

ExamPrep.ai

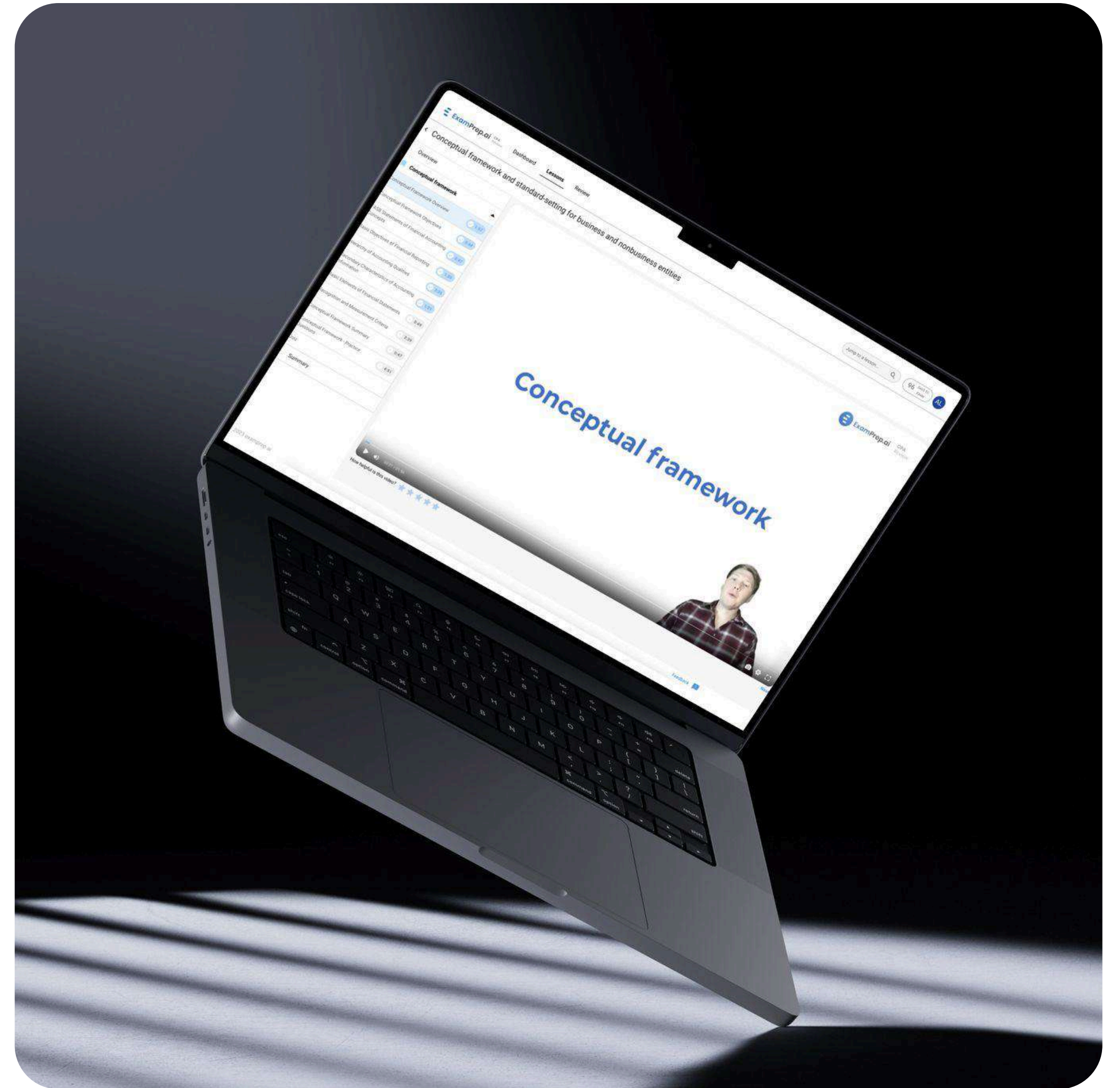


Design Brief

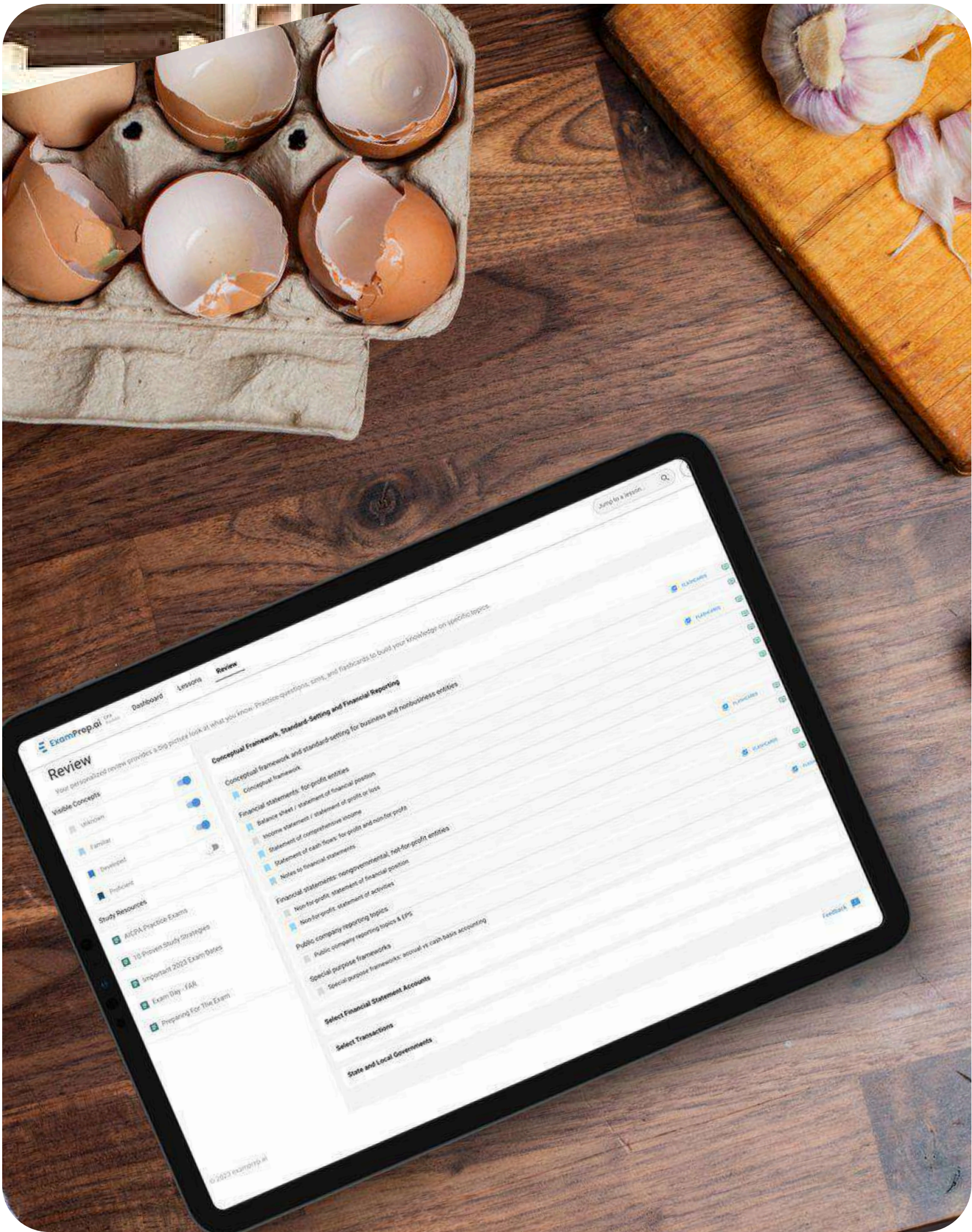
By James Blake

Our Vision

At ExamPrep.ai, our vision is to transform exam preparation by combining adaptive AI and intuitive design to create a smarter, more personalized learning experience. We aim to empower aspiring CPA's with real time insights, boost their confidence, and make high quality test prep more accessible and effective for everyone.



Preliminary Observations



💡 Research Hypothesis

We believe that redesigning ExamPrep.ai's interface to be more intuitive, visually consistent, and brand aligned, while introducing a clearly communicated reward system and AI supported study paths, will increase user engagement and retention by reducing cognitive load, improving motivation, and enhancing perceived value/ ultimately helping the platform compete more effectively in the CPA exam prep market.

🎯 Project Goal

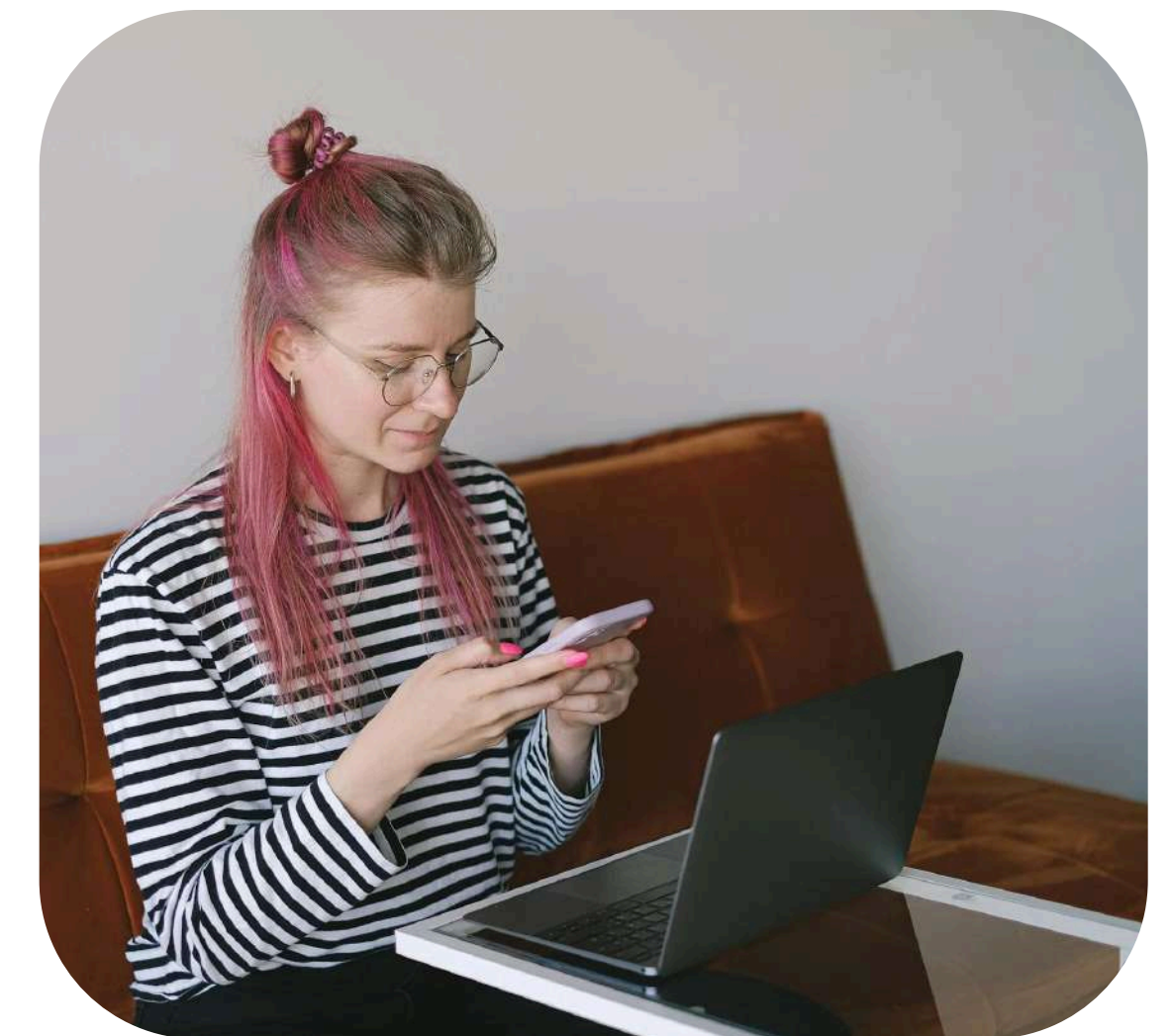
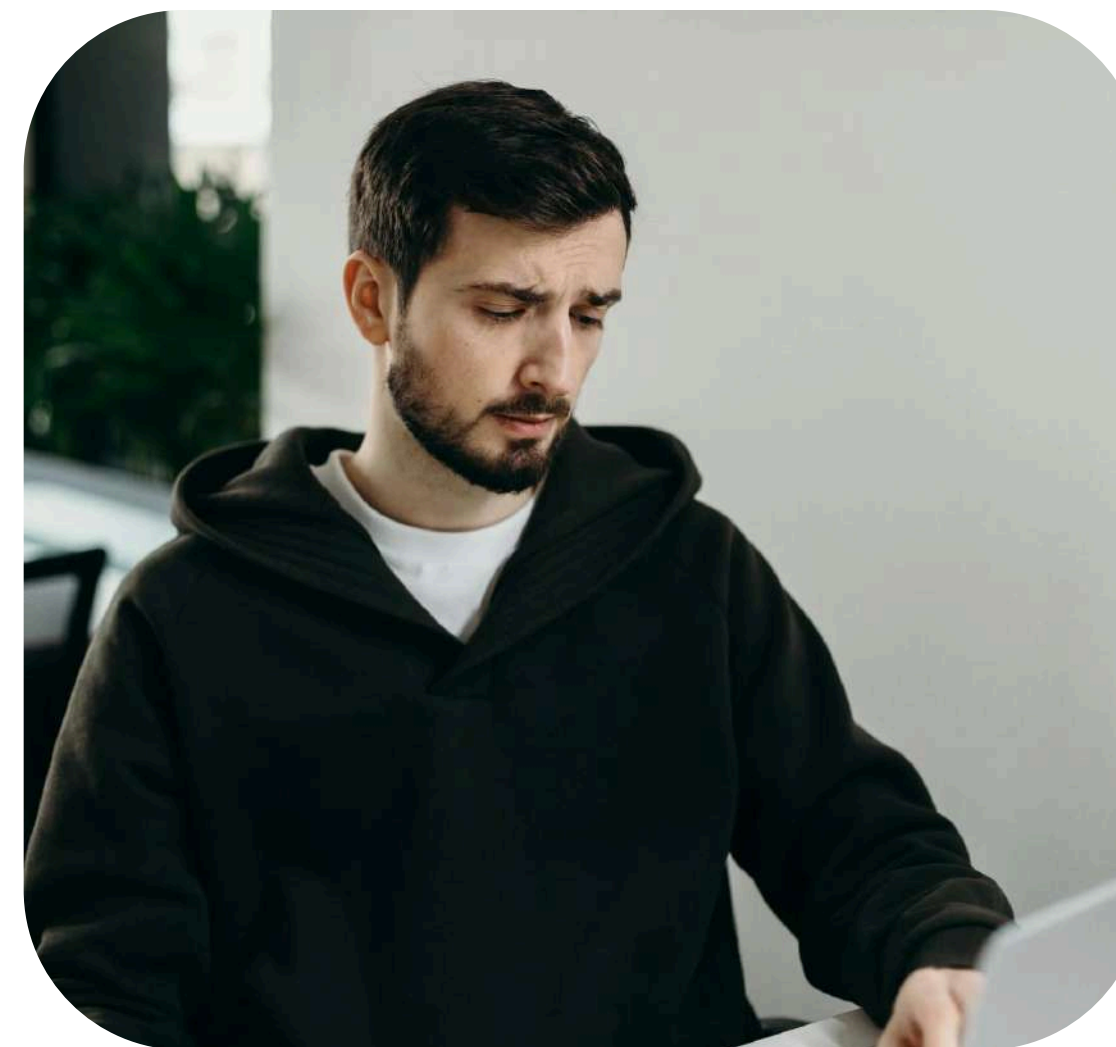
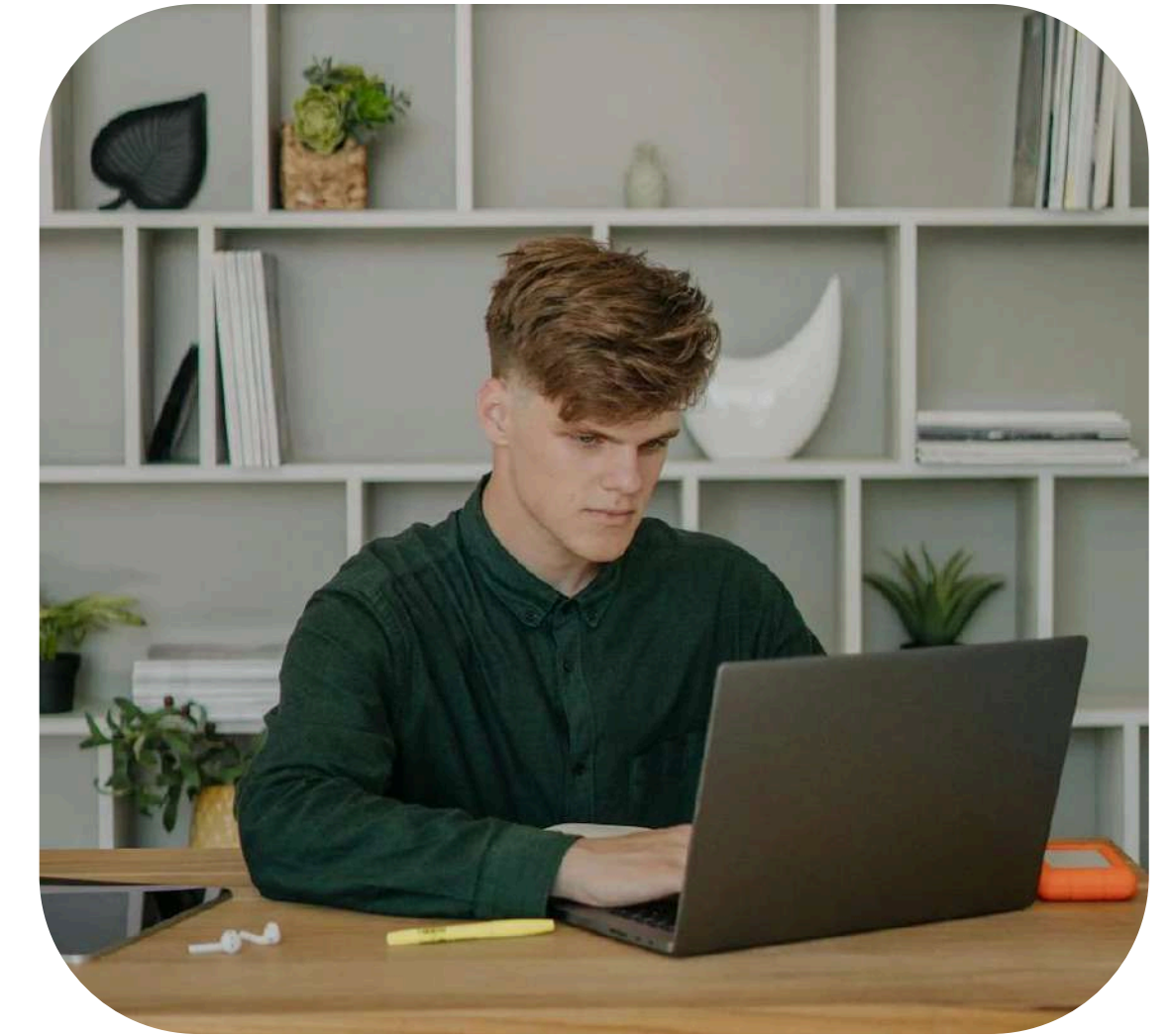
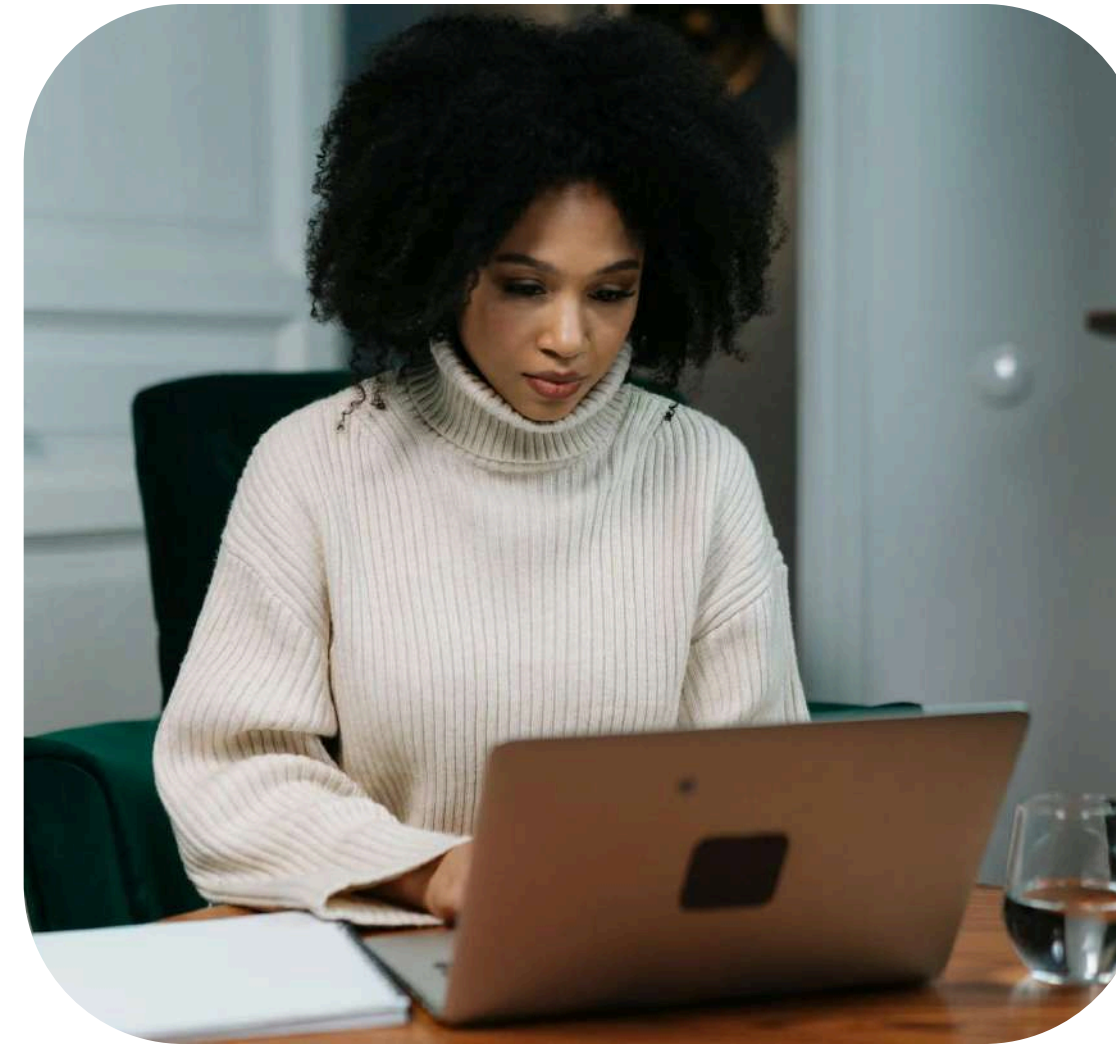
The goals of the ExamPrep.ai redesign project were to create a cleaner, more intuitive user interface that reduces friction and increases retention beyond the current 12%. This included developing a strong, cohesive brand identity, streamlining navigation, and integrating AI features that offer personalized study paths and real-time feedback. We aimed to improve user motivation through a transparent, engaging reward system while ensuring the platform was fully responsive across devices. A key priority was delivering a functional prototype supported by wireframes, a robust design system, and tested user flows—all within a 3–4 month timeline.z



Sample Size & Screener Criteria

14 Participants

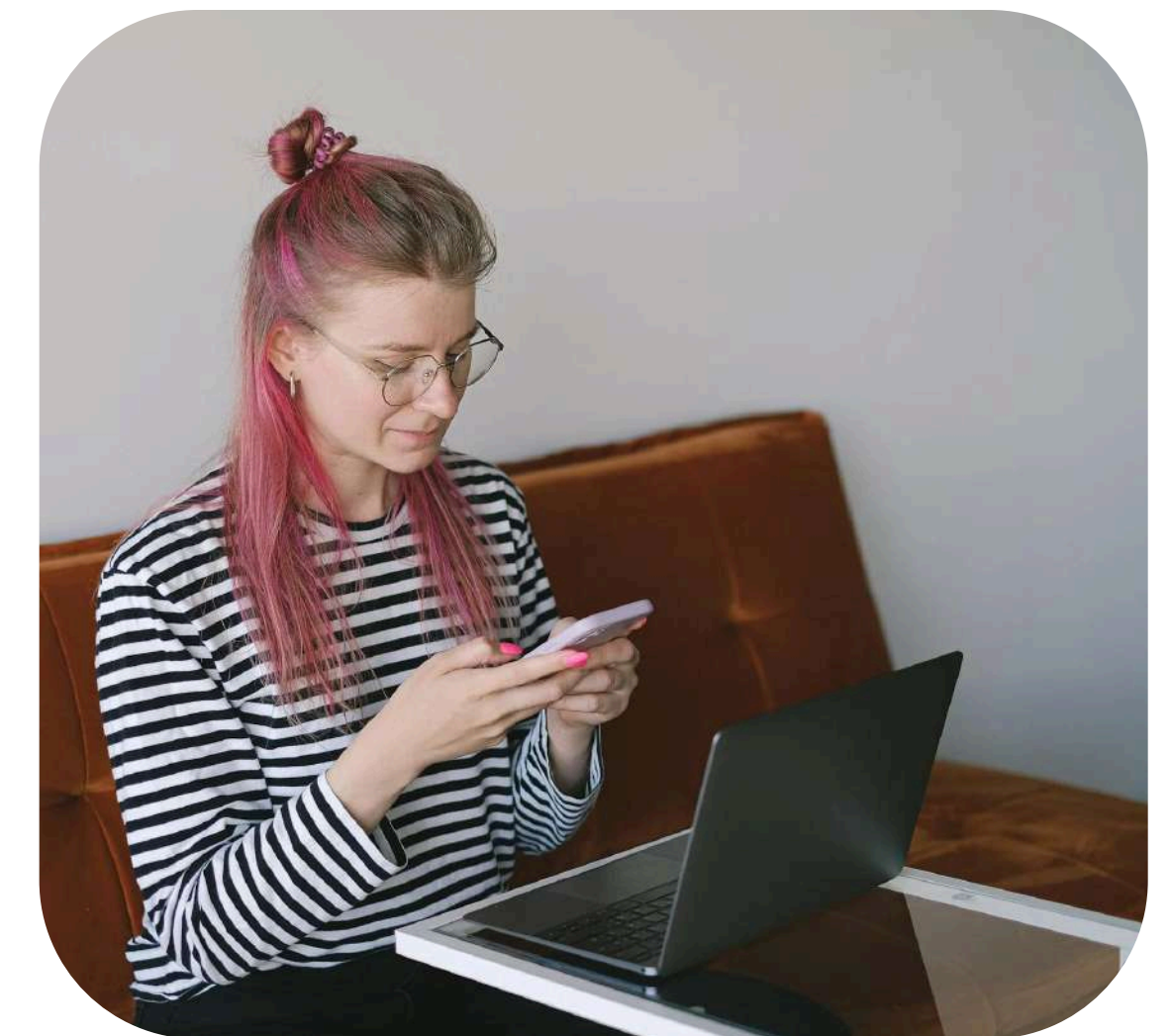
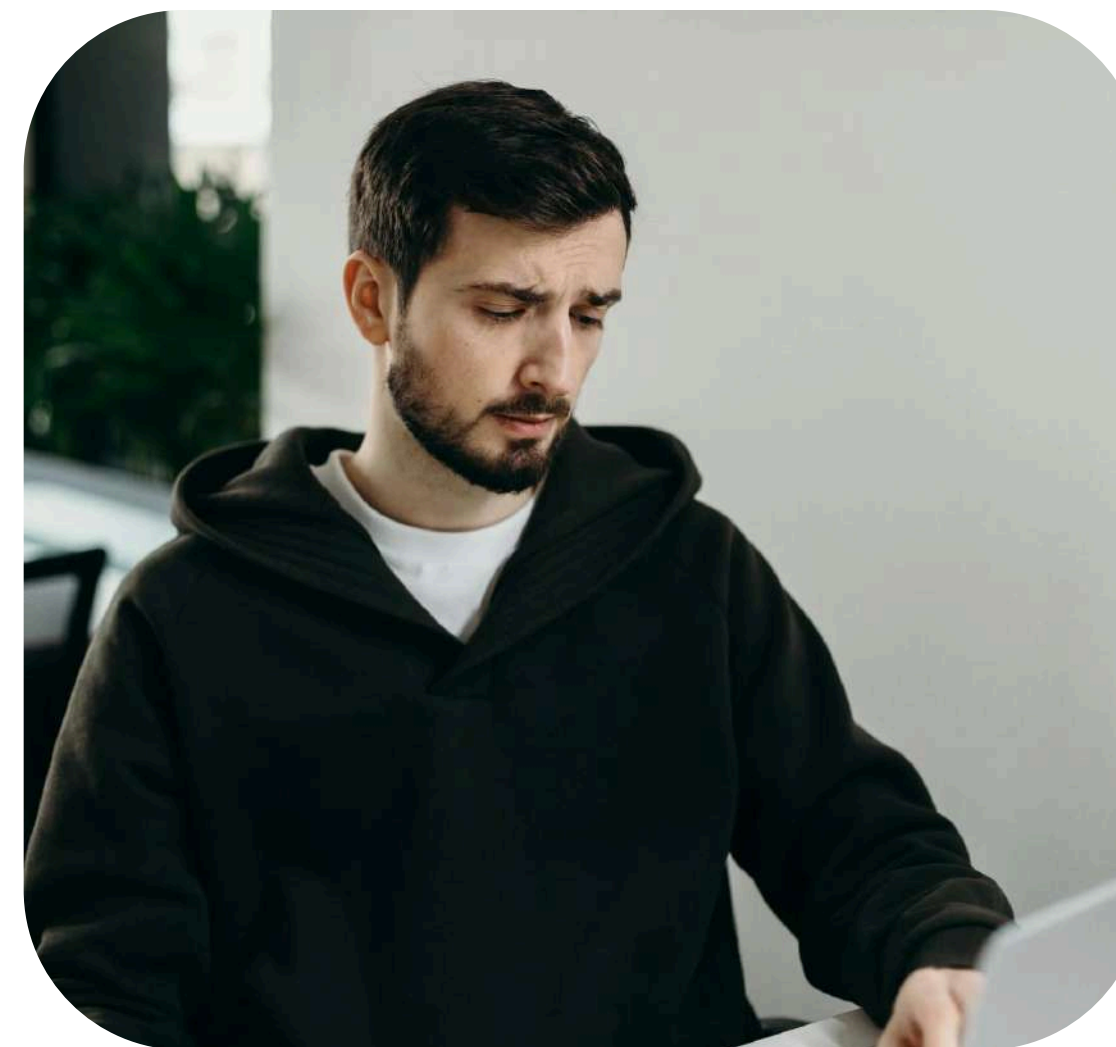
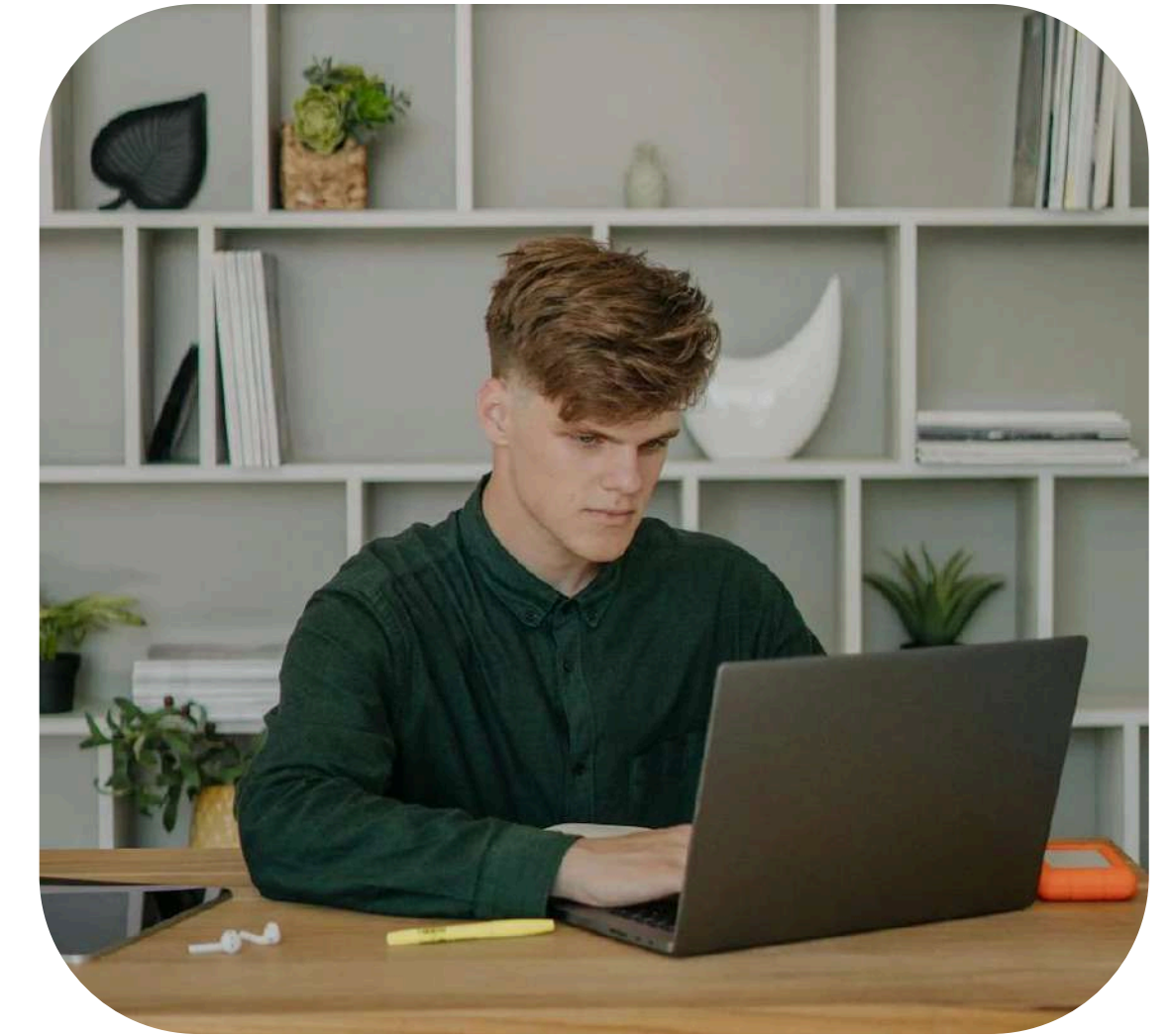
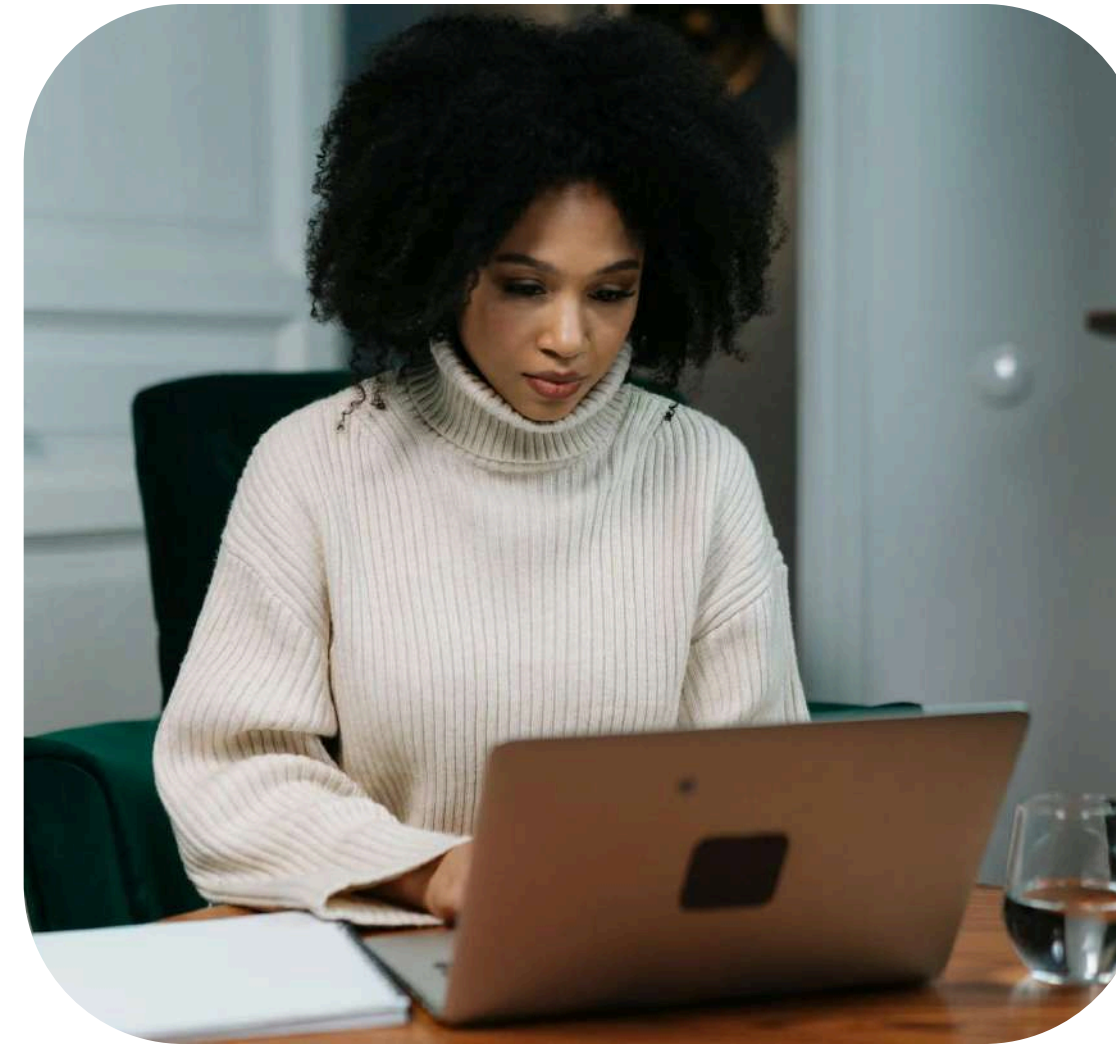
**65% Female and 35% Male
between 20-50 years old
From America, Canada and
India**



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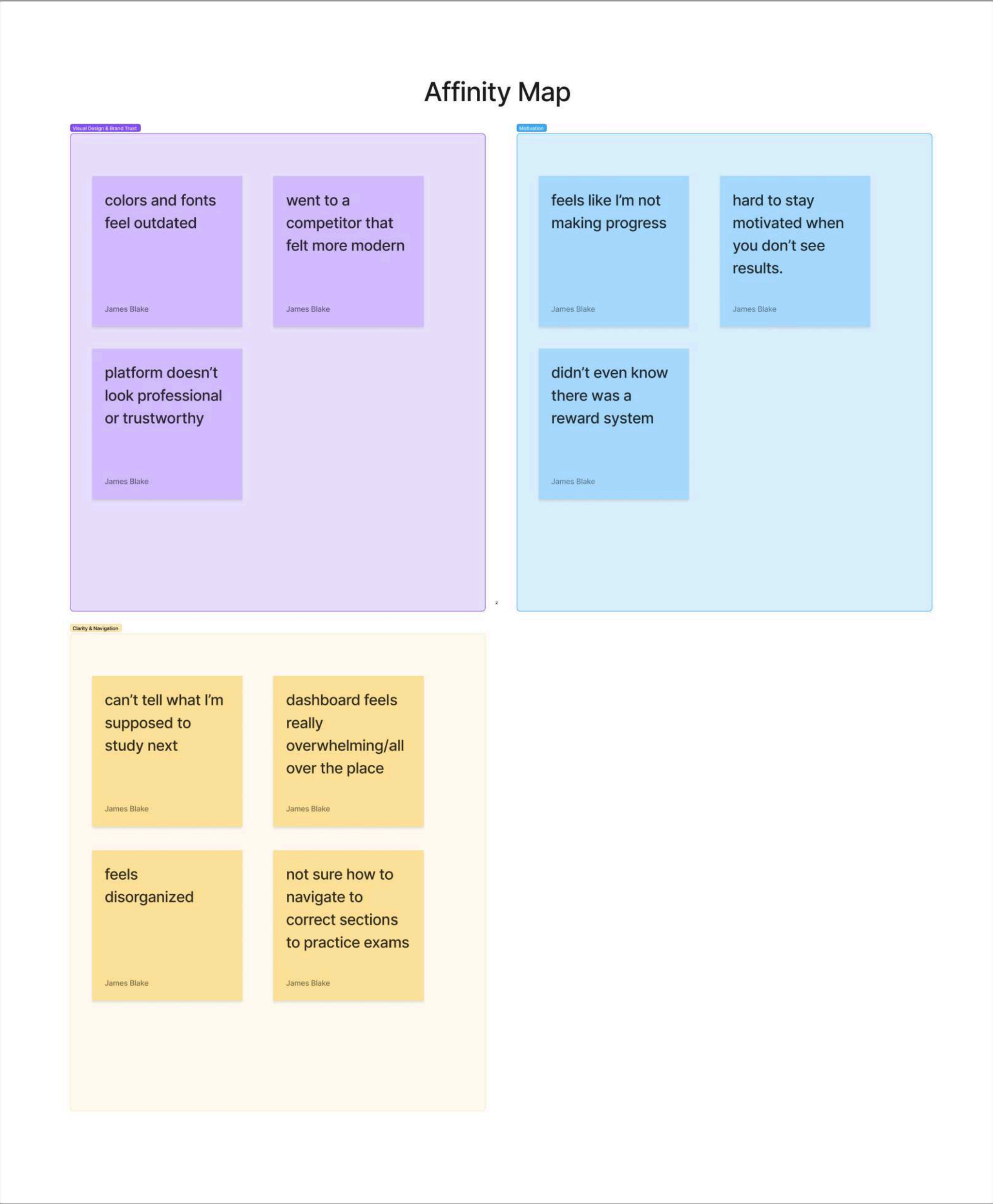
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Synthesis

Affinty Mapping

This affinity map captures key insights from user research around CPA candidates using ExamPrep.ai to prepare for their certification exams. It highlights shared pain points, unmet needs, and emotional drivers. Such as confusion, overwhelm, and lack of motivation to inform design opportunities and guide user-centered improvements to the platform's UI, features, and overall experience.



Validated Observations

With these tools, we have identified two major frustrations

Primary Frustration

Cluttered and confusing user interface
Users struggled to navigate the platform due to poor layout, unclear hierarchy, and overwhelming visual noise. This led to frustration, dropped sessions, and ultimately, low retention.

Secondary Frustration

Lack of a clear, motivating reward or progress system
Even when users engaged with the material, they didn't feel a sense of accomplishment or direction. The reward system was either hidden or too vague, which reduced motivation and made it hard to measure progress.

Dashboard synthesis

Dashboard Redesign

Here is a break down of the final dashboard. For ExamPrep.ai Team member Allyson Gill credited for this part of the project.

1

The dropdown on the top navigation allows users to navigate between the four CPA exam areas.

2

To increase motivation, we provide users with encouraging language as they click on the lessons page. Understanding that life happens, users can also adjust study plans here based on their availability to get new study recommendations.

3

To build trust, when using AI, it's important to share with users how the technology is using their data to provide study recommendations.

4

Study recommendations show users content type, content description, length of time, and provide a clear CTA for users to begin learning.

ExamPrep.ai

FAR

Search...

Dashboard

Lessons

Practice

Resources

Supports

Premium subscription

Buy premium & get unlimited access

Get Access

Financial Accounting and Reporting Lessons

View

Today's Study Plan

All Lessons

Today's Study Plan

You're getting closer to passing the FAR exam! Follow the study plan below to keep on track to pass! Today's course is 45 minutes long. Don't have 45 minutes? [Click here](#) to adjust your study time and get new recommendations.

How is your study plan generated?

Your study recommendations are generated using your exam date, proficiency levels, and, study schedule. We recommend starting with a pre-assessment to test your knowledge of today's learning objectives and post-assessments following each lesson to see how much you've learned.

Close

Pre-Assessment

19 mins

We recommend starting with a pre-assessment to test your knowledge of today's learning objectives and post-assessments following each lesson to see how much you've learned.

Take Quiz

Skip for now

Lesson

Conceptual framework

24 mins

This lesson explores lorem ipsum dolor sit amet consectetur. Risus nec condimentum tortor imperdiet quam blandit sed.

Watch Lesson

Watch Later

Quiz

Conceptual framework

19 mins

Take a quiz to test how much you've retained from the Conceptual framework lesson. Answers and explanations are provided following submission of your quiz. You can take quizzes as many times as necessary to pass.

Take Quiz

Skip for now

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Take Quiz

Skip for now

10 / 17

Synthesis

Personas

We have developed fictional characters to illustrate user types that might use a product in a similar way. We identified three main groups:

- Student parents care about education
- Teacher on Reservation
- Student parents don't care about education



Michelle, 28

Bio

Michelle is a CPA working at a firm who is going to have to get certified again in the next couple of months. Michelle has been studying traditionally, and using Becker but finds the software clunky and does not seem to zero in on the issues Michelle has been having learning.

Motivation

Pass Tests
Advance Career
Bring in more income for the firm

Personality traits

Analytical
Introverted
Fun

Frustration

Clunky Software
Large Tests
Lack of understanding why certain things are incorrect and others are correct

Motivations

IMPACT

TEAM WORK

PROMOTION

“

“Believe in yourself and all that you are. Know that there is something inside you that is greater than any obstacle.”

Synthesis

Personas

We have developed fictional characters to illustrate user types that might use a product in a similar way. We identified three main groups:

- Student parents care about education
- Teacher on Reservation
- Student parents don't care about education



Bio

Luke is a College student at UNL working to become a CPA. Luke is going to have to get certified in the next couple of weeks. Raymond has been studying traditionally, and using Becker. Becker is provided to him by his college ,but finds the software clunky and does not seem to identify why he has gotten certain things wrong when he knows they are right. Luke is searching for a smarter way to learnz

Motivation

Pass Tests
Advance Career
Graduate from College

Personality traits

Analytical
Ambitious
Introverted

Frustration

Hands on learner
Large Tests
Lack of understanding why certain things are incorrect and others are correct

Motivations

IMPACT

TEAM WORK

PROMOTION

“

“Successful and unsuccessful people do not vary greatly in their abilities. They vary in their desires to reach their potential.”

— John Maxwell, author and leadership expert

Design System

Typography-Desktop

<div>Heading H1</div> <div>Font size: 40px Line height: 48px Tracking: -2%</div>			
Heading H1	Heading H1	Heading H1	Heading H1
<div>Heading H2</div> <div>Font size: 36px Line height: 44px Tracking: -2%</div>			
Heading H2	Heading H2	Heading H2	Heading H2
<div>Heading H3</div> <div>Font size: 32px Line height: 40px Tracking: -2%</div>			
Heading H3	Heading H3	Heading H3	Heading H3
<div>Heading H4</div> <div>Font size: 28px Line height: 36px Tracking: -2%</div>			
Heading H4	Heading H4	Heading H4	Heading H4
<div>Heading H5</div> <div>Font size: 24px Line height: 32px Tracking: -2%</div>			
Heading H5	Heading H5	Heading H5	Heading H5
<div>Heading H6</div> <div>Font size: 20px Line height: 28px Tracking: -2%</div>			
Heading H6	Heading H6	Heading H6	Heading H6

Typography-Paragraph

<div>Paragraph Large</div> <div>Font size: 18px Line height: 28px</div>		
Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.	Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.	Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.
<div>Paragraph Medium</div> <div>Font size: 16px Line height: 24px</div>		
Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.	Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.	Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.
<div>Paragraph Small</div> <div>Font size: 14px Line height: 20px</div>		
Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.	Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.	Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.
<div>Paragraph XSmall</div> <div>Font size: 12px Line height: 20px</div>		
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Icons used in this Design

Typography-Mobile

<div>Heading H1</div> <div>Font size: 36px Line height: 44px Tracking: -2%</div>			
Heading H1	Heading H1	Heading H1	Heading H1
<div>Heading H2</div> <div>Font size: 32px Line height: 40px Tracking: -2%</div>			
Heading H2	Heading H2	Heading H2	Heading H2
<div>Heading H3</div> <div>Font size: 28px Line height: 36px Tracking: -2%</div>			
Heading H3	Heading H3	Heading H3	Heading H3
<div>Heading H4</div> <div>Font size: 24px Line height: 32px Tracking: -2%</div>			
Heading H4	Heading H4	Heading H4	Heading H4
<div>Heading H5</div> <div>Font size: 20px Line height: 28px Tracking: -2%</div>			
Heading H5	Heading H5	Heading H5	Heading H5
<div>Heading H6</div> <div>Font size: 18px Line height: 24px Tracking: -2%</div>			
Heading H6	Heading H6	Heading H6	Heading H6

Primary/Lesson

primary-50
primary-100
primary-200
primary-300
primary-400
primary-500
primary-600
primary-700
primary-800
primary-900

Neutral

neutral-50
neutral-100
neutral-200
neutral-300
neutral-400
neutral-500
neutral-600
neutral-700
neutral-800
neutral-900

Shades

White
Black

Alerts

Error
Success
Warning

Knowledge colors

Unknown
Familiar
Developed
Proficient

Special colors

Coach

coach-50
coach-100
coach-200
coach-300
coach-400
coach-500
coach-600
coach-700
coach-800
coach-900

Quiz

quiz-50
quiz-100
quiz-200
quiz-300
quiz-400
quiz-500
quiz-600
quiz-700
quiz-800
quiz-900

Exam

exam-50
exam-100
exam-200
exam-300
exam-400
exam-500
exam-600
exam-700
exam-800
exam-900

Sims

sims-50
sims-100
sims-200
sims-300
sims-400
sims-500
sims-600
sims-700
sims-800
sims-900

Review

review-50
review-100
review-200
review-300
review-400
review-500
review-600
review-700
review-800
review-900

Resources

resources-50
resources-100
resources-200
resources-300
resources-400
resources-500
resources-600
resources-700
resources-800
resources-900

Milestone

milestone-50
milestone-100
milestone-200
milestone-300
milestone-400
milestone-500
milestone-600
milestone-700
milestone-800
milestone-900

Shadows

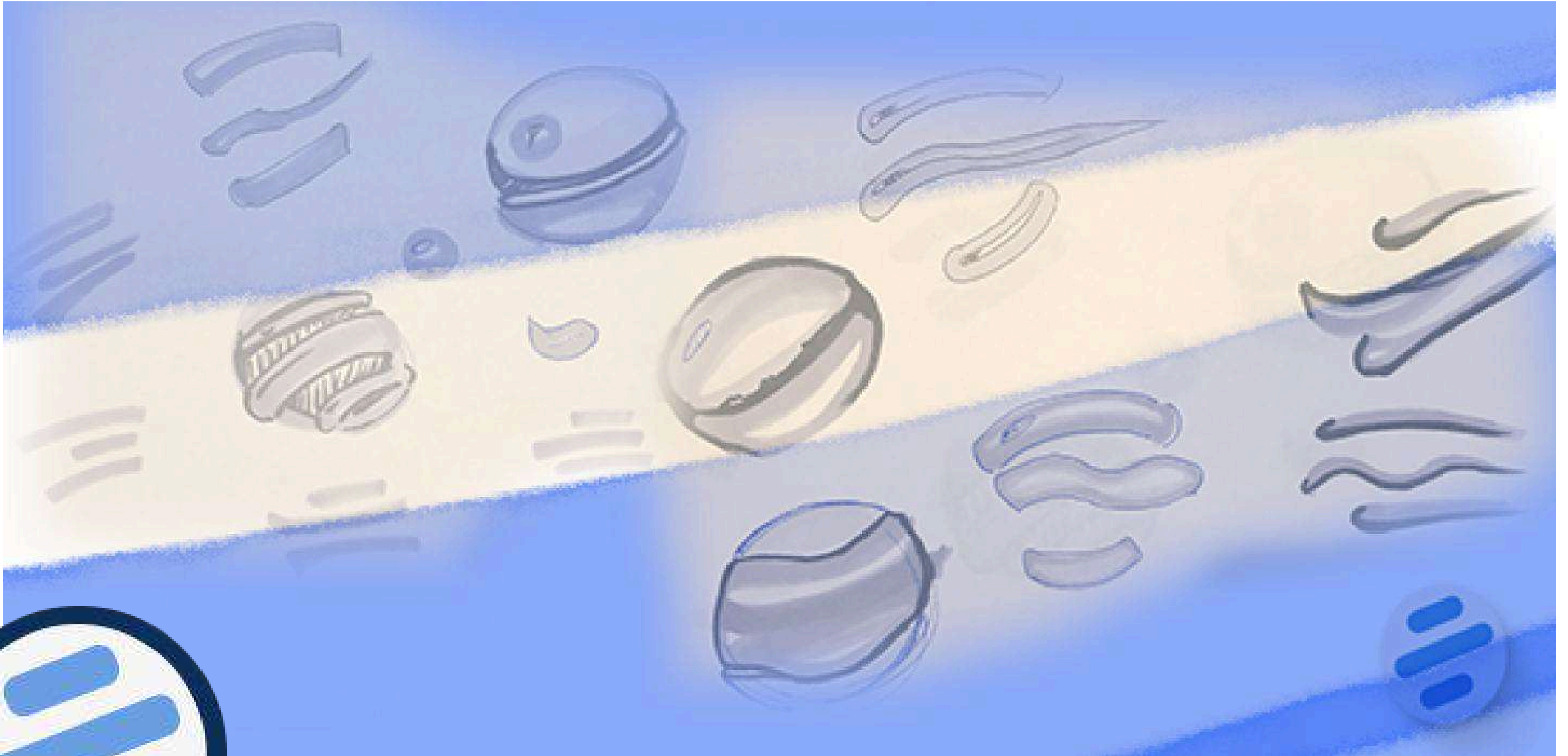
shadow-small
shadow-medium
shadow-large
shadow-xlarge

Blurs

blur-tint
blur-small
blur-medium
blur-large
blur-xlarge

Primary (Small)

Default	Hover	Pressed	Unselected



Ideation and final Logo for ExamPrep.ai Rebrand

User Goals

Track study progress easily through a clear dashboard that shows performance trends, completed topics, and areas for improvement.

Understand and benefit from the reward system, using achievements and gamified elements as motivation and progress validation..

Receive personalized study plans that adapt to their strengths, weaknesses, and available time.

Access content and quizzes on-the-go, with a mobile-friendly experience that supports studying anytime, anywhere.

Navigate the platform effortlessly, with a clean, intuitive interface that reduces cognitive load and makes tools easy to find.

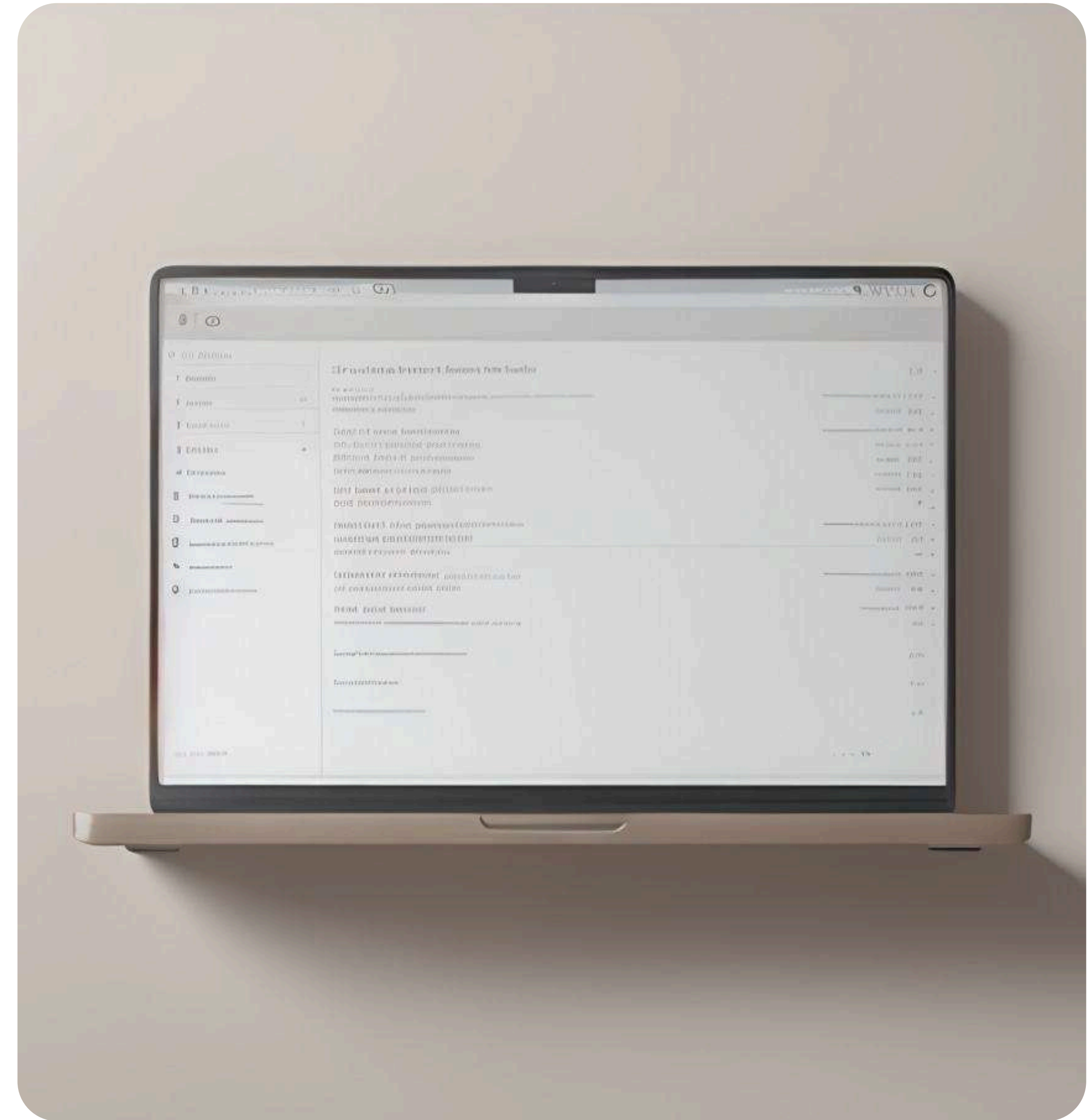
Feel supported and confident, through AI-driven insights, predictive scoring, and feedback that reduce anxiety and boost readiness.

? Problem Statement

Our target users, when using ExamPrep.ai, are struggling to stay engaged and motivated because the platform's interface is cluttered, difficult to navigate, and lacks a clear reward system or brand identity. If we can solve these usability and motivation issues, users will experience a more focused and personalized study journey, increasing their likelihood of exam success. This will also benefit the business by improving retention rates, strengthening competitive positioning, and driving long term user growth.

👉 Final Observations

- 1. Usability issues were a primary barrier to retention.**
The original platform had a cluttered interface and unintuitive navigation, making it difficult for users to engage consistently or locate essential study tools.
- 2. The absence of a cohesive brand identity weakened user trust.**
The visual design and messaging felt outdated and inconsistent, making the platform less memorable and less competitive.
- 3. Cognitive overload negatively impacted learning.**
The platform presented too much information at once without clear structure, which overwhelmed users and hurt retention.
- 4. Redesign efforts must prioritize clarity, motivation, and personalization.**
A more focused, branded, and user-driven experience—with intuitive navigation, visual consistency, and smart progress tracking—will be essential to improving user satisfaction and retention.





How Might We...

This brainstorming session helped us rephrase the problems discovered from our research to help identify future opportunities.

How might we simplify navigation to reduce user frustration?

How might we increase user retention beyond 12%?

How might we make the reward system more clear and motivating?

How might we visualize AI support to boost confidence?

How might we build a stronger, more trustworthy brand identity?

How might we reduce cognitive load in the study experience?

How might we make studying feel more personalized and adaptive?

How might we better support users on mobile devices?

How might we onboard new users more effectively?

How might we help users track progress more easily?

Thank you!

Any Questions?

Reach us at
JamesBlakeDesigns@gmail.com