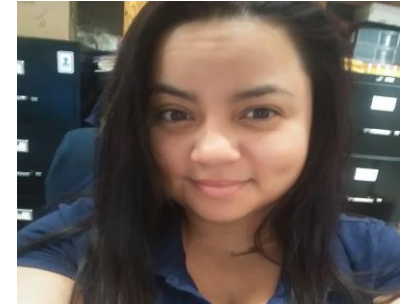


Student-Centered Account Experience

**Helping More Students Persist and
Graduate**



Student Centered Design



Personas

Determined



I WILL

The GED is my first step to success

My name is Robert. I am going to get my GED no matter how long it takes! I study every day even if I don't want to. I surround myself with supportive people, and have a set of goals that I want to accomplish. I'm nervous about taking my tests, but I know if I don't pass the first time, I will figure out what I need to improve for next time.

Regret	Unstoppable	Focused
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"It's like, if you want something, you will have to work hard. You have a struggle, but you have to do it. It's like, I don't have fear."

"When I sit down to actually study and read, I give it everything I have. I'll read one paper like five times over if I have to until I've got it down."

"I had to learn how to study. I put it in my schedule, and then it became a mandatory thing for me. Now, it's just part of my day-to-day."

What is preventing me from progressing?

- Learning the skills (mastery)

What do I believe I need to be successful:

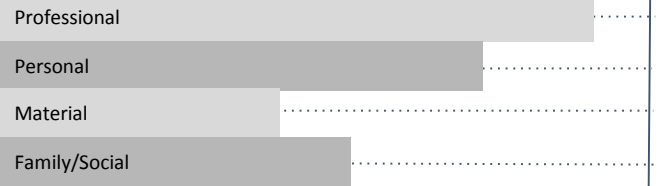
- Anything that will help me do this faster

- | | |
|--------------------------------|------------------------|
| ✓ Likelihood to start/stop | ✓ Loyalty to GED brand |
| ❓ Interest in adult ed classes | ✗ Paralysis |

Self-Factors



Aspirations



What can GED do to help me?

- Easy sign-up, scheduling, and testing processes
- Show me tutoring options
- Show me what I need to study / work on
- Help me learn effective study skills
- Help me keep the momentum going forward

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Family Go-To



I CAN

I need my GED, it's so important!

My name is Danielle. My whole life, my focus has been on other people. I've taken care of siblings, my parents, and now my own children. They all rely heavily on me, and I won't let them down. I need my GED so bad to provide a better life for my family, but with everything going on it's so hard to find time to study! At the end of the day I'm so tired.

Embarrassed

Dependable

Drained

"I'm the type of person where I felt like I put people around me before me and kind of put myself on the back burner."

"I understand what thoughts can arise in the child's head [for lack of attention], and I don't want my kids to ever feel that from me."

"Once I put that little girl to bed, I'm too tired to get out of bed."

What's preventing me from progressing:

- Balancing my time between family and school
- Not having time to sit and focus
- Low energy and accountability

What do I believe I need to be successful:

- Accountability so I can stay on track

✓ Likelihood to start/stop

✗ Loyalty to GED brand

✓ Interest in adult ed classes

✓ Paralysis

Self-Factors

Self-Efficacy

Fear of Failure

Self-Control

Intrinsic Motivation

high

Aspirations

Professional

Personal

Material

Family/Social

What can GED do to help me?

- Help me see that prioritizing the GED is for my family
- Help me clarify my next step and what life might look like after the GED (how it will benefit my family)
- Provide me with adult ed options
- Give me on-the-go study options with short lessons that I can put down and easily resume

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Disheartened



I’LL TRY

I want my GED, but can I do it?

My name is Heather. Life has been pretty hard for me, and I’m used to people letting me down. I see my friends graduating college and I feel like they are passing me by. I’m stuck in a rut. I get discouraged or frustrated when I don’t understand something. If I don’t pass the test, it will be proof that I’m a complete failure.

Despondent	Ashamed	Frustrated
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“It’s almost like I want to do it, but what if I fail? The first step is applying myself and realizing that I can do this and not to be scared of failing.”

“I felt like giving up. Which I did give up. I just didn’t want to do it anymore. It was frustrating, extremely frustrating. I felt like I was never going to pass that portion.”

“I realized I was running away from [getting my GED] because I didn’t feel I could do it.”

What’s preventing me from progressing:

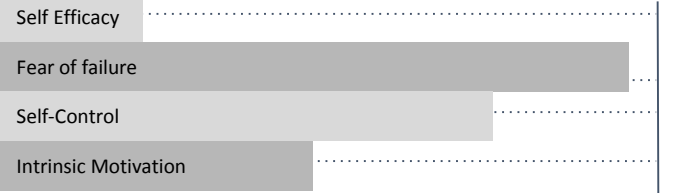
- Fear of failing or not finishing
- It’s not clear what skills I need to pass
- Test anxiety

What do I believe I need to be successful:

- I don’t believe I can be successful... I need confidence and reassurance

- | | |
|--------------------------------|------------------------|
| ✓ Likelihood to start/stop | ✗ Loyalty to GED brand |
| ❓ Interest in adult ed classes | ✓ Paralysis |

Self-Factors



Aspirations



What can GED do to help me?

- Help me adopt a growth mindset (my brain can grow and failure is part of the process)
- Provide me with encouragement and support
- Connect me with other GED students and positive support systems
- Help me find somewhere I can get help (maybe adult ed) where I don’t feel stupid or judged

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Here and Now



I WILL... later

The GED will always be there.

My name is Sam. I have ambitions and know that I can get my GED if I put my mind to it. Getting the GED is a big task, and it's going to take a long time... I want to get my GED, but I'm just not sure why I can't stay focused! I have a job right now, and I'm getting by alright. I'll definitely do it at some point.

- Guilty
- Distracted
- Overwhelmed

"I jumped around a lot from going back to school to working, school to working. Staying focused has been hard for me."

"I know [the GED] is something that I have to get done, because like I said, that's one of my goals. When I set myself to a goal, I'm going to do it. I might not do it tomorrow, but I'm going to do it."

"I wanted to get my GED so I can get into music school and start learning how to do music production. Honestly, me not getting it is just procrastinating. I'm the only one that is holding myself back."

What's preventing me from progressing:

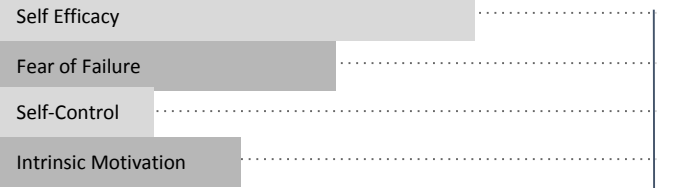
- It's not a priority right now
- I don't put in the time or effort
- Studying is boring!

What do I believe I need to be successful:

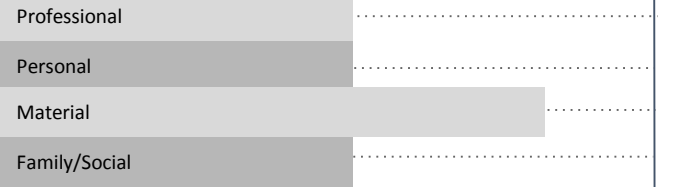
- I just need to put the time into it and I'll get it done

- ✓ Likelihood to start/stop
- ✗ Loyalty to GED brand
- ✗ Interest in adult ed classes
- ✓ Paralysis

Self-Factors



Aspirations



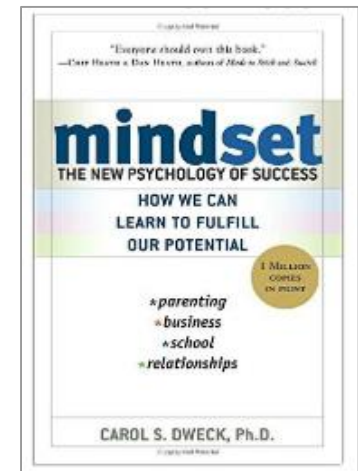
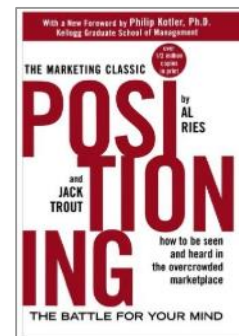
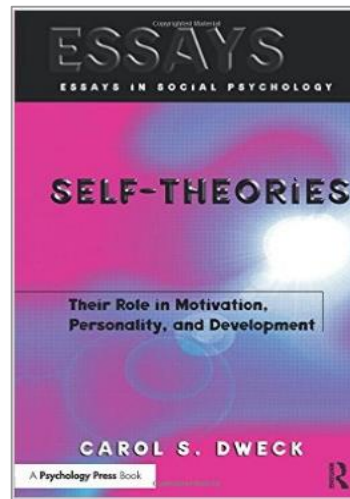
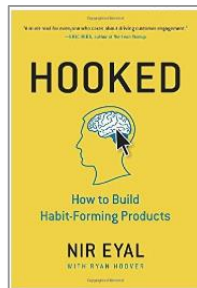
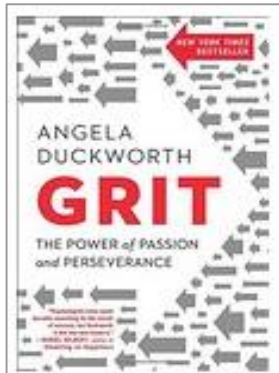
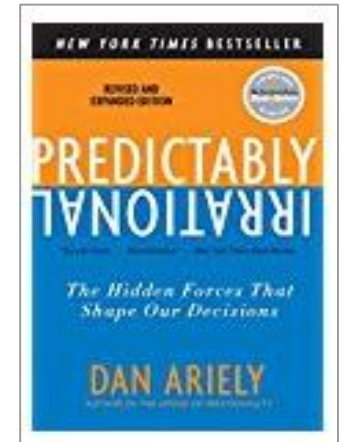
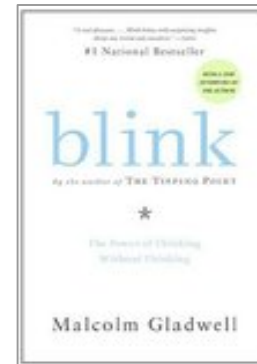
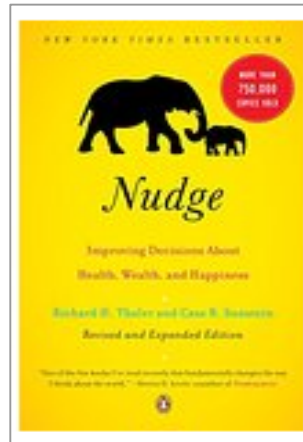
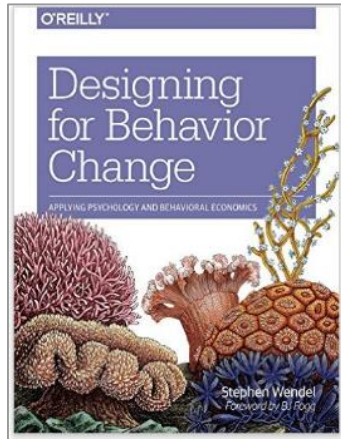
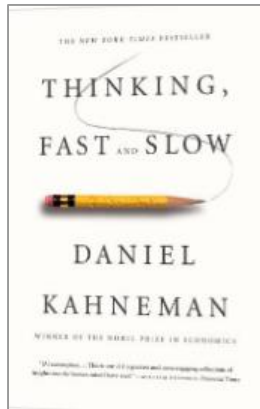
What can GED do to help me?

- Help me make a plan and actually stick to it
- Give me interactive ways to study that make it fun, or at least not dreadful
- Break things into small tasks so I can see my progress and not feel overwhelmed
- Help me build habits and maintain them!

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Helping People Achieve Goals



Live Demonstration