

User Research Report – Booking Counselling Demo

Leap Scholar

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Abstract

This consolidated report documents an end-to-end evaluation of Leap Scholar’s counselling-demo booking experience. It merges live walkthrough observations, screenshots, a counsellor call summary, frictions and delights, prioritized recommendations, KPI suggestions, copy edits, accessibility notes, and three TikZ diagrams that illustrate recommended UI/interaction fixes (scholarship flow, journey map, and a Jump-to redesign). Screenshots used in the report were captured during testing and are embedded for evidence.

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1 What I reviewed

Visited Leap Scholar’s personalized report and walkthrough flow including:

- Landing / Hero (book demo CTA)
- Report selection / Personalisation pages
- Live counsellor call (notes logged)

- University shortlist and scholarship sections
- Scholarship **app popup** gating deeper content
- Post-demo flow (missing written recap)

Live page inspected: <https://leapscholar.com/lead/6108165/report?flowType=Vn> (observed during the research session).

2 Executive summary

Leap Scholar presents a highly structured, trust-forward personalized report (QS rank, tuition, scholarships, financial visualisations). Key usability issues were:

1. Forced app download for “View All Scholarships” (breaks desktop research flow).
2. Lack of pre-demo checklist — users are asked many domain-specific items during the first call.
3. Missing inline definitions (QS, ROI, GRE/IELTS thresholds) causing confusion for first-time users.
4. A distracting horizontal ‘Jump-to’ pill that overlaps content and reduces perceived polish.

Low-effort changes (tooltips, checklist, keep scholarships on web, post-demo email) will deliver the largest impact quickly.

3 Method artifacts

- Performed web walkthrough (desktop), captured screenshots at each stage.
- Completed the booking flow and took part in/observed the counsellor call.
- Logged all counsellor questions and keywords noted: **QS, Why choose, ECE, Exam, Backlog, Year gap, 10th, 12th, Money spend, Scholarship opportunity, Loan, Document, Visa counsellor, ROI, H1B query, GRE, IELTS (6.5 baseline), Alternate country, Unnecessary advertisement (Dubai University), Accommodation, University suggestion, Internship query, IOEL>GRE (typo?)**.

4 Detailed user journey (with screenshots)

Step 1 — Landing / Personalisation prompt

- UI: Large photo, bold headline “Help Your Counsellor Personalise Your University Shortlist”, CTA: *Complete Your Profile Now* (auto-redirect timer observed).
- Observation: Clean design, but the auto-redirect timer can create pressure.



Figure 1: Landing / Personalisation prompt (screenshot).

Step 2 – Report selection (what you want in your report)

- UI: Card list (Personalised University Shortlist, Financial Plan, Scholarships, Career Prospects, Timeline).
- Observation: Well-organised but lacks short helper text describing each report card.

Step 3 – University shortlist / financials

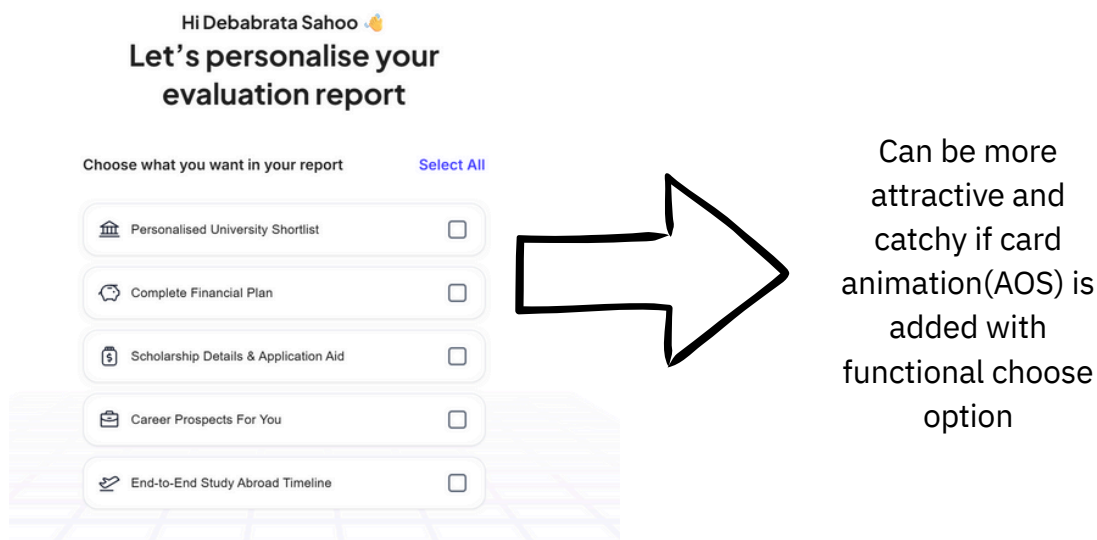
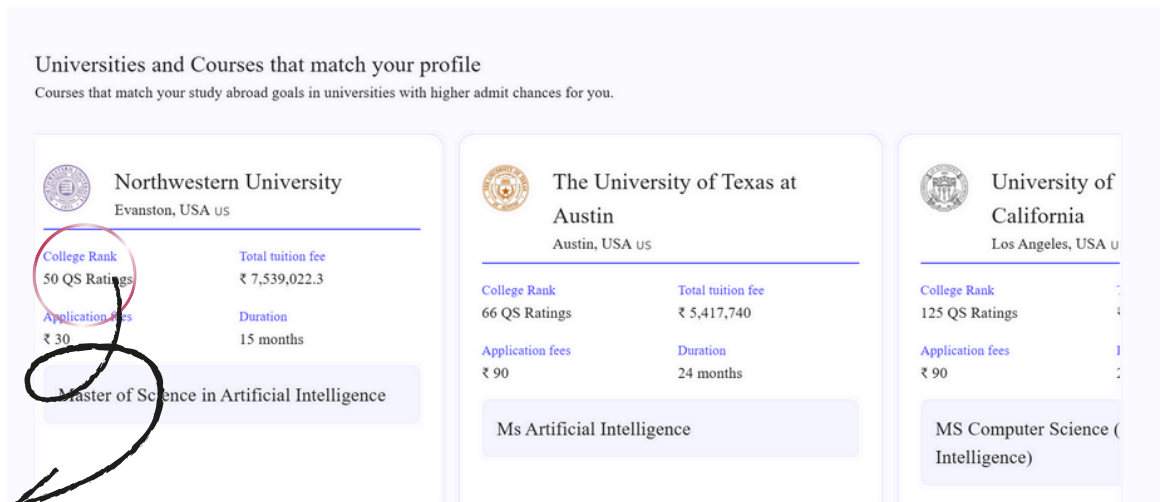


Figure 2: Report selection page (screenshot).

Step 3 – University shortlist / financials

- UI: Cards showing QS rank, tuition in INR, duration, and course name. Financial Expenses donut showing tuition vs living cost.
- Observation: Numbers are useful but require a short-line explanation of assumptions (currency conversion, living baseline).

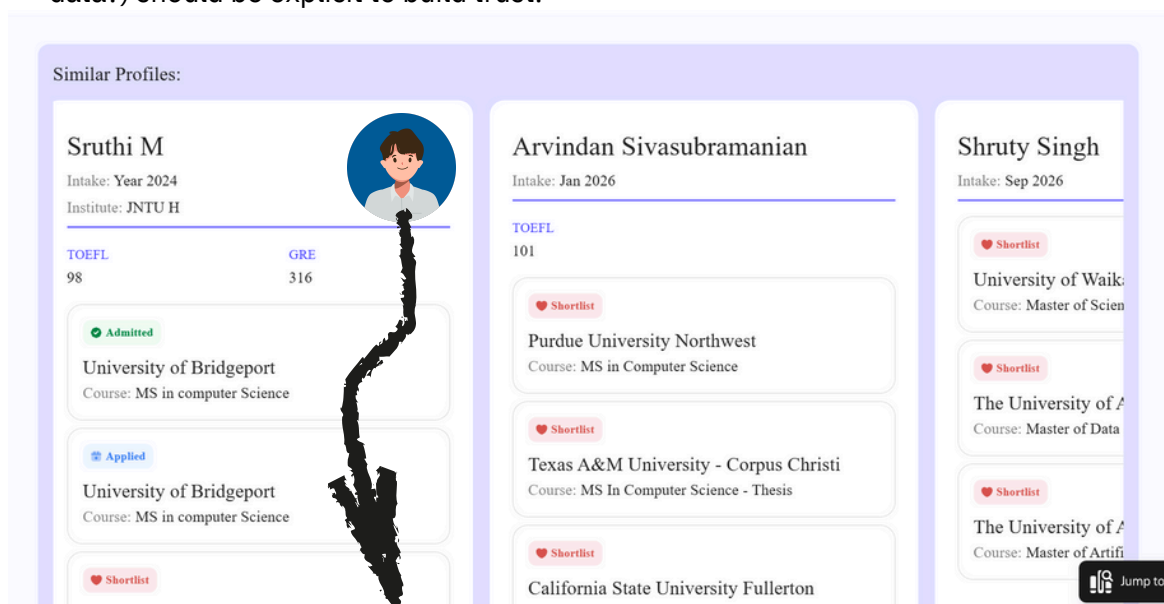


Should have a “i” button
to have information
regards QS

Figure 3: Example university shortlist cards.

Step 4 – Similar profiles / admit history

- UI: “Similar Profiles” shows admitted/applied/shortlisted students with TOEFL/GRE numbers.
- Observation: Good social proof, but the provenance of those profiles (internal anonymized data?) should be explicit to build trust.



Having a Profile icon would give better
attraction to this very very important
section

Figure 4: Similar profiles admit history.

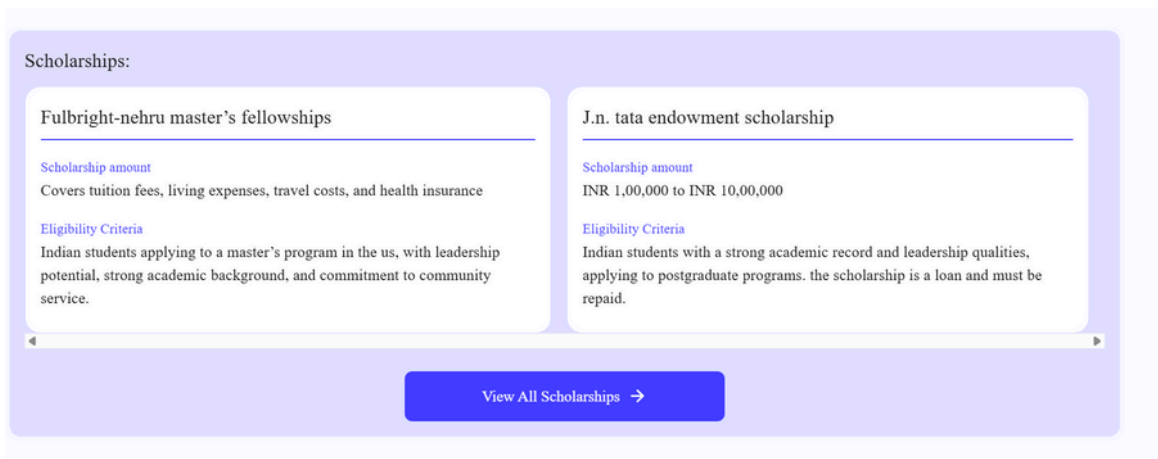


Figure 5: Scholarship cards (web).

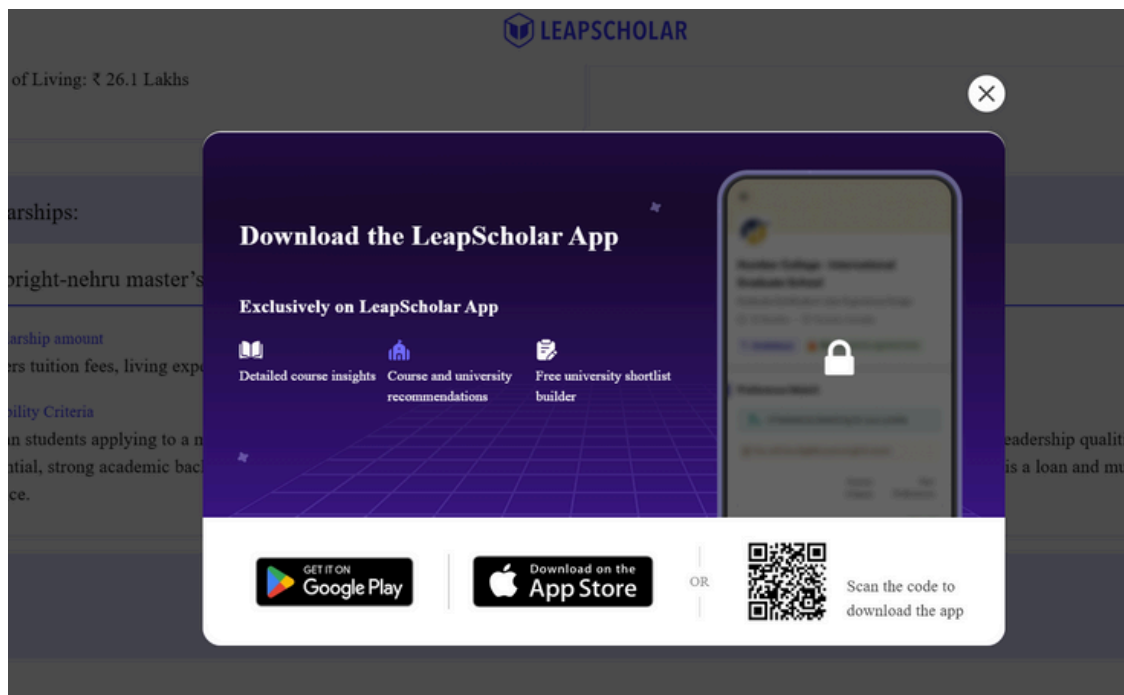


Figure 6: App download popup displayed when user selects View All Scholarships. (Flow-break).

Step 5 – Scholarships (problem area)

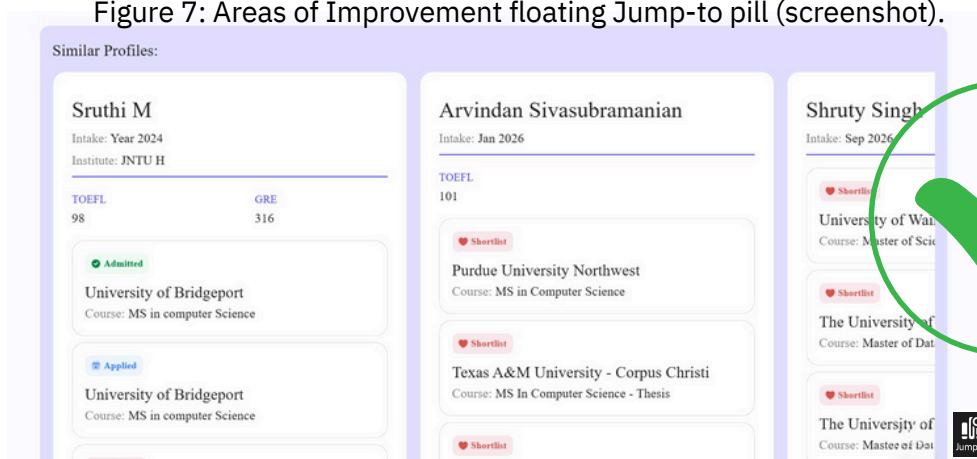
- UI: Scholarship cards are present on the web; clicking “View All Scholarships” triggered a modal that pushed an **app download** popup. This blocks deeper exploration.
- Observation: For desktop users this is a flow-break and reduces trust for users doing research from laptops or desktops.

Step 6 — Areas of improvement panel and floating Jump-to control

- UI: Accordion style “Areas of Improvement” with suggestions (e.g., Prepare and give GRE, Take IELTS). A floating black pill “Jump to” appears at bottom-right (horizontal pill).
- Observation: The Jump-to pill overlaps content and reads like an intrusive plugin; it should be a subtle vertical tab. The “Areas of Improvement” box reads as templated copy — make it more actionable with progress meters.



Figure 7: Areas of Improvement floating Jump-to pill (screenshot).



5 Frictions (issues) – summarized

1. Forced app download when exploring scholarships (web-first users get blocked).
2. No pre-demo checklist — counsellors ask granular questions that users may not have prepared for.
3. Missing inline definitions for QS ranking, ROI, GRE/IELTS expectations.
4. Horizontal floating Jump-to pill overlaps content and diminishes polish.
5. Mixed iconography and inconsistent micro-UI styling.
6. No automated written post-demo summary on the site or immediate email (users often forget next steps).

6 Delights(what works well)

- Clean, readable card layouts for universities and scholarships.
- Social proof via similar profiles and admit states (Admitted / Applied / Shortlist).
- Visual financial breakdowns (donut/pie) communicate cost split clearly.
- Quick live counselor response and human interaction and Whatsapp message interaction is good.

7 Prioritized recommendations

Quick wins (Low effort, High impact)

- **Pre-demo Checklist** on booking modal: list items users should have (score reports, documents, budget).
- **Tooltips / info icons** for QS rank, ROI, GRE/IELTS abbreviations (1–2 lines).
- **Remove forced app gate:** Keep full scholarship list on web; app should be optional and explained as a convenience.
- **Automated post-demo email:** 1-line summary, top 3 action items, link to saved report.

Medium effort

- **Jump-to redesign:** vertical side-tab (collapsible) with stacked entries; hide on small screens or convert to a bottom sheet on mobile.
- **Unified iconography:** pick a single icon set (Lucide/Feather), unify stroke weight and rounding.
- **Download / share report:** Allow export to PDF and shareable read-only links for parents/advisors.

Long-term / strategic

- **Microvideo demo** on booking page: 30–45 sec explaining what happens in a counselling demo.
- **Smart-match:** single-question filter to suggest counselor match and reduce early overwhelm.

8 Copy edits — suggested lines

- CTA: **Get your 20-minute evaluation — Free** (adds duration reduces ambiguity).
- Scholarship CTA (web): **View full scholarships (desktop) / Get app for instant alerts** (optional).
- Tooltip microcopy for QS: *“QS ranking: independent university ranking — lower means more selective. Click to learn how this affects admission chances.”*

9 Accessibility, performance and developer notes

- Tooltips must be keyboard accessible and have ARIA labels.
- Ensure color contrast meets WCAG AA for CTAs (purple on light background).
- Images and logos should include descriptive alt text.
- Scholarship data should be served from a web endpoint (JSON) and paginated on the web; the app can subscribe to push updates (not gate).
- Implement a fixed-position vertical div for Jump-to on larger screens; on mobile, use a bottom sheet or hide the control.



Should contain one Tagline
under logo

10 Example post-demo email template

Subject: Your Leap evaluation summary and next steps

Body:

- **Summary (1 line):** Target: MS (Machine Learning) — top 3 schools suggested.
- **Scores discussed:** GRE: 316 (aim 320+ for top 50), IELTS: 6.5 (aim 7.0).
- **Top 3 universities:** Northwestern (safety), UT Austin (target), UCLA (reach).
- **Next step 1:** Schedule document review (link provided).
- **Next step 2:** View scholarships (web link) — not app-locked.
- **Counsellor:** Name, contact, booking link for follow-up.

Conclusion

Leap Scholar demonstrates a strong foundation in creating a personalized, data-driven experience for students exploring study-abroad opportunities. The platform's clean information architecture, fast response times, and human-led counselling are major strengths that foster trust and engagement among first-time users.

However, the user research highlights several key friction points—most notably, the forced app download for scholarship exploration, the lack of contextual guidance for first-time users, and inconsistent micro-interactions such as the horizontal “Jump-to” widget. These issues, though subtle, collectively dilute the premium perception of the brand and interrupt an otherwise well-designed user journey.

By implementing low-effort, high-impact changes—such as introducing pre-demo checklists, web-first scholarship accessibility, concise post-demo summaries, and clearer tooltips—Leap Scholar can significantly enhance usability and user confidence. Long-term investments like refining iconography, personalizing counsellor interactions will further strengthen user retention and conversion.

Ultimately, Leap Scholar has the right vision and ecosystem to become the most trusted platform guiding Indian students to global education. With focused attention on accessibility, information clarity, and experience consistency across web and app, the brand can transform its counselling journey into a seamless, scalable, and truly world-class experience.