Case Study

Scholastic Printables

Summary

Context

Printables, a long-running series of in-classroom printable teaching aids are a staple of Scholastic's educational products. For decades, **Printables** were sold by salespeople via physical sales calls. **Printables** could also be ordered from a catalog via telephone sales. The existing **Printables** website leveraged older, static landing pages, limited access to downloadable files, and basic search and purchase functions. The site prompted customers to contact sales representatives to place or check on orders.
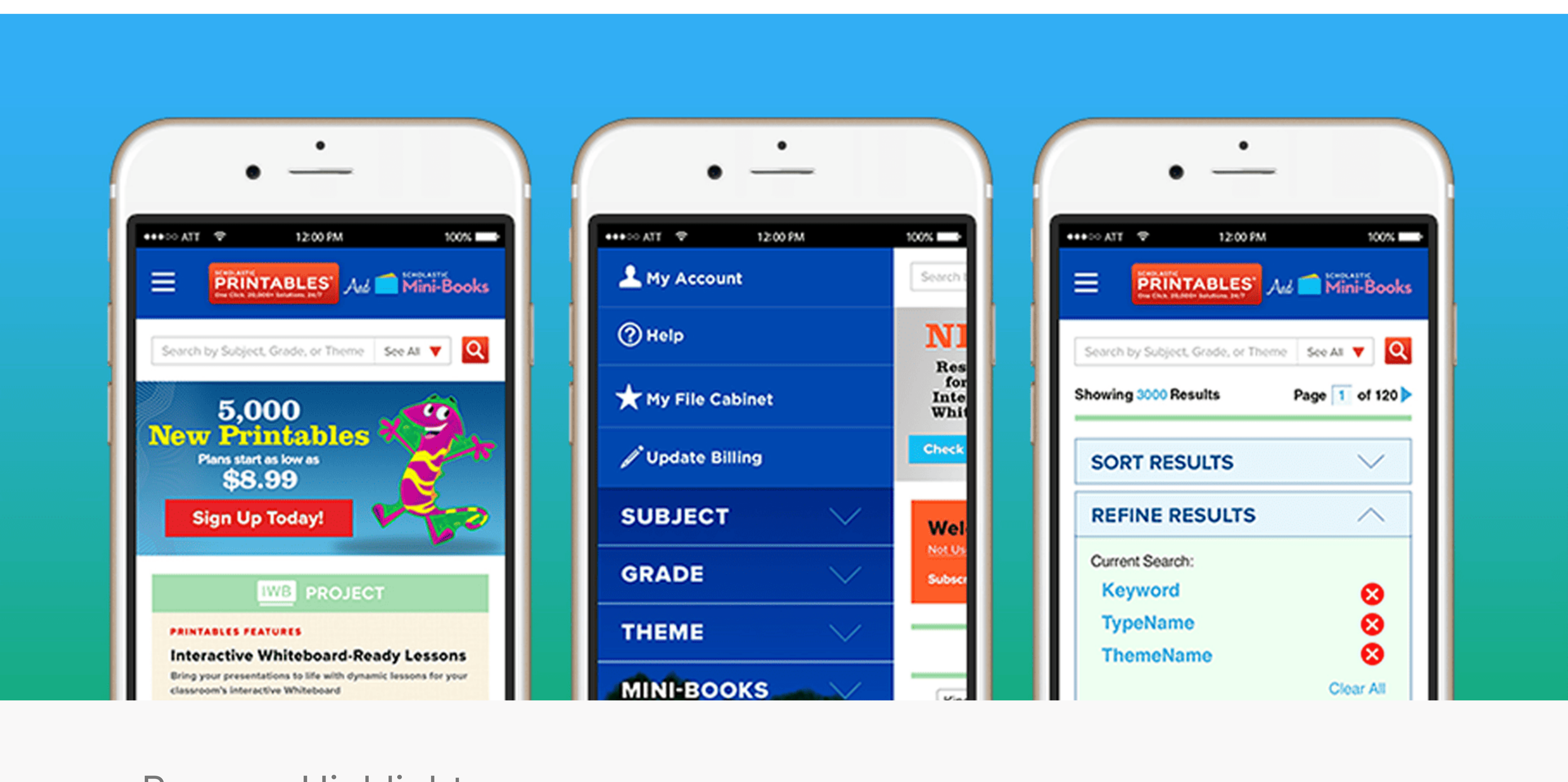
Stragegy / Goals

Sell **Printables** on a state-of-the-art responsive e-Commerce platform rather than via sales calls and telephone sales. Offer modern search, filter & faceting features. Create subscription feature and ultimately sell more **Printables** and sister-products, **"Mini-Books"**

How

Competitive analysis, Audience Interviews, Stakeholder & Strategy meetings, Experience mapping, Product definition, Design concepts, UI Design system, Wireframes, Prototypes

Outcomes

• The new **Printables** website is vastly easier to use than and superior to telephone sales method
• Website is more organized than prior with categorical landing pages and enhanced search and sort
• Website features clear user authentication and user account areas
• New **Printables** website spurred *30% sales increase* in first year of operation
• Rebranded as *Teachables*, the Experience Design of site is still in operation today (2015-present)

Process Highlights

Product Team
Consisted of UX/UI Designer (me!), Product Marketing Lead, Researcher, Tech Lead

My responsibilities
UX and hands-on UI product design

Methodology
Design thinking driven product concept development

Project Plan
Two weeks of discovery and ideation. Two weeks of product definition and design concepts, followed by three weeks of detail design (wireframes) and prototypes

Discovery & Ideation

We began by researching the existing market for downloadable and printable teaching aids: worksheets, lesson plans, learning games, clip-art, puzzles, and category-based activities. After several rounds of teacher and stakeholder interviews and questionnaires, the team had a nascent set of data that provided us with enough information to build user profiles for further research.

In discovery, the team found that the existing website, with its delivery, presentation, and ordering schema, made it difficult for both educators and parents to find and buy the resources they wanted in a clear, timely fashion. Efforts were made to map the existing user experiences to identify insights, pain points, and opportunities (such as a much needed mobile experience for the smartphones and iPads that are considered essential to both educators and parents).
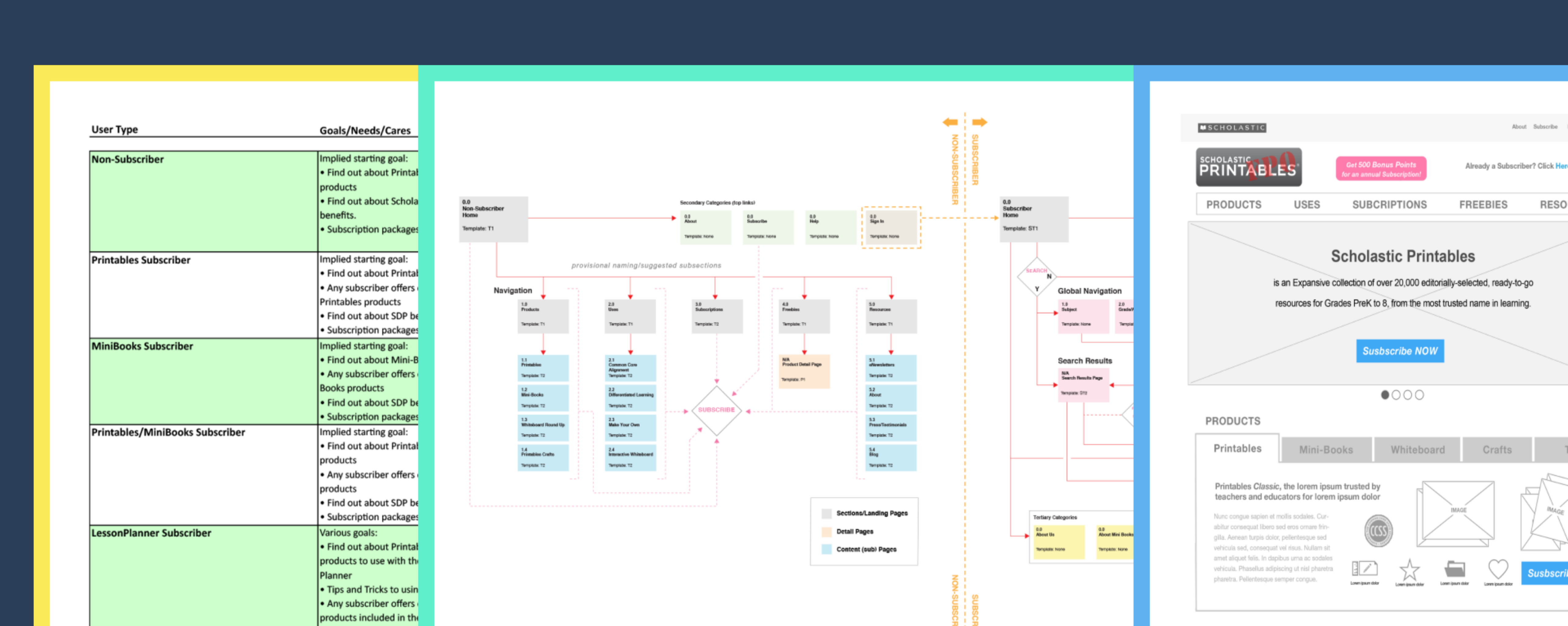
Prototyping

Focusing on high impact feature sets allowed us to create a story that could be split into a few major user scenarios: searching, sorting and purchasing/downloading **Printables**, creating personalized user accounts for easy resource access and consumer confidence, and creating a company-guaranteed subscription plan for unlimited access to tens of thousands of resources.
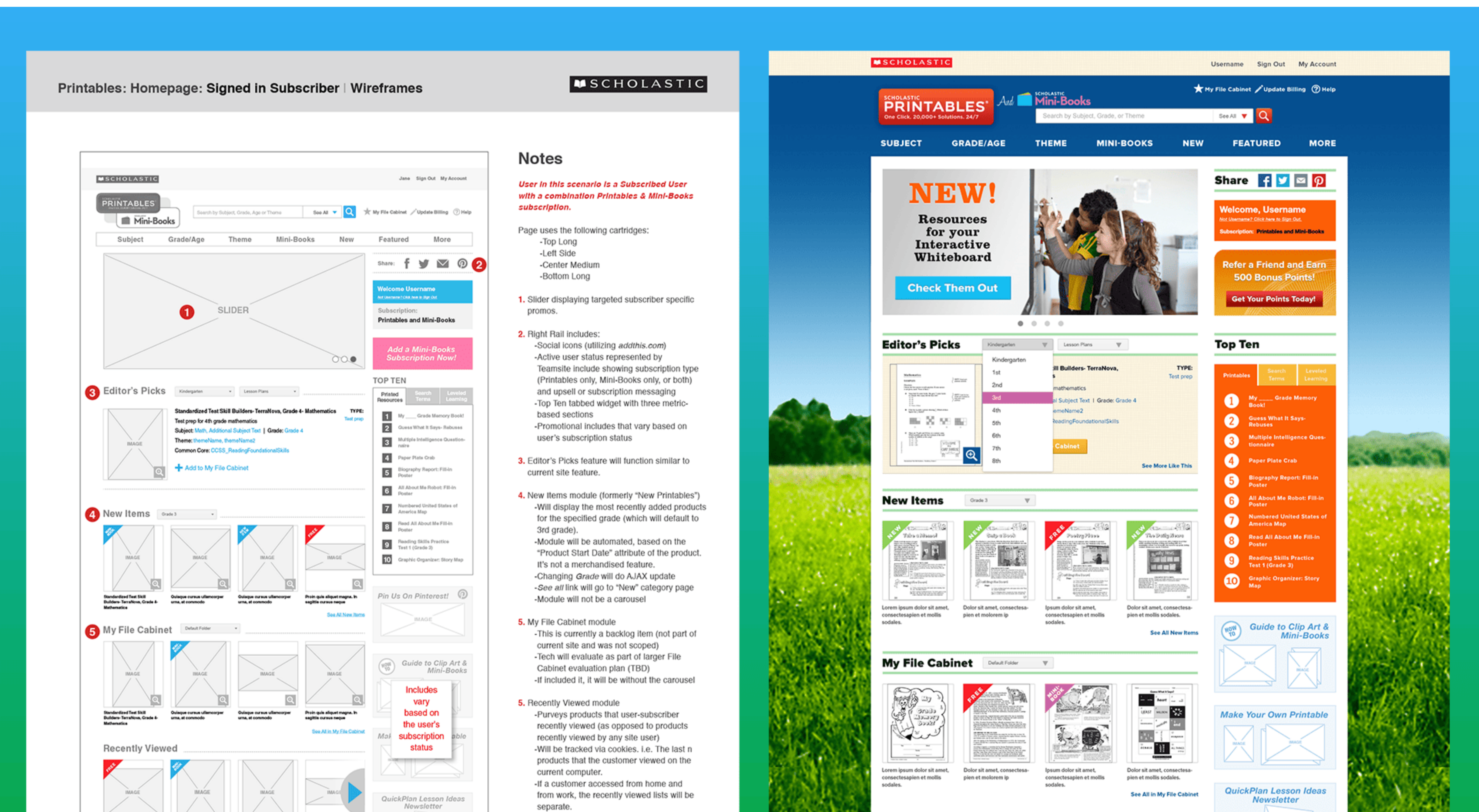

Outcomes

After usability testing and internal feedback, we were able to able to identify a list of changes that were addressed and updated in the prototype. Post-launch, the new, responsive, format and layout was well received by its intended audiences. The new **Printables** website spurred *30% sales increase* in first year of operation.

Though rebranded as *Teachables*, (to incorporate the *Teacher's Express* line of classroom resources) the Experience Design of the site is still in operation today (2015–present).

"Thank you for all that you do! It's reassuring to have such quality resources within a couple of clicks."*

— Jennifer Kwon, Kindergarten Teacher, Daly City, CA
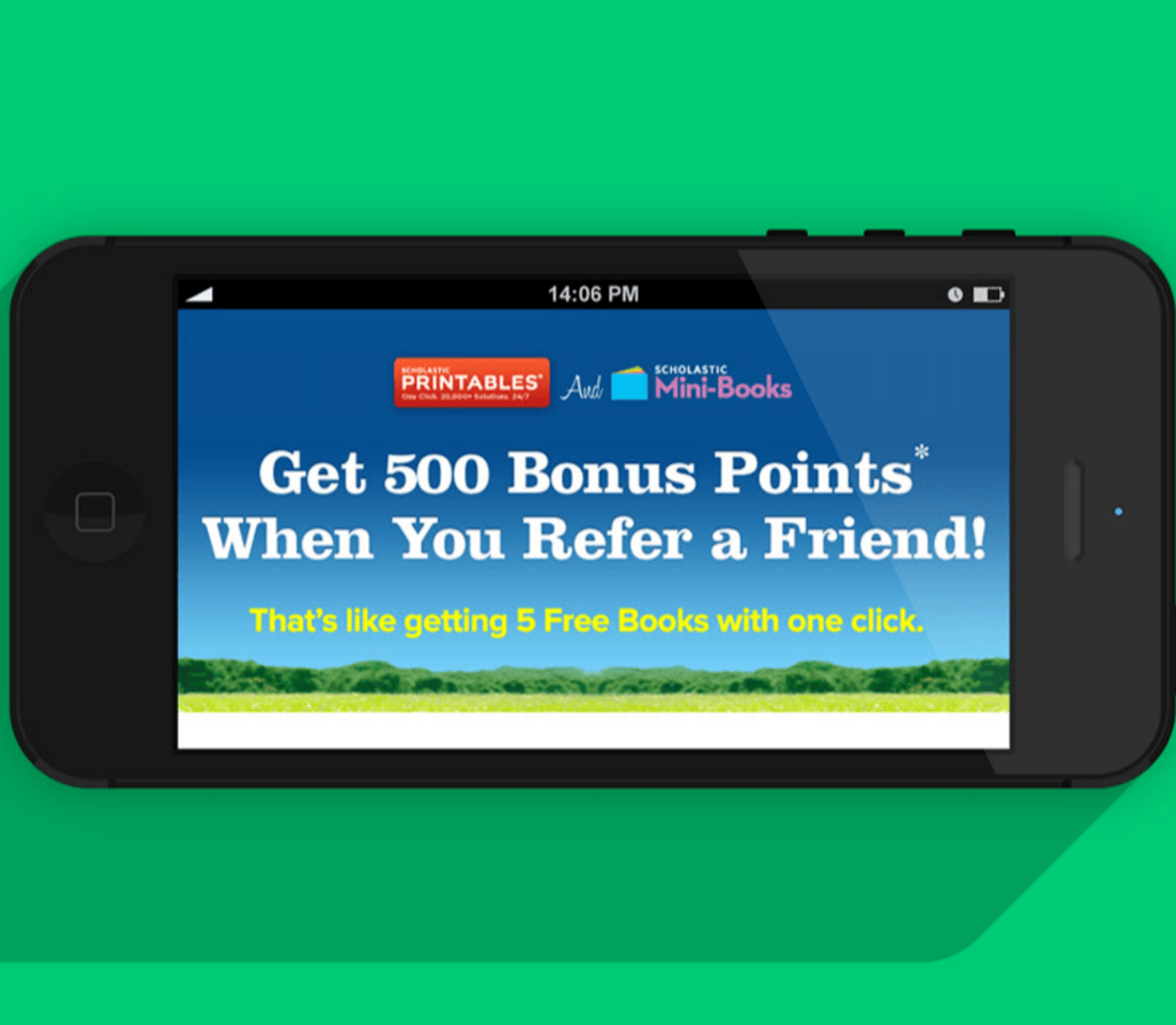
"Love this site—there are a lot of teachable resources that I use every day in my classroom!"*

— Chantel Lorenzana, First-Grade Teacher, Shafter, CA

* Source: teachables.scholastic.com