

Journey Map | EdTech Purchasing – Evidence-exhaustive Map



Sub-steps	1	2	3	4	5	6	7	8	9	10	11	
	Recognize market or district signal for new edtech product	Scope the gap between current products and identified needs	Conduct market research on available products	Identify products that meet basic technical and integration needs	Review products' fit and ability to deliver curriculum	Determine audience size for the product(s)	Test products through demo(s) or sample(s)	Pilot the product(s) in the classroom and at home, as needed	Gather and assess feedback from users	Conduct final vetting of product(s)	Make the purchase for a product	Implement and scale the product
Sources of Evidence	<ul style="list-style-type: none"> Student data Peer districts Social media 	<ul style="list-style-type: none"> Current product engagement data Teacher feedback 	<ul style="list-style-type: none"> Peer districts Social media ISTE standards Academic literature Tech listservs Conferences Vendor reports 	<ul style="list-style-type: none"> Rubric ISTE standards State standards Tech & privacy standards Peer districts 	<ul style="list-style-type: none"> Curriculum alignment Supplemental availability 	<ul style="list-style-type: none"> Case studies Vendor websites 	<ul style="list-style-type: none"> Vendor websites / vendor representative Vendor websites / vendor representative 	<ul style="list-style-type: none"> Teacher feedback Student feedback Student formative assessments Usage data 	<ul style="list-style-type: none"> In-house pilot data Rubric State standards and mandates 	<ul style="list-style-type: none"> Vendor website / vendor representative 	<ul style="list-style-type: none"> Vendor website / vendor representative Training resources 	
	<p>"Everything starts with the learners' needs."</p> <p>"We have instructional programs that teach teachers and administrators how to correctly use program effectively and how to use data, we even teach students how to interpret their own data."</p>			<p>"The ISTE Standards have informed implementation practices."</p> <p>"The evidence is used early on because there's so much out there that using it early helps us narrow down our options."</p>			<p>"We find a teacher per grade level who's willing to try it, facilitate feedback, and collect data on basic usage."</p> <p>"We want to collect more formative assessment data to understand how grade levels change."</p>			<p>"The experience in-house is the most important piece of information."</p> <p>"Products are useless without quality professional development and keep-up with it, can't have PD once and expect teachers to use it."</p>		

Drivers	Data-facilitated decision-making	District alignment on gap	Stakeholder diversity	Social norms	Communication across teams	Teacher engagement	Vendor openness	Availability to conduct pilots	Data-facilitated decision-making	Purchaser Empowerment	Deliberative thinking	Professional development
Barriers	Misattribution of need signal	Limited ability to interpret/use data for scoping	Limited awareness & accessibility for product info	Choice overload	Ambiguous evaluation criteria	Lack of buy-in from end-users	Zero risk bias	Lack of time	Unstructured feedback collection	Sunk cost of piloting	Groupthink	Resistance to change



Reading guide: Evidence-exhaustive journey map

The journey map outlines **key touchpoints** and **substeps** of **decision-making** in the EdTech purchasing process, from recognizing a market or district signal, all the way to purchase and scaling. The map captures an exhaustive list of **all consulted sources of evidence** at a given substep.

A deep dive into the barriers and drivers per substep is conducted.

Touchpoint

A key step that edtech purchasers would experience along the journey of bringing a product to the district.

Decision Points

Substep

Specific decisions made or actions taken by the purchaser that are associated with a given touchpoint.

Sources of evidence

Evidence that is engaged at a substep touchpoint, denoted by an icon.

Substep Elements

Barriers & drivers

Structural and psychological determinants that influence a particular substep.

