Stackup

Product Design

Stackup is a Google Chrome browser plugin and and responsive online dashboard that tracks and measures online reading for K-12 students. It reports progress to teachers and parents, aiding schools while empowering students' reading choices.

Stackup

Company profile. Stackup is an Educational Technology startup based in Centennial, CO. Stackup enables students to receive classroom credit for reading online and provides teachers with insights on what they are reading. In 2015, Stackup received funding to execute a redesign project to increase adoption in schools and increase the engagement of its existing users.

Ed Tech **Startup**

Team Dynamics. I worked in-house and remote with an agile team that included the following roles; CEO, COO, Director of Marketing, subject matter experts, remote team of Engineers, and several user panels.

Agile team **Emdedded** **Remote/On-site**

Tools. I utilized UX Pin to create wireframes, the Adobe Creative Cloud to craft custom graphics, interface designs, and visual specifications, and InVision for prototyping.

UXPin   **inVISION**

Role and responsibilities.I was hired as the Principal Product Designer for a 18 month contract. My primary responsibilities included; collaborating with business stakeholders, engineers, and end users, and performing end to end product design services.

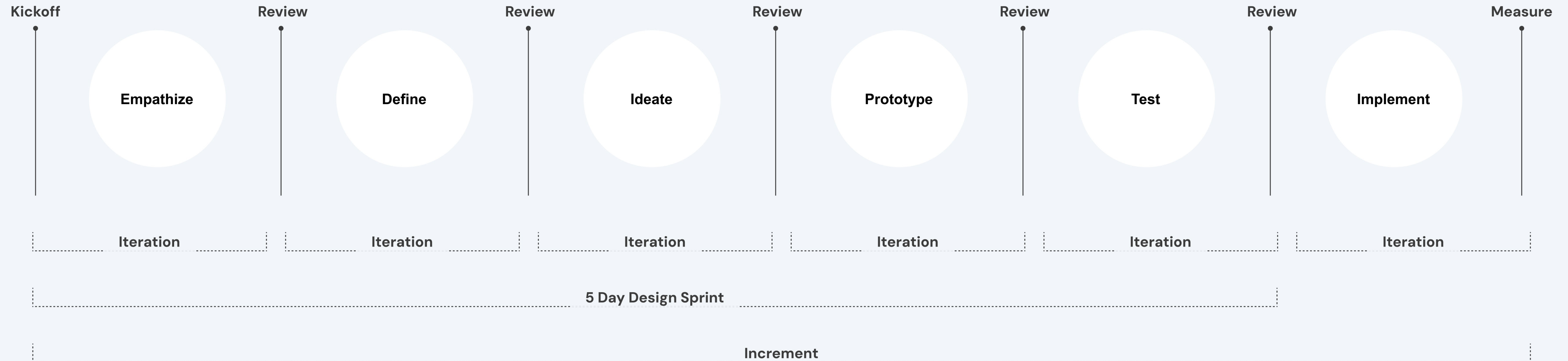**18 month contract** **UX Research** **UI Design** **Protoyping** **DSM**

dano | Approach

Kickoff	Review	Review	Review	Review	Review	Measure

Empathize   **Define**   **Ideate**   **Prototype**   **Test**   **Implement**

Iteration   Iteration   Iteration   Iteration   Iteration   Iteration

5 Day Design Sprint

Increment

Collaborative Events. My approach includes seven collaborative events across the six phases of the design thinking process (Empathize, Define, Ideate, Prototype, Test, and Implement). During the events, I meet with key stakeholders to brainstorm product features, discuss technical feasibility, review work in progress, and share valuable insights.

Kickoff   **Review**   **Evaluate**

Design Iterations. Two-week design iteration cycles balance the need for rapid progress with the need for thoroughness, adaptability, and stakeholder involvement, making it my favored approach. For larger solutions, I recommend extending the increments of time. For faster results, I suggest utilizing five-day Design Sprints.

Iteration   **Increment**   **Design Sprint**

Review

Empathize

Increment
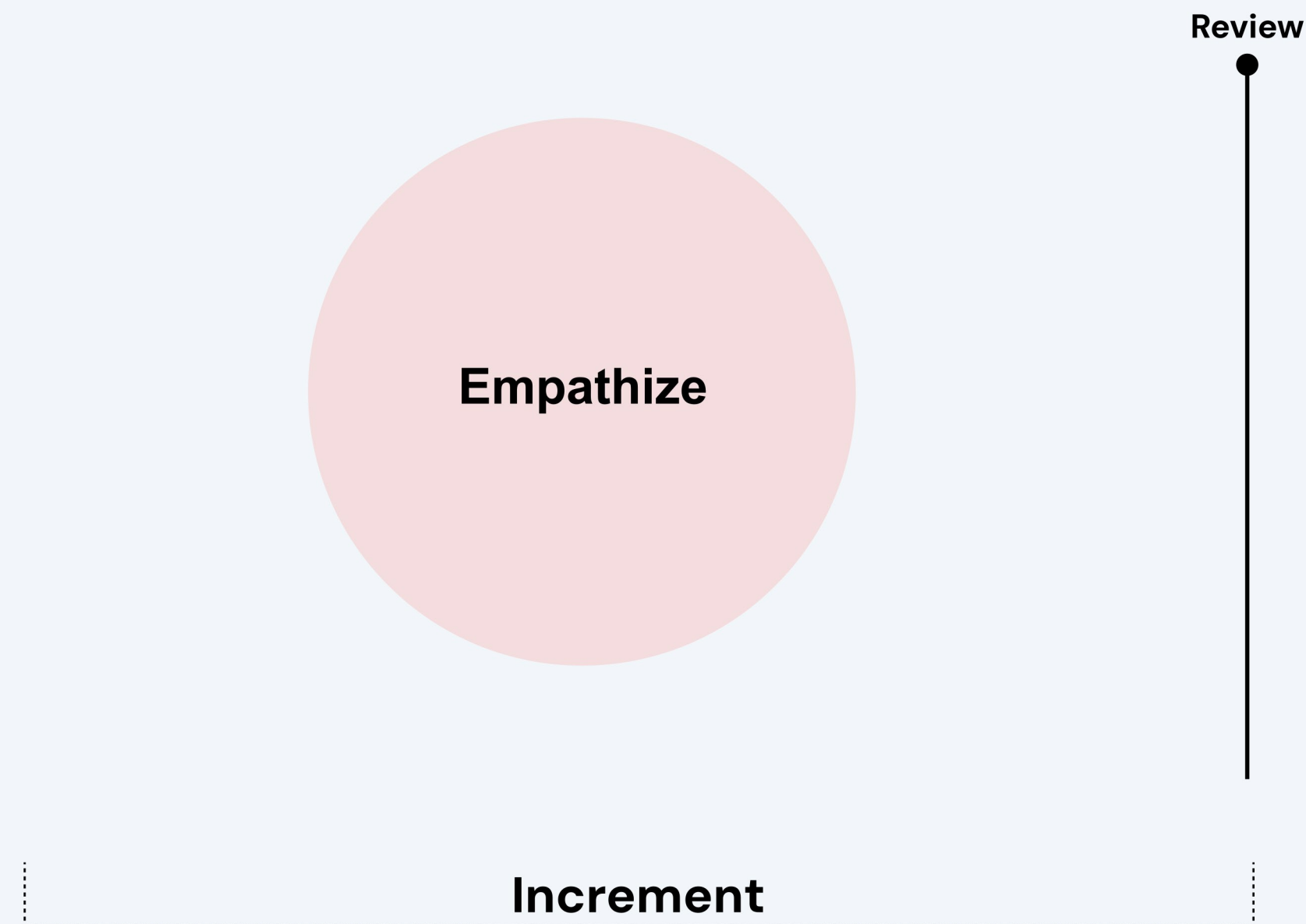
Empathize. I conducted interviews with business stakeholders and end users to gain comprehensive insights into the needs of both. By engaging with stakeholders, I understand the overarching goals, objectives, and constraints of the business. Interviewing users helps me empathize with their pain points, preferences, and aspirations. This dual perspective enables me to bridge the gap between business objectives and user needs, fostering the creation of user-centered solutions that align with strategic goals.

Students **Teachers** **School Boards** **School IT Administrators**

dano | Empathize

Project Kickoff Canvas

2.0

Visualize the key elements that define a project in a single grid. This canvas intends to define the project's direction, establish the project's objectives and how the project is to be approached.

Project name: Stackup

Intent: Track online reading

Participants
All project team members, stakeholders and third parties who play a role on the feature. Also use this box to show dependencies (if necessary).

- Dan (UX/UI)
- Nick (CEO)
- Phil (COO)
- Jim (Dev)
- Tomas (Dev)
- Tammy
- Google Rep

Goals
The primary objective(s) of the feature including the success metrics.

- Increase adoption
- Increase engagement
- Update branding

Users
All users of the feature listed as groups or segments

- Students
- Teachers
- Parents
- Professionals

User Benefits
The overall value and benefits users should expect after the feature is sucessfully implemented

- Track online reading
- Show improvements
- Share progress

Activities
Tasks and actions the team will take to reach the feature goals.

- Business discovery
- User Discovery
- Empathy interviews
- Content Reqs
- Wireframe
- Prototyping
- Usability testing
- Visual design
- Dev handoff
- Dev pairing
- QA Test

Deliverables
The outcomes and documents that will be reviewed with stakeholders.

- Visual specs
- Personas
- Content Reqs
- Interface design
- Visual design
- Dev handoff
- Empathy interviews
- Prototyping
- Usability testing

Risks
Possible elements that could potentially have a negative impact.

- Privacy concerns
- Doesnt improve reading

Milestones
The key dates and events that frame the overall timeline of the feature.

- 6 months
- MVP

Constraints
Technical limits and/or conditional requirements that affect the feature.

- ASP.NET
- Angular JS
- Chrome browser
- Chrome books

Scope
The breadth of the product or service to be considered for this feature.

- Website
- Plugin
- Web app
- UX/UI exercises
- Brand design

Empathy Mapping Canvas

2.0

Gain deeper insights into user motivations, pain points, and aspirations, helping guide the design and development of products or solutions that truly resonate with users' needs.

Pain Points
What pain points might the user be experienceing that they have to overcome?

- No credit for reading outside classroom
- Everybody follows same ciriculum
- Hard to follow progress over time
- Testing is used to measure comprehensio
- No insight on students interests

Tasks
What tasks are users trying to complete? What questions do they need answered?

- Casual reading
- Online learning
- Assigned reading
- Summer reading program

Goals
What is the user's ultimate goal? What are they trying to achieve?

- Track progress
- Share progress
- Get credit for reading outside classroom
- Discover new interests

Feelings
How is the user feeling about the experience? What matters most to them?

- Peer pressure
- Secure
- Bored
- Disappointed
- Proud
- Stressed

Influences
What people, places might be influencing how they use this?

- Technology
- Technology
- Environment (where reading)
- Peers
- Parents
- School Board/ Admins

dano | Define

Review

Define

Increment

Define. The primary goal at this stage is to clearly and precisely define the problem or challenge we are trying to address. This involves synthesizing the gathered information, and framing well-defined problem statements that guide the design process. Once the problem is defined, we discuss what key success metrics to track.

Problem statements   **Success metrics**

dano | Define
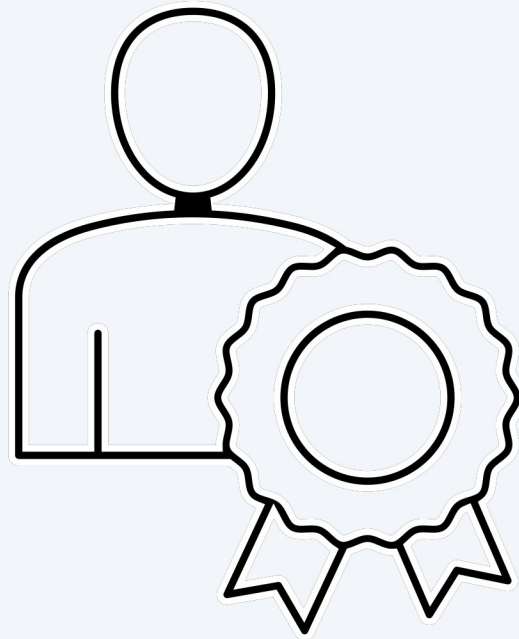
Giving credit where credit is due. Recognizing a child's reading accomplishments beyond the classroom is crucial. It fosters a sense of achievement and motivation, encouraging them to explore reading independently. It validates their effort and acknowledges their extracurricular reading. Ultimately, this recognition reinforces the value of continuous education.

Reading outside the classroom **No credit**

Limited insights. Having limited insights into students' passions and progress can hinder effective teaching. It impedes personalized learning, as understanding individual interests enables tailoring lessons to engage students better. Comprehensive insights are essential for promoting holistic growth and building strong teacher-student relationships.

Kickoff **Evaluate**
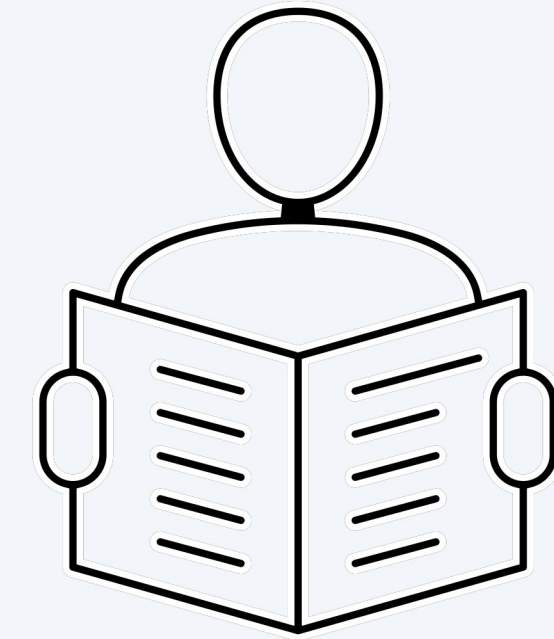
"Reading is boring." When reading is solely associated with academic requirements, it can lose its appeal for students and be viewed as a chore. Lack of exposure to diverse and engaging genres, coupled with limited interaction with interactive or multimedia reading formats, can also contribute to the perception that reading is boring.

Unengaged **No fun**

dano | Define
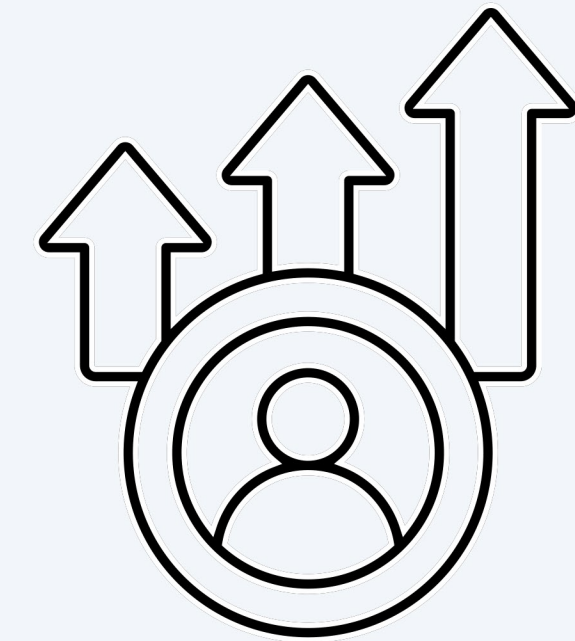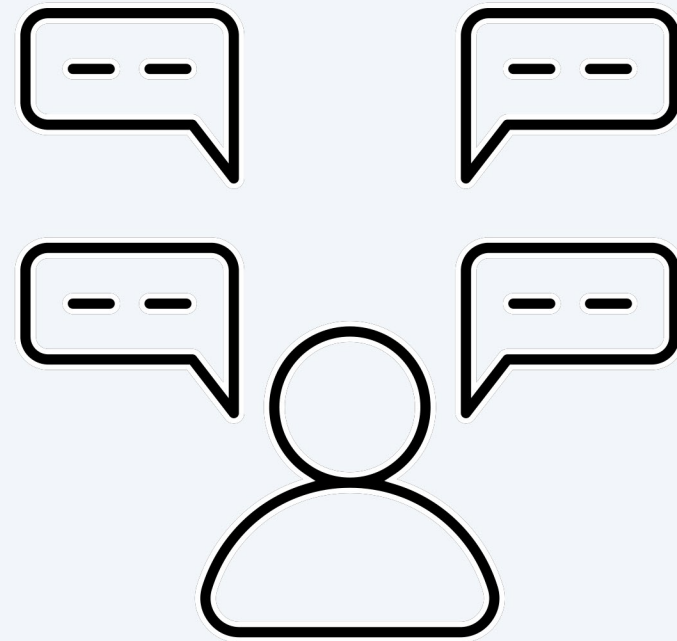
Happiness. Prioritizing happiness is crucial for both students and teachers. Users expect a seamless experience, allowing quick understanding, efficient tasks, and reduced frustration. In educational settings, complexity can deter both students and teachers, impacting their effectiveness and satisfaction.

Surveys **Interviews** **Support cases** **Usability testing**

Engagement. Engagement is vital in Ed Tech app design, as it affects learning, enjoyment, motivation, and outcomes. Engaging apps captivate attention, promote active participation, and deepen understanding. They also boost self-esteem, encourage regular use, and enhance student success.

Time spent **Frequency** **Interaction count**

Adoption. Adoption refers to the number of new users within a specific timeframe, reflecting success in attracting new business. A poor user experience could deter users from accepting a new product/feature.

Total users **MAU** **DAU**

dano | Ideate

Review

Ideate

Increment
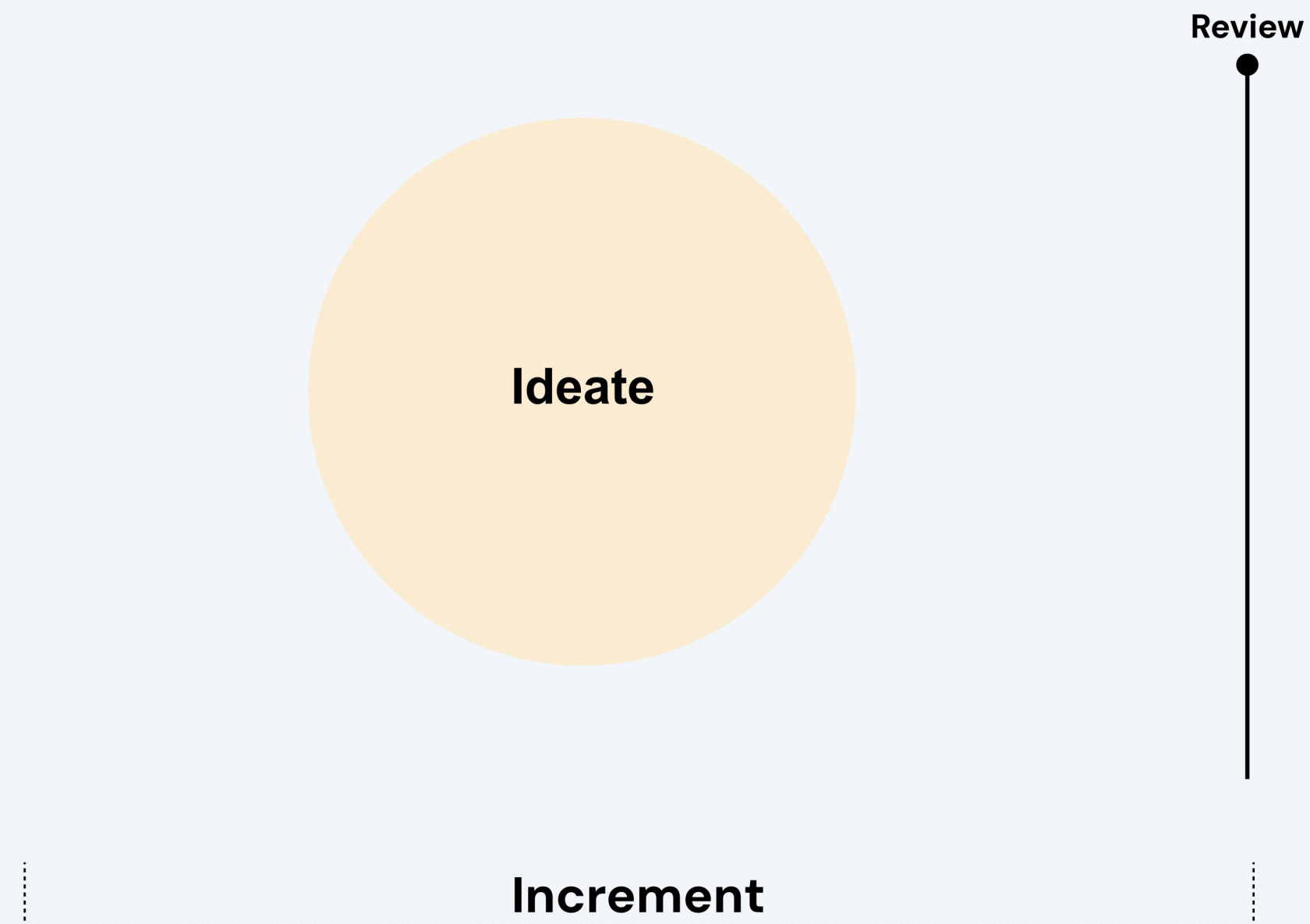
Ideate. This phase of the design thinking process involves generating a wide range of creative ideas and concepts. Brainstorming exercises encourage diverse perspectives and enable the exploration of innovative solutions to the defined problem, fostering a rich pool of possibilities for further development.

Brainstorm　**Collaborate**

dano | Ideate

💡 **Brainstorming and prioritizing.** Collaborative design thinking workshops help generate a wide range of creative ideas and concepts. Ideas are validated and assessed for impact vs effort, then prioritized.

Review

Prototype

Increment
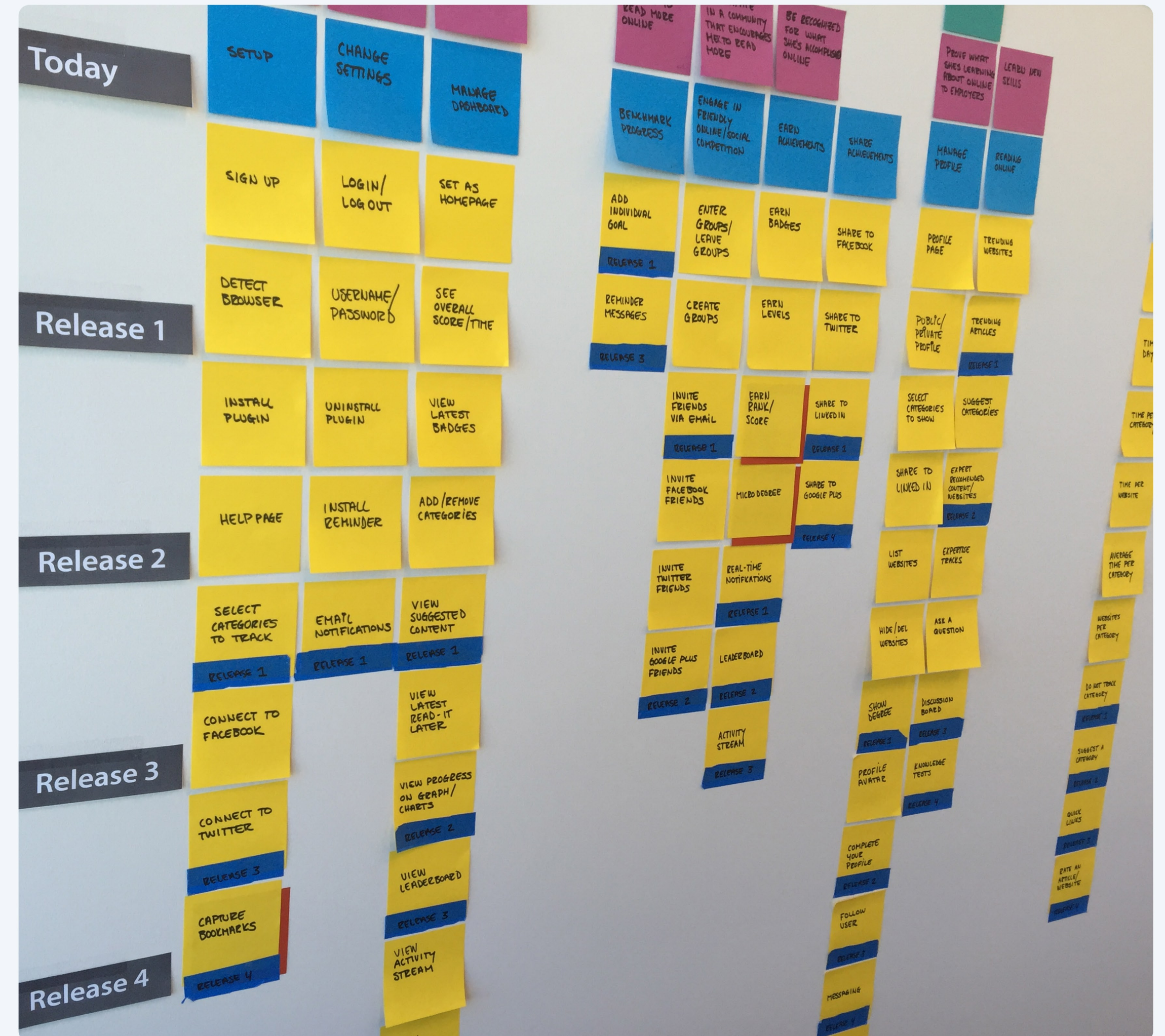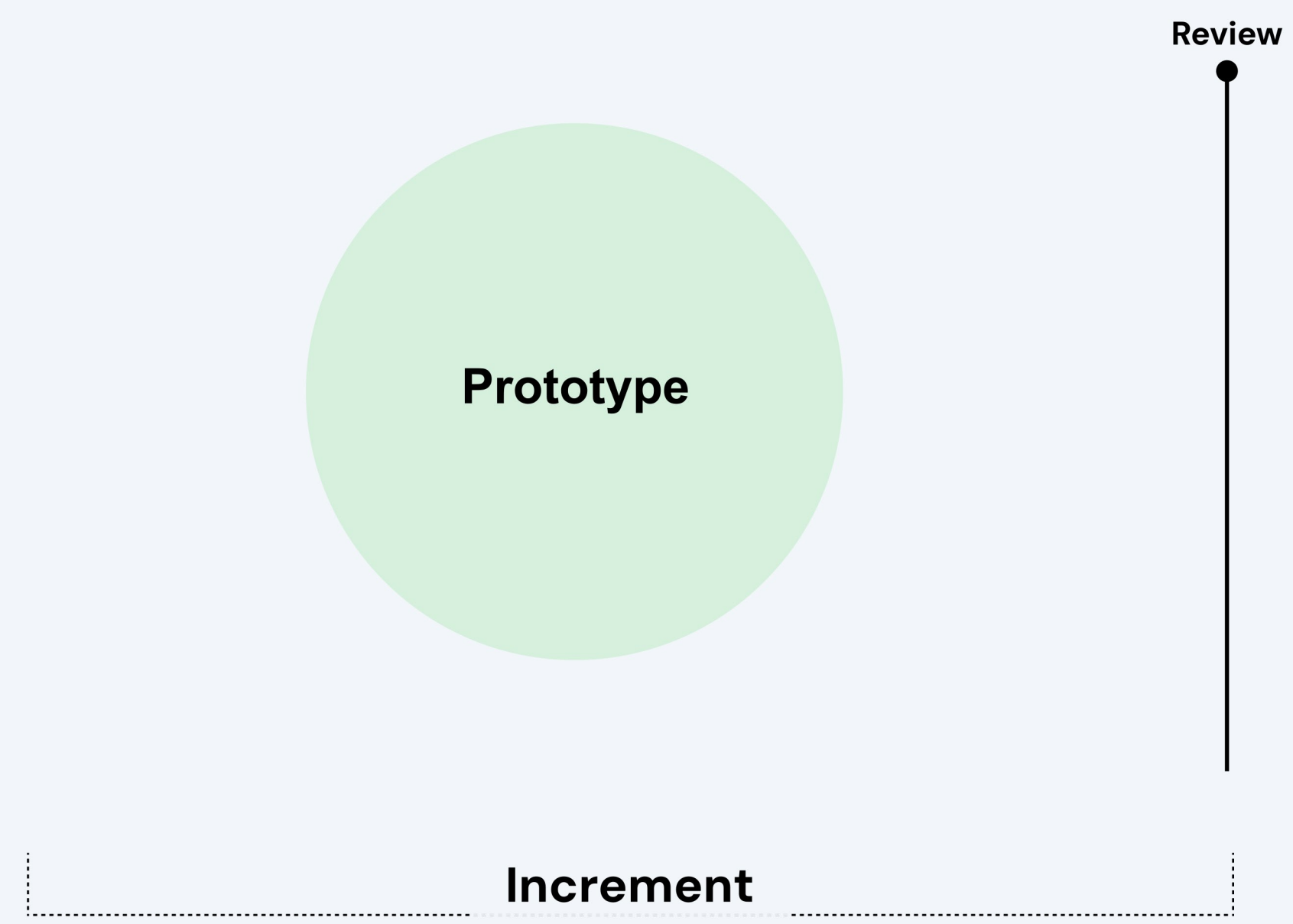
Prototype. Prototyping allows me to visualize and validate design concepts, test usability, and gather valuable user feedback before committing to development, ensuring the final product meets user needs and expectations effectively. It's an essential step in refining and perfecting the user experience.

User testing **Feedback**

dano | Prototype
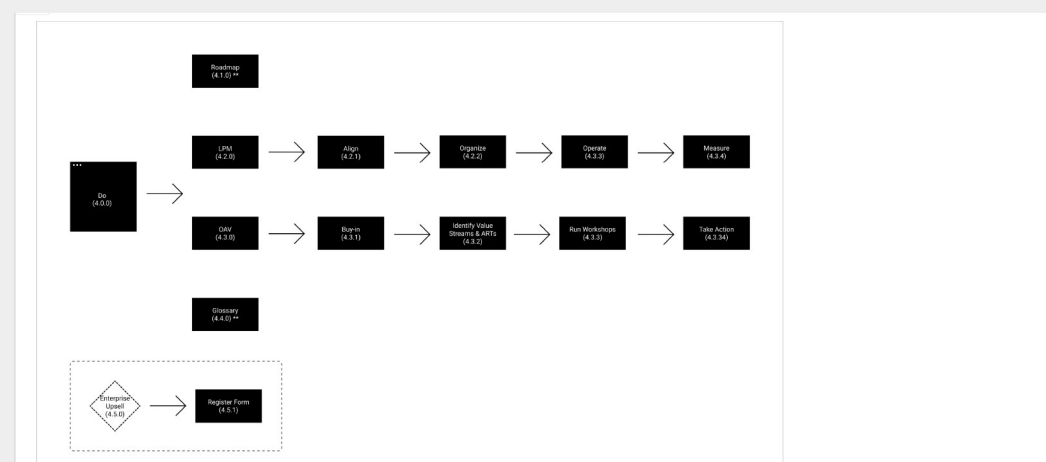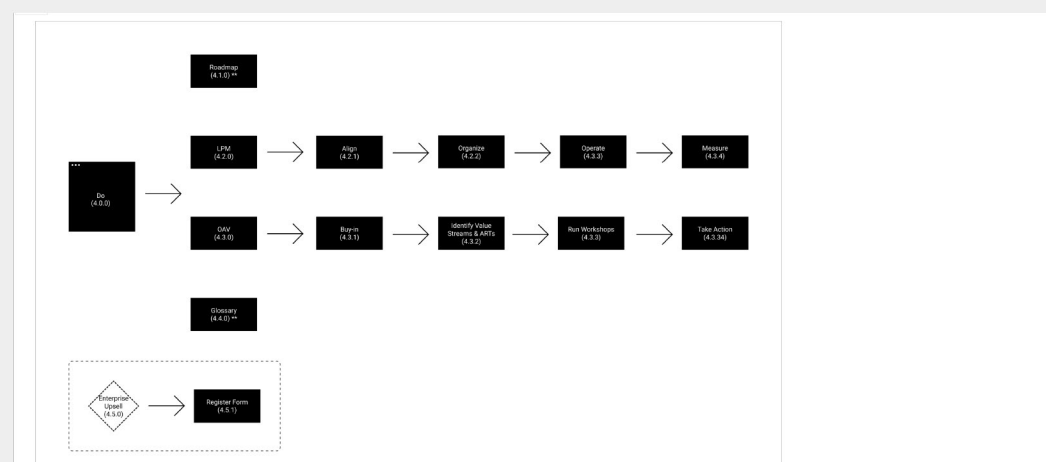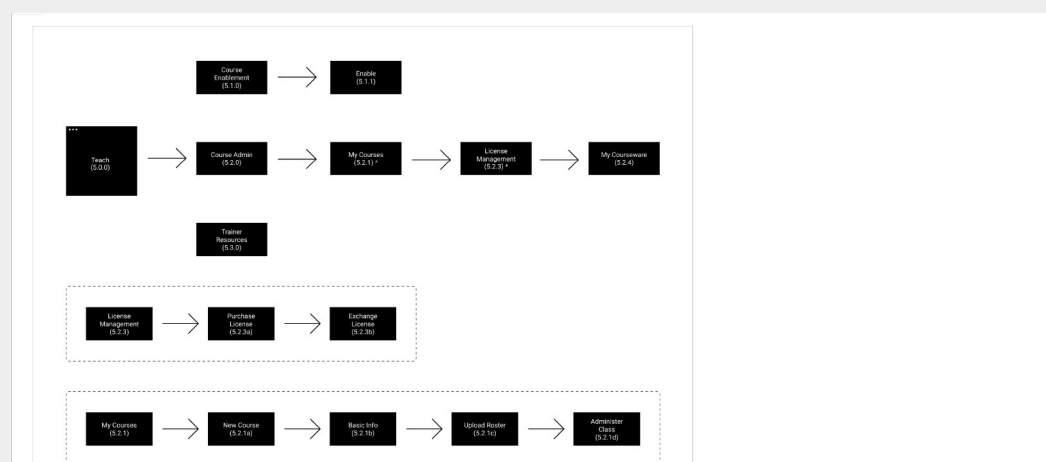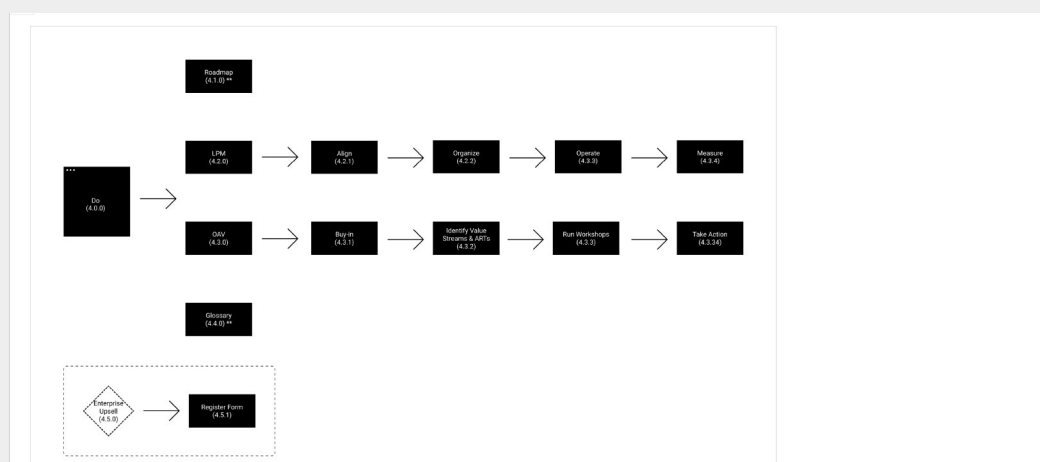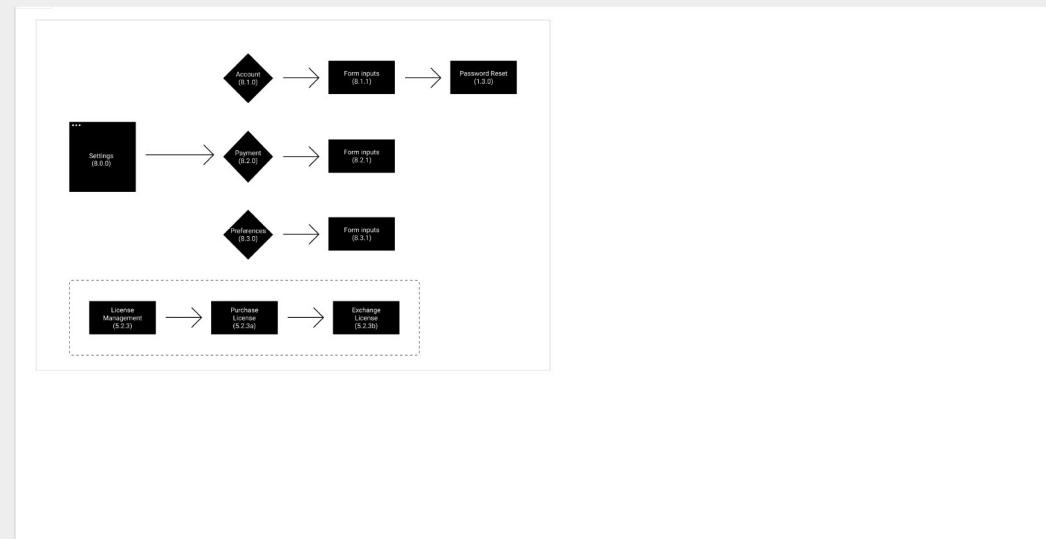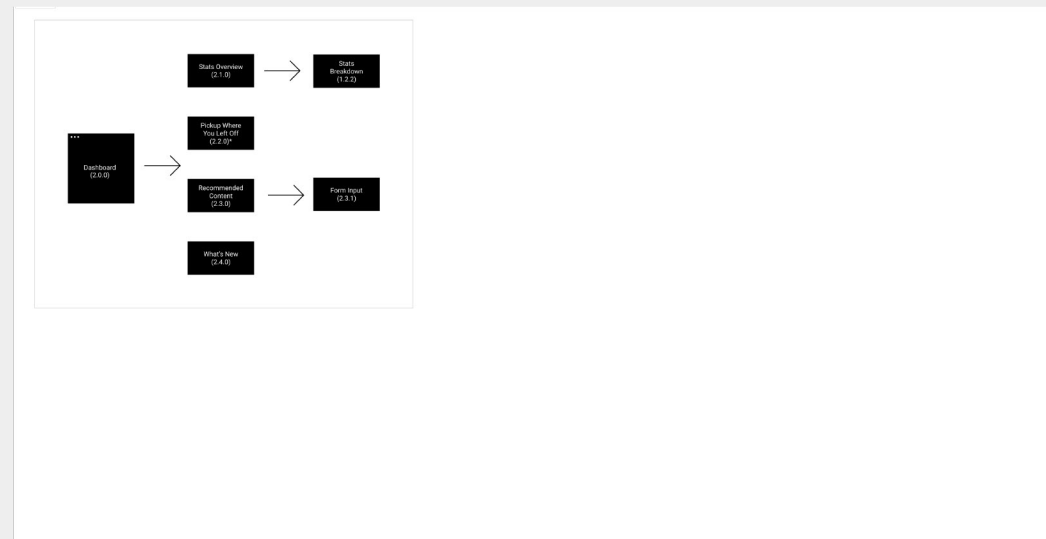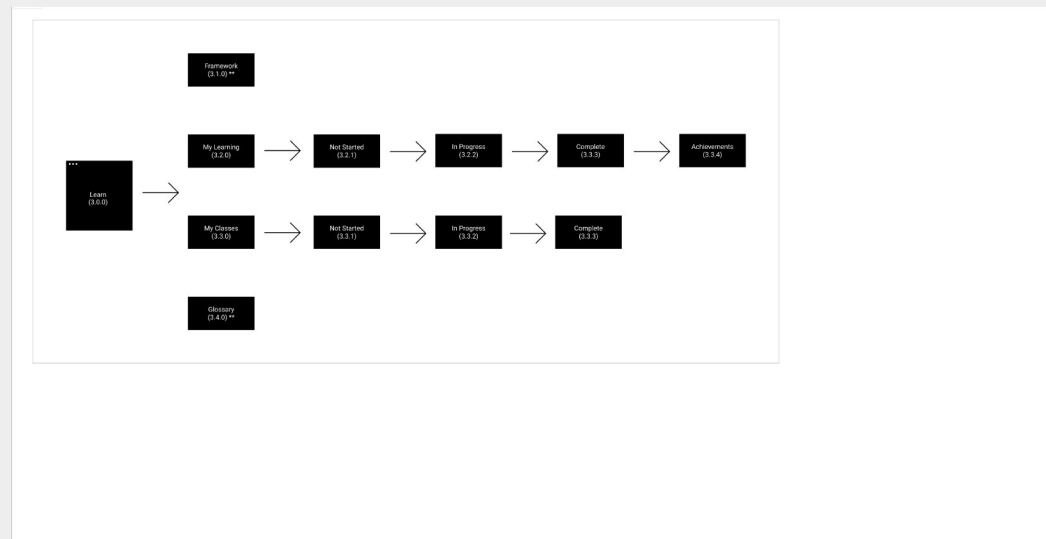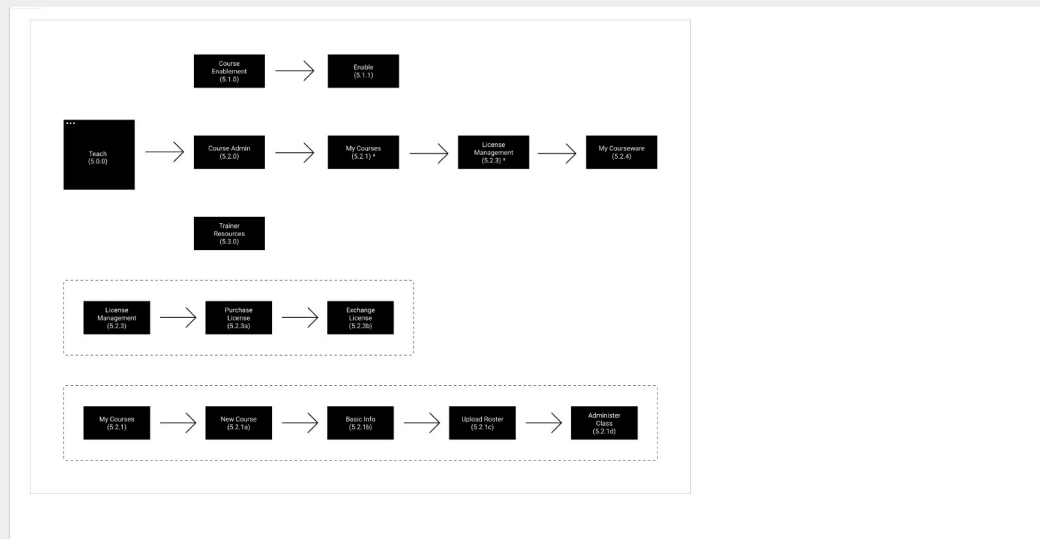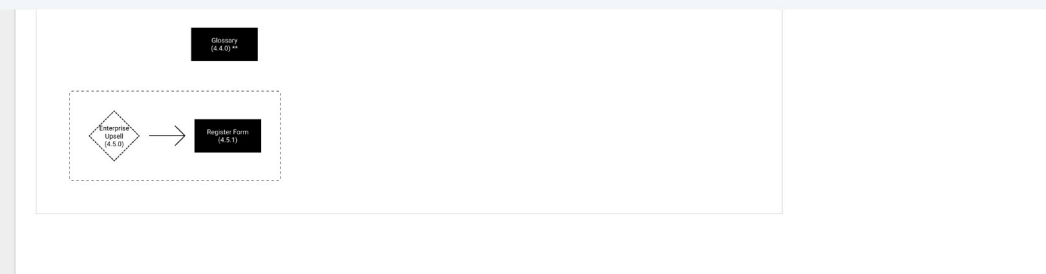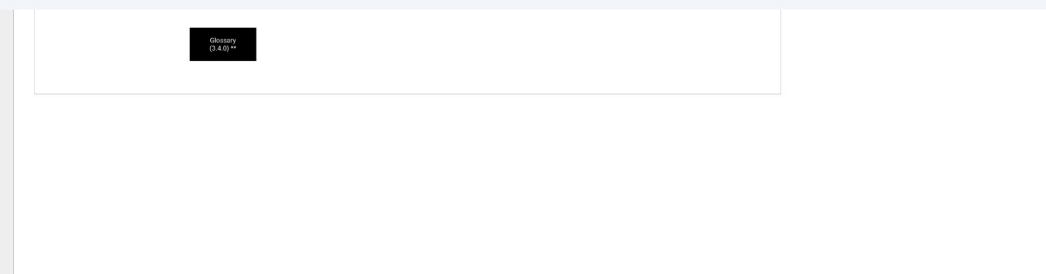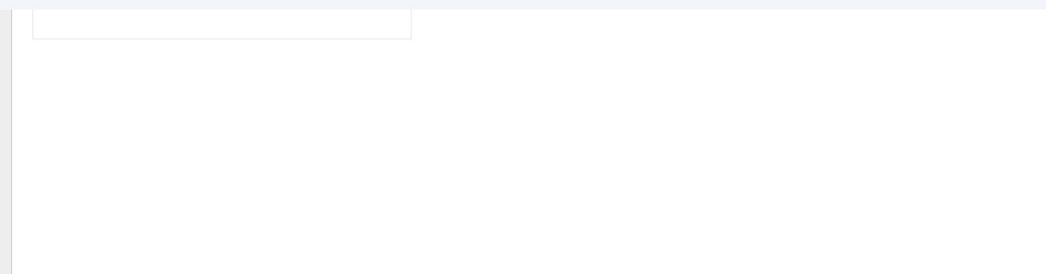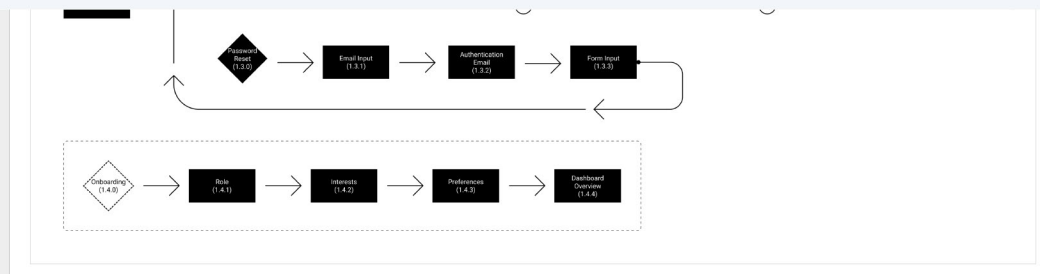
Note. I like to keep flow diagrams clean, easy to understand, and focused on conveying the essential steps and interactions, allowing stakeholders to grasp the user journey efficiently.

dano | Prototype

🏗️ **Low fidelity design.** Wireframes visualize content placement, user interactions, and flow before diving into visual details. They ensure a solid foundation, fostering efficient communication and alignment.

Screen 1 — StackUp workflow | Plugin open notification — 76

StackUp

Research

8h 16m	48	18
Total time	Websites	Badges

8 — 85%

You earned a badge!
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

DASHBOARD

☐ Wrong category

Screen 2 — StackUp workflow | Dashboard tracking sort — 14

Aly Achiever ▾

- Dashboard
- Categories
- Websites
- Challenges
- Achievements
- Connections
- Help

My Dashboard

56:47:00	342	40	112
Overall time	Total websites	Total categories	Total badges

Top Categories

Blogs & Writings	Blogs & Writings	Blogs & Writings	Blogs & Writings
92	92	92	92
8h 16m — 48	8h 16m — 48	8h 16m — 48	8h 16m — 48
Total time — Websites	Total time — Websites	Total time — Websites	Total time — Websites
Blogs & Writings	Blogs & Writings	Blogs & Writings	Blogs & Writings
92	92	92	92
8h 16m — 48	8h 16m — 48	8h 16m — 48	8h 16m — 48
Total time — Websites	Total time — Websites	Total time — Websites	Total time — Websites

Active Challenges

Challenge One
1 Day remaning   60/60 Min Complete   4/12 Position

Challenge Two
6 Days remaning   30/60 Min Complete   4/12 Position

Achievements

60   100   30
100   C   60

Following (47)

Trending sites

Screen 3 — StackUp workflow | Group challenge in progress trending — 36

Aly Achiever ▾

- Dashboard
- Categories
- Websites
- Challenges
- Achievements
- Connections
- Help

Challenge One   Copy code 867530   **+ INVITE**

Status

2 / 7	30 / 60	6 / 12
Days remaning	Minutes Complete	Overall Rank

Leaderboard

Paula	75	1
Pierce	60	2
Tim	60	2
Sam	50	4
Aly	30	6

« 1 2 3 4 5 »

Trending sites

www.facebook.com	Social ne	Category 1
www.twitter.com	Social ne	Category 2
www.linkedin.com	Social ne	Category 3
www.pinterest.com	Social ne	Category 4
		Category 5
		Category 6

Review

Test

Increment

Test. I reached out to my user panels to gather their feedback on the prototype. They assessed the usability, identified pain points, and validated design decisions. After a couple iterations of refining functionality and flow, I feel confident that the product aligns with user needs and expectations.

Students   Teachers   School Boards   School IT Administrators

dano | Test

Alex Turner 35 min. ago
The navigation flows smoothly, making it easy to find different features and sections.

Emily Mitchell 1 day ago
The interactive animations add a nice touch, enhancing engagement and making the experience enjoyable.

David Frank 1 day ago
The font size in the instruction pop-ups seems a bit small, making it a bit challenging to read on my phone.

My Top Categories   View all >

PRIVATE

Badges   11

COMMUNITY DATA

Challenges

Connections   11

Trending websites

Profile

🎓 Education
6
Level

16h 1m
Total time

91%
Stackup score

⚽ Sports
4
Level

14h 13m
Total time

91%
Stackup score

🍴 Food & Drink
2

2h 15m
Total time

49%
Stackup score

🔍 Research
1
Level

1h 4m
Total time

85%
Stackup score

Review

Implement

Increment

Implement. The finals phase in the design thinking process involves turning refined design solutions into tangible products or features. It's the stage where prototypes are developed into functional, user-ready solutions through engineering, bringing the design vision to life and preparing for real-world use.

Design System   Specifications   Dev pairing

dano | Implement

🎨 **Interface Design.** Design systems streamline consistency and efficiency by providing standardized elements and guidelines, resulting in a cohesive interface and a faster design process.

dano | Implement

Stackup

Aly Achiever

PRIVATE DATA

🏠 Dashboard
🏷️ Categories
🌐 Websites
✳️ Badges 11

COMMUNITY DATA

🏆 Challenges
👥 Connections 11
📈 Trending websites
👤 Profile

🕐 **67h 14m** Total time tracked

🌐 **156** TOTAL WEBSITES

✳️ **19** TOTAL ACHIEVEMENTS

👥 **242** TOTAL FOLLOWERS

My Top Categories   View all >   PRIVATE

🎓 Education
6 Level
16h 1m Total time   91% Stackup score

⚽ Sports
4 Level
14h 13m Total time   91% Stackup score

🍴 Food & Drink
2 Level
2h 15m Total time   49% Stackup score

🔍 Research
1 Level
1h 4m Total time   85% Stackup score

My top websites   View all >

Websites	Category ⌄	Time
1. www.facebook.com	Social Media	89 h
2. www.lumosity.com	Education	54 h
3. www.allrecipes.com	Food & Drink	43 h

Badges   View all >

🎓 November 1st 2015
Education
Read 1HR in this category
11

🏆 November 1st 2015
Champion
Won a group challenge

Stackup   ON

⚗️ Science

6 Level   **85%** Percentile vs others

16h 1m Overall   327 Websites   16 Badges

🔗 Go to my Dashboard

Measure Readability

Unable to calculate Grade Level

Grade level based on the Flesch–Kincaid readability tests

Stackup School Report Card 2016   For more information visit, www.stackup.net/school-report-card

KEPNER BEACON MIDDLE SCHOOL   Grades: 6 - 8   Principal: Alex Magaña
📍 911 S. Hazel Court Denver, CO 80219 📞 (720) 424-0027   Disctrict: DPSK12   Superintendent: Tom Boasberg

FAST FACTS

1,549h 26m Time reading online

102/384 Students Participating

4h 24m Avg. time per student

7th grade Avg. reading level

1,812 Websites visited

Online Reading Proficiency [1]
Not Meeting Approaching Met Exceeded
20% 30% 45% 10%

Online Reading Growth
Hours Increase in hours Reading level

1600h
800h
400h
0h
Aug '16   Sept '16   Oct '16   Nov '16   Dec '16

Top Classrooms

TEACHER	GRADE	STUDENTS	TIME LOGGED
Caroline Houser	6th	15	90h 17m
Arianna Ranahosseini	6th	18	48h 31m

Top Career Paths [3]

CAREER PATH	STUDENTS
Engineering	18
Science	13

dano | **Measure**

42 min

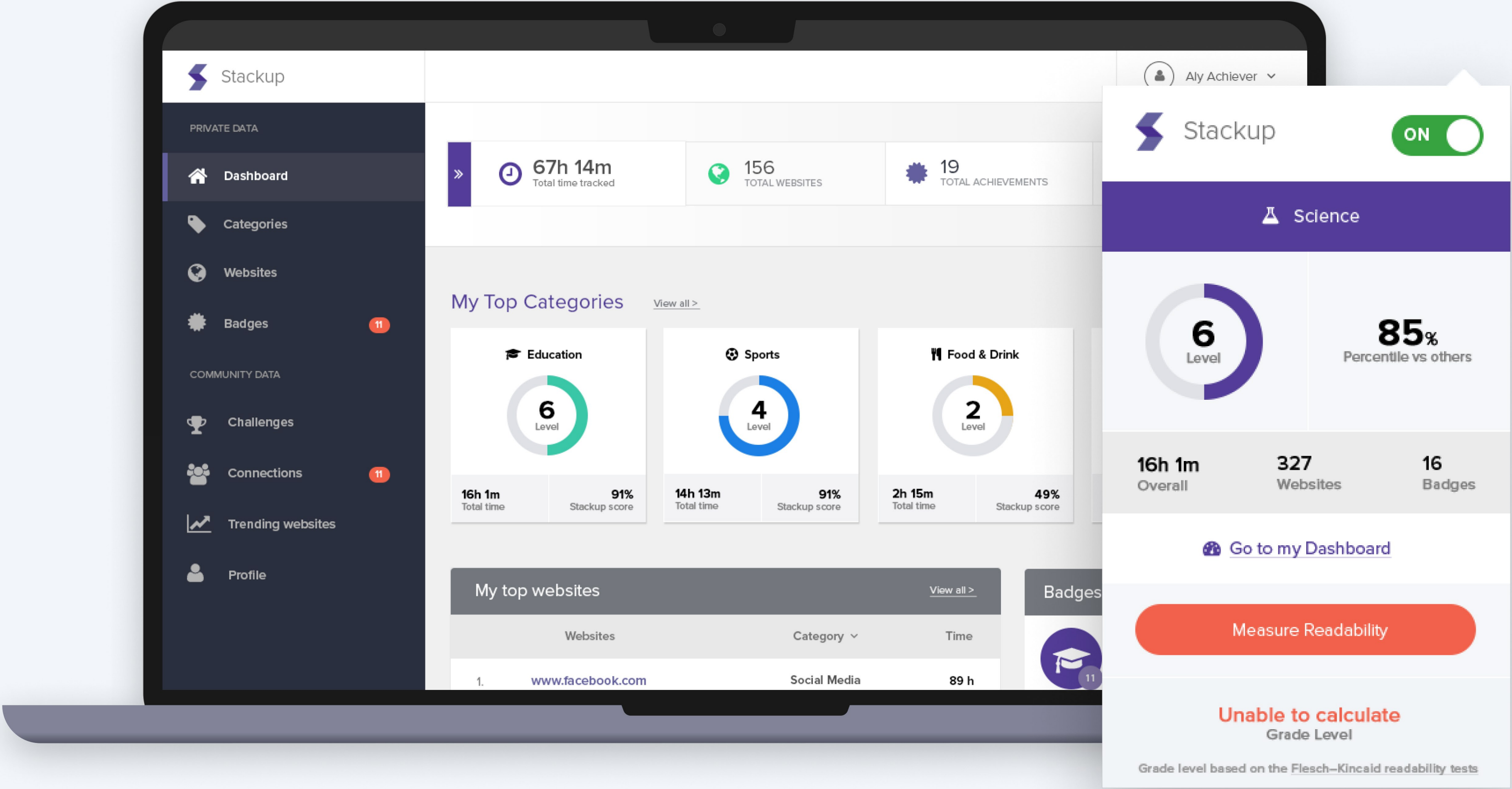the average time tracked reading per student, per day

10M

users have adopted the new system within the past 5 years

"It's really rewarding because then you know you're learning more of this subject and you can do better in actual school."

Mia B. Student @ Scholars Unlimited

End.

Thank you