



MAKE SCHOOL WEBSITE

Select Improvements, 2014 - 2016

Home Page

- Enhanced social proof by adding student quotes and more media articles, re-positioned just below the fold.
- Added a “portal” home page which allows the user to better distinguish between the companies primary products, the Product Academy and Summer Academy.



The original home page features a large banner image showing students working on laptops. Overlaid on the image is the Make School logo and the text "Make School" and "The college replacement for founders and developers". Below the banner is a prominent "APPLY NOW" button. The navigation bar at the top includes links for MAKE SCHOOL, SUMMER ACADEMY, ONLINE COURSES, NEWS, ABOUT, and APPLY. Below the navigation are five sub-navigation links: Overview, Education, Work Experience, Founding Class, and Admissions.

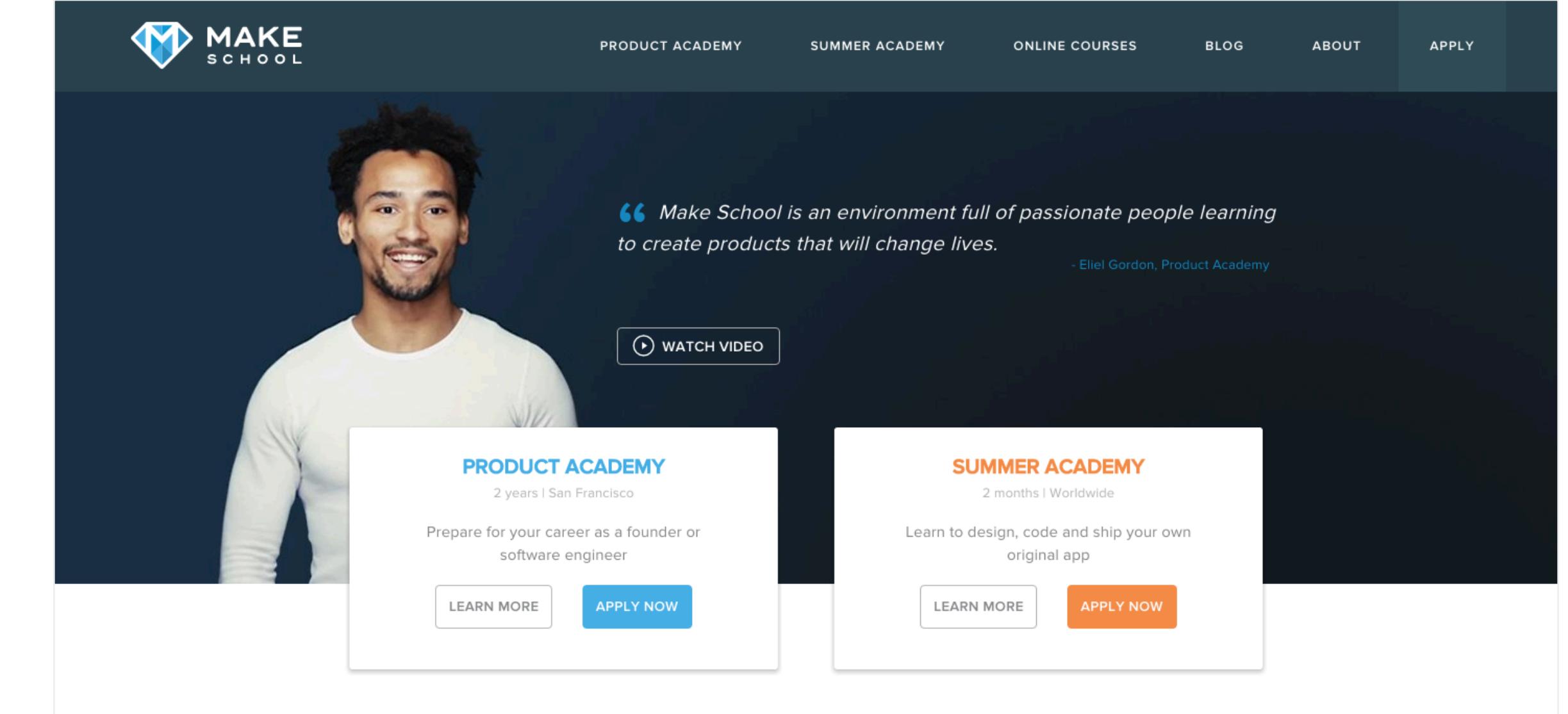
VentureBeat **Forbes** **San Jose Mercury News** **TechCrunch** **San Francisco Chronicle**

24
2 Years
Sept 2015 - Aug 2017

San Francisco, California

No upfront cost
Pay tuition through earnings

BEFORE



The revised home page features a large banner image showing a smiling student. Overlaid on the image is a quote: "Make School is an environment full of passionate people learning to create products that will change lives." attributed to Eliel Gordon, Product Academy. Below the banner is a "WATCH VIDEO" button. The navigation bar at the top includes links for PRODUCT ACADEMY, SUMMER ACADEMY, ONLINE COURSES, BLOG, ABOUT, and APPLY. The PRODUCT ACADEMY section highlights a 2-year program in San Francisco preparing students for careers as founders or software engineers. The SUMMER ACADEMY section highlights a 2-month program worldwide teaching students to design, code, and ship their own original app.

BRIGHT **TechCrunch** **Bloomberg** **The Mercury News**

YAHOO! **San Jose Mercury News** **THE HUFFINGTON POST**

The California Sunday Magazine **FAST COMPANY** **THE ECONOMIC TIMES**

AFTER

Summer Academy Expansion and CTAs

- Added Summer Academy product offering links to the sub bar and below the fold. The “Curriculum” page from before is replaced by unique pages for each product offering.
- After re-designing and testing the video play button, clicks were up and it doesn’t look goofy.

The screenshot shows the original Summer Academy landing page. At the top, there's a dark header with the Make School logo and navigation links: MAKE SCHOOL, SUMMER ACADEMY, ONLINE COURSES, NEWS, ABOUT, and APPLY. Below the header is a large, semi-transparent image of a diverse group of young people smiling. Overlaid on this image is the text "Summer Academy" in a large, white, sans-serif font, followed by the subtitle "Design, code and ship your own original iPhone app" in a smaller, italicized font. In the bottom right corner of the image, there's a small video thumbnail showing two people working on a laptop, with a play button icon overlaid. Below the image is a red "APPLY NOW" button. At the bottom of the page, there are three icons with corresponding text: a calendar icon for "June 22, 2015 - August 15, 2015", a location pin icon for "SF and Palo Alto, CA New York City, NY", and a graduation cap icon for "Full & Partial Tuition Scholarships Available".

BEFORE

The screenshot shows the redesigned Summer Academy landing page. The header is identical to the previous version. The main visual is the same large group photo of students. The text "Summer Academy" and its subtitle are also present. However, the video thumbnail has been removed, replaced by a large red "APPLY NOW" button with a play icon. Below the main image, the track descriptions have been rearranged and simplified. There are four tracks: "Intro Track" (with "Learn How to Code" and "LEARN MORE" buttons), "Games Track" (with "Build Your Own iPhone Game" and "LEARN MORE" buttons), "Apps Track" (with "Build Your Own iPhone App" and "LEARN MORE" buttons), and "VR Track" (with "Build Your Own VR Experience" and "LEARN MORE" buttons). Each track is accompanied by a small icon: a laptop for Intro, a game controller for Games, a smartphone for Apps, and a VR headset for VR.

AFTER

Application Page

Initially when an Apply link was clicked from anywhere on the site, we sent you to the Sign Up screen. In this iteration I designed an Apply page to ease the user into signing up and applying.

The screenshot shows a dark blue header with the 'MAKE SCHOOL' logo and navigation links for 'MAKE SCHOOL', 'SUMMER ACADEMY', 'ONLINE COURSES', 'NEWS', and 'ABOUT'. Below the header, the word 'Sign Up' is prominently displayed in large blue text. To its right is a smaller link 'Already registered? Log in here!'. A rectangular button labeled 'SIGN UP WITH FACEBOOK' is centered below the main title. Below this button is the text 'Or'. Following 'Or' are several input fields: 'EMAIL:' with a placeholder email address, 'FIRST NAME:' with a placeholder first name, 'LAST NAME:' with a placeholder last name, 'PASSWORD (8 CHARACTER MINIMUM)' with a placeholder password, and 'CONFIRM PASSWORD' with a placeholder confirmation password. Each input field has a small circular icon to its right.

BEFORE

The screenshot shows a dark blue header with the 'MAKE SCHOOL' logo and navigation links for 'PRODUCT ACADEMY', 'SUMMER ACADEMY', 'ONLINE COURSES', 'BLOG', and 'ABOUT'. Below the header, the text 'Apply to Make School' is displayed in large, bold, light gray font. Underneath it is a subtitle 'Fill out an application for our Summer Academy, Product Academy or both.' To the left of the subtitle, there is a section titled 'Make School Application' with descriptive text about the application process. To the right of the subtitle, there is a call-to-action 'Log In or Create an Account to start a new application or v your application dashboard'. Below the subtitle are three buttons: 'LOG IN WITH FACEBOOK', 'LOG IN BY EMAIL', and 'CREATE A NEW ACCOUNT'. Between the 'LOG IN WITH FACEBOOK' and 'LOG IN BY EMAIL' buttons is the text 'Or'.

AFTER

Application Flow

- We started with all application question forms on one page. To decrease abandoned applications and to create a better user experience, we created a more dynamic form system that presents questions sequentially. Combined with an improved email re-engagement system and refining the application questions themselves, we were able to significantly increase completed applications.
- Below you can see the results of entering different birth dates into a conditional form (based on whether the person is 18 years old or not).

The screenshot shows the Make School application landing page. At the top, there's a dark header with the "MAKE SCHOOL" logo and navigation links for "PRODUCT ACADEMY", "SUMMER ACADEMY", "ONLINE COURSES", "BLOG", and "ABOUT". The main title "Apply to Make School" is prominently displayed, followed by a subtitle: "Fill out an application for our Summer Academy, Product Academy or both." Below this, a large text area contains instructions about the application process, mentioning the required programming background and the optional inclusion of previous work samples. A progress bar at the bottom indicates the user is on step 1 of 12. A "NEXT" button is located at the bottom right of the page.

This screenshot shows the application form after entering a birth date of 05/12/2001. The "APPLY" button is now visible in the header. The form includes fields for "DATE OF BIRTH" (05/12/2001), "PARENT/GUARDIAN NAME", "PARENT/GUARDIAN E-MAIL", and "PHONE NUMBER". A note at the bottom asks users to include the country code if they are outside of the U.S. The progress bar shows 1/12 steps completed.

This screenshot shows the application form after entering a birth date of 05/12/1992. The "APPLY" button is visible in the header. The form includes fields for "DATE OF BIRTH" (05/12/1992), "PARENT/GUARDIAN NAME", "PARENT/GUARDIAN E-MAIL", and "PHONE NUMBER". A note at the bottom asks users to include the country code if they are outside of the U.S. A "SCHOOL (OPTIONAL)" field is also present. The progress bar shows 1/12 steps completed.

Footer

Reorganized the footer, highlighting the company's primary product offerings, while adding footer-appropriate links to new pages (Jobs, Partners and Press) and a newsletter opt-in form.

The screenshot shows a light gray footer area with a dark blue header bar at the top containing navigation links: Overview, Education, Work Experience, Founding Class, Admissions, and FAQs. Below this, there are two main columns. The left column contains the text "software developer" and a blue "APPLY NOW" button. The right column contains the text "or over the phone" and a blue "CONTACT US" button. At the bottom, there is a dark blue footer bar with the Make School logo, social media icons for Twitter, Facebook, and Google+, and copyright information: "©2015 Make School. All Rights Reserved. Privacy Policy | Terms of Service".

BEFORE

The screenshot shows a dark blue footer area with a light gray header bar at the top containing navigation links: Overview, Education, Student Careers, Students & Alumni, Admissions, and FAQs. Below this, there are two main columns. The left column contains a blue "APPLY NOW" button. The right column contains a blue "EMAIL US" button. At the bottom, there is a dark blue footer bar with the Make School logo, social media icons for Twitter, Facebook, and Instagram, and navigation links: JOBS, ABOUT, PARTNERS, and PRESS. It also includes copyright information: "©2016 Make School. All Rights Reserved. Code of Conduct | Privacy Policy | Terms of Service".

AFTER

Log In and Sign Up

While we try to point the user to the right option from the previous page, sometimes people will, for example, click Log In when they really mean Sign Up. The UI improvement makes it easier for the user to get back on track and they will no longer have to wait for an extra page load.

The screenshot shows the original login page. At the top, there's a dark header bar with the "MAKE SCHOOL" logo and navigation links for "MAKE SCHOOL", "SUMMER ACADEMY", "ONLINE COURSES", "NEWS", and "ABOUT". Below the header, the main content area has a large "Log In" heading on the left. To its right is a "New user? Sign up here!" link. A "LOG IN WITH FACEBOOK" button is at the top of the form. The form itself contains fields for "EMAIL:" and "PASSWORD", each with a three-dot ellipsis icon on the right. Below these fields is a "REMEMBER ME" checkbox. At the bottom is a "LOG IN" button. A "Forgot your password?" link is located at the very bottom right of the form area.

BEFORE

The screenshot shows the improved login page. The layout is similar to the original, with the "MAKE SCHOOL" logo and navigation links in the header. The "Log In" heading is on the left, and the "Sign Up" link is on the right. The "LOG IN WITH FACEBOOK" button is present. The "EMAIL:" and "PASSWORD" fields are highlighted with a yellow background. The "REMEMBER ME" checkbox is below them. The "LOG IN" button is at the bottom. The "Forgot your password?" link is at the bottom right. The "or" separator between the email and password fields is now enclosed in a small circular button.

AFTER

THANKS FOR WATCHING!