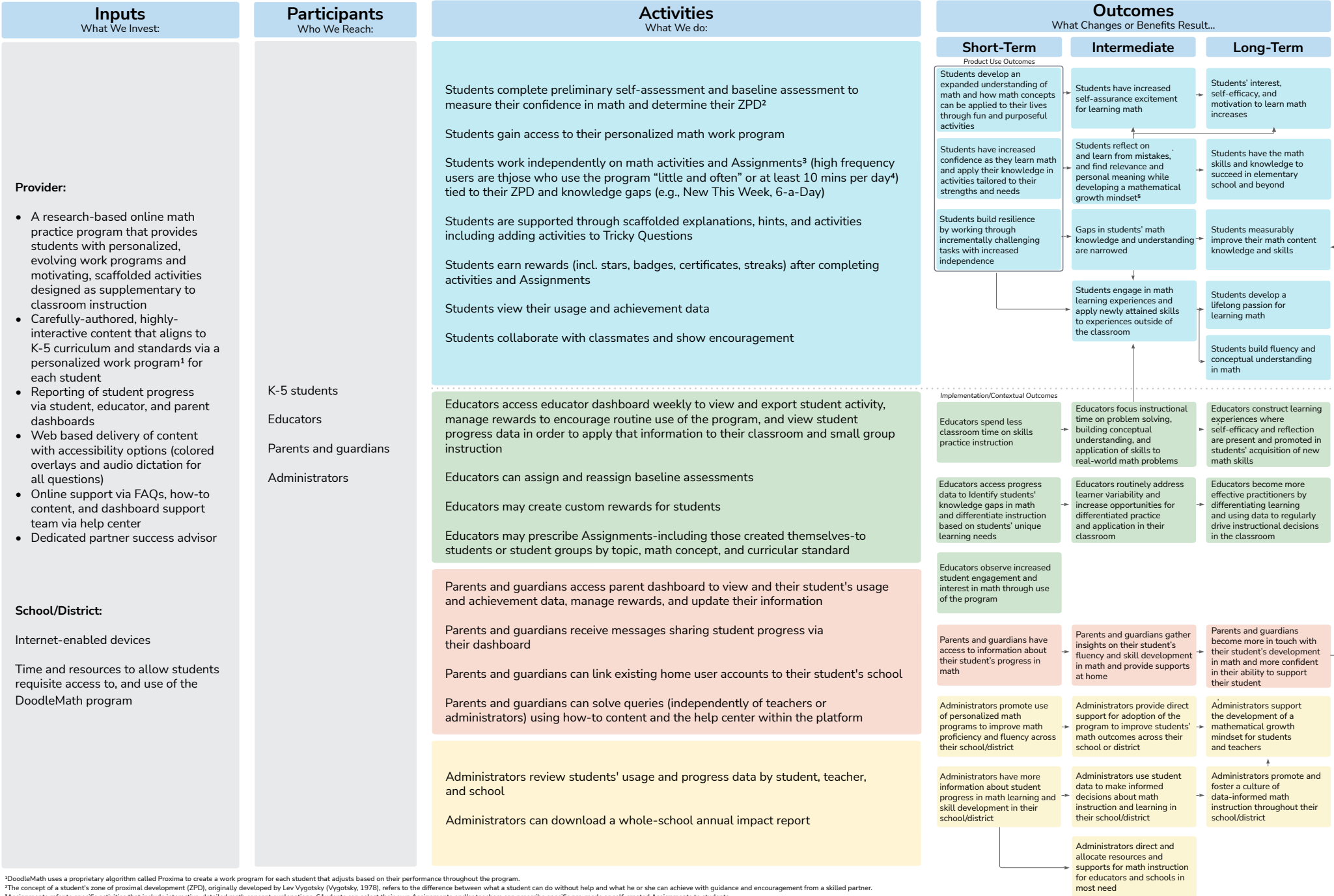


Problem Statement

Personalized learning support can be costly and complicated for classroom teachers to implement. DoodleMath is a K-5 math practice solution that builds student fluency and confidence, personalized to each student's learning needs in math. Geared at supplementing classroom instruction, DoodleMath provides a self-paced, fun, interactive, skill-based math program that adjusts to the unique learning needs of every student.



¹DoodleMath uses a proprietary algorithm called Proxima to create a work program for each student that adjusts based on their performance throughout the program.
²The concept of a student's zone of proximal development (ZPD), originally developed by Lev Vygotsky (Vygotsky, 1978), refers to the difference between what a student can do without help and what he or she can achieve with guidance and encouragement from a skilled partner.
³Assignments refer to specific activities that include interactive, detailed math concept explanations. Students can select their own Assignments and/or teachers can prescribe specific pre-made or self-created Assignments to students.
⁴Recommended usage for DoodleMath is little and often" (Han, 2020b) or at least ten minutes a day (Hart, 2020a). High frequency DoodleMath users (students who use the product for 20 or more mins per week) have been associated with more positive math outcomes (Lyons & Joiner, n.d.)
⁵Mathematical growth mindset (Boaler, 2015) refers to a student's self-confidence in math, determination to overcome obstacles in their mathematical understanding, and knowledge that their math progress is determined by instruction and practice; not by innate ability.
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Figure 1. Discovery Education's DoodleMath Logic Model