Parent Focused User Experience Design of Edtech Products

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Summary

The field of educational technology (edtech) has seen significant growth in recent years, with the development of various digital tools and platforms aimed at enhancing the learning experience. However, the success of these edtech products relies not only on their effectiveness in supporting student learning but also on their ability to engage and involve parents in the educational process. Parental involvement has been shown to have a positive impact on student achievement and motivation. Therefore, it is crucial to consider the user experience design of edtech products from a parent-focused perspective.

Designing Inclusive User Experience Product

Designing inclusive user experiences is a multidisciplinary field that aims to create products and services that are accessible and equitable for all users. Inclusive design considers the diverse needs and abilities of users and seeks to eliminate barriers and frustrations that may exclude certain individuals from using a product or service (Clapperton, 2021). The literature on inclusive design emphasizes the importance of involving a wide range of users in the design process.

This includes individuals with disabilities, people from different cultural backgrounds, and those with varying levels of technological literacy (Patrick & Hollenbeck, 2021). Inclusive design goes beyond simply providing accessibility features and aims to create equitable experiences that engage users and empower them to succeed (Patrick & Hollenbeck, 2021).

One approach to inclusive design is the use of extreme-user experiences, which involve simulating physical limitations to change designer perspectives and enhance their creativity in approaching user needs (Raviselvam et al., 2022). While engaging actual users is ideal, simulated extreme-user experiences can be a valuable tool in the design process (Raviselvam et al., 2022). Inclusive design education is also an important aspect of promoting inclusive user experiences. Learner-centered instruction methods have been found to be effective in developing students' empathic design abilities and raising awareness of inclusive design principles (Altay et al., 2016).

Teaching inclusive design concepts in non-immersive design programs may require modifications, such as incorporating participatory design activities and ethnographic research methods (Daellenbach & Wakes, 2022). Designing for multilingual audiences is another aspect of inclusive user experience design. A participatory approach that involves language and translation activities can help create more inclusive participation for multilingual users (Cardinal et al., 2020). Inclusive design principles can be applied to various domains, including healthcare and rehabilitation. Wearable

simulations and other design tools can be used to impose physical restrictions and limitations to better understand user needs and design appropriate solutions (Raviselvam et al., 2022).

Design Considerations for Parent-Focused User Experience

Parental involvement in education refers to the active participation of parents in their child's learning process. It includes activities such as monitoring homework, attending parent-teacher conferences, and engaging in educational activities at home. Research has consistently shown that parental involvement has a positive impact on student outcomes, including academic achievement, motivation, and social-emotional development. Therefore, it is essential to design edtech products that facilitate and encourage parental involvement.

When designing edtech products with a focus on parents, several key considerations should be taken into account. Firstly, the interface and functionality of the product should be intuitive and user-friendly, ensuring that parents can easily navigate and access the necessary information. Clear and concise instructions should be provided to guide parents through the various features and functionalities of the product.

Secondly, the content and resources provided by the edtech product should be relevant and aligned with the curriculum. Parents should be able to easily understand the learning objectives and outcomes of the activities, as well as how they can support their child's learning at home. Additionally, the product should provide parents with real-time feedback on their child's progress, allowing them to track their child's performance and identify areas for improvement. Furthermore, communication and collaboration features

should be integrated into the edtech product to facilitate interaction between parents, teachers, and students.

This can include features such as messaging systems, discussion forums, and shared calendars. By promoting communication and collaboration, parents can stay informed about their child's academic progress and actively engage with teachers and other parents . Conclusion: In conclusion, the design of edtech products should not only focus on the needs of students but also consider the role of parents in the educational process. Parent-focused user experience design can enhance parental involvement, leading to improved student outcomes.

By ensuring that edtech products are intuitive, provide relevant content, offer real-time feedback, and facilitate communication and collaboration, parents can actively participate in their child's learning journey. Further research is needed to explore the effectiveness of parent-focused user experience design in improving parental involvement and student outcomes in the context of edtech.

Examples of features for parental User Experience Design

Below are some of the suggestions for Edtech companies in designing an inclusive feature for parents on their products;

1. **Parental Dashboard:** An edtech product that provides a dedicated dashboard for parents to track their child's progress, access performance reports, and monitor their engagement with educational activities. The dashboard can include real-time updates, personalized recommendations, and the ability to communicate with teachers or tutors.

2. **Communication and Messaging:** A communication feature that allows parents to easily connect with teachers, administrators, and other parents within the edtech platform. It can include features like messaging, notifications, and calendar integration for scheduling parent-teacher conferences or important events.

3. **Progress Tracking:** A feature that enables parents to view their child's learning progress over time. It can include data visualizations, performance metrics, and milestones achieved, giving parents a clear understanding of their child's strengths and areas for improvement.

4. **Content Recommendations:** An intelligent recommendation system that suggests educational resources, activities, or courses based on the child's learning preferences, strengths, and areas of interest. This feature helps parents in finding relevant and engaging learning materials for their child.

5. **Parental Involvement Tools:** Tools that encourage and facilitate parental involvement in their child's education. This can include features like goal-setting, task reminders, study planners, and the ability to provide feedback on assignments or projects.

6. **Collaboration Spaces:** Virtual spaces where parents can collaborate with other parents to share resources, tips, and support. This feature fosters a sense of community among parents, allowing them to exchange ideas, ask questions, and support each other in their children's educational journey.

7. **Notifications and Alerts:** Timely notifications and alerts sent to parents about upcoming assignments, exams, or important events related to their child's education. This feature helps parents stay informed and engaged in their child's academic life.

8. **Parenting Resources:** Access to a library of parenting resources, articles, videos, and expert advice on various aspects of child development, education, and learning strategies. This feature empowers parents with knowledge and resources to support their child's learning journey.

9. **Parent-Teacher Collaboration:** Features that facilitate seamless collaboration between parents and teachers, such as scheduling virtual meetings, sharing progress reports, discussing individualized learning plans, and providing feedback on the child's performance.

10. **Data Privacy and Security:** Robust data privacy measures to ensure that parents' and students' information is securely stored and protected. This includes transparent privacy policies, secure data transmission, and adherence to relevant data protection regulations.

Conclusion

In the dynamic landscape of education, edtech products must continue to evolve and innovate, considering the diverse needs and expectations of parents. Continuous improvisation of parental user experience will give edtech companies the opportunity to make a lasting impact on students' educational journeys, as parental involvement has been consistently linked to improved academic outcomes.

Ultimately, by placing parents at the forefront of user experience design, edtech products can forge strong partnerships between parents, teachers, and students, creating a collaborative and supportive environment that nurtures holistic growth and lifelong learning. Together, parents and edtech companies can empower the next generation to thrive in the digital age and beyond.

Research at CCHub

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