Hatch Early Learning
iStartSmart & WePlaySmart
May 2016

Hatch Early Learning creates interactive learning experiences for preschool children. They approached me to help guide their current product line from a child development perspective, and also provide solid research background on the educational technology market, curriculum development, and educational theories.

Hatch has several products that are created for preschool classrooms and have a strong relationship with public preschools nationwide. The two most popular products, the iStartSmart and the WePlaySmart were developed to provide curriculum lessons in an interactive way, both for individual learning and small group instruction. Hatch was struggling with customer retention and child engagement, which is why they sought my research expertise.

Research Questions
How to enhance child engagement with iStartSmart?
What does the child assessment data tell us about outcomes based on gameplay?
What aspects of classroom-based technology are priorities for teachers?
Do Hatch's products align with early learning standards?
Does child utilization lead to school readiness?

Research Methods
Classroom visits & ethnographies
Data analysis
Program evaluation

My Role
Serve as research expert on educational technology
Complete product reviews and present report on suggested updates
Write whitepapers on variety of educational topics: technology utilization, developmental theory, and school readiness outcomes
Consult with upper management weekly on product updates and research findings

WePlaySmart

iStartSmart