



**Worcester
Polytechnic Institute**



Analysis of User Needs for Story Hubs Digital

A Teacher Resource Hub

Final Project Presentation

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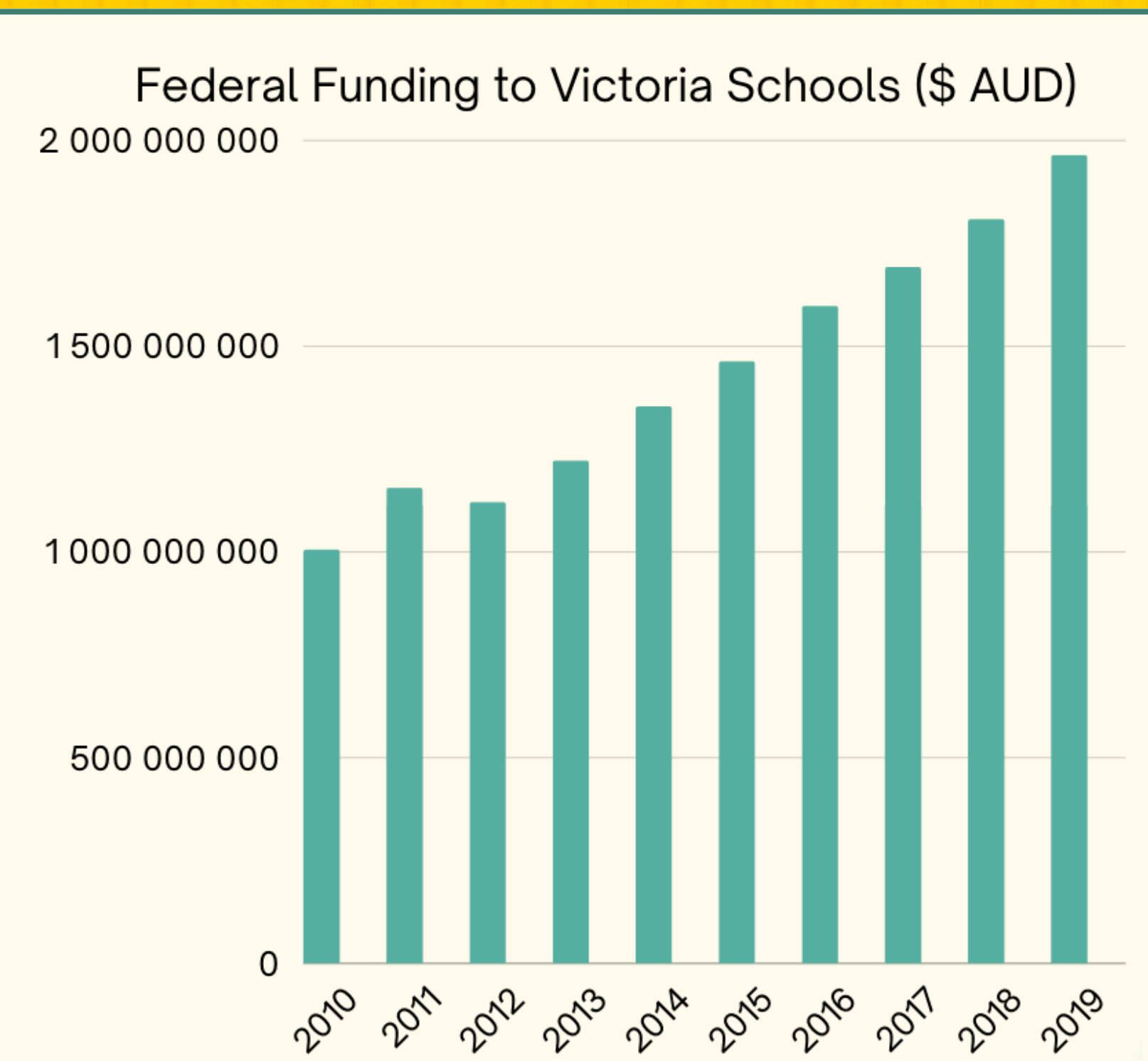
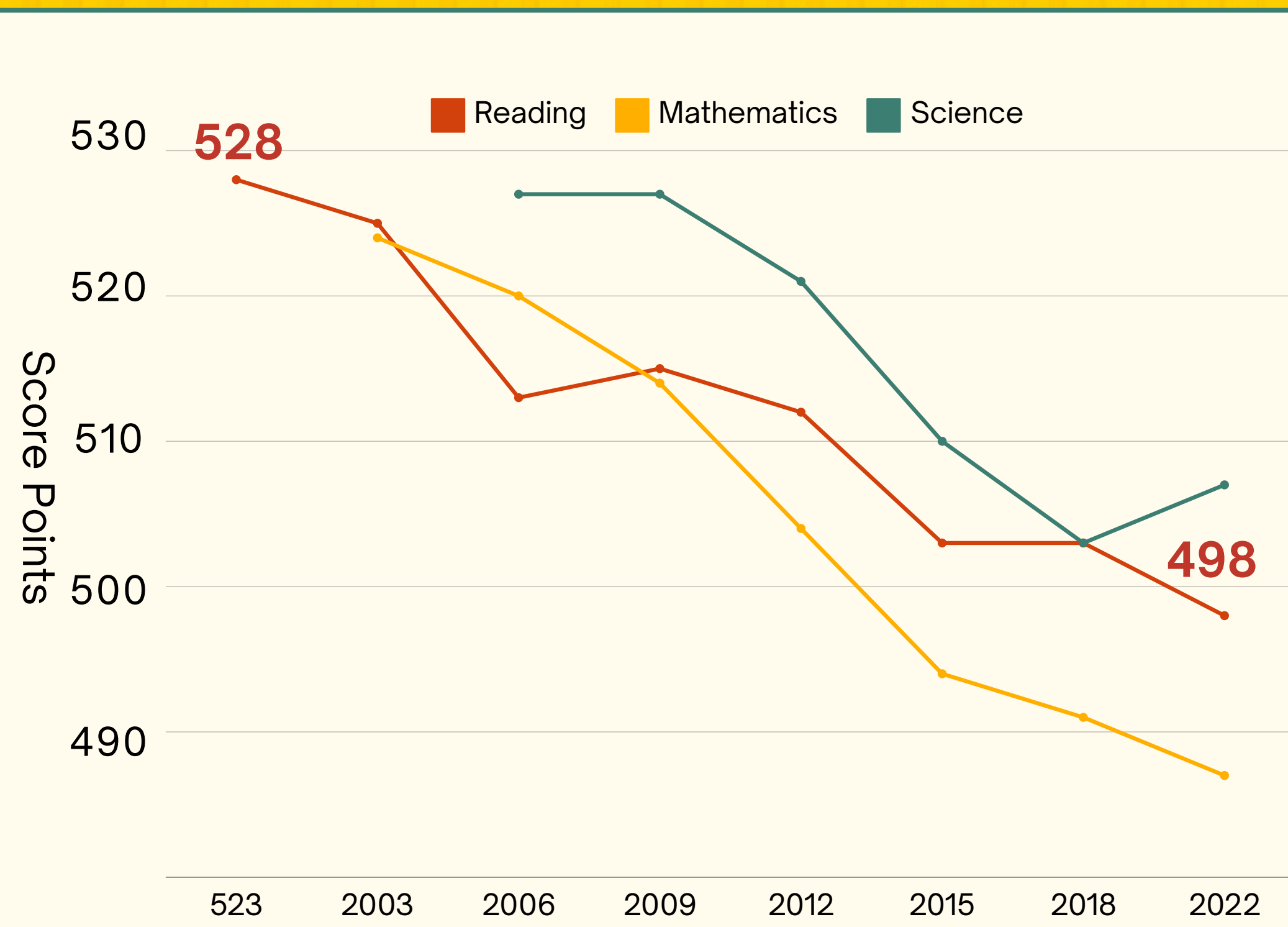
April 30th, 2024

**ACKNOWLEDGMENT OF
COUNTRY AND
TRADITIONAL CUSTODIANS**



Student Achievement Has been Dropping for Decades

But Simply Increasing Funding has not worked



Australia's teachers Are Struggling

- ✦ Victoria faces a shortage of 5,500 secondary teachers by 2028
- ✦ Shortage driven by lacking teacher training pipelines and teachers leaving early due to disillusionment
- ✦ 13% of teachers under 50 plan to leave in the next 5 years.



100 Story Building



Their mission is to support teachers and kids in underprivileged schools

Focus on literacy and creative writing

Made up of creatives, not teachers

Story Hubs

- 3-year in-person program
- 10 Schools with more joining every year
- The Story Hub is an imaginative physical space
- Professional learning on creativity

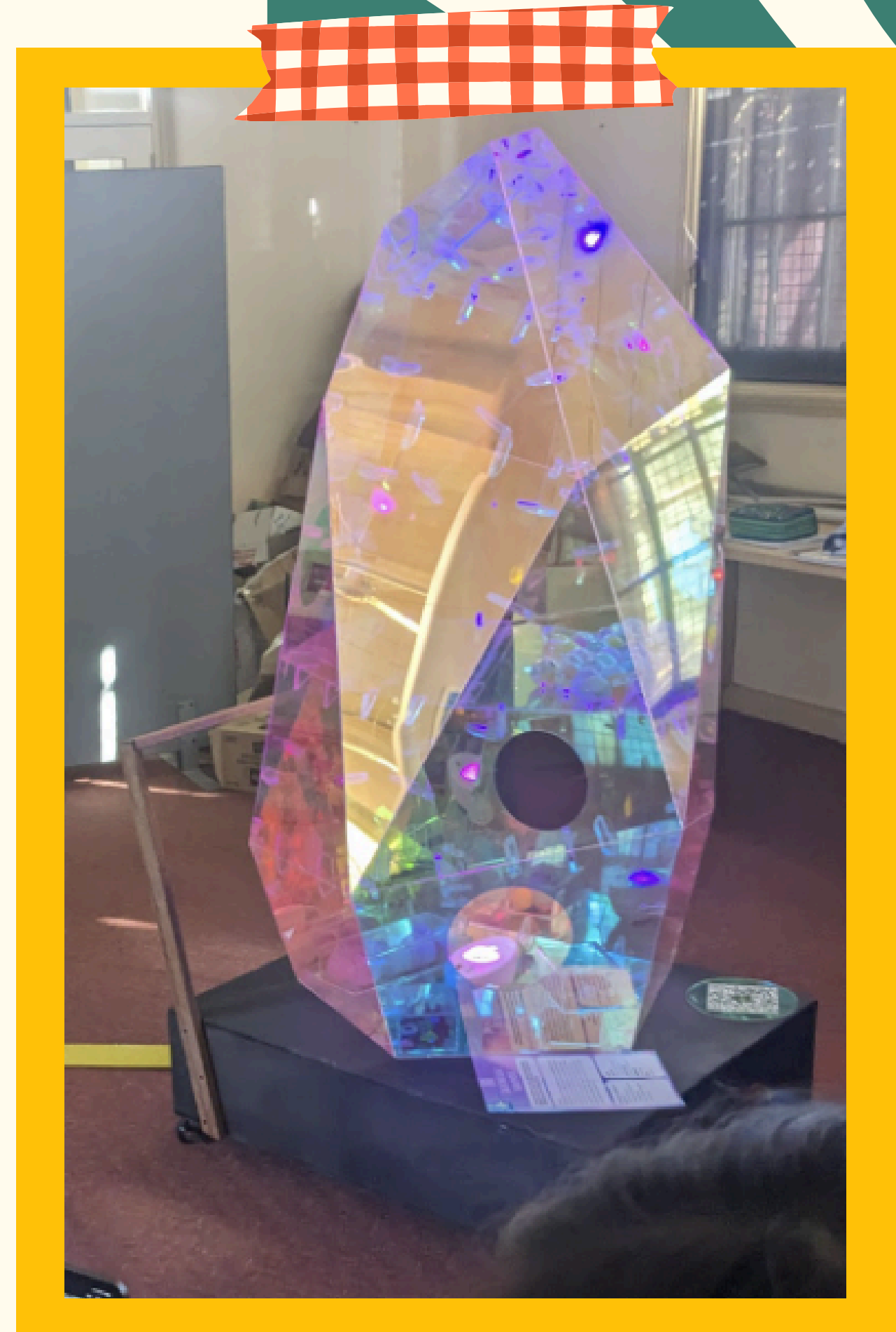


OUR PROJECT

Story Hubs

Digital

- Online resource repository
- Intended to supplement support from 100SB staff
- Teachers will share their own work



OUR PROJECT

8

THIS PROJECT WAS INTENDED TO SUPPORT 100 STORY BUILDING IN THE CREATION OF THEIR DIGITAL STORY HUBS PLATFORM BY RESEARCHING THE NEEDS OF THE USER BASE.

Project Objectives

1

Analyze
Competitor
Websites

2

Understand
the Needs
of Key Users

3

Create User
Journeys for
Website



Competitor

Research

Competitor Research: Key Users

Teachers in Primary and Secondary

- [Cool.org](#)
- [Scootle](#)
- [TeachersPayTeachers](#)
- [826 Digital](#)

Teachers in Higher Education

- [ACEReSearch](#)

Teachers, Students, and Parents

- [ARTS:LIVE](#)

Educators for Research Purposes

- [ACEReSearch](#)
- [Learning and Teaching](#)


Example 1: Cool.org

COOL.ORG Resource Type ▾ Year Level ▾ Subject ▾ Topic ▾ About ▾ [Login](#) [Sign up](#)

Subject ▾ Topic ▾ Resource Type ▾ Availability ▾

English ⊗

252 Resources found for: Year 5




Unit

Love Food? Love Bees! - Valuing and Protecting Bees

English Primary Year 5 - 6

Mathematics Science




Unit

Nature of Mindfulness - Connecting With Our World

English Primary Foundation

Year 1 - 6 Mathematics



Unit

Eafety for Kids - A Whole-School Approach to Digital Safety

English Primary Year 5 - 6

Mathematics

Year Level

- Early Learning
- Primary
- Secondary
- Parents
- Foundation
- Year 1
- Year 2
- Year 3
- Year 4
- Year 5
- Year 6
- Year 7
- Year 8

Example 2: TeachersPayTeacher (TPT)

Formats

- Easel
- Google Apps
- PDF

Show all Formats >

Grades

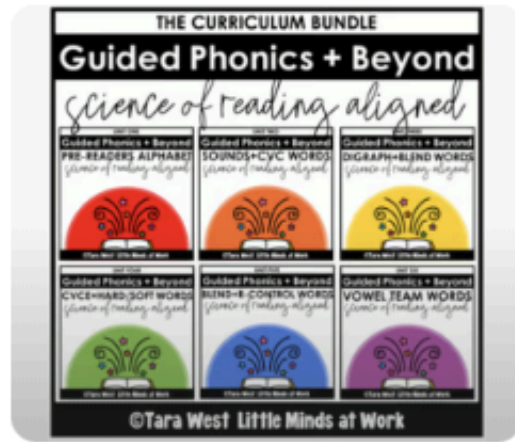
- PreK
- K
- 1st
- 2nd
- 3rd
- 4th
- 5th
- 6th
- 7th
- 8th
- 9th
- 10th
- 11th
- 12th

Sort by: Relevance ▾

View: List ▾

10,000,000+ results

All resources



Science of Reading Guided Phonics + Beyond Curriculum SOR DECODABLES...

Created by [Tara West - Little Minds at Work](#)

Unlock the power of Science of Reading with the comprehensive Guided Phonics + Beyond® Curriculum! Aligned 100% to SOR best practices, this resource provides everything you need for...

Subjects: English Language Arts, Phonics, Reading
Grades: PreK - 2nd
Types: Activities, Printables, Lesson

~~\$150.00~~
\$75.00

★ 4.9 (5.6K)

✓ Zip

Add one to cart

Wish List



One Stop Teacher Planner 2024-2025 - EDITABLE Digital & Printable Lesson Binder

~~\$30.00~~
\$17.99

Example 3: 826 Digital

[826 DIGITAL](#)

[BROWSE](#)

[RESOURCE LIBRARY](#)

[WRITING GALLERY](#)

[COMMUNITY](#)

[LOGIN](#)

[SIGN UP](#)

Resources Educators Need

Find the right writing resources when you need them



SPARKS

Sparks are quick, adaptable writing prompts and activities



LESSONS

Lessons are 1-2 session units focused on writing skill development and drafting



PROJECTS

Projects are multisession units that dive deep into topic or theme



STUDENT WRITING

Student Writing pieces are offered as representative mentor texts



EDUCATOR TOOLS

Educator Tools provide new strategies and best practices from 826



VIDEOS

Videos feature Sparks and other writing activities from critically acclaimed authors and educators

SEARCH



Filter By:

[Clear all](#)

Resource Type ^

ALL

SPARKS

LESSONS

PROJECTS

WRITING

EDUCATOR TOOLS

VIDEOS

Level(s) v

SORT BY v

GRADES 2-4 SPARKS

Representation, Self-Advocacy, & Marley Dias

by Ashley Houston-King, 826 Digital Educator Leader

VIEW

GRADES 3-5 LESSONS

Make a Change: Formal and Informal Campaigns

by Rebecca Glaser, 826 Digital Educator Leader

VIEW

GRADES 3-5 SPARKS

Writing Alternate Worlds

by Andrea Nelson, 826DC

VIEW

Example 4: ARTS:Live

[Register](#)

[Sign in](#)

Explore Courses

Age

0-5
 5-12
 12-16

Setting

At Home
 In the Classroom
 Early Learning
 In the Community
 cross curriculum

Art forms

Dance
 Drama
 Media Arts
 Music
 Visual Arts

Introducing Formative Assessment

Age 5-12

Introducing Rhythm and Beat

Age 5-12

The Outdoor Music Classroom

Age 5-12

Woonyoomboo: The Night Heron

Age 5-12

Competitor Website Comparison Chart

Features	Cool.org	TPT	826 Digital	ARTS:LIVE	ACEReSearch	Learning and Teaching
New and Featured sections	✓	✗	✓	✓	✓	✓
Tagging System	✓	✓	✓	✓	✓	✓
Resources Include Images or Videos	✓	✓	✗	✓	✗	✗
Bookmark and save resorces	✓	✓	✓	✗	✗	✗

• • •
Understanding

User Needs

• • •

Interviews

Staff

8 Staff Interviewed

- 3 Facilitators
- 4 Other Staff
- 1 Board Member/Expert

Teachers

18 Teachers Interviewed

- Located at Geelong East & Sunshine North
- Small group interviews

Early Staff Interviews

- Improve our understanding of 100SB's vision
- Finding more resources
- What staff need to easily use the website

Early Teacher Interviews

- Learn about teachers' needs
- More resources
- Open-ended feature questions
- Many follow up questions

Later Interviews

- **More focus on the specifics**
- **Even more similar websites**
- **More on sharing resources**
- **Visualizing examples for direct feedback**

Common Themes

**Lack of
Time**

**Simple
Resources**

Discovery

Lack of Time

Fast, simple search

Short activity recaps

Easy initial experience/login

Quick access to old resources

Variety of Resources

Multiple formats of activities

Different formats of downloadable
resources

Upload experience uses resources
teachers use

Discovery

Find activities that match the teachers needs

Find new activities which would normally be unseen

Ability to discover and view resources using different means

User Journeys

What Are User Journeys?

Overarching Issues

Issues that are persistent and should always be considered



Needs

Larger needs that would significantly impact the experience



Smaller Wants

Specific issues that are easy to understand and require less complex solutions













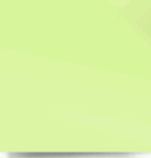







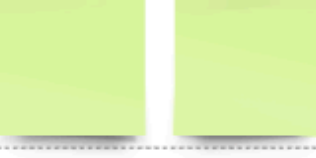
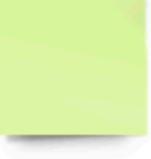


Possible Solutions

Specific things that could be implemented to solve wants

Example User Journey



Overarching Issue	Specific Needs	Smaller Wants	Possible Solutions
<p>2</p> 	<p>1</p> 	<p>1</p>  <p>2</p>  <p>3</p> 	<p>1</p>  <p>2</p>  <p>3</p> 
	<p>2</p> 	<p>1</p>  <p>2</p>  <p>3</p> 	<p>1</p>  <p>2</p>  <p>3</p> 
	<p>3</p> 	<p>1</p>  <p>2</p>  <p>3</p> 	<p>1</p>  <p>2</p>  <p>3</p> 

Activities Themselves

Here we provide some additional information on what we have learned that teachers are looking for in the activities themselves.

Relevant Stickies

Add a short or succinct description to each activity



Additional Information

We recommend adding a short explanation of the activity at the top of its page as teachers requested this to be able to quickly get a more in depth understanding of the activity before devoting too much time.

What We Know

What Have We Learned

Teachers Lack Creative Confidence

- Struggle to consider themselves creative
- Connection with 100 Story helped improve this

Story Hubs is More Connected to Teachers

- What benefits students can often be applied to teachers as well
- Personal connections encourage teachers to fully engage with material

They Trust Their Own Judgement

- Know what their students need
- Research and recommendations can make them look at the site
- Only personal interaction with material makes them excited users



Our Recommendations

Implement a tagging system to explore available materials

Directs users to only relevant material

- Saves time

Creates a clear path teachers can follow

- More convenient user experience

Create visual identifiers

to communicate information quickly

Forms a consistent visual identity amongst similar materials

- convenient viewing experience
- saves time by communicating information at a glance




Create a dashboard for logged in users



Central location to store favorite activities

- Saves time

Place to edit class information

- Tracks class size and age group to better represent impact
- 

Make a dedicated impact page to demonstrate real-world benefits

Shows who has been impacted by Story Hubs Digital

- Builds credibility with teachers
- Creates a source of data for grant applications

Spotlight popular activities directly on the landing page

Easily access popular materials

- Convenient for last minute users

Allows potential new users to view the type of material produced by 100SB

- Builds credibility to those unfamiliar

Thank You

Jessica Tran

The Staff of 100 Story Building

All Our Interviewees

Professor Michael Miller

Professor Bethel Eddy
Professor Stephen McCauley