



MARKET RESEARCH

**EXPLORING VISUAL
COMMUNICATION TOOLS
FOR EDUCATORS**

DCCS 515

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ABOUT

WHERE EDUCATION MEETS DESIGN

My name is Angelie Ragnauth, and I am a graphic design and visual arts teacher based in Queens, New York. My creative background also includes photography. Whether I am creating something for my classroom, my school, or my own creative work, I am constantly thinking about how design can make information more engaging and easier to understand.

Teaching has especially shaped the way I think about design. In the classroom, I regularly create presentations, project materials, posters, announcements, worksheets, and other resources for my students. I have also created visual materials that extend beyond my own classroom for school events and communication. Through that experience, I have seen how much educators rely on visual communication every day, even though design may not be their area of expertise.



What excites me about creating a digital product is the opportunity to turn something I already do into a useful resource for others. Teachers constantly create presentations, announcements, classroom materials, and other visual content, but not everyone has the time or design experience to create these materials from scratch. I want to explore how digital tools and templates could make that process easier.

The possibility of creating something that solves a problem I have experienced myself. Instead of designing one resource for one specific situation, a digital product could create a reusable solution that other educators can customize for their own needs is what drives me.

THE TEACHER DIGITAL PRODUCT SPACE

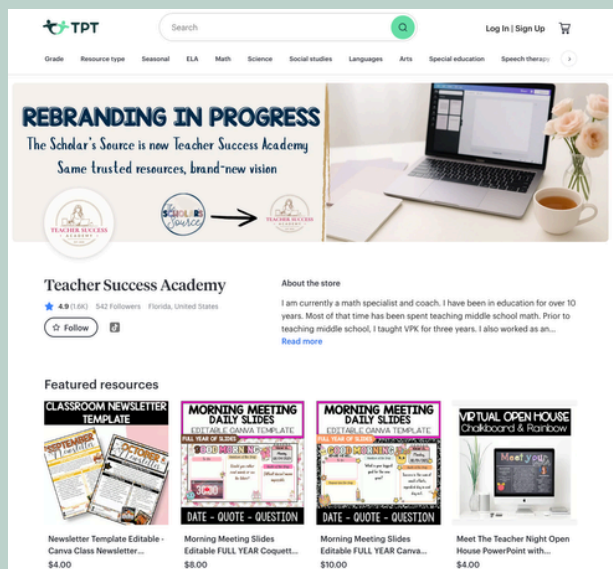
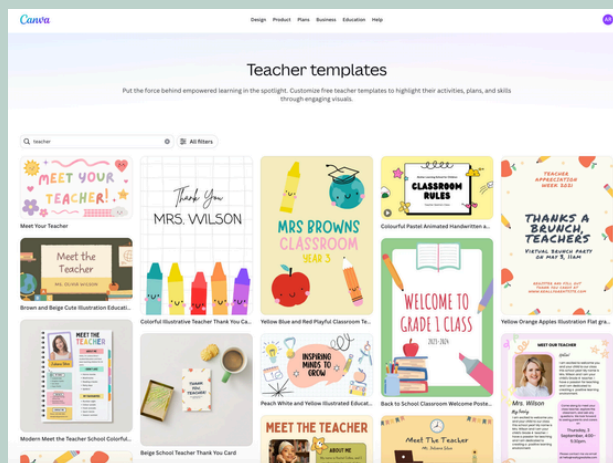
As I began researching the digital product market for educators, I found a wide range of resources designed to make teachers' work easier and more organized. These included editable presentation slides, classroom newsletters, planners, worksheets, classroom decor, parent communication templates, and other customizable resources. Platforms such as *Teachers Pay Teachers*, *Etsy*, and *Canva* make these products easily accessible, with many emphasizing convenience, customization, and saving teachers time. Canva alone offers a large collection of teacher templates, while Teachers Pay Teachers sellers offer products ranging from individual communication templates to large classroom resource bundles.

WHAT I NOTICED

As I explored teacher-focused digital products, I noticed that many resources solve individual classroom needs rather than working together as one consistent visual system. A few patterns stood out:

- **Single-purpose** - Most products solve one need at a time.
- **Aesthetic-driven** - Style often comes before function.
- **Oversized bundles** - More templates can mean more clutter.
- **Easy customization** - Canva dominates because it's quick to edit.
- **Time-saving** - Convenience is a major selling point.

OPPORTUNITY: A consistent toolkit focused on clarity, consistency, and usability across different teacher communication needs and subjects.



COMPETITOR ANALYSIS

TEACHERS PAY TEACHERS

SUCCESSSES

- Built-in audience - Designed specifically for educators.
- Large selection - Resources cover almost every classroom need.
- Teacher-created - Products often reflect real classroom experience.
- Easy discovery - Filters help teachers find specific resources.
- Buyer trust - Ratings and reviews help validate products.

WEAKNESSES

- Oversaturated - Similar resources can be difficult to distinguish.
- Inconsistent design - Visual quality varies between sellers.
- Fragmented resources - Communication tools are often sold separately.
- Aesthetic-heavy - Some resources prioritize themes over usability.
- Too many choices - Large results can make browsing overwhelming.

This screenshot shows a search for 'Graphic Arts Resources' on the Teachers Pay Teachers platform. The results are sorted by relevance and show several items. The first item is 'The All About Me Back to School "Selfie"--Fun First Day/Week of School Activity!' by Art with a Jenny K, priced at \$3.99. The second item is 'Grinch-y Self Portrait Art Lesson | Directed Drawing Guide | Poem | Writing' by Happily Ever Elementary, priced at \$5.00. The third item is 'Elements of Art Worksheets | Art Sub Plans & Early Finisher Activities Art Guide' by Look Between the Lines - Art Projects & Lessons, priced at \$12.25. Each item includes a thumbnail image, a title, a description, a price, a rating, and buttons for 'Add to cart' and 'Wish List'.

This screenshot shows a search for '11th Grade Resources' on the Teachers Pay Teachers platform. The results are sorted by relevance and show several items. The first item is 'Teacher Planner 2026-2027 | Lesson Plan Templates, Binder Covers Print & Digital' by One Stop Teacher Shop, priced at \$17.99. The second item is 'First Day of School Investigate the Teacher Activity: Engaging, Creative, Unique' by Write on with Miss G, priced at \$1.97. The third item is 'Algebra 2 Curriculum | All Things Algebra®' by All Things Algebra, priced at \$220.00. The fourth item is 'Editable Teacher Planner | Teacher Binder 2026-2027 | Back to School' priced at \$17.00. Each item includes a thumbnail image, a title, a description, a price, a rating, and buttons for 'Add to cart' and 'Wish List'.

This screenshot shows a search for 'Classroom Procedures and Expectations Presentation' on the Teachers Pay Teachers platform. The results are sorted by relevance and show several items. The first item is 'Editable Classroom Routines and Procedures Posters and Slides Presentation' by Sweetsaucefirsties, priced at \$4.50. The second item is 'Classroom Procedures and Expectations Presentation Slides | First Day Procedures' by Brewed For Brilliance, priced at \$3.50. The third item is 'Desk Pet Presentation | Introduction PowerPoint for Classroom Management' by Sunflower Scaffolds, priced at \$1.00. Each item includes a thumbnail image, a title, a description, a price, a rating, and buttons for 'Add to cart' and 'Wish List'.

COMPETITOR ANALYSIS

CANVA

SUCCESSSES

- Free for K–12 educators - Removes a major barrier to access.
- Huge template library - Thousands of ready-made education designs are available.
- Easy customization - Teachers can quickly edit colors, fonts, images, and layouts.
- All-in-one platform - Supports presentations, newsletters, posters, videos, whiteboards, and more.
- Familiar + accessible - No professional design software experience is required.

WEAKNESSES

- Inconsistent styles - Templates come in many unrelated visual styles rather than one cohesive system.
- Broad audience - Resources aren't necessarily built around the specific communication needs of secondary teachers.
- Some designs still feel young -Canva's education library includes many playful and illustrated classroom styles alongside its more mature options.

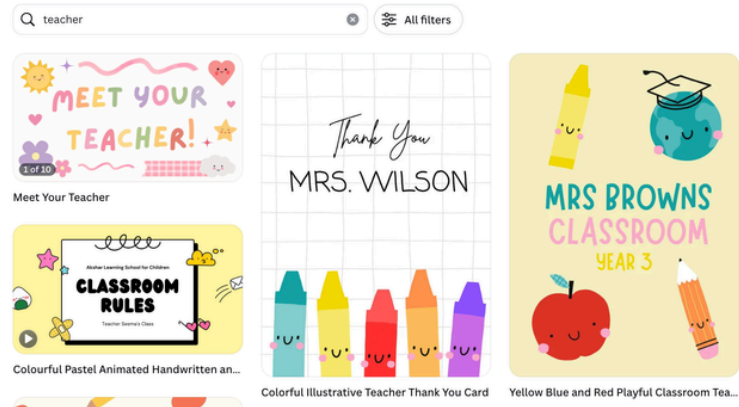
Canva

Design Product Plans Business Education Help

AR

Teacher templates

Put the force behind empowered learning in the spotlight. Customize free teacher templates to highlight their activities, plans, and skills through engaging visuals.



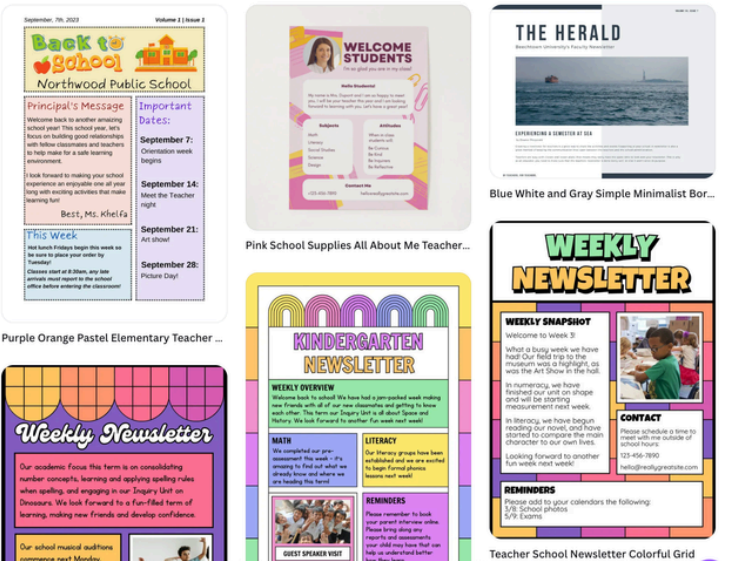
student worksheet

All filters



All About Me English Worksheet in Yellow ...

Student Reflection Worksheet



Purple Orange Pastel Elementary Teacher ...

Pink School Supplies All About Me Teacher...

Blue White and Gray Simple Minimalist Bor...

Teacher School Newsletter Colorful Grid

COMPETITOR ANALYSIS

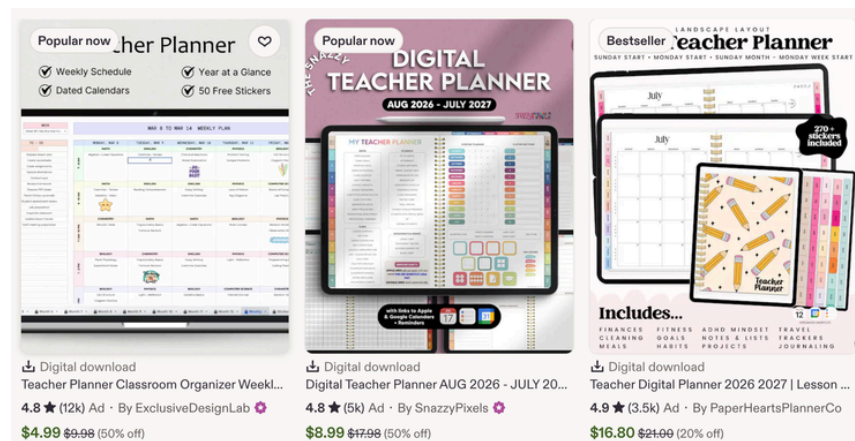
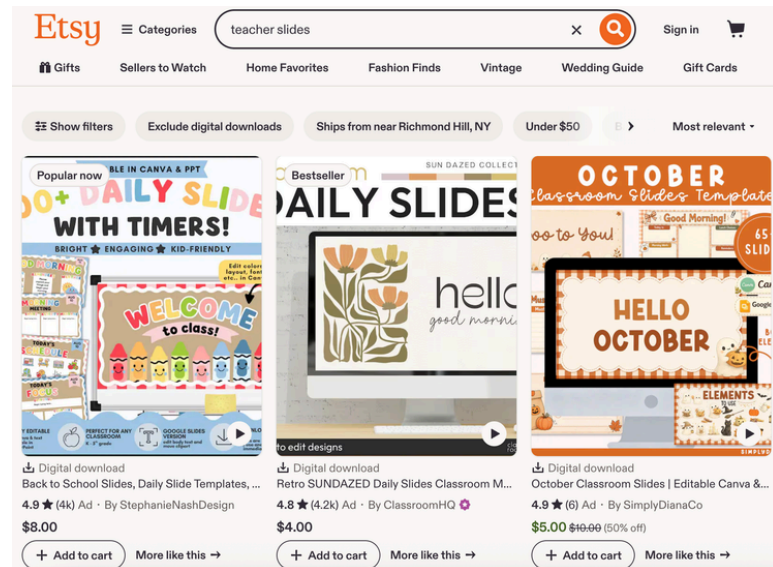
ETSY

SUCCESSSES

- Large marketplace - Thousands of teacher-focused digital products.
- Visually driven - Strong mockups help products stand out.
- Affordable - Many templates are sold at low price points.
- Easy customization - Canva based products are extremely common.
- Instant access - Digital downloads are available immediately.

WEAKNESSES

- Highly saturated - Similar products compete heavily for attention.
- Theme-driven - Many products rely on trends like pastel, boho, coquette, rainbow, or notebook aesthetics.
- Elementary-heavy - Many listings target preschool or elementary classrooms.
- Quantity over simplicity - Some bundles advertise 400-700+ slides, which can be more than a teacher actually needs.
- Inconsistent quality - Products come from independent sellers with different levels of design experience.



WHO COULD THIS PRODUCT SERVE?



High School Teachers (9-12th Grade)

high school teachers who regularly create presentations, assignments, announcements, and other classroom materials.

PROBLEMS + NEEDS

- Limited time to design materials
- Templates often feel too elementary
- Wants clear, age-appropriate visuals
- Needs easy customization
- Wants consistency across materials

WHERE THEY ARE ONLINE

Canva, Teachers Pay Teachers, Pinterest, Instagram, TikTok, Teacher Facebook Groups



Teacher Leader/Coordinator

Teachers with responsibilities beyond their classroom, such as advisors, department leads, activity coordinators, or program leaders.

PROBLEMS + NEEDS

- Creates materials for multiple audiences
- Needs flyers, announcements, presentations, and newsletters
- Juggles design work with other responsibilities
- Wants professional, reusable materials
- Needs consistent school communication

WHERE THEY ARE ONLINE

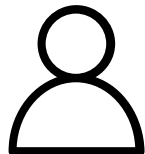
Canva, Teachers Pay Teachers, Pinterest, LinkedIn Instagram, Educator Communities

Shared Need:

A faster way to create professional, mature, and visually consistent communication materials.

See Customer Avatar Sheets Below.

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Shared Need:

A faster way to create professional, mature, and visually consistent communication materials.

See Customer Avatars Below.



Maya Thompson

11TH & 12TH GRADE ENGLISH TEACHER

- 27
- Female
- Single
- No Children

- New York City
- Teacher
- High School English
- \$80,000

- Master's Degree
- 4th-year teacher; comfortable with Canva and basic digital tools

"I want my classroom materials to look professional, but I don't have time to design everything from scratch."

CHALLENGES

- Limited planning and prep time
- No formal design training
- Constantly needs new visual materials
- Balancing teaching with other responsibilities

PAIN POINTS

- Many teacher templates look too childish
- Searching for good templates takes too long
- Materials can look inconsistent
- Large template bundles feel overwhelming

GOALS & VALUES

- Save time creating classroom materials
- Make information clear and engaging for students
- Maintain a consistent visual style
- Create materials appropriate for high school students

SOURCES OF INFORMATION

- Books: Professional development and education books
- Magazines: Education publications
- Blogs/Websites: Edutopia, Canva, Teachers Pay Teachers
- Conferences: School and district professional development
- Gurus: Teacher creators and education content creators
- Other: Pinterest, Instagram, TikTok, Facebook teacher groups

OBJECTIONS & ROLE

- "I can probably find free templates on Canva."
- Doesn't want to purchase another resource she rarely uses
- May worry customization will take too much time
- Needs the designs to work across different subjects/content



Danielle Carter

STUDENT ACTIVITIES COORDINATOR

- 36
- Female
- Married
- Children: 2 (ages 6 & 9)

- Location: Queens, NY
- Teacher
- Dean of Students & Activities Coordinator
- \$100,000

- Master's Degree
- 10+ years in education; responsible for school events, communications, and student activities

"I wear a lot of hats—my communications need to be clear, consistent, and professional for students, families, and staff."

CHALLENGES

- Juggling multiple responsibilities beyond the classroom
- Creating materials for different audiences (students, staff, families, community)
- Limited time to design or start from scratch
- Keeping communication consistent across platforms and events

PAIN POINTS

- Designing flyers, newsletters, and presentations takes too much time
- Materials often look inconsistent or off-brand
- Hard to find templates that work for both formal and student-facing communication
- Needs versatile templates that can be reused and updated easily

GOALS & VALUES

- Communicate clearly and professionally
- Promote events and initiatives effectively
- Save time with ready-to-use resources
- Maintain a cohesive look across all communications
- Values efficiency, organization, community, and transparency

SOURCES OF INFORMATION

- Books: Leadership and education management books
- Websites/Blogs: Edutopia, WeAreTeachers, Canva Design School
- Magazines: Educational Leadership
- Conferences: school leadership conferences
- Gurus: School communication experts, educational leaders
- Other: LinkedIn, Instagram, Pinterest, Facebook educator communities

OBJECTIONS & ROLE

- May already have access to free tools like Canva
- Worried templates won't be flexible enough
- Needs to know it will save time and be easy to customize
- Budget approvals or school purchasing process may be required

PRODUCT IDEAS

01 – HS Teacher Classroom Visual Kit

What: Canva templates for slides, agendas, directions, announcements, and classroom materials.

For: High school teachers.

Why: Saves time and provides more mature, consistent designs across all classroom materials.

Competitive Edge: Designed specifically for secondary classrooms.

MVP: 8-10 essential classroom templates ALL same theme and consistent design pieces.

02 – School Communication Kit

What: Templates for flyers, newsletters, announcements, events, and family communication and social media.

For: Teacher leaders, advisors, and coordinators.

Why: Makes school-wide communication faster and more professional and consistent.

Competitive Edge: One consistent system for different audiences.

MVP: 8-10 communication templates consistent throughout.

03 – Classroom & Beyond Kit

What: An all-in-one collection of classroom and school communication templates.

For: ALL SCHOOL STAFF

Why: Makes everyday visual communication faster and more consistent.

Edge: Supports communication inside and beyond the classroom in one cohesive style.

MVP: 12-15 essential templates with consistent theme & design throughout+ a simple design guide + tips.

PRELIMINARY VALIDATION

HOW I VALIDATED

I shared all three product ideas with 3 of my teacher friends and asked for their feedback on which concept would be most useful in a real school setting. While all three ideas received positive feedback, **Classroom & Beyond** stood out as the strongest option.

WHAT I HEARD

Consistency Matters- Staff liked the idea of using the same visual system across school communication.

Wider Use- Classroom & Beyond could serve teachers, advisors, coordinators, and other staff.

Multiple Formats- Flyers, letters, presentations, announcements, and social posts were seen as useful.

Easy to Share- A shared toolkit could help everyone stay on the same page visually.

POTENTIAL WEAKNESSES

- Different needs - Not every staff member creates the same types of materials.
 - Learning curve - Some educators may be less comfortable editing Canva templates.
 - Too broad - Including too many materials could make the kit overwhelming.
 - Consistency depends on use - The system only works if staff actually use the templates correctly.
 - IS IT COST EFFECTIVE???
-

CONCLUSION & NEXT STEPS

Based on my market research and early feedback, I am currently leaning toward Classroom & Beyond. Of the three ideas, it has the most flexibility and could support communication across the classroom and the larger school community. The strongest part of the concept is creating one consistent visual system that teachers and school staff can use for different communication needs.

WHAT STILL NEEDS RESEARCH

- Pricing - Is the product cost-effective for individual teachers and schools?
- Scope - Which templates are actually essential?
- Customization - How much flexibility should users have?
- Usability - Can educators with different technology skills use it easily?
- Buyer - Should it be marketed to individual educators, schools, or both?

The goal is not to give teachers and educators more templates. It is to give them a simpler system for communicating clearly and consistently.