

Zapier Case Study

Client:

Guild Education - <https://www.guildeducation.com/>

Goal:

Help employees easily enroll in a class or program (provided to them as an employee education benefit.) Make enrollment simple, trustworthy, and reduce the need to work with an enrollment advisor. Optimize experience for both desktop and mobile phones.

Process:

- 1) Define problem: "How might we make class enrollment process trustworthy, fast, and autonomous?"
- 2) Used the "Crazy 8's" technique for rapid idea generation.
- 3) Storyboard/wireframe exercise to outline the user flow and feature functionality.
- 4) High-fidelity mockups.
- 5) Front-end implementation (HTML/CSS/Sass).

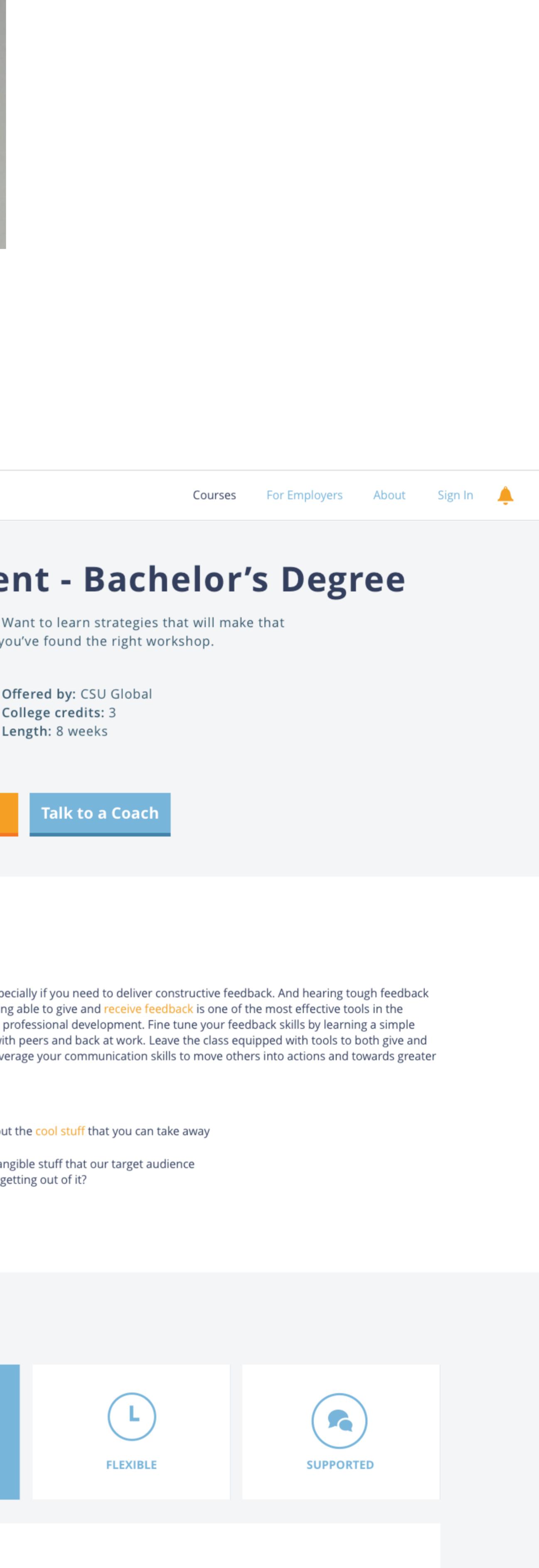
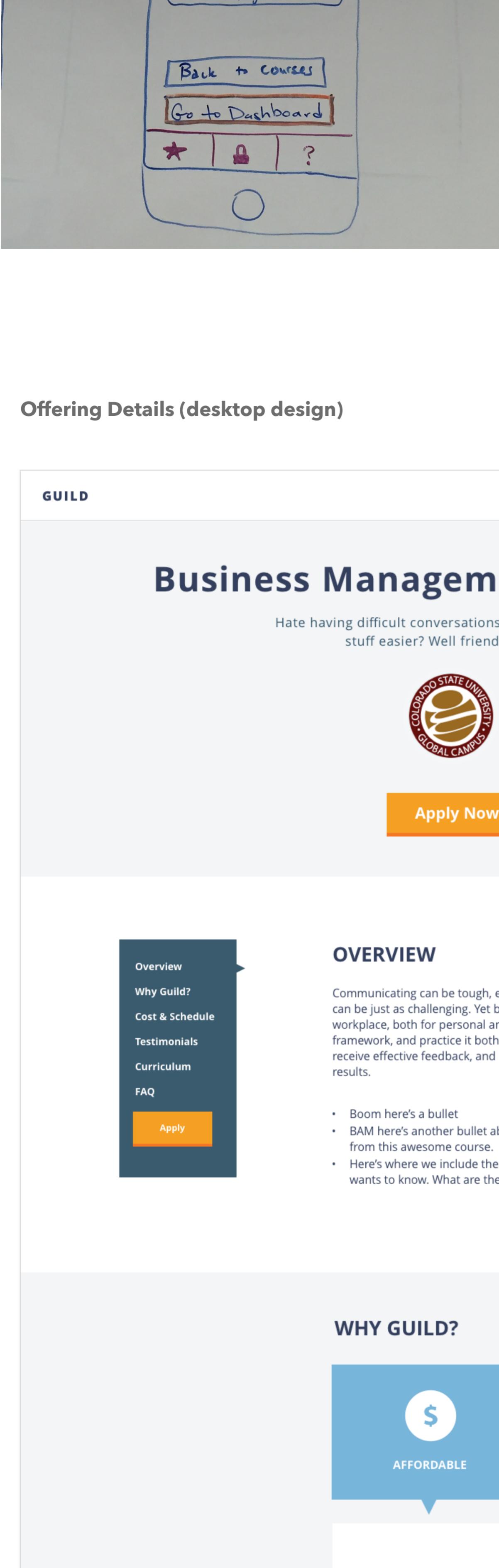
This enrollment feature was a short sprint of a larger design project that I led. Steps 1-3 of the process I spent with the client doing idea generation and feature planning. Step 4 and 5, I spent designing higher fidelity mockups and then implementing those designs in code.

(Note: Unfortunately, for this feature the client did no have the time/resources to test this feature on users before building/launching).

Outcome:

Soon after we launched this feature, Guild signed on Chipotle to launch a one-region test campaign to manage their employee education benefits and test the enrollment numbers. Within days, hundreds of students went through the enrollment flow to sign up for classes and programs. The high enrollment rates led Chipotle to sign a nationwide contract with Guild. Following that contract with Chipotle, Guild went on to raise 6M in VC funding.

Storyboard/Wireframe



Offering Details (desktop design)

GUILD

Business Management - Bachelor's Degree

Hate having difficult conversations? Want to learn strategies that will make that stuff easier? Well friend, you've found the right workshop.

Offered by: CSU Global
College credits: 3
Length: 8 weeks

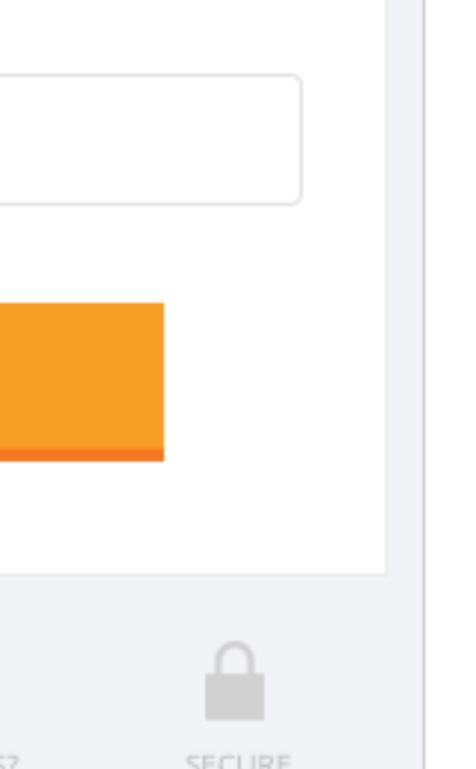
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OVERVIEW

Communicating can be tough, especially if you need to deliver constructive feedback. And hearing tough feedback can be just as challenging. Yet being able to give and receive feedback is one of the most effective tools in the workplace, both for personal and professional development. Fine tune your feedback skills by learning a simple framework, and practice it both with peers and back at work. Leave the class equipped with tools to both give and receive effective feedback, and leverage your communication skills to move others into actions and towards greater results.

• Guild here's a bullet
• BAM here's another bullet about the cool stuff that you can take away from this awesome course.
• Here's where we include the tangible stuff that our target audience wants to know. What are they getting out of it?

WHY GUILD?



AFFORDABLE

PELL GRANT

TAX CREDITS

WHAT YOU PAY

WITHOUT GUILD

PELL GRANT

TAX CREDITS

GUILD DISCOUNT

EMPLOYER ASSISTANCE

WHAT YOU PAY

Get up to \$5,775 in Pell Grants. Unlike loans, grants do not need to be repaid.

The American Opportunity Tax Credit is for US College students. Get an annual credit of up to \$2,500.

Guild negotiates reduced tuition with partner college and programs.

Guild works with employers to offer tuition assistance to qualified employees.

Pay less out of your pocket.

Cost & Schedule

Guild provides reduced cost education for working adults. We'll help you have an affordable path to move your education forward.

Cost

Guild offers affordable education with low tuition rates, no out-of-state tuition, and no-increase tuition guarantee.

- Guild tuition discount
- Tuition assistance from your employer
- No out-of-state or tuition increases
- Pell Grant and tax credit assistance from your coach

Talk to a coach

Schedule

With 100% online classes, you work and study when it's most convenient for you.

- 8-week courses
- Flexible schedule
- Ideal for working adults
- Collaborate with other students in your schedule.

View Syllabus and Course List

OUR GRADUATES LOVE GUILD

"Guild was awesome. It gave me the skills to move up at my company and now I'm a manager leading my own team."

Aly
Took a Guild Business Class

"Thanks to Guild's Management Program on my resume, I was able to get a new job making 50k a year!"

Jose
Completed Guild's Management Program

"I got my nursing degree with the help of my Guild coach and the flexible class schedules."

Felicia
Graduated with a degree from CSU

CURRICULUM

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More Questions? Talk to a coach

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