A NEW SELECT FUNNEL DESIGN
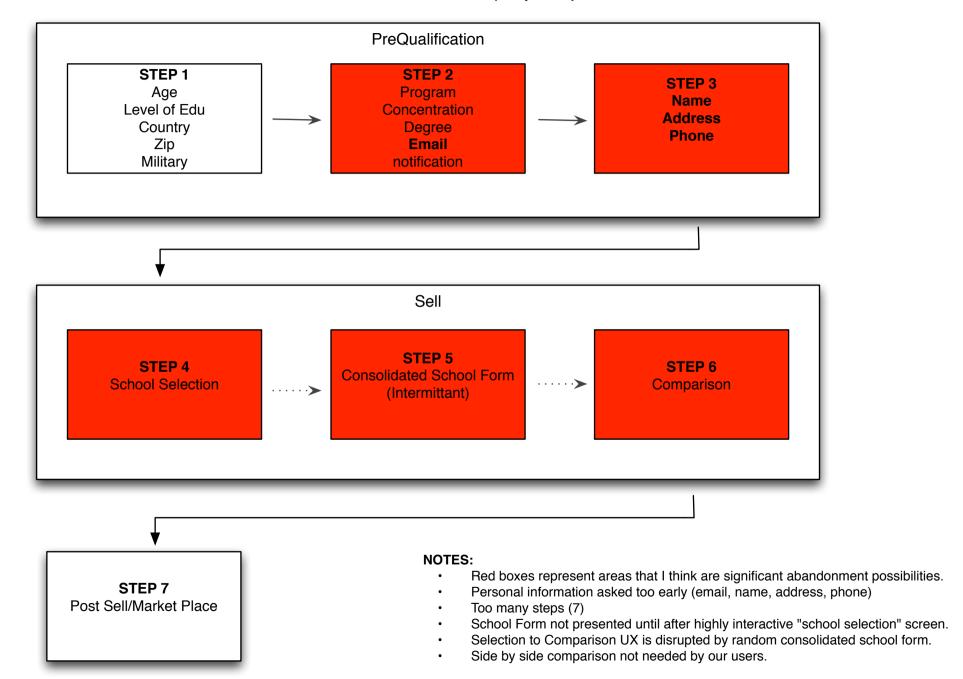
A new user experience framework for quality and conversion

"...*no matter how cool your interface is, less of it would be better.*"
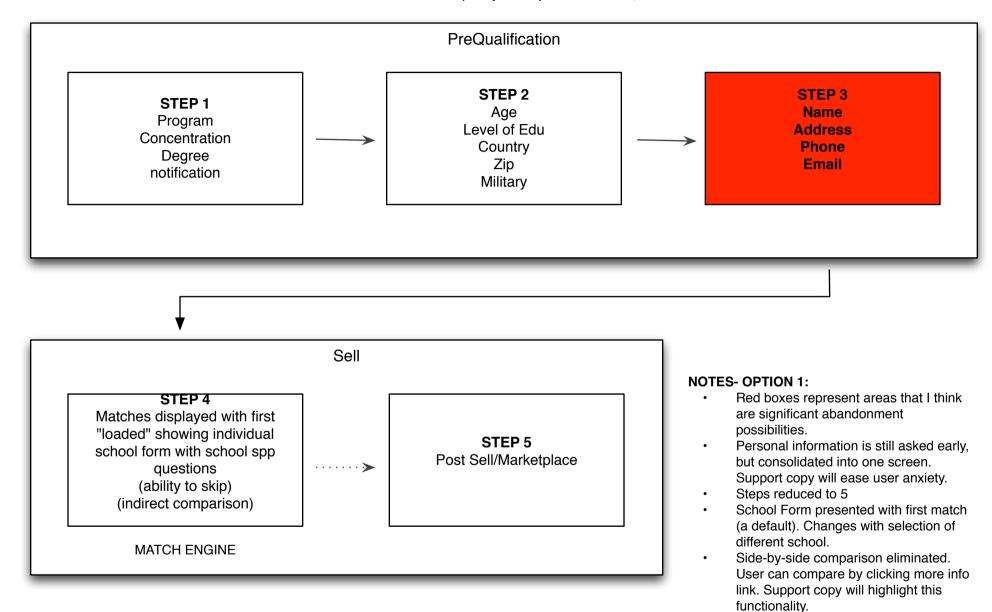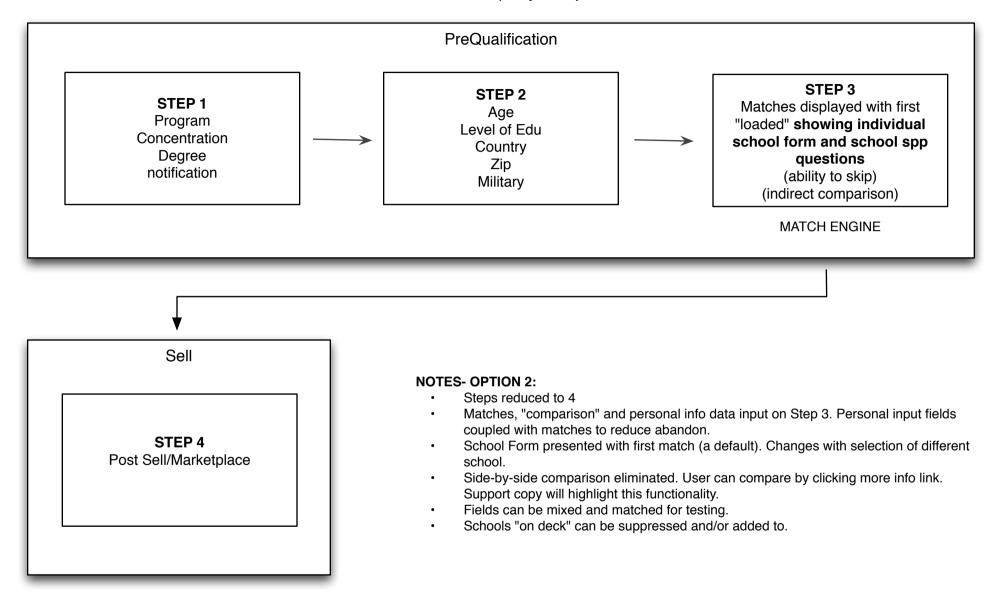
-Alan Cooper

Stebbins/Aguila 20101118

CURRENT NEW FUNNEL DESIGN FLOW (Proposed) - Not Recommended

PreQualification

STEP 1
Age
Level of Edu
Country
Zip
Military

→

STEP 2
Program
Concentration
Degree
Email
notification

→

STEP 3
Name
Address
Phone

Sell

STEP 4
School Selection

······>

STEP 5
Consolidated School Form
(Intermittant)

······>

STEP 6
Comparison

STEP 7
Post Sell/Market Place

NOTES:
- Red boxes represent areas that I think are significant abandonment possibilities.
- Personal information asked too early (email, name, address, phone)
- Too many steps (7)
- School Form not presented until after highly interactive "school selection" screen.
- Selection to Comparison UX is disrupted by random consolidated school form.
- Side by side comparison not needed by our users.

CURRENT NEW FUNNEL DESIGN FLOW (Proposed) - OPTION 1, HYBRID: Not Recommended

PreQualification

STEP 1
Program
Concentration
Degree
notification

→

STEP 2
Age
Level of Edu
Country
Zip
Military

→

STEP 3
Name
Address
Phone
Email

Sell

STEP 4
Matches displayed with first
"loaded" showing individual
school form with school spp
questions
(ability to skip)
(indirect comparison)

MATCH ENGINE

┄┄>

STEP 5
Post Sell/Marketplace

NOTES- OPTION 1:
- Red boxes represent areas that I think are significant abandonment possibilities.
- Personal information is still asked early, but consolidated into one screen. Support copy will ease user anxiety.
- Steps reduced to 5
- School Form presented with first match (a default). Changes with selection of different school.
- Side-by-side comparison eliminated. User can compare by clicking more info link. Support copy will highlight this functionality.

CURRENT NEW FUNNEL DESIGN FLOW (Proposed) - OPTION 2: RECOMMENDED

PreQualification

STEP 1
Program
Concentration
Degree
notification

→

STEP 2
Age
Level of Edu
Country
Zip
Military

→

STEP 3
Matches displayed with first "loaded" **showing individual school form and school spp questions**
(ability to skip)
(indirect comparison)

MATCH ENGINE

Sell

STEP 4
Post Sell/Marketplace

NOTES- OPTION 2:
- Steps reduced to 4
- Matches, "comparison" and personal info data input on Step 3. Personal input fields coupled with matches to reduce abandon.
- School Form presented with first match (a default). Changes with selection of different school.
- Side-by-side comparison eliminated. User can compare by clicking more info link. Support copy will highlight this functionality.
- Fields can be mixed and matched for testing.
- Schools "on deck" can be suppressed and/or added to.

NOTES:

To my knowledge there is no empirical data showing that our users are interested in doing direct, side-by-side comparisons of schools and I don't see any legitimate reason to provide this given our business needs.

I am proposing that we make comparisons available, but there is no direct side-by-side. The user will compare schools by clicking 'more information" links to read about each school and/or program.

- Elimination of the user driven school selection and direct comparison.
- Too many moving parts on school selection and direct side-by-side. Providing too much complexity in user interaction in a conversion funnel will add unnecessary risk of abandonment.
- Far too much content to create/collate for each school, assuming each school would provide it (financial aid, school descr., program descr. loans, scholarships, etc.)
- Schools may be tentative about a side-by-side comparison display. Would potentially open a can of worms.
- For all that content, we'd need tabs or some [more] complex display options.
- No realized [business need] improvement of UX by adding this feature. Its just noise.

I also propose that we make a rapid interactive prototype (RIP) of this UX that will enable us to do informal UI testing for this funnel. Quick and informal observations will allow us to optimize areas of concern.

*Remember the following is a wireframe only to show the critical elements we believe are needed for a better experience. Design implementation may change the look.

CHALLENGES:

Functionality Needed:

- On Step 3 (matching page), the user will need to have the ability to jump to any of the schools displayed in the left column.
- User can skip only the current loaded school. Skipping will then automatically load the next match. Skipped schools will appear highlighted as 'skipped' and move to the bottom of the left stack with an option to go back to it.
- User can jump to any other matched schools. Jumping to another match will automatically put the current school in 'skipped' state, with an option to go back to it.
- Once a school form is submitted, the school slides to the bottom of the stack on the left and is marked "Completed".
- If the user exits at any time (where there is a skipped school), an exit pop alerts them that they still have skipped schools and reinforces the need to submit more than one school. They can go back to the matching engine or stop the process.
- User will have the ability to change program/description on the fly (this functionality has been built into a previously built DRTV lander). When program/description are changed, a new batch of schools are loaded.

EarnMyDegree School and Program Wizard
We have helped over one million (1,000,000) people with their decision-making process. Now we want to help you! We'll tell you the best schools to enroll in. Its free and takes seconds.
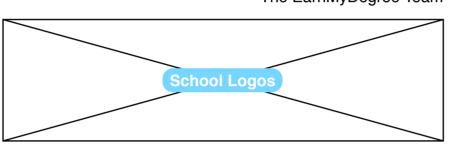
EarnMyDegree.com

Our matching tool can help you find the best possible school and program for your goals.

Just **3 easy steps** and you'll be on your way:

1. Tell us about yourself and the degree/program you want to pursue.
2. Research and receive information from the school that offers the perfect match for your goals.
3. Get free information from other accredited schools (optional).

By using our tool, you will be asked a series of short and simple questions that will help us guide you to your perfect match. You will then be given the ability to pick and choose from which School you'd like to receive information.The process is fast and easy, get started today!

-The EarnMyDegree Team

School Logos

Your progress

Getting information about schools is easy using our selection tool!

Please tell us what you are interested in studying:

What are you interested in studying?

Choose an area of study

What is your specific interest?

Choose a specialty

What degree level are you interested in?

Choose a degree level

CONTINUE ▶▶

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NOTES
Left column: Contains step-by-step guide to this tool. Sets user expectations and reinforces value.

Right column: Contains the first steps of the wizard form.
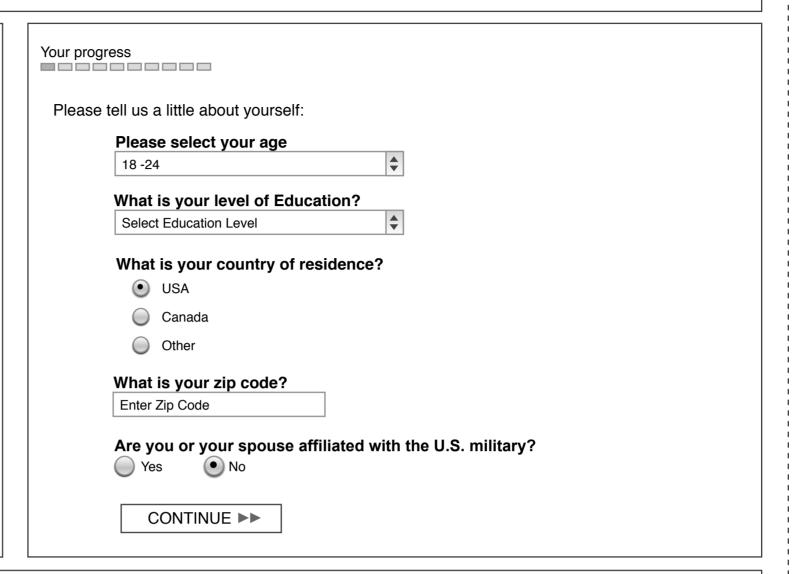 **Copy not final.**

EarnMyDegree.com

When you tell us what your interests are and what you are planning to study, we will use the information you provided to match you to the best possible programs and/or schools.

Copy here will talk about the next steps.

-The EarnMyDegree Team

We have found 12 programs that match your interests.

Click 'continue' to see what we have found and to find out more information. You can make changes to your interests at any time.

Your progress

Please tell us a little about yourself:

Please select your age

18 -24

What is your level of Education?

Select Education Level

What is your country of residence?

◉ USA

○ Canada

○ Other

What is your zip code?

Enter Zip Code

Are you or your spouse affiliated with the U.S. military?

○ Yes   ◉ No

CONTINUE ►►

NOTES
Left column: Contains step-by-step guide to this tool. Sets user expectations and reinforces value.

Right column: Contains the first steps of the wizard form.
 Copy not final.

EarnMyDegree.com

Did You Know?

ⓘ You should compare you matches by clicking the *more information* links below.

❓ How many schools should I sign up for?

Our Best Match for you:

University of Phoenix

More information about University of Phoenix

⊗ Skip this school for now.

Click here to read more and compare!
Compare this school to the others. (This is a tool tip)

Next Best Match

AMERICAN InterContinental University

More information about American InterContinental University ▶▶

🔍 Jump to this school now.

Next Best Match

CAPELLA UNIVERSITY

More information about Capella University ▶▶

🔍 Jump to this school now.

Your progress
▪▪▪▪▪▪▪▪▫▫

Your best match, the **University of Phoenix** is shown.

These are your selections, you can change them by clicking the **[edit]** link.

Matching School
University of Phoenix [skip this school]

University of Phoenix

Area of Study
Business [edit]

Specialty
Business Administration [edit]

Degree Level
Associate's Programs [edit]

Program
Bachelor of Science in Business - Marketing [edit]

If you are interested in receiving information from the **University of Phoenix,** we will need just a little more information from you.

Zip Code
[   ]

First Name   Last Name
[   ]   [   ]

Address
[   ]

City   State
[   ]   [Choose One   ▲▼]

Email
[   ]

Work Phone   Home Phone
[   ] [   ] [   ]   [   ] [   ] [   ]
                                 ☐ Same Number

Preferred Phone   Mobile Phone
[   ] [   ] [   ]   [   ] [   ] [   ]

[CONTINUE ▶▶]

NOTES

Left column: Matches in order of "quality". Options to find out more about school, skip or jump to a school. Also note reinforcement link "How many different schools should I sign up for?".

School/degree description link available for comparison.

Right column: Step 5 of wizard. Name and address input. **Any previous fields are pre-popped.** Note that once a match is found, user cannot manually change it, but they can skip it and the next in line will show.

The
EarnMyDegree School and Program Wizard
We have helped over one million (1,000,000) people with their decision-making process. Now we want to help you! We'll tell you the best schools to enroll in. Its free and takes seconds.

Did You Know?

ⓘ You should compare you matches by clicking the *more information* links below.

❓ How many schools should I sign up for?

Our Best Match for you:

University of Phoenix

More information about University of Phoenix ▸▸

Skip this school for now.

Next Best Match

American InterContinental University

More information about American InterContinental University ▸▸

Jump to this school now.

Next Best Match

CAPELLA UNIVERSITY

More information about Capella University ▸▸

Jump to this school now.

Your progress
▪▪▪▪▪▪▪▪▪

Making Changes to Your Selections
Here are the selections you have made. For best results, make sure these are correct and change only what you need.

What are you interested in studying?
Business ▲▼

What is your specific interest?
Business Administration ▲▼

What degree level are you interested in?
Associate's Degree ▲▼

Choose a program
Bachelor of Science in Business - Marketing ▲▼

FINISHED WITH CHANGES ▸▸

First Name   Last Name

Address

City   State
                                    Choose One ▲▼

Email

Work Phone   Home Phone

☐ Same Number

Preferred Phone   Mobile Phone

CONTINUE ▸▸

NOTES
Left column: Matches in order of "quality". Options to find out more about school, skip or jump to a school.

Right column: Showing a pop-up where the user had clicked the 'edit' button to change an option. This could be inline, using a 'drawer' (show hide upon clicking edit). This functionality has been previously used in DRTV funnel.

EarnMyDegree.com

Did You Know?

ⓘ You should compare you matches by clicking the *more information* links below.

⍰ How many schools should I sign up for?

Our Best Match for you:

University of Phoenix

More information about University of Phoenix ▸▸

Skip this school for now.

___

Next Best Match

American InterContinental University™

More information about American InterContinental University ▸▸

Jump to this school now.

___

Next Best Match

Capella University

More information about Capella University ▸▸

Jump to this school now.

Your progress

▪▪▪▪▪▪▫▫▫▫▫

Your best match, the **University of Phoenix** is shown.

These are your selections, you can change them by clicking the **[edit]** link.

Matching School
University of Phoenix [skip this school]

University of Phoenix

Area of Study
Business [edit]

Specialty
Business Administration [edit]

Degree Level
Associate's Programs [edit]

Program
Bachelor of Science in Business - Marketing [edit]

___

If you are interested in receiving information from the **University of Phoenix,** we will need just a little more information from you.

When would you like to start?
| Choose one | ▲▼ |

What is your level of education?
| Choose highest level | ▲▼ |

In order to assist you with your financial options, please indicate if you are a US citizen:
◉ Yes   ◯ No

Have you earned college credit outside of the U.S.?
◉ Yes   ◯ No

☐ I acknowledge that by providing my telephone number and submitting this form, I may be contacted by telephone or email.

You will also receive periodic newsletters, updates and exclusive scholarship opportunities sent to you by EarnMyDegree. If you wish to receive no future emails, simply opt out.

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NOTES
Left column: Matches in order of "quality". Options to find out more about school, skip or jump to a school.

Right column: Remaining collection data (school specific).

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Did You Know?

ⓘ You should compare you matches by clicking the *more information* links below.

❓ How many schools should I sign up for?

Current Match

AMERICAN INTERCONTINENTAL UNIVERSITY™

More information about American InterContinental University ▶▶

Skip this school for now.

Next Best Match

CAPELLA UNIVERSITY

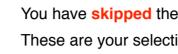More information about Capella University ▶▶

Jump to this school now.

⚠ **Action Needed!**
You have skipped this school!
You can go back to sign up

Our Best Match for you:

University of Phoenix®

More information about University of Phoenix ▶▶

Your progress

■ ■ ■ ■ ■ ■ □ □ □

You have **skipped** the **University of Phoenix** and your next best match is shown.

These are your selections, you can change them by clicking the **[edit]** link.

Matching School
American InterContinental University [skip this school]   AMERICAN INTERCONTINENTAL UNIVERSITY™

Area of Study
Business [edit]

Specialty
Business Administration [edit]

Degree Level
Associate's Programs [edit]

Program
Bachelor of Science in Business - Marketing [edit]

If you are interested in receiving information from the **American InterContinental University,** we will need just a little more information from you.

Zip Code
[   ]

First Name   Last Name
[   ]   [   ]

Address
[   ]

City   State
[   ]   [Choose One   ▲▼]

Email
[   ]

Work Phone   Home Phone
[   ] [   ] [   ]   [   ] [   ] [   ]
                                    ☐ Same Number

Preferred Phone   Mobile Phone
[   ] [   ] [   ]   [   ] [   ] [   ]

[CONTINUE ▶▶]

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NOTES
Left column: Showing the "skipped" state for UOP. Next match automatically moves up (e.g. AIU)

Right column: Selections are the same. School changes.

The
EarnMyDegree School and Program Wizard
We have helped over one million (1,000,000) people with their decision-making process. Now we want to help you! We'll tell you the best schools to enroll in. Its free and takes seconds.

Did You Know?

ⓘ You should compare you matches by clicking the *more information* links below.

❓ How many schools should I sign up for?

Current Match

AMERICAN INTERCONTINENTAL UNIVERSITY™

More information about American InterContinental University ▸▸

Skip this school for now.

Next Best Match

C CAPELLA UNIVERSITY

More information about Capella University ▸▸

Jump to this school now.

Completed:

University of Phoenix

More information about University of Phoenix ▸▸

You have already signed-up
School will contact you.

Your progress
▪▪▪▪▪▪▪▪▫▫

You have **completed** the **University of Phoenix** and your next best match is shown.

These are your selections, you can change them by clicking the **[edit]** link.

Matching School
American InterContinental University [skip this school]   AMERICAN INTERCONTINENTAL UNIVERSITY™

Area of Study
Business [edit]

Specialty
Business Administration [edit]

Degree Level
Associate's Programs [edit]

Program
Bachelor of Science in Business - Marketing [edit]

If you are interested in receiving information from the **American InterContinental University,** we will need just a little more information from you.

No thanks, I'm finished.

Zip Code
[   ]

First Name   Last Name
[   ]   [   ]

Address
[   ]

City   State
[   ]   [Choose One   ▲▼]

Email
[   ]

Work Phone   Home Phone
[   ] [   ] [   ]   [   ] [   ] [   ]

☐ Same Number

Preferred Phone   Mobile Phone
[   ] [   ] [   ]   [   ] [   ] [   ]

CONTINUE ▸▸   NO THANKS, I AM FINISHED

NOTES
Left column: shows completed state for UOP.

Right column: Shows next best match (e.g. AIU). The button, "No thanks, I am finished" appears for the first time on this page (after at least 1 lead has been submitted). This will bring the user to a "Thank you page" and direct to the marketplace page.

⚠️ **You have not finished your request for information!**

Copy here will explain the process and encourage the user to go back and finish.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi varius pretium tortor eu tincidunt. Etiam id lectus ut lacus fringilla vulputate. Pellentesque risus nulla, vestibulum varius eleifend vitae, imperdiet in purus. Sed vel semper diam. Curabitur iaculis dui non purus placerat eget scelerisque orci condimentum. Donec justo odio, vestibulum eget rhoncus ac, luctus nec urna. Integer elementum nisi sit amet tellus mattis viverra. Vivamus eu sapien arcu. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Integer ornare nisl a quam ultricies mattis pharetra id nisi. Fusce ullamcorper, diam id facilisis accumsan, ante est commodo lectus, ac sodales eros magna quis tortor.

Quisque lobortis rhoncus lacinia. Suspendisse potenti. Cras blandit lobortis placerat. Ut vitae turpis mauris, id scelerisque leo. Nam bibendum facilisis eros a eleifend. Mauris et felis eu elit commodo adipiscing. Integer et ultricies orci. Nam hendrerit arcu sit amet turpis pretium porttitor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce fringilla varius est sit amet ultrices. Donec egestas, lacus id laoreet malesuada, enim nulla ultricies ipsum, sed egestas felis diam vitae odio.

Mauris nec tempor elit. Praesent vitae congue enim. In felis lorem, dapibus sed hendrerit et, pharetra quis lorem. Quisque fringilla nisi sed ipsum hendrerit tincidunt. Duis eu ullamcorper magna. Donec elementum nibh eget velit mattis eleifend commodo augue feugiat. Donec faucibus, mauris at sollicitudin egestas, nibh ligula pharetra elit, vitae egestas elit mi et est. Praesent id lacinia ligula. Suspendisse sagittis sollicitudin fringilla. Vivamus vel nunc nec turpis viverra tempor eget ut ante. Nunc ullamcorper aliquet gravida.

CONTINUE PROCESS ▸▸		NO THANKS, I AM FINISHED ▸▸

Jump to this school now!

If you are interested in receiving information from the **American InterContinental University,** we will need just a little more information from you.

⚠️ **Action Needed!**
You have skipped this school!
You can go back to sign up

Our Best Match for you:

University of Phoenix®

More information about University of Phoenix ▸

Zip Code

First Name   Last Name

Address

City   State
                          Choose One ▾

Email

Work Phone   Home Phone

☐ Same Number

Preferred Phone   Mobile Phone

CONTINUE ▸▸
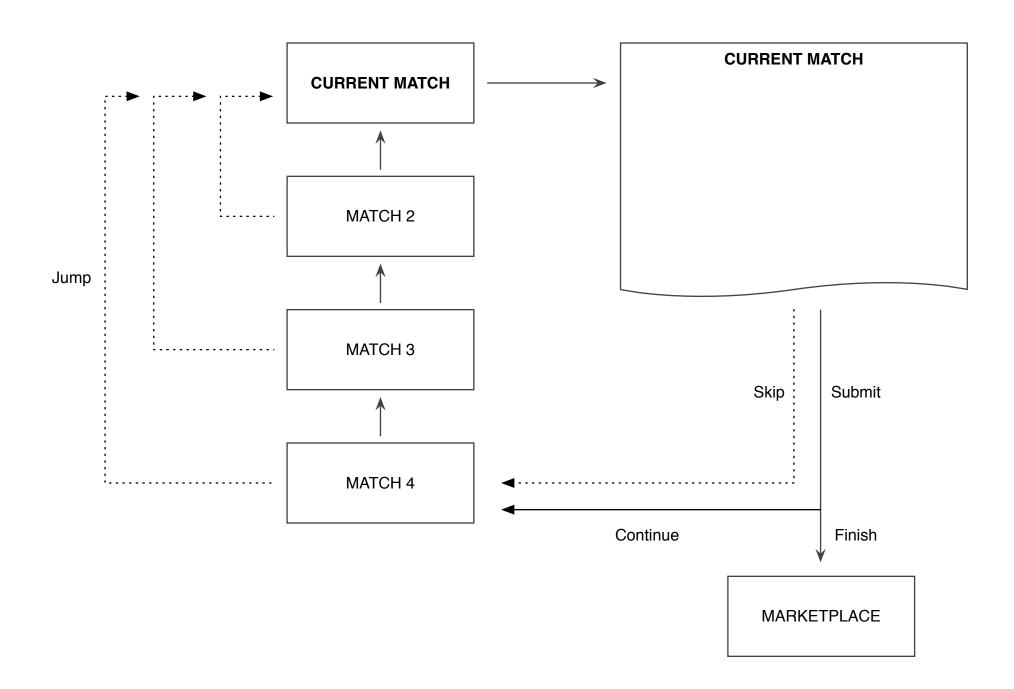
NOTES
Pop-up showing exit pop when the user leaves the process.

MATCH PAGE ENGINE
Below shows the flow to the matching engine.

- On Step 3 (matching page), the user will need to have the ability to jump to any of the schools displayed in the left column.
- User can skip only the current loaded school. Skipping will then automatically load the next match. Skipped schools will appear highlighted as 'skipped' and move to the bottom of the left stack with an option to go back to it.
- User can jump to any other matched schools. Jumping to another match will automatically put the current school in 'skipped' state, with an option to go back to it.
- Once a school form is submitted, the school slides to the bottom of the stack on the left and is marked "Completed".

Lightbox from clicking on "More information" link for each school.
(following)

EarnMyDegree.com

The
EarnMyDegree School and Program Wizard
We have helped over one million (1,000,000) people with their decision-making process. Now we want to help you! We'll tell you the best schools to enroll in. Its free and takes seconds.

The University of Phoenix

University of Phoenix

Founded in 1976, University of Phoenix is dedicated to meeting the needs of working students. Now the largest private university in North America, we have nearly 200 campuses and learning centers as well as a flexible online learning format available in most countries around the world. Regardless of where or how you attend class, you'll receive a real-world education with real value.

- Earn your degree sooner than you think.
- Attend class at times and places that fit your busy schedule.
- Learn from instructors who hold advanced degrees and have substantial experience in the fields they teach.
- Acquire valuable knowledge and skills.
- Receive personal attention in small, interactive classes.
- Apply what you learn to your career.

With convenient class locations as well as online learning, University of Phoenix makes quality higher education highly accessible. Whether you're seeking an associate's, bachelor's, master's or doctoral degree, we can help you reach your goal while you work—and much sooner than you might expect.

‣ **Program Information**
‣ **Undergraduate Online Programs**
‣ **Graduate Online Programs**
‣ **Financing Your Education**
‣ **How It Works**
‣ **Accreditation**

University of Phoenix has helped thousands of students achieve the higher education they need to achieve higher success. We can help you too.

CONTINUE PROCESS ▸▸

NOTES
Pop-up showing what happens when user clicks "More information about..." (pop may not cover entire page)

This would be copy that is normally on V3 pages.

Lightbox from clicking on "How many schools..." link.
This functions as a passive comparison.
(following)

EarnMyDegree School and Program Wizard

We have helped over one million (1,000,000) people with their decision-making process. Now we want to help you! We'll tell you the best schools to enroll in. Its free and takes seconds.

EarnMyDegree.com

How many different schools should I sign-up for?

Hi John,

This is a great question. The number of different schools really depends on how serious you are about continuing your education. Typically speaking, the more serious you are, the more schools you should compare.

By the way, there is no way in hell I am going to hand type the rest of this text, its far too much work and I am a lazy bastard. So, just imagine if this little box had a bunch of copy explaining the advantages of having multiple school choices.

Basic vs. Serious comparison

Minimum of two (2) different schools suggested for **basic comparison**.

Three (3) to five (5) different schools suggested for **serious comparison**.

What you've completed so far

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Phasellus convallis, orci quis accumsan porta, sapien elit viverra mauris, sit amet varius turpis nisi vitae lacus. Suspendisse vitae sapien. Nunc auctor sapien at eros. Nunc ut felis nec nunc bibendum placerat.

Donec dictum urna. Suspendisse at arcu non metus interdum lobortis. Phasellus in nisl quis augue vehicula pulvinar. Vestibulum lobortis nunc sed purus. Nam porttitor velit semper est. Vestibulum vestibulum condimentum lectus. Aliquam molestie dolor sit amet libero. Mauris id quam. Cras pharetra, magna ac accumsan vehicula, velit nisi adipiscing orci, a adipiscing massa orci eu nisl.

Curabitur pretium sagittis risus. Nulla sit amet velit. Nulla augue. Cras lacinia neque.

CONTINUE PROCESS ▸▸

NOTES
Pop-up showing what happens when user clicks "How many different schools should I sign up for?" (pop may not cover entire page)

This is to encourage the transfer process. Capitalizing on the concept that one should look into more than one school. Copy would instruct the user on options for this during the process.

Marketplace TBD