## Journey Map | EdTech Purchasing – Evidence-exhaustive Map



**Needfind** 

An identified need or edtech interest sparks the beginning of product discussion and investigation in the

**Evaluate** 

To better understand edtech solutions. products are scoped according to district needs, resources are reviewed. and connections are consulted.

Pilot

Select edtech are brought in to be piloted in order to obtain contextualized data on its efficacy in meeting the desired goal.

**Purchase** 

The edtech that fulfills the necessary requirements and meets the desired goal moves into procurement and implementation.



Sub-steps

Evidence

Sources











Determine

audience size for

the product(s)

Case

studies





Pilot the product(s)

in the classroom

and at home, as

needed



Gather and

assess feedback

from users



Conduct final

vetting of

product(s)







Implement and

scale the

product

Recognize market or district sianal for new edtech product

Peer districts

Social media



engagement

feedback

product

data

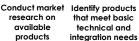
between current products and identified needs

Scope the gap



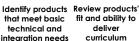
















#### Test products through demo(s) or sample(s)

Vendor websites / vendor websites / representative

Vendor vendor representative

· Teacher feedback Student feedback

Student formative assessments Usage data

In-house pilot data Rubric Rubric State

standards and mandates

purchase for a product Vendor

website /

representative

vendor

Make the

Vendor website / vendor representative

Training resources

"Everything starts with the learners' needs."

"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."

"The ISTE Standards have informed implementation practices."

"The evidence is used early on because there's so much out there that using it early helps us narrow down our options."

"We find a teacher per grade level who's willing to try it, facilitate feedback, and collect data on basic usaae."

"We want to collect more formative assessment data to understand how grade levels change."

"The experience in-house is the most important piece of information."

"Products are useless without auality professional development and keep-up with it, can't have PD once and expect teachers to use it."

Deliberative

thinkina

Drivers	

aap

Data-facilitated

decision-makina

Misattribution of

need sianal

Limited ability to interpret/use data for scopina

District

alianment on

Limited awareness & accessibility for product info

Stakeholder

diversity

Choice overload

Social norms

**Ambiguous** evaluation criteria

Communication

across teams

Lack of buy-in from end-users

Teacher

engagement

Zero risk bias

Vendor

openness

Lack of time

Availability to

conduct pilots

Unstructured feedback collection

Data-facilitated

decision-making

Sunk cost of pilotina

Purchaser

Empowerment

Groupthink

Resistance to change

Professional

development



# 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

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

### **Barriers & drivers**

Structural and psychological determinants that influence a particular substep.

