Digital Promise Launches New Practitioner-Informed Design Product Certification That Prioritizes Collaboration With Educators

The product certification centers educator expertise and learners' authentic needs

JANUARY 23, 2024 | Washington, D.C. – Global education nonprofit [Digital Promise](#) has launched the [Practitioner-Informed Design](#) product certification. This product certification serves as a rigorous, reliable signal for district and school leaders, educators, and families looking for edtech products that center educator practitioners' and learners' authentic needs and experiences throughout product development.

The product certification signals to edtech procurers that the technology centers educator expertise and priorities by embracing a learning culture to improve design through multiple instances of practitioner partnerships and iteration. Technology teams must submit evidence to demonstrate that the product team:

1. Leverages relationship-building and collaborative design-based engagements to learn about education communities' strengths, needs, and priorities; learns how the tool is used in practice; and considers how to better support historically and systematically excluded learners and/or practitioners.
2. Uses findings from the design-based engagements to impact iterative product design and/or product roadmapping.
3. Has specific staff members on the product team, or outside experts working in partnership, who are responsible for building iterative, multi-touchpoint relationships with educator practitioners with the explicit intention of learning more about user needs and building educator capacity to utilize the tool.
4. Make contributors directly aware of their influence on the changes.

"Digital Promise's Practitioner-Informed Design Product Certification offers a much-needed signal that the product is built with—not for—us teachers," says Ivey Homer, an instructional coach in Lexington School District One (South Carolina). "The certification's requirements ensure that companies stay grounded in the realities of educators and students, prioritizing these voices as they actively work to build tools that meet our needs, not merely chasing trends. This, in turn, helps eliminate the 'edtech graveyard' of abandoned and underutilized tools. Knowing a product is built with real-world needs in

mind grants districts and teachers the confidence to invest and trust it to support teaching and learning."

The Practitioner-Informed Design product certification uses a competency-based learning framework, developed in partnership with Digital Promise's Learning Experience Design team and participation from more than 100 practitioners and nine edtech product partners across the United States. Further details about its development can be found in Digital Promise's [Principles for Building Effective Feedback Loops](#).

"Edtech tools can only be effective if the educators who put them in use in their classrooms see that they are impactful and easy to implement," said Josh Weisgrau, chief learning officer of Learning Experience Design at Digital Promise. "We're thrilled to launch Digital Promise's Practitioner-Informed Design product certification to recognize the edtech products that work closely with educators to ensure alignment throughout their design and development process. This certification signals to districts that they can expect a meaningful partnership with the edtech developer team."

Since February 2020, the Digital Promise Product Certification Platform has issued more than 200 certifications to tools intentionally designed to meet learners' needs. To learn more about the product certification ecosystem, please visit [productcertifications.digitalpromise.org](#).

[Applications](#) remain open to product developers interested in applying for product certifications.

Press Contact:
Crystal Williams
Digital Promise
cwilliams@digitalpromise.org
240.494.6382

###

About Digital Promise

Digital Promise is a global nonprofit working to expand opportunity for every learner. We work with educators, researchers, technology leaders, and communities to design, investigate, and scale innovations that support learners, especially those who've been historically and systematically excluded. Our vision is that every person engages in powerful learning experiences that lead to a life of well-being, fulfillment, and economic mobility. For more information, visit the [Digital Promise website](#) and follow [@digitalpromise](#) for updates.