



CASE STUDY

K-12 Educational Solutions

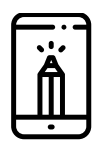
Transforming Digital Access for School Communities

Schools today face significant challenges in communication and accessibility, particularly for families who rely on mobile devices and require bilingual resources. Madera Unified School District (MUSD) needed a digital solution that would engage every family, regardless of language proficiency or technological familiarity. Our goal was to create clear, intuitive, and inclusive digital tools to bridge this gap.



PERSONALIZED SCHOOL IDENTITIES

Designed visually cohesive digital branding for multiple schools, preserving individual culture while maintaining district-wide consistency



MOBILE-FIRST WEB DESIGN

We developed streamlined, fully responsive websites optimized for mobile devices, ensuring accessibility for all families.



BILINGUAL & INCLUSIVE FEATURES

Integrated seamless language transitions to support Spanish-speaking families effectively

OUR APPROACH

Through a human-centered design thinking process, we immersed ourselves in the daily experiences of students, parents, and educators. By conducting deep stakeholder interviews and usability testing, we identified key barriers and opportunities to enhance digital engagement.



IMPACT & RESULTS

UNPRECEDENTED ACCESSIBILITY GAINS Achieved a 70% increase in mobile traffic, making essential school resources available anytime, anywhere. Parents and students now navigate with ease, reducing frustration and increasing engagement.

STRONGER SCHOOL-COMMUNITY CONNECTIONS Enhanced digital communication tools led to a significant rise in parent participation, with streamlined access to calendars, updates, and school events. Schools report increased turnout at meetings and activities.

EMPOWERING BILINGUAL FAMILIES Integrated bilingual functionality ensured that Spanish-speaking families received equal access to vital information, fostering a more inclusive school culture. Parents who once struggled to stay informed now engage confidently with their child's education.

DATA-DRIVEN DECISION-MAKING Schools now leverage analytics to understand user behavior, refining content placement and communication strategies for maximum effectiveness.

THE TAKEAWAY

By implementing user-centered, mobile-first solutions, we transformed how MUSD communicates with its school communities. The result is a scalable, accessible digital ecosystem that fosters stronger connections and better educational outcomes.

NEED A SIMILAR DIGITAL TRANSFORMATION FOR YOUR ORGANIZATION? LET'S TALK.



p +1 559 662 1119

e info@workingarts.com

w workingarts.com

