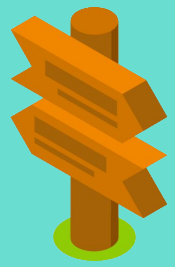


EdTech Vendors
Product Development Map

THE DECISION LAB

Overview of EdTech Product Development Journey Map

Hundreds of EdTech companies are developing technologies for the classroom but there is limited knowledge of how these companies are engaging with evidence from the learning sciences when making product decisions.

This resource provides insights into what information, data and research informs EdTech companies when they're making decisions about product development.

Read this to:

- Understand what informs EdTech development decisions at each stage of the process from a vendor perspective
- Barriers & drivers to evidence use in the product development process how how these differ between smaller and larger edtech companies
-

SAMPLE & METHOD

01 | 15 EdTech companies interviewed and 41 surveyed

02 | Mapping of the EdTech development process with attention to differences between small and large vendors.

TIME TO READ
10 minutes

MAIN AUDIENCE
EdTech

Reading guide: EdTech product development

The journey map outlines **key stages** and **substages** of **decisions** in the EdTech product development journey—from initial product ideation to deployment and sales. For the journey, the **stages** are corroborated by **supporting evidence** and **identified mediators** from interviews and surveys with EdTech vendors.

Each **substage** is further expanded upon through barriers, drivers, and supporting data.

Decision Points

Stage

A key step that EdTech vendors would experience along the journey of bringing a product to market.

Substages

Specific decisions made or actions taken by the vendor that are associated with a given stage.

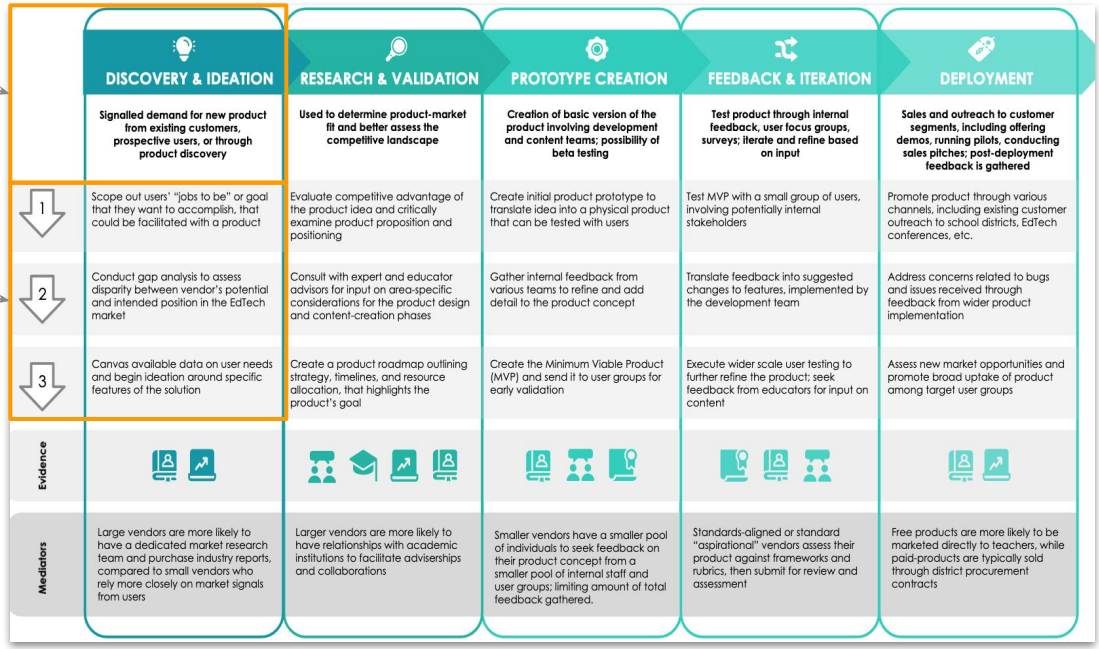
Stage Elements

Supporting Evidence

Evidence that is engaged at a particular stage; these are denoted by icons and include market intelligence, expert advice and guidance, EdTech standards and certification, research from learning sciences, and user data.

Mediators

An additional factor that influences the EdTech journey. The mediators of focus are a) vendor size and b) alignment with standards or certification program.



	DISCOVERY & IDEATION	RESEARCH & VALIDATION	PROTOTYPE CREATION	FEEDBACK & ITERATION	DEPLOYMENT
	Signalled demand for new product from existing customers, prospective users, or through product discovery	**Used to determine product-market fit and better assess the competitive landscape**	**Creation of basic version of the product involving development and content teams; possibility of beta testing**	**Test product through internal feedback, user focus groups, surveys; iterate and refine based on input**	**Sales and outreach to customer segments, including offering demos, running pilots, conducting sales pitches; post-deployment feedback is gathered**
1	Scope out users' "jobs to be" or goal that they want to accomplish, that could be facilitated with a product	Evaluate competitive advantage of the product idea and critically examine product proposition and positioning	Create initial product prototype to translate idea into a physical product that can be tested with users	Test MVP with a small group of users, involving potentially internal stakeholders	Promote product through various channels, including existing customer outreach to school districts, EdTech conferences, etc.
2	Conduct gap analysis to assess disparity between vendor's potential and intended position in the EdTech market	Consult with expert and educator advisors for input on area-specific considerations for the product design and content-creation phases	Gather internal feedback from various teams to refine and add detail to the product concept	Translate feedback into suggested changes to features, implemented by the development team	Address concerns related to bugs and issues received through feedback from wider product implementation
3	Canvas available data on user needs and begin ideation around specific features of the solution	Create a product roadmap outlining strategy, timelines, and resource allocation, that highlights the product's goal	Create the Minimum Viable Product (MVP) and send it to user groups for early validation	Execute wider scale user testing to further refine the product; seek feedback from educators for input on content	Assess new market opportunities and promote broad uptake of product among target user groups
Evidence					
Mediators	Large vendors are more likely to have a dedicated market research team and purchase industry reports, compared to small vendors who rely more closely on market signals from users	Larger vendors are more likely to have relationships with academic institutions to facilitate advisorships and collaborations	Smaller vendors have a smaller pool of individuals to seek feedback on their product concept from a smaller pool of internal staff and user groups; limiting amount of total feedback gathered.	Standards-aligned or standard "aspirational" vendors assess their product against frameworks and rubrics, then submit for review and assessment	Free products are more likely to be marketed directly to teachers, while paid-products are typically sold through district procurement contracts

Introduction: EdTech Product Development Journey

The following table introduces the types of evidence that we identified vendors to most commonly rely on during each stage of the EdTech development process.

Evidence Engaged	Description
Market intelligence (e.g. Simbia, SSIA, etc.)	Gathered through competitor analysis and through purchased industry reports.
Expert advisors and guidance	Experts, usually holding advanced degrees related to the field are engaged in providing guidance, can be internal or external to the vendor organization.
EdTech standards and certification	Criteria and guidelines of quality indicators to which EdTech products can be intentionally developed and designed to align with.
Research from learning sciences	Research from peer-reviewed studies, journals in related fields, potentially developed through Research Practice Partnerships (RPPs) with academic institutions.
User data and insights	User insights gathered through internal user research (e.g. surveys and interviews) and/or externally-available demographic data (e.g. income data, school spending data).

Journey Map | EdTech Product Development

	DISCOVERY & IDEATION	RESEARCH & VALIDATION	PROTOTYPE CREATION	FEEDBACK & ITERATION	DEPLOYMENT
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Evidence Legend

 Market intelligence

 Expert advisors and guidance

 EdTech standards and certification

 Research from learning sciences

 User data and insights