



## The Team

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## The Client



Established in 1990, Lightspeed is dedicated to making a remarkable difference for teachers and students by creating access to powerful in-the-moment insights into the learning process. We create access to the teacher's voice for all students in the classroom that isn't there for them without our solutions. We also provide access to authentic student conversations and the learning process that isn't available to the teacher in any other way. At our very core, we aspire to improve the lives of those we touch with our research, products, service and partnerships.

## Content strategy statement

Lightspeed's content inspires educators to discover new, innovative ways to reach their students using technologies that remove barriers to learning across a variety of classroom formats.

## Target persona: broad characteristics

- K-12 teachers at public and private schools across the United States
- Proportionally more likely to be women
- Tech-savvy
- Potentially younger than the average age of teachers in the US (42.4 years)
- Proactive, engaged and passionate about student success
- Willing to advocate for the tools they need to do their job to the best of their abilities

## Journey map: methodology

Referencing our target persona (Cindy) and research interviews, our team produced a journey map of key stages in Cindy's interaction with Lightspeed's brand and content. In doing so, we charted four key stages in Cindy's journey: awareness, research, recommend, and engagement. Keeping in mind our core strategy, we identified touchpoints at which Lightspeed's content can support Cindy's goals and address her frustrations. We've also identified further opportunities and proposed internal ownership for specific phases of interaction with Lightspeed's brand.



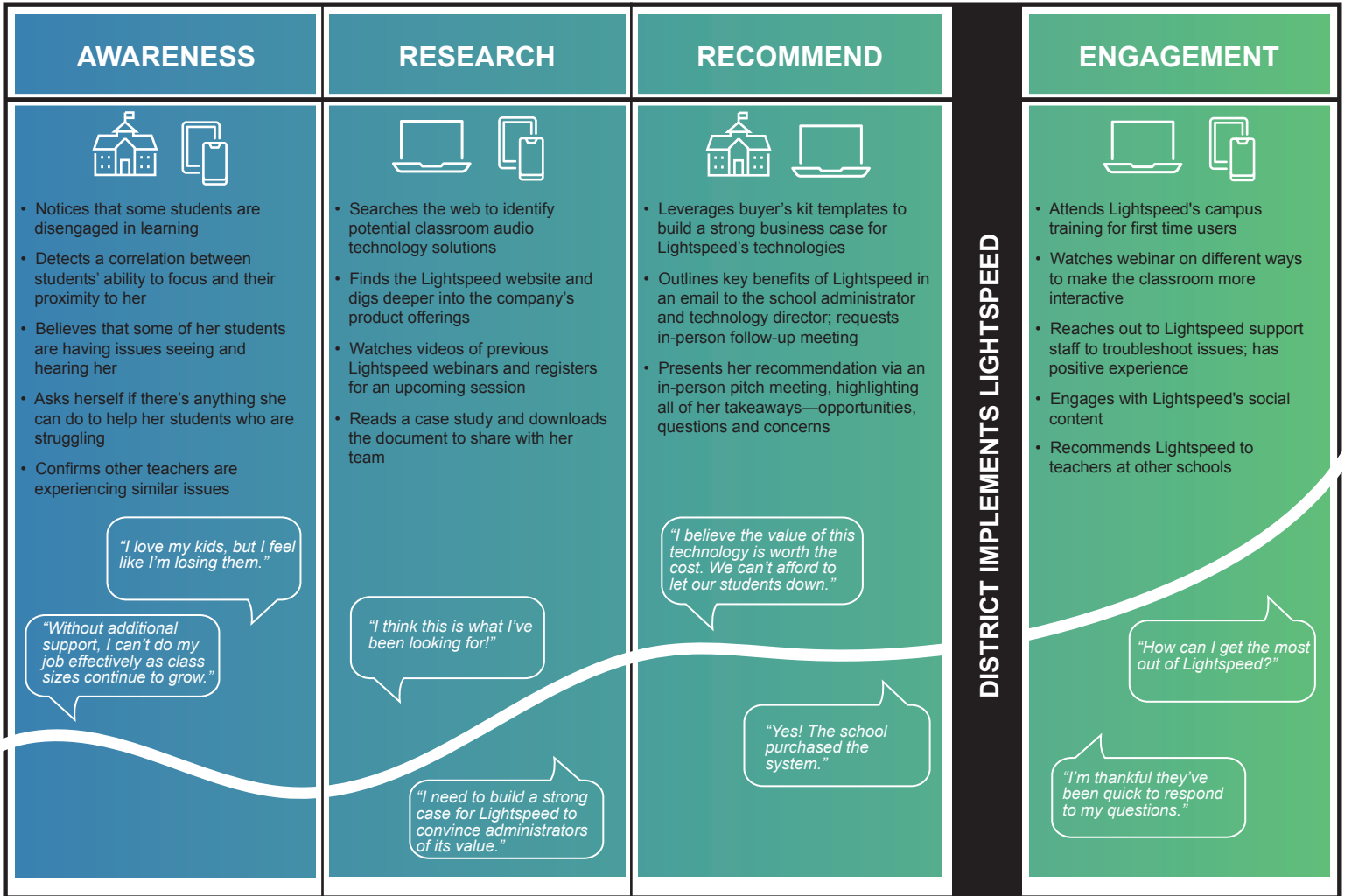
**CINDY**

Cindy teaches first grade at a public school in Corvallis, Oregon. With a decade of experience in the classroom, she's considered passionate, proactive and engaged by her peers. Cindy is willing to go above and beyond to ensure her students' success, even when it means she'll need to take on extra work.

**SCENARIO:** Class sizes are getting bigger each academic year at Cindy's school. As her class roster grows, she is finding it difficult to keep her students' attention and connect with each pupil. Inclined to embrace new technologies, Cindy hopes to identify new in-class audio solutions to address these barriers, as well as equip herself for future shifts in classroom formats (e.g., distance and hybrid).

**EXPECTATIONS**

- An easy-to-navigate online experience that clearly outlines the value of Lightspeed
- A variety of up-to-date educational resources covering the company's solutions
- Convincing downloadable and shareable online materials that she can leverage while pitching Lightspeed to her school administrators
- Evidence of a strong customer support team



**DISTRICT IMPLEMENTS LIGHTSPEED**

<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Create more top-of-funnel content with teachers in mind</li> <li>• Invest in SEO (paid and organic) and digital advertising to increase awareness</li> <li>• Build out PR efforts to better position Lightspeed news and offerings in the press</li> </ul>	<p><b>INTERNAL OWNERSHIP</b></p> <ul style="list-style-type: none"> <li>• <b>Marketing Team:</b> <ul style="list-style-type: none"> <li>• Create buyer's kit to help prospective buyers build their business cases</li> <li>• Build out post-sale content to increase customer engagement</li> </ul> </li> <li>• <b>Web Team:</b> Add functionality to allow Cindy to compare products</li> <li>• <b>Customer Support Team:</b> Ensure service-level agreements are met</li> </ul>
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