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

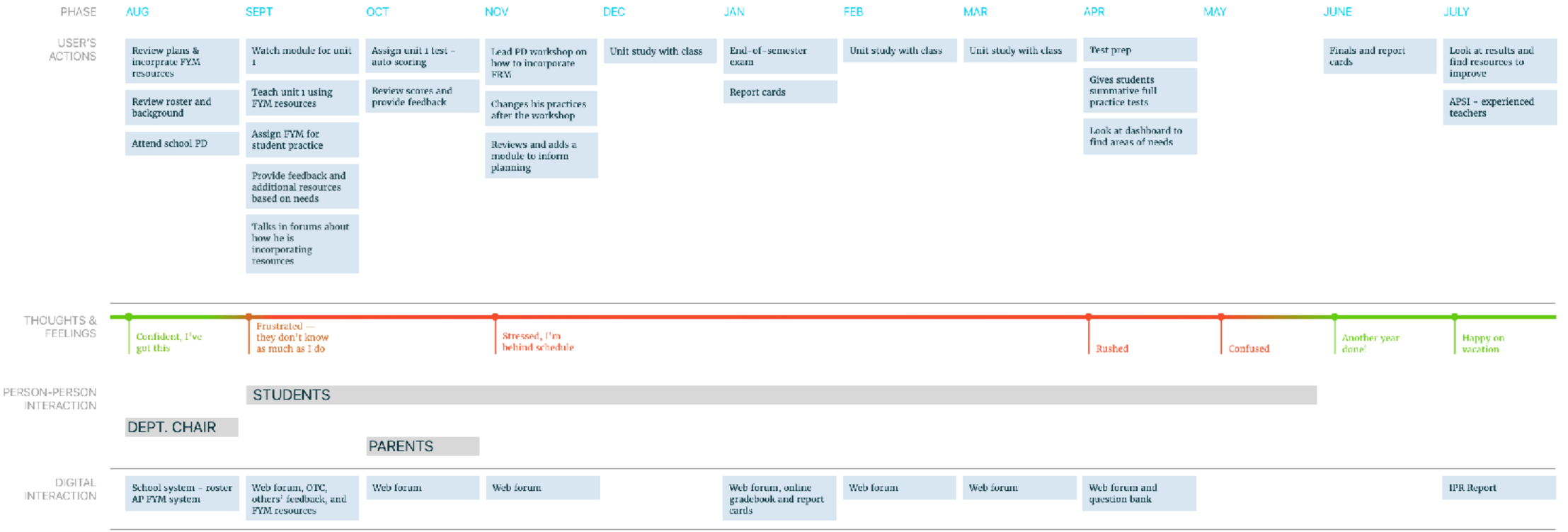
Deep Discovery

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

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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

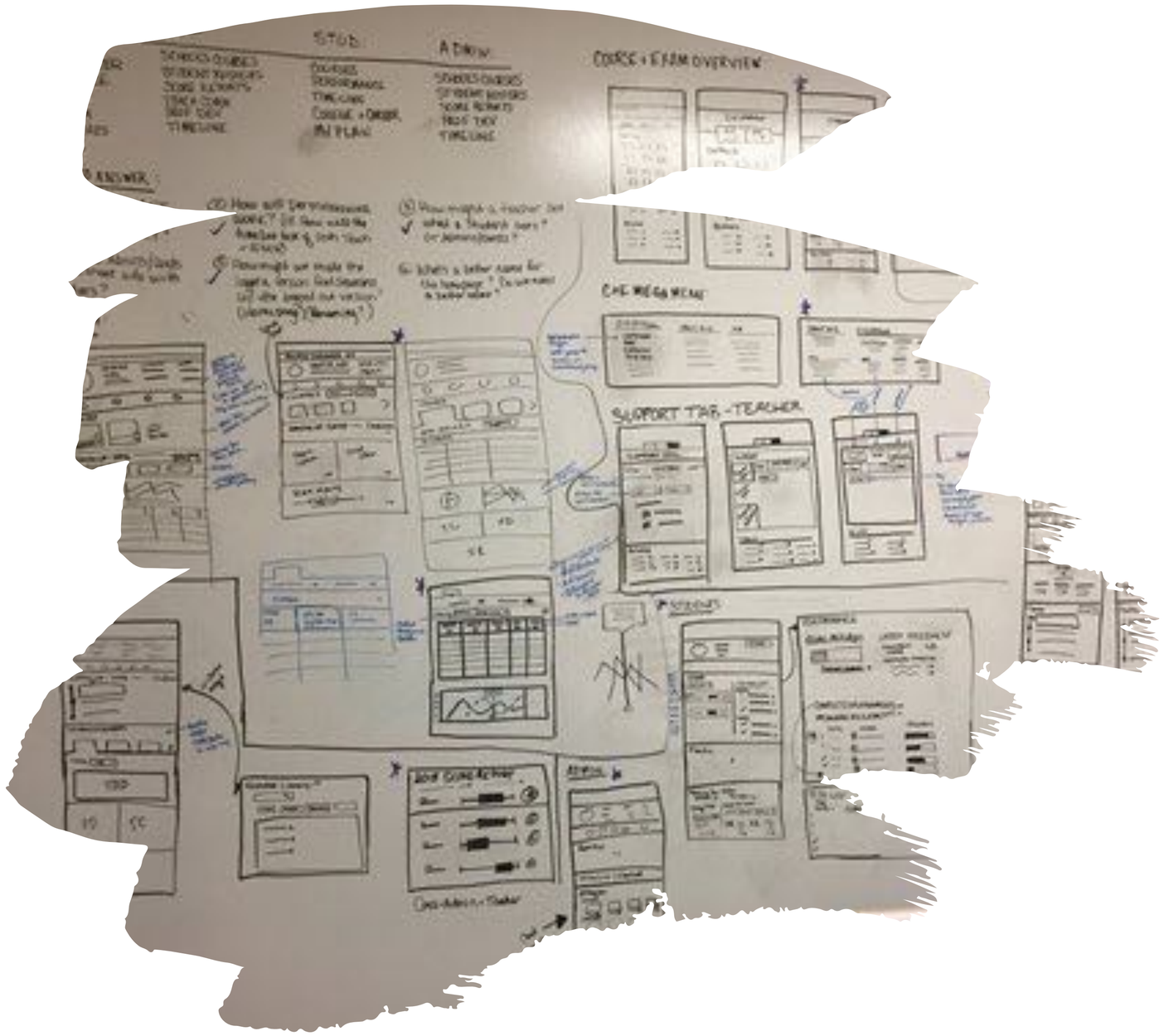
1. Keeping the students informed of upcoming dates and deadlines
2. Having access to the materials at the right time.=

Conceptual Framework

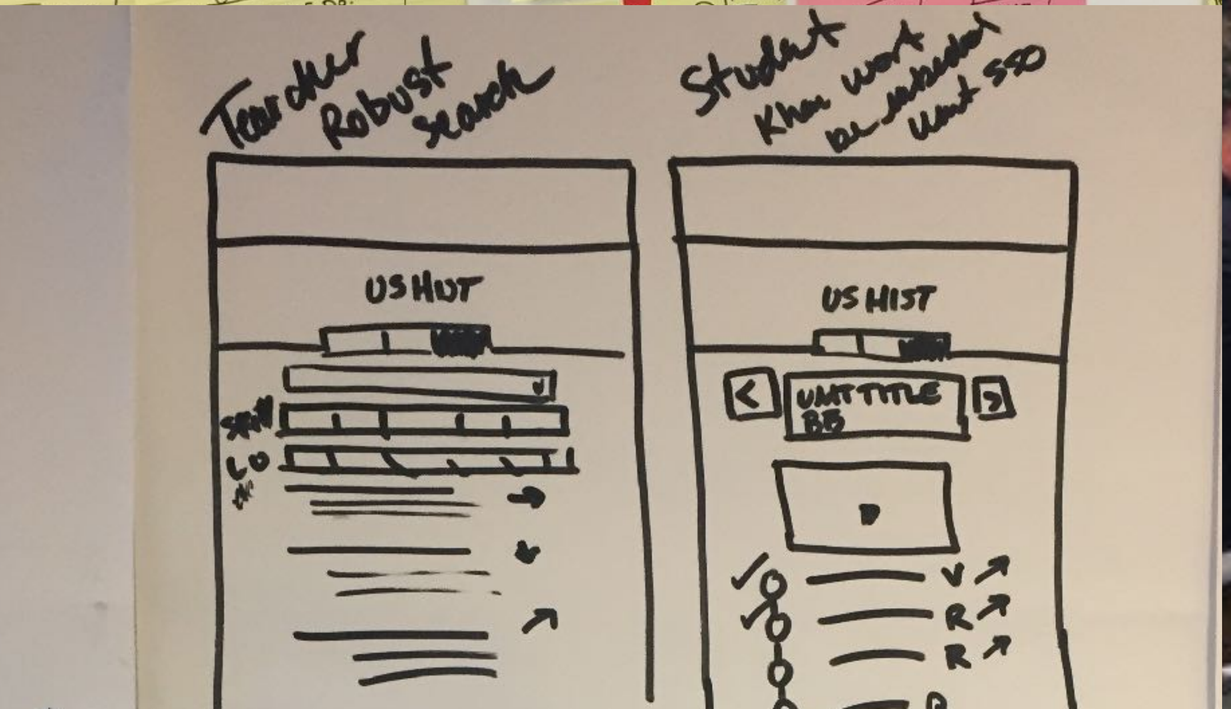
Led ideation workshops

Crafted two conceptual directions with two distinct IAs and navigations

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



top tasks based on research & time of year
This side up! Single page
AP
(title)
general content
All audiences
students
coordinators
others
no mention of Audiences
create archetype specific for niche needs
Present
Tech
AE
MAP WHAT USER IS THINKING ABOUT TO TAXONOMY
ROBUST SEARCH
MIRROR USER LANG.
COURSE PAGE


Teacher Robust search
Student
USHIST
USHIST
UNIT TITLE BB
V
R
R

MyAP:
Teacher
COORD
STUD
ADMIN
COURSE+EXAMOVERVIEW
C+E MEGAMAN
MyAP
TEACH
SUPPORT TAB - TEACHER
COORD
STUDENTS
ADMIN

Solutions

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

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Admins + Teachers

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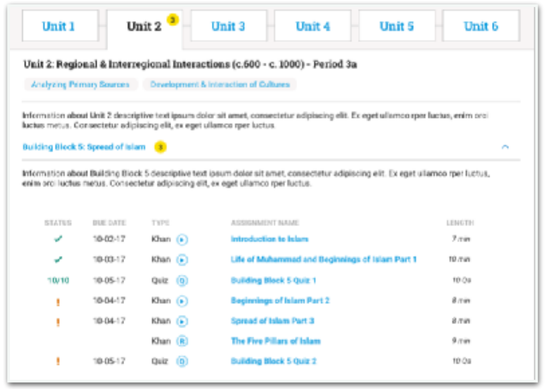
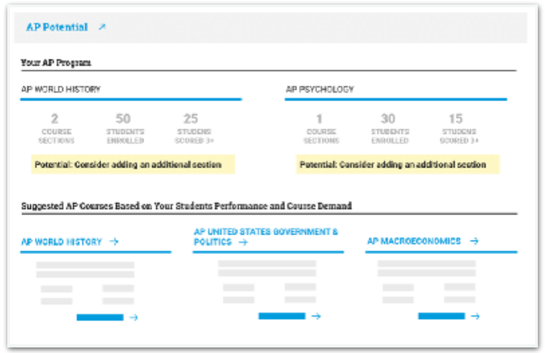
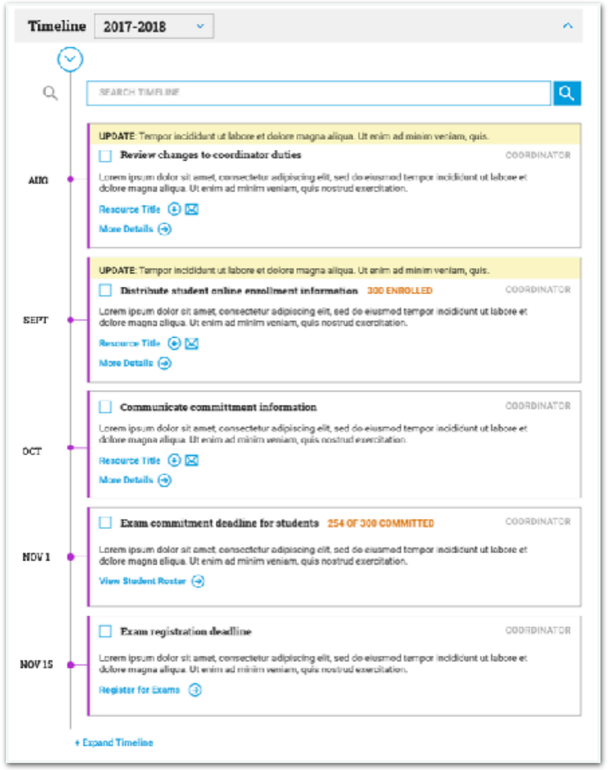
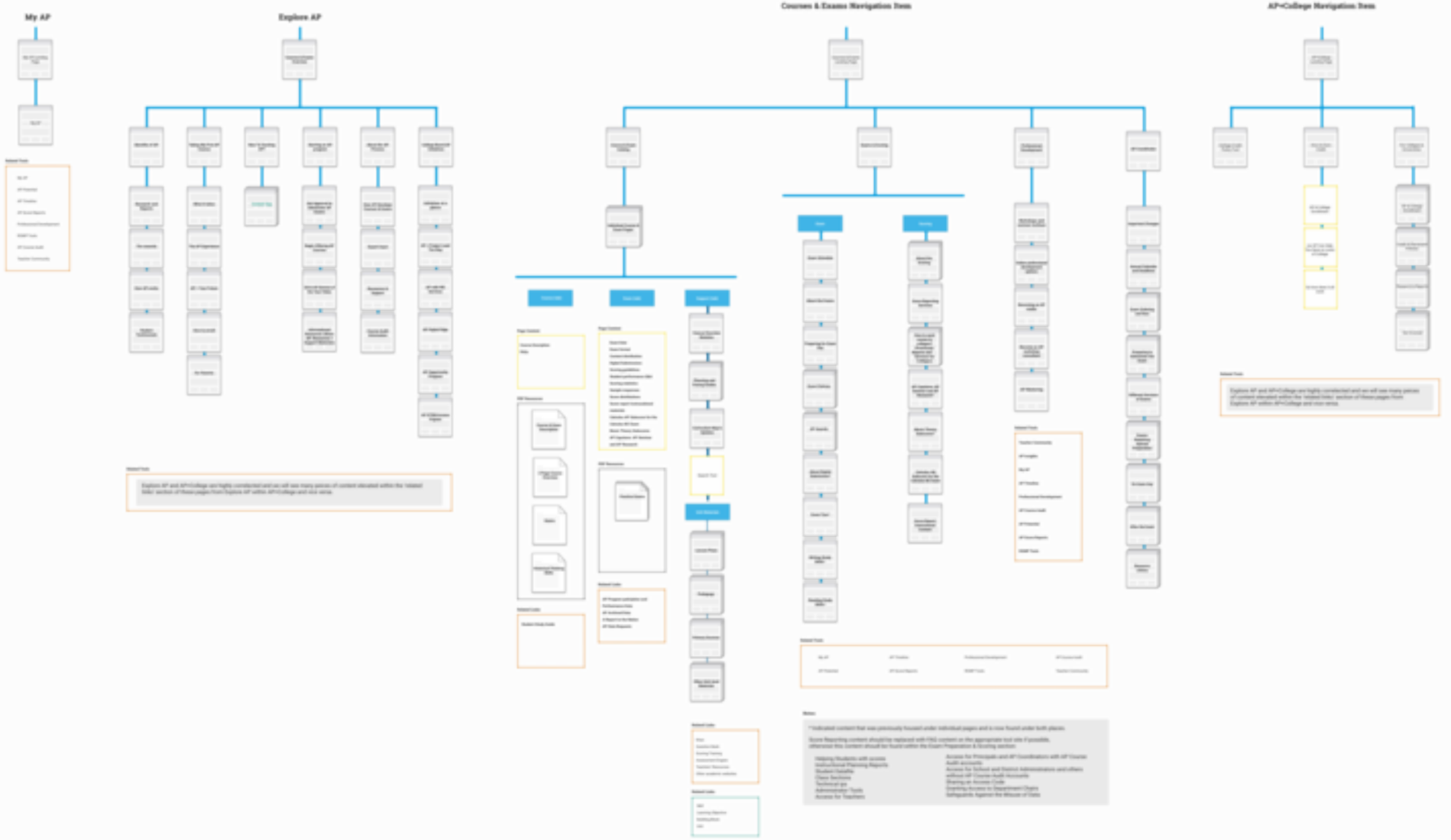






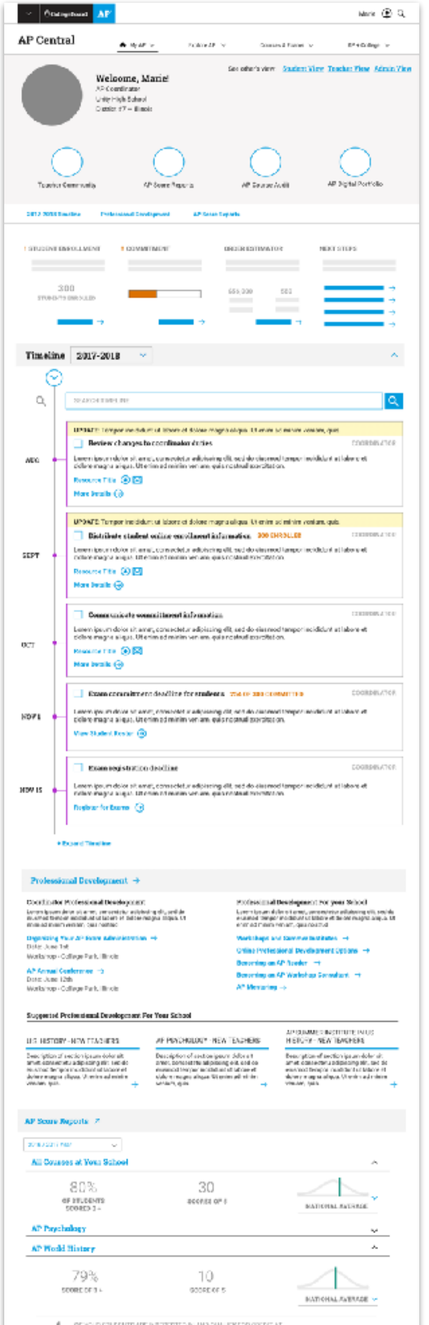
AP Redesign Information Architecture

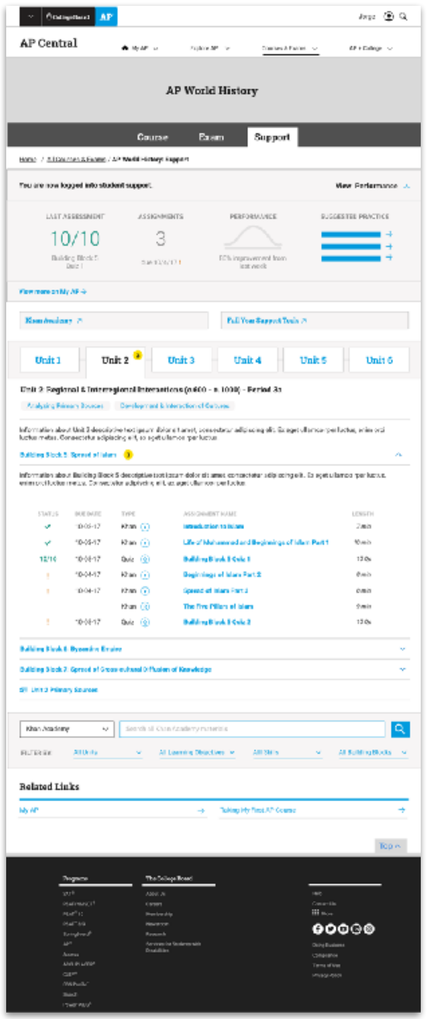


Detailed Design

Utilized research insights to craft detailed wireframes and prototypes

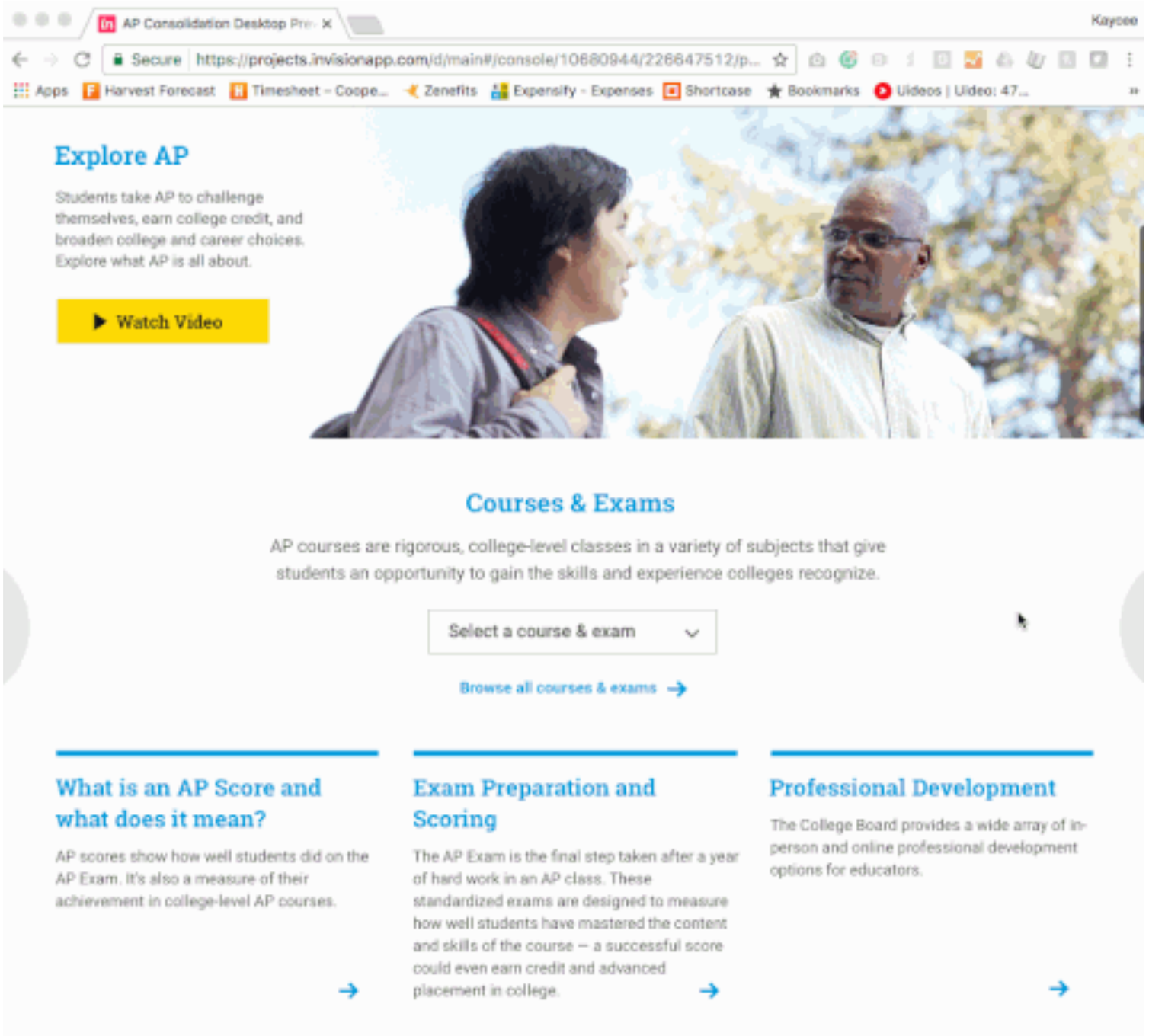
Managed prototype testing with 3rd-party moderator, continue to iterate on design with project team





Visual Design

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



Overall Impact

UX education

Simplicity on the other side of complexity

Ability to impact audience