

RESEARCH PLAN

AUTHOR & STAKEHOLDERS

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BACKGROUND

Research shows that new teachers face three common challenges: classroom management, lack of lesson planning resources, and lack of a support from their colleagues. These challenges result in a nationwide teacher shortage, with 13.8% of public school teachers leaving their jobs or the profession altogether. In high-poverty schools, the challenges are more acute since they have a larger share of new teachers and novice teachers, and fewer teacher resources available.

The goal of this app is to provide teachers with a way to access lesson planning and teaching resources, especially the peer-to-peer support that many schools lack. Through research, you'll gain insight into teachers' everyday experiences and identify opportunities where a digital platform can support their needs and goals.

RESEARCH GOALS

- To understand how teachers plan for lessons on a daily, weekly, monthly, and annual basis.
 - To identify key moments in those experiences, including frustrations and motivations
 - To identify target demographics (e.g. teacher age, school type, geography)
- To understand how to best support new/novice teachers

ASSUMPTIONS

- Lesson planning takes a lot of time.
- It's difficult to build curriculum as a new or novice teacher.
- New and novice teachers need support and mentorship from veteran teachers

RESEARCH QUESTIONS

- Who are the target users?
 - What are their motivations for becoming teachers?
- What does a new/novice teacher's typical week look like?
 - How much time do teachers spend on curriculum/lesson planning each week?
 - Where do teachers need the most support when planning curriculum?
- What challenges do teachers face?
- Where do teachers feel most unprepared?
- What kind of support or mentorship do new/novice teachers seek?

METHODOLOGIES

Secondary Research

- Market research: industry trends, lit review, DOE reports
- Competitive analysis: strengths and weaknesses of similar products
- Provisional personas

Primary Research

- One-on-one interviews to learn about teachers' experiences during their first year (to identify their goals, needs, frustrations, and motivations)

TARGET INTERVIEW PARTICIPANTS

- Teachers with less than four years of experience
- Administrators/veteran teachers who mentor novice teachers

TIMELINE

05/29

- Market research (3 hrs)
- Competitive analysis (1.5 hrs)
- Provisional personas (0.5 hr)
- Interview guide (1 hr)

05/30

- User interviews (4 hrs)
- Interview notes (3 hrs)

05/31

- *If needed: user interviews (1-3 hrs)*
- Affinity map (3 hrs)
- Experience map/persona (1.5 hrs)
- Research findings slide deck (1 hr)

06/03

- Research findings presentation (0.5 hr, phone call)