Worcester Polytechnic Institute

Analysis of User Needs for Story Hubs Digital

A Teacher Resource Hub

Final Project Presentation

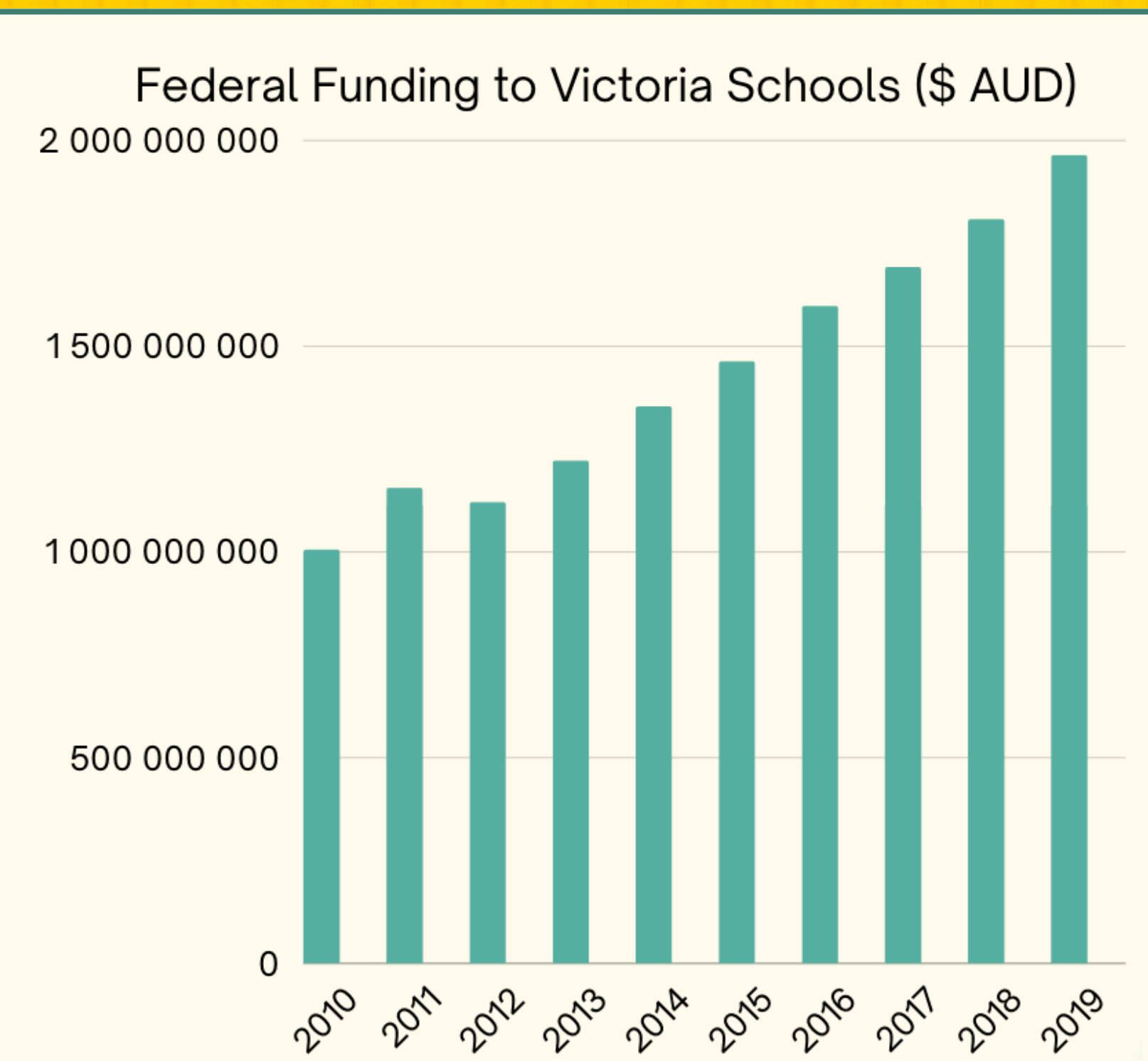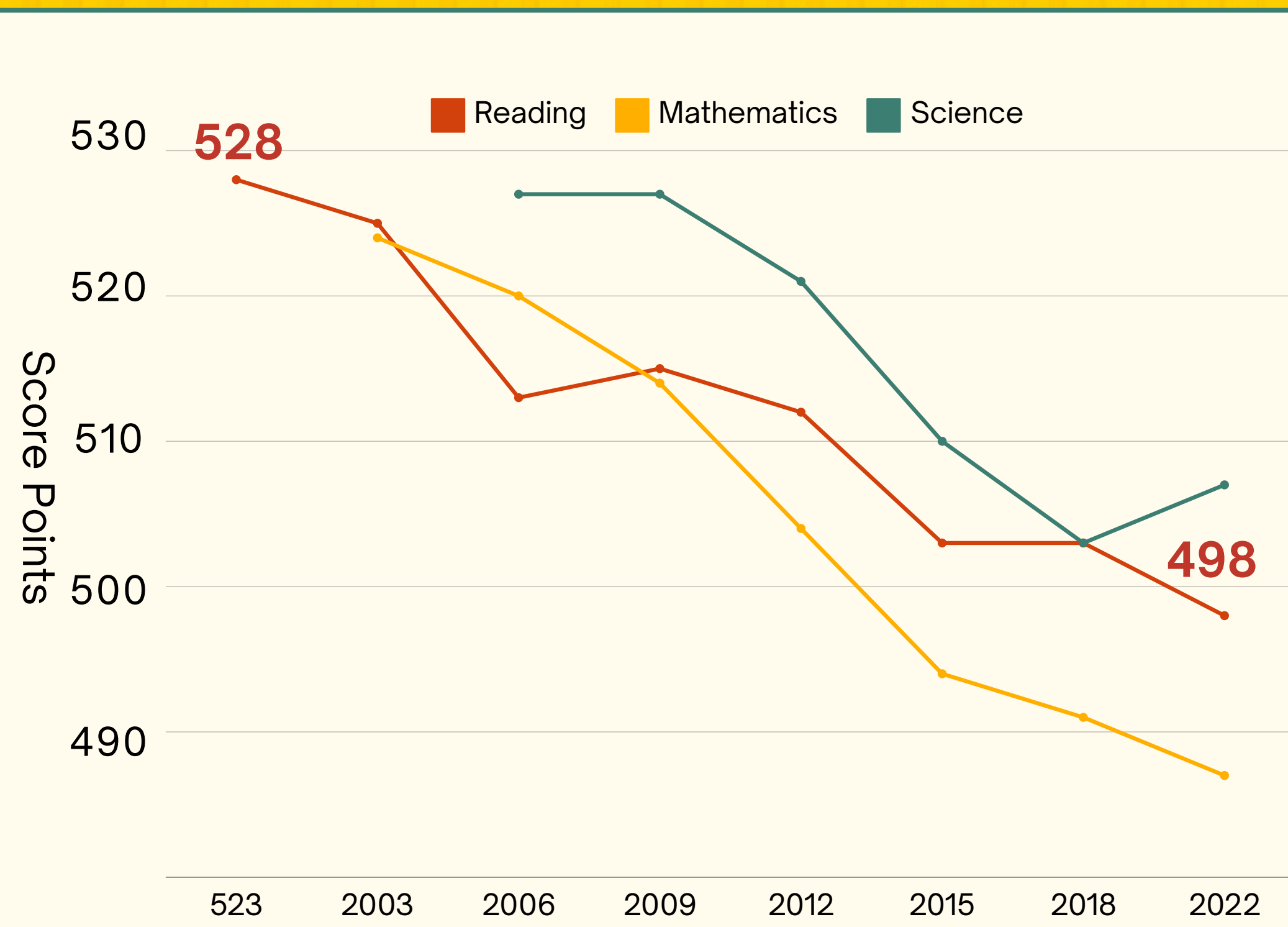Sam Scully, Owen Rago, Eli Landry, and Colin Gallagher

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

OUR SPONSOR

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
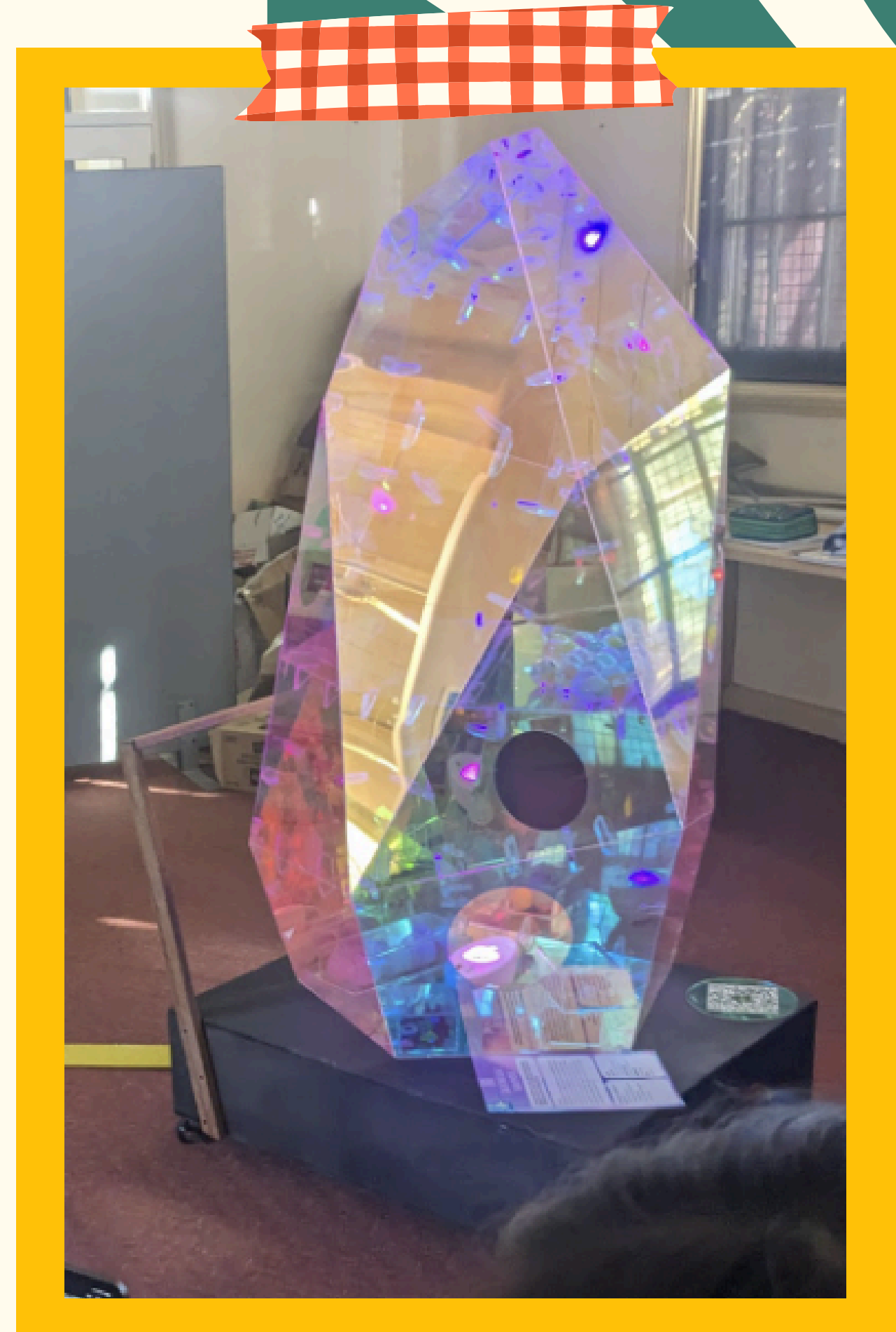
- Professional learning on creativity

OUR PROJECT
Story Hubs
Digital

- Online resource repository

- Intended to supplement support from 100SB staff

- Teachers will share their own work

OUR PROJECT

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

Story Hubs Digital

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

Example 2: TeachersPayTeacher (TPT)

Formats

☐ Easel

☐ Google Apps

☐ PDF

Show all Formats >

Grades

☐ PreK ☐ 6th

☐ K ☐ 7th

☐ 1st ☐ 8th

☐ 2nd ☐ 9th

☐ 3rd ☐ 10th

☐ 4th ☐ 11th

☐ 5th ☐ 12th

Sort by: **Relevance** ∨   View: **List** ∨

10,000,000+ results

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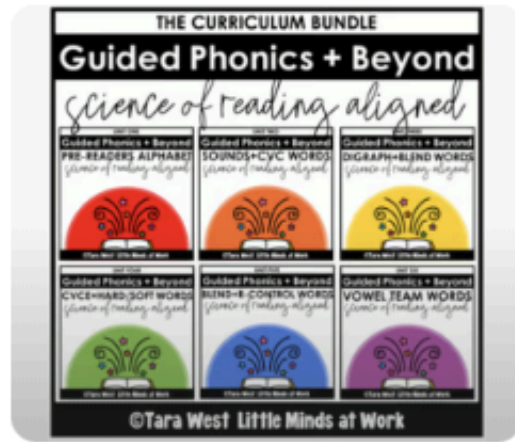
Science of Reading Guided Phonics + Beyond Curriculum SOR DECODABLES...

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

Example 4: ARTS:Live

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
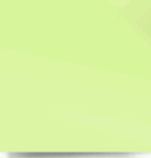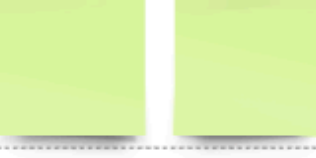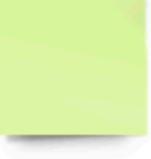
Possible Solutions

Specific things that could be implemented to solve wants

Example User Journey

As a teacher I am very time limited

» I need to easily pickup where I left off

» I want to easily find the last resource I accessed

» Implement a history tab to the dashboard

I want to keep track of desired resources

» Implement a favorite or save option

Overarching Issue	Specific Needs	Smaller Wants	Possible Solutions
2	1	1	
		2	
		3	
	2	1	
		2	
		3	
	3	1	
		2	
		3	

Activities Themselves

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

Relevant Stickies	Additional Information
Add a short or succinct description to each activity	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

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

Teachers Lack Creative Confidence

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

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