

Personalized
Learning
Summit
2017



Know Your Audience: Design for Educators

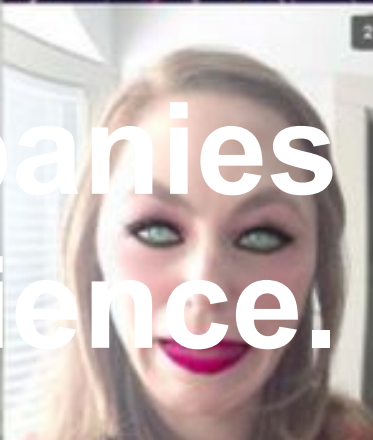
Holly Thorsen - Cooper

Justin de Leon - Education Elements

@edelements

bit.ly/PLSWorkshopSurvey

#PLSummit



Successful companies
know their audience.

COOPER AT A GLANCE

25 years in business

100's of products to market

40 employees

10K practitioners trained

8 influential books

19 patents

SONY



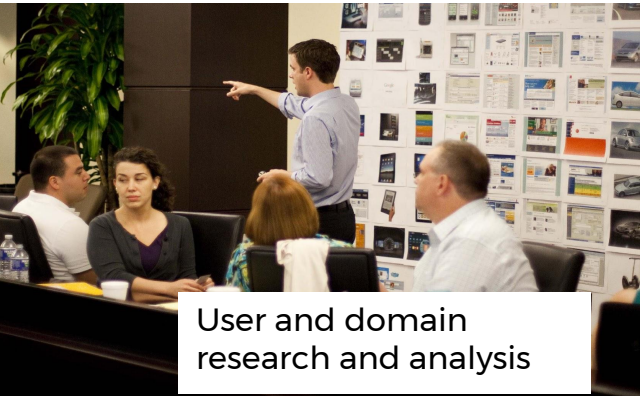
Google
for Education



verizon[✓]



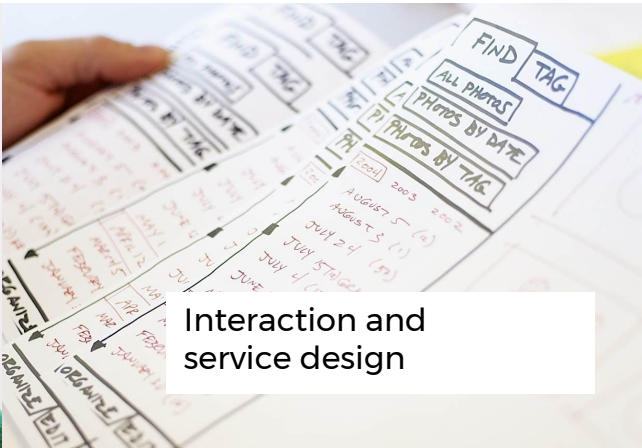
citibank



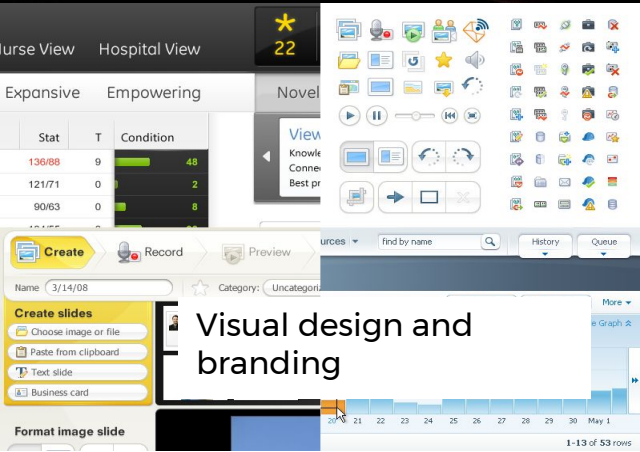
User and domain research and analysis



Product and service strategy



Interaction and service design



Visual design and branding



Integrated design and development



Education and mentoring

Objectives

1. Learn about the goal directed design process, and the value of knowing your audience
2. Build a proto-persona
3. Put persona into action

**At Cooper, we practice
goal-directed design.**

Goals are stable targets

A cross-country traveler's goals:

Get there as quickly as possible, be comfortable, travel safely



1850



2017

Goal-directed Design

END-GOAL

What a user wants to achieve

- + Save money on energy costs
(not: program my thermostat)
- + Connect with family
(not: call my parents)
- + Plan an awesome vacation
(not: search for places to stay)

EXPERIENCE GOAL

What a user wants to feel

- + In control, supported, or playful
- + Like an expert
- + Like a champion

Mini-Project

To explore one way goal-directed, audience-focused design can impact your work, we're going to take on a challenge.

1. **Situation**
2. **Actors**
3. **Empathy Map**
4. **Proto-persona**
5. **Reflection**

CHALLENGE

1. Choose a situation (2 min)

In your table group, decide on a challenge situation to tackle:

STRESSFUL MEETING

1. A parent-teacher conference for a student with bad behavior

CONTENTIOUS COMMUNICATION

2. An announcement for a new digital content provider

CHALLENGE

2. List Actors (5 min)

Think about your situation. Who are the primary users or audience? Who else is involved?

1. Alone, list all actors you've come across in this type of situation. Star the primary actor or actors. (2 min)
2. Combine lists at your table. One person share your list, with others adding any additional actors to consider. (3 min)

It's hard not to design for yourself

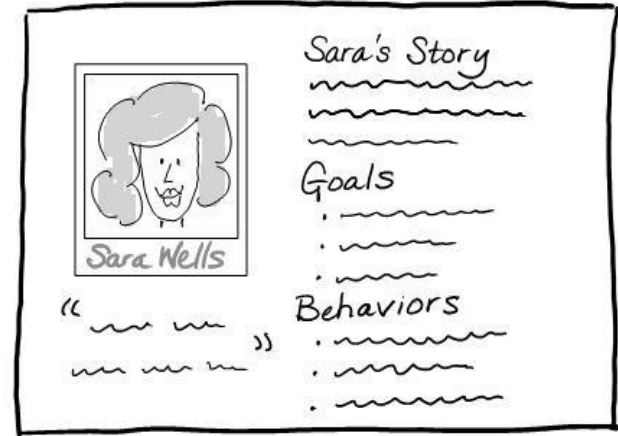


Personas

are imaginary people who help us design for the real goals of a broader audience.

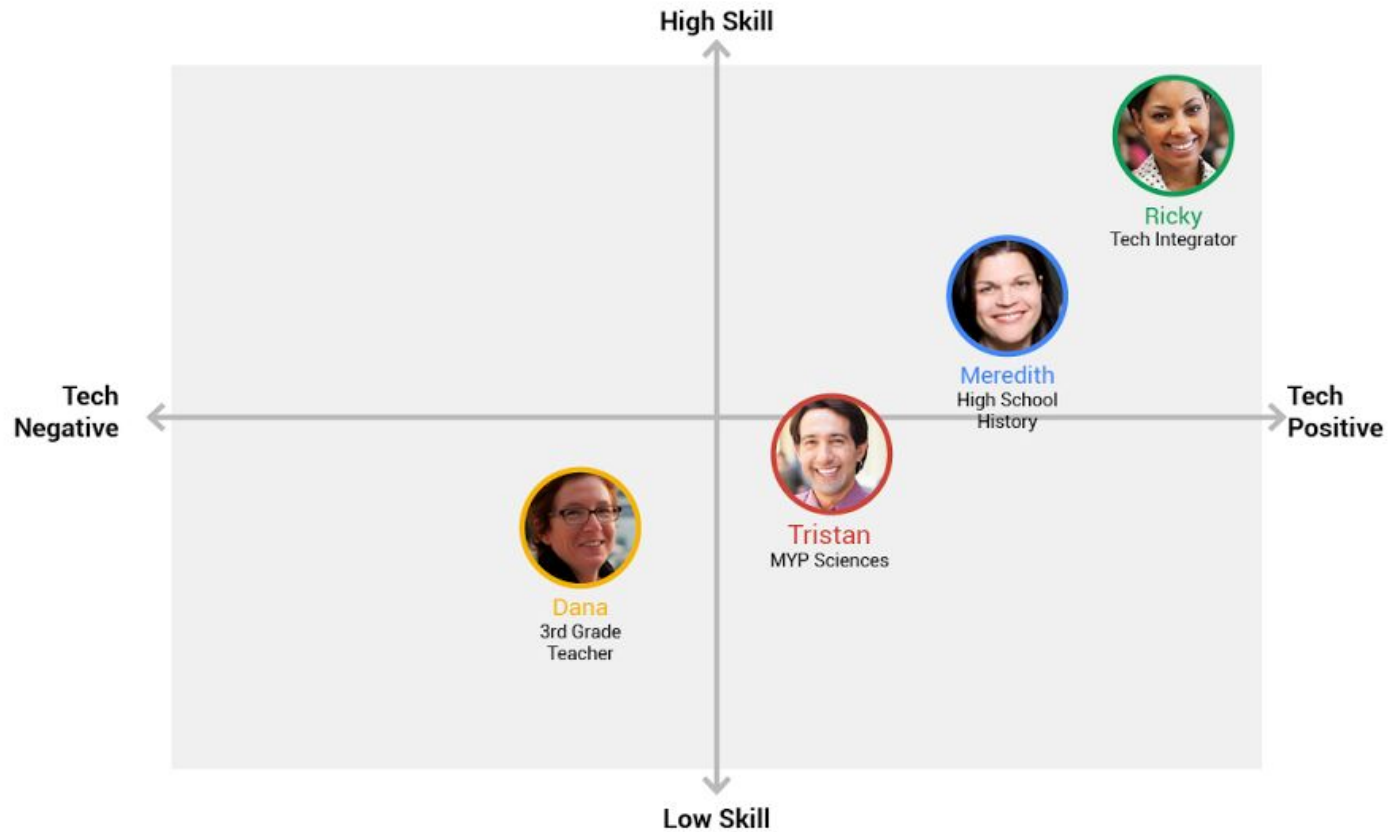


They turn observed behaviors and needs into a tool that can be used for making and evaluating decisions using our natural, social cognitive capacities.



What would Sara do / think / feel?

EXAMPLE: STUDY ON TEACHER RELATIONSHIP TO TECHNOLOGY





"I'm open to change, when there's a good reason."

Dana, 49

Teacher: 20 years experience

3rd grade

Jasper Elementary School, Colorado



Dana

A veteran who listens to her peers when they have had success in their classrooms

Learning approach

Dana learns from her peers, in person, so for her it's all about collaboration and being told what's next. She sometimes mentors younger teachers who are new to the classroom.

Stance on technology

Technology is a bit overwhelming, and sometimes she wonders if it's really necessary. Once she gets something in her toolkit she enjoys using it, but she can get nervous using new tools “on stage.”

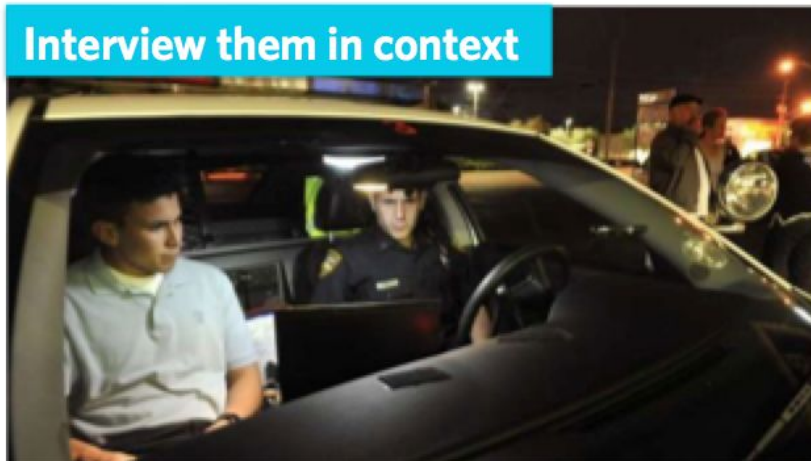
Goals

- Feel confident with the tools she has to use
- Keep students on task: make sure they know what they need to know
- Spend more time teaching and less time on administrative work

Frustrations

- Feels forced to learn tools she didn't choose
- Tends to aim too high, get frustrated, and give up

Interview them in context



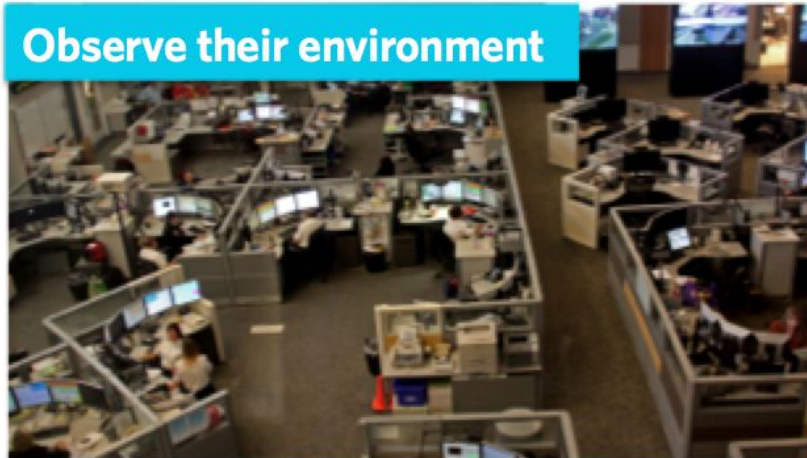
Map their experience



Give them tools to create their ideal experience



Observe their environment

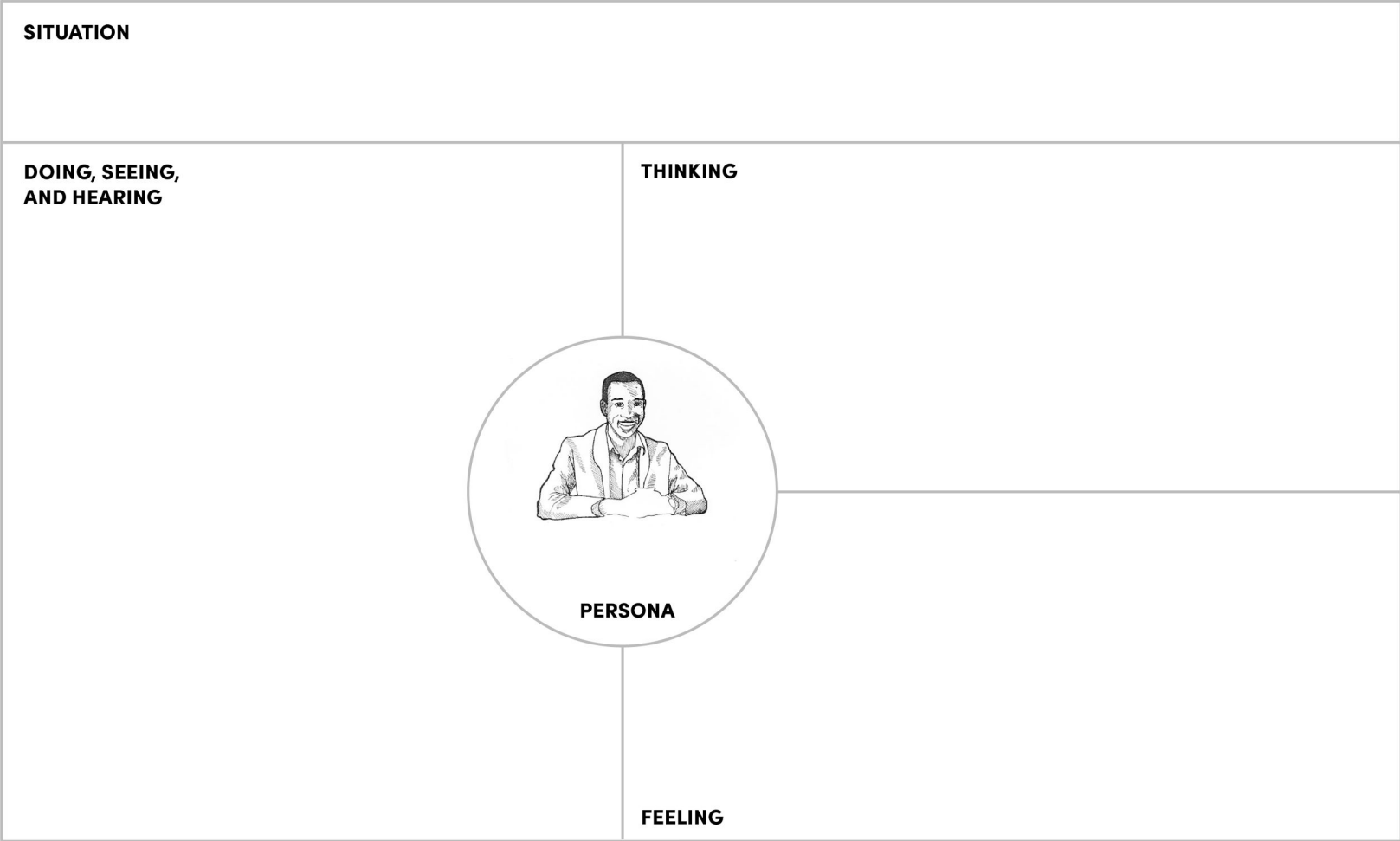


Empathy Maps

We use empathy to imagine what people might experience in a situation, when they interact with your design.



Empathy Map



SITUATION

**DOING, SEEING,
AND HEARING**

THINKING

PERSONA

FEELING



CHALLENGE

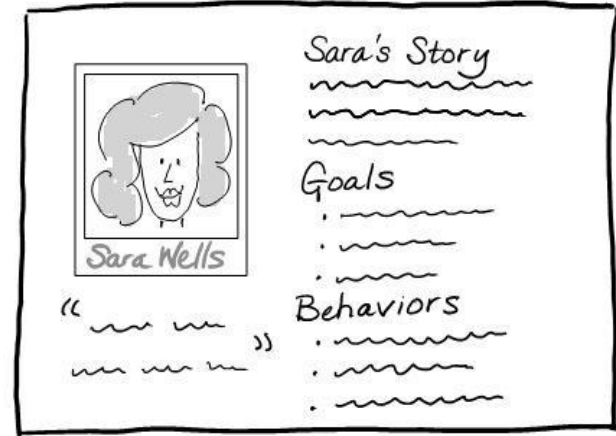
3. Create empathy maps (10 min)

1. With a partner, choose a primary actor to focus on. Create an empathy map for this person—step into their head!
2. Next, create a map for a second actor. Pay attention to what's different.

CHALLENGE

4. Create a proto-persona (10 min)

1. At your table, choose one actor to explore further
2. As a group, create a proto-persona based on the empathy map. Include:
 - a. Quick sketch
 - b. Basic info (Name, age, role,)
 - c. Quote about needs
 - d. Pain points or challenges
 - e. End and experience goals





CHET WILKINS
Office Mgr, Fresno Tax Prep

"SMB"

BACKGROUND STORY

- Wears many hats/generalist
- Expert in different field
- Not formally trained in tech;
Print solutions or
PC/B
- May not know field; cloud/security
TIPS etc.
- Varied responsibilities + need to be responsive. No downtime
- Seeking advice + who to trust?

NEEDS/CHALLENGES

- Solutions that work for users eze
- Budget parameters
- Who is my best partner?
- 100% uptime (Jan - Apr.)
+ seasonality (Jun - Oct.)
- Tech/Solutions need to be easy to onboard + train + support

GOALS

- Keep users satisfied + productive
- Find equipment that meets my company's needs
- Feel comfortable and confident in my purchase
- Make sure I'm spending the right amount for equipment that will last
- Find equipment that is compatible with our SW + systems
- Get the boss's respect for my purchase

CHALLENGE

5. Reflection (5 min)

1. In pairs, take some time to reflect on this process. (details)
 - a. Big takeaway
 - b. Now what?
2. Bring your insight

Thanks!

bit.ly/PLSWorkshopSurvey

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**Design
Research
Techniques**



**Service
Design
Immersive**



**Interaction
Design**



**Design
Leadership**



**UX Boot
Camp**



**The Brand
Experience
Workshop**



**Leading
Creative
Ideation**



+
**Rotating
Guest
Workshops**

Human Connection = Cognitive Awesomeness



What did you learn
from your tech tour?



MIKE

THINK

Simplify his day-to-day processes

- What can be made more efficient?
- Can we have a meeting a fortnight?
- Can we be more efficient?
- Can we have a meeting a fortnight?

How can I measure + justify my needs?

- How do I measure a great experience?
- What are the really important things so the customer can't see the other stuff?
- How do I still want to be successful in business, services, products?

Communicate own value + change my way of thinking

- How can he get funded?
- How can he be better funded the way the company is structured?
- How can he be better funded the way the company is structured?
- How can he be better funded the way the company is structured?

FEEL

- Professional pressure
- Pressure: on time efficiently
- Pressure: to get neighbours
- Pressure: to get neighbours
- Pressure: to get neighbours
- Pressure: to get neighbours

Isolated juggling

- Isolated individuals (teams) juggling
- Like a juggler
- Feels that delegates don't understand or implement

confident in decision making + proud of outcomes

- Feel like we're just in place of a whole and not required
- Values independent ability to be successful
- Values independent ability to be successful

lack of clarity between roles

- Feels that delegates don't understand business need
- Approved with Senior UK

DO

keep customers + stakeholders happy + aligned

- Make sure my service customer will be happy
- Make sure my product satisfies basic needs (costs)
- Run customer analysis
- Measures product success by profit customer feedback etc.
- Manages product based on feedback
- POW in Groups
- Talks to customers

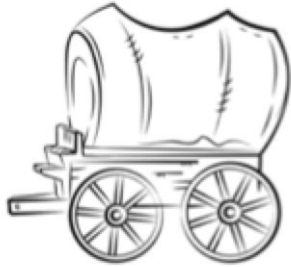
manage/keep everyone on same page

- Coordinate plan + allocate
- Creates feature lists
- Creates wireframes
- Creates specs for dev
- Manages changes + version points
- SAYS "The target is 100% clear"
- Negotiates
- Manages communication to his audience (M, B, etc.)

creating bridges for product + team

- Creates feature lists
- Creates wireframes
- Creates specs for dev

But—context, tasks and tools often change.



- 20+ stops
- \$2,450
- Bring cushions
- Rough roads
- Bring your own firearm
- Something to read for 22 days
- Bring your own food



- Non-stop
- \$520
- Upgrade to business class
- Turbulence
- Clear airport security
- Something to read for 5 hours
- Still, bring your own food ;-)