



Homework is **unloved** by nearly everyone.



The **problem** with homework



It's a time consuming, sometimes pointless daily routine people describe with terms like angst, torture, tears, and frustration.

What our **users say** about homework



TEACHERS:

- Find it difficult to differentiate assignments.
- Struggle with piles of papers to review and grade.
- Find it difficult to know if the student actually completed the work.
- Never have enough time to manage assignments properly.



STUDENTS:

- Forget instructions and misplace papers.
- Require support that is not available from teachers after school hours.
- Find assignments boring, meaningless, and confusing.
- Have little or no choice in the assignments they must complete.



PARENTS:

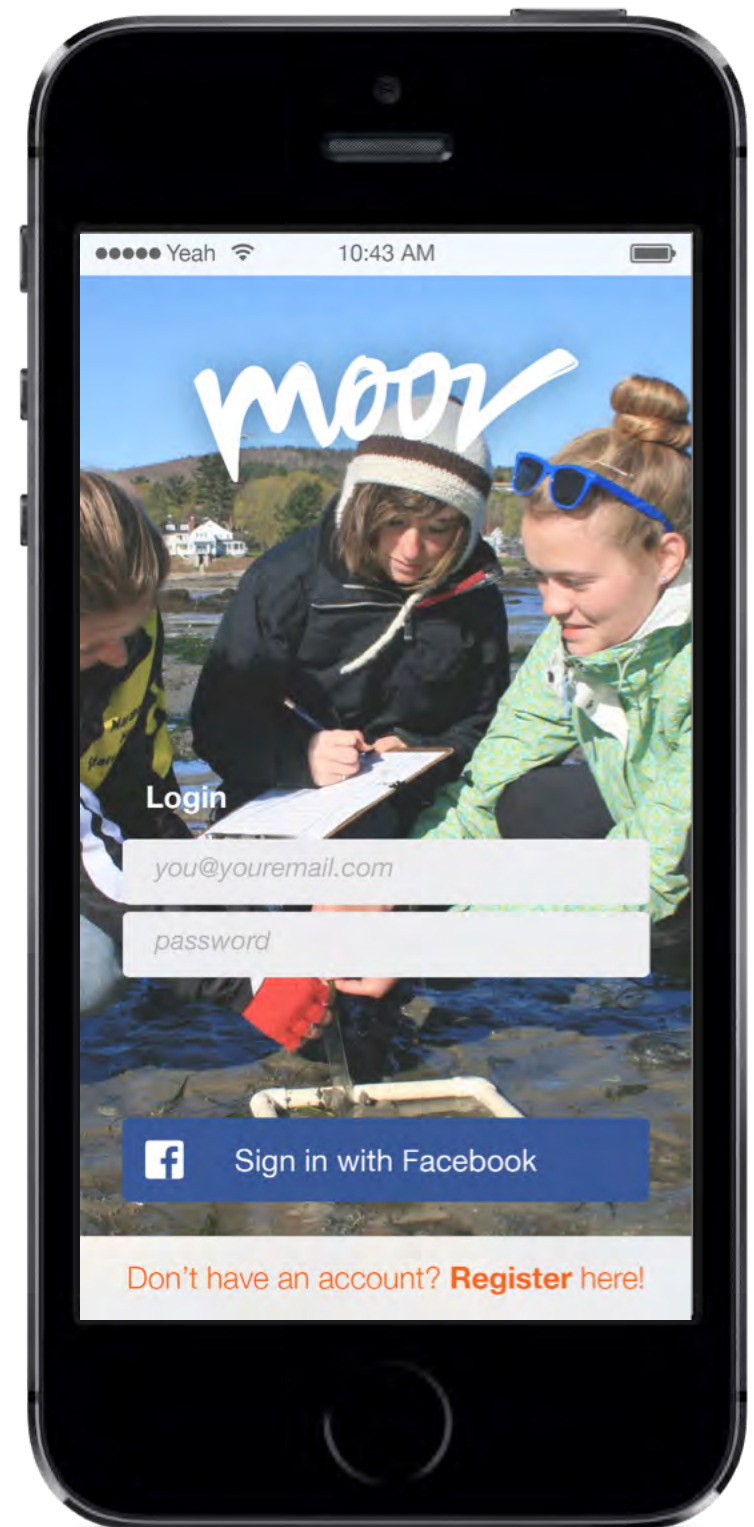
- Have no context to provide help to their children.
- Have to manage student's frustration and overwhelm at home
- Find it easier to complete assignments than to offer help.
- Must balance time consuming, energy draining, homework with evening meals, family time and other activities.

Introducing Moov

Moov is a mobile platform for self directed learning that transforms homework from a frustrating chore into a relevant and enjoyable learning experience.

Moov helps:

- Teachers **save time** managing assignments
- Students have **more choice** in their work
- Parents **get involved** in their children's school work.



Any **subject**, any **level**

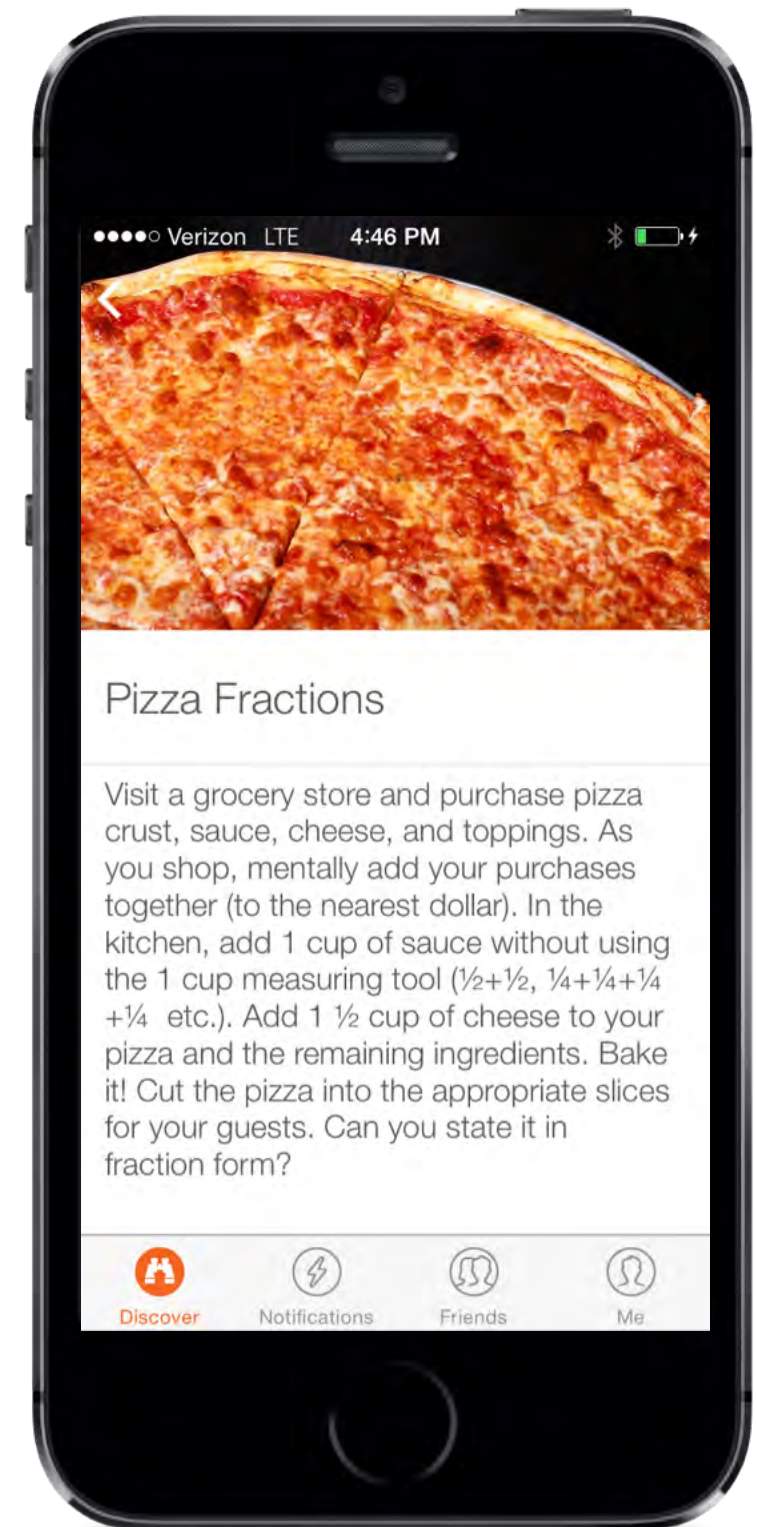


Learning activities are designed by experts and cover a broad range of subjects like Science, Art, Math, Technology, Nutrition, Sports, Crafts and Leadership; and can address a broad spectrum of developmental needs.

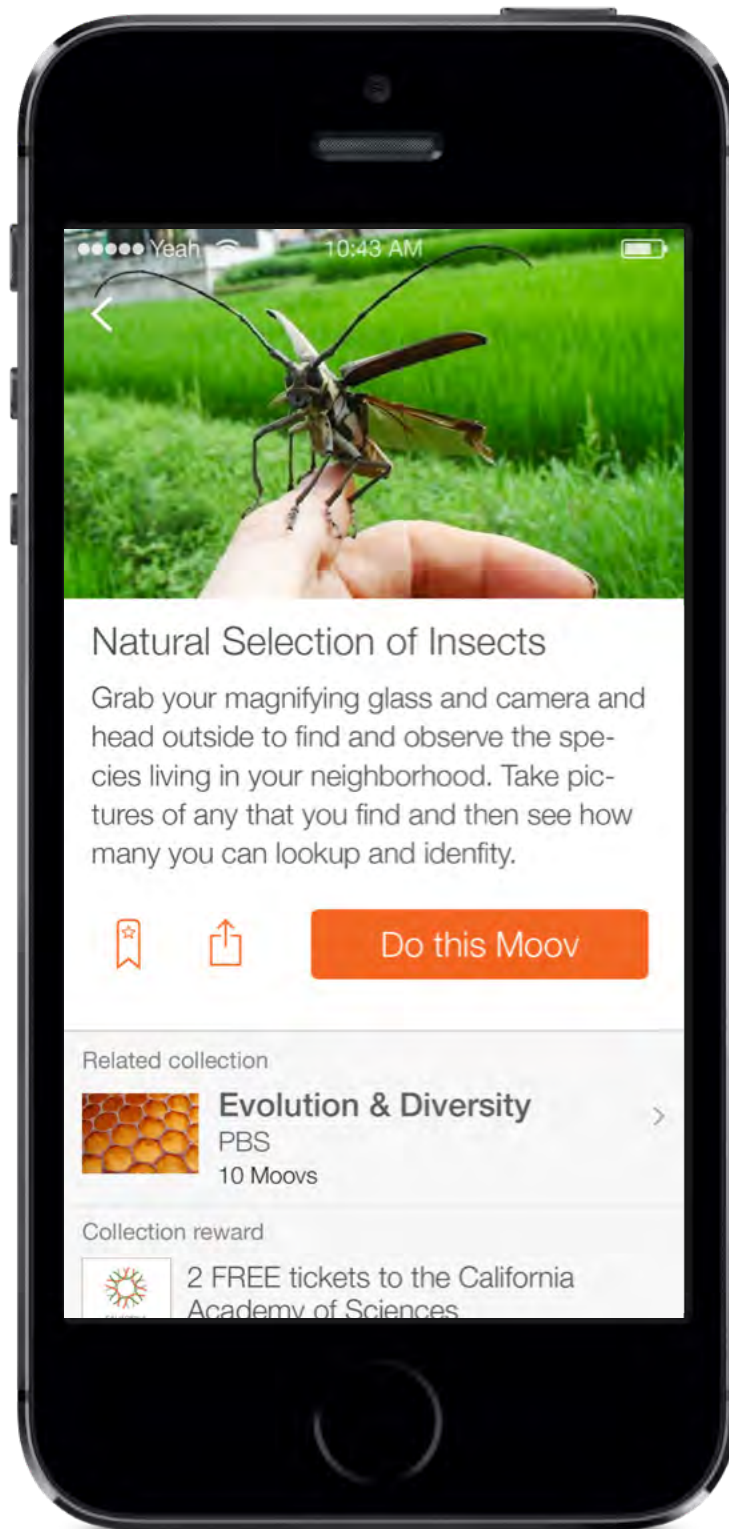
Addressing the Common Core & STEM

Moov helps educators provide rigorous learning opportunities in STEM subjects and the common core standards without having to “teach to the test.”

The variety of content and learning activities allows for more individualized and self-directed learning while the platform provides tracking and insights to monitor progress and outcomes.



More choice, **simple** structure



Moov motivates and supports users to **inquire, act, and reflect.**

Each activity contains significant content defined by a teacher, action guidelines for practice and experimentation, and reflection tools for deeper learning.

Moov allows teachers to offer students more choice in selecting assignments that meet curriculum goals, but fit better with their individual interests.

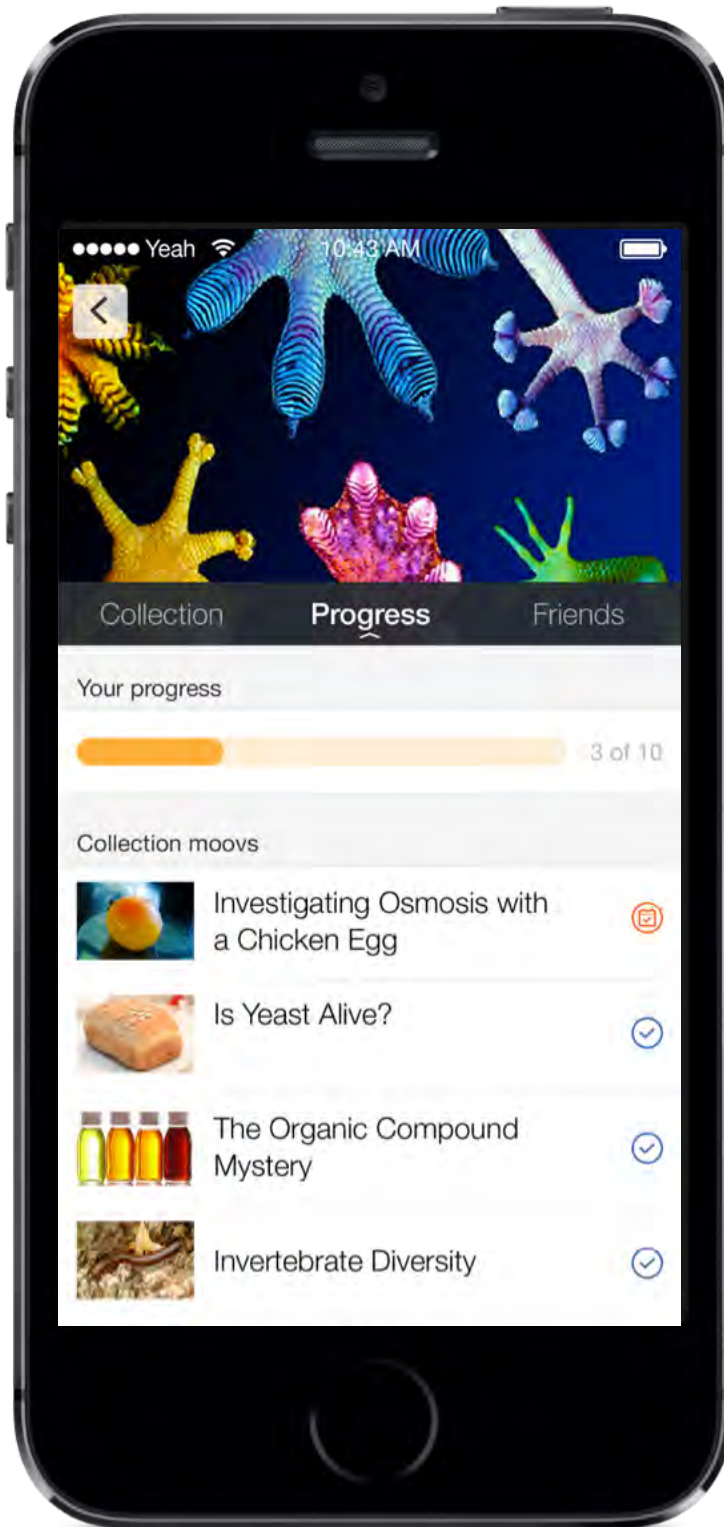
Increase engagement in the **real** world



We believe learning technology should be a means to an end...
a tool to increase engagement in real world situations,
not a virtual world for passive observation.

Moov helps students engage more fully
in projects, homework, experiments, and activities.

Curated **assignments** at your fingertips



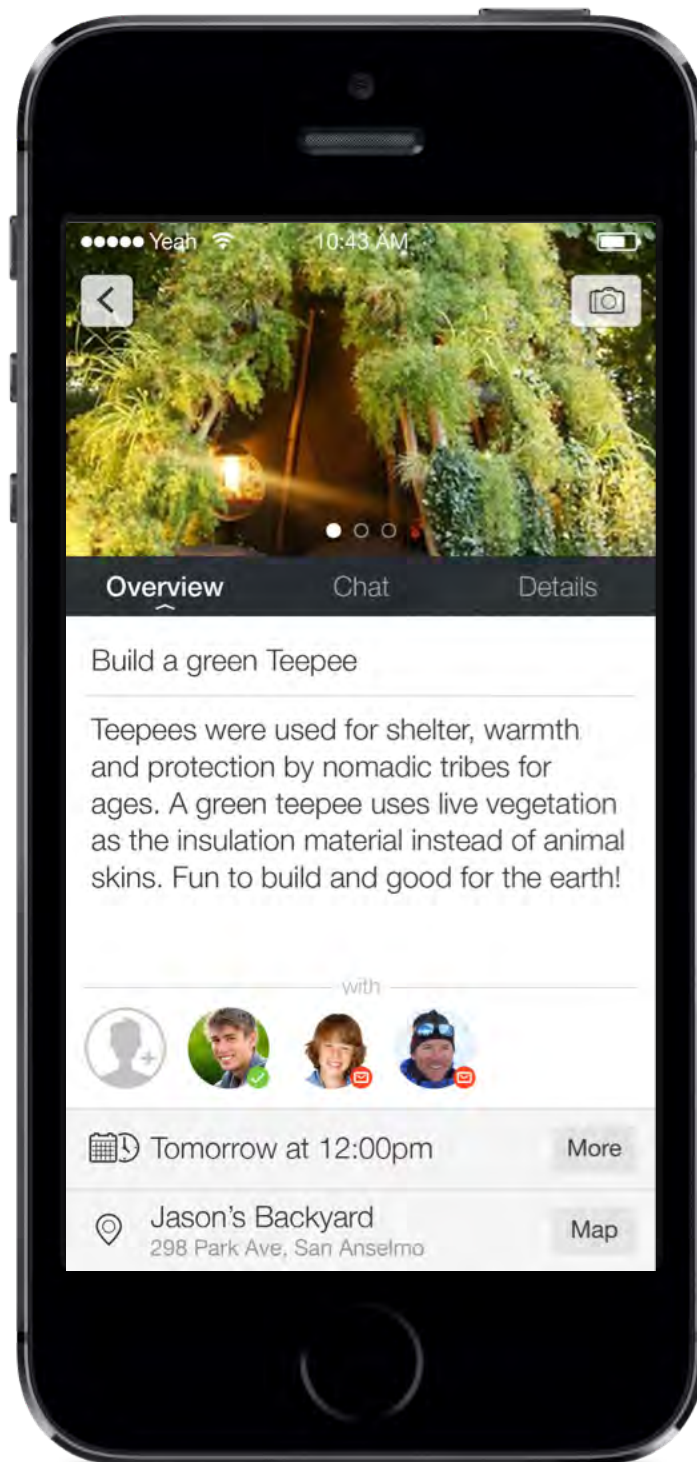
A **Moov** is our basic unit of learning. Each one provides the essential instructions, resources, and work flow to complete a full action-reflection learning cycle.

A **Collection** is a series of Moovs grouped by a subject or learning objective. They can be completed as a set or provide a variety of options to give students more choice in their learning.

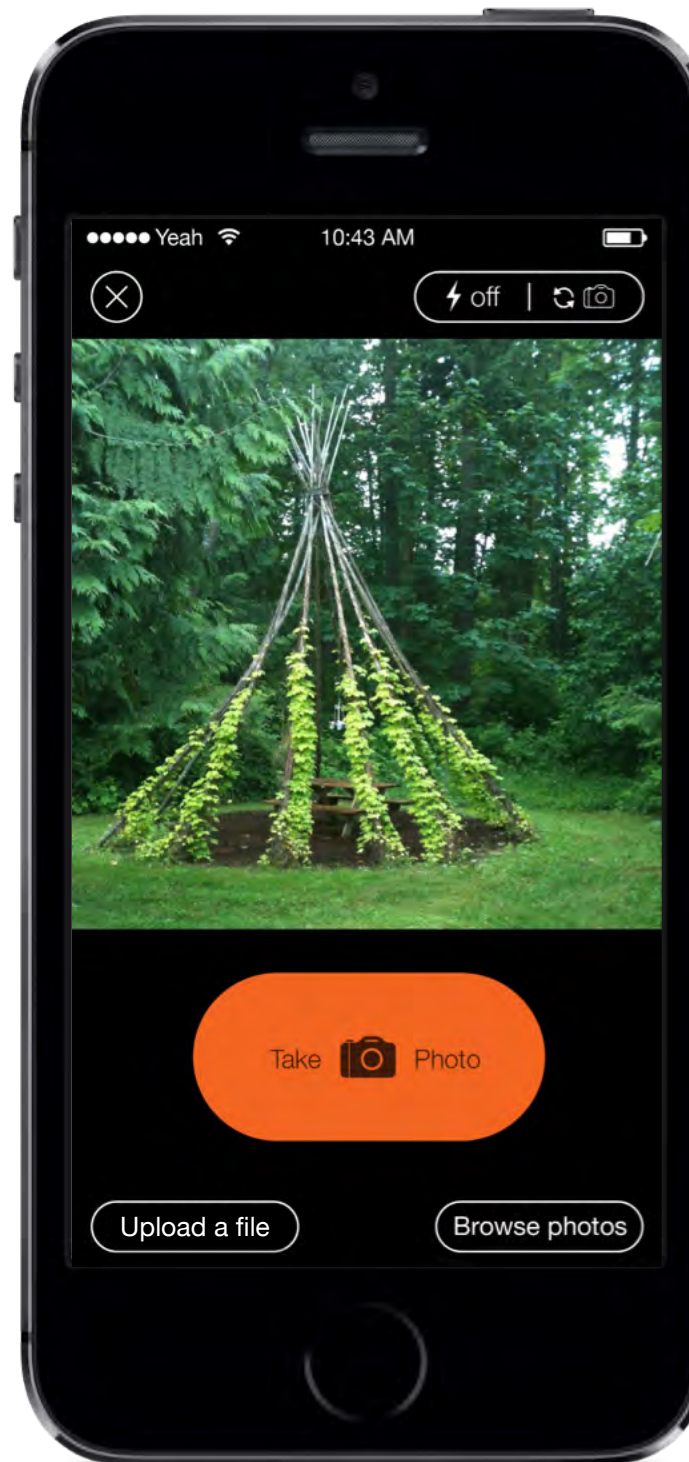
An **Assignment** is a Moov or Collection customized by a teacher to meet the needs of a specific student or group.

Better support for **self directed** learning

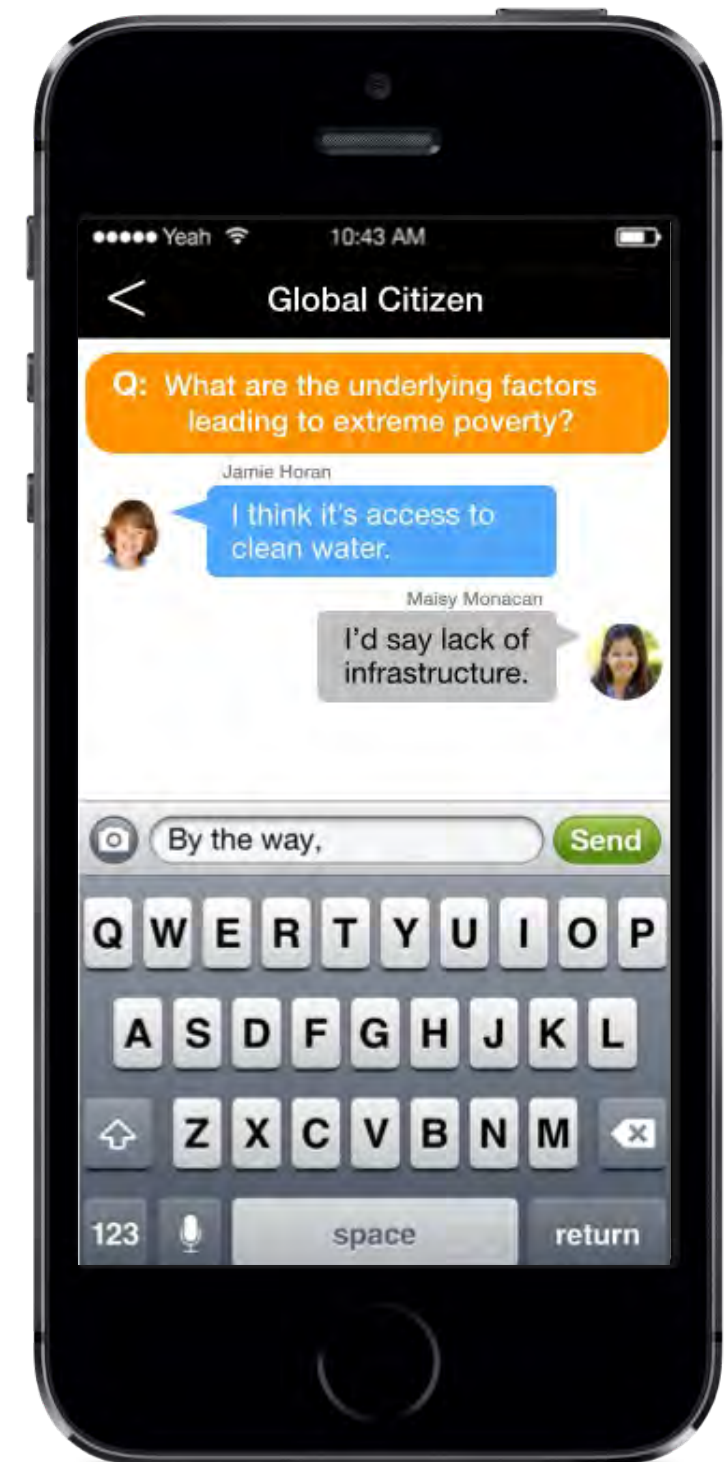
Open an assignment



Upload completed work

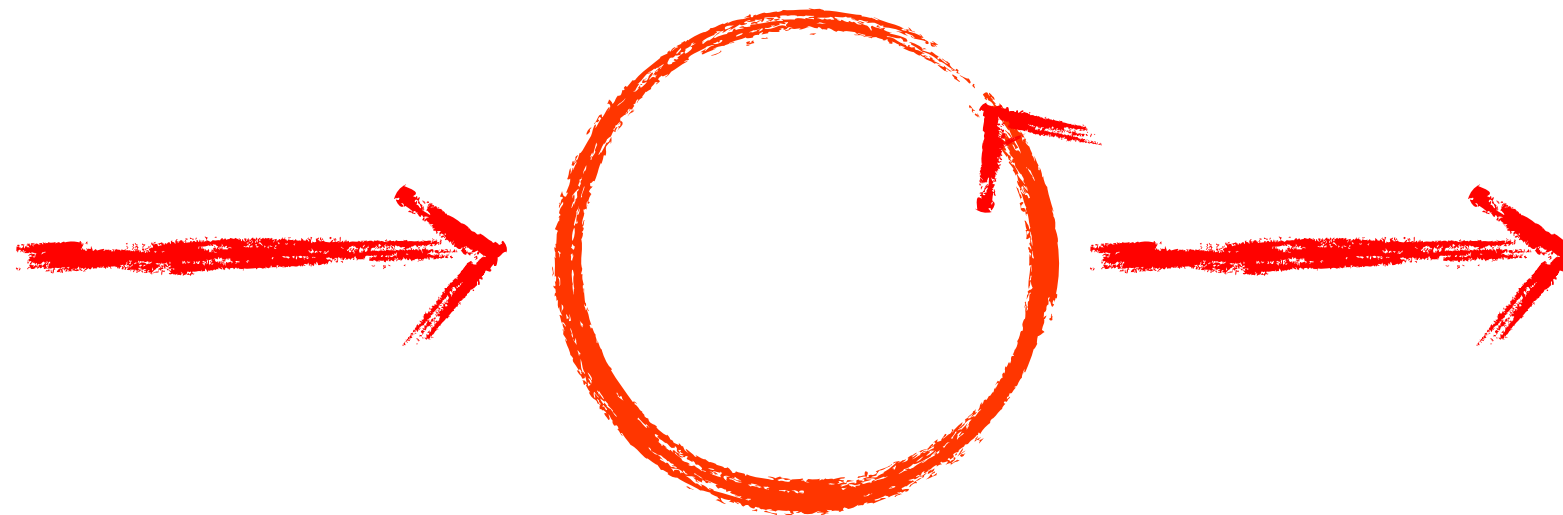


Reflect and Discuss



A **framework** for self directed learning

Moov is built on an instructional framework derived from decades of experiential learning expertise. It provides a design template for teachers to improve the quality of their assignments and save time managing them.



Attract

Title
Overview
Tags
Outline

Engage

Instructions
Resources
Inquire
Submit
Discuss

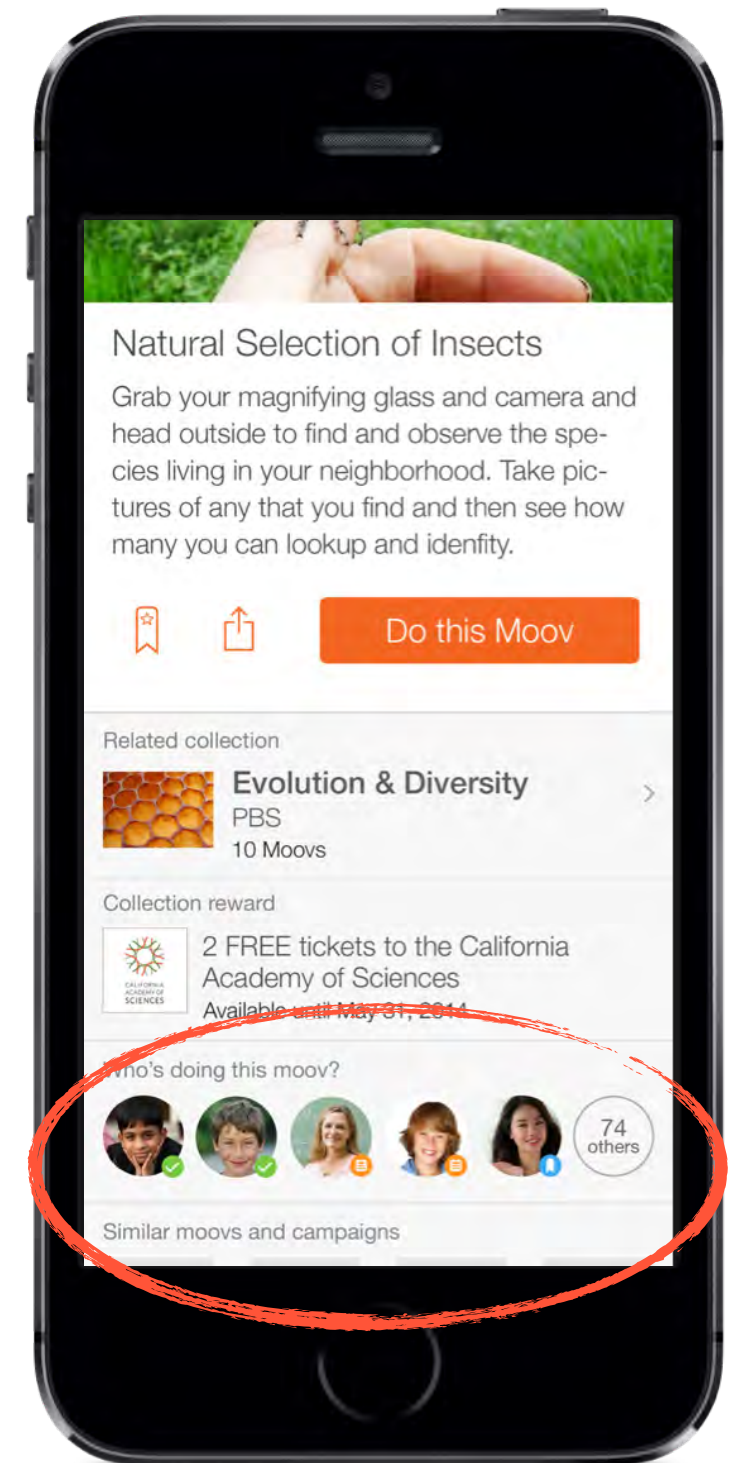
Complete

Evaluate
Share
Store

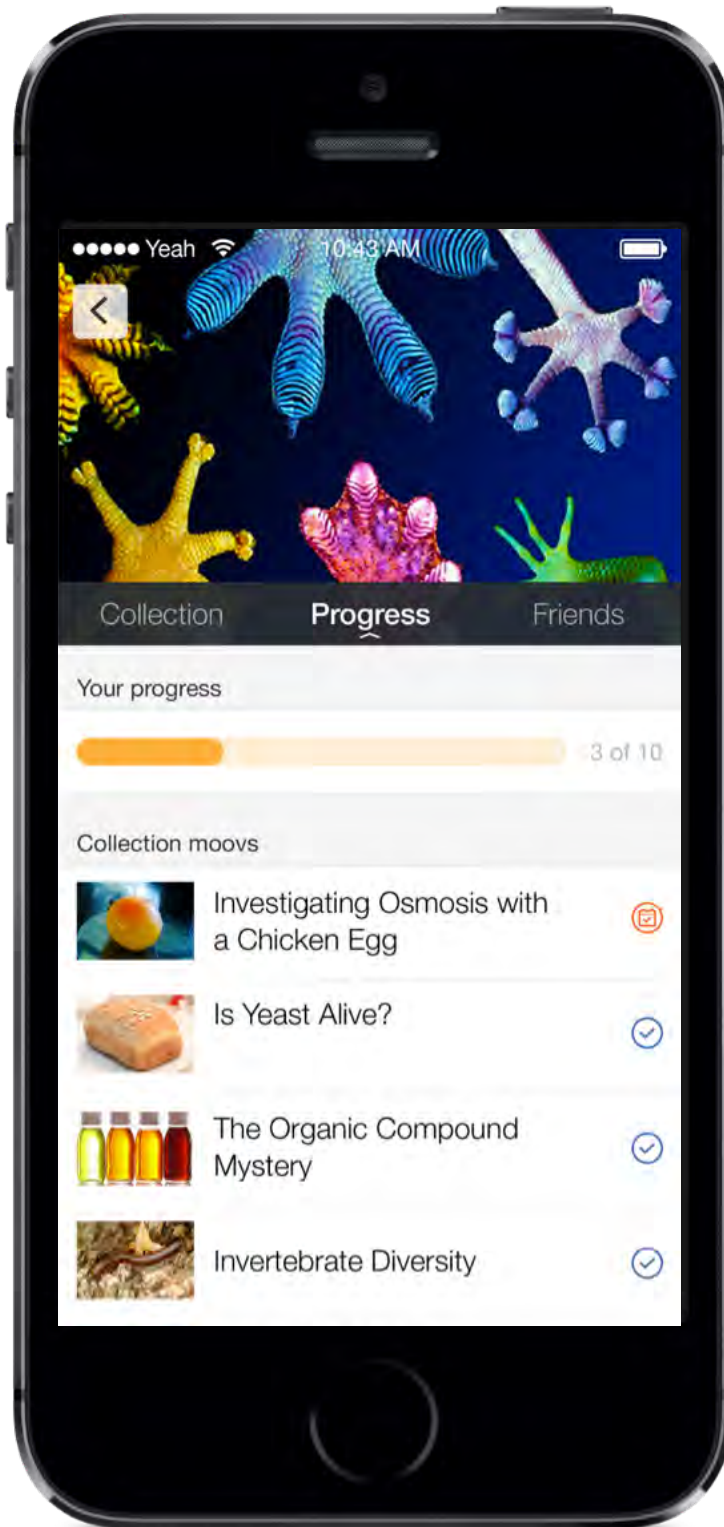
An evolving **dialog** in one place

People learn best in partnership with others. **Moov** helps students connect with others during assignments and for broader sharing after work is completed.

Teachers, coaches, parents, and peers can **monitor, inquire, discuss, advise, critique,** and **reward** within the **Moov** platform.

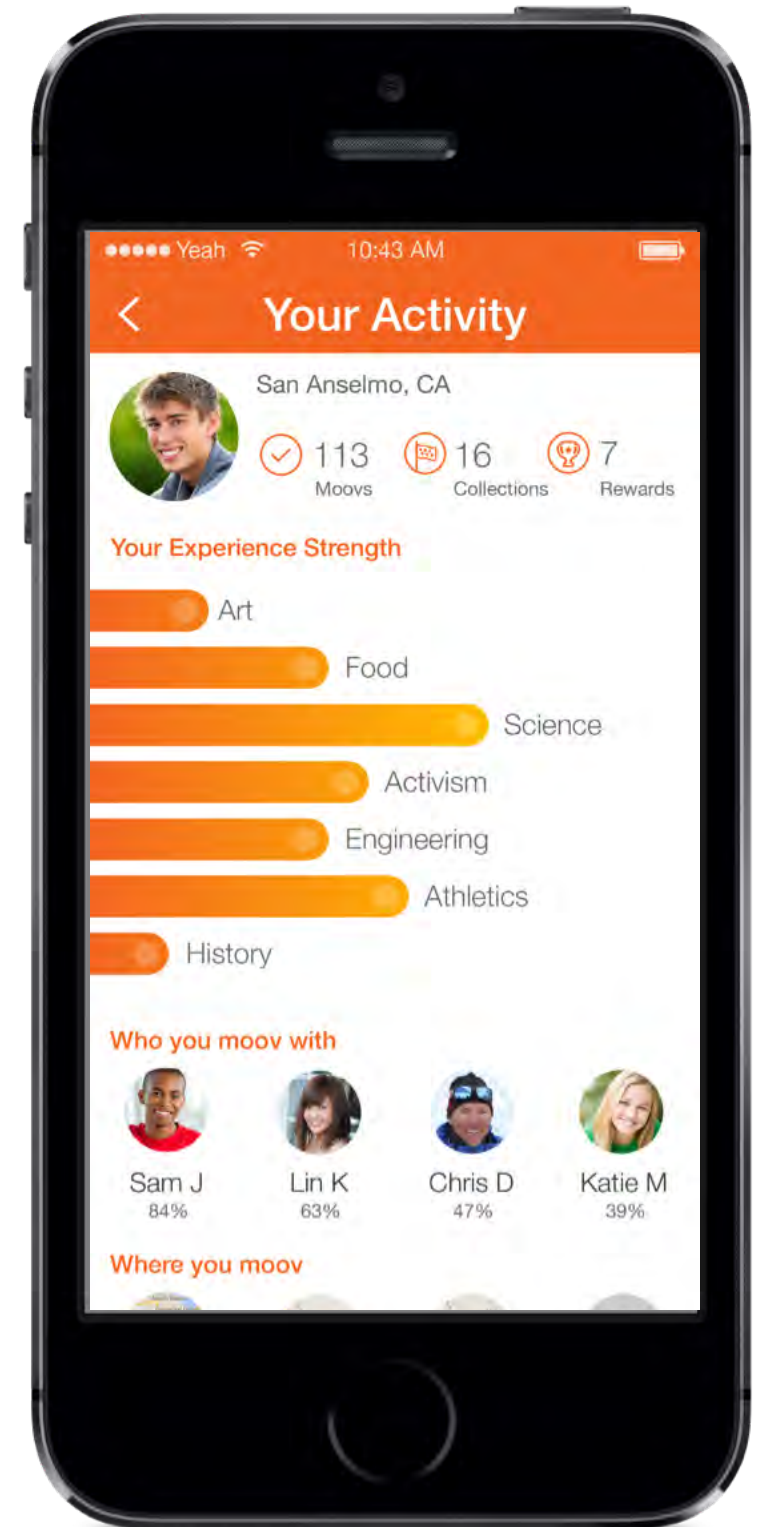


Moov tracks **progress** over time

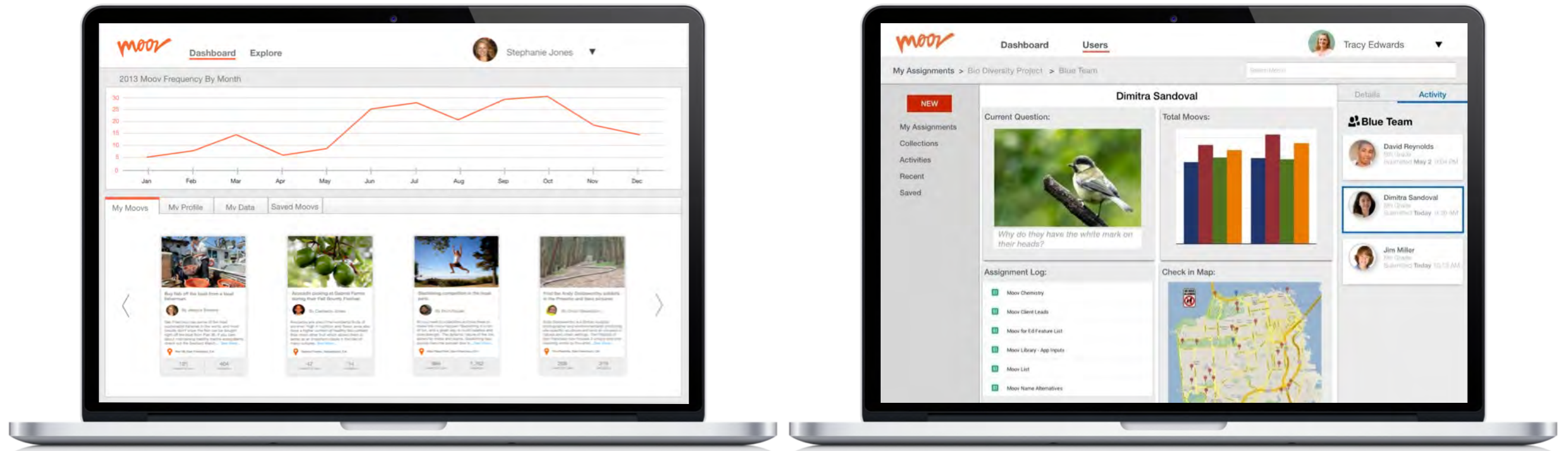


Students, parents, and teachers can track progress on assignments, provide encouragement, and reward completion.

The **Moov** workflow provides teachers insight into the learning process and allows for both formative and summative assessment.



Moov is a project based **teaching** platform



Using Moov teachers can:

- Find, deliver and track assignments
- Manage study units and projects
- Track, evaluate and reward student progress
- Communicate with parents
- Give feedback to students

Designed by teachers **for teachers**

Our Team



John Foster, M.Ed.
Design Strategy & Product Development
Hulu, IDEO, Pecos River Learning, The Y
Miami University, Colorado State



Ciji Saso, MBA/MA Ed. Leadership
Content & Community Development
Education Pioneers, LucasFilm, Americorps
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Chadwick School

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Camp Wijiwagan
The Y of Middle Tennessee

Rommel Loria,
Director Civic Engagement
& Service Learning,
The Park School

Rob McAusland,
Middle School Math Teacher
American Martyrs School

Sally Madsen,
Senior Design Lead
IDEO Education Studio

Kathy Shirley,
Director of Technology & Media
Apple Distinguished Teacher
Escondido School District

Our **design** process

Q1 2014 Q2 2014 Q3 2014 Q4 2014 Q1 2015 Q2 2015 Q2 2015 Q3 2015

Build Moov Prototype

Prototype Experiments

Develop Core Content

Build New Features

Build + Test Platform 1.0

Launch 1.0

Our needs

Partners

- I. Content Development.** To build Moovs and Collections.
- II. Distribution.** To get teachers in the tool assigning + designing Moovs for students.
- III. Developer(s).** To build new features + web based teacher tracking tool.
- IV. Funders.** To build new features + teacher tracking tool.

Advisors

- I. Designers.** UX, content, curriculum, and technical design advisors.
- II. Teachers.** PBL experts, content & curriculum designers, and beta testers.
- III. Education Leaders & Experts.** Common Core, PBL, 21st Century Learning, and STEM advisors. Implementation advisors.
- IV. Business Leaders.** Content, distribution, and funding advisors. Business model advisors.



Homework Reinvented.



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