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Comparative Analysis Summary

Between Eye Level Bellevue, Girls Rock Math, Launch Math, and Zeno Math, I firmly believe that Zeno Math is the best website out of the bunch. Not only is it most in line with Math Adventure's current and future offerings, it is the most professional and functional of all sites. A clear navigation structure and supporting content make it easy to carry out tasks like volunteering and donating. Its blog is also something Math Adventure may want to emulate, as the focus for Zeno Math's blog is to give away math related activities parents and kids can do together (see Figure 1). Its main issue, however, is in communicating the immediate benefits of its programs quickly for those unfamiliar with the site.

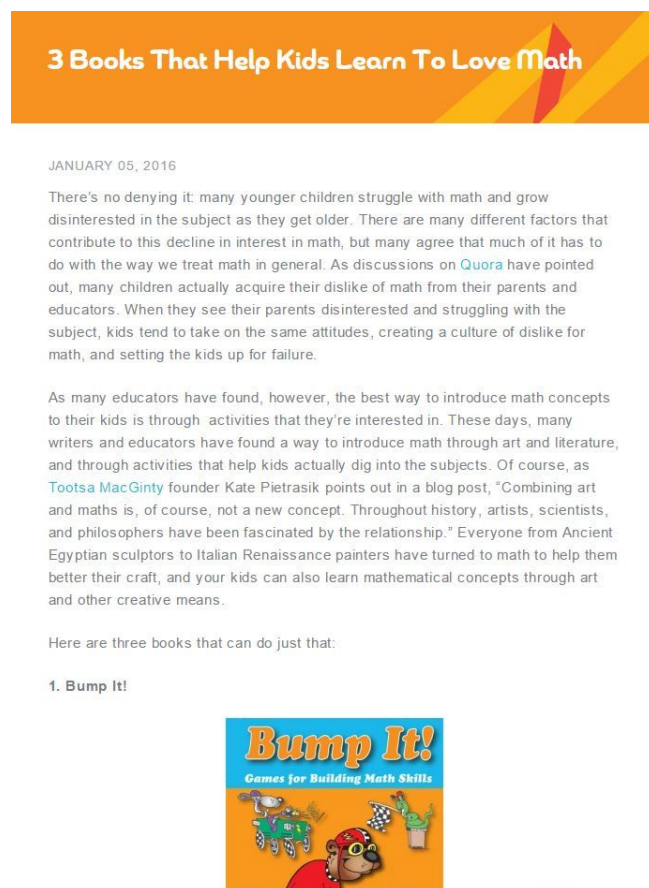


Figure 1: A blog post dedicated to resources parents can use to help their children love math.

Launch Math also has valuable offerings, despite its jarring appearance and unconventional navigation bar (these are its main drawbacks). Launch Math is excellent at maintaining a consistent tone throughout its content. Actionable information items (like signing up for a program) are always above the fold. Supporting content paints a clear picture of what parents

could get from each program. Their social media (Facebook and Twitter) are utilized regularly to amplify not only organization news, but fun science related postings that could generate more interest in their programs (see Figure 2).

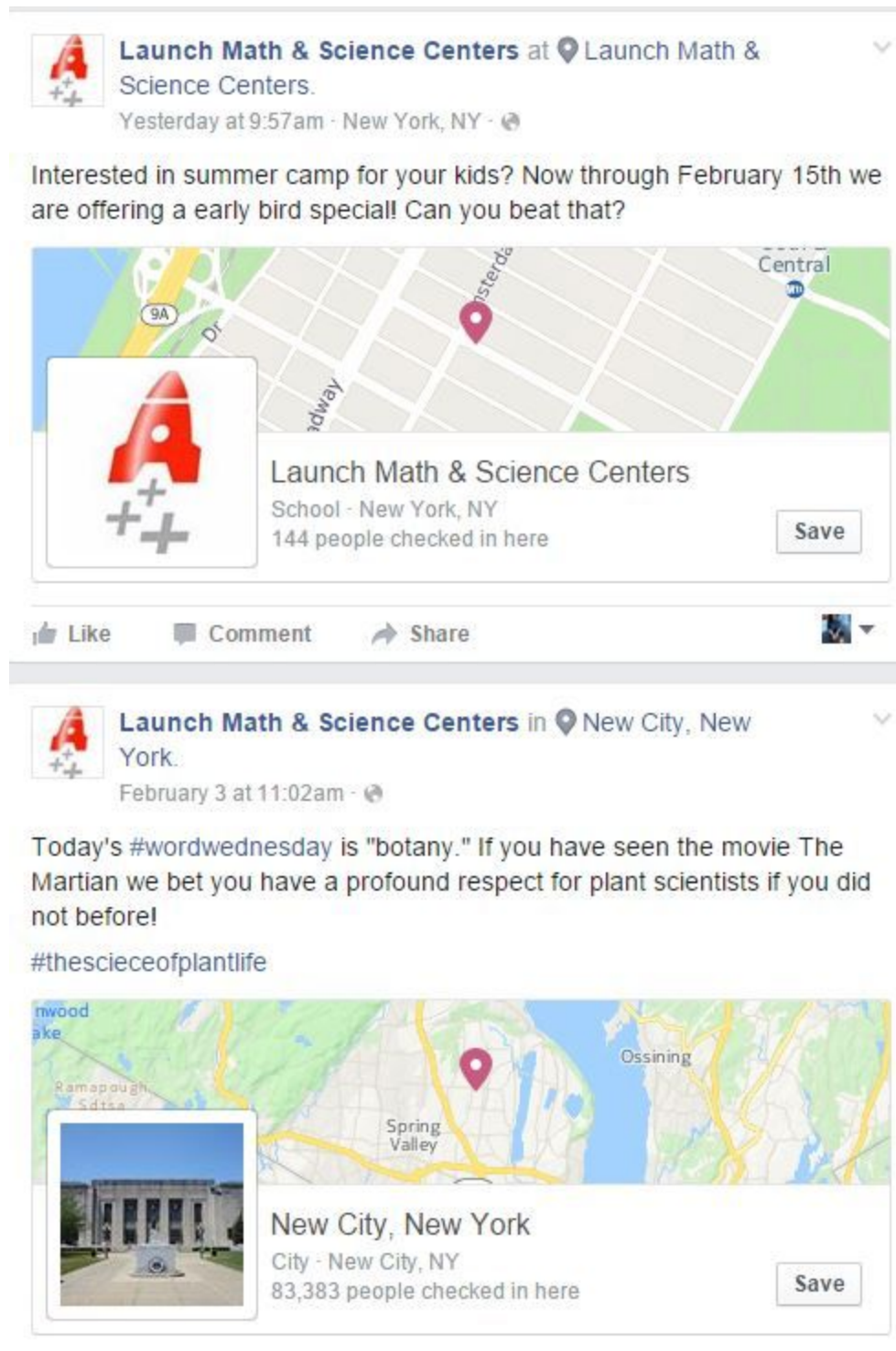


Figure 2: Sample Facebook postings from Launch Math--funny and informative.

Girls Rock Math (GRM) and Eye Level Bellevue (ELB) are among the worst offenders. While GRM manages to avoid thin content, navigation is overwhelming and confusing (see Figure 3). There is a disconnect between the main navigation bar terms, and its nested items. However, the page is noteworthy in the sense that its “Staff” page lends more credibility to the site. Eye Level Bellevue has simple navigation, but is lacking from a usability standpoint. Each call-to-action drives the user to the main franchise site’s homepage, as opposed to an appropriate page for parents to learn more (see Figures 4 - 6).



Figure 3: The available drop down menu items in the toolbar. There’s just a bit too much to look at (and “Counselors” is listed twice).

# ENGLISH



Eye Level English is based on the U.S. Department of Education curriculum and allows students to systematically master English language skills, including reading, listening, speaking and writing.

Our program is based on U.S. Department of Education curriculum standards for English Language Arts. With the Eye Level English program, students learn systemically by enhancing a comprehensive set of skills. For these purposes, Eye Level English has been designed based on language skills: Listening, Speaking, Reading and Writing.

## Benefits of Eye Level English

1-Language Arts deals with comprehension and expanding the capacity for written and oral language. Basic Language Arts helps students acquire rudimentary language skills through fundamental language structure, reading and writing.

2-Fundamental Language Skills Eye Level English consists of basic language arts and reading with vocabulary.

3-Individualized Programs at Eye Level English allows students to begin at the point where they are able to work independently with confidence.

4-Eye Level English helps to foster students' interest in reading and writing effectively, and approaches it in a fun, creative way.

LEARN MORE ON  
THE OFFICIAL SITE

Figure 4: Eye Level Bellevue's program section focusing on English. If you click on the "Learn More on the Official Site" button, you get taken to Figure 5, as opposed to Figure 6.






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Figure 6: Eye Level's company home page focused on their English program.