Viewing Guide

Persona is a snapshot of details from the persona(s) for the related role. These are part of the experience map to remind us of some of the unique qualities of this role.

Guiding principles are overarching themes we have identified through research about the users that hold constant across roles and locations.

Opportunities arose naturally from our experience map workshops and we captured those ideas and share them here in list form.

Stages and substages provide structure to the journey each role has to go through to contribute to a successful test administration.
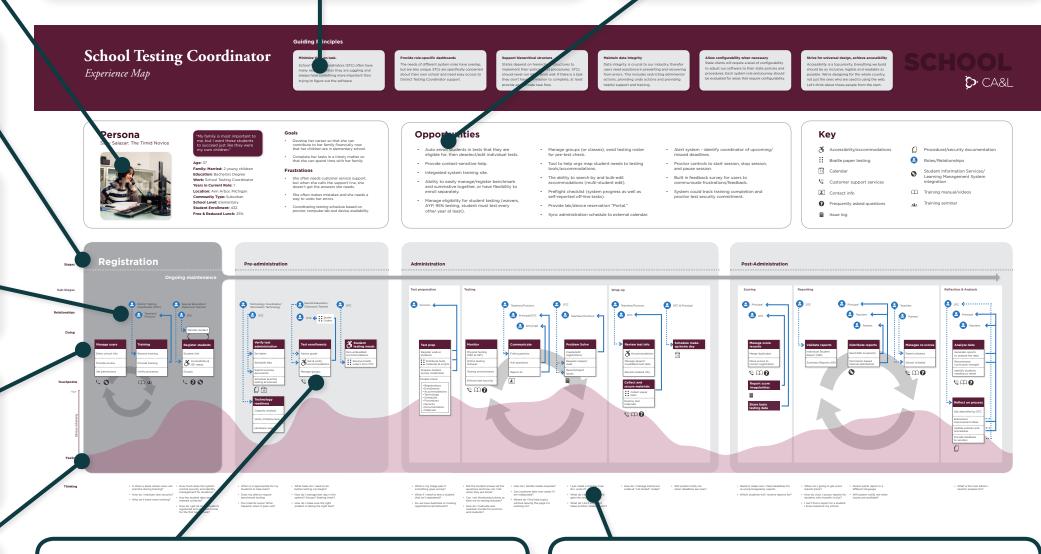
Relationships display what other roles interact with the role shown in the diagram so that they can complete their tasks. Arrows on the left side of each task box represent an "input" or dependency and arrows on the right side represent an "output."

Doing are the tasks that a user must do to fulfill their role. This is the part of the experience that software is most often concerned with. We tried to keep the tasks high level, and steer clear of specific implementation details.

Feelings represent the stress level of our users during the testing cycle. By understanding what the high-stress tasks are in their experience, we can understand when users may be less able to problem solve, more likely to require guidance and checkpoints, as well as customer support during high-stress stages.

Touchpoints are any points of contact between the client and the vendor. These are represented by icons, which are defined in the key.

Thinking is framed as questions a user might ask during their experience. If we leave questions unanswered, then those questions quickly become pain points for the user. If the user interface can anticipate and answer those questions then the software becomes more intuitive.

School Testing Coordinator — Experience Map

School Testing Coordinator
Experience Map

SCHOOL

Guiding Principles

Minimize time on task.
School Testing Coordinators (STC) often have many responsibilities they are juggling and always have something more important than trying to figure out the software.

Provide role-specific dashboards
The needs of different system roles have overlap, but are also unique. STCs are specifically concerned about their own school and need easy access to District Testing Coordinator support.

Support hierarchical structure
States depend on hierarchical structures to implement their policies and procedures. STCs should never run into a brick wall. If there is a task they don't have permission to complete, at least provide an alternate task flow.

Maintain data integrity
Data integrity is crucial to our industry, therefor users need assistance in preventing and recovering from errors. This includes restricting detrimental actions, providing undo actions and providing helpful support and training.

Allow configurability when necessary
State clients will require a level of configurability to adjust our software to their state policies and procedures. Each system role and journey should be evaluated for areas that require configurability.

Strive for universal design, achieve accessibility
Accessibility is a top priority. Everything we build should be as inclusive, legible and readable as possible. We're designing for the whole country, not just the ones who are used to using the web. Let's think about those people from the start.

Persona
Sally Salazar: The Timid Novice

"My family is most important to me, but I want these students to succeed just like they were my own children."

Age: 37
Family: Married: 2 young children
Education: Bachelors Degree
Work: School Testing Coordinator
Years in Current Role: 1
Location: Ann Arbor, Michigan
Community Type: Suburban
School Level: Elementary
Student Enrollment: 432
Free & Reduced Lunch: 25%

Goals
- Develop her career so that she can contribute to her family financially now that her children are in elementary school.
- Complete her tasks in a timely matter so that she can spend time with her family.

Frustrations
- She often needs customer service support, but when she calls the support line, she doesn't get the answers she needs.
- She often makes mistakes and she needs a way to undo her errors.
- Coordinating testing schedule based on proctor, computer lab and device availability.

Opportunities

- Auto enroll students in tests that they are eligible for, then deselect/edit individual tests.
- Provide context-sensitive help.
- Integrated system training site.
- Ability to easily manage/register benchmark and summative together, or have flexibility to enroll separately.
- Manage eligibility for student testing (waivers, AYP, 95% testing, student must test every other year at least).
- Manage groups (or classes), send testing roster for pre-test check.
- Tool to help orgs map student needs to testing tools/accommodations.
- The ability to search by and bulk-edit accommodations (multi-student edit).
- Preflight checklist (system progress as well as self-reported off-line tasks).
- Provide lab/device reservation "Portal."
- Sync administration schedule to external calendar.
- Alert system - identify coordinator of upcoming/ missed deadlines.
- Proctor controls to start session, stop session, and pause session.
- Built in feedback survey for users to communicate frustrations/feedback.
- System could track training completion and proctor test security commitment.

Key

- Accessibility/accommodations
- Braille paper testing
- Calendar
- Customer support services
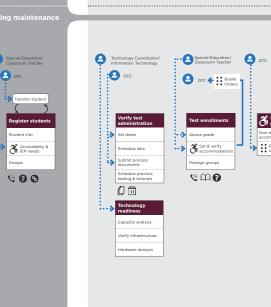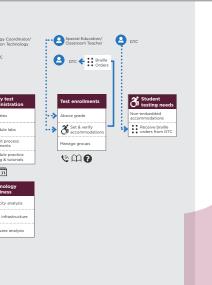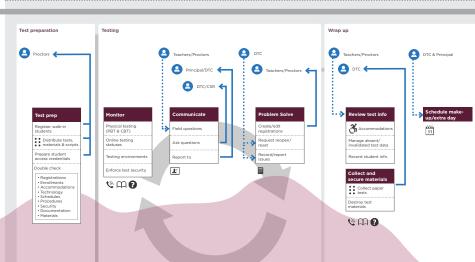- Contact info
- Frequently asked questions
- Issue log
- Procedural/security documentation
- Roles/Relationships
- Student Information Services/ Learning Management System integration
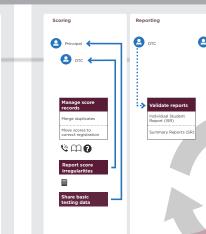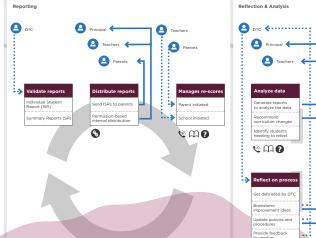- Training manual/videos
- Training seminar

Stages

Registration

Ongoing maintenance

Sub-Stages	Relationships	Doing

District Testing Coordinator (DTC) → Teachers/Proctors

Special Education/ Classroom Teacher → DTC

Braille Orders

Transfer student

Manage users
- Enter school info
- Provide access
- Set permissions

Training
- Receive training
- Provide training
- Verify processes

Register students
- Student info
- Groups

Pre-administration

Technology Coordinator/ Information Technology → DTC

Special Education/ Classroom Teacher → DTC → Braille Orders → DTC

Verify test administration
- Set dates
- Schedule labs
- Submit process documents
- Schedule practice testing & tutorials

Test enrollments
- Above grade
- Set & verify accommodations
- Manage groups

Student testing needs
- Non-embedded accommodations
- Receive braille orders from DTC

Technology readiness
- Capacity analysis
- Verify infrastructure
- Hardware analysis

Administration

Test preparation

Proctors

Test prep
- Register walk-in students
- Distribute tests, materials & scripts
- Prepare student access credentials
- Double check
  - Registrations
  - Enrollments
  - Accommodations
  - Technology
  - Schedules
  - Procedures
  - Security
  - Documentation
  - Materials

Testing

Teachers/Proctors → Principal/DTC → DTC/CSR

DTC → Teachers/Proctors

Monitor
- Physical testing (PBT & CBT)
- Online testing statuses
- Testing environments
- Enforce test security

Communicate
- Field questions
- Ask questions
- Report to

Problem Solve
- Create/edit registrations
- Request reopen/ reset
- Record/report issues

Wrap up

Teachers/Proctors → DTC

DTC & Principal

Review test info
- Accommodations
- Manage absent/ invalidated test data
- Record student info

Collect and secure materials
- Collect paper tests
- Destroy test materials

Schedule make-up/extra day

Post-Administration

Scoring

Principal → DTC

Manage score records
- Merge duplicates
- Move scores to correct registration

Report score irregularities

Share basic testing data

Reporting

DTC → Principal → Teachers → Parents

Teachers → Parents

Validate reports
- Individual Student Report (ISR)
- Summary Reports (SR)

Distribute reports
- Send ISRs to parents
- Permission-based internal distribution

Manages re-scores
- Parent initiated
- School initiated

Reflection & Analysis

DTC → Principal → Teachers

Analyze data
- Generate reports to analyze the data
- Recommend curriculum changes
- Identify students needing to retest

Reflect on process
- Get debriefed by DTC
- Brainstorm improvement ideas
- Update policies and procedures
- Provide feedback to vendors

Stress Intensity / Feeling: High ... Low

Thinking

Registration
- Is there a place where users can practice during training?
- How do I maintain test security?
- Why isn't there more training?

- How much does the system control security and identity management for students?
- Has the student data been entered correctly?
- How do I get all of my students registered and enrolled in time for the first benchmark?

Pre-administration
- When is it appropriate for my students to take tests?
- Does my district require benchmark testing
- Our internet sucks! What happens when it goes out?

- What tasks do I need to do before testing can begin?
- How do I manage test day in the system? Groups? Seating chart?
- How do I make sure the right student is taking the right test?

Administration
- What is my triage plan if something goes wrong?
- What if I need to test a student that isn't registered?
- Do we have duplicate or missing registrations/enrollments?

- Did the student answer all the questions and how can I tell when they are done?
- Can I set thresholds/criteria to alert me to testing statuses?
- How do I motivate and maintain morale for proctors and students?

- How do I handle media inquiries?
- Can someone take over easily if I am indisposed?
- Where do I find help topics without leaving the page I'm working on?

- I just made a mistake, how do I undo it?
- What do I do if the student gets the wrong test?
- What do I do if a student takes another student's test?

- How do I manage test/score codes & "not tested" codes?
- Will system notify me when deadlines are near?

Post-Administration
- Need to make sure I meet deadlines for re-score/irregularity reports
- Which students will I receive reports for?

- When am I going to get score reports back?
- How do I/can I access reports for students who transfer in/out?
- I can't find a report for a student I know tested at my school.

- Parent wants report in a different language
- Will system notify me when scores are available?

- What is the next admin I need to prepare for?

Guiding Principles

Guiding principles are overarching themes we have identified through research about the users that hold constant across roles and locations.

The legal requirement for fair and equitable testing procedures across populations requires that accessibility support is broadly available for any testers that need it.

Users are responsible for dealing with data in a bulk process, so they rely on the system to validate and reliably maintain data.

Public education is under a time of decreasing budgets and increasing accountability. Users feel squeezed for time and resources.

Users are legally bound to report student performance data, and they have no choice which software the state implements.

Even small problems with data or system reliability can be a public relations nightmare and injure industry credibility.

Standardized testing is an increasingly controversial practice and users may have to deal with vocal parents and students.

Users don't have time to master our software before they are required to execute critical tasks.