





# Product Certification Criteria

CERTIFICATION AREA	PROMISED COMMITMENT	HONORABLE MENTION	CERTIFIED
 <p><b>RESEARCH-BASED DESIGN</b></p>	<p>The product team is committed to consulting and incorporating research findings to inform product design and to attend to the needs of the full spectrum of learners.</p>	<p>The product is informed using at least two research studies about how people learn that are peer-reviewed and from reputable journals. The research that has been provided is clearly related to the product design.</p>	<p>Research about how people learn is core to the theoretical framework that drives product design and evident throughout the product. The product team shares the research behind the design publicly.</p>
 <p><b>TAILORED INSTRUCTION &amp; LEARNING</b></p>	<p>The product team is committed to consulting and incorporating research findings to inform product design and to attend to the needs of the full spectrum of learners.</p>	<p>The product allows for some differentiation of the level of content or learning experiences, but differentiation is limited to rates of mastery.</p>	<p>Opportunities for differentiation are embedded throughout the product to appropriately attend to learner variability based on research.</p>
 <p><b>IMPLEMENTATION GUIDANCE</b></p>	<p>The product team is committed to consulting and incorporating research findings to inform product design and to attend to the needs of the full spectrum of learners.</p>	<p>The product team offers implementation guidance, mostly centered on technical assistance and customer support.</p>	<p>The product team provides implementation guidance and offers professional learning opportunities, such as in person and/or virtual trainings, resources, and access to ongoing support, to ensure educators integrate and use the product as it was intended.</p>
 <p><b>DATA FOR CONTINUOUS IMPROVEMENT</b></p>	<p>The product team is committed to consulting and incorporating research findings to inform product design and to attend to the needs of the full spectrum of learners.</p>	<p>The product team executes a formal process to conduct pilot and/or efficacy studies to inform product design.</p>	<p>The product development process incorporates user feedback, results from pilot and efficacy studies, and new publications in learning sciences research to guide iterative product improvements.</p>