

## 1. The Why:

*How do educators make professional learning services decisions?*

Using our goal-based framework, we started to think about **how** the different audience types go about accomplishing some of the goals that were outlined in our framework. What are the tasks that these audience types have to complete in order to fulfill their goals?

By taking the time to understand and identify educators' behavior, we will be able to confidently accomplish a few things:

- 1) We can better identify and define the sub-segments of different audience types, based on how they go about accomplishing their goals.
- 2) We will have additional, valuable criteria to inform our user profiles.
- 3) We will be able to map the NWEA website more directly to educators' behaviors, making users feel that their goals are easy to achieve. The website will be designed in a way that helps them follow the path of least resistance.

These research efforts will not only help us validate the goals identified in the framework exercise, but also give us the opportunity to discover any additional, important goals that educators (especially teachers) may have.

However, we would recommend conducting similar studies for each of the audience types in order to better understand the actions they take to accomplish their goals.

**Goal:** We want to understand how educators make professional learning services purchase decisions in order to, ultimately, improve that decision-making process.

**Business Need:** Increased conversion rates through a better understanding of educators' decisions in their professional learning services.

**User Need:** Equip educators with the helpful and valuable information they need in order to feel confident in their professional learning services decisions.

## 2. Research Objectives:

- Understand the end-to-end process of how educators are currently making professional learning services decisions.
- Uncover the different tools educators use to make professional learning services decisions.
- Identify any problems or barriers educators encounter when trying to make professional learning services decisions.
- Learn about any improvements educators might make to their current decision-making process.

## 3. Research Questions:

- Objective 1: Understand the end-to-end process of how educators are currently making professional learning services decisions
  - *How did users discover their professional learning services? What was their journey prior to discovering those services?*
  - *What about the service led them to purchase it?*
  - *What other competitor products help them to accomplish their goal? What do they lack?*
- Objective 2: Uncover the different tools educators use to make professional learning services decisions
  - *Identify any aspects that captured the educator's interest when searching*
  - *Identify the different resources and touchpoints that educators used along their purchasing journey*
  - *Determine what factors influenced their decision-making*
- Objective 3: Identify any problems or barriers educators encounter when trying to make professional learning services decisions
  - *Understand what barriers educators faced in trying to purchase professional learning services*

- *Identify any pain points, confusion, or frustrations when interacting with their professional learning services*
  - Objective 4: Learn about any improvements teachers might make to their current decision-making process
    - *Understand if there are any areas of opportunity that we can make in the discovery and evaluation stage of the process*

#### **4. Methodology:**

- For this study, we would recommend using one-on-one generative research interviews. This method will enable us to dig deeper into understanding educators, fostering a strong sense of empathy and enabling us to answer our objectives.

#### **5. Participants and Recruitment:**

- For this study, we would recommend talking to at least 3 users from each identified audience type; **teachers, district leaders, and state administrators.**
  - **Best:** Educators who have purchased PL services from any PL service provider in the last 3-6 months
  - **Better:** Educators who have purchased PL services from NWEA in the last 3-6 months
  - **Good:** Educators who are currently looking for or are interested in purchasing PL services
- Roboboogie can reach out to our personal networks for participants, but district leaders and state administrators may be more difficult to recruit and this may impact the timeline.
- Does NWEA have a customer/networking pool that we can leverage to speed up recruiting time?

#### **6. Interview Script:**

- Background Questions

- *Question 1: What is your background?*
- *Question 2: How long have you been working in education?*
- *Question 3: What was your journey to education as a career path?*
- *Question 4: How do you feel about professional learning services in the education field?*
- *Question 5: How are professional learning services relevant to your daily life, inside and outside of your career?*
- Objective 1: Understand the end-to-end process of how educators are currently making professional learning services decisions
  - *Question 1: Think about the last time you sought out professional learning services, and walk me through your decision-making process.*
  - *Question 2: Explain how you felt during that process.*
  - *Question 3: Talk to me about what other factors influenced your decision.*
  - *Question 4: How much of your time is typically spent dealing with professional learning services?*
  - *Question 5: Tell me about the last time you sought out teaching materials and resources, and walk me through your process.*
  - *Question 6: Explain how you felt during that process.*
- Objective 2: Uncover the different tools educators use to make professional learning services decisions
  - *Question 1: Talk me through the different tools you used while making this decision*
  - *Question 2: Describe your experience with these different tools*
  - *Question 3: Compare the different experiences you had with the tools OR talk about any tools you've heard of and haven't usedfv*

- *Question 4: Talk me through the different tools you've used to find materials and resources as an educator.*
- Objective 3: Identify any problems or barriers educators encounter when trying to make professional learning services decisions
  - *Question 1: Describe the last time you had a problem when making professional learning services decisions*
  - *Question 2: Were you able to solve the problem? What did you do to try to solve the problem?*
- Objective 4: Learn about any improvements teachers might make to their current decision-making process
  - *Question 1: How would you improve or change the process of professional learning service purchases?*
  - *Question 2: How would you improve or change the process of teachers accessing resources and materials that they need for their job?*

## **7. Timeline**

*Timeline will vary depending on test complexity, participant qualifications and availability. Our project timeline can be adjusted to accommodate the time scoped for this research project.*

- Recruitment: 3-5 days
- Interviewing start to finish: 4-5 days
- Synthesis: 2-3 days
- Report prep and presentation: 2-3 days

**Total Time: 12 - 16 days**