**WHITE**

Strayer Strong Start:
Final Design Review

02/20/15

# Introduction

The main purpose of the Strayer Strong Start 2.0 initiative is to create a responsive, mobile-first experience for Stayer Students while also enhancing design and functionality.

In this report, we will discuss topics related to design, required steps, responsive layout, navigation for mobile, tablet and desktop views, and technical documentation for development.

# Contents

# Design

## Typography

Header 1

<div style="background:#333; color:#fff">

# KEEP ON TRACK.
# STAY ON TOP.

</div>

Header 2

**You can do this. But from time to time, everyone needs a little help. Here are a few resources that can guide you.**

Paragraph

This virtual e-library lets you research databases and publications.

Links

Download Student Handbook

Menu button / Drop down

STEP 1:
**STUDENT ORIENTATION**

Footer Header 1

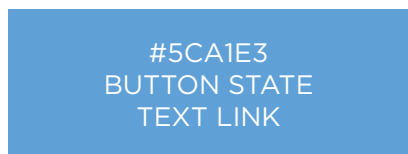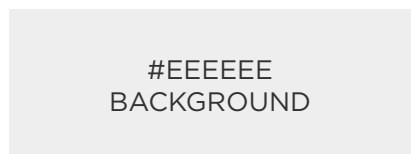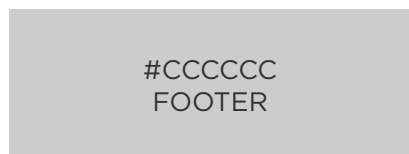**STRAYER TECHNICAL SUPPORT**

**24/7 AT 1-877-642-2999**

Footer Header 2

**STRAYER MOBILE**

Footer Paragraph

Your peers can be a valuable resource and are an important part of the college experience.

## Color Swatches

| #333333 HEADER PARAGRAPH | #01841D BUTTON STATE | #CCCCCC FOOTER | #EEEEEE BACKGROUND |
|---|---|---|---|
| #5CA1E3 BUTTON STATE TEXT LINK | #888888 BUTTON STATE FOOTER TEXT | #BB0000 BUTTON | |

# Icons

# Image Selection

14-06-20 Strayer Biz Pro-2476.jpg

14-06-20 Strayer Biz Pro-2269.jpg

14-06-20 Strayer Biz Pro-2586.jpg
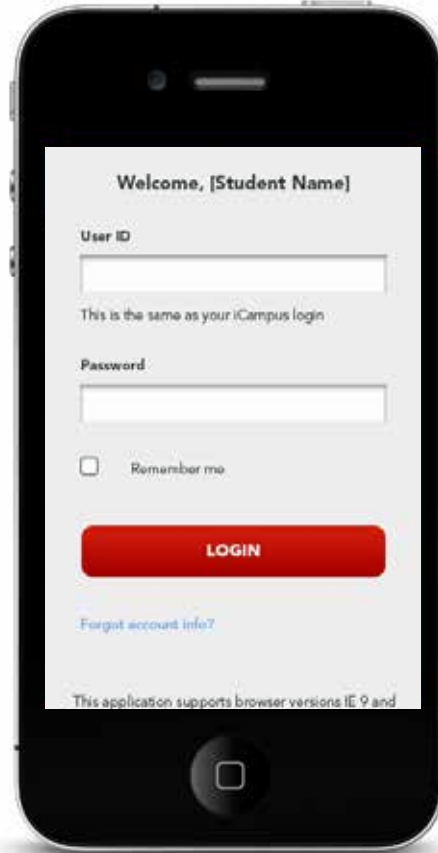
14-06-20 Strayer Biz Pro-1825.jpg

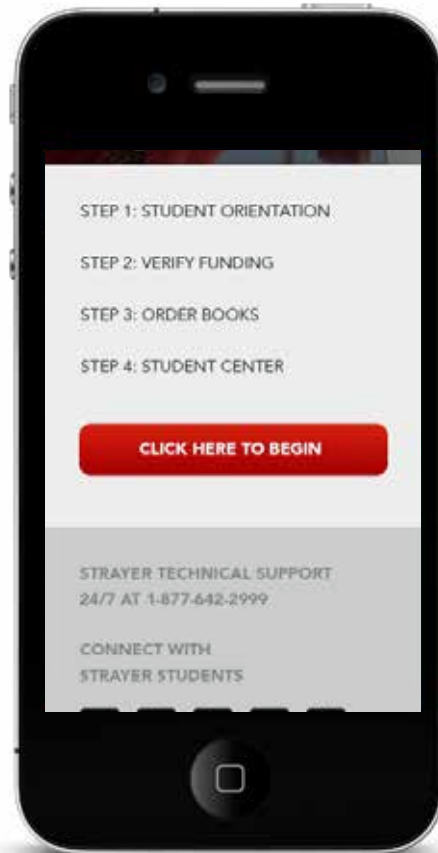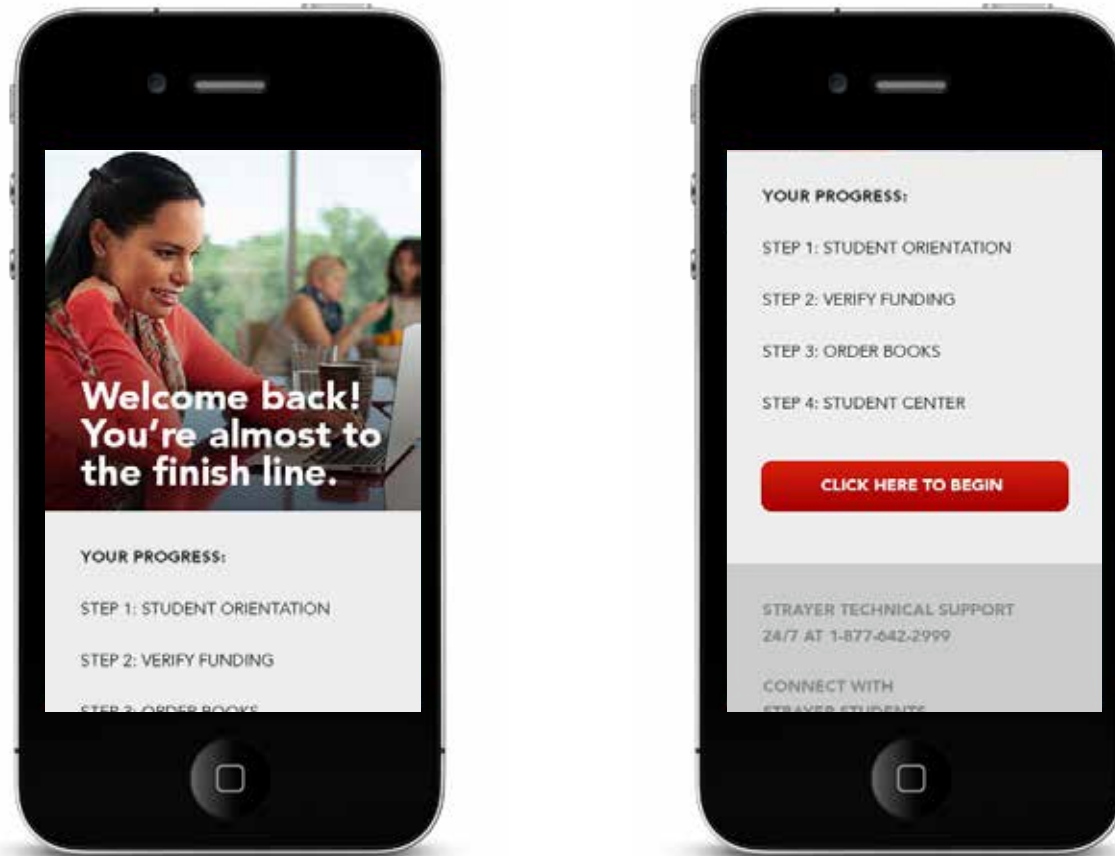14-06-20 Strayer Biz Pro-1668.jpg
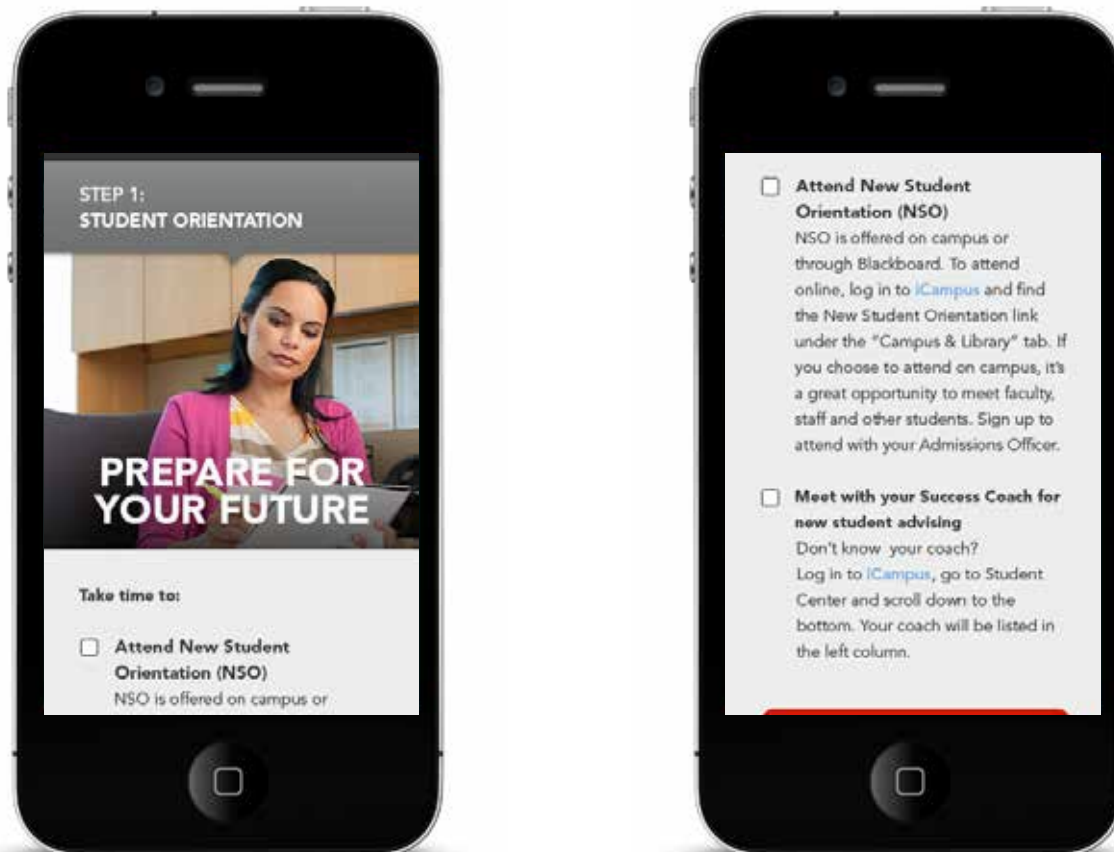
14-06-20 Strayer Biz Pro-1722.jpg
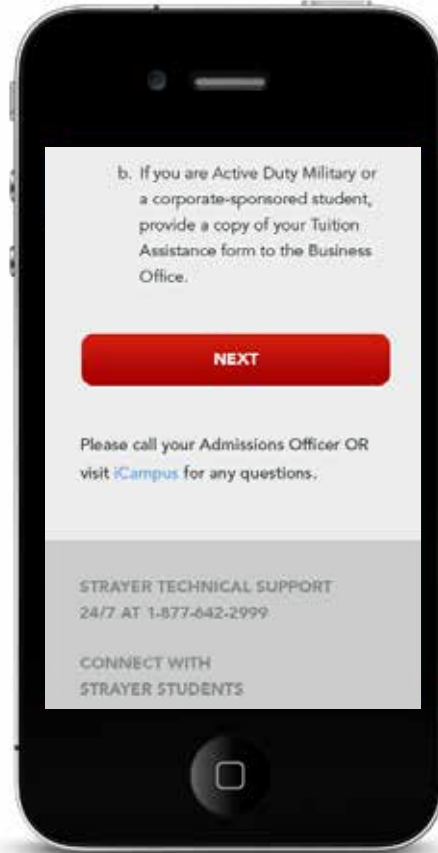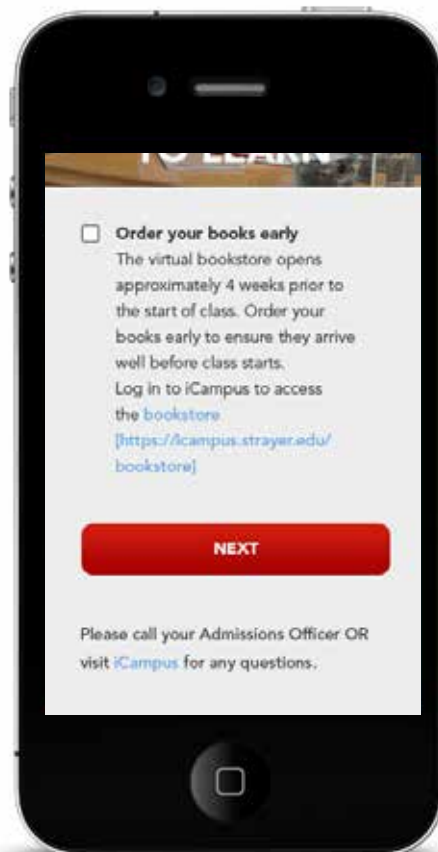
# Steps



Login Pages



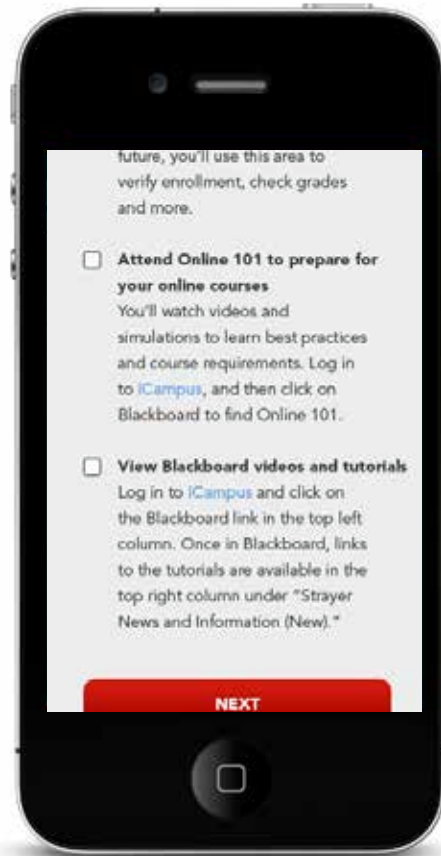Welcome Screens (New User)

Welcome Screens (Returning User)



Step 1: Student Orientation

Step 2: Verify Funding



Step 3: Order Books

Step 4: Student Center
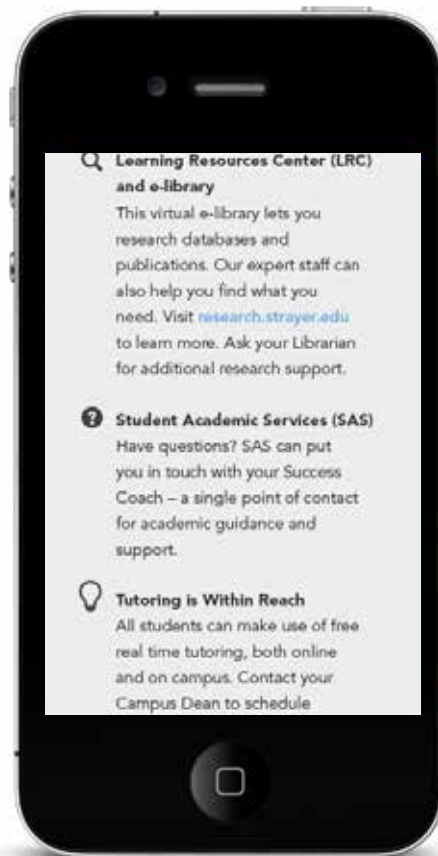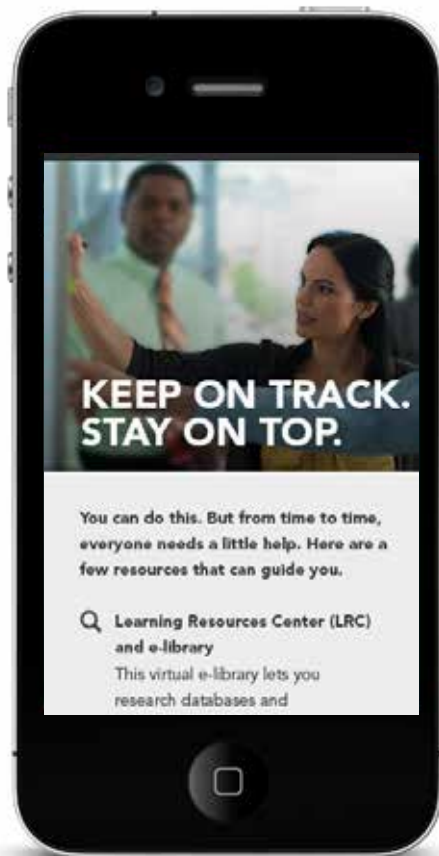


Resource Page
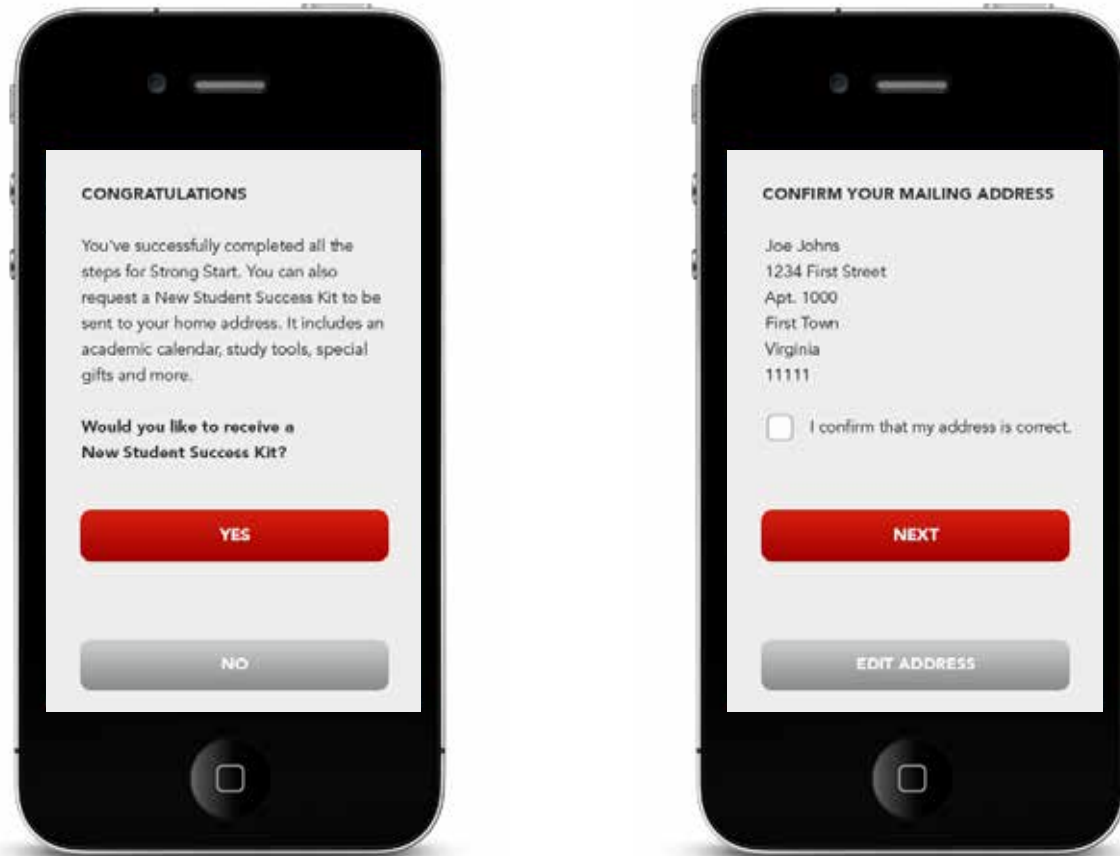
Confirmation Page:
Address confirmation to receive
New Student Success Kit
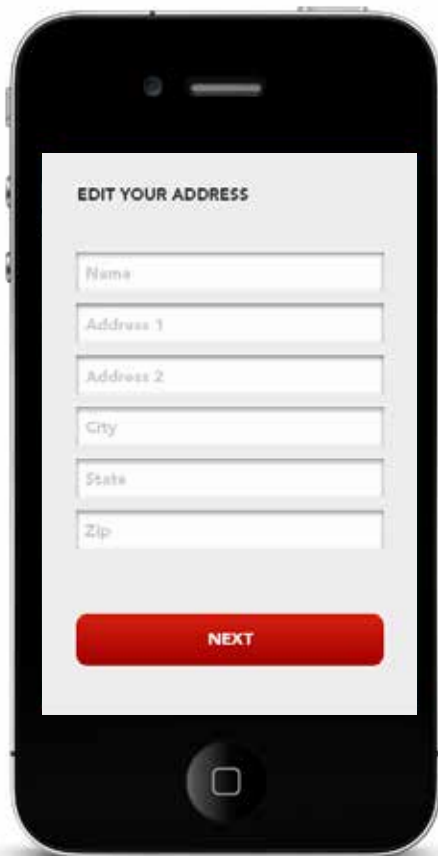


Confirmation Page:
Address update option
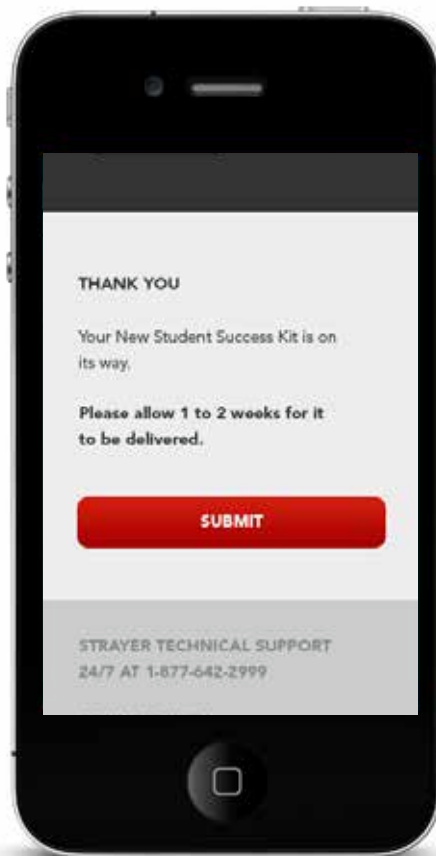


Confirmation Page:
Completion Screen
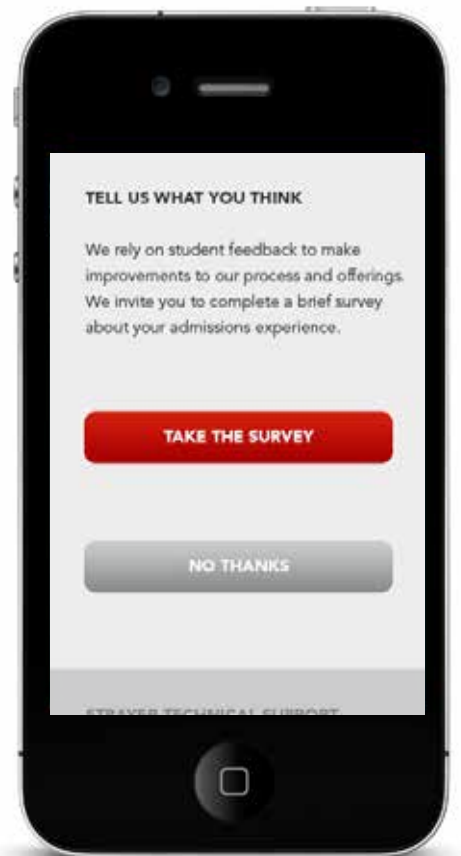


Confirmation Page:
Survey Option

# Responsive States
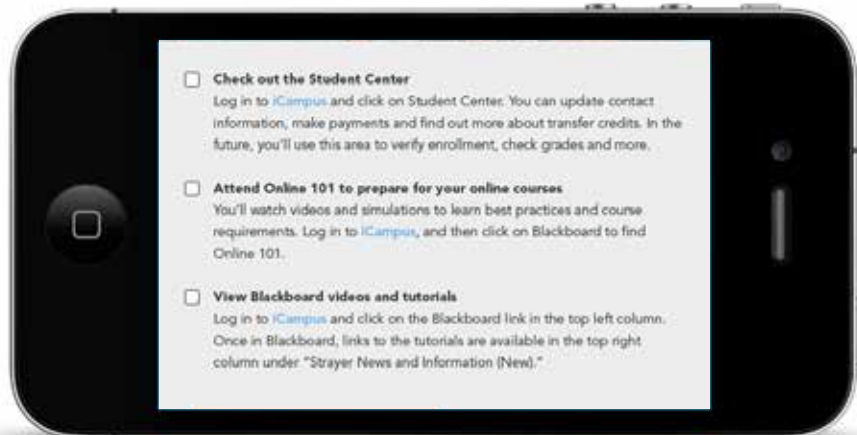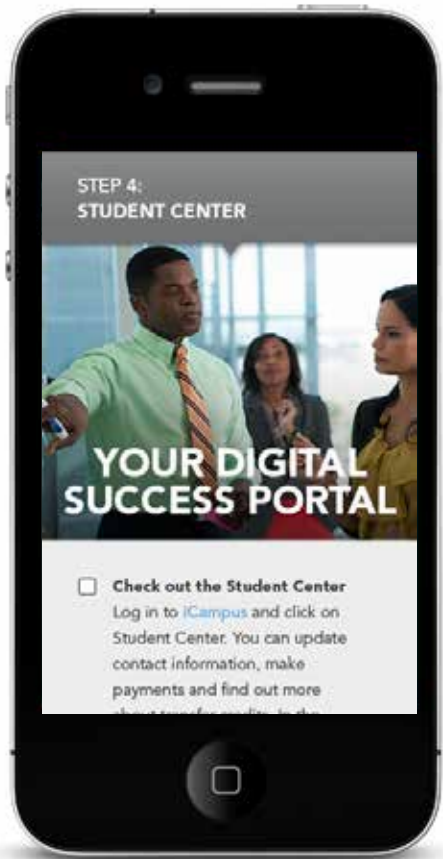


Mobile
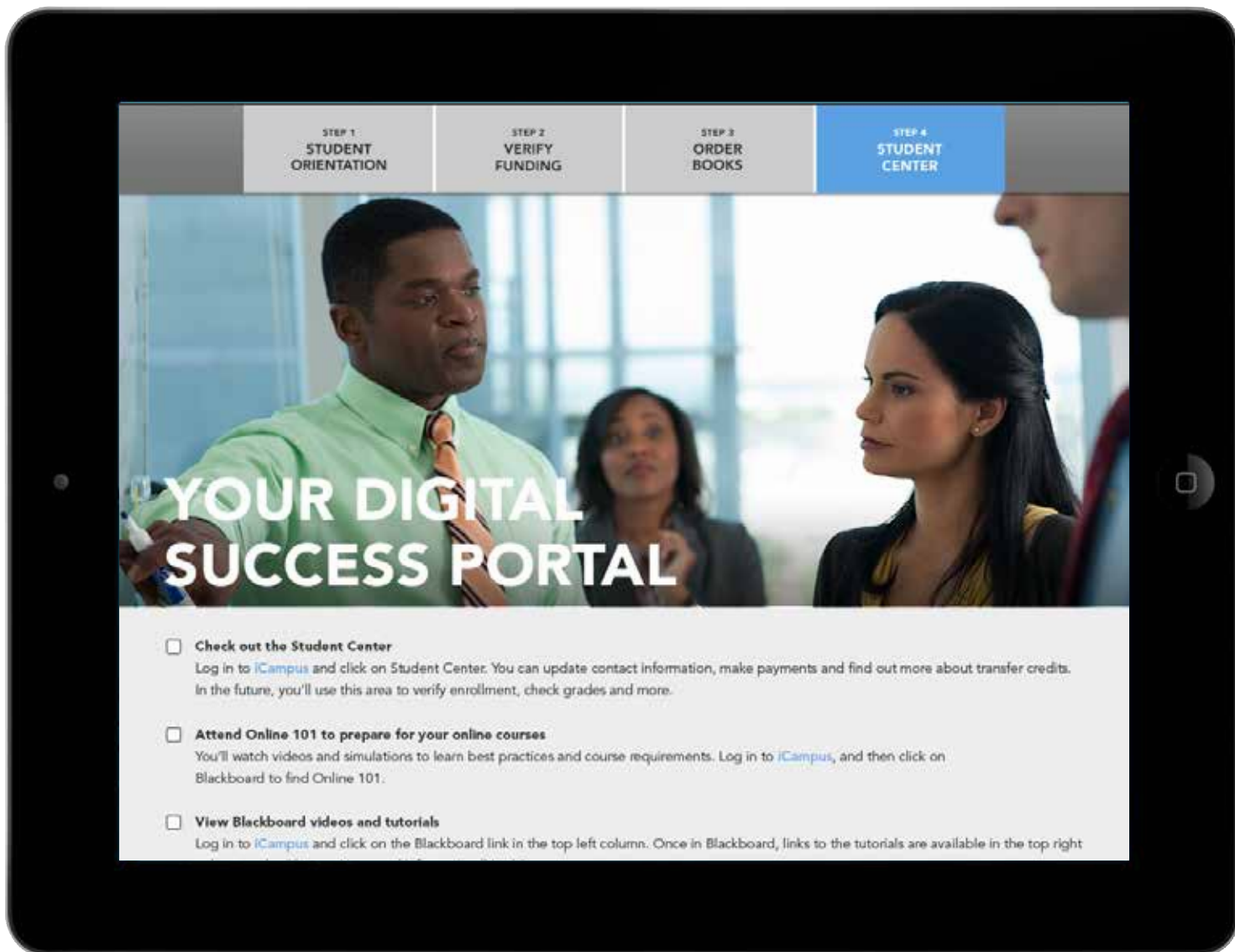


Tablet Landscape
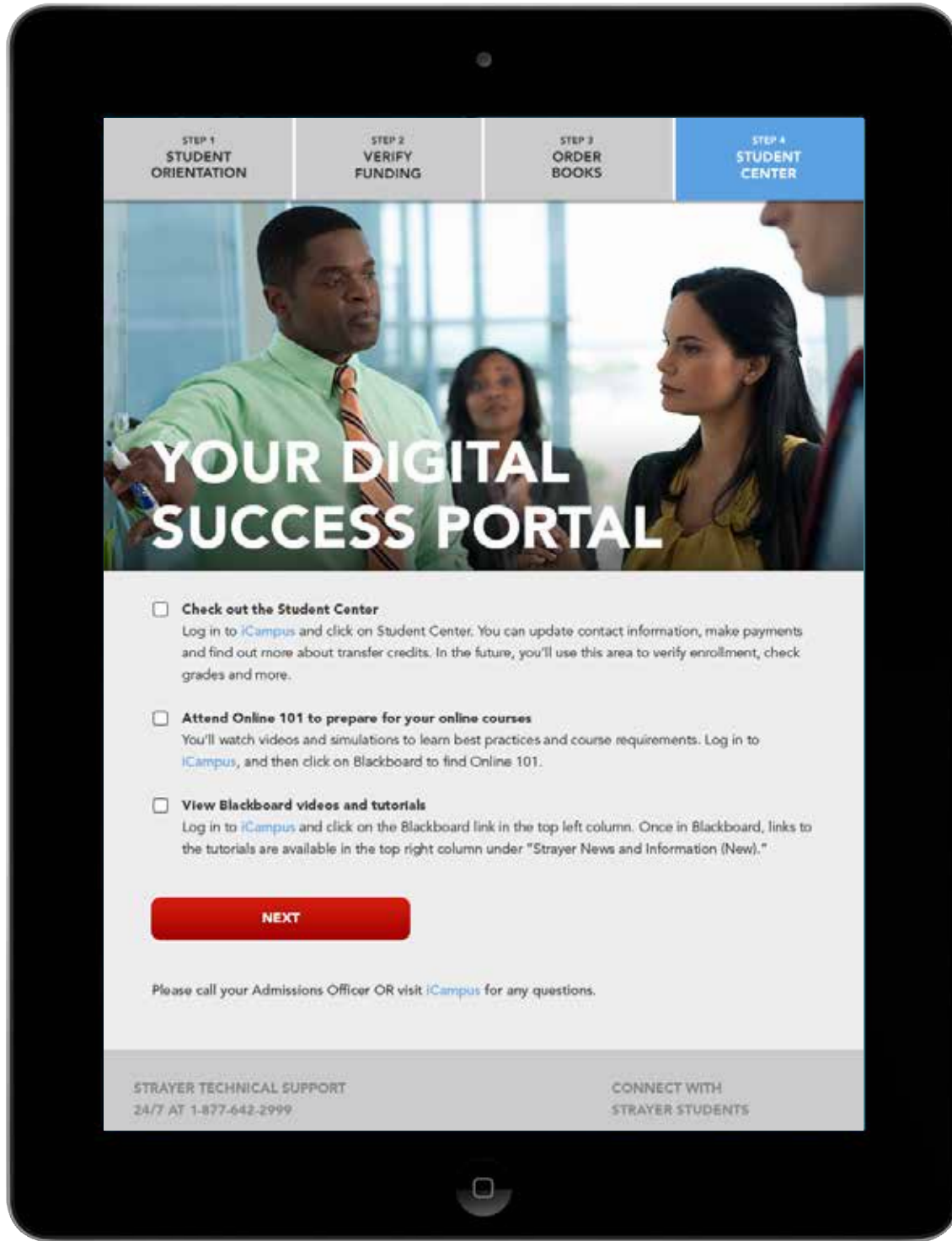
Tablet Portait
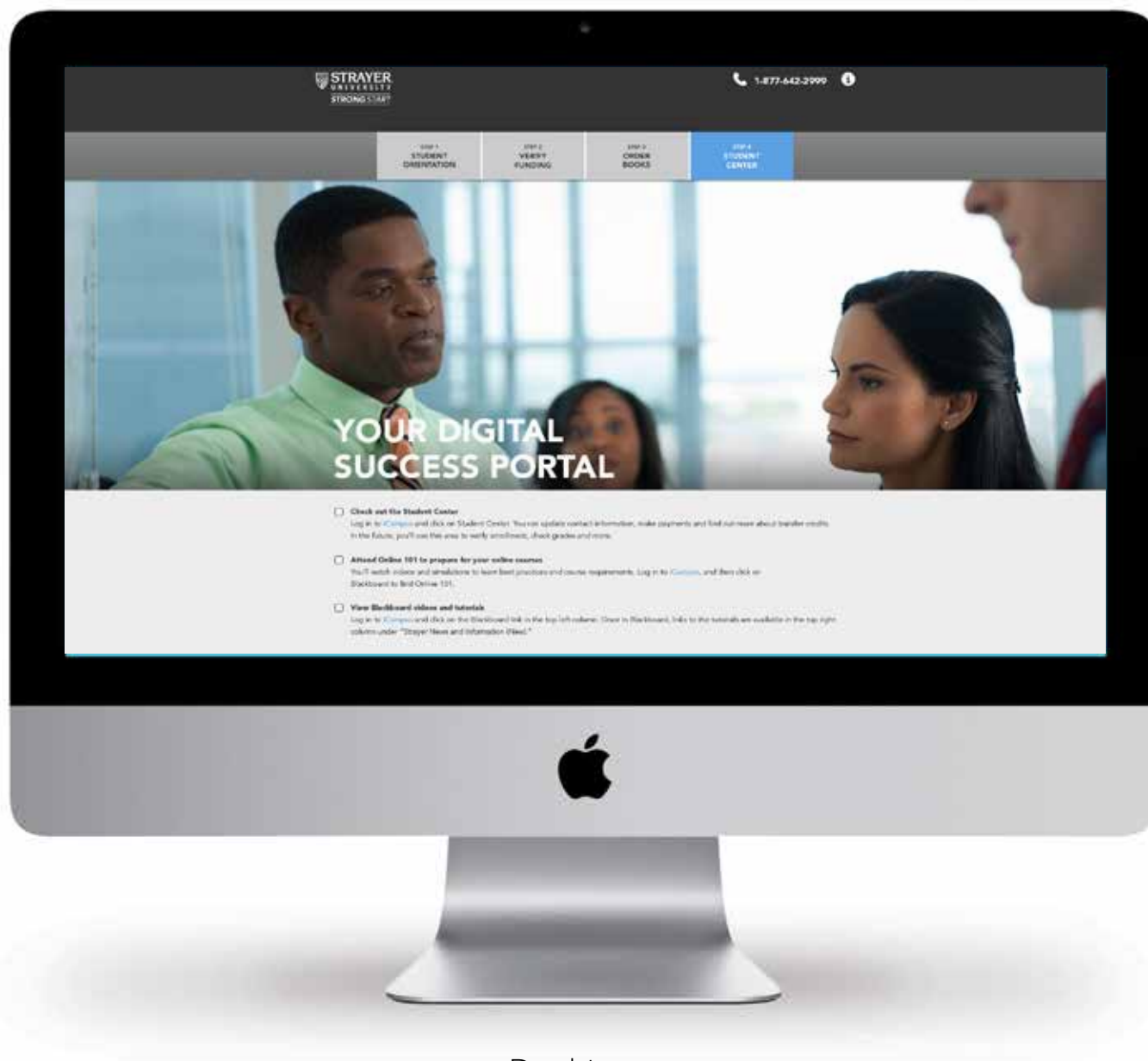


Desktop

# Navigation

One of main design enhancements to Strong Start 2.0 comes in navigation, where two modes are featured: a drop down menu when displayed on a mobile device, and a horizontal navigation bar when displayed on a tablet or desktop setting. Being that we would like the user to track their progress through the site, further enhancements were also made to current, complete, and pending states of each button used to navigate through the required steps.

**YOUR PROGRESS:**

STEP 1: STUDENT ORIENTATION

STEP 2: VERIFY FUNDING

STEP 3: ORDER BOOKS

STEP 4: STUDENT CENTER

**YOUR PROGRESS:**

STEP 1: STUDENT ORIENTATION

**STEP 2: VERIFY FUNDING** ✓

STEP 3: ORDER BOOKS

STEP 4: STUDENT CENTER
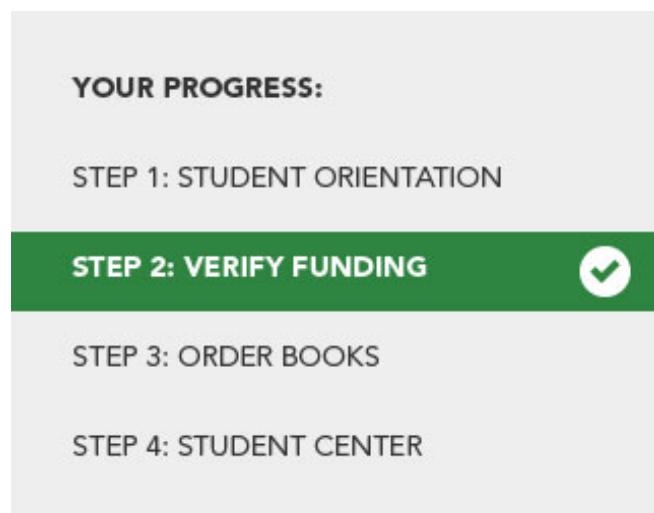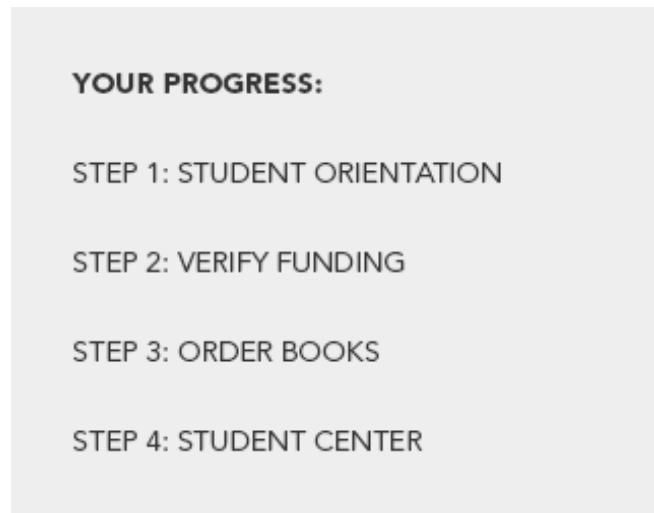
**Welcome Page**

As mentioned in the UX portion of the project, there will be two versions of the Welcome Page presented to the user. One for a first-time visitor and one for a returning user.

The following provides examples of the pending and complete steps.

The following provides examples of the horizontal navigation featured in tablet and desktop views. The blue button state represents a user's current step, where the steps shaded in light gray represent the pending steps.
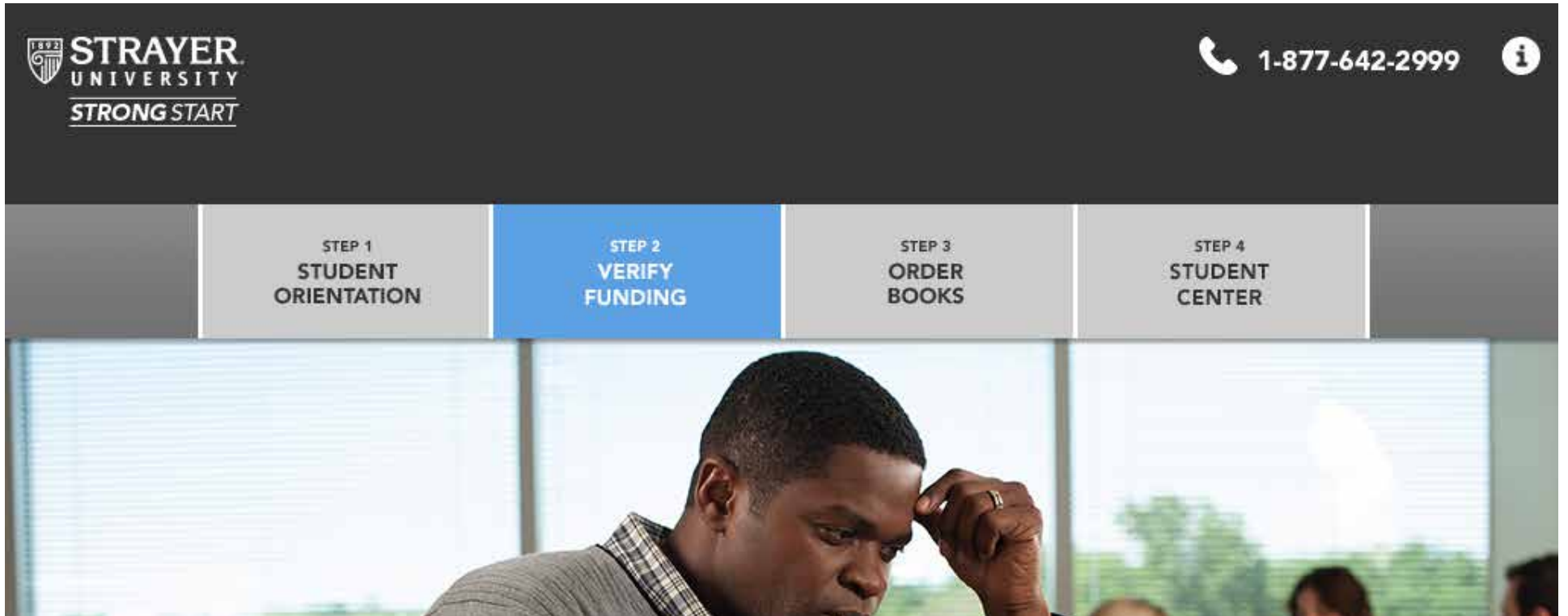


The following provides example of the blue button state representing the user's current step and green to signify that steps 2 through 4 are complete.
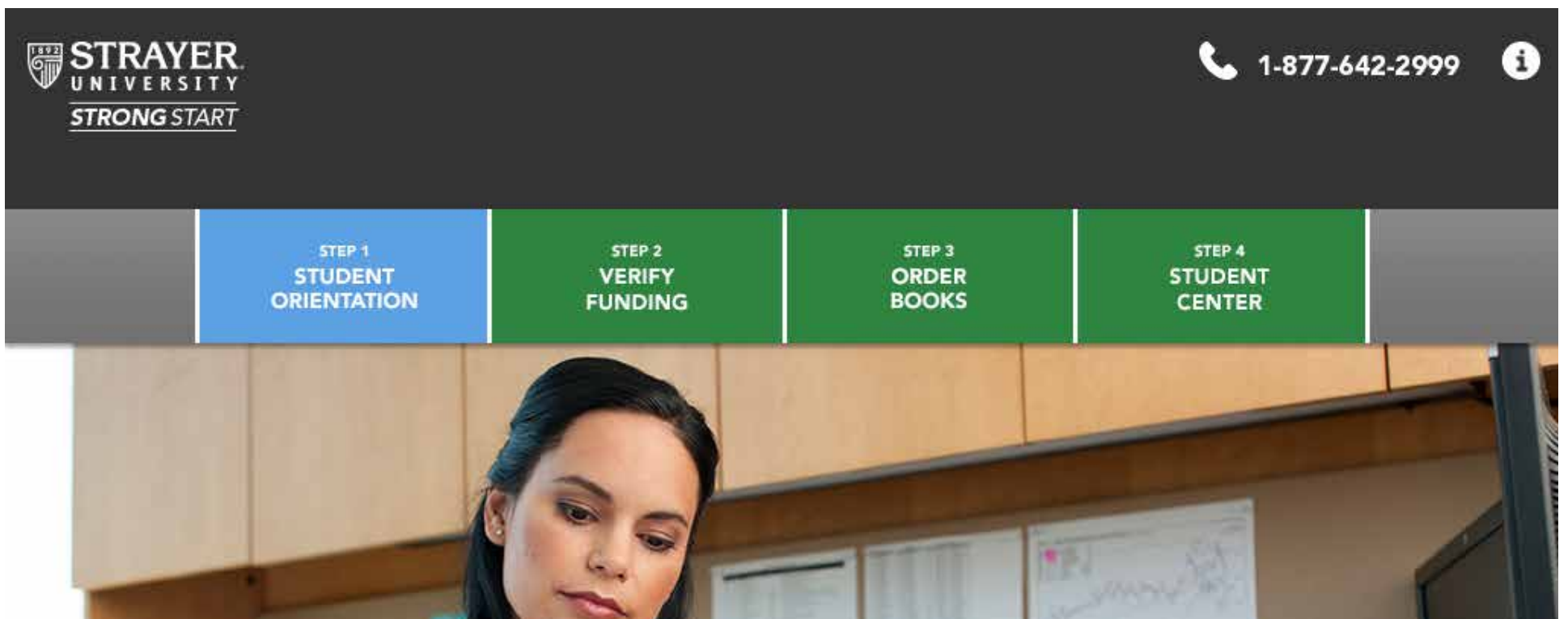
The following provides examples of the drop down menu available for mobile views.
The same color scheme is used to signify the current, pending, and complete steps.
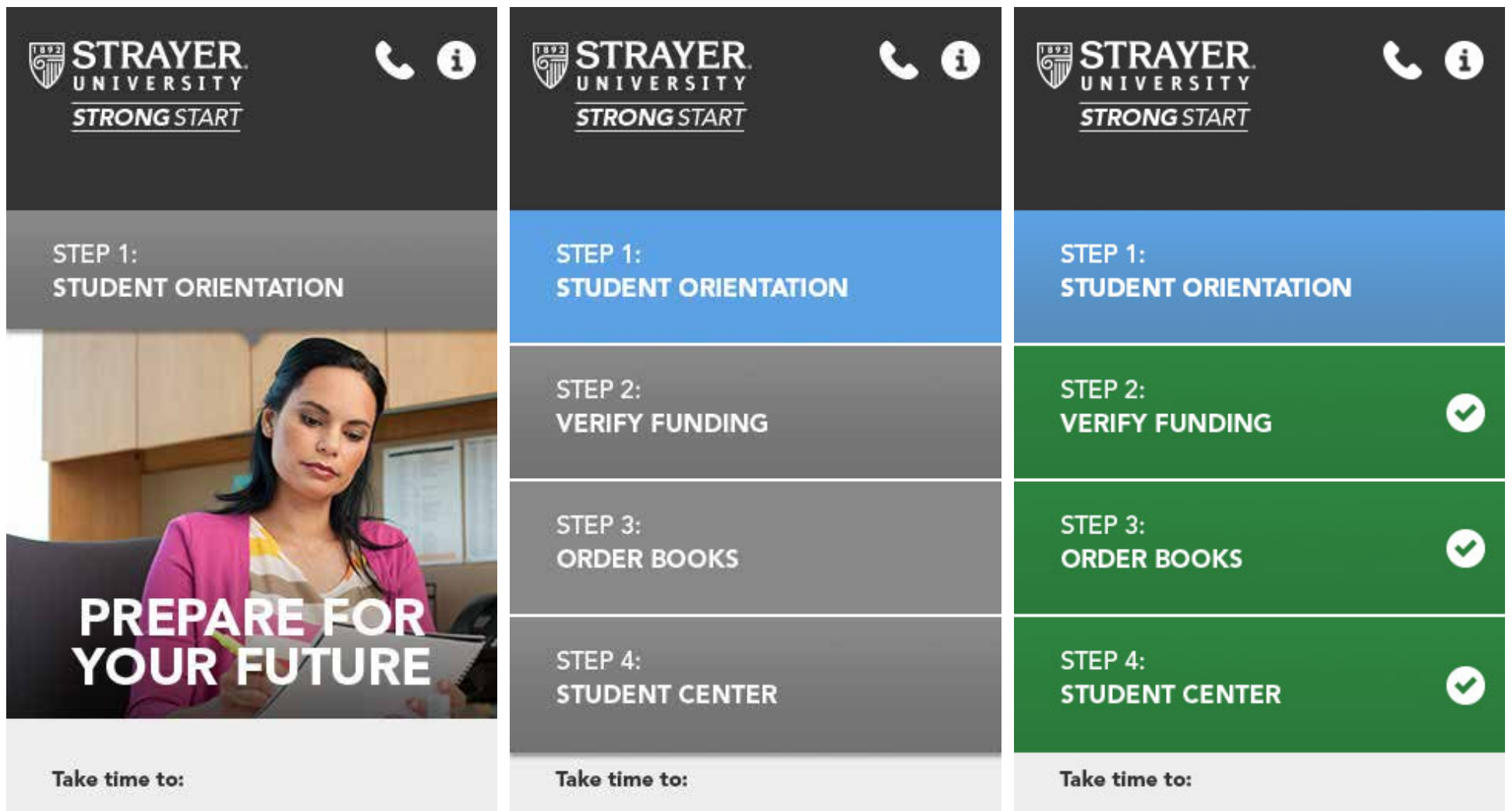


**Collapsed state**              **Expanded state**              **Expanded state with steps 2 - 4 completed**

Whether a horizontal navigation bar or a drop down menu, the user can also navigate through the steps via a Next Button which populates the page dynamically depending on the user's progress. Prior to a page's completion the button will appear with a reduced opacity and be deactivated. Upon completion the button is activated at full opacity where the user can navigate to the remaining steps.

Upon the completion of all four steps, the button for the remaining step will switch from Next to Complete, where they will be taken to the final phase of the Strong Start process.
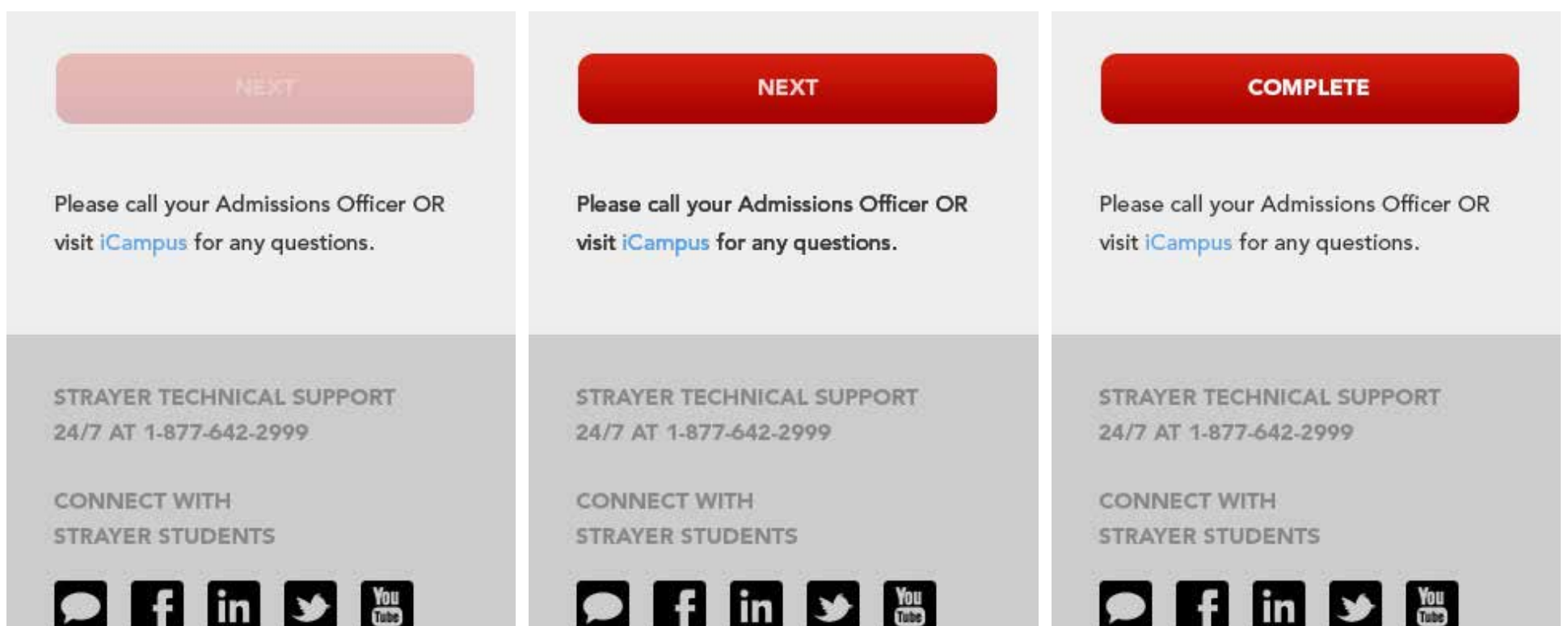
Upon checking the required boxes through step content, congratulatory messages populate each page. It is only after checking all of the required boxes, that the Next button would also be activated.

**Take time to:**

☑ **Attend New Student Orientation (NSO)**
NSO is offered on campus or through Blackboard. To attend online, log in to iCampus and find the New Student Orientation link under the "Campus & Library" tab. If you choose to attend on campus, it's a great opportunity to meet faculty, staff and other students. Sign up to attend with your Admissions Officer.

> **Great job attending the Orientation!**

☑ **Meet with your Success Coach for new student advising**
Don't know your coach?
Log in to iCampus, go to Student Center and scroll down to the bottom.
Your coach will be listed in the left column.

> **That's it for Step1! Ready to move on to Step 2?**

**NEXT**

Please call your Admissions Officer OR visit iCampus for any questions.

Step 1: Tablet landscape

# Technical Documentation List

1. Phone number will be displayed in top right for desktop and tablet views.

2. For mobile, only the phone icon will be shown (because user can click on phone to make a call).

3. "Step X:" will be fixed to the top device window, so that when the user scrolls, it will remain on screen.

4. "Welcome back" screen will show check marks on each step that has been completed.

5. "Step 1: Student Orientation" - NSO link needs to open in a new window where Strayer is to provide a list of all urls for those links.

6. Confirmation of mailing address fields need to be pre-populated with user's address, where user will be given the option to update contact information if needed.

7. Upon confirmation of mailing address, the "Submit" button triggers a confirmation email to the user saying Strong Start is complete. The user is then taken to the final screen, where they have the choice to complete an admissions survey.

8. The mobile device menu and tablet/desktop menu will have different states for completed, not-completed, and current steps.

9. The "Next" button will be disabled for each step until all check marks are completed. The user is not obligated to complete all steps in order. Upon completing the final step, the state of the bottom button will change from "Next" to "Complete" initiating the confirmation phase.

10. For the header images the image will span the full width of the screen for its respective device. For mobile this header image will span 320x308 pixels and 568x308 pixels, for tablet views, 768x374 and 1024x418 pixels, and for desktop a max of 1920x572 pixels. For smaller desktop screens, these images will have to respond, keeping to main subjects as centered as possible. For all screen resolutions larger than 1920 pixels wide, the image will remain centered within the div with a #CCCCCC background color that spans the full width of the larger screen.

11. After all 4 steps are complete, the last step that the user is on, will change from NEXT to COMPLETE. For example, regardless of what order the person completes the steps in, the last step's button should say "COMPLETE".

12. Step 5 content will be delivered to user after Strong Start is completed via e-mail.

13. Step 3 needs to be dynamic dependent on a UGRD/GRAD code. With this mentioned, undergraduate students will be unable to order books four weeks before the start of classes and graduate students will be unable to download e-books until ten days before the start of classes. In the end, this step does not need to be complete if it is more than four weeks from the start of classes.