

Product name: Countingwell Mathematics (PAL)

Grade ranges evaluated: Grades 6-8; 9

Date of evaluation: Evaluated by the Tulna team in January 2024

Company response to the evaluations:

1. What are some of the new insights gained or product design changes envisioned based on the Tulna evaluation reports?

The report is very helpful and has provided us with a lot of insights, we envision the following product level changes in the coming months:

- Incorporating Universal Design in the Product.
- Add tools needed to aid problem solving.
- Include content that helps students better understand their errors and misconceptions.

2. Are there any recent developments or background information with respect to product design that will help readers to better contextualize any aspect of the Tulna evaluation reports of the product?

One of the comments “Learners may find difficulty in making sense of some concepts due to lack of activities or tools that allow them to experiment.” –

We have already created a teacher resource including Activities & Case Studies to provide experiential Learning.

If the company has made deliberate trade-offs while designing the product, sharing the rationale will support readers to develop a more nuanced understanding of the product in context of the Tulna evaluation. For example, complex adaptivity logic based on learners' profile, performance and interaction together might be costly, so a company may have opted for adaptation based on only one of these parameters and focused their efforts on the user experience. Highlighting this in Section A of the response may help users better place Tulna’s ratings in context, and understand how the product compensates.