



Adobe Education Site Refresh

June 2009





Agenda

Overview

- What
- When
- Where
- Why
- Who

Objectives

- Usability
- Solutions
- Voice

Strategy

- Navigation
- Segments
- Multimedia

Schedule

- P1: 7/24/09
- P2: 9/09/09
- P3: 2010

Education Refresh Overview

- **WHAT:**

Education is planning a phased EDU site refresh.

- **WHERE:**

This will impact all pages within www.adobe.com/education.

- **WHEN:**

Phase 1 target launch is 7/24/09 in order to leverage Back to School.
Phase 2 target launch is TBD; probably in August or September 2009.

- **WHY:**

Repeated feedback from EDU site visitors (both externally and internally) that it is too hard to find the information they are looking for. Lack of customer awareness and understanding around how solutions tie into products. Difficulty helping customers and potential customers understand all that Education has to offer them.

- **WHO:**

The project team includes: Sasha Braude (Approver), Megan Stewart, Bob Regan, Johann Zimmern, Elisa Haidt, Dawn Jones, Claire Erwin, Gina Adams, Anuja Dharkar, Matt Niemitz (Contributors/Stakeholders), Hernan Teano (IA), Royce Leonard (Design), David Gasior (CE), Jim Jones (PA), Pat Patterson (Copy Editor), Karen LeFever, Janice Lalley (Multimedia), Justin Emerson (Web Producer), and Rob Frati (QA).



Education Refresh Objectives

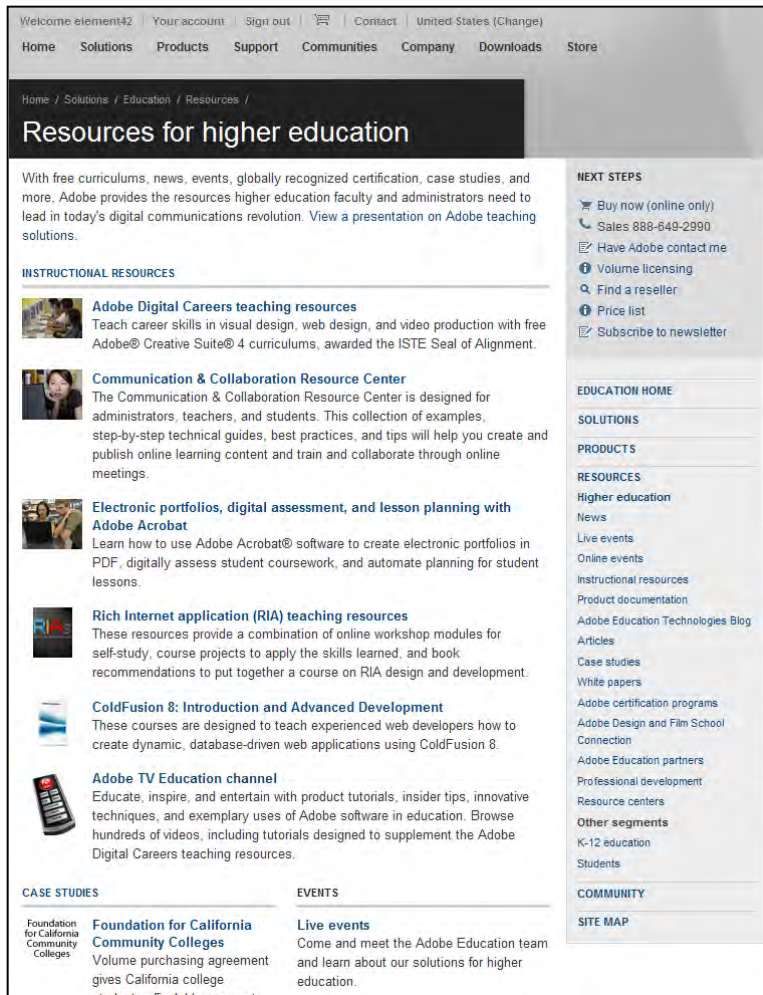


Figure 1: Current Education HED Resources page

Phase 1 Objectives:

1. **Improve Usability.** Make it easier for our visitors to navigate our site and find what they're looking for.
2. **Up-level Solutions.** Tie Education Solutions to Products.
3. **Bring in Customer Voice.** Let our customers tell our story in a compelling way other customers and potential customers can relate to.

Phase 2 Objectives:

1. **Demonstrate Thought Leadership.** Add more customer voice, stories.
2. **Make content more engaging.** Additional Multimedia and video.
3. **Further Improve Usability.** Migrate all pages to wider template.

Education Refresh Strategy - Phase 1

Improve Usability

New site-wide right side pocket navigation to make content easier to find.

Navigation



Improve Usability

New Education home page funneling visitors to 3 segment landing pages for HED, K12 and Students.

Segments



Up-level Solutions

Re-work content on segment landing pages to up-level solutions, tie products to solutions.

Tie Products to Solutions



Bring in Customer Voice

Interactive FMAs of EDU customers sharing how Adobe products and solutions helped them.

Multimedia



Education Refresh Strategy – Phase 2

**Leverage More
Customer Stories**

- **Demonstrate Thought Leadership**
 - Video content of customer stories, testimonials and case studies.

**Review and
update all content**

- **Make Content More Engaging**
 - Remove or update outdated content, reposition key content.
 - Add more Multimedia and video content.

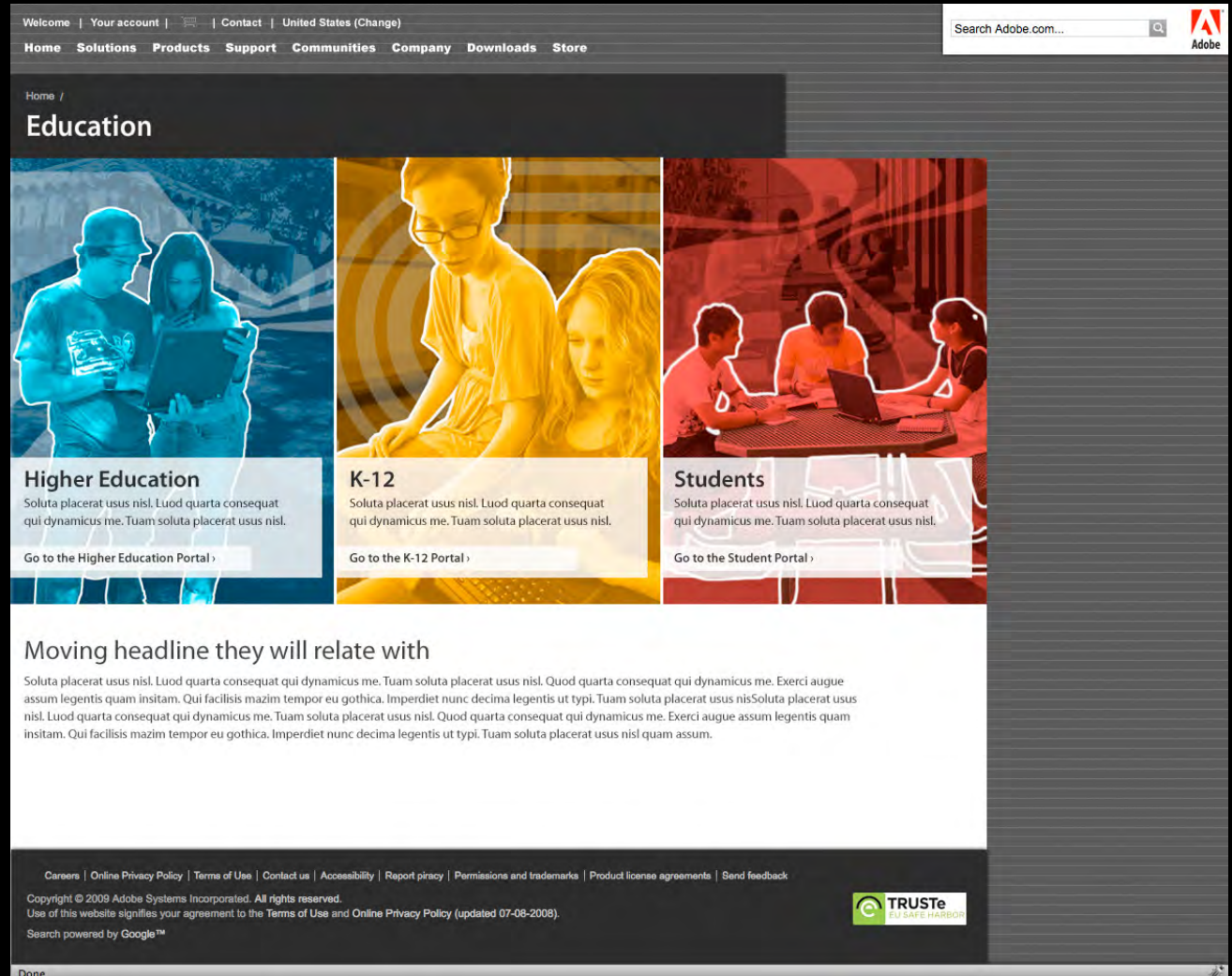
**Migrate all
content to wider
templates**

- **Further Improve Usability**
 - For consistency and to enable dynamic navigation and other features only available in wider templates.



Education Home Page Mockup*

Portal Style
Home Page
Immediately
Helps Visitors
Self-Select
Into Their
Segment



* Mockup. Subject to change.

* Right navigation not shown but there will be right side nav. on Home page for phase 1 refresh and beyond.

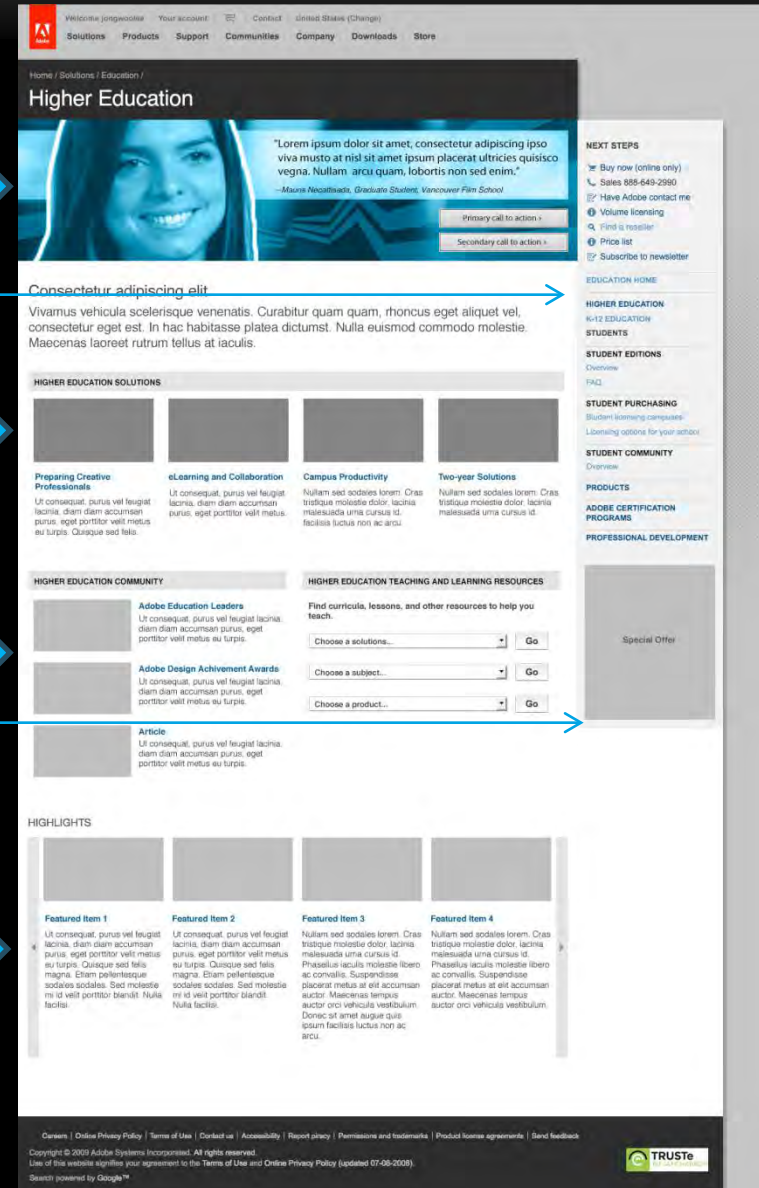
Segment Landing Page Mockup (K12 and HED will be similar)

- Multimedia FMA/marquee/header
- Small animation to draw the eye
- Roll over plays video testimonials
- Video clips will be ~15 seconds
- 3 videos are planned for each FMA
- New, streamlined, simplified right nav.

- Solutions Highlighted at Top of Page
- Icons and blurbs for easy recognition

- New Community Section
- Up-leveled Teaching & Learning Resources
- New Feature Pod in Right Side Navigation

- Highlights carousel for featured items
- Icons and blurbs for easy recognition



Segment Landing Page Schematic (Students)

- Multimedia FMA/marquee/header
- Small animation to draw the eye
- Roll over plays video testimonials
- Video clips will be ~15 seconds
- 3 videos are planned for each FMA
- New, streamlined, simplified right nav.

- Purchasing and Eligibility Options provided at top in easy to use nav.
- Products and student discounts highlighted

- Products and student discounts highlighted
- New Feature Pod in Right Side Navigation

- Highlights carousel for featured items
- Icons and blurbs for easy recognition
- New “Current Jobs That Require Adobe Skills” widget



Right Side Pocket Navigation

Right Side Pocket Navigation will change depending on what section visitor is in

EDU Home

NEXT STEPS

- Buy now (online only)
- Sales 888-649-2990
- Have Adobe contact me
- Volume licensing
- Find a reseller
- Price list
- Subscribe to newsletter

EDUCATION HOME

HIGHER EDUCATION

K-12 EDUCATION

STUDENTS

PRODUCTS

ADOBE CERTIFICATION PROGRAMS

PROFESSIONAL DEVELOPMENT

HED

NEXT STEPS

- Buy now (online only)
- Sales 888-649-2990
- Have Adobe contact me
- Volume licensing
- Find a reseller
- Price list
- Subscribe to newsletter

EDUCATION HOME

HIGHER EDUCATION

K-12 EDUCATION

STUDENTS

HIGHER EDUCATION SOLUTIONS

- Preparing creative professionals
- eLearning and collaboration
- Campus productivity
- Two-year solutions

HIGHER EDUCATION TEACHING AND LEARNING RESOURCES

- Career courses
- Communication and collaboration resource center
- Electronic thesis and dissertations
- Electronic portfolios, digital assessment, and lesson planning with Adobe Acrobat
- ColdFusion

HIGHER EDUCATION COMMUNITY

- News and events
- Adobe Education Leaders program
- Articles

PRODUCTS

ADOBE CERTIFICATION PROGRAMS

PROFESSIONAL DEVELOPMENT

K12

NEXT STEPS

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EDUCATION HOME

HIGHER EDUCATION

K-12 EDUCATION

STUDENTS

K12 EDUCATION SOLUTIONS

- Career and technical education
- Cross-curricular
- Collaboration and administration

K12 TEACHING AND LEARNING RESOURCES

- Digital School Collection teacher resources
- Career courses
- Funding resources

K12 COMMUNITY

- News and events
- Adobe Education Leaders program
- Articles
- Education philanthropy
- Education partners

PRODUCTS

ADOBE CERTIFICATION PROGRAMS

PROFESSIONAL DEVELOPMENT

Students

NEXT STEPS

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EDUCATION HOME

HIGHER EDUCATION

K-12 EDUCATION

STUDENTS

STUDENT EDITIONS

- Overview
- FAQ

STUDENT PURCHASING

- Student licensing campuses
- Licensing options for your school

STUDENT COMMUNITY

- Overview

PRODUCTS

ADOBE CERTIFICATION PROGRAMS

PROFESSIONAL DEVELOPMENT

Products

NEXT STEPS

- Buy now (online only)
- Sales 888-649-2990
- Have Adobe contact me
- Volume licensing
- Find a reseller
- Price list
- Subscribe to newsletter

EDUCATION HOME

HIGHER EDUCATION

K-12 EDUCATION

STUDENTS

PRODUCTS

- How to buy

ADOBE CERTIFICATION PROGRAMS

PROFESSIONAL DEVELOPMENT

Certification Programs

NEXT STEPS

- Buy now (online only)
- Sales 888-649-2990
- Have Adobe contact me
- Volume licensing
- Find a reseller
- Price list
- Subscribe to newsletter

EDUCATION HOME

HIGHER EDUCATION

K-12 EDUCATION

STUDENTS

PRODUCTS

ADOBE CERTIFICATION PROGRAMS

PROFESSIONAL DEVELOPMENT

Professional Development

NEXT STEPS

- Buy now (online only)
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EDUCATION HOME

HIGHER EDUCATION

K-12 EDUCATION

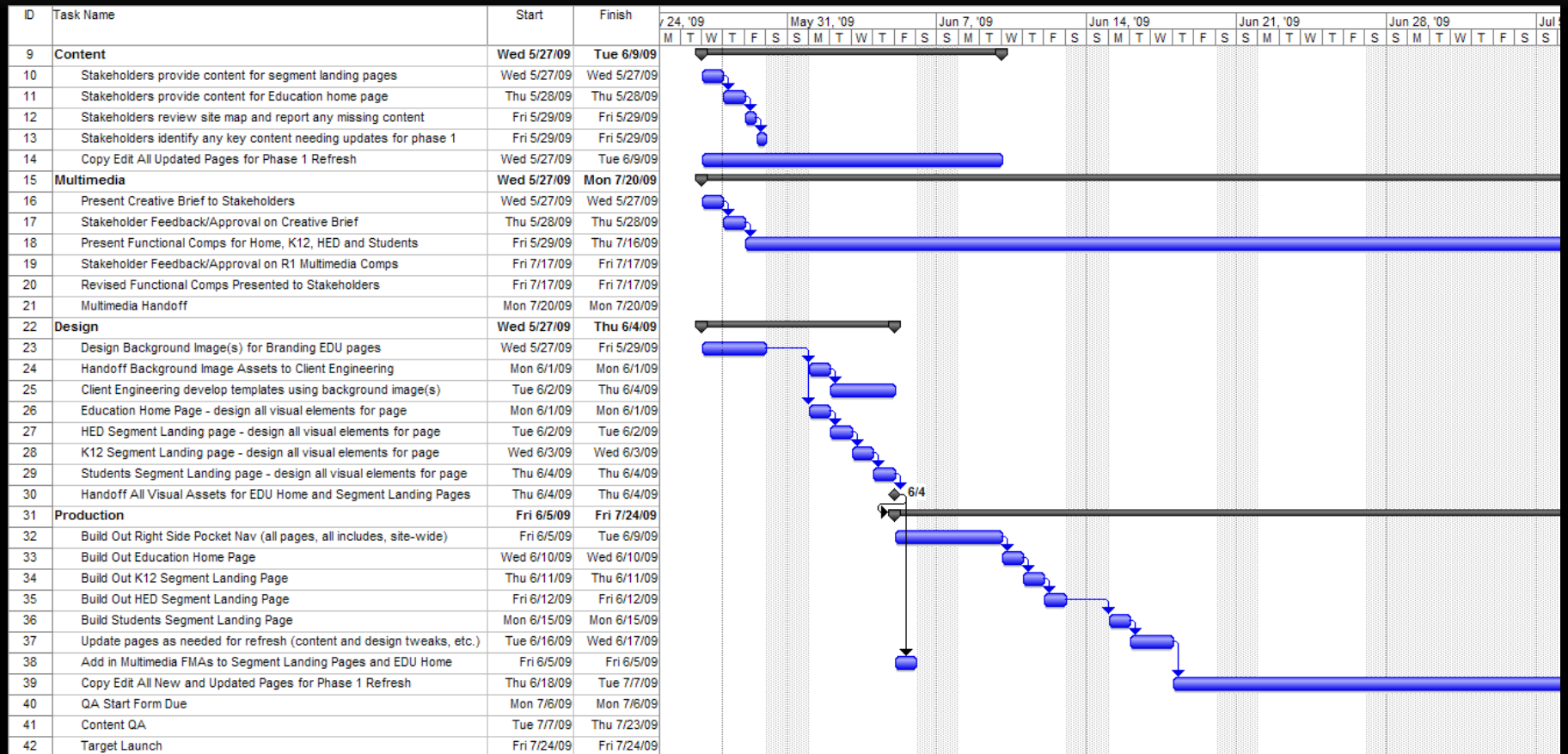
STUDENTS

PRODUCTS

ADOBE CERTIFICATION PROGRAMS

PROFESSIONAL DEVELOPMENT

Schedule – Phase 1 (Phase 2 is TBD, possibly September 2009)



Key Dates:

05/29/09 Stakeholder Content Due

06/01/09-06/03/09 CE develop templates

06/04/09 Handoff Design Assets

06/04/09-06/07/09 Web Production

06/17/09-07/07/09 Copy Edit

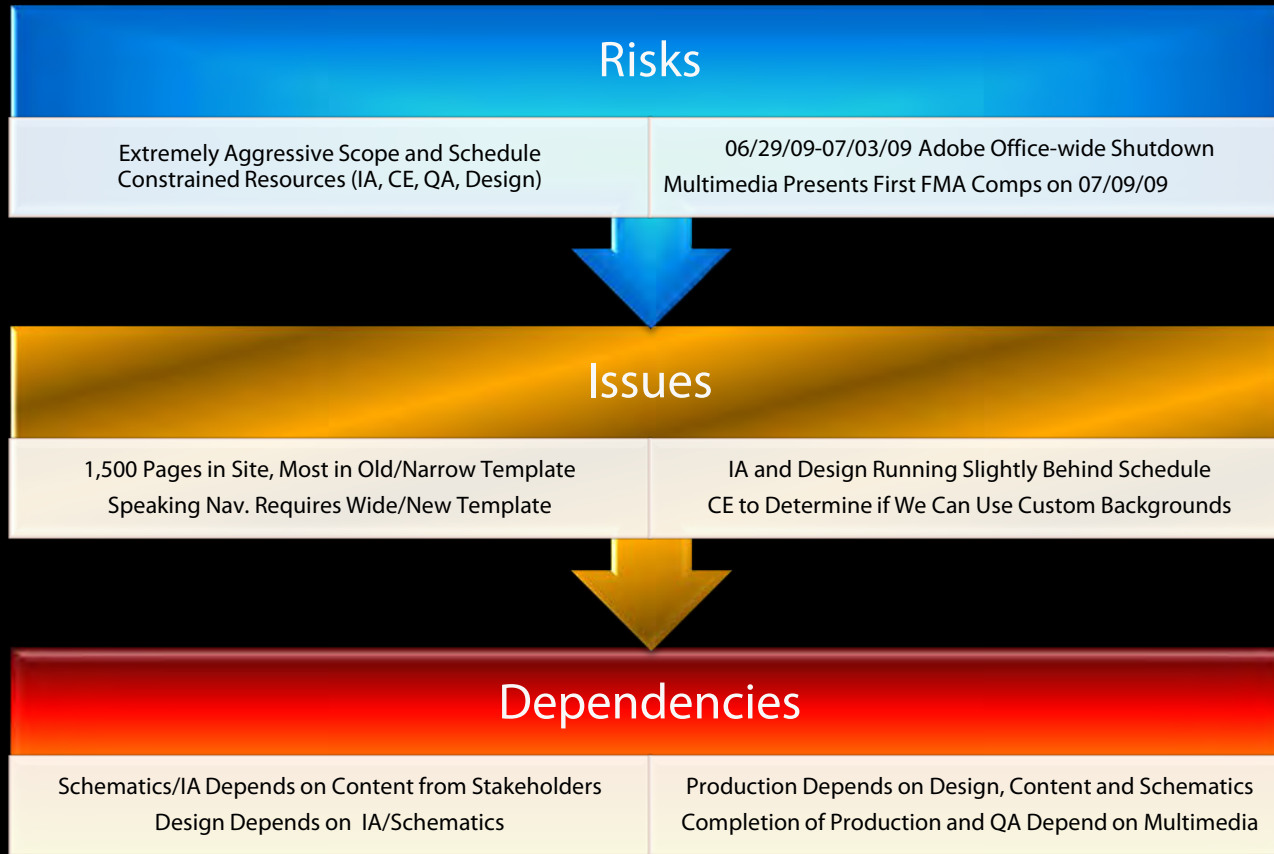
06/29/09-07/03/09 Shut Down

07/07/09-07/23/09 Content QA

07/20/09 Multimedia Handoff

07/24/09 Launch

Risks, Issues, Dependencies





Adobe