

playlab

YOUR TEACHING. NOW A TOOL.

A teaching goal. Your materials. A tool you can shape.



MAKE THE TEACHING TANGIBLE.

AUDIENCE

Educators with specific goals, trusted materials, and professional judgment.

PRODUCT TRUTH

Educators can create AI apps around their own context, then inspect and improve them.

CAMPAIGN MOVE

Show a teaching idea becoming a tool: goal, material, instruction, interaction, and review.

The customer is the protagonist. The brand helps them do the work.

An invitation backed by an example.

EXPERTISE

You know what good looks like.

EXAMPLE

A writing coach built around your rubric.

SMALL ACTION

Start with one learning goal.

REVIEW

Try it. Read it. Revise it.

Intent first. Then color variety.



INK

#112D29

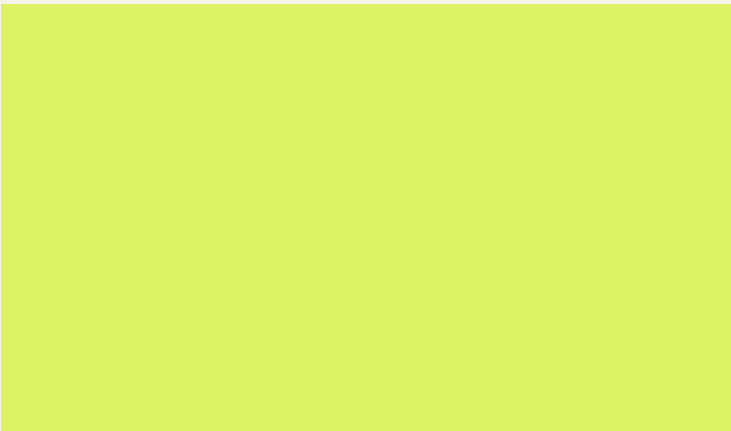
PAPER

#F6F3E9



ACCENT

#214BEE



SIGNAL

#DCF263



SECONDARY

#B89CFF

Neutrals sit outside chromatic allocations. A dominant primary holds the system together; secondary colors serve a defined communication purpose. Full monochromatic, analogous, complementary and split-complementary rules are in the creative foundation.

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01 / THE IDEA

YOUR TEACHING.
NOW A TOOL.



You know the question to ask when a student makes a claim without evidence. That teaching move can become the starting point for a small AI tool.

Start with what good looks like.

Choose a learning goal. Add the rubric or materials that define it. Give the tool a clear instruction, such as asking one question before offering feedback.

Explore building with Playlab →

Independent email concept by Jason Walker. Not sent.

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02 / THE MATERIAL

THE RUBRIC
IS THE POINT.



A useful response depends on the task. A persuasive paragraph needs a different conversation from a vocabulary exercise.

Make the context specific.

Playlab lets you connect an app to your own materials. Start with one rubric, test a few examples, and examine whether the responses support the learning goal.

See the learning resources →

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03 / THE REVIEW

YOU SET
THE STANDARD.



Give your first version a sample you can assess. Read the response. Where does it help a learner think? Where does it do too much?

Teach the next version.

Revise the instructions and test again. Your decisions about the learning goal, the materials, and the response stay central to the process.

Start a reviewed experiment →

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YOUR
TEACHING.
NOW A TOOL.



Build an AI app around a learning goal you know.

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YOU KNOW WHAT
GOOD LOOKS
LIKE.



Give your tool the rubric. Then review what it does.

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THE RUBRIC
IS THE POINT.



Your materials give the conversation its context.

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MAKE IT THINK
LIKE YOUR
LESSON.



Shape the instructions. Test the responses. Revise.

Four campaign concepts in feed, square, and vertical. No campaign results or test winners are claimed.

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How it worksTry the ideaExplore Playlab ↗

BUILT FROM WHAT YOU KNOW.

YOUR
TEACHING.
NOW A TOOL.

Build an AI app around a learning goal, the materials you trust, and the questions you know to ask.

See the idea work ↓



Your goal.

Your materials.

Your judgment, throughout.

01 / START WITH THE TEACHING

You know what good looks like.

Playlab gives educators a way to turn that knowledge into AI apps they can build, try, and improve.

01

Name the learning goal.

Choose one thing you want a learner to practice.

02

Bring the material.

Add a rubric, reference, or curriculum that gives the tool context.

03

Shape the response.

Set the instructions. Try examples. Review what happens.

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Menu

BUILT FROM WHAT YOU KNOW.

YOUR
TEACHING.
NOW A
TOOL.

Build an AI app around a learning goal, the materials you trust, and the questions you know to ask.

See the idea work ↓



Your goal.

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Your judgment, throughout.

01 / START WITH THE TEACHING

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02

Bring the material.

Add a rubric, reference, or curriculum that gives the tool context.

A system someone can keep building.

A concrete introduction to Playlab. Three teaching examples. Three emails. Twelve social exports. A responsive campaign page and a repeatable editorial structure.

Independent speculative work. Source facts and original creative are documented in [strategy/Creative-Foundation.md](#). Generated scenes are illustrative. The interactive examples use fictional data and are not actual product interfaces. No performance results are claimed.