

## **ABSTRACT**

The Montessori method is a unique approach to education, which focuses on individualized, child-focused learning. In the rigid educational environment of China, this unique style clashes with the traditional teacher-directed lessons, and results-oriented examinations. Our project was to work with Yimi Children's House, a network of Montessori schools in Hangzhou, to overcome this obstacle and improve their Nido and IC classrooms. Through interviews, focus groups, surveys, and comparative analysis, we identified potential areas for improvement in hopes of ultimately promoting and increasing enrollment of these programs. We also created digital promotional media to educate parents about Montessori techniques and promote Yimi Children's House.