

Active Segment Center

OBJECTIVE

ACTIONS

PRIORITY

CREATED

TOTAL

ACC.

DEC.

UND.



ACTIVE SEGMENTS

This is a test (Auto)

Withdraw
Pause ?

1

Feb 16, 2015

3

0

0



VIDEO URL

//qa.cappex.local/media/depaulVideo1.jsp

campaign (Auto)

Withdraw
Pause ?

1

Jan 15, 2015

1

0

0



VIDEO URL

//qa.cappex.local/media/depaulVideo1.jsp

campaign 2 (Auto)

Withdraw
Pause ?

1

Feb 5, 2015

6

0

0



VIDEO URL

//qa.cappex.local/media/depaulVideo1.jsp

QUE ANDE (Auto)

Withdraw
Pause ?

13

Jan 7, 2015

1

0

0



VIDEO URL

//qa.cappex.local/media/genericEmbeddedVideo.jsp?campaignId=174469&collegId=144740

Targeted Campaign: Music 2012 (Auto)

VIDEO URL

ADD NEW ACTIVE SEGMENTCreating a new active segment is easy. [Create New Active Segment](#)**SIGN 'EM UP!**

C'mon Team, let's load those colleges!

GOT A PROBLEM?Or just bored? It's easy to [bug tech](#).

Problems with Existing UI

1. The user has no way to search for a specific campaign. This means the user must tediously scroll through a list of potentially hundreds of items to find what they are looking for. This is made worse by not stating how many total campaigns there are.
2. Campaigns cannot be sorted by title, priority, or creation date.
3. Once a campaign is withdrawn/paused it disappears when the list is updated. The user then must navigate to another page to view any campaigns that are no longer active. Performing actions on multiple campaigns at once is not possible.
4. To view a percentage of how many students responded, the user must hover their cursor over a small pie chart icon. This hides useful information from the user and is a poor use of space.
5. The user must scroll to the bottom of the list to create a new campaign.

admin@cappex.com BACK TO MY ADMIN CENTER LOGOUT

COLLEGE: DePaul University

Cappex Your College Decision Headquarters

6 SEGMENT TARGETING
(Not seen by students)
Segment Objective
Targeted Campaign:
Music 2012

Segment Criteria:
Minimum Acceptance Criteria
SAT Two-Score Composite
(Minimum Accepted):
1025 or higher
ACT Composite (Minimum Accepted):
22 or higher
Normal Criteria
GPA:
Between 2.75 and 4.0
Intended College Major:
Music History, Literature, and Theory, Music Management, Music Teacher Education, Religious/Sacred Music, Music Theory and Composition, Music Pedagogy, Music Performance, General, Music Therapy/Therapist, Music, Other, Musicology and Ethnomusicology, Music, General, Musical Instrument Fabrication and Repair
Graduation Year:

College: DePaul University
Subject: Harmonize with us!

What would you like to do?
7 Edit Segment Message Close New Segment

Video Message - This college has a video that shows more about their program. Watch it now.

We're always excited to introduce DePaul to students who are dedicated to making music their career. Why? Because you have a lot to offer—and we do, too. In fact, choosing DePaul's **School of Music** could be the most important career move you make. Here are just a few of the reasons why:

- The size is right – large enough to offer you a variety of **performing opportunities** and small enough for personal attention.
- The place is right – you can play and hear **every** kind of music in **Chicago**.

8 Create Campaign
Compose
Confirm
Finish

9

Create Campaign

Campaign brand?
☐ ALL BRANDS
☒ CAPPEX AND MERIT AID ONLY
☐ COLLEGE GREENLIGHT ONLY
Save brand type

Campaign Priority*
500
1 = HIGHEST, 1000 = LOWEST

Choose Criterion
High School GPA (Minimum Accepted)
Choose a criteria above!

Selected Criterion
No criteria selected yet

The Mathematics: Update

Save Campaign

Problems with Existing UI Continued

6. Editing a campaign is inconsistent. Some criteria can be edited within a modal window (segment targeting), whereas other information (such as the body of a message) requires navigating to a new page. Editing is limited to only a few fields.
7. If the user wishes to update any other part of the campaign, they can't do so directly. They must first "clone" a campaign by clicking New Segment. Then a new campaign is loaded with the cloned information and can be updated. Finally, the old campaign now must be withdrawn. This process can create hours of unnecessary work for the user.
8. Creating a campaign requires too many clicks, and the last two steps provide redundant information.
9. When specifying a campaign priority number (the order in which a campaign is sent), you cannot view the priority of other campaigns for comparison.

Active Segment Center - DePaul University

1

New Campaign

Withdraw

Pause

Edit

2

View

Active

3

Filter by Keyword...

	CAMPAIGN	ACTIONS	PRIOR	5	CREATED	TOTAL	ACC.	DEC.	UND.	6	PER
<input type="checkbox"/>	▼ <u>Music</u>	Withdraw Pause	21		OCT 4, 2013	1	0	0	1		50%
4	<div>Criteria:</div> <div>GPA: Between 2.75 and 4.0</div> <div>Intended College Major: Theatre Literature, History and Criticism, Theatre/Theatre Arts Management, Technical Theatre/Theatre Design and Technology, Directing and Theatrical Production, Dramatic/Theatre Arts and Stagecraft, Other, Drama and Dramatics/Theatre Arts, General</div> <div>Graduation Year: Between 2014 and 2016</div> <div>College Greenlight Campaign</div>										
<input type="checkbox"/>	▶ <u>Theater</u>	Withdraw Pause	5		OCT 4, 2013	1	0	0	1		50%
<input type="checkbox"/>	▶ <u>Education IL</u>	Withdraw Pause	38		OCT 4, 2013	1	0	0	1		50%
7	<input type="checkbox"/> ▶ <u>Education Nationwide (Paused)</u>	Withdraw Resume	41		OCT 4, 2013	1	0	0	1		50%

Redesigned UI Wireframes - Active Segment Center

1. Persistent controls stick to the top of the browser as the user scrolls, along with the university name. Selecting multiple campaigns will allow the user to batch edit criteria, but not message text.
2. The user can now filter campaigns by status without leaving the page.
3. You can also filter by keyword which will match on a campaign's title. Results display in real-time.
4. The most important targeting criteria is displayed using an expandable panel.
5. User can sort by creation date, priority, and title.
6. The response rate is now displayed as a percentage, instead of being hidden in a hover state.
7. Paused campaigns are clearly identified with a red title and the user can resume a campaign.

Create Campaign - DePaul University

Campaign Brand^{*}

- ☒ All Brands
- ☐ Cappex and Meritaid Only
- ☐ College Greenlight Only

Campaign Priority^{*}

1 = HIGHEST, 1000 = LOWEST

[Show Current Priority Assignments](#)

Choose Criterion^{*}

Choose a criteria

Criterion

No criteria selected yet

8

Campaign Priority

Campaign	Priority Level
Art	1
Theater	50
Business IL	400
Business Nationwide	450
Education IL	700
Education Nationwide	750
Diversity Nationwide	800
Core IL	850

Done

The Mathematics: [Update](#)

9

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Done

Compose Message

Campaign Objective^{*}

From^{*}

DePaul University

Subject^{*}

Message^{*}

[Basic Editor?](#) [Use CK Editor](#)

Video Script

(VISIT [YOUTUBE.COM](#), CHOOSE SHARE, THEN EMBED, COPY SCRIPT [TUTORIAL](#))

VIDEO EMBED SCRIPT

WIDTH

HEIGHT

Next Connect

URL

LINK TEXT

OPTIONAL SUPPORTING TEXT

☐ Start Campaign Paused

[Continue](#) [Cancel](#)

10



Campaign successfully created.



Active Segment Center - DePaul University

New Campaign

Withdraw

Pause

Edit

View

Active

Filter by Keyword...

