

## Landing Page Redesign Questionnaire

<https://barprephero.com/premium/>

### 1. Business & Mission

What is your company's core mission?

The Bar exam is one of the toughest exams in the world. Our mission is to help US law graduates and aspiring attorneys pass the bar exam on their first try by providing comprehensive, affordable, and highly effective prep tools.

What values do you want your brand to communicate?

- **Accessibility & Inclusivity:** Making bar prep affordable for all.
- **Effectiveness & Reliability:** Backed by real NCBE-licensed exam-style questions from past exams, with a proven track record.
- **Innovation & Adaptability:** Employing modern techniques (e.g., AI tutor, adaptive practice) rather than outdated "lecture overload."
- **Student-Centric Focus:** Prioritizing practical, straightforward explanations and friendly support.

Why do you want to redesign the landing page? What outcomes are you aiming for?

- **Modernize the user experience** to stand out from traditional bar review sites.
- **Increase conversion rates** (free users → paid subscribers).
- More clearly **highlight unique features** (AI tutor, pass guarantee, real NCBE questions).
- Better **structure content** (MBE, MEE, MPT) so visitors easily grasp the full offering.

Please provide internal business documents if available (e.g., SWOT analysis, brand guidelines, strategic plans)

No specific brand guidelines.

### 2. How Your Customers Look

Who are your primary customer segments? (List 2-3 types of customers, and highlight the main one you want to primarily focus on)

- **First-Time Bar Takers** (main focus): Recent law school grads who want a cost-friendly, effective alternative to Barbri/Themis.

- **Repeat Takers:** Those who failed using a traditional course and need a fresh approach.
- **Working Professionals/LL.M. Candidates:** Non-traditional schedule, less time to attend rigid lectures.

What problems do they face that your product solves? (Rank by importance)

1. **Overwhelm & High Stakes:** The bar exam is tough, and failing has career/life implications.
2. **Cost:** Traditional programs cost \$2,000–\$4,000, which is prohibitive for many.
3. **Time Constraints:** They need efficient, targeted prep (no fluff or irrelevant content).

How do they typically search for solutions online? (e.g., Google, social media, referrals)

Mostly Google searches like “bar prep course,” “MBE practice questions,” “bar exam simulator,” and by reading review sites or Reddit threads comparing bar prep providers.

What concerns or hesitations do they have before purchasing?

- **Credibility:** “Is it as good as Barbri or Kaplan?”
- **Realness of the Questions:** “Are these official or truly exam-like?”
- **Effectiveness & Results:** “Will this guarantee I pass?”
- **Value:** “Is it worth paying for another bar prep after already spending so much on law school?”

### 3. Customer Journey & Website Experience

What are the key actions you want visitors to take on the landing page? (e.g., sign up, purchase, request demo)

- **Sign up for Premium** (purchase). We don’t offer a free trial because we’re under a licensing obligation with the gov. authority.
- Read about the **Pass Guarantee** to build trust.
- Alternatively, they may start with sample questions, then upgrade to Premium.

What are the top questions or objections customers have before converting?

- “Are these the exact questions from the bar exam?”
- “What makes you different from Barbri or Themis?”
- “How does your Pass Guarantee work?”
- “Do you really include MBE, MEE, and MPT in one package?”

What features or content currently help guide them through the purchase journey?

- **Comparison chart** (BarPrepHero vs. Barbri/Themis/Kaplan)
- **Testimonials** from successful bar passers
- **Pass Guarantee** info
- **Detailed breakdown** of product features (adaptive quizzes, AI tutor, flashcards, etc.)

How do customers typically find your product? (Please provide traffic data if possible: demographics, traffic sources, or the data of the analytics platform)

- Organic search (Google) for bar prep queries.
- Word-of-mouth (peers, Reddit, law school forums).
- Some paid ads or affiliate referrals (less frequent).

Do your customers leave feedback about your product? (Please share links to reviews, testimonials, or survey data)

- We have user testimonials on the site, plus independent reviews on Reddit.

#### 4. Landing Page Performance & Redesign Goals

What's working well on the current website?

- **Core messaging** around real NCBE questions, Bar Exam Genie AI (a first-of-its-kind tutor), cited cases for every question & pass guarantee resonates.
- **Strong testimonials** with compelling quotes.
- **Straightforward** checkout flow (for those who decide to buy).

What are the biggest issues? (Name the biggest three)

- **Site design feels outdated** compared to modern e-learning platforms (little interactivity, no micro-animations).
- **Key differentiators** (AI tutor, guarantee) aren't emphasized enough.
- **Navigation** is scattered - MBE vs. MEE vs. MPT coverage is not obvious from the start.

What measurable outcomes do you want to improve? (e.g., conversion rate, bounce rate, engagement)

Definitely conversion rate

Have you received customer feedback on the current landing page? If so, what were the key insights?

N/A

#### 5. Competitive Landscape & Market Positioning

Who are your top 4 competitors? (List their websites)

- **Barbri** (barbri.com)
- **Themis** (themisbar.com)
- **Kaplan Bar Review** (kaptest.com/bar)
- **Quimbee Bar Review** (quimbee.com/bar-review)

What do they do well that you admire?

High brand recognition, large marketing budgets, comprehensive resources, often with video.

Where do they fall short?

- Extremely **high cost** (often \$2k+).
- Overwhelming volume of lectures/outlines.
- Limited or no **official** NCBE question sets in base packages.
- Often no **money-back** pass guarantee, just a “free repeat.”

How does your product stand out from theirs?

- **Real NCBE-licensed MBE questions** included.
- **Affordable** price at a fraction of competitors.
- **Pass Guarantee** that refunds if you fail.
- Modern approach: **AI tutor**, unlimited access, no rigid schedules.

Do you have a competitor analysis? (Please share any available reports)

Yes, we have internal notes on each competitor’s pricing, approach, and user feedback. Will share separately.

## 6. Content & Messaging

What are the key benefits your customers get from your product?

- **Real, exam-like practice** (officially licensed MBE Qs).
- **Comprehensive coverage** (MBE, MEE, and MPT) at one price.
- **AI Tutor** for on-demand clarifications and personalized help.
- **Pass Guarantee** - zero risk.
- **Affordable + unlimited access** – no time expiration.

Can you share any testimonials or success stories?

See current LP

What are the must-have elements for your landing page? (e.g., call-to-action, trust signals, product features)

- **Clear CTA**
- **Pass Guarantee** section.
- **Comparison table** vs. big names.
- **Strong testimonials** with pictures or law school references.
- **Feature highlights** (real questions, AI tutor, unlimited access).

## 7. Technical & Marketing Considerations

What traffic sources bring visitors to your site? (Organic search, paid ads, social media, etc.)

- **Organic search:** “bar exam prep,” “MBE practice questions,” “UBE study”
- **Paid ads:** Google Ads campaigns (smaller share).
- **Referrals:** via law school forums, Reddit boards (r/barexam).
- **Direct:** returning visitors, word-of-mouth.

Are there any integrations or tools the site must support? (e.g., CRM, payment gateways)

N/A

What marketing campaigns will the new site need to align with?

N/A

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## Additional Notes

- The redesigned site needs to feel **modern, professional, and student-friendly**. It should strike a balance between serious exam stakes and approachable design. It should not be cartoonish or too light-hearted, though - it’s a serious exam, and the audience is some of the smartest people on Earth.
- We want to highlight **unlimited access** and the **affordable** one-time fee.

## Competitive landscape (ChatGPT 4.5, curated by me)

Preparing for the bar exam is a high-stakes undertaking, and bar preppers have many course options. Major providers like BARBRI, Themis, and Kaplan dominate the market, alongside newer or niche options (Quimbee, BarMax, Adaptibar, UWorld, etc.). Each offers a mix of lectures, practice questions, and support - but each also has gaps or pain points that savvy

students often discuss. Below, we analyze these competitors' strengths and weaknesses, including pricing models and user feedback, and compare them to BarPrepHero's value proposition (affordability, unlimited access, NCBE-licensed questions, clear explanations).

## BARBRI

**Overview:** BARBRI is the longest-established bar prep course and has become almost synonymous with bar review. It offers a comprehensive program with extensive lectures (often 100+ hours), thick outlines (the famed *Mini Conviser* summary), thousands of practice questions, and guided study schedules. BARBRI also provides extras like "immersion" workshops, personalized coaching, and early-start access for those who pay for premium tiers.

- **Strengths:** BARBRI's content depth is a major strength. Its in-depth lectures and materials aim to cover **all** tested topics in detail, which many students credit for ensuring nothing on the exam is truly unfamiliar. It offers a large pool of practice questions (around 2,500 MBE questions in its course) and supplemental resources; top packages include benefits like unlimited essay grading and final review sessions. BARBRI's long track record means it has refined its curriculum over decades. Many successful attorneys used BARBRI, lending it credibility and a robust alumni network. Its hardcopy books are often praised as high-quality references. For those who want a highly **structured, intensive** program with live or on-demand lecture options, BARBRI provides that traditional "classroom" experience.
- **Weaknesses:** The biggest drawback is **cost**. BARBRI is by far one of the most expensive bar preps on the market. Depending on the package, courses range roughly from **\$1,699 up to \$5,999**, with the lower-priced "Essentials" package stripped of many features (no early access, coaching, or NCBE-licensed questions). This tiered pricing means students must pay top dollar to get features that some competitors include as standard. BARBRI's approach can also feel **old-school and inflexible**: students often describe it as "book-heavy" and lecture-intensive. The standard study schedule is rigorous and fairly one-size-fits-all, which can overwhelm some learners or those with full-time jobs. Another common criticism is that BARBRI relies heavily on **proprietary practice questions** which don't always mimic actual bar exam questions. In fact, some users warn that "*BARBRI's practice questions are not the same as the actual MBE*", and recommend supplementing with a source of real released questions. BARBRI itself seems to acknowledge this gap – its highest-tier packages now include Adaptibar (a database of official NCBE questions) and third-party flashcards. Additionally, BARBRI does **not publish pass rates** or outcomes data, so students have to trust its reputation without transparent statistics. Finally, customer anecdotes indicate occasional content gaps (e.g. a few reported instances of a topic appearing on the exam that was not emphasized in BARBRI's outlines), which can shake confidence.

- **User Feedback:** Student opinions on BARBRI vary. Many first-time takers use it because it's the "tried and true" option through their law schools. Positive feedback often highlights the comprehensive materials – for example, the Mini Conviser outline is valued as a concise *"has everything"* reference. On the flip side, a number of students have expressed frustration with BARBRI's volume of material and pedagogy. Common sentiments include it being **"too much information"** or overly rigid in required tasks. Some find the lectures too lengthy and dry unless played at 2x speed. On forums like Reddit, it's not uncommon to see comments such as *"I do not recommend BARBRI. Their lectures are too long... the Conviser skips a lot of essential topics"*. Cost is another sore point; students frequently wonder if BARBRI is "still worth it" given far cheaper alternatives. Overall, BARBRI is respected for its thoroughness, but many feel it comes with diminishing returns – you pay a premium for a kitchen-sink approach, some of which may not be necessary to pass.

## Themis Bar Review

**Overview:** Themis is a fully online bar prep competitor that has gained significant popularity by offering a more modern, affordable alternative to BARBRI. Themis's course is an all-inclusive package (no tiers) typically priced around **\$1,500–\$1,700** (often lower with discounts) – notably cheaper than BARBRI's standard ~\$3,000 rate. It provides comprehensive coverage of bar exam subjects through on-demand video lectures, outlines, practice questions, and written exercises. Themis was one of the first to move bar prep completely online and to introduce shorter, more engaging lectures.

- **Strengths: Affordability and value** are key strengths. Themis offers a complete bar review for roughly half or even a third of the cost of BARBRI, and that price includes everything (lecture videos, outlines, practice MBE/essays, grading, etc.) with no hidden add-on fees. In contrast to BARBRI's tiered features, Themis gives every student the same full set of tools. Themis is known for its **efficient, user-friendly format**: video lectures are broken into 15–25 minute segments (often with animated slides or text for emphasis) rather than multi-hour marathons. This chunking helps maintain engagement and fits better into busy schedules. Their outlines cut straight to the "black letter law" and essential test points, avoiding excessive minutiae. Many users appreciate that Themis **publishes its pass rates** openly each year, broken down by state – showing transparency and building trust. (In recent years, Themis students' pass rates have been very competitive with the top of the industry, often on par with or exceeding BARBRI in jurisdictions where data is available.) Another strength is Themis's **MBE preparation**. The company has partnered with UWorld to integrate **2,000+ real NCBE-licensed questions** (with UWorld's famed detailed explanations) directly into the Themis course. This means Themis students get a robust multiple-choice practice experience using past bar exam questions – a major advantage, since practicing on real questions can better simulate exam conditions. Themis also includes standard supports like several graded essays with feedback, study calendars, and a **pass guarantee** (free repeat) if you

complete the course and fail. Finally, Themis provides **personalized support** through advisor check-ins – a dedicated attorney advisor monitors your progress and can offer guidance or encouragement during the course.

- **Weaknesses:** One potential weakness is the **lack of in-person or live class options**. Themis is designed for self-paced online learning; students who thrive in a live classroom environment or want the ability to ask questions in real-time might feel something is missing. (However, Themis tries to replicate this via discussion forums and email support.) Because Themis streamlines content to what is most needed, a few students worry if it's *"too much of a cliff-notes version"* compared to BARBRI. For example, some retakers have opined that Themis's own practice questions (before UWorld was added) were a bit **too straightforward** or tied to Themis outlines, and not as tricky as actual MBE questions. This could give a false sense of security – but Themis's recent inclusion of UWorld's real questions has largely solved that issue by providing authentic MBE practice. Another consideration is that Themis, while growing, doesn't have the decades-long brand legacy of BARBRI; a few traditionalists or law firms still default to recommending BARBRI, so Themis has had to fight perception in some circles. That said, the bar prep community's attitude has shifted such that Themis is now seen as a **co-equal alternative** in quality. There are few complaints about Themis's material – user feedback is overwhelmingly positive about its organization and value. Themis's weaknesses, to the extent they exist, usually come down to **personal learning style fit** (e.g. some may prefer BARBRI's exhaustive approach or Kaplan's live classes, etc.).
- **User Feedback:** User reviews for Themis are largely favorable, often highlighting relief at getting a **comparable outcome for much less cost**. One law student on Reddit put it bluntly: *"Themis. It's less expensive by a wide margin... our school released pass rates and Themis did as well or better"*. Many praise Themis's concise lectures and pacing — *"Themis breaks the lectures down into 20-23 minute chunks... unlike BARBRI lectures which are around 3 hours"*. Students also like the interface and schedule flexibility. Access to UWorld MBE questions is frequently cited as a strong point: *"I used Themis and... I really liked having access to UWorld. [Their] questions and detailed explanations with diagrams... I passed comfortably."* Another comment: *"Themis goes deeper into the material and the videos are short... I prefer Themis over the others"*. Critical feedback is scarce, but one theme is that no course will feel "fun" – *"be prepared to hate whatever you choose while you're in the thick of it"*, as one successful Themis student joked, noting that some Themis practice questions felt oddly hard, but ultimately did train them well. In sum, Themis is seen as **effective and student-friendly**, with most criticism aimed not at Themis specifically but at the general grind of bar study.

## Kaplan Bar Review



**Overview:** Kaplan is a big name in test prep (known for LSAT, GMAT, etc.) and has offered bar review courses for years. Kaplan's bar prep is a comprehensive course similar in scope to BARBRI/Themis: it includes video lectures (on-demand or live-streamed), outlines, practice questions, and graded assignments. Historically, Kaplan partnered with some law schools to provide bar prep, and they market a mix of live online class schedules or self-paced study. Kaplan's standard course has been priced around **\$2,500-\$2,999** (often with discounts applied), positioning it slightly below BARBRI's pricing.

- **Strengths:** Kaplan's bar course covers all tested subjects with ample material. It advertises over **4,000 practice MBE questions** – one of the largest banks in the industry. Kaplan also provides hardcopy books and outlines, and a money-back pass guarantee (or free repeat) similar to others. One strength is **live instruction** – Kaplan offers live or live-online class sessions (lectures and interactive workshops), totaling 160+ hours if a student follows the entire live schedule. This can appeal to those who want a classroom vibe or the discipline of scheduled classes (even if delivered via Zoom). For students who prefer a more condensed presentation of material, Kaplan is sometimes described as more **“to the point”** than BARBRI. One user who passed with Kaplan remarked that all the major courses are similar in content, but Kaplan's approach was *“cut, dry, and to the point”* compared to BARBRI's in-depth style. In other words, Kaplan might skip some of the academic nuance and get straight to the basic rule and practice problem – which can save time. Kaplan's digital platform is also noted as relatively modern and easy to use (the company has tried to innovate with things like performance analytics and a mobile app). And for those who shop on price, Kaplan often runs promotions making it a bit cheaper than BARBRI's equivalent course, which can be a deciding factor for budget-conscious students who still want a comprehensive, big-name program.
- **Weaknesses:** Kaplan Bar Review has struggled with a **mixed reputation** in recent years. It doesn't publish detailed pass rates, and anecdotal feedback suggests its outcomes might lag behind BARBRI/Themis in some cases (though concrete data is hard to find). Some students simply do not find Kaplan's materials as effective. For example, Kaplan's lectures have been called *“dry”* and less engaging than BARBRI's – which is notable because BARBRI lectures themselves are not exactly thrilling. The **quality of practice questions** is another concern; Kaplan's 4,000+ questions are mostly proprietary (they have only a limited set of licensed NCBE questions). Users have reported that Kaplan's practice questions can be hit-or-miss in reflecting the difficulty of the real MBE. A common refrain is that Kaplan requires supplementing: *“Kaplan got the job done (I passed) but I have NOTHING kind to say... I sought outside material like NCBE licensed questions, UWorld, and JD Advising which helped more. ...I felt I needed to purchase too many other supplements with Kaplan.”* This suggests Kaplan's course alone might leave gaps in a student's preparation (especially for MBE, where many ended up adding UWorld or Adaptibar for better questions). The **online platform/interface** has also received criticism; a student who used Kaplan for a law school bar prep class said *“I hated the interface”*. Moreover, Kaplan's study schedule

and content volume, while comprehensive, can be **almost as demanding as BARBRI's** – so you don't necessarily get a lighter workload, just because the style is "to the point." In terms of support, Kaplan offers instructor email support, but it may not have as intensive hand-holding or mentorship as BARBRI's premium packages or the responsiveness of a smaller company. Overall, Kaplan is often considered a **solid but unexceptional** option; it's rarely the top-rated course in surveys. In fact, many students and forums outright advise *"Don't use Kaplan, which is sub-standard"* compared to others.

- **User Feedback:** User experiences with Kaplan vary widely, reflecting its middle-of-the-pack status. Some students have successfully passed with Kaplan and were perfectly satisfied – e.g., *"Took Kaplan, loved it, and passed... I don't understand how these \$2,000+ courses can differ much"*. These students often appreciate the straight-to-the-point instruction and feel that *"it got the job done"* without paying BARBRI prices. However, a significant number of voices are negative on Kaplan, especially from those who had to retake or who compared it with other courses. We see comments like *"I'm on Kaplan second time – don't recommend"* and recommendations to choose Themis over Kaplan if costs are similar. Kaplan's free materials (for MPRE or trial programs) have been called *"awful"* by some, who then switched to competitors. In sum, while Kaplan does produce bar passers, it hasn't inspired the same confidence or fan-base that some competitors have. Many conclude that Kaplan is **adequate** but often requires augmenting with extra tools – which diminishes the value of its one-stop solution. This reputation represents a competitive gap that BarPrepHero can exploit: students who feel let down by an expensive program like Kaplan will be receptive to a more effective, lower-cost alternative.

## Other Notable Competitors

In addition to the "big three" above, bar preppers increasingly turn to several other options and supplements. Here we assess a few prominent ones:

- **Quimbee Bar Review:** Quimbee, known for its law school study aids, launched a full UBE bar review course in recent years. Its proposition is **low cost and high-quality content**. Priced at about **\$1,199** for a complete course, Quimbee significantly undercuts BARBRI and Kaplan. Impressively, that price includes **lifetime access** (no expiration) to the materials – meaning a student can start early or reuse the course for a future attempt without extra fees. Quimbee's course is fully online and features over 300 bite-sized video lessons that leverage Quimbee's signature style (short, engaging videos often with animations or graphics). Their outlines are succinct and "need-to-know" focused, distilled from the bar exam scope. Quimbee provides around 2,500+ practice MBE questions, which suggests a mix of licensed and written questions comparable in number to BARBRI's bank. They also include practice essays and performance tests for UBE states, along with model answers. One standout feature is Quimbee's **100%**

**money-back guarantee** – if you complete 100% of the course and don't pass, you can get a full refund (BARBRI, by contrast, typically offers no refunds, only a repeat).

**Strengths:** Affordability, lifetime access, and a modern learning experience are Quimbee's strengths. Students who used Quimbee often cite the **engaging video lectures** (with cartoons and storytelling elements that hold your attention) and well-structured outlines as big positives. Quimbee's content is pared down to efficiently cover what the examiners test, potentially saving study time by omitting arcane details.

**Weaknesses:** The main drawback is Quimbee's relative **newness** – it doesn't have a long track record of bar exam results yet. Some students might hesitate to trust a newer course for something as critical as the bar, despite Quimbee's success in law school products. Additionally, Quimbee's course may not offer the same extras or hand-holding; for example, it's not known for intensive personal coaching or live interaction (it's more self-driven). It likely offers a limited number of graded essays (or uses peer/self-grading with model answers) to keep costs low. For a student who needs a lot of one-on-one feedback or is a multiple-time retaker needing tailored help, Quimbee might not have that infrastructure. **Overall**, Quimbee has emerged as a top **"value pick"** among bar preps – one review noted it is *"about the most affordable comprehensive bar review course on the market, while BARBRI is about the most expensive"*, making price *"the biggest differentiator"*. If Quimbee's efficacy proves comparable, it presents a serious challenge to the traditional players on price alone.

- **BarMax:** BarMax is another alternative that markets itself on **affordability, efficiency, and portability**. It began as a mobile-first course (originally an iOS app). BarMax provides full bar prep courses for several jurisdictions (including UBE and California) at a flat price (approximately **\$1,895** for a UBE or CA course, though discounts can bring it down further). Like Quimbee, BarMax includes **lifetime access** to materials – once purchased, students can use it as long as needed and get updates. **Strengths:** BarMax includes **real NCBE questions** exclusively – over 1,500 actual released MBE questions are in its bank, so students practice only with real past questions. It also provides all released essays and performance tests with sample answers. Uniquely, BarMax offers **50+ hours of audio lectures** by Harvard Law alumni rather than lengthy video lectures, allowing students to learn on the go (e.g., listening to outlines and rule explanations via smartphone). Its mobile app is highly rated; you can even use the course offline within the app, which is great for commuters or study sessions without internet. BarMax's outlines and flashcards are distilled and accessible, and progress tracking analytics are built in. They also throw in a couple of graded essays (two free critiques are included) and offer ask-an-instructor support via email or message board. BarMax is also **transparent with results** – it publishes pass rates on its website and claims very high pass rates, and it offers a **money-back guarantee** if you fail after completing the course. **Weaknesses:** Because BarMax leans on audio and outlines (no high-production video lectures or live classes), it requires a lot of self-discipline; auditory learners may love it, but others might find it less engaging. There is currently **no Android app** (Android users must use a web browser), which is a technical limitation. The course, while comprehensive, might not delve into explanations as deeply as some competitors' video

lectures; students who want an interactive classroom feel or visuals might find BarMax too minimalist. Also, including only two graded essays is fewer than many competitors – serious practicers might need to purchase additional feedback elsewhere. Overall, BarMax appeals to independent learners comfortable with a self-paced program that emphasizes practice and concise study over hand-holding.

- **Adaptibar:** Adaptibar is not a full course, but a specialized **MBE prep tool** that almost half of bar takers now know about. It's essentially an online question bank and performance tracker that students use to boost their MBE scores. Adaptibar's strength is **adaptive practice with real questions**. It licenses **1,700+ NCBE questions** (every available past MBE question) and also includes a small number of developer-written questions for recently added topics (e.g. Civil Procedure). The system uses algorithms to adjust the delivery of questions – focusing on a user's weak areas – and provides statistics to pinpoint which subjects or subtopics you need to work on. Many bar students (even those in BARBRI or Kaplan) pay ~\$400 extra for Adaptibar as a supplement because doing thousands of real MBE questions with detailed answer explanations is a proven way to improve scores. **Strengths:** Authentic practice and smart analytics. Adaptibar's questions are **exactly the style of the exam** (since most are past exam items), so there's no guesswork in difficulty calibration. The platform tracks your accuracy in each subject and even each subtopic, giving you feedback like "Evidence – Hearsay: 60% correct" so you know where to review. It can adjust question delivery to emphasize your weak spots until you improve (hence the name "Adaptibar"). It also recently began offering video explanations and substantive law lectures by a renowned bar instructor for an added fee, giving users an option to learn the law behind the questions. **Weaknesses:** By design, Adaptibar **only covers MBE multiple-choice** – it offers nothing for essays or performance test preparation. It's a supplement, not a standalone solution (though a very effective one for its niche). While it helps you practice application of law, it doesn't teach much doctrine from scratch; a student still needs to study outlines or attend lectures to learn the black letter law that the questions apply. Also, some very old released questions may test outdated law (though they are clearly labeled and still useful for practice). Cost can be a downside for those on a tight budget: a few hundred dollars just for an MBE tool is steep, but still generally considered worth it given the impact on the exam's most significant component (the MBE is 50% of the UBE score).
- **UWorld MBE QBank:** UWorld is a newcomer in the bar prep space, but a giant in the medical exam prep world. UWorld's MBE QBank is essentially a direct competitor to Adaptibar. Like Adaptibar, UWorld gives students a large set of **licensed MBE questions** (1,375+ questions from past exams, per their marketing) along with some additional mock questions. The differentiator is UWorld's **explanations and visuals** – every question comes with a very detailed explanation, often including charts, tables, or illustrations to break down legal concepts. Many bar students rave that UWorld's explanations taught them nuances they never understood in class. UWorld's interface is also modern and user-friendly, with robust performance tracking. It's available via web or

mobile app. **Strengths:** Extremely detailed answer explanations that double as a teaching tool; the use of **visual learning aids** (flowcharts for parsing a complicated Civ Pro question, diagrams of property interests, etc.) to help different learning styles. UWorld's content is polished and updated – as a company, they're known to refine questions based on student feedback and to closely mimic exam style. Like Adaptibar, they target weak areas and provide custom practice tests. The **user feedback** on UWorld has been stellar, with students noting that *"UWorld runs so smoothly... performance monitoring helps determine where I'm struggling"* and appreciating seeing actual bar questions rather than overly convoluted ones from some courses.

**Weaknesses:** Again, limited to MBE prep only. UWorld also is a paid product (roughly similar in price range to Adaptibar), which might be hard to justify for some if they already have access to questions via a course. However, given Themis now bundles UWorld for free, the standalone weakness is mostly for those not in Themis. UWorld is still building its brand in the legal field, but it has a strong reputation from other exams to back it up.

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Optionally, we can **embrace the "Hero" Theme in Branding:** The name "BarPrepHero" is catchy - marketing can play on the idea of "be your own hero" or "we're the hero that rescues you from bar prep stress." Light, positive branding that contrasts with the dread students feel. For instance, fun graphics or campaigns about slaying the bar exam "beast" with BarPrepHero as the sword and shield (whereas other courses drown you in an army of binders!). While staying professional, a bit of this thematic branding can make BarPrepHero more memorable and appealing emotionally.

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USP:

**"BarPrepHero: The *only* bar review that gives you all the real exam questions, unlimited access, and a pass guarantee - for a fraction of the cost of traditional courses.** We focus on what matters to get you bar-ready: authentic practice, clear guidance, and adaptive support. No fluff, no \$3,000 price tag - just a proven, streamlined program that fits your life and ensures you're ready to pass the bar on the first try. BarPrepHero is bar prep reinvented for today's test-taker - affordable, effective, and always up-to-date."

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New copy and LP mockup:

<https://www.figma.com/design/Kmp2JMEeV5HONJRxaJmOCK/BPH-LP-Update%3A-March-2025?node-id=16-18&t=xeVrcm88937Dsqrj-1>