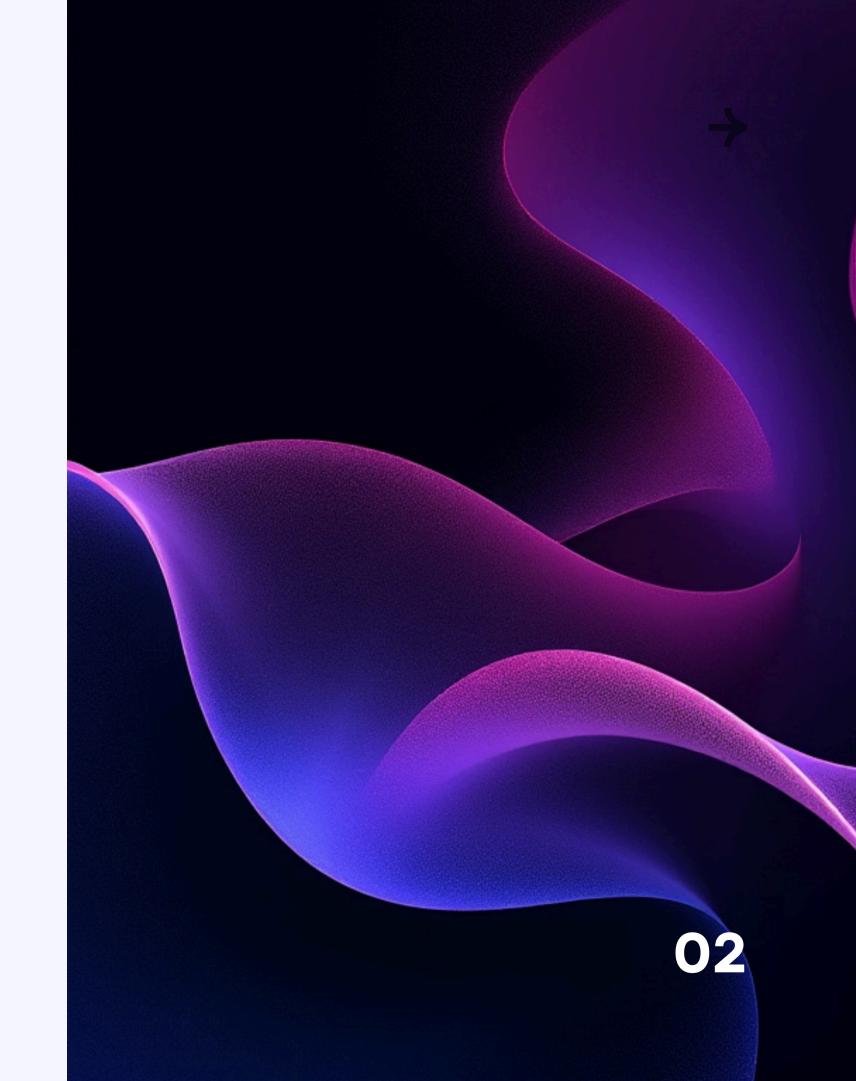Calley Gessel

Optimized Engagement

Mastering Pass/Fail Scenarios in EdTech

This is a project I completed that highlights the intricate work involved in creating engaging and effective text for a math product in the edtech industry. It showcases the careful handling of pass/fail scenarios, and how they were integrated into the product to optimize student engagement and learning outcomes.
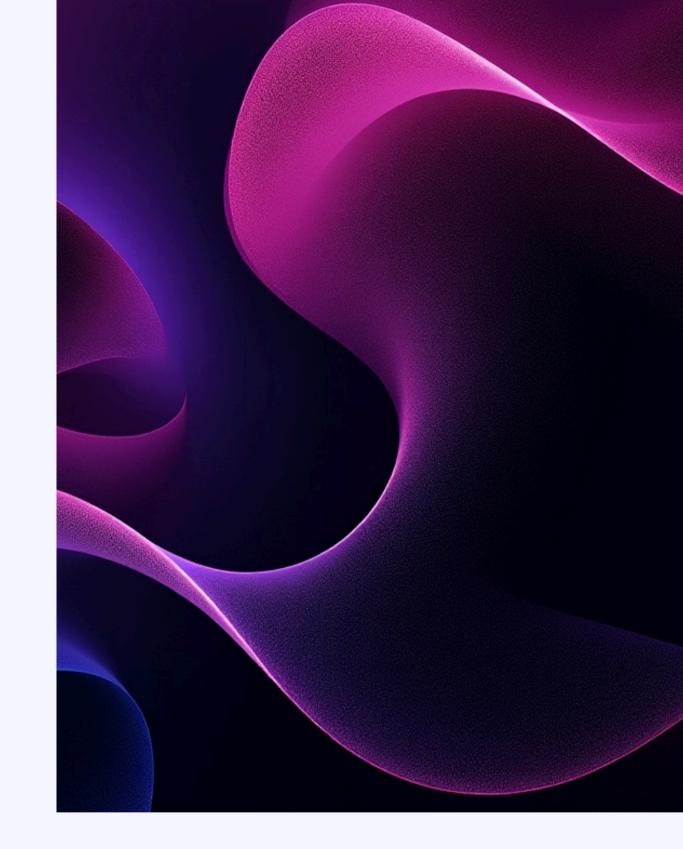
01

Company & Product Overview

This work represents UI text that I wrote for an edtech company thatoffers learning solutions for children from preschool through 12th grade.The product is a program that teaches students in grades 3 through 8 howto do math. I wrote the following text for a mastery check that evaluatesstudents' comprehension of a given lesson.
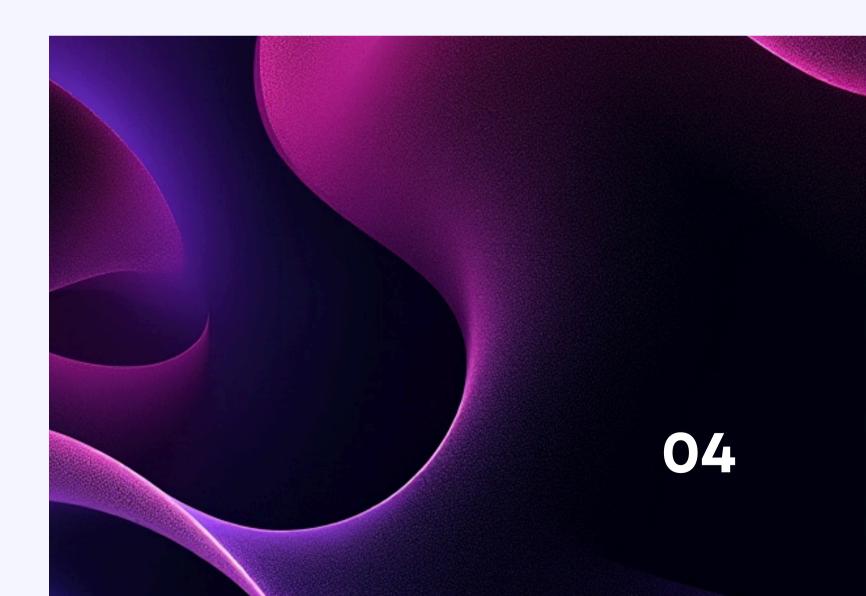
Objectives

- Create UI text that introduces students to the mastery check, informs them of their success or failure, and leads them into the next activity.
- Create 3 sets of text to be used by different grade levels (K–2, 3–5, and 6–8).
- Use language that is encouraging and supportive so as not to discourage their continued efforts.
- Encourage students to reach out to their teachers for additional support.
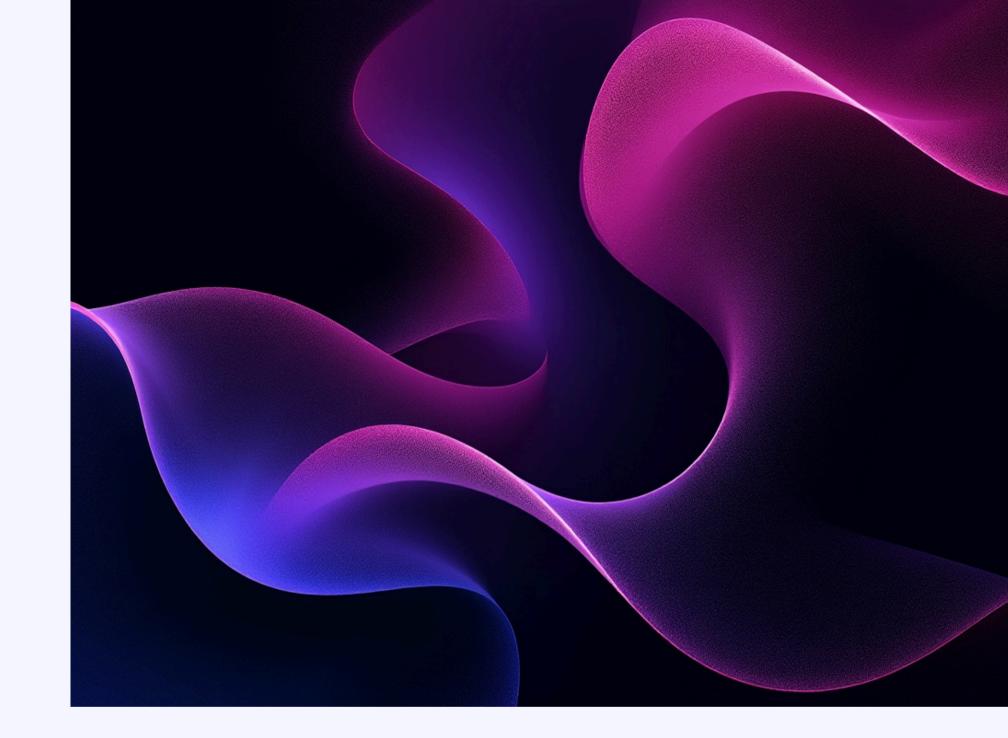
Requirements

→ **Use clear language that guides students through the mastery check.**

→ **Use vocabulary and syntax that does not exceed the lowest grade level for the set.**

→ **Keep students engaged through fun language choices.**

04

Content Structure

I needed to write copy for all of these scenarios:

1. **Introduction:** "Mastery checks are higher stakes than other activities, so we want to prime the students to do their best."
2. **Failed Mastery Check:** "When a student fails a mastery check they will be directed into instructional content. We want to use growth mindset strategies to encourage them to keep working."
3. **Lesson Passed:** "When a student passes any mastery check they will have passed the lesson. We want to celebrate the hard work they've put in to accomplish this."
4. **Second Failure:** "When students have completed all lesson content and still fail at the last mastery check, they will not be gated. They can continue on to the next lesson, but we want to encourage them to work with their teacher to get the offline help they need."
5. **Toaster:** "Toasters are to be added at random throughout the lesson when a student gives a correct answer."

04

Minimizing
User Fatigue

To minimize fatigue, I wrote multiple options for each set of copy that could be selected randomly.

K–2 Intro

Header:

- Let's see what you know!
- Time for us to see what you know!
- Show us what you've got!
- Show what you know!
- Ready to show us what you can do?

Body

- Let's answer a few questions to see what you've already learned. Pay close attention and do your best, and you'll be done in no time!
- Let's see if you can answer these questions! Pay attention and remember to do your best! You'll do great!
- Answer these questions and show what you already know. Pay close attention and try your best! We'll be cheering you on!

K-2 Failed Mastery Check

Header:
- Good try!
- Not bad!
- So close!
- Almost there!
- Good work!

Body
- We still have some things to work on. Let's see what else you can learn!
- Now we can work on the things you still need to learn.
- Let's practice some more!

K–2 Lesson Passed

Header:
- Wow!
- I knew you could do it!
- You made that look easy!
- Give yourself a high five!
- Well done!

Body
- We can't wait to see what else you can do!
- Let's do something else now!
- Now we can do something new!

09

K–2 Second Failure

Header:
- Good try!
- Not bad!
- So close!
- Almost had it!
- Oh darn!

Body
- We all make mistakes. Don't be afraid to ask your teacher for help!
- Your teacher can help you practice more. Don't be afraid to ask!
- Ask your teacher to help you work on this. That's what teachers are for!

K–2 Toaster

- Nice move!
- Great job!
- Way to go!
- Neat-o!
- Looking good!

3–5 Intro

Header:

- Let's see what you know!
- Time for us to see what you know!
- Show us what you've got!
- Show what you know!
- Ready to show us what you can do?

Body

- Let's answer a few questions to see what you've already learned. Pay close attention and do your best, and you'll be done in no time!
- Let's see if you can answer these questions! Pay attention and remember to do your best! You'll do great!
- Answer these questions and show what you already know. Pay close attention and try your best! We'll be cheering you on!

3–5 Failed Mastery Check

Header:
- Nice effort!
- Not bad!
- So close!
- Almost had it!
- Good work!

Body
- Mastery is within your reach! Let's see how you can improve.
- Now let's focus on what you still need to learn. You've got this!
- Let's get some more practice. You'll be an expert in no time!

3–5 Lesson Passed

Header:
- That was magnificent!
- I knew you could do it!
- You made that look easy!
- Give yourself a high five!
- Impressive!

Body
- We all make mistakes. Don't be afraid to ask your teacher for help!
- Your teacher can help you practice more. Don't be afraid to ask!
- Ask your teacher to help you work on this. That's what teachers are for!

3–5 Second Failure

Header:
- Good try!
- Not bad!
- So close!
- Almost had it!
- Oh darn!

Body
- Even experts make mistakes sometimes. Don't be afraid to ask your teacher for help when you get stuck!
- Your teacher can help you get some more practice. All you have to do is ask!
- Ask your teacher to help you work on this. That's what teachers are for!

15

3–5 Toaster

- Nice move!
- Great job!
- Way to go!
- Neat-o!
- Looking good!

6–8 Intro

Header:
- Ready to show what you've got?
- Let's see what you can do!
- Think you've got what it takes?
- We want to see what you can do!
- Time to show off your skills!

Body
- Let's answer some questions to see what you already know. Do your best and you'll have nothing to fear!
- The next few questions will show what you already know. Take your time! You'll do great!
- Answer these questions to show us what you know already. If you do your best, you'll always succeed!

6–8 Failed Mastery Check

Header:
- You almost had it!
- Okay, not bad!
- You were so close!
- That was a tough one!
- You'll get it next time!

Body
- You need a little more practice. We can help you with that!
- Now that's out of the way, we can focus on building your skills!
- Let's take a look at how you can improve!

6–8 Lesson Passed

Header:
- What a success!
- Brilliant!
- You handled that like a pro!
- Nicely done!
- Bravo

Body
- You're ready for your next challenge!
- New challenges are waiting for you!
- Let's move on to something new!

6–8 Second Failure

Header:
- You almost had it!
- You were so close!
- That was a tough one!
- You'll get it next time!
- Oh darn!

Body
- Your teacher can help you figure out what went wrong. Reach out to them!
- Don't be afraid to ask your teacher for some extra practice!
- You can always get a little more help from your teacher. Tell them what you need!

6–8 Toaster

- Well done!
- Remarkable!
- Impressive!
- Tremendous!
- What an accomplishment!