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# Enhanced Clarity

Revamping User Flows and Microcopy

This project is a case study that showcases the work of I did with a fellow information architect in revamping user flows and microcopy for an edtech company. The project highlights the post-release efforts to create a clear and efficient user path through the company's product.

# Company & Product Overview

The subject of this case study is an edtech company that offers learning solutions for all grade levels. This case study focuses 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 use all of the elements of a given unit.
- Pendo analytics showed that teachers were not regularly using certain lesson elements.



# Objectives

1. Provide a clear path through each unit that teachers can easily follow.
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.**



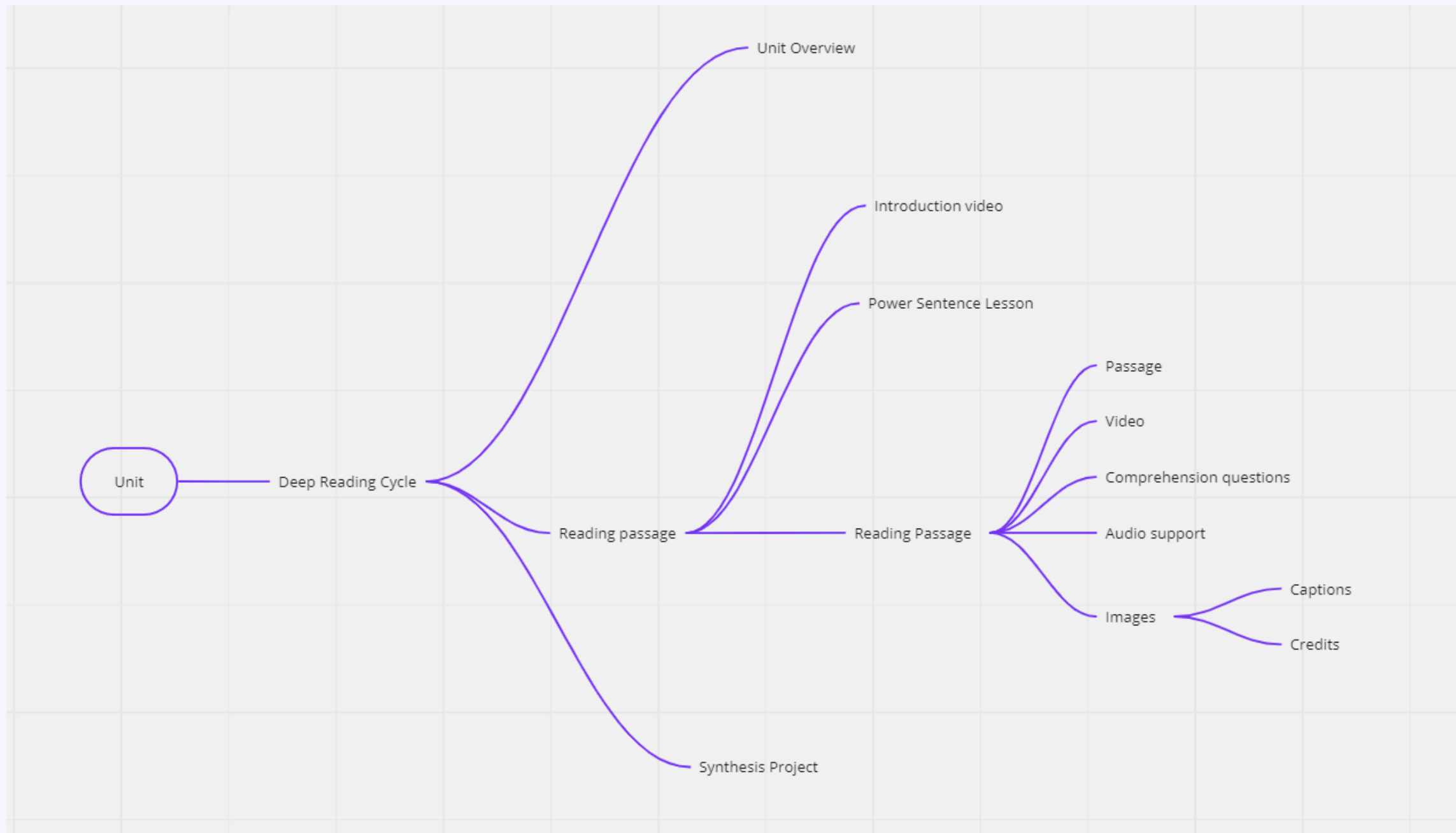
# Research

The product was originally designed to allow teachers to move through each unit however they wished. Our goal was to impose an order on how teachers interacted with the product—essentially, introduce a new user flow.

Our first step was to determine the best path through a unit for teachers to follow. We collaborated with instructional designers and SMEs to identify all the different parts of a unit that a teacher may interact with.



# Lesson Flow






# K-2 Intro

We collaborated with instructional design to determine the right order for teachers to complete a unit in.

To verify our decisions, we worked with UX Design to create a prototype of the new order. We then used that prototype to conduct a series of user interviews.



**Tiny but Tough**

LEXILE LEVEL  
800L

WORD COUNT  
400

1

Power Sentence Lesson

Power Sentence

Stick insects, crane flies, and daddy-long-legs have weak spots on their legs that tear easily, so they can escape by breaking off the part that a predator has grabbed onto.

[Print Power Sentence Lesson Plan](#)[View Lesson Plan](#)

2

Reading Passage

Class Progress

0 Finished

0 In Progress

0 Not Started

Passage Description

When facing an attack, some animals fight and others run away. There are also animals that partially self-destruct as a way to protect themselves. Read about some of the unusual techniques animals use to stay alive.

[Print Reading Passage](#)[View Passage](#)

3

Reading Module Grading

Scores

Name	Passage Auto-graded Score	Average Auto-graded Score	Passage Written Response Score	Average Written Response Score
<div>&lt; &gt;</div> <div>10 items per page   Showing 1 - 10 of 0 items</div>				



# Results

**Support Tickets:** Customer support no longer received tickets asking how to navigate the lessons.

**Clicks:** Previously neglected elements received 22% more clicks than before.