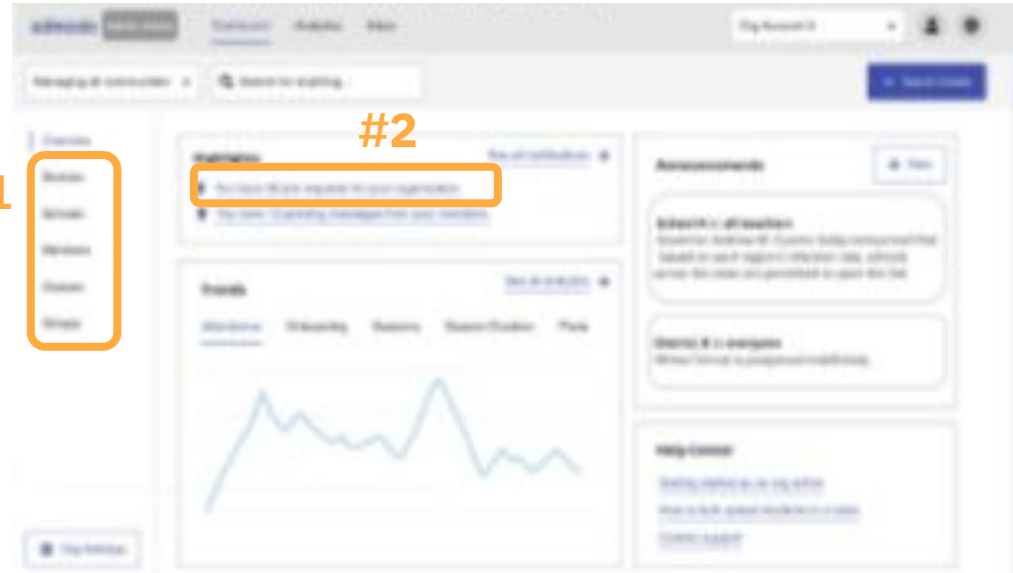
- Admin Home
  - Member Requests
- Communications
  - Recent announcements



# How do Admins expect to interact with the homepage?

Full time admins expect to log in and land in Admin home for easy access to address what they need for the day

- Visualize and access entire org structure
- Member requests



(This platform is potentially a small part of their work role.  
They need to get in and out quickly.)

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# Research Recommendations



# Admin Research Takeaways

## No Problem Solving Tools

Front line technical support unable to troubleshoot and fix user problems



## Broken Features

Hard to train users when usability, reliability, and quality issues are out of their control



## Success Metrics

Unable to show measurable results to the decision-makers to justify the purchase



## On Demand Admin Home

Users with admin permissions may not need to use Admin Home all the time





# Overall Recommendations

**Self-Service.** Empower Admins with permissions and the capability to quickly resolve problems.

**Focus on Quality.** Fix Bugs. Improve Reliability. Promise what we can deliver.

**Help Me, Help You.** We have a shared goal with Admins to drive adoption and engagement. Leverage that energy. Collaborate with orgs to enact initiatives that increase engagement and build tools to measure it.

**Admin Home.** Build toward a set of tools that helps Admins efficiently accomplish their day-to-day administrative tasks.

**Empower the admins.  
They are a small but mighty  
group who help implement  
and are responsible for the  
success of OUR PRODUCT.**

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## Sample of an *Insights to Action Matrix* used by product teams to prioritize their research informed action items

	A	B	C	D	E	F	G	H
1							<b>Priority Criteria</b>	
2							<b>User Impact:</b> Guide students in learning progress	<b>Business Impact:</b> increasing # of assignments w/ submissions that are 100% viewed increasing % of teachers who frequently assign assignments w/ submissions
	Source	Research Findings / Examples	User Needs	Recommendation / Proposed Solution	Action	Type		
3	Interviews	Return users are not aware of existing features - Have students attach content to assignments - 2 - Assign to individual students - Make copies of a document for each student (worksheets) - Using Award Badges - 2 - Extra credit - Can upload assignments from google drive and MS word (Some participants were frequent users, but did not use Assignments much)	To decide whether or not to use Assignments To decide how to use Assignments To be aware of assignment features	Improve design of First Time Onboarding UX and User Education	Will incorporate into phat	Usability	High	High
4	Maze, Data	Can't see progress of grading at a glance, while grading - Recognition vs. Recall -- need to click into dropdown and count in order to see how much grading is left - Match to real world -- how big a stack is left (what is the total? how many remaining?)	To manage time left for grading To assess progress in grading To see how many were graded so far To see how many are left to grade	Show progress of grading in the dropdown: # graded / total # of students assigned the assignment	Design change	Usability	High	High
5	Interviews, Data	Inefficient and multiple navigation paths to Assignments & Submissions  - 83% of users go through the Group Page to get to the assignment grading overview (need to spend time looking for the assignment in Group Page) - Too many ways to get to an assignment, easy to forget how to get back	To quickly and easily identify assignments that need to be graded To quickly and easily navigate to assignment submissions that need to be graded	Provide one clear, direct path to all assignments to kick off the grading workflow Minimize clicks/scrolling to navigate to a specific assignment and its submissions	?	Enhancement	High	High



# Impact of Research

Announcements feature rolled out to 100% enterprise customers

Most enterprise customers are currently utilizing the feature

Very positive feedback from implementation team