

Template Testing Elements

Mobile 03

Version 2.4 October 2015

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Individual Step Content

1 Step # - Main Headline Copy

2 Step # - Content Block

3 Step [#] – Default Area of Interest

(Bus=1, CJ=2, Ed=3, HS=4, Nurs=5, Psy=6, Tech=7, Arts=9, Ind=10, ProfDev=11, ContEd=12)

NOTE: If an area of interest value is defined, it will over-write any cookied value.

4 Step # – Hide “Either” Modality Option (“yes” or *”no”)

NOTE: Available only on program version of this template.

5 Step # – Option Label: Modality

NOTE: Available only on the Radio Buttons template.

6 Step # – Layout: Question Positions

NOTE: This should be a comma delimited list. Not available for conted mobile. Example: Values 1-2. Default is 1,2.

Example: Step 4 - Layout: Question Positions (Name Position #, Phone Position #)

If desired order is phone, name, then input the the position for name, then that for phone. So the value would be 2,1.

7 Step [#] – Phone Format Mask (*”yes” or “no”)

NOTE: As the user types the number, the appropriate formatting is dynamically added (such as () -).

8 Step # - Submit Button Text

9 Step # - Content Block Below

10 Step 1 - Footer Disclaimer Content

- Indicates each of the nubmer of steps in the template flow.

[#] - Indicates step on which this element appears based on the template flow.

Call 866.766.0766

University of Phoenix®

1 Local or online. It's up to you.

2 More than 15 degree programs with 50 concentrations to choose from

- Over 100 locations
- Online programs that include interactive discussion boards and simulations
- A variety of flexible tuition options

Area of Interest

3 -- Select --

4

5

6

7

8 Next Step

9 < Back

10 View our gainful employment disclosures.

While widely available, not all programs are available in all locations or in both online and on-campus formats. Please check with a University Enrollment Representative. For information about University of Phoenix accreditations and licensures, please visit phoenix.edu/about_us/accreditation.html.

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Which learning format would you prefer?

4

5

Online

In the Classroom

Either

Phone

(206) 441-9100

First name Last name

Phone

POSITION 1

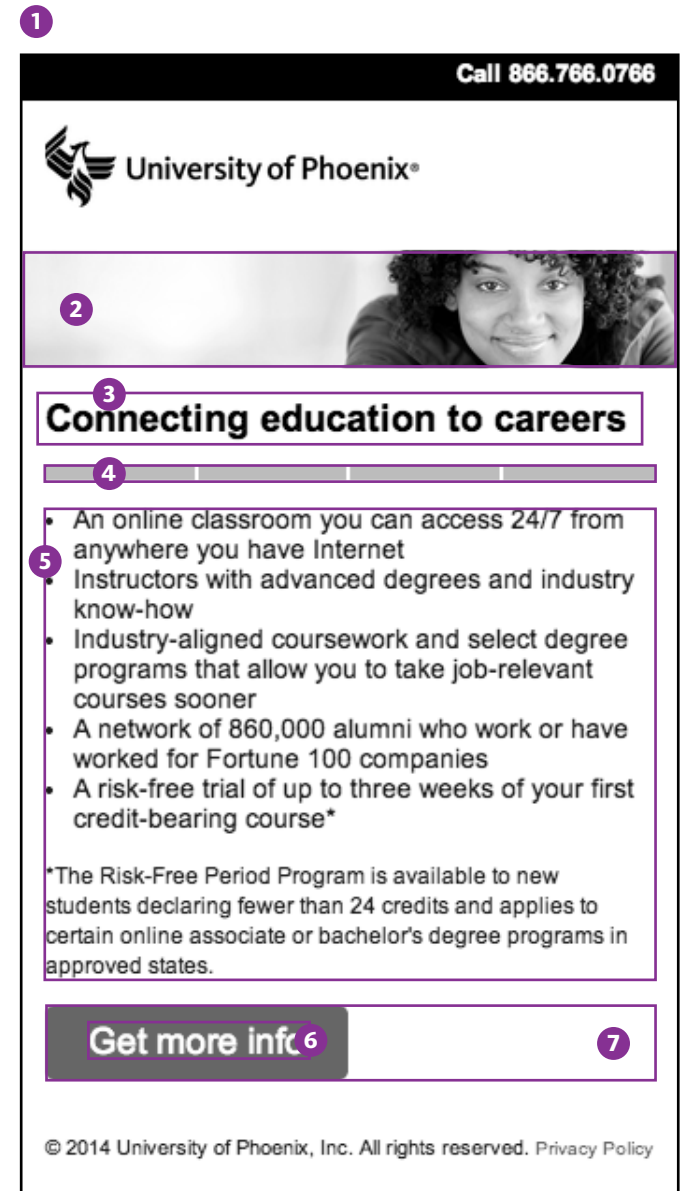
POSITION 2

Splash Step

- 1 **Splash** - Display Splash Page (“yes” or “no”)
- 2 **Splash** - Banner Image¹
NOTE: Recommended width is 800px. Since this is a responsive design, it will stretch to fix whatever size mobile browser is used.
- 3 **Splash** - Main Headline Copy
- 4 **Splash** - Display Status Bar (“yes” or “no”)
- 5 **Splash** - Content Block
- 6 **Splash** - Submit Button Text
- 7 **Splash** - Button Alignment (“left”, “center”, or “right”)

* Indicates default values.

¹ Element only displays if a value is defined.



All Steps Content

1 All Steps - Form Slide In ("yes" or *"no")

NOTE: For android devices, slide does not work consistently so this feature has been disabled for these devices.

2 All Steps - Footer Content

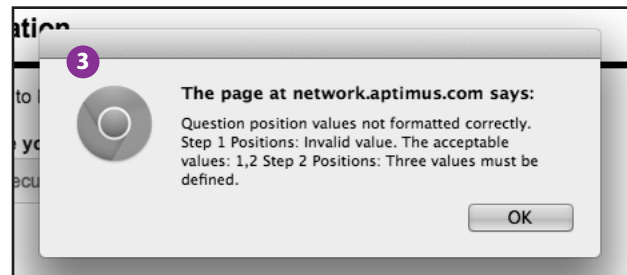
NOTE: The copyright year will be the current year as long as the `2015` remains around the year.

3 All Steps - Layout: Question Positions

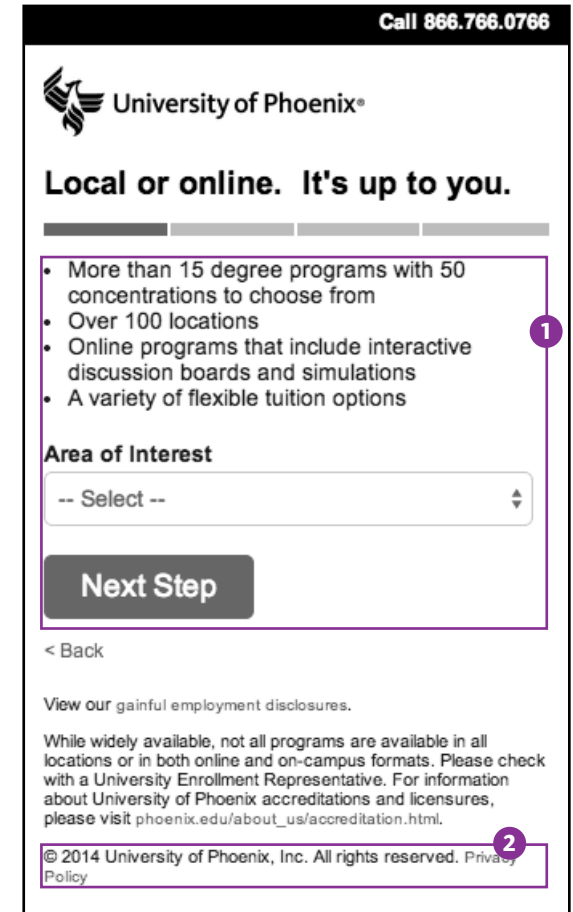
If there are any issues with positions input, an error message will display on the preview page notifying of the issue. This will only display in demo mode (the mode used to preview) and would never show to the end user.

1 Animation Video:

http://thelab.apтимus.net/test/bergen/mobile_template/form_slideIn.mp4



Creative Preview



* Indicates default values.

Call Phone Number

1 Call Phone Number - Phone Number

NOTE: Any non-numeric characters (such as - . ()) will be stripped from the link value so it can still be clicked to call. If a clphone value exists that will be used, if a cookied phone number exists, that will be used if no clphone exists. Otherwise the value defined here will be used.

NOTE: Phone number can be pulled into content sections by including the following:
866.766.0766

2 Call Phone Number - Call Text

3 Call Phone Number - Display (*"bar", "button", or "below submit")²

NOTE: The button option displays with an alternate stacked version of the logo and will align to the bottom when used with a banner image.

4 Call Phone Number - Phone Bar Fixed Position ("top", "bottom", or *"none")²

NOTE: For use only with the call phone number "bar" display option. Top fixes the bar to the top of the screen as users scroll, bottom to the bottom, and none (no fixed position) shows it at the top of the screen and scrolling down will hide it just like all other content on the page.

5 Call Phone Number - Display Button Icon ("yes" or *"no")²

NOTE: For use only with the call phone number "button" display option. Displays an icon to the left of the number.

6 Call Phone Number - Call Button Hide Phone ("yes" or *"no")²

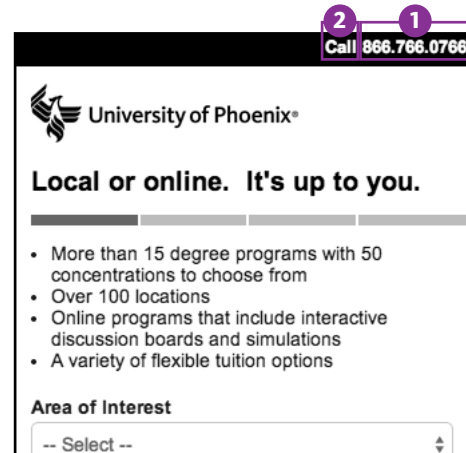
NOTE: For use only with the call phone number "button" display option. Phone number will not display on button when "no" is selected.

7 Call Phone Number - Call Text Below Submit Font² Size/Weight

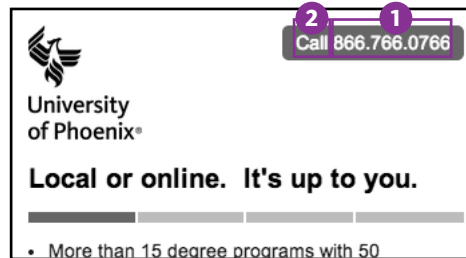
NOTE: For use only with the call phone number "below submit" display option.

* Indicates default values.

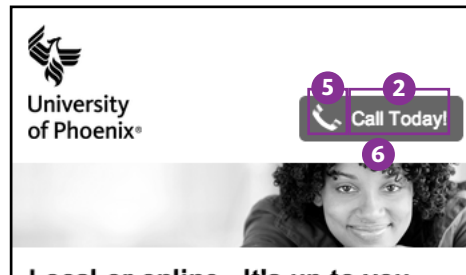
² Not available on menu template.



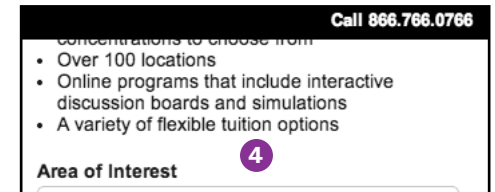
3 Bar, No Fixed Position (Default)



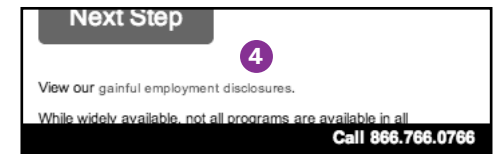
3 Button



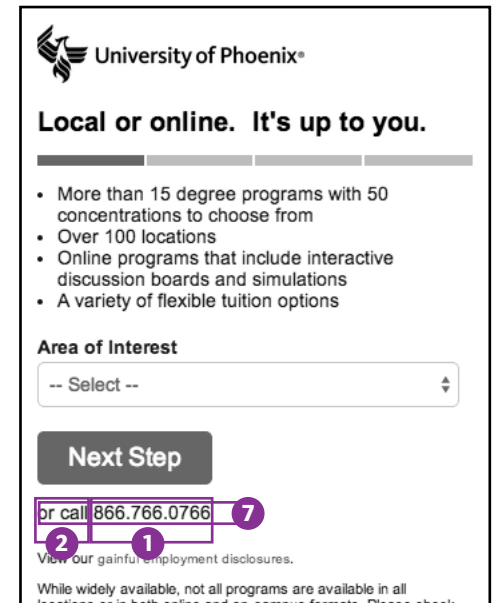
Button, Phone Number Hidden (but still callable)



Bar, Fixed Position Top



Bar, Fixed Position Bottom



3 Below Submit

Question Labels

- 1 Step [#] - Question Label: Area of Interest Text³
- 2 Step [#] - Question Label: Zip Code Text³
- 3 Step [#] - Question Label: City Text³
- 4 Step [#] - Question Label: State Text³
- 5 Step [#] - Question Label: Email Text³
- 6 Step [#] - Question Label: First Name Text³
- 7 Step [#] - Question Label: Last Name Text³
- 8 Step [#] - Question Label: Phone Text³
- 9 Step [#] - Question Label: Phone Extension Text³

1 Area of Interest

-- Select --

2 Zip Code

98121

3 City

SEATTLE

4 State

Washington

5 Email address

6 First name

Last name 7

8 Phone

Extension 9

³ Do NOT use double quotes. Single quotes or apostrophes may be used.
[#] - Indicates step on which this element appears based on the template flow.

Question Placholders

- 1 Question Placeholder: Postal Code¹³
- 2 Question Placeholder: City¹³
- 3 Question Placeholder: Email¹³
- 4 Question Placeholder: First Name¹³
- 5 Question Placeholder: Last Name¹³
- 6 Question Placeholder: Phone¹³
- 7 Question Placeholder: Phone Extension¹³

Zip Code

City

Email address

First name <input data-bbox="1394 805 1667 862" type="text" value="Jane"/>	Last name <input data-bbox="1692 805 1992 862" type="text" value="Doe"/>
Phone <input data-bbox="1394 927 1667 976" type="text" value="(XXX) XXX-XXXX"/>	Extension <input data-bbox="1692 927 1992 976" type="text" value="#1234"/>

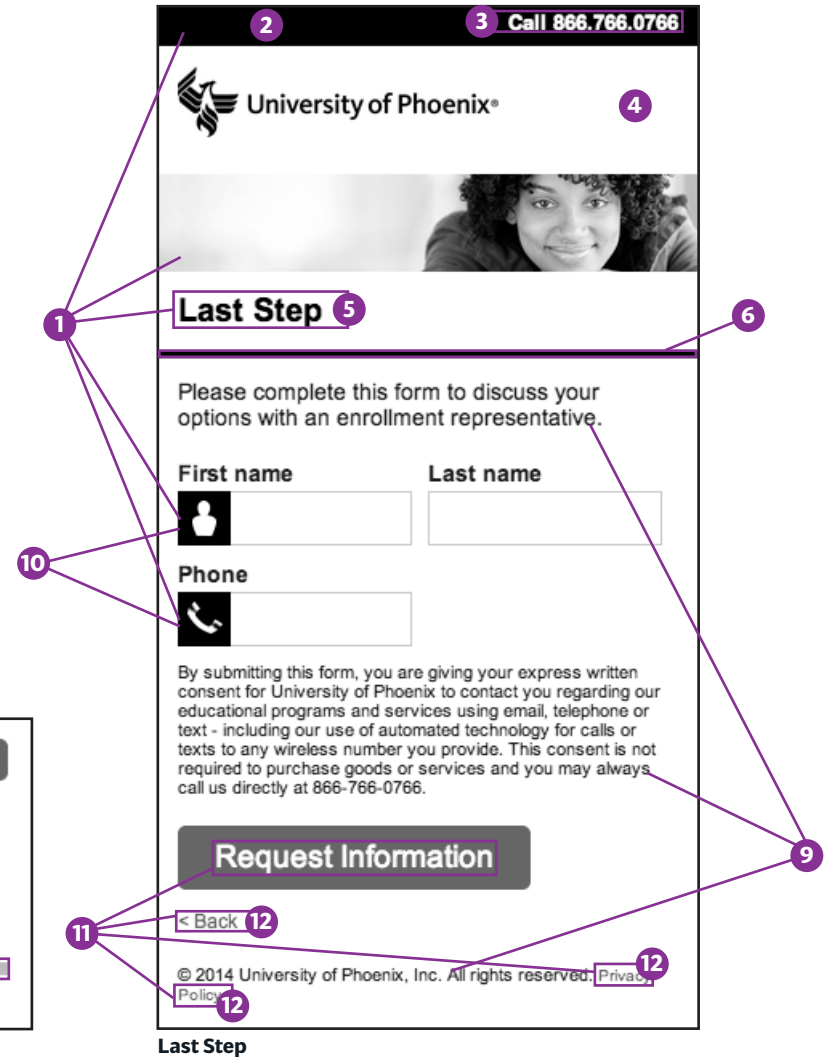
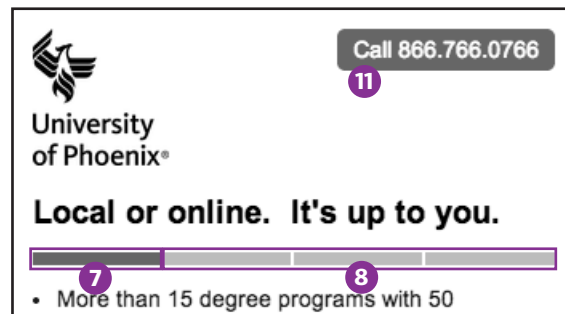
³ Do NOT use double quotes. Single quotes or apostrophes may be used.

² Available only for the Radio Buttons template

[#] - Indicates step on which this element appears based on the template flow.

Colors

- 1 **Color** - Highlight Color
 - 2 **Color** - Header Bar Color⁴
 - 3 **Color** - Header Text Color
 - 4 **Color** - Main Background Color
 - 5 **Color** - Headline Color⁴
 - 6 **Color** - Horizontal Rule Color⁴
 - 7 **Color** - Status Current or Complete Color
 - 8 **Color** - Status Incomplete Color
 - 9 **Color** - Font Color
 - 10 **Color** - Icon Color⁴
 - 11 **Color** - Action Item Color
 - 12 **Color** - Link Color
- NOTE:** Defaults to action item color.



⁴ Defaults to Highlight Color if not defined. Not available on menu template.

Fonts & Sizes

1 **Font** - Accent Font Family (Used for Headline and Button Text)

NOTE: Do not use a bold font weight with any phoenix sans fonts. 'PhoenixSansRegular', 'PhoenixSansMedium', or 'PhoenixSansBold' may be used.

2 **Font** - Headline Font Size, Weight

3 **Font** - Question Label Font Size, Weight

The image shows a mobile app interface for the University of Phoenix. It includes a logo, a phone number, a headline, a list of bullet points, a dropdown menu, and a 'Next Step' button. Numbered callouts (1, 2, 3) point to specific text elements: 1 points to the phone number and the 'Next Step' button; 2 points to the headline; 3 points to the 'Area of Interest' dropdown label.

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Local or online. It's up to you.

- More than 15 degree programs with 50 concentrations to choose from
- Over 100 locations
- Online programs that include interactive discussion boards and simulations
- A variety of flexible tuition options

Area of Interest

-- Select --

Next Step

Images & Optional Elements

1 Graphic - Logo Link Launch New Window ("yes" or *"no")

2 Graphic - Banner Image¹

NOTE: Recommended width is 800px. Since this is a responsive design, it will stretch to fit whatever size mobile browser is used.

3 Graphic - Display Horizontal Rule ("yes" or *"no")

NOTE: Do NOT use with status bar on the same creative.

4 Graphic - Display Icons ("yes" or *"no")

Call 866.766.0766

1 University of Phoenix®

2

3 Last Step

Please complete this form to discuss your options with an enrollment representative.

First name Last name

7

Phone

By submitting this form, you are giving your express written consent for University of Phoenix to contact you regarding our educational programs and services using email, telephone or text - including our use of automated technology for calls or texts to any wireless number you provide. This consent is not required to purchase goods or services and you may always call us directly at 866-766-0766.

Request Information

< Back

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* Indicates default values.

¹ Element only displays if a value is defined.

Status Bar

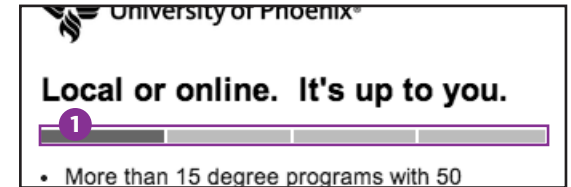
1 Status Bar - Display Status Bar (*"yes" or "no")

NOTE: Do NOT use with horizontal rule on the same creative.

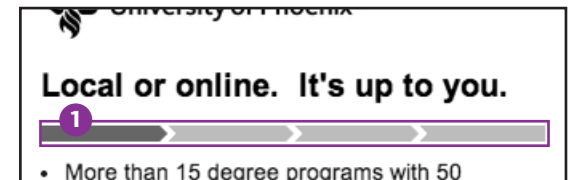
2 Status Bar - Style (*"Original", "Number Bar", "Arrow Bar", or "Number Circles")

3 Status Bar - Animation (*"yes" or "no")

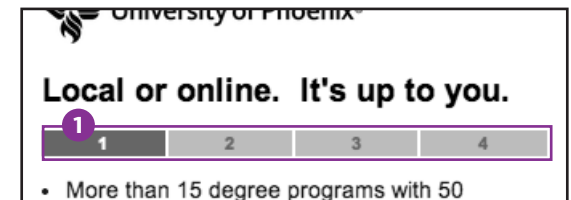
NOTE: Any of the status bar styles can be animated. For android devices, slide does not work consistently so animation has been disabled for these devices.



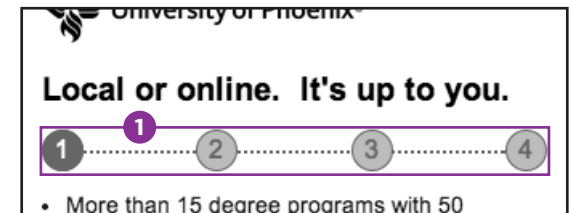
2 Original Style



2 Arrow Bar Style



2 Number Bar Style



2 Number Circles Style

3 Animation Video:

http://thelab.apptimus.net/test/bergen/mobile_template/mobile_status_animation.mp4

* Indicates default values.

Radio Button Options

1 Display - Stylized Radio Buttons (yes/*no)⁵

Radio Buttons - Auto Advance on Selection (*yes/no)⁵

2 Display - Radio Options as Buttons⁵

Border Width, Corner Rounding, Text Color, Border Color, Background Color, Text Color Hover, Background Hover Color, Border Hover Color, Text Color Selected, Background Color Selected, Border Color Selected, Show Selected Indicator (yes/*no), Center Text (*yes/no)

NOTE: Center text aligns horizontally on Android, but not vertically.

3 Display - Modality Question Input (*1 Column Buttons/2 Column Buttons/Radio)⁵

4 Display - AOI Question Input (1 Column Buttons/*2 Column Buttons/Radio/Select)⁵

* Indicates default values.

⁵ Available only for the Radio Buttons template

☐ Online

☒ In the Classroom

yes

☐ Online

☐ In the Classroom

no

Online

In the Classroom

Online

In the Classroom

Which learning format would you prefer?

Online

In the Classroom

Which learning format would you prefer?

Online

In the Classroom

Which learning format would you prefer?

☐ Online

☐ In the Classroom

Area of Interest	Area of Interest	Area of Interest
Arts and Sciences	Arts and Sciences	Business & Management
Business & Management	Criminal Justice & Security	Education
Criminal Justice & Security	Health Sciences	Human Services
Education	Nursing	Psychology
Health Sciences	Technology	Unsure
Human Services		
Nursing		
Psychology		
Technology		
Unsure		

Area of Interest

-- Select --

Messaging

- 1 **Msg** - Display City State Processing (*"yes" or "no")

NOTE: The button will be disabled while the processing message is displayed.

- 2 **Msg** - City State Processing Text

NOTE: Include the ... in the value if desired.

- 3 **Msg** - Display Phone Processing (*"yes" or "no")

NOTE: The button will be disabled while the processing message is displayed.

- 4 **Msg** - Phone Processing Text

NOTE: Include the ... in the value if desired.

- 5 **Msg** - Display Phone Processing Conf ("yes" or *"no")

NOTE: Not applicable unless "Display Phone Processing" is set to yes.

- 6 **Msg** - Phone Processing Confirmation Text

NOTE: The checkmark will display by default.

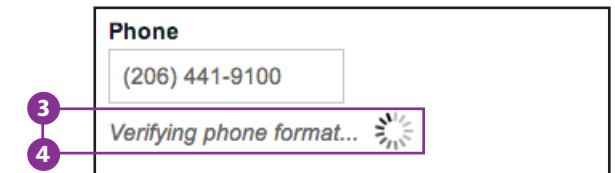


1 Zip Code

98121


2 Finding your city and state... 

This mockup shows a form with a label 'Zip Code' and a text input field containing '98121'. Below the input field is a button with the text 'Finding your city and state...' and a loading spinner icon. Numbered callouts 1 and 2 point to the input field and the button respectively.



3 Phone

(206) 441-9100

4 Verifying phone format... 

This mockup shows a form with a label 'Phone' and a text input field containing '(206) 441-9100'. Below the input field is a button with the text 'Verifying phone format...' and a loading spinner icon. Numbered callouts 3 and 4 point to the input field and the button respectively.



5 Phone

(206) 441-9100

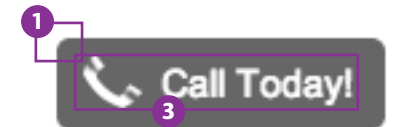
6 Phone format verified ✓

This mockup shows a form with a label 'Phone' and a text input field containing '(206) 441-9100'. Below the input field is a button with the text 'Phone format verified' and a checkmark icon. Numbered callouts 5 and 6 point to the input field and the button respectively.

* Indicates default values.

Button Styling

- 1 **Btn** - Button Corner Rounding
- 2 **Btn** - Display Submit Button Arrow (“yes” or “no”)
- 3 **Btn** - Button Font Color (*“white” or “black”)
NOTE: Affects both the text and image colors.
- 3 **Btn** - Button Font Size
- 5 **Btn** - Button Font Weight



* Indicates default values.