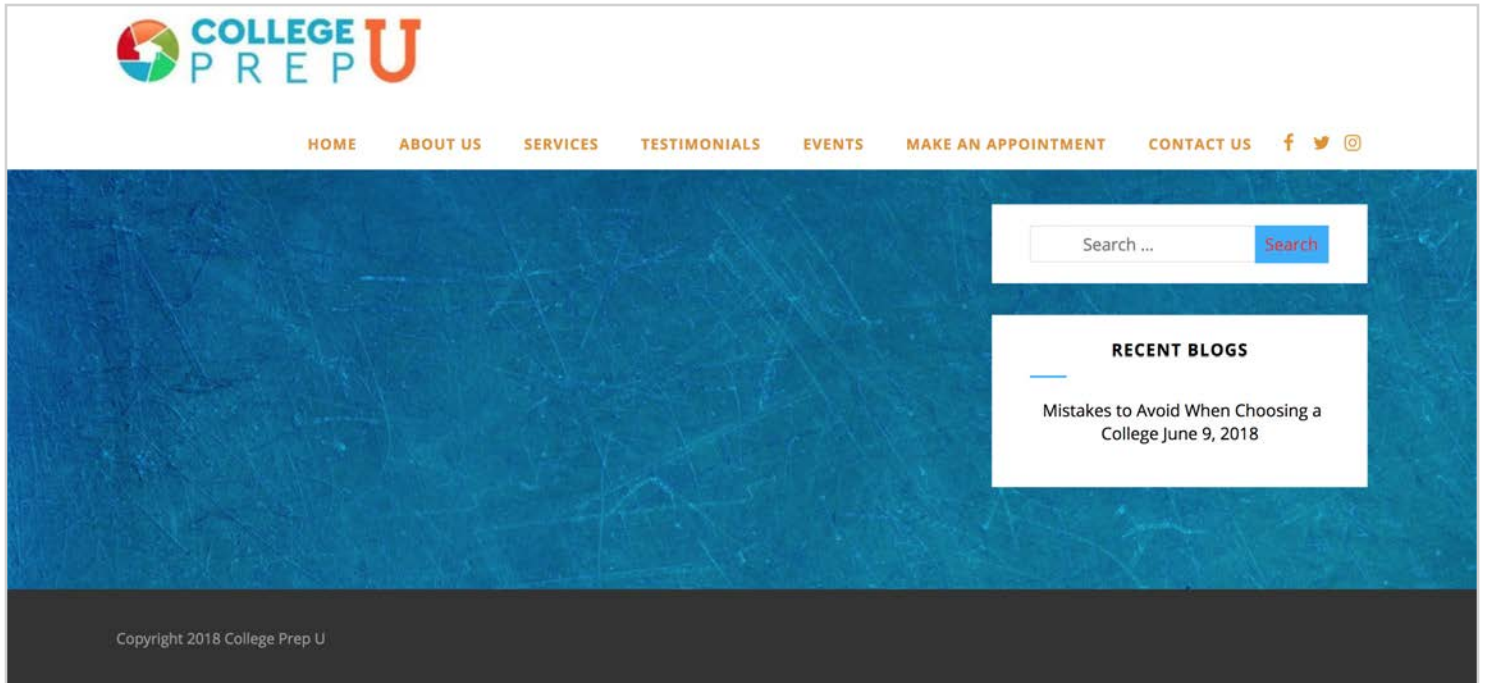


Case Study

College Prep U



www.collegeprepu.com

College Prep U is an online/offline college planner that wants to simplify the college admissions process and make college affordable one family at a time.

In the month before enrolling to their new institution, they help students explore majors, develop a program of study and identify campus-based support so that the students have the knowledge and tools to succeed in their college of choice.

In contrast to most college planners, **College Prep U** will work with the students after acceptance because they believe that their success is measured not only based on admission offers but also based on their college success and ability to maximize the benefits of a higher education.

Case Study

College Prep U

The 'ABOUT US' page features the College Prep U logo at the top left and a navigation menu with links for HOME, ABOUT US, SERVICES, TESTIMONIALS, EVENTS, MAKE AN APPOINTMENT, and CONTACT US. A search bar is located in the top right. The main content area includes several membership logos: SACAC (Member of the Tennessee Area Chamber of Commerce), CahabaSun (Member of BBVA Compass), and BBVA Compass (Member of the Trussville Area Chamber of Commerce). A 'RECENT BLOGS' section displays a post titled 'Mistakes to Avoid When Choosing a College June 9, 2018'. A large image at the bottom shows graduates with the text: 'In the months before enrolling at your new institution, we help you explore majors, develop a program of study, and identify campus-based support to that acquire the knowledge and tools to succeed at your college of choice.'

The 'CONTACT US' page features the College Prep U logo and navigation menu. It includes a search bar and a 'RECENT BLOGS' section with the same post as the 'ABOUT US' page. The main content area has three tabs: 'Get In Touch', 'Contact Form', and 'Google Map'. The 'Contact Form' is active, showing fields for 'Your Name (required)', 'Your Email (required)', 'Subject', and 'Your Message', with a 'Send' button at the bottom.

The 'MAKE AN APPOINTMENT' page features the College Prep U logo and navigation menu. It includes a search bar and a 'RECENT BLOGS' section. The main content area shows a calendar for September 2018 with the 6th highlighted. Below the calendar, there is a section for 'Available Appointments on September 7, 2018' with a list of time slots and 'Book Appointment' buttons. The time slots are: 10:00 am - 10:45 am, 11:00 am - 11:45 am, 1:00 pm - 1:45 pm, 2:00 pm - 2:45 pm, 3:00 pm - 3:45 pm, 4:00 pm - 4:45 pm, and 5:00 pm - 5:45 pm.

The 'SERVICES' page features the College Prep U logo and navigation menu. It includes a search bar and a 'RECENT BLOGS' section. The main content area is a grid of service tiles, each with an image and a title: 'Standardized Testing Strategy' (WHAT WHY WHEN), 'Financial Aid & Scholarships' (Scholarship Application), 'College List Development' (hand writing), 'Campus Visits' (campus scene), 'Essays/Personal Statements' (Writing Personal Statement), 'Academic Profile Enhancement' (RESUME), 'Letters of Recommendation' (Letter of Recommendation), 'The College Interview' (interview scene), 'Career and Interest Assessment' (person with sign), and 'Transition Support' (students working).

Preliminary Analysis

The Vision Board

Prior to selecting a design method, we decided to make SWOT analysis of **College Prep U** and some of its competitors. In order to start the research, we needed to complete *The Vision Board* first. This board helped us determine some of the main characteristics of the competitors we had to review.

<p>VISION STATEMENT</p> <p>To have a fully functional website that's bright, vibrant, interactive and responsive. It has to include the whiteboard video, a place to schedule appointments, access to calendar, blog, testimonials, display social media feed, upcoming events, call to action buttons, about us, interactive address and calendar, and integrates with CRM (ActiveCampaign).</p>			
<p>TARGET GROUP</p> <p><i>Which market segment does your service address?</i> College Admission advice, standardized test prep.</p> <p><i>Who are the target users and customers?</i> College Bound High School students and parents of College Bound High School students.</p>	<p>NEEDS</p> <p><i>Which needs does the product fulfill?</i> Helps students navigate through the college admission process, scholarships, test prep.</p> <p><i>How does it create value for its users?</i> Saves money on choosing the wrong college to attend. Strategically applying for scholarships. Choosing the right majors.</p>	<p>PRODUCT</p> <p><i>What are the three to top five features?</i> College Admission/ Application Advice, Scholarship Search, Major/ Minor/Career Guidance, Standardized Test Prep, Essays Assistance.</p> <p><i>What are its unique selling points?</i> Avoids: Lack of assistance from overwhelmed guidance counselors in the High Schools, lack of knowledge of the new admission trends, emotional decisions instead of business decisions when selecting a college.</p>	<p>VALUE</p> <p><i>How is the product going to benefit the company?</i> Attract more potential paying clients, reduce skepticism, attract different organizations that would like to contract this services.</p> <p><i>Will it, for instance, increase revenue, enter a new market, develop the brand, reduce cost, create valuable knowledge?</i> Increase revenue, develop the brand, allow us to penetrate new markets.</p>
<p>COMPETITION</p> <p><i>Who are product's main competitors?</i> High school counselors, online only education consulting firms, companies that offer standardized test prep classes.</p> <p><i>How does it differ from them?</i> Able to meet with students after school hours and on weekends, speed to market with educating new admission</p>		<p>CHANNELS</p> <p><i>How will the customers get hold of the product?</i> By appointment and signing up for program.</p> <p><i>Which channels are you using now?</i> - Social Media: Facebook (several groups, personal page, business page), Twitter, Instagram, LinkedIn. - Internet: Website - Local Marketing Network Groups: BNI-Business Network International,</p>	
<p>trends, join local organizations to network and build brand, have more passion about helping students succeed and not held by the standards of unattainable quotas.</p> <p><i>Strengths/Weaknesses</i> Knowledgeable, approachable, affordable, flexible, personal attention.</p> <p>Lack of: capital, personnel, visibility, organization.</p>		<p>Rotary Club, Chamber of Commerce. - Local advertisement: Local Schools (Athletic teams), various publications (newspapers, magazines, etc...), advertising groups (restaurants, gyms, etc...) - Word of Mouth.</p>	

Preliminary Analysis

SWOT & Benchmarking

Once we filled *The Vision Board*, we were able to establish our SWOT analysis of **College Prep U** and some of its competitors. SWOT analysis stands for an evaluation of Strengths, Weaknesses, Opportunities, and Threats that affects the service.

During this preliminary assessment we noticed its website has a lot of information that is well explained but it's difficult to read because of contrast, color and typeface selection.

We went over the main competitors' sites to compare the process they have and contrast the differences.

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SAT, ACT, PSAT, APs. They're all important pieces of the college application. With increasing competition to get into the best colleges, high scores are key... and with C2, they're also attainable. Our tutors provide proven test prep covering both test content and strategy. Test takers need to not only know the subject matter but also have an arsenal of test taking tips and tricks at the ready. The confidence from being fully prepared for a test is invaluable.

Tutoring
C2 tutors are the best of the best and can help you understand general concepts, work through homework questions, or study for that upcoming midterm. Our highly qualified teachers are dedicated to providing the time and guidance you need to ensure success. And best of all, we're flexible and ready to meet your changing needs. English II this week, European history next... we're ready for whatever you need.

College Admissions
The college admissions process can be a daunting one. From creating an initial list of schools to filling out and submitting the best application, there's a lot to do. And we know how to do it. C2 Center Directors receive specialized training in College Admissions Counseling and are ready to provide guidance at every step along the way. Come in to see our College Readmap and get your customized plan!

Our Focus Is Our Students

At C2, we believe in individuals and individualization. Students start with an initial diagnostic test and thorough baseline assessment of their strengths and weaknesses. Parents are fully included in the process and in establishing goals and opportunities. Working together, we develop a customized plan to get started. Your C2 tutor will then implement the plan and document progress at each session. If your needs change based on new school work or because you've mastered a concept, your plan will be adjusted to ensure you stay on the best path to success.

We Really Care

You're more than grades and scores. And we're more than just another test prep and tutoring company. Our tutors are mentors who are invested in you and your success. Yes, we want you to get an A on that midterm, but bigger picture, we want more. We want you to gain confidence, aim high and reach high, and accomplish great things in school and beyond.

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Student First Name Student Last Name
Parent First Name Parent Last Name
Parent Phone Parent Email
 Mother Father
Zip Code

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Here's What Our Students Say

C2 helped me learn the importance of time management and instilled in me a greater work ethic that made it possible to do my best in high school. The teachers took the time to break down concepts that I didn't understand and made sure I understood the mistakes I made before moving on to the next unit. Paying attention to this level of detail in my academic performance made me more confident and ready to conquer standardized testing.

C2 really knows how to tailor their teaching to suit each individual student's needs and interests. Every time I went to someone at C2 for help, they did their absolute best to give me additional study materials and guidance. It was because of C2 that I was able to score an 800 on both the writing and critical reading sections on the SAT.

C2 really has improved my study habits dramatically, giving me that extra edge to get to a 34 on the ACT and also obtain a 4.4 cumulative GPA. I feel like this academic help ensured that I would have a good chance at getting into colleges. I got into my family's dream school of the University of California, Berkeley, while becoming a Regents' and Chancellor's scholar (top 2% of incoming class). C2 has taught me in a multitude of ways, and my success is directly tied to them.

Sophia C.
SAT: 2400, Princeton University

Charitra P.
National Merit Scholarship Finalist, Emory University

Benjamin D.
ACT: 36, University of California, Berkeley

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Succeed in College
Explore careers
Prepare for college
Pay for college
Manage your money

Help Students Succeed
Financial Aid Professionals
High School Counselors
Parents and Families

Mapping Your Future Services
Looking for a solution? We have a variety of services and resources to help.

Mapping Your Future Membership
Find out how we can help financial aid professionals with resources and tools.

Online Counseling
Learn how your school can enhance your default prevention plans and enhance financial aid processes.

MappingXpress
Check out our secure and fast way to collect documents from students and parents.

Financial Wellness for Organizations
Provide financial wellness for your organization's employees and customers.

A public service, nonprofit organization Mapping Your Future provides programs and initiatives to help people achieve financial wellness and lead successful lives.

Read Our Latest News

Answering student and parent questions about the 2019-20 FAFSA - For many students, the first step to getting money for college is completing the FAFSA. Posted on 03/26/2018

Mapping Your Future offers free career planning information, resources - Now that summer is winding down and vacations may soon be over, it's back-to-school or back-to-work for many people.

Preliminary Analysis

SWOT & Benchmarking

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Comprehensive Package Option

Reference the chart below to see which package is right for you. Simply click the + or - buttons to adjust your selection before checkout.

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1 School Package	\$4,700
2 School Package	\$6,200
3 School Package	\$7,300
4 School Package	\$8,400
5 School Package	\$9,400
6 School Package	\$10,400
7 School Package	\$11,400
8 School Package	\$12,400

3 SCHOOLS
\$7,300
- +
Checkout

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Stefanie
Dane
Kevin
Jennifer

Read about some of our consultants below and [contact us](#) to learn more about the rest of our team.

Stefanie
Northwest MBA
Proves equity and entrepreneurship

Dane
Northwestern Kellogg MBA
Admissions experience at Berkeley (Haas) and Northwestern (Kellogg)

Kevin
Stanford MBA
Technology and entrepreneurship

Jennifer
Stanford MBA
Admissions experience at Stanford

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Self-Study Online SAT Course
SAT & ACT Prep Options
Read Student Reviews
Free Study Resources
SAT on ACT Date

GMAT Prep
GMAT Prep Course
GMAT Tutoring
On-Demand Online Course
GMAT + Admissions Bundle
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Dates

GRE Prep
On-Demand Online Prep
GRE Tutoring
GRE Prep Courses
Free GRE Resources

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Get It!

SWOT MATRIX

HELPFUL

STRENGTHS

INTERNAL

- * Information is friendly.
- * Introductory video is helpful to easy understand what the site is about.
- * A lot of services available.

HURTFUL

WEAKNESSES

- * Legibility is an issue, text above image is difficult to read.
- * Key information is scattered in several sections.
- * Color code is confusing.
- * Make an appointment is not a featured option.
- * First screen is not showing anything.
- * It's not fully responsive.

OPPORTUNITIES

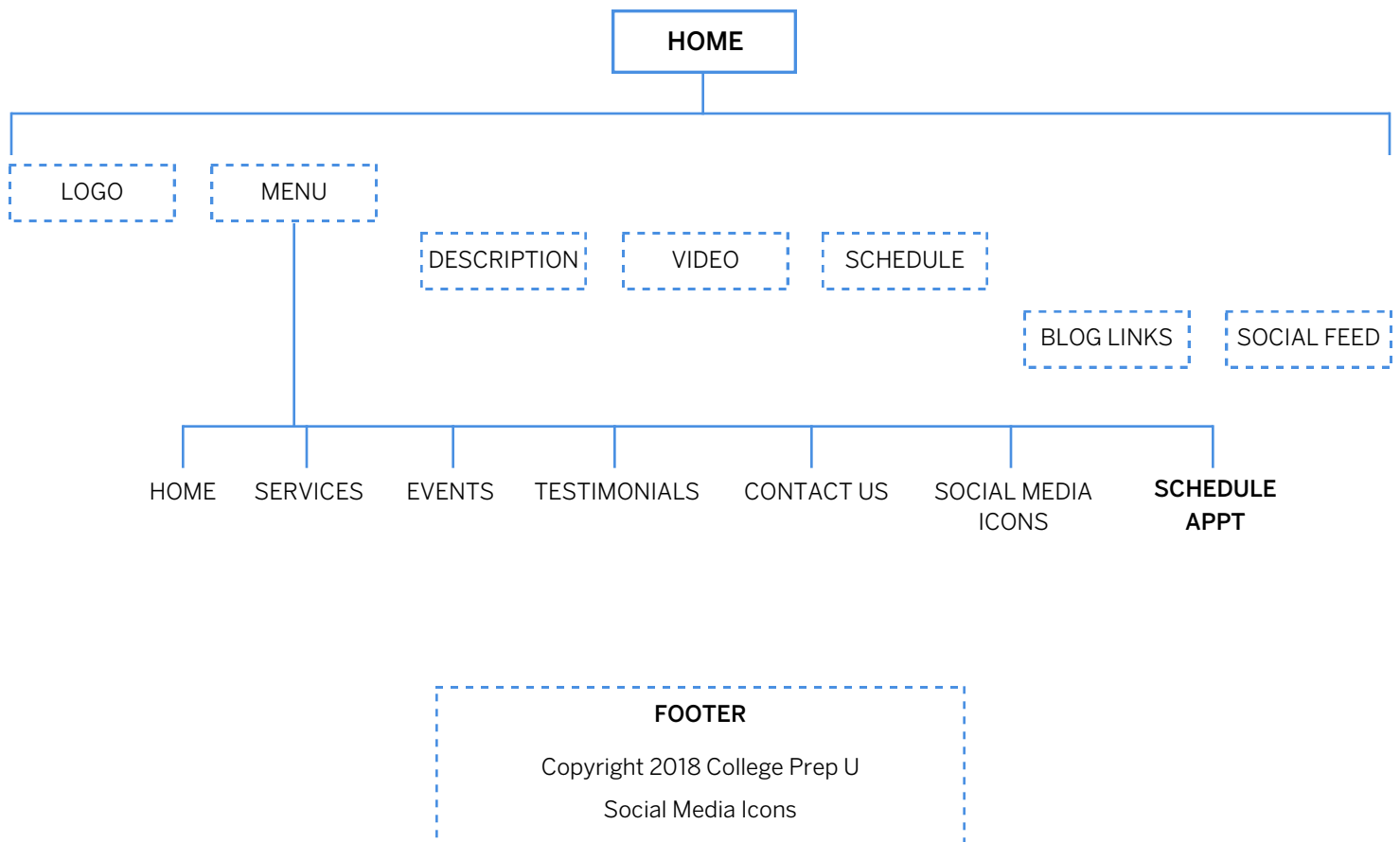
EXTERNAL

- * More students use online services to solve their college dilemma.
- * The link between online networking and social action is getting stronger.

THREATS

- * Competitors have sharp visual design and strong imagery.
- * The popularization of freelance counselors is on the rise. There are more options to choose from, more competitors.

Information architecture (IA) focuses on organizing, structuring, and labeling content in an effective and sustainable way. **The goal is to help users find information and complete tasks.** To do this, you need to understand how the pieces fit together to create the larger picture, how items relate to each other within the system.

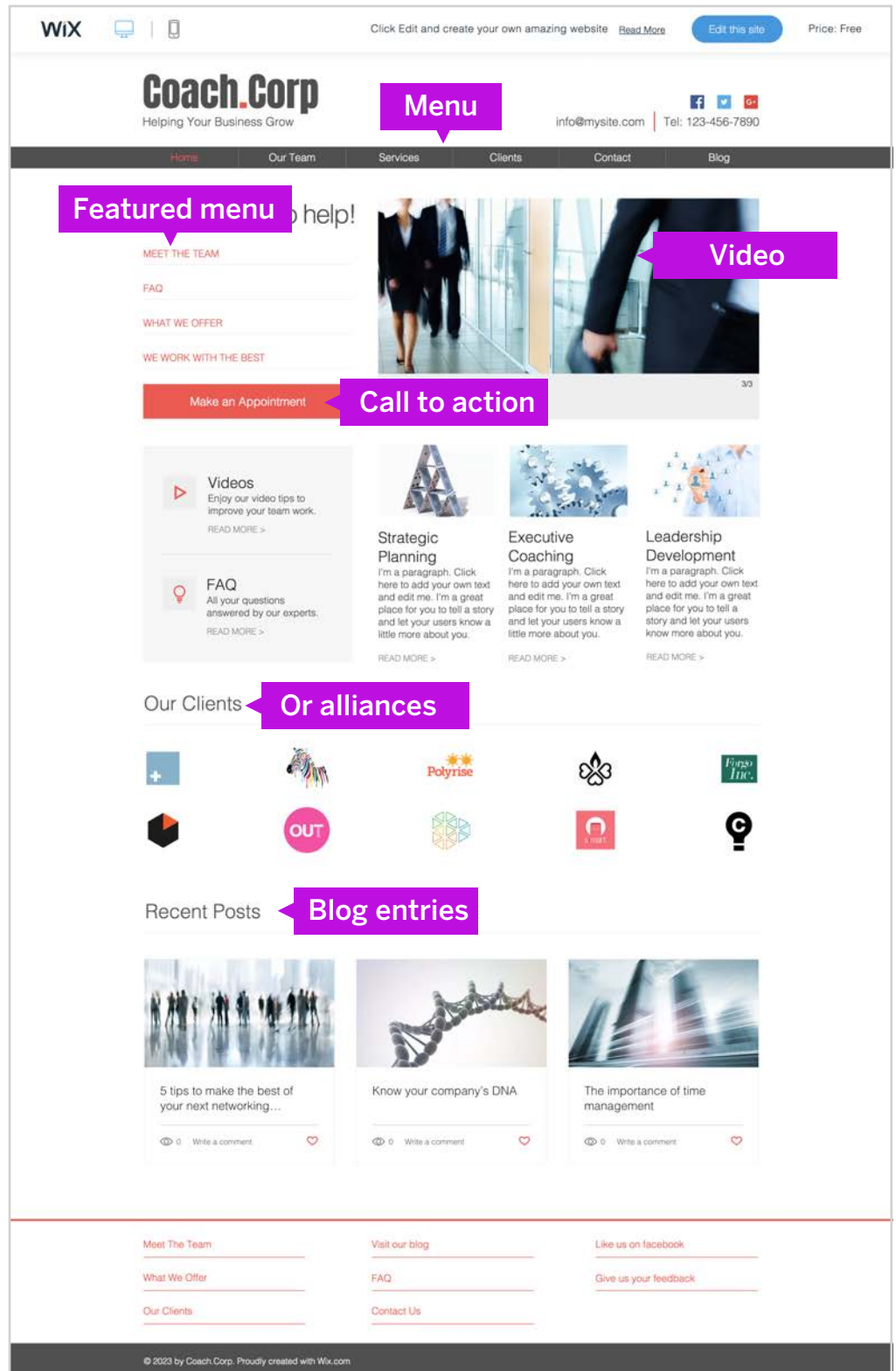


UX:

UI Examples

Since the need of renovating the site is urgent, and we already established that money is an issue, what we recommend is using a template.

Here is an example from wix.com. They can be customized as needed and since we already established the AI, it will be easier to create the main page so as the rest of the content.



Conclusions

Final Recommendations

With all the information gathered in this document, the next steps will be the customization of the template and create an effective campaign for social media. We can provide some guidelines for that too. We strongly recommend to review trends for the audience you are targeting and try to keep the site simple, users don't read that much and you have a great video that shows everything about the services you are offering, use it good!.