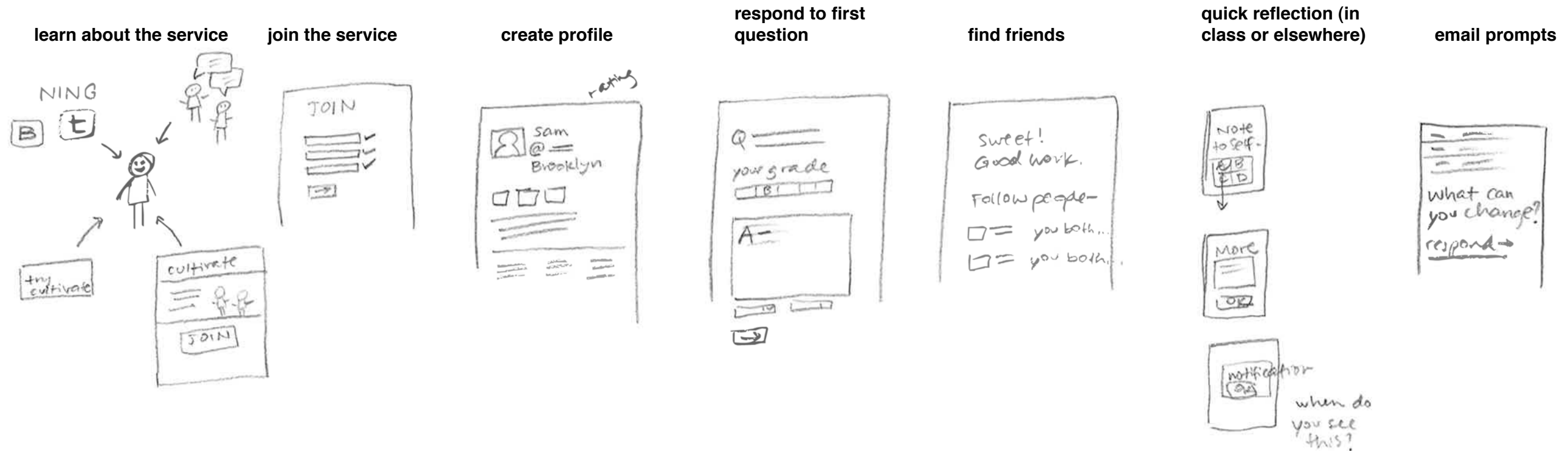


**Moment of Use**  
(for teacher)



**Mental Model**



"I need help. Maybe this could help me..."  
"I trust my friends' opinions."

"If I tell more about myself maybe I'll get better information in exchange."

"I've never thought about my skills in that way before."

"Are the people I already know doing this?"

"I need to write this down so I can think about it more later."

"Oh right... I forgot to do that."  
or  
"Oops, definitely won't have time for that today."

**Touch Points**



ads? WOM shortlinks and tweets front page of site	signup page (mobile / desktop) confirmation page dashboard / home	profile page	new post page	profile page	mobile - notes mobile - push notifications	email message
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**Data Collected or Shared**



username / pass security / privacy info	real name location grade level, subject, school type teaching method(s)	grading module written answer meta data: date of class, subject or class, media	grading module short written answers	your latest question
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**System Response**

makes connections between your post and someone else's profile  
  
teachers can "follow" one another's public entries

sets a reminder to followup for extended answer later

prompt to respond in extended reflection

**Moment of Use**  
(for teacher)



extended reflection

receive progress report & advice

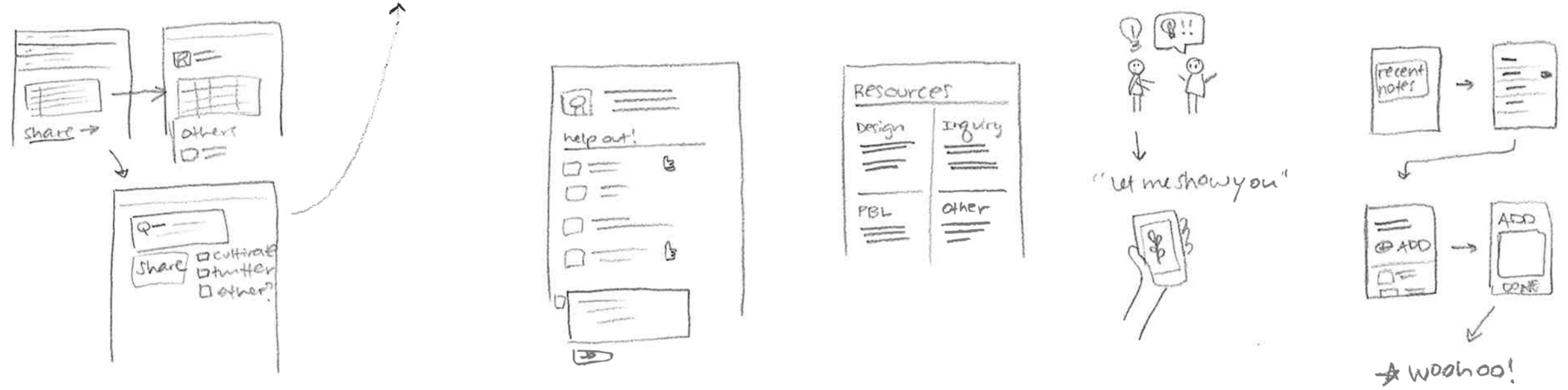
share with networks (online)

engage in conversation

access resources for progressive teaching methods

share with networks (offline)

report in-class progress



**Mental Model**



(discovery through writing)

"I think this is the reason behind the outcome, but I also think something else could be the reason..."

"I didn't think about that before."

"I didn't realize I feel this way consistently."

"I disagree with this report."

"I am proud of my accomplishment!"

or

"I don't know what to do to fix this. Your experiences might help me."

"My experiences might help you."

"I'm looking for real answers."

"I am proud or excited about my progress."

"This has helped me, maybe it can help you."

**Touch Points**



new post page

email report

dashboard report

new post page

story page

comments

resources page

stories from others

conversations

mobile app

mobile - add comments to existing post

**Data Collected or Shared**



grading module

written answer

meta data: date of class, subject or class, media

class data: grades, attendance, % participation

hard / soft metrics report

advice from system

advice from other teachers, if relevant

short question or comment

meta data: date of class, subject or class, media

public post: short question or comment

comments in response

resources

short written answers

**System Response**

prompt to share a question or comment in response to report

system matches specific problems to known advice

give and receive comments on public posts

periodically suggests connections based on content of posts and responses

keep an up-to-date list of resources

instantly rewards the teacher for improvement!

keeps track of progress for report card