

K-5 Template Tweaks

Recommended Iterative One Sprint Improvements (Science TB)

Key Findings

Across multiple rounds of qualitative user research with kids, we've learned that engaging, vibrant imagery has a big impact on increasing kids positive perceptions of techbook.

Recommendations

Update Course-level banner images.

Update Concept Display

Update Pattern and Background

ADDITIONAL DOCUMENTATION:

Testing Summary: https://docs.google.com/document/d/1h3trcjwIB9PMjixR8P2F8mx_Bj25ScZ3vXOVnBznaPg/edit?usp=sharing

Prototype: <https://discovery.invisionapp.com/share/7WLFBYQ2AED#/screens/310254046>

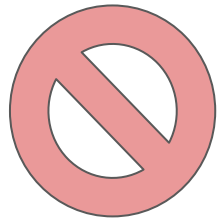
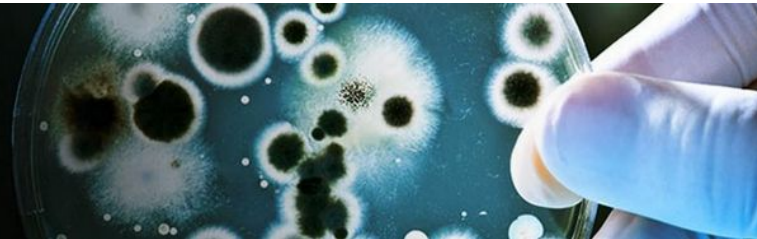
Updated Course Imagery

Each course should use an image that is memorable, relatable, and tied to the subject matter.

Grade 2 - Science (NEW)

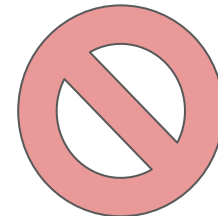
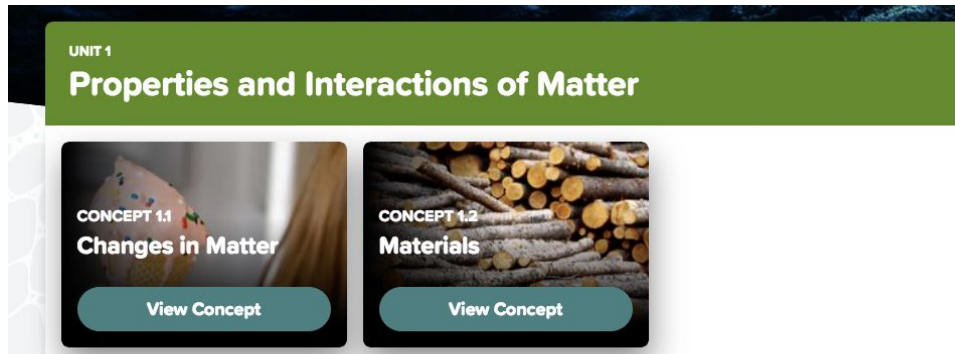
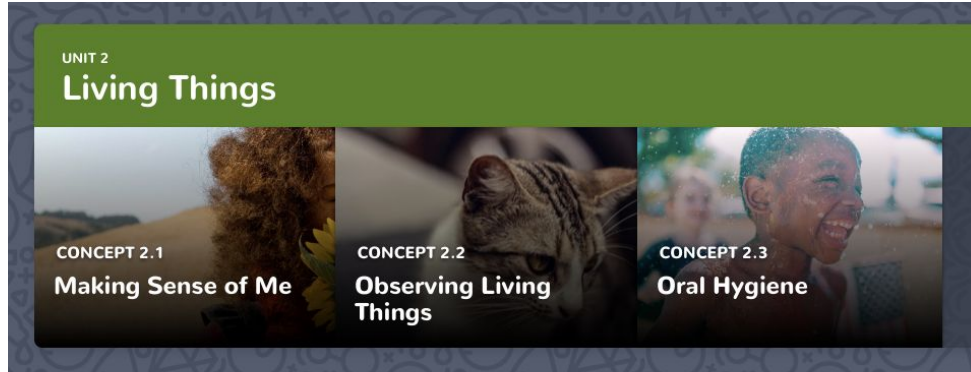


Life Science - 1



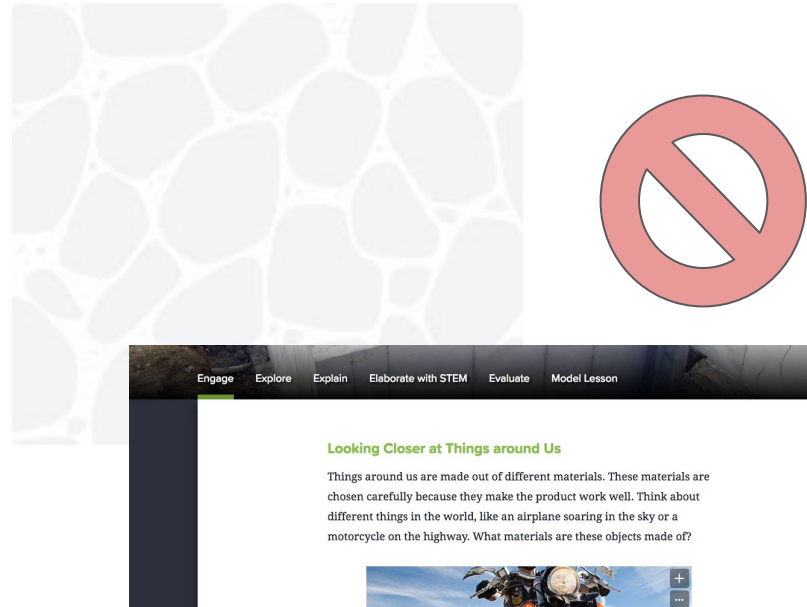
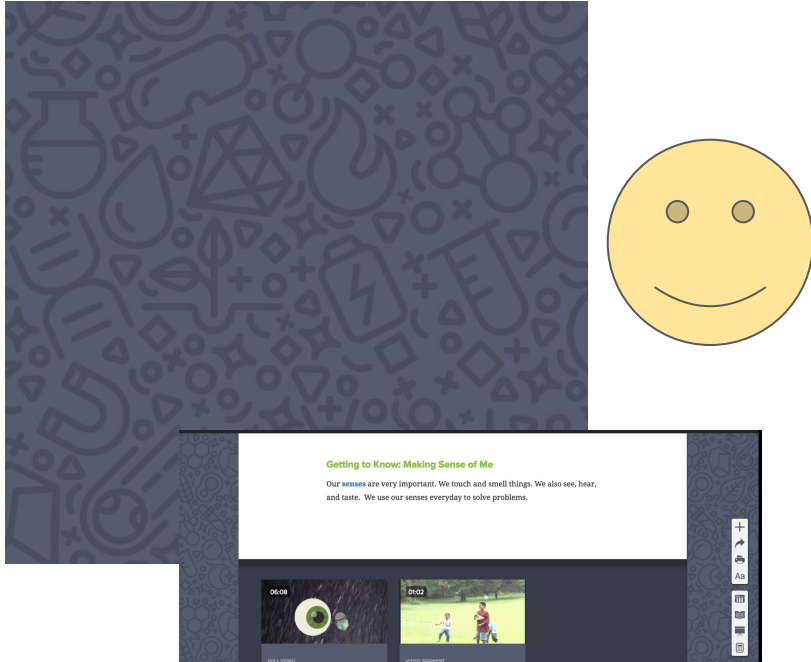
Updated Concept Display

Remove 'View Concept' Buttons to expose more of the concept imagery.



Updated Pattern and Background Color

Add fun, engaging pattern and background color across Course, Unit, and Concept pages.



EFFORT AND TIMING

Updated Pattern/Background and Concept

Effort

Development - Easily completed in one sprint
(probably 2 days)

Timing

In Dev - 08.23.18

In Production - 09.06.18

Updated Course Imagery

Effort

Content/UX —Ideally, new images can be added to the courses, and if possible, the concepts. Work should begin at the younger grades (i.e. Kindergarten) and move up.

Timing

This work can be completed without dev support and independent of development push cycles, but would time to release 09.06.18

Questions or Concerns?