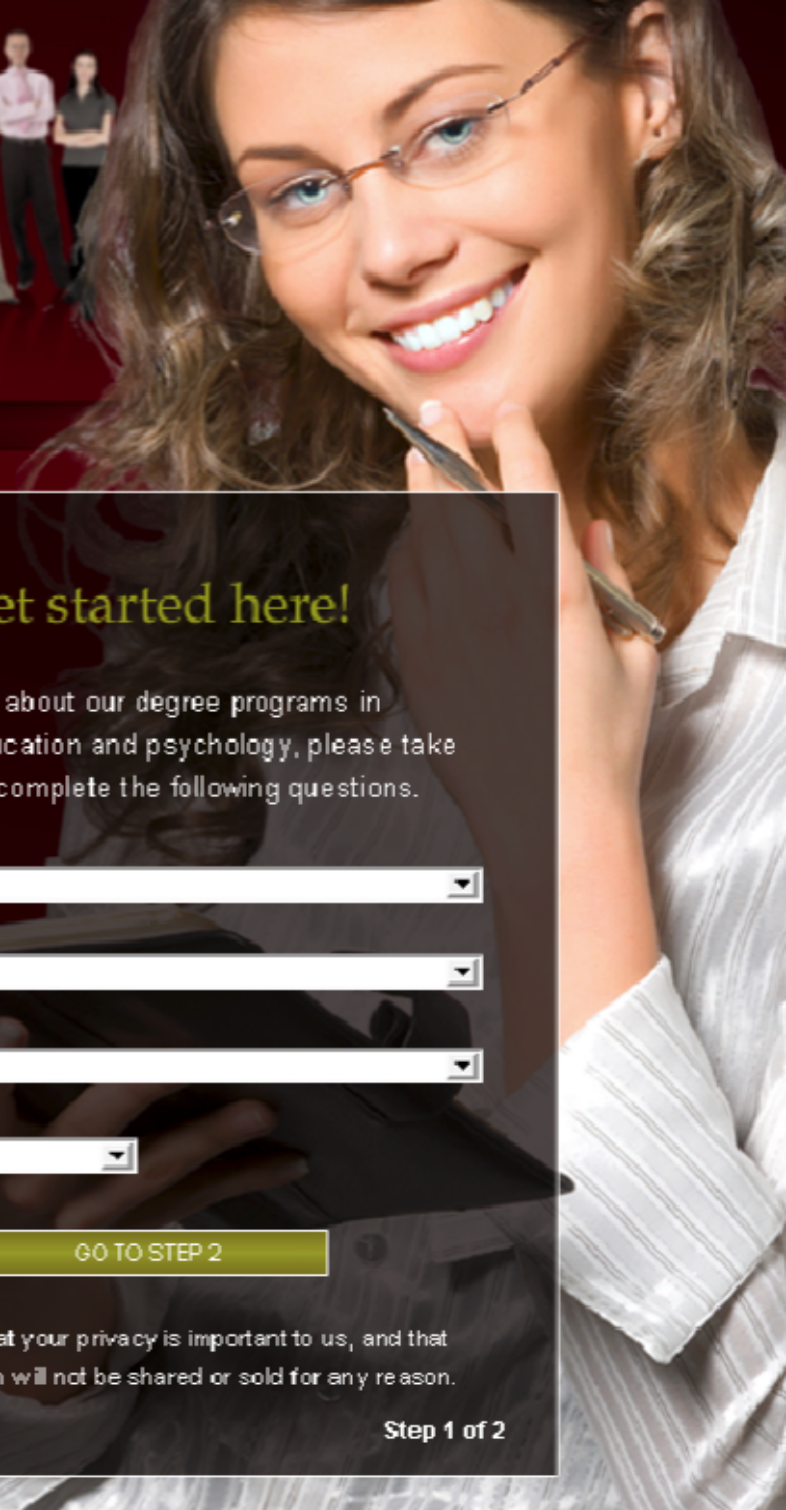


Northcentral University
Microsite Wireframe



Get an online degree that comes with personal attention.

Are you looking to advance your career with an accredited degree—without interrupting your current commitments? If so, Northcentral University can help.

What's in it for you as an online student at NCU?

- ✓ **Genuine Support** – one-on-one attention to your success
- ✓ **Flexibility** – do your coursework when and where you want
- ✓ **Affordability** – tuition and rates much less than comparable universities
- ✓ **Monthly Starts** – no need to wait for months to get started

NCU's 100% online programs in **business & technology management, education and psychology** also come with something that not every university has: **one-on-one faculty mentoring by experienced professors**—not teaching assistants.

Whether you're seeking a certificate, an undergraduate or a graduate degree, you can choose from a broad spectrum of career-enhancing courses you consider to be important and valuable.

Landing Page/
Form: Step 1

Get started here!

To learn more about our degree programs in business, education and psychology, please take a moment to complete the following questions.

Education Level

-- Select --

Degree

-- Select --

Program Interest

-- Select --

Start Date

-- Select --

GO TO STEP 2

Please note that your privacy is important to us, and that this information will not be shared or sold for any reason.

Step 1 of 2



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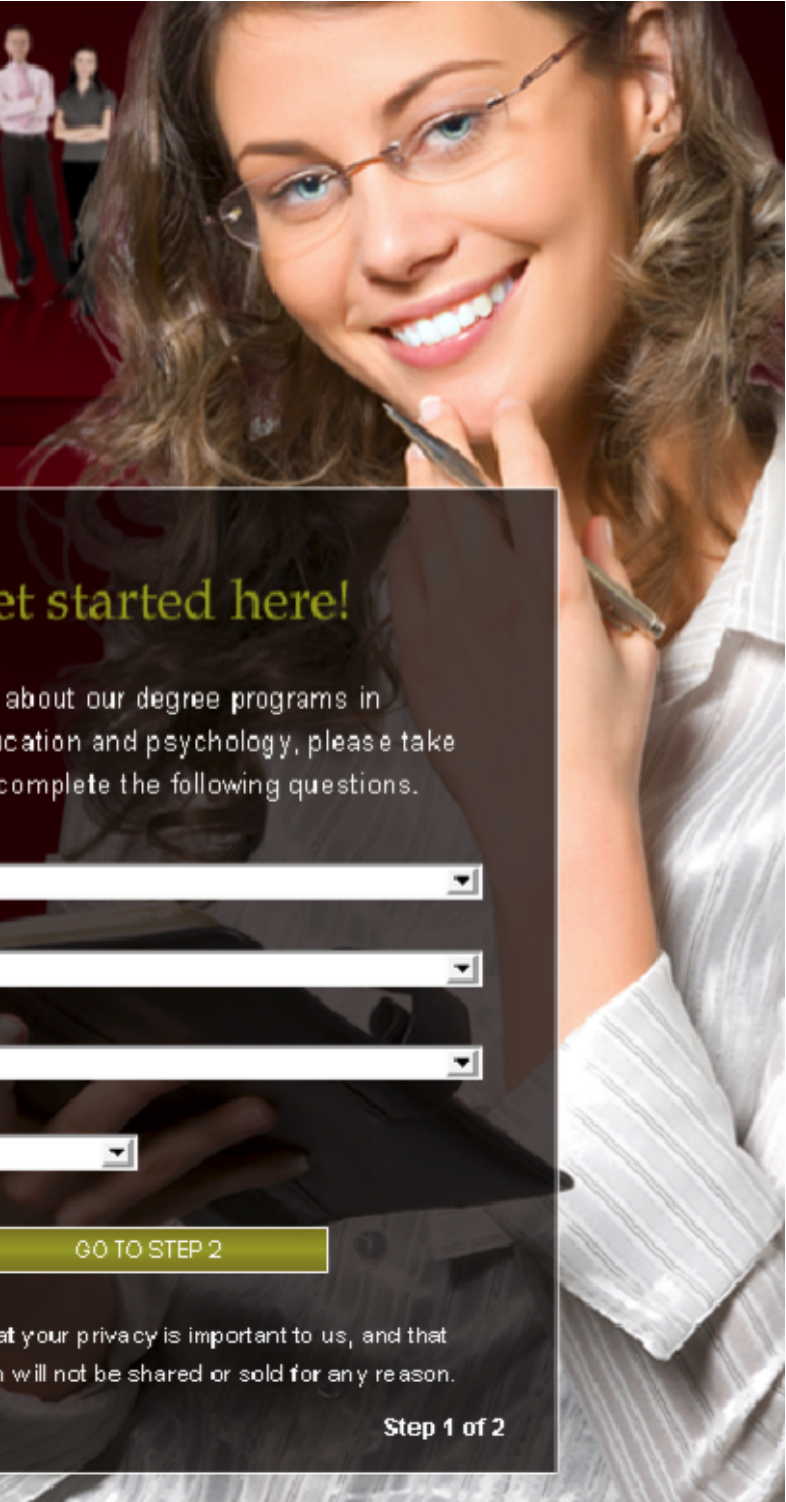
Please let us know how we can contact you.

First Name	Last Name
<input type="text"/>	<input type="text"/>
Address	
<input type="text"/>	
City	
<input type="text"/>	
State/Province	Zip/Postal Code
<input type="text" value="-- Select --"/>	<input type="text"/>
Country	
<input type="text" value="-- Select --"/>	
Telephone	Alt. Telephone
<input type="text"/>	<input type="text"/>
E-mail	
<input type="text"/>	
Military Status	
<input type="text" value="-- Select --"/>	

Submit

Step 2 of 2

Form: Step 2



[Home](#)

[Programs](#)

Your career success begins with a degree from NCU.

Your education from NCU comes with more than just a degree. You'll get personal one-on-one guidance that makes you the center of the NCU learning experience, and we understand how to make the material relevant to your situation for these industries:

School of Business & Technology Management – Take advantage of NCU's business program—the first 100% online school to be accredited by the Association of Collegiate Business Schools and Programs (ACBSP).

School of Education – You can earn a Master of Education (M.Ed.), Doctor of Education (Ed.D.), or Doctor of Philosophy (Ph.D.) in Education.

School of Psychology – You have a wide selection of undergraduate and graduate degrees with key specializations, including Marriage and Family Therapy, to help you build your professional credentials.

For the complete listing of more than 100 convenient, affordable and accredited programs, **please see the form to the right.**

[Programs Page](#)

Get started here!

To learn more about our degree programs in business, education and psychology, please take a moment to complete the following questions.

Education Level

Degree

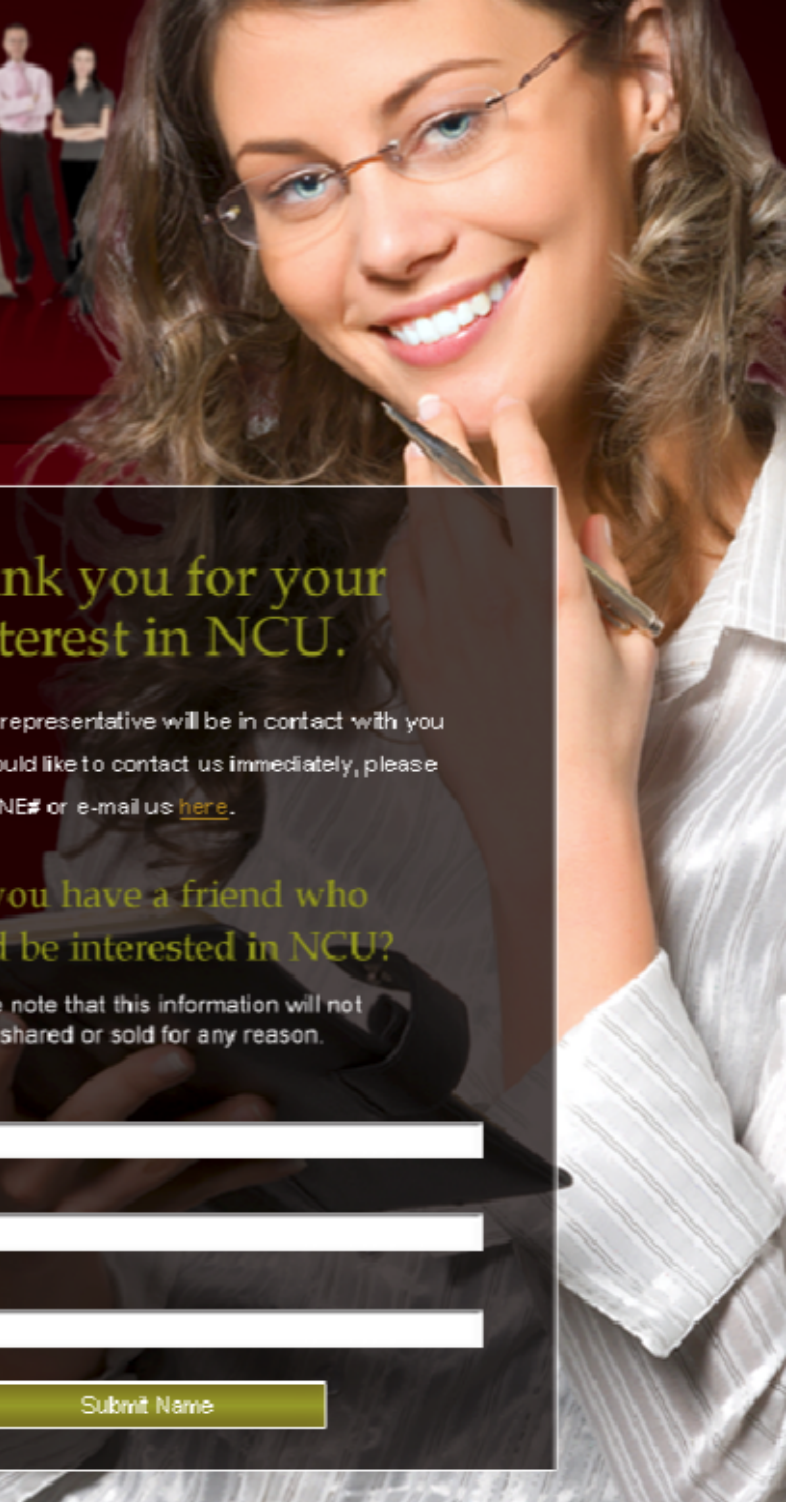
Program Interest

Start Date

[GO TO STEP 2](#)

Please note that your privacy is important to us, and that this information will not be shared or sold for any reason.

Step 1 of 2



[Home](#)

[Programs](#)

Get an online degree that comes with personal attention.

Are you looking to advance your career with an accredited degree—without interrupting your current commitments? If so, Northcentral University can help.

What's in it for you as an online student at NCU?

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NCU's 100% online programs in **business & technology management, education and psychology** also come with something that not every university has: **one-on-one faculty mentoring by experienced professors**—not teaching assistants.

Whether you're seeking a certificate, an undergraduate or a graduate degree, you can choose from a broad spectrum of career-enhancing courses you consider to be important and valuable.

Thank you for your interest in NCU.

An admissions representative will be in contact with you soon. If you would like to contact us immediately, please call us at #PHONE# or e-mail us [here](#).

Do you have a friend who would be interested in NCU?

Please note that this information will not be shared or sold for any reason.

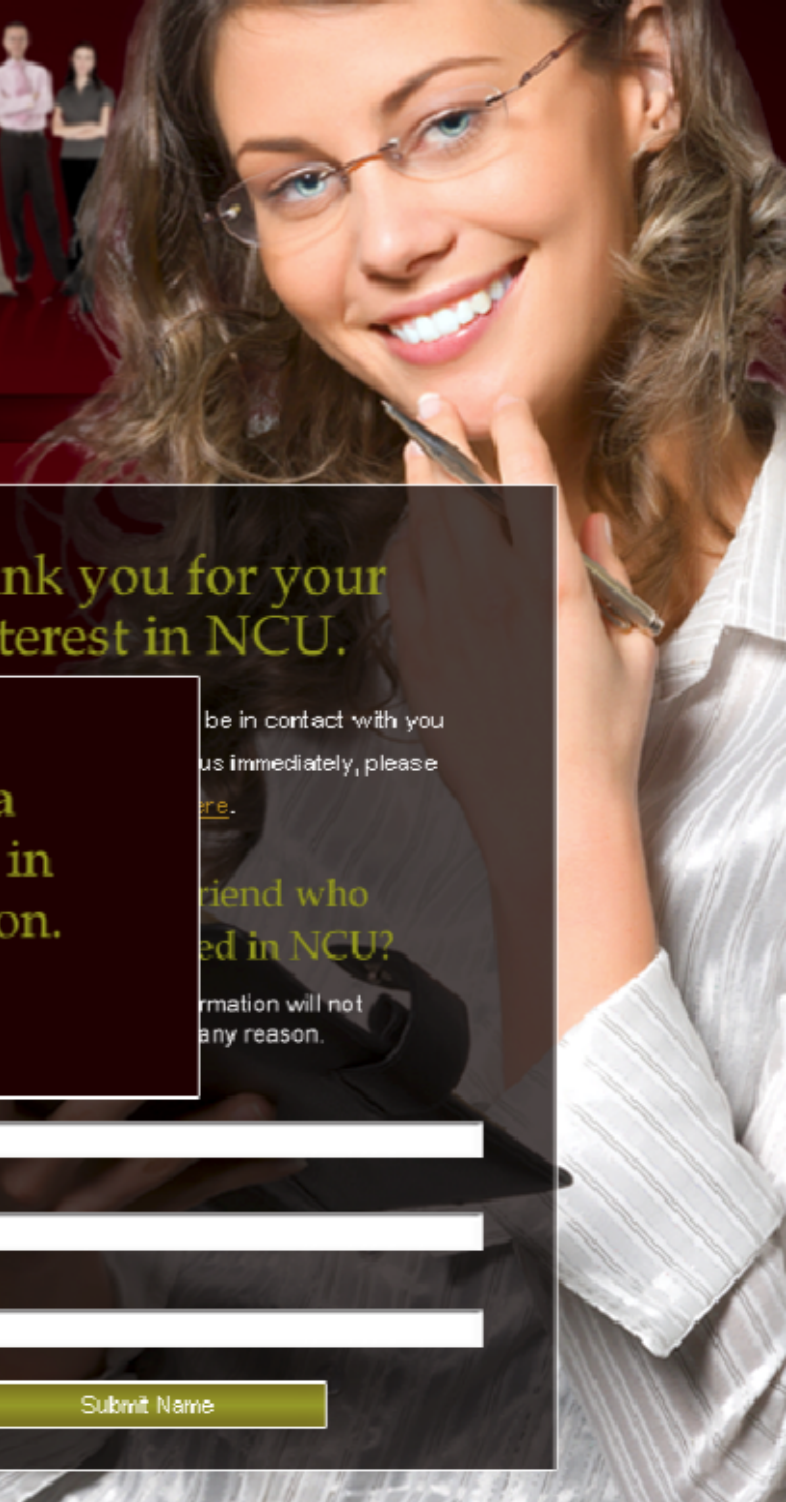
First Name

Last Name

Phone

[Submit Name](#)

Thank You
Page



[Home](#)

[Programs](#)

Get an online degree that comes with personal attention.

Are you looking to advance your career without interrupting your current commitments?

What's in it for you as an online student?

- Genuine Support** – one-on-one
- Flexibility** – do your coursework
- Affordability** – tuition and rates
- Monthly Starts** – no need to wait

NCU's 100% online programs in **business & technology management, education and psychology** also come with something that not every university has: **one-on-one faculty mentoring by experienced professors**—not teaching assistants.

Whether you're seeking a certificate, an undergraduate or a graduate degree, you can choose from a broad spectrum of career-enhancing courses you consider to be important and valuable.

Thank you for your interest in NCU.

Thank you for referring a friend to NCU. We will be in contact with this person soon.

We will be in contact with you as soon as possible. If you wish to be contacted immediately, please click [here](#).

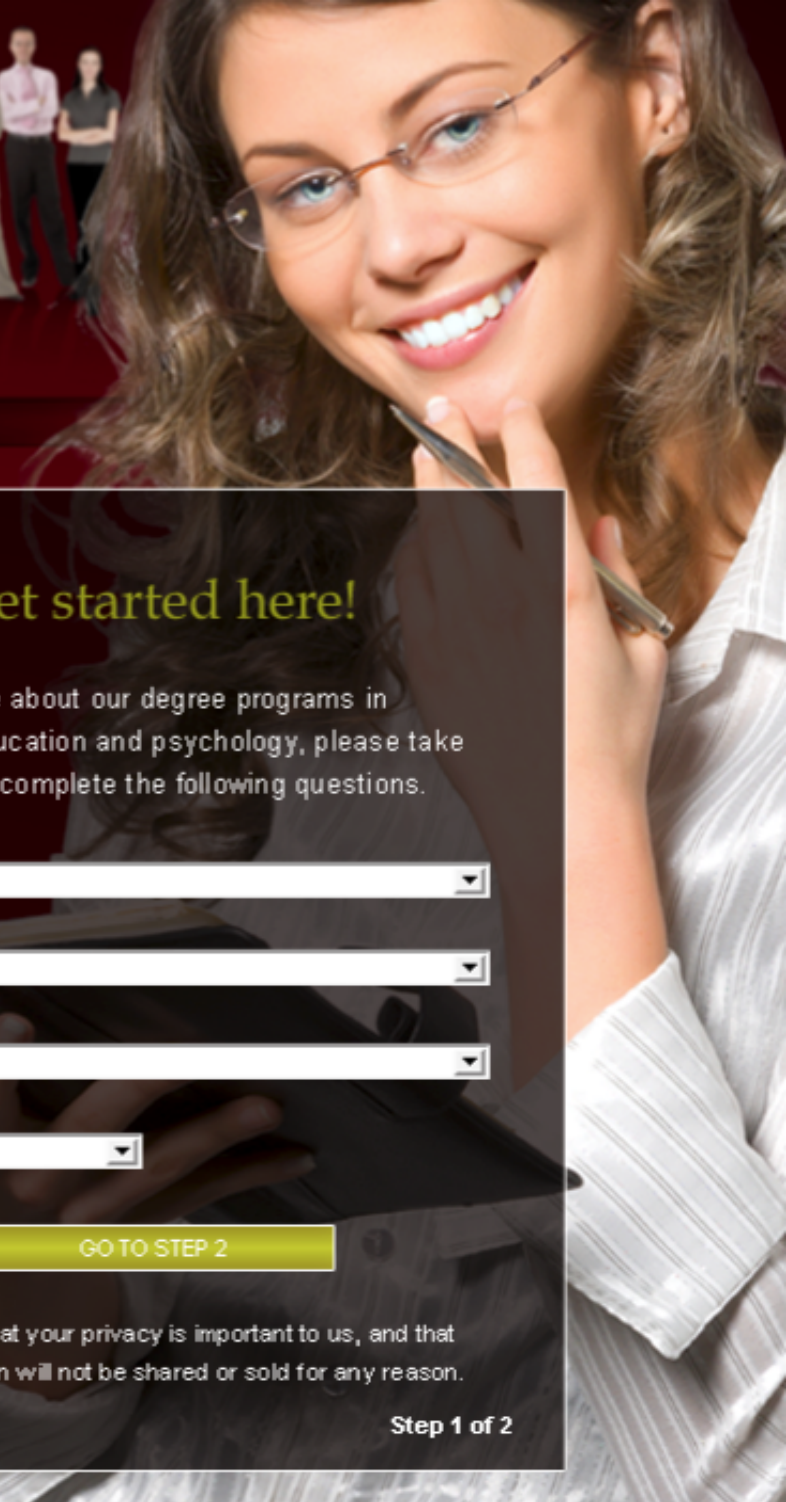
Referring a friend who is interested in NCU?

Your contact information will not be shared for any reason.

Last Name

Phone

Referral
Thank You



Get an online degree that comes with personal attention.

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Roll-over states

Get started here!

To learn more about our degree programs in business, education and psychology, please take a moment to complete the following questions.

Education Level

-- Select --

Degree

-- Select --

Program Interest

-- Select --

Start Date

-- Select --

GO TO STEP 2

Please note that your privacy is important to us, and that this information will not be shared or sold for any reason.

Step 1 of 2

Northcentral University Wireframe: New Testing Option

Project Parameters

Project Goals:

The primary goal of this microsite is to provide visitors with a portal to submit their contact information to NCU as the first step in the conversion process.

Messaging that focuses on the needs of the audience, over those of the institution, has been proven to be more effective in generating response. This site utilizes audience-centered messaging in order to improve response.

In order to optimize the site's usability, elements of the architecture have been kept to a minimum, including only those which will help fulfill its primary function.

A final goal of this site's architecture is to make the submission form more prominent in the consciousness of the audience. The site will use a two-step submission form, and place some element of that form on every page of the site in order to meet this goal.

Project Audience:

The audience for this microsite will consist of people that are driven to the site through a trade name search effort. As such, potential students are already interested in Northcentral University, and are coming here to get information about taking the next steps toward enrollment.

Blueprint

Home Page/Form: Step One



Form: Step Two



Programs Page



Form: Thank You



Refer a Friend Thank You



Northcentral University Wireframe: New Testing Option

Home Page

Communication Goal:

The microsite's home page will communicate several things:

- It will inform the visitor that they have arrived at the place they were looking for. This will help pull them into the site.
- It will reinforce why NCU is the best choice for them.
- It will serve as the first step in the two-step information submission process.
- The school's accreditation information will also be included at the bottom of the page.

Action Goal:

The main purpose of this page is to encourage the visitor to complete the form and provide their contact information.

1: Client Identity

The university's identity should be the first thing the site visitor sees. It reassures them that they are in the right place, and helps them feel comfortable about their ability to get their questions answered by the site.

2: Introductory Headline

The headline serves as an entry point for the visitor. It will immediately sum up what information the visitor will get from this page.

3: Introduction Message

The main message will strongly emphasize what the visitor can receive from an education at NCU rather than just speaking about the university.

The tone of the language used will be informal and conversational. It will consist of short, easy-to-read paragraphs of three sentences or less.



4: Navigation

The navigation is a common element that will appear on each page of the microsite. It will include links to the home page and the programs page.

5: Form: Step One

This site will utilize a two-step reply form. It will be placed next to the main messaging block to emphasize the fact that the form is the main purpose of this page.

6: Accreditation Statement

The accreditation statement helps to establish the credibility of the university in the eyes of an online audience. It will appear at the bottom of every page so that it is always present.

Northcentral University Wireframe: New Testing Option

Programs Page

Communication Goal:

The program page will help the visitor answer questions they might have about the kinds of degrees available to them through NCU. The list of courses will focus on the broad categories rather than trying to convey too much information by presenting a detailed list of the university's class offerings.

Action Goal:

The main purpose of this page is to encourage the visitor to complete the form and provide their contact information.

1: Client Identity

The university's identity should be the first thing the site visitor sees. It reassures them that they are in the right place, and helps them feel comfortable about their ability to get their questions answered by the site.

2: Program Headline

The headline serves as an entry point for the visitor. It will immediately sum up what information the visitor will get from this page.

3: Program Message

The main message will focus on the kinds of degrees available to the visitor through NCU rather than overburdening the visitor with detailed course listings.

The tone of the language used will be informal and conversational. It will consist of short, easy-to-read paragraphs of three sentences or less.



4: Navigation

The navigation is a common element that will appear on each page of the microsite. It will include links to the home page and the programs page.

5: Form: Step One

This site will utilize a two-step reply form. It will be placed next to the main messaging block to emphasize the fact that the form is the main purpose of this page.

6: Accreditation Statement

The accreditation statement helps to establish the credibility of the university in the eyes of an online audience. It will appear at the bottom of every page so that it is always present.

(Screened copy represent portions of the page that remain unchanged.)

Northcentral University Wireframe: New Testing Option

Form: Step Two

Communication Goal:

This page will tell the visitor that the information submission process is almost complete, making it easy for them to invest the additional time needed to finish the form.

Action Goal:

This page will help the visitor complete the two-step information submission process.

1: Client Identity

The university's identity should be the first thing the site visitor sees. It reassures them that they are in the right place, and helps them feel comfortable about their ability to get their questions answered by the site.

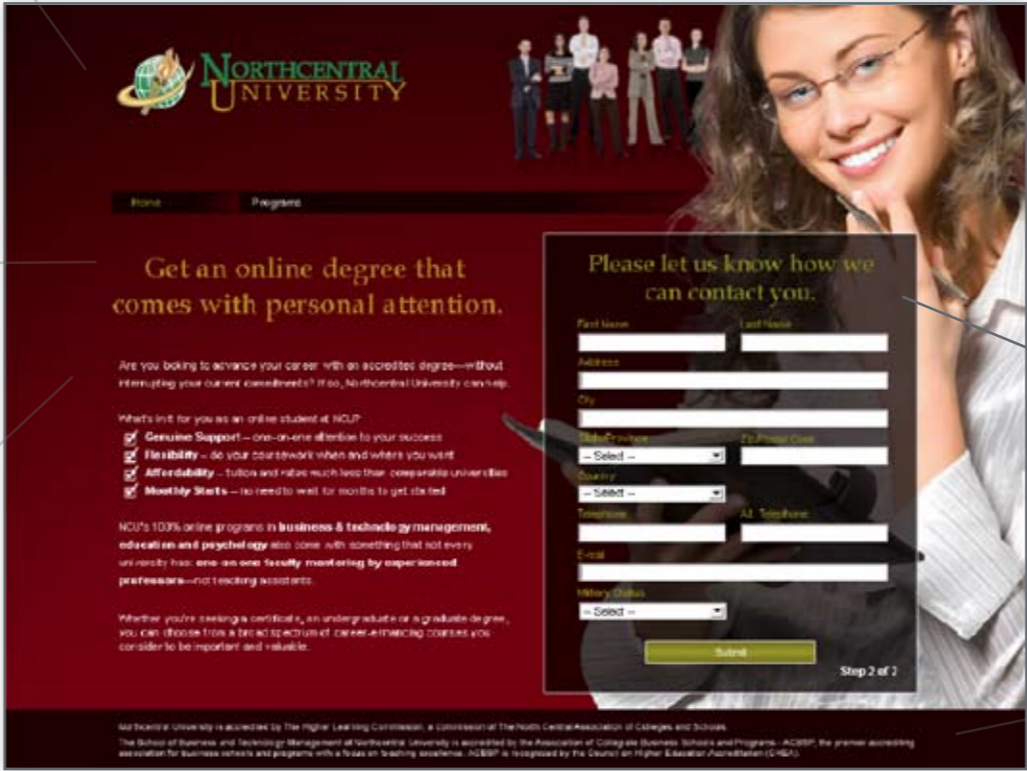
2: Headline

The headline serves as an entry point for the visitor. It will immediately sum up what information the visitor will get from this page.

3: Main Message

The main message will strongly emphasize what the visitor can receive from an education at NCU rather than just speaking about the university.

The tone of the language used will be informal and conversational. It will consist of short, easy-to-read paragraphs of three sentences or less.



4: Navigation

The navigation is a common element that will appear on each page of the microsite. It will include links to the home page and the programs page.

5: Form: Step Two

This is the final step of the information submission process. It will collect the visitor's personal information.

6: Accreditation Statement

The accreditation statement helps to establish the credibility of the university in the eyes of an online audience. It will appear at the bottom of every page so that it is always present.

(Screened copy represent portions of the page that remain unchanged.)

Northcentral University Wireframe: New Testing Option

Form: Thank You

Communication Goal:

This page will inform the visitor that the submission process is complete by thanking them for their submission.

The page will finish the communication process with a final call to action requesting a friend referral from the visitor.

Action Goal:

In addition to thanking the visitor, this page will give the visitor an opportunity to provide the name of a friend who might also have an interest in NCU.

1: Client Identity

The university's identity should be the first thing the site visitor sees. It reassures them that they are in the right place, and helps them feel comfortable about their ability to get their questions answered by the site.

2: Headline

The headline serves as an entry point for the visitor. It will immediately sum up what information the visitor will get from this page.

3: Main Message

The main message will strongly emphasize what the visitor can receive from an education at NCU rather than just speaking about the university.

The tone of the language used will be informal and conversational. It will consist of short, easy-to-read paragraphs of three sentences or less.



4: Navigation

The navigation is a common element that will appear on each page of the microsite. It will include links to the home page and the programs page.

5: Form: Thank You

The main message will thank the visitor for submitting their personal information and provide a call to action asking the visitor to refer a friend.

6: Refer a Friend

This box will give the visitor an option to provide a friend's name and information as a referral.

7: Accreditation Statement

The accreditation statement helps to establish the credibility of the university in the eyes of an online audience. It will appear at the bottom of every page so that it is always present.

(Screened copy represent portions of the page that remain unchanged.)

Northcentral University Wireframe: New Testing Option

Refer a Friend: Thank You

Communication Goal:

This page will inform the visitor that the friend referral process is complete by thanking them for their submission of a friend's name.

1: Client Identity

The university's identity should be the first thing the site visitor sees. It reassures them that they are in the right place, and helps them feel comfortable about their ability to get their questions answered by the site.

2: Headline

The headline serves as an entry point for the visitor. It will immediately sum up what information the visitor will get from this page.

3: Main Message

The main message will strongly emphasize what the visitor can receive from an education at NCU rather than just speaking about the university.

The tone of the language used will be informal and conversational. It will consist of short, easy-to-read paragraphs of three sentences or less.



4: Navigation

The navigation is a common element that will appear on each page of the microsite. It will include links to the home page and the programs page.

5: Form: Thank You

The main message will thank the visitor for submitting their personal information and provide a call to action asking the visitor to refer a friend.

The tone of the language used will be informal and conversational. It will consist of short, easy-to-read paragraphs of three sentences or less.

6: Refer a Friend

This box will give the visitor an option to provide a friend's name and information as a referral.

8: Refer a Friend Thank You

The main message will consist of a simple thank you for the friend referral.

7: Accreditation Statement

The accreditation statement helps to establish the credibility of the university in the eyes of an online audience. It will appear at the bottom of every page so that it is always present.

(Screened copy represent portions of the page that remain unchanged.)