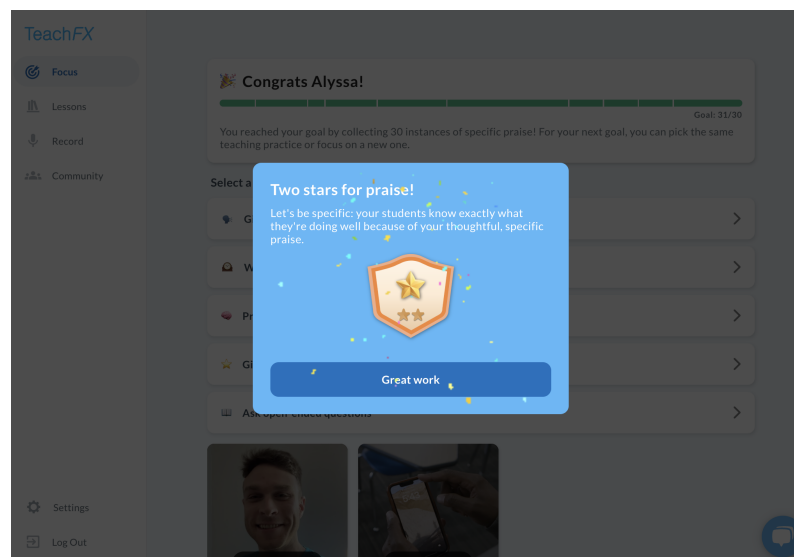


Who We Are & What We Do

TeachFX's mission is to empower every educator to strengthen their teaching practice. The TeachFX app makes it easy for teachers to record and reflect on their instruction, set goals, and track progress over time. Instructional leaders use TeachFX to extend the capacity of instructional coaches, support curriculum adoption, and make professional learning time more efficient and effective in terms of its impact on teacher practice and student outcomes. TeachFX currently partners with over 80 schools, districts, and professional learning organizations and has over 10,000 teacher users. TeachFX's team includes education researchers, machine learning and software engineers, product designers, and professional learning facilitators who collaborate to design, develop, and implement TeachFX with schools, districts, and teachers. Over half of TeachFX's team are former educators.

How We Think About Learner-Centered in Our Design Process

At TeachFX, we understand that teachers are learners too. We seek to understand the needs, interests, and aspirations of teachers and instructional leaders by engaging them in every part of the product design and development lifecycle from the idea phase to implementation. We do this through user research and co-design, which empowers teachers and instructional leaders to directly impact the design, functionality, and user experience in our product. This user research and co-design is iterative with recurring cycles of design, development, and feedback that continuously inform changes we make to our user interface, user experience, and implementation models—all to ensure they are responsive to the needs and lived experiences of our users. Through this user-centered design approach, we identify high-leverage opportunities to **elevate teacher and student strengths in our product and to celebrate those strengths with our users in ways that resonate with the diverse group of teachers and students we serve.**



Why **Learner-Centered** is Important in Our Product

Today, the majority of feedback teachers receive is a component of school and district practices that are a part of high-stakes teacher evaluation systems and/or employ global rating scales that make judgements about the quality of instruction teachers deliver rather than provide opportunities for reflection. TeachFX takes a different approach to teacher feedback by identifying and elevating teachers' instructional strengths and positive moments of student engagement from classroom recordings. **We believe centering teacher and student strengths in TeachFX is essential in our efforts to support teachers' instructional growth**, creating a feedback loop that is reinforcing and motivates sustained changes in teacher practice and mindset over time. By creating opportunities for teachers to receive continuous low-stakes feedback on their teaching practices, they can better understand their progress, strengths, and challenges as well as gain agency over how they effectively support their classrooms every day.

“Even when you think it’s a bad lesson, like you can go back and see, ‘Oh wow, this wasn’t as bad as I thought it was.’ Like, there were a lot of really good moments. And so, that kind of helps turn your mindset around for the next period or the next day.”

— TeachFX Teacher