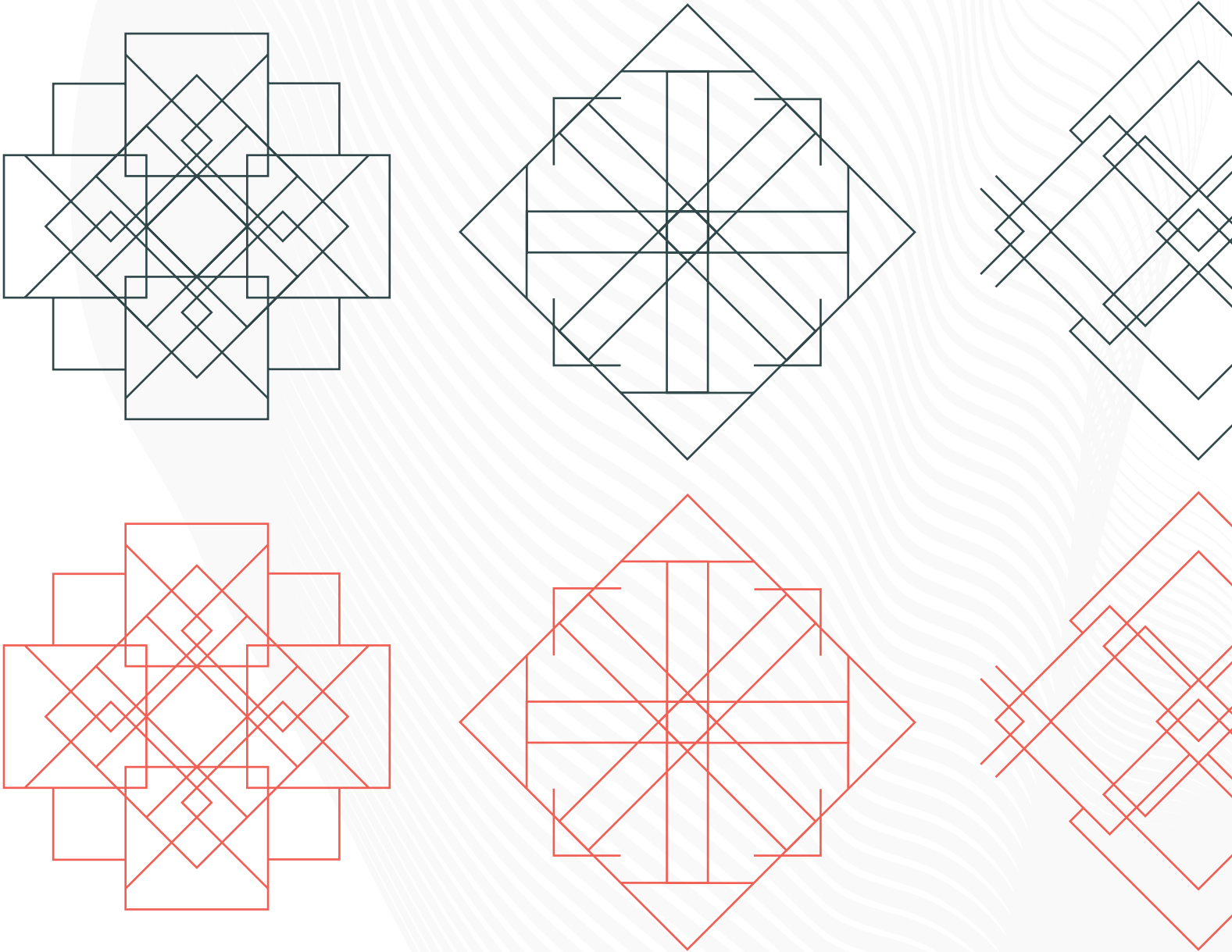




UX Author: Janet Si-Ming Lee
UX Director: Paul Furey
Last Updated By: Janet Si-Ming Lee
Modified: Thu May 04 2017
Email: janet.si-ming.lee@mheducation.com





Unitas — 2017 Website Redesign

UX Contributor(s): Paul Furey, Janet Si-Ming Lee

Last Updated By: Janet Si-Ming Lee

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PROPOSED CORPORATE (DIVISION-AGNOSTIC) HOMEPAGE OPTIONS

VERSION (ROUND): 3.0b

NOTES & RECENT CHANGES

Tue, May 3, 2017	<div>Edit wires per feedback from stakeholder:<ul style="list-style-type: none">• Updated footer bar for both pages* Reduced content within the PreK-12 and higher ed divisions section for both pages</div>
Mon, May 1, 2017	<div>Edit wires per feedback from stakeholder meeting on Friday that included the following:<ul style="list-style-type: none">• Add the “Learning Science” module below higher ed section* Change globalnav to look like the new demo of links* Swap out the prek-12 program and higher ed product area with the ad-like concept from v2 and link to the PreK-12 page* Make MHE Community links all Twitter Links and link to Twitter homepage* Remove favorite PreK-12 products and ideas links* Reduce case studies paragraphs to one paragraph* Higher ed section — change the carousel of screenshots to video* Higher ed section — remove links to ideas* Higher ed — remove all the featured products* Higher ed section — remove links to ideas• Add links to products for each testimonial</div>
Fri, April 28, 2017	<div>Concepts for MHE corporate (division-agnostic) homepage designs for the non-logged in guest view</div> <div><i>NOTE: wireframes are in grayscale to focus attention on content. However, higher contrast shapes (i.e. darker greys vs. lighter ones) are used to convey greater information impact since photography may pop more so hero photo and the profile pics may feel more dominant on the page. The grayscale colors may give an indication of my predicted weight of the content. The use of blues in the design indicate interactive elements such as hyperlinks, buttons, and active hover states.</i></div>

CORPORATE HOMEPAGE CONCEPTS

(Case Study: Division-agnostic homepage designs for the non-logged in state)

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News & Insights

About Us

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MHE Primary Headline

Subhead here (maybe on data-driven sciences)

More About MHE >

Ad-like graphic here for special promos or popular items

FEATURED IN PREK-12

Ad-like graphic here for special promos or popular items

HIGHLIGHTS IN HIGHER ED

News & Community

Press Releases

- 04.12.17 — Major Product roll-out update here up to 2 lines, then ...
- 03.08.17 — New key district gained
- 02.05.17 — MHE wins an award

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- Update Here Up to 2 Lines for Article Title on Twitter Here ...

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MHE Programs Improves Student Performance Nationwide

SCHOOL DISTRICTS

Lauren Kieslowski, TX State Board

"I evaluate books for our state. MHE programs are organized to help me quickly determine the best suite of products that meet common core requirements and STEAM objectives."
— Lauren Kieslowski, TX State Board

MHE Programs Saves Time Evaluating Products

Vivamus ante magna, luctus in eleifend finibus, pulvinar in ligula. Ut efficitur lectus ut tortor finibus blandit. Praesent a sem ac diam condimentum ullam corper non sed mi. Donec quam enim, fringilla a viverra et, porttitor et erat. Cras tristique molestie arcu ac pellentesque.

VIEW THIS PROGRAM

Lauren's Program Pick:

READING WONDER

Grade Levels 3-5

See top-selling products in this program below

Product thumbnail

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CLASSROOM TEACHERS

Sofia, 3rd Grade Teacher

MHE Intervention Products Helps Kids Ramp Up Fast

"MHE's intervention products enable some of students in my third grade class struggling with math and reading get caught up to their other classmates within a few months ..."
— Sofia Rodriguez, CA 3rd Grade Teacher

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PARENTS & ADULT ED

Austin, Adult Ed Student

MHE Adult Ed Products Give Students Fresh Start

"I dropped out of high school and never found the time to return to school. MHE's adult ed products empowered me to get GED and start college the following year ..."
— Anthony Spelling, OH Adult Ed Student

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Higher Ed

MHE Adaptive Learning Products Improves Student Grades By XX% Overall

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Lauren, TX State Board

UNLOCK THE POTENTIAL OF EACH LEARNER

Vivamus ante magna, luctus in eleifend finibus, pulvinar in ligula. Ut efficitur lectus ut tortor finibus blandit. Praesent a sem ac diam condimentum ullam corper non sed mi. Donec quam enim, fringilla a viverra et, porttitor et erat. Metus, id auctor metu imperdiet accumsan enim non aliquet. Vestibulum efficitur suscipit nulla, ac pulvinar dui. Ut nec est quis augue pharetra tempus. Etiam rhoncus nunc tortor. Pellentesque leo ligula, varius vel risus vitae, finibus ullamcorper elit posuere porttitor arcu sit amet bibendum. Maecenas nunc felis, placerat vitae.

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Featured products for three most popular majors or Connect variations

Product thumbnail

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Praesent Est Nunc: Suscipit Vitae Pulvinar at Biben, Xth Edition

Product thumbnail

MATH
Praesent Est Nunc: Suscipit Vitae Pulvinar at Biben, Xth Edition

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"MHE's courseware management tools in Connect helped me save time on grading exams and preparing course materials. I had to focus on Teaching instead of administration ..."
— Edgar Stapleton, University of Chicago

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14k

14,000 author and education partners

1.5k

Over 1,500 adaptive products

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Data & Insights

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Subhead here (maybe on data-driven sciences)

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— Lauren Kieslowski, TX State Board

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VIEW THIS PROGRAM

A TRUSTED RESOURCE NATIONWIDE

McGraw-Hill helps schools meet their STEAM and literacy objectives

X.Xm

Over X.X million schools use our programs nationwide and something else credible

XX%

Reading Wonder program improved school district's literacy rate by XX%

TOP-SELLING PROGRAMS

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Reading Wonder

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• Connect Insight

• Auto-Grading

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• Custom course content

• Easy course sharing

• Tagged learning objectives

• Seamless LMS Integration

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• Lecture Capture

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