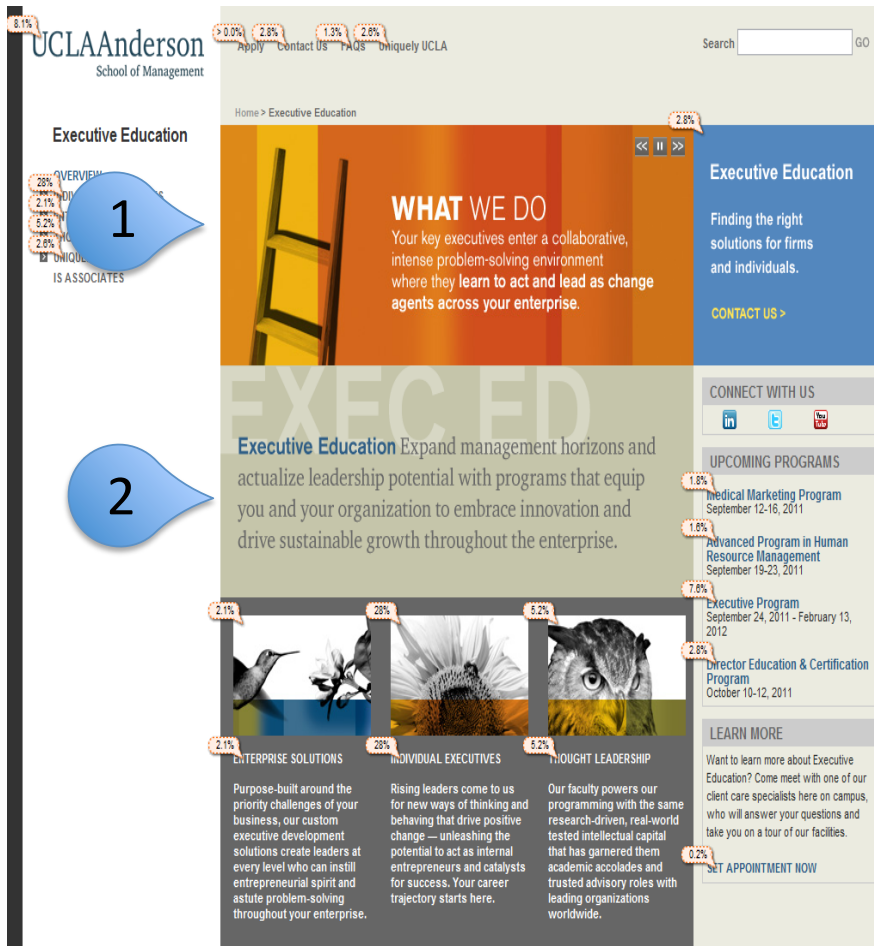


CONTENT

1. Usability Issues and Fixes
2. Graphic depiction of Executive Program dimensions and elements
2. Data analysis presentation for improving Google Adwords Campaign precision
3. Visualization of customer journey/touch point sequence – thought starters
4. Executive Proto-Persona
5. Key-Word Research

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User Experience Designer

Usability Issues and Fixes



ANNOTATIONS:

1

Flash: Content not searchable.

2

Image: Text embedded in static image. Not searchable.

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User Experience Designer

Issue: Key content not searchable.

Assessment

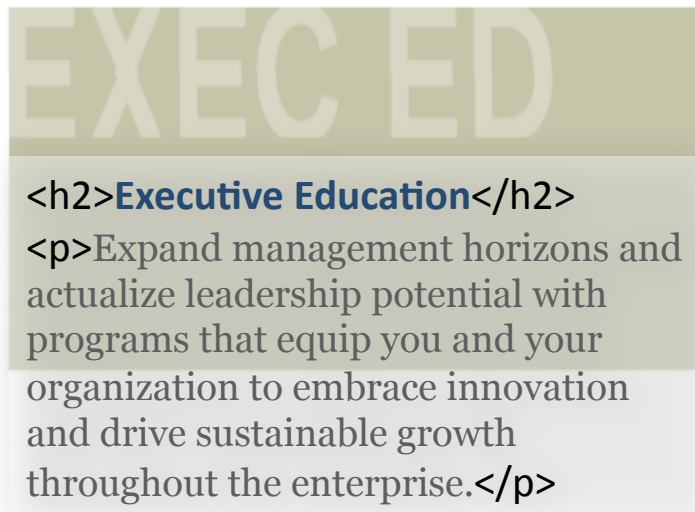
Page element designed and content presented using static image containing graphic text treatment and embedded text.



Fix

Image re-created with text treatment and background only.

Searchable text with heading and paragraph tags coded in html/css



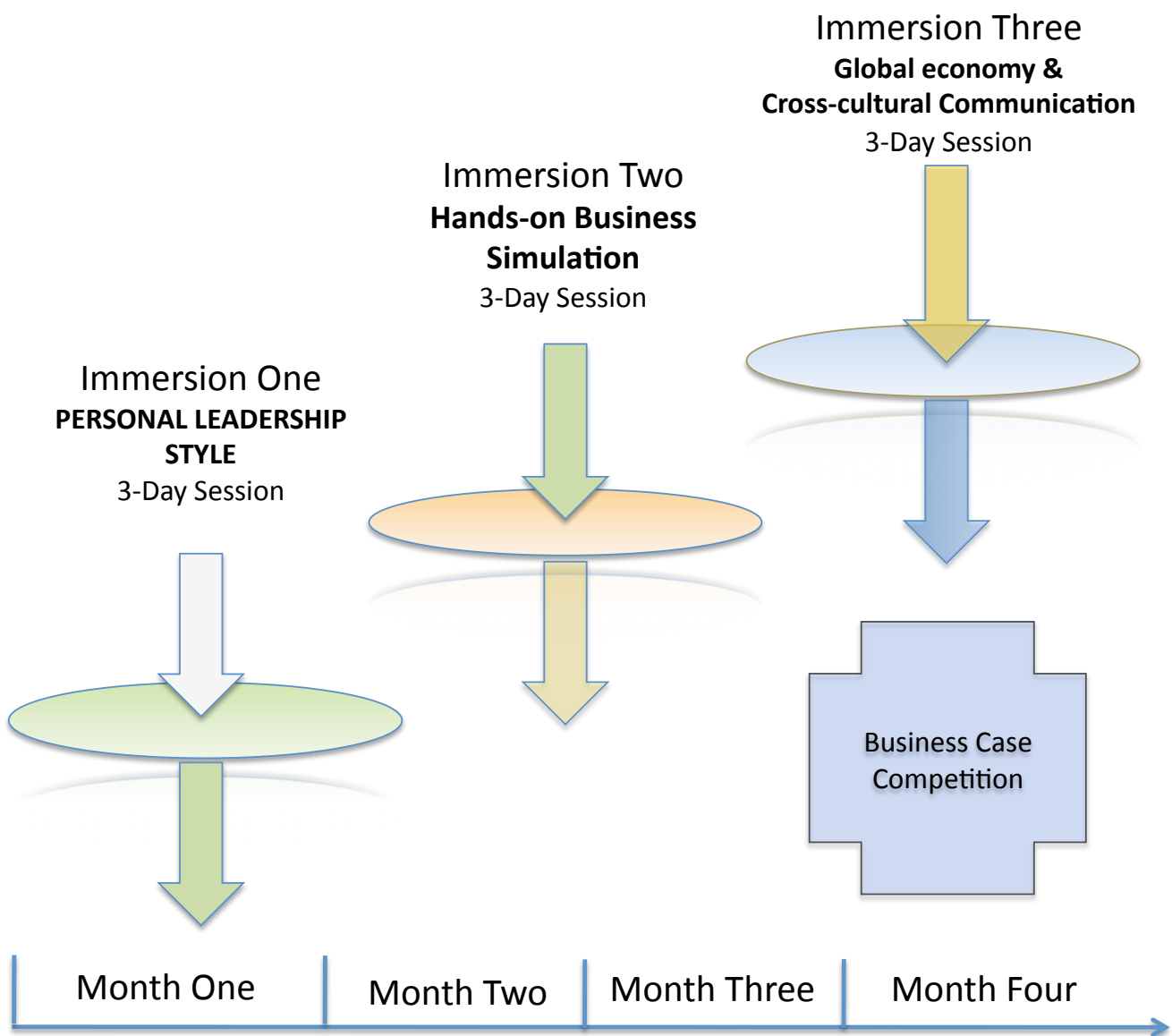
Result

Important key-word text can be found without changing the overall design integrity of a central page element.

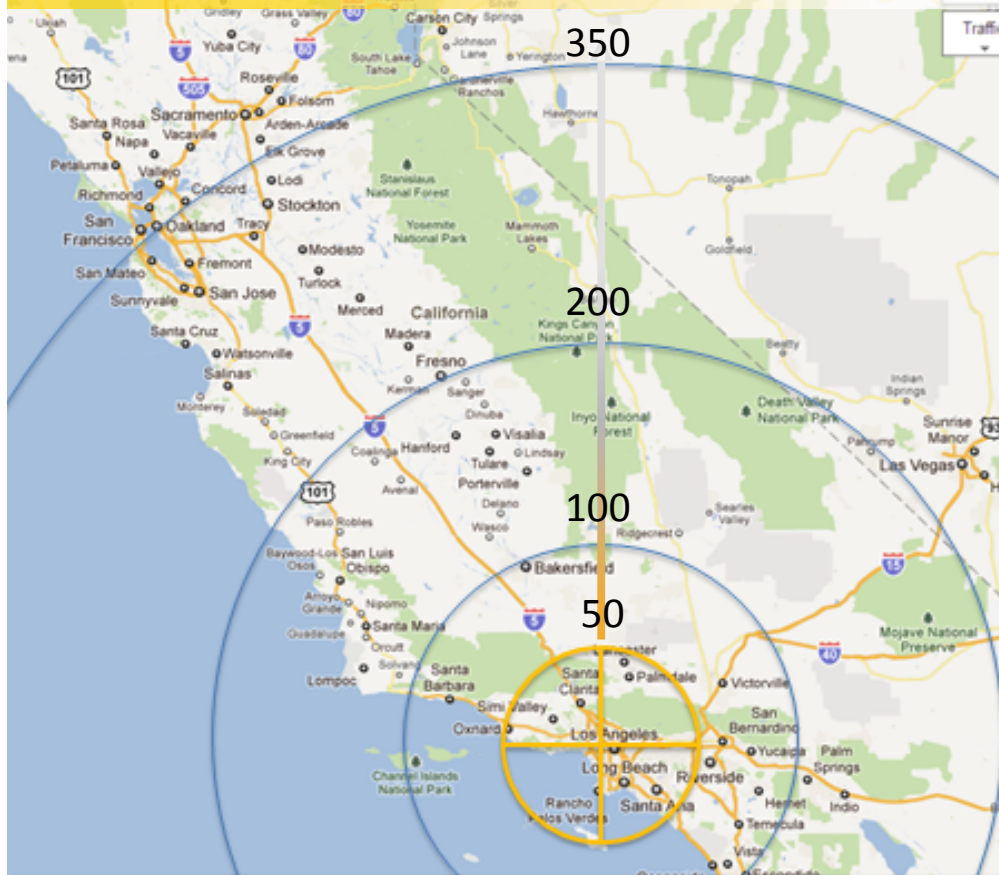


Executive Program Delivery

15 Weekly Evening Sessions 2pm – 9pm



EP Participant Geographic Concentration

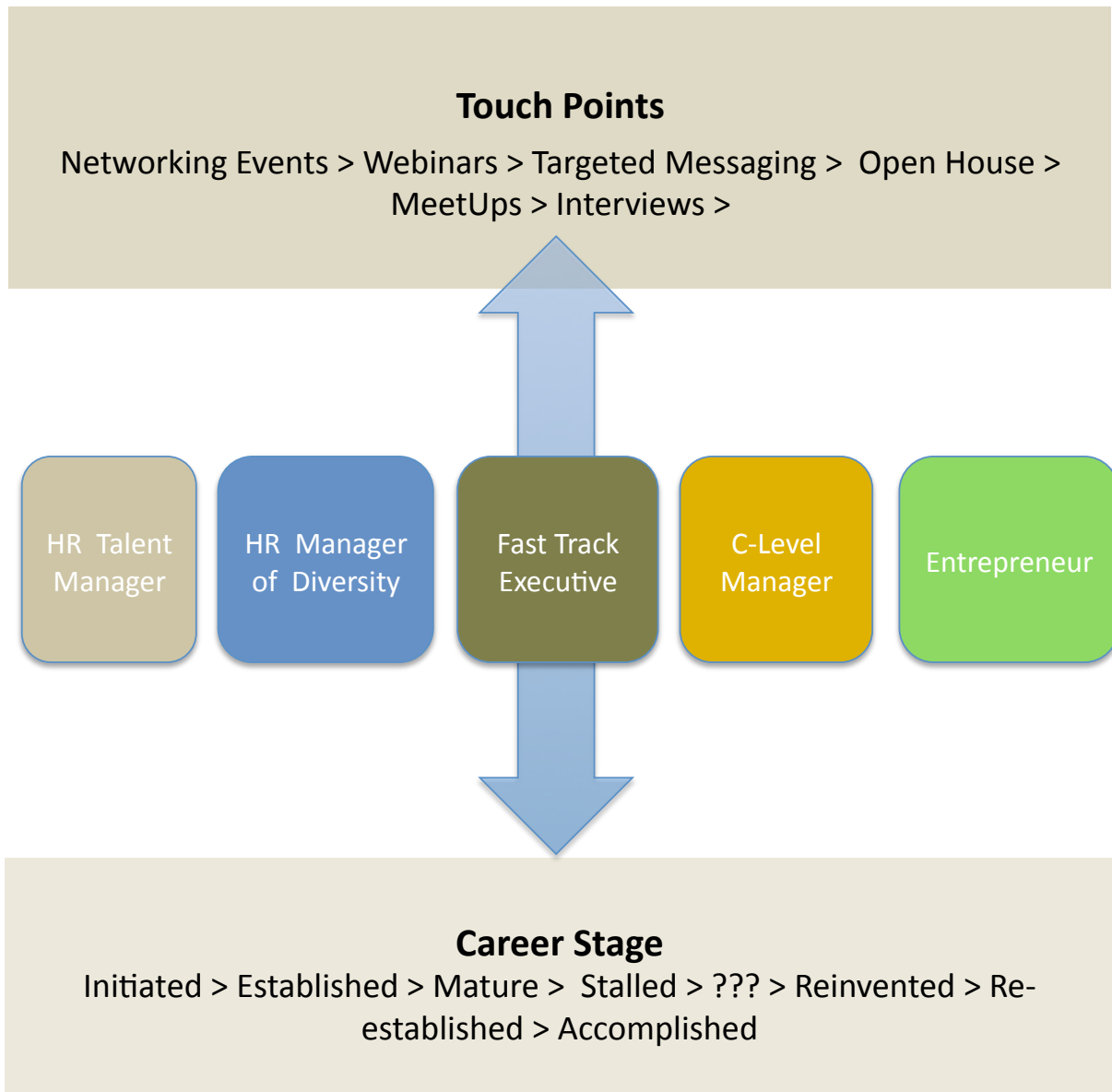


California	Zip	EP Participants	Percentage
Greater LA	900-903	1644	51.3
Santa Monica	904	284	8.9
South Bay	905-908	309	9.7
Valley West	913-14	364	11.4
San Gabriel & East	915-17	368	11.5
Ventura-Santa Barbara	930-31	159	4.9
Northern Cali	936-960	73	2.3

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Effective Communication – Matching Touch Points to Career Stage

Using flatbridge CRM Platform



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Individual Executive Personas for Open Enrollment Programs

Provides a way to understand our customers and
how they like to be communicated with



Stefan T Prenur

Stephan has been in corporate America for twenty years and is interested in starting his own technology company. He has specialized in software design and is looking to build a solid foundation for his new venture.



Dinah Soer

Dina got her MBA in 1995. She acutely senses the growing gap in her skills relative to what is required to remain in demand. Getting a pre-internet MBA doesn't give her much peace of mind any more.



Bertrand Brodere

Bertrand Brodere— has been a specialist for much of his career and is on the fast track to become the next GM. He is worried that he will soon reach his level of incompetence as he climbs the corporate ladder.

Keyword Research & Analytics: Tapping Existing Resources

A client wanted to increase efficiencies in their spend for Google Adwords

These categories contained natural language key-words and phrases used by actual consumers.

There was limited data on search behavior or demographics. The existing intelligence was not easily accessible or operationally usable. The budget was constrained.

This intelligence was used to improve relevance and targeting in online advertising and refine the understanding of buyer personas and their content preferences.

I discovered a valuable source of unused marketing data located within existing the digital archives of participant applications forms and program evaluations.

The work I did resulted in the creation of a compiled summary of natural language key-words and phrases for use in writing content and creating advertising copy that was optimized for organic and paid search.

I located verbatim responses from past participant's application forms and program evaluation forms in areas where there was an expression of current responsibilities, challenges, objectives and post-program intentions.

APPLICATION TEXT FIELDS (Verbatim Responses)

1. Current Responsibilities
2. Current Challenges
3. Current Objectives

PROGRAM EVALUATION TEXT FIELDS (Verbatim Responses)

1. Q1 Overall Comments
2. Q2. As a result of attending this program, what do you plan to do differently, to take action on or become more involved in when you return to your organization?

The screenshot shows an Excel spreadsheet with the following structure:

	A	B	C	D	E	F
	APPLICATION INPUT			EVALUATION VERBATIMS		
1	Current Responsibilities	Current Challenges	Current Objectives	Q1 Overall Comments	Q2. As a result of attending this program, what do you plan to do differently, to take action on or become more involved in when you return to your organization?	
2	As President & CEO I am responsible for the full operation of Princess Cruises. In addition, I am responsible for the commercial operation of Cunard Line in North American, and P&O Cruises in Australia.	Operating a world-wide business with 21 ships dispersed around the globe in addition to 5 hotels in the wilderness of Alaska.	Gain the knowledge and insight necessary to be an exemplary board member.	Overall a very good program! Content is meaningful, instruction conducive to ... of information. Facilities excellent!	Become more inquisitive as a director and expect improved analysis from management.	
3	Examining the reports of Boards of Directors of listed companies to verify full disclosure in accordance with regulatory requirements. - Monitoring the compliance of listed companies with the implementation of mandatory provisions of the Corporate Governance Regulations, and disclosure of implemented provisions and the provisions that have not been implemented as well as the reasons for not implementing them, as per the requirements of the Corporate Governance Regulations - Monitoring any changes in the	Increasing the awareness of listed companies with the Corporate Governance Regulations and the proper practices of good governance, and encouraging the adoption of the concept of sound governance in the listed companies in the capital market. - Strengthening the concepts of transparency, responsibility, and fairness, in addition to increasing investor awareness with respect to sound governance.	seeks to achieve CMA's objective which aim to protect investors through closely monitoring the disclosures on corporate governance and to develop a clear and effective procedures for the department to oversee the governance practices of listed companies. In addition, to increase listed companies' awareness to what's came in corporate governance regulations and practices of good governance. Moreover, to encourage the adoption of the	Accounting segment too fast for non-accountants	Compensation committee; suggest restructuring board	