

BESA Members - Evidence in EdTech Case Study

Purple Mash: A 2Simple Product

2Simple are BESA Members who launched one of their learning solutions for schools - Purple Mash – in 2010 and commissioned research into this product in 2022.



Describe your EdTech company and your primary educational focus:

2Simple has been making powerful and creative educational software for learners and schools for over 20 years. We are committed to providing creative, inclusive, and inspiring software to encourage children to love learning and prepare them for later life. We launched Purple Mash, an all-in-one solution for primary schools, in 2010. We support busy teachers by ensuring our resources reduce their workload.

We work hard to provide teachers, schools, and educators with the innovative resources they need to inspire and educate the next generation. At 2Simple we support teaching and learning with a variety of resources and today our software is used by learners in over 11,000 schools, in more than 70 countries.

How do you use evidence in your EdTech company? (e.g to inform strategy, market your products, pitch to investors etc)

We use evidence to inform strategy and to highlight the research to customers, demonstrating how our product delivers on our aim to provide excellent, accessible, and inspiring software which encourages children to love learning, raises standards and reduces teacher workload.

In 2022, we commissioned an independent researcher - Dr Fiona Aubrey-Smith- to conduct a review, which used mixed methodologies to investigate the extent to which our product Purple Mash is meeting the needs of learners and teachers. Conducting the research in five phases between January and July 2022, data on Purple Mash was generated through engagement across 1,003 schools in England, using feedback and comments from both staff and pupils.

What outcome(s) were you able to achieve as a result of using evidence?

Our independent research review and analysis of the data surfaced a number of themes across schools and trusts studied.



Utilising survey, interview, observation and focus group data from 6,328 teachers and children from across 1,003 schools, a range of findings were set out in this report which provide persuasive evidence that Purple Mash is meeting the needs of teachers and learners.

Additionally findings suggested that Purple Mash:

- provides a computing scheme which meets the needs of the primary curriculum from year 1-6 including the more and most able, children with SEND and those who face barriers due to language or literacy
- builds staff cognisance, competence and confidence in understanding, teaching and facilitating learning of the computing curriculum
- scaffolds children in developing robust skills and understanding which they are then able to apply confidently when using other technologies – including those traditionally associated with secondary education and the adult workplace
- supports a reduction in teacher workload in relation to planning, resourcing, monitoring, marking and feedback, report writing, tracking and accountability
- encourages creativity within learning
- has made a significant impact on children’s awareness, skills and confidence with digital literacy, computing and information technology
- provides highly engaging and stimulating learning experiences across the curriculum – with children observed displaying exceptionally high levels of motivation and interest in their learning
- offers direct cost savings to schools by providing a very wide range of tools, resources and applications – reducing the need for schools to purchase multiple products
- offers an extensive range of professional learning and support for both the teaching and learning of computing as well as the wider curriculum tools and resources and subject leadership
- provides valued, high quality customer support to teachers and leaders, including prompt communications, very responsive resource authoring and customer-oriented product development.

What advice do you have for other EdTech companies about how and why they might start using evidence?

To look at what you want to achieve, talk to others in their network about how they have approached using evidence in their EdTech and ask questions about what they used and what was needed.

Did you face any challenges with collecting or using evidence?

With any research you want to ensure that you have the widest reach of data, teachers roles are time intensive and demanding. Ensuring that their was enough schools contributing and in the most time effective way. Although we received lots of virtual responses it was more difficult having face to face time with pupils and teachers due to time constraints on schools.



To read the full research report on Purple Mash, [click here!](#)

Or find the [Executive summary](#) here!

