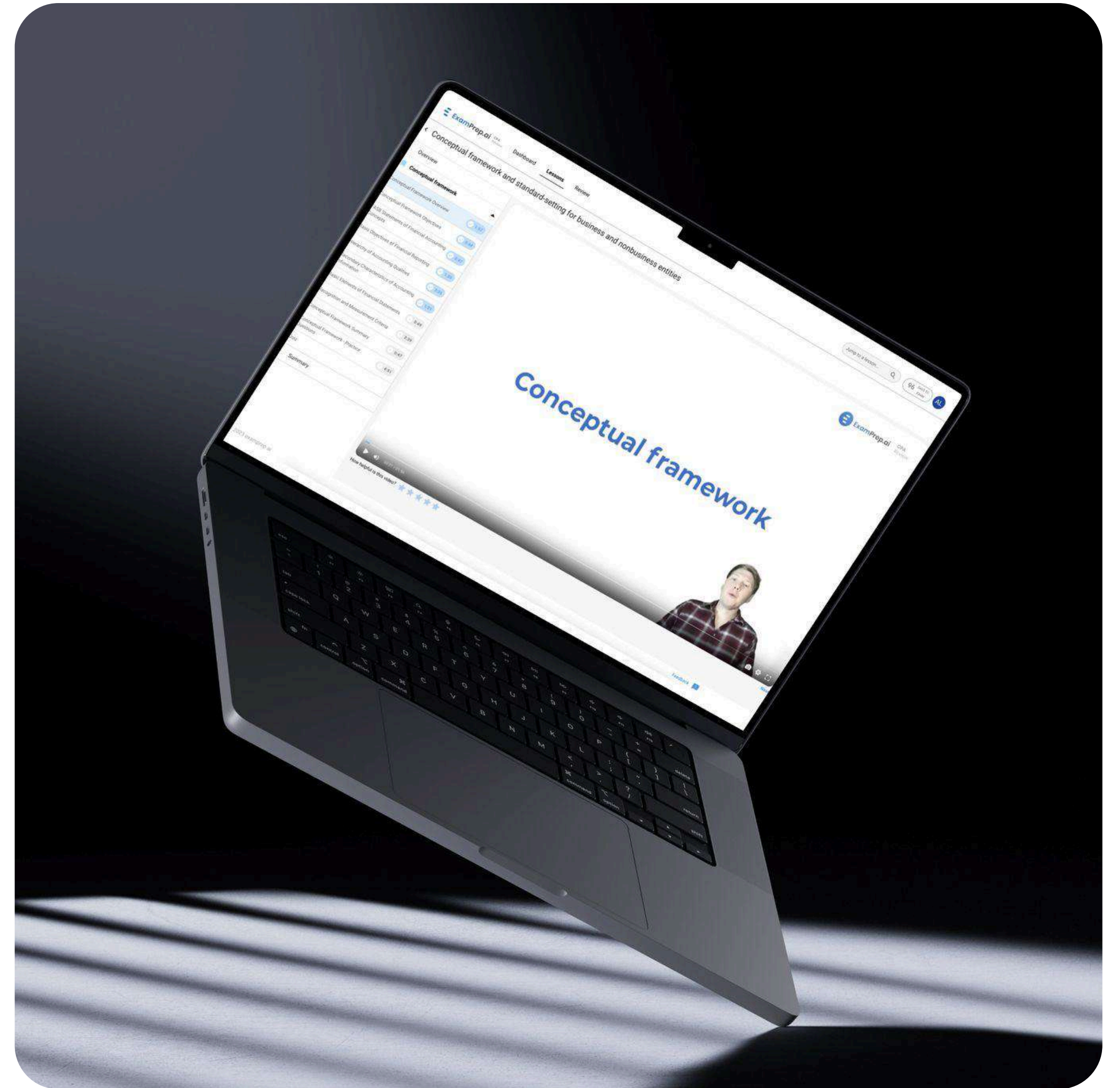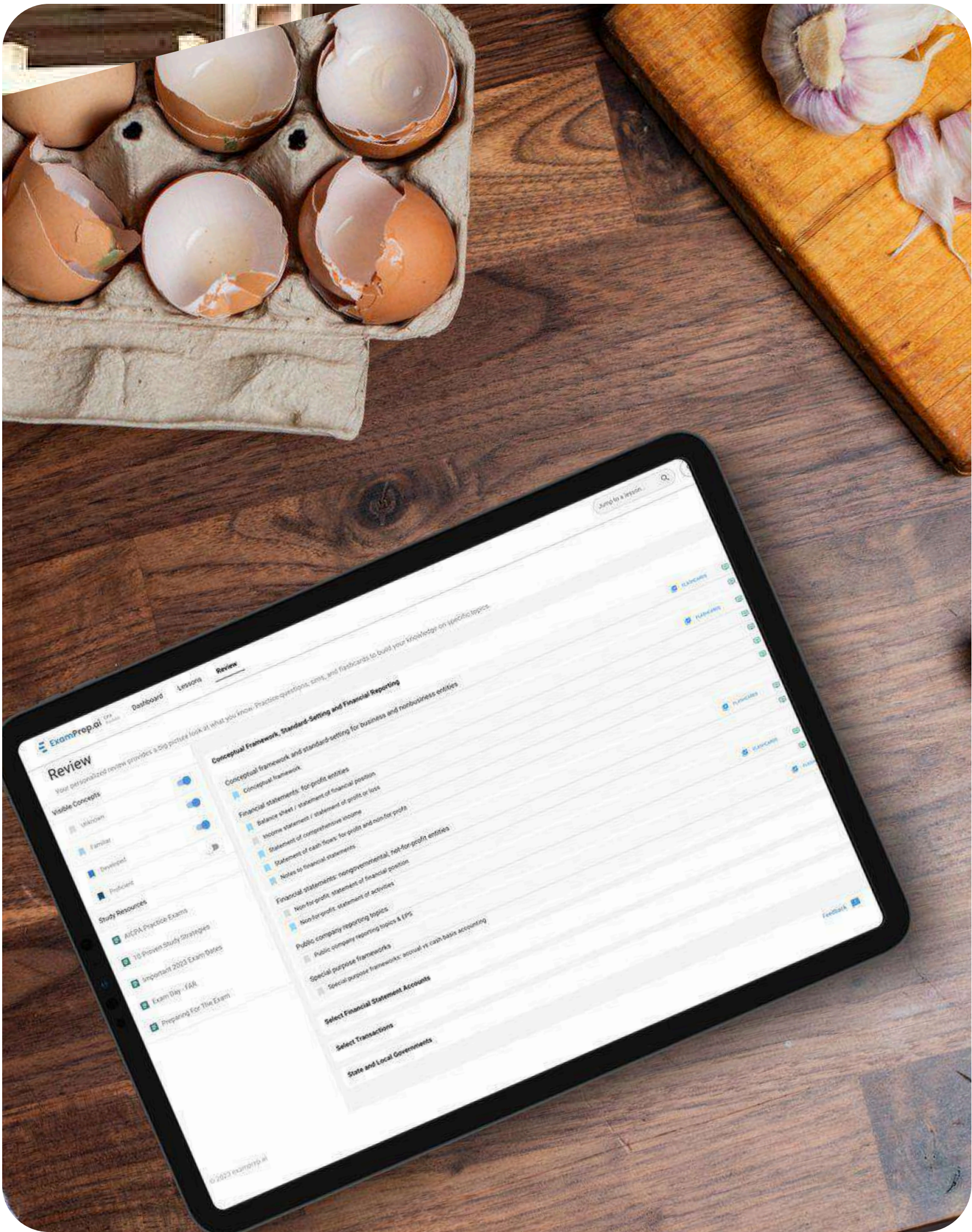# ExamPrep.ai

🔍 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.
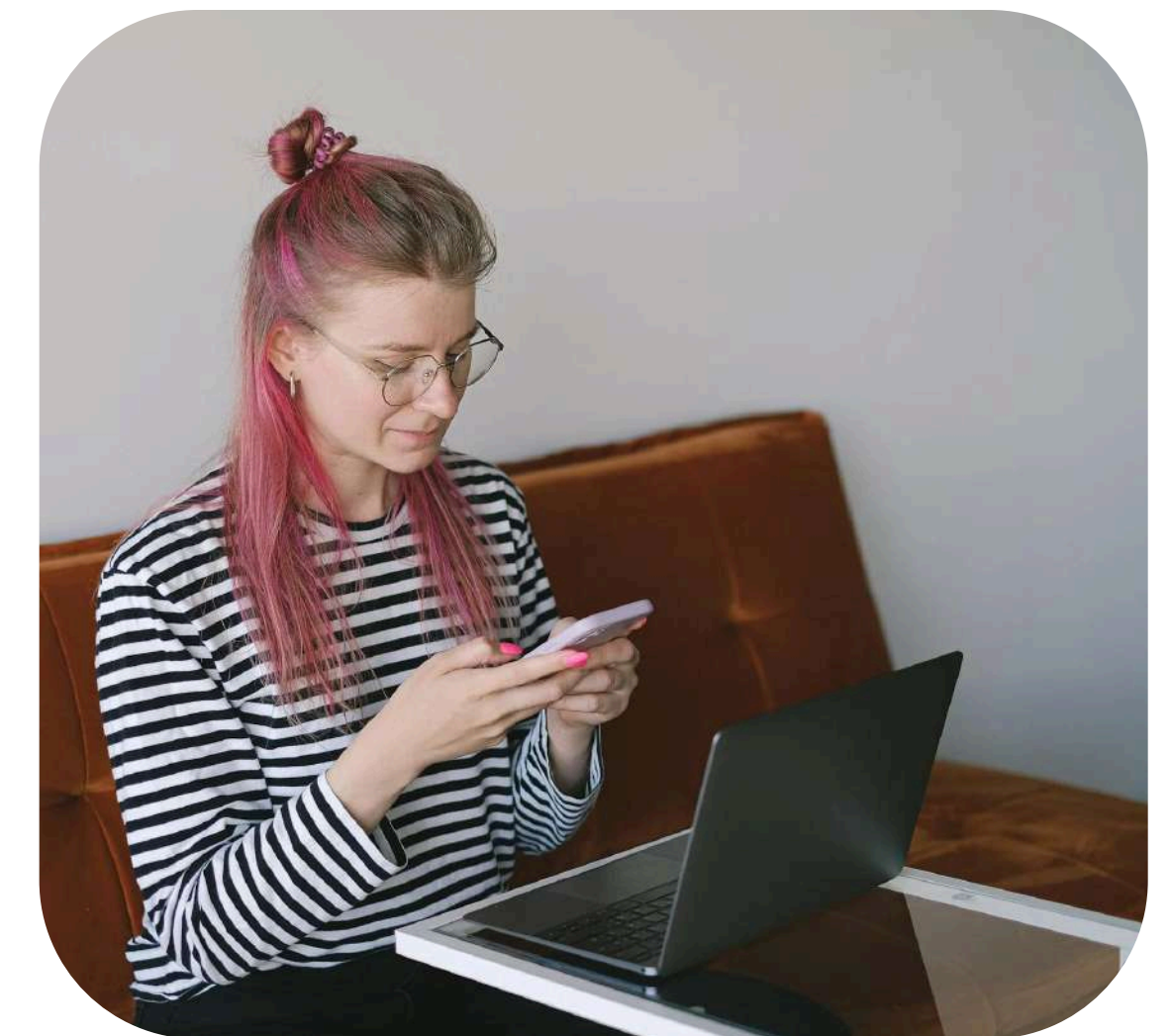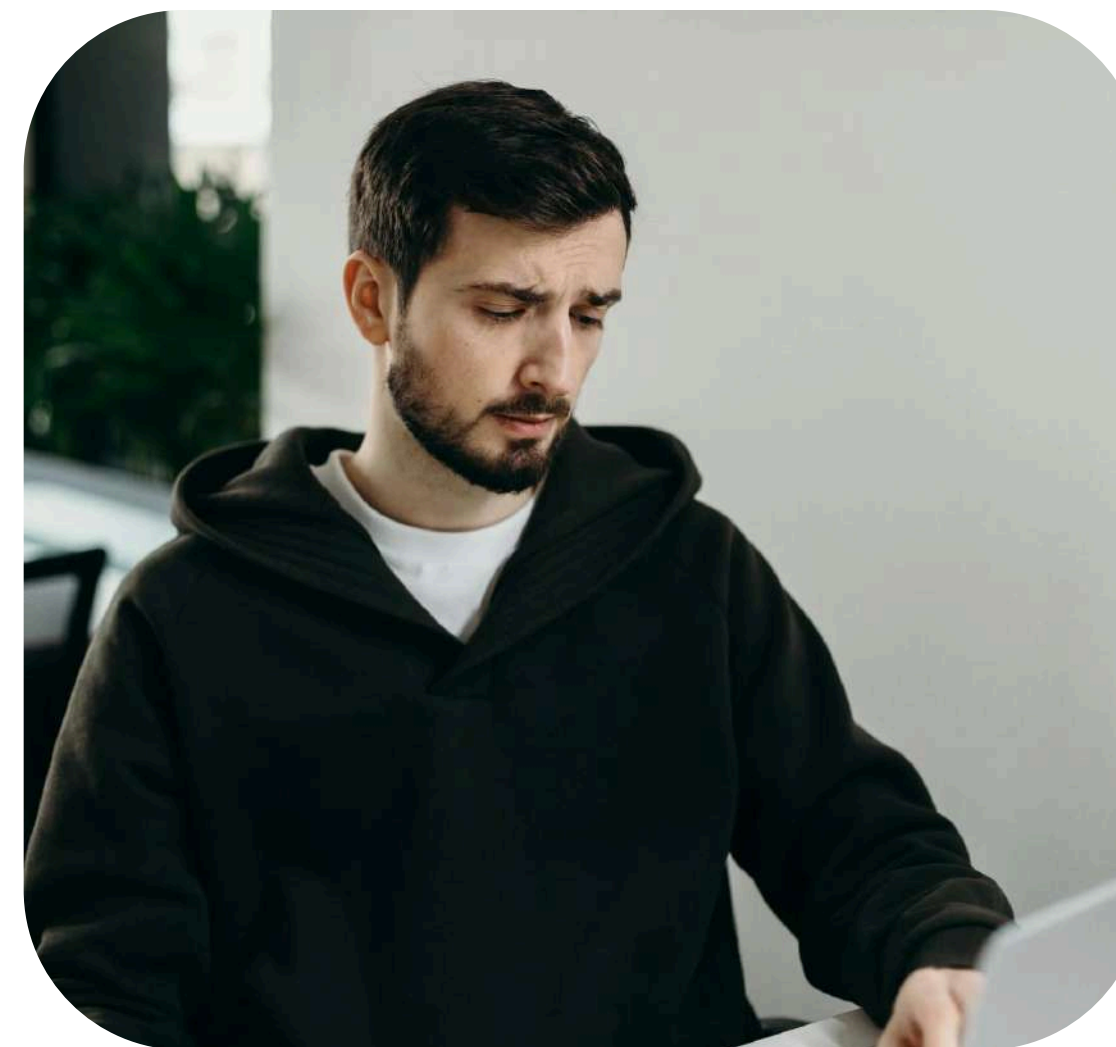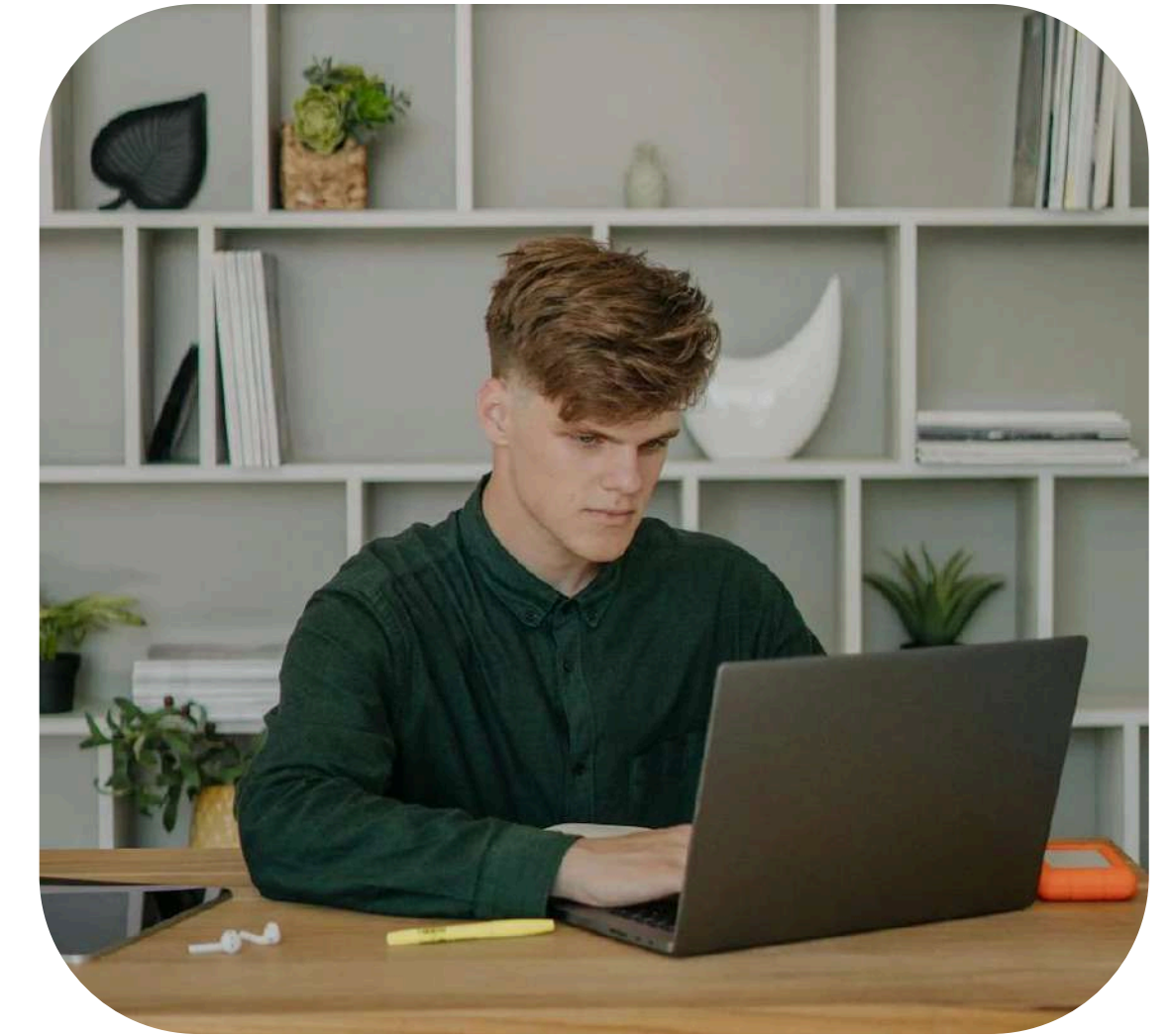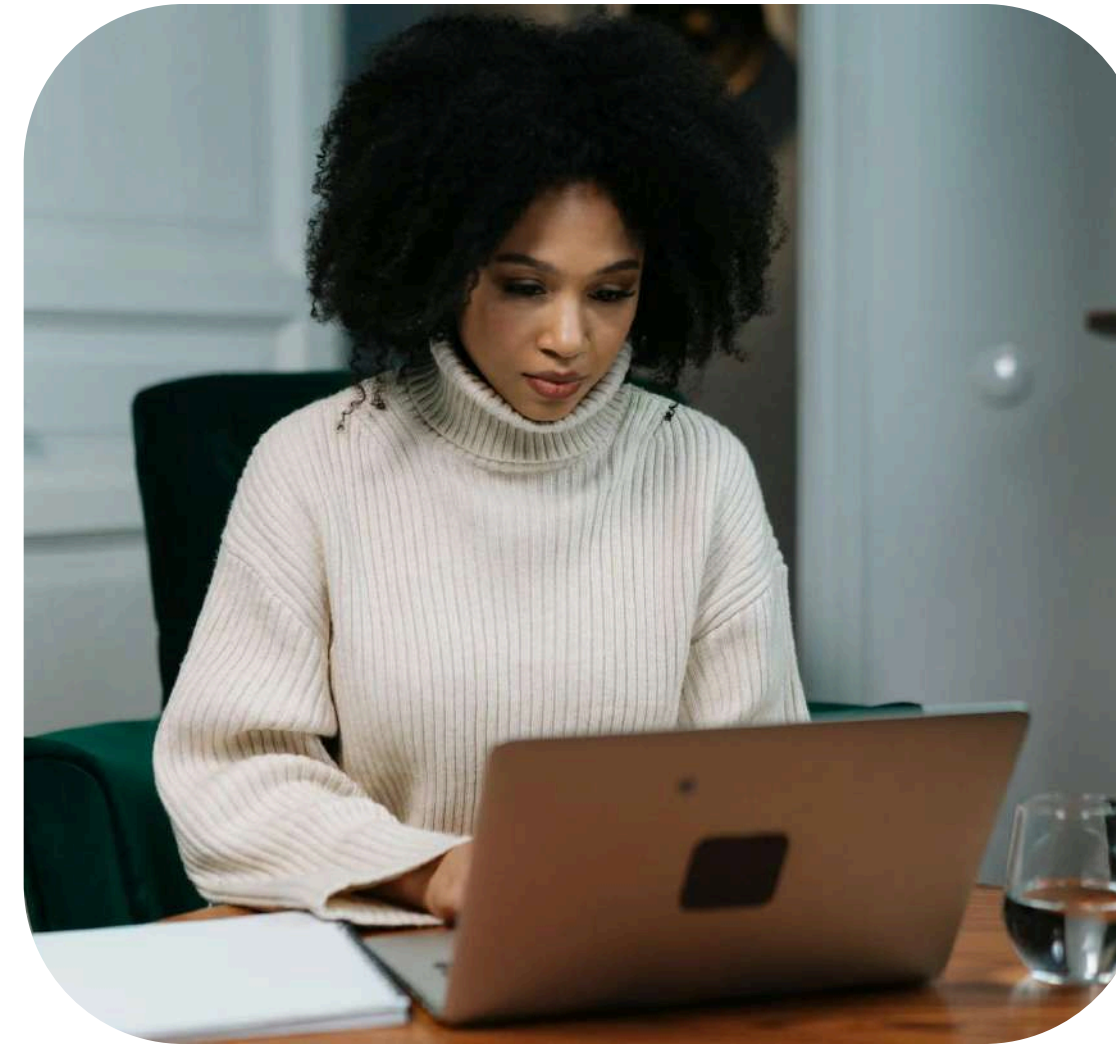
🎯 Project Goal

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

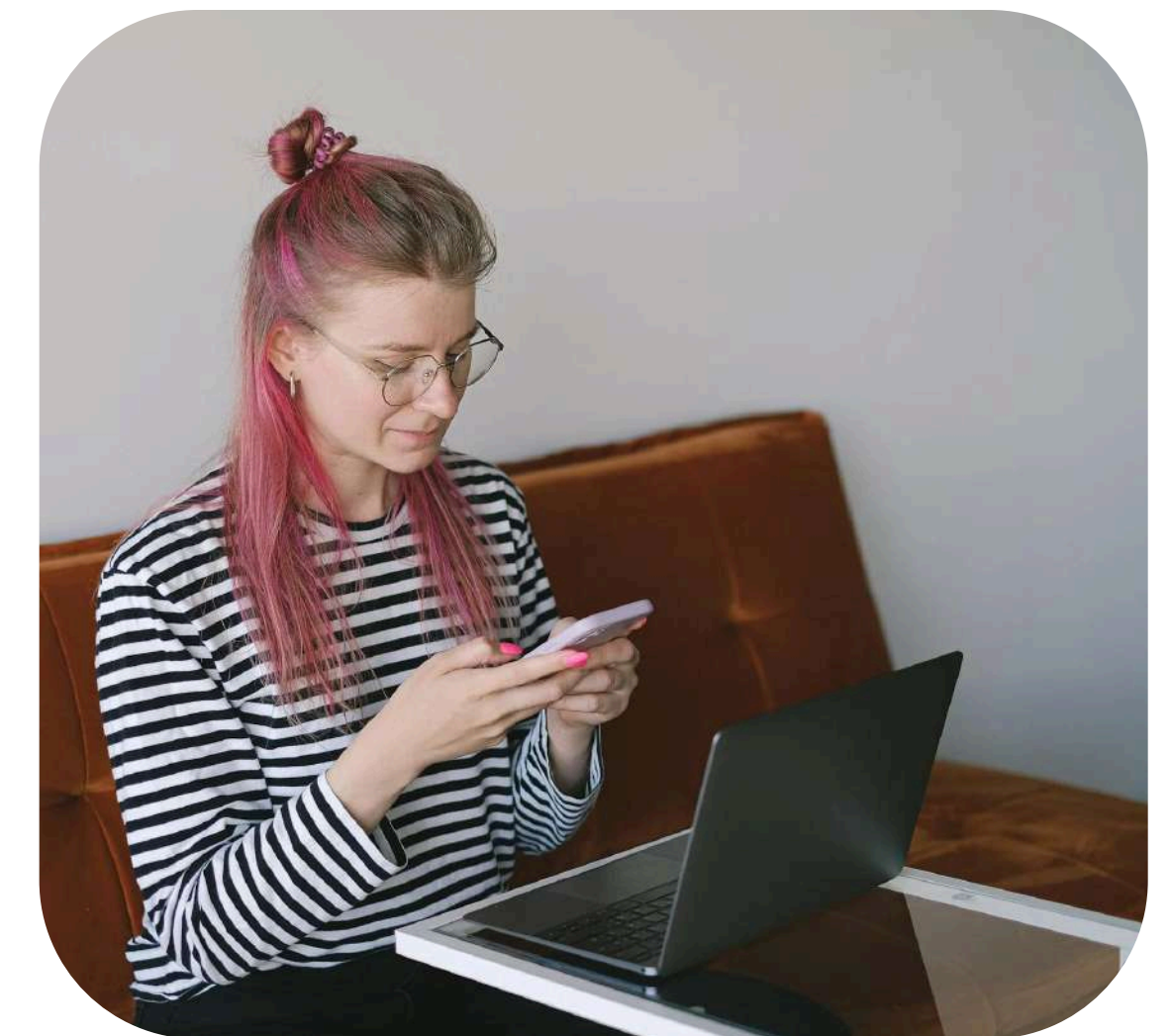**Sample Size & Screener Criteria**

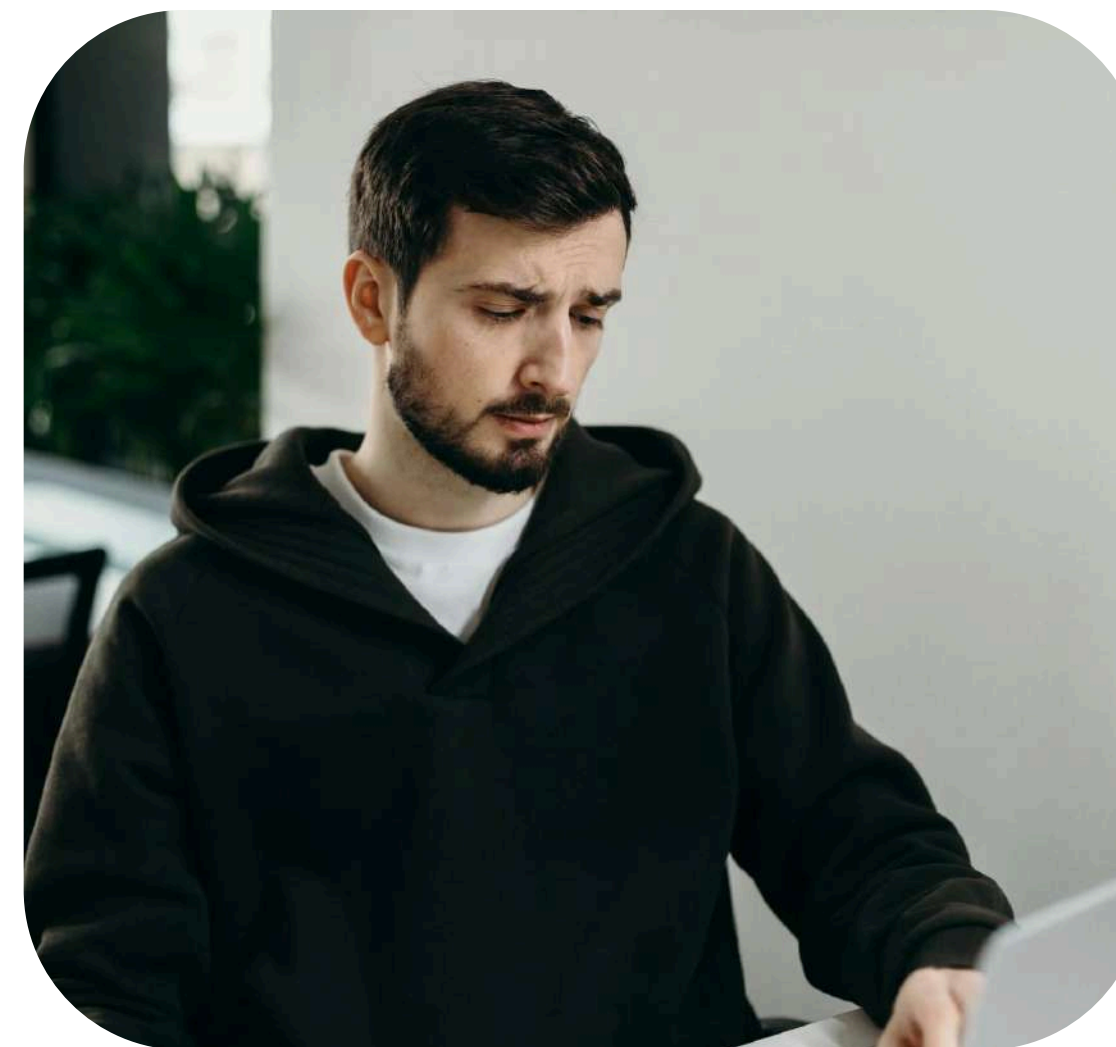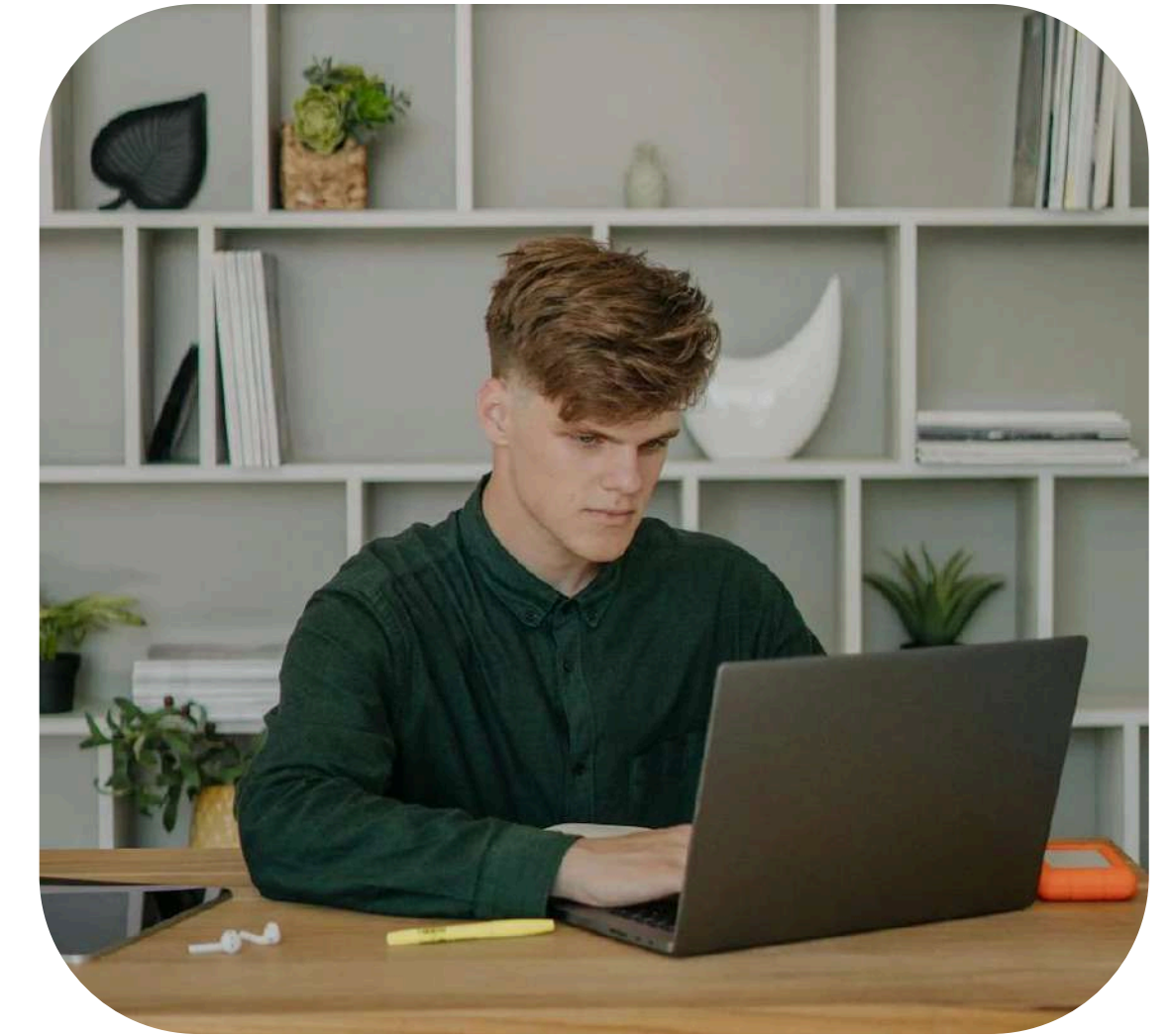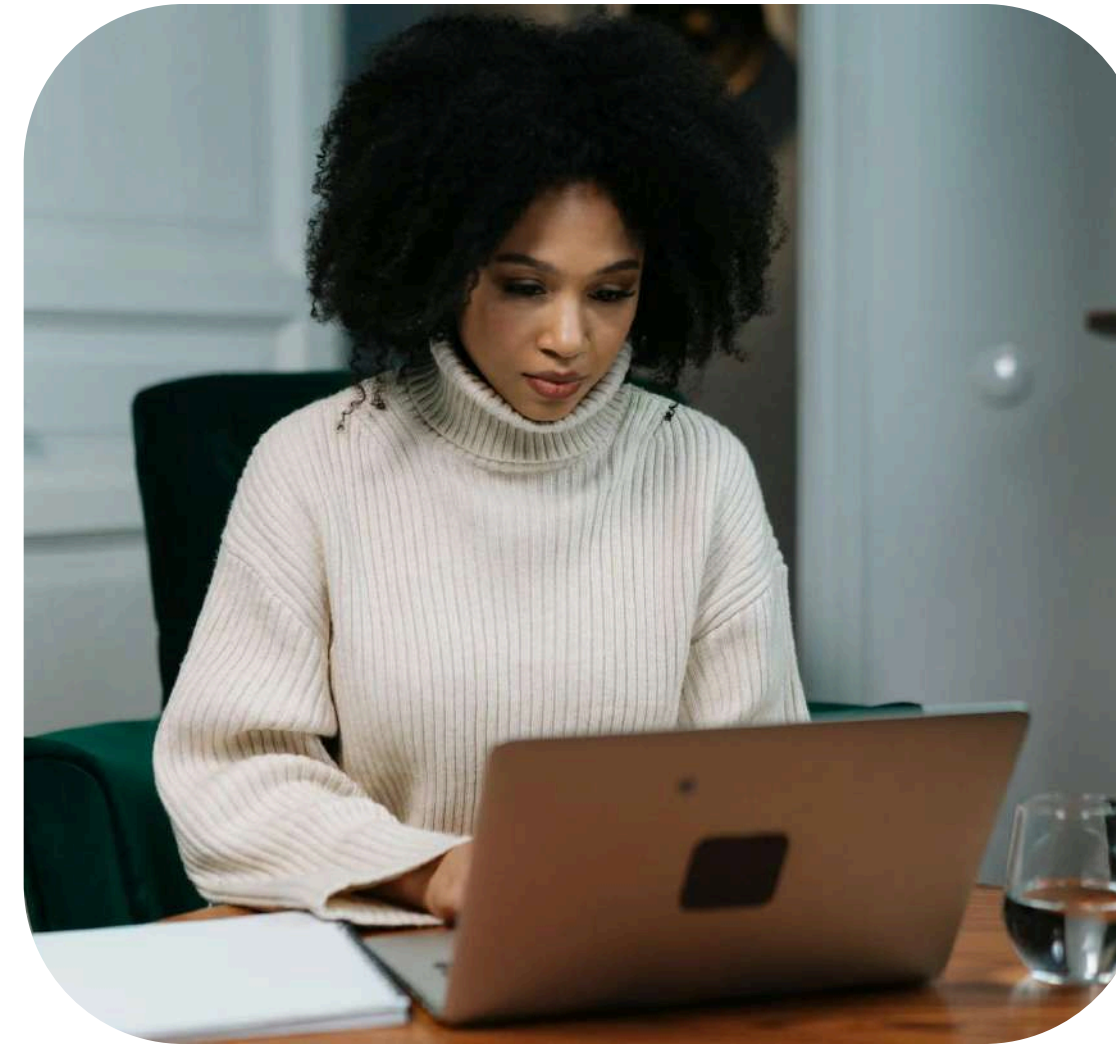# 14 Participants
65% Female and 35% Male
between 20-50 years old
From America, Canada and
India
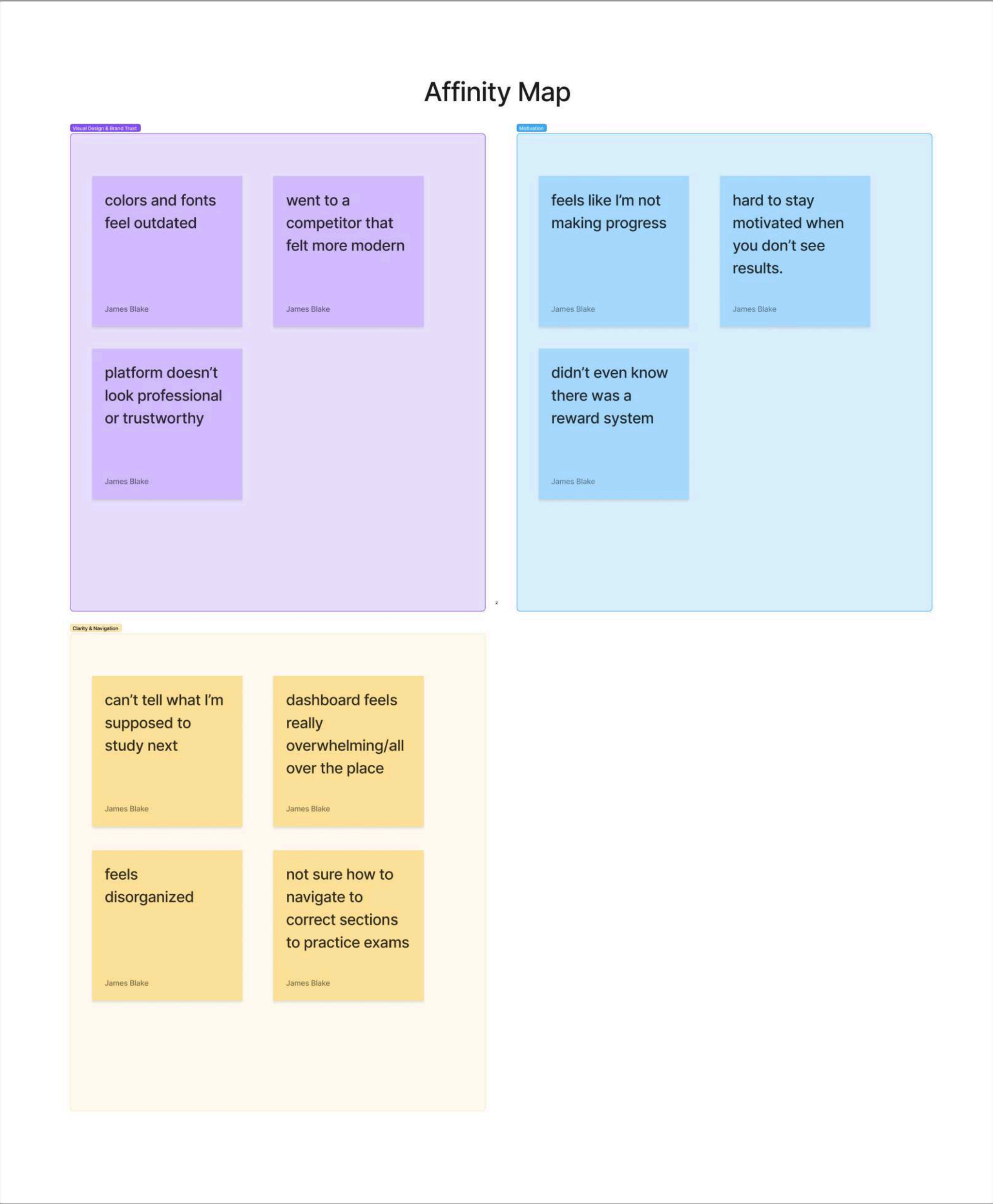
Sample Size & Screener Criteria

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

ExamPrep.ai

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.

Affinity Map

Visual Design & Brand Trust

| colors and fonts feel outdated | went to a competitor that felt more modern |
| James Blake | James Blake |

platform doesn't look professional or trustworthy

James Blake

Motivation

| feels like I'm not making progress | hard to stay motivated when you don't see results. |
| James Blake | James Blake |

didn't even know there was a reward system

James Blake

Clarity & Navigation

| can't tell what I'm supposed to study next | dashboard feels really overwhelming/all over the place |
| James Blake | James Blake |

| feels disorganized | not sure how to navigate to correct sections to practice exams |
| James Blake | James Blake |

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.

Validated Observations

With these tools, we have identified two major frustrations

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.

ExamPrep.ai

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.

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

PROMOTION

TEAM WORK

"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

Luke, 22

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

ExamPrep.ai

Design System

Typography-Desktop

Typography-Mobile

Heading H1
Font size: 40px | Line height: 48px | Tracking: -2%

Heading H1   Heading H1   Heading H1   Heading H1

Heading H2
Font size: 36px | Line height: 44px | Tracking: -2%

Heading H2   Heading H2   Heading H2   Heading H2

Heading H3
Font size: 32px | Line height: 40px | Tracking: -2%

Heading H3   Heading H3   Heading H3   Heading H3

Heading H4
Font size: 28px | Line height: 36px | Tracking: -2%

Heading H4   Heading H4   Heading H4   Heading H4

Heading H5
Font size: 24px | Line height: 32px | Tracking: -2%

Heading H5   Heading H5   Heading H5   Heading H5

Heading H6
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Heading H1
Font size: 36px | Line height: 44px | Tracking: -2%

Heading H1   Heading H1   Heading H1   Heading H1

Heading H2
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Heading H3
Font size: 28px | Line height: 36px | Tracking: -2%

Heading H3   Heading H3   Heading H3   Heading H3

Heading H4
Font size: 24px | Line height: 32px | Tracking: -2%

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Heading H5
Font size: 20px | Line height: 28px | Tracking: -2%

Heading H5   Heading H5   Heading H5   Heading H5

Heading H6
Font size: 18px | Line height: 24px | Tracking: -2%

Heading H6   Heading H6   Heading H6   Heading H6

Typography-Paragraph

Paragraph Large
Font size: 18px | Line height: 28px

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.

Paragraph Medium
Font size: 16px | Line height: 24px

Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.

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Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.

Paragraph Small
Font size: 14px | Line height: 20px

Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.

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Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.

Paragraph XSmall
Font size: 12px | Line height: 20px

Become a CPA months faster and save hundreds on exam retake fees with an adaptive CPA review that helps you study smarter.

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Icons used in this Design

Primary/Lesson   Neutral   Shades   Alerts   Knowledge colors

Special colors

Coach   Quiz   Exam   Sims   Review   Resources   Milestone

Shadows

Blurs

Default   Hover   Pressed   Unselected

Primary (Small)
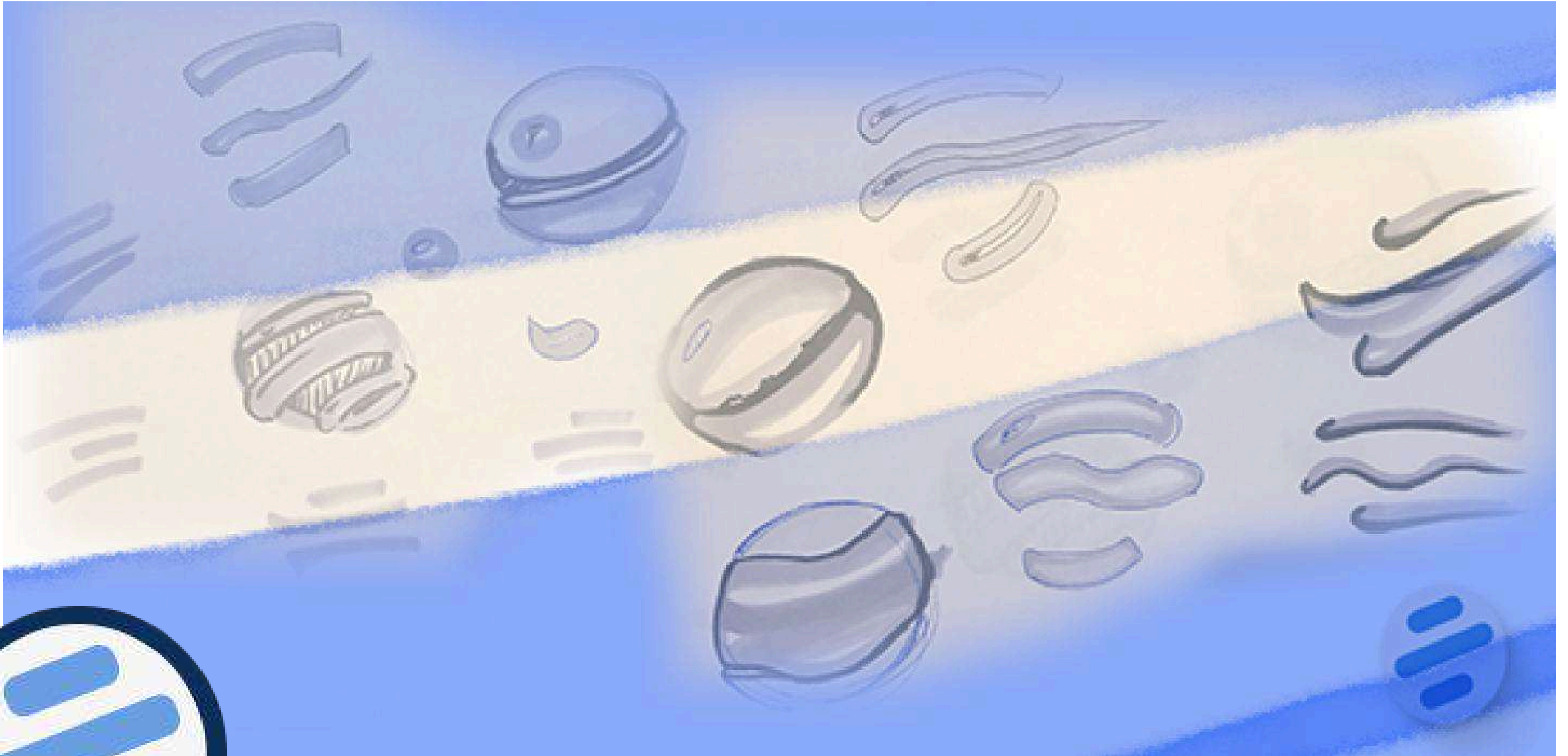
Ideation and final Logo for ExamPrep.ai Rebrand

User Goals

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

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

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

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

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

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.

ExamPrep.ai

👉 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.**

ExamPrep.ai
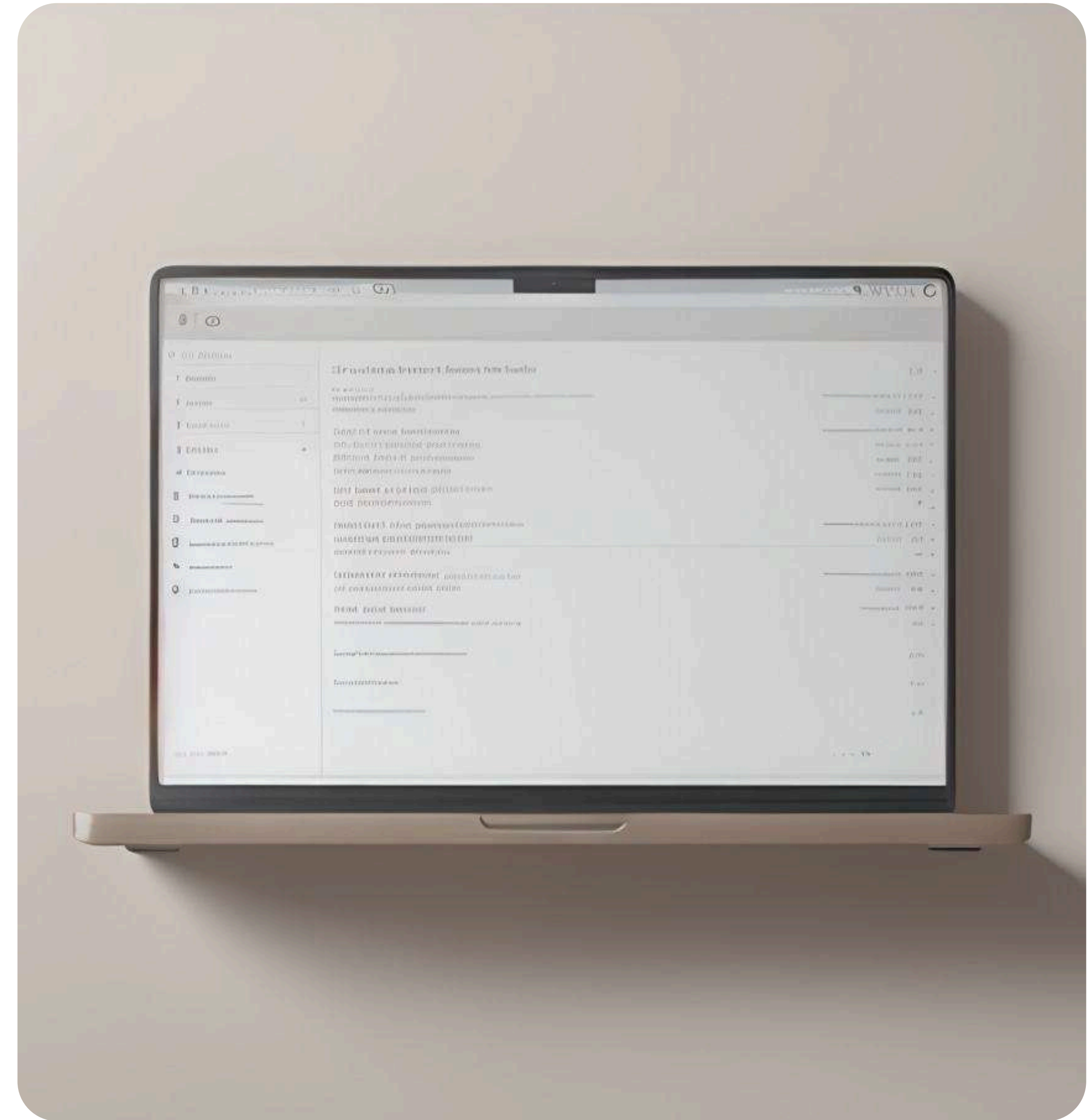
📌 How Might We...

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