

The Department for Education and Child Development, The Office of the Chief Information Officer, and Square Holes

Getting in touch with school communication

Executive Summary

Opportunity was identified by The Office of the Chief Information Officer [Office of the CIO] in conjunction with the Department of Education and Child Development [DECD] to explore possibilities for a new mobile App to revolutionise the way that parents, teachers, students and schools communicate.

Qualitative research defined and explored the dynamics of the parent-teacher relationship and how technology is being used to communicate in this environment. Focus groups were conducted amongst early childhood, primary and high school parents, and their respective educators, to reveal the critical disparities, commonalities, and context for user experience planning in future app development.

Amongst the recommendations and hypotheses currently being explored in subsequent quantities research, Square Holes defined the following app features that were relevant to all stakeholders:

App function	Relevance
1. Instant, child specific activity updates	★★★★★
2. Teacher and parent two-way communication	★★★★
3. Reporting	★★★
4. School and home continuity and transparency	★★
5. Attendance	★
6. External Resources	★

“This sort of stuff, when it works, it’s a lot more efficient... when it doesn’t work, it’s a disaster” [High School teacher]

“Technology is evolving and this is how the world is going, so we need to put effort into something different, and you know, heaps of teachers are resistant to it because it’s time, it’s confidence, it’s understanding how to use it” [Primary school teacher]

