Product Research and Design For Pre-Nursery School App

- *UX Research & Design (user research, personas, wireframes, flows, prototyping)*
- *Tools: Figma, Adobe XD, etc.*

By Love Imah Oyibo.

A mobile app to connect schools, parents, and teachers for improved communication and child welfare.

Nothing keeps parents happy like good communication and videos of their children having fun and learning in a great environment.

PROBLEM STATEMENT

Parents wanted better visibility into their children's daily activities and school environment, while school directors worried about privacy and operational burden. Teachers needed simple tools to update parents without adding workload.

Key Challenge: How might we balance **parents' need for transparency** with **schools' need for control** and **teachers' need for efficiency**

Research

Methods: User interviews (parents, directors, teachers), observations.

Parents

Demographic view

Sex: Female
Age:30-35
Profession: House wife



Psychographic view

Interests: Movies
Activities: Cooking, sleeping and often indoors

User Story: Always very interested in wanting to know everything that happened to her child during the school hours, also checks the school environment to ensure its very much clean.

Solution: Finding a way of giving her exclusive access to her child class room also pictures of the school environment from home will be more sufficient to meet her needs

Parents

Demographic view

Sex: Male
Age:40-45
Profession: Contractor



Psychographic view

Interests: Politics
Activities: Travelling

User Story: More interested in what the child is been taught than the hygiene of the school environment but also interested on how the child is been treated by the teacher.

Solution: Documentation of class activity from teachers to him while he isn’t in town will enable him track his child class activity, while a video camera from class will enable him know how his child is been treated in class by teacher.

Parents

Demographic view

Sex: Female
Age:30-45
Profession: Banker



Psychographic view

Interests:
Activities: Reading

- User Story: Calls teacher several times to get updates about her child, always drives at least once during her break daily to check her daughter during school hours.
- Also complained about how teachers fails to observe moods of children
- Solution: A video camera system from school to help her see and monitor her child from office, so she doesn't need to drive to school daily.
- A parent report form will also help parents update the school about their child health.

Director

Demographic view

Sex: Female
Age:50-60
Profession: Headmaster
Experience: 12years



Psychographic view

Interests: Academic research
Activities: Reading

- User Story: Biggest worry is getting parents involved in school activities, and their children class activity. Kicked against giving parents access to classroom either directly or video camera.

- Solution: school will have absolute control of the video streaming, parents cant just login without the approval of the school also the implementation of monetization for the school which will be prepaid, i.e not included in the school fees.

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Teacher

Demographic view

Sex: Female
Age:30-35
Profession: Teacher
Experience: 3years



Psychographic view

Interests: Reading
Activities: Music and sleeping

User Story: Most questions parents askes is usually about the welfare of their child, They want to know if the child slept, ate, or was playing etc. Complained about writing class activities to parents as it is additional work to their responsibility.

Solution: Developing an easy to use class activity template and also an increase in the salary.

Insights & Pain Points

- Parents highly value **live video access** and daily activity updates.
- Directors fear **excessive scrutiny** and reputational risk.
- Teachers feel **burdened** by repetitive reporting.

- Almost all parents were interested in the live stream video functionality, some were even ready to swap school if a school could provide them with such functions.

- School directors were totally against this as it was going to expose the school and reveal her weakness. Thus giving few examples that parents might say the classroom curtain is dirty or the floor of the class isn't properly swept thereby causing a rift with school, this had even made some schools restricted all parents from entering into the classroom of their children.

- Teachers complained about writing out the class activity for child as it will be more stressful

Ideation & Solution Concepts

Solution:

- We had to go back to school directors with an option of telling them that they will be in full control of the app such that parents can only gain entry with their authorization, also the video can't be downloaded with a maximum time of 10 minutes entry for each parent daily, thereby limiting the parents from fault findings as they will be more focused in their child than finding fault with the limited time.

- We also talked to the directors about monetizing the functions.

- With this we were able to convince the school to granting parent access into the classroom via online live streaming.

- Also, with an interest to the teacher's salary they agreed to writing of the class activity report for students.

USER NEEDS AND BUSINESS OBJECTIVE

One of the major need of parents is:

I. To ensure their children are safe while learning

II. To stay connected with their kids during school hours.

One of the major need of directors is:

I. To make money while providing quality education for the kids

The objective of the App is to connect the school, parents and teachers together for the academic good and welfare of the children.

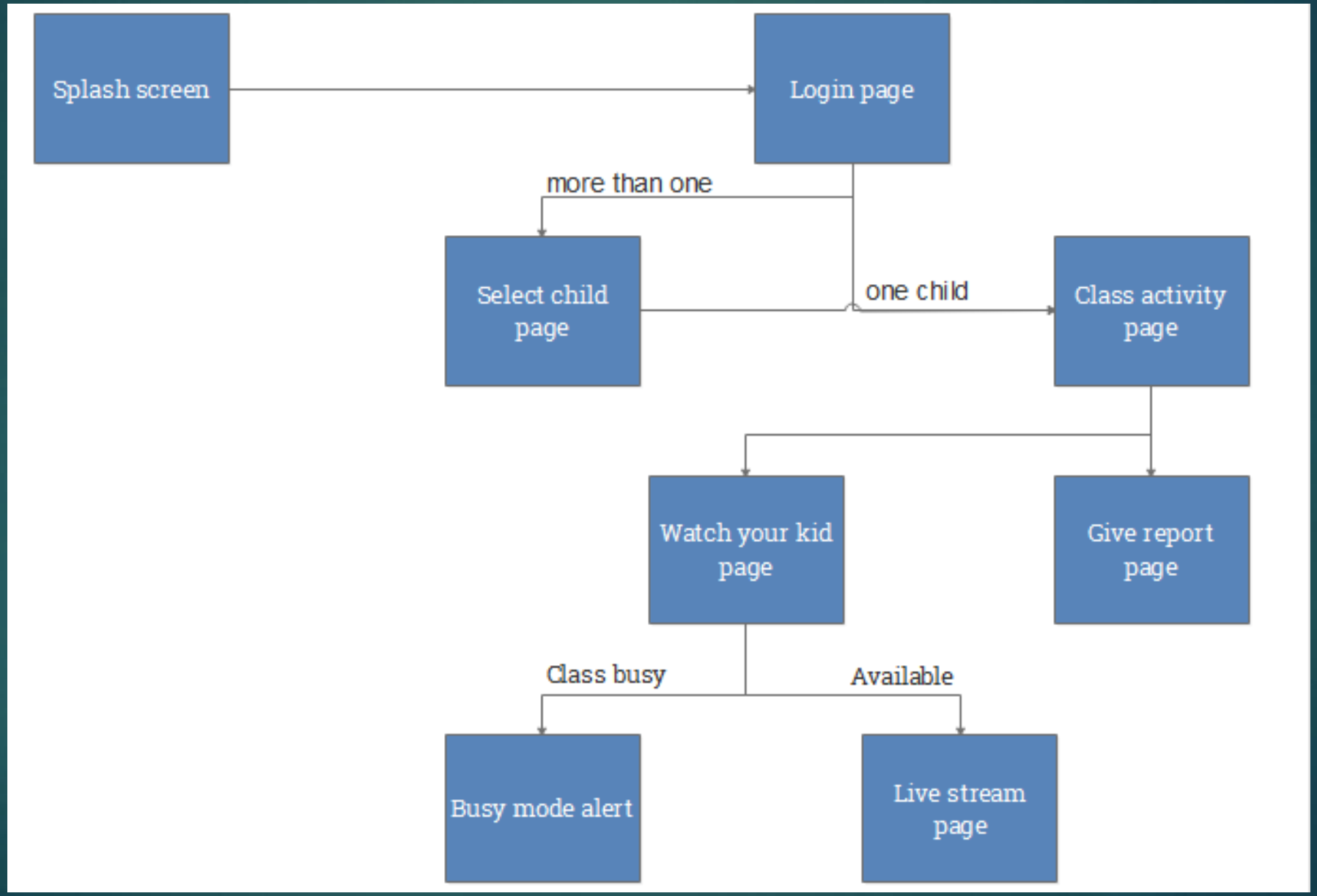
Scope (Features, Functional Requirements):

With above objective in our strategy The School App contains;

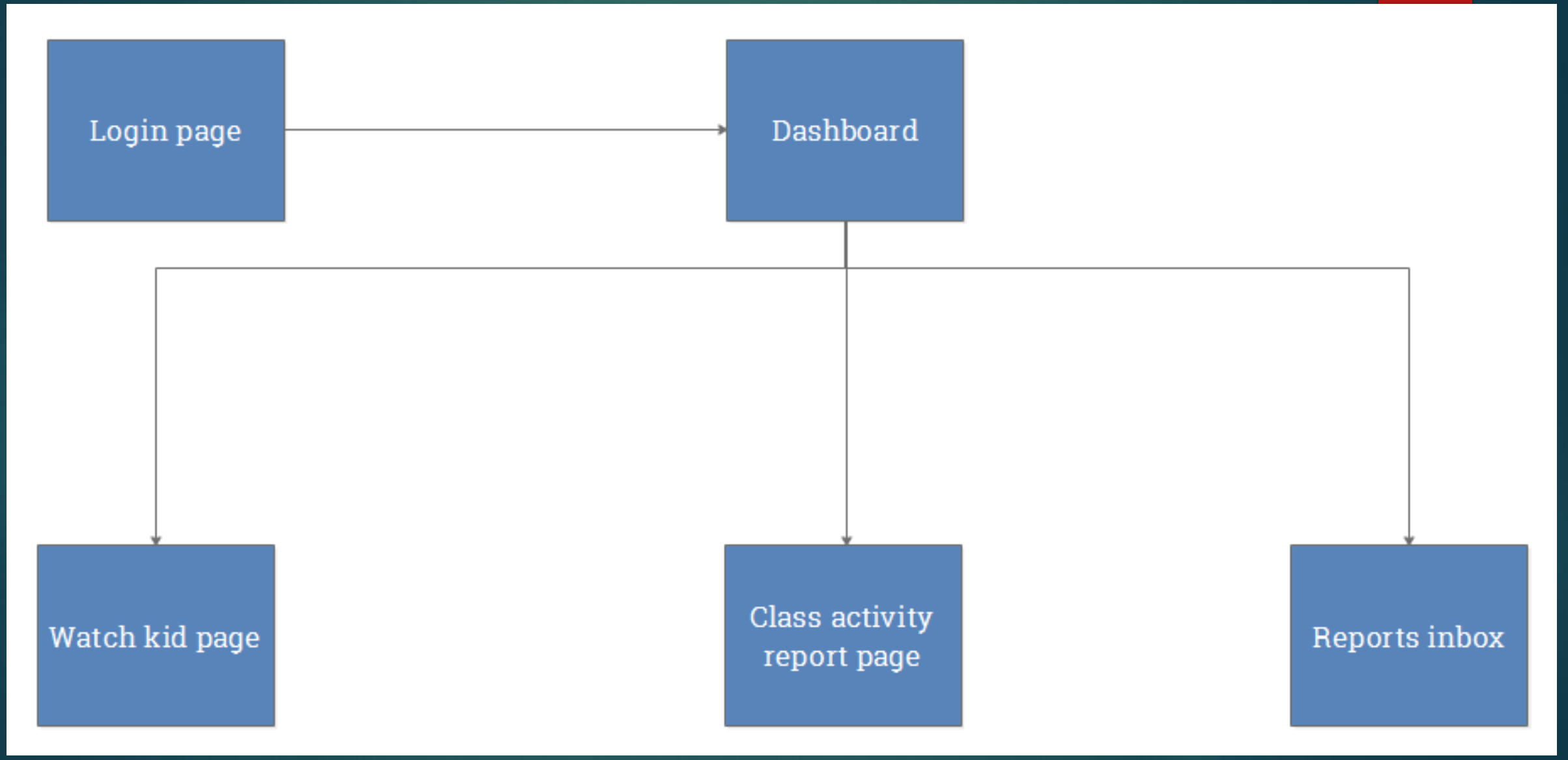
- Live video streaming
- Class activity template: Project remark, Meals, Naps, Diapers.
- Report form for parents to communicate with the school about the child, this is meant to work with push notification daily as parents might not remember using it.

Design Process

Parents


Splash screen
Login page
more than one
Select child page
one child
Class activity page
Watch your kid page
Give report page
Class busy
Available
Busy mode alert
Live stream page

Teachers


Login page
Dashboard
Watch kid page
Class activity report page
Reports inbox

Wire frame

Splash screen

School name

Phone number

Passcode

SIGN IN

Forgot Password?

Select child

Name of child

Name of child

Home

Watch your kid

Give a report

Activity details

Activity details

Activity details

Naps
12:27 - 1:39

Meals
9:17 - All of the fruit
11:07 - Most of the lunch
03:07 - All of the snack

Bathroom
10:07 - wet

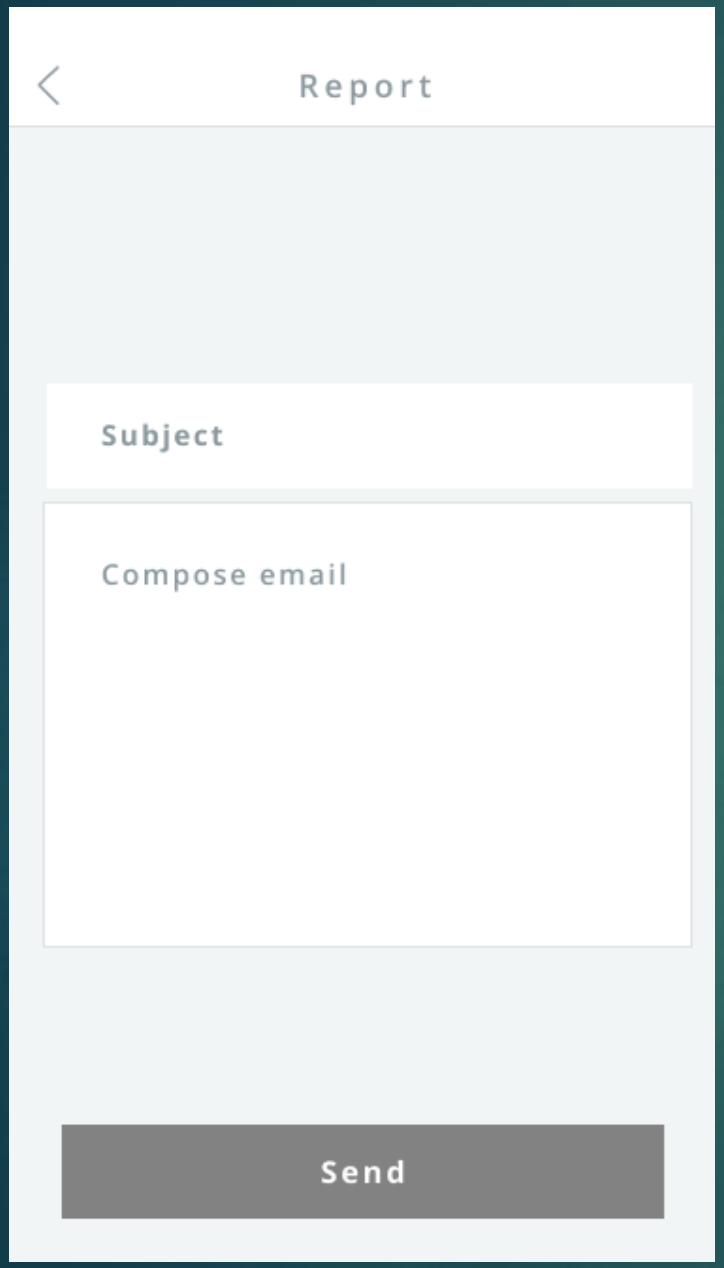
Activities
Language - We read the book "Good Night" by Azuka
Congnitive - We looked at the animals in my book
Creative - We continued work on drawing with crayon
Music - We sang the song "two black birds

Watch your kid



08:22

Parents

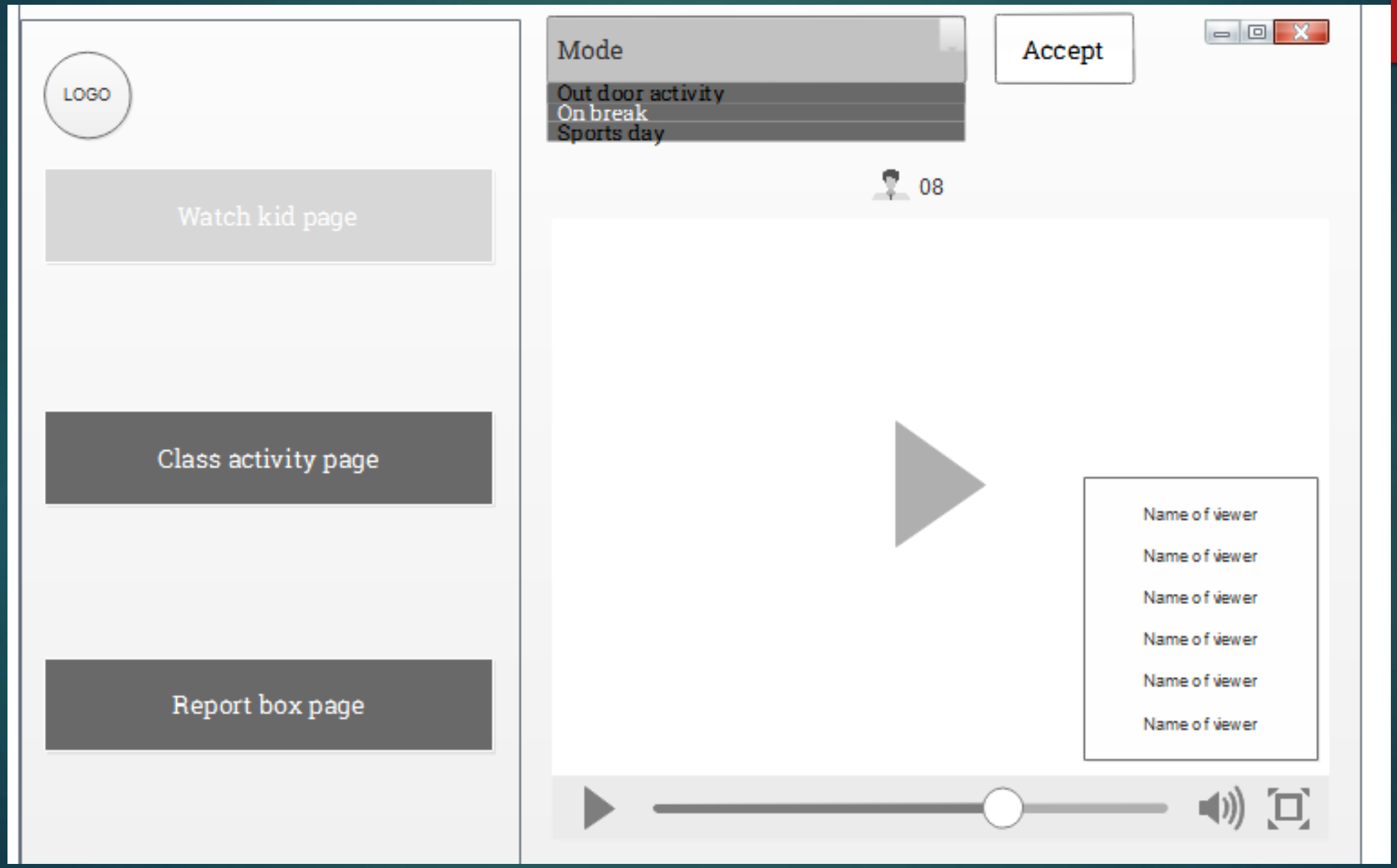


- So, in our wireframe we will be using the parent phone number and a passcode for their authentication as it will be easily remembered by all parents.

- Also, if a parent has more than one child he is been moved to the select child page instead of going straight into the main class activity page.

- Since teachers will be in full control of when parents can have access into the live streaming, we created a “busy mode page” that communicates with parents and tell them the duration they have to wait when the class is busy.

Teachers

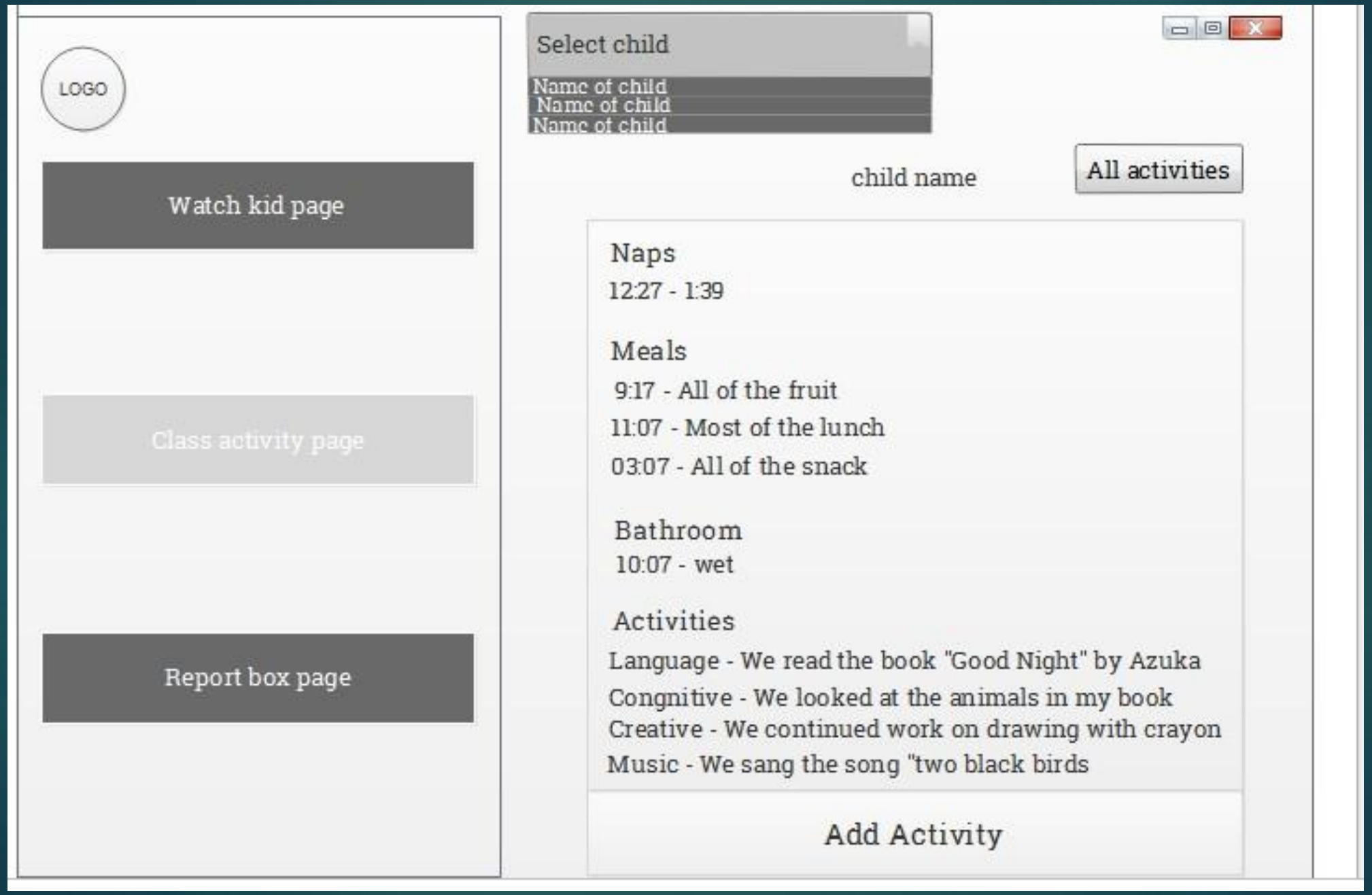

LOGO
Watch kid page
Class activity page
Report box page
Mode
Out door activity
On break
Sports day
Accept
08
Name of viewer
Name of viewer
Name of viewer
Name of viewer
Name of viewer
Name of viewer

- Teachers have the access to switch the mode of live streaming in cases where the kids are on outdoor break or activities.

- Teachers can also click on the accept button to allow incoming requests from parents that wants to come into the classroom. The process bar at the top is an indicator for the teachers to know the number viewers

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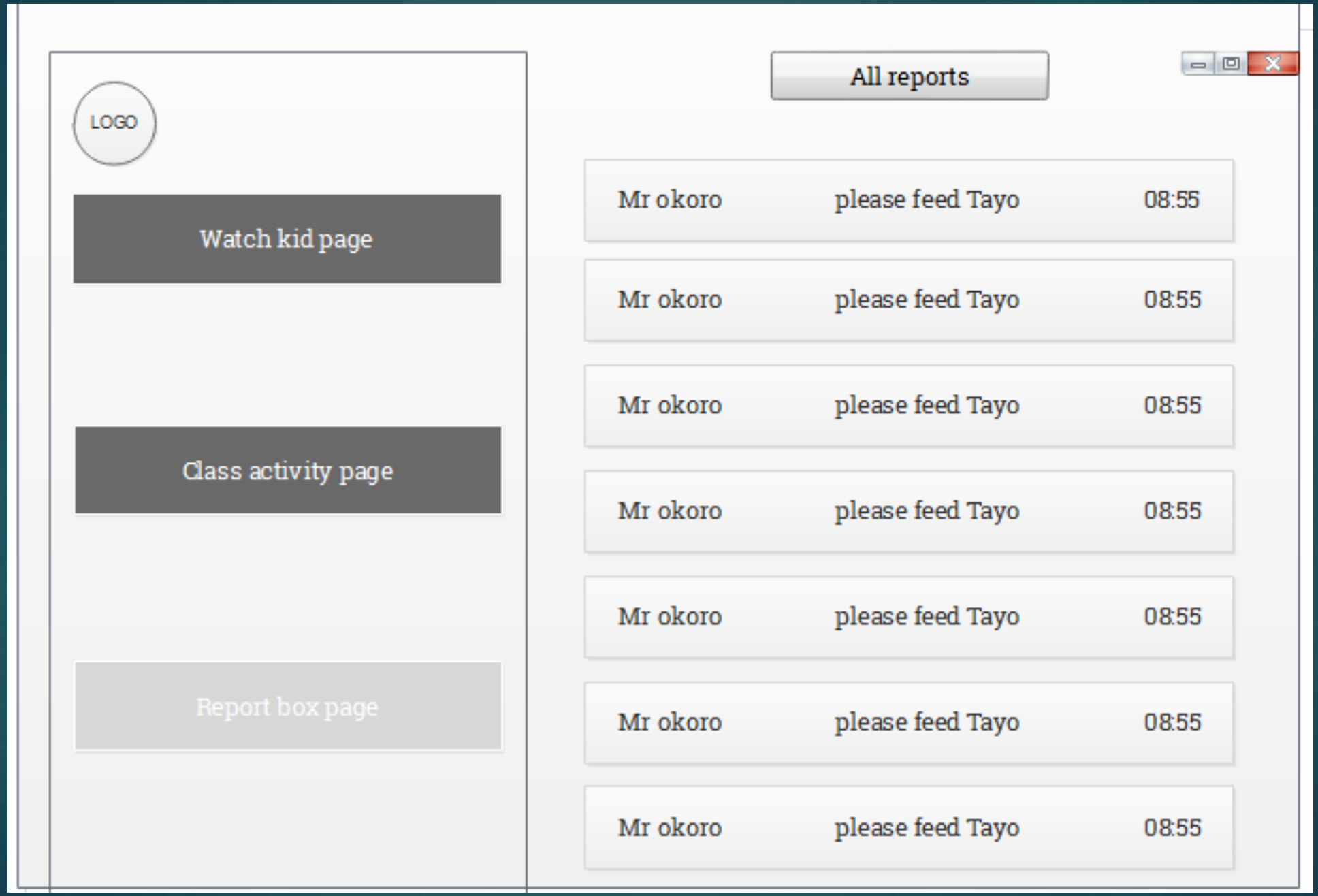
Teachers


LOGO
Watch kid page
Class activity page
Report box page
Select child
Name of child
Name of child
Name of child
child name
All activities
Naps
12:27 - 1:39
Meals
9:17 - All of the fruit
11:07 - Most of the lunch
03:07 - All of the snack
Bathroom
10:07 - wet
Activities
Language - We read the book "Good Night" by Azuka
Congnitive - We looked at the animals in my book
Creative - We continued work on drawing with crayon
Music - We sang the song "two black birds
Add Activity

- We decided to create four sub-sections on the class activity template for easy ease of teachers to be able to fill them without stress for each child.

- All that is needed is just for them to select a child from the dropdown list, and fill out the sub-sections of “Naps, Meals, Bathroom and Activities”.

Teachers


LOGO
Watch kid page
Class activity page
Report box page
All reports
Mr okoro please feed Tayo 08:55
Mr okoro please feed Tayo 08:55
Mr okoro please feed Tayo 08:55
Mr okoro please feed Tayo 08:55
Mr okoro please feed Tayo 08:55
Mr okoro please feed Tayo 08:55
Mr okoro please feed Tayo 08:55

Final Design



PRESCHOOL CONNECT



Phone number

Passcode

Login

Forget Passcode?

Select child



Peter Nelson
Pre nursery one



Peter Nelson
Pre nursery one



Peter Nelson
Pre nursery one

Home

Watch your kid

2hrs ago
Meals
finished all snacks

1day ago
Nap
10:12am - 12:02pm

2days ago
Diapers
10:12am - 12:02pm

3days ago
Class activity
Little star poem by Azuka

4days ago
Diapers
10:12am - 12:02pm

5days ago
Nap
10:12am - 12:02pm

Meals
finished all snacks

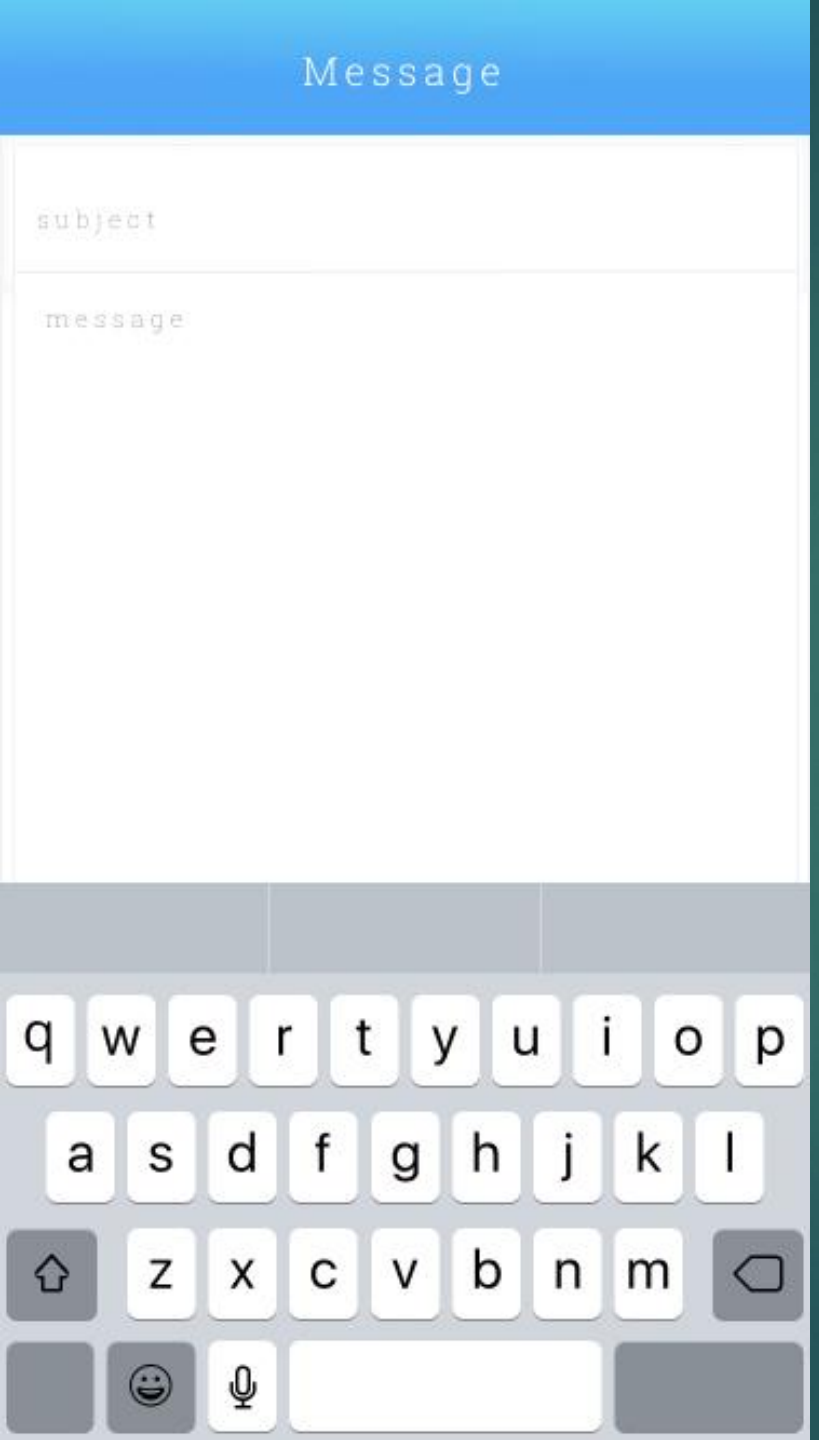
2hrs ago

Today
4

This week
23

This month
77




Message
subject
message
q w e r t y u i o p
a s d f g h j k l
z x c v b n m

Outcomes

- Parents felt reassured with controlled live-stream access.

- Directors accepted the solution after monetization and control features.

- Teachers were satisfied with simplified reporting.

Reflections

What worked well: Research-driven design, stakeholder compromise.

What I'd improve: More usability testing, stronger focus on scalability, potential for analytics.

Key learning: UX design is about balancing competing needs while ensuring user-centered outcomes.

THANK YOU