



LINCOLN
LEARNING
SOLUTIONS

The Lincoln Content Bank Research Report

✓ Background

Our team recently conducted a user research study to gather insights into our newest product, the Lincoln Content Bank. The study engaged seven users, including school administrators and teachers from kindergarten through 12th grade. The goal of this research was to find any areas of opportunity in the product's design, as well as to gauge the intended user's engagement and experience using it.

The Lincoln Content Bank, powered by Amazon Web Services, is a secure, teacher-led digital tool that allows educators to discover and integrate enterprise-level curriculum content into their existing courses. With nearly 110,000 vetted learning resources for grades K–14 from the standards-aligned Lincoln Empowered curriculum, it provides a wealth of materials to enhance or remediate learning.

The product advisory board met multiple times over a three-month period, committing to testing the platform and sharing their insights. This group provided valuable

customer insights, allowing us to validate product strategies, identify emerging market needs, and develop enhancements that better align with customer expectations. Their diverse perspectives also helped us understand different user experiences, ensuring the Lincoln Content Bank becomes a practical, teacher-driven tool for educators.

This research report contains our most important findings, and it is split into three major sections: Functionality, User Experience and User Interface (UX/UI), and Integration. Each section shows the observations and suggestions gathered, followed by the implemented solutions. The end of this document also informs on further insights gathered from the surveyed population. The insights in this report highlight the steps taken to enhance the Lincoln Content Bank, providing teachers with effective tools and empowering students to thrive in their educational journeys.



✓ **Functionality**

This section of the report examines the performance of our content search tool and the interactions among its various features. The insights from our product advisory board have been crucial in this evaluation, helping us identify key areas for improvement and ensuring that our product meets the needs of its users. Ultimately, we aim to answer the question: Does the Lincoln Content Bank do what it is intended to do?

Key Observations

Feedback from the board highlighted the need for improvements in search functionality and course organization. Teachers found it challenging to locate specific materials due to irrelevant search results and the inability to filter by grade, asset type, or subject. Additionally, users emphasized the importance of organizing and managing content more efficiently, with suggestions to streamline collections, add markers for already-added items, and enable customizable collections for better content management across different courses.

Implemented Solutions

- **Streamlined Item Tracking:** We added a function that lets users know which items they have already added to their course. This can streamline future searches and reduce redundancy when building a lesson plan.
- **Recent Searches:** We implemented a “recent search” function based on user feedback so users can review their previous searches for content. This negates the need to remember the exact wording of their previous searches, helping users quickly find results that called their attention in the past.



✔ User Interface (UI) and User Experience (UX)

In this section, the study measures how easy the interface is to use and how each user will relate to its functions. It also measures the Lincoln Content Bank's intuitiveness, including navigation and solution-finding for specific scenarios. The board's findings and the solutions we implemented as a result have helped us ensure that our content search tool not only meets user needs but also provides a seamless and enjoyable experience.

Key Observations

The biggest hurdle in UI/UX was clarity. Button prompts and labels were unclear, causing users to miss key opportunities such as the preview button and "see more like this" options. Additionally, some users had trouble locating the "Collections" feature.

Despite the specific concerns regarding searches mentioned above, users were generally satisfied with the amount of content they could find in a single search. This reflects our commitment to providing a robust and valuable search experience.

Implemented Solutions

- **Persistent Folders:** We've enhanced the bookmarks feature for a better user experience. Folders now stay in their last location upon login, making the experience more personal for each user.
- **Naming Folders:** Users can now customize the names of the folders they create to organize their needs. For

example, they can name a folder based on the subject or topic they are looking for content on.

- **Vocabulary Update:** We have updated the vocabulary used in the product for clarity in the user experience. We replaced the term "learning objects" with "resource types" and categorized them based on the type of resource they represent rather than using company-specific terminology. For example, Watch Its are listed as Videos, and Play Its are listed as Games. We also updated "See Related Objects" to "Explore More Like This." The new names improve navigation and decision-making for the user.
- **Icon Update:** Icons for users have been updated based on feedback for more friendly, intuitive use.
- **Two-Step Deletion:** We added a confirmation step before deleting bookmarked items so users do not accidentally delete all of their saved items.
- **Lesson Packages:** We've introduced Lesson Packages—a comprehensive set of lessons that combine instruction with practice activities or learning assessments. This addition allows related items to be bundled together seamlessly and ensures answer keys are directly linked to practice or assessment resources.



✓ Integration Feedback

This section explores how the Lincoln Content Bank integrates with the Canvas LMS as a primary teaching tool. Feedback from our product advisory board has been instrumental in identifying ways to streamline the connection between our content search tool and the Canvas LMS, enhancing their overall usefulness and effectiveness in supporting educators and students.

Key Observations

The primary feedback highlighted the need for enhanced connectivity between the Lincoln Content Bank and the Canvas LMS. Users requested improved functionality, including the ability to seamlessly add content in Assignments in Canvas via a plug-in tool option. This would enable teachers to assign materials to individuals or groups, track grades better, utilize Speed Grader, and display assignments on students' To-Do lists. Implementing these features would strengthen the Lincoln Content Bank's value for teachers by streamlining the delivery of supplemental content, making it more efficient and effective for users.

Implemented Solutions

Plug-In Availability: We made the Lincoln Content Bank available through the plug-in tool option in Canvas's Assignments so teachers can assign the content they find to students more easily.



"This was an interesting and productive experience. I was impressed by the content and quality of the resources. I came into it not really knowing what to expect and ended up impressed."

– Mr. Yutzy, High School Social Studies Teacher,
North Carolina

Potential Uses in the Classroom

The updates our team has made to the Lincoln Content Bank, driven by direct user feedback, enhance the teacher experience. These improvements expand classroom use by giving teachers greater flexibility to better support their students.

- **Instructional Resources:** Effective for remediation, extra credit, and print-friendly classroom use.
- **Video Resources:** Great for supplementing learning and accommodating reduced student attention spans.
- **Game Resources:** Interactive content praised for helping both excelling and struggling students through gamification.
- **Practice Resources:** These were seen as a valuable addition, offering students the opportunity to continue learning in a low-stakes environment.
- **Project Resources:** Beneficial for project-based activities, providing variety and increasing the likelihood of student completion compared to traditional writing assignments.

Additional Uses

The product advisory board also identified the following uses for teachers and their students:

- Provide practice opportunities for students before a test.
- Use videos to support homework and help teachers prepare for the next day's lesson.
- Enrich lessons with real-world application for relevancy.
- Reteach and refresh concepts that the class did not grasp on a test.
- Provide additional content for students who are interested in a topic or need extra credit.

"The Lincoln Content Bank is ahead of its time. I have not seen or heard of anything like it. The depth of information, variety of topics, and wealth of resources will add to any classroom."

– Mrs. Beasley, High School Science Teacher, Kansas

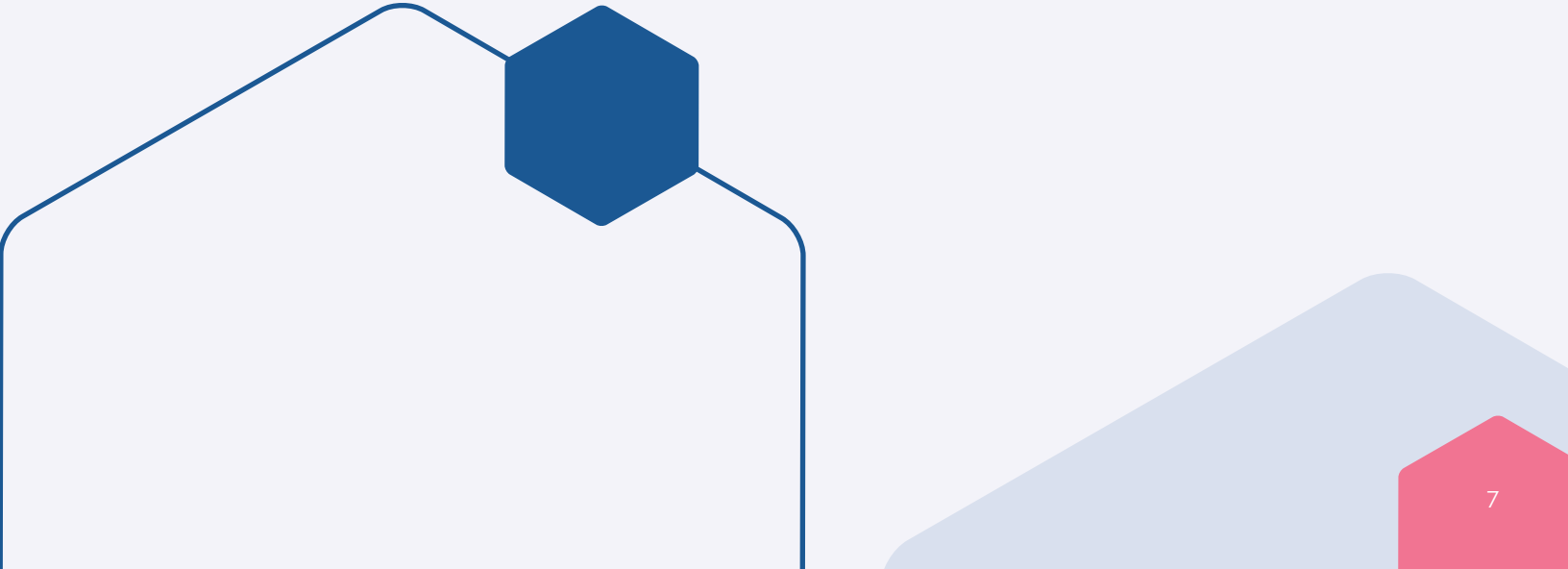


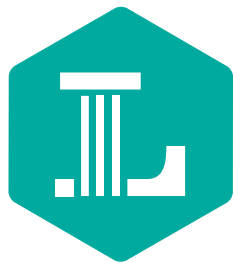


Conclusion

Performing this study with our product advisory board has proven insightful and has already led to improvements on our platform. Their knowledge of classroom dynamics and education technology helped shed light on important changes that needed to be made to the Lincoln Content Bank to improve its performance and user experience. Over the past three months, the product advisory board members have provided valuable insights, helping our team gain a clearer understanding of the Lincoln Content Bank's true value for teachers.

Studies like this one are a part of our commitment to creating solutions that support educators and their students in the pursuit of modern and comprehensive education. We're excited to continue refining our platform with these insights, ensuring that the Lincoln Content Bank remains a valuable resource for all who use it.





LINCOLN
LEARNING
SOLUTIONS