



Kaplan University Website Heuristic Evaluation

June 24, 2016



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Overview

The Adobe Experience Consulting team was asked by Kaplan University to perform a heuristic evaluation of their current homepage for both desktop and mobile.

The heuristic evaluation as a usability inspection method that helps to identify usability problems in the user interface (UI) design. It specifically involves examining the interface and judging its compliance with recognized usability principles. The main goal of heuristic evaluations is to identify any problems associated with the design of user interfaces.

The team was also tasked to do a competitive analysis. This was done by comparing features, content, or design elements across competitor websites. Competitive usability evaluations are a method to determine how your site performs in relation to your competitors' sites.

Finally, the team provided visual design recommendations based on the findings from both the heuristic evaluation and the competitive research.



Website Homepage Evaluation - Desktop & Mobile

GLOBAL OVERVIEW

Website Design

- Overall website design needs to be updated.

- Feels dated, quiet and lacking visual impact

Content & Content Modules

- (Spotlight, Events, Find Programs, etc) Images, messaging, font sizes, too small, too quiet and uninspiring.

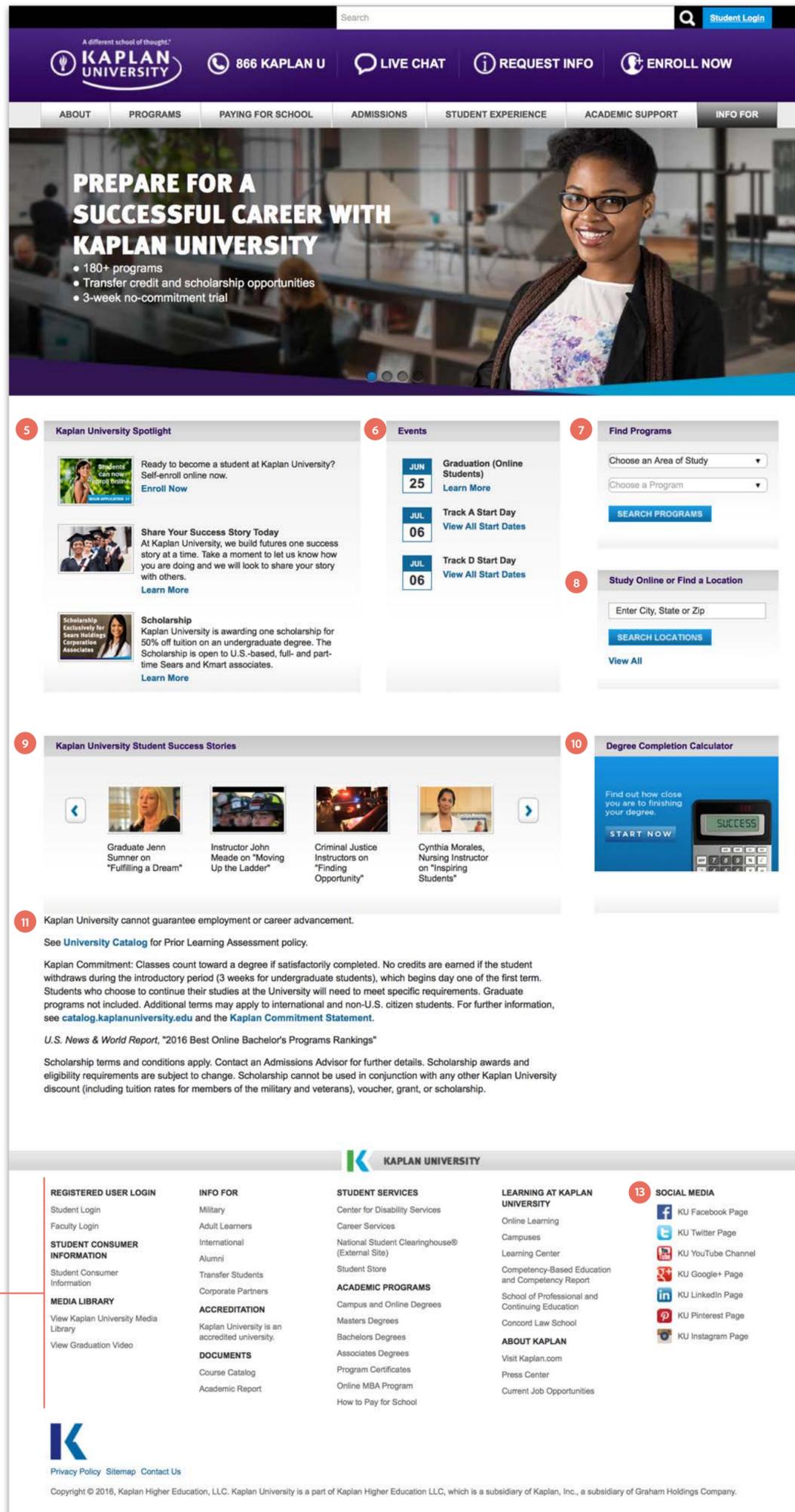
- Messaging on the homepage needs to speak more to why the user should attend Kaplan University

- The homepage needs to include an overview and highlights of Kaplan University

- Clear messaging and content needs to be updated. More direct CTAs or aspirational copy needs to be flowed into the carousel

- Include school's recent stats of how they have been performing over the past year

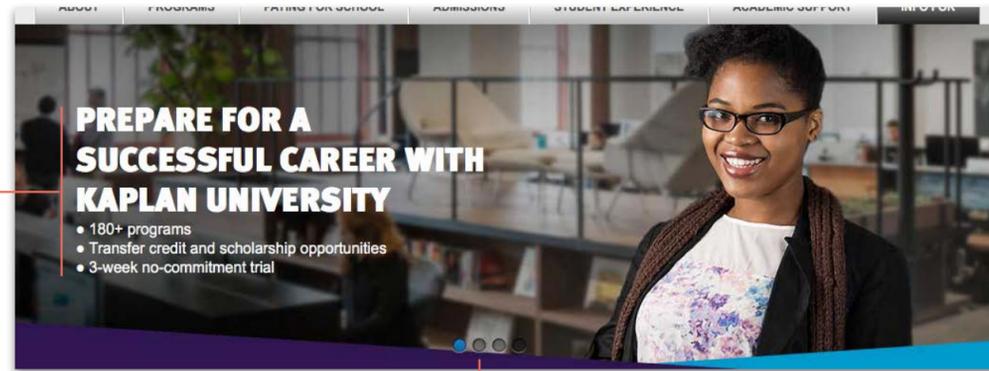
- Brand voice needs to be updated. Comes across as amateurish and a unsophisticated.



1. **Search Bar**
 - Search field too large - width
 - Search icon should be inside of search bar.
2. **Header Bar**
 - Too much valuable space at top dedicated to 4 CTAs.
 - Elements need to be scaled down or consolidated with the top bar nav elements (search, login, etc)
 - Phone # with "KAPLAN U" can we display the the actual #s are or at least under it. A frustrating experience as a user as they are trying to dial.
 - Nice to have the phone # be able to be dialed from desktop also besides mobile only
3. **Navigation**
 - Is the order of navigation correct based on hierarchy, importance or analytics to support this?
 - Overall design needs to be updated, dated
 - Can we adjust some of the language to have Kaplan's brand sounding more sophisticated.
 - EX: "Programs" change to "Academics"
4. **Image Carousel**
 - Images, copy and messaging could be improved allowing more click-thru and possible conversion
 - This image needs at CTA under copy
 - Pagination is difficult to see and click on (See competitor examples on pg 1.4)
5. **Spotlight**
 - Images, messaging, font sizes, too small, too quiet and uninspiring.
6. **Events**
 - Needs overview messaging
 - Needs a design update
 - List more dates or CTA to view all events
7. **Find Programs**
 - Needs overview messaging
 - Needs a design update
 - Add in additional drop downs to narrow down search results
8. **Find a location**
 - Needs overview messaging
 - Needs a design update
 - Add in additional drop downs to narrow down search results
 - Additional option needed for user who wants to study online and attend a campus
9. **Success stories**
 - Images, messaging, font sizes, too small, too quiet and uninspiring.
 - Needs a design update
10. **Copy & Messaging**
 - Is this tool getting any traction and does it need to be a feature on the homepage.
 - Would a tuition and fees calculator make more sense here
11. **Copy**
 - This copy seems random, unnecessary and placed as an after thought
 - The first line of copy "Kaplan University cannot guarantee employment or career advancement". These needs to be moved and reduced in size if this is required. This negative message isn't the best line of copy for users to see
12. **Footer**
 - Can any of these footer links be moved into the main content area as a feature?
13. **Social**
 - Can this be moved into the main content area
 - Show a social feed from FB or Twitter

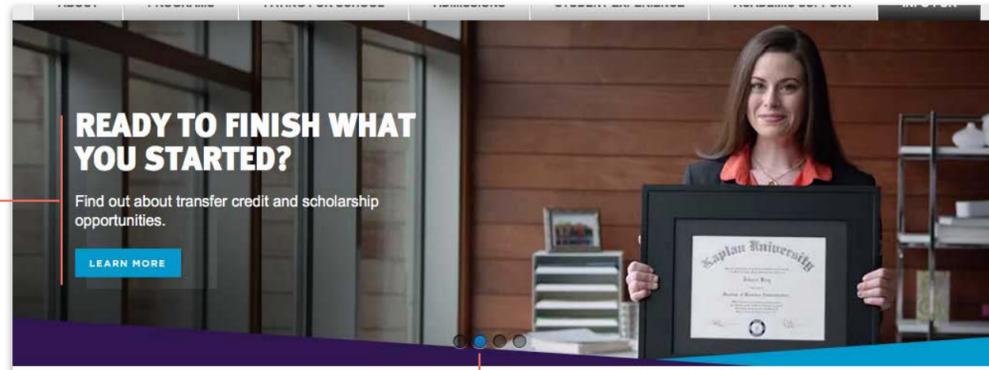
Home page carousel

- Images, copy and messaging could be improved allowing more click-thru and possible conversion
- Needs at CTA under copy



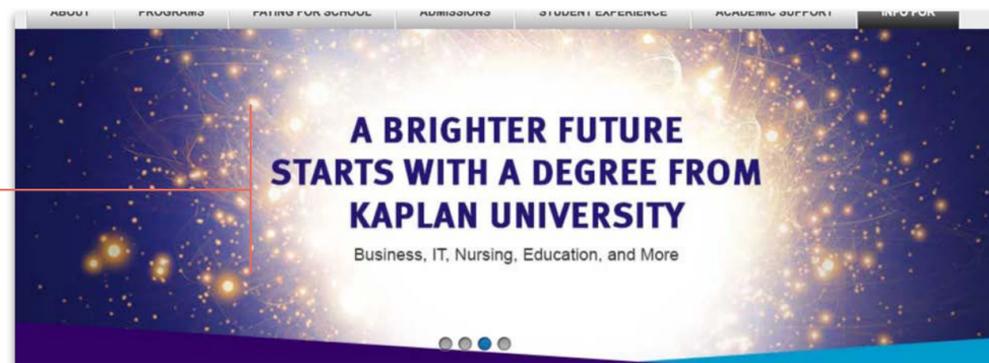
- Pagination is difficult to see and click on

- Images, copy and messaging could be improved allowing more click-thru and possible conversion
- Transfer credits was already messaged in the 1st image. Need to message for features about Kaplan (Why Kaplan, Online classes, flexibility, success stories, stats, etc)



- Pagination is difficult to see and click on

- Images, copy and messaging could be improved allowing more click-thru and possible conversion
- Needs at CTA under copy

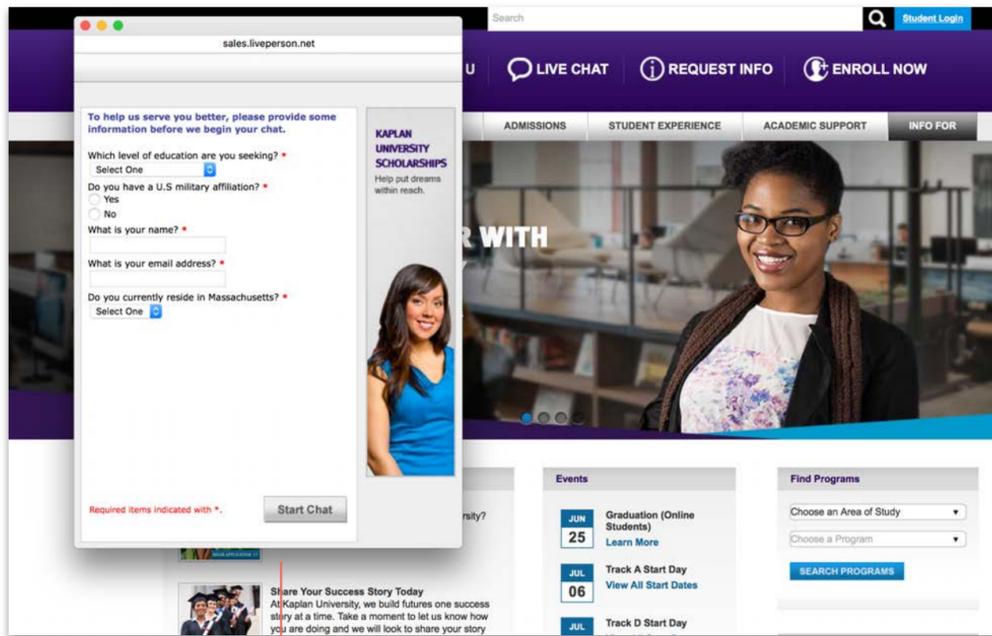


- Images, copy and messaging could be improved allowing more click-thru and possible conversion
- Is this stat important to the majority of people wanting to attend Kaplan University
- Maybe a feature more important could replace this image. (Why Kaplan, Online classes, flexibility, success stories, stats, etc)



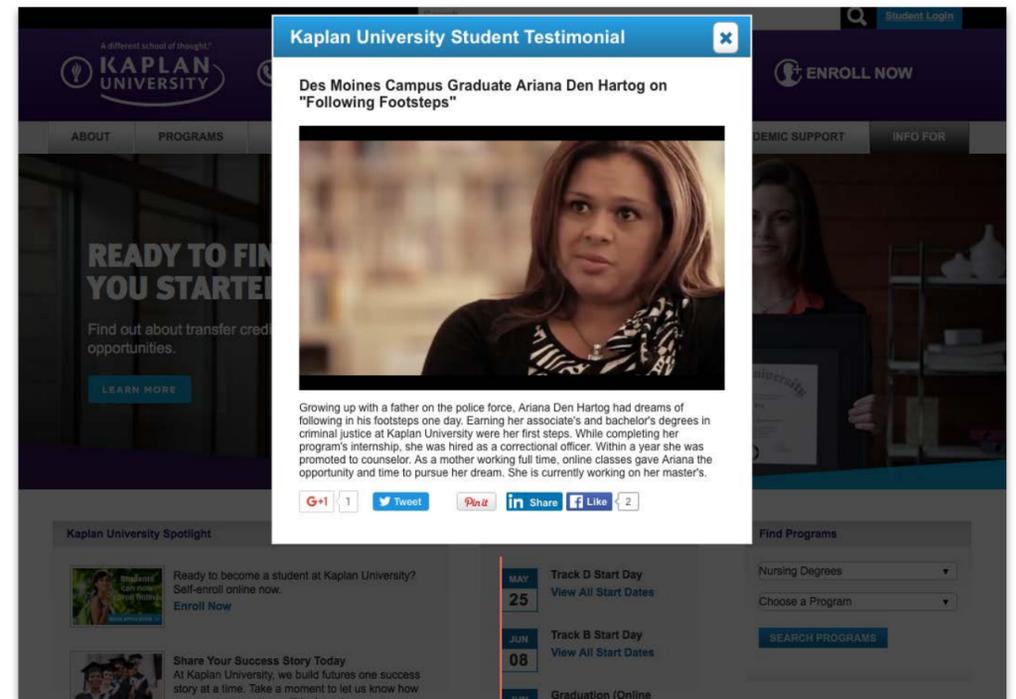
- Pagination is difficult to see and click on

Live Chat

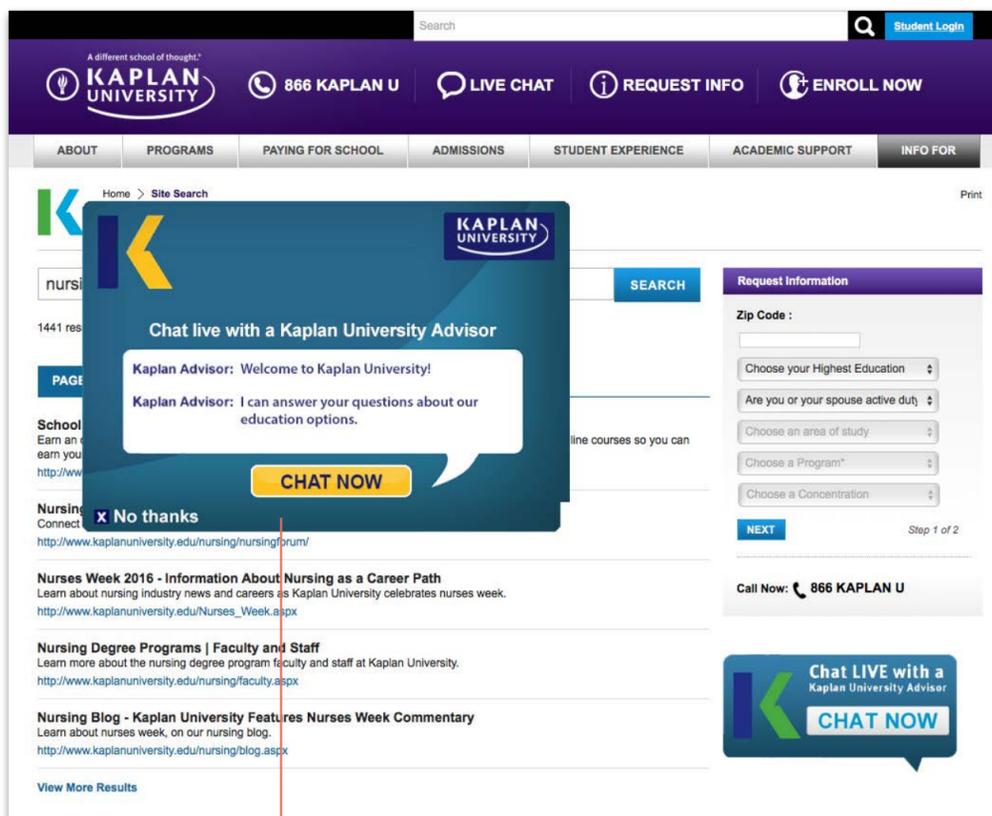


- Modal for live chat is too large in size and design is too busy
- Center the chat window within the page
- Background needs to be darkened so Chat window is in focus (See Spotlight Video modal)
- Having users fill this information out first before starting the live chat session may cause some user drop-off. Allow users to start session right away

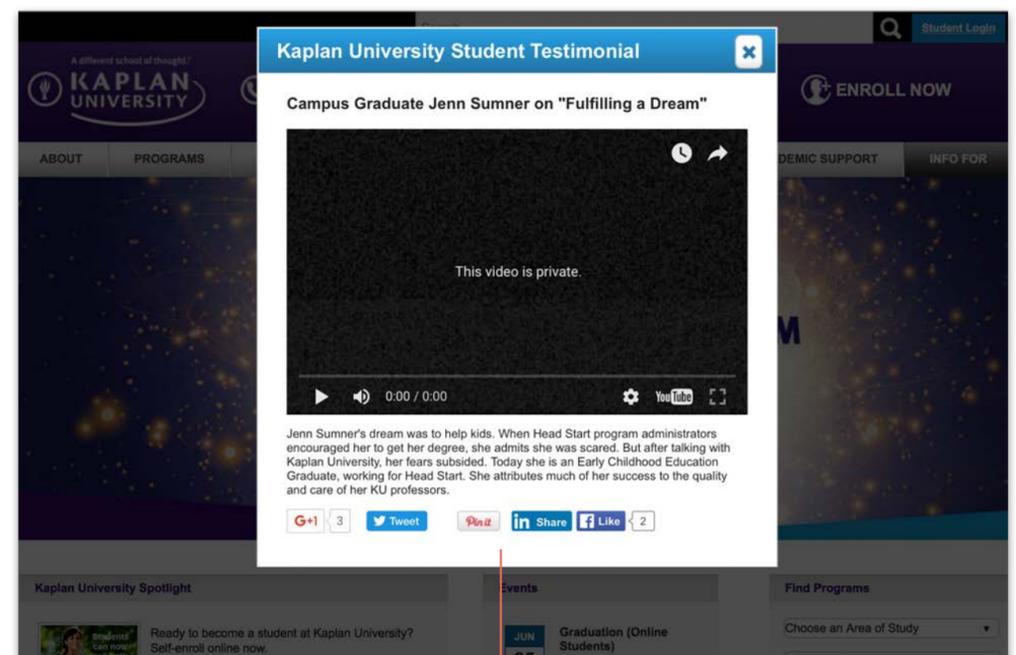
Spotlight video



- Video needs to be larger.
- Too much copy under video



- Modal for live chat is too large in size and design is too busy
- Chat window text field too small. Should fill most of the page and small minimal branding
- Center the chat window within the page
- Can't be moved or repositioned. Covers content the user may want to look at
- Background needs to be darkened so Chat window is in focus



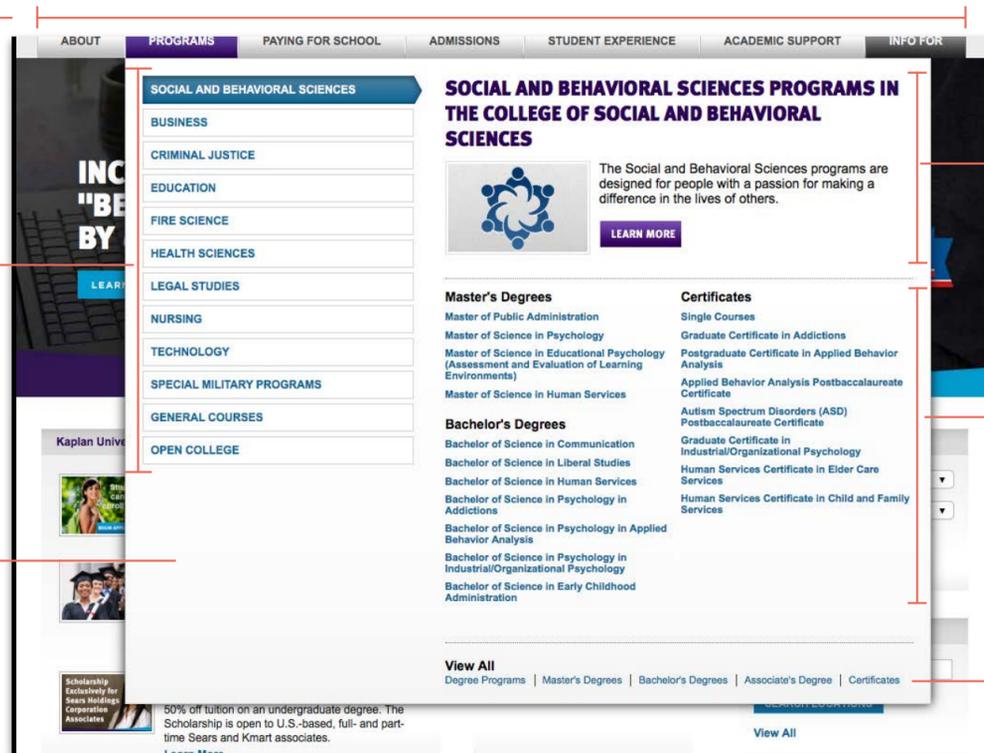
- Why is this private? This message may deter users from wanting to explore some of the other videos

Drop down and mega-menu

Width of the mega menu can be extended to the far left and far right of the navigation

Remove boxes behind Program titles

Too much wasted negative space



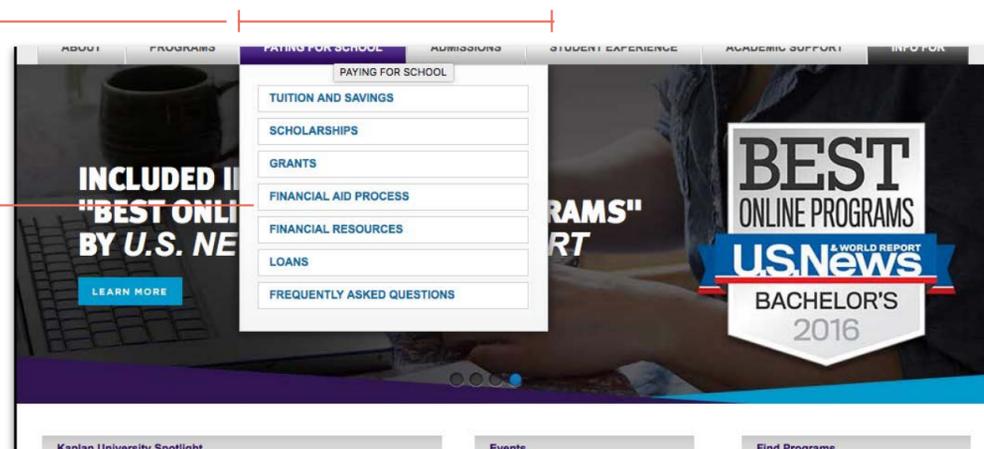
Large title, icon and supporting copy can be reduced in size

Program lists at the bottom can be 3 columns instead of 2 columns. This will reduce the height of the entire menu

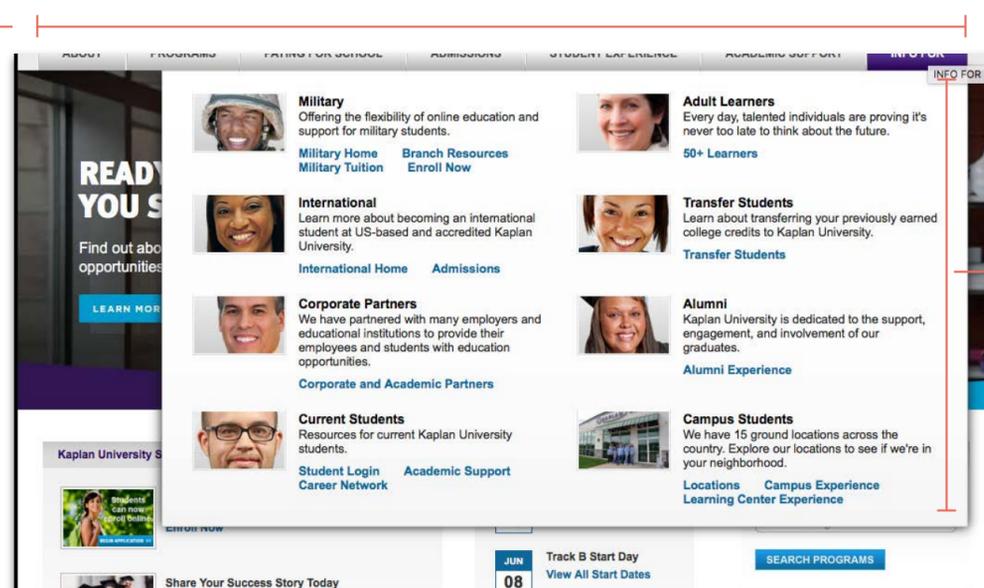
"View All" list can be incorporated into the program lists above

Reduce width of menu

Remove boxes behind Program titles

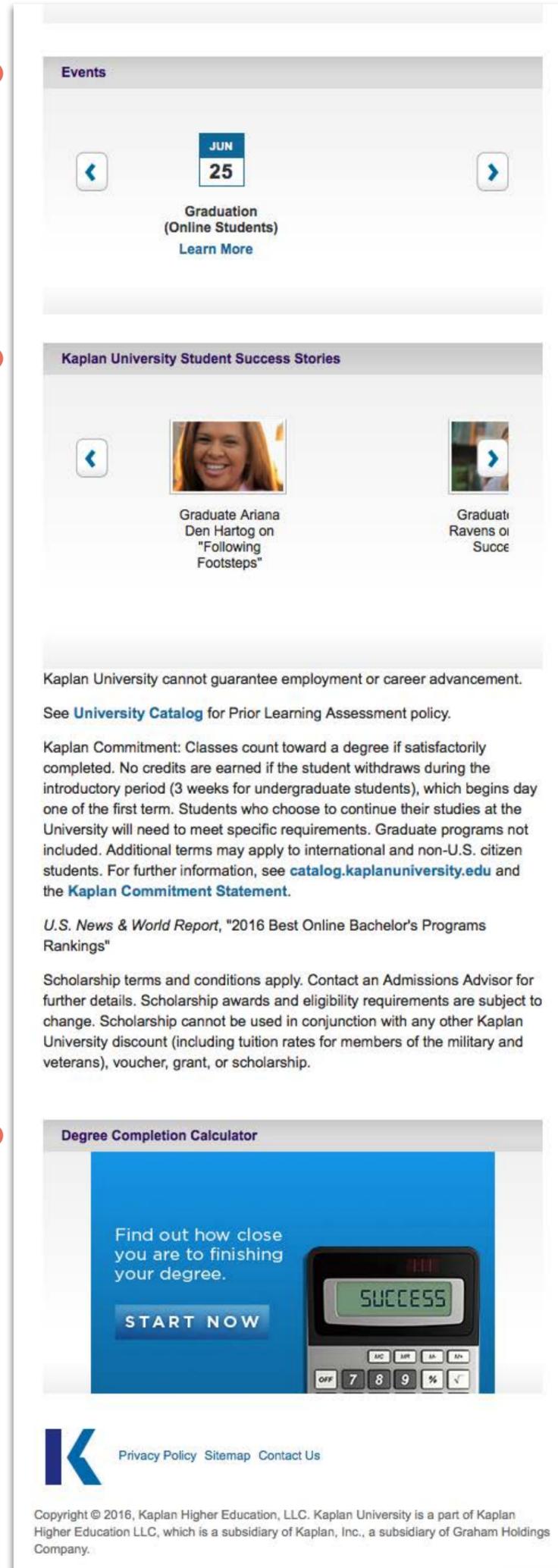
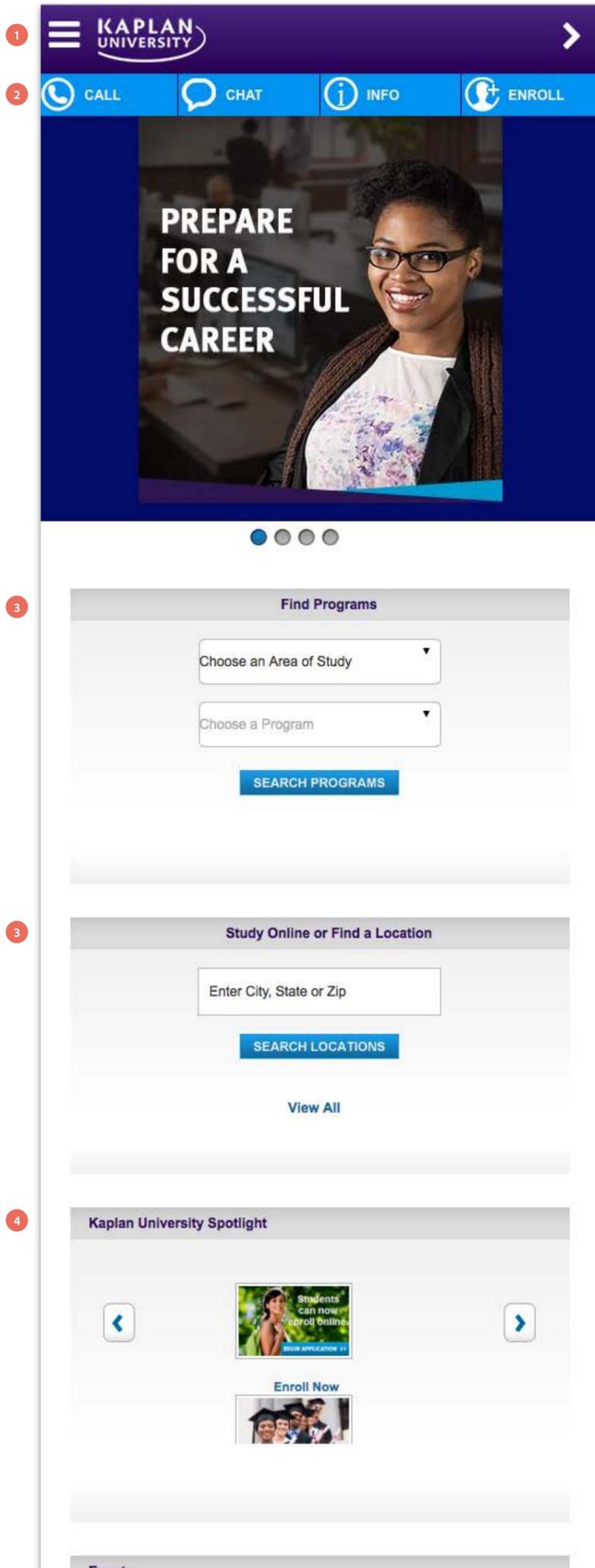


Width of the mega menu can be extended to the far left and far right of the navigation

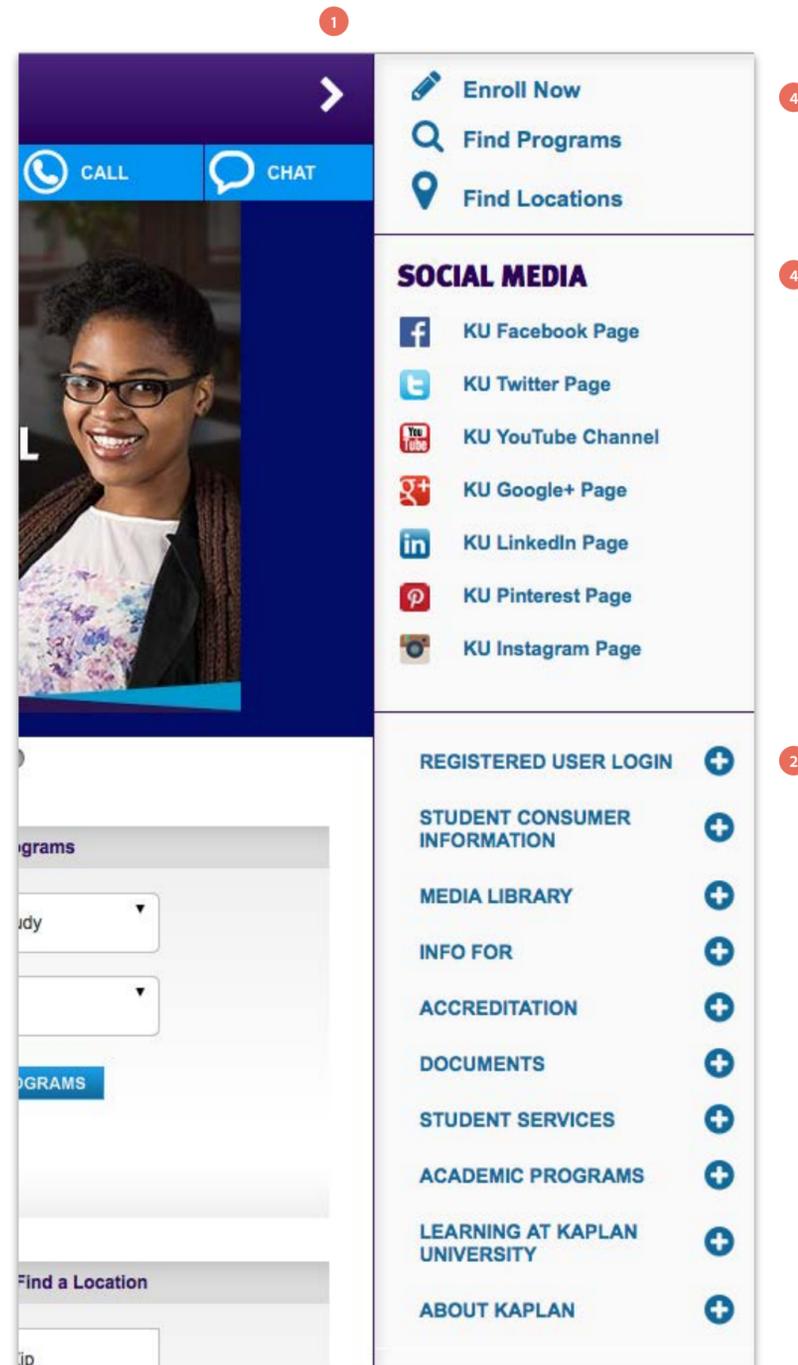
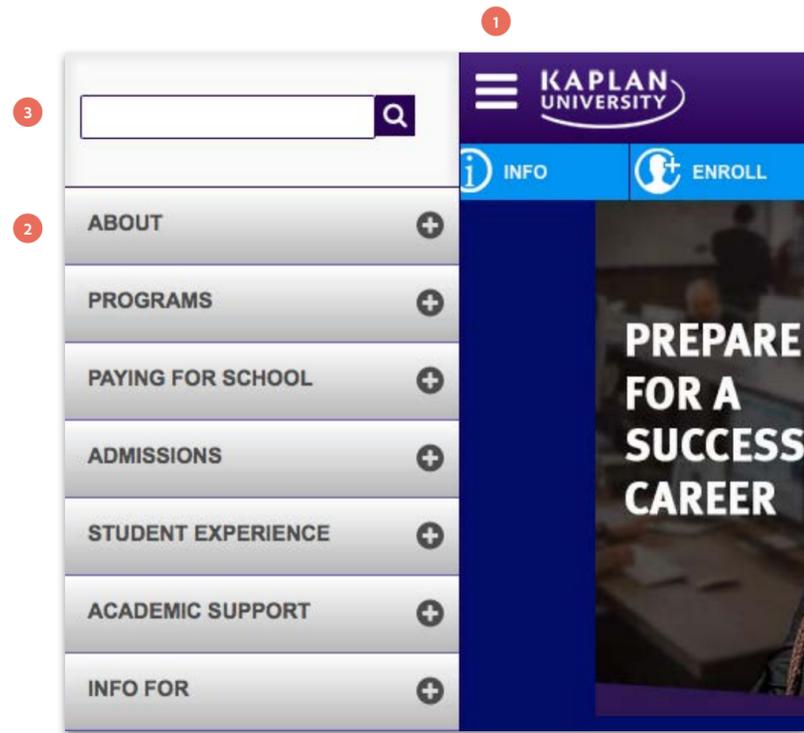


- "Info For" lists can be 3 columns instead of 2 columns. This will reduce the height of the entire menu

- Remove images and replace with icons



1. **Hamburger/Arrow Menu**
 - Dual menu is confusing. There are some overlap within the arrow menu.
 - Arrow menu button doesn't seem clear. Explore a different icon.
 - Arrow menu contains important functionality such as Find Program, Locations, Login. Can this be surfaced on the nav bar itself.
2. **Call and Chat and Information buttons**
 - What are the metrics around the Call/Chat/Info/Enroll items?
3. **Find Programs/Study Online/Location**
 - Inefficient use of space.
 - Wizard for Find Program
 - Anchored Progress bar
 - Shopping cart
 - Enrollment progress bar?
 - Anchored status bar?
 - Location
 - Geolocation for the nearest KU
 - Use a Map View
4. **Spotlight/Success Stories/Events**
 - Spotlight / Events / Success Stories all carry the same visual weight.
 - Expand content to be more touch friendly.
 - Explore tile approach or swiping.
 - Spotlight needs more differentiation from success stories.
 - Events can be listed in a blog like format.
 - Success stories - should be full width and have a play button to indicate it's a video
 - Highlight classes in the success stories
 - Consider reorganizing the content. Which is more important.
 - Social Media is nowhere to be found in the content area. Utilize a social feed to in the content area of the home page.
5. **Degree Completion Calculator**
 - This appears to be an after thought.
 - What are the metrics around this tool?



1. Hamburger/Arrow Menu
 - Dual menu is confusing. There are some overlap within the arrow menu.
 - Arrow menu button doesn't seem clear. Explore a different icon.
 - Arrow menu contains important functionality such as Find Program, Locations, Login. Can this be surfaced on the nav bar itself.
2. Both menus and their contents
 - Consolidate the hamburger menu navigation and content and the arrow menu navigation and content into 1 menu
3. Search Icon
 - Move search icon out of the hamburger menu to top of homepage to the right
4. Social Media
 - Move search icon out of the arrow menu inot the homepage

KAPLAN UNIVERSITY

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YOUR CAREER SUCCESS ON YOUR SCHEDULE

Get the Kaplan University Program Guide Including: Areas of Study and Associated Career Paths

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Enroll

More Than 180 Programs

Find the right program for you:

Choose a Program
▼

Kaplan University is accredited by The Higher Learning Commission.

88%

Graduates who feel their education was relevant to their career goals

24

Average class size for undergraduate courses

Source: The Year in Review: 2014-2015, Kaplan University Academic Report, winter 2015.

Kaplan University Fits Into Your Life

[Study on Your Schedule](#)

- Take classes online
- Take classes on campus
- New terms start every few weeks

Personalized Programs

- More than 180 programs
- Experienced faculty and support staff

Within Your Reach

- \$35.8 million in scholarships and grants awarded in the last academic year
- 1,057,393 transfer credits awarded in the same period, a total student savings of nearly \$346 million

Source: The Year in Review: 2014-2015, Kaplan University Academic Report, winter 2015.

Take 3 Weeks to Get to Know Us

- Support that begins before you enroll and prepares you for success.
- Experience a Kaplan University undergraduate program for 3 weeks. There is no financial obligation beyond the application fee.*

That's the Kaplan CommitmentSM

Get Started Today!

Education for Successful, Busy People

For more than 75 years, Kaplan University has been preparing students like you for the careers of tomorrow. We've led the way so that our students can, too. If you're ready to take the next step, contact us today.

What Our Students Have to Say[†]

“

I align my degree plan to what I actually wanted to and it helped to build a good foundation for where I want to go professionally.

”

Lucas Hall Graduate
BS in Information Technology

38K

Students enrolled; many are adult learners with families and work full time

9K

Military-related students: active military, veterans, spouses, and dependents

Source: The Year in Review: 2014-2015, Kaplan University Academic Report, winter 2015.

Are You a Military Veteran, Servicemember, or Spouse?

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Get the Kaplan University Program Guide Including: Areas of Study and Associated Career Paths

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Scholarship terms and conditions apply. Contact an Admissions Advisor for further details. Scholarship awards and eligibility requirements are subject to change. Scholarship cannot be used in conjunction with any other Kaplan University discount (including tuition rates for members of the military and veterans), voucher, grant, or scholarship, or Tuition Cap pricing.

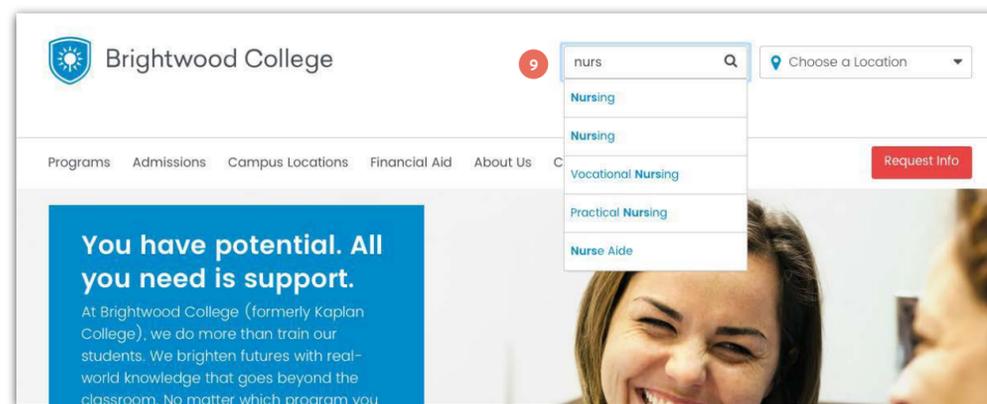
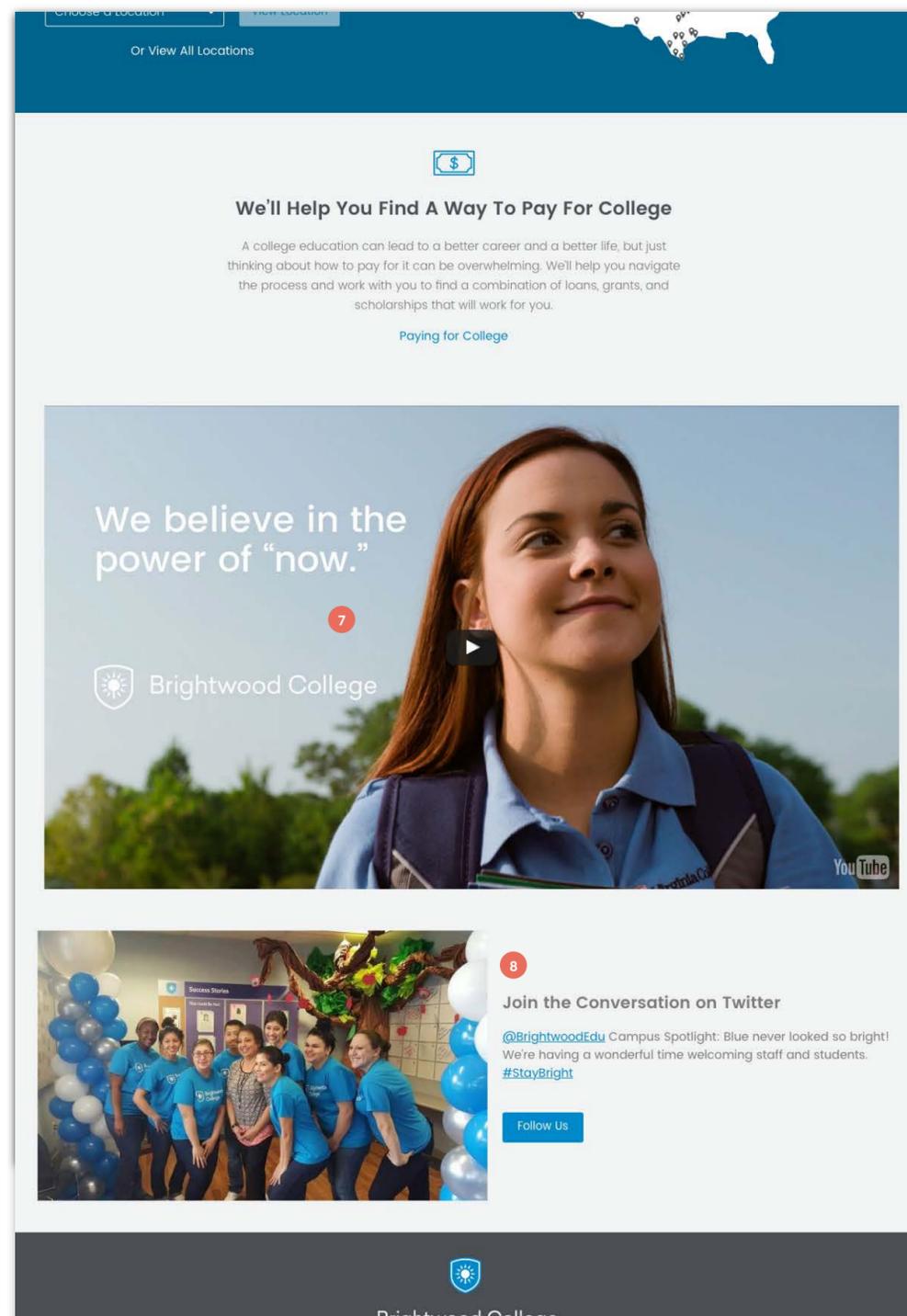
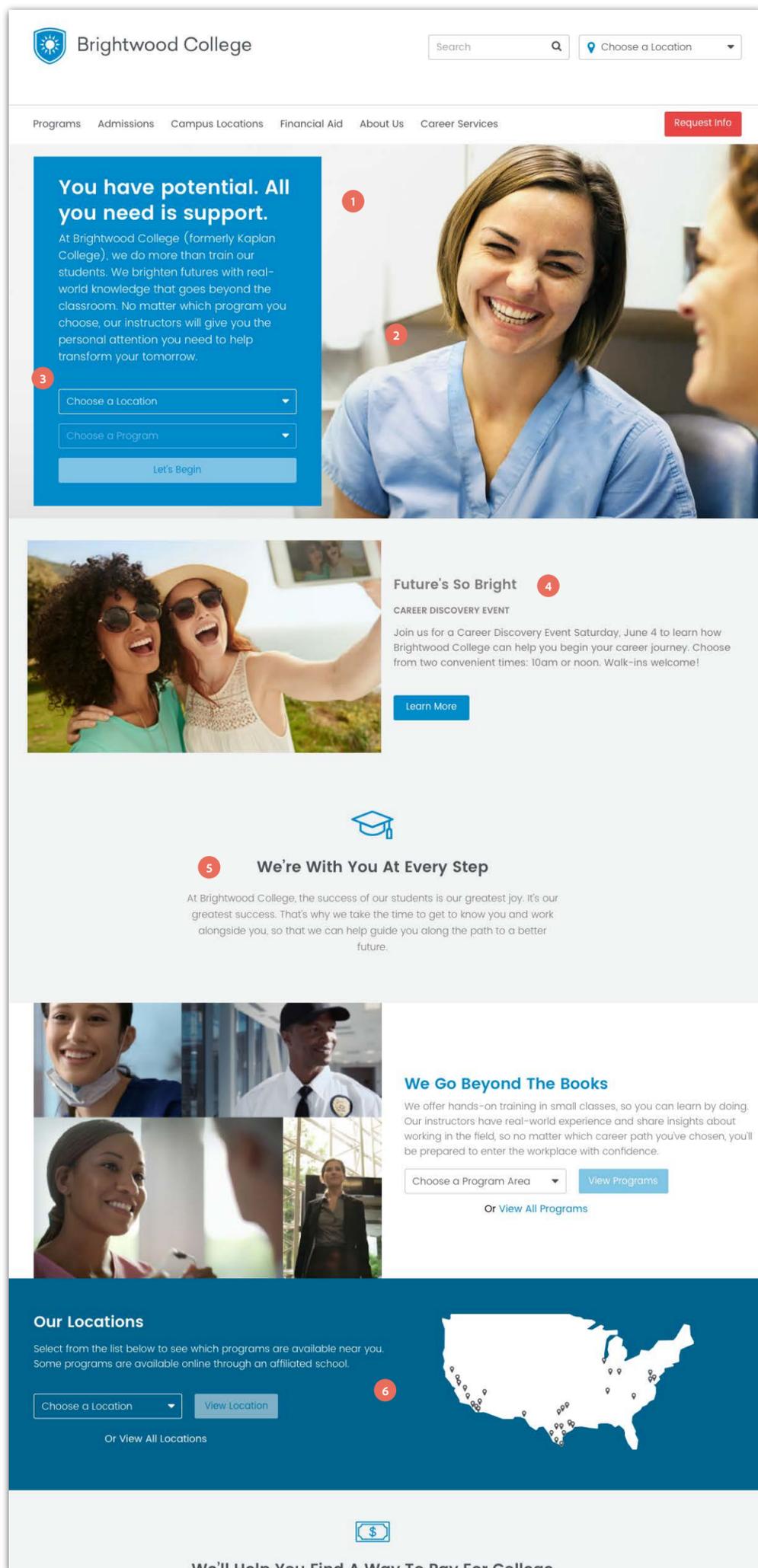
*Classes count toward a degree if satisfactorily completed. No credits are earned if the student withdraws during the introductory period (3 weeks for undergraduate students), which begins day one of the first term. Students who choose to continue their studies at the University will need to meet specific requirements. Graduate programs not included. Additional terms may apply to international and non-U.S. citizen students. For further information, see catalog.kaplanuniversity.edu and the [Kaplan Commitment Statement](#). Application fee waived for campus and learning center students through December 31, 2016.

†Testimonials solicited by Kaplan University. The views and opinions expressed are those of the individual and not necessarily those of Kaplan University. Individual student experiences may vary.

1. Mobile vs. Fullsite
 - Site experience starts off with a m. experience. The dropdown menu and anchored top navigation are elegant/efficient features.
 - Design and branding does not appear to be aligned with Kaplan University's full website



Competitive Research - Desktop & Mobile



Overview

- 1 Nice use of aspirational copy
- 2 Nice big photos
- 3 Good use of finding a program and location within the same box
- 4 Highlight events for new students
- 5 Nice copy for college supporting you throughout your education
- 6 Good use of location and map with cities highlighted
- 7 Large video still image for success story
- 8 Integrated social
- 9 Auto-suggest search

Brightwood College

Request Info

You have potential. All you need is support.

At Brightwood College (formerly Kaplan College), we do more than train our students. We brighten futures with real-world knowledge that goes beyond the classroom. No matter which program you choose, our instructors will give you the personal attention you need to help transform your tomorrow.

Choose a Location

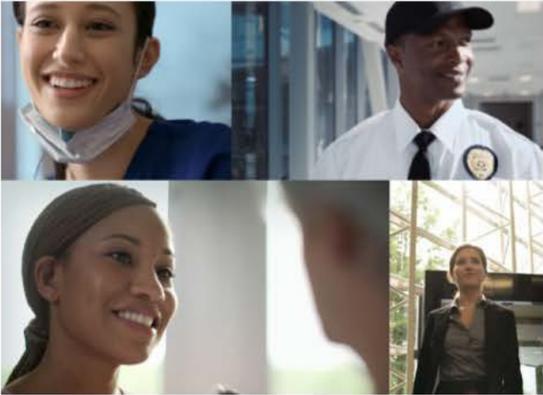
Choose a Program

Let's Begin



We're With You At Every Step

At Brightwood College, the success of our students is our greatest joy. It's our greatest success. That's why we take the time to get to know you and work alongside you, so that we can help guide you along the path to a better future.



Brightwood College

Request Info

learn by doing. Our instructors have real-world experience and share insights about working in the field, so no matter which career path you've chosen, you'll be prepared to enter the workplace with confidence.

Choose a Program Area

View Programs

Or View All Programs

Our Locations

Select from the list below to see which programs are available near you. Some programs are available online through an affiliated school.

Choose a Location

View Location

Or View All Locations





We'll Help You Find A Way To Pay For College

A college education can lead to a better career and a better life, but just thinking about how to pay for it can be overwhelming. We'll help you navigate the process and work with you to find a combination of loans, grants, and scholarships that will work for you.

Paying for College

Brightwood College

Request Info



Join the Conversation on Twitter

[@BrightwoodEdu](#) Campus Spotlight: Blue never looked so bright! We're having a wonderful time welcoming staff and students. [#StayBright](#)

1 BLUEPRINT LSAT PREP
A BETTER WAY TO STUDY.

LSAT Courses - LSAT Tutoring - LSAT Books - Mobile - Support - Results

2 LEARN MORE ENROLL NOW

3 Richard, 169
Michigan Law School

4 **5**

6 UPCOMING LSAT PREP COURSES
View All LSAT Class Locations →

- 12 JUN Los Angeles - Westwood
- 12 JUN Los Angeles - Westwood
- 18 JUN Berkeley
- 18 JUN Manhattan

7 THE LATEST
Most Strongly Supported, our Law School & LSAT blog

How to nail down a lawyer job before loans come due

The ABA recently released statistics showing which law schools have the highest percentage of unemployed recent graduates. Now, ideally, you'll score well on the LSAT and have more secure options available to you than any of those schools (I'm not trying to be dismissive of any of the listed institutions...but your odds of getting a return on investment are higher betting \$150,000 on a singly hand of blackjack...and that won't take 3 years of your life). Putting the option of getting a higher LSAT score aside, this post is going to focus on the best ways to maximize your chances of getting a job while you're actually in law school...

Posted on May 26, 2016

Read Entire Article (via MSS) →

Posted on May 26, 2016

best ways to maximize your chances of getting a job while you're actually in law school...

Read Entire Article (via MSS) →

7 ANNOUNCEMENTS

Explore Blueprint's New iOS App!

Through the new Blueprint App, students now have access to the most cutting edge LSAT App known to mankind. The app features on-the-go lesson videos, adaptive homework that analyzes your strengths and weaknesses, and customizable practice sets that'll make it easy for you to optimize your time. Check it out today!

See more about the new features here! →
customizable practice sets that'll make it easy for you to optimize your time. Check it out today!

See more about the new features here! →

ALL THINGS **BLUEPRINT.**

Simply the Best

Our students average an 11-point increase on LSAT practice tests. Whether you're interested in a classroom course, an online LSAT course or self-study books, Blueprint can help.

Law School Admissions

Let our admissions counselors help you write your personal statement, select the best law schools, and work on any deficiencies in your law school application.

Free LSAT Help

Take a free LSAT practice test and get score reports, video answer explanations, an LSAT timer, a law school compass, and more.

Getting out of law school debt quickly is spelled J-O-B.
<https://t.co/nTolok1PK3> <https://t.co/O9FSnigGmZ>

f

Like Blueprint LSAT Prep on Facebook

Instagram

Check out @blueprintsat on Instagram

Twitter

Follow us on Twitter @blueprintsat

yelp

Read our LSAT course reviews on Yelp

amazon

Read Amazon reviews of our LSAT games book

g+

Check out Blueprint LSAT Prep on Google+

1 8 8 8 4 8 8 8 8 8 8

Overview

- 1 Nice use of aspirational copy
- 2 Nice big photos
- 3 Clear CTAs
- 4 Student name and major call out
- 5 Live chat callout at bottom. Remains anchored at bottom
- 6 Good use of campus photos for upcoming events
- 7 News and Announcements
- 8 Integrated social
- 9 Good use of icons

FIND A COURSE

OVERVIEW APP/ONLINE RESOURCES SCORE INCREASES FAQ FIND A COURSE

Here's what you get:

112 Instruction Hours

The best in-class LSAT instruction available supplemented by online resources

88 Online Hours

Blueprint: The Movie 2.0, the world's most innovative online LSAT course, taught by Blueprint founders Trent and Matt

iOS Mobile App

Cutting-edge interactive questions interface, on-the-go lesson videos, photo scoring, and advanced analytics

3 Textbooks, 15 Practice LSATs

Every released LSAT question (over 7,500 total), including 6 proctored practice tests and 9 additional exams

98th Percentile Instructors

Amazing instructors with 170+ LSAT scores who are screened for teaching ability and personality

FIND A CLASS



2 **112** INSTRUCTION HOURS

Other companies can't stack up against the depth of Blueprint's classroom LSAT course, which includes 76 hours of lectures, 24 hours of proctored practice exams, 12 hours of online clinics, and hundreds of additional hours of online homework explanations.

With a unique combination of classroom and online resources, our students have more learning tools at their disposal than Albert Einstein holding an Encyclopedia Britannica. No other LSAT prep company can match the scale and flexibility of the Blueprint classroom course. So what are you waiting for? Take your first step toward LSAT (and world) domination today.

16 CORE LESSONS

These meetings are devoted to introducing new concepts and strategies. We use current events or real-life examples to help illustrate challenging material. Believe it or not, your dating life can really help you understand conditional relationships.

Blueprint has developed powerful techniques for approaching all sections of the LSAT.

We've divided every LSAT logic game, reading comprehension passage, and logical reasoning question into categories and teach you how to recognize each one. We then give you the Blueprint methods for the best way to approach each question, followed by scads of homework to reinforce these techniques.

Our curriculum is **updated every year** to keep pace with changes on the LSAT. If you take Blueprint, you will be the most prepared student in the room come test day.

OVERVIEW APP/ONLINE RESOURCES SCORE INCREASES FAQ FIND A COURSE

3 **INSTRUCTORS 170+**

4 **THE BEST INSTRUCTORS**

They're super smart. And kinda hot too.

Blueprint LSAT Prep only hires the top 5% of instructors who apply. Not only do applicants have to look good on paper (an LSAT score of 170 earned on an actual test administered by Law Services is required), but they must be able to teach up to our very high standards.

That's why we fly the best LSAT instructors in the world to Los Angeles, where they're personally trained by Blueprint LSAT Prep founders Matt, Trent and Jodi. They spend 70 hours watching presentations, participating in improvisational comedy, and showcasing their abilities by "lecturing" us on various topics ("How to

Training Before Hiring

Training Before Teaching First Class



5 **UP YOUR SCORE.**

Blueprint LSAT classroom students increase their practice LSAT scores by an average of 11 points.

Our score increases is measured from the first practice exam in the course to a student's best practice exam. See below for more details. Eleven points is amazing, but we didn't stop there.

MORE INFO

Overview

- 1 Good use of icons and highlights what the college offers
- 2 Stats
- 3 Good use of calling out Instructors
- 4 Instructor photos
- 5 Nice photo with happy student. This program helped her improve. Copy to support it

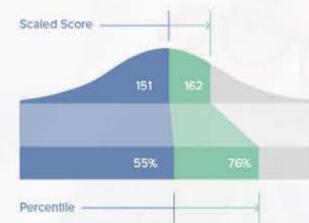
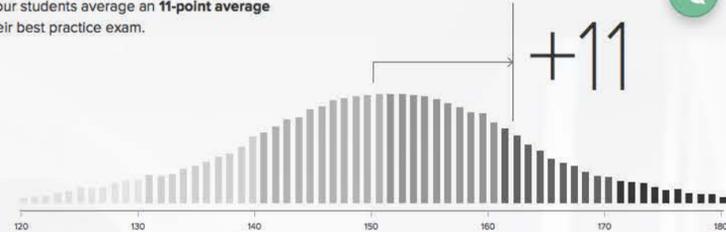
WE'VE DONE IT AGAIN!

Our spring 2014 classroom students averaged an **11-point score increase** on their practice exams.

The strength of a company's curriculum is measured by how well their students perform on the LSAT. At Blueprint, our students average an **11-point average score increase** from their first to their best practice exam.

That's huge.

Since the test is measured on a scale of 120-180, that means our students average an increase that amounts to **1/6 of the test**. Wow.



To put the increase into perspective, a student with a score of **151** on the June 2014 LSAT would have scored in the **55th percentile** of test takers. On the same exam, eleven additional points (a **162**) would have yielded a score in the **76th percentile**.

To drill down yet further, 151 is the median LSAT score for the 2013 entering class of students at the University of Arkansas Bowen School of Law, which is ranked **121st** according to US News & World Report out of the roughly 200 ABA-accredited law schools. By way of comparison, 162 is the median LSAT score for the 2013 entering class of students at the UC Davis School of Law, which is ranked **36th** on the same ranking system.

In other words, **eleven points is a really big deal**.

There are other factors involved in your application such as your GPA, personal statement, work history, and letters of recommendation, but it is undeniable that all other things being equal, a higher LSAT score will get you into a better law school.



+11 POINTS? WE DON'T STOP THERE.

Many of our students experience **ridiculously huge score increases**.

In fact, **26%** of the students in the study increased their score by **15 points or more**. That's one out of every four! And over **5%** increased their scores by **20 points or more**. To this we can only say: Suh-weet.



Interested in targeting a top-tier law school? **16%** of students who participated in our study scored a **170 or higher**. In other words, roughly **one in six** students received a score that, if obtained on the real LSAT, would make them competitive at any law school in the nation. Now that's elite prep.

Blueprint students do better. Period. Here are the numbers:

BLUEPRINT IT ALL STARTED WITH A SIMPLE IDEA

3 ABOUT US FOUNDERS OUR TEAM FINANCIAL AID CONTACT US

OUR STORY 4

The three Blueprint founders each taught standardized tests well before starting their own company. Two did so to subsidize graduate school stipends while the third dearly wanted to avoid law school. They found that test preparation, as it was practiced, utilized dry curricula and even dryer teaching methods. As they developed ways of overcoming this problem a theme emerged:

If students have fun, they'll learn more and perform better.
Much better, it turns out.



In 2005 Jodi, Trent, and Matt decided to make an LSAT company founded on two principles. They wanted to make their classes and materials interesting enough that students would actually enjoy studying and they wanted to make a company for which they'd want to work.



Thus,
Blueprint was born.

2005 34
Founded Cities in the U.S.

75,039 hrs
Classroom Instruction to date

22 071 | 17 | 59

ABOUT US FOUNDERS OUR TEAM FINANCIAL AID CONTACT US

The ethos of "edu-tainment" — mastery of the materials combined with engaging teaching methods — permeates the entire company.

Overview

- 1 Stats
- 2 Stats
- 3 Anchored navigation throughout single page scroll
- 4 Nice treatment of the school's history
- 5 Stats

blueprint Login MENU

BLUEPRINT LSAT PREP
A BETTER WAY TO STUDY.

LSAT Courses - LSAT Tutoring - LSAT Books - Mobile - Support - Results

LEARN MORE ENROLL NOW

Richard, 169
Michigan Law School

blueprint Login MENU

Blueprint offers the best LSAT prep.

Our LSAT prep courses are offered both online and in classrooms across the country. Students who enroll in our live classes also get access to all our online lesson videos and cutting edge resources, including our adaptive learning app. Both online and classroom students average an **11-point increase** on their practice exams and our online course comes with a satisfaction guarantee. We hire and train only the best instructors.



CHECK OUT UPCOMING LSAT COURSES

View locations →

112
INSTRUCTION HOURS

Other companies can't stack up against the depth of Blueprint's classroom LSAT course, which includes 76 hours of lectures, 24 hours of proctored practice exams, 12 hours of online clinics, and hundreds of additional hours of online homework explanations.

With a unique combination of classroom and online resources, our students have more learning tools at their disposal than Albert Einstein holding an Encyclopedia Britannica. No other LSAT prep company can match the scale and flexibility of the Blueprint classroom course. So what are you waiting for? Take your first step toward LSAT (and world domination) today.



Blueprint: The Movie 2.0

88
ONLINE COURSE HOURS

Classroom students now get complete access to Blueprint's comprehensive LSAT curriculum: Blueprint: The Movie 2.0. This includes fully animated, HD videos that correspond to every classroom lesson. These videos are taught by Blueprint co-founders Trent Teti and Matt Riley and are a great way to get an early start on the course, make up a missed lecture, or review classroom concepts.

You'll also receive access to eight supplemental exams, online practice drills to reinforce methodology, scoring analytics so you can pinpoint weaknesses, online explanations for every question in the homework, an LSAT timer for taking practice LSATs and timing homework sections, and our proprietary law school compass so you can see your chances of admission at various law schools. (Did you notice that was all one sentence? That's how good we are.)

+7500
ACTUAL LSAT QUESTIONS WITH EXPLANATIONS



3
TEXTBOOKS

15
PRACTICE EXAMS

The LSAT is Scared of Our Curriculum.

The price of our LSAT class includes all of your course materials: three books containing hundreds of pages of perfectly engineered LSAT study material. The first book starts with some of the basic concepts in the class, the second book moves to more advanced concepts, and the third book focuses on review and timing. Once you have learned the concepts during our lessons and workshops, we have developed immersive drills available online. Additionally, online homework sections adapt to your own strengths and weaknesses to make sure you are improving through the course.

7,500+
Actual LSAT questions at your disposal & 76 actual LSATs.

The 6 proctored practice exams are spaced strategically throughout the course. The first is to establish a baseline of your skill level. Tests two, three, and four are used to diagnose whether or not you're learning the methodology to approach each question correctly. Tests five and six are given to hone your test-taking skills after you've acquired all of your LSAT fundamentals. Should you want more practice, 9 additional full-length exams are available for you to work on timing, test-taking strategies, and general practice before your LSAT.



THE BLUEPRINT APP
Learning the LSAT just got a whole lot more effective.

Adaptive Homework
Our adaptive homework sets make the most of your LSAT study time. Intelligent question sets analyze your skills and give you problems catered to your strengths and weaknesses, optimizing your ability to learn quickly and effectively.

Customizable LSAT Prep Practice Sets
What you need to work on may be different from someone else. Textbooks can't change from student to student but the Blueprint app can! Our interactive drills allow you to choose the number, type, and difficulty of questions so that you can tailor your course of LSAT study to focus on what you need when you need it.

Interactive LSAT Drills
Reinforce skills taught in LSAT class with online drills that test key LSAT concepts. Learn formal logic, diagramming, causation, and more with the swipe of a hand or from drag and drop drills.



INSTRUCTORS 170+

View all instructor bios

THE BEST INSTRUCTORS
They're super smart. And kinda hot too.

Blueprint LSAT Prep only hires the top 5% of instructors who apply. Not only do applicants have to look good on paper (an LSAT score of 170 earned on an actual test administered by Law Services is required), but they must be able to teach up to our very high standards.

That's why we fly the best LSAT instructors from the world to Los Angeles, where they're personally trained by Blueprint LSAT Prep founders Matt, Trent and Jodi. They spend 70 hours watching presentations, participating in improvisational comedy, and showcasing their abilities by "lecturing" us on various topics ("How to Tell Your Ass From Your Elbow" is our all-time favorite). In the end, it's whether or not they can make us laugh while teaching LSAT prep's core concepts that distinguishes the good LSAT instructors from the best LSAT instructors.

After they're hired, our instructors undergo 118 more hours of extensive training — including 76 hours of lesson prep and 40 hours of personal mentoring by another veteran instructor. But it doesn't stop there! All new instructors undergo 6 hours of evaluation and feedback to ensure they're teaching the class up to our very high standards.

70hrs
Training Before Hiring

118hrs
Training Before Teaching First Class

188 hrs
Total Training (includes six classroom evaluation hours)

Sure, our training process is rigorous and borderline excessive. But that's what it takes to have the best LSAT instructors in the biz — and having the best LSAT instructors in the biz is what it takes to have our amazing average practice exam score increase: 11 points (see below for details of study).

Finally, the best LSAT instructors also receive the best LSAT instructor pay: up to \$100/hour. So if any other company has a great teacher, we just hire them away.

Graph is representative of a standard instructor candidate. Individual candidates may train more or less depending on experience and aptitude.

REQUEST INFO
CHAT
866.766.0766
LOGIN

Programs -
Tuition -
Admissions -
Why Phoenix -

1 We rise.
Embrace your potential. Let University of Phoenix help you rise to the challenge.
[START NOW →](#)

Register by **June 1st** to start class **June 7th.**

1 JUN
Registration closes

7 JUN
Classes start

Unable to meet the deadline to enroll?
Next session starts July 12th.
Call **866.766.0766** for full schedule details.

Start times apply to online undergraduate programs only. Some program start times—including on-campus, graduate, and doctoral programs—may vary.

3 Your path starts here

Discover a degree, course or certificate program that's right for you.

Explore your interests

- [Business & Management](#)
- [Education](#)
- [Nursing](#)
- [Health Services Administration](#)
- [Security & Criminal Justice](#)
- [Psychology & Social Sciences](#)
- [Arts & Sciences](#)
- [Technology](#)

Find your program

ZIP code:

Search by:

Program level

View all

[VIEW PROGRAMS →](#)

4 The edge you need to get ahead

Certificates, test preparation and individual courses to give working professionals like you the skills to stand out.

Professional Development

Maintain a competitive edge. Our non-degree professional development programs give you the management and leadership skills you need to get ahead in project management, human resources and business operations.

[LEARN MORE →](#)

Certificate Programs

Build your expertise. Certificate programs give you the specialization you need to keep ahead of trends, seek greater career opportunities and stay competitive. Our dozens of certificate programs align with industry needs and continuing education requirements.

[LEARN MORE →](#)

Recertification for Teachers

Get the credits you need, on a schedule that works for you. We offer an expansive list of continuing teacher education courses to help you meet recertification requirements.

[LEARN MORE →](#)

Get started right away. Explore continuing education opportunities.

[COURSES AND CERTIFICATES →](#)

Your Life as a Phoenix

5 Your Life as a Phoenix

What does it mean to be a Phoenix? We are the risers. The ones who know that if we want it, we have to go out and get it. We give blood, sweat, and sometimes tears. We are sculpted by adversity. We are made from desire and a dream, but we leave nothing up to fate. We have the skill, and we have the will. And we will not let ourselves be ignored.

[WHY UNIVERSITY OF PHOENIX →](#)

[More than Brains - Commercial](#)

[Employer-sought education →](#)

[Let us help you take the first step →](#)

[Peek behind the classroom scenes](#)

6 One university. Infinite ways to rise.

Top 25

Among large institutions in **salary after attending**

14

Average number of **students** per class

946K

Size of **alumni community**—and growing

129

The number of **countries** our students are in

7 Info for:

[New Students](#)

[Non-Degree Learner](#)

[Transfer Students](#)

[International Students](#)

[Military Students & Families](#)

[Alumni](#)

[Doctoral Students](#)

Is University of Phoenix an accredited university?

Where can I explore degree options?

What resources are available to me to help develop a financial plan to pay for my education?

How can I fund my education?

How long will it take to complete my degree?

How do I attend a class online?

How do I get started?

8 #iamaphoenix

Engage with others who share your experience as a Phoenix, past and present. Exceed expectations with support extending beyond the classroom. Inspire and encourage your community.

STUDENT EXCELLENCE

[Share your story](#)

CONGRATULATIONS LARRY FITZGERALD

[Larry Fitzgerald: 2016 Graduate →](#)

SUCCESS FOLLOWS PREPARATION

[Career opportunities →](#)

ONCE A PHOENIX, ALWAYS A PHOENIX

[Networking in our communities →](#)

- Overview**
- 1 Nice use of aspirational copy
 - 2 Important dates and events callout
 - 3 Program selector
 - 4 Courses and certificates call out
 - 5 Why Phoenix?
 - 6 Stats and icons
 - 7 Information for specific students
 - 8 Nice use of hashtag for social integration and Student testimonials, Career opportunities and Networking callouts

REQUEST INFO
866.766.0766
☰

We rise.

Embrace your potential. Let University of Phoenix help you rise to the challenge.

START NOW →

Register by **July 6th** to start class **July 12th.**

6
JUL
 Registration closes

12
JUL
 Classes start

Unable to meet the deadline to enroll?

Next session starts **August 16th.**

Call **866.766.0766** for full schedule details.

Start times apply to online undergraduate programs only. Some program start times—including on-campus, graduate, and doctoral programs—may vary.

Your path starts here

Discover a degree, course or certificate program that's right for you.

Explore your interests

- [Business & Management](#)
- [Education](#)
- [Nursing](#)
- [Health Services Administration](#)
- [Security & Criminal Justice](#)
- [Psychology & Social Sciences](#)
- [Arts & Sciences](#)
- [Technology](#)

Find your program

ZIP code:

19120

Search by:

Program level ▾

View all ▾

VIEW PROGRAMS →

The edge you need to get ahead

Certificates, test preparation and individual courses to give working professionals like you the skills to stand out.

Professional Development

Maintain a competitive edge. Our non-degree professional development programs give you the management and leadership skills you need to get ahead in project management, human resources and business operations.

[LEARN MORE →](#)

Certificate Programs

Build your expertise. Certificate programs give you the specialization you need to keep ahead of trends, seek greater career opportunities and stay competitive. Our dozens of certificate programs align with industry needs and continuing education requirements.

[LEARN MORE →](#)

Recertification for Teachers

Get the credits you need, on a schedule that works for you. We offer an expansive list of continuing teacher education courses to help you meet recertification requirements.

[LEARN MORE →](#)

Get started right away. Explore continuing education opportunities.

COURSES AND CERTIFICATES →

One university. Infinite ways to rise.

Top 25

Among large institutions in salary after attending

14

Average number of students per class

946K

Size of alumni community—and growing

129

The number of countries our students are in

Info for:

New Students	Is University of Phoenix an accredited university?
Non-Degree Learner	Where can I explore degree options?
Transfer Students	What resources are available to me to help develop a financial plan to pay for my education?
International Students	How can I fund my education?
Military Students & Families	How long will it take to complete my degree?
Alumni	How do I attend a class online?
Doctoral Students	How do I get started?

1 REQUEST INFO FORM

2 COUNTDOWN CLOCK

3 AFFORDABLE DEGREE OPTION

4 ACCREDITATION MATTERS

5 PROGRAM FINDER

6 FIND A CAMPUS NEAR YOU

7 LEARN ONLINE

8 DO BOTH

9 STRAYER IS ACCREDITED, TRUSTED, VALUED.

Overview

- 1 Request information form right on homepage at the top
- 2 Live countdown clock for classes starting
- 3 Nice visuals with support copy
- 4 Anchored navigation throughout single page scroll
- 5 Large program callout module
- 6 Large Find a campus callout module
- 7 Large Learn online callout module
- 8 Large Learn online and campus callout module
- 9 Large trusted name callout

1 Hear about the value of a Strayer education from some of our alumni.



Melissa Reaktenwalt
Master of Business Administration

Nick Wilcox
Bachelor of Science, Criminal Justice

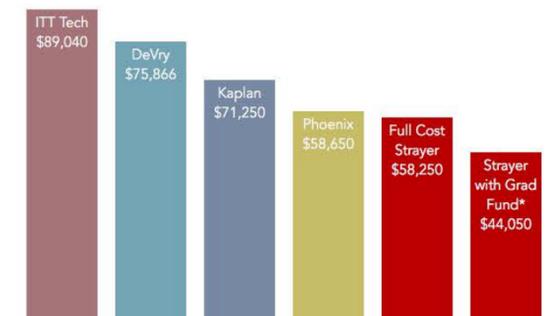
Greg Smoots
Bachelor of Science, Information Systems

Joy Assent
Bachelor of Business Administration

WE'LL HELP YOU AFFORD YOUR DEGREE.

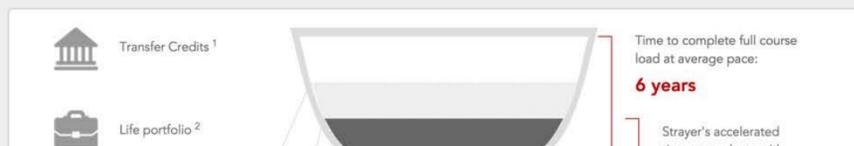
2 SAVE FROM THE START

This chart shows how much less a Strayer's bachelor's degree is versus selected schools. That's before including the savings you could see from Grad Fund, transfer credits and more.



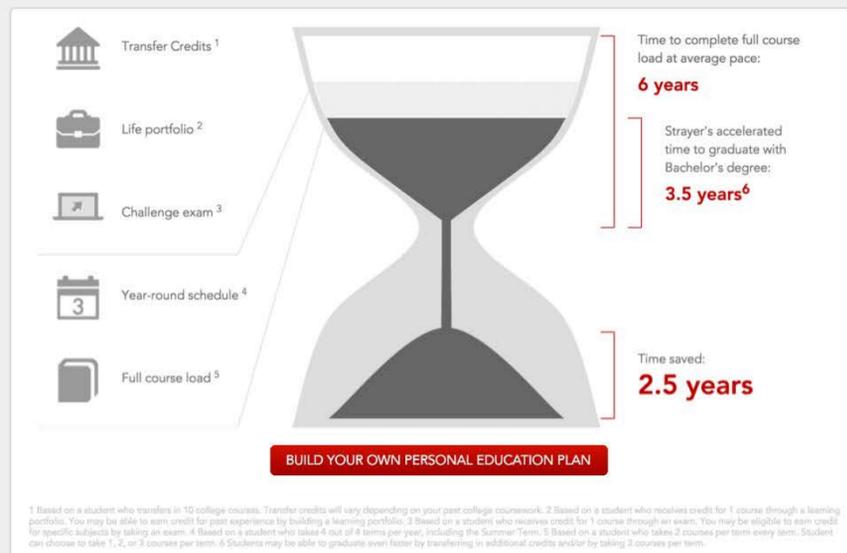
*To view full disclaimers, please click here.
Learn more about Strayer's Graduation Fund

AND YOU CAN GRADUATE FASTER TOO



AND YOU CAN GRADUATE FASTER TOO

3



YOU'RE READY FOR STRAYER UNIVERSITY.

4

Take Your Next Step

We're here to help! Complete this form and a dedicated Admissions Officer will contact you shortly. Or call 888-311-0355 to talk to us now. *** All fields required**

Degree Level Desired Program of Interest

First Name Last Name

Zip Code

Email Phone

You consent to receive autodialed & prerecorded marketing calls or texts from Strayer and on our behalf at the phone number(s) or email(s) you provided. Consent is not required to purchase goods or services. You can always call us directly at 866-314-3547.

CONSENT & SUBMIT

Overview

- 1 Alumni testimonials
- 2 Costs chart
- 3 Detailed diagrams
- 4 Registration form at bottom of all pages

☰

START YOUR BACHELOR'S WITH A NEW LAPTOP

SUMMER CLASSES START 7/5

ENROLL NOW

CHOOSE FROM DOZENS OF IN-DEMAND DEGREES.

- Business & Finance
- Criminal Justice
- Education & Finance
- Health Services Administration
- Information Technology
- Jack Welch Management Institute
- Nursing

Program Finder

Find the program that's right for you among our 2 degree programs and 67 concentrations in business, information technology, accounting, criminal justice, education, human resources, health services, and many other fields.

GO

GETTING TO KNOW YOU

Before we talk, we like to listen.

Simply select from the list below so we can personalize your experience.

I am a...

TAKE CLASSES THAT FIT YOUR LIFE

Find a Campus Near You

Learn at one of our convenient campus locations across the US where you can connect with the Strayer community face-to-face and get the personalized support you need to be successful.

GO >

Or

STRAYER IS ACCREDITED, TRUSTED, VALUED.

You can be confident that your Strayer degree is recognized and respected by schools and companies across the country.

Strayer University is regionally accredited by the Middle States Commission on Higher Education, the same organization that accredits universities like Princeton University, Johns Hopkins University, Syracuse University, and many more. Have confidence that your degree will be recognized and respected by schools and organizations across the country.

SEE WHY ACCREDITATION MATTERS

WE'LL HELP YOU AFFORD YOUR DEGREE.

SAVE FROM THE START

This chart shows how much less a Strayer's bachelor's degree is versus selected schools. That's before including the savings you could see from Grad Fund, transfer credits and more.

ITT Tech	\$89,040
DeVry	\$75,866
Kaplan	\$71,250
Phoenix	\$58,650
Full Cost Strayer	\$58,250
Strayer with Grad Fund*	\$44,050

*To view full disclaimers, please [click here](#).

Learn more about [Strayer's Graduation Fund](#)

- Transfer Credits¹
- Life portfolio²
- Challenge exam³
- Year-round schedule⁴
- Full course load⁵

Time to complete full course load at average pace:
6 years

Strayer's accelerated time to graduate with Bachelor's degree:
3.5 years⁶

Time saved:
2.5 years

BUILD YOUR OWN PERSONAL EDUCATION PLAN

Take Your Next Step

We're here to help! Complete this form and a dedicated Admissions Officer will contact you shortly. Or call 888-311-0355 to talk to us now.

* All fields required

You consent to receive autodialed marketing calls or text from Strayer at the phone number you provided. Consent is not required to purchase goods or services. You can always call us at 866-314-3547.

AGREE & GO

CURRENT STUDENTS FACULTY & STAFF ALUMNI PARENTS BUSINESS PARTNERS DIRECTORY CONTACT US SITEMAP Search bsu.edu

Ball State University

ABOUT ADMISSIONS ACADEMICS CAMPUS LIFE ATHLETICS NEWS CALENDAR GIVING



1 Month in Review

Interim President Terry King discusses top events from April and May including Commencement, the Chirpies, the launch of the Freedom Bus, and more.

21,000 undergraduate and graduate students

190 undergraduate majors

Top 25 online graduate programs for business, education, and nursing

3 "I feel that I not only grew as a professional but also as a person because I was being pushed to do things I've never had to do before."
~ Sadie Lebo, telecommunications major

SPOTLIGHTS

4



Budding Saints receiver Willie Snead has Ball State degree within his grasp

The Cardinals football standout has returned to campus to finish his studies.

[Read Story >](#)



Musical 'jewel' draws attention to School of Music's organ program

World-class instrument serves as centerpiece for the first Sursa American Organ Competition.

[Read Story >](#)



Entrepreneurial learning takes off through new partnership near Indy

Students work side by side with startups in Launch Fishers.

[Read Story >](#)

[SEE ALL NEWS >](#)

Learn



Learn at Ball State

Our top-ranked academic programs make us one of the best in the Midwest. Our research helps shape the world around us. And our passionate and nurturing faculty steer this every step of the way.

5

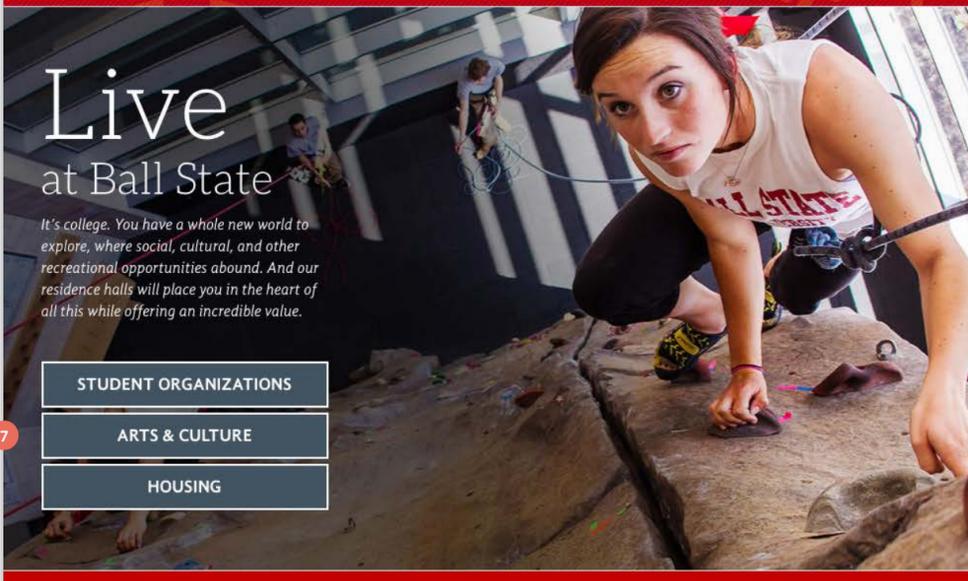
- UNDERGRADUATE STUDIES
- GRADUATE STUDIES
- ONLINE & DISTANCE LEARNING

6

168,000 alumni and growing

7 academic colleges across campus

500 scholarships for incoming students



Live at Ball State

It's college. You have a whole new world to explore, where social, cultural, and other recreational opportunities abound. And our residence halls will place you in the heart of all this while offering an incredible value.

7

- STUDENT ORGANIZATIONS
- ARTS & CULTURE
- HOUSING

Copyright © 2016 Ball State University 2000 W. University Ave. Muncie, IN 47306
800-382-8540 and 765-289-1241

Legal Information | Employment | TTY Numbers

Overview

- 1 Nice big photos throughout homepage
- 2 Stats
- 3 Quotes
- 4 Student spotlights and News
- 5 3 clear CTAs for user to find information
- 6 Stats
- 7 3 clear CTAs for user to find information

Ball State University



Aspiring meteorologist has bright forecast
Amanda Kedzierski plans to use her national scholarship to pursue a career in oceanic and atmospheric science.

21,000
undergraduate and graduate students

190
undergraduate majors

Top 25
online graduate programs for business, education, and nursing

"I feel that I not only grew as a professional but also as a person because I was being pushed to do things I've never had to do before."
~ Sadie Lebo, telecommunications major

SPOTLIGHTS



Music for All returns with Ball State as sponsor
The university has hosted the symposium since 2011, and under the sponsorship agreement, it will continue to do so through 2023.
[Read Story >](#)



Gallup: Most Ball State alumni are satisfied with work and personal lives
Thousands of graduates report their education was worth the cost in terms of their well-being today.
[Read Story >](#)



A lifetime of memories
After 50 years, Benny the Barber says loyal customers and 'good kids' made his job into a career he loved.
[Read Story >](#)

[SEE ALL NEWS >](#)

Learn at Ball State
Our top-ranked academic programs make us one of the best in the Midwest. Our research helps shape the world around us. And our passionate and nurturing faculty steer this every step of the way.

UNDERGRADUATE STUDIES

GRADUATE STUDIES

ONLINE & DISTANCE LEARNING

168,000
alumni and growing

7
academic colleges across campus

500
scholarships for incoming students

Live at Ball State
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STUDENT ORGANIZATIONS

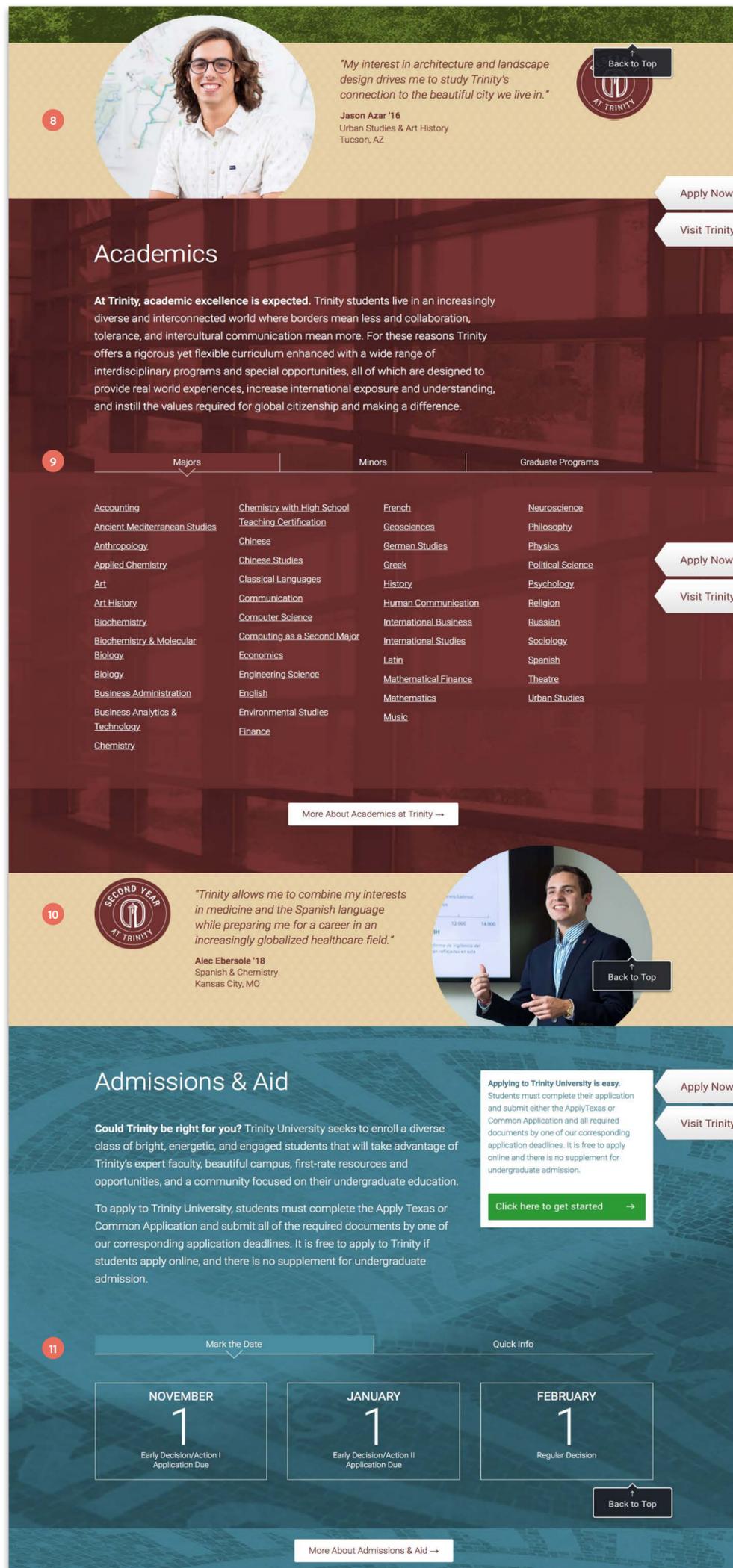
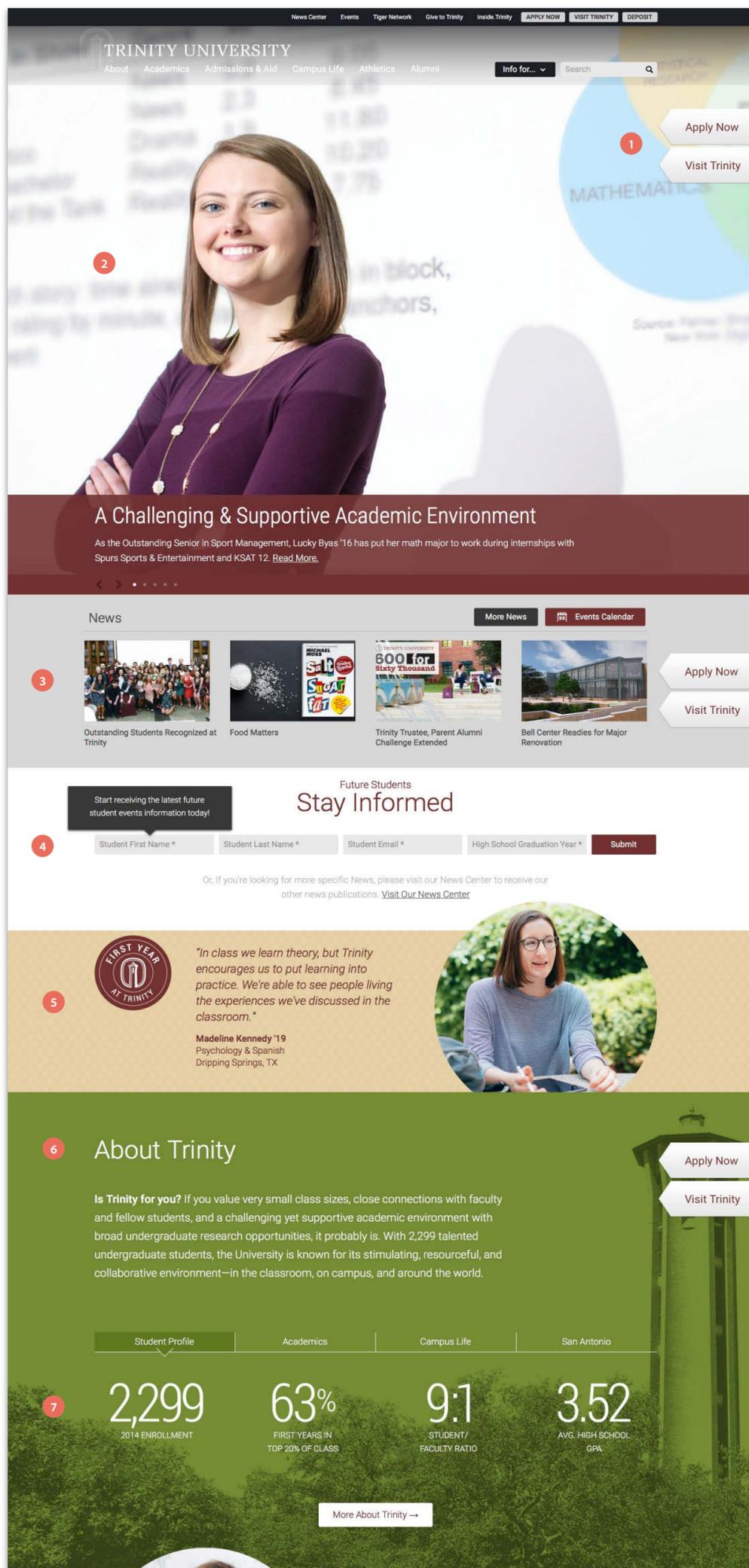
ARTS & CULTURE

HOUSING

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800-382-8540 and 765-289-1241

Legal Information | Employment | TTY Numbers

BALL STATE UNIVERSITY



Overview

- 1 Apply now is a slide out registration form on the homepage
- 2 Nice large photos
- 3 News Carousel
- 4 Nice large email capture for students wanting information or events
- 5 1st year students success story
- 6 About the college
- 7 Stats
- 8 Student research success story
- 9 Tabs navigation and large list of all programs
- 10 2nd year students success story
- 11 Admissions information and large tabbed deadline and event information


☰



A Challenging & Supportive Academic Environment

As the Outstanding Senior in Sport Management, Lucky Byas '16 has put her math major to work during internships with Spurs Sports & Entertainment and KSAT 12. [Read More.](#)

News



Outstanding Students Recognized at Trinity



Food Matters



Trinity Trustee, Parent Alumni Challenge Extended



Bell Center Readies for Major Renovation

More News
Events Calendar

Future Students

Stay Informed

Submit

Or, If you're looking for more specific News, please visit our News Center to receive our other news publications. [Visit Our News Center](#)



"In class we learn theory, but Trinity encourages us to put learning into practice. We're able to see people living the experiences we've discussed in the classroom."

Madeline Kennedy '19
Psychology & Spanish
Dripping Springs, TX



About Trinity

Is Trinity for you? If you value very small class sizes, close connections with faculty and fellow students, and a challenging yet supportive academic environment with broad undergraduate research opportunities, it probably is. With 2,299 talented undergraduate students, the University is known for its stimulating, resourceful, and collaborative environment—in the classroom, on campus, and around the world.

Student Profile

Academics

Campus Life

San Antonio

2,299

2014 ENROLLMENT

63%

FIRST YEARS IN TOP 20% OF CLASS

9:1

STUDENT/FACULTY RATIO

3.52

AVG. HIGH SCHOOL GPA

More About Trinity →

The screenshot shows the Rowan University website home page. At the top, there is a navigation bar with the university logo, a search bar, and a menu with links for Admissions & Aid, Academics, Campus Life, Health & Medicine, Research, and About. Below the navigation is a large hero image of a brick building with yellow flowers in the foreground, overlaid with the text "SPRING 2016 from your #PROFerspective".

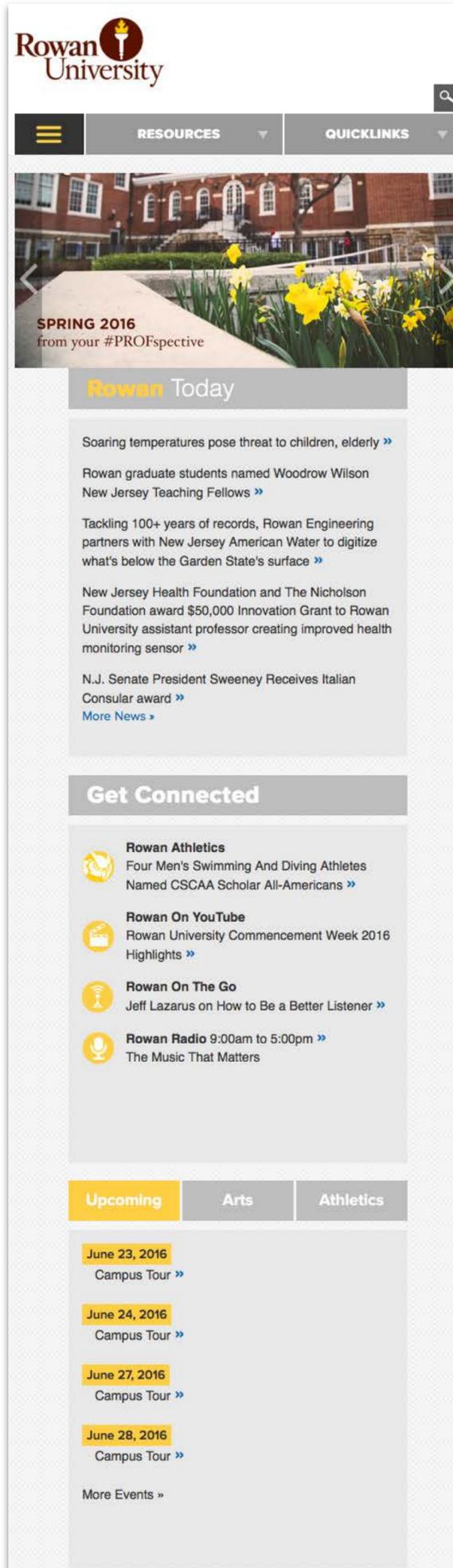
Below the hero image are several content blocks:

- 1 Rowan Today:** A news section with four articles, each with a small icon and a "More News" link at the bottom.
- Get Connected:** A section with four items: Rowan Athletics (Rowan Weekly Sports Roundup), Rowan On YouTube (Rowan University Commencement Week 2016 Highlights), Rowan On The Go (Exploring Music Medicine), and Rowan Radio (7:00am to 9:00am The Early Bird Special).
- Upcoming:** A section with a tabbed interface (Upcoming, Arts, Athletics) and a list of events for June 2016, including RowanSOM Alumni Reception/Cooking Class, Campus Tour, and more.
- 3 Twitter / Facebook:** A social media feed showing several tweets from @RowanUniversity and @RowanNews.
- 4 Image Grid:** A grid of six small images related to campus life, including a building, a sign, a person in a hard hat, and a graduation ceremony.
- 5 Ready to learn more?:** A contact form with fields for First Name, Last Name, Email, Zip Code, Inquiry Type, and Student Entry Term, and a Submit button.

At the bottom of the page, there is a "Giving to Rowan" button, the Rowan University logo, contact information, and social media icons for Twitter, Facebook, Instagram, YouTube, and LinkedIn.

Overview

- 1 News
- 2 Nice 3 tab navigation for calendar or events
- 3 Nice 2 tab navigation for social media feeds
- 4 Social Media Instagram feed
- 5 Request information right on the home page



Rowan University

RESOURCES QUICKLINKS

SPRING 2016
from your #PROFpective

Rowan Today

Soaring temperatures pose threat to children, elderly »

Rowan graduate students named Woodrow Wilson New Jersey Teaching Fellows »

Tackling 100+ years of records, Rowan Engineering partners with New Jersey American Water to digitize what's below the Garden State's surface »

New Jersey Health Foundation and The Nicholson Foundation award \$50,000 Innovation Grant to Rowan University assistant professor creating improved health monitoring sensor »

N.J. Senate President Sweeney Receives Italian Consular award »
[More News »](#)

Get Connected

Rowan Athletics
Four Men's Swimming And Diving Athletes Named CSCAA Scholar All-Americans »

Rowan On YouTube
Rowan University Commencement Week 2016 Highlights »

Rowan On The Go
Jeff Lazarus on How to Be a Better Listener »

Rowan Radio 9:00am to 5:00pm »
The Music That Matters

Upcoming Arts Athletics

June 23, 2016
Campus Tour »

June 24, 2016
Campus Tour »

June 27, 2016
Campus Tour »

June 28, 2016
Campus Tour »

[More Events »](#)

Twitter Facebook

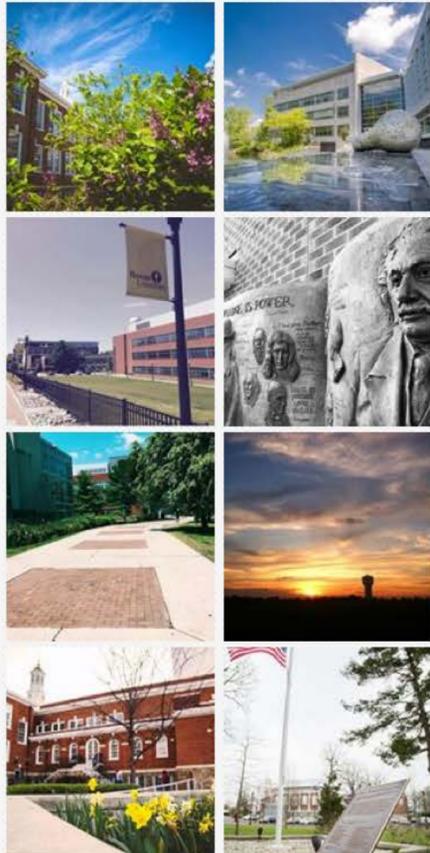
@RowanUniversity
@RocCocobeauty The Registrar office would be able to answer that for you! 19 hours 4 min

@RowanUniversity
@SugarLandFan14 Congrats! We're #RowanPROUD 21 hours 26 min

@RowanUniversity
@_beverlymills Congrats! We're #RowanPROUD 21 hours 27 min

@RowanUniversity
RT @RUStudentCenter: Get your ID at the Information Desk until 5pm today! #ExtendedHours #Orientation #NewProfs 21 hours 27 min

@RowanUniversity
@ryker04 Congrats! We're #RowanPROUD 23 hours 5 min



Ready to learn more?

First Name (required)

Last Name (required)

Email (required)

Zip Code (required)

- Inquiry Type (required) -

- Student Entry Term (required) -

Submit



[MEN](#)
[WOMEN](#)
[KIDS](#)
[FOOTWEAR](#)
[ACTIVITY](#)
[EXPLORE COLUMBIA](#)
[SALE](#)

1

FEATURED

- New Arrivals
- PFG Fishing Gear
- Rainwear
- PFG Dockside Collection
- Golf Apparel
- Titanium Collection
- Collegiate Gear

JACKETS & VESTS

- Rain Jackets
- Insulated & Down
- Fleece
- 3 In 1 Interchange
- Shell & Softshell
- Windbreakers
- Casual
- Vests

SHIRTS

- Short Sleeve
- Long Sleeve
- T-Shirts
- Hoodies

PANTS & SHORTS

- Shorts
- Performance & Active
- Casual
- Rain & Shell
- Ski & Snowboard

FOOTWEAR

- Boots
- Hiking
- Sandals
- Casual
- Water
- Multisport
- Socks

BIG & TALL

- Jackets & Vests
- Shirts
- Pants & Shorts

ACCESSORIES

- Hats & Scarves
- Gloves & Mittens
- Socks
- Backpacks & Totes
- Duffels & Rollers
- Watches

SALE

- Jackets & Vests
- Shirts
- Pants & Shorts
- Big & Tall
- Backpacks, Totes, & Duffels
- Accessories
- Footwear



SHOP PFG

Overview

- 1 Well organized, easy to navigate, good use of white space
- 2 Nice sub-navigation and categories
- 3 Nice separation between categories and "More"

[CLUBS](#)
[BALLS](#)
[ACCESSORIES](#)

[TEAM](#)
[COMMUNITY](#)
[NEWS + MEDIA](#)

2

- MEN'S
- WOMEN'S
- ODYSSEY PUTTERS
- COMPLETE SETS
- JUNIORS
- LEFT-HANDED

DRIVERS

- XR 16
- XR 16 Pro
- XR 16 Sub Zero
- Great Big Bertha
- Big Bertha Alpha 816 ♦♦
- Great Big Bertha udesign
- Big Bertha Alpha 816 ♦♦ udesign

FAIRWAY WOODS

- XR 16
- XR 16 Pro
- Great Big Bertha
- Great Big Bertha Heavenwood
- Big Bertha Alpha 816

HYBRIDS

- Apex
- Big Bertha
- XR OS
- XR
- XR Pro
- Apex Utility

IRON/COMBO SETS

- Apex CF 16
- Apex Pro 16
- Apex Black
- Big Bertha
- XR OS
- XR
- View More

WEDGES

- MD3 Milled Matte Black
- MD3 Milled Chrome
- MD3 Milled Lucky Clover
- Mack Daddy PM-Grind Matte Black
- Mack Daddy PM-Grind Chrome

More...

- Clearance
- Classic Clubs **3**
- Custom Fitting
- Trade In! Trade Up!
- Gift Cards
- Additional
- View All Men's**

The screenshot shows the Adidas website's sports menu. At the top, there is a navigation bar with the Adidas logo and categories: MEN, WOMEN, KIDS, SPORTS (highlighted), BRANDS, and CUSTOMIZE MICOACH. A search bar and a shopping bag icon are also present. Below the navigation bar, the sports menu is organized into five columns: BASKETBALL, FOOTBALL, SOCCER, RUNNING, and OTHER SPORTS. Each column features a header, a representative image, a list of product categories (Shoes, Apparel, Accessories), specific product lines (e.g., Damian Lillard, Cleathead, Mercury Pack, Ultra Boost), and a 'Shop all' button. The 'OTHER SPORTS' column lists various activities like Training, Baseball, and Golf. A 'BACK' button is located at the bottom right of the menu area.

Overview

- 1 Well organized, easy to navigate, good use of white space
- 2 Nice separation between categories and "Other Sports"
- 3 Nice use of images, helps break up categories
- 4 Good use of functionality within a menu
- 5 Nice use of icons for other information
- 6 Nice separation between categories and "Other Learning"

The screenshot shows the Keller Graduate School of Management website. The top navigation bar includes the Keller logo, contact information (Information For..., Live Chat, 866-606-4956), and buttons for REQUEST INFO and APPLY NOW. Below the navigation bar, a secondary menu lists GRADUATE PROGRAMS, ON CAMPUS & ONLINE (highlighted), TUITION & FINANCIAL AID, WHY KELLER, CAREER ADVANCEMENT, and ADMISSIONS. The main content area is titled 'ON CAMPUS & ONLINE >' and features a sub-header: 'We offer you the freedom to take classes on campus and online or both. See how you can earn your graduate degree on your time.' Below this, there is a 'FIND A KELLER LOCATION' section with a form for 'Enter Zip' and 'Enter State' (with a dropdown arrow), a 'GO' button, and a link for 'All Campus Locations >'. To the right, there are two icons: a Wi-Fi symbol for 'Online Graduate Programs >' and a map of the USA for 'All Keller Locations >'. Further right, there is an 'ONLINE LEARNING >' section with a list of links: 'Benefits of Online Learning at Keller', 'How Online Learning Works', 'How to Succeed with Online Learning', and 'Keller Faculty'.



Design Concepts - Desktop & Mobile

Design Concept 1

Discussion Points:

- Single page overview - Brochure vs. Functional
- Overall look and feel
- Brand voice - Why Kaplan University?
- Benefits & features
- Surfacing buried content
- Messaging - Personal vs. Career focused
- Student and alumni success stories
- Consolidated header bar elements
- Navigation hierarchy and language
- Enhanced website functionality and elements
- Photography
- Icons, charts, graphs

SUCCESS STORIES

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Janet Verona, Bachelor of Business Administration, Class of 2003
Eric Johnson, Bachelor of Science in Criminal Justice, Class of 1998
Linda Pedersky, Bachelor of Science in Legal Studies, Class of 2014
John Smith, Master of Science in Education, Class of 1993

REQUEST INFORMATION

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Degree Level Desired: Program of Interest:

First Name: Last Name:

Email: Zip Code: Phone:

[SUBMIT](#)

AMAZING ONLINE RESOURCES: STUDY WHEN & WHERE YOU WANT.

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[ENROLL NOW](#) [LEARN MORE](#)

Veronica Pedersky, Bachelor of Science in Legal Studies, Class of 2017

[WHY KAPLAN](#) [PROGRAMS](#) [FLEXIBILITY](#) [AFFORDABILITY](#) [SUCCESS STORIES](#) [REQUEST INFO](#)

WHY KAPLAN UNIVERSITY?

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- At Kaplan University, we stand behind our academic quality.**
Take our 3-week trial. At Kaplan University, we understand nontraditional students, working parents, late bloomers, career changers.
- Your education should be tailored to you future.**
We understand nontraditional students, working parents, late bloomers, career changers.
- You should be supported throughout your education.**
You'll get personalized support from a network of financial, education, and admissions.

[LEARN MORE](#) [LEARN MORE](#) [LEARN MORE](#)

PROGRAMS

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi.

38k Students enrolled, many are adult learners with families and work full time

88% Graduates who feel their education was relevant to their career goals

180+ Number of flexible campus programs and online degree programs

24 Average class size for undergraduate courses and degrees

Explore your interests: [Social & Behavioral Sciences](#), [Business](#), [Criminal Justice](#), [Education](#), [Fire Science](#), [Health Sciences](#), [Legal Studies](#), [Nursing](#), [Technology](#)

Find your program: Zip Code:

Search by: Program Level: View All:

[VIEW PROGRAMS](#)

FLEXIBILITY

Consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia

Online Learning Experience: Classroom, Library, Advisors, Your Schedules

Campus Learning Experience: [The World Becomes Your Classroom](#)

[LEARN MORE](#)

[ENROLL NOW](#) [LEARN MORE](#)

Veronica Pedersky, Bachelor of Science in Legal Studies, Class of 2017

[WHY KAPLAN](#) [PROGRAMS](#) [FLEXIBILITY](#) [AFFORDABILITY](#) [SUCCESS STORIES](#) [REQUEST INFO](#)

WHY KAPLAN UNIVERSITY?

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- At Kaplan University, we stand behind our academic quality.**
- Your education should be tailored to you future.**
- You should be supported throughout your education.**

[LEARN MORE](#) [LEARN MORE](#) [LEARN MORE](#)

PROGRAMS

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi.

38k Students enrolled, many are adult learners with families and work full time

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Explore your interests: [Social & Behavioral Sciences](#), [Business](#), [Criminal Justice](#), [Education](#), [Fire Science](#), [Health Sciences](#), [Legal Studies](#), [Nursing](#), [Technology](#)

Find your program: Zip Code:

Search by: Program Level: View All:

[VIEW PROGRAMS](#)

FLEXIBILITY

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Online Learning Experience: Classroom, Library, Advisors, Your Schedules

Campus Learning Experience: [The World Becomes Your Classroom](#)

[LEARN MORE](#)

AFFORDABILITY

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo nemo enim ipsam voluptatem quia voluptas.

Paying for School: Maximum tuition cost: \$66,780. Average tuition cost: \$46,178. Lowest tuition cost with no transfer credit: \$37,356. Lowest tuition cost with every credit transfer credit: \$33,756. Tuition cost with transfer credit: \$16,695

Tuition & Fees Calculator: Our step-by-step tools will help you understand the cost of your desired program and how you can pay for it.

[COST CALCULATOR](#)

Scholarships and Grants, Transferring College Credits, Federal Financial Aid, Student Loans, Work and Military Experience

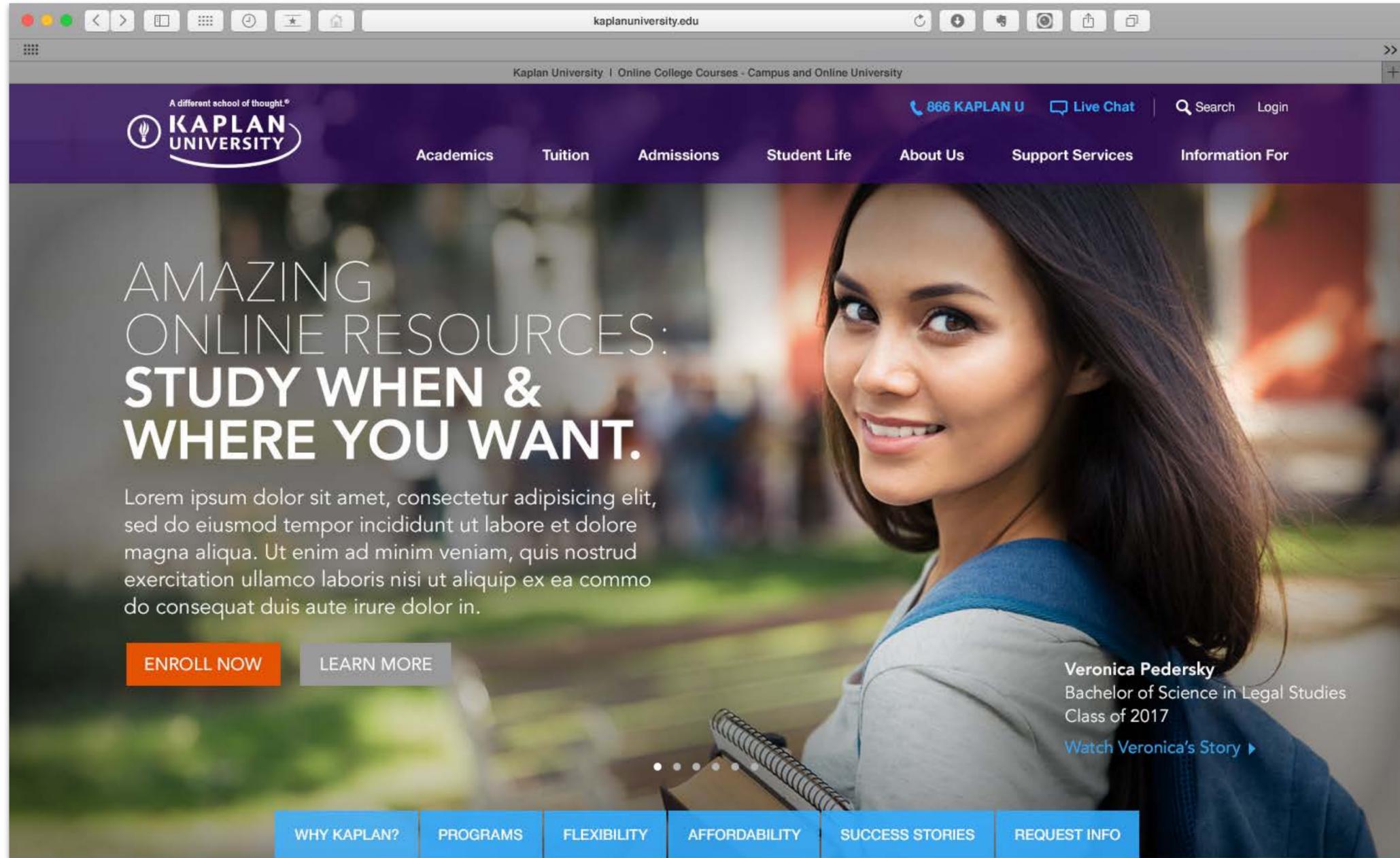
SUCCESS STORIES

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REQUEST INFORMATION

In reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit animid est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem.



1. Header bar

- Phone number, Live Chat, Search and Login have been consolidated into one area in the top bar
- All elements have been reduced in size
- Live chat will remain as a modal
- Search box removed. User clicks on search icon, search box drops down

2. Navigation

- Copy change and order of navigation has been updated
- "Programs" changed to "Academics"
- "Paying for School" changed to "Tuition"
- "Student Experience" changed to "Student Life"
- "Academic Support" changed to "Support Services"
- "Info For" changed to "Information For"
- The change in copy was done based on common navigation terms used at Universities and colleges. The change feels more collegiate. Lifting the Kaplan University brand a bit
- "About Us" navigation tab was moved to the 5th position. "Academics" was moved to the first position. This was done based on what users would want information first when entering the website

3. Headline and support copy

- Trying to mix direct messaging "Amazing Online Resources" and a benefit of students at Kaplan University "Study When & Where You Want"

4. CTAs

- CTAs should be on every screen of a carousel for users to "Enroll Now", "Learn More" or other CTAs relating to that specific screen

5. Carousel

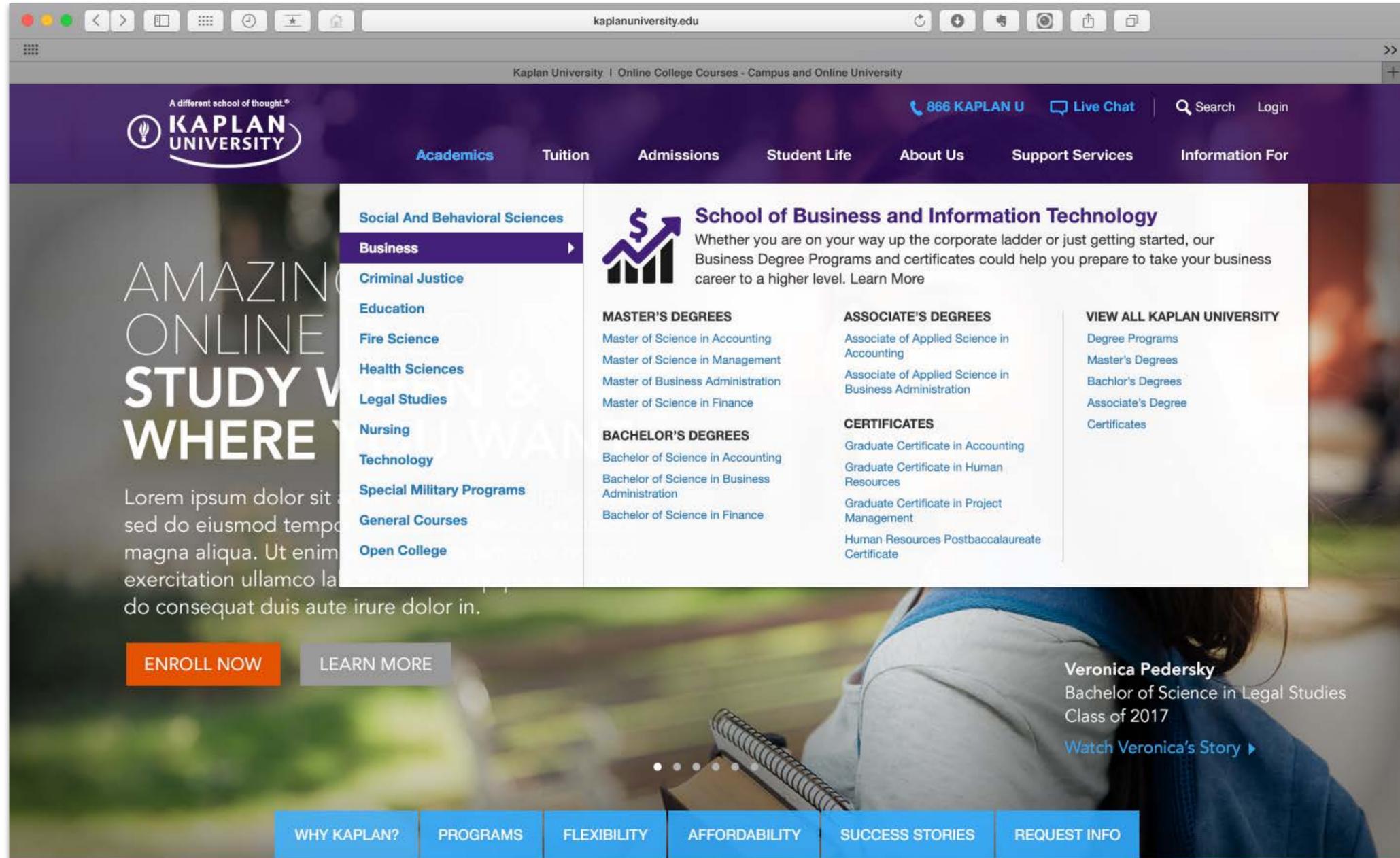
- Carousel could have a max of 6 rotating or self-initiated screens. Each with their own copy, images and CTAs relating to Kaplan University's main features

6. Student name, program and graduate year

- Would like to see more photos and success stories of students of Kaplan University and include a link to "Watch Veronica's Story"

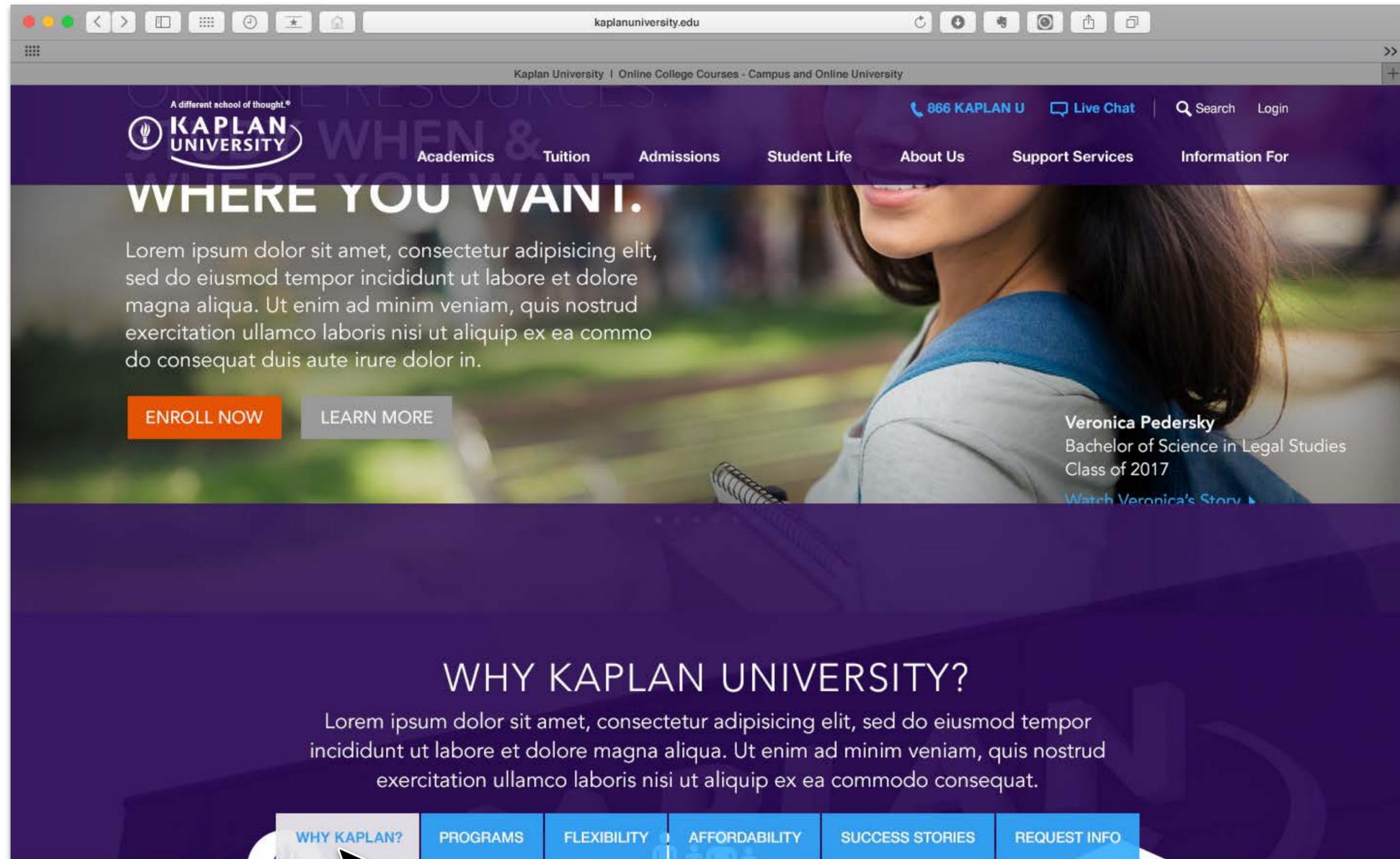
7. Anchored navigation

- Kaplan University's main features are persistent at the bottom of the page as the user scrolls through a single page experience



1. Mega-Menu drop down menu

- The updated design is based on Kaplan University's current mega-menu for "Programs" tab in the navigation
- Width of the menu was extended horizontally
- Program lists at the bottom can be 3 columns instead of 2 columns. This will reduce the height of the entire menu
- "View All" was incorporated into the program list above

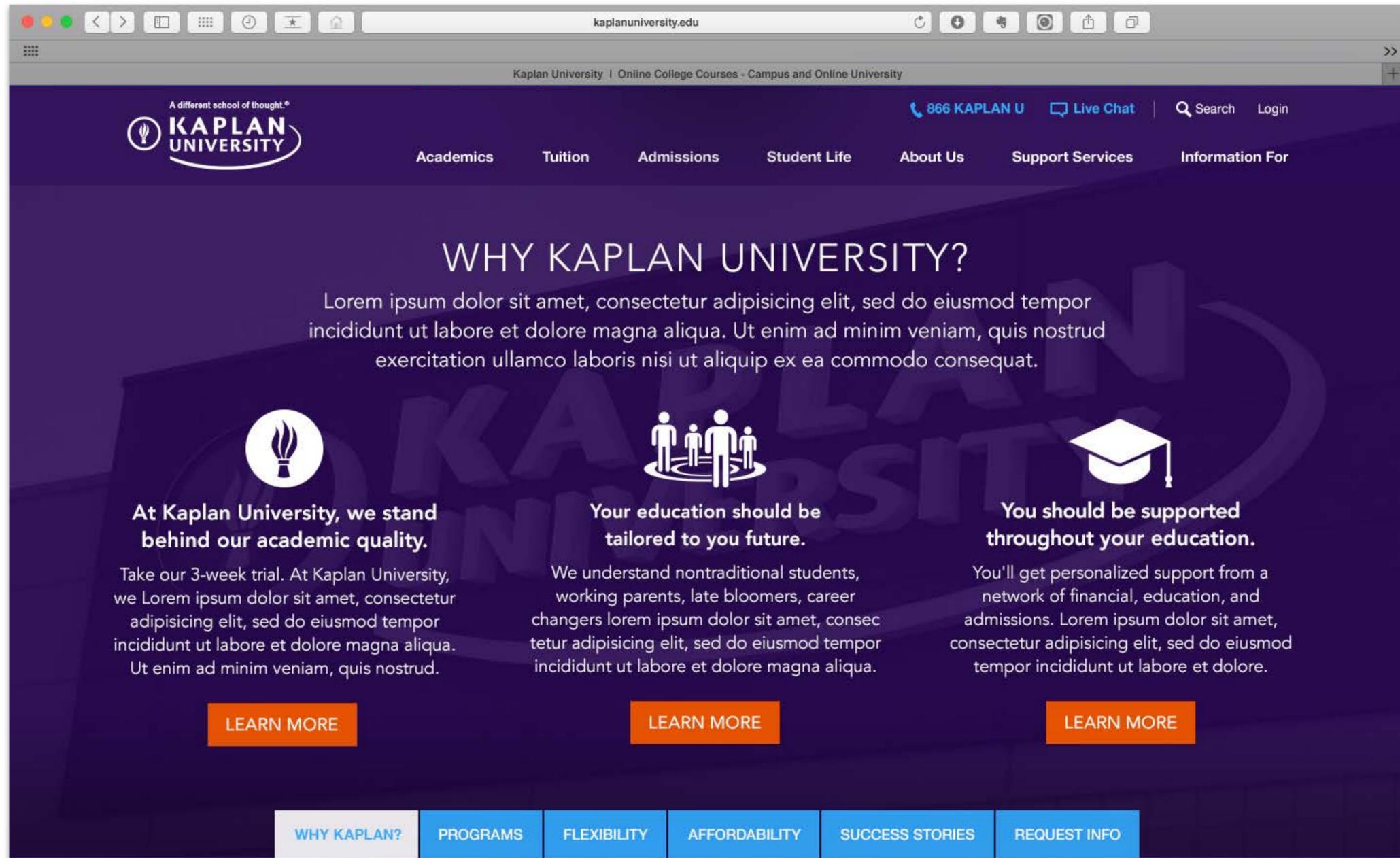


1. Header bar & navigation bar

- When user clicks on any tab of the anchored navigation at the bottom, the top header bar and navigation will be persistent at the top and follow the user throughout the homepage

2. Parallax scrolling

- Parallax scrolling is a technique in web design, where background images move by the camera slower than foreground images, creating an illusion of depth in a 2D scene and adding to the immersion.
- As the user scrolls down, each of the sections from the anchored navigation will scroll up and over the section above. (Above is an animation example of when the users clicks "Why Kaplan?" and it slides up and over top the section above)



1. Section title and support copy

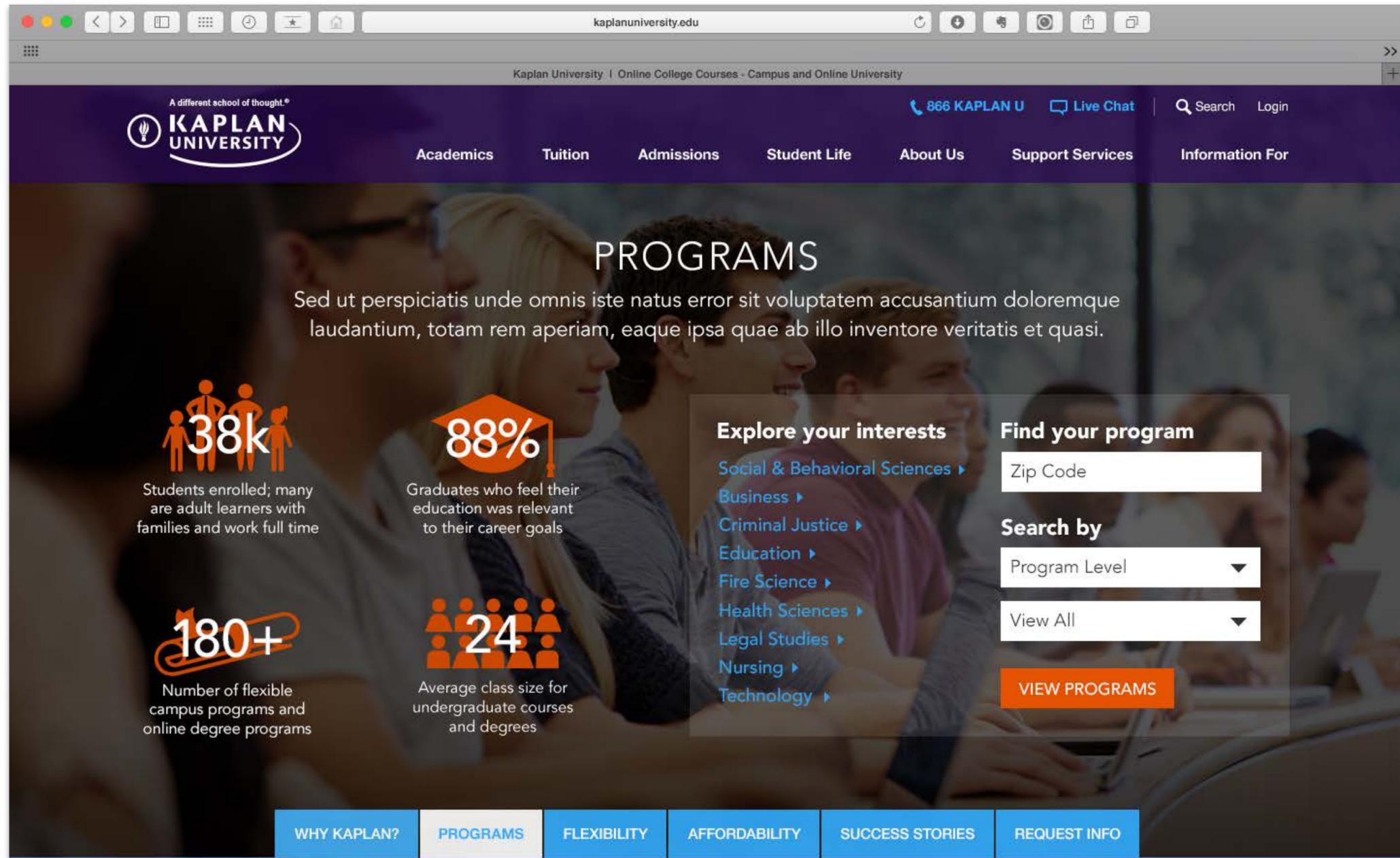
- "Why Kaplan University?" was one option to explore when asking potential new students why should they choose Kaplan University. This messaging seems to get lost within the current website and could be surfaced to one of the main benefits of Kaplan University

2. Icons

- Lets introduce more icons from what seems to be lacking on the current website as a visual language. This will help add visual cues and style to sections of the website

3. 3 Main benefits and support copy

- 3-4 main benefits of Kaplan University can presented in an overview. CTAs would allow the user to Learn More about each of the benefits



1. Section title and support copy

- "Programs" is a brief overview of all the campus and online degree programs they Kaplan University offers

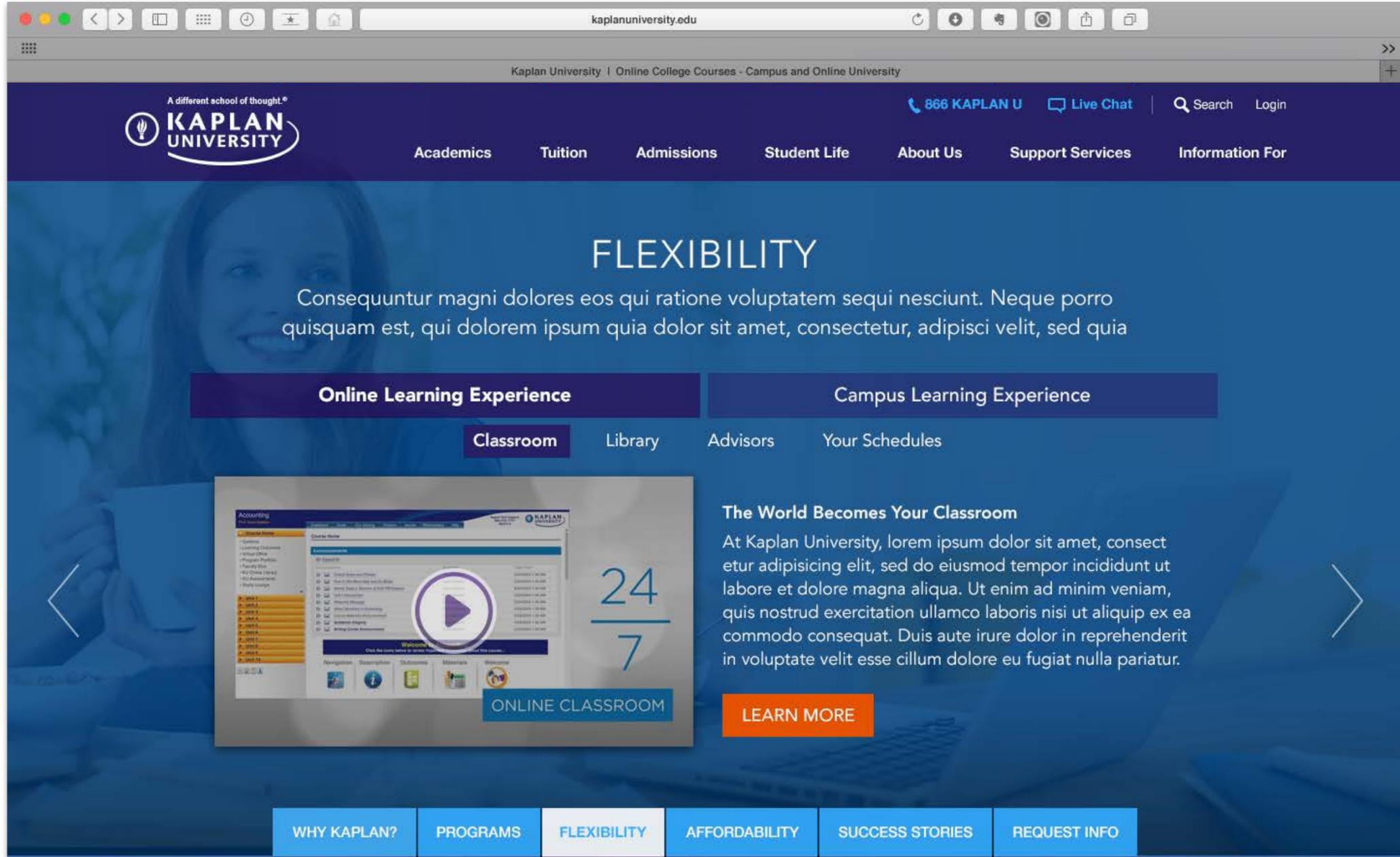
2. Stats and icons

- Stats - Another example of stats Kaplan University has buried with their current website that could be surfaced as benefits or facts about Kaplan University. Possibly a critical part of their decision making process of why they should choose Kaplan University

- Lets introduce more icons from what seems to be lacking on the current website as a visual language. This will help add visual cues and style to sections of the website

3. Program search modules

- This module would allow the casual user to click on an interest they may have if they are undecided about the program they want to pursue or for the user who knows what program or area they want to major in or by zipcode to find a campus near their location. This consolidation of search options would help narrow down their results



The screenshot shows a desktop browser window displaying the Kaplan University website. The page features a dark blue header with the university logo and navigation links. The main content area is titled 'FLEXIBILITY' and includes a sub-navigation bar with 'Online Learning Experience' and 'Campus Learning Experience' tabs. Under 'Online Learning Experience', there are sub-tabs for 'Classroom', 'Library', 'Advisors', and 'Your Schedules'. A video player is embedded in the 'Classroom' sub-tab, showing a course interface with a '24/7' graphic and an 'ONLINE CLASSROOM' label. A 'LEARN MORE' button is positioned below the video. At the bottom, a horizontal menu contains links for 'WHY KAPLAN?', 'PROGRAMS', 'FLEXIBILITY', 'AFFORDABILITY', 'SUCCESS STORIES', and 'REQUEST INFO'. Three red callout markers (1, 2, 3) are placed on the left side of the page to highlight specific design elements.

1. Section title and support copy

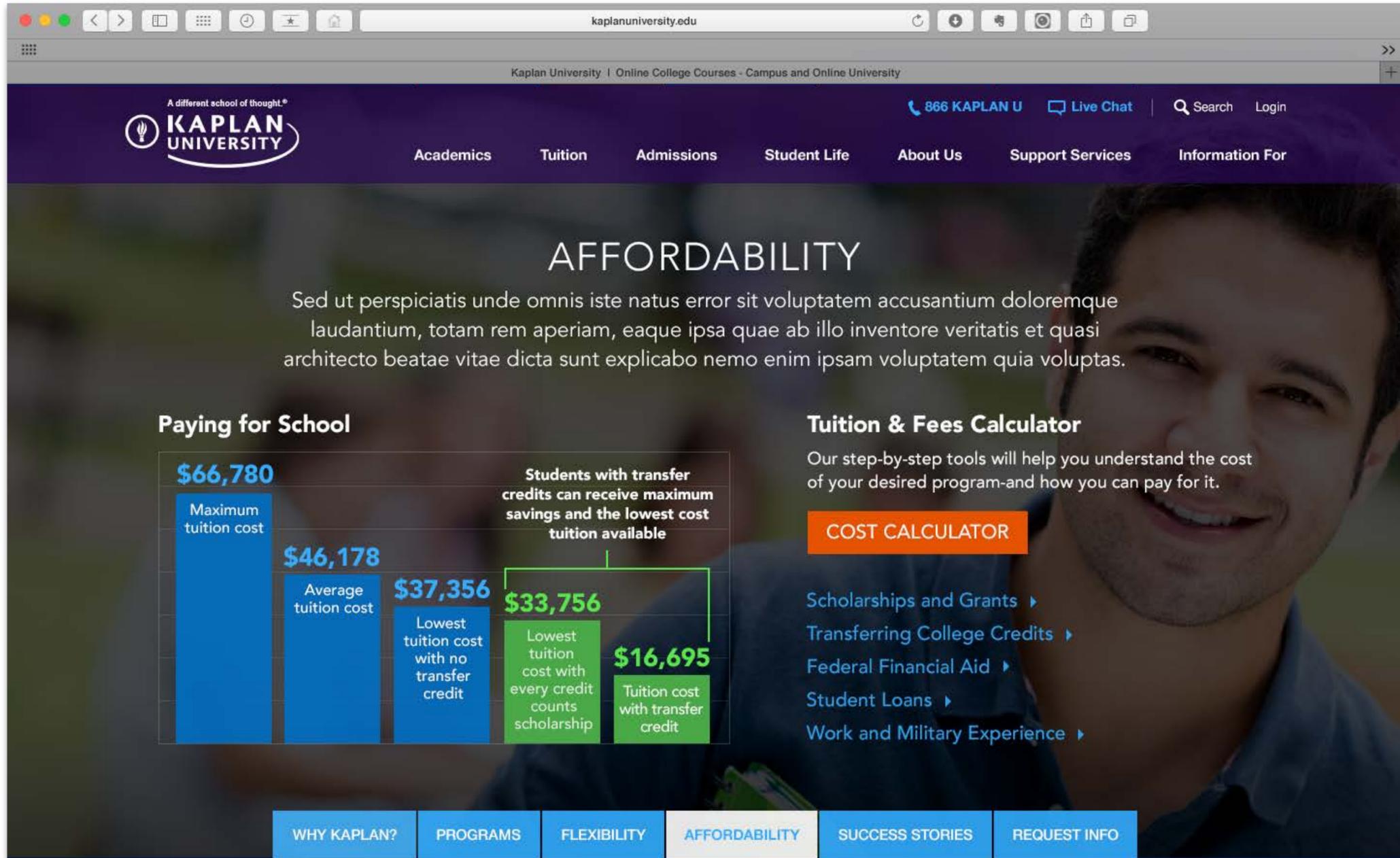
- "Flexibility" is a brief overview of how students can tailor their own curriculum and plan class and study time to fit their unique schedule

2. Tab navigation

- "Online Learning Experience" and "Campus Learning" are a 2-tab toggle navigation to discover two ways of learning

3. Sub-navigation and content

- The sub-navigation for "Online Learning Experience" allows a user to discover content within four topics, "Classroom", "Library", "Advisors" and "Your Schedules". Within each topic, there is a video and brief description about that topic. There is also a CTA to learn more



Kaplan University | Online College Courses - Campus and Online University

A different school of thought.
KAPLAN UNIVERSITY

866 KAPLAN U | Live Chat | Search | Login

Academics | Tuition | Admissions | Student Life | About Us | Support Services | Information For

AFFORDABILITY

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Paying for School

\$66,780 Maximum tuition cost	\$46,178 Average tuition cost	\$37,356 Lowest tuition cost with no transfer credit	\$33,756 Lowest tuition cost with every credit counts scholarship	\$16,695 Tuition cost with transfer credit
---	---	--	---	--

Students with transfer credits can receive maximum savings and the lowest cost tuition available

Tuition & Fees Calculator

Our step-by-step tools will help you understand the cost of your desired program-and how you can pay for it.

COST CALCULATOR

- Scholarships and Grants ▶
- Transferring College Credits ▶
- Federal Financial Aid ▶
- Student Loans ▶
- Work and Military Experience ▶

WHY KAPLAN? | PROGRAMS | FLEXIBILITY | **AFFORDABILITY** | SUCCESS STORIES | REQUEST INFO

1. Section title and support copy

- "Affordability" is a brief overview of how students can tailor their own curriculum and plan class and study time to fit their unique schedule

2. Charts and graphs

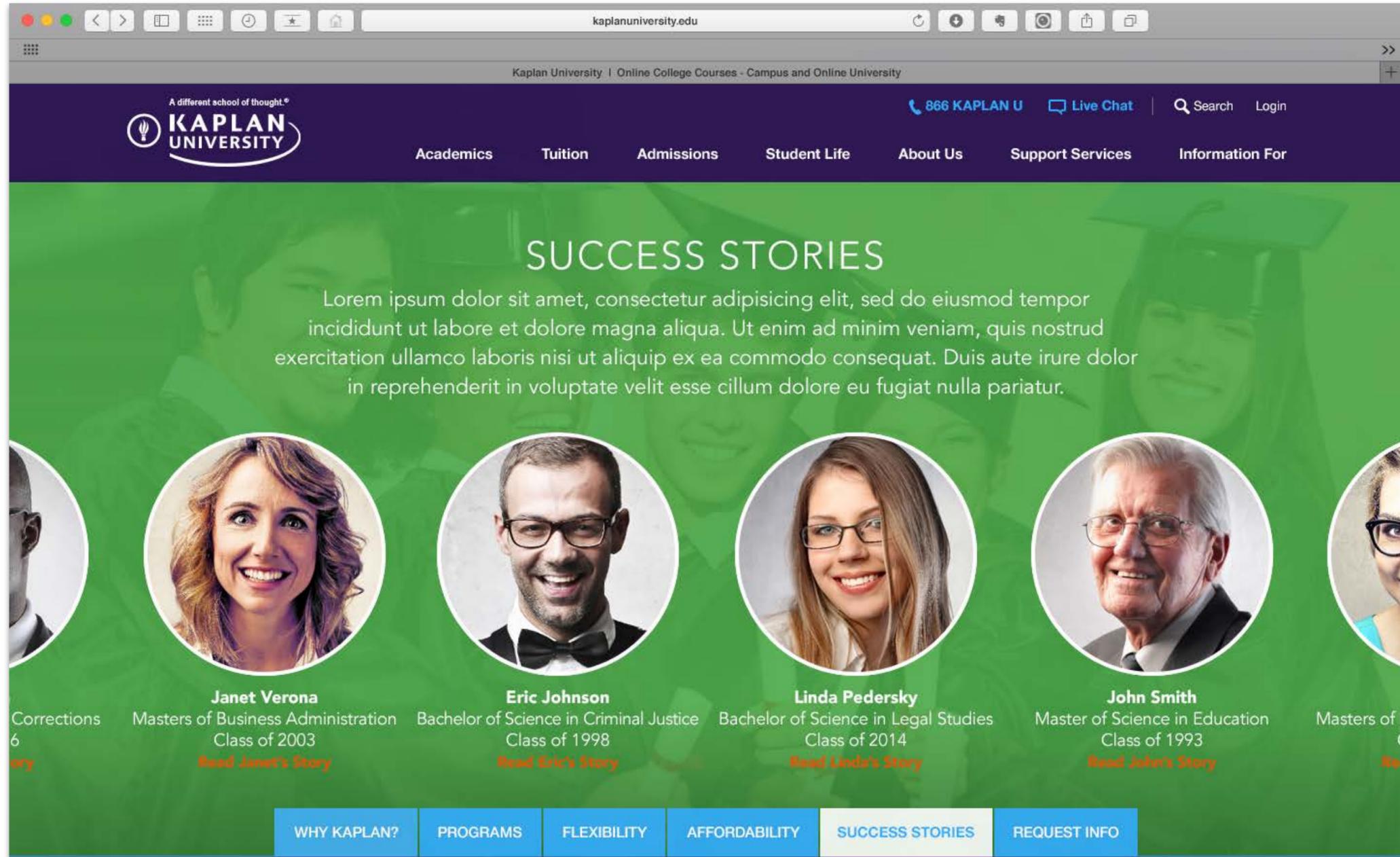
- Charts and graphs should be introduced as data visualization within the Kaplan University website to communicate the benefits of savings and fees when paying for college

3. Costs and fees calculator

- Tools should be readily available for potential new students to allow full transparency of financial responsibilities

4. Links to other financial assistance

- Links should be displayed for other financial options available to potential new students



1. Section title and support copy

- "Success Stories" is a brief overview of current students and alumni success stories while they attended Kaplan University

2. Graduates and currently enrolled students carousel

- Graduate and currently enrolled students will have their profile picture, name, major and graduation year displayed within a carousel. This will allow users to see the variety of people and majors along with a CTA to watch a video or read about their experience attending Kaplan University

kaplanuniversity.edu

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A different school of thought.
KAPLAN UNIVERSITY

866 KAPLAN U | Live Chat | Search | Login

Academics | Tuition | Admissions | Student Life | About Us | Support Services | Information For

REQUEST INFORMATION

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Degree Level Desired ▼ | Program of Interest ▼

First Name | Last Name

Email | Zip Code | Phone

SUBMIT

WHY KAPLAN? | PROGRAMS | FLEXIBILITY | AFFORDABILITY | SUCCESS STORIES | **REQUEST INFO**

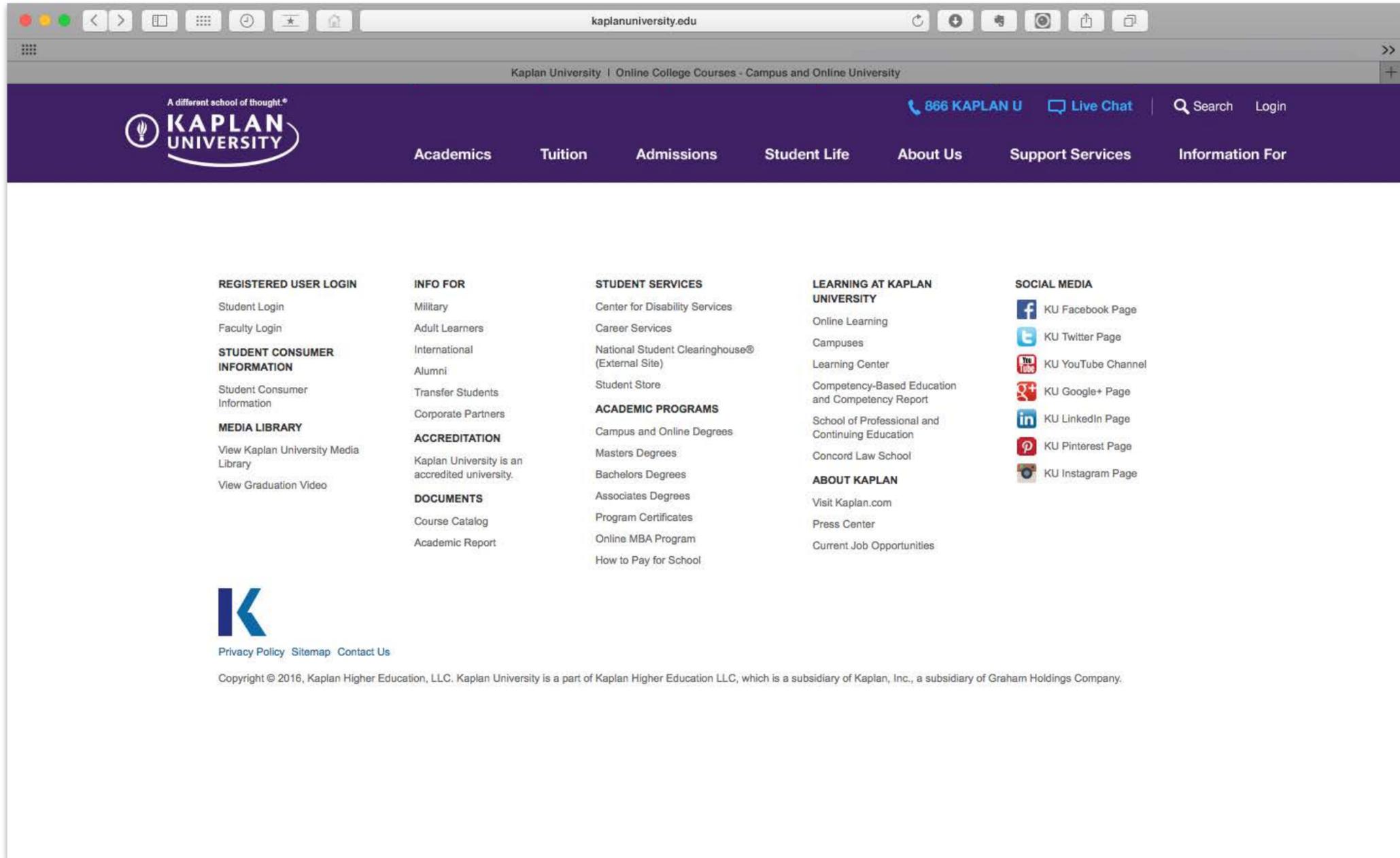
1. Section title and support copy

- "Request Information" is a brief overview for potential students to request information about Kaplan University

2. Form

Information to capture includes:

- Degree Level they are interested in
- Programs they are interested in
- First and Last name
- Email address
- Zipcode
- Phone



1. Footer

- This is the current footer from Kaplan University

☰
🔍

AMAZING ONLINE RESOURCES: STUDY WHEN & WHERE YOU WANT.

ENROLL NOW
LEARN MORE

WHY KAPLAN UNIVERSITY?

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At Kaplan University, we stand behind our academic quality.

Take our 3-week trial. At Kaplan University, we Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud. exercitation ullamco laboris

LEARN MORE

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LEARN MORE

PROGRAMS

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Explore your interests

▼

Find your program

Search by

▼

▼

VIEW PROGRAMS

38k

Students enrolled; many are adult learners with families and work full time

88%

Graduates who feel their education was relevant to their career goals

180+

Number of flexible campus programs and online degree programs

24

Average class size for undergraduate courses and degrees

☰
🔍

☎ Call
💬 Live Chat
📄 Enroll
📍 Find Location

Login

- Academics ▼
- Tuition ▼
- Admissions ▼
- Student Life ▼
- About Us ▼
- Support Services ▼
- Social ▼

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At Kaplan University, we stand behind our academic quality.

Take our 3-week trial. At Kaplan University, we Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud. exercitation ullamco laboris

LEARN MORE

FLEXIBILITY

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Online Learning Experience
Campus Learning Experience

24
7

ONLINE CLASSROOM

The World Becomes Your Classroom

At Kaplan University, lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa

LEARN MORE

AFFORDABILITY

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Paying for School

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COST CALCULATOR

SUCCESS STORIES

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Janet Verona
Masters of Business Administration
Class of 2003
Read Janet's Story

Eric Johnson
Bachelor of Science
Class of 2006
Read Eric's Story

Request Information

Lorem ipsum dolor sit amet et consectetur adipisicing elit, sed do eiusmod sum dolor sit amet tempor incididunt.

First Name

Last Name

Email

Phone

Zip Code

Submit

Design Concept 2

Discussion Points:

- Single page overview - Functional vs. Brochure
- Overall look and feel
- Brand voice
- Benefits & features
- Surfacing buried content
- Messaging - Career focused
- Current Student and alumni success stories
- Consolidated header bar elements
- Navigation hierarchy and language
- Enhanced website functionality and elements
- Photography
- Social Integration

Master of Business Administration Class of 2018

180+ Number of flexible campus programs & online degree programs

88% Graduates who feel their education was relevant to their career goals

38k Students enrolled, many are adult learners with families & work full time

Instructors with on-the-job experience
It's not just what you know. It's what you do with what you know. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit animid est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem.

We're with you every step of the way
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Request Information

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Degree Level Desired:

Program of Interest:

First Name:

Last Name:

Email:

Zip Code:

Phone:

KAPLAN UNIVERSITY

Academics Tuition Admissions Student Life About Us Support Services Information For

Use this calculator to see how much college will cost by the time you enroll.

Annual college costs, in today's dollars: \$

College cost inflation rate:

Expected years of attendance:

Percent of costs you plan to cover from savings:

Years until college:

Request Information

First Name:

Last Name:

Email:

Phone:

Zip Code:

180+ Number of flexible campus programs & online degree programs

88% Graduates who feel their education was relevant to their career goals

38k Students enrolled, many are adult learners with families & work full time

Program Finder
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Location Finder
Find a campus near you
Enter City, State or Zip

Paying for School
Personalized Payment Plan
Work with our Finance Advisors to find the best combination of scholarships, financial aid, and customizable options to help reduce your costs.

Learn Online
Take interactive classes online for flexibility that fits your busy schedule.

Learn Online & Campus
We make it easy to mix & match campus and online classes for the best learning experience.

Tuition and fees calculator
Our step-by-step tools will help you understand the cost of your desired program and how you can pay for it.

Student Experience & Success Stories

FIRST YEAR

"In class we learn theory, but Kaplan University encourages us to put learning into practice. We're able to see people living the experiences we've discussed in the classroom."

Linda Pedersky
Bachelor of Science in Legal Studies, Class of 2020

FIRST YEAR | SECOND YEAR | THIRD YEAR | FOURTH YEAR

Why Kaplan University?
A Career-Focused Education
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The skills employers want
We focus on what's relevant in the job marketplace. At Kaplan University, we Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut enim ad minim veniam, quis nostrud.

Flexible learning that fits your schedule
Your life doesn't go from 9 to 5. Neither do we. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

Instructors with on-the-job experience
It's not just what you know. It's what you do with what you know. Ut enim ad minim veniam, quis nostrud. exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.

We're with you every step of the way
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Request Information

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Degree Level Desired:

Program of Interest:

First Name:

Last Name:

Email:

Zip Code:

Phone:

Master of Business Administration Class of 2018

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Twitter Facebook

Kaplan University @Kaplan_Univ
How do you degree prepare you for your next chapter? Tweet using #KUNews for a chance to win \$1000 in gear.

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"The secret of getting ahead is getting started." - Mark Twain #KUNews

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We're with you every step of the way
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Request Information

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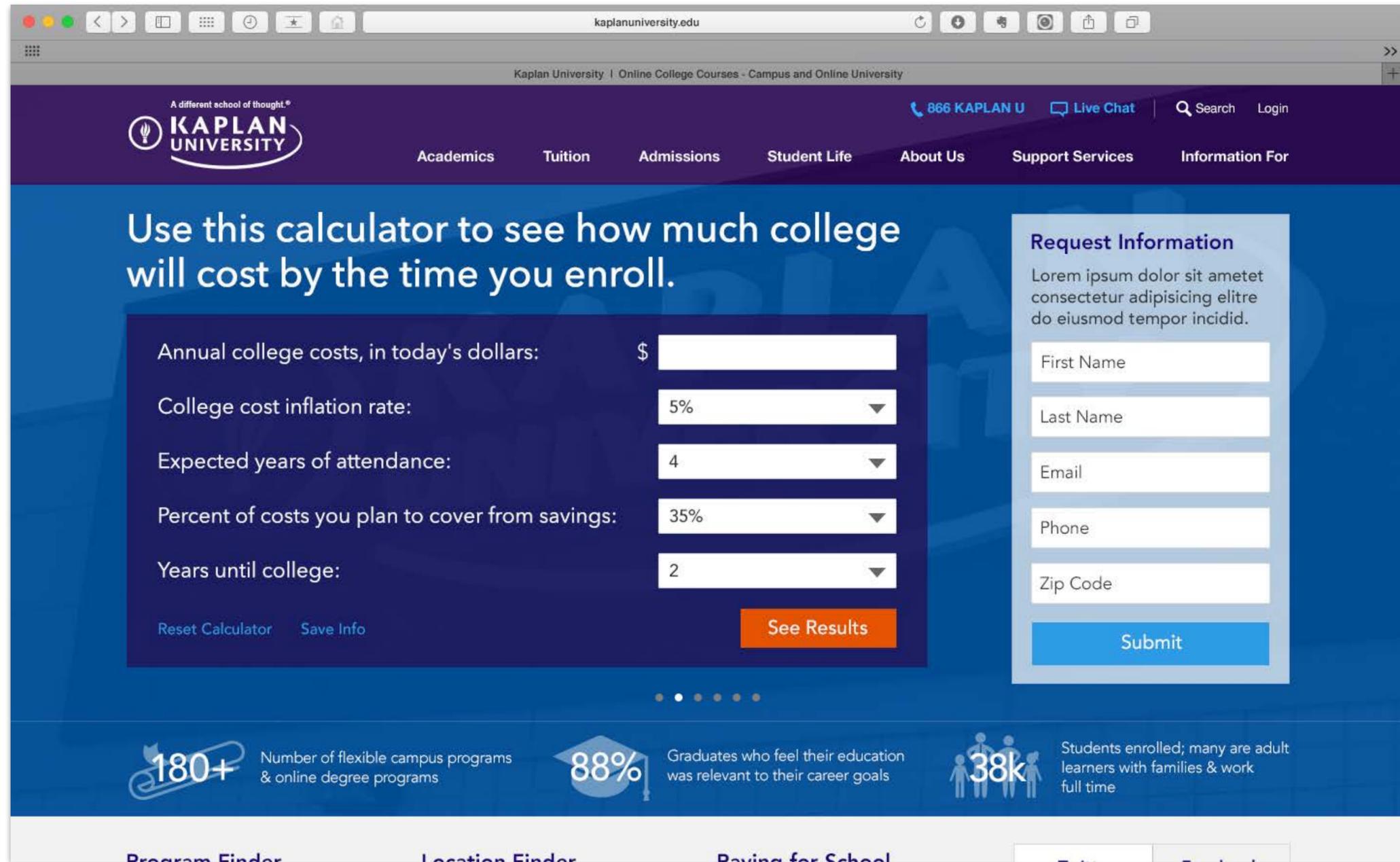
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1. Header bar and navigation

- Identical to Concept 1

2. Tuition Calculator

- Users can use this tuition calculator in the carousel. CTA allows user to see results on a landing page. Kaplan can then promote financial options as well as the benefits and features of Kaplan University.

3. Carousel

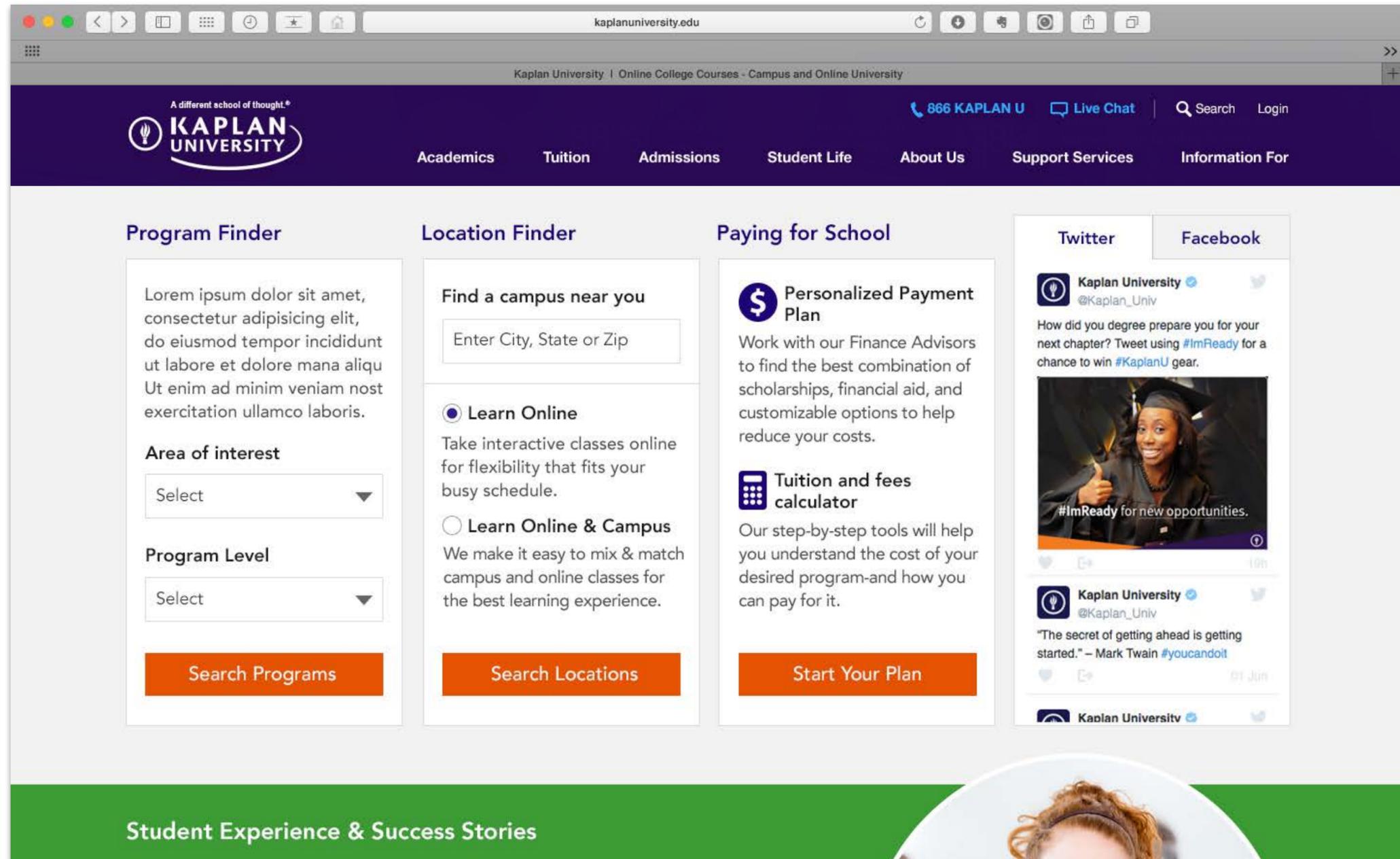
- Carousel could have a max of 6 rotating or self-initiated screens. Each with their own copy, images and CTAs relating to Kaplan University's main features and benefits

4. Stats and icons

- Stats - Another example of stats Kaplan University has buried with their current website that could be surfaced as benefits or facts about Kaplan University. Possibly a critical part of their decision making process of why they should choose Kaplan University
- Lets introduce more icons from what seems to be lacking on the current website as a visual language. This will help add visual cues and style to sections of the website

5. Request Information Form

- Would like to have a form right at the top of the home page exposed and not hidden in the top menu. This may get more users to request information.



1. Most popular search function modules

- This is the most used module on the current website. Lets put this at the top and in the first position. This row of 3 modules are all functional elements for potential new students to search for programs, campus finder and paying for school.

2. Program Finder

- Overview and instructional copy for finding a program
- Drop down 1 allows user to select area of interest
- Drop down 2 allows user to select a program level
- User has option to select either one or both to narrow down search results
- CTA will do a program search query

3. Location Finder

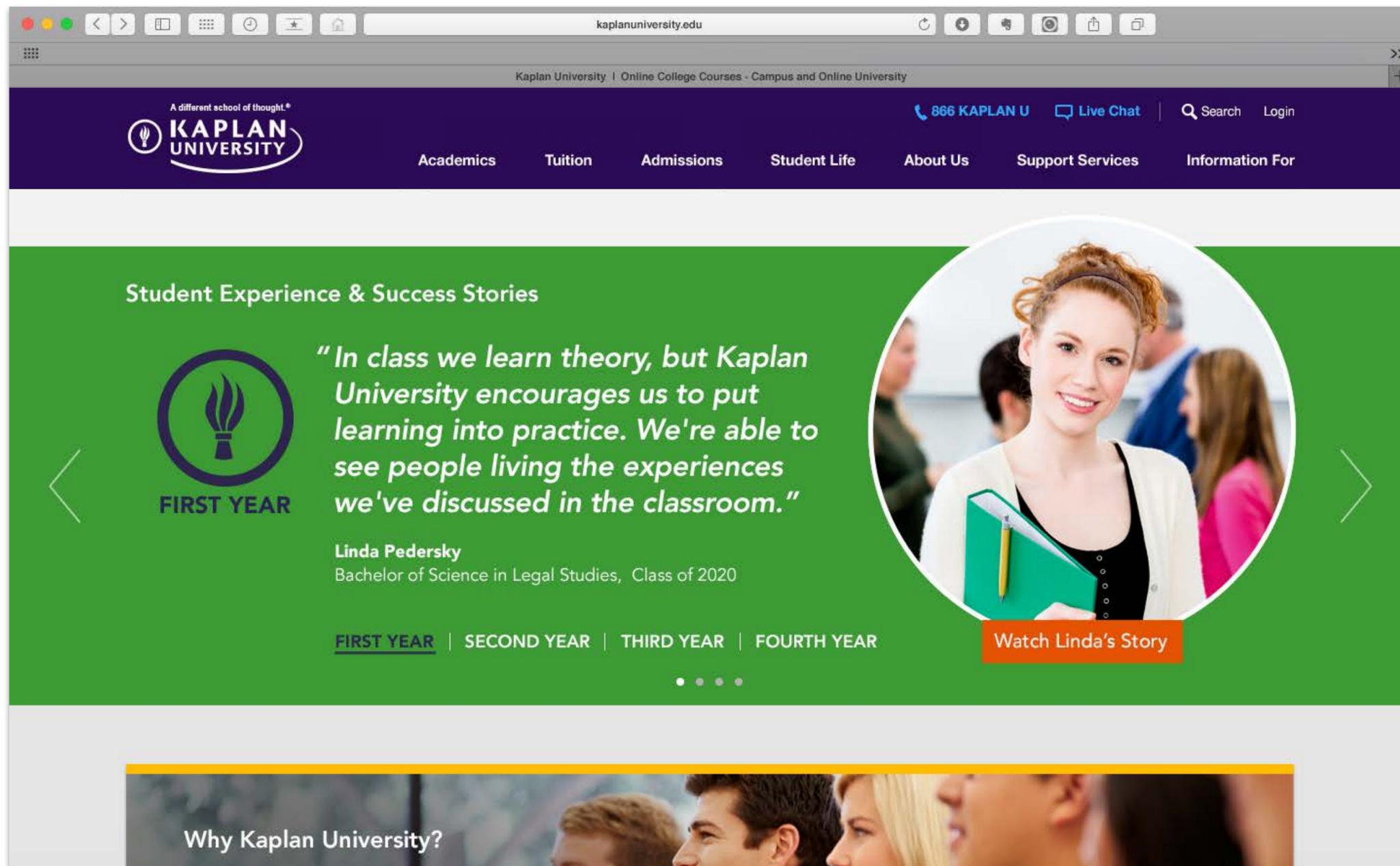
- User can enter zip code to find a campus near their location
- User can select the option of either learning online only or leaning online and campus. Overview copy included
- User has option to search for campus and/or can include the learn online/learn online and campus option too
- CTA will do a location search query

4. Paying for school

- Overview and instructional copy for users to help understand how they can pay for school and what financial tools available

4. Social Feed

- Kaplan University social feed for Twitter and Facebook. Users can toggle between the two tabs. This was to save space to not have two separate modules



1. Student experiences and success stories

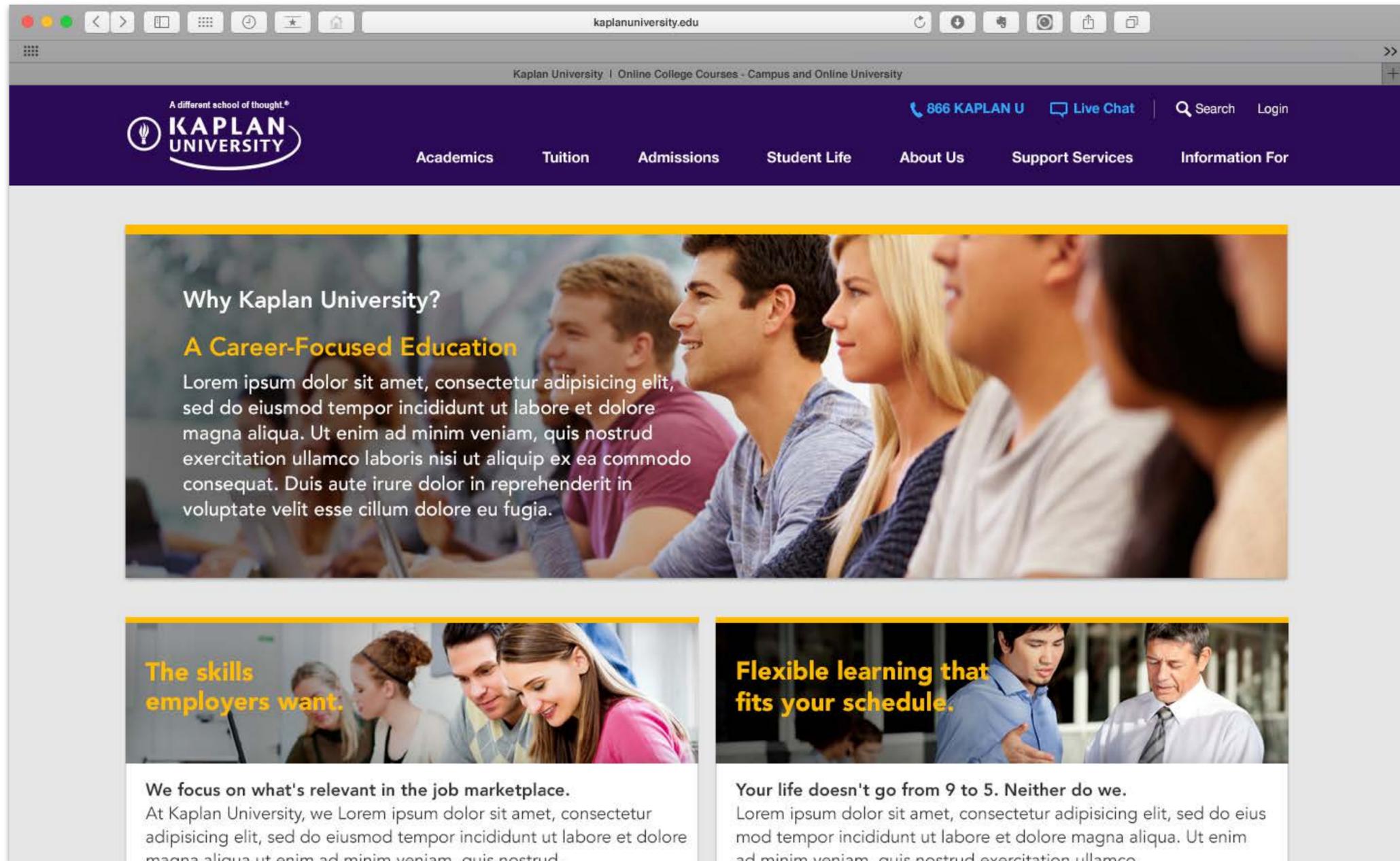
- Graduate and currently enrolled students will have a quote displayed about their experience at Kaplan University.
- The Kaplan logo will be displayed along with the year "First Year" at the bottom. This is to indicate to the user that this is a first year student.
- A profile picture, name, major and graduation year displayed.

2. Navigation

- Four navigation tabs - First Year, Second Year, Third Year and Fourth Year are to be used to guide the user through four years of students and their quotes about the year they attended. There would be approximately 4 students per year. Total of 16 students

3. CTA

- Link to "Watch Linda's Story" to tell her story about her attending Kaplan University



1. Section title and support copy

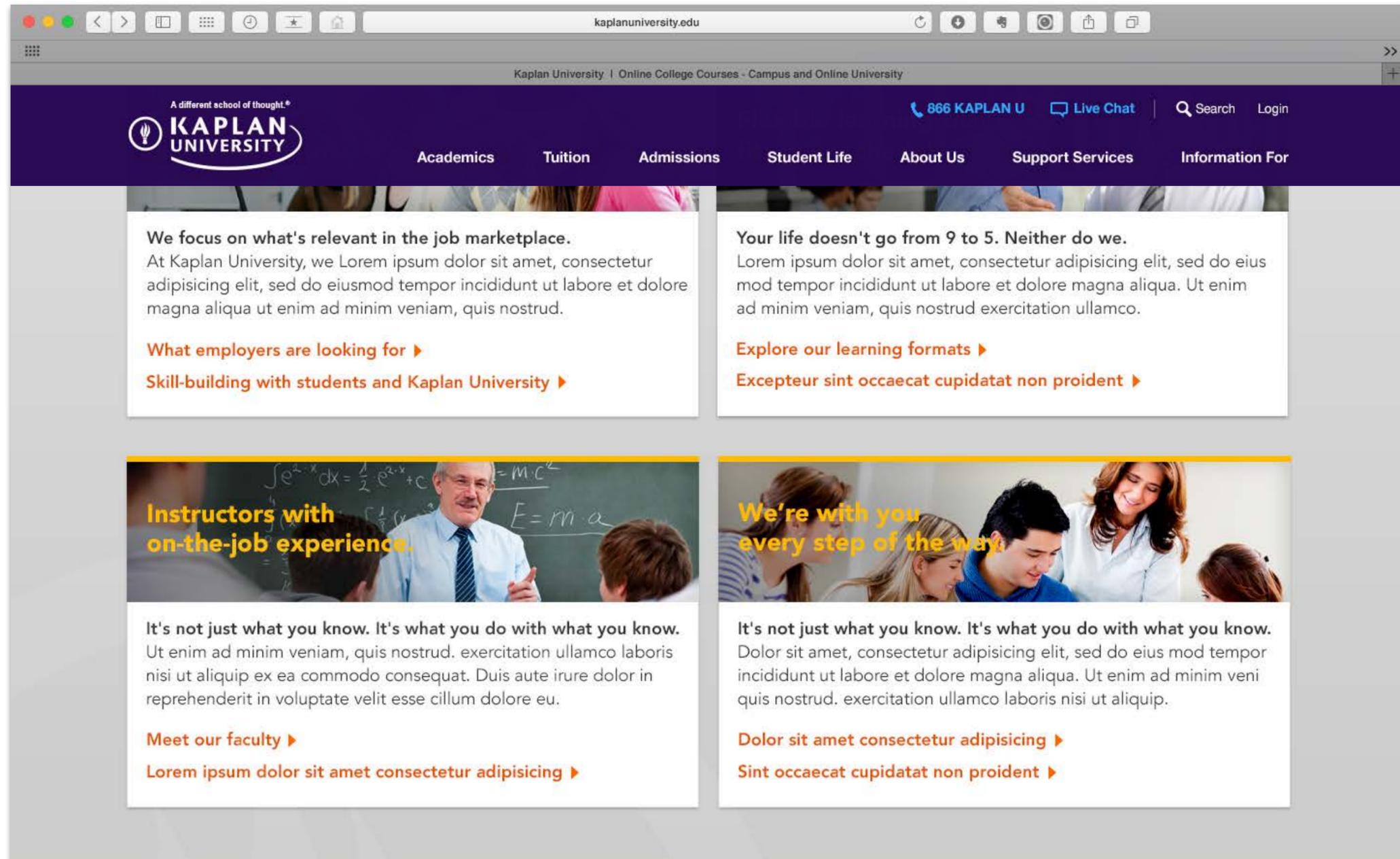
- "Why Kaplan University?" was one option to explore when asking potential new students why should they choose Kaplan University. This messaging seems to get lost within the current website and could be surfaced to one of the main benefits of Kaplan University
- Overview copy
- Copy speaks more to what students are concerned about in regards to attending college and also after they graduate.

2. Career Focused Module

- Headline and subheadline messaging target concerns students have during and after college
- CTAs (See next page) are helpful links to learning more about the modules content

3. Flexible Learning Module

- Headline and subheadline messaging target concerns students have during and after college
- CTAs (See next page) are helpful links to learning more about the modules content



1. Career Focused Module

- Headline and subheadline messaging target concerns students have during and after college
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2. Instructors Module

- Headline and subheadline messaging target concerns students have during and after college
- CTAs (See next page) are helpful links to learning more about the modules content

3. Flexible Learning Module

- Headline and subheadline messaging target concerns students have during and after college
- CTAs (See next page) are helpful links to learning more about the modules content

4. Kaplan Support Module

- Headline and subheadline messaging target concerns students have during and after college
- CTAs (See next page) are helpful links to learning more about the modules content

A different school of thought.[®]
KAPLAN UNIVERSITY

Academics Tuition Admissions Student Life About Us Support Services Information For

Request Information

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Degree Level Desired ▼ Program of Interest ▼

First Name Last Name

Email Zip Code Phone

SUBMIT

REGISTERED USER LOGIN
Student Login
Faculty Login

STUDENT CONSUMER

INFO FOR
Military
Adult Learners
International

STUDENT SERVICES
Center for Disability Services
Career Services
National Student Clearinghouse®

LEARNING AT KAPLAN UNIVERSITY
Online Learning
Campuses

SOCIAL MEDIA
f KU Facebook Page
t KU Twitter Page

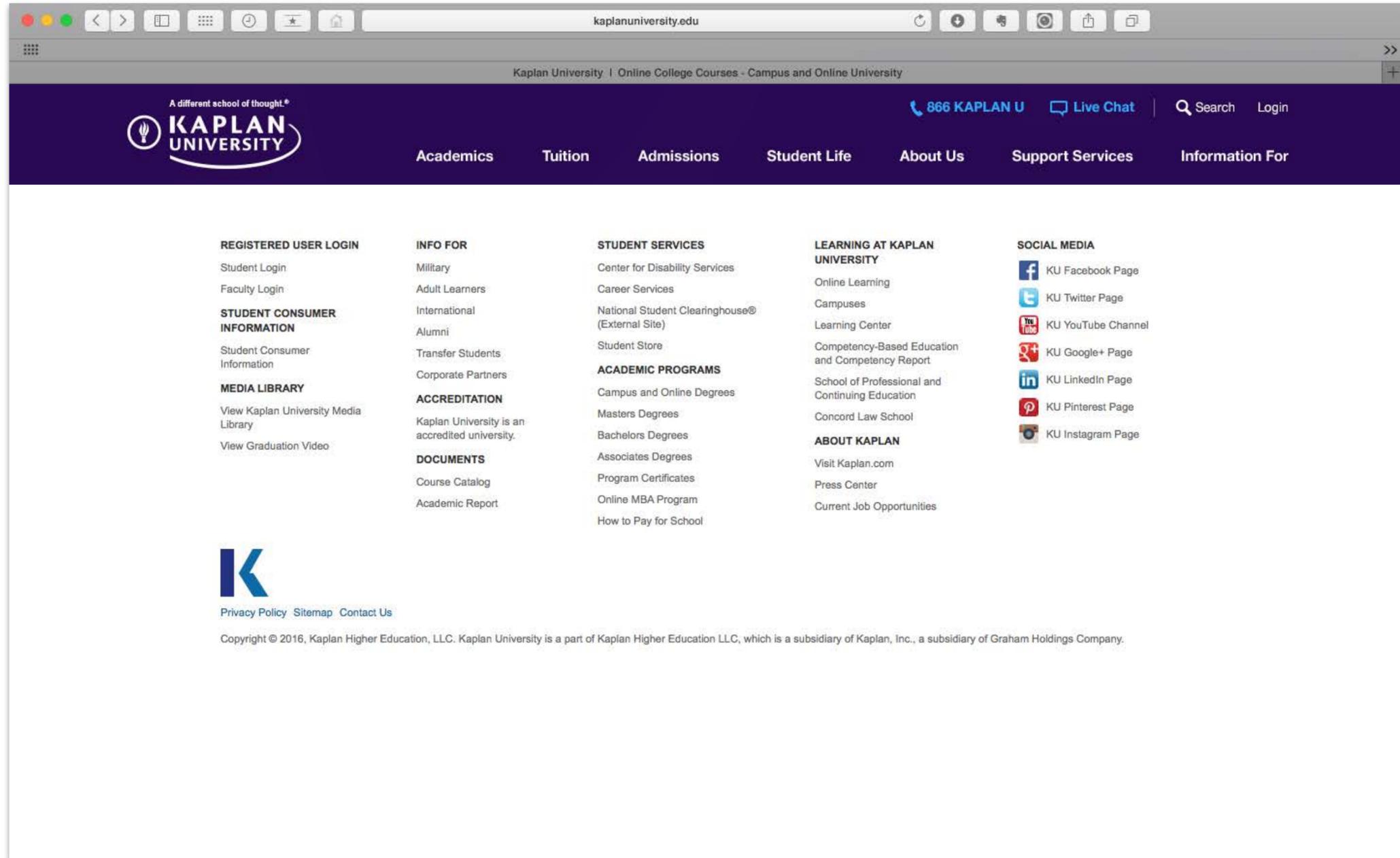
1. Section title and support copy

- "Request Information" is a brief overview for potential students to request information about Kaplan University

2. Form

Information to capture includes:

- Degree Level they are interested in
- Programs they are interested in
- First and Last name
- Email address
- Zipcode
- Phone



1. Footer

- This is the current footer from Kaplan University

☰
🔍

Propel yourself into a brighter future with an education on your own schedule.

Enroll Now
Learn More

William Johnston
 Master of Business Administration
 Class of 2018
[Watch William's Story](#)

Request Information

Lorem ipsum dolor sit amet et consectetur adipiscing elit. Do eiusmod tempor incididunt.

Submit

Program Finder

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Area of Interest

Program Level

Search Programs

Location Finder

Find a campus near you

Learn Online & Campus

Search Locations

Paying for School

\$ **Personalized Payment Plan**

Work with our Finance Advisors to find the best combination of scholarships, financial aid, and customizable options to help reduce your costs.

📊 **Tuition and fees calculator**

Our step-by-step tools will help you understand the cost of your desired program—and how you can pay for it.

Start Your Plan

Success Stories

F
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Watch Linda's Story

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Linda Pedersky
 Bachelor of Science in Legal Studies, Class of 2020

FIRST YEAR
SECOND YEAR
THIRD YEAR
FOURTH YEAR

Overview

Mobile version of the Concept 2 desktop version are similar in:

- Look and feel
- Navigation
- Content hierchy
- Functional modules