Chris Lewis Davis

Experience Design & Product Strategy

UX CASE STUDY

K-12 School Leader Data Reports

About Me

I'm an **Experience Designer and Product Strategist with over 15 years** of combined practice in legal (B2C) and EdTech (B2B2C) industries.

I specialize in **product vision, research synthesis, wire frames, interface design, and functional prototypes**. I have a broad range of UX design abilities which allows me to pick up the correct method for the situation.

I enjoy working **collaboratively with a multidisciplinary group to identify problems and design end-to-end solutions**. In addition, I enjoy being a mentor when needed and learning from peers.

I get excited about learning new skills and applying them to problems to improve people's lives, big or small.

In my next role, I want to work hands-on with a multidisciplinary team to **define the right problem to be solved and provide solutions to meet people's needs and capabilities.** In addition, be an active contributor to design systems and UX best practices.

Hello, thank you for taking the time to review some of my work. I started my design journey in a small digital design agency doing multi-media in 1998. Eventually working my way west to Seattle in 2006 and then back to the east coast in 2012. I've had the opportunity to work for agencies, freelance, startups, and large enterprises. And learning from each unique environment.

When I am not working, I am kept busy with our three school-aged children, spouse, and our dog Oatie. We can be found either on the beaches of NC or heading to the mountains for a hike.

—Chris

chris@lewisdavis.com

www.lewisdavis.com

@clewisdavis

clewisdavis

Design Workshop—Improve School Leaders Ability to Quickly Access School Data & Reports

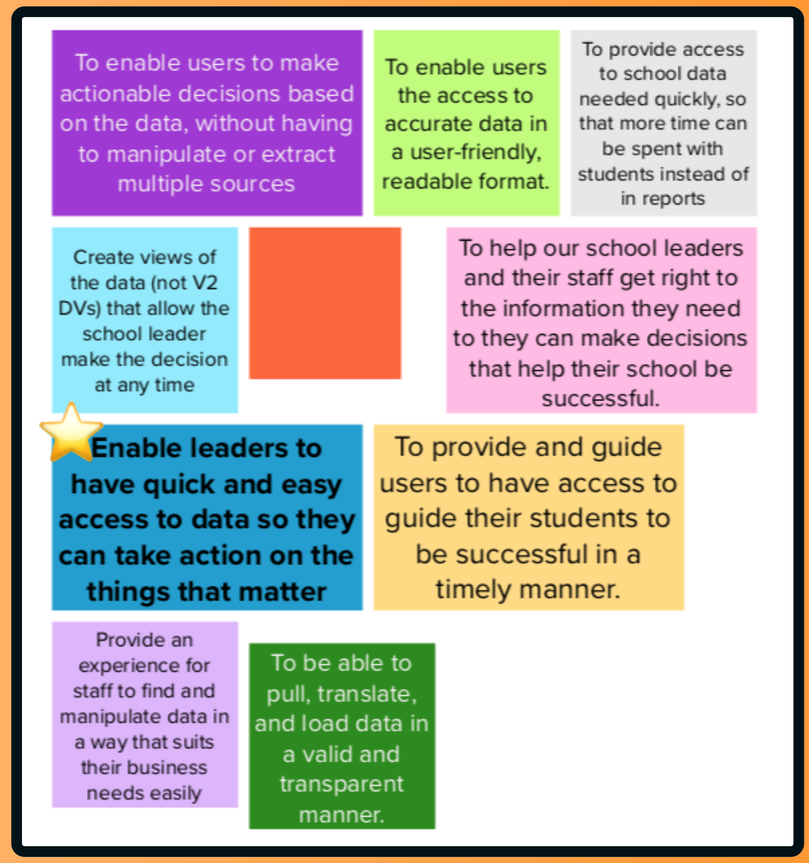
OVERVIEW

Connections Academy Schools are tuition-free K-12 virtual schools—offered in 29 states serving more than 100,000 students. A division of Pearson Education.

School leaders are responsible for academic and operational success. To be successful, they need real-time access to performance and operational data to operate.

SKILLS

- Design Workshop
- Define Problem Statement
- Qualitative User Interviews
- Customer Journey Mapping
- Team Sketching Exercise
- High Fidelity Prototype



During the Design workshop—each team member wrote down a long-term goal based on the problem statement. Then as a team, we voted on which long-term goal to use for the rest of the workshop.

chris@lewisdavis.com
www.lewisdavis.com
@clewisdavis
clewisdavis

PROBLEM STATEMENT

School leaders are responsible for the academic and operational success of their Connections Academy virtual school. As a result, they spend a lot of time looking for and accessing specific data points needed to track teacher and student performance.

ROLES & RESPONSIBILITIES

- Product Strategy with Product Manager
- Design Workshop Facilitation
- Low Fidelity Sketch
- Hi-Fidelity Mockups
- Functional HTML Prototype
- User Feedback

USERS & AUDIENCE

The primary persona for this project where school leaders. They know how to implement technology to better teachers, students, and families—they have many **responsibilities and little patience for bad integrations**.

SCOPE & CONSTRAINTS

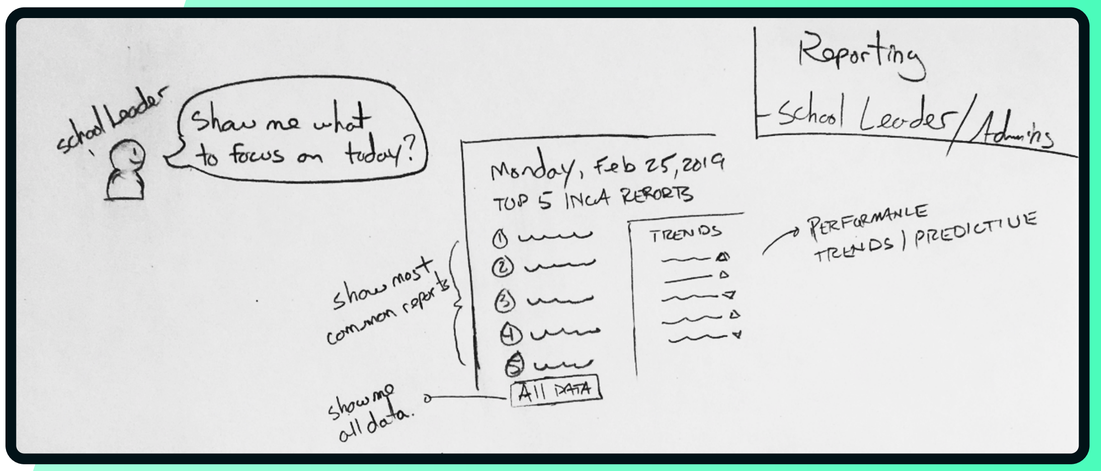
Our timeline was to complete our solution recommendations before the next PI Planning (SAFe — Scaled Agile Framework). That way, software development teams could pick up and estimate the work during sprint planning.

Process & What I Did

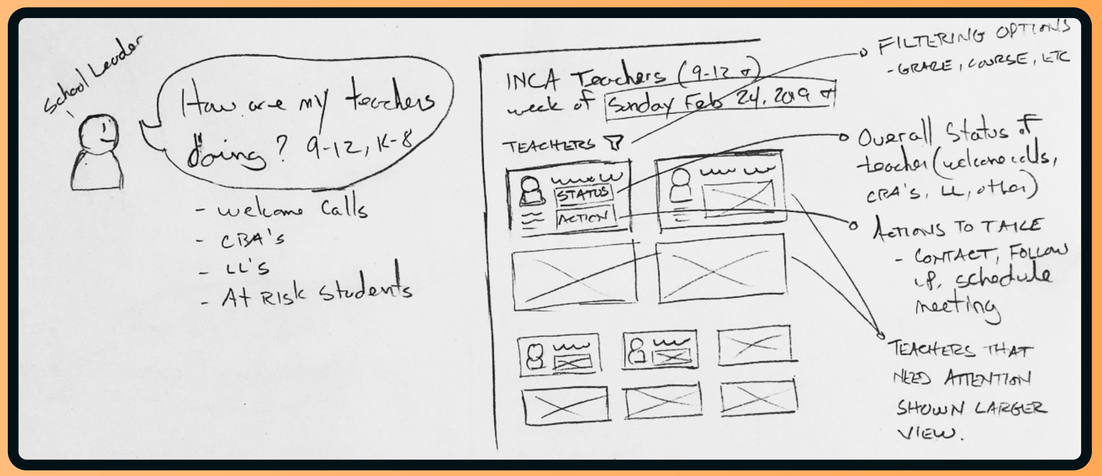
1 IDEATE DESIGN SOLUTIONS

Before the team jumped into sketching, we went through a series of design thinking exercises to define our long-term goal and customer journey map.

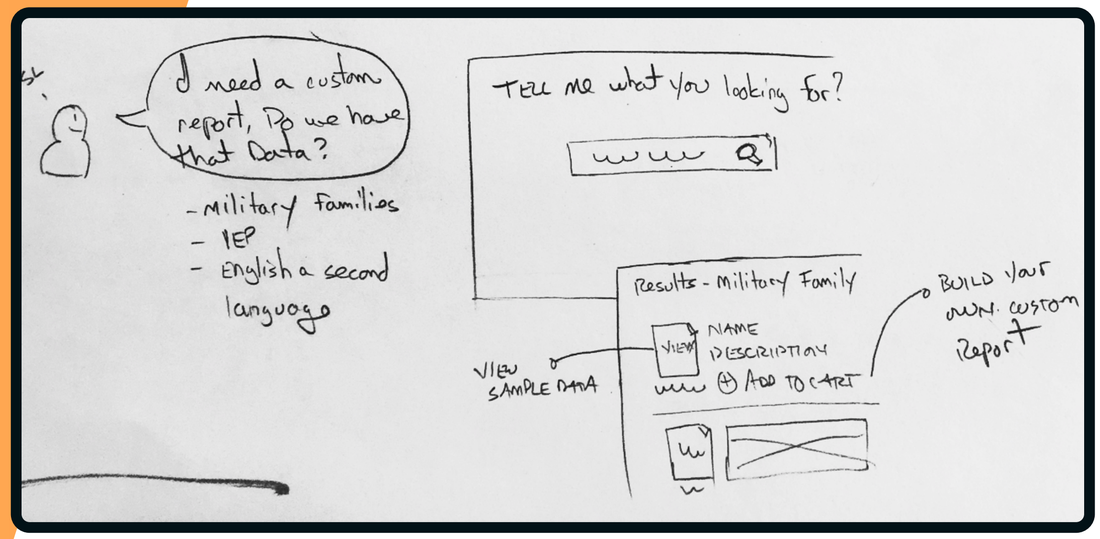
Each team member of the design workshop sketched a solution, added it to our MURAL board, and shared it with the group.



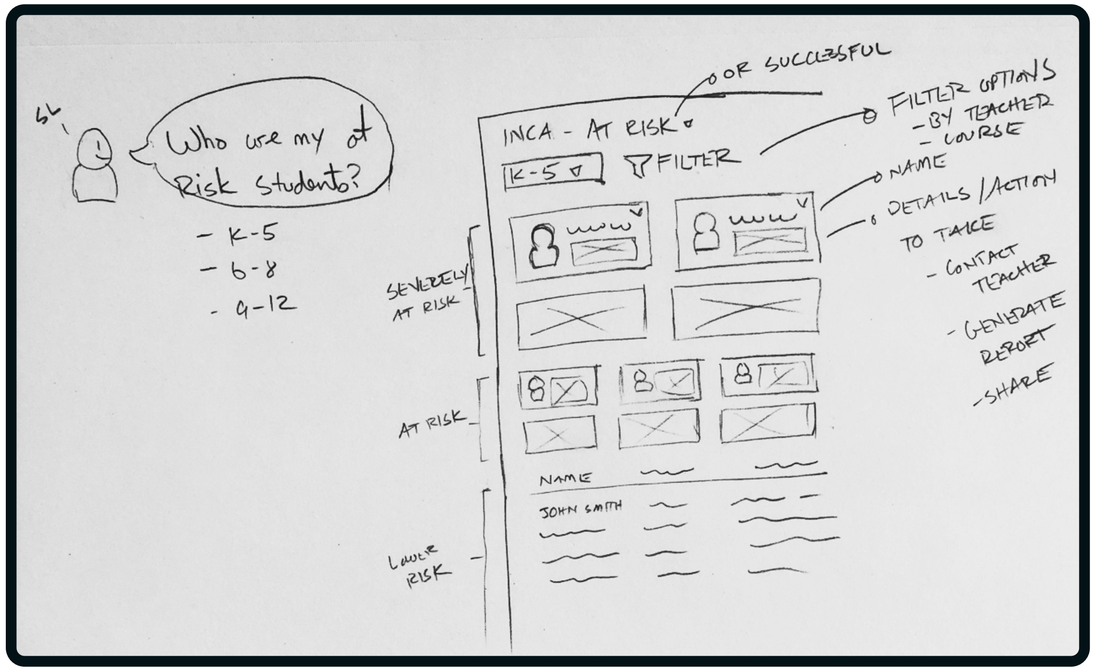
In this scenario, the school leader wants a snapshot of the most recent data, then takes any necessary action. The reporting platform would show an aggregate view of the most common academic and trends needs that day, which changes during the school year cycle.



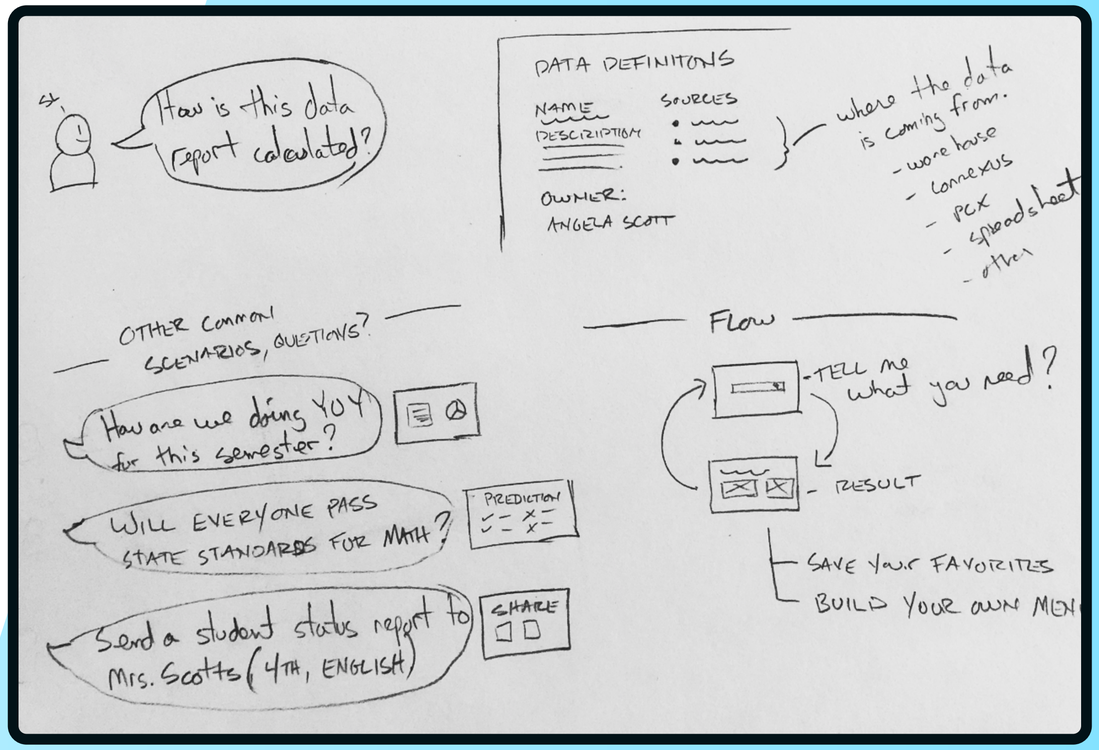
Teachers have policies and criteria they have to follow to meet state standards. School leaders need to know if teachers are meeting these needs and make adjustments.



In some cases, school leaders will have to pull together a custom report of data for state reporting. If one isn't already available, they will have to assemble it from scratch from different data sources. This sketch proposes functionality to enable the school leaders to search for the data they are looking for and build their own—self-service.



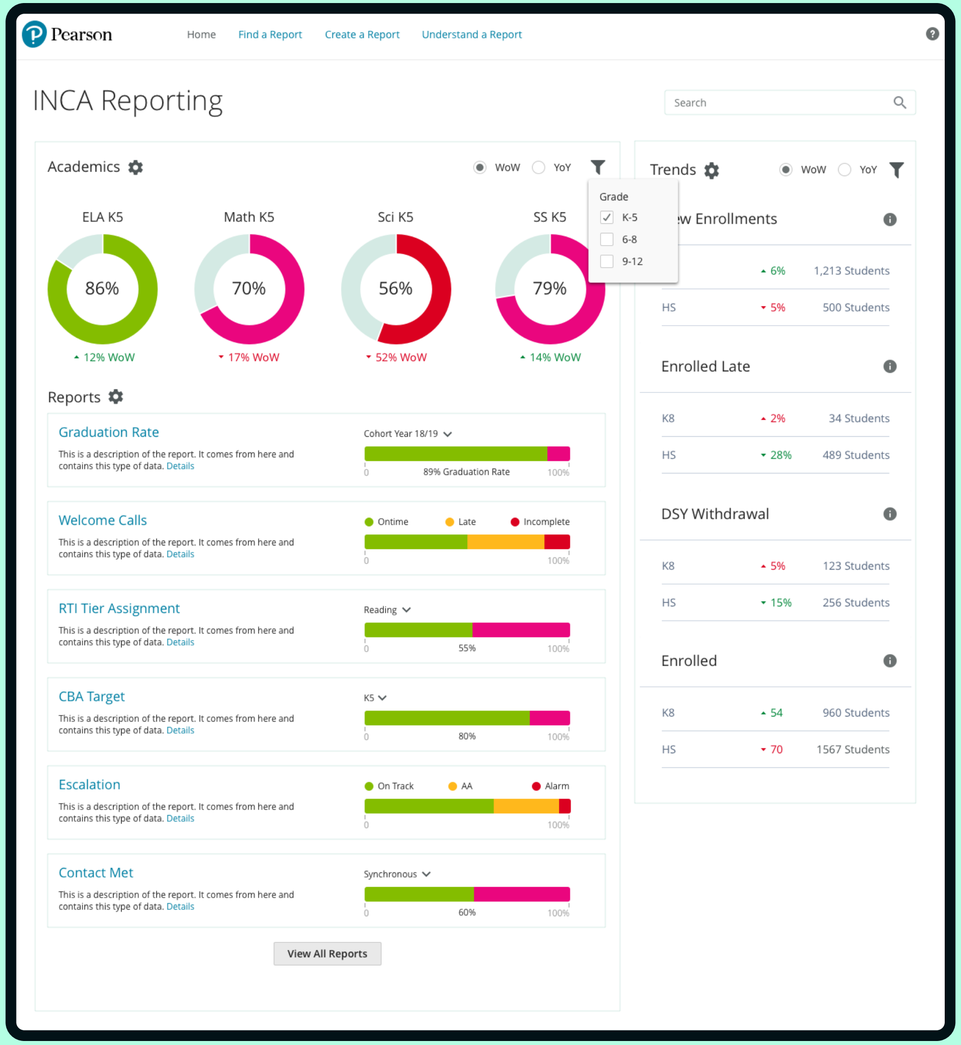
School leaders are responsible for the overall academic performance of the school. Thus, allowing them to see how students are doing, which students are at risk, so they can take the appropriate action before it's too late.



School leaders and admins told us they have to trust the accuracy of the data. Where is it coming from, how is it calculated? They are making important decisions and taking action on this information, and it has to be accurate and recent. On this screen, users can drill down to a piece of data and get information on where it came from and how it was calculated.

2 VOTE AND DECIDE

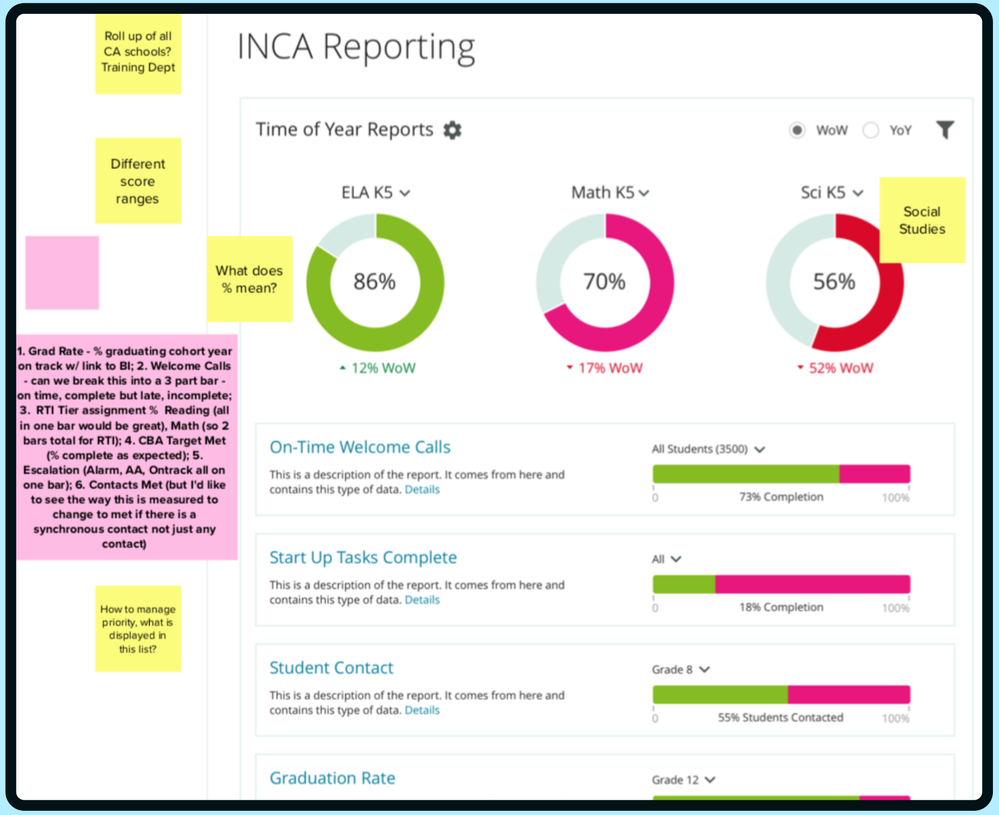
After the team walked through each sketch solution, we voted on the portions we found interesting. From there, I was responsible for taking the design to a higher fidelity (Sketch) and created a prototype (InVision) for school leader feedback.



3 PROTOTYPE AND TEST

Using the high fidelity prototype, we presented the solution to school leaders to get their feedback. During the feedback session, we were able to identify areas of the design that needed further refinement.

School leaders wanted more filtering options, clear data visualizations, and re-prioritize the reports that matter to them.



Outcomes & Lessons

The **design workshop** successfully brought internal employees together from other departments and had them participate in the process. As a result, not only were we able to **identify a solution** for school leaders, it also became a case study for our internal ways of working.

Software development picked up the solution in time for PI Planning. They started to **architect a data structure** that would contain the necessary data points needed to create the school leader reports.

Instead of building a custom front-end, we leveraged an internal team at Pearson specializing in building **Microsoft BI Reports**.

Contact

Thank you for taking the time to review. If this is the type of **experience and work you are looking** for, please reach out and **arrange some time to talk**.

Want to see more? Any specific area of UX? I have **additional UX case studies** to share on request. So contact me with what you are looking for, and I will get back to you.

Thank, Chris

chris@lewisdavis.com

www.lewisdavis.com