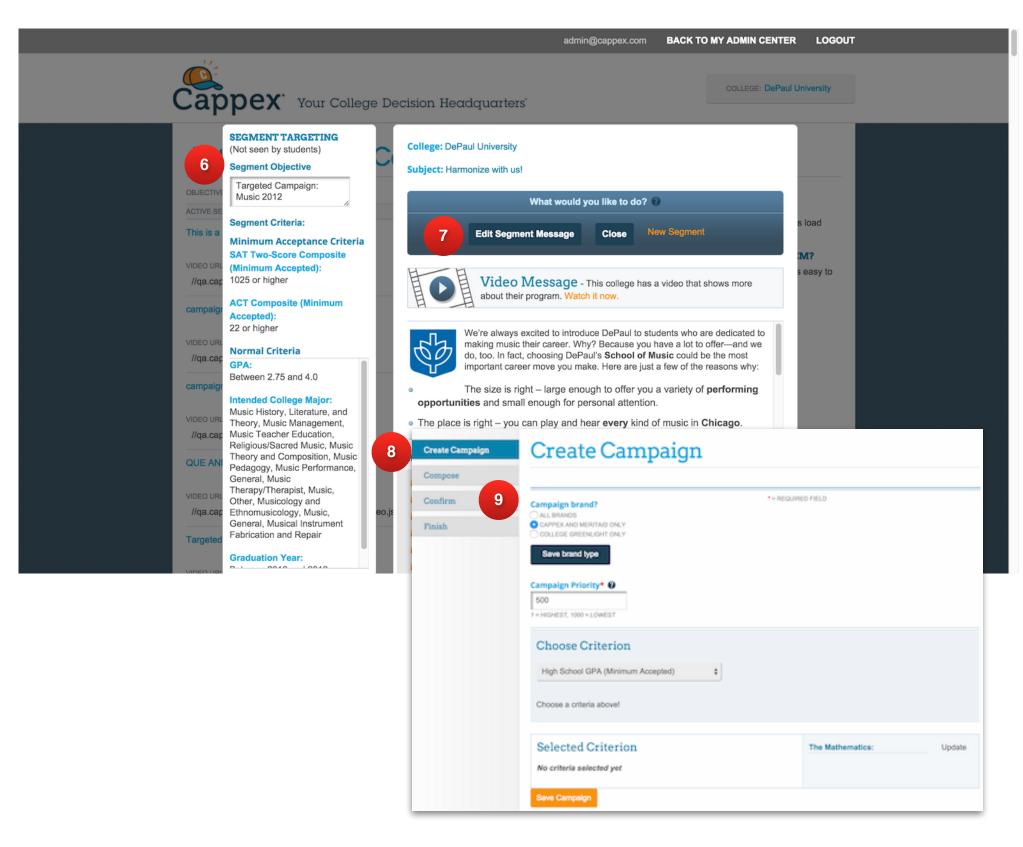


Problems with Existing UI

- 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.
- Campaigns cannot be sorted by title, priority, or creation date.
- Once a campaign is withdrawn/paused it disappears when the list is updated. The user then must navigate to another page to view any campaigns that are no longer active.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.



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 Finally, the old campaign now must be withdrawn.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.
- When specifying a campaign priority number (the order in which a campaign is sent), you cannot view the priority of other campaigns for comparison.

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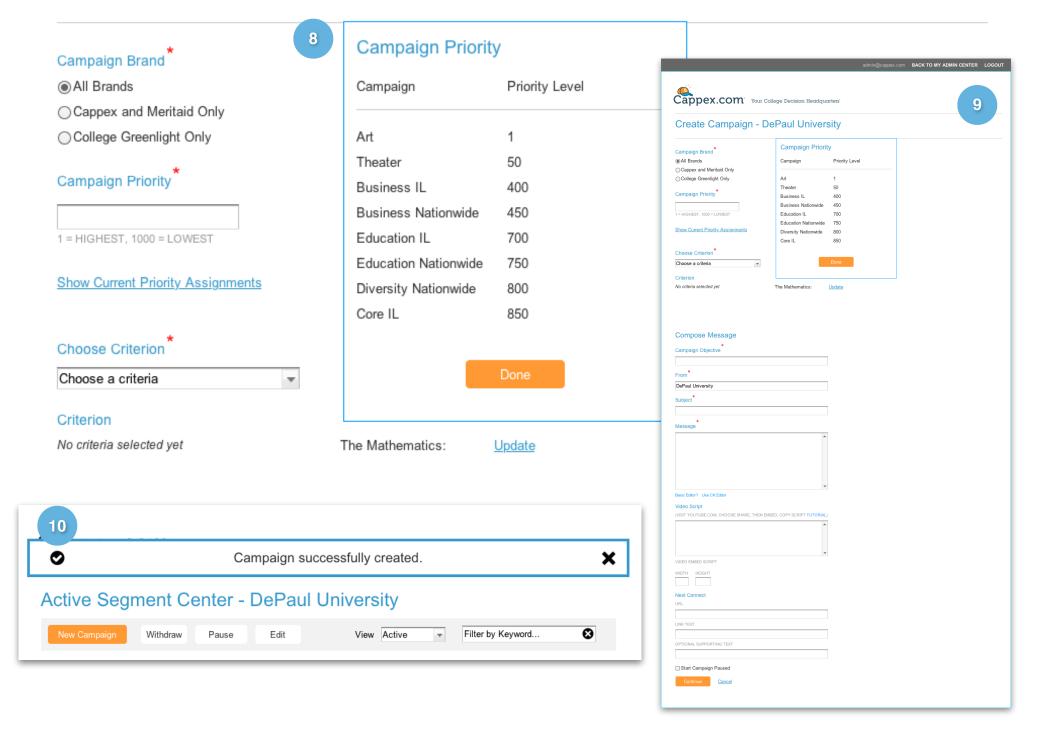
Active Segment Center - DePaul University 3 8 Filter by Keyword... Withdraw Pause New Campaign Edit View Active CREATED PRIOR 5 CAMPAIGN ACTIONS TOTAL ACC. DEC. UND. PER 50% OCT 4, 2013 0 6 Withdraw 21 Music Pause Criteria: GPA: Between 2.75 and 4.0 Intended College Major: Theatre Literature, History 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 Graduation Year: Between 2014 and 2016 College Greenlight Campaign Theater Withdraw 5 OCT 4, 2013 1 50% Pause Education IL Withdraw 38 OCT 4, 2013 1 0 50% Pause Withdraw 41 0 0 50% OCT 4, 2013 1 Education Nationwide (Paused) Resume

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



Redesigned UI Wireframes -Create Campaign

- 8. Priority levels of all active campaigns are now displayed in a modal window when the user clicks on Show Current Priority Assignments.
- 9. Creating a new campaign now only requires navigating to a single page. The user sees the same fields when editing a campaign (heading states Edit Campaign and data is pre-filled).
- 10. Creating, editing, withdrawing, and pausing campaigns will display a notification to the user. Notification will state if an action was successful.