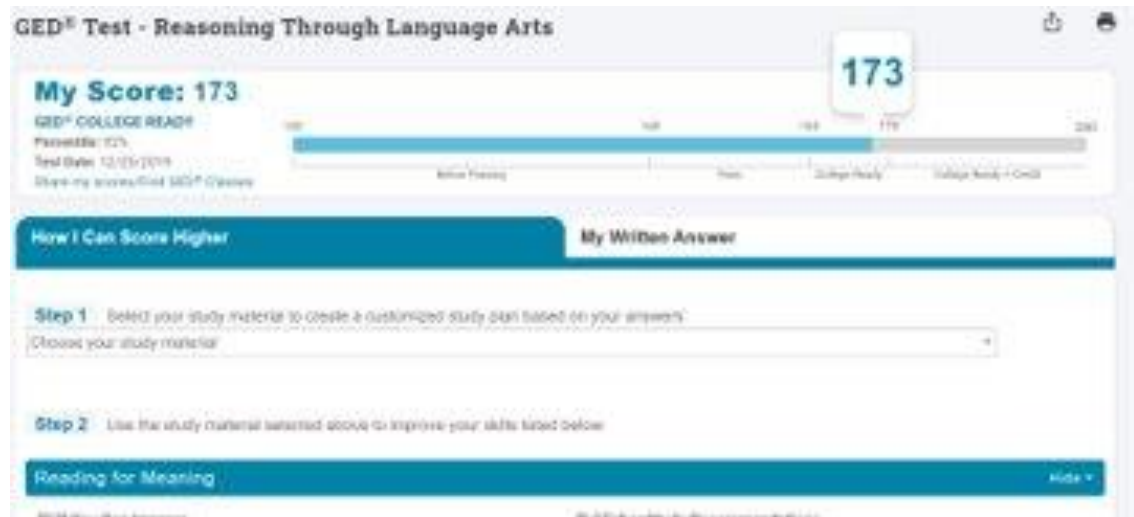


# Upcoming Score Report Changes



# Continuous Innovation & Improvements



# Key Findings on Current Score Report

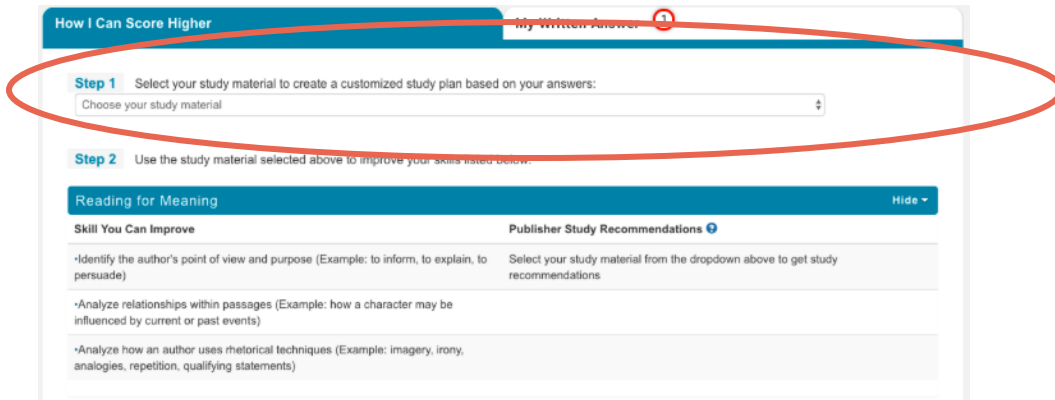
- Hard to navigate through the publisher's list and find their book.
- Skills listed in the personal study plan don't make sense to the user when a study tool is not connected.
- Students didn't realize that the skills listed were specific to them based on their test performance.
- Want to be able to study in an organized approach per page/unit number.
- Student's wanted feedback on ER.
- Information overload. Too much information to navigate through and comprehend all at once.

# Redesign Approach

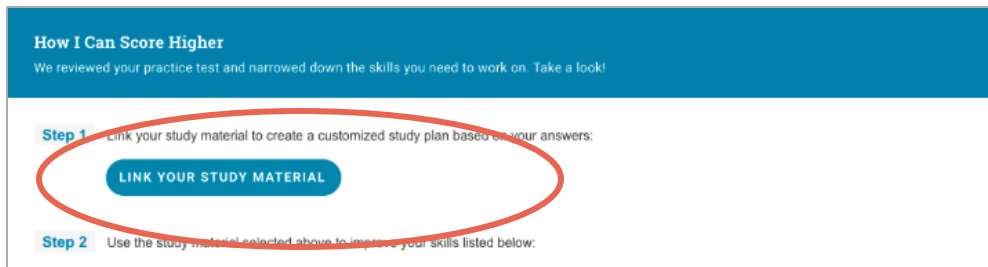
Primary Goal: To ensure students can easily link their study tool and understand how to use their personalized study plan

1. Brainstormed solutions
2. Developed prototypes
3. Interviewed students for feedback
4. Developing new features
5. A/B test new features to gauge impact

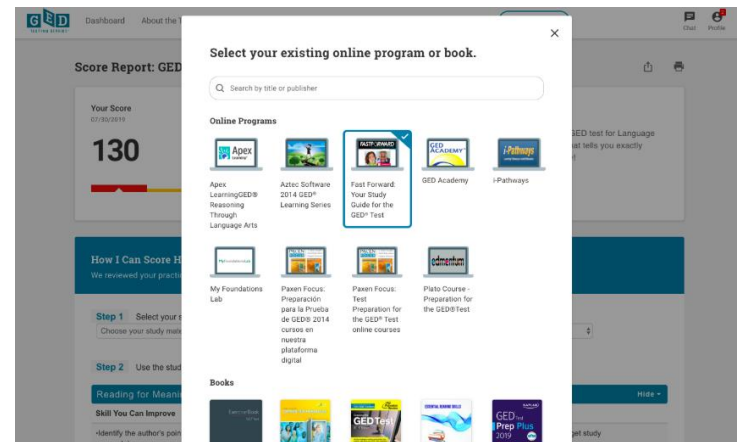
# A/B Test: Select Study Material Pop-Up



Control: Drop Down of Publisher Materials



Test: Pop Up of Publisher Materials



# A/B Test: Single Page RLA Score Report

The screenshot shows the 'Control' interface. At the top, there is a blue header with the text 'How I Can Score Higher'. Below this, a tab labeled 'My Written Answer' with a red circle around the number '1' is highlighted. The main content area contains two steps: 'Step 1' with a dropdown menu for 'Choose your study material' and 'Step 2' with instructions to improve skills. A 'Reading for Meaning' section is visible, containing two columns: 'Skill You Can Improve' and 'Publisher Study Recommendations'. The 'Skill You Can Improve' column lists three bullet points: identifying author's point of view, analyzing relationships within passages, and analyzing rhetorical techniques. The 'Publisher Study Recommendations' column has a dropdown menu and a single bullet point about selecting study material.

Control: Written Response on Separate Tab

The screenshot shows the 'Test' interface. At the top, a blue header reads 'How I Can Score Higher' with a sub-header 'We reviewed your practice test and narrowed down the skills you need to work on. Take a look!'. Below this are two steps: 'Step 1' with a dropdown for 'Choose your study material' and 'Step 2' with instructions to improve skills. A 'Reading for Meaning' section is visible, containing two columns: 'Skill You Can Improve' and 'Publisher Study Recommendations'. The 'Skill You Can Improve' column lists three bullet points: identifying author's point of view, analyzing relationships within passages, and analyzing rhetorical techniques. The 'Publisher Study Recommendations' column has a dropdown menu and a single bullet point about selecting study material. Below this is a 'Writing' section with a blue header and text: 'We don't score your written response. If you want to get feedback you can answer the questions in the "Review Your Writing" tool, below, or ask a teacher to score it for you.' The 'Your Written Response' section follows, with a blue header and text: 'See the instructions that were on the test.' Below this is a paragraph of text about a press release and a letter to the editor. To the right of this text is a 'Review Your Writing' tool with a '1/10 questions' indicator and a 'Your argument and use of evidence: Is the main idea or argument you make in your response clear?' question. Below this is a 'Resources' section with three buttons: 'Answer Guidelines', 'Example of a Perfect Score', and 'Scoring Tool for Educators'. At the bottom, there is a 'Video Lessons: How to Write a Great Written Response' section with a 'Page 1 of 3' indicator and a row of video thumbnails.

Test: Single Page RLA Score Report

# Other Upcoming Features

- Page numbers to study move above the skills
- Skills and pages to study presented as a checklist
- Reformat printed version of the score report
- Guided wizard to walk students through linking and selecting a study material