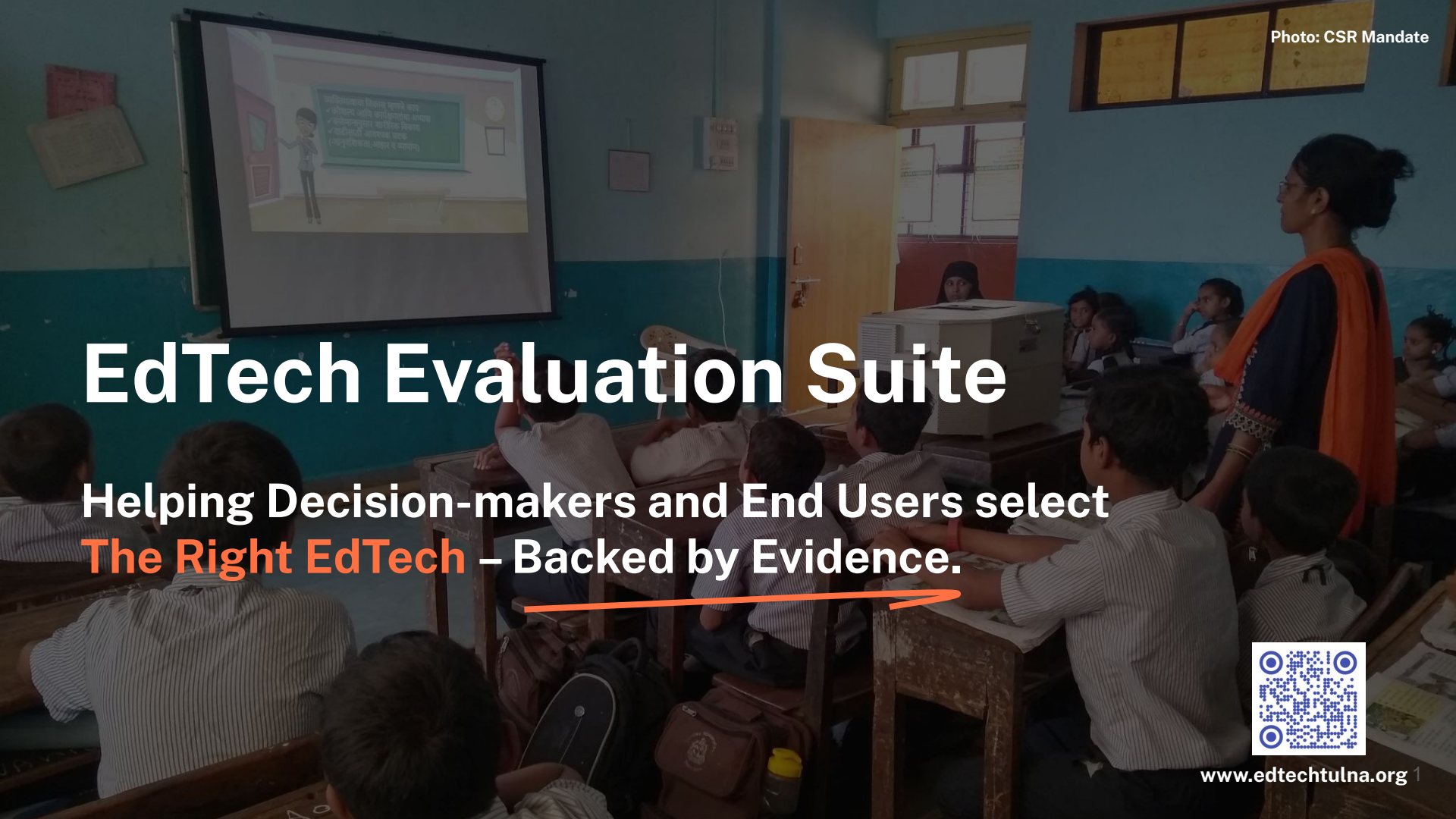


Photo: CSR Mandate

EdTech Evaluation Suite

Helping Decision-makers and End Users select The Right EdTech – Backed by Evidence.

Evaluation Suite | Guaranteeing reliable and accurate Tulna evaluations

Tulna's Offering	.. for your EdTech ask
EdTech Landscape Open Access	**Which EdTech intervention** is best fit for my context? Explore
Tulna Standards Open Access	What is **Gold Standard of Quality** for this technology? Explore
Discovery Platform Open Access	What are the **Quality Products** in this category? Explore
EdTech Evaluation Suite Access on Request	How to **Evaluate and Select** the Right EdTech using Tulna standards ?

"How can I..

- .. create **CONTEXTUALISED** evaluation standards ?"
- .. drive **ACCURATE** interpretation of standards ?"
- .. perform **OBJECTIVE** product evaluations ?"
- .. ensure **RELIABLE** evaluation outcomes ?"
- .. conduct **EFFICIENT** result compilation ?"

... by informing key components of the EdTech selection process

EdTech Evaluation Suite Components	... configurable for context-specific evaluation and selection	
RFP Specifications	Pre-drafted RFP Specifications, with 4-levels of customisation to fit your **requirements and context**	Preview
Evaluator Training Modules	In-depth instructional videos and hands-on practice, for **accurate interpretation of rubric**	Preview
Detailed Evaluation Rubric	Detailed scoring rubrics for **objective evaluations**	Preview
Sampling, Inter-rater Reliability	Sampling methodology and Inter-rater checks to balance **reliability and efficiency**	Preview
Automated Score Compiler	Scoring Calculator with live validation for **efficient scoring and insight generation**	Preview

Pre-drafted RFP Specifications, with 4-levels of customisation to fit your requirements and context

Preview

1 ***Select Criterias, Indicator*** *relevant for regional context, curriculum, needs, infrastructure*

Cluster	Criteria	Criteria Description	Indicator	Short Description	Applicability to product	Eval Stage	Eval Method
Content Accuracy and Comprehensibility	C3. Language comprehensibility	Is the language appropriate for intended learners with age-appropriate vocabulary, easy to follow accent and good audio quality?	Grade appropriate Vocabulary	The vocabulary and technical jargons used should be appropriate for the grade range	Universal	Qualifier	Full sample eval
			Simple text structure and clear handwriting	Sentences should be easy to read and understand, and handwritten content (if used) should be clear and legible	Universal	Qualifier	Full sample eval
			Easy to follow voice	Product should use easy to understand accent, preferably Indian, with clear pronunciation and good voice quality, with no background noise	Universal	Qualifier	Full sample eval
Alignment to National Standards	C5. Curriculum Alignment	Is the learning content aligned to the target curriculum and recommended skills in national standards like NEP 2020, NCF 2023, with adequate comprehensiveness and depth?	Topic/Curriculum Goal alignment	Content should fully align with the state/national (SCERT/NCERT) prescribed syllabus, at topics, subtopics, curriculum goals and competencies level.	Universal	Qualifier	Full sample eval
			Competencies/LO Level Alignment		Universal	Qualifier	Full sample eval
	C6. Inclusive representation	Does the product content avoid traditional stereotypes and include representation of diverse characters, examples, and scenarios?	Avoidance of stereotypes	Product should avoid stereotypes and should use respectful language and examples	Universal	Qualifier	Full sample eval
			Representation of diversity	Product should represent various genders, races, ethnicities, abilities, cultural, setting (rural/urban), socio-economic backgrounds through text, audio and visuals.	Universal	Qualifier	Full sample eval
	P9. Content and Pedagogy Alignment	Are the pedagogical strategies used in the product aligned with national standards?	Appropriate pedagogical strategies	Product should use teaching methods appropriate for that grade range and subjects (as defined by NEP)	Universal	Qualifier	Full sample eval
Learner Centric Approach	P3. Content in Context (real-life connection)	Does the content and assessments incorporate relevant real-life contexts that are sufficient to trigger learners' interest in the topic and motivate them to engage with the content?	Relevant real life context in content	The product should provide sufficient context to understand the concept and the context should be relatable to learners and their general experiences, with grade appropriate	Universal	Detailed Eval	Full sample eval
			Relevant real life context in assessments	The product should provide context in assessments that is sufficient, in grade-appropriate manner, and relatable to learners' general experiences, ensuring problems are easy to understand and solve	Universal	Detailed Eval	Full sample eval
Safe	T10. Learner wellbeing	Does the product help learners manage their digital time effectively and limit overuse ?	Screen time Management	Product should include tools for screen time management like reminders to take a break after 30 minutes, limit single day usage, suggest breathing/eye exercise	Learner operated solutions (PAL, DCR)	Qualifier	Demo Led
Accessible for All	Accessible Technology	Is the product interoperability across devices with offline functionality	Across-Device Compatibility	The product should have a design that adjusts smoothly to various screens, browsers, and orientations without issues	Universal	Qualifier	Demo Led
			Offline access	The product should provide robust offline infrastructure with minimal manual intervention, including content/assessment downloads and automatic syncing of learner performance data upon reconnection	Universal	Qualifier	Demo Led
			Analytics integration (with state/VSK)	The analytics interface/dashboard should facilitating seamless integration with school/state/VSK reporting	Universal	Qualifier	Demo Led

2 ***Check applicability*** *for the selected product type*

3 ***Set Evaluation Stage*** *to prioritise must have Qualifiers in Round 1, and others only for shortlisted products*

4 ***Set Eval Methodology*** *to optimise for efficiency + rigour*

In-depth instructional videos and hands-on practice, for accurate interpretation of rubric

Preview

Detailed Scoring Rubrics for objective evaluations

Preview

Criteria	Criteria Description	Where to look
Cognitive Engagement	Ensure that the content uses classroom conversational style rather than a formal speech. Example: Active voice and words such as 'us' and 'we' is preferred to passive voice. For instance, "Let us now see what happens..." is preferred to "It can be seen that..."	Consider all learning content

Key Indicators	What to check for?	Scale descriptors		
		Potential to Improve	**Meets Expectations**	**Exemplary**
Conversational Tone	Ensure that the content uses classroom conversational style rather than a formal speech. Example: Active voice and words such as 'us' and 'we' is preferred to passive voice. For instance, "Let us now see what happens..." is preferred to "It can be seen that..."	Content presentation style is not conversational.	Content presentation style is conversational, but done inconsistently.	Content presentation style is conversational consistently.
Visual and Verbal Cues	**1. Visual cues**: Ensure the usage of circling, bullet points, contrasting colors, or boxing where needed, to highlight the organization of the essential points on-screen. Ensure absence of excessive animations / special effects-that may hinder the learning experience. ***Example:*** *Circling: When explaining an acute angle, the app circles the angle within a triangle* *Bullet Points: Each type of angle are listed with bullet points, such as "Acute: Less than 90 degrees" ,"Right: Exactly 90 degrees."* *Contrasting Colors: Acute angles are highlighted in green, obtuse angles in red, and right angles in blue.* *Boxing: The definition of each angle type is boxed to make it stand out* **2. Verbal cues**: stresses in the voice-over on important points or during starting of indicator words like like "first", "second", "third". ***Example:*** *Sequential emphasis: Stress in voiceover on "First", "Next", "Finally", in "First, identify the distance traveled," "Next, determine the speed," and "Finally, use the formula to find the time."* *Indicator Words: The voice-over uses phrases like "To begin with," "After that," and "In conclusion" to organize the steps in solving the problem, with appropriate pause and stress*	Visual and verbal cues are not present when required. Hence, LU does not attempt to enhance cognitive engagement.	There has been an attempt to use visual and verbal cues wherever required. There are graphics included to explain the concept. But either graphics is inadequate to effectively engage the learner or it includes distracting graphics that might interrupt learning.	Clear visual and verbal cues are present consistently throughout the product, which enhances learner's cognitive engagement with the content. Also, the graphics and/or sound included are relevant and have potential to enhance cognitive engagement.
Engaging Multimedia	1. **Beyond-Textbook Media:** Ensure that there are beyond-textbook media such as videos, diagrams, graphics, and activities that engage learners with the product's content. Examples: - Documentary-style videos illustrating applications of principles like gravity or electromagnetism, like space exploration or the development of medical imaging technology - Animation (Science): A video showing timelapse footage of various chemical reactions, like rusting metal or crystallization, with narrated explanations of what's happening on a molecular level 2. **Media aligned to Content Type:** Ensure that each media type (diagram, video, animation) is selected according to the content type to enhance comprehension and engagement. The media used should match the nature and complexity of the subject matter, supporting effective learning by making abstract concepts accessible and engaging. Examples: Diagrams: Best for illustrating factual content, such as cell structure or simple circuits. Videos/Animations: Ideal for demonstrating complex or step-by-step processes that would be difficult to convey otherwise, such as the workings of a machine. Animations/Simulations: Suitable for topics involving systems with multiple variables, invisible processes, or time-based changes, such as climate models or ecological simulations.	Content relies on traditional textbook-style resources with no inclusion of beyond-textbook media, such as videos, diagrams, graphics, or activities. AND Media does not align with content type, failing to support learner to understand and engage with complex or abstract concepts.	Content goes beyond-textbook media, such as videos, diagrams, graphics, or activities. However, the media that is present does not align with content type, failing to support learner to understand and engage with complex or abstract concepts. OR The media that is present aligns with content type. However, it is done inconsistently.	Content effectively integrates diverse beyond-textbook media, such as videos, diagrams, graphics, and activities. AND Each media type is carefully selected and aligned with content type, enhancing support to learners to understand and engage with complex or abstract concepts.

Sampling methodology and Inter-rater check to balance reliability and efficiency in evaluations

Content Sampling Methodology
to balance and achieve 2-part objective

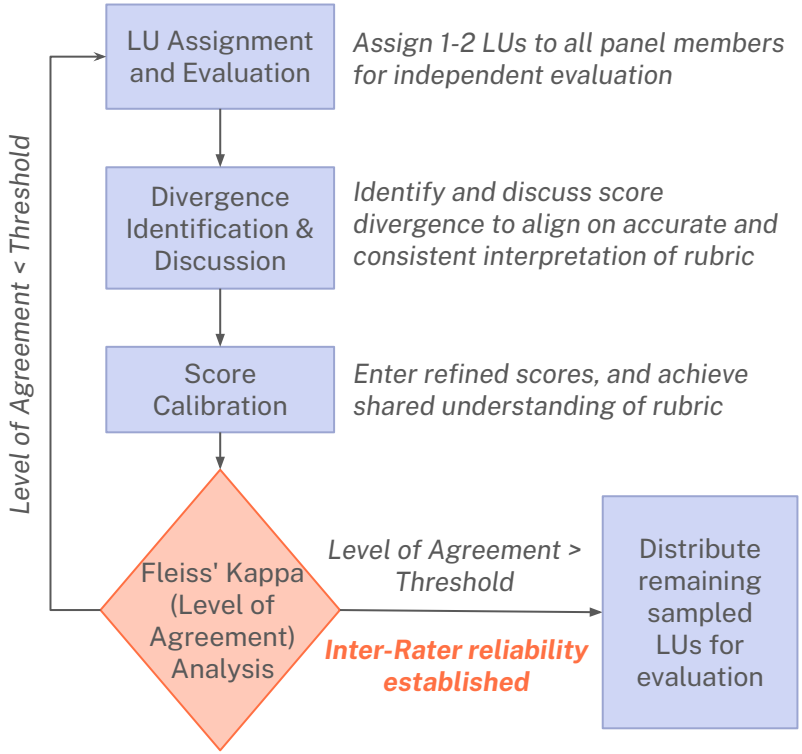
Maximise representativeness

- **Identify logical groups of content (Learning Units or LUs)** which are a combination of instructional material and related assessments, practise sections
- **Stratified sampling** to ensure :
  - Representation of variety across topics, grades
  - Coverage of complex topics, essential skills

Minimise evaluator load

- **Sample X% of LUs**, X defined on statistical norms and initial variability observed
- **Low-sampling method** for criteria that demonstrate consistency at the product level

Inter-Rater Reliability
to ensure objective + consistent + reliable scores



Scoring Calculator with live validations and automated cluster-level summary for efficient scoring and insight generation

Preview

User-friendly template *for 3-point-scale score input (against cluster, criteria, detailed checkpoints)*

Cluster	Criteria	Checks	RFP Specs for Technical Bid Evaluation	No/Limited Inclusion (5)	Included, but Insufficient (15)	Fully Included (30)	Scoring Status	Criteria Score
Engaging	Cognitive Engagement	Conversational tone	The content should use classroom style conversational tone rather than using formal or instructional tone	☐	☐	☑		11
		Visual and verbal cues	The product should use visual cues like circling, boxing, bullet points while communicating important information	☐	☑	☐		
			The product should use verbal cues like Stress/Pause/Repetition in the voice while communicating important information	☐	☐	☐		
		Engaging Multimedia	The product should use diagrams, graphics, examples, activities, and applications that are beyond textbook media	☐	☐	☐		
	Motivational features	Encouraging Feedback	Practise sections should use positive feedback that encourage learner to take up challenges and explore further	☐	☑	☐		22
		Progress Trackers	Product should include individual progress indicators, with gamifications like gems/badges, or competitive leaderboards or social recognition through audio like clapping sounds, peer feedback or achievement sharing	☑	☑	☐		
		Positive Challenges	The product should include challenging problems, conceptual puzzles, and counter-intuitive examples at the learner's level to prompt deeper exploration of the content.	☐	☐	☑		
	Meaningful Interactivity	Meaningful Interactivity	The product should incorporate engaging and age-appropriate interactive tools that enhance understanding of concepts, such as interactive diagrams, puzzles and graphing tools - while avoiding excessive animations or irrelevant games that detract from learning	☐	☑	☐		
	Engaging Design (better UI)	High quality images and videos	The product should have non blurry images (720p or higher) and AV playback (24 fps or higher)	☐	☐	☑		
		Text Readability and Layout	The product layout should be easily readable with - grade appropriate font, min 12 points or larger - no clutter with ample white spaces, line spacing 1.15 or higher - high contrast between text and background - thoughtful page breaks and use available screen space	☐	☐	☑		

Automated status tracking and validation – *flags for scored, unscored, and incorrectly scored (>1 score input) checks*

Real-time aggregation and population *of criteria level scores*

Cluster	Score	%
Content Accuracy and Clarity	23	75%
Alignment to National Standards	22	73%
Engaging	19	65%
Learner Centric	16	54%
Adaptive	23	75%
21st Century Skills	8	28%
Supporting Teacher, Parents	13	43%
Intuitive to use	23	75%
Accessible & Safe for All	22	74%

Automated summary scorecard *to draw quick cluster level insights. Provision to create* ***customisable views*** *with criteria + indicator level* ***filters and drill-downs****, with* ***comparison*** *across evaluators and competing products*

Photo: CSR Mandate

To know more,
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EdTech Tulna is a public good, and is available at no-cost.