



INNOVATION CERTIFICATE

Mapping the Minds of Gen Z



In a world where technology companies are constantly working to produce the next shiny object for education, Imagine Learning is taking a different approach. Fueled by insights from the intersection of technology, people, and curricula, Imagine Learning builds resources that bridge the digital world and the minds of learners to empower potential.

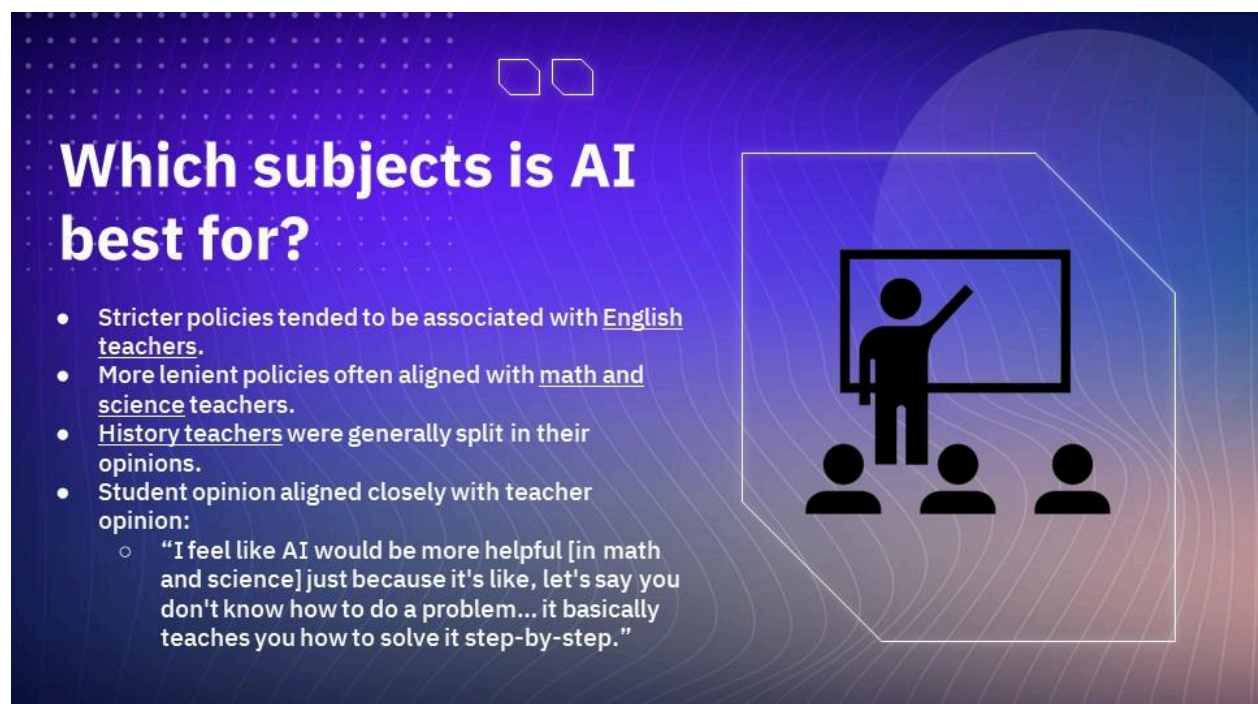


This AI-generated image illustrates the rapid advance of technology and the value of skills learned in the Innovation Certificate Program.

To generate greater insight into Generation Z, Imagine Learning tasked interns from Design Tech's Innovation Certificate Program with the job of understanding the evolving relationship between current middle and high school students and technology.

"We're interested in exploring how high school students think about and use technology to inform future development," explained the Imagine Learning internship advisor. The company wanted to know what tools students are using, how they are using them, and most importantly, how they envision artificial intelligence (AI) playing a role in their education.

For one month of their summer, d.tech interns interviewed their peers, analyzed the data they collected, and crafted presentations that offered a glimpse into the minds of Gen Z. Along the way, interns learned important lessons about what is needed to succeed in professional work life. "Brainstorming, interviewing, and collaboration were all things that I learned and are skills that will be very useful for me in the future." said Rohan, who also highlighted the collaborative nature of the internship. Harini added to this saying, "The 'yes, and' mindset has definitely stuck with me for the internship and I expect it to remain in future opportunities."



Which subjects is AI best for?

- Stricter policies tended to be associated with English teachers.
- More lenient policies often aligned with math and science teachers.
- History teachers were generally split in their opinions.
- Student opinion aligned closely with teacher opinion:
 - "I feel like AI would be more helpful [in math and science] just because it's like, let's say you don't know how to do a problem... it basically teaches you how to solve it step-by-step."

The slide features a whiteboard illustration on the right side showing a teacher figure pointing at a board, with three student figures seated in front of the board. The background is a dark blue gradient with a subtle pattern of white dots.

Another intern, Riley, valued the opportunity to work “directly with clients to create a product... remotely with a diverse team.” Adding to this, Ammaar expressed the importance of having an opportunity to apply lessons he was taught in the Innovation Certificate Program: “I’m now more experienced with working in real world scenarios as opposed to just theoretical knowledge.”

The work completed by the interns also provided research and insight that will be very useful to Imagine Learning in the future. According to the internship advisor:

“All of the interns went above and beyond expectations. They came well prepared for all check-in meetings, were professional in their approach, and were able to deliver on time even though the schedule was very aggressive... The report they delivered was extremely well received, as well as their presentation of the results. Each intern was obviously well prepared and knew the research as was apparent by their ability to effectively field all questions sent their way.”

By helping the company understand the needs and desires of today’s students, the d.tech interns positioned Imagine Learning to create educational resources that are not just functional, but inspiring. In a world where schools are struggling to engage students, this is more important than ever in the future of education.

Schoolyard Innovators: Design Thinking at Imagine Learning



Imagine Learning isn't just about creating educational resources; it also seeks to empower the potential of future generations. This past summer, the company offered interns from Design Tech's Innovation Certificate Program the chance to put their design thinking skills to work in the development of a real product based on its recognition that a "one size fits all" approach doesn't work in education.

The goal for the interns was to use their knowledge of design thinking to help build educational tools that resonated with high school students. “We're interested in evolving

and improving our product based on student feedback,” explained the Imagine Learning intern advisor. “This internship offers a platform for students to become active participants in shaping the future of education.”

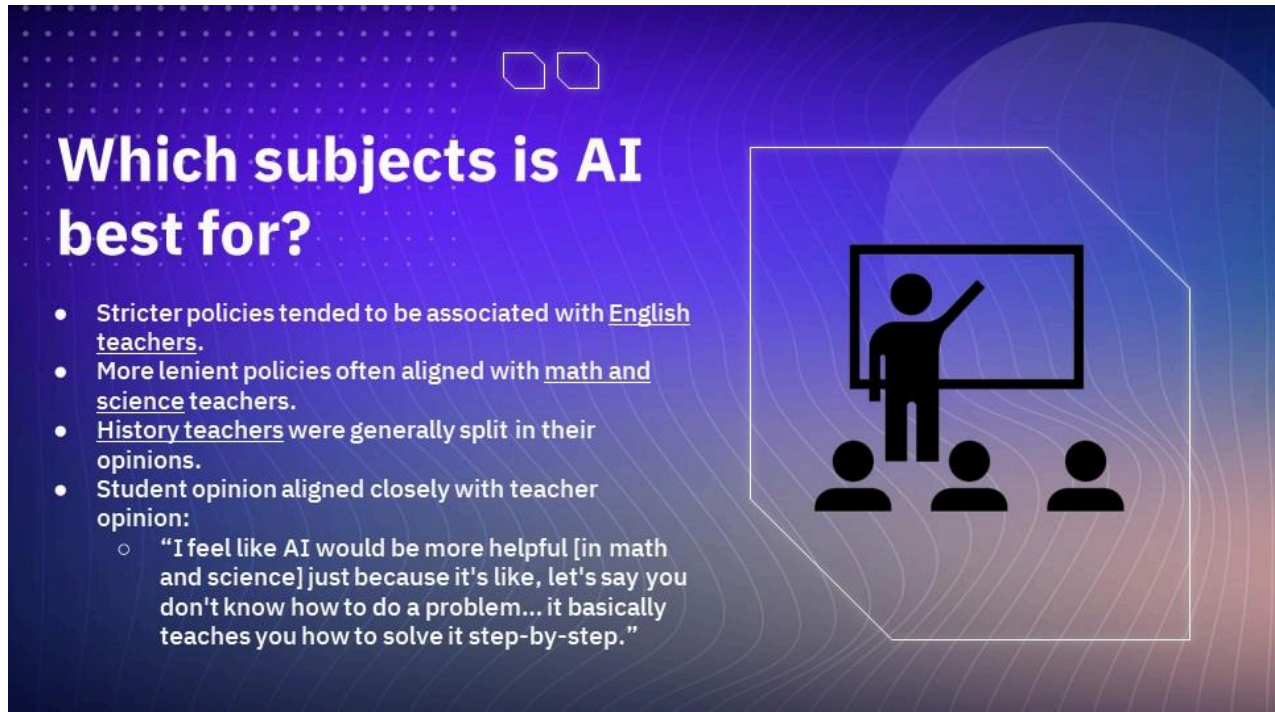
During their internship, students did not simply circulate surveys and complete busywork; they applied their design thinking skills to identify directions for new educational tools and resources and help to prototype them. Having this real-world experience with tangible outcomes was a highlight for interns. As Aditya put it, “I was initially surprised at the fact that I was given tasks that would directly impact the product I was designing for.” To this, Simon added, “The d.tech Innovation Certificate Program allowed me to work with a mentor who guided us through the design process from a real-world perspective.”



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By design, the internship program is about more than learning, it is about problem-solving to contribute to something bigger than yourself. And this opportunity helped to empower the potential of the interns who “exceeded all expectations” according to their Imagine

Learning advisor. He also expressed some surprise at the skills exhibited by the interns: “I didn't expect them to be as well versed in our process as they were.”



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Imagine Learning's work with the d.tech interns was an opportunity for both the company and the students to bridge the gap between theory and practice in education. Ultimately, this is the path that needs to be paved in schools so that we can help young people fulfill the potential of the future.

COMBINED

Bridging the Gap to Reimagine Learning



Imagine Learning is not a typical edtech company. The company differentiates itself by seeking to understand the minds of Gen Z learners so that they can craft resources that inspire deep engagement and deeper learning. To accomplish this, Imagine Learning recently enlisted a unique team: interns from Design Tech's Innovation Certificate Program.

These design-savvy high schoolers spent one month of their summer deciphering how their peers think, use technology, and envision artificial intelligence shaping their classrooms.

The internships weren't just about empathy and user research. These interns gained direct experience of product development and professional collaboration. Rohan, an intern, highlighted the valuable skills he gained: "Brainstorming, interviewing, and collaboration were all things I learned that will be very useful for me in the future." Harini echoed this sentiment, emphasizing the "yes, and" mindset that she'll carry forward.



We are using an AI generated image here to further illustrate the value of the skills students learn in the Innovation Certificate Program.

But the learning wasn't one-sided. Imagine Learning gleaned invaluable insights into Gen Z's education contexts and behaviors from the work that interns completed, a stated goal at the beginning of the process: "We're interested in evolving and improving our product based on student feedback," explained the internship advisor who couldn't have been more impressed in the end: "All of the interns went above and beyond expectations... The reports they delivered were extremely well received."

Armed with new insights, Imagine Learning is poised to create digital-first educational resources that are even more functional and inspiring. In a climate where schools struggle to capture student attention, this is game-changing.

The internship component of the Design Tech Innovation Certificate Program is also game-changing. For interns like Aditya, the chance to directly impact the product they were designing was a revelation. Simon echoed this, crediting the program's mentor for guiding them through the design process with a real-world perspective.

But the true power of the internships at Imagine Learning this past summer was more than the experience it provided to students. It was also a bridge between the theoretical and the practical that empowered both the company and its young collaborators. This is the path to a future where education empowers potential.

Website: [Imagine Learning](#)