The ENTER EdTech Project

Entering the EdTech Entrepreneurship World

Is My Ed Tech Tool Making a Difference? An Entrepreneur's Guide to Using Research to Improve Products and Measure Impact.

Description

NewSchools Venture Fund team has developed a guide designed for entrepreneurs at any stage of their development cycle. Across the development cycle, they have observed how research can uncover valuable insights into how well products are working, for which users, under which conditions. This guide examines a range of research types, noting those that are appropriate at various stages of development, on small or large budgets, and within varying timeframes. Others in the ed tech research community have designed similar frameworks. However, this guide is designed specifically for entrepreneurs, highlighting the types of value research can create while taking into account the realities of resource-constrained startup environments.

Tip (How / When to use the resource)

how usability and UX research studies differ from effectiveness studies and how they complement each other

Keywords

evidence, feasibility, usability

Author

Tonika Cheek Clayton and Cameron White

Link

https://www.newschools.org/edtechresearch/

Country

United States

Target Group

Entrepreneur

Topic Category

Technology

Topic

- Technology
  (UX/UI, XR, tech trends, tech accessibility in schools, R&D trends, tech adoption,reports etc.)

Relevance depending on the stage of the venture

- Multiple Stages

EdTech Subsector(s)
- K-12 School Education (Kindergarden to Grade 12)

Scope
- International

Content Type
Document

Copyrights

Co-funded by the
Erasmus+ Programme
of the European Union