

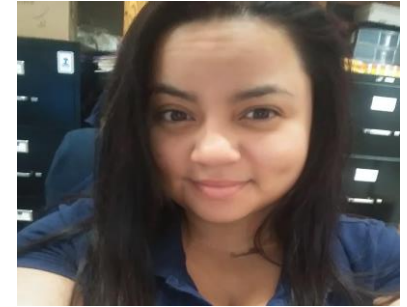
Student-Centered Experience

Helping More Students Persist and Graduate
User Experience and Behavioral Science

Sarita Parikh, July 2018



Student Centered Design



**Desire
&
Capability**

+

**The Means
to Do it**

=

!?

Intention-Action Gap

Exercise

Volunteering

Savings

Diet

Mindfulness

Retirement

Education

Checkups

Screen Time

*Why people don't achieve their
goals...*

And how we can help them...

At scale.

How People Make Decisions

System 1*
Fast and Automatic

Subconscious
Instinctive
Frequent
Emotional
Stereotypic

System 2
Slow and Effortful

Conscious
Deliberative
Infrequent
Logical
Calculating

** Thinking, Fast and Slow, Daniel
Kahneman*

Cognitive Biases

Framing

glass half full
glass half empty

90% lean beef
10% fat beef

Accepting context as-is

Framing

~~Earn \$9000 more a year~~

Earn \$346 more every paycheck

Priming and Stereotype

Asian women subtly reminded of...

ethnicity

*Performed **better**
on math*

gender

*Performed **worse**
on math*

Identity



Now you are
a GED
student!

Loss Aversion

Gain
\$5

Avoid losing
\$5

2x to avoid loss

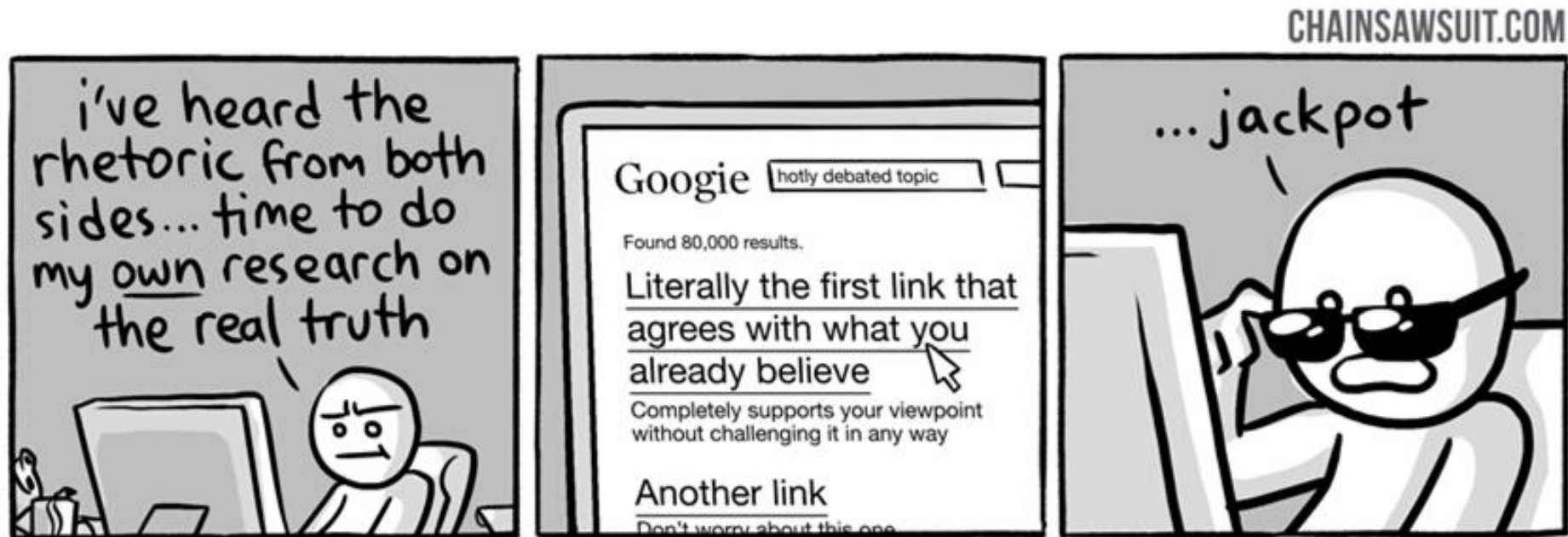
Losses loom larger than gains

Loss Aversion



As long as you
are an active
student...

Confirmation Bias



Interpret in a way that confirms our preconceptions

Confirmation Bias

Literally millions of people have taken the GED multiple times--they kept working on it and earned their diplomas.

Things that don't *seem* to matter, do...
inconsequential?
irrational?

Small details make a big difference.

How People Make Decisions

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Fast and Automatic

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Slow and Effortful

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Logical
Calculating

Biases in Decision-Making

Hyperbolic
Discounting

Decoy Effect

Dunning- Kruger Effect

Bandwagon Effect

Social Desirability
Bias

IKEA Effect

Selective
Perception

Actor-Observer
bias

Hot-Hand Fallacy
Recency Effect

Law of the
Instrument

Lake Wobegone
Effect

Post-Purchase
Rationalization

Negativity Bias

Helping people achieve their goals

Easier to Harder

Make the Process Easy

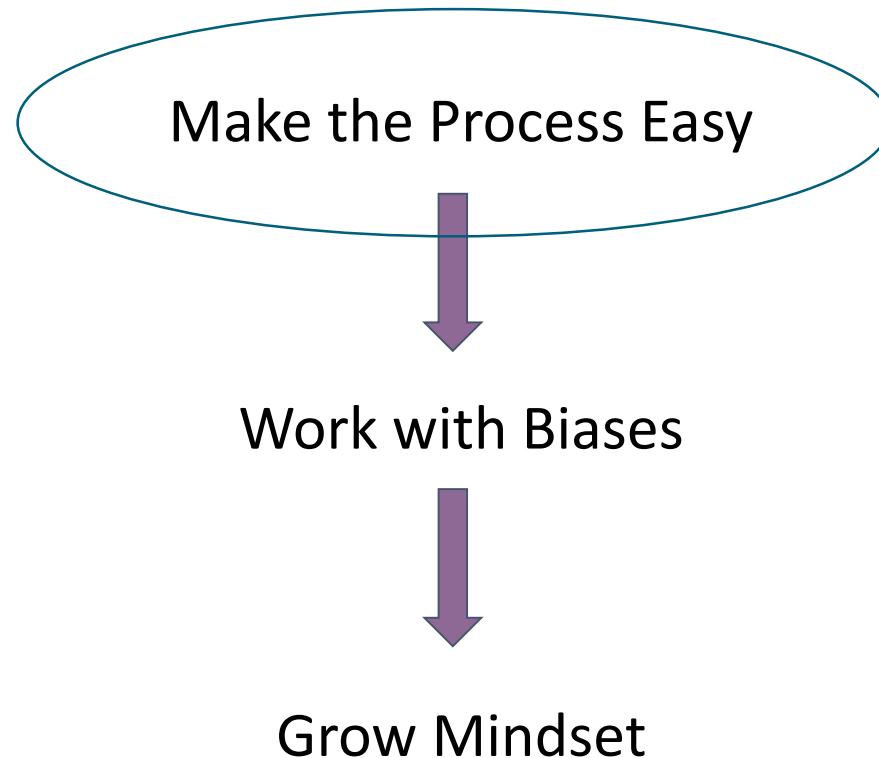


Work with Biases

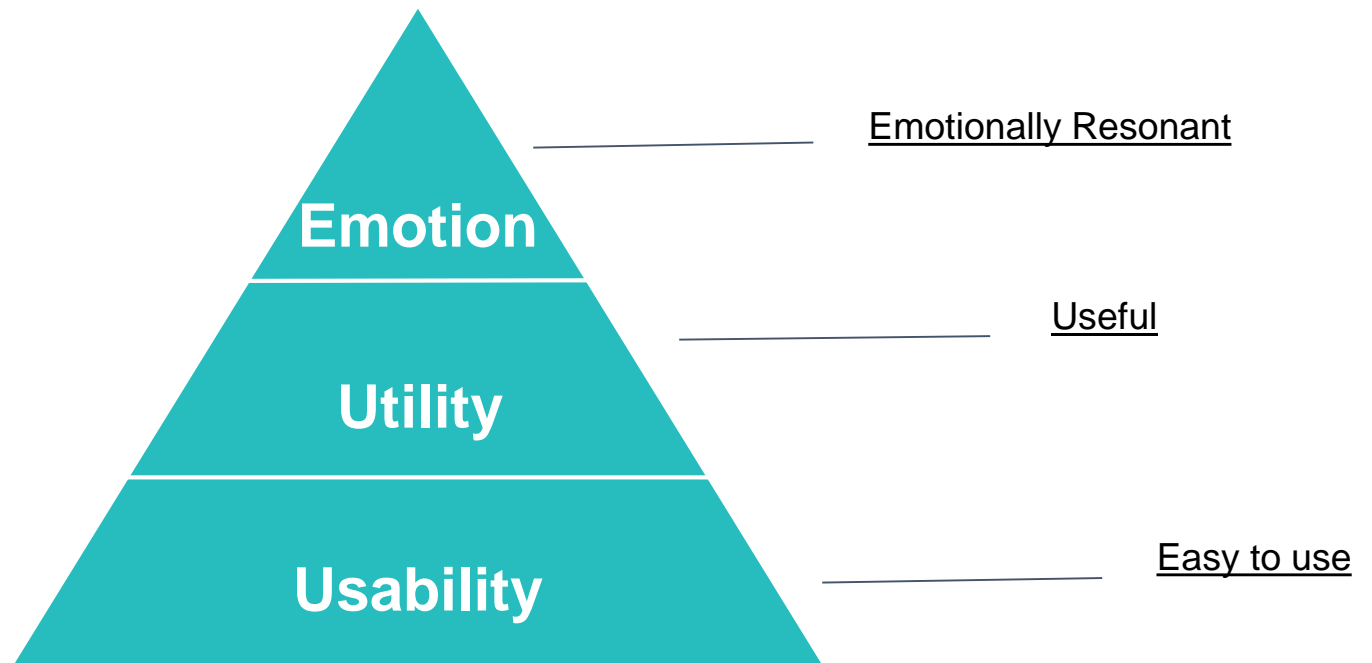


Grow Mindset

Easier to Harder



Start with the Basics



Start with the Basics

If it's ugly, frustrating, or boring,
people won't use it.

Steve Wendel

*Whoever
designed this
site must be old.*

*I wanted to get my
GED so I never had
to go back to that
website.*

Language Arts

Science

Social Studies

Math

Subject Progress: 10% complete



You are ready to start studying!

Get started with My Foundations Lab study tool:

- **Click here** to view images of My Foundations Lab.
- Click the button to go to www.MyFoundationsLab.com
- Click on the green "Sign In" button on the right hand side of the page
- Your user id is **USERNAME**
- Your password is **abc123**
- Click "Enter MyFoundationsLab"
- A new window will open. If it doesn't, please disable the popup blocker on your browser.
- Click the blue "Path Builder" button. Then click the "I am ready to start button".

Go to
www.MyFoundationsLab.com

Good Afternoon Sarita

When I was a child I didn't care about getting an education, and I didn't finish high school. But I got a second chance, and came to understand education is the key to life.

– Mary J. Blige



Language Arts



Social Studies



Science



Math

Welcome to GED!

We're here for you every step of the way.

[SEE HOW THE GED WORKS](#)

Goals:



Subject

Language Arts



Test goal date

July 2



Graduate with the

Class of 2018

Next Steps:



Choose a subject ›



Set a goal date ›



Prepare for test ›



Schedule test by Jun 18 ›

Language Arts

SCHEDULE TEST

About the Test



150 min.



3 parts



3 topics



\$30

Study Guide

Intro to the
Language Arts
Test

Completed

Reading for
Meaning

1 of 6



Identifying and
Creating
Arguments

4 skills

Grammar
Language

4 skills

Practice

Free Language Arts Practice Questions

10 questions



GED Flash™ for Language Arts

Practice questions anywhere and anytime

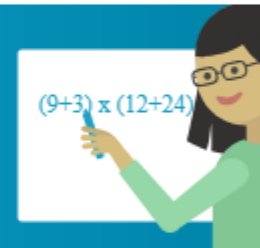


Classes

IN-PERSON

Local GED® Classes

[FIND A CLASS](#)



GED LIVE™

Online GED® Prep Courses

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[Test Tips](#)



[Past Test Scores](#)





Tone and figurative language

You'll be asked to:

- Understand how words affect tone
- Understand how figurative language affects the meaning of words or phrases
- Understand how the use of words, phrases, or figurative language influences the author's purpose
- Understand rhetorical techniques or words and figurative language to convey different meanings, emotions, or persuade readers

There are many ways for words to impact tone and convey the author's purpose. Common techniques include:

imagery: The fall forest was ablaze with red, yellow, and gold leaves.

analogy: The dog's fur was as black as a moonless night.

repetition: Let it snow, let it snow, let it snow!

simile: I was as happy as a clam!

metaphor: After he cut the tree, he became Superman in my eyes.

For example, a passage contains an autobiographical excerpt from a soldier, Henry, who was drafted into war. He may talk about his convictions, the challenges he faces between his patriotism, and his opposition to violence.



Which fact can the reader infer about the narrator?

Read Passage



He is experienced in working with animals.

He is in a hurry to reach his next destination.

He was nervous about traveling in the savanna.

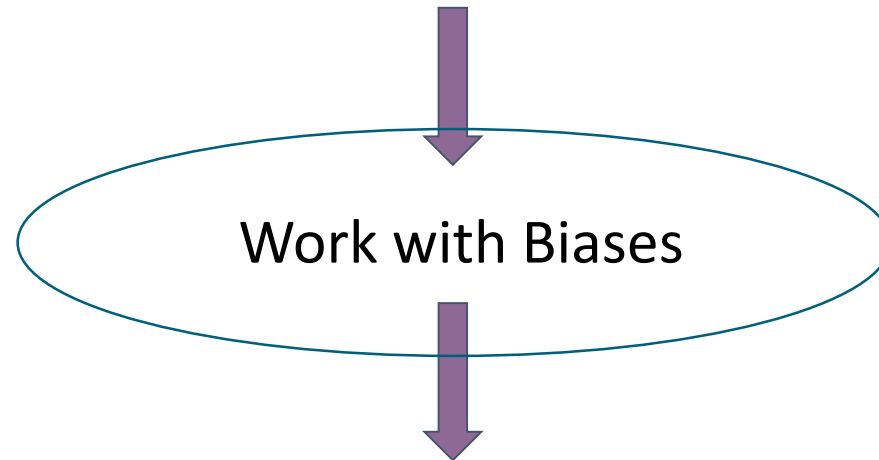
He was raised in the city rather than in the wilderness.

PREVIOUS

SUBMIT

Easier to Harder

Make the Process Easy



Grow Mindset

Trying New Ideas

GED WORKS

GEDWorks™ is free! Your employer pays for everything. You commit at least three hours of studying per week.

- 1 Get Started**
 - Sign up on GED.com
 - Once you're approved, congratulations, you're now a GED® student!
 - Log into GED.com throughout your journey to see your next steps
- 2 Reasoning Through Language Arts (RLA)**
 - Use GED Ready® to find your starting point
 - Study
 - Test
- 3 Social Studies**
- 4 Science**
 - Use GED Ready® to find your starting point
 - Study
 - Test
- 5 Mathematical Reasoning**
 - Use GED Ready® to find your starting point
 - Study
 - Test
- 6 Celebrate**
 - Congratulations! You now a GED® graduate


 GEDWorks™ is a journey. Your advisor is with you every step of the way.

GED TESTING SERVICE™

Welcome to GED!

We're excited you've chosen to get your high school diploma and all the opportunities that await you. We're here to help you.

[GET STARTED →](#)



Okay, when do you want to start?

Set a goal date to stay on track. You can choose:

- ASAP.**
I know my stuff and I'm ready to go!
Take one test per week and graduate by September 13.
- In three weeks.**
I just need to brush up and learn some key concepts.
Take one test every three weeks and graduate by September 13.
- In six weeks.**
I need to start with the basics and learn most key concepts.
Take one test every six weeks and graduate by December 13.

[← BACK](#)

Math

Daily 5

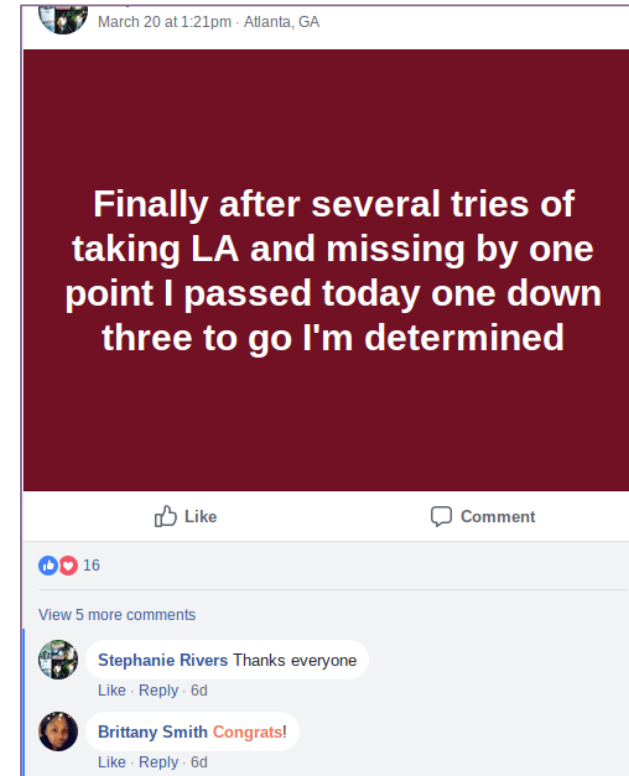
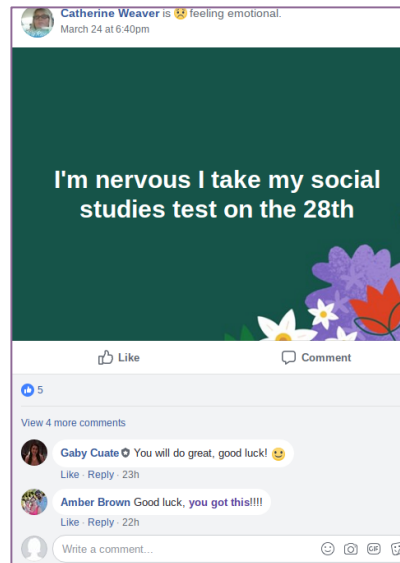
Start practicing with a set of 5 random questions.

[START NOW](#)

1240 practice questions available

Basic Math

Social Proof



Easier to Harder

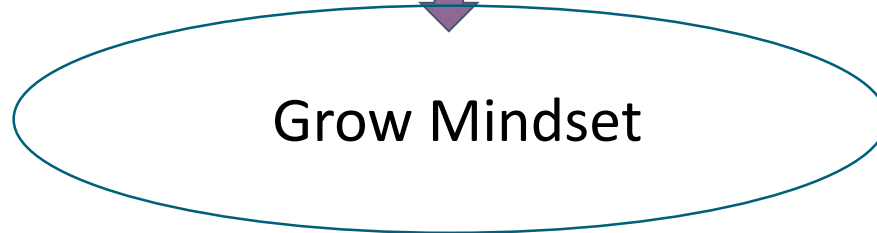
Make the Process Easy



Work with Biases



Grow Mindset



Mindset

Whether you think you
can...

Whether you think you
can't...

You're right

Changing Mindset

- *It's great to see your persistence. You're showing you will stick with something.*
- *It's scientifically proven that studying builds your brain, just like lifting weights builds your muscles.*
- *You've worked hard to get here, you've learned a lot, and now it's time to put all that studying to use.*

... Changes Identity

"I feel like I can do whatever I put my mind to. I put my mind to the GED and I did it."

After passing the first test, it made me feel like it was actually possible that I could do it.

I'm helping my ten year old with her math. Never in my life did I think I'd do geometry. Now I'm showing her how to do a hypotenuse!

New Student Experience Webinar

Tuesday, August 7 at 2pm Central

Also featured in August InSession newsletter

Helping People Achieve Goals

