

# KATARINA STACHO

## UX DESIGN



USER INTERFACE



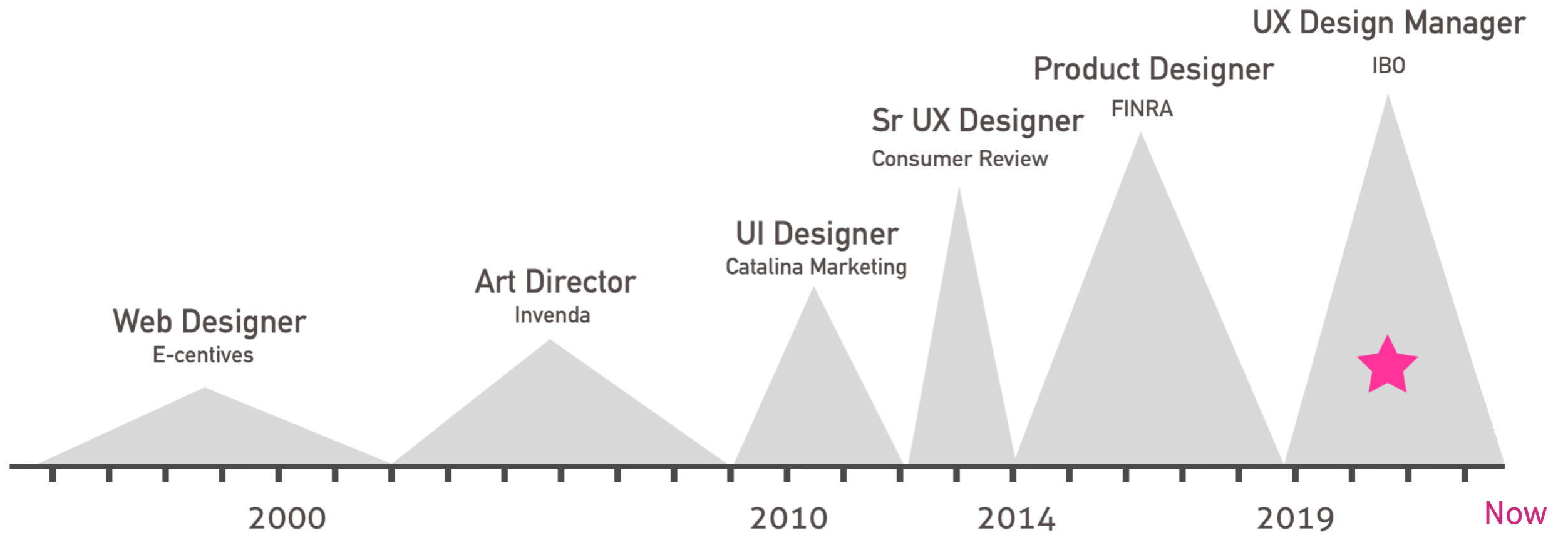
USER EXPERIENCE



VISUAL DESIGN

# ABOUT ME/**EXPERIENCE**

240.477.3713  
katarina\_stacho@yahoo.com



As a UX Designer I shifted from working with business only - to working with users - uncovering & defining their needs and testing the possible solutions.

INTERNATIONAL  
BACCALAUREATE

Nov 2019 - present



**UX DESIGN MANAGER**

- :: Established UX Design practice with product teams across multiple school and student-facing products
- :: Advocated for user research and testing, set up process and tools
- :: Mentored junior designers in user research and design practices
- :: Built a design system with a goal of solving consistency issues across several legacy applications

FINRA

May 2015 - Nov 2019



**SR UX PRODUCT DESIGNER**

- :: Developed and presented personas, journey maps, user flows, wireframes, prototypes for a complex internal case and document management application for enforcement staff, that oversees and regulates U.S. brokers
- :: Moderated usability testing, mentored junior designers for agile practices
- :: Initiated building a first company-wide design system

CONSUMER REVIEW

Feb 2013 - April 2015



**UX DESIGNER**

- :: Site re-design, sitemaps, wireframes & prototypes of MTBR.com-1 million member community of mountain bike enthusiasts
- :: Mobile site UI & prototyping, responsive email templates, ideation of new features
- :: Direct collaboration with clients on ad campaigns and creating their brand experiences on our pages (brand skins)

## UX DESIGN MANAGER/CURRENT RESPONSIBILITIES

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### Hands-on Product design - **What** we are creating

Reviewing research & design strategy and planning

Co-design, design reviews, 1:1s, UX weekly

Concept testing, wireframing, prototyping, interaction

Lead internal workshops, personas, JMs, analysis

UX consulting services for product teams

Set up Non-functional requirements for all projects

### DesignOps - **How** we work and deliver

Promoting inclusivity & accessibility guidelines

Establishing process, filing system, templates

Evaluating UX tools, procurement, reps contact

Building Design System Harmony

UX Vision channel, promoting UX via articles

Working with UX interns, last 6 years, hackathons

## My management style

- :: I like to create highly **collaborative**, creative & safe space for designers
- :: I like to set up internal design processes that set up designers for success
- :: I like **object-oriented UX methodology** and encourage designers on my team to learn it

## My lessons

- 👉 Feedback works best when it's **frequent and specific.**
- 👉 Clever **documentation** is leadership, not bureaucracy.
- 👉 **Clear ownership** avoids conflict.

**CANDIDATES WEBSITE**

**FOR STUDENTS**

## CASE STUDY/IB STUDENTS WEBSITE

### Goals

Students upload their coursework and access results.

IB Customer help center reported **high customer support requests for students who had**

- issues with accessing old grades
- difficulties during login process
- issues finding the right info about transcripts



## CASE STUDY/IB STUDENTS WEBSITE

### My responsibilities included:

Mentoring 1 designer & 1 researcher through process:

- Design audit
- User Interviews
- Personas & Journey Maps
- Branding & Vision Presentations
- User Flows
- Wireframes & Prototypes
- Collecting User Feedback
- Documentation and components
- Testing
- Surveys

ibo.org | My IB | Candidates | IBIS | Store | Blogs | Ask a question | English ▾

**ib** International Baccalaureate  
Baccalauréat International  
Bachillerato Internacional

IB Candidate Centre

Candidates Alumni

# Login to your account.

What language do you prefer?

English Français Español

Login information can be obtained from your programme coordinator.

Personal code ⓘ

PIN ⓘ

Login

# CASE STUDY/IB STUDENTS WEBSITE

## Audit

Understand IA of legacy application.

[ibo.org](#) [Ask a question](#) [Blogs](#)

[English](#) | [Español](#) | [Français](#)

**IB Diploma Programme candidates**

5/12/2022, 1:08:13 PM GMT | You are logged in as: **Test Candidate** [Terms & conditions](#) | [Logout](#)

[Home](#) [My Coursework](#) [Results](#) [Transcripts](#) **[IB graduates](#)** [Library](#)

### IB graduates

**Join the IB Alumni Network**

To date, more than 1.2 million students worldwide have graduated from the Diploma Programme (DP). IB students reflect diverse experiences and perspectives, attend IB World Schools in around 150 countries representing an even broader range of nationalities.

Subscribe to the alumni network to receive a quarterly newsletter with stories from inspiring IB graduates and updates on new initiatives. To join, send us your name, email address, and intended university below:

★ Fields marked with a star are mandatory.

**Your details :**

Your preferred name : ★

Your E-mail : ★

University destination :

Home country :

Home city :

Learn more about the global alumni network at <http://ibo.org/alumni>

Privacy Note: The IB Organization will only use your e-mail address for the reasons specified above and will never release your e-mail to any other organization.

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# CASE STUDY/IB STUDENTS WEBSITE

## Logs

Reviewed with help of AI thousands of logs of existing email and phone call complains, categorized and analyzed.

	A	B	C	D	E	F	G	H	I	J	K	L
F775						Good morning, I'm wondering if there's a way for my child to gain access to her IB identification number and pin so she can see the results of her IB tests this year. The school hasn't been very helpful due to COVID. These administrators						
96	00656896	Diploma Programme	DP candidates website	DP Candidates PIN Codes	candidate upload school 049396	Please help *Paul Cronin* Director of Studies & IB Coordinator *Headwaters School* *512-537-2022* *p.cronin@headwaters.org* <p.cronin@headwaters.org>* www.headwaters.org	Closed	1/31/2020 15:02	1/31/2020		0.02	E-mail IBA
97	00690298	Diploma Programme	DP candidates website	DP Candidates PIN Codes	Student Code Not Working	My student, Meghan Gupte, personal code gnl180, PIN CY1111W6, cannot log in to upload her PTE, EE, and WIT on the eCoursework site. Please advise. Thanks! Priscilla Biddle 0806 [Signature 2019]	Closed	3/11/2020 18:14	3/13/2020		1.89	E-mail IBA
98	00646337	Diploma Programme	DP candidates website	DP Candidates PIN Codes	candidate registration pin code	I have been DP coordinator for only 3 months and I already registered my students for May session of 2020, but where can I have their PIN Codes?	Closed	1/17/2020 9:48	1/17/2020		0.17	Web IBAP
99	00858581	Diploma Programme	DP candidates website	DP Candidates PIN Codes	May 2021 Pin Code Report May 2021	SH called at 24:37 PM EST in regards to his pin report showing up as AAAAAAAA, advised him that he may have to log in and out again and he should be able to see the scores.	Closed	9/29/2020 19:47	9/29/2020		0	Telephone call IBA
100	00688768	Diploma Programme	DP candidates website	DP Candidates Account locked	Candidate website		Closed	3/10/2020 15:13	3/10/2020		0	Telephone call IBA
101	00777665	Diploma Programme	DP candidates website	DP Candidates PIN Codes	Student collection of examination results	Due to the school closure I am now planning for students to use a pin number to collect their examination results online. I am not sure if I should have selected this as an option when I uploaded the coursework? Is this option offered to all students? Please can you send the information about how students can collect their examination results on 6th July using the online pin number. Is there a training video for this topic?	Closed	6/25/2020 13:26	6/25/2020		0.11	Web IBAEM
102	00779407	Diploma Programme	DP candidates website	DP Candidates PIN Codes	Student collection of DP exam results		Closed	6/29/2020 10:06	6/29/2020		0.27	Web IBAEM
103	00781479	Diploma Programme	DP candidates website	DP Candidates PIN Codes	New Access Pin for DP student	I have made a mistake in sending out a PIN number to a student is it possible to get a new PIN issued for exam grade collection please?	Closed	7/1/2020 13:00	7/2/2020		1	Web IBAEM
104	00781521	Diploma Programme	DP candidates website	DP Candidates PIN Codes	Changing candidate's PIN code	SH called asking if she can change a PIN code for one candidate as she accidentally sent it to another one	Closed	7/1/2020 13:43	7/2/2020		0.98	Telephone call IBAEM
105	00789282	Diploma Programme	DP candidates website	DP Candidates PIN Codes	candidate website		Closed	7/8/2020 23:16	7/8/2020		0	Telephone call IBA
106	00785836	Diploma Programme	DP candidates website	DP Candidates PIN Codes	Trouble signing in to student account at candidates.ibo.org	Below is the information provided by IBO on the Candidate PIN codes however we are not able to access the students account (see attached). Can you please provide assistance. Gilder, Chloe Candidate No: 001194-0015 Personal Code: ggm121 PIN NO: GLC3C82J [image: image.png] [image: image.png] Thank you in advance for assistance -- Katharine M. Braggs, IB Diploma & Careers Program Coordinator Hyde Park Academy kmbaggs@cps.edu	Closed	7/6/2020 19:43	7/8/2020		1.35	E-mail IBA
107	00635448	Diploma Programme	DP candidates website	DP Candidates PIN Codes	cos numeros pin y códigos personales para acceder al sitio web	SH called asking how the candidates can access the information they need to log in to the candidates website	Closed	1/2/2020 14:40	1/2/2020		0.01	Telephone call IBA
108	00668460	Diploma Programme	DP candidates website	DP Candidates Browser issues	Candidate Website	call at 1:13	Closed	2/14/2020 18:18	2/14/2020		0	Telephone call IBA
109	00673389	Diploma Programme	DP candidates website	DP Candidates Account locked	Candidate website		Closed	2/21/2020 15:00	2/21/2020		0	Telephone call IBA
110	00675452	Diploma Programme	DP candidates website	DP Candidates PIN Codes	pin code report		Closed	2/24/2020 20:56	2/24/2020		0	Telephone call IBA
111	00773240	Diploma Programme	DP candidates website	DP Candidates PIN Codes	Unable to reset password	Hello, I was trying to reset my password to receive my IB scores. When I enter my email (bjhopsonfootball@yahoo.com) to receive the email, I never get the email. Please let me know what I need to do to reset my password, thanks. -Brandon Hopson	Closed	6/19/2020 3:27	6/19/2020		0.06	E-mail IBA

# CASE STUDY/IB STUDENTS WEBSITE

## Journey maps

Built a journey map from assumptions through workshops with internal staff.

Candidates User Journey Map - Saved

Search (Option + Q)

File Home Insert Layout References Review View Help Table

Comments Catch up Editing Share

Calibri (Body) 8

Reuse Files Dictate Editor Designer

63% See 31 Editor suggestions

Candidates.ibo.org user journey map – from the perspective of candidates

	Acquiring Access	Uploading Coursework	Transcripts	Results	Alumni Newsletter	Returning to the site
User Goals	Curiosity, ensure their credentials work	The user wants to upload their coursework to the eCoursework system.	The user wants to ensure that their transcripts are sent and received by the Higher Education Institutes (HEI) they have chosen.	Receive their results	Interest in seeing what kind of stuff the IB would send alumni?	A user may wish to re-access the site to access their old grades.
Time	Users are generally given access approximately 1 year into the Diploma Programme, after marked coursework (e.g. Internal Assessments, Extended Essays etc.) has begun.	Users will upload coursework from their first access date up to the deadline for coursework. This period lasts approximately 6 months where students may return here to upload various coursework and forms.	Users will utilise the transcript process upon selection of an HEI. There is a deadline for coordinators to send	This will occur on the day grades are made available to students. 6 July for the May session, 3 January for the November session. Grade releases will be staggered across the day to students to offset server overload.	The user navigates to the "IB graduates" tab and inputs their user details to sign up for the alumni newsletter.	Can be anywhere from a few days to over 10 years after they finished the DP
Process + Channels	Coordinator or admin staff will provide students with the codes/logins and encourage students to test them.  Coordinator gives a presentation/demo of site to students and shares user instructions.  Staff will find out about candidates.ibo.org via PRC documentation, existing processes in their school, or from their own students.	Navigate to My Coursework (opens in new tab or popup)  Upload coursework to storage  Submit coursework to IB	The user accesses the Transcript page  The user may watch the video on the page (as it is the only accessible/interactive object on the page)  The user will then need to leave the site and contact their coordinator to have transcripts sent. Alternatively, they will carry out the transcript process themselves by leaving the site.  The user may return to review that their transcripts have been sent to the university in question.	The user accesses the Results page when their results are available.	Does not inform the user exactly what they're signing up for.  Doesn't communicate the value of joining the alumni network.  If a candidate does not ever get access to candidates.ibo.org, they cannot sign up to the alumni newsletter	If the user is attempting to acquire their old grades, they mostly seem to go through IB Answers.
Pain points	Users would sometimes arrive on the IBIS login instead of candidates.ibo.org  Coordinators do not have a dummy login. Even if they find the documentation, they will either take a random student login from IBIS to snoop around, or ask a student to sign in in front of them so they can also see what's available in the system.	One of the eCoursework status buttons may have too many status states, confusing the user.  Popup is sometimes automatically blocked meaning clicking on "My Coursework" may have no feedback.  My Coursework opens in a new tab, and if the session expires, they have to log in again and open another tab again.	No actual actions embedded within candidates.ibo.org for transcripts  Requesting transcripts is done via rrs.ibo.org	Users would sometimes arrive on the IBIS login instead of candidates.ibo.org  Students want to have a "reveal" of their results.  Found the detailed results tabs quite confusing Would also be nice to know if the mark boundaries are inclusive or exclusive  If you have a 7, why is there an upper grade boundary (at 100)?  Doesn't include CAS results	[Alumnus quote] Why would I want to submit my details?	Is the reset password function working?
Ideas/ Opportunities			Status of the transcript (e.g. Sent, Arrived at institute, Accepted by institute, Rejected by institute, etc.)	Maybe a little question mark next to each header in the detailed results page to inform the user what "Total scaled moderated mark" etc. means  Maybe a hyphen in place of the upper grade boundary if you have a 7	There is actually a box that says that by signing up they'll receive a quarterly newsletter... maybe we can provide a [visual] example?  Inform users that they may also receive surveys via this channel.	

## CASE STUDY/IB STUDENTS WEBSITE

### User Research

Set up a plan to evaluate and **analyze the interview questions** and findings. Shared with product team.

### Introduction (2 minutes)

*Hello, my name is < > and my role in the IB is < >. My colleagues < > and < > are joining me to observe and take notes.*

*Thank you very much for participating in this interview. We are conducting this interview to know more about candidates.ibo.org and the interactions of your students and possibly you with this website.*

*I will record this interview and make notes during the interview that will be included in a research report. Everything you say will be anonymized before it is included in the research report. Do you have any questions before we start the interview?*

### Coordinator variant questions:

- Please tell me about yourself- roles, experience, current school and so on.
- How did you first discover the candidates.ibo.org website?
- Do your students get access to candidates.ibo.org? If yes, why, if no, why?
- If yes, at what part of their DP journey do they generally receive access to the website?
- How much do you see of the site yourself? How did *you* first see the site?
- Do you provide any instructions?
- What sort of issues have you had with the site with your students?
- How do you communicate the candidate codes to students when they sit their exams?
- What actions are you aware of in the candidates' portal?

# CASE STUDY/IB STUDENTS WEBSITE

## User Research

Discovered programme coordinators are the users too! So we had to make the pool of interviewees larger.

Stream (Classic)

Home Discover My content Create Search

to do enrollments for the for the May 21 exam site. So that's

02:23 / 18:13

Details

**User research about candidates website With Denise**

Published on 12/15/2020 by [Gunjan Singh](#) Limited 1 0

Denise-new coordinator, confuses IBIS with candidates website-knows that one of her candidate accessed by asking PIN from her- comes to know of the URL during this interview.

Share Add to watchlist Like View settings

More from Candidates Site UX Interviews channel

- Interview with Talia Kennedy - ca... 5 views 30:00
- User research about candidates ... 3 views 21:30
- User research about candidates ... 3 views 14:27

## CASE STUDY/IB STUDENTS WEBSITE

### User Research Analysis

Understanding pain points, major challenges reported

- During login process; users can't find the website and go to other websites (BIS or My IB) and try to log in wrong places; tend to forget their credentials, **there is no self-serve password reset feature**
- Users can see that the transcript has been requested by the school but they **can't see the most important information - status of the transcript (Pending, Sent, Received).**
- **UI is outdated and doesn't reflect IB brand**
- Users may wish to re-access the site to access their old grades but they mostly go through IB Answers customer support (reviewed customer support logs) instead of accessing the information on the candidate's site, because **it's easier to call than use the site.**
- Users love to share their grades on social media, as this is a major moment of their life but the site is showing all grades at once and **users can't reveal subject by subject.**

## Transcripts – Problems

The image shows a screenshot of the IB website's 'Transcripts' page. The page header includes the IB logo, navigation links (Home, My Coursework, Results, Transcripts, IB graduates, Library), and a user login status. The main content area is titled 'Transcripts' and contains an 'Information' section with text about requesting transcripts. Below this is a video player titled 'Transcript request tutorial' with a play button and a progress bar. At the bottom, there is a form field for 'Instituto name' and a link to 'Universities and Colleges Admissions Service (UCAS)'. Two callout boxes with cartoon characters provide user feedback:

[Alumnus] My University is very persistent on doing things their own way and I am very paranoid by nature and I wanted them to get the results in time because if not, I wouldn't be able to attend the University. So I thought, you know, maybe I could click on the transcripts tab and - it just gives me all the institutions that I've authorized through my IB coordinator which to be honest, I don't think is particularly helpful - it's nice as an overview, but there needs to be more to it.

[Alumnus] [That's] Very old-school, that you have to ask a person to do it for you, why can't the student just self-serve and select the school here themselves? It would just empower them to do it on their own and really relieve the burden of the IB Coordinator. [...] I had no idea he was having to do this for every single graduate in our program [...] It seems like it could be streamlined quite a bit more so he could focus more on enhancing the programme and not administrative work and sending transcripts to schools.

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## CASE STUDY/IB STUDENTS WEBSITE

### User Research Analysis

We went through feedback and separated what we can and can not fix.

### We can

The students, the candidate website, is very straightforward. They tend to get a little bit nervous when it comes to the number of times that they need to agree and accept then send to submit - they have to press the submit button - but sometimes I've had students press submit one time instead of the two different times so it doesn't fully go through and I get it on my screen saying "Waiting for candidate to submit."

### We can't

[Coordinator] Because they understand that this is their work that is going to be seen by complete strangers, not by the people that have been knowing them and teaching them and with them for the past 2 years, that this is somebody completely new - they need to make sure it is spot on - so they are very very nervous. No matter how much explanation goes into the meeting, a lot of the students will either send me e-mails "Miss how do I do this?" or they will come into my office "Please sit with me, do this for me". So you end up explaining it to each person step-by-step. Again I think it's the nerves more than anything else. Just that, cause this is- that's the real deal - this is what's gonna give them their grade.

# CASE STUDY/IB STUDENTS WEBSITE

## User Research Analysis

Workshop with PM -  
Investigate if we can... can  
we do this?

The screenshot shows the 'ibo.org' website with a navigation bar containing 'ibo.org', 'Ask a question', and 'Blogs'. The main content area displays the following information:

- Session:** MAY 2020
- Candidate:**
- Name:**
- Category:** DIPLOMA

A blue callout box contains the following text: "[Alumnus] We would go on the website and then zoom in to about 500%, scroll down just enough and then refresh the page a few times and see if anything popped up yet, and then when it did pop down we slowly scroll down to see our grades one by one. We don't mentally keep track of how many points we have so far so then the grand total at the bottom would be the finale."

Session	Subject	Grade	Action
MAY 2020	ENGLISH A: Lang and Literature SL	7	Detailed results

Important

Now

Later

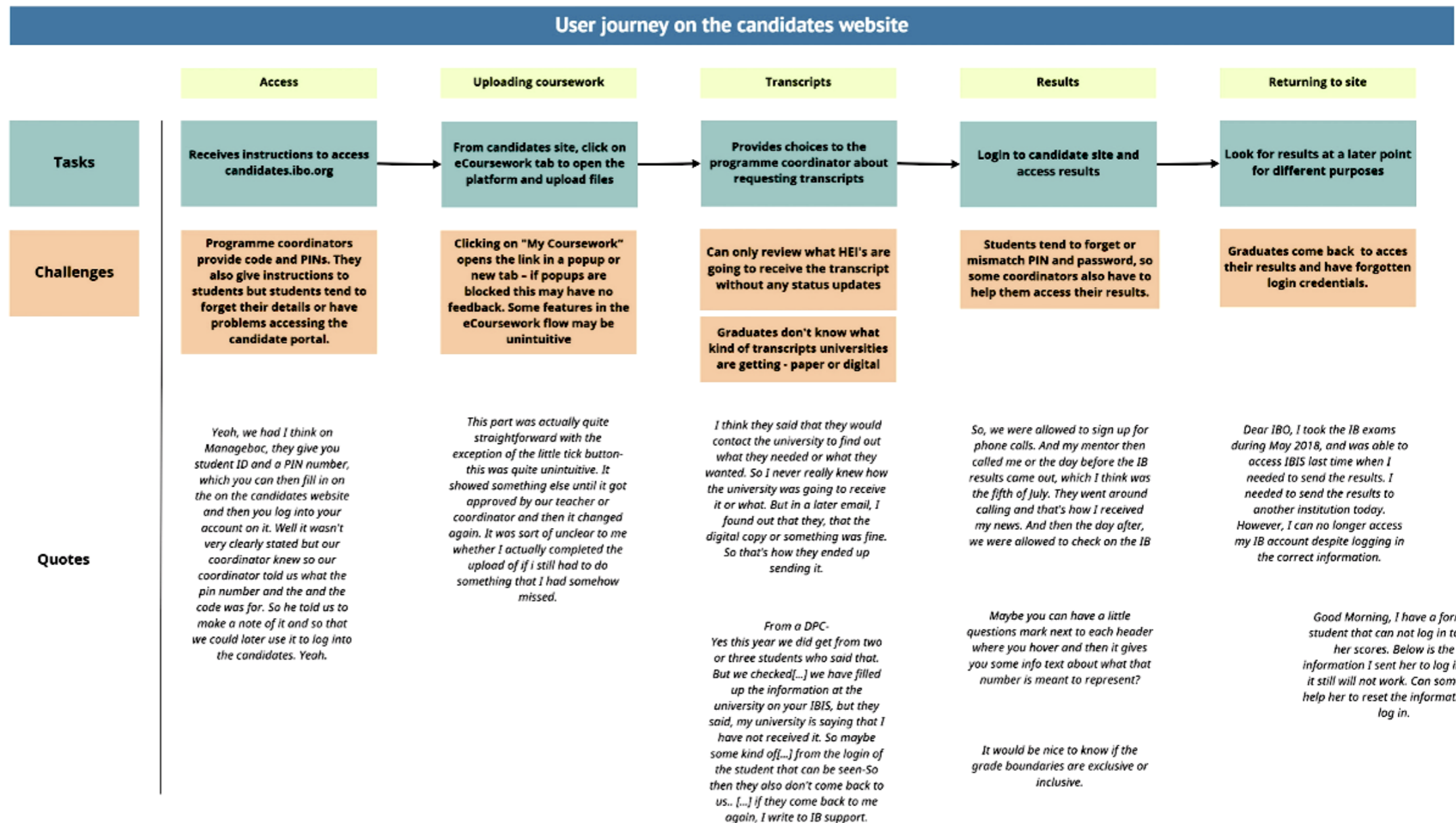
Less important

Reveal

# CASE STUDY/IB STUDENTS WEBSITE

## Journey maps

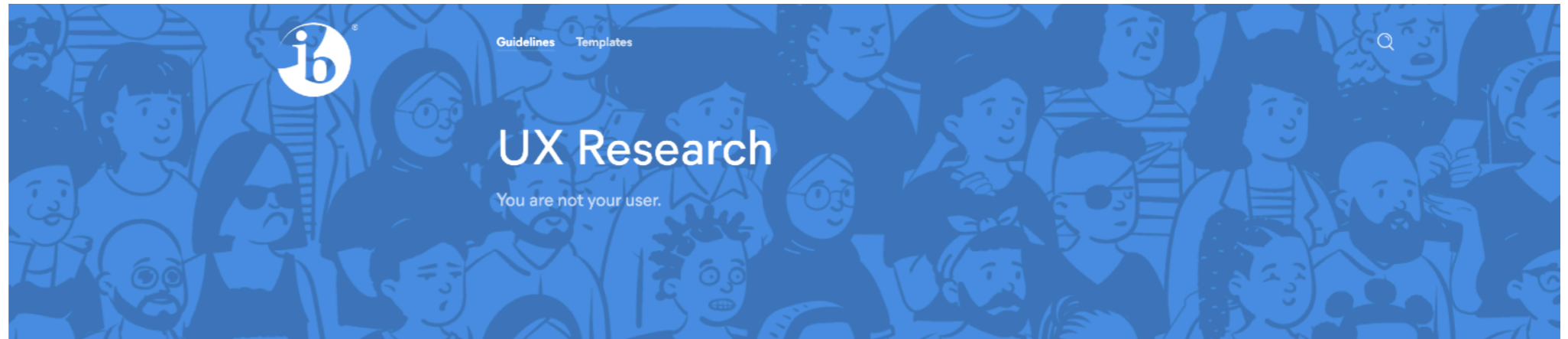
Add new information to journey map based on user research and shared with product team.



## CASE STUDY/IB STUDENTS WEBSITE

### Persona catalogue

Created and updated personas in IB UX Research catalogue that serves as a research depository of all UX research personas, journey maps, as they are being conducted over time for various projects.



#### PERSONAS

- About Personas
- Roles at IB
- IBEN Functionality Examiners
- Results Extra Personas
- Head of School
- Vice Principal
- Programme Coordinator
- District Coordinator
- Teacher
- Educator IBEN
- Admins
- IB Affiliate
- Translators
- Finance
- Student
- Graduate
- Parent
- University stakeholders
- Education Investment Specialist
- Ministry of Education stakeholder
- Workshop Leader

### Graduate

#### Gargi Kaushik Diploma Programme graduate

*"I've moved a lot as a child, and I was never one of those people that kept a lot of the paper things because it gets lost or broken. So, for me, it's not as important as some other people who might want to hang it up or preserve it. I do think it's nice to have it."*

Graduated from the diploma programme a year ago

- Took a gap year
- Proficient computer user
- Decides to pursue an online degree in a university of her choice

#### Jobs to be done

- Deciding which higher education institutes to apply
- Finding the right entity in the IB system
- Paying for the transcript/ certificate
- Ensuring that the transcripts are received by the HEI.

#### Needs and desires

- Ensure that universities receive transcripts at the right time
- Possibility of sending results themselves
- Possibility of asking additional paper certificates in the first opportunity.

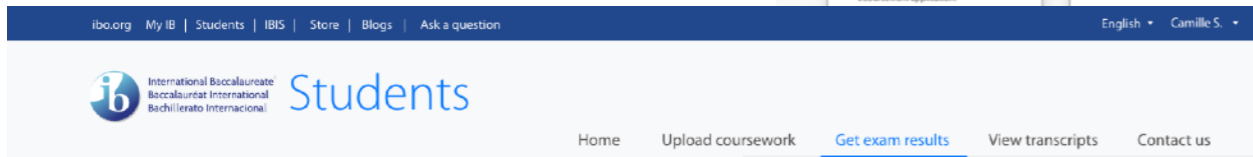
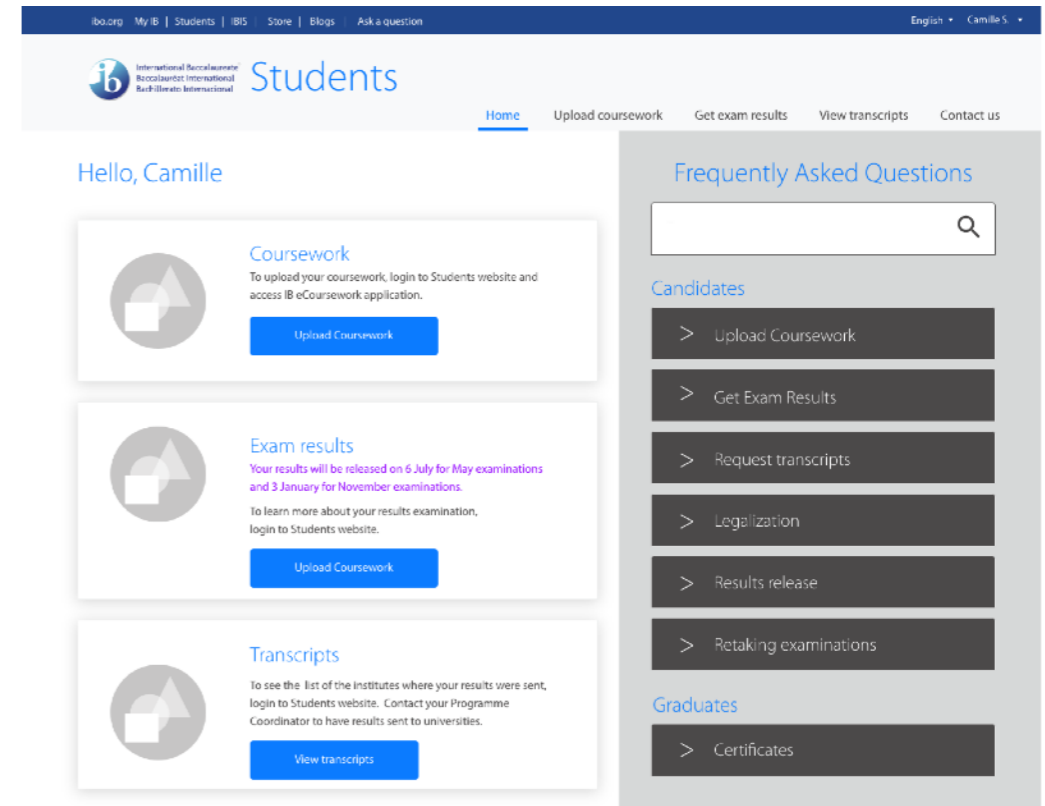
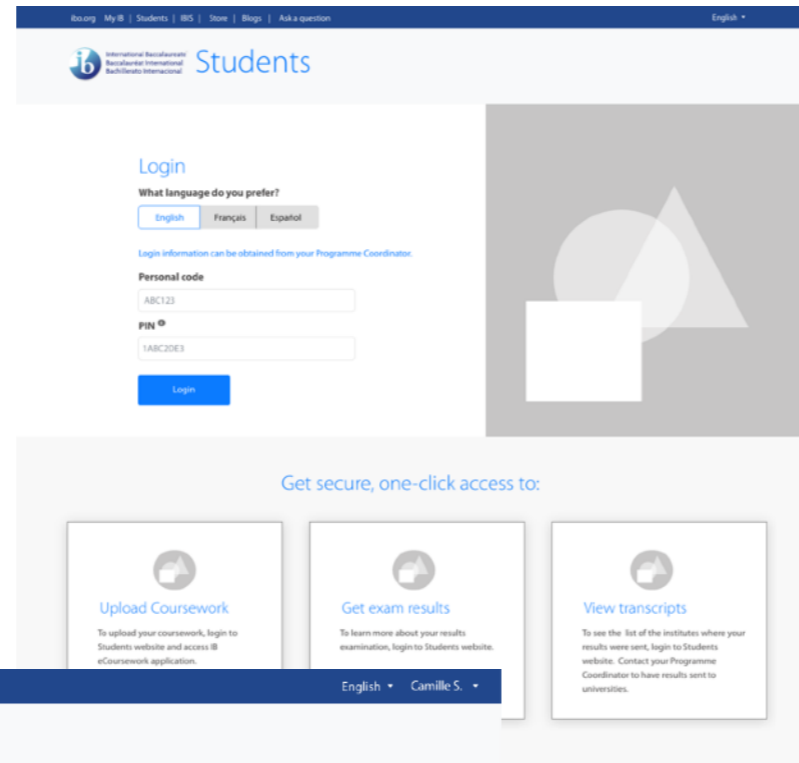


# CASE STUDY/IB STUDENTS WEBSITE

## Wireframes

We validated wireframes with 5+5 users.

Because we strongly believed that reveal feature will be liked, we added it to testing.



## Get exam results

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Reveal all

- Reveal
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## Frequently Asked Questions

- > Get Exam Results
- > Collapsible Group Item #1
- > Collapsible Group Item #1
- > Collapsible Group Item #1
- > Collapsible Group Item #1
- ▼ Collapsible Group Item #1

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- > Collapsible Group Item #1
- > Collapsible Group Item #1
- > Collapsible Group Item #1

## Need certificate or legalization?

Go to Request for results service to:

- Replace IB certification
- Legalize on IB original certification
- Request results to be sent to institutes of higher education
- Request for migration certificate

Learn more at ibo.org    Go to rrs.org

## Subscribe to Alumni Newsletter

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu.

Join community



## Ask a question

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Contact us

# CASE STUDY/IB STUDENTS WEBSITE

## User Testing script

We followed our own user testing templates and created a script. Tested the script with an internal user, iterate, time it, and then test finally with external users.

### User Testing – Candidates website – Sept 2022

#### Purpose

The candidate's website usability test will assess the ease of use of the current working prototype and determine if the alterations made to address researched UX concerns are well received.

During the usability test we tested a prototype and not a working website. We ask participants to work through specific situations. The goal of these tests is to see if the concept is user-friendly for end-users. We can improve our concept with our findings and make sure the finished product fits with user needs and expectations. One UX researcher will be involved in the test and occasionally we might have another UX researcher for note taking. Each test typically lasts 45 minutes to an hour, and consists of an introduction, interview, usability test and concluding interview.

#### Target audience

We test with English-speaking IBO (International Baccalaureate Organization) Candidates and Alumni representing different countries, a mix between MYP/CP and DP (Diploma Program) experiences, and with a variety of courses taken through multiple sessions, including the possibility of retakes. We will be testing 10 IBO Candidate and Alumni users.

#### Who is Being Tested?

Users for this test should include:

- External IBO Candidates
- External IBO Alumni

#### Goals

This test plan has several goals.

##### 1. Usability:

1. Ascertain that our users can successfully login, including providing them with necessary help for their Pin and passcode, login errors, forgotten pin or passcode.
2. Test if sufficient improvements were made for users to control how they view their results.
3. Test if improvements and visibility of Self-service help guide empowers users with information, they had difficulty locating based on previous user interviews.

##### 2. Discovery

1. Understand if the layout of pages including the cards, top navigation, internal and external

**Bonnie Ray**  
KS Overall comment:  
Excellent. The only thing I  
about, it seems to me like  
[See more](#)

**Bonnie Ray**  
I have updated to say  
researcher and occas  
taker.  
[See more](#)

@mention or reply

**Jenica de Leon**  
by situations, meaning sc  
series of tasks?  
August 22, 2022 at 8:55 AM

**Bonnie Ray**  
I want to purposely k  
because the user will  
some task based que  
some discovery, satis  
questions as well.  
August 25, 2022 at 1:44

@mention or reply

**Bonnie Ray**  
KS note: When we record  
need a note taker. So you  
say UX Designer instead  
[See more](#)

@mention or reply

**Bonnie Ray**  
KS: Be specific about the  
number of participants w  
talk to/recommend.

**Bonnie Ray**  
[@Kat Stacho](#) NN/g  
5-10 users per usabil  
Should I go with at least 10 users

#### Task D: Results

1. Do you know which Results sessions you are logged into?  
a. ANSWER: May 2022
2. How would you switch between sessions?  
a. ANSWER: Click tabs above
3. Let's look at the list of your subjects, can you tell me which subject has a result that came after a retake exam?  
a. ANSWER: Theory knowledge in English  
b. Follow up: Is it clear to you how a retake results are marked? If not, why?
4. How would you view your grade for English Literature?  
a. ANSWER: Yes, click reveal button
5. If you wished to see all your grades, what would you do?  
a. ANSWER: Select Reveal all button  
b. Follow up: Do you expect to Hide your grades again? Why?
6. Once all your grades are revealed, can you hide your grades again?  
a. ANSWER: Yes, the Hide All button or Hide individual grades
7. How could you see more details about a particular result?  
a. ANSWER: Click view detailed results button
8. If you view detailed results for the ENGLISH A: Literature HL course, how many marks does the candidate need to reach the next grade level?  
a. ANSWER: 13  
b. Follow up: When reviewing your detailed results screen, do you wish for a way to reach out to enquire more about your marks or your next grade level?
9. Was a Diploma awarded in this case?  
a. ANSWER: Yes, Bilingual Diploma
10. Let's say you wanted to see your grades for May 2019, how would you go about doing this?  
a. Answer: Select May 2019 from tab above
11. Now that we are looking at May 2019 grades, can you tell me which subjects you didn't receive a grade for?  
a. Answer: German and Geography  
b. Follow up: Do you find the information provided for the Pending or No grades sufficient? Why? Why not?
12. Your next task is to check how many transcripts you have requested, where would you go to do that?  
a. ANSWER: Navigate to view Transcripts from the top right nav menu

#### Task E: View Transcripts

1. How would you send a new transcript? (Candidate ONLY)  
a. ANSWER: Mention to Contact Program Coordinator, click or locate Contact us

# CASE STUDY/IB STUDENTS WEBSITE

## Record & analyze finding

We recorded interviews and analyzed findings.

The screenshot displays a video player interface. At the top, there are controls for 'Open', 'Share', 'Copy link', and 'Download'. The video title is 'Candidate\_usability\_t...mp4'. The video content shows a website with the following elements:

- Results session:** May 2022
- Candidate:** 000001 0071 (hms639)
- Name:** Camille Sen
- Category:** DIPLOMA RETAKE
- Text:** The results below are provisional at 24 May, 2022. A print of this screen or screenshot cannot be used as an official results document and will not be accepted for university entrance or job applications.
- Button:** Reveal all grades
- Table:**

Session	Subject	Grade
May 2021	English A: Literature HL	6 <a href="#">View detailed results</a>
May 2021	German A: Lang and Literature HL	<a href="#">Reveal</a>
May 2021	Spanish AB, EE	<a href="#">Reveal</a>
May 2021	Geography SL in ENGLISH	<a href="#">Reveal</a>
May 2022 <span>Retake</span>	Economics HL in SPANISH	<a href="#">Reveal</a>
May 2021	Biology HL in ENGLISH	<a href="#">Reveal</a>
May 2021	Theory of knowledge SL in ENGLISH	<a href="#">Reveal</a>

On the right side of the website, there is a search bar 'How can we help you?' and a 'View results' dropdown menu with the following options:

- > If I retake an exam, do I have to redo my internal assessment?
- > I have questions about my exam results, who do I speak to for answers?
- ▼ Can I retake a subject if I want to improve one or more of my grades?

Below the dropdown, there is text: 'Yes, candidates can retake in future examination sessions. Liaise with your programme coordinator to see if the school can accommodate your request.' and 'An IB world school is under no obligation to accept retake candidates, you can find a list of IB world schools and what they offer here (find an IB world school).'

The video player overlay on the right includes:

- Navigation icons: About video, Comments, Video settings, Help
- Profile: HC (Heidy Cho)
- Profile: Jessica de Leon
- Profile: Bonnie Ray
- Video progress: 21:55 / 41:53
- Video controls: Play, Previous, Next, Fullscreen

## CASE STUDY/IB STUDENTS WEBSITE

### Tag in Dovetail

We stored, tagged and analyzed all transcripts in Dovetail.

The screenshot shows the Dovetail Markup interface. At the top, there is a navigation bar with a menu icon, the 'Markup' logo, a 'Projects' tab, and a search bar labeled 'Search and discover'. Below this is a sidebar with a home icon and a list of views: 'IBO Candidate Website Re...', 'Planning Docs', 'Interviews', 'Highlight table' (selected), 'Highlight canvas', 'Insight board', and 'Add a view'. Below the sidebar are sections for 'Project tags' (with a 'New tag board' option) and 'Charts'. At the bottom are 'Extensions' and 'Notifications'. The main area displays a 'Highlight table' with a table of text excerpts and their associated tags.
























	Content	Tags
<input type="checkbox"/>	remarking will be effective (especially for group 2 where the WA is not remarked, only the exam)	
<input type="checkbox"/>	The website is fairly hard to navigate for resources, and often says there are links to exemplars that aren't there anymore - it could be changed to be more easily accessible and clearer, such as changing outdated hyperlinks on a subject page	IBO-public-website 97 difficulty navigating 15 outdated links 1
<input type="checkbox"/>	For the IBO website itself, there should be actual accessibility options with fonts/contrast instead of just a page that states the page was coded in CSS, because the fonts are reaaaally thin sometimes. Imagine the microscopic font weights on low-DPI screens.	IBO-public-website 97 outdated look 7
<input type="checkbox"/>	Also, it wouldn't hurt to have drop-down options on the heading bar. (e.g. have PYP, MYP, DP and CP drop down from the Programmes heading, instead of forcing users to click on tacky images to go to the programme itself [and waste more loading time]). Navigation is too staggered for its own good. I also bet content could be condensed into single pages instead of spreading them out more.	IBO-public-website 97 difficulty navigating 15
<input type="checkbox"/>	[Screenshot 01] Having a page-wide section like this makes the frontpage of the candidates website confusing and hard to read. It lessens the likelihood of someone actually enjoying the site when the first thing they see is dozens of words on one line instead of clear	IBIS-candidates-portal 40 information overload 5



# CASE STUDY/IB STUDENTS WEBSITE

## Cleanup recordings

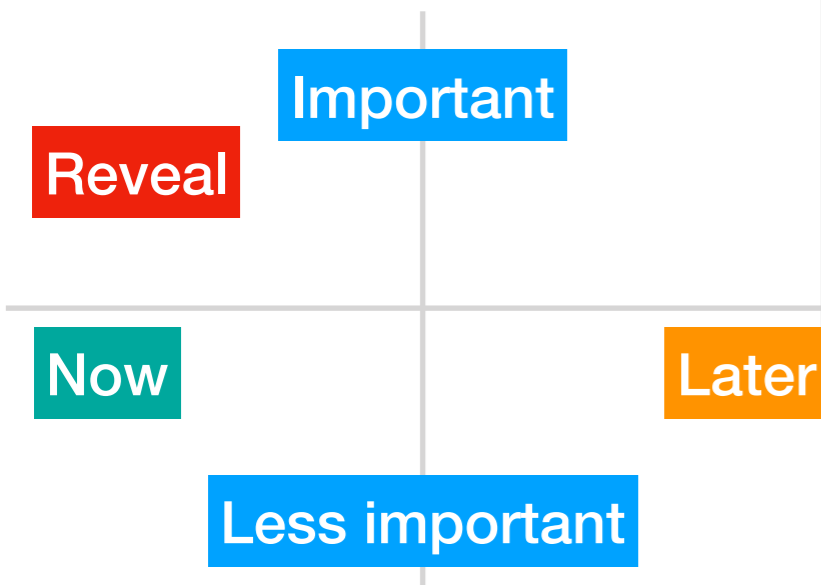
We clean up recordings, remove full names, protect privacy.

 01-Incoming	 <b>Name</b> ▾	<b>Modified</b> ▾	<b>Modified By</b> ▾
 02-Research	 Participant 1 - Minseo [REDACTED]	September 9	Bonnie Ray
 03-Wireframes	 Participant 2 - Ilyes [REDACTED]	September 27	Jenica de Leon
 04-Design	 Participant 3 - Soichi [REDACTED]	October 19	Jenica de Leon
 05-Outgoing	 Participant 4 - Andrea programme coordina...	2 days ago	Bonnie Ray
 06-Prototype	 Participant 5 - Hafsa S	October 20	Bonnie Ray
 07-Dev	 Participant 6 - Paria N [REDACTED]	October 21	Jenica de Leon
 08-Testing	 Participant 7 - Lukasz W	October 24	Bonnie Ray
	 Participant 8 - Anna S	October 25	Bonnie Ray
	 Participant 9 - Aiklavya K	October 27	Jenica de Leon
	 Participant_10 - Oleg P	5 days ago	Bonnie Ray
	 Participant_11 - James	5 days ago	Bonnie Ray
	 Participant_12 - Marco [REDACTED]	5 days ago	Bonnie Ray
	 Participant_13 - Ziyaan [REDACTED]	4 days ago	Jenica de Leon
	 Participant 14 -	4 days ago	Jenica de Leon

# CASE STUDY/IB STUDENTS WEBSITE

## Reveal feature

Students reported liking the reveal feature so much, we changed the priority of reveal and incorporated their feedback into this design. This convinced our PM to put it on roadmap.



May 2022	May 2021	May 2019
Camille Sen		
000001 0071 (hms639)		
DIPLOMA RETAKE		
Session/Subject	Grade	Details
May 2021 ENGLISH A: LITERATURE HL	?	Click Reveal to see
May 2021 GERMAN A: LANG AND LITERATURE HL	?	Click Reveal to see
May 2021 SPANISH AB, EE	?	Click Reveal to see
May 2021 GEOGRAPHY SL in ENGLISH	?	Click Reveal to see
May 2021 ECONOMICS HL in SPANISH	?	Click Reveal to see
May 2021 MATHEMATICS ANALYSIS AND APPRO HL in ENGLISH	?	Click Reveal to see
May 2021 BIOLOGY HL in ENGLISH	?	Click Reveal to see
May 2021 DANCE SL in ENGLISH	?	Click Reveal to see
May 2022 <span>Retake</span> THEORY KNOWL. TK in ENGLISH	?	Click Reveal to see
Total	Results	EE/TOK
Reveal	Reveal	Reveal

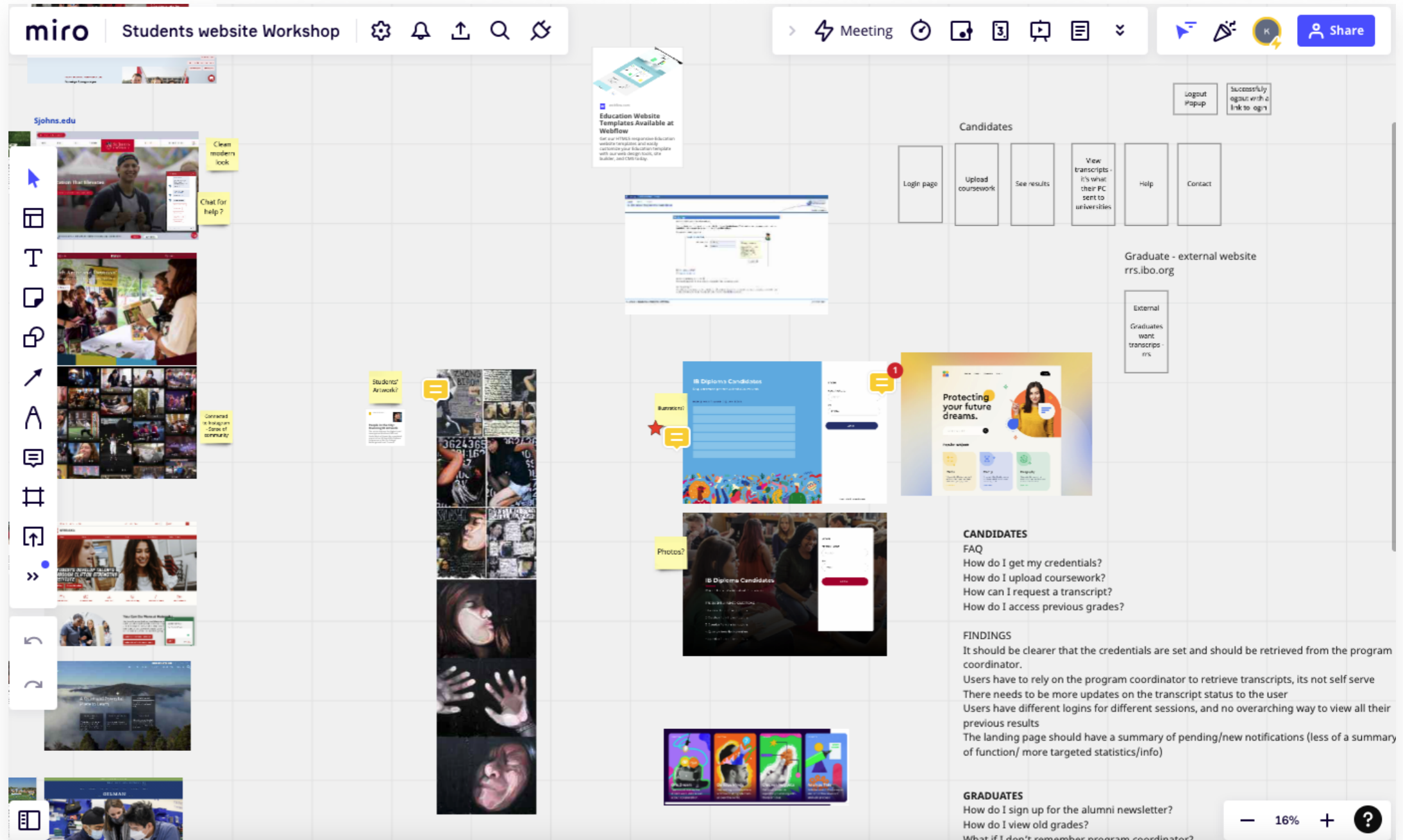
May 2022	May 2021	May 2019
Camille Sen		
000001 0071 (hms639)		
DIPLOMA RETAKE		
Session/Subject	Grade	Details
May 2021 ENGLISH A: LITERATURE HL	6	View details Hide
May 2021 GERMAN A: LANG AND LITERATURE HL	5	View details Hide
May 2021 SPANISH AB, EE	C	View details Hide
May 2021 GEOGRAPHY SL in ENGLISH	B	View details Hide
May 2021 ECONOMICS HL in SPANISH	7	View details Hide
May 2021 MATHEMATICS ANALYSIS AND APPRO HL in ENGLISH	4	View details Hide
May 2021 BIOLOGY HL in ENGLISH	8	View details Hide
May 2021 DANCE SL in ENGLISH	A	View details Hide
May 2022 <span>Retake</span> THEORY KNOWL. TK in ENGLISH	B	View details Hide
Total	Results	EE/TOK
33	Bilingual Diploma	3

# CASE STUDY/IB STUDENTS WEBSITE

## User Interface

Brainstormed on how we want the design to look like.

We wanted to feature art of our students.

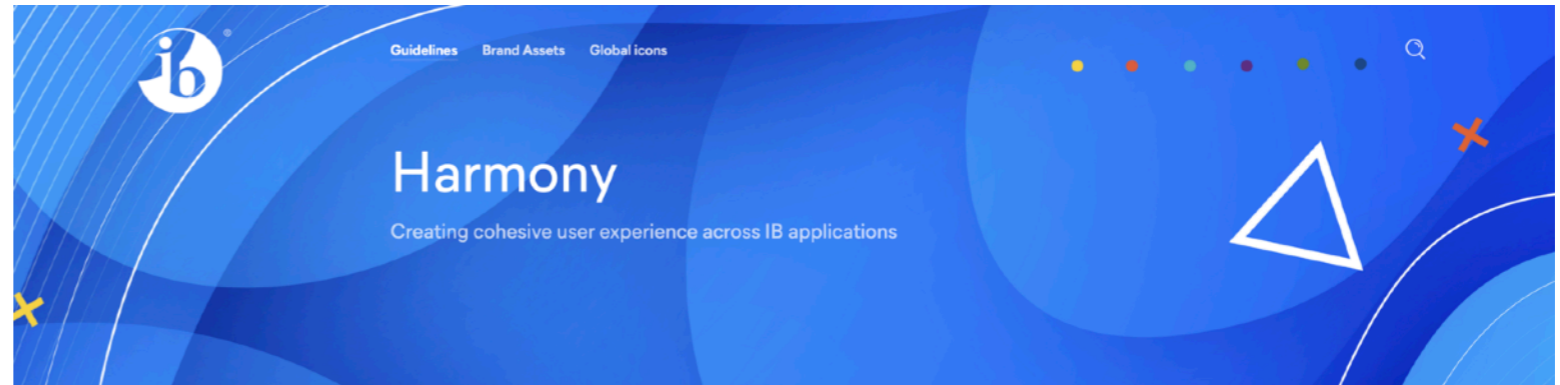


# CASE STUDY/IB STUDENTS WEBSITE

## IB Design System

Follow the rules from our own IB Design System.

70% of our legacy applications are built in Lightning Design System but we set up design guidelines for all IB products.



**VISUAL LANGUAGE**

- Colors
- Data Visualization Colors
- Fonts
- Icons
- Illustrations
- Logo
- Layout
- Spacing

**PATTERNS**

- Accordion
- Breadcrumbs
- Buttons
- Character Count
- Cards
- Checkbox
- Confirmation Modals
- Dashboards
- Date Format
- Date Picker
- Download file
- Drag and drop
- Dropdown
- Empty State
- Errors
- Filtering
- Footer
- Global nav bar
- Header
- Input Field
  - Mandatory/Required Fields
  - States of input field
  - Examples
    - Dont's
  - Login
- Modals
- Navigation
- Notifications
- Progress bar
- Radio Button

### Input Field

**Definition**  
A text box, text field, or text entry box is a graphical control element intended to enable the user to input text information.

**Design guidelines**

- The most usable and accessible option is to have labels always visible and located above the input field
- Use appropriate input type for data you collecting
- Text field label should clearly describe content user needs to provide
- Required field indicator - asterisk - in the same text color as the label text is used when the field is required
- Even if all fields in the form are mandatory, use an asterisk
- Placeholder text is used to help users understand what kind of input is expected
- Do not use a red asterisk in a default state, as red indicates an error
- For the placeholder text, use sentence case and left-align to the input field
- When the user interacts with the input field, the border changes to blue color
- When the data input is incorrect, an error icon and the text message is displayed and the field border is in red color
- If possible, display also a confirmation message if the user's input is correct (all password requirements are met)
- Placeholders are not replacements for labels, as disappearing placeholder text strains users' short-term memory, it is better to use text outside the field
- Avoid "premature validation" when the field is marked as invalid before users finished typing
- Errors need to give users instructions on how to recover from failing to complete the form
- The length of the field should reflect the intended length of content
- Available default lengths are 75px, 150px, 250px, 350px, and 500px

**Visual Diagram:**

- 1 Label \*
- 2 Placeholder text...
- 3 Input field container with blinking cursor
- 4 Active input field container
- 5 Validation/error message input field state
- 6 Validation/error icon
- 7 Validation/error message
- 8 Trailing icon
- 9 Leading icon
- 10 Information tooltip

Sit nulla est ex deserunt exercitation anim occaecat. Nostrud ullamco deserunt aute id deo doo da fauxet la gigman roo.

## CASE STUDY/IB STUDENTS WEBSITE

### Final prototype

Looked for photography, designed final mockups, completed interactive components.



## Candidates

Login to upload course work, review your results, and find your transcript destinations.



### Coursework

To upload your coursework, **login** to the Candidate Centre website, and access the IB eCoursework application by clicking the "Coursework" link in the top navigation.



### Results

To get your results, **login** to the Candidate Centre website, and access the results by clicking the "Results" link in the top navigation.



### Transcripts

To view the list of the institutes where your results were sent, **login** to Candidate Centre website. For results already issued, please go to [rrs.org](https://rrs.org). To request results to be sent to universities [contact your DYP coordinator](#).

How can we help you?



→ Upload coursework

↓ View results

→ If I retake an exam, do I have to redo my internal assessment?

→ I have questions about my exam results, who do I speak to for answers?

→ Can I retake a subject if I want to improve one or more of my grades?

→ Request transcripts

→ Legalization

→ Results release

→ Retaking examination

→ Certificates and legalization for Alumni

# CASE STUDY/IB STUDENTS WEBSITE

## Mini design system

Led discussions with front-end development.

**IB Candidate Centre**

- BASICS
  - Goals
  - Fonts
  - Icons
  - Colors
  - Photography
- USER RESEARCH
  - User Journey
  - Persona
  - Site map
  - User interview (generative research)
  - Usability test (Evaluative research)
  - Prototype
  - Hi-fidelity prototype (Color + Photography)
  - Usability test clip (User 1)
  - Miro vision board
- PATTERNS
  - Accordion
    - Desktop accordion for full page of help section. --(have diff levels 1,2,3)
    - Desktop accordion for side view of help section
    - Desktop accordion example for upload coursework section
  - Buttons
  - Cards

### Accordion

**Definition**  
An accordion is a user interface component that allows users to hide or reveal content.

**Design guidelines. – you can tweak this section and minimize..**

- The accordion component delivers large amounts of content in a small space through progressive disclosure
- The accordion is used to shorten pages and reduce scrolling when content is not crucial to read in full
- The label of each accordion element should be clear, straightforward, and clickable
- Each accordion component should have an arrow icon indicating the state of the accordion element: Open (Expanded), Closed (Collapsed)
- Content inside of a pane may be split into paragraphs and include sub-headers if needed
- The accordion can also be used for menus, it allows to open and close sections if navigation has an overwhelming number of links
- Make sure the label and the icon are both buttons and that they both open the same thing
- The closed state of the accordion should be more than 44px high for touch areas to be big enough to handle
- Colors need to meet the AA compliance standards
- Accordion should work on tabbing properly
- If a user is likely to read all of the content then don't use an accordion as it adds the burden of an extra click; instead, use a full scrolling page with normal headers
- We recommend the "Arrow" icon for accordions since a Plus sign is often for Adding or Creating a new item

[full help guide](#)  
[side help guide](#)

### Desktop accordion for full page of help section. --(have diff levels 1,2,3)

- 1 Label
- 2 Closed icon
- 3 Closed accordion element
- 4 Open icon
- 5 Accordion secondary element one
- 6 Accordion secondary element one content here

# CASE STUDY/IB STUDENTS WEBSITE

## Reveal feature

We co-designed, discussed how to do it.

The screenshot displays the IB Students Website interface. At the top, there is a navigation bar with 'Files', 'Flow 1 > Hidden All - 1 - FAQ collapsed - 3', and a search bar. The main content area is divided into two columns. The left column shows the 'Results' page for Camille Sen, with a table of subjects and grades. The right column shows a side help guide with various links and a comment section.

**Results Page:**

Home Coursework **Results** Transcripts Contact us

## Results

The results below are provisional at 24 May, 2022. A print of this screen or screenshot cannot be used as an official results document and will not be accepted for university entrance or job applications.

May 2022 May 2021 **May 2019**

Camille Sen **DIPLOMA**  
000001 0071 (hms639)

Session/Subject	Grade	Details	Hide all
May 2021 <b>ENGLISH A: LITERATURE HL</b>	6	<a href="#">View details</a>	<a href="#">Hide</a>
May 2021 <b>GERMAN A: LANG AND LITERATURE HL</b>	5	<a href="#">View details</a>	<a href="#">Hide</a>
May 2021 <b>SPANISH AB, EE</b>	C	<a href="#">View details</a>	<a href="#">Hide</a>
May 2021 <b>GEOGRAPHY SL in ENGLISH</b>	B	<a href="#">View details</a>	<a href="#">Hide</a>
May 2021 <b>ECONOMICS HL in SPANISH</b>	7	<a href="#">View details</a>	<a href="#">Hide</a>
May 2021 <b>MATHEMATICS ANALYSIS AND APPRO HL in ENGLISH</b>	4	<a href="#">View details</a>	<a href="#">Hide</a>
May 2021 <b>BIOLOGY HL in ENGLISH</b>	8	<a href="#">View details</a>	<a href="#">Hide</a>
May 2021 <b>DANCE SL in ENGLISH</b>	A	<a href="#">View details</a>	<a href="#">Hide</a>

**Side Help Guide:**

How can we help you?

- Upload coursework
- ↓ View results
- If I retake an exam, do I have to redo my internal assessment?
- I have questions about my exam results, who do I speak to for answers?
- ↓ Can I retake a subject if I want to improve one or more of my grades?

Yes, candidates can retake in future examination sessions. Liaise with your programme coordinator to see if the school can accommodate your request.

An IB world school is under no obligation to accept retake candidates, you can find a list of IB world schools and what they offer here (find an IB world school).

- Request transcripts
- Legalization
- Results release
- Retaking examination
- Certificates and legalization for Alumni

**Comment Section:**

Make a comment @ [Share]

Cancel Submit

**Landing page - Help guide overall view**

**Katarina Stacho**  
Oct 28

tabs start on the edge on the left

**Hidden All - 1 - FAQ collapsed - 3**

No comments on this screen

**transcripts results w. side help guide - 1366px**

**Katarina Stacho**  
Oct 28

these lines should be the same blue lines, loox off with gray

**Katarina Stacho**  
Oct 28

link color

# CASE STUDY/IB STUDENTS WEBSITE

## Mobile view

Designed mobile screens...

Files | Flow 1 > Mobile - results page - 9

83% [Navigation icons]

Camille Sen  
000001 0071 (hms639)  
DIPLOMA RETAKE

Hide all

May 2021  
English A:  
LITERATURE HL

6 [Hide] [View details]

May 2021  
English A:  
LITERATURE HL

6 [Hide] [View details]

Make a comment [Icons]

Cancel [Submit]

Mobile - results page - 5

Mobile - results page - 9

[Profile] Katarina Stacho Oct 28 ...

right and bottom space from the edge should be the same

Reply

Transcripts - redesign - 4

[Profile] Katarina Stacho Oct 28

space

[Profile] Katarina Stacho Oct 28

Blue text means link but not here.

Transcripts - redesign - 2

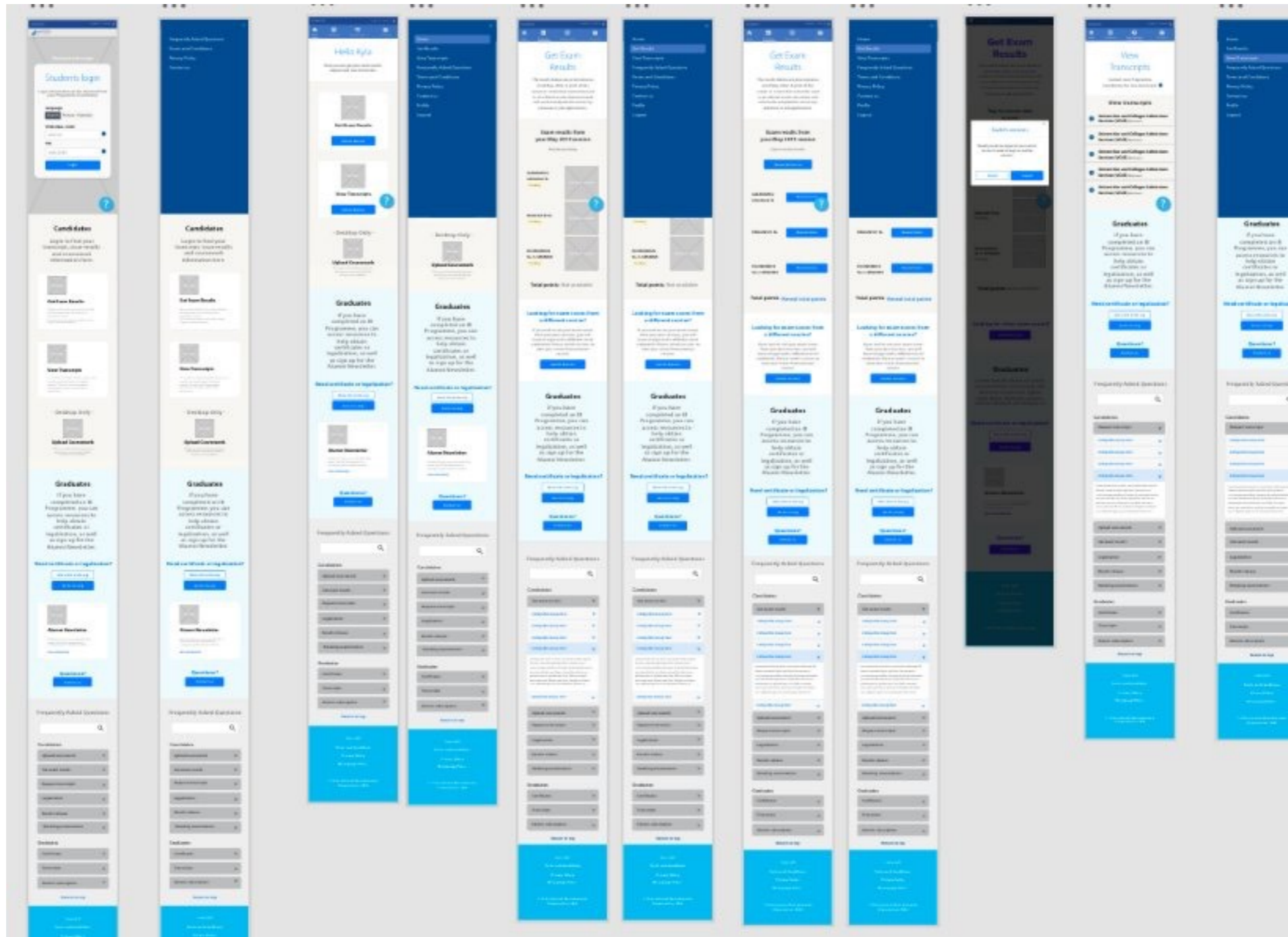
[Profile] Katarina Stacho Oct 28

fix all spaces

# CASE STUDY/IB STUDENTS WEBSITE

## Mobile view

...tested on our phones.



## CASE STUDY/IB STUDENTS WEBSITE

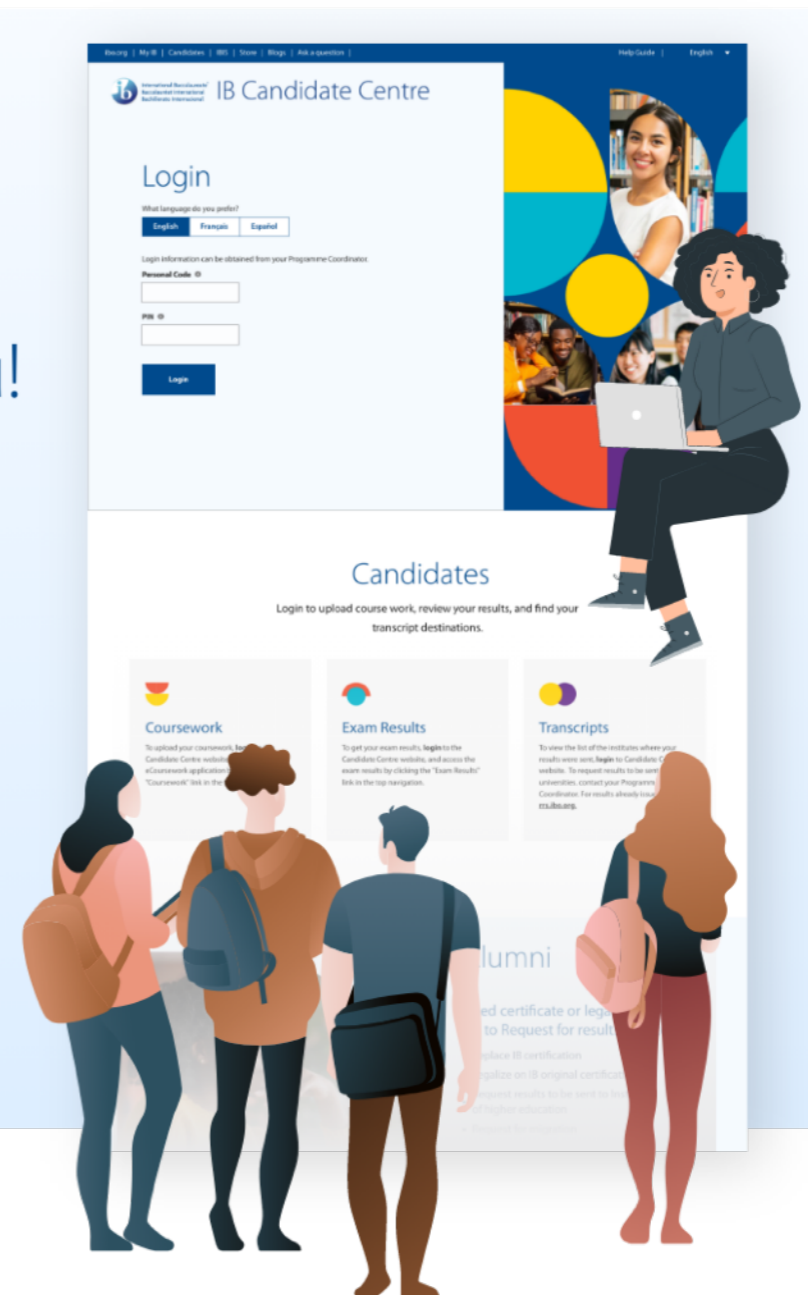
### Recruitment

Got users from IG, Twitter, LinkedIn etc... talked to others departments in the company to find out who can help, made our own ads, send emails, set up meetings through Calendly...

# We want to hear from you!

Join our **User Testing panel** and tell us your feedback on our freshly redesigned **Candidates website**. We only need **45 minutes** of your busy schedule. Help us to improve this site for other **IB students**.

Bonnie  
IB User Experience Design Team



# CASE STUDY/IB STUDENTS WEBSITE

## Database


Temporary user database.

1	Name	E-mail address	Role	Year	Country (if we know it)	Preferred language of communication	Last time team reached out	Interviewed? (Yes/No)	Type of research (e usability testing)
2	Heidi Cho	<a href="mailto:heidy4326@gmail.com">heidy4326@gmail.com</a>	Alumni	2022	Vietnam	English	9-Sep-22	Yes	usability testing
3	Ilyes Zeraiki	<a href="mailto:ilyes.z@nlcsdubai.ae">ilyes.z@nlcsdubai.ae</a>	Student	2022	Dubai	English	27-Sep-22	Yes	usability testing
4	Sudipta Roy	<a href="mailto:sudipta.roy@agakhanacademies.org">sudipta.roy@agakhanacademies.org</a>	-	-	-	English	14-Oct-22	No	usability testing
5	Muhamma Uzair Khan	<a href="mailto:muzairkhan362@gmail.com">muzairkhan362@gmail.com</a>	-	-	-	English	19-Oct-22	No	usability testing
6	Soichi Hayashi Jr.	<a href="mailto:reyjr0704@gmail.com">reyjr0704@gmail.com</a>	Alumni	2022	United States- Oregon	English	19-Oct-22	Yes	usability testing
7	Andrea Rodrigues	<a href="mailto:a.rodrigues@saoluis.org">a.rodrigues@saoluis.org</a>	Programme Coordinator	2022	Brazil	English	20-Oct-22	Yes	usability testing
8	Hafsa Shoaib	<a href="mailto:hafsashoaib2004@gmail.com">hafsashoaib2004@gmail.com</a>	Alumni	2022		English	20-Oct-22	Yes	usability testing
9	Paria Maghsoodlou	<a href="mailto:pmaghsoodlou@gmail.com">pmaghsoodlou@gmail.com</a>	Alumni	2022		English	21-Oct-22	Yes	usability testing
10	Sem Gacoms	<a href="mailto:semgacoms@gmail.com">semgacoms@gmail.com</a>	-	-	-	English	24-Oct-22	No	usability testing
11	Lukasz Wesolowski	<a href="mailto:lukasz.wesolowski2003@gmail.com">lukasz.wesolowski2003@gmail.com</a>	Alumni	2022	Switzerland	English	24-Oct-22	Yes	usability testing
12	Anna Salimon	<a href="mailto:annasalimon11@gmail.com">annasalimon11@gmail.com</a>	Alumni	2022	Malta	English	25-Oct-22	Yes	usability testing
13	Agustin Repetto	<a href="mailto:repagus@gmail.com">repagus@gmail.com</a>	-	-	-	English	25-Oct-22	No	usability testing
14	Johanna Hashmi	<a href="mailto:johannazaheer@yahoo.in">johannazaheer@yahoo.in</a>	-	-	-	English	26-Oct-22	No	usability testing
15	Seojung Choi	<a href="mailto:merrysc426@gmail.com">merrysc426@gmail.com</a>	-	-	-	English	26-Oct-22	No	usability testing
16	Aiklavya Kumar	<a href="mailto:aiklavyakmr2020@gmail.com">aiklavyakmr2020@gmail.com</a>	Alumni	2022		English	27-Oct-22	Yes	usability testing
17	Oleg Petrenko	<a href="mailto:v.oleg.petrenko@gmail.com">v.oleg.petrenko@gmail.com</a>	Alumni	2022	Poland	English	27-Oct-22	Yes	usability testing
18	Muhamma Uzair Khan	<a href="mailto:muzairkhan362@gmail.com">muzairkhan362@gmail.com</a>	-	-	-	English	28-Oct-22	No	usability testing
19	James	<a href="mailto:jamesgamesplus@gmail.com">jamesgamesplus@gmail.com</a>	Alumni	2022	-	English	28-Oct-22	Yes	usability testing
20	Marco Axel	<a href="mailto:meacci133@gmail.com">meacci133@gmail.com</a>	Alumni	2022		English	31-Oct-22	Yes	usability testing
21	Klio Papageorgopoulos	<a href="mailto:kliopapa10@gmail.com">kliopapa10@gmail.com</a>	-	-	-	English	31-Oct-22	No	usability testing
22	Ziyaan Basaria	<a href="mailto:ziyaan.nbasaria@gmail.com">ziyaan.nbasaria@gmail.com</a>	Alumni	2022		English	2-Nov-22	Yes	usability testing
23	Jannat Ashoor	<a href="mailto:jannat.ashoor5@gmail.com">jannat.ashoor5@gmail.com</a>	-	-	-	English	2-Nov-22	No	usability testing
24	Karma ElHakim	<a href="mailto:karmaelhakim@gmail.com">karmaelhakim@gmail.com</a>	-	-	-	English	3-Nov-22	No	usability testing
25	Sahil Agiwal	<a href="mailto:ssahilaagiwal@gmail.com">ssahilaagiwal@gmail.com</a>	-	-	-	English	3-Nov-22	No	usability testing
26	Mohamed Elkassrawy	<a href="mailto:mohelkassrawy@gmail.com">mohelkassrawy@gmail.com</a>	-	-	-	English	4-Nov-22	No	usability testing
27	Muqtada Aldaaysi	<a href="mailto:muqtadasaeed6@gmail.com">muqtadasaeed6@gmail.com</a>	-	-	-	English	4-Nov-22	No	usability testing
28	Luria Raso Paliza	<a href="mailto:luriaraso14@gmail.com">luriaraso14@gmail.com</a>	Alumni	2022	Mexico city	English	7-Nov-22	Yes	usability testing

## CASE STUDY/IB STUDENTS WEBSITE

### Usability testing

Set up purpose, target audience, usability script etc...



# IB Candidate Centre

- BASICS
  - Goals
  - Fonts
  - Icons
  - Colors
  - Photography
- USER RESEARCH
  - User Journey
  - Persona
  - Site map
  - User interview (generative research)
  - Usability test (Evaluative research)
  - Prototype
    - Hi-fidelity prototype (Color + Photography)
    - Usability test clip (User 1)
    - Miro vision board
- PATTERNS
  - Accordion
  - Buttons
  - Cards
  - Errors
  - Input field

## Usability test (Evaluative research)

### Purpose

The candidate's website usability test will assess the ease of use of the current working prototype and determine if the alterations made to address researched UX concerns are well received.

During the usability test we tested a prototype and not a working website. We ask participants to work through specific situations. The goal of these tests is to see if the concept is user-friendly for end-users. We can improve our concept with our findings and make sure the finished product fits with user needs and expectations.

One UX researcher will be involved in the test and occasionally we might have another UX researcher for note taking. Each test typically lasts 45 minutes to an hour, and consists of an introduction, interview, usability test and concluding interview.

### Target audience

We test with English-speaking IBO (International Baccalaureate Organization) Candidates and Alumni representing different countries, a mix between MYP/CP and DP (Diploma Program) experiences, and with a variety of courses taken through multiple sessions, including the possibility of retakes. We will be testing 10 IBO Candidate and Alumni users.

### Who is being tested

Users for this test should include:  
External IBO Candidates  
External IBO Alumni

## CASE STUDY/IB STUDENTS WEBSITE

### Set up tasks (example)

Users were tasked to confirm session information, including switching to a different session

- Viewing results
- Hide and reveal feature
- Identify retaken subject
- View if diploma awarded
- Locating help guide
- .
- .
- .

May 2022	May 2021	May 2019
Camille Sen		DIPLOMA RETAKE
000001 0071 (hms639)		
Session/Subject	Grade	Details
May 2021 ENGLISH A: LITERATURE HL	6	<a href="#">View details</a> <a href="#">Hide</a>
May 2021 GERMAN A: LANG AND LITERATURE HL	5	<a href="#">View details</a> <a href="#">Hide</a>
May 2021 SPANISH AB, EE	C	<a href="#">View details</a> <a href="#">Hide</a>
May 2021 GEOGRAPHY SL in ENGLISH	B	<a href="#">View details</a> <a href="#">Hide</a>
May 2021 ECONOMICS HL in SPANISH	7	<a href="#">View details</a> <a href="#">Hide</a>
May 2021 MATHEMATICS ANALYSIS AND APPRO HL in ENGLISH	4	<a href="#">View details</a> <a href="#">Hide</a>
May 2021 BIOLOGY HL in ENGLISH	8	<a href="#">View details</a> <a href="#">Hide</a>
May 2021 DANCE SL in ENGLISH	A	<a href="#">View details</a> <a href="#">Hide</a>
May 2022 <span>Retake</span> THEORY KNOWL. TK in ENGLISH	B	<a href="#">View details</a> <a href="#">Hide</a>
Total	Results	EE/TOK
<b>33</b>	<b>Bilingual Diploma</b>	<b>3</b>

**Success rate: 87%**  
**Satisfaction score: 98%**

How can we help you?



→ [Upload coursework](#)

↓ [View results](#)

→ [If I retake an exam, do I have to redo my internal assessment?](#)

→ [I have questions about my exam results, who do I speak to for answers?](#)

→ [Can I retake a subject if I want to improve one or more of my grades?](#)

→ [Request transcripts](#)

→ [Legalization](#)

→ [Results release](#)

→ [Retaking examination](#)

→ [Certificates and legalization for Alumni](#)

**Success rate: 48%**  
**Satisfaction score: 60%**

# CASE STUDY/IB STUDENTS WEBSITE

Conducted user testing via Teams

Getting feedback.

The image shows a browser window displaying the IB Candidate Centre website. The browser's address bar shows the URL: <https://xd.adobe.com/view/579d13d6-1ad1-4161-8994-76acbbfe8975-02ce/screen/5691580f-bff4-45eb-a43e-edd81084a9b7>. The website header includes the IB logo and the text "International Baccalaureate", "Baccalauréat International", and "Bachillerato Internacional". The main navigation menu has links for Home, Coursework, Results, Transcripts, and Contact us. The "Contact us" page features a large heading "Contact us" and a sub-heading "Contact your programme coordinator". A yellow callout box states: "Your programme coordinator is **Craig Foreman**." Below this, a paragraph reads: "Your IB programme coordinator should always be your point of contact for any questions that you or your parents have regarding the IB curriculum, examinations and results." A blue button labeled "Contact programme coordinator" is positioned at the bottom left. To the right of the text is a circular image of a woman and a man looking at a document. A search bar on the right side of the page asks "How can we help you?" and lists several options: Upload coursework, View results, Request transcripts, Legalization, Results release, Retaking examination, and Certificates and legalization for. The bottom of the browser window shows "Made with Adobe XD" and "Link updated: Oct 27, 9:30 AM". On the right side of the image, a vertical strip shows a Teams video call with two participants: a man with a headset and a woman named Jenica de Leon.

## CASE STUDY/IB STUDENTS WEBSITE

### Usability metrics

Set up usability metrics

## Usability metrics and task details

Success Rate	Satisfaction score	Action
Above 70%	Above 50%	No change
Below 70%	Above 70%	Add documentation or clarify design/wording
Above 70%	Below 50%	Rethink importance
Below 70%	Below 50%	Redesign/Eliminate



# CASE STUDY/IB STUDENTS WEBSITE

## Analysis

Analyzing feedback.

The screenshot shows a Zoom meeting interface with two participants. The main content is split into two browser windows. The left window displays a SharePoint site for a 'UX Design' private group, showing a list of usability test participants. The right window displays a Microsoft Word document with a table of usability test results.

**SharePoint Site: UX Design Private group**

Name	Modified	Modified By
Participant 6 - Paria M	October 21	Jenica de Leon
Participant 7 - Lukasz W	October 24	Bonnie Ray
Participant 8 - Anna S	October 25	Bonnie Ray
Participant 9 - Aiklavya K	October 27	Jenica de Leon
Participant_10 - Oleg P	November 1	Bonnie Ray
Participant_11 - James	November 1	Bonnie Ray
Participant_12 - Marco A	November 1	Bonnie Ray
Participant_13 - Zayaan B	6 days ago	Jenica de Leon
Participant_14 - Lucia R	Yesterday at 8:59 PM	Jenica de Leon
Participant_15 - Alireza G	Yesterday at 10:57 PM	Jenica de Leon

**Word Document: p8\_Jenica\_notes - Saved**

Task	Result	Notes
B4 - User selects Upload coursework button from card OR top nav bar	Fail?	She'd click the upload coursework in side help, and then pointed to upload coursework button in card
<b>Task C: Upload Coursework</b>		
C1 - User clicks the Access eCoursework button		She doesn't see the button; she points to the side help guide; And then thinks access ecoursework button
C2 - User locates the disable popup help screenshot, OR watch the video and access eCoursework site, mention to disable popup and try again	4	She don't need info on google chrome, she needs info on safari.
C3 - User references screenshot of the actual eCoursework landing page	fail	
C4 - User points to OR selects a Help guide question	pass	People would have more questions aside from the 2 available; wouldn't help too much; would click contact us, would speak to coordinator first
C5 - User navigates to Results from top nav bar	pass	
<b>Task D: Results</b>		
D1 - User answers May 2022	pass	Note: she wanted to see all grades because the site kept crashing

# CASE STUDY/IB STUDENTS WEBSITE

## User testing analysis

	Login	Forgot passcode or PIN	Landing page (results release)	Side help guide	Upload coursework	How to upload coursework	Popup Blocker Section Purpose	Results table	Reveal and Hide	View Details and Information	Navigate to Transcripts	Transcripts Info	New Transcript Request
Tester 1 (Heidy)	Yellow	Green	Green	Green	Yellow	Red	Green	Green	Yellow	Green	Green	Green	Green
Tester 2 (Ilyes)	Green	Green	Green	Green	Yellow	Red	Green	Green	Green	Green	Green	Green	Red
Tester 3 (Soichi)	Green	Green	Green	Green	Green	Red	Green	Red	Green	Green	Green	Green	Red
Tester 5 (Hafsa)	Green	Green	Green	Yellow	Green	Green	Green	Yellow	Green	Green	Green	Green	Green
Tester 6 (Paria)	Green	Green	Green	Red	Green	Green	Green	Green	Green	Green	Green	Green	Green
Tester 7 (Lukasz)	Green	Green	Green	Green	Green	Green	Green	Green	Yellow	Green	Green	Green	Green
Tester 8 (Anna)	Green	Green	Green	Green	Yellow	Red	Green	Green	Yellow	Green	Green	Green	Red
Tester 9 (Aiklavya)	Green	Green	Green	Red	Green	Green	Green	Green	Green	Green	Green	Green	Red
Tester 10 (Oleg)	Green	Green	Red	Red	Green	Red	Green	Green	Green	Green	Green	Yellow	Red
Tester 11 (James)	Green	Green	Red	Red	Green	Red	Red	Green	Yellow	Green	Green	Green	Red
Tester 12 (Marco)	Green	Green	Red	Red	Green	Green	Red	Green	Green	Green	Green	Green	Yellow
Tester 13 (Ziyaan)	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Tester 14 (Lucia)	Yellow	Green	Yellow	Red	Yellow	Green	Green	Green	Red	Green	Green	Green	Red
Tester 15 (Alireza)	Green	Green	Green	Red	Green	Green	Green	Green	Green	Green	Green	Green	Red
Tester 16 (Ariane)	Green	Green	Green	Red	Red	Red	Green	Green	Yellow	Green	Green	Green	Green

Green	User can perform task quickly, and with no trouble
Yellow	User can perform task, but with some trouble
Red	User can't perform task

## CASE STUDY/IB STUDENTS WEBSITE

Analyzed findings, usability concerns, suggested iterations.

We share positive findings, usability concerns, user quotes and suggestions and our final recommendations

“

*“I would've wanted to contact someone about requesting a remark for that paper, if it was that close... maybe right next to the results potentially. Just so if I can look at everything all at once and then decide which subjects I want to request a remark.”*

*“If it's for my final exam... if I came in over here, I'd probably do the ones that are the hardest first, so math first, physics first.”*

### Positive findings for our critical task(s)

**100%** of our users were able to perform the tasks such as see detailed information, confirm if Diploma was awarded, switch session and confirm their session information.

**87%** users were able to Reveal all or reveal and hide their grades and confirmed that this is an functionality they would have used when they were viewing their grades for the first time.

**93%** of our users were able to determine if a grade or not. But 7 out of 15 users had confusion describing Pending and No grade to be updated.

### Usability concerns

**60%** of users **COULD NOT** locate side help on Landing page)  
**47%** of users **COULD NOT** located side help on Upload Coursework  
**60%** of users **COULD NOT** located side help on Results  
**60%** of users **COULD NOT** located side help on Transcripts

**While there were no inherent usability concerns, the text describing Pending grades showed a lot of user frustration surrounding this was observed.**

Overall the most of our users that couldn't locate the side help in any of the pages. They mentioned they were lost due to not seeing a title such as FAQ or Help Guide above the the search bar. Some also said they were misled into thinking that the Help Guide was a quick links option to navigate to those sections titled.

Once users located and understood the purpose of the side Help guide, they found it valuable.

**Further considerations need to be given to the side Help Guide section, such as adding a title like Help guide, Help center or FAQs.**



**Add status for transcripts page (Feature Request)**



**Provide a overall grade rubric for Results page (FR)**



**Provide a way to download transcript or diploma (FR)**



**Clarify what is rrs.org due to confusion surrounding replacing certification**



**Update the verbiage for Pending and No grades**



**Consider a way to make side help guide more obvious as it's been mistaken frequently as quick links**



**Update the button language for Upload coursework**



**New Transcript Request in transcripts page need to be explicit for both Candidates and Alumni**

# CASE STUDY/IB STUDENTS WEBSITE

## File management

Stored and filed deliverables, design decisions documents, videos, etc.

- 01-Incoming
- 02-Research
- 03-Wireframes
- 04-Design
- 05-Outgoing
- 06-Prototype
- 07-Dev
- 08-Testing

**Stream** User interview for Candidate website with Ziya... Search Kat Stacho

+ New Share

Flow 1 > Login page - 1 - 5 100% Sign in

**Sign up for newsletter**

- Connect with others within the IB community
- Receive a quarterly email newsletter
- Meet inspiring alumni from all over the world

To date, more than 1.2 million students worldwide have graduated from the Diploma Programme (DP) and the Career-related Programme (CP). IB students reflect diverse experiences and perspectives, attend IB World Schools in 156 countries representing an even broader range of nationalities. Students who will graduate in the next two years are encouraged to join.

[Join community](#)

Made with Adobe XD 1 of 35 Link updated: Oct 26, 3:14 PM

**Transcript**

Ziyaan Basaria 0:03  
And I did the IB program not only in Great 11 and 12, but I did the pre IB program in Grade 910 and also in grade seven and eight. So I've had a lot of experience with them, the IE program.

Jenica de Leon started transcription

Ziyaan Basaria 0:19  
And and I think it's definitely helped me a lot in seeing the results here in university as I take that big step.  
It's, uh, it's been definitely something that helps open my mind and helped helps you connect. Subjects together and expand on on a single subject itself.  
And.  
I I would like to think of myself as a hard worker, but I think the ibuprofen gram also helped to understand that.  
I'm in university. Things like work well will come a lot, a lot more and and it taught me how to be a smart, I guess more smarter worker. And in understanding that.  
You have to like prioritize some things and and other things that you you need to kind of.  
Uh, not, not not prioritize them, but like, understand them in in them, understand your strengths and then play to your strengths in in those other subjects. So yeah, that's kind of my experience with the IB and.

Jenica de Leon 1:25  
OK.  
Yeah, that's a very good to hear all positive thoughts about the IB. So that's very good to hear. Thanks for sharing. Which country do you stay? You did the IB.

Ziyaan Basaria 1:32  
What is?  
I did in Canada.

Microsoft Stream

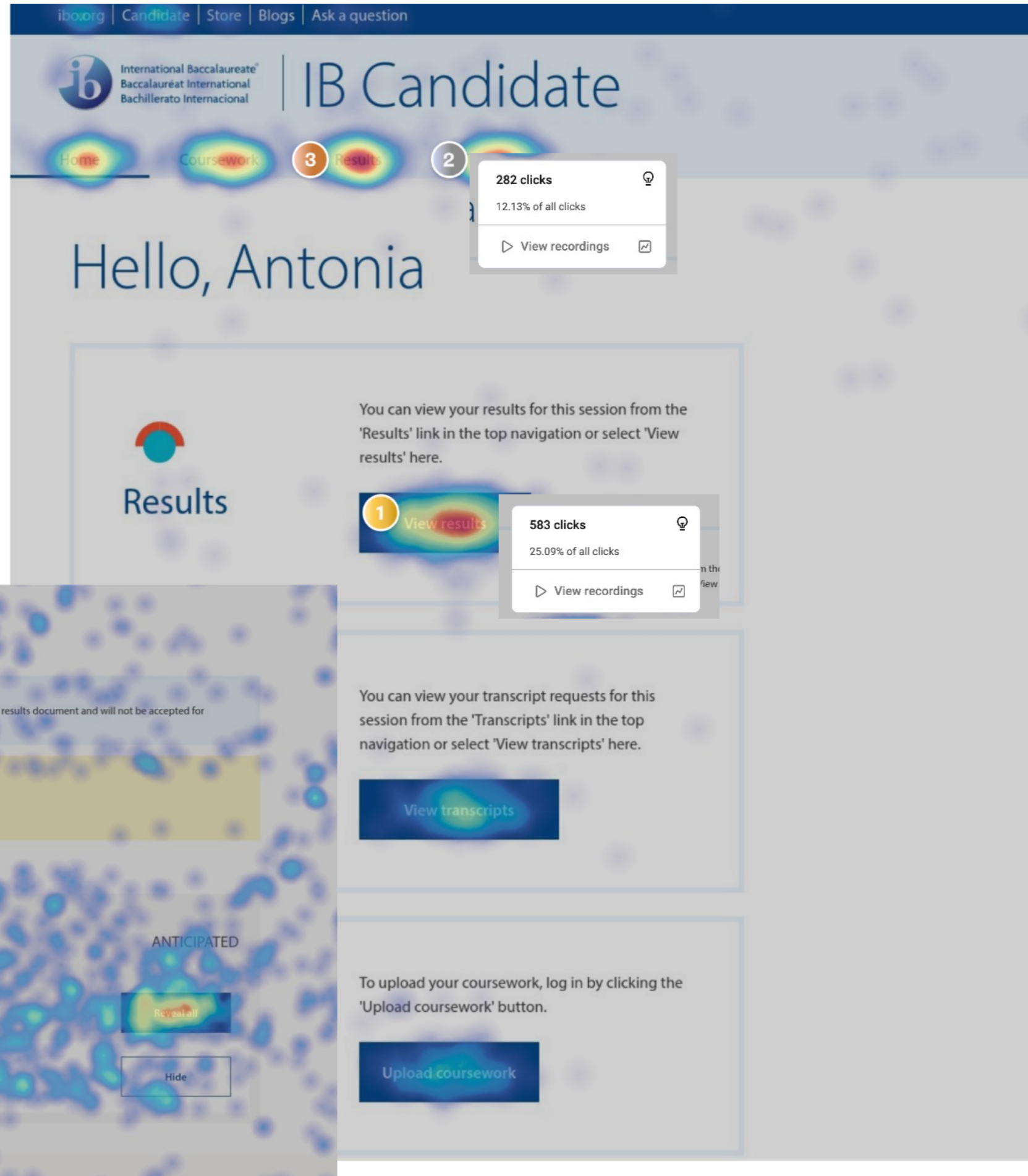
User interview for Candidate website with Ziyaan B  
November 2, 2022 Expires in 362 days • 4 views • Jenica de Leon > Documents > Recordings

## CASE STUDY/IB STUDENTS WEBSITE

### Hotjar Heatmaps

- Red or orange indicates high movement
- Blue or green indicates low movement
- Grey means there's almost no movement

Within the Results page we can see the concentrated movement was towards the Reveal all button followed by the View details button.



# CASE STUDY/IB STUDENTS WEBSITE

The screenshot shows the IB Candidate Results page for a user named Min Her. The page is titled "Results" and includes a navigation menu with "Home", "Coursework", "Results", and "Transcripts". A prominent warning message states: "\*\*\* September \*\*\* GMT. Any results displayed on this page are provisional. A print of this screen or screenshot cannot be used as an official results document and will not be accepted for university entrance or job applications. Your official results will be provided through IB certification." Below this, the user's name "Min Her" and ID "\*\*\*\*\* (jrr\*)" are displayed. The word "DIPLOMA" is visible in the top right corner. A table lists the user's results for the May session, with one entry for "KOREAN A: Literature self taug SL" which is currently hidden, indicated by a question mark icon and the text "Click Reveal to see". A "Reveal" button is provided for this entry. A "Reveal all" button is also present at the top right of the table.

TAB: 1/1 https://candidates.ibo.org/#/Results

ibo.org | Candidate | Store | Blogs | Ask a question Min Her ▾

International Baccalaureate®  
Baccalauréat International  
Bachillerato Internacional

# IB Candidate

Home Coursework Results Transcripts

## Results

**\*\*\* September \*\*\* GMT.**  
Any results displayed on this page are provisional. A print of this screen or screenshot cannot be used as an official results document and will not be accepted for university entrance or job applications. Your official results will be provided through IB certification.

MAY \*\*\*

Min Her  
\*\*\*\*\* (jrr\*)

DIPLOMA

Session/Subject	Grade	Details	Reveal all
MAY ***** <b>KOREAN A: Literature self taug SL</b>	?	Click Reveal to see	Reveal

## CASE STUDY/IB STUDENTS WEBSITE

### Scroll Heatmaps

Over 50% of our users continued to scroll down to the bottom of the landing page.

Over 70% focused on the Alumni section.

The screenshot shows the IB Candidate website interface. At the top, there are navigation links for 'Candidate', 'Change site', and 'English'. The main header features the IB logo and the text 'IB Candidate'. Below this, there are three language selection buttons: 'English', 'Français', and 'Español'. The main content area contains a login form with the following elements:

- Text: 'Login to upload coursework, review your results, and find your transcript destinations.'
- Text: 'Login information can be provided from your programme coordinator'
- Form field: 'Personal code'
- Form field: 'PIN'
- Button: 'Login'

Scroll heatmaps are overlaid on the page, showing user engagement. A dark grey box indicates '100% scrolled this far' at the top of the login form. A white box labeled 'AVERAGE FOLD' is positioned at the bottom of the login form. Below the login form, there is a note: 'Access is only available for students with a pin for \*\*\* sessions onwards.' and a link: 'For 'request results services' go to Alumni'. At the bottom of the page, there is a footer with a small image and text: 'Smiling woman posing at public library designed by Pch.vector - Freepik.com. Happy university students studying with books in library. School students laughing at a funny presentation.'

The screenshot shows the Alumni section of the website. The background is a gradient of yellow and green. The main heading is 'Alumni'. Below it, there is a sub-heading: 'Need certificates, legalization or transcripts?'. This is followed by a list of services:

- Replace IB certification
- Legalize on IB original certification
- Replace IB certification and get legalized
- Request results to be sent to institutes of higher education
- Request for migration

Scroll heatmaps are overlaid on the page. A dark grey box indicates '75% scrolled this far' at the top of the list. Another dark grey box indicates '54% scrolled this far' at the bottom of the list. At the very bottom, there is a teal button with the text 'Go to rrs.ibo.org'. A white box labeled '50%' is positioned at the bottom left of the page.

# CASE STUDY/IB STUDENTS WEBSITE

Share

Put final Student Persona in company wide catalogue of personas.



**Tessa T.**

Student

An IBO Diploma programme student who is enrolled in the 2 year diploma programme.



**Goals:**

- Wants to achieve higher quality education under the IB pedagogy
- Ensure placement in a top ranking university

	Enrolling onto Diploma Programme	Participating in DP	Uploading coursework	Accessing Results	Transcripts and Certificates	After Graduation
Journey Steps	<ol style="list-style-type: none"> <li>1. Ambitious about education and learning</li> <li>2. Goals to attend prestigious universities</li> <li>3. Focuses on global knowledge</li> <li>4. Finds with a school that has either Diploma Programme courses or a full 2 year Diploma Programme</li> <li>5. Starts meeting with their school counselor and Programme Coordinator in order to ensure their goals align with the courses they will take as part of the DP</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Signing up for DP coursework through their school's internal software</b></li> <li>2. Collaborating globally with Diploma Programme students around the world through Reddit and Instagram (social media channels)</li> <li>3. <b>Participating in their course</b></li> <li>4. <b>Submitting coursework</b></li> <li>5. <b>Taking assessments</b></li> <li>6. <b>Take their DP year 1 exams</b></li> <li>7. <b>Receive their pin and passcode the end of year 1 for candidate website from their Programme Coordinator</b></li> </ol> <p><i>What LMS are students using?</i></p> <p><i>What does Quality Assurance LMS mean?</i></p>	<ol style="list-style-type: none"> <li>1. Finally has access to be able to upload coursework through candidate website</li> <li>2. Upload coursework from their first access date up to the deadline for coursework</li> <li>3. This period lasts approximately 6 months where students may return here to upload various coursework</li> <li>4. Navigate to My Coursework (on new tab or popup)</li> <li>5. Upload coursework to storage</li> <li>6. Submit coursework to IB</li> <li>7. Request assistance from Programme coordinator if Upload Coursework becomes cumbersome to use</li> </ol> <p><i>Explore what storage is</i></p>	<ol style="list-style-type: none"> <li>1. Once their year 1 of DP is concluded students receive their results</li> <li>2. They already have access to candidate website at this stage and can login to view their results in July for May exams release and January for November exams</li> <li>3. Students usually directly access their results from candidates.ibo.org but occasionally come from ibo.org</li> </ol>	<ol style="list-style-type: none"> <li>1. Student applies to university and has conditional admission</li> <li>2. Conveys to DPC which universities they have applied to</li> <li>3. DPC on behalf of students sends out transcripts to the given universities</li> <li>4. DPC receives the official results and certificates from IB for each student that they can then send out to the universities requested</li> <li>5. DPC has to adhere to a deadline for when to send out transcripts</li> <li>6. Students can look at the list of universities their Transcripts have been sent to</li> </ol> <p><i>*Students can start the request for transcripts to be sent before results release, after results release (actual transcripts will be sent), and after graduation</i></p>	<ol style="list-style-type: none"> <li>1. Interested in IB and its communities after graduation</li> <li>2. Want to access their previous results</li> <li>3. Want to request transcripts and/or certificates to be sent to their graduate programs</li> <li>4. Wish to volunteer or apply for a job within IBO</li> <li>5. Interested in mentorship opportunities within IBO</li> </ol>
Anticipated Expectations & Feelings	<ul style="list-style-type: none"> <li>Ambition to exceed in school work</li> <li>High expectations from both parents and on themselves</li> <li>Utilizes Ibo.org as a source of knowledge for learning about the Diploma Programme initially</li> <li>Excitement towards completing year 1 of their DP courses</li> </ul>	<ul style="list-style-type: none"> <li>A lot of pressure around the first year of DP</li> <li>Excitement towards completing year 1 of their DP courses</li> <li>Focus and stress around learning at a highly competitive programme</li> <li>Becoming accustomed to the IB's coursework style and assessments</li> </ul>	<ul style="list-style-type: none"> <li>Expects to be easily use e-coursework (which is NOT always the case)</li> <li>Expects easy access to candidates website</li> </ul>	<ul style="list-style-type: none"> <li>Expects results to be displayed on the date of release without glitch or loading issues</li> <li>Expects the results release process to be as exciting as the IB and from IB and as it is for them (it's a BIG EVENT)</li> <li>Expects no login issues the day of results release</li> </ul>	<ul style="list-style-type: none"> <li>Expects timely processing of their transcripts</li> <li>Expects to be able to use candidates.ibo.org as a one stop shop to request transcripts to be sent from, monitor actual status of transcripts</li> <li>Expects their certificate and transcripts to be digitally download-able</li> </ul>	<ul style="list-style-type: none"> <li>Expects to be able to easily log in to IB and previous results</li> <li>Expects to be able to easily add their personal email for future result</li> <li>Apprehension as they just applied to their choice universities</li> </ul>
Potential Pain Points	<ul style="list-style-type: none"> <li>There is too much information to go through</li> <li>Overwhelmed with the various steps and processes to succeed in a Diploma Programme</li> <li>Not every school has an supportive Programme coordinator so there is inconsistency in the support students receive</li> </ul>	<ul style="list-style-type: none"> <li>Not always consistent support from Programme coordinator</li> <li>Excitement with not having a centralized 101 guide for students ready to start year 1. Students learn from reddit more than by official steps regarding process</li> <li>Managing time with the competitiveness of the Diploma Programme</li> </ul>	<ul style="list-style-type: none"> <li>Finds it tedious to have to upload coursework in the school's internal system and e-coursework</li> <li>Frustrated with e-coursework</li> <li>Stuck on Upload e-coursework</li> </ul>	<ul style="list-style-type: none"> <li>Pin and passcode issues still remain (even with new candidate site) <i>*Issue being addressed</i></li> <li>Forgetting pin and passcode and having to go through their Programme Coordinator or IB Answers</li> </ul>	<ul style="list-style-type: none"> <li>The transcript page is notoriously slow for students, they cannot track any status real-time until they use an app/transcript from here</li> <li>One system problem and they were not aware more information was needed to be sent to the school</li> <li>Gets frustrating when universities may not receive their transcripts as requested</li> <li>If issues arise DPC might have to reach out to IB Answers which delays the request for the student</li> <li>A lot of manual steps in the transcripts sending process, as students have to find out by themselves what DPC to send in their official transcripts, keep track of the status, try keep in contact with their university admissions officers</li> </ul>	<ul style="list-style-type: none"> <li>Logging in is the biggest pain point for alumni</li> <li>Not finding old results and having to go through IB Answers</li> <li>Not easy and it cost money to request transcripts or certificates after having graduated a long while ago</li> </ul>
Touchpoints	<p><b>Platforms &amp; Websites</b></p> <ul style="list-style-type: none"> <li>• ibo.org</li> <li>• IB reddit, IB Instagram, discord</li> </ul> <p><b>People</b></p> <ul style="list-style-type: none"> <li>• IB Coordinator (to ask questions and learn more about IB)</li> <li>• School counselor</li> <li>• Parents</li> <li>• Other students</li> </ul> <p><i>How should the system behave to support this?</i></p>	<p><b>Platforms &amp; Websites</b></p> <ul style="list-style-type: none"> <li>• School's internal LMS system (for submitting coursework) or Managebac</li> <li>• Reddit and other social media channels for students</li> <li>• IBO.ORG</li> <li>• IB Answers</li> <li>• RM Assessor (used by examiners during this phase)</li> <li>• Turnitin</li> </ul> <p><b>People</b></p> <ul style="list-style-type: none"> <li>• IB Coordinator (to ask questions and learn more about IB)</li> <li>• Teacher</li> </ul>	<p><b>Platforms &amp; Websites</b></p> <ul style="list-style-type: none"> <li>• Candidates.ibo.org</li> <li>• E-coursework (ibo product but launched external to candidate website)</li> </ul> <p><b>People</b></p> <ul style="list-style-type: none"> <li>• IB Coordinator</li> <li>• Teacher</li> </ul>	<p><b>Platforms &amp; Websites</b></p> <ul style="list-style-type: none"> <li>• Candidates.ibo.org</li> <li>• IBO.ORG</li> </ul> <p><b>People</b></p> <ul style="list-style-type: none"> <li>• IB Coordinator</li> <li>• Teacher</li> <li>• Parents</li> <li>• Social media platform (students record their results often!) Youtube, TikTok</li> </ul>	<p><b>Platforms &amp; Websites</b></p> <ul style="list-style-type: none"> <li>• Candidates.ibo.org</li> <li>• rrs.org (Request transcripts and certificates through here)</li> <li>• IB Answers</li> </ul> <p><b>People</b></p> <ul style="list-style-type: none"> <li>• IB Coordinator</li> <li>• University Admissions Officer</li> <li>• IB answers</li> <li>• Students</li> <li>• Alumni</li> </ul>	<p><b>Platforms &amp; Websites</b></p> <ul style="list-style-type: none"> <li>• Candidates.ibo.org</li> <li>• rrs.org (Request transcripts and certificates through here)</li> <li>• IB Answers</li> <li>• Alumni Newsletter</li> </ul> <p><b>People</b></p> <ul style="list-style-type: none"> <li>• IB answers</li> <li>• Graduate School Admissions Officer</li> <li>• IB Coordinator</li> </ul>

## CASE STUDY/IB STUDENTS WEBSITE

### Rage Clicks

Login page was the ONLY page that registered rage clicks.

Providing good error messages such as shown here will address the user frustration with the login page.

Currently we work on a feature where we change the way PINs are issued.

The screenshot shows the IB Candidate login page. At the top, there is a navigation bar with links for 'ibo.org', 'Candidate', 'Store', 'Blogs', and 'Ask a question', and a language dropdown set to 'English'. The main header features the IB logo and the text 'International Baccalaureate', 'Baccalauréat International', and 'Bachillerato Internacional' next to 'IB Candidate'. The main content area has the heading 'Login to upload coursework, review your results, and find your transcript destinations.' Below this is a language selection section with buttons for 'English', 'Français', and 'Español'. A note states 'Login information can be provided from your programme coordinator'. The form includes a 'Personal code' field and a 'PIN' field. A 'Login' button with a mouse cursor is visible. A yellow message box at the bottom states 'Access is only available for students with a pin for \*\*\* sessions onwards.' and a link for 'request results services' goes to Alumni. The right side of the page features a large graphic with overlapping circles in yellow, blue, and red, containing images of diverse students.

# CASE STUDY/IB STUDENTS WEBSITE

Feedback

Feedback

Search in r/IBO

r/IBO • 1 yr. ago  
diegocre4 M23 | Spanish A: Lang, Business, English B HL, Math, Phys, C...

## The IB changed the results UI

Other

The IB is making the interface prettier so we can cry while seeing the results beautifully. WE UPP 🙌🔥🙌🔥🙌🔥

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r/IBO  
International Baccalaureate  
This is the unofficial subreddit for all things concerning the International Baccalaureate, an academic credential accorded to...

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USER FLAIR  
KataBananova

COMMUNITY BOOKMARKS  
Wiki

Screen recording - Peru, Desktop, Chrome

**QUESTIONS?**