



LEARNING
Buddies
NETWORK

x UBC

Empowering Kids through Reading & Math.

Dennis Truong
Mengwei Jian
Lingxiao Zhu
Teresa Chang
Aries Lee

Rebecca the Registering Parent

Biography:

- 38 years old
- Married, 2 kids
- Income: low-medium
- Full-time worker at Safeway
- Immigrated to Canada 1 year ago

Technical Skills:

- Customer service
- Fluent in Mandarin
- Still learning English



“English is not my first language so I’m not able to practice with my children at home.”

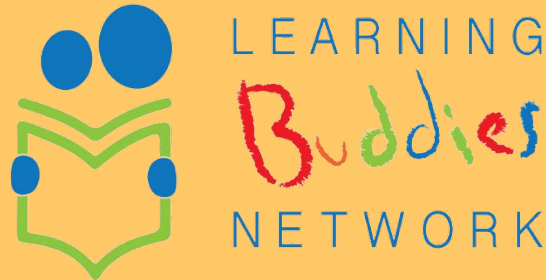
REBECCA'S GOAL

Have her children practice their English skills after school with someone fluent in the language



Learning Buddies Network (LBN)

- Non-profit tutoring organization
- Offers both in-person and online services
- Since 2008, helped ~**5,000 children** from **50+** schools & organizations across Lower Mainland
- 2022-2023: partnership with **Bella Bella Community School**



Empowering Kids through Reading & Math.

“Help elementary school students develop essential literacy and math skills through free one on one, after school mentoring”



LBN's Design Goal

Simplify the process of searching for registration information for parents on the LBN website



Current LBN Website



Empowering Kids through Reading & Math.

[Home](#) [About](#) [Program](#) [Volunteer](#) [Blog](#) [Contact](#) [Donate](#) [@](#) [f](#) [t](#) [in](#)

[Become a Mentor!](#)



Who are we?

Learning Buddies Network is a non-profit organization dedicated to helping elementary school students develop essential literacy and math skills through free one on one, after school mentoring in a fun group setting. We reach children who otherwise would not have the help they need. Our goals are to enhance self-esteem through improvement in academic skills, and to ignite a passion for learning in a safe and caring environment.

Unclear Parent Registration



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Disorganized Navigation



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[Overview](#)
[Reading Buddies](#)
[Math Buddies](#)
[Partnerships](#)
[Bring LBN to Your Organization](#)
[How to Sign Up](#)



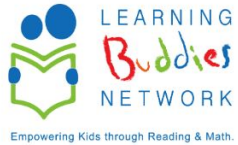
The Learning Buddies Network. Making an impact by "Empowering Kids through Reading & Math."



Copy link

Who are we?

“How to Sign Up” Page... more like FAQ...?



[Home](#) [About](#) [Program](#) [Volunteer](#) [Blog](#) [Contact](#) [Donate](#)



[Become a Mentor!](#)

How to Sign Up

[Click Here to Register](#)

Who is eligible for Reading Buddies or Math Buddies? ▼

When do Learning Buddies sessions take place? ▲

Our online sessions take place every Monday and Wednesday or Tuesday and Thursday from 4:00-4:45pm or 5:35-6:20pm. In-person program times vary depending on individual sites.

For Parents: How do I sign my child up for Math or Reading Buddies? ▼

For Teachers: What are teacher referral forms and how do I refer a student for LBN's programs? ▼

Shared registration



Empowering Kids through Reading & Math.

Remember username

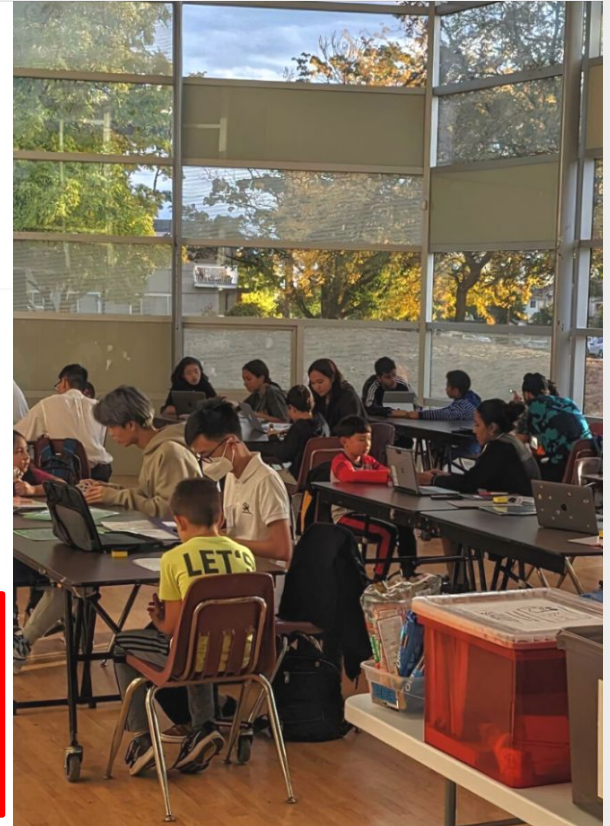
[Forgotten your username or password?](#)

Is this your first time here?

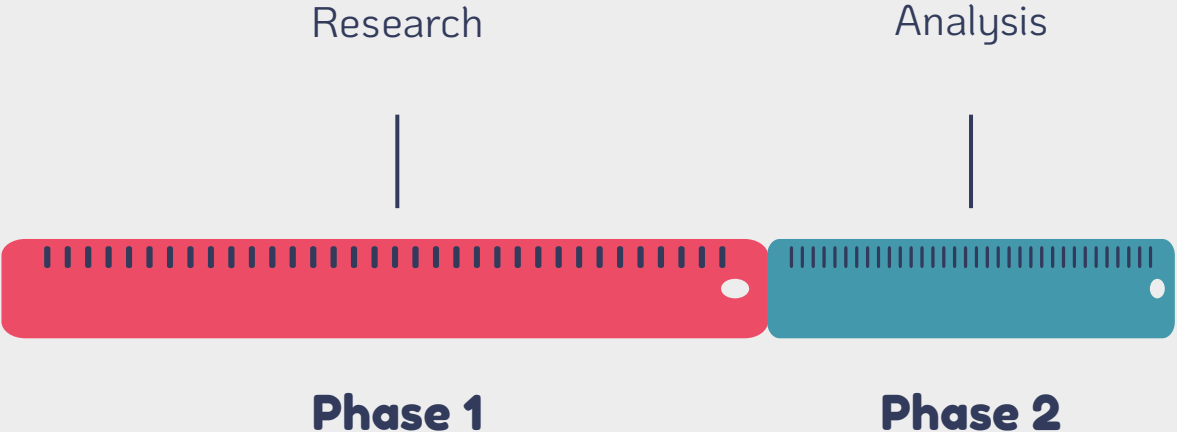
Welcome to the LBN portal! Sign in to your existing LBN account here. If you are a new visitor, you can apply to be a volunteer by creating an account below.

Is this your first time here?

Welcome to the LBN portal! Sign in to your existing LBN account here. If you are a new visitor, you can apply to be a volunteer by creating an account below.



Overview: Discover and Define



Phase 1: Research

- Surveys
 - 16 participants
 - Fluent in English
 - Parents with a child in LBN
 - Compensation: \$20 gift card raffle
- Semi-Structured Online Interviews
 - 2 participants
 - ~30 minute, semi-structured
 - Compensation: \$20 gift card
- Secondary sources
 - Competitor analysis
 - Good practices for registration flow



Phase 2: Quantitative Analysis

Parents struggled most finding:

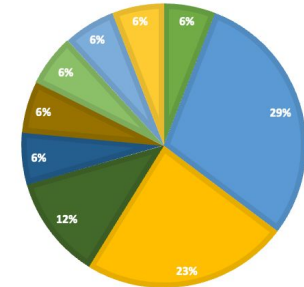
- Eligibility criteria
- Teacher referral forms

Table 1 - Measurements of Difficulty and Frequency. Scale: 1 - 5.

Category	Question	Mean	Median	Mode
Measurement of Difficulty (Higher score for more difficulty)	Finding out about child eligibility	2.25	3.00	3.00
	Creating an account	1.56	1.50	3.00
	Locating teacher referral forms	2.50	3.00	3.00
	Finding the FAQ page and registration button	1.81	2.00	0.00
Measurement of Frequency (Higher score for more frequency)	How often do you use the FAQ page?	2.13	2.00	2.00

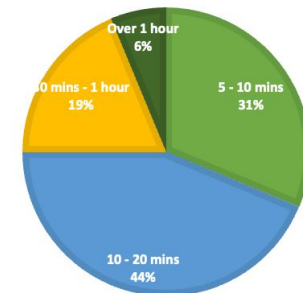
LANGUAGE BACKGROUND

■ Vietnamese ■ Cantonese ■ Mandarin ■ Tigrigna/Tigrinya ■ Gujarati
■ Bambara ■ English ■ Korean ■ Turkmen



APPROXIMATE REGISTRATION TIME LENGTH

■ 5 - 10 mins ■ 10 - 20 mins ■ 30 mins - 1 hour ■ Over 1 hour



Qualitative Analysis

3 themes emerged:








Feedback
(website
responsiveness
to user actions)

**Missing
Information**
(info that would
be good
addition)

**Information
Flow**
(ease of
website
navigation)

*Due to our low interviewee count, we also included qualitative responses from the survey

As-Is Scenario

 Steps   Aspects 	Confirm Eligibility	Create an Account	Register into Program	Confirm Registration
 Doing	<div data-bbox="568 430 633 495">Getting referral from teacher</div> <div data-bbox="653 430 730 495">Checking FAQ Page</div> <div data-bbox="568 528 633 594">Asking other parents</div> <div data-bbox="653 528 730 594">Call LBN helpline</div>	<div data-bbox="823 441 900 506">Clicking through account creation steps</div> <div data-bbox="935 441 1012 506">Getting help from social workers</div>	<div data-bbox="1116 441 1244 528">Registering via the LBN portal</div>	<div data-bbox="1398 452 1495 528">Emailing LBN to confirm enrolment</div> <div data-bbox="1514 484 1611 539">Call LBN to confirm enrolment</div>
 Thinking	<div data-bbox="556 637 645 714">Where are the referral forms?</div> <div data-bbox="664 637 753 714">Where do I submit these forms?</div> <div data-bbox="595 746 703 823">How can my children be eligible?</div>	<div data-bbox="826 670 915 736">What is the whole registration process like?</div> <div data-bbox="954 725 1051 790">Where do I create an account?</div>	<div data-bbox="1108 648 1205 714">Which section is for me?</div> <div data-bbox="1244 659 1340 725">This is a lot of reading!</div> <div data-bbox="1186 746 1282 812">So many steps!</div>	<div data-bbox="1379 670 1476 714">So are my children in the program now?</div> <div data-bbox="1514 736 1611 801">How will I know if they are registered?</div>
 Feeling	<div data-bbox="548 888 645 954">Excited</div> <div data-bbox="672 921 780 987">Anxious</div>	<div data-bbox="826 888 923 954">Confused</div> <div data-bbox="954 943 1051 1009">Lost</div>	<div data-bbox="1108 888 1205 954">Frustrated</div> <div data-bbox="1244 932 1340 998">Overwhelmed</div>	<div data-bbox="1379 888 1476 954">Confused</div> <div data-bbox="1514 932 1611 998">Anxious</div>

Rebecca's Needs

Needs a way to view a **step-by-step guideline** of the registration process



to know what documents to prepare beforehand

Needs a way to **access the teacher referral form** early



to check if she is completing all the necessary steps

Needs a way to **receive confirmation** after registration



to know if her registration has submitted successfully

Needs a way to locate the **correct account creation link**



to register as a parent and not a volunteer

Overview: Develop and Deliver

Prototyping
(Lo-Fi)

Usability
Testing #1

Prototyping
(Mid-Fi)

Usability
Testing #2



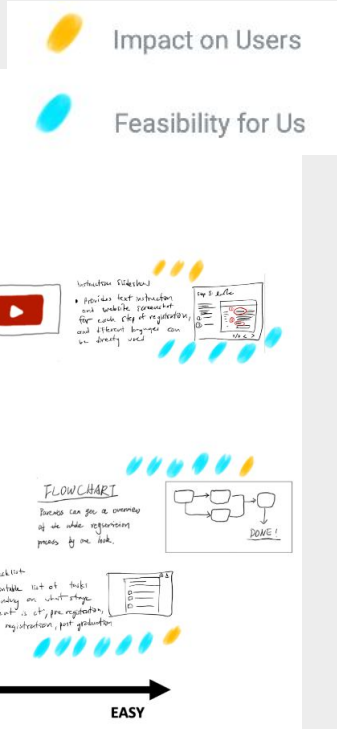
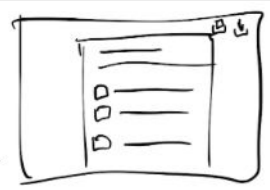
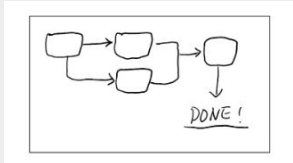
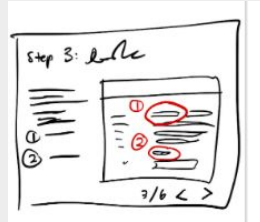
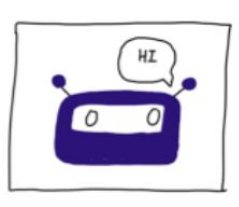
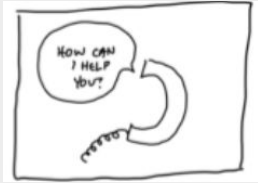
Phase 3

Phase 4






Phase 5

Phase 6

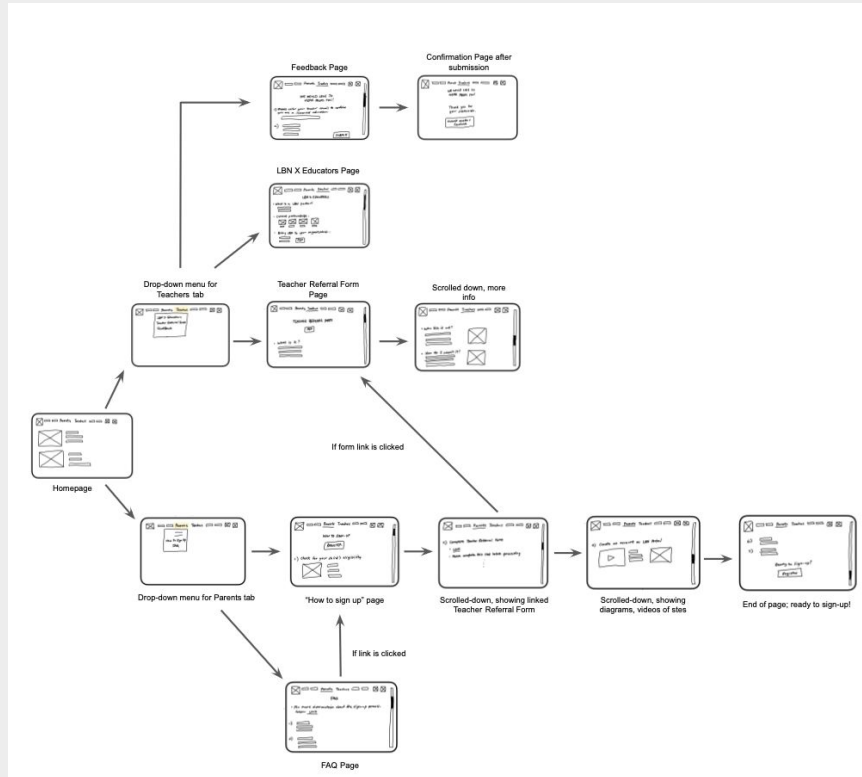
Phase 3: Ideation



To-Be Scenario

Steps 	Confirm Eligibility	Create Account	Register into Program	Confirm enrolment
Aspects 				
 Doing	<p>Referring to Tutorial page</p> <p>checking the hyperlink</p>	<p>Referring to Tutorial page</p> <p>Watching the tutorial video</p> <p>Looking at the diagrams on Tutorial page</p>	<p>Referring to Tutorial page</p> <p>Watching the tutorial video</p>	<p>Checking e-mail</p> <p>Waiting for further contacts</p>
 Thinking	<p>I need to do XXX in the next steps.</p> <p>So what's next...?</p> <p>My children are eligible!</p>	<p>I know what information I need now</p> <p>It is easy when following the tutorial.</p>	<p>I'm just going to copy what the steps show on the tutorial page</p> <p>The portal has lots of things but I'm okay.</p>	<p>This is finally done!</p> <p>I got it!!!</p> <p>Thank you for the follow-up!</p> <p>Hopefully my child will get enrolled soon.</p> <p>It is a positive experience for me</p>
 Feelings	<p>confident</p> <p>excited</p> <p>Happy / Positive</p>	<p>accomplished</p> <p>optimistic</p>	<p>focused</p> <p>Relieved</p> <p>comfortable</p>	<p>Happy</p> <p>satisfactory</p>

Lo-Fi Prototype



4 primary tasks:

- Searching for “**How to Sign up**” **information** (parent-facing)
- Searching for “**FAQ**” (parent-facing)
- Searching for **Teacher Referral Form** (teacher-facing)
- Submitting **Feedback Form** (teacher-facing)

Phase 4: Usability Testing #1

How did we conduct it?

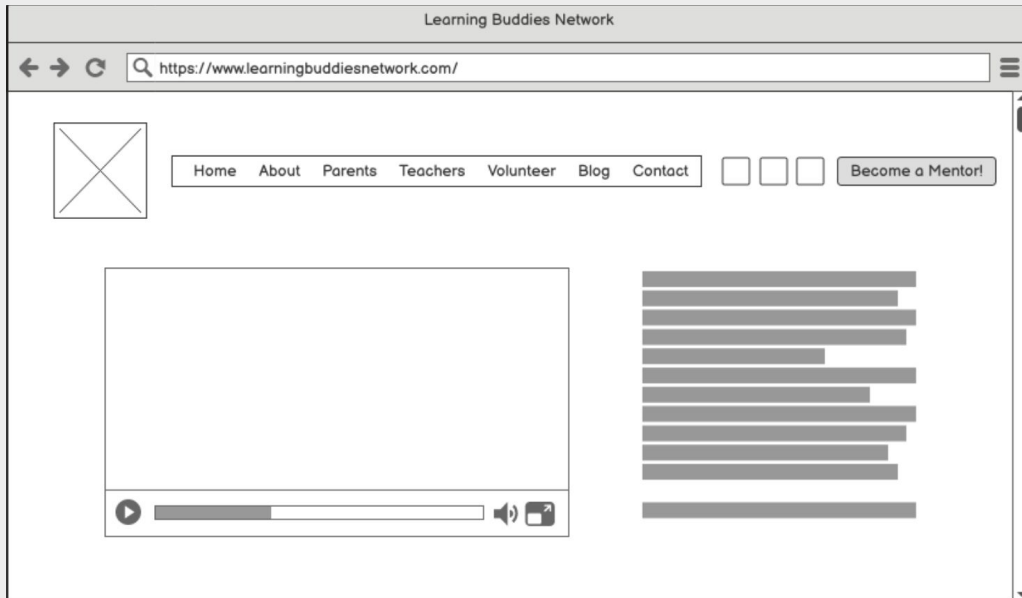
- **Online focus-group** with LBN's executive director & IT manager
- 15 - 20 mins

Feedback from LBN team

- Minimize clicks with all parent-related info in one tab
- Feedback forms to gather data on student progress
- Consider video accessibility since maybe not all devices can play it



Phase 5: Mid-Fi Prototype



Improvements

- Clearer instructions on program eligibility
- Links to instructional resources
- Added teachers tab

Phase 6: Usability Testing #2

How did we conduct it?

- **Online focus-group** with LBN's executive director & IT manager
- 15 - 20 mins

Feedback from LBN team

- Fix typos in buttons

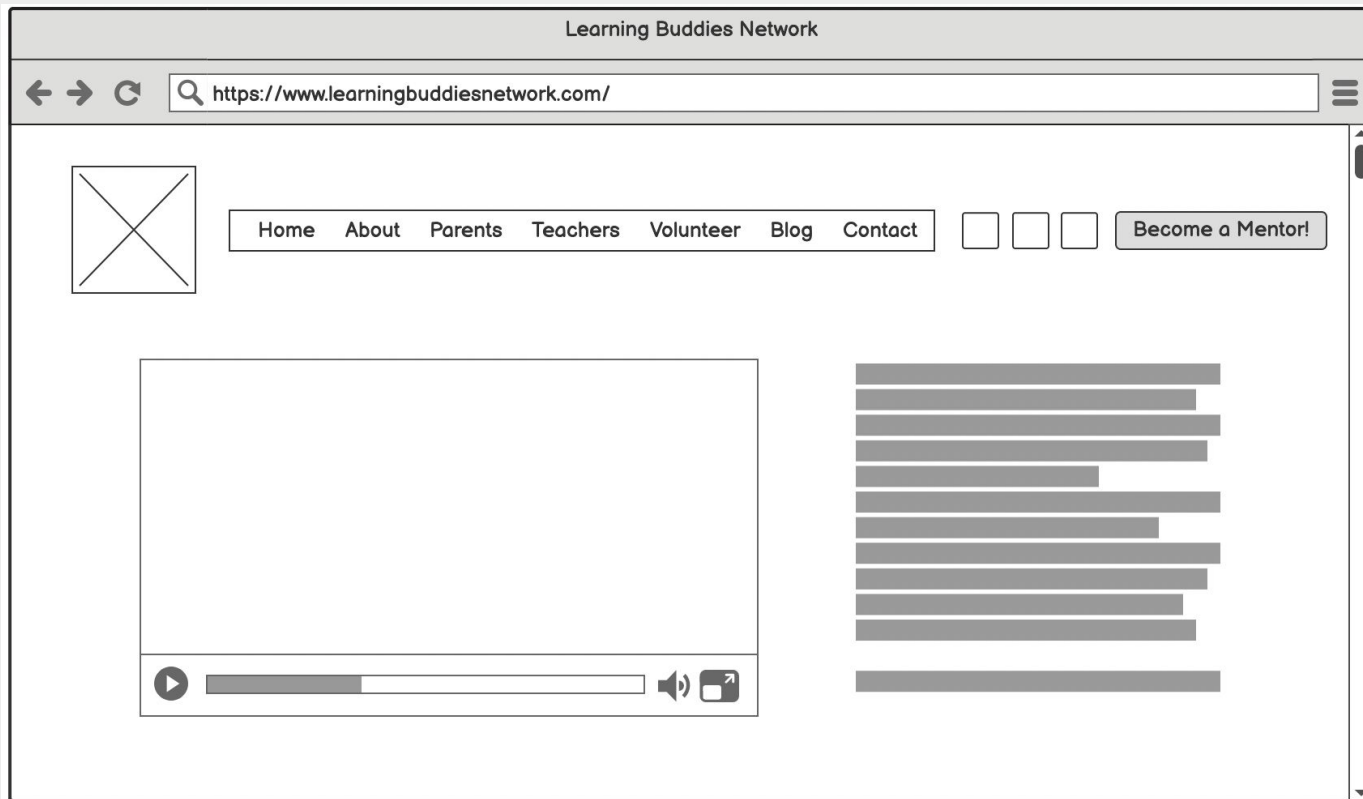


REBECCA'S GOAL

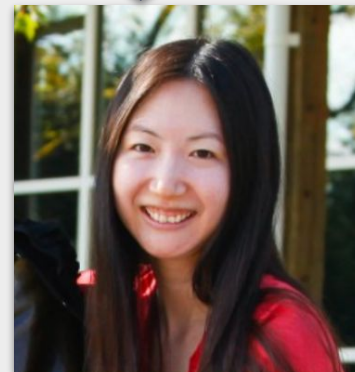
Have her children practice their English skills after school with someone fluent in the language



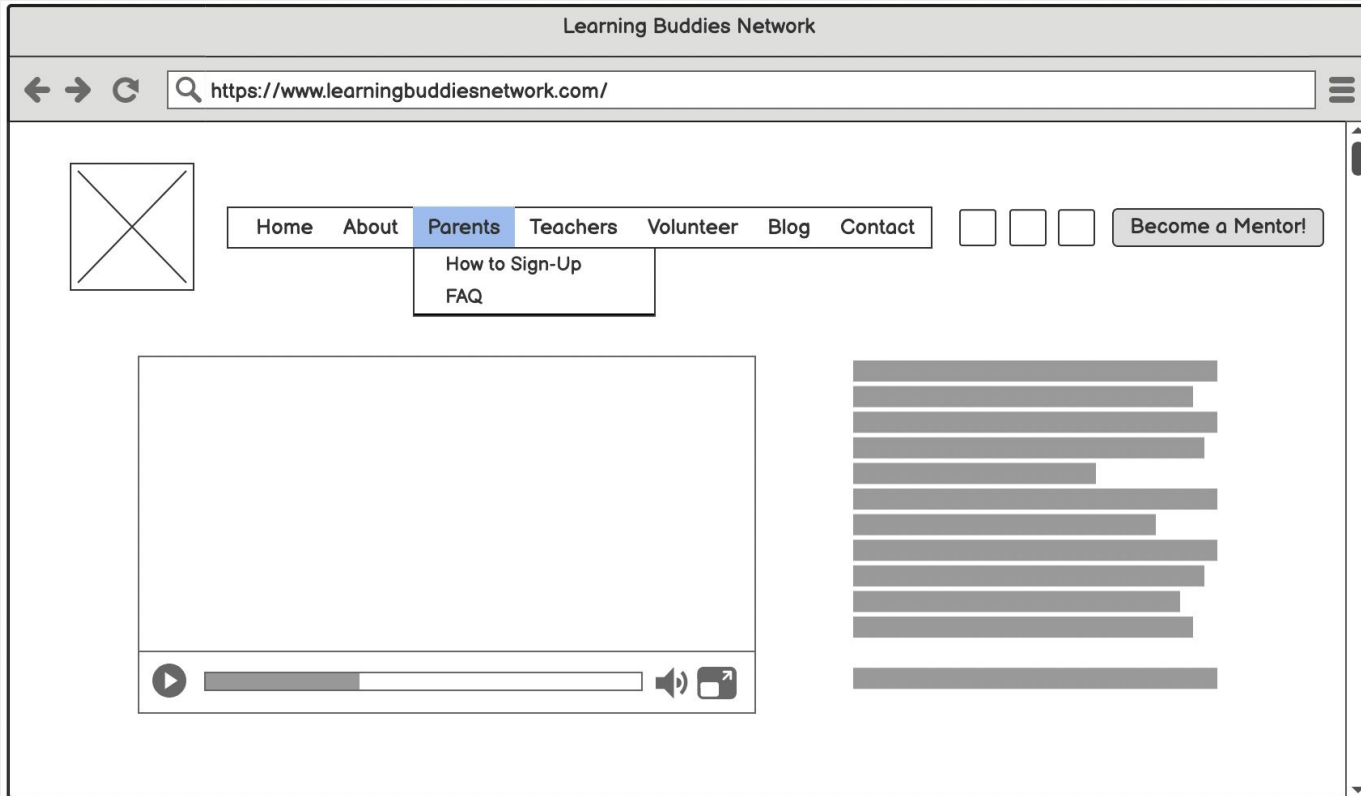
Rebecca's New Process!



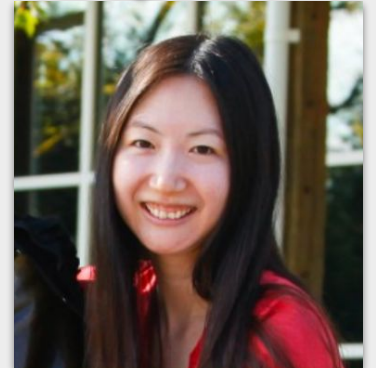
I want to join this program. Which section is for me?



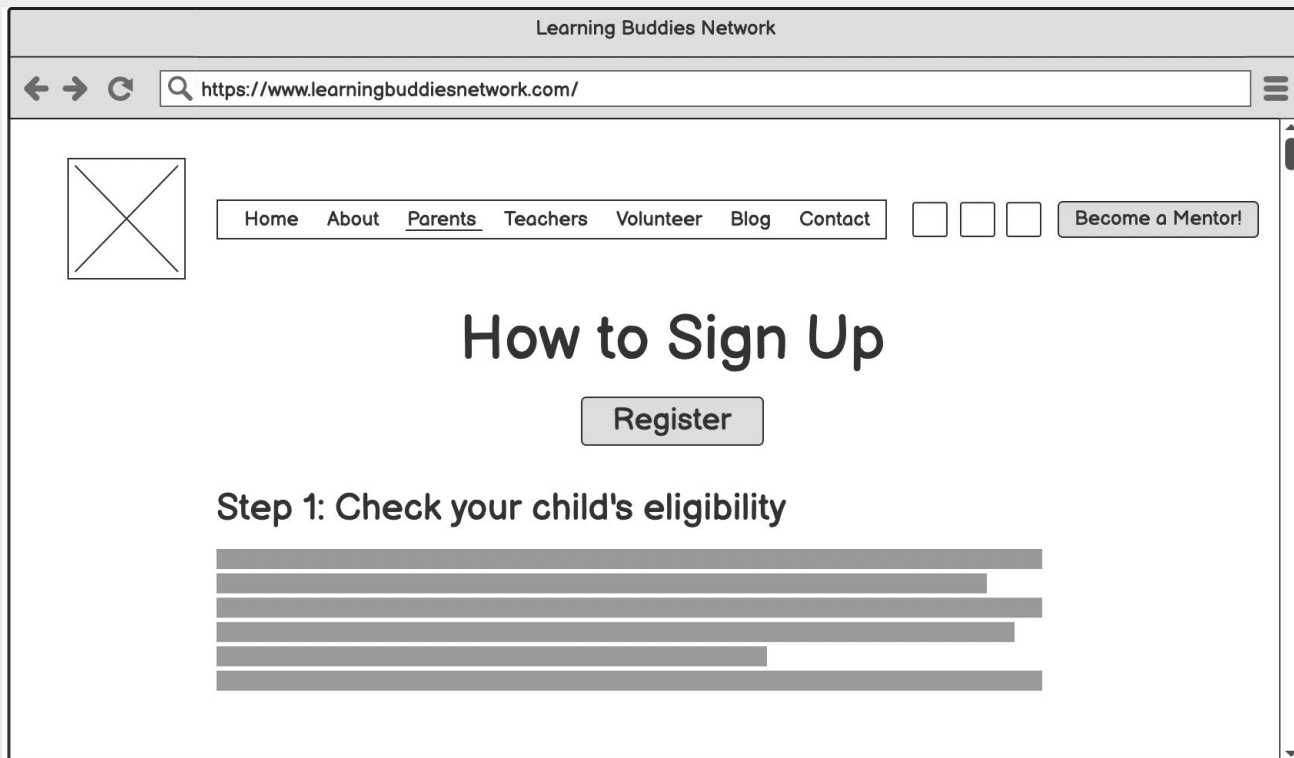
Rebecca's New Process!



How can I join the program?

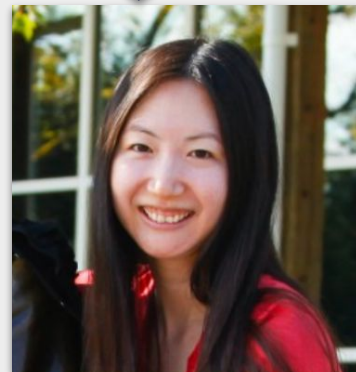


Rebecca's New Process!

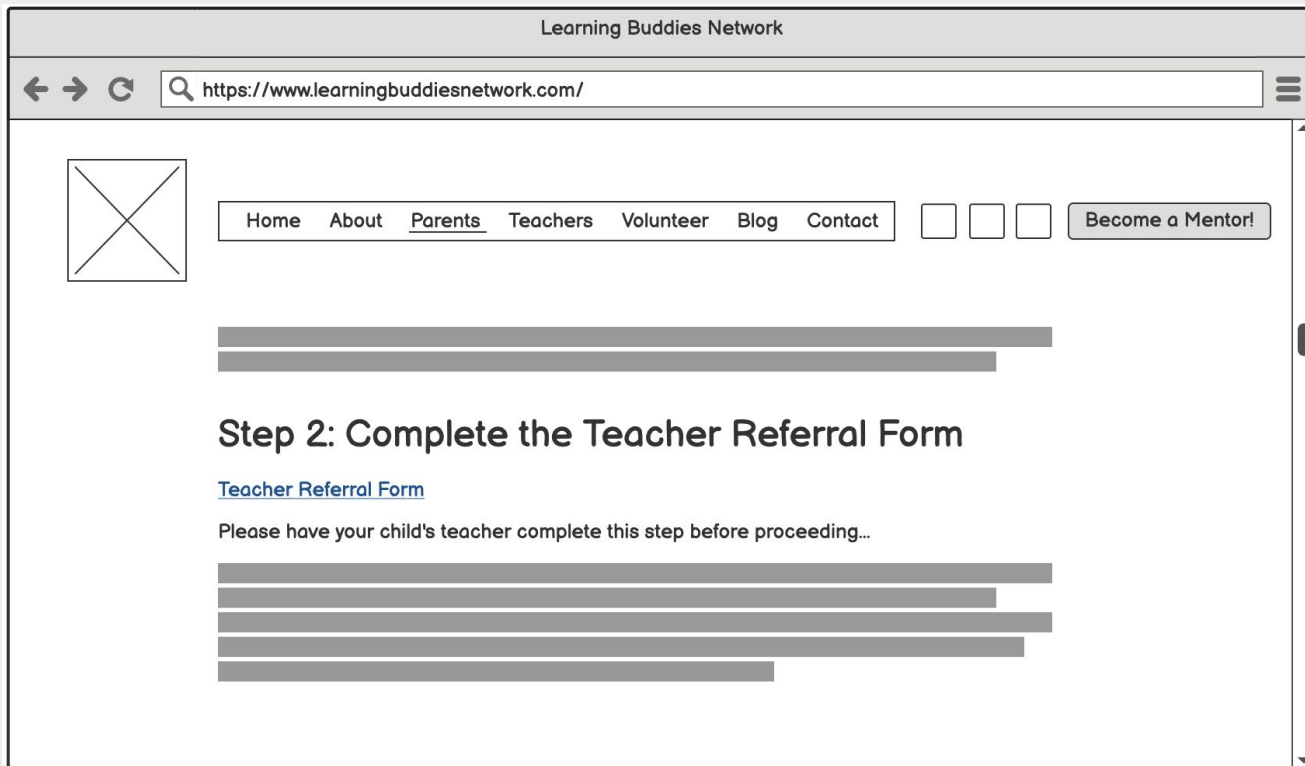


The screenshot shows a web browser window with the title "Learning Buddies Network". The address bar contains "https://www.learningbuddiesnetwork.com/". The navigation menu includes "Home", "About", "Parents", "Teachers", "Volunteer", "Blog", and "Contact". There are three social media icons and a "Become a Mentor!" button. The main heading is "How to Sign Up" with a "Register" button below it. The first step is "Step 1: Check your child's eligibility", followed by four lines of redacted text.

Can my children sign up?

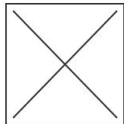


Rebecca's New Process!



Learning Buddies Network

← → ↻

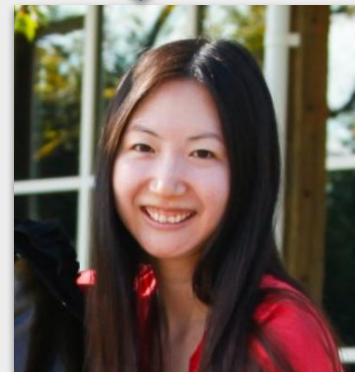
 Home About Parents Teachers Volunteer Blog Contact

Step 2: Complete the Teacher Referral Form

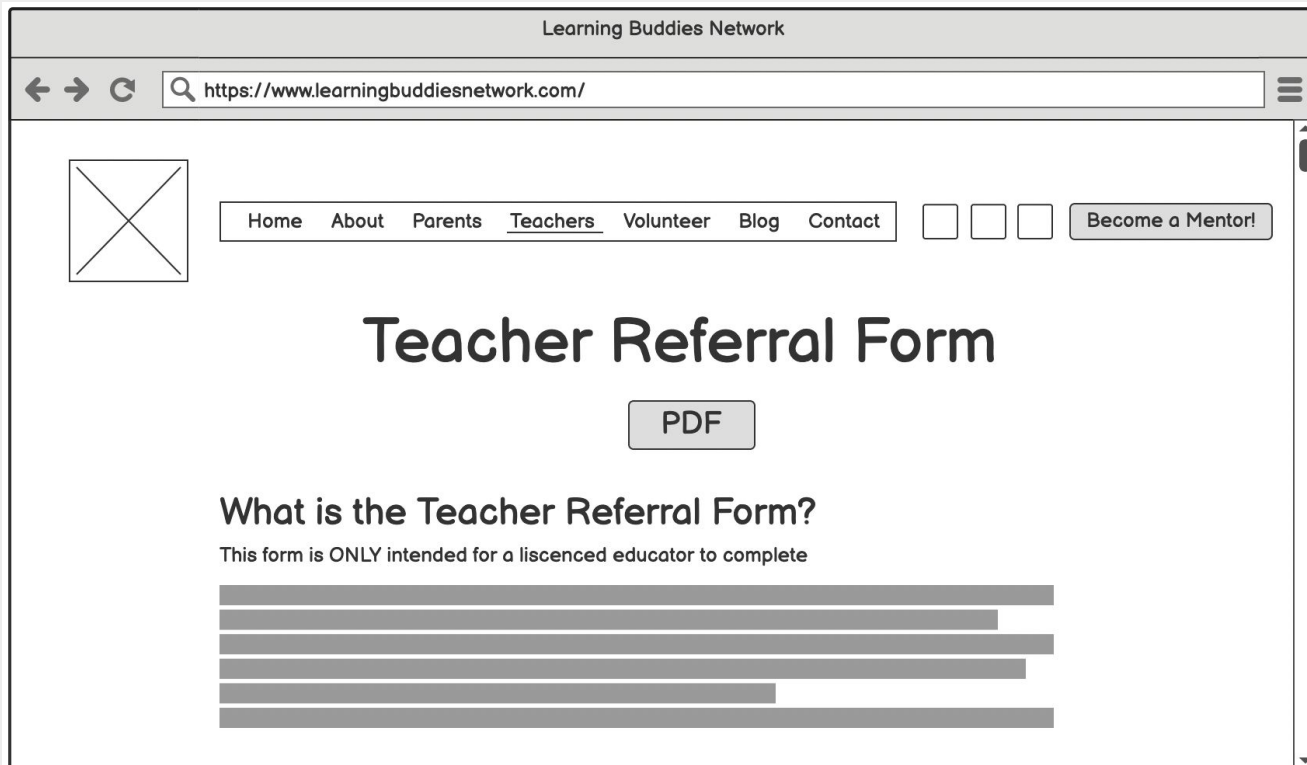
[Teacher Referral Form](#)

Please have your child's teacher complete this step before proceeding...

What documents do I need before signing up?

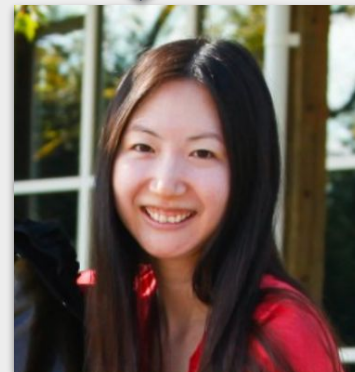


Rebecca's New Process!

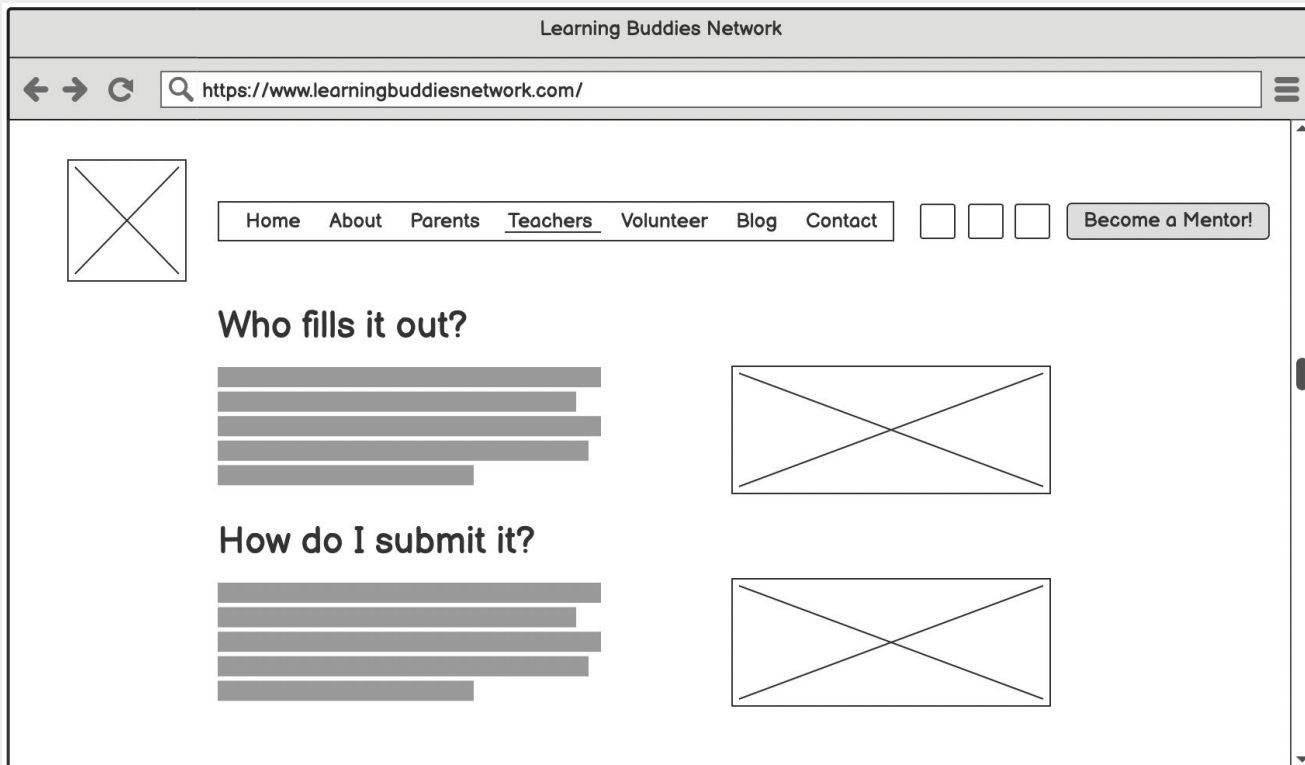


The screenshot shows a web browser window with the address bar displaying "https://www.learningbuddiesnetwork.com/". The page title is "Learning Buddies Network". The navigation menu includes "Home", "About", "Parents", "Teachers", "Volunteer", "Blog", and "Contact". There are three social media icons and a "Become a Mentor!" button. The main heading is "Teacher Referral Form" with a "PDF" button below it. The text "What is the Teacher Referral Form?" is followed by "This form is ONLY intended for a liscenced educator to complete" and several lines of redacted text.

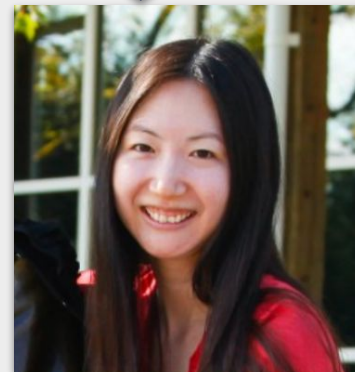
What documents do I need before signing up?



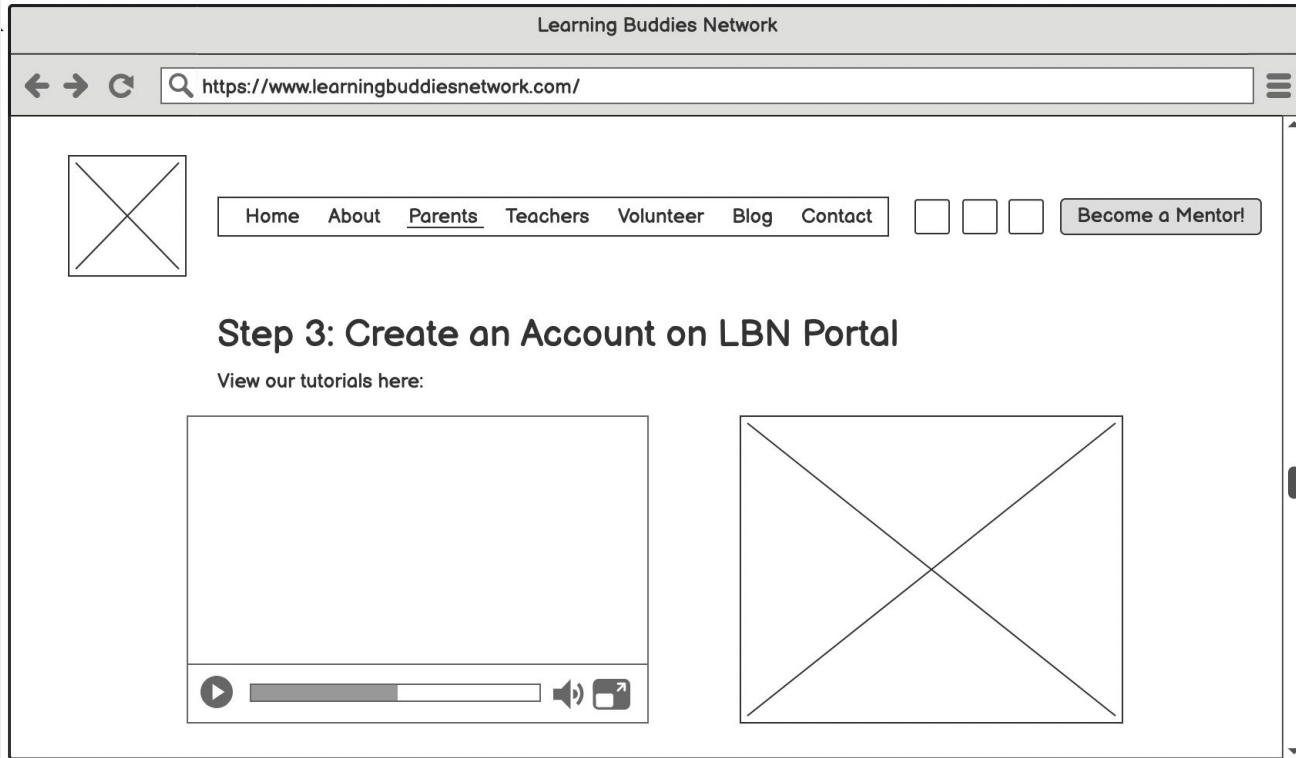
Rebecca's New Process!



What documents do I need before signing up?



Rebecca's New Process!




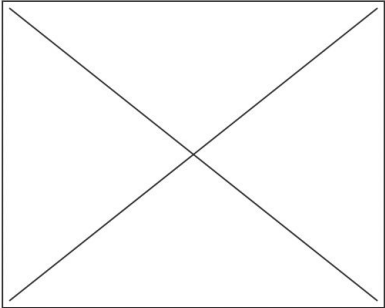
Learning Buddies Network

https://www.learningbuddiesnetwork.com/

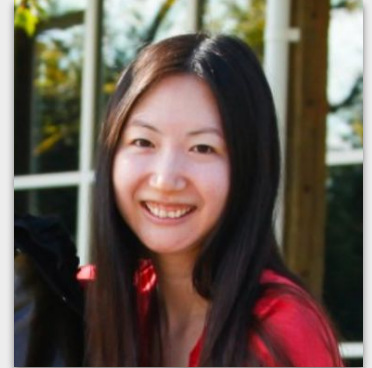
Home About Parents Teachers Volunteer Blog Contact [Become a Mentor!](#)

Step 3: Create an Account on LBN Portal

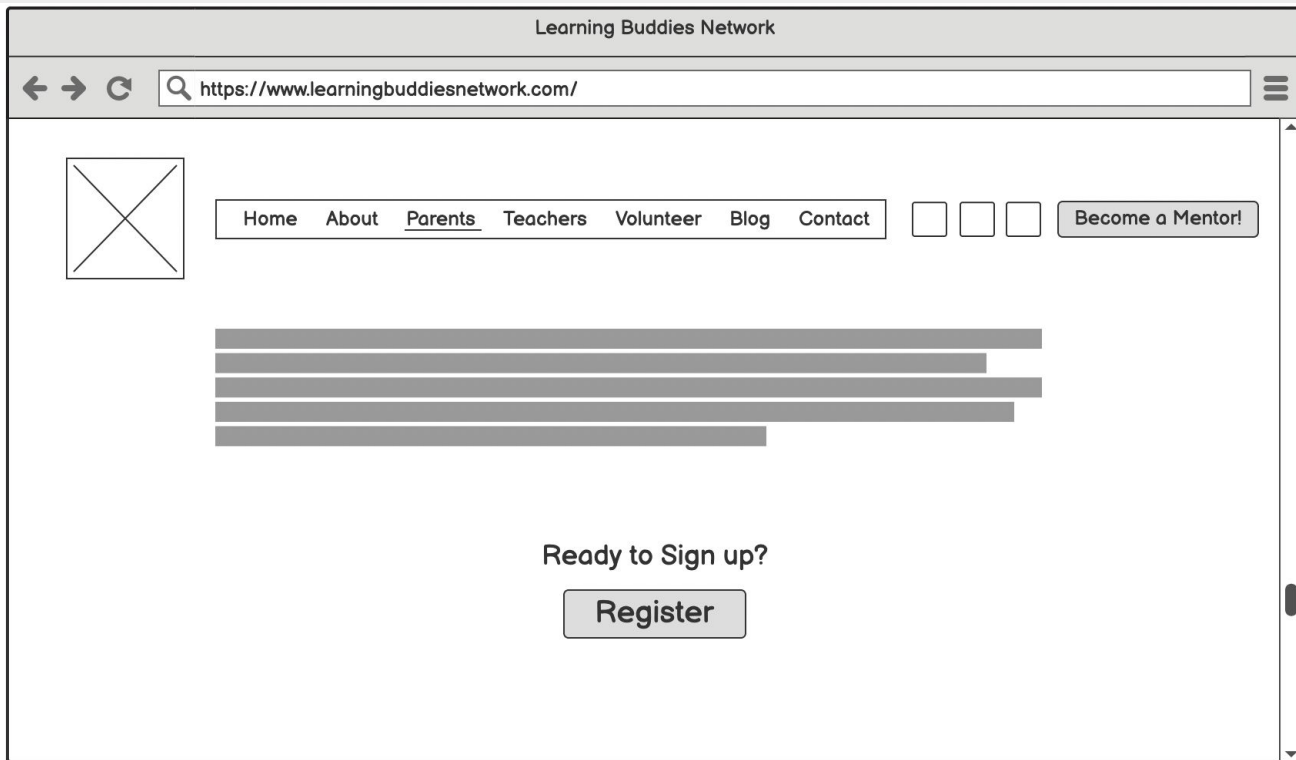
View our tutorials here:

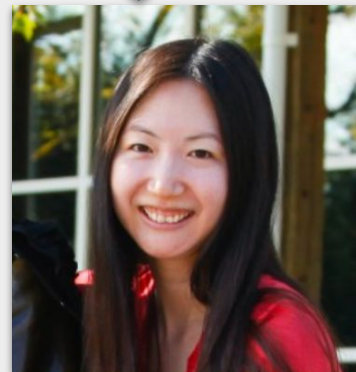
How does registration work?



Rebecca's New Process!

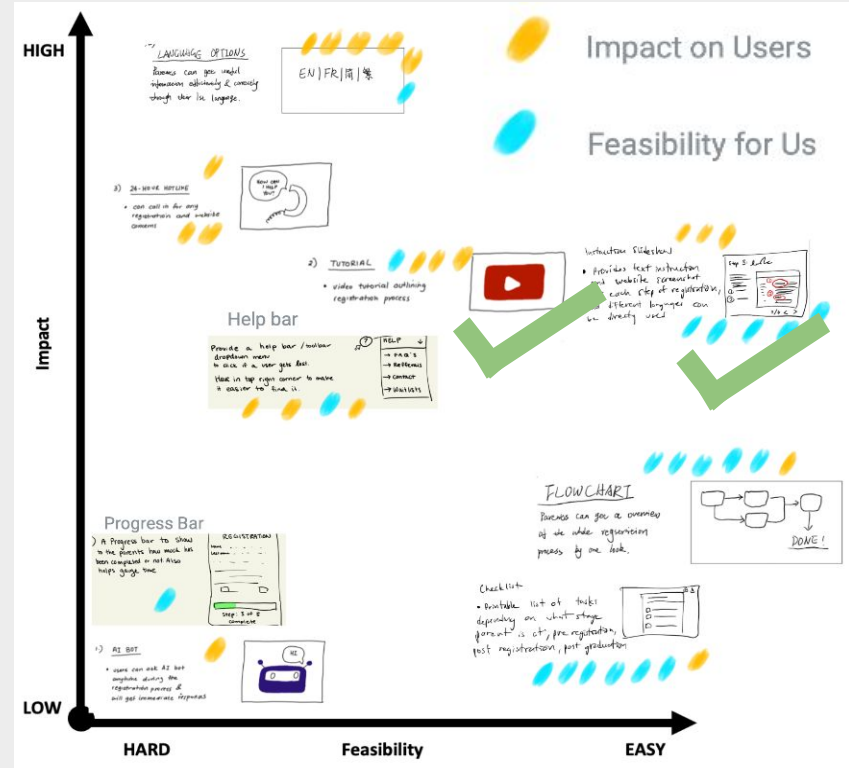


Now I have the information I need. What can I do next?



Future Considerations

- Language options
- Telephone help line
- Account registration flow
- Flowcharts





THANKS!

Do you have any
questions?

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