

COMPANY OVERVIEW

Pearson is a \$5B global leader in educational media and technology, reaching 75M global learners.

BUSINESS OPPORTUNITY

To continue EdTech leadership, Pearson needed to **evolve their digital products** from static, pre-planned course delivery **to AI-generated, dynamic course and student management platforms** accessible to all.



MY CHALLENGE

My challenge was to **shape a new, cutting-edge educational platform.**

Pain points

1. Educators lacked confidence in AI-generated content.
2. Instructors struggled to identify students needing attention.
3. Dynamic AI experiences created new accessibility and compliance risks.

My solutions

1. Enabling faster, more effective decision-making via transparent, trusted AI recommendations and content.
2. Optimizing personalized learning between educators and students, surfacing real-time AI data analysis on dashboards.
3. Ensuring legal compliance by implementing accessibility standards across dynamic workflows and chatbot experiences.

PROJECT OVERVIEW

Define the product strategy for trustworthy AI, reusable interactive patterns, and accessibility standards for Pearson Learning Studio's beta.

Responsibilities

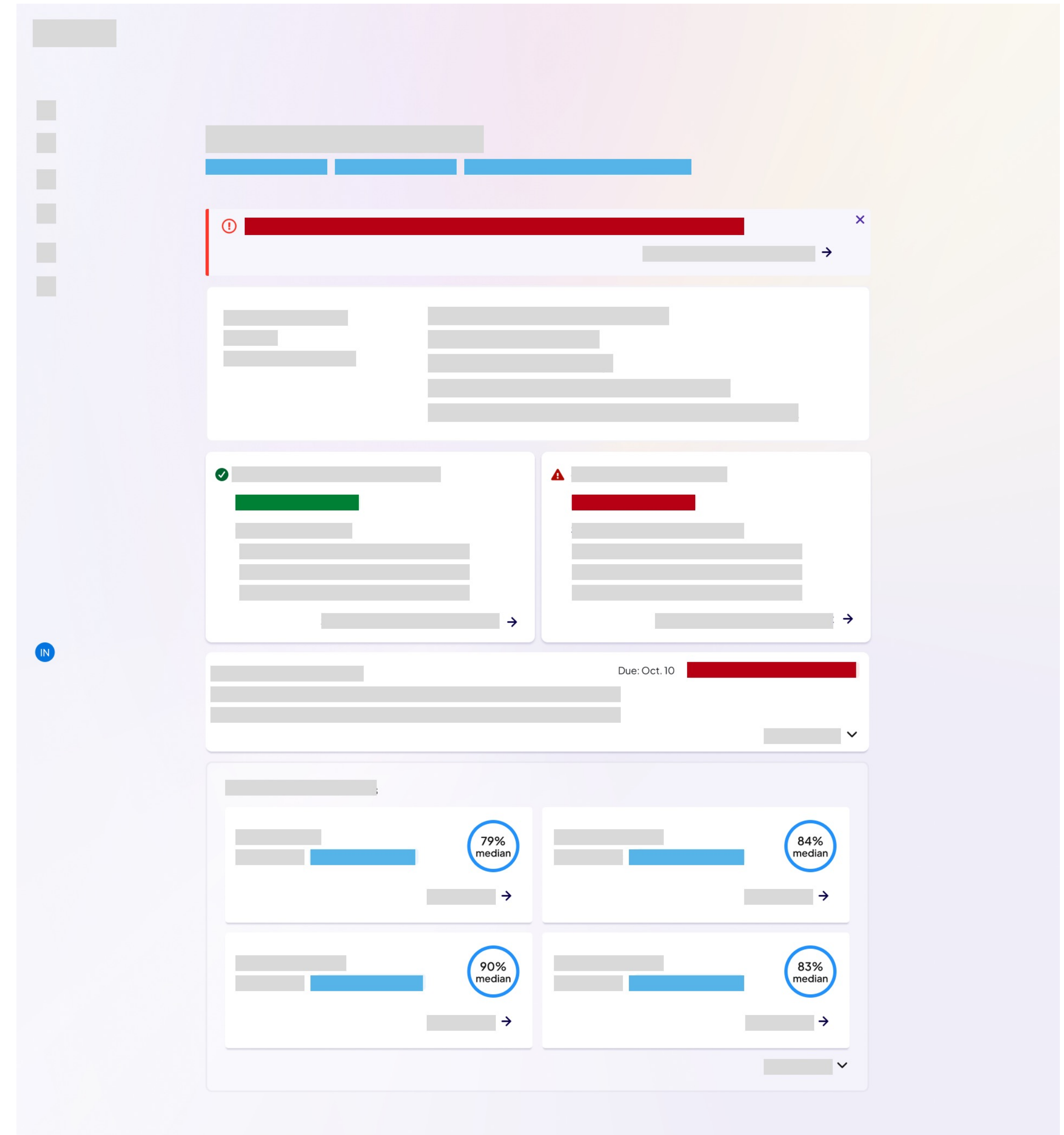
- Synthesize discovery research to craft initial wireframes, high fidelity UI designs, and an interactive Figma prototype.
- Test and iterate based on educator feedback
- Create and refine AI trust frameworks and actionable recommendations.
- Build adaptive, dynamic dashboards.
- Define and document accessible AI, UX, UI, and chatbot patterns.
- Increase accessibility maturity via active cross-team mentorship.

Timeline & team

9 months start to beta release, with 40 people on 3 teams spread across 3 continents.

Result

Launched the platform's national beta after iterative testing clarified and refined AI-assisted workflows and increased educator and organizational confidence.



Note: Due to an NDA, all wireframes are conceptual recreations

PROCESS

I led the 9-month project from research through beta launch. This study highlights 3 focus areas I shaped through a prototype, test, and iterate process with eight educators.

FOCUS AREA No. 1

Creating trust frameworks and recommendations

How can I overcome educators’ reluctance to evolve their current practices and build trust in AI-generated recommendations and content?

FOCUS AREA No. 2

Surfacing actionable AI data analysis in dashboards

How can I increase the impact and ease of use for instructor dashboards while leveraging AI data analysis to surface more useful insights?

FOCUS AREA No. 3

Building cross-team accessibility expertise

How can I assess and increase the accessibility maturity across product, design, and engineering teams in a repeatable, shareable process?

FOCUS AREA 1:

Trust frameworks and recommendations

**How can I overcome
educators' reluctance** to evolve
their current practices **and build trust**
in AI-generated content and
recommendations?

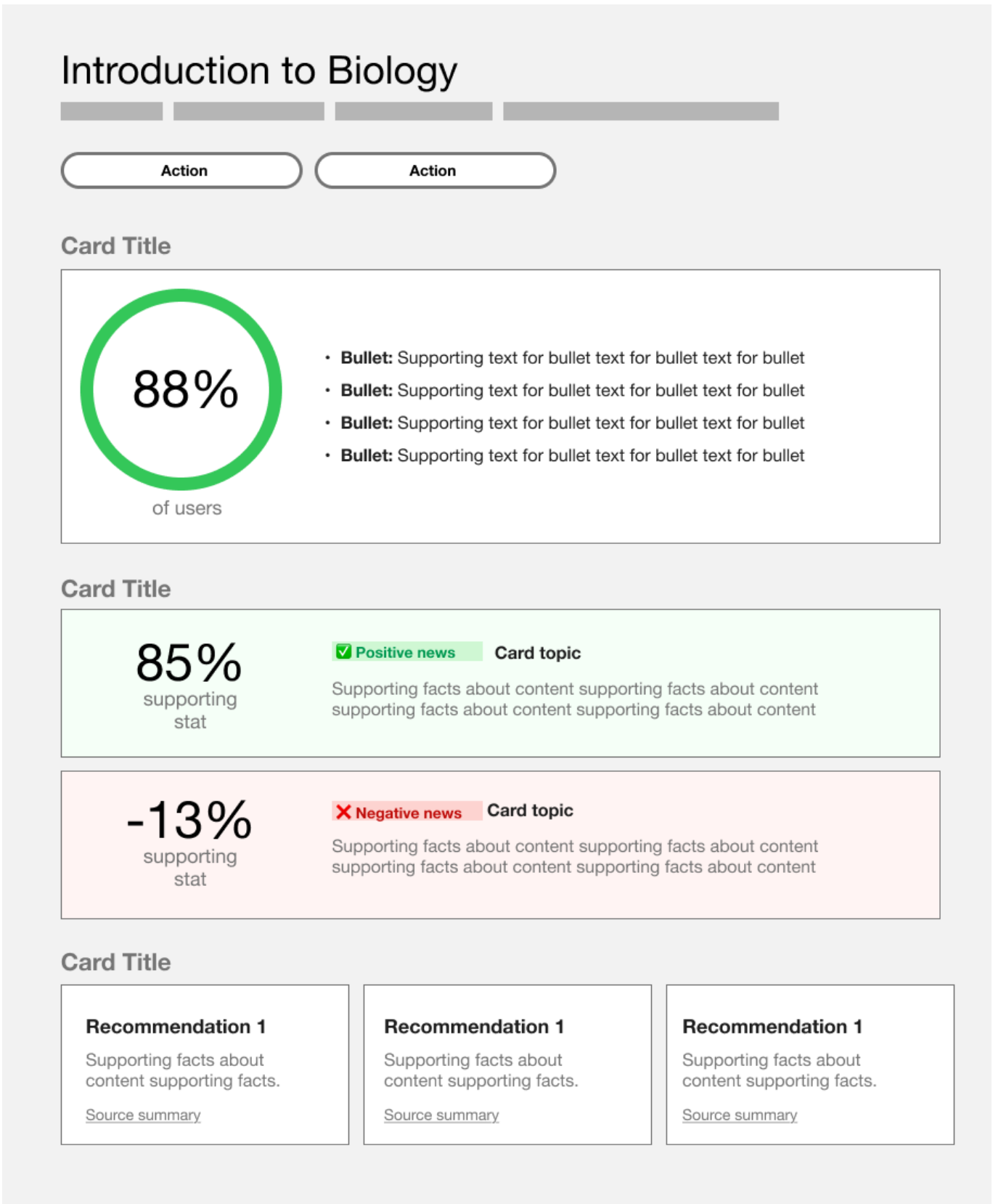
Hypotheses

Drawing on discovery research, I created wireframes and a Figma prototype to explore my assumptions around trust that:

- 1. Educators would be comfortable acting on information since it’s based on Pearson knowledge banks or AI-generated conclusions drawn from that database.
- 2. Links to AI-generated summaries of educational resources would gain busy educators’ trust.

Ran round 1 testing →

Initial concept



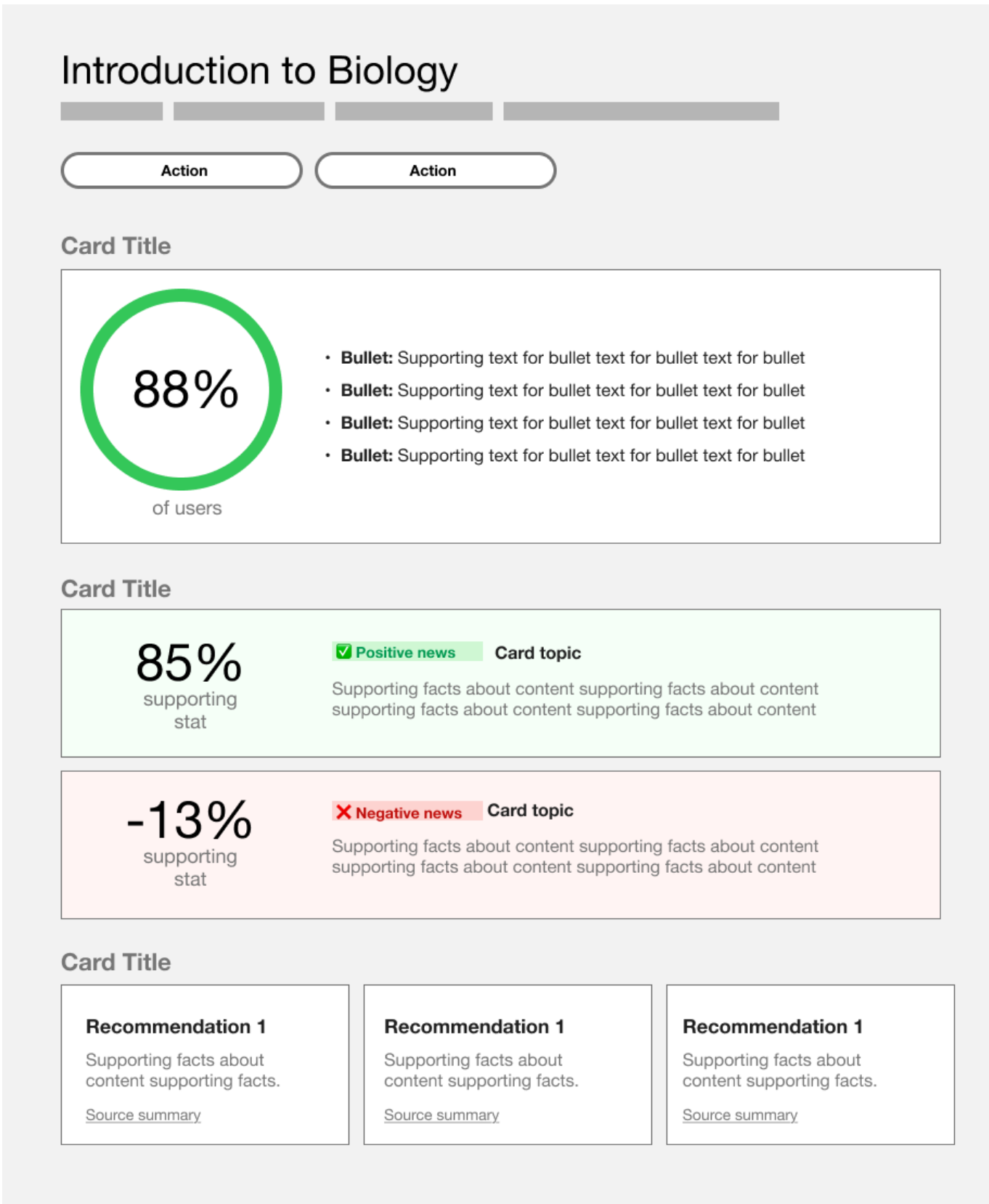
Round 1 testing results

Educators weren’t starting from a position of trust.

- 1. They mistrusted content when they didn’t know its direct sources.
- 2. They feared AI may produce incorrect content.
- 3. They wanted transparency into the content generation process.

Prepared for round 2 testing →

Initial concept



Original recommendations

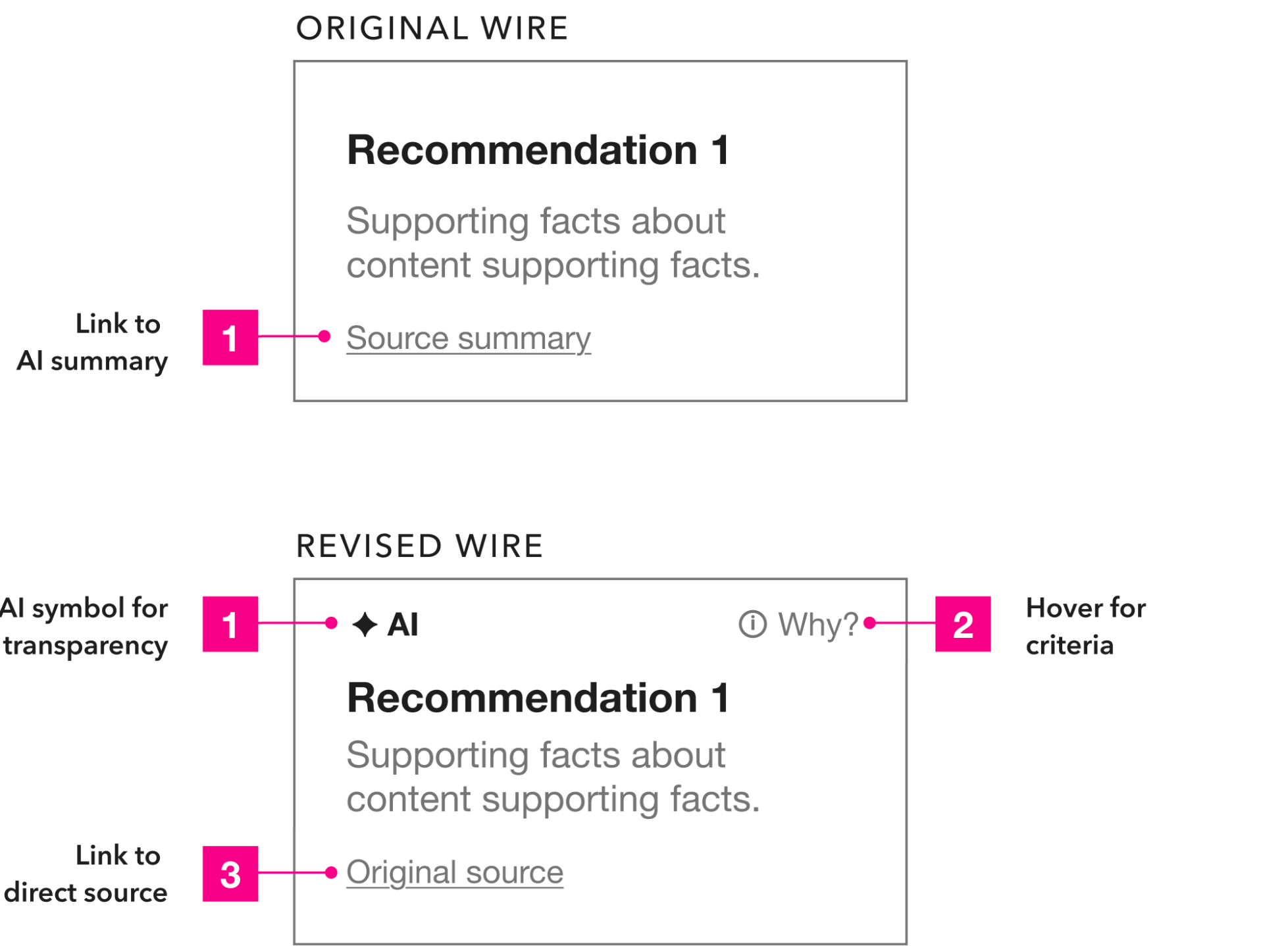
Alignment after testing

How can I address educators’ hesitancy in AI-generated educational content and insights?

- 1. Increase trust in recommended actions by distinguishing between direct Pearson expertise and AI-generated content based on Pearson data.
- 2. Provide transparency into AI decision-making by adding explanatory tooltips and assuring educators that the AI was trained on Pearson resources.
- 3. Build confidence in AI pedagogy by linking directly to original sources.

Validated with round 2 testing →

Revised concept



Key learnings and outcomes

Providing AI recommendations based on transparent, authoritative data sources builds trust.

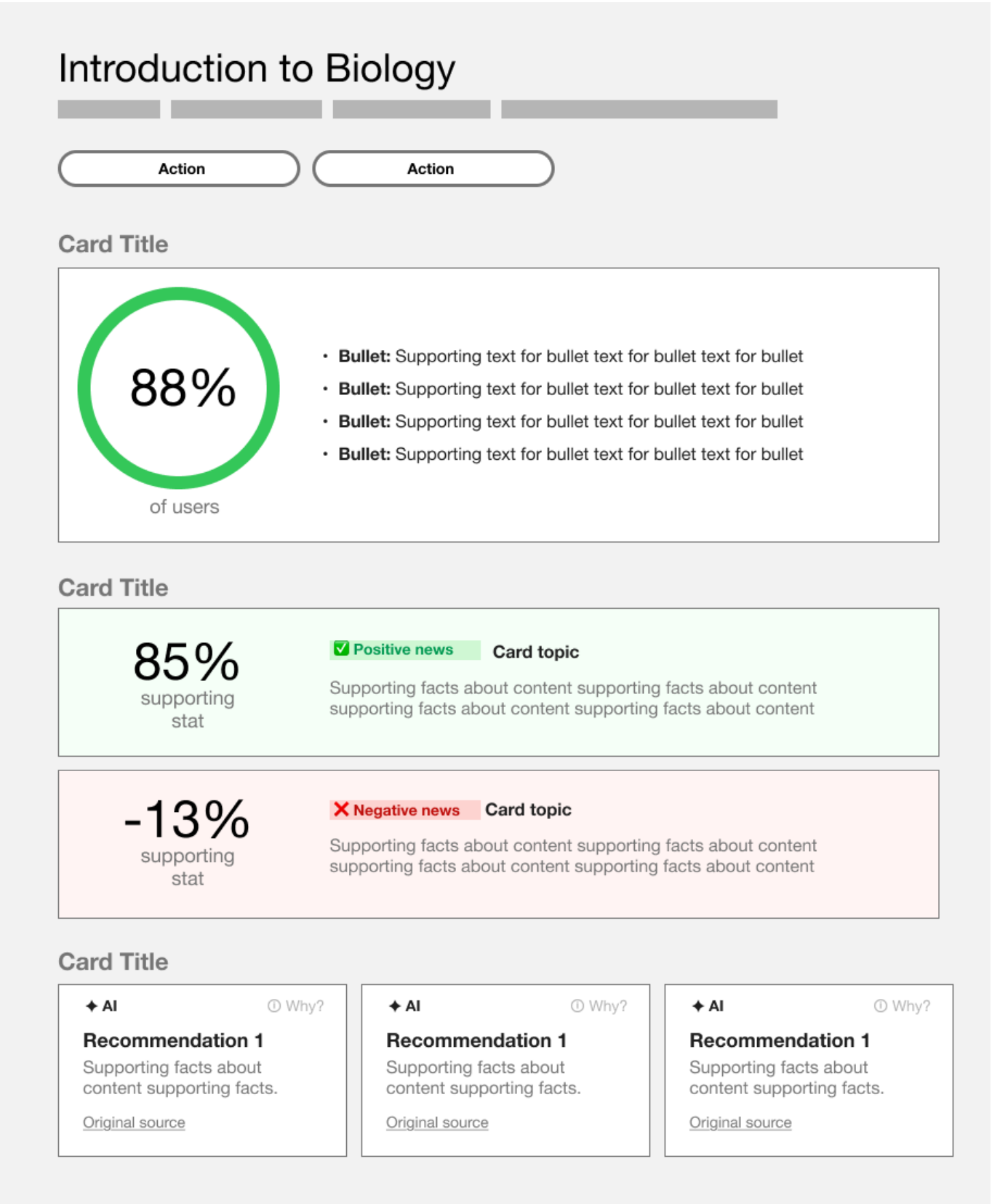
Learnings

- 1. Educators want transparency around AI-generated content.
- 2. Educators value understanding AI’s pedagogical underpinnings.
- 3. Educators want to examine source materials themselves.

Outcomes

- 1. AI labels and explanations added to cards.
- 2. Tooltips surfacing educational foundations added to cards.
- 3. Links provided to original source materials.

Validated concept



Updated recommendations

FOCUS AREA 2:

Adaptive dashboards

How can I **increase the impact and ease of use** for instructor dashboards while leveraging AI data analysis to **surface more useful insights?**

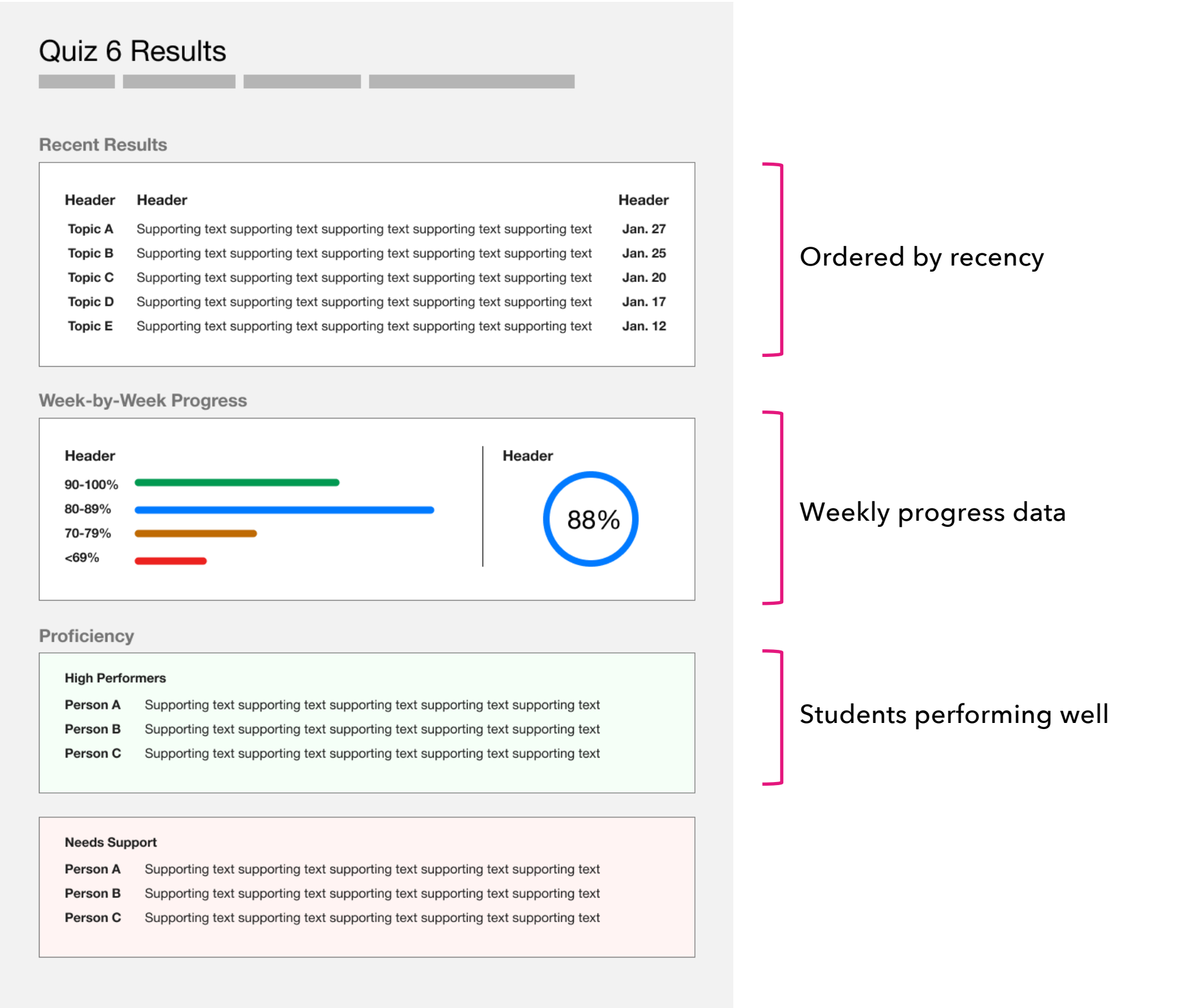
Hypotheses

Drawing on discovery research, I created wireframes and a Figma prototype to my explore assumptions that dashboards should:

- 1. Organize the information hierarchy based on recency.
- 2. Surface week-by-week progress on overall skills proficiency.
- 3. Showcase high performers to create a positive atmosphere.

Ran round 1 testing →

Initial concept



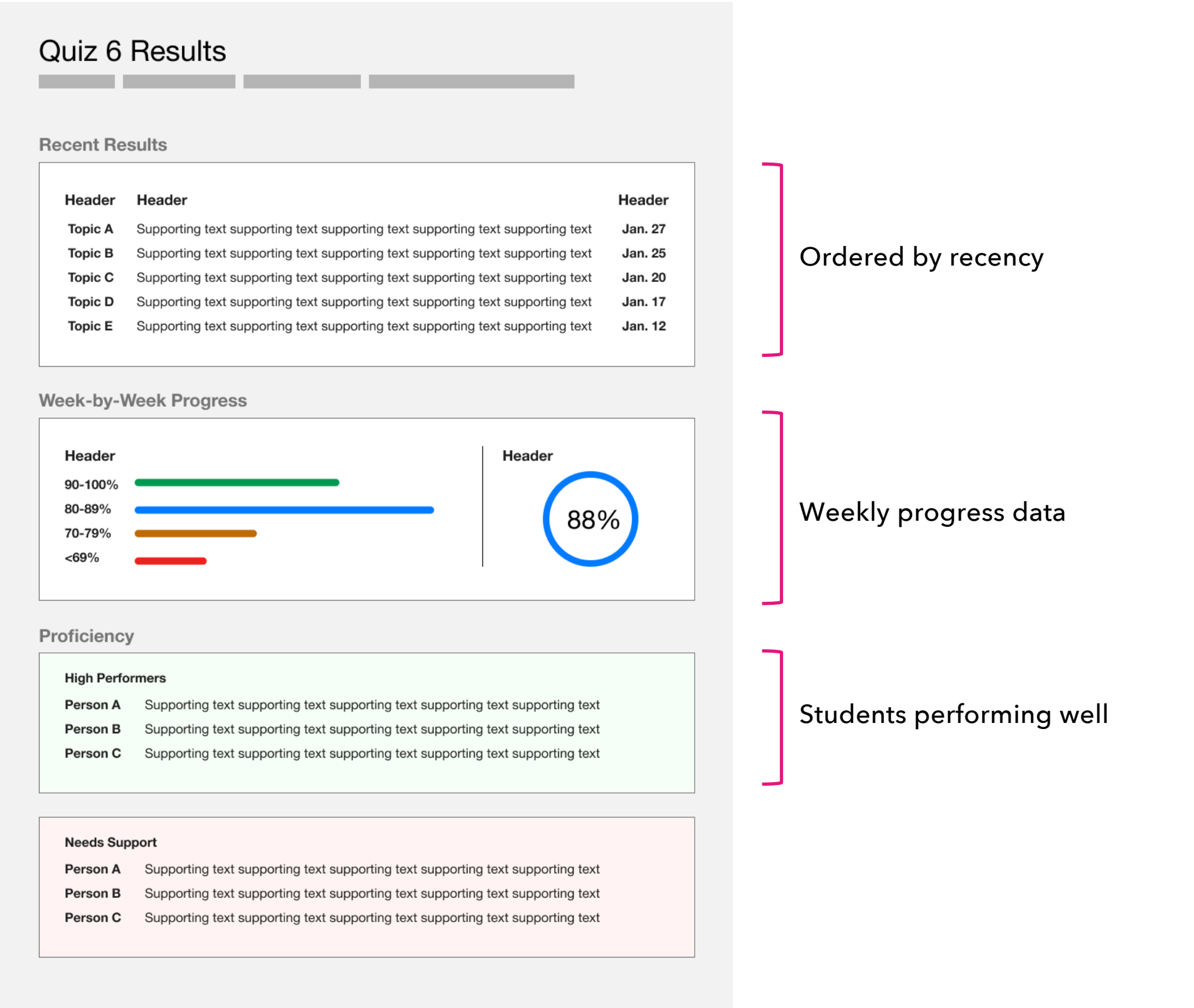
Round 1 testing results

My assumptions were wrong: I had the right categories, but I wasn’t surfacing the right information.

- 1. Recency wasn’t the most important organizational principle.
- 2. Week-by-week progress on overall skills proficiency was too broad a measure to be useful.
- 3. Student performance was *the* major concern—but students who were struggling were paramount.

Prepared for round 2 testing →

Initial concept



Alignment after testing

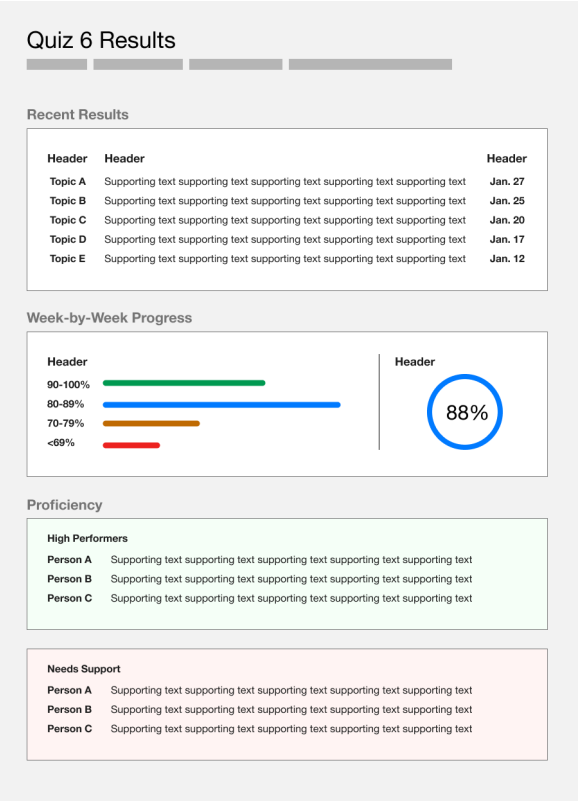
What changes can I make the ensure the dashboard is clearer and more useful?

- 1. Support educators’ imperative to serve students by re-architecting the information hierarchy based on urgency, not recency.
- 2. Focus on the specific metrics educators find useful and remove overall skills proficiency.
- 3. Foreground educators’ main imperative by focusing on helping students who are struggling.

Validated with round 2 testing →

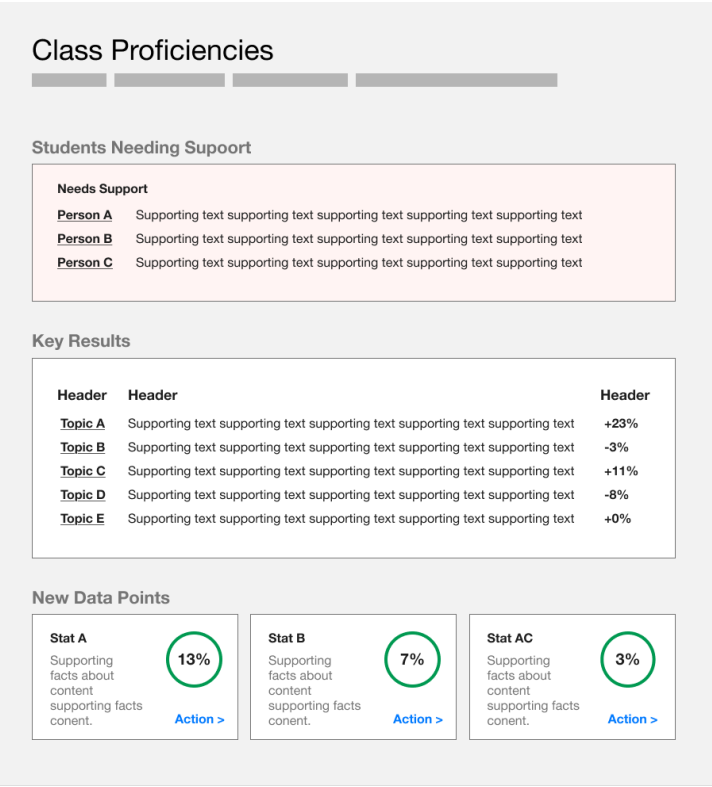
Revised concept

INITIAL



- Ordered by recency
- Weekly progress data
- Students performing well

REVISED



- Students needing support
- Ordered by importance
- New, more relevant data points

Key learnings and outcomes

Scannable, dynamic dashboards enable real-time actions and optimize educators’ time on platform.

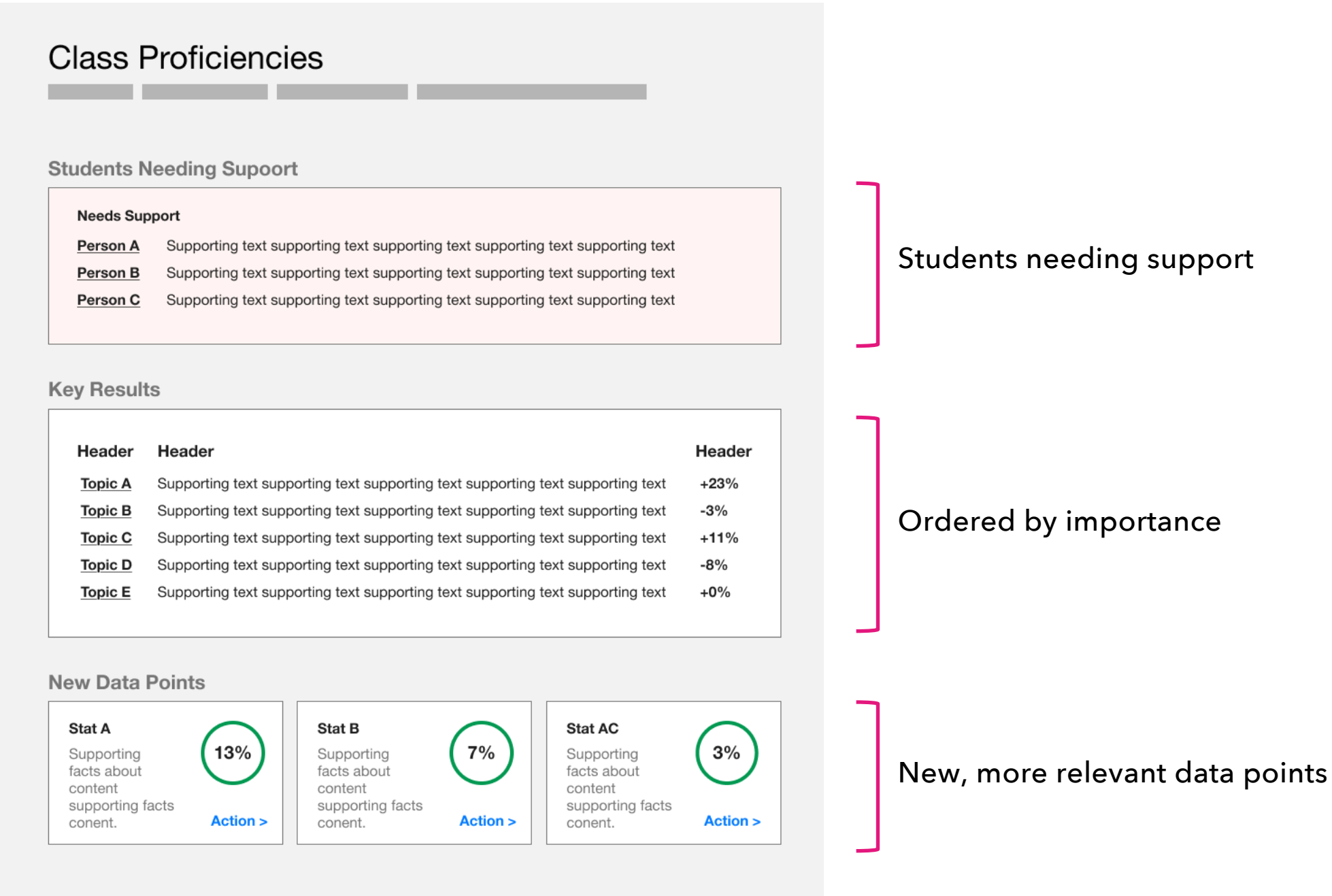
Learnings

- 1. Shifting emphasis to immediate actions increased utility.
- 2. Replacing generalized data with specific data created more actionable insights.
- 3. Surfacing students needing immediate attention increased impact.

Outcomes

- 1. Educators can utilize the platform more efficiently.
- 2. Educators can make better-informed decisions with real-time information.
- 3. Instructors can more easily help struggling students achieve proficiency.

Validated concept



FOCUS AREA 3:

Accessibility expertise

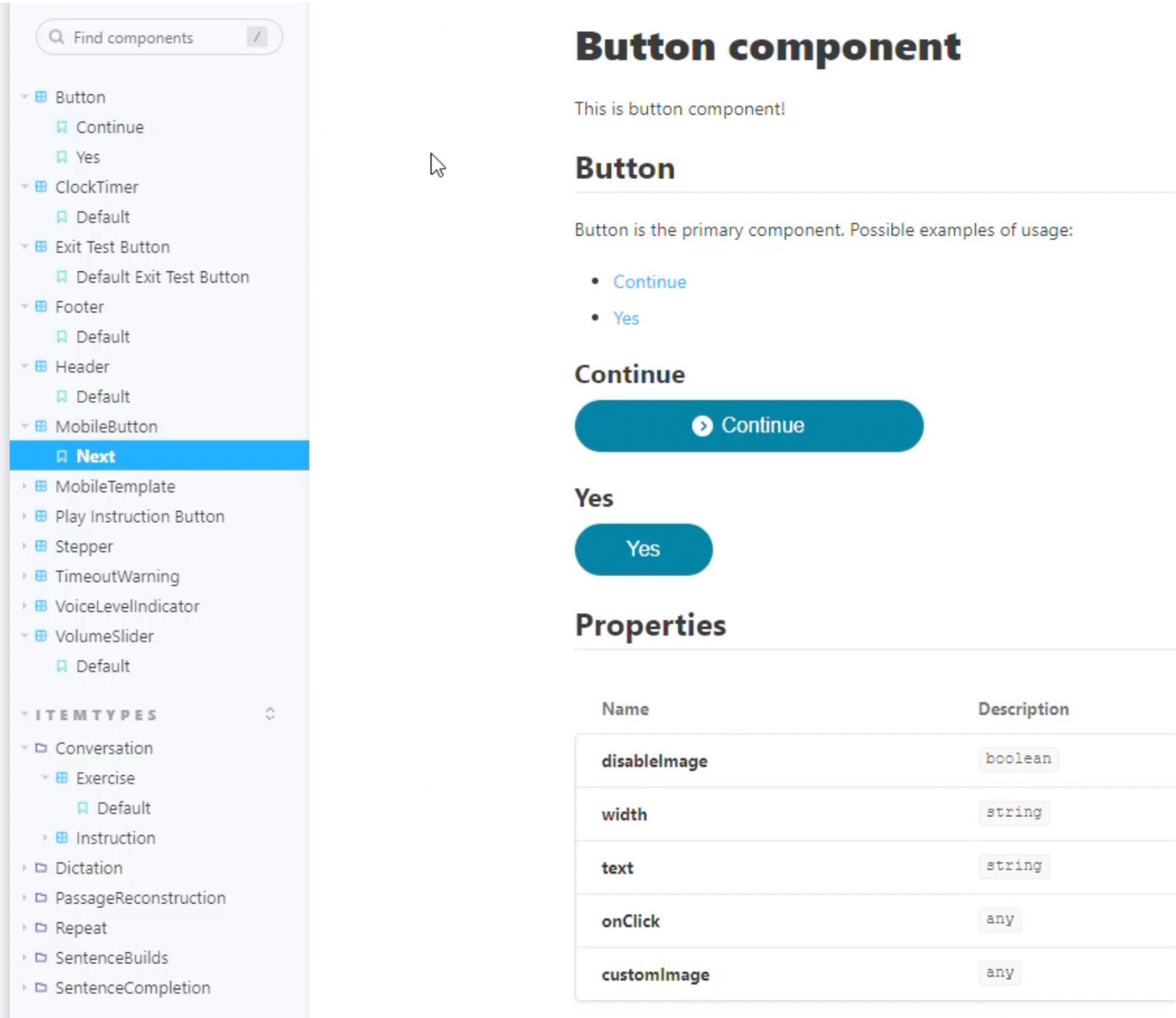
How can I **assess and increase the accessibility maturity** across product, design, and engineering teams **in a repeatable, shareable process?**

Assessing the expertise level

As the project began, I uncovered some fundamental limitations in accessibility expertise:

- 1. Teams didn't have a basic understanding of accessibility concepts.
- 2. Engineers where unaware of how to effectively implement semantic HTML and ARIA.
- 3. Existing company chatbots had never been tested for accessibility compliance.

Storybook components



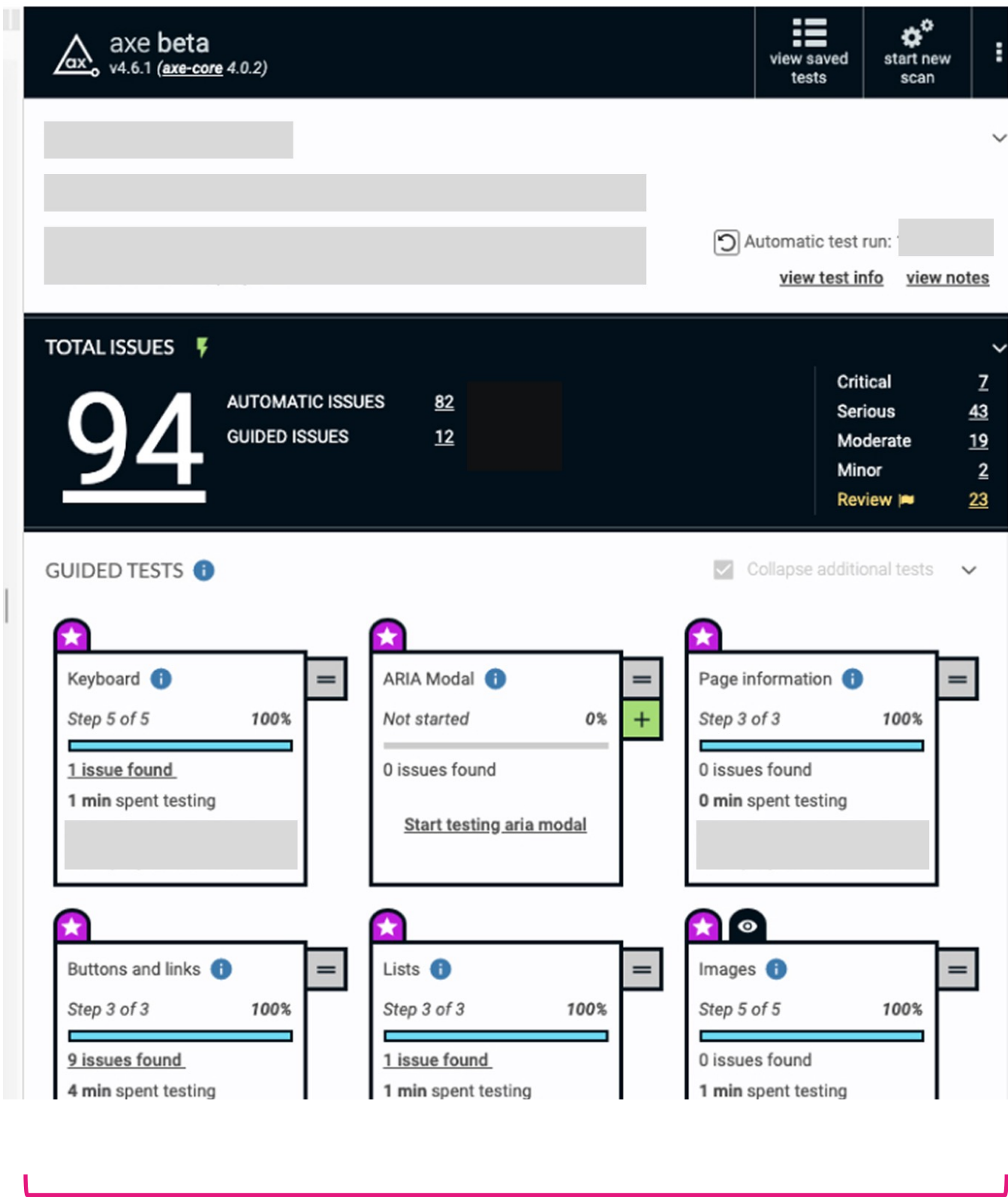
Installing Storybook's accessibility addon would help teams assess code compliance

Enhancing expertise

What actions could I take to directly integrate accessibility into the software development lifecycle?

- 1. Demonstrate the actual screen reader user experience to create empathic understanding and strengthen teams’ commitment to proactively address accessibility issues.
- 2. Audit existing code, collaborate on improved implementation, and create a shared resource library to increase teams’ accessibility maturity.
- 3. Research, develop, document, and share new accessible chatbots strategies that will increase legal compliance across the enterprise.

Component audit



Teams can assess compliance during development using Axe Dev Tools

Key learnings and outcomes

Deeper accessibility expertise increases team efficiency while also securing legal compliance.

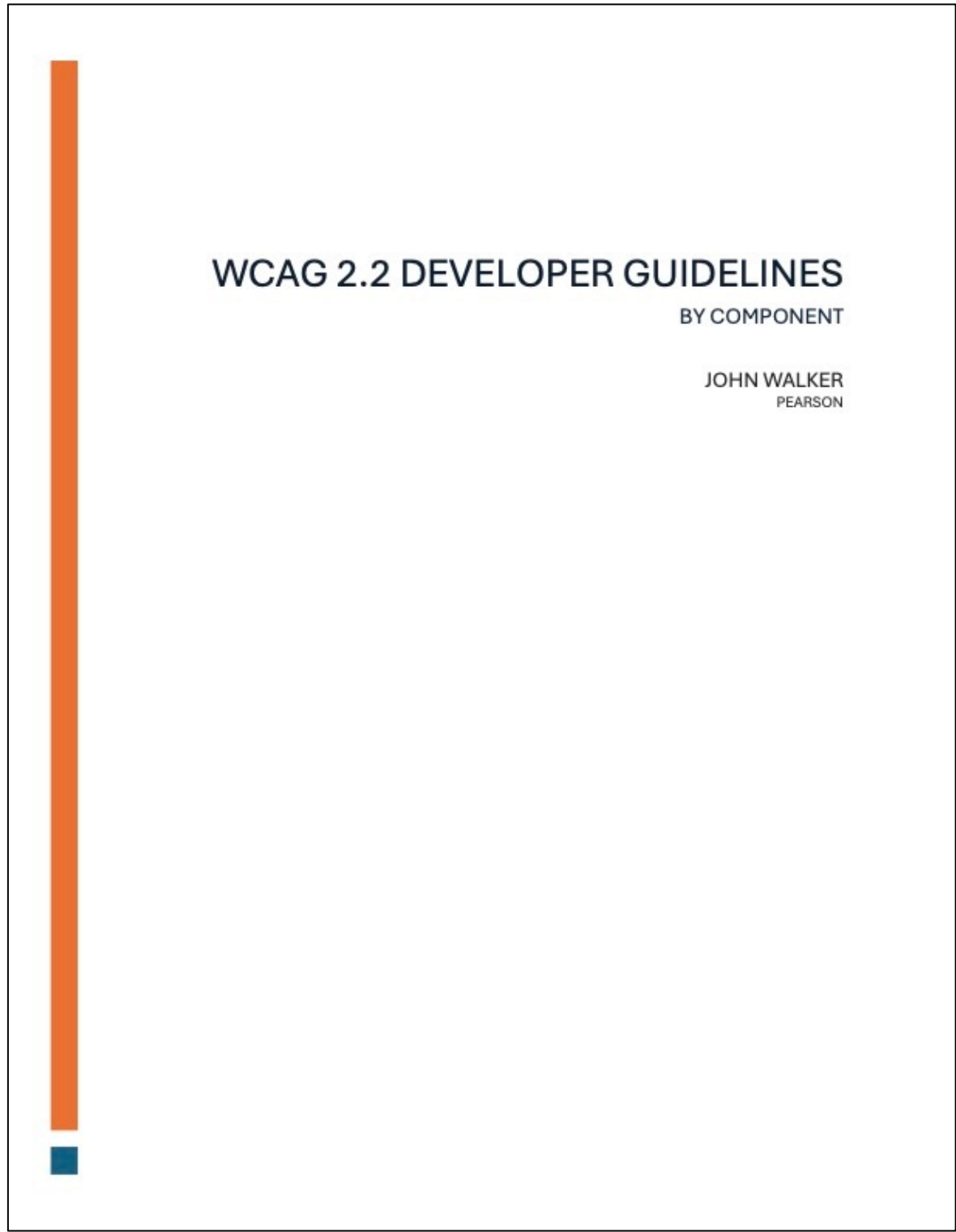
Learnings

- 1. Seeing the actual screen reader experience increases empathy.
- 2. Implementing Storybook addons and screen reader testing increases efficiency.
- 3. Documenting accessible patterns allows information to spread across Pearson.

Outcomes

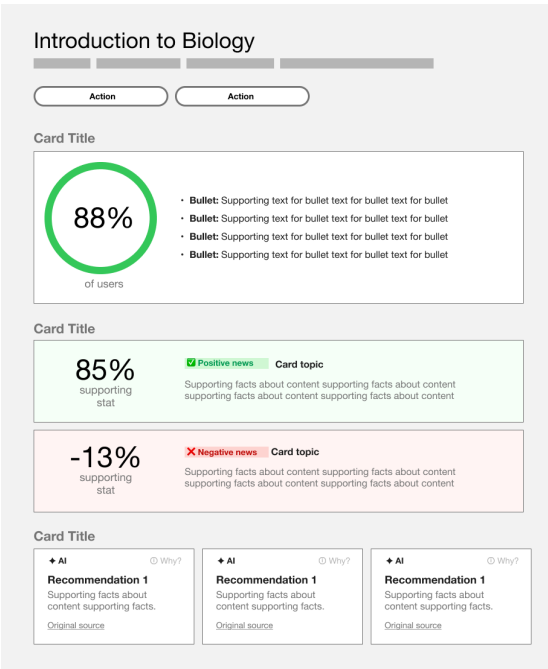
- 1. Teams became more proactive about inclusivity.
- 2. Teams integrated accessibility compliance into the development cycle.
- 3. All Pearson teams can utilize accessible patterns, libraries, and resources.

Sharable accessible component guidelines

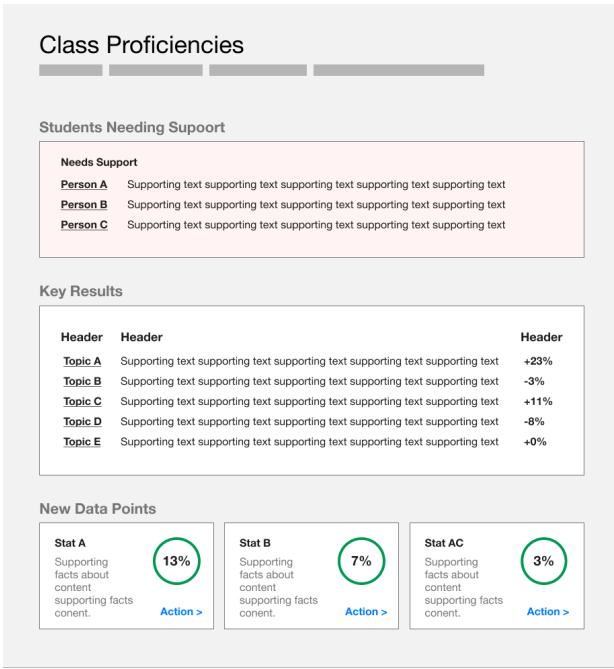


All Pearson teams can access a variety of accessibility resources

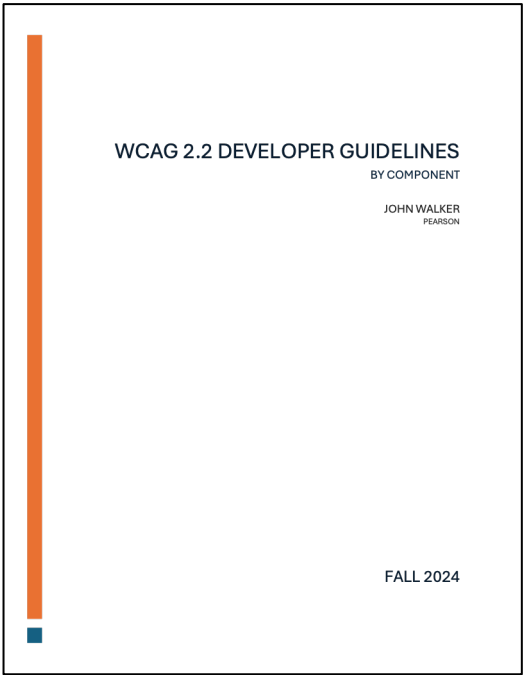
PROJECT SUMMARY



FOCUS AREA No. 1



FOCUS AREA No. 2



FOCUS AREA No. 3

AI that’s trustworthy

I established reusable AI trust patterns adopted across the beta.

Actionable dashboards

I created dashboard patterns that prioritized educator actions over passive data reporting.

Accessible by design

I defined accessibility standards for AI workflows and chatbot experiences.

THANKS FOR YOUR TIME!

**Want to hear more about
my experience or
what I'm looking for next?**

Let's talk:

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