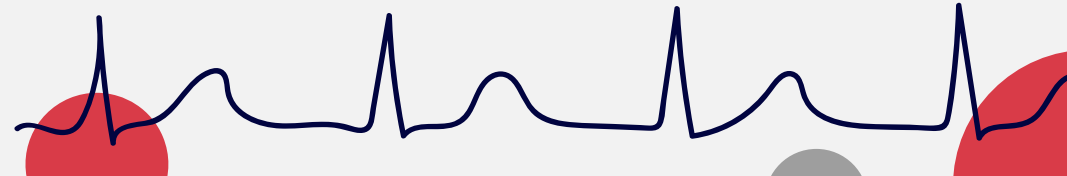


EKG

Engage. Know. Grow.



Get the Pulse on Your Classroom

As a team we wanted a name that conveyed that this app prioritizes connection and care in the context of information collection. The easy connection to “taking the pulse” to gauge the current mood of a class is an advantage in explaining the experience to teachers and students. The more formal name can be useful when interacting with adult stakeholders.

This choice to get to know students on a more personal level is one that many teachers do but there are no other apps in this space so it is very unique to our solution.

Problem/solution overview

Some teachers struggle to collect information about their students to help them teach.

Other teachers don't collect information because it is so difficult.

We will build a platform that enables teachers to learn more about their students, and share that information with other teachers.

Knowing more about students' lives and learning can help teachers better support their students.

The primary user is teachers with students being an important secondary user.

Market Research



Kahoot!



What works:

- Customizable and Gamified with AI.
- Ready-made quizzes
- Engaging interface especially encouraging for passive or shy students.

What doesn't:

- Not able to help teachers collect information
- Game creation requires teacher's time
- Disadvantage students struggling with reading or slow reaction time.

Market Research

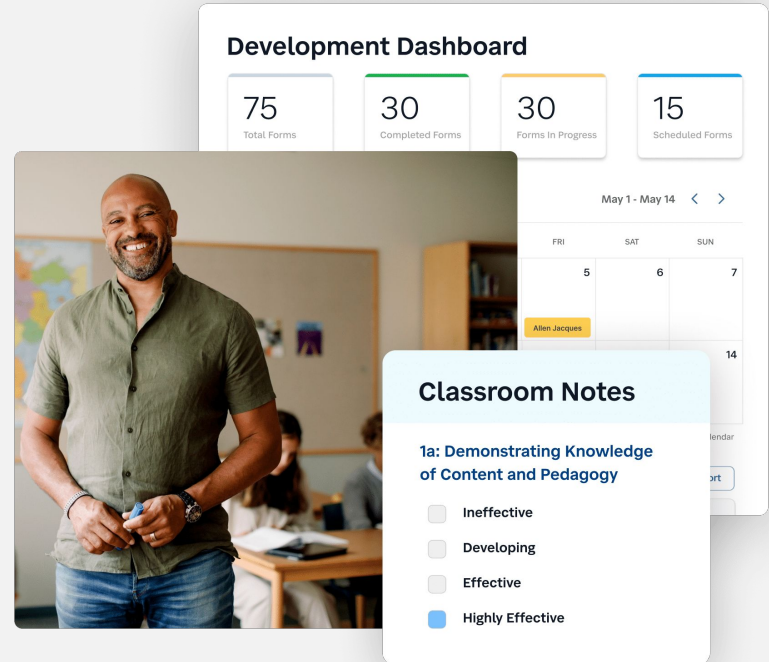
SchoolStatus

What works:

- Facilitates communication between 2 parties (teachers and families).
- Generates automated interventions that improve attendance for teachers
- Lowers the workload for teachers

What doesn't:

- engages student families instead of the students themselves.



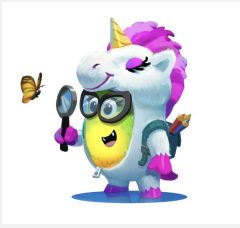
The image is a composite of four elements related to a school management system:

- Development Dashboard:** A summary of form completion statistics.

Metric	Value
Total Forms	75
Completed Forms	30
Forms In Progress	30
Scheduled Forms	15
- Calendar:** A monthly view for May 1-14, showing a date (5th) with a name tag for 'Allen Jacques'.
- Classroom Notes:** A pop-up window for a specific note.

1a: Demonstrating Knowledge of Content and Pedagogy

 - Ineffective
 - Developing
 - Effective
 - Highly Effective
- Teacher:** A photograph of a smiling male teacher in a classroom setting.



Market Research

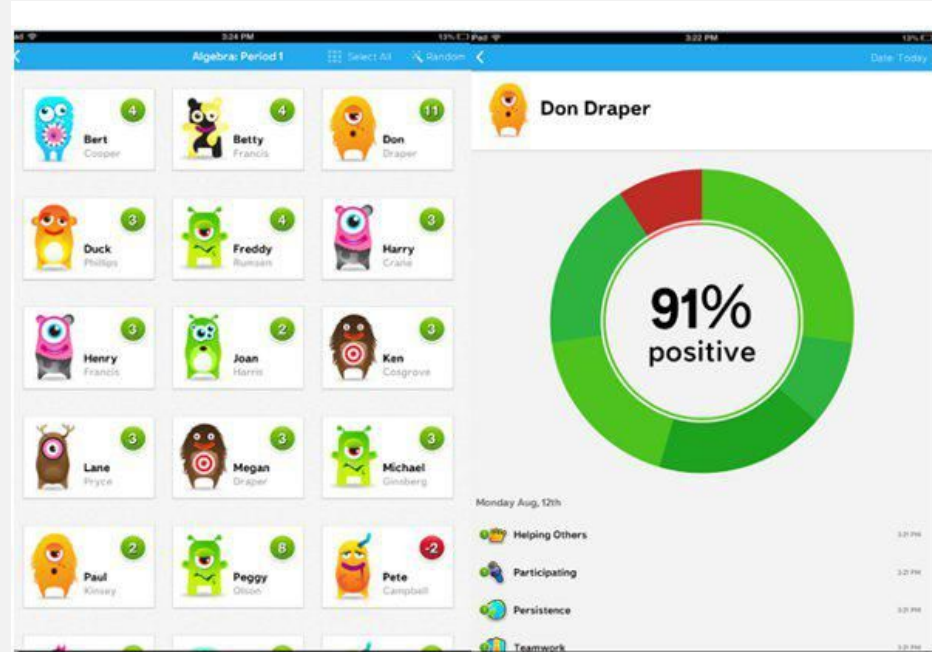
Class Dojo

What works:

- Resources for teachers
- Free version, District version
- Fun for students
- Mobile Version

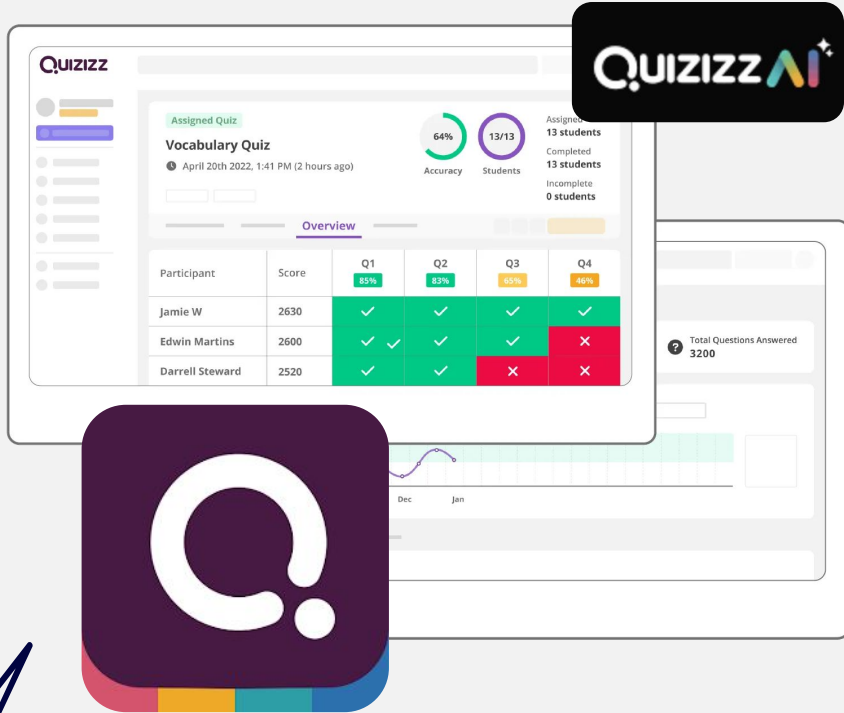
What doesn't:

- Bring info in instead of sending it out
- Focus on older students
- Focus on students instead of families



Market Research

Quizizz AI



What works:

Allows teachers to collect some metrics about student performance

Easy to use from student perspective

AI can quickly generate quizzes

What doesn't work:

Not a practical way to gauge student wellbeing/emotions.

AI-driven question generation and grading could reduce teacher involvement in content verification (students may be quizzed on potentially unrelated content).



Stakeholders

Direct

Teachers

Students

Indirect

Parents

Administrators

Ethical Implications

HEADLINE: “Teacher suspended after playing inappropriate game with students”

Any time that a teacher is forming a closer relationship with students there is a risk that the relationship may become or appear inappropriate.

HEADLINE: “App lets teachers gossip about their students’ mental illness”

It is important that students can continue to trust teachers to protect their privacy and collect only relevant information.

Tasks

0:42

**Teachers facilitate games
to obtain student
information**

Moderate

0:44

**Students play a game in which
they share information**

Simple

0:52

**Teacher view student's
information**

Simple

1:13

**Teacher responds to alerts
from AI about students'
needs**

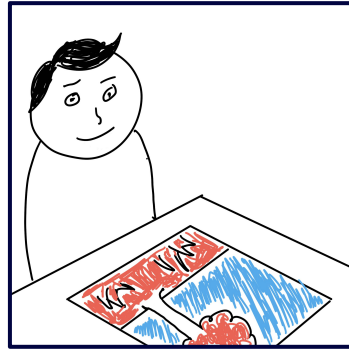
Complex

Explanation in Speaker Notes

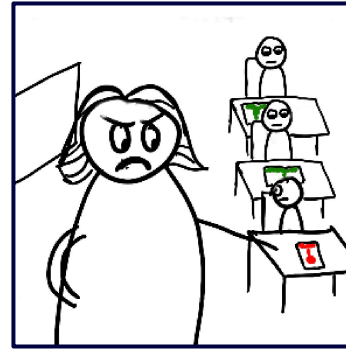
Video Storyboard



1. @ High School



2. Matthew, a color blind student colors the grass red.



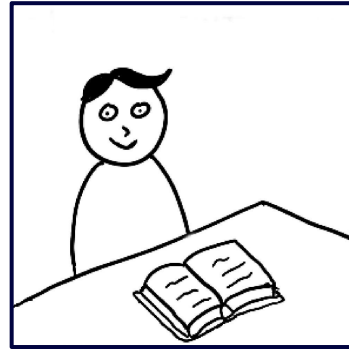
3. Teacher yells at Matthew for choosing wrong color.



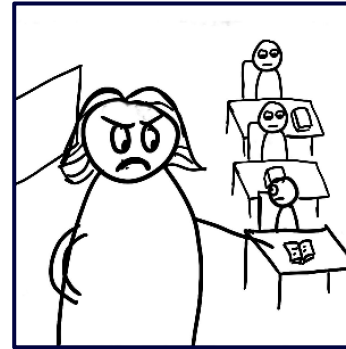
4. Matthew is embarrassed and starts crying.



5. Teacher tells students to close their books for an exam.



6. Alex doesn't hear the teacher because he had turned off his hearing aids.



7. Teacher yells at Alex for not listening.



8. Alex is embarrassed and starts crying.

Video Storyboard



9. Teacher tells students to draw their favorite pet.



10. Alex, who just lost his dog, starts crying.



11. EKG reminds the teacher that Matthew is color-blind.



12. EKG reminds the teacher that Alex has his hearing aids off.



13. EKG reminds the teacher that Max's dog just died.



14. end

Video

<https://youtu.be/OJj67x6thMA>



Appendix: Branding Brainstorm

What we are making: A platform that enables teachers to learn more about their students, and share that information with other teachers.

What do we want to convey: Care, connection, engagement, family

Relevant things: Classroom, teaching, pulse, data, insight, AI

List of Information Collected in App

Suggested Information:

Preferred Name
Home Language
Access to Technology at Home
Languages Spoken
Support Needed in School
Extracurricular activities
Part-time job
IEP/504
Reading Level
Attendance

Optional Information:

Parent/Guardian Occupation
Career Goals
Favorite Movie/TV/Music/Book
College Goals
Favorite Subject
Transportation to School
Emotional Status Today