



UX Contributors: Hugo Faustino, Janet Si-Ming Lee, Matt Thomson, Yasser Khan

Last Updated By: Janet Si-Ming Lee

Modified: Tue Jul 22 2014

Email: janet.si-ming.lee@mheducation.com

Consolidation of McGraw-Hill International websites in accordance with new branding guidelines.



International / Mercatus Website Redesign

VERSION (ROUND): 3.0b

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NOTES & RECENT CHANGES

Tue July 22, 2014	Proposed edited dashboards view for guest pages and new site map reflecting team feedback for more streamlined design and content with fewer modules. Global primary and secondary navigation links were removed and edited per feedback (see previous sitemap for comparison). Introduced colors in presentation wires to help distinguish personas better.
Mon July 7, 2014	Proposed new site map updates integrating previous proposed sitemap concepts by our UX teammates Hugo and Matt and integrating both Sapient’s vision and janet’s new ideas. Also proposing new universal (logged-out) introduction page, dashboard logged-in views for target personas: students, faculty, and professionals. Case study industry: business. Initial rough annotations have been added to the wireframes to describe some of the vision for the site and describe some interactions. Please 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.

UX Annotations:

1.0 NOTE: Primary navbar content represents sections of the site that would be customer-facing for our primary users (e.g. students, faculty and administrators, and professionals).

1.1 NOTE: Content presented in this section is designed to enable users who are unfamiliar with our products to explore them based on their expressed purposes and subject interests. The portal subpage will introduce users to our flagship products e.g. “Connect” and “LearnSmart.” They will learn more about the bundled product discount offers and the brand.

I recommend that Test Prep and general career development be pulled out of the Subjects-based resources sections because they are types of services that could apply to various subjects/ fields as well. Pre K-12 products were isolated since students do not have to have concentrations / majors yet and may be seeking more holistic educational solutions and books. These products may also be purchased by the parents versus subjects-based resources geared toward higher-ed students.

Perhaps, proposed learning strategies can be integrated here at some point or in product portal page as a framework on solutions.

- Adaptive Learning
- Strong K-12 Foundation
- Theory-to-Practice
- Lifetime Learning
- Global Workforce Development
- Better Tools, Better Schools

1.2 NOTE: Section to capture sticky new content and helps to give impression that are site features fresh new content and is an interactive and vibrant community. Content for all proposed subsections may not be fully developed yet for launch but can be added when available.

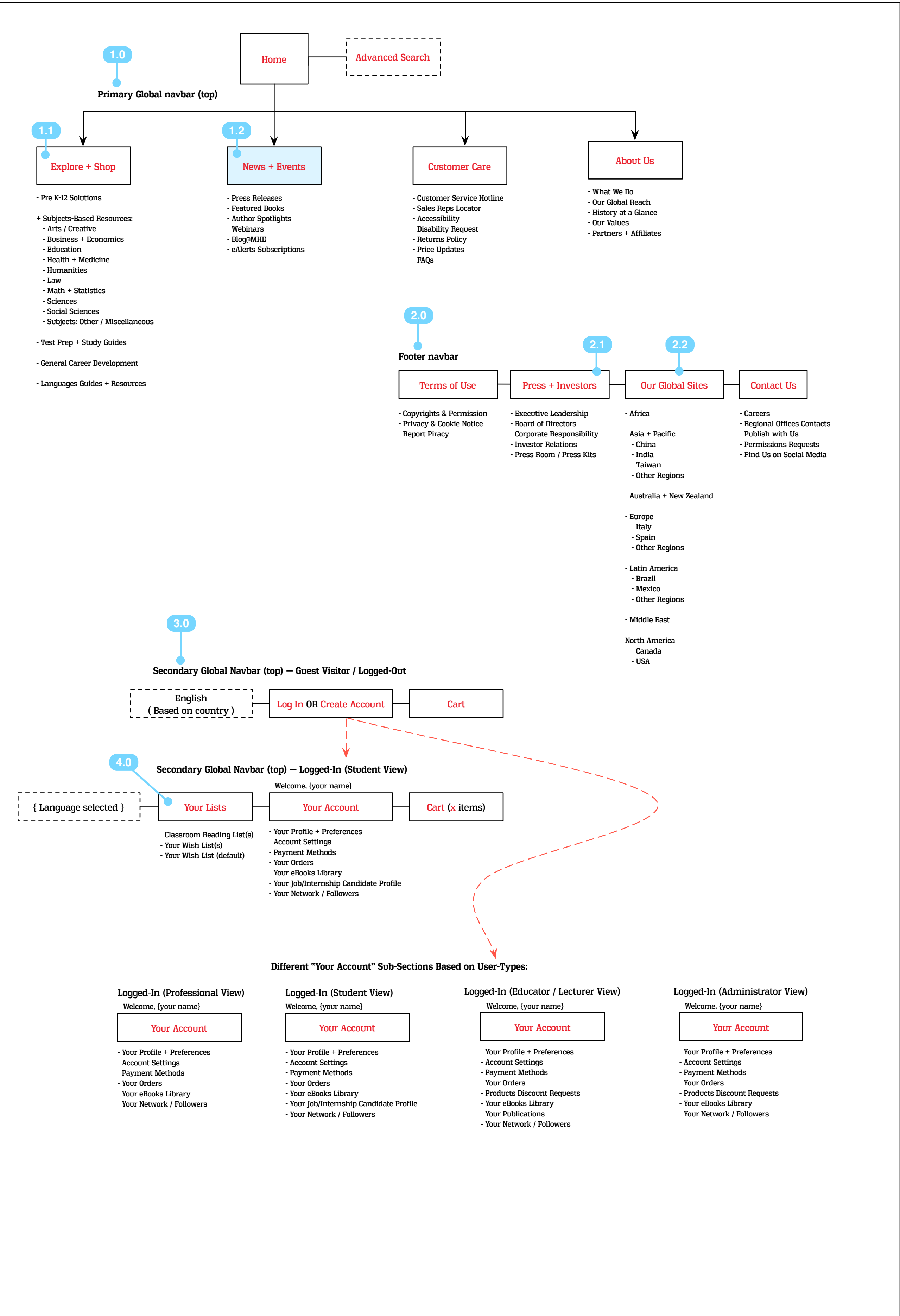
2.0 NOTE: Footer links would present information that would be more corporate-focused and to reach our secondary audiences (e.g. investors, press, authors, etc.)

2.1 Content for this section may be partly available e.g. Press Room / Press Kit info may not be completed at first round depending on each international team.

2.2 NOTE: Links to each of the international microsites. Please also note that “Our Global Reach” under my proposed “About Us” does not link to micro sites most likely but rather may simply feature a map and/or a listing of our geographical reach for an overview of our markets.

3.0 NOTE: The drop-down menu links available for “Your Account” section vary depending on user types. I have indicated three of the primary user types as well as the general guest visitor’s view of the secondary top navigation links. There may be more variations.

4.0 NOTE: “Your Lists” to capture reading / wish lists has been pulled out of the “Your Account” section to give more weight to this section since the student-faculty usage of the site’s reading lists will probably drive most of the site’s initial usage.



Dashboard / Homepage (Guest View)

**3 Ways to Present
“Featured New Publication(s)” Section**

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0

Cart

All Products ▼

Title, Author, Keyword or ISBN

Go

Explore + Shop

News + Events

Customer Care

About Us

Lifetime Learning

Are you prepared for the rapidly changing demands of a global workforce? {Maybe apply some interesting stats. Opening carousel screen can speak to one of the 4-6 proposed education themes/trends or to each of the 4 target audiences. } [Learn More »](#)

94 x 140

Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, Google+, and More

by [Dave Kerpen](#)

Format: Paperback

Edition: 01; Pub Date: 01-NOV-14

ISBN: 9780071836326

★ ★ ★ ★ ★

Book abstract here... Nunc et nibh volutpat, aliquet magna nec, rhoncus lacus. Fusce elementum justo in augue porta, ac convallis felis ultricies. Nunc eleifend vitae enim vulputate ultricies. Ut et odio non lacus porttitor facilisis nec sit amet metus.

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Save on all popular new Books

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10% off all e-books and download them to your online MHE library to read from any device. [Save More »](#)

Bestsellers

55 x 82

[Intercultural Communication in the Global Workplace](#)

by Varner

Format: Paperback

£52.99

★ ★ ★ ★ ★

55 x 82

[Consumer Behavior: Building Marketing Strategy](#)

by Hawkins

Format: Paperback

£50.0

★ ★ ★ ★ ★

55 x 82

[Managing Brands](#)

by Laforet

Format: Paperback

£48.99

★ ★ ★ ★ ★

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UX Annotations:

1.0 NOTE: This carousel area could feature each of our primary user groups of this site and speak to their pain points and provide a vision for how we seek to help them. Or the carousel could feature product highlights (ads that sell popular or representative products for different demographics).

NOTE: General vision of this proposed homepage guest view is to provide a thought leadership/ MHE philosophy-centric holistic view of our approach toward the curation of our published content and digital software solutions.

The headlines for these 6 modules and proposed copy reflect a hybrid vision that combines some of Sapient’s proposed “Ideas” categories and janet’s copy suggestions for conceptual framework on our learning models / themes as well as some of the primary MHE’s main corporate site’s carousel themes. The objective is to provide a framework for users to consider our content in light of our philosophy and aspirations as content curators.

2.0 NOTE: A featured publication can be prominently displayed here if MHE feels it will be very popular with the public like a new book by Harry Potter’s author or would be representative of MHE’s curation philosophy, etc.

Theoretically, this could be area to feature a product like LearnSmart or Connect if MHE prefers.

3.0 NOTE: Promotional offers that are time-sensitive could be featured here. If there are no seasonal offers available at a given time, we could feature an evergreen ad here prominently. Potentially, a promo code could be available if needed.

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SEASONAL SALE PROMO:
Save on all popular new Books

{ ad here }

10% off all e-books and download them to your online MHE library to read from any device. [Save More »](#)

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Featured New Publication

140 x 208
(current size)

[Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, Google+, and More](#)
by [Dave Kerpen](#)
Format: Paperback

★★★★☆

Author Spotlight:
[Dave Kerpen](#)



[Local Book Readings Q & A with Author](#)

Book summary here... Nunc et nibh volutpat, aliquet magna nec, rhoncus lacus. Fusce elementum justo in augue porta, ac convallis felis ultricies. Nunc eleifend vitae enim vulputate ultricies. Ut et odio non lacus porttitor facilisis nec sit amet metus. Praesent varius elit sed vulputate posuere.

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UX Annotations:

1.0

NOTE: This alternate version of the dashboard (unlike v2 in this deck) has more of a welcoming feel and introduction to the author, potential featured related blogs and Q&As with the author as well as listing local book readings in the side panel. Authors may help promote the site if they feel they are being featured through it as well.

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Books for All Occasions

Need a short read to skim on a plane? Or perhaps, a book to brush up on business customs in a foreign country before you meet the client? Or perhaps, you're a student who wants to learn from industry experts in your field of interest. Explore McGraw-Hill's top picks.

Fun Page-Turners

55 x 82

Sed at Magna Velit

by McGraw-Hill Education

Format: Paperback

£XX.XX

★

★

★

★

★

Thought-Provoking

55 x 82

Etiam Eget Ipsum Fringilla , Malesuada Risus, Dictum at Dui at, Cursus, Varius Ip...

by Praesent Neque

Format: Paperback

£XX.99

★

★

★

★

★

Conversation Starters

55 x 82

Vestibulum Ante Ipsum Primis in Faucibus

by Donec Mattis

Format: Paperback

£XX.0

★

★

★

★

★

More Book Ideas

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★

★

★

★

55 x 82

[Managing Brands](#)

by Laforet

Format: Paperback

£48.99

★

★

★

★

★

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UX Annotations:

1.0 NOTE: This alternate version of the dashboard (unlike v1 and v2 in this deck) highlights new book releases instead of simplifying it to a focal book spotlight. Books featured here could represent our top picks for various genres that would appeal to various types of readers and interests. They would give a sense of options available.

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Books for All Occasions

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Format: Paperback
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★★★★★

Conversation Starters

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Primis in Faucibus
by Donec Mattis
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More Book Ideas

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UX Annotations:

1.0 NOTE: New proposed login area module that enables current site users AND Connect subscribers to log into the site.

Design emphasizes current site users access followed by creation of a new account and lastly, I propose that Facebook-enabled social media access be available as a lower-effort commitment. Also, social-media enabled login access may enable students to view products from MHE international site as ads on Facebook potentially as well as offer another means to remind students to explore the MHE site again. I presume MHE would have to decide whether they want to advertise their MHE international site books through Facebook as well similarly to Zappos and Amazon where I see items that I have been looking at appear in my Facebook ads.

Dashboard / Homepage Designs (Student View)

3 Ways to Present

Product / Field-Specific Modules ... or Not

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3

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Welcome, Evelyn Livingston!

PROMO FOR STUDENTS:
Save on all course textBooks

{ ad here }

20% off all e-books and download them to your online MHE library to read from any device. [Save More »](#)

Define a Path Toward Your Dream Job

Maybe a flattering screenshot of product

Workforce Connect

McGraw-Hill's "Workforce Connects" enables you to identify a roadmap to develop the skills you need for your dream job and locate career training programs.

View Product »

Real-World Market Simulations

Maybe a flattering screenshot of product

Practice

McGraw-Hill's Practice Marketing is a 3D, online, multiplayer game that enables you and other students to apply academic theory to practical applications.

View Product »

8.0

9.0

Updates from Your Course(s)

01

Advertising 265: Advertising and Purchasing Decisions

You bought 1 new e-book from Reading List. (09.8.14)

[View e-Book](#) | [Return to Reading List](#)

02

Marketing 230: International Marketing Communications

[Professor Benjamin Hamilton](#) added 2 new e-book to his Reading List. (09.5.14)

[View e-Book](#) | [Return to Reading List](#)

03

Economics 221: Microeconomics Behind Startups' Business Strategy

[Professor Bronwen Thompson](#) shared her Reading List with your class and [Lecturer Stephen Walter](#). (09.2.14)

[View New Reading List](#)

View All Updates from this Semester »

“

Professional Spotlight: Theory-to-Practice Real-World Tips for Students

I wish I had known when I was starting out in marketing, { something short and pithy shared to students as a lead-in to the theory-to-practice concept}...

— Rodger Harlow

VP of Marketing, Important Company

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Recommendations Especially for You

55 x 82

Advertising and Promotion: An Integrated Marketing Communications Perspective, Global Edition

by Varner

Format: Paperback

£52.99

★ ★ ★ ★ ★

55 x 82

Which Ad Pulled Best?

by Purvis

Format: Paperback

£36.99

★ ★ ★ ★ ★

55 x 82

Mountain Bike Mania: The Promotional Plan

by Waller

Format: Hardback

£31.99

★ ★ ★ ★ ★

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UX Annotations:

1.0Country’s page title changes depending on the country.

2.0The language selector defaults to the primary language in a given region. Other options for languages available in the drop-down menu.

3.0“Your Account” submenu options change depending on user-types. Please review the site map (p3) for more details.

NOTE: This page reflects the student’s view of the content— in particular, a business student with an interest in advertising (as evident in the “Your Recommendations” section of this page) in this scenario.

4.0Shopping Cart’s number reflects the number of items that have been added to the cart.

5.0The name of the student appears here when they have created an account as this page presumes in this scenario.

6.0NOTE: Promotional offers ideally targeted to the student would be reflected here. These offers may be time-sensitive. If there are no seasonal offers available at a given time, we could feature an evergreen ad here prominently. Potentially, a promo code could be available if needed.

7.0NOTE: Carousel area could feature scenarios that relate to student’s pain points and provide a vision for how we seek to help them. Or the carousel could feature product highlights that showcase certain learning model themes that pertain to students’ performance e.g. Adaptive Learning. This is also an alternate layout for the text superimposed over a photo.

8.0NOTE: This area could feature a product/solution that speaks to how we help students bridge academic theory with practical application and other professional development concerns.

Conceptually, this page aspires to provide a customized e-newsletter / e-commerce site hybrid presentation of content. Site is a unique opportunity to bring both students, academic faculty and administrators and professionals together. Thus, designs explore means to connect these groups and provide students with a view of the big picture connection between theory-to-practice.

9.0NOTE: This “Updates from Your Course” section represents the type of user-actions that the students can take on this site related to the proposed types of interactions with reading lists and e-books libraries.

10.0NOTE: Students can follow professionals in their field of study to network. Presumably, professionals and other personas would have to decide on their profile settings if they are willing to be “followed” and participate in a community group. This may be a future scope concept.

11.0NOTE: Propose that we build MHE site to be more of a community hub connecting students with professionals and peers for a theory-to-practice model made visible. For example, as indicated here, I propose we standardize a Q&A type of template to interview professionals on a piece of real-world advice they are willing to share with students to help bridge that connection.

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All Products ▼Title, Author, Keyword or ISBNGo

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Adaptive Learning

What if you could improve your retention of your study materials by x%? MHE shows you how with our LearnSmart adaptive study tool for a personalized study plan. [Learn More »](#)

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Theory-to-Practice Spotlight




Rodger Harlow

VP of Marketing, Important Company

“I wish I had known when I was starting out in marketing, {something short and pithy on theory-to-practice lead-in for students”} ... “

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Real-World Market Simulations



Practice

McGraw-Hill's Practice Marketing is a 3D, online, multiplayer game that enables you and other students to apply academic theory to practical applications.

[View Product »](#)

265

Advertising 265: Advertising and Purchasing Decisions

You bought 1 new e-book from Reading List. (09.8.14)

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230

Marketing 230: International Marketing Communications

[Professor Benjamin Hamilton](#) added 2 new e-book to his Reading List. (09.5.14)

[View e-Book](#) | [Return to Reading List](#)

221

Economics 221 : Microeconomics Behind Startups' Business Strategy

[Professor Bronwen Thompson](#) shared her Reading List with your class and [Lecturer Stephen Walter](#). (09.2.14)

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Recommendations Especially for You

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Advertising and Promotion: An Integrated Marketing Communications Perspective, Global Edition

by Varner

Format: Paperback

£52.99

★ ★ ★ ★ ★

Which Ad Pulled Best?

by Purvis

Format: Paperback

£36.99

★ ★ ★ ★ ★

Mountain Bike Mania: The Promotional Plan

by Waller

Format: Hardback

£31.99

★ ★ ★ ★ ★

Featured New Publications

55 x 82

The Big Book Of Jobs 2014-15

by McGraw-Hill Education

Format: Paperback

£13.99

★ ★ ★ ★ ★

Occupational Outlook Handbook 2013-2014

by U.S. Department of Labor

Format: Paperback

£13.99

★ ★ ★ ★ ★

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Bestsellers on Business

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Intercultural Communication in the Global Workplace

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£52.99

★ ★ ★ ★ ★

Consumer Behavior: Building Marketing Strategy

by Hawkins

Format: Paperback

£50.0

★ ★ ★ ★ ★

Managing Brands

by Laforet

Format: Paperback

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UX Annotations:

1.0

NOTE: Unlike students wireframe (v1) on previous page, this layout features the text going across versus on the right.

2.0

NOTE: Alternate examples of featured modules that differ from students dashboard wireframe (v1).

2.1

NOTE: This professional spotlight-focused Module here could feature a professional in the field of study as this student to inspire students about real-world possibilities and realities. This is an example of the “theory-to-practice” thought leadership that MHE offers.

2.2

NOTE: This product-focused module would feature something specific to the students' field of study. In this example, it is marketing so the product is the “real-word market simulations” program.

IF student is already a Connect user, perhaps, for repeat visitors, this could move beyond informative to actually showing their scores on the simulations and inviting them through one-click to play again.

3.0

NOTE: Just a different approach toward presenting a time-sensitive seasonal promotion or deal.

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UX Annotations:

1.0

NOTE: Unlike students wireframes (v1) and (v2) on previous pages, this layout does NOT include the modules for field-specific or product-specific below the carousel in this area. It makes the focus on the interactions from the courses.

2.0

NOTE: Similarly to layout (v1), this design places a quote by a professional in the field of the student's study in this area instead of as a module like (v2) design

Dashboard / Homepage (Faculty View)

2 Ways to Present

Product / Field-Specific Modules ... or Not

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Create

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Connect

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Your Publication(s)

55 x 82

Marketing for Today's Global Economy

by Benjamin Hamilton

Format: Paperback

3,895 copies sold

★

★

★

★

★

Updates from Your Course(s)

01

Marketing 360: Omni-Platform Integrated Marketing Strategies

You submitted request to MHE for group discounts for Reading List purchases. (09.8.14)

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02

Marketing 230: International Marketing Communications

You added 2 new e-book to his Reading List. (09.5.14)

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03

Marketing 101: Intro to Marketing Communications

You shared your Reading List with [your class](#) and [Lecturer Stephen Walter](#). (09.2.14)

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Colleague Spotlight: Insights and Research

Over the last few years, I'm exploring how marketing strategies differ in the UK versus other parts of Europe and how they are taught at universities to reflect new industry demands ...

Sylvia Williams

Professor of Marketing, Saïd Business School at Oxford University

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UX Annotations:

1.0 The name of the faculty member appears here when they have created an account as this page presumes in this scenario.

NOTE: The instructor's title "Professor" may not be available as a prefix but I have listed it here to easily distinguish personas. Ideally, professors will be given titles.

2.0 NOTE: Unlike faculty wireframe (v2) on the next page, this layout does **INCLUDE** proposed modules for field-specific or product-specific highlights below the carousel in this area. I chose to highlight two products that I thought might be interesting or popular to professors. If we focus on products here, then we should have a different type of carousel info that may be less product-focused but relates to the needs of the instructors.

3.0 NOTE: “Updates from Your Courses” section lists all the potential type of interactions that professors can do via this site and the type of notifications they can get via this site e.g. creating reading list, adding books to lists, sharing reading lists with their students and their faculty member peers and administrators.

4.0 NOTE: I propose that Faculty and professionals in their field of study can network through this site. Quotes will be from fellow professors ideally in their same discipline.

Presumably, professionals and other personas would have to decide on their profile settings if they are willing to be “followed” and participate in a community group. This may be a future scope concept.



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Updates from Your Course(s)

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03

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Colleague Spotlight: Insights and Research

Over the last few years, I’m exploring how marketing strategies differ in the UK versus other parts of Europe and how they are taught at universities to reflect new industry demands ...

[— Sylvia Williams](#)

Professor of Marketing, Saïd Business School at Oxford University

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UX Annotations:

1.0 Unlike v1a design for the faculty view on the previous page, this layout does NOT include the product-specific modules below the carousel for a simpler page design.

Dashboard / Homepage (Professional View)

2 Ways to Present

Product / Field-Specific Modules ... or Not



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Fast-Track Language Skills for Global Jobs

Maybe a flattering screenshot of product

Style Guides & Languages

McGraw-Hill's Professional "Study Guides & Languages" gives you quick start to learn for the job if you're working with global teams or in another country.

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Colleague Spotlight: Industry Insights

As we gear to target our products to a global consumer base, our team is exploring the best practices for lead gen strategies to reach new markets in China and India. We find recruiting teammates and consultants with global expertise or disparate points of views have proven to be very helpful...

[— Sylvia Williams](#)

VP of Global Marketing, Important Company

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UX Annotations:

1.0

The name of the professional appears here when they have created an account as this page presumes in this scenario.

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3.0

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