

# Client Case Study: FutureMakers



**futuremakers**

Industry: STEM  
Location: Baltimore, MD

## Our Role

FutureMakers is a category-defining playful learning company that designs and manufactures hands-on STEM / SEL activity sets for PK - 5 classrooms and co-curricular programs. Their research-based instructional materials and kits are designed to help general educators and youth workers confidently spark project-based critical thinking and problem-solving skills while supporting learners' social and emotional development.

FutureMakers has requested Loyola Consulting Group at Loyola University Maryland, Inc. support in improving the new user experience, collecting data for those trying their physical product, and identifying approaches to increase sales.

## Solution

LCG worked with FutureMakers to develop a comprehensive customer journey that outlines pain points for both customers and educator champions (teachers/administrators). The team performed extensive market research by interviewing educators and administrators in secondary education. Their methodologies culminated with several improvement areas and recommendations to drive a more streamlined sales approach leading to greater customer success.

## LCG Team Composition

Consultant - Liam Wells  
Analysts - Bridget Harrington, Michael Shutt,  
Maeve O'Brien, Andrew Schmutter

## Business Results



Interviewed elementary and middle school educators to gain insight into new program processes and objectives



Outlined the customer journey to identify flaws and areas for improvement



Provided recommendations to improve current mechanisms with a customer-centric digital transformation

