

Math Adventure: A Content Strategy Proposal

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Executive Summary

Math Adventure is a unique program that aims to incorporate the arts in a way that no other program does. Although it is special in its offerings, its goals and audiences do not differ from other competitors.

We understand that as a non-profit, your organization is dedicated towards promoting STEAM, and would like to one day expand in terms of your program offerings for in and out-of-area schools. For a program like this to succeed, it relies upon passionate educators/parent leaders who can host events, and parents dedicated to helping their children develop a lifelong love of math.

In order to improve upon the site, it was necessary to conduct a content inventory to gain a general idea of the content we were working with. Following this process, we surveyed four other competitors that offered programs similar to yours. The best sites had purposeful, engaging images, as well as clear navigation and supporting content. Because of this, we recommend:

- Using visuals to help breakdown the hosting/registration/event process for parents/hosts.
- Adding credibility to testimonials by including information like a first name and last initial.
- Repurposing the blog such that it provides math-related resources for parents.
- Investing in a photographer for engaging, high quality photos.

With this competitive analysis completed, we took a deeper look at your site by conducting a content audit. Here, we went through each page and assessed what worked well or not. In general, the existing content on the site is quite informative and useful for parents and hosts. The main issue is that this information is spread out across multiple pages, making it frustrating to find. Because of this, we recommend:

- Conflating pages with duplicate/redundant information.
- Ensuring one main call to action exists for each page relative to a user's task.
- Building off of information highlighted in blog posts, as opposed to summarizing it.

To clarify messaging across the site and reduce high-touch communication, what's most important to keep in mind is the idea of "completeness." This is simply the idea that a page has all the information someone would need. If you can provide this information in a manner that is findable and easy to act upon, the amount of time you spend interfacing with parents and schools to host an event will decrease.

Remember: the easier you make hosting or registering, the more likely it will be for a parent or host to follow through with it.

Introduction

This report contains research observations and recommendations for the remodeling of the Math Adventure website. We thank you for the opportunity to study your program and are excited to share our results with you.

For this project, we began with two central business goals:

- Increasing the amount and type of Math Adventure events.
- Creating a do-it-yourself program for out-of-area schools.

To support these goals, we saw that both serving your current audiences with clear, actionable content on your website and expanding your audience reach with findable, relevant content would bring the most benefit at this time. Our user research focused on two core audiences and their key tasks:

- Educators/parent leaders who can sign up and host an event.
- Parents who may register, attend, volunteer, donate, sign up for your newsletter, read your blog, follow/interact with you on social media.

Both audiences need to easily understand Math Adventure and accomplish their primary goals very quickly. In the future, we recommend a more robust marketing plan to establish what content to add (especially in terms of blog posts and social media) but at this time, we believe focusing on your current core audiences' tasks and needs on your current site is of primary importance.

We identified the following project objectives to drive our research and recommendations:

- **Clarify messaging** across channels, starting with website, to educate potential customers and users and reduce high-touch communication.
- Ensure the website is **functional** with appropriate content as well as navigation and flow that facilitates business goals, business processes, and user needs.

To create our recommendations, we conducted a competitive analysis, technical content inventory, and qualitative content audit. The following sections outline results from our research and final recommendations for your website.

Research Highlights

Competitive Analysis

To understand where Math Adventure lies in the realm of STEAM/STEM programs, we surveyed four other competitors: Zeno Math, Launch Math, My Eye Level Bellevue, and Girls Rock Math. In comparison to its competitors, the current Math Adventure site primarily has issues in regards to purposeful, engaging images; clear navigation; and redundancy in pages.

Despite its issues, Math Adventure is a shining example of what it means to be genuine. The current voice and tone in regards to its written content gives off a friendly atmosphere. Other sites tend to make use of buzzwords and jargon, but Math Adventure maintains an approachable and welcoming attitude. It is without a doubt, the most authentic brand and site.

Areas to Improve

Based on this analysis, there are four areas where Math Adventure could improve by emulating its competitors.

1. Process Highlighting: My Eye Level Bellevue does a wonderful thing where it breaks down their enrollment process through a visually dynamic graphic. This makes it easy for a user to know what to do. Math Adventure could adopt this approach to more easily delineate the process of hosting and/or registering for an event.

Enrollment Process

Step 1.

Learn about Eye Level using our website

Our website provides important information for parents, instructors and franchisees. Just spend a few minutes viewing our site in order to get a better understanding of the Eye Level education system and how we help students of various ages learn systematically and effectively.

[Eye Level is >](#)

Step 2.

Find a Learning Center

To locate contact information for learning centers that operate in your area, click on "Find a Center"

[Find a Center >](#)

Step 4.

Schedule a free consultation

If you wish to consult with one of our center directors to learn more about the Eye Level system, please contact the nearest center to you. The free consultation will include a diagnostic test to assess your child's current aptitude.

[Find a Center near your home >](#)

Step 3.

Obtain our brochure

If you wish to receive our brochures, simply download them from our website.

[Math English Brochure.pdf
Download >](#)

2. Testimonials: In addition, My Eye Level Bellevue's section for testimonials is excellent in the sense that it is more credible. In comparison to Math Adventure's, it is more robust and descriptive of the benefits of the program from a parent's perspective. It also goes as far as to add a name, making the testimonial seem less like it was fabricated, and more like it is grounded in reality. Math Adventure could adopt the same approach to introduce more credibility and clarity regarding its benefits for parents/hosts that are on the fence about the event.

TESTIMONIALS



I have nothing but great things to say about Eye Level of Bellevue. The Center Director, Cori, is a pleasure to work with. She is incredibly knowledgeable and cares deeply for the well being of her students. I would definitely recommend Eye Level to any parent who has a child struggling or needs reinforcement in a subject.

--Lauren B.

Eye Level helped my child with his reading skills. He would attend "class" once per week and then we had a very manageable amount of homework to reinforce learning the rest of the week. My child looked forward to class and loved working toward the rewards. Cori, the director, was great and if we couldn't make a class was accommodating with working out a make up session. We had tried Sylvan and other much more expensive programs with less result. Eye Level is a very good value. I can't recommend Eye Level enough.

--Heather N.

3. Blog: Math Adventure's blog currently summarizes an article and redirects users somewhere to read the article in its entirety. Instead of summarizing, it would be best to follow or adapt Zeno's approach, in which they provide useful resources to engage parents and their children in math related activities. In this way, the blog can be a form of giving back to the community—as opposed to just disseminating information.

3 Books That Help Kids Learn To Love Math

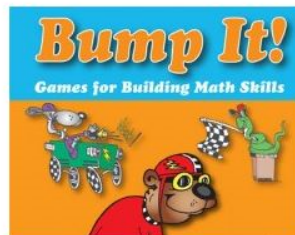
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There's no denying it: many younger children struggle with math and grow disinterested in the subject as they get older. There are many different factors that contribute to this decline in interest in math, but many agree that much of it has to do with the way we treat math in general. As discussions on [Quora](#) have pointed out, many children actually acquire their dislike of math from their parents and educators. When they see their parents disinterested and struggling with the subject, kids tend to take on the same attitudes, creating a culture of dislike for math, and setting the kids up for failure.

As many educators have found, however, the best way to introduce math concepts to their kids is through activities that they're interested in. These days, many writers and educators have found a way to introduce math through art and literature, and through activities that help kids actually dig into the subjects. Of course, as [Tootsa MacGinty](#) founder Kate Pietrasik points out in a blog post, "Combining art and maths is, of course, not a new concept. Throughout history, artists, scientists, and philosophers have been fascinated by the relationship." Everyone from Ancient Egyptian sculptors to Italian Renaissance painters have turned to math to help them better their craft, and your kids can also learn mathematical concepts through art and other creative means.

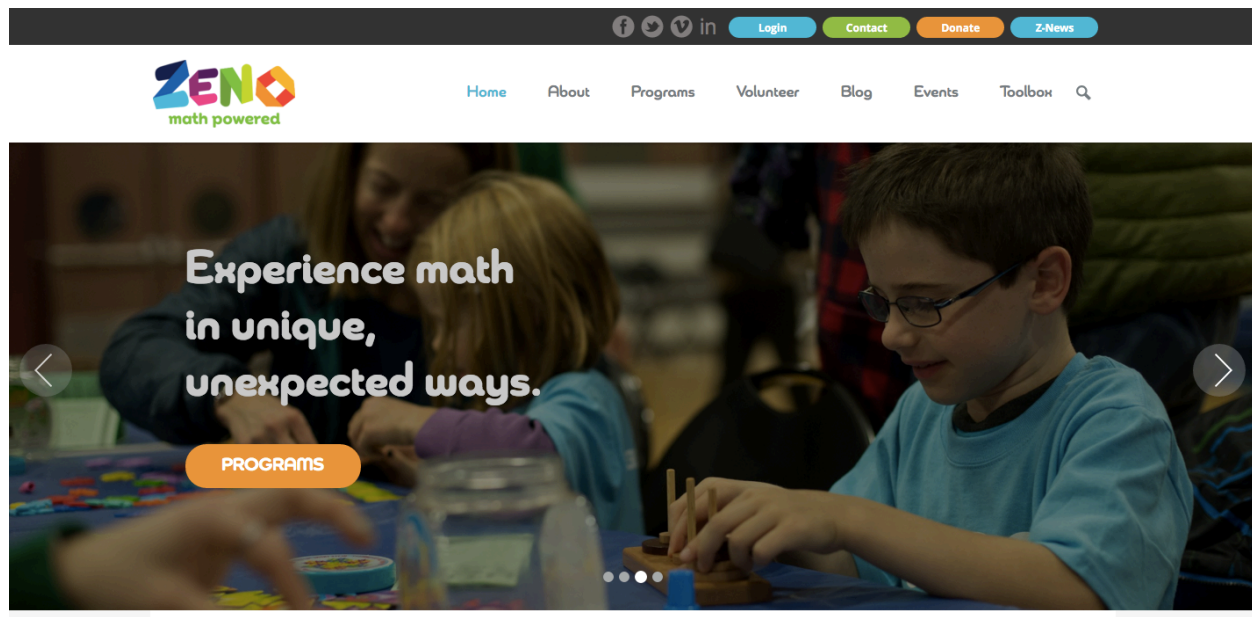
Here are three books that can do just that:

1. Bump It!



4. Images: Higher quality images that showcase kids heavily invested in a Math Adventure event would be optimal. Currently, the site's images often do not have a strong focal point, and detracts from the pages they're on. There is not a strong context as to why images are placed there. Zeno does a wonderful job of utilizing images and pairing them with actionable items and headings. Math Adventure could adopt this approach to:

- Retain a user's attention for a longer period of time, as people's eyes are drawn to visuals.
- Lead people towards actionable items or more information, as the Zeno image below highlights their "Programs" page.



Key Recommendations Based on Competitive Analysis

- Use visuals to help breakdown the hosting/registration/event process for users so that they have a roadmap and idea of what actions need to be completed.
- Add credibility to testimonials by adding more descriptive details, or adding small bits of information such as the name of the parent/child, and/or what school they go to.
- The blog should provide tangible actions or activities parents and their children should engage in. It should not simply be a place to disseminate information.
- Invest in a photographer for higher quality images that showcase kids in action. Pair images with actions or information you'd like to highlight.

Content Inventory and Audit

Following our competitive analysis, we delved deeper into the current content that exists on your site. The current content is quite usable in the context of a user's needs. The issue is that it is segmented and spread out across multiple pages, making information difficult to find.

This can be rectified through the idea of completeness. Completeness can be defined as whether a page contains all the information someone would need, and if not, whether it provides a link for more information elsewhere.

Areas to Improve

1. Thin/Duplicate Content:

The majority of your site has pages with little text content. The "Video Reel" page, for example, is the sparsest page on your site.

Watch: Math Adventure Videos

To see videos as soon as they're published, please subscribe to our [YouTube channel](#).



Pages that have less than 400 words are penalized in Google search results. Furthermore, our analysis indicates that 37.5% of the pages we've surveyed contains duplicate content (content that appears in multiple pages).

You should strive to increase the word count on each page of your site by conflating pages with duplicate content. This will help to increase the content on each page. In doing so, you will help your Google search rankings. Pages that can be conflated will be specified in the "Final Recommendations" section.

Information found within the FAQ could also be used in appropriate pages to increase its word count. For example, the first question you listed on the page is "How do we have Math Adventure at our school?" This information could be placed on the "Hosting Details" page.

Whether an FAQ is something you'd like to have is entirely up to you. However, if the information a user is looking for is exactly where they'd find it, is an FAQ truly necessary to have?

You may also be worried about inundating your user with too much information on a single page. But so long as you prioritize content that should be seen first, and make use of headings to break up the text into meaningful sections that are easy to skim, you will be fine.

2. Calls to Action:

35% of the pages we've surveyed could be improved upon by having clear calls to action. In other words, what is the main action you'd want a user to take after visiting each page?

Each page that a user lands on should be immediately related to a task they want to achieve. To that end, it is important to make sure each page has a clear call to action, such that users do not have to think about the action they should take immediately after viewing the page.

For example, the "Hosting Details" page provides a great amount of information related to what a parent or school needs to know in order to host an event.

Hosting Details

Wondering if you should host an event? More details are below; there are some major [benefits to the hosting school](#), too.

Available Dates

We still have some dates available for this winter and spring. If you host an event, you can pick your own date. While we typically have events on Thursday or Friday evenings (5:30-8:00pm), we're flexible. If you find yourself with more students than available spots (120), we can do events on consecutive days, such as a Friday evening and a Saturday afternoon. Note: dates for hosting schools are available on a first-come, first-served basis.

Your Commitment - What You're Signing Up For

By hosting an event, your students get to see your school at night or on a weekend - something that they seem to really enjoy! Here's what we need from a hosting school:

1. Secure the space at the school (which PTAs can usually book for free), and
2. Find a local person affiliated with the PTA or the school to act as a chair or liaison and who can help gather teams and distribute flyers and posters.

Cost. The cost of event materials and staff are covered by per-team ticket prices, so the PTA and school do not need to contribute any funding. In other words, there is NO COST to the school or PTA for hosting a Math Adventure event.

Space Needed. This year, we'll need a cafeteria, gym, library, and four classrooms, ideally two sets of neighboring classrooms. Or, you can relocate to a larger school, such as a middle school or high school. The choice is yours, so let us know which space you reserve.

Logistics. We'll take care of registration, and collection of the per-team fee of \$100 on our website, and will build a dedicated page for your school. We will also provide custom graphic design materials such as flyers and training materials.

Volunteers at the Event. Each team must provide one "coach" (chaperone) who stays with the team and one volunteer who will be part of the adventures. Or, your PTA can coordinate the same number of volunteers for the event and remove the per-team requirement.

Thanks for supporting Math Adventure!

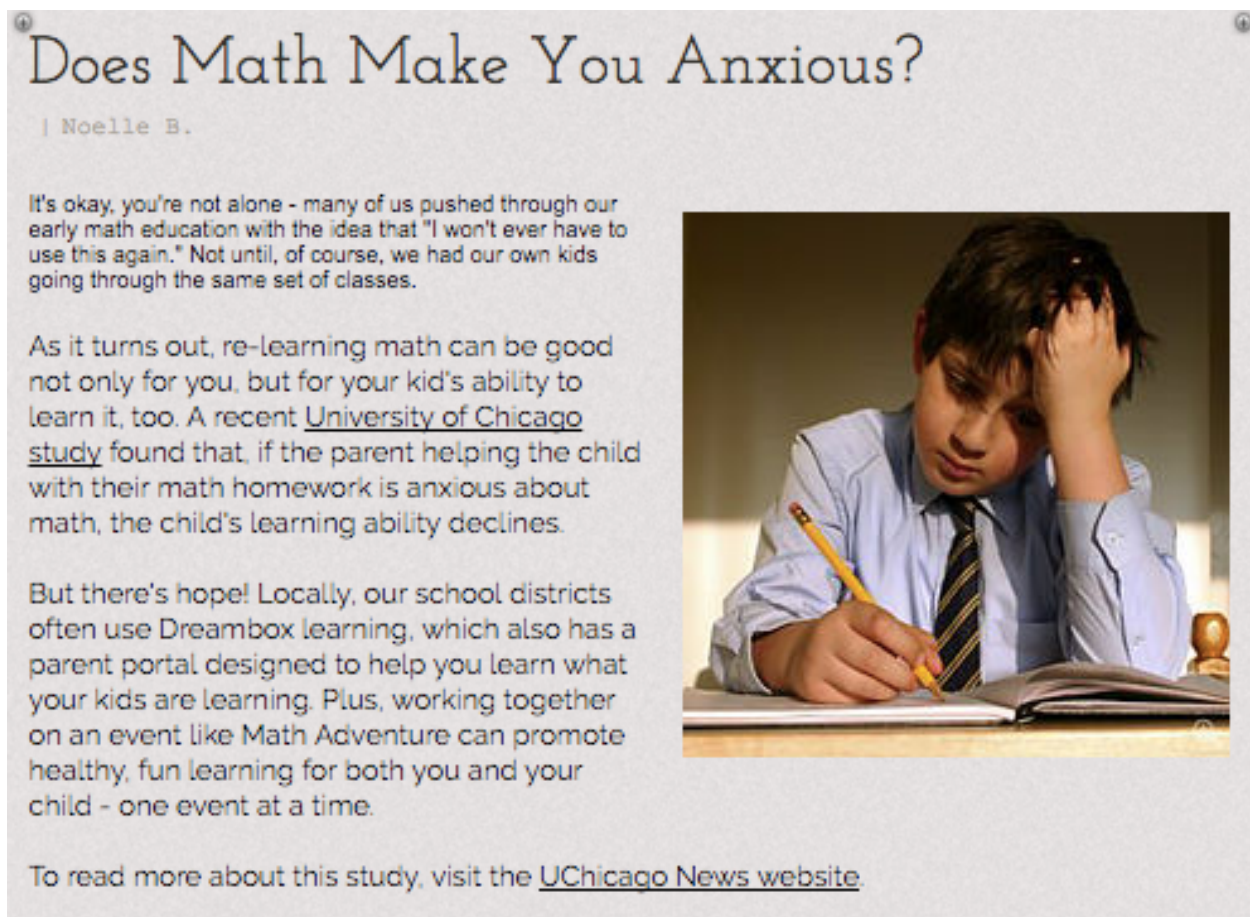


The intended call to action for the page would be to contact you in order to host an event, but that information is nowhere to be found. Because of that, this page does not have a clear call to action, and a user could easily become frustrated trying to figure out this critical step.

3. Blog Messaging:

As mentioned in the section regarding our competitive analysis, the blog currently summarizes existing articles on math, and redirects users to that page. There is not much value that comes out of the blog in doing so.

To remedy this, I recommend building off of the information you've summarized by suggesting actions parents could take knowing this information. For example, in the following blog post, you summarize a study that finds that parents who help their children with math homework and display anxiety in doing so negatively impact their child's ability to learn.



You've highlighted a key piece of information that parents would be anxious about. But simply knowing this information won't help them. All it will do is make them panic.

What would be helpful would be a suggestion of resources for them to get better at math—whether it be books or videos you’d recommend them to read. Try to make these resources as accessible as possible. Some schools, for instance, may not be using Dreambox learning.

Key Recommendations Based on Content Inventory and Audit

- Conflate pages with duplicate/redundant information to increase content on a single page.
- Be sure that there is one main call to action for each page that relates to a user’s task.
- Build off of information highlighted in blog posts by suggesting accessible activities parents and their children can do together.

A Word on Completeness:

72.5% of your current pages could be improved upon to be more “complete” in its information. Much of this is related to thin/duplicate content, and pages that lack a clear call to action. When improving upon the content of your site, keep the following question in mind:

“As a (parent/host), does this page have all the relevant information I’d need to (register/donate/volunteer/host/etc.)?”

Final Recommendations

Below is a list of the main recommendations for the site, ordered by most urgent to least urgent.

1. Conflate the “About Us,” “Video Reel,” and “What is Math Adventure?” pages.
 - Because the video reel page is so sparse, it is recommended to either include a link to the video within the final page, or embed the video there instead.
2. Conflate the “Schedule,” “Benefits of Hosting,” and “Hosting Details” page.
3. Break down the main tasks (hosting and registering) in a clear step-by-step manner.
 - The use of visuals would be optimal. If that’s not feasible, remember that what we’re after is a clear segregation in tasks.
4. Rename the page you’ve created in recommendation 2 to “Host” or “Hosting.”
5. Reorganize the navigation menu to be in the following order:
 - Home | About | Register | Host(ing) | Donate | FAQ | Contact | Blog
6. Hire a photographer to take high quality images to use on the site.
7. Edit testimonials to provide more information, e.g., first name and last initial of who said the quote, with the option of what grade level they’re in (if they’re students).

Additional changes on a page-by-page basis can be found below.

Tamanh Nguyen Page-by-Page Recommendations		
Page Name	Link/URL	Recommendations
Math Adventure Seattle	http://www.math-adventure.com/	Reorder the navigation bar in the following order: home, about, register, scheduling (rename to hosting), donate, FAQ, contact, blog.
About Us	http://www.math-adventure.com/#!about-us/mainPage	Consolidate information found on "About Us," "What is Math Adventure?" and "Video Highlights Page"; revise content of page to focus more on the program itself—not the demographic of its staff.
Parent/Kid Testimonials		Add as much information to testimonials as possible, e.g. "Tammy N., Parent at SoSo Elementary School." Could possibly consider adding short video testimonials. This adds credibility.
What is Math Adventure?	http://www.math-adventure.com/#!what-is-math-adventure-/i55az	Conflate information found on "About Us," "What is Math Adventure?" and "Video Highlights Page"; revise content of page to push for registering or hosting, or even for giving more instances of showing what the event could be.
Sample Puzzles	http://www.math-adventure.com/#!sample-puzzles/qmk6k	Add answer key. Potential to add more information about the actual curriculum used for the puzzle ("Spring of that school year" is not as useful as "should know basic multiplication from 1's to 10's"). Give instructions for puzzle.
Videos	http://www.math-adventure.com/#!video-reel/lesk	Because this page is already very sparse, videos from this page could be consolidated with the other "About Us" type pages.
Donate to Math Adventure Seattle	http://www.math-adventure.com/#!donate/urhn	Use an image where the emphasis is on the students enjoying the event, or images of the school. Use the term "Donate" as opposed to "Donations" in your heading. Add more information about tax-deductions. Have a backup link to PayPal in case the button doesn't appear.
Schedule	http://www.math-adventure.com/#!schedule/xqq4c	Decide whether the purpose of this page should be to list out event dates, talk about the benefits of hosting, or explain how hosting works. You have the potential to conflate this page information with the "Benefits of Hosting" and "Hosting Details" page.
Benefits of Hosting	http://www.math-adventure.com/#!benefits-of-hosting/ckb89	Conflate this page with information found on the "Schedule" page. Both pages talk about the benefits of hosting.
Hosting Details	http://www.math-adventure.com/#!hosting-details/lcj1r	Add information/next steps on how to go about hosting the event. Are they supposed to contact you? Are they supposed to fill out a form?
Frequently Asked Questions	http://www.math-adventure.com/#!faq/tcpht	The page should be removed, and the information should be moved elsewhere. If you can find information exactly where you'd expect it to be, you wouldn't need an FAQ in the first place.
Should we come to your school? Tell us!		Specify other information you'd need that would make planning easier in the form, or even direct them to a different page for more information.
Register for an Event	http://www.math-adventure.com/#!register/f9ids	Page should be revised to include event date--there's no reason not to include it on this page.
Newcastle Registration	http://www.math-adventure.com/#!newcastle-registration/wpgll	Add appropriate contact information for designated point of contact (e.g., Viki Lawton). Reduce font size--why are the sign up steps so huge?

Thank you for your donation to Math Adventure Seattl	http://www.math-adventure.com/#!payment-options/x2g62	Add an image. Consider adding a "What to Expect at a Math Adventure" page.
Contact	http://www.math-adventure.com/#!contact/jmal3	Add a general inquiry email or phone number for those who have more specific questions outside of hosting.
Blog	http://www.math-adventure.com/#!blog/c1srz	Add colored ribbon on right-hand for column, add tagline/value statement of blog. What does the blog exist for?
We Heart Vi Hart!	http://www.math-adventure.com/#!We-Heart-Vi-Hart/ctu0/5693d6b10cf2e0992568841a	Shrink Vi Hart image, and add image of "Snowflakes, starflakes, and swirlflakes." Talk about the value/utility of doing this with your kids or students. Add sources/copyright information.
Girls and STEM: Mentoring, Motivation, Mistakes	http://www.math-adventure.com/#!Girls-and-STEM-Mentoring-Motivation-Mistakes/ctu0/565c99670cf2099ad66d3	Source image/have proper image attribution or other caption. Revise blog content such that it builds on the tips in the article, or explain how Math Adventure events help to support the tips mentioned.
Fun Math: It's a Real Thing	http://www.math-adventure.com/#!Fun-Math-Its-a-Real-Thing/ctu0/561fd4b00cf2c3576e5fc616	Expand on the blog post. Build off of the referenced article instead of nodding your head to it. How does a Math Adventure event help adults have fun too?
New! Free Sample Puzzles for Grades 2-5	http://www.math-adventure.com/#!New-Free-Sample-Puzzles-for-Grades-25/ctu0/5621c7f30cf2c6c643792e20	You have the potential to add more information about the puzzles in general--in what context are these puzzles used?
New Video: Quests for Camelot	http://www.math-adventure.com/#!New-Video-Quests-for-Camelot/ctu0/55fc46ee0cf256c0bf9389d5	N/A
New Video: A Cold, Creamy Caper	http://www.math-adventure.com/#!New-Video-A-Cold-Creamy-Caper/ctu0/55ef38150cf23d0feffb34d	N/A
You're Not Actually Bad at Math	http://www.math-adventure.com/#!Youre-Not-Actually-Bad-at-Math/ctu0/55e876290cf23d0feffa78cb	Add image source/caption and blog date. Build off of the article instead of pointing to it. Is there anything the article mentions that Math Adventure does in its events?
New Fall Event: The Odyssey!	http://www.math-adventure.com/#!New-Fall-Event-The-Odyssey/ctu0/55dfda4a0cf29a3653ba4301	Add a link about the Odyssey for more information.
Does Math Make You Anxious?	http://www.math-adventure.com/#!Does-Math-Make-You-Anxious/ctu0/55dfd6c00cf28ffc7eea5f98	Add more resources for learning math, on top of additional resources for Dreambox learning. Change the image to be a parent struggling with math. Fix small sized font. Build off of the study instead of directing to it.