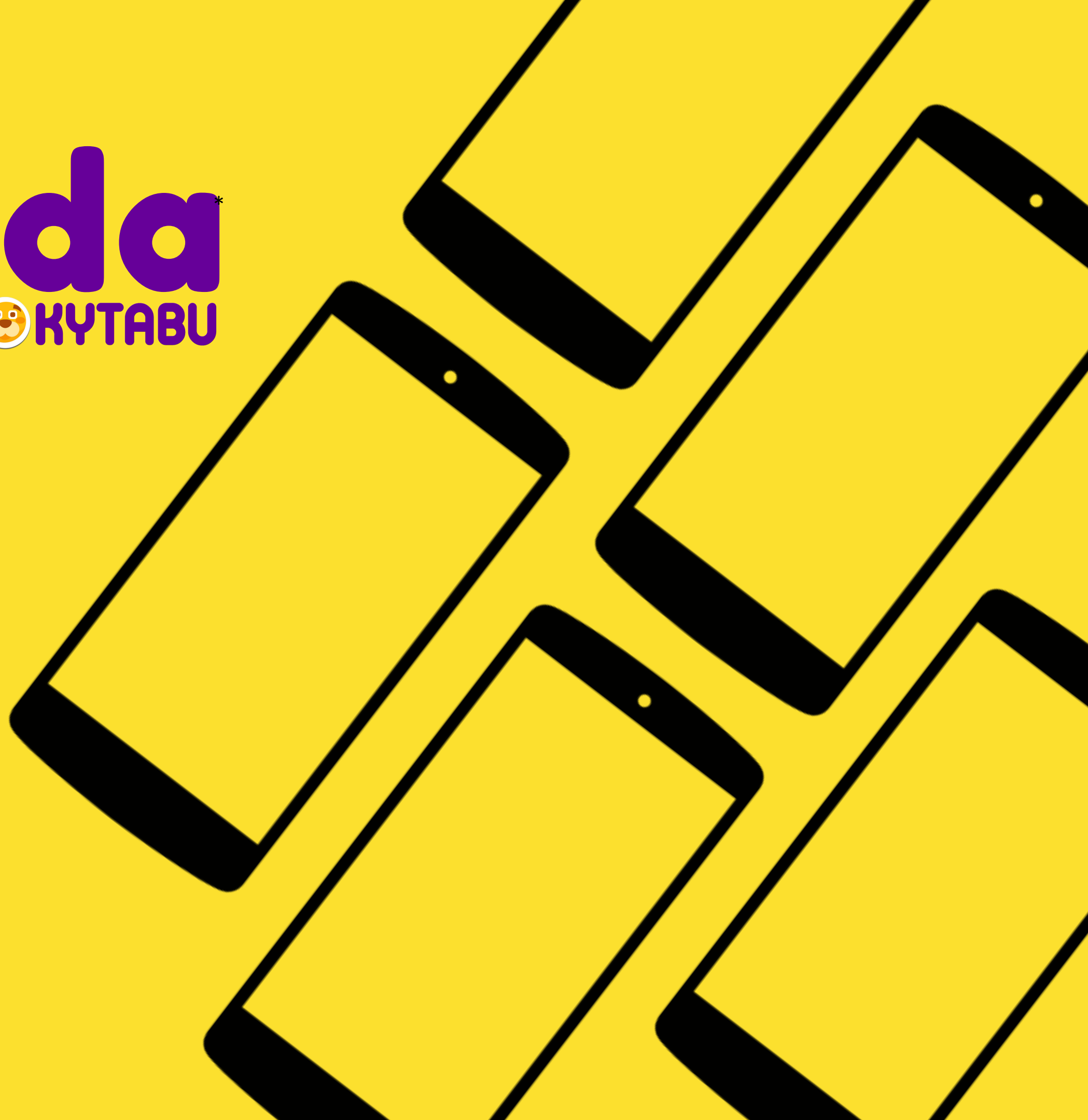# Kibanda

The teachers village

KYTABU

OVERVIEW:

COVID 19 has impacted the education sector immensely in developing countries. Though students have lost many months of learning, teachers have taken the brunt of the impact with many losing both their livelihoods and finding themselves out of their depth with new technology interventions seemingly replacing them.

Dispelling the perceptions of technology in education and helping teachers appreciate its possibility as well as directly benefit from it would grow education technology's deployment in schools, impact on teachers and students and overall adoption rates in education systems.

PROBLEM

Teachers are have either been forced to adapt and accommodate new technology interventions at their own cost, or been left behind as parents look for alternatives for learning for their children.

This has left teachers less enthusiastic to work with technology interventions as worsened their perception of education technology as a threat to their careers instead of an asset.

WHY IS THIS HAPPENING?

01 The effort to onboard teachers into using technology with their students is limited or non-existent.

02 Training teachers on technology usage as well as giving them opportunities through technology are non-existent.

03 Teachers feel isolated in the current situation and do not have a community to look to for support, advice or motivation.

SOLUTION

To engage teachers with technology products that are targeted at improving their teaching experience, learning opportunities, and interaction with other teachers.

This means building something the connects teachers with each other, and with the information they need to be the best at what they do, where they are with the resources they have.

WHAT WE CAN DO

01 Build a virtual teachers' community mobile app.

02 Provide training videos and online workgroups to empower the use of the technology available to them.

03 Give teachers digital tools to engage students and generate revenue that directly benefits them.

Kibanda
The teachers village
KYTABU

KYTABU is partnering with Amazon Web Services (AWS), the Kenyan Primary Head Teachers Association (KEPSHA) and the Kenyan Secondary Head Teachers Association (KSSHA) to help their 27,817 school headteachers in Kenya find a way to support themselves and their teachers to adopt and adapt to the new technology needs COVID has placed on them.

Some specific tasks were centered on creating a community of practice for training in new technologies. It needed to be a safe space for teachers to also engage with each other. Whatever solution we came up with needed to be affordable, convenient and that does not expose them to the risk of getting COVID.

**Kibanda is our gateway to creating that opportunity.**

Design Process

To ensure that we designed the product to suit the needs of the teachers, we embarked on a human-centric design sprint and called teachers within reach for virtual meetings in the last weeks of October.

This was followed by 6 weeks of discovery during which we called teachers at random and asked them questions about how they learn new things, where they get their information from, their professional aspirations, and what keeps them up at night.
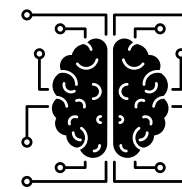
Finally, we drafted some sample artwork and asked the teachers what they like the most and the least in what we gave them.

This presentation is what we have from our findings.
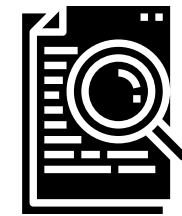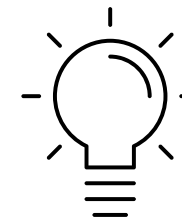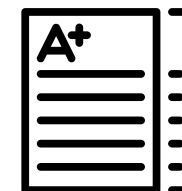
Research
3 weeks

Discovery
6 weeks
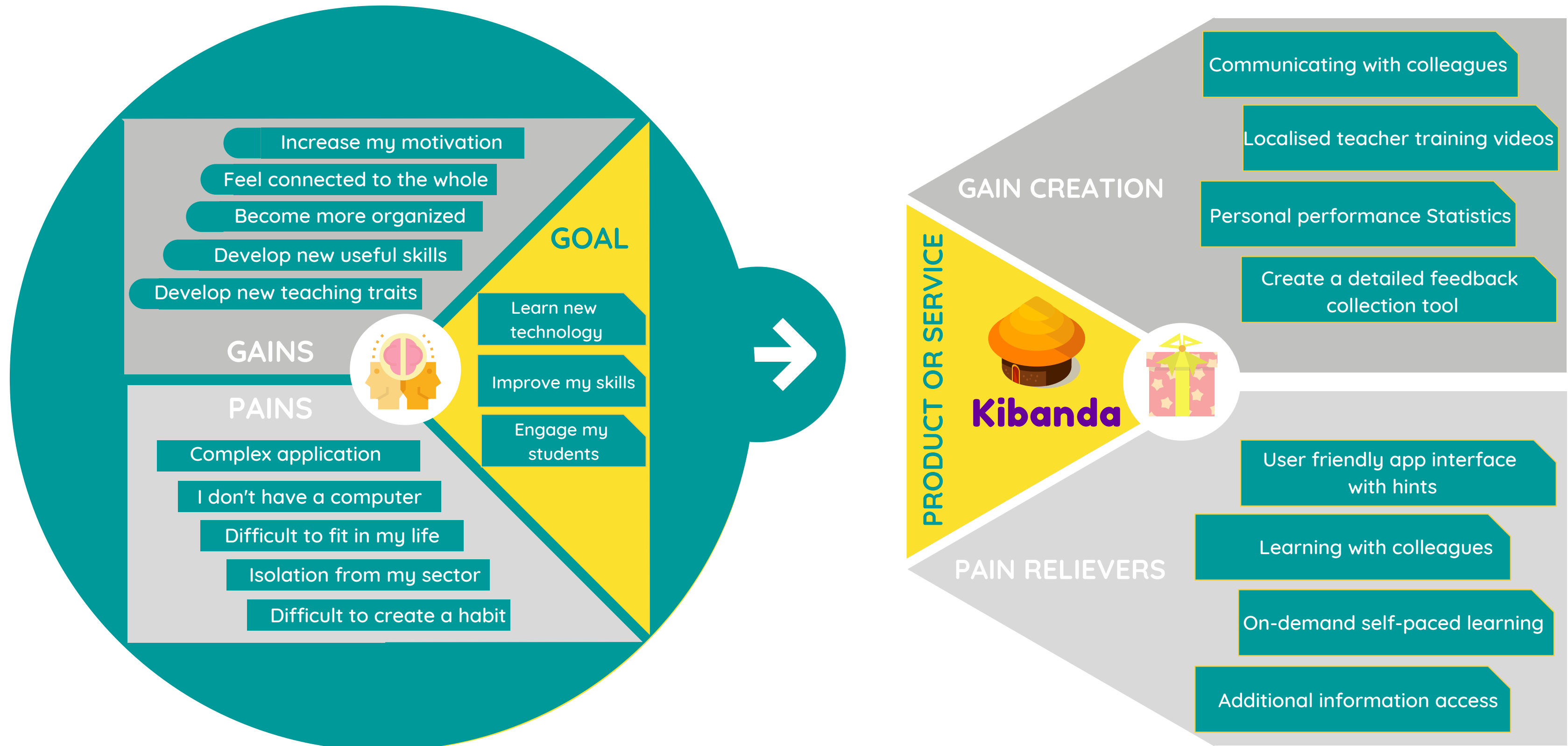
Ideate and Prototype
4 weeks

Testing and Deploying
12 weeks

Value Proposition Canvas

After testing the tool, the key points and important aspects of the future platform were identified. We used a VPC to define what the platform would do for teachers

GAINS

- Increase my motivation
- Feel connected to the whole
- Become more organized
- Develop new useful skills
- Develop new teaching traits

GOAL

- Learn new technology
- Improve my skills
- Engage my students

PAINS

- Complex application
- I don't have a computer
- Difficult to fit in my life
- Isolation from my sector
- Difficult to create a habit

PRODUCT OR SERVICE

Kibanda

GAIN CREATION

- Communicating with colleagues
- Localised teacher training videos
- Personal performance Statistics
- Create a detailed feedback collection tool

PAIN RELIEVERS

- User friendly app interface with hints
- Learning with colleagues
- On-demand self-paced learning
- Additional information access

In-Depth Interviews

Thereafter, interviews were conducted with 75 headteachers that made up the Kenya Primary School Headteachers Governing Council to test the hypothesis based on previous activities and learn about the user experience of those who were previously using similar platforms.

"
We cannot use Facebook anymore. it is becoming uncontrollable. We need our own thing.

—

Meshak - Migori

"
COVID has really shown us we are out of touch. But what can we do? What is out there for us?

—

Wechege - Central

"
Personally, I would want to learn these new technologies because my livelihood depends on it.

—

Kassim - Nyanza

"
Customizing something that only is for teachers would help very much. I think we all need that help.

—

Anab - Rift Valley

"
Teachers have had to reevaluate their skills because the world is leaving, even in Africa.

—

Chirima - Eastern

"
If someone said we have something, teachers would be eager to test it. What is the alternative?
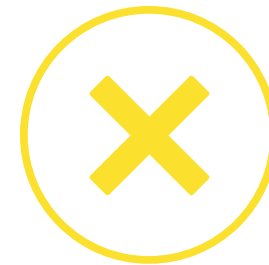
—

Joyce - Nairobi

Hypothesis

✓ Users

— Are not confident in their use of technology and actively look for help in learning how to use it.

— Are limited in resources for learning and spend time asking other teachers what they are doing.

— Are using their phones to watch videos, communicate on WhatsApp, Facebook, Google.

— Have 10 years or more left in their careers as educators.

✗ Users

— Are not interested in technology and are predominantly sticking to what they know.

— Have limited resources and will manage with those resources without looking for alternatives.

— Use their phones for calls and texts and occasionally use WhatsApp.

— Have less than 3 years in their careers as educators.

Feature Prioritization

Based on our interviews and interactions with teachers, the main features of the product are identified. Structuring the information received and separating the main needs from the secondary wants helps in addressing the real issues.
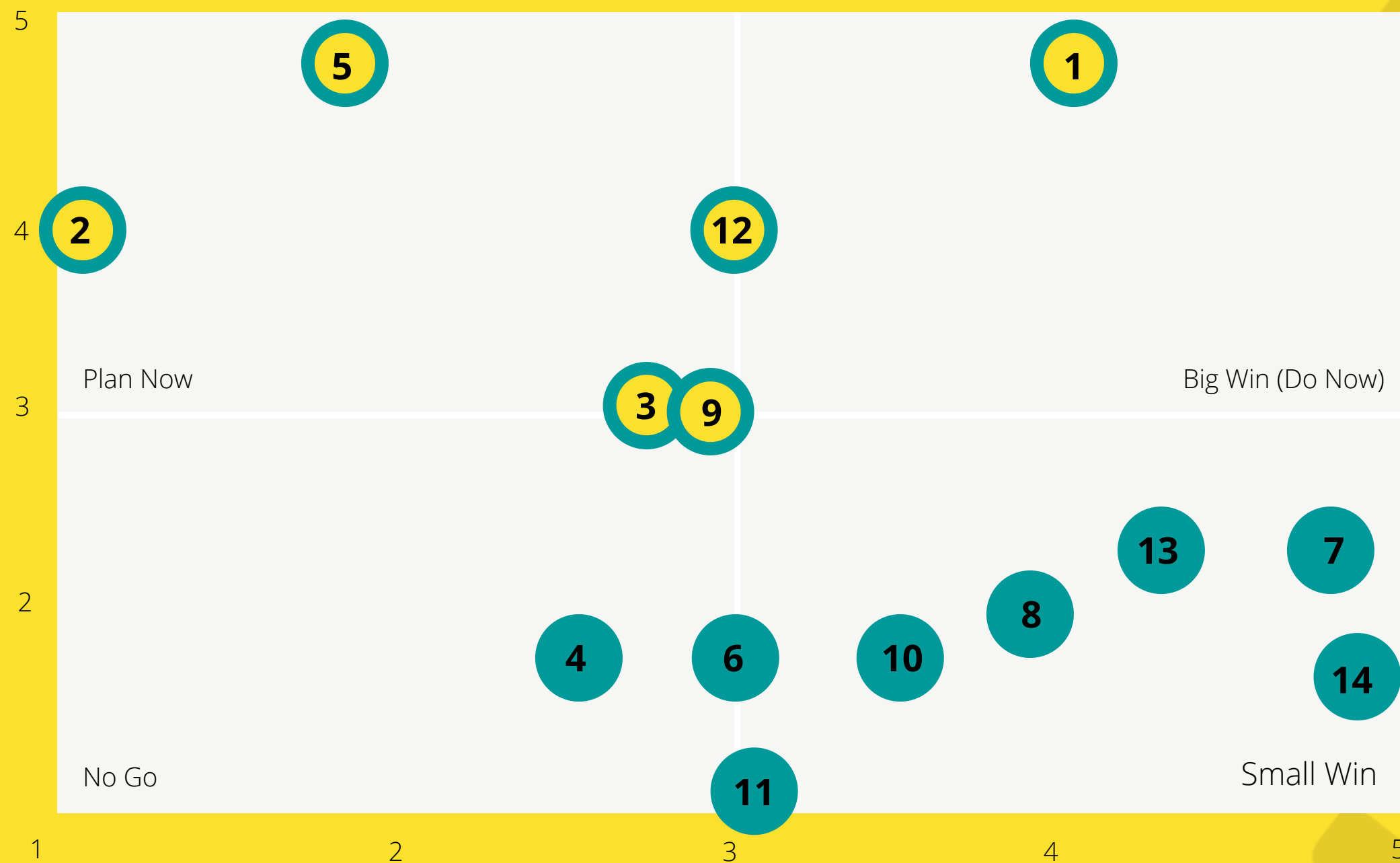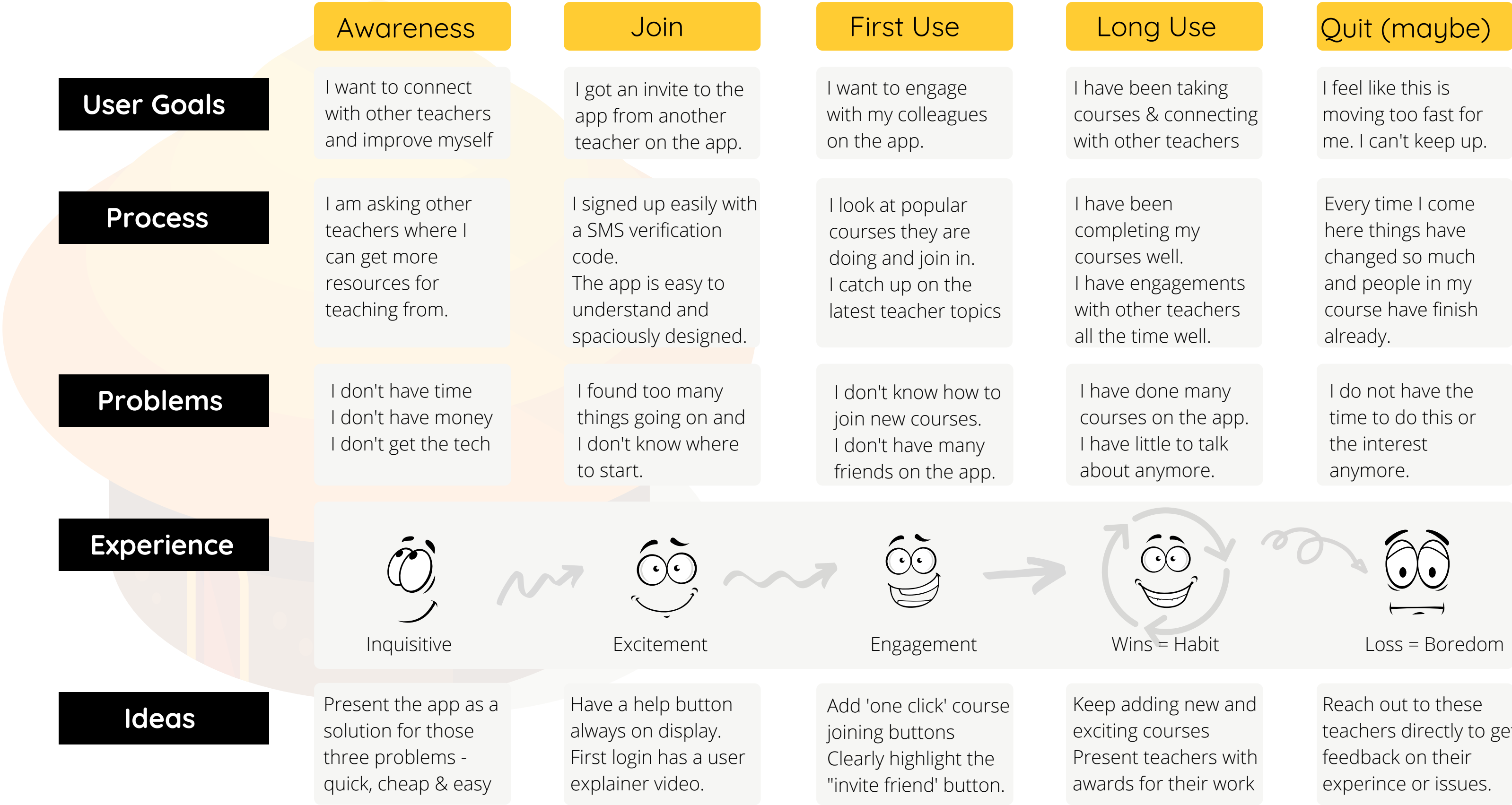

Feature Prioritization

- See courses I can learn online and offline
- Make my achievements sharable
- Invite my teaching colleagues to the app
- Have a chat section with friends
- Have task reminders
- Have a place to give feedback my teaching experience and challenges I am facing

Customer Journey Map

Based on our interviews, we created a customer journey map to understand possible platform issues and identify key engagement drivers.

	Awareness	Join	First Use	Long Use	Quit (maybe)
User Goals	I want to connect with other teachers and improve myself	I got an invite to the app from another teacher on the app.	I want to engage with my colleagues on the app.	I have been taking courses & connecting with other teachers	I feel like this is moving too fast for me. I can't keep up.
Process	I am asking other teachers where I can get more resources for teaching from.	I signed up easily with a SMS verification code. The app is easy to understand and spaciously designed.	I look at popular courses they are doing and join in. I catch up on the latest teacher topics	I have been completing my courses well. I have engagements with other teachers all the time well.	Every time I come here things have changed so much and people in my course have finish already.
Problems	I don't have time I don't have money I don't get the tech	I found too many things going on and I don't know where to start.	I don't know how to join new courses. I don't have many friends on the app.	I have done many courses on the app. I have little to talk about anymore.	I do not have the time to do this or the interest anymore.
Experience	Inquisitive	Excitement	Engagement	Wins = Habit	Loss = Boredom
Ideas	Present the app as a solution for those three problems - quick, cheap & easy	Have a help button always on display. First login has a user explainer video.	Add 'one click' course joining buttons Clearly highlight the "invite friend" button.	Keep adding new and exciting courses Present teachers with awards for their work	Reach out to these teachers directly to get feedback on their experince or issues.

Prototyping

We looked in the market for what is available and chose to spend more time customizing what is there over building something new. We have tested the options we found and there are valuable learnings we have received.
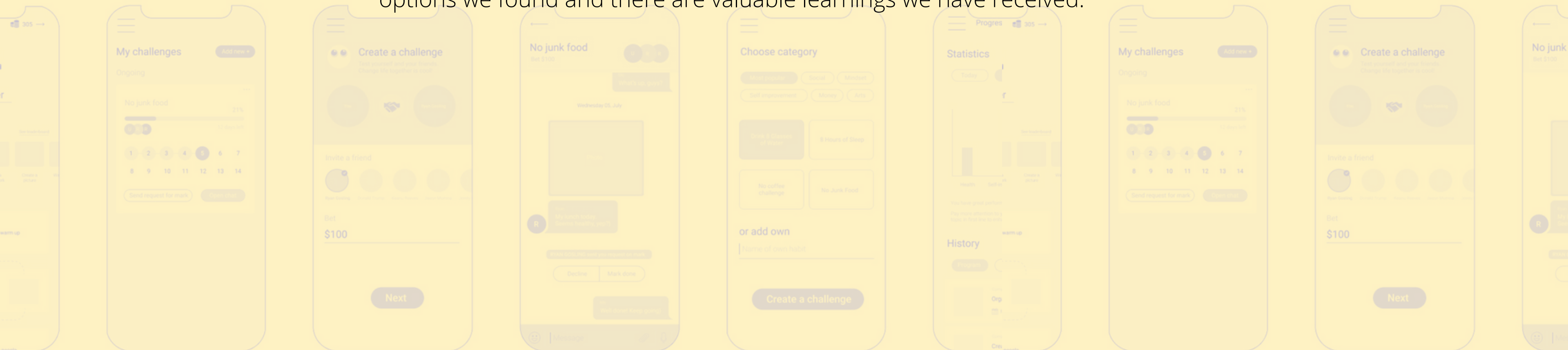
The core: A mobile app

We settled on a community-building application that could be deployed as an app for Android and iOS phones. The application would be free and the courses on the application would also be free.

Teachers would be able to have the advantages outlines in the image here, and the added value of mobile money payments within the app itself.

The offline course storage would depend on the size of their device memory, but they have the option of having their courses stored on their phones.

Enable your followers or customers to connect under your brand from anywhere they are. Increase engagement and retention, and gather valuable feedback.

Allow your people to learn from each other, increase your brand's value, and reduce your workload.

Your mobile app comes with community features such as user profiles, groups, activity feeds, forum discussions and more.

- Member Profiles
- User Invites
- Social Groups
- Notifications
- Forum Discussions
- Network Search
- Member Connections
- Activity Feeds
- Private Messaging
- Albums & Media
- Group Messaging
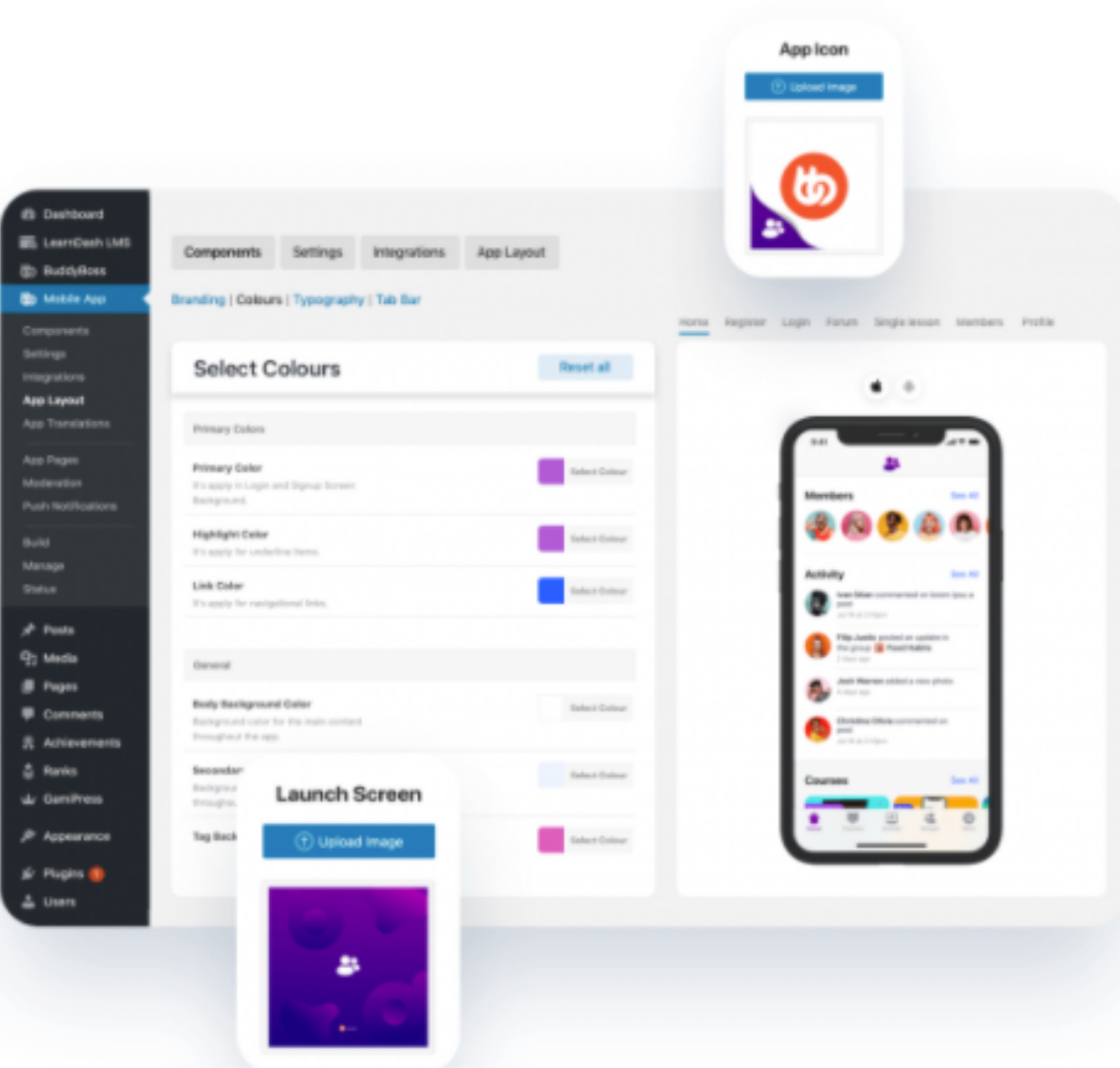- Private Community
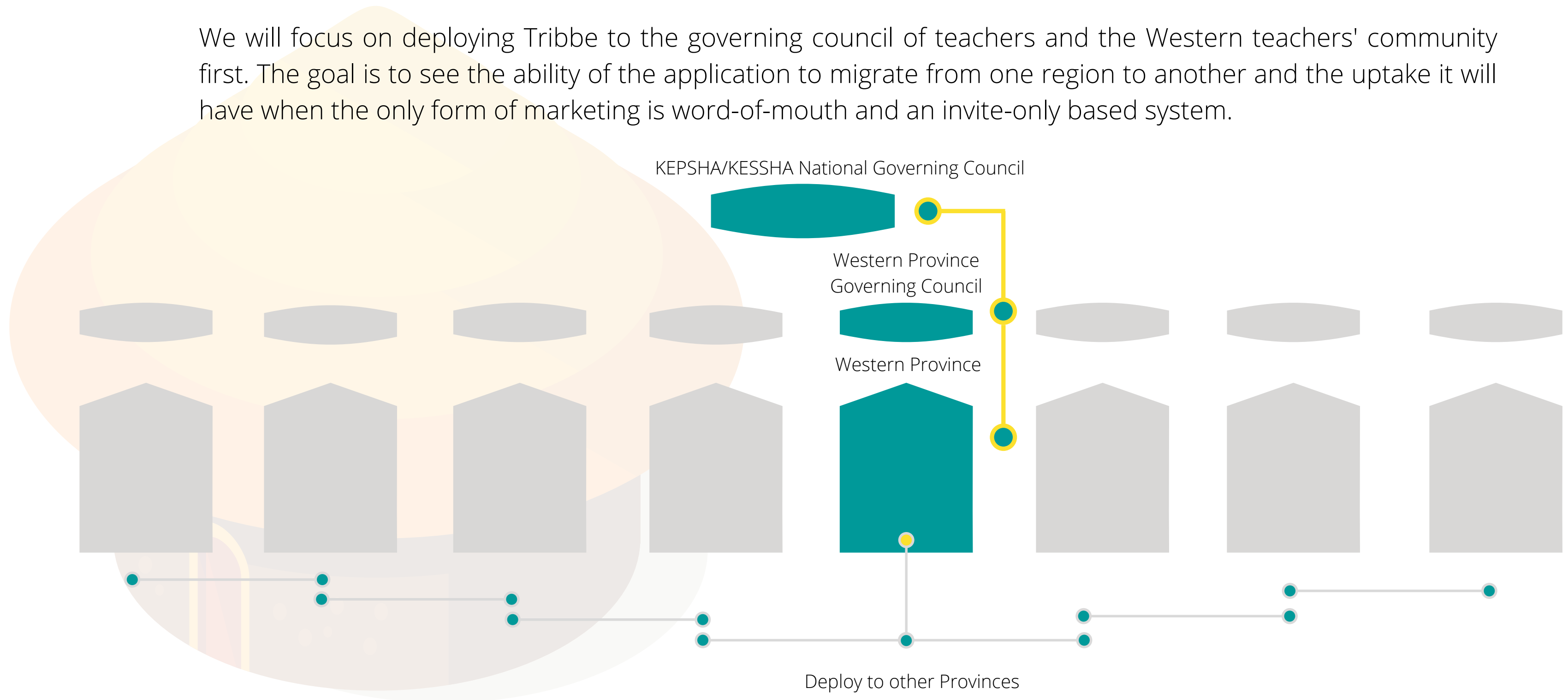
The backend: A web portal for content.

A backend content platform that is hidden away from the teachers will allow for the content creation to match the content needs and requests from the teachers and a more customized and adaptive learning trajectory. It will also enable better user data collection, alleviate privacy concerns and improve opportunities for scale. All this comes as a package from the online community product offering for Kytabu to implement and deploy.

- Translation Ready
- Custom Menus
- Your Branding
- Open Access
- Native Blog
- Built In Search Functionality
- Developer Friendly
- RTL Support
- Google Analytics
- Homepage
- Multi-Lingual
- Multisite Support

The Deployment plan

We will focus on deploying Tribbe to the governing council of teachers and the Western teachers' community first. The goal is to see the ability of the application to migrate from one region to another and the uptake it will have when the only form of marketing is word-of-mouth and an invite-only based system.

KEPSHA/KESSHA National Governing Council

Western Province
Governing Council

Western Province

Deploy to other Provinces

Challenge Accepted!

Teachers in Kenya need a community they can conveniently access to grow their professional skill by learning from each other and Tribbe is going to be that for them.

Goals

- Deploy the Kibanda application in May 2021
- Onboard both KEPSHA & KESSHA Governing council
- Onboard the Western Region of headteachers on the app
- Reach 2,500 teachers in the first month
- Produce 40 videos on teacher training skills for the app
- Track the Kibanda app's organic growth in the first 90 days of deployment

Kibanda

KYTABU

Kibanda

Teacher's village

KYTABU