

COLLEGE BOARD

EVOLVING THE AP PROGRAM

RESEARCH + STRATEGY + DESIGN

College Board

Evolving the AP Program

College Board is known for their big, scary standardized exams. They've long struggled to provide **sufficient support for teachers and students**. This year, the AP program within College Board is striving to change that.

- Consolidate 10+ experiences into a single experience for all constituents
- Surface course and exam support for teachers and students
- Create a workspace where AP Coordinators and Admins could orchestrate successful exam experiences for students



Team + Role

For the Staying Sharp project, I am the lead designer. There are two main responsibilities as the lead:

1. Client Management
2. Primary individual contributor



MD



DESIGN LEAD
(ME!)



UX DESIGNER



VISUAL DESIGNER

Deep Discovery

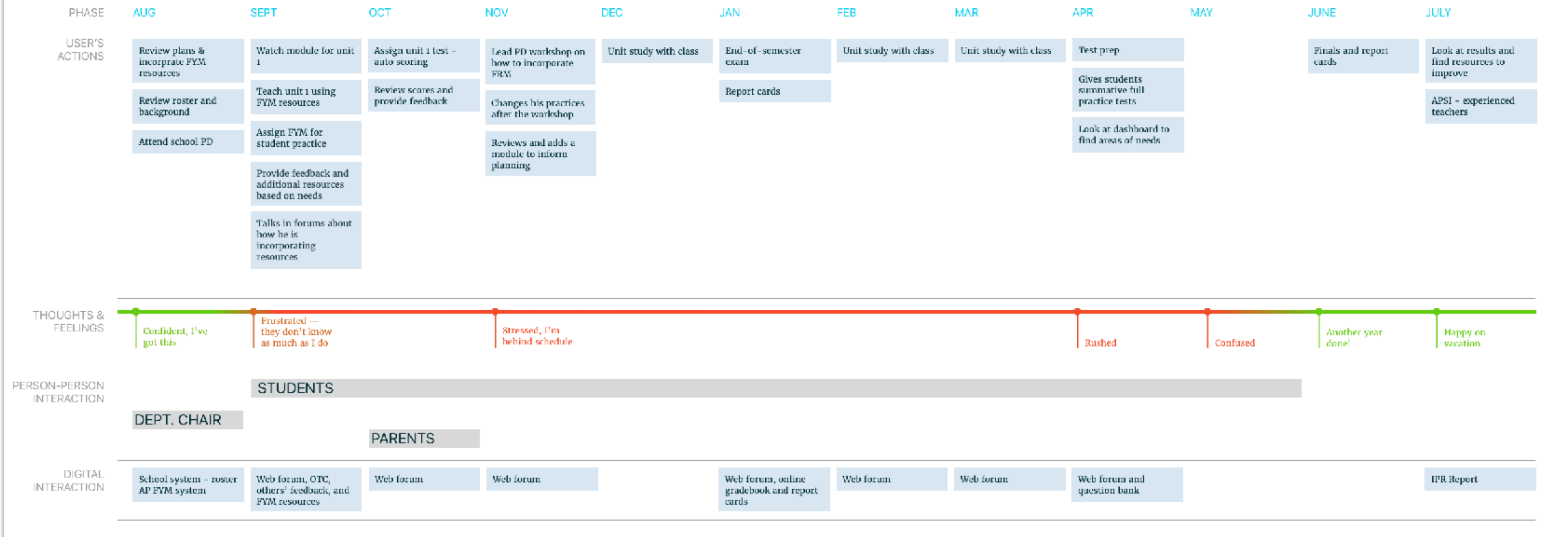
Led initial stakeholder conversations, facilitated alignment workshops and conduct user research to uncover goals, needs, and motivations



AP CONSOLIDATION

Ideal Experienced Teacher Journey: Miguel

GOAL: Improve student outcomes





MONIQUE

HIGH ACHIEVING AP STUDENT

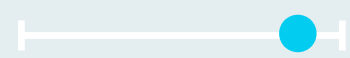
JUNIOR

“AP courses give me an edge in applying to selective schools, but I also want good exam scores that will help with credit and placement.”

GOALS

- + Bolster transcript with AP coursework in order to get accepted into one of her top three schools
- + Receive 4s and 5s in all her AP courses by effectively prepare for the AP summative exams
- + Test out of introductory college courses in order to save money and time by obtaining college course credits
- + Push her own limits with challenging course material in areas that she is most interested

AP ACHIEVEMENT:



SCHOOL SIZE:



SCHOOL HHI:



- + Provide more hands on activities that allow students to help them learn and understand the topics and objective
- + Provide additional resources to further student's education outside of the classroom
- + Provide formative assessments that directionally indicate how well a student might do on the summative exam

Problems to Solve

While there were a variety of problems we wanted to solve, we narrowed down the list:

Students

1. Unable to see progress towards comprehension
2. Understanding all the deadlines and dates

Admins + Teachers

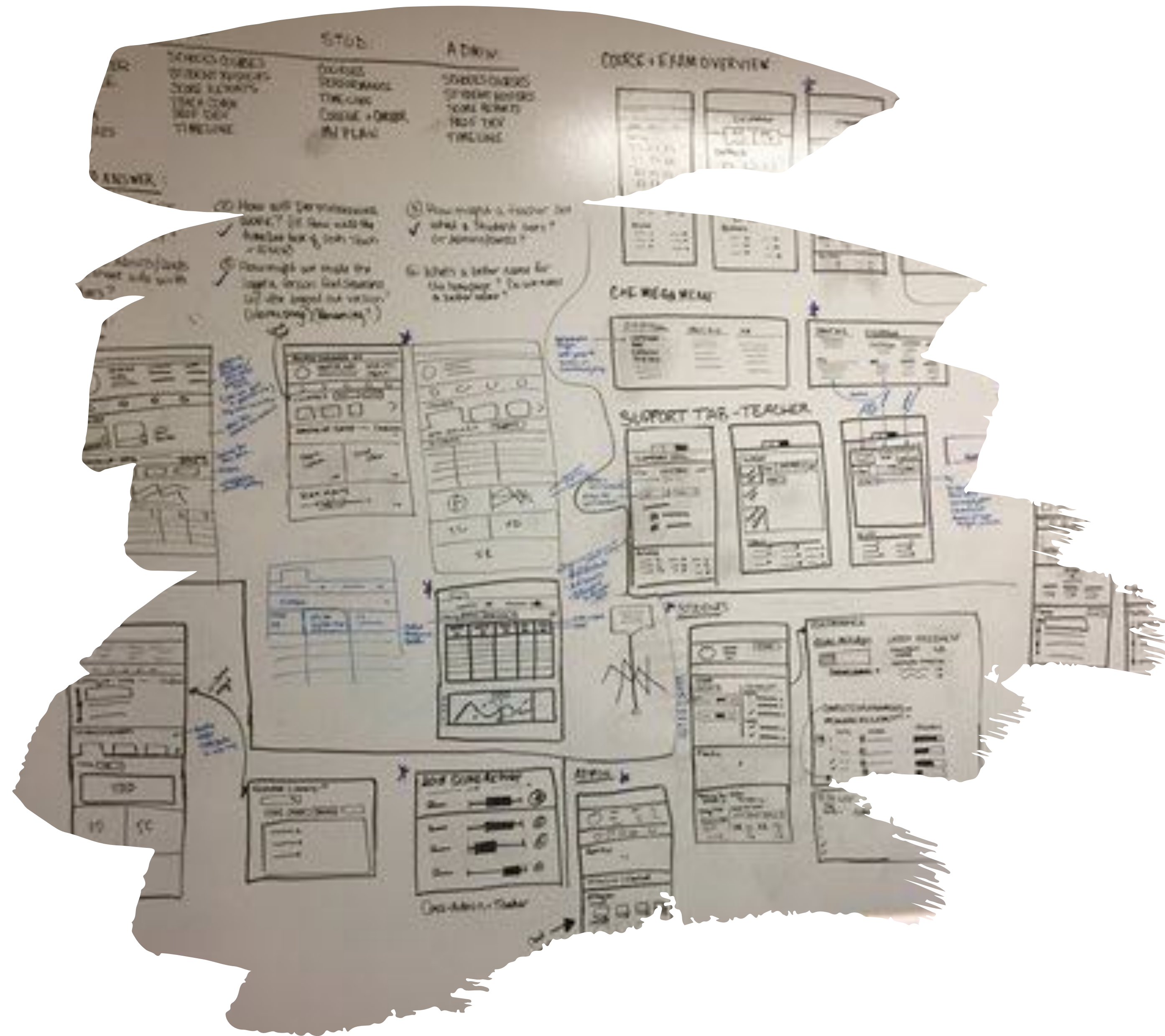
1. Keeping the students informed of upcoming dates and deadlines
2. Having access to the materials at the right time.=

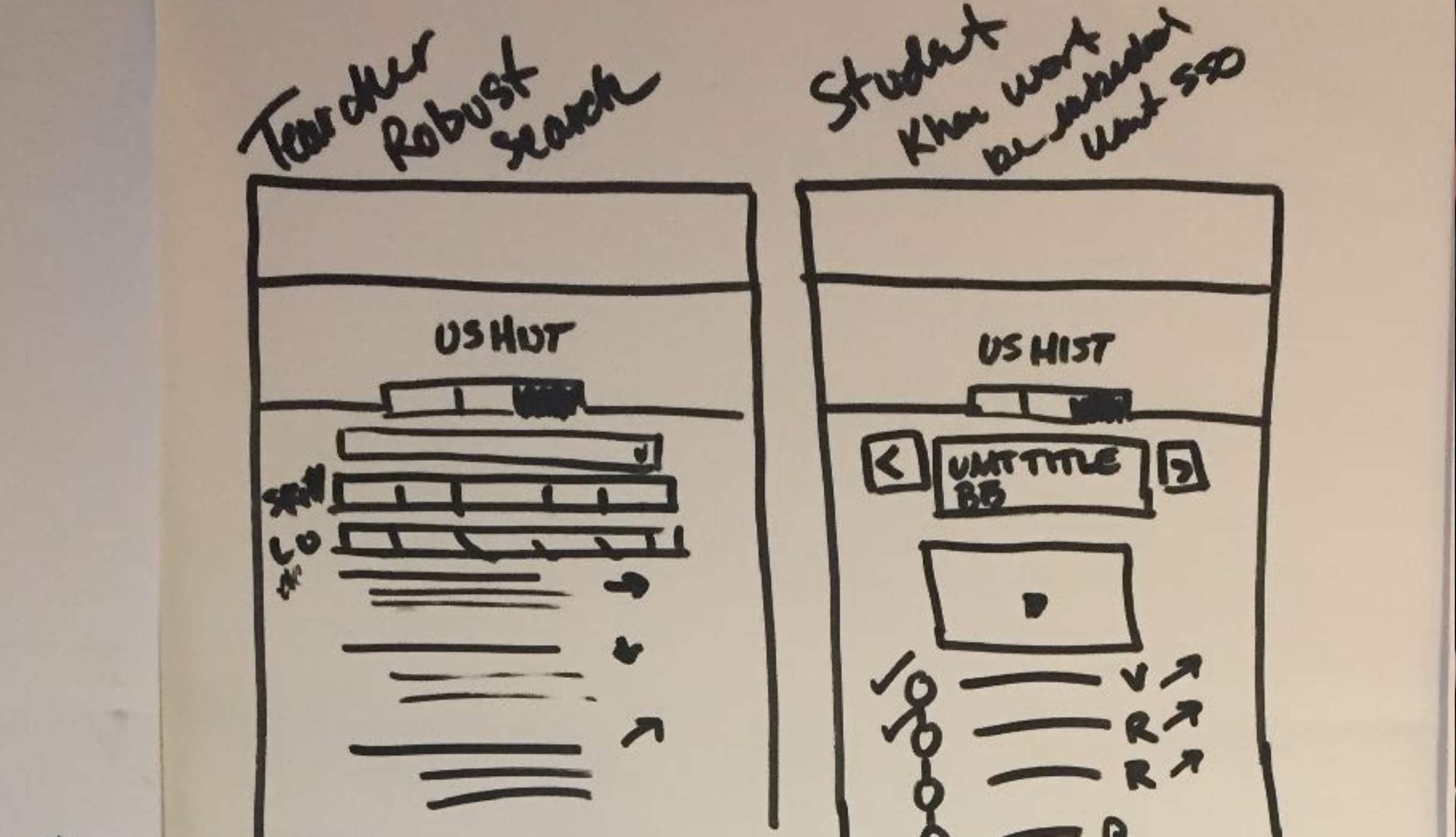
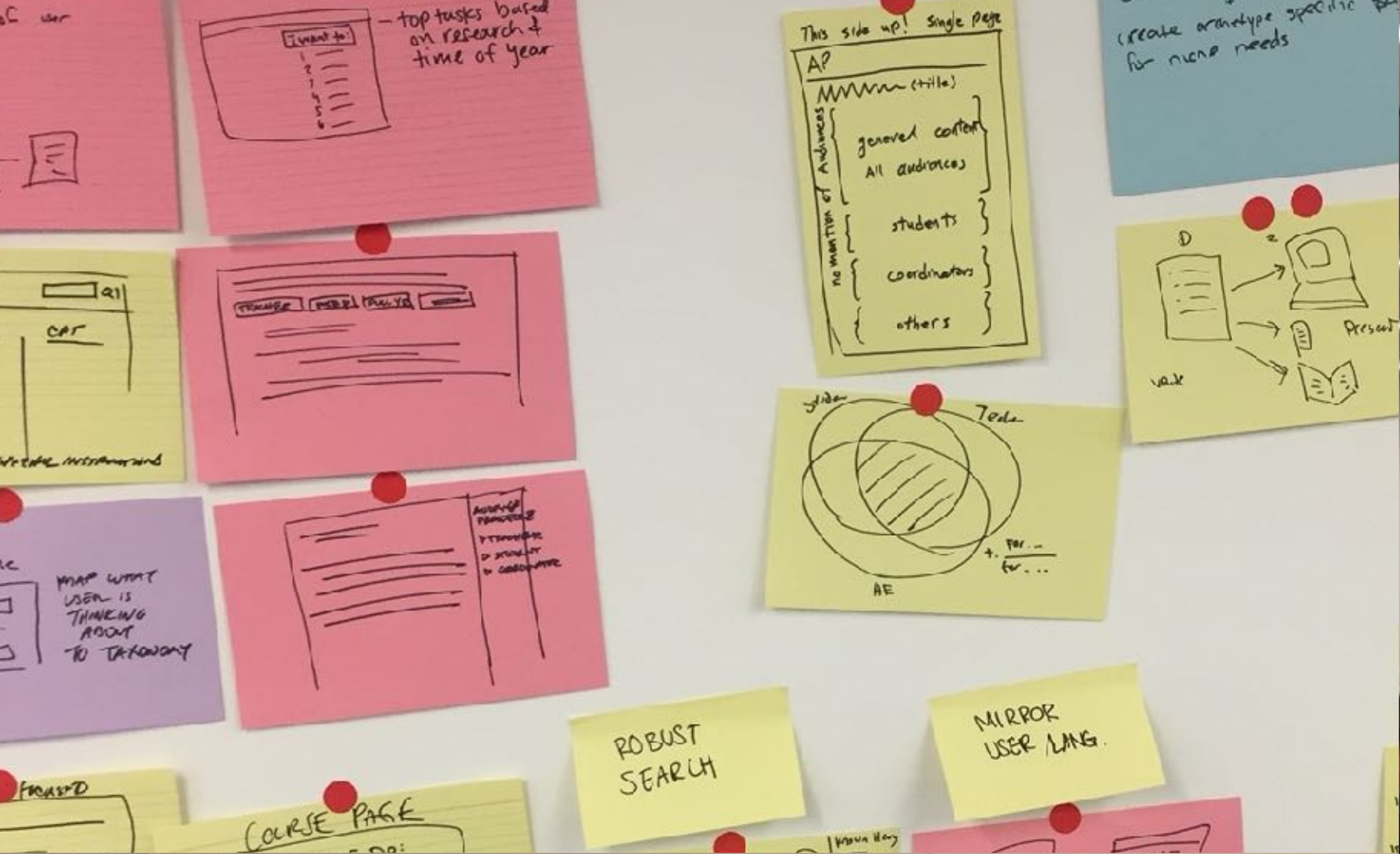
Conceptual Framework

Led ideation workshops

Crafted two conceptual directions with two distinct IAs and navigations

Managed concept testing with 3rd-party moderator to narrow down approach







Solutions

After exploring with the team, we come to a few solutions that would help students, admins, and teachers.

Students

1. Unable to see progress towards comprehension
2. Understanding all the deadlines and dates

Admins + Teachers

1. Keeping the students informed of upcoming dates and deadlines
2. Having access to the materials at the right time.=

Unit 1 Unit 2 **Unit 3** Unit 4 Unit 5 Unit 6

Unit 2: Regional & Interregional Interactions (c.600 - c. 1000) - Period 3a
Analyzing Primary Sources Development & Interaction of Cultures

Information about Unit 2: Descriptive text ipsum dolor sit amet, consectetur adipiscing elit. Ex eget ullamco per luctus, enim arcu lacinia nulla. Consectetur adipiscing elit, ex eget ullamco per luctus.

Building Block 5: Spread of Islam

Information about Building Block 5: Descriptive text ipsum dolor sit amet, consectetur adipiscing elit. Ex eget ullamco per luctus, enim arcu luctus metus. Consectetur adipiscing elit, ex eget ullamco per luctus.

STATUS	DUE DATE	TYPE	ASSIGNMENT NAME	LENGTH
✓	10-02-17	Khan	Introduction to Islam	7 min
✓	10-03-17	Khan	Life of Muhammad and Beginnings of Islam Part 1	10 min
10/10	10-05-17	Quiz	Building Block 5 Quiz 1	10-04
!	10-04-17	Khan	Beginnings of Islam Part 2	8 min
!	10-04-17	Khan	Spread of Islam Part 3	8 min
		Khan	The Five Pillars of Islam	9 min
!	10-05-17	Quiz	Building Block 5 Quiz 2	10-04

AP Potential

Your AP Program

AP WORLD HISTORY			AP PSYCHOLOGY		
2	50	25	1	30	15
COURSE SECTIONS	STUDENTS ENROLLED	STUDENTS SCORED 3+	COURSE SECTIONS	STUDENTS ENROLLED	STUDENTS SCORED 3+

Potential: Consider adding an additional section

Suggested AP Courses Based on Your Students Performance and Course Demand

AP WORLD HISTORY → AP UNITED STATES GOVERNMENT & POLITICS → AP MACROECONOMICS →

Timeline 2017-2018

SEARCH TIMELINE

UPDATE: Temporal incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis.

Review changes to coordinator duties COORDINATOR

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION.

Resource Title + More Details

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Distribute student online enrollment information 300 ENROLLED COORDINATOR

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Resource Title + More Details

Communicate commitment information COORDINATOR

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION.

Resource Title + More Details

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Exam commitment deadline for students 254 OF 300 COMMITTED COORDINATOR

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View Student Roster

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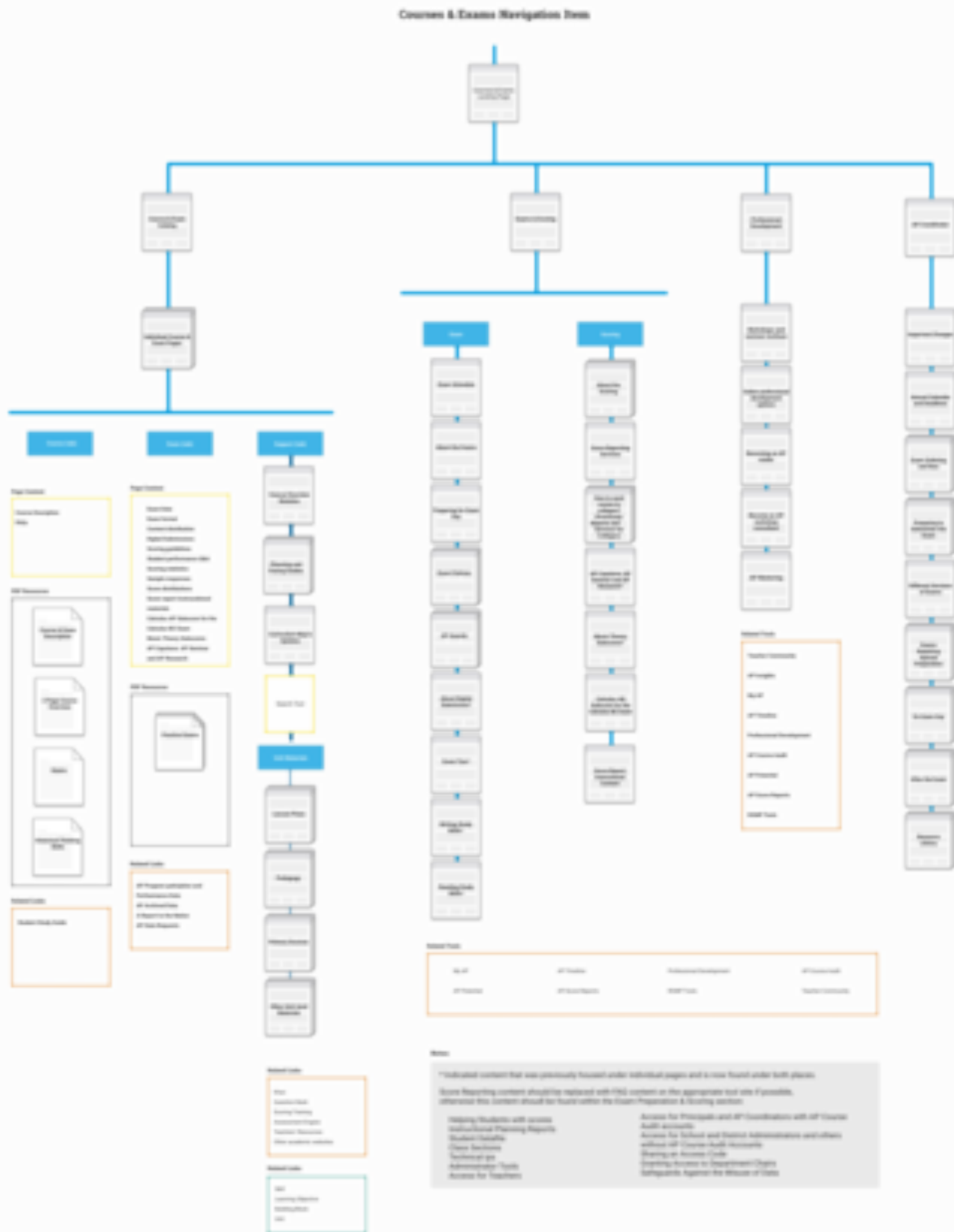
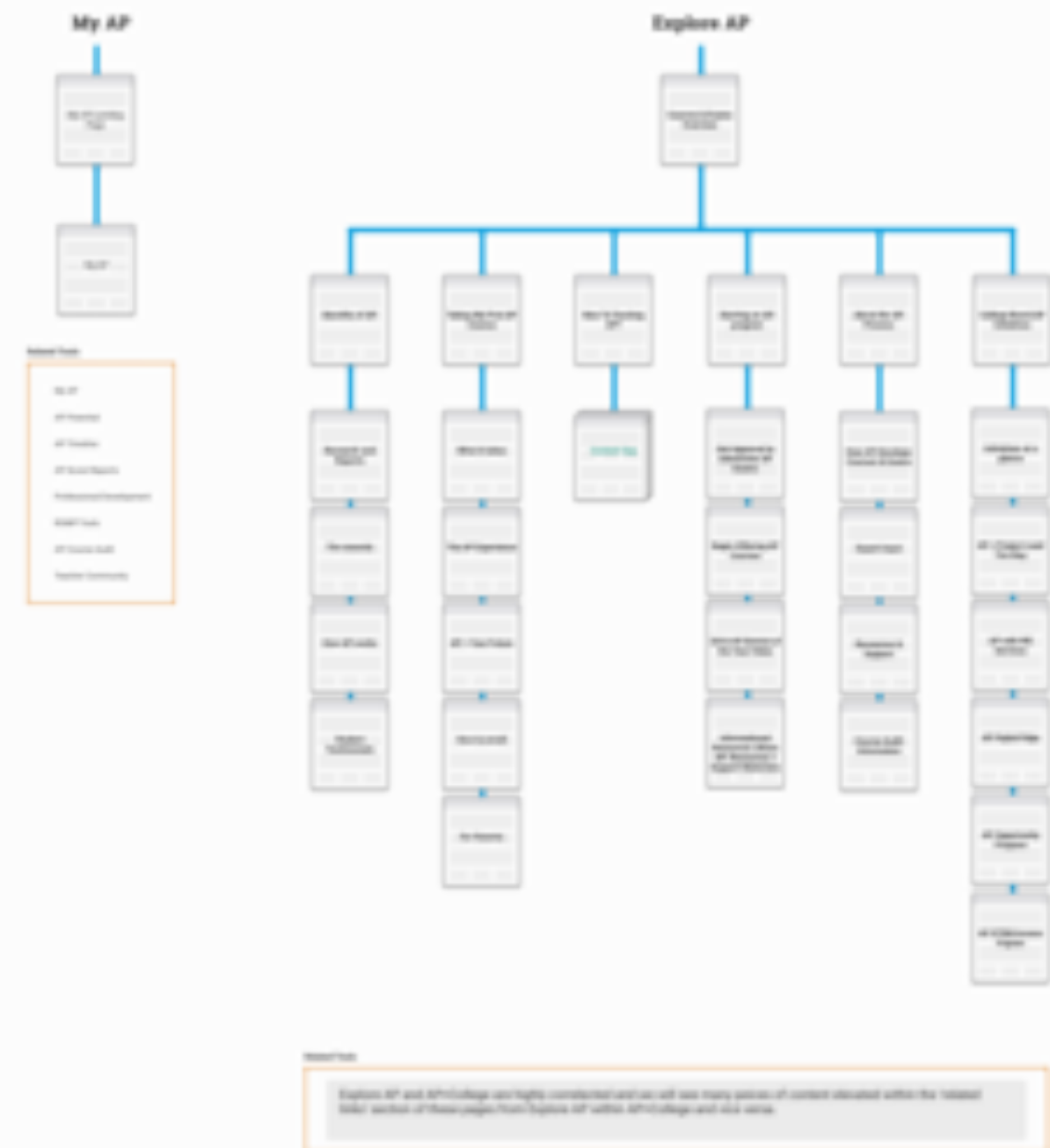
Exam registration deadline COORDINATOR

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION.

Register for Exams

+ Expand Timelines

AP Redesign Information Architecture



Detailed Design

Utilized research insights to craft detailed wireframes and prototypes

Managed prototype testing with 3rd-party moderator, continue to iterate on design with project team

AP Central | Welcome, Foster! | AP Coordinator | UMSU High School | District #7 - Illinois

Timeline 2017-2018

SEPT

- Distribute student online enrollment information**

Professional Development

Coordinator Professional Development

AP Potential

Your AP Program

AP World History	AP Psychology
2 COURSE SECTIONS	1 COURSE SECTION
60 STUDENTS ENROLLED	30 STUDENTS ENROLLED
25 STUDENTS SCORED 3+	15 STUDENTS SCORED 3+

Suggested AP Courses based on Your Students' Performance and Course Demand

AP World History | **AP United States Government & Politics** | **AP Macroeconomics**

AP Central | Welcome, Marie! | AP Coordinator | UMSU High School | District #7 - Illinois

Timeline 2017-2018

SEPT

- Review changes to coordinator duties**
- Distribute student online enrollment information**

Professional Development

AP Score Reports

AP World History

AP World History	AP Psychology
2 COURSE SECTIONS	1 COURSE SECTION
60 STUDENTS ENROLLED	30 STUDENTS ENROLLED
25 STUDENTS SCORED 3+	15 STUDENTS SCORED 3+

AP Central | AP World History

Support

10/10 Building Block 1 (100%)

Unit 1 | **Unit 2** | **Unit 3** | **Unit 4** | **Unit 5** | **Unit 6**

Unit 3: Regional & Interregional Interactions (1600 - 1800) - Period 3

STATUS	DEADLINE	TYPE	ASSIGNMENT NAME	LENGTH
✓	10-01-17	Exam	Midterm Exam	2 hrs
✓	10-01-17	Date	Life of Marianne and Beginnings of Islam Part 1	15 min
✓	10-01-17	Date	Building Block 3 Cole 1	12 min
✓	10-01-17	Exam	Beginnings of Islam Part 2	8 min
✓	10-01-17	Exam	Speed of Islam Part 2	8 min
✓	10-01-17	Date	The Five Pillars of Islam	5 min
✓	10-01-17	Date	Building Block 3 Cole 2	12 min

Related Links

AP World History

Visual Design

Managed branding and visual design process with clients and visual design team

AP Consolidation Desktop Preview X

Secure | <https://projects.invisionapp.com/d/main#/console/10680944/226647512/p...>

Apps Harvest Forecast Timesheet - Coope... Zenefits Expensify - Expenses Shortcase Bookmarks Videos | Video: 47...

Explore AP

Students take AP to challenge themselves, earn college credit, and broaden college and career choices. Explore what AP is all about.

[▶ Watch Video](#)

Courses & Exams

AP courses are rigorous, college-level classes in a variety of subjects that give students an opportunity to gain the skills and experience colleges recognize.

Select a course & exam ▼

[Browse all courses & exams →](#)

What is an AP Score and what does it mean?

AP scores show how well students did on the AP Exam. It's also a measure of their achievement in college-level AP courses.



Exam Preparation and Scoring

The AP Exam is the final step taken after a year of hard work in an AP class. These standardized exams are designed to measure how well students have mastered the content and skills of the course – a successful score could even earn credit and advanced placement in college.



Professional Development

The College Board provides a wide array of in-person and online professional development options for educators.



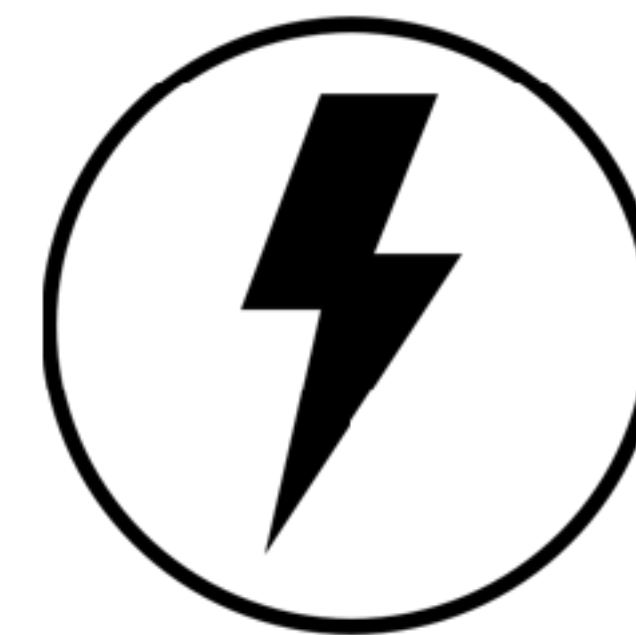
Overall Impact



UX education



Simplicity on the other
side of complexity



Ability to impact
audience