# PRODUCT REVIEW SUMMARY

**Key:**

**CATEGORY**

* Essential Question – Over-arching question intended to act as a lens, focusing attention on what is critical in reviewing the product for each category.
* Indicators – Individual criteria used to consider if the company/product is addressing the essential question.

**Ratings (Assigned to each category based on review and indicators):**

* Needs Strategic Planning – The product is at a preliminary stage of development with respect to the indicators and the company should conduct strategic planning around addressing the criteria listed.
* Needs Commitment of Resources – The product is at an intermediate stage of development with respect to the indicators, demonstrating that the company has conducted some strategic planning, but the company should continue to commit resources towards addressing the criteria specified in the indicators.
* On Track – The product is at an advanced stage of development with respect to the indicators, demonstrating that the company has conducted significant strategic planning and has committed resources towards addressing the criteria specified in the indicators.

**Sources for Evaluation Review:**

Reviewers typically consider the following sources while conducting product reviews: the product itself, any accompanying product materials (including tutorials, videos, lesson plans, curricula, and frameworks), and the product website. Where applicable, reviewers use the paid or premium versions of products (as opposed to free or trial versions) when conducting the reviews. In addition, reviewers may also consider company-related information from the company pitch deck that was submitted to NSVF as part of their application.

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| CATEGORY | CONTENT* Question: How comprehensively does the product cover the subject matter?
* Indicators:
1. Product makes rigorous academic content accessible to students of levels
2. Product provides appropriate scaffolding to support the needs of learners
3. Product addresses relevant misconceptions
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| RATING & FEEDBACK | **RATING:**  |

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| --- | --- |
| CATEGORY | ALIGNMENT * Question: How well is the product’s content aligned with relevant standards?
* Indicators:
1. Company pays attention to relevant academic standards
2. Company pays attention to what is currently being taught in school
3. Product connects to real world applications
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| RATING & FEEDBACK | **Rating:**    |

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| CATEGORY | LEARNING SCIENCE* Question: Is the product built on principles of learning science?
* Indicators:
1. Product builds on students’ prior knowledge
2. Product aligns with target learning goals
3. Product promotes transfer to other contexts
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| RATING & FEEDBACK | **RATING:**   |

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| --- | --- |
| CATEGORY | INSTRUCTION & PEDAGOGY* Question: Is the product built on best principles of good pedagogy and instruction?
* Indicators:
1. Product use allows for active learning
2. Product tasks are appropriate and within the zone of proximal development for target users
3. Product introduces and explains content using multiple learning modalities
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| RATING & FEEDBACK | **RATING:**   |

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| --- | --- |
| CATEGORY | AFFORDANCES OF TECHNOLOGY* Question: Does the product take advantage of affordances provided by use of technology?
* Indicators:
1. Product allows for users to receive real-time formative feedback or diagnostic data
2. Product allows for users to customize or personalize content
3. Product allows users to engage in collaborative activities through use of technology
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| RATING & FEEDBACK | **RATING:**   |

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| CATEGORY | BIAS & SENSITIVITY* Question: Is the product accessible for and sensitive to a wide range of user groups? (Paying particular attention to the product’s representations and accommodations for gender, race/ethnicity, and users with special needs.)
* Indicators:
1. Company identifies potential user groups
2. Company identifies needs of user groups
3. Company has designed product to be accessible to user groups
 |
| RATING & FEEDBACK | **RATING:**  |

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| --- | --- |
| CATEGORY | SOCIAL AND EMOTIONAL LEARNING* Question: Does the product address the social and emotional aspects of learning?
* Indicators: (from CASEL, the Collaborative for Academic, Social, and Emotional Learning)
1. Product addresses SEL core competencies, such as self-awareness, self-management, social awareness, relationship skills, and responsible decision-making
2. Product utilizes elements of effective SEL approaches, such as being sequenced, active, focused, and explicit
3. Product involves coordinated SEL strategies across classrooms, schools, homes, and communities
 |
| RATING & FEEDBACK | **RATING:**    |

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| CATEGORY | ENGAGEMENT & INSPIRATION* Question: Does the product inspire interest and engagement in learning?
* Indicators:
1. Product provides positive experiences around learning
2. Product helps users connect learning to real world career opportunities
3. Product relates learning to participants’ real world experiences
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| RATING & FEEDBACK | **RATING:**  |

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| --- | --- |
| CATEGORY | USABILITY* Question: Is the product intuitive and easy to use?
* Indicators:
1. Digital product is easy to navigate; Physical product is easy to setup
2. Core product features are easy to use
3. Information is clearly presented to the user
 |
| RATING & FEEDBACK | **RATING:**  |

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| --- | --- |
| CATEGORY | IMPLEMENTATION* Question: Does the company support classroom implementation through the development of product features or through providing materials and resources?
* Indicators:
1. Product is easy to use and manage at the classroom-level
2. Product is appropriate for use in the classroom
3. Company has developed educator and classroom resources that support learning
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| RATING & FEEDBACK | **RATING:**   |