EDUCATING PUBLISHING: from textbooks to digital learning and teaching materials
Conformists learn because it is needed, knowledge is teacher dictated.

Individualists explore, because it makes sense, critical thinking is teacher guided.
State schools
Decisions are made of State Ministry of Education

State and private schools
Competition
Autonomy
Active community
Parents influence decisions
Publishing

1 government-owned publishing house

Same textbooks year after year

No discussions about the content and quality

7 private publishing houses, competition

Different textbooks for the same subject

Teachers make decisions
Publishing House = Content House

Textbooks prepared by the institutions of the Soviet Ministry of Education

Blended learning:
- Print materials
- Digital content
- Hardware
- Teacher training

Official accreditation for every textbook
The average age of teachers is about 50 years.
STEP BY STEP

Implementing too innovative methods

INTEGRATION

Released 2006

Recognition 2012

PROBLEM SOLVING

Released 2012

Still a long way to go
STEP BY STEP

Curriculums review in 2020

PURPOSE:
From knowledge to competencies
From facing knowledge to exploring knowledge

X generation → knowledge  Z alfa → competencies
New business models, combining paper and digital materials.

- Business model is very clear for "paper", but digital business model is still new for users and creators. After 3 years still no idea of monetization.
STEP BY STEP

Key success factors encouraging teachers to use digital materials:

- Training
- Methods
- Support combined with content and hardware technologies
CHALLENGES

- Competition
  - Publishing houses
  - Famous and unknown IT companies
Impact of technologies has been extraordinary

Number of Children Who Have Access to one Computer at School

Computers at School

- 2000: 89
- 2001: 64
- 2002: 37
- 2003: 28
- 2004: 24
- 2005: 20
- 2006: 16
- 2007: 15
- 2008: 13
- 2009: 12
- 2010: 10
- 2011: 9
- 2012: 7
- 2013: 7
- 2014: 7
- 2015: 7

- 2006: 45,052
- 2010: 63,101
- 2015: 84,263

Number of children

Computers at school

Internet access
DIGITAL SOLUTIONS

eduka KLASĖ

eduka DIENYNAS
LESSONS LEARNED

- Communication with schools
- Communication with internal teams
- Customer support insights
- Development insights
CUSTOMER SUPPORT

We thought teachers needed tutorials on how to use our products.

Teachers needed individual and fast help in solving problems.
CUSTOMER SUPPORT

We wanted to limit over-reporting to schools about bugs and problems.

Schools need all information about bugs and problems, that are being solved.
CUSTOMER SUPPORT

We over-estimated our capabilities in order to meet the needs of users

The quality of product over the quantity of features
CUSTOMER SUPPORT

Complaints and mistakes

Caring for customer is the best product