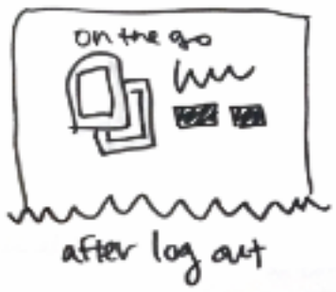
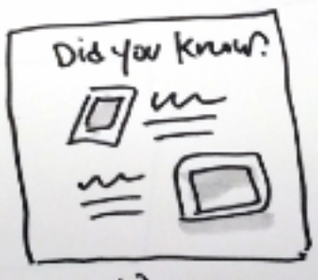
mobile awarness

welcome insert



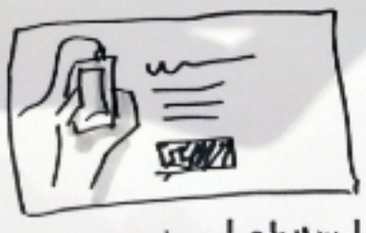
after log out

footer larger

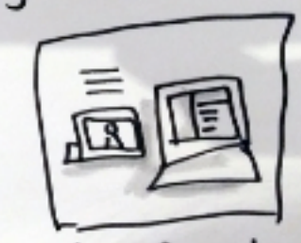


marketing style pg

Tips: on the go

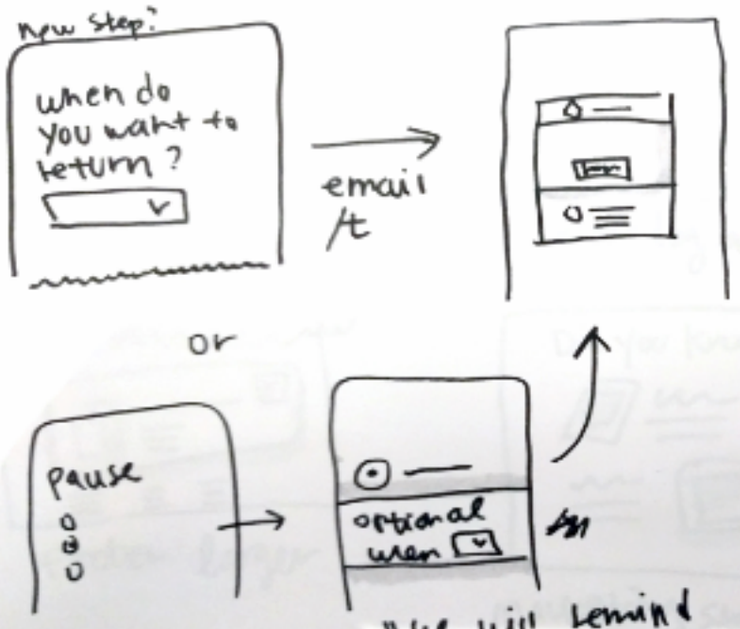


pitch: Retain what you learned



Tips: Second monitor

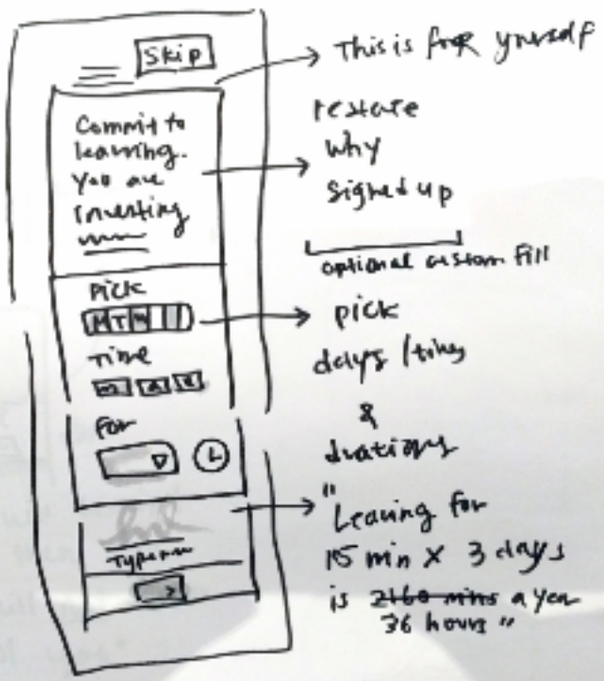
Pause Experiment

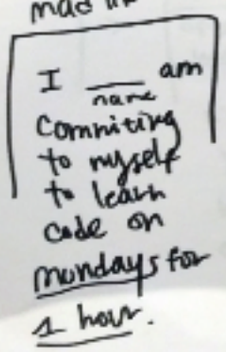


chunking

captuning intent

onboarding

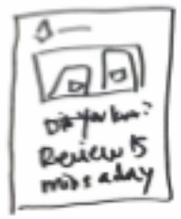




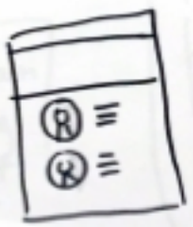
use data: for emails
for mobile awarness
for TD upsell

emails

- homework
- link to forum with discussion on homework



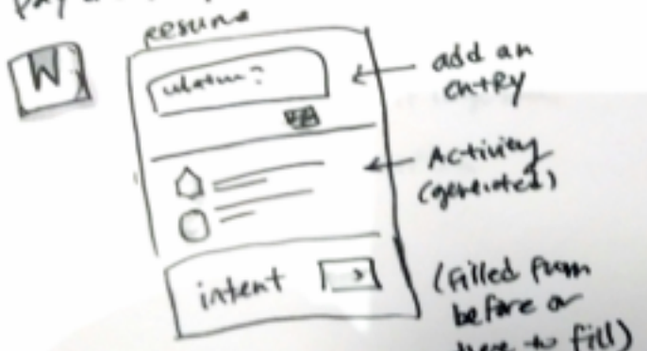
- mobile awareness

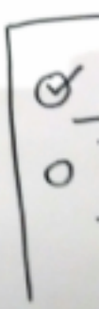


- success stories
- Blog content

Student Goals

Pay are best for TH





Pause Experiment - InVision

file:///Users/susan/Dropbox/treehouse/design%20work/invision/Pause%20Experiment%20-%20InVision.html

PAUSE EXPERIMENT

Ask the students when they would like to return.

Sketch

Currently: We send an email at 21, 60, and 90 days. We get the most return rate with the 21 days email and very little after that.

Try this intervals:

- Ask upon exit if 1, 2, or 3 weeks is best. Respect that decision.
- 1 week: Ask me again in 1 week or 2 weeks.
- Send at 2 weeks if no answer.
- Send 3 weeks. (current 21 days email)