Digital Promise 2016 Research-Based Products Campaign Submission Form Questions

Standard Questions for All Submissions:

1. Name
2. Title/role
3. Organization/Company
4. Product name
5. Email address
6. Type of product (based on the EdSurge index). Choose one:
   a. Curriculum products (products that teach concepts)
   b. Teacher needs (for keeping learning on track)
   c. School operations (to keep a school humming)
   d. Parent/home use
7. Target users (check all that apply):
   a. Early learners (ages 0-5)
   b. Early learning teachers
   c. Early learning administrators
   d. Parents
   e. K-12 students
   f. K-12 teachers
   g. K-12 administrators
   h. Higher ed/adult students
   i. Higher ed/adult education teachers
   j. Higher ed/adult education administrators
8. How many years has your company/organization been in existence?
9. Provide a link to your product website.
10. Briefly describe your product, how it's designed to address a specific need/problem, and its intended impact. (200 words maximum)
11. Did you work with a researcher or research organization to inform the design or development of your product, and/or to evaluate your product? Yes/no
    a. If yes, explain whether there are researchers on your staff, or if you partnered with an external organization. If external, briefly describe who you partnered with. Include whether the researcher(s) supported product development, evaluation, or both. (200 words maximum)
12. Do you publicly post/share the research basis for your product? Yes/no
    a. If yes, provide web link or link to a document that you give to customers.

13. To which research categories are you submitting? (can check more than one)
    a. Learning Sciences: using scientific research on how people learn to inform product design.
    b. User Research: gathering information about how people are interacting with the product.
    c. Evaluation Research: determining how a product contributes to solving a problem in education.

Category-Specific Questions
 (fill out the questions for each category checked in number 13)

LEARNING SCIENCES: Using scientific research on how people learn to inform product design

1. What research did you use to support your product design/development, and how did you find it? (provide links to articles or researcher pages). (300 words maximum)
2. Explain how this research informed your product design: State the key research concept(s)/finding(s) you used, and how it connects to specific product features or uses. (300 words maximum)

USER RESEARCH: Gathering information about how people are interacting with the product

1. From whom did you gather feedback? (teachers? Students? Parents? School / district administrators? other?) (300 words maximum) Please include an estimate of the number of people from whom feedback was gathered.
2. Describe the methods you used to gather feedback (A/B testing, focus groups / interviews, analyzing student usage data, observations, surveys, etc.), and at what points in the product development cycle you gathered the feedback. (300 words maximum) Please include how frequently and over what time period data were gathered.
3. Describe how user feedback informed your product design/development. What adjustments or changes did you make after receiving the feedback? Provide at least 2 specific examples of feedback received and the adjustments made in response. (300 words maximum)

EVALUATION RESEARCH: Determining how a product contributes to solving a problem in education.

1. Please describe your evaluation study design (e.g., pilot/short-cycle evaluation, randomized controlled trial (RCT), case study). (300 words maximum). Include the following:
    a. Where the study was conducted
    b. Who participated in the study
    c. What your research questions were
    d. How data were gathered
    e. Whether or not comparisons were made (e.g.: before/after using the product, or between different groups of students)
2. Who conducted the evaluation? (provide organization/institution and name) (75 words maximum)
3. Briefly describe the key findings from the evaluation study. (300 words maximum)
4. If there is a final evaluation report, please provide link, or send an attachment to research@digitalpromise.org.