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# Enhanced Clarity

Revamping User Flows and Microcopy

This case study showcases the work I did with a fellow information architect to rework user flows and microcopy for an educational software product. The project highlights our post-release efforts to create a clear and efficient user path through the product.

# Company & Product Overview

The subject of this case study is an edtech company that offers learning solutions for all grade levels. Here, I focus on one product: a literacy solution intended for grades 3 through 8. The product is made of a library of themed units, each of which contain reading passages and supporting lessons.

# Challenges

- The company received numerous support tickets indicating that teachers did not know how to progress through the lesson along a clear path.
- Pendo performance analytics showed that teachers were not regularly using certain lesson elements.

# Objectives

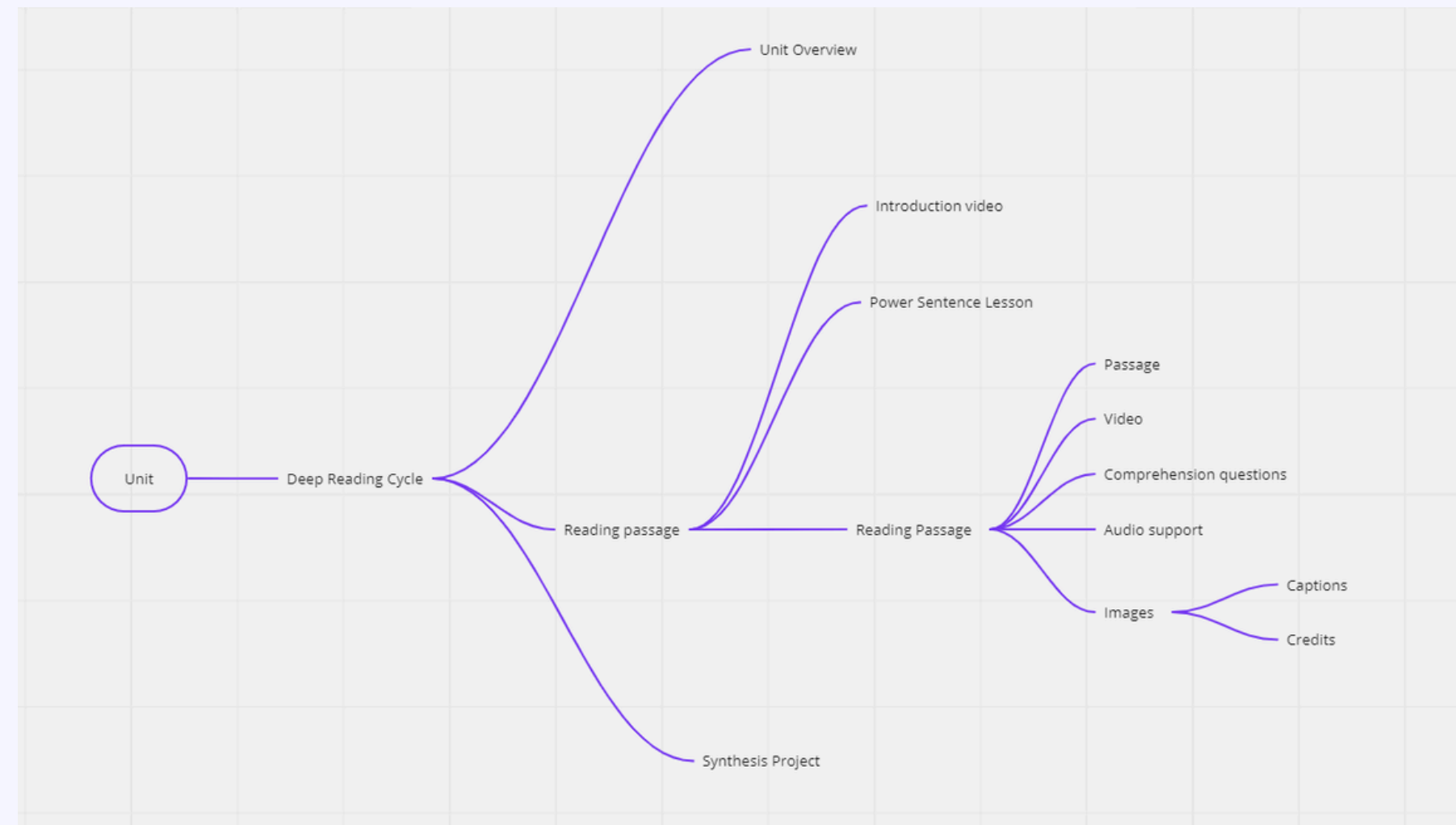
1. Provide a clear path through each unit that teacher can easily follow from beginning to end.
2. Increase teachers' use of neglected lesson elements.

# Requirements

- Organize the passage overview to have a clear chronological structure.
- Create labels that clearly identify all available unit elements.
- Craft UI text that guides teachers unambiguously through the unit.

# Mapping Unit Elements

In order to understand the product and eventually create a logical flow for users, we first needed to inventory all of the elements of a given unit.



# User Interviews

Our first step was to interview users about their experiences with the product. We interviewed 5 users, all of whom were educators.

Key questions included:

- Can you walk me through a typical lesson?
- How do you decide where to start when introducing a new unit?
- Do you use all parts of a unit, or do you tend to skip any? If you skip any, which ones?
- If you could change or customize the order of unit elements, how would you adjust them?

# User Interviews (cont.)

Key findings of our interviews include:

- “I always start by looking at the unit overview.”
- “Next, I’ll introduce the main passage ... and we have a quick discussion ... to unpack the main ideas and themes.”
- “We do Power Sentence Lessons after reading time.”
- “Sometimes I skip the Synthesis Lesson if I feel like my students need more time with the core content.”



# Identifying Problem and Solution

The product was originally designed to allow teachers to move through each unit however they wished—but that clearly had a negative impact on user flow. Our new goal was to introduce an order on how teachers interacted with the product.

# Consulting SMEs

Now that we understood how teachers were actually using the product, we needed to determine the best path through a unit for them to follow.

We collaborated with instructional designers and SMEs to identify the ideal order for a teacher to interact with the different unit elements.

# Prototype and Testing

We worked with UX designers to create a prototype of the new order. We added numerical labels that clearly identified the new order. We also used primary and secondary buttons to give users a choice of how to access unit elements.

We then used that prototype to conduct usability testing with 8 teachers.

The screenshot shows a web application interface titled "Tiny but Tough" with a small image of a frog. Below the title, it displays "LEXILE LEVEL 800L" and "WORD COUNT 493". The interface is divided into three main sections:

- 1 Power Sentence Lesson**: Contains a "Power Sentence" about stick insects, a "Print Power Sentence Lesson Plan" button, and a "View Lesson Plan" button.
- 2 Reading Passage**: Includes a "Class Progress" section with radio buttons for "Finished", "In Progress", and "Not Started". Below is a "Passage Description" about animal defense mechanisms, a "Print Reading Passage" button, and a "View Passage" button.
- 3 Reading Module Grading**: Features a "Scores" table with columns for Name, Passage Auto-graded Score, Average Auto-graded Score, Passage Written Response Score, and Average Written Response Score. The table is currently empty, and the footer indicates "Showing 1 - 10 of 0 items".

# Usability Results

These were our main findings in usability testing:

- **Clearer Flow and Structure:** The majority of teachers reported that the new order provided a clearer instructional flow. They felt more confident about how to progress through the unit, with the sequence feeling more intuitive compared to the previous format.
- **Synthesis Activities as a Strong Conclusion:** Teachers found that placing synthesis lessons at the end of the unit made them a useful tool for reinforcing key concepts.

# Usability Results (cont.)

- **Power Sentences Positioned Well:** The placement of power sentence lessons after the reading passage was well-received. Teachers appreciated the immediate application of grammar or writing skills in the context of what students had just read.
- **Customization Flexibility:** Some teachers appreciated that the prototype allowed for slight modifications to the order based on student needs, providing the flexibility to adjust pacing or skip elements that may not be relevant to their specific class.
- **Allowances for Access Preferences:** Some users noted that they appreciated the ability to either download lesson content as a PDF or view it as a web page, depending on their teaching style.

# Results

After our new user flow and microcopy recommendations were implemented, we saw these results:

- **Decreased Support Tickets:** Customer support no longer received tickets asking how to navigate the lessons.
- **Increased Clicks:** Previously neglected unit elements received 22% more clicks than before.