CMS.594/894- EDUCATION TECHNOLOGY STUDIO
SPRING 2019

PLAYTESTING
Unit 4: *Now Where are we Going?*

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

- Learning more about your user’s needs
- Effectively communicating your innovation and its value to users and stakeholders
- Understanding the education ecosystem in which you are designing in order to maximize your impact
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:** Playtest your prototype
- **Part 2:** Learn about the role of lab playtesting in product design with guest (MIT M.Eng. student)
- **Part 3:** Final project logistics
- **Part 4:** End-of-course housekeeping
Part 1: Playtest your prototype
Playtest session 1

Format:
20 minutes then swap

Don’t forget:
1. Your playtest protocol
2. You will need to report how you used data from the playtest to improve your prototype
Playtest session 2

Format:
20 minutes + 20 minutes
Break - please return in 10 minutes
Part 2: Role of Lab Playtesting in Product Design
Part 3: Final project logistics
Preparing your final presentation (see syllabus rubrics)

- **Customize** template but include all headers
- **Prioritize visuals** over text
- Include a **brief demo/screen shots** when possible
- Practice with a **critical friend** and a timer!
  
  *Remember: 10 min. pres. + 5 min. audience questions*
- **Budget your time** wisely
- Write out a **few key points** for each slide in the notes
- Prepare a **null response**, “That’s a really good question. I [wish I knew the answer myself, will have to get back to you, would need some more time to think about it...]”
- Proofread (spell check, references, sources documented, APA format, make sure links are working/shareable)
Final project Resources

- **Final written product:** Examples of writing in different genres compiled
- 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
Part 4: End-of-course housekeeping
End-of-course evaluation & debrief

• A brief debrief: Questions for the class
  ○ General
    ■ How well did the ordering of Units work?
    ■ How well did you think the units were integrated across the course?
    ■ What technology supports would have been helpful?
    ■ Interested in advanced version of course?
  ○ Final project:
    ■ How prepared did you feel for the final project? What would have made you feel more prepared?
    ■ Would you have liked to have more explicit focus on presentation/reporting in the course (e.g. more practice presentations, more emphasis in grading)?
WRAP UP