Ideation and prototyping
Unit 4: now Where are we Going?

Unit 4, Final Project: Improving your innovation by...

- Learning more about your user’s needs
- Understanding the education ecosystem in which you are designing in order to maximize your impact
- Effectively communicating your innovation and its value to users and stakeholders
How Will We Get There?

Week 0:

Reflect

★ Review your final reflections from each mini-project
★ Complete the final project survey

Week 1:

Identify a problem

★ Identify a problem of practice
★ Research existing solutions
★ Propose or enhance your solution
★ Draft an interview protocol to learn more about your user

Week 2:

Ideation & prototyping

★ Come ready to discuss findings from your user interview
★ Come with prototype and playtest protocol
★ Conduct playtest

Week 3:

Playtest

★ Collect data during class playtest to improve final project
★ Practice presentations

Week 4:

Final Public Presentation*

★ Due: (1) final prototype, (2) presentation slide deck, (3) written product
★ Invite 2 guests
★ Dress up!
Overview of today’s class
Today’s class

- **Part 1:** Share key findings from stakeholder interviews
- **Part 2:** Self-evaluate progress on final project through design journal & share
- **Part 3:** Discuss role of edtech in the U.S. k-12 education ecosystem with
- **Part 4:** Prepare for next week’s final project playtest
- **Part 5:** Final project housekeeping
Part 1: stakeholder/user interview findings
Key takeaways: What are some key takeaways from your empathy stakeholder interview? What surprised you?

Design refinements: How will you integrate feedback from your interview to make refinements to your prototype? Propose 2-3 ideas for changes that you will make based on your interviewee’s responses.

Potential roadblocks: What challenges do you anticipate in implementing these refinements and what resources might help you address them?
Part 2: Self-evaluate progress on final project
Design sprint: Draft your final presentation

Make a copy of the final project presentation template and complete as much as you can now. Be ready to share out.

Format: 10 minutes presentation + 5 minutes audience questions/comments

- Customize but include all headers
- Use effective visuals
- Brief demos are helpful
- Practice w/ a critical friend and a timer!
Additional resources

- EdTech resources from your peers
- Identifying existing solutions
  - App Review Websites: [EdTech Index](by EdSurge), [Graphite](Common Sense Media)
  - See how crowded certain spaces are (e.g. Math, ELA)
- Evaluating what works
  - Institute of Education Sciences [What Works Clearinghouse](
- ...and what might not work
  - [New York Times article](on web-based personalized learning, Summit
Share out- Final presentation sprint

- What elements feel solid?
- What elements are missing?
- What supports do you need to meet your goals and feel ready for your final presentation?
Part 3:
Role of edtech in U.S. K-12 ecosystem
Break - please return in 10 minutes
Part 4: Preparing to playtest your prototype (Next week!)
Sample Playtest Protocols

Please use this template to create a flow for how you will playtest your prototype.

Purpose: to collect data on your final project prototype to improve your project.
Part 5: Final project housekeeping
Final project Resources

- Review the directions in **the syllabus** - important details!

Have you decided which written product you will complete?

1. Stakeholder/funder pitch
2. Conference proposal
3. Policy brief
4. EdTech news article
5. Infographic
Preparing for the next class
Homework - Due at start of class next week,

- If you are completing your interview, complete the design journal interview report out
- Add the link to your prototype
- Add the link to your playtest protocol

Where to submit: Design Journal

HW=Homework :-)