

Product Proposal Document

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Problem Statement

Pima Medical Institute's desktop and mobile site has a poor interface making it difficult for the users to navigate. The users are not finding the content they are looking for which is either due to the quality of content or usability of the interface. The average amount of time a prospective student is spending on pmi.edu is less than 1 minute with a bounce rate of 55.62% causing a decrease in lead flow and failure to fill out a form and eventually enroll.

Hypothesis

A modern layout that displays the most requested information that's easy to find and digest that will keep perspective students engaged long enough to fill out a form.

Research

- Use of google analytics; which include and are not limited to traffic reports, visitor type, demographics, drop off rates
- Use of heat mapping and visual recording to see how users are interacting with the site. Where they drop off at and uncover some frustrations with how they interact with the site. What they are clicking on
- Research competitors and review/compare their site layouts
- Survey a group of people who are unfamiliar with pmi.edu within the demographics of prospective students. i.e Female, age 18-24