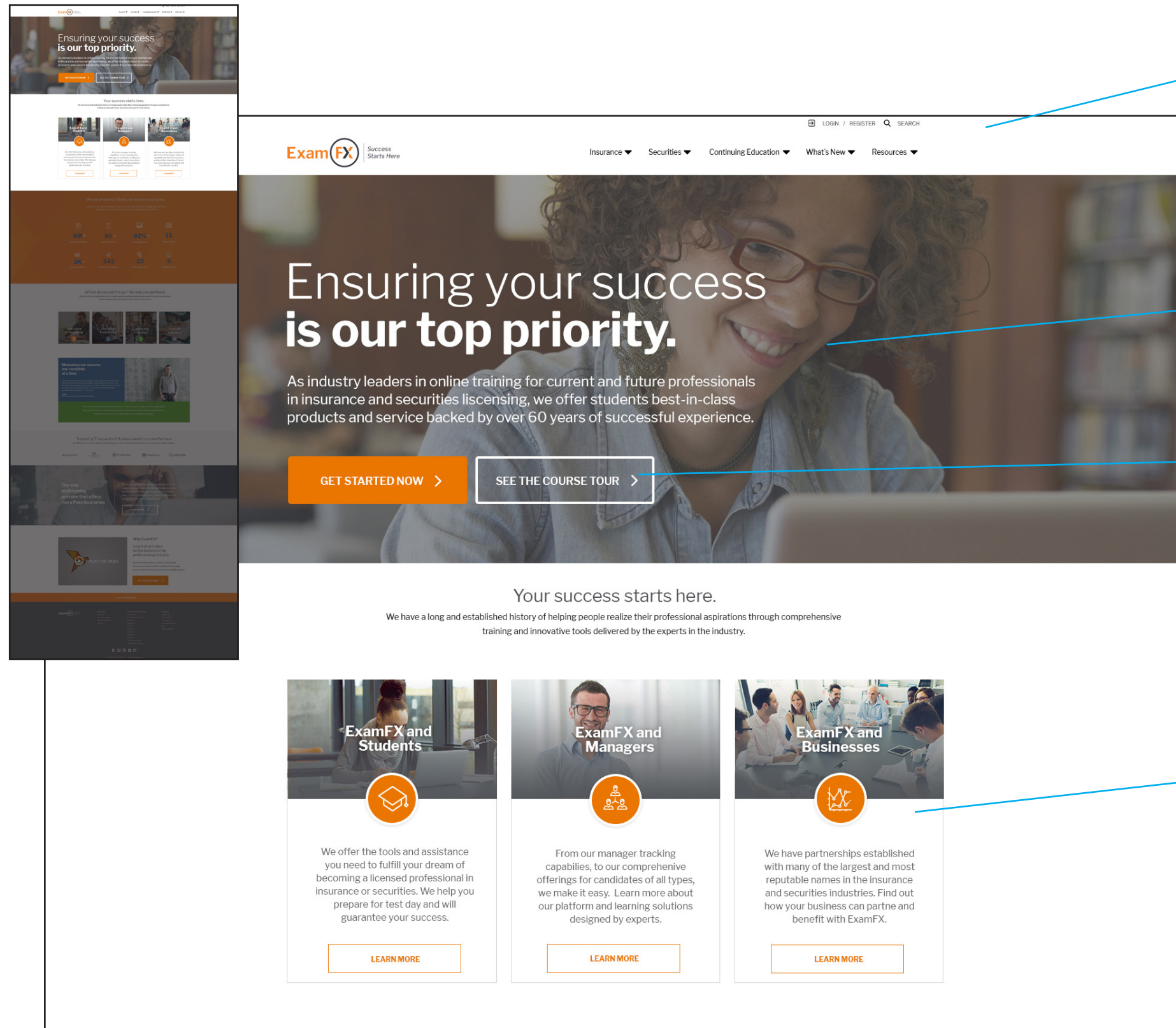


# THE FUTURE EXAMFX.COM



Design and User Flow Guide  
May 2017



### Header Section

Basic header navigation elements and logins for active students and managers. Will also include a site search link.

### Splash Banner and Main CTA

Main mission statement and the two main CTA's present above the fold in large, bold buttons. This immediately encourages entry into our purchase funnel. Get started, browse courses would be the main CTA's.

### Get Started Now and Course Tour

Both primary and secondary calls-to-action that encourage entry into the purchasing and enrollment experience.

### User Type Self Identification

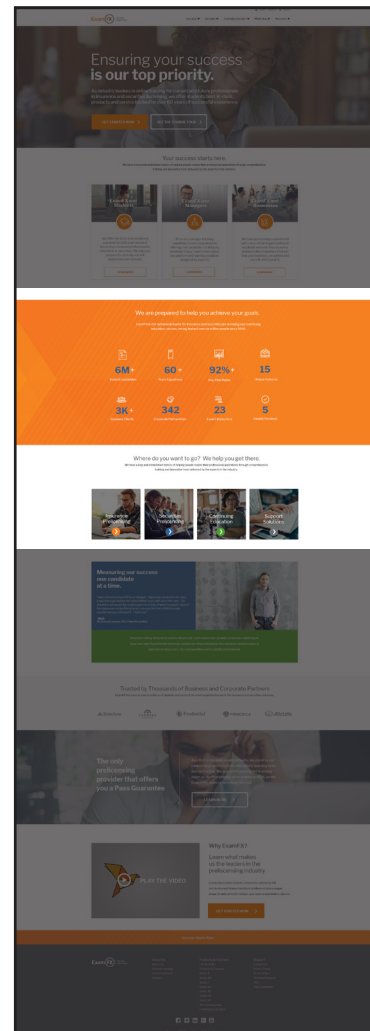
As user scrolls further we use this first section to present different information journeys based on self identification pathways if they have not already done so at this point. Main paths include Students, Managers and Businesses.

### Design Objectives

Present users with an enterprise and modern website experience that is both strongly tied to our brand architecture but also easily navigated. The main goal is for them to identify what type of user they are and begin a relevant experience as quickly as possible.

### Action Orientation

Immediately self-identify and strong push towards a student getting started and finding the course or product they need. Action is primary and information is secondary.



We are prepared to help you achieve your goals.

ExamFX is the nationwide leader for insurance and securities pre-licensing and continuing education courses, having trained over six million people since 1996.

6M+	60+	92%+	15
Trained Candidates	Years Experience	Avg. Pass Rates	Unique Features
3K+	342	23	5
Business Clients	Corporate Partnerships	Expert Instructors	Awards Received

Where do you want to go? We help you get there.

We have a long and established history of helping people realize their professional aspirations through comprehensive training and innovative tools delivered by the experts in the industry.

- Insurance Prelicensing
- Securities Prelicensing
- Continuing Education
- Support Solutions

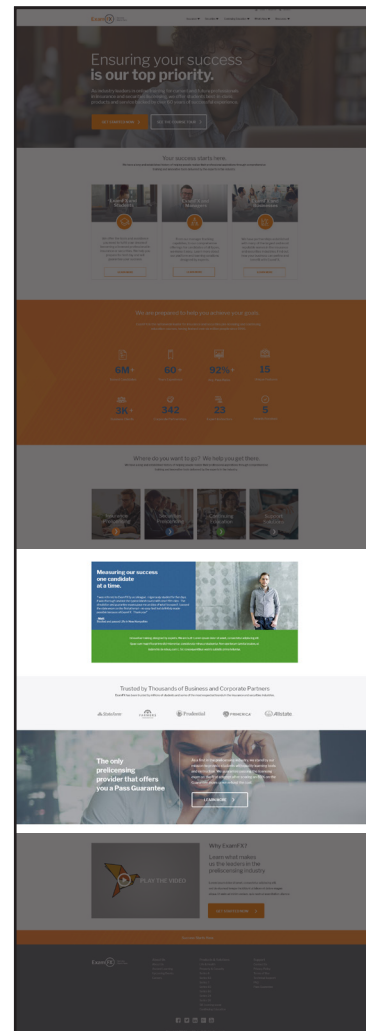
Measuring our success one candidate at a time.

**Credibility Reinforcement**  
Present our credibility in easy-to-digest quantifiable statements. A visual way of reinforcing who we are and key differentiation across multiple audiences we serve (B2B and B2C).

**Product Selection**  
Allow another pathway of self-selection by products offered. This includes insurance, securities, CE and a selection to quickly go into the self-support/FAQ section. Will drop the users on the main product pages for those specific products or sections.

**Design Objectives**  
Use branding palette and visual imagery as forms of persuasion. Utilize common elements that are found in our other customer facing applications.

**Action Orientation**  
Reinforce, build instant credibility and differentiation followed by Product level navigation.



**Measuring our success one candidate at a time.**

*"I was referred to ExamFX by a colleague. I rigorously studied for five days. It was thorough and not the typical bland course with short film clips. The simulation and guarantee exams gave me an idea of what to expect. I passed the state exam on the first attempt—no easy feat but definitely made possible because of ExamFX. Thank you!"*

**- Matt**  
Studied and passed Life in New Hampshire

Innovative training, designed by experts. We are built. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quae cum magnifice primo dici viderentur, considerata minus probabantur. Non ego tecum iam ita locabor, ut isdem his de rebus, cum L. Sic consequentibus vestris sublati prima tolluntur.

**Testimonial Section**  
Display user testimonials (mostly student related since B2B can be housed in a different section specific to the B2B message). Adds personal dimension and ability for the user to visualize themselves succeeding while reinforcing our main mission.

**Trusted by Thousands of Business and Corporate Partners**  
ExamFX has been trusted by millions of students and some of the most respected brands in the insurance and securities industries.

StateFarm FARMERS INSURANCE Prudential PRIMERICA Allstate.

**Brag Banner**  
Display key corporate partnership (where applicable) of well-established brands that add reinforcement to the user (B2B and B2C).

**The only prelicensing provider that offers you a Pass Guarantee**

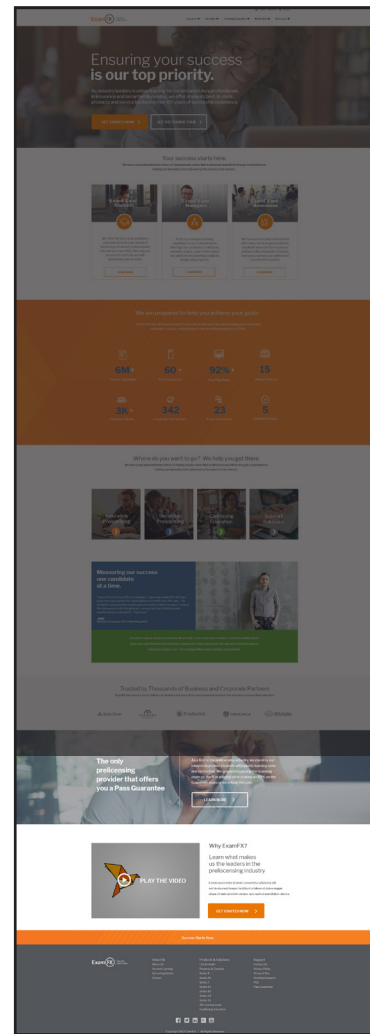
As a first in the prelicensing industry, we stand by our mission to provide students with quality learning tools and instruction. We guarantee passing the licensing exam on the first attempt after scoring an 80% on the Guarantee exam or we refund the cost.

LEARN MORE >

**Main Differentiator Standout**  
Highlight our most important and key differentiator in the industry. This is important to both the student and the business. Our Pass Guarantee is our promise.

**Design Objectives**  
Show real users in a success testimonial area to highlight positive experiences with our brand and product elements. Utilize logo elements of established brands to add additional credibility.

**Action Orientation**  
Allow skeptical users the opportunity to see testimonials and reviews. Reinforce those testimonials with our Pass Guarantee statement and explanation. Emphasize how we are risk-free.



**The only prelicensing provider that offers you a Pass Guarantee**

As a first in the prelicensing industry, we stand by our mission to provide students with quality learning tools and instruction. We guarantee passing the licensing exam on the first attempt after scoring an 80% on the Guarantee exam or we refund the cost.

[LEARN MORE >](#)

**PLAY THE VIDEO**

### Why ExamFX?

Learn what makes us the leaders in the prelicensing industry

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[GET STARTED NOW >](#)

**Who are We Video Section**  
Highlight a short, video asset embedded that briefly discusses who we are, our mission and products. This is the last attempt on the main page to reinforce and create engagement towards the purchase funnel.

**Footer Area**  
Common footer components for navigation and social links. Includes privacy policy and T's&C's.

Success Starts Here.

Exam **FX** | Success Starts Here

- About Us
- About Us
- Ascend Learning
- Upcoming Events
- Careers

- Products & Solutions
- Life & Health
- Property & Casualty
- Series 6
- Series 63
- Series 7
- Series 65
- Series 66
- Series 24
- Series 26
- SIE (coming soon)
- Continuing Education

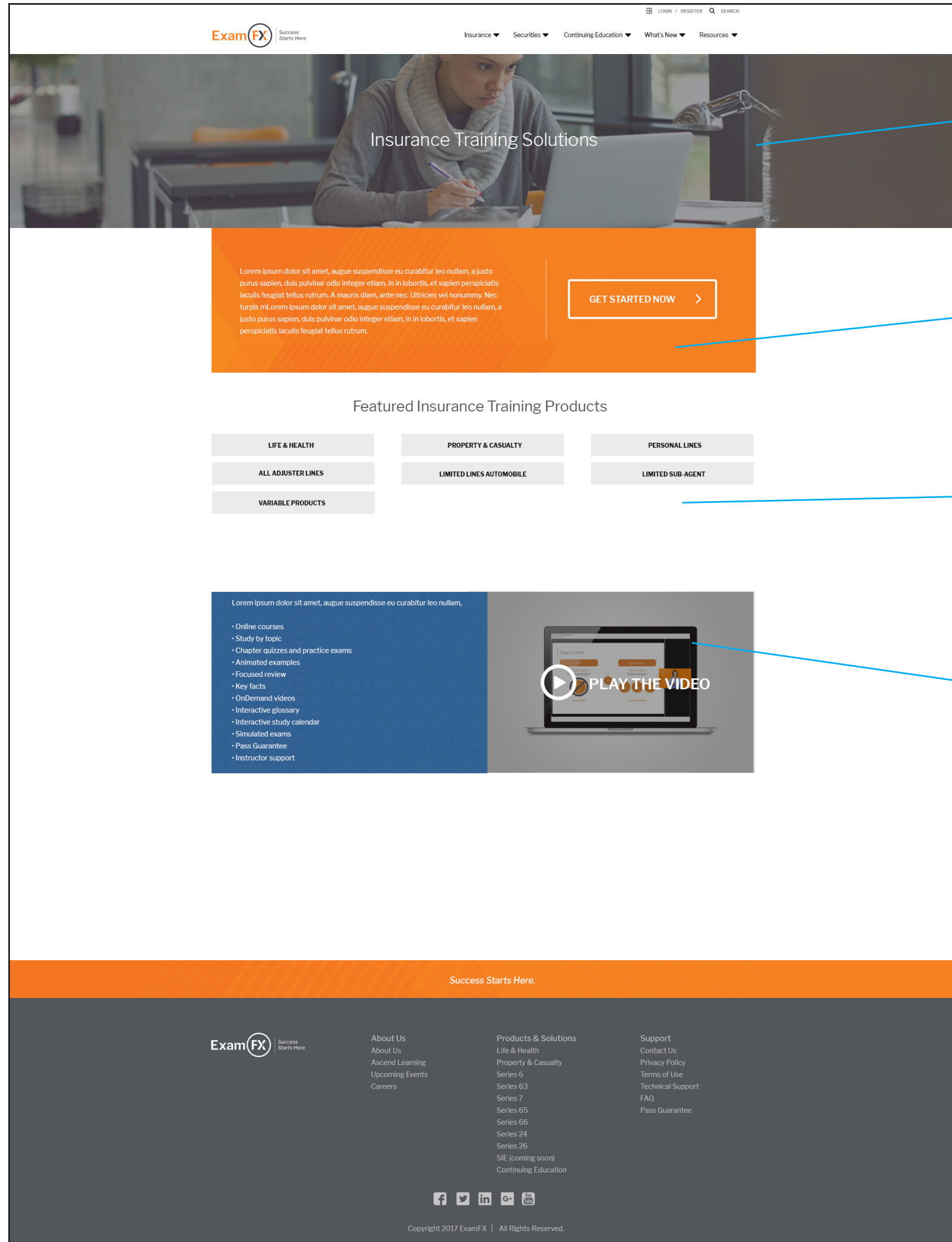
- Support
- Contact Us
- Privacy Policy
- Terms of Use
- Technical Support
- FAQ
- Pass Guarantee

[f](#) [t](#) [in](#) [g+](#) [v](#)

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**Design Objectives**  
Utilize video as another way to communicate to those in our audience that are visual and need information on us quickly.

**Action Orientation**  
Watch our video that will summarize our place in the industry and main benefits. An elevator pitch for both potential students and managers on the fence about EFX offerings.



**Main Product Informational Page Banner**  
Visual splash banner

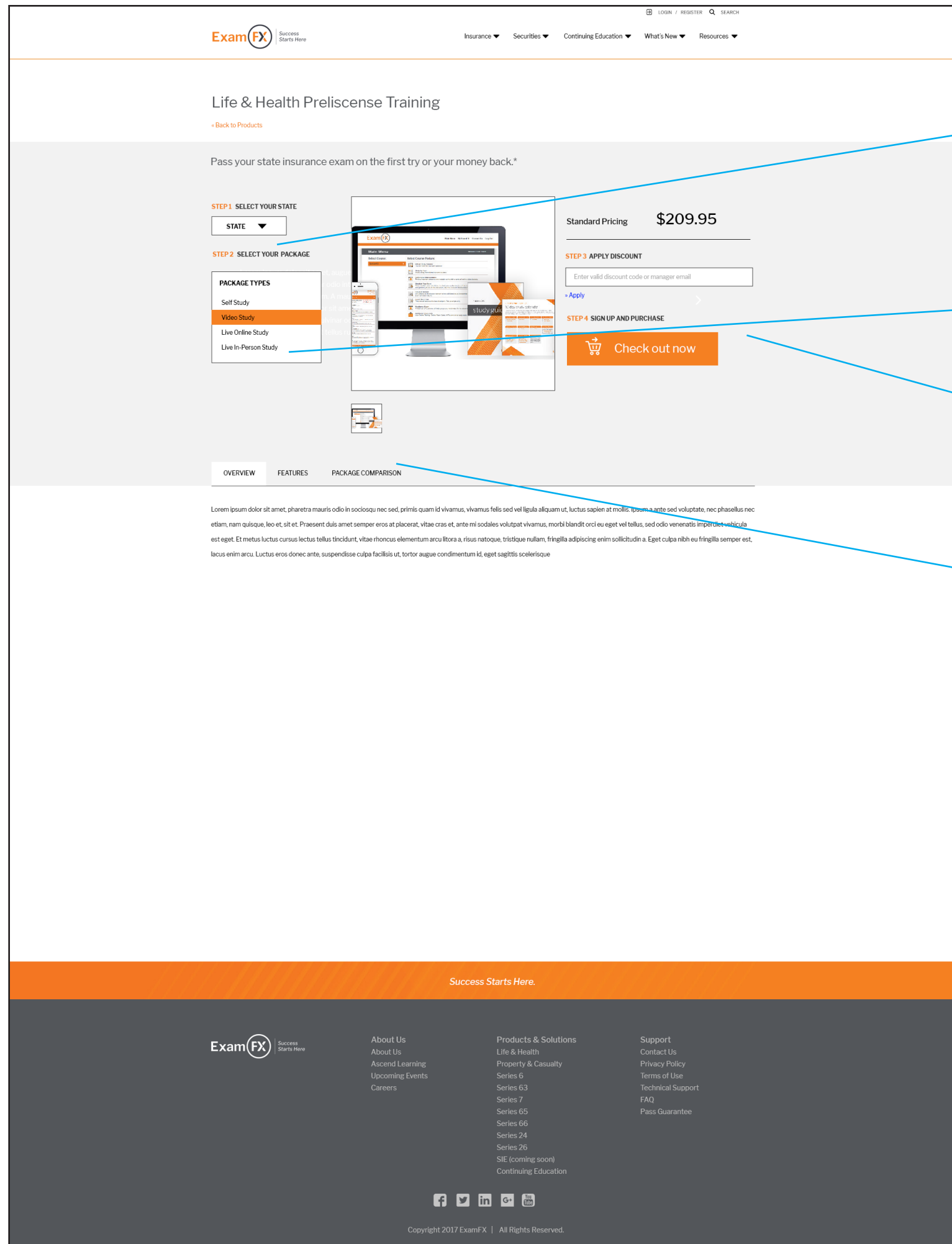
**Value Proposition Text and Main CTA**  
Product description and value messaging coupled with the first main CTA above the fold.

**Featured Products**  
Product description and value messaging coupled with the first main CTA above the fold.

**Product Highlights, Features and Video Preview**  
Additional relevant student highlights and main features of the product. Also includes a video teaser of what to expect in the learning environment.

**Design Objectives**  
Clearly showcase our detailed product offerings and key benefits/functionalities to the user.

**Action Orientation**  
The user will be encouraged to start the purchasing process, or be given the option to drill down further into the courses they want to see. The links to specific courses will drop them on the product detail page for ordering as well.



**State Selection**  
In sequence, we invite the user to select their state which will dynamically load the correct product.

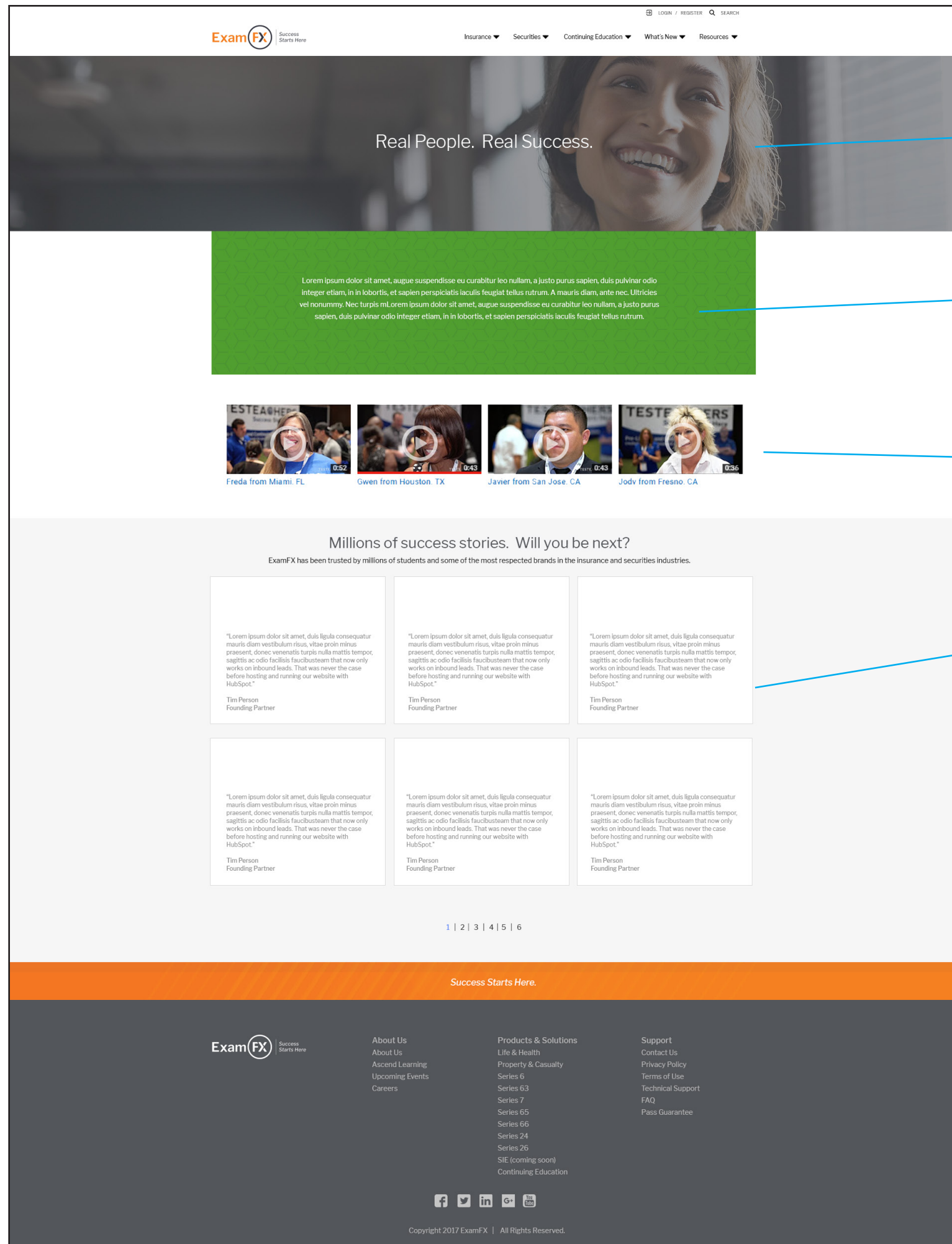
**Package Selection**  
A drop down with the packages will be available. As a user selects a package, the overview and features will update dynamically with the package information.

**Pricing and discount code field**  
Pricing will update dynamically based on the selection criteria. The user can also enter in their manager email or voucher code which will update the price reflective of the discount level.

**Information tabs**  
Content fields for product overview, features and package comparisons to give the user all the product information they need. May also add a tab for video teaser of the course if possible.

**Design Objectives**  
Specifically designed as a product detail and ordering page, this page will import custom fields from the backend based on user selection. Here the user can browse aspects of the product and order their specific product and package.

**Action Orientation**  
In an easy, stepped approach, the user can simply select their state of license, package, and enter discount information to begin the checkout process.



**Banner Area**  
In sequence, we invite the user to select their state which will dynamically load the correct product.

**Content Area**  
Include content on how we have helped millions of candidates find success with over 60 years combined experience. May change this area to include a CTA to enroll now.

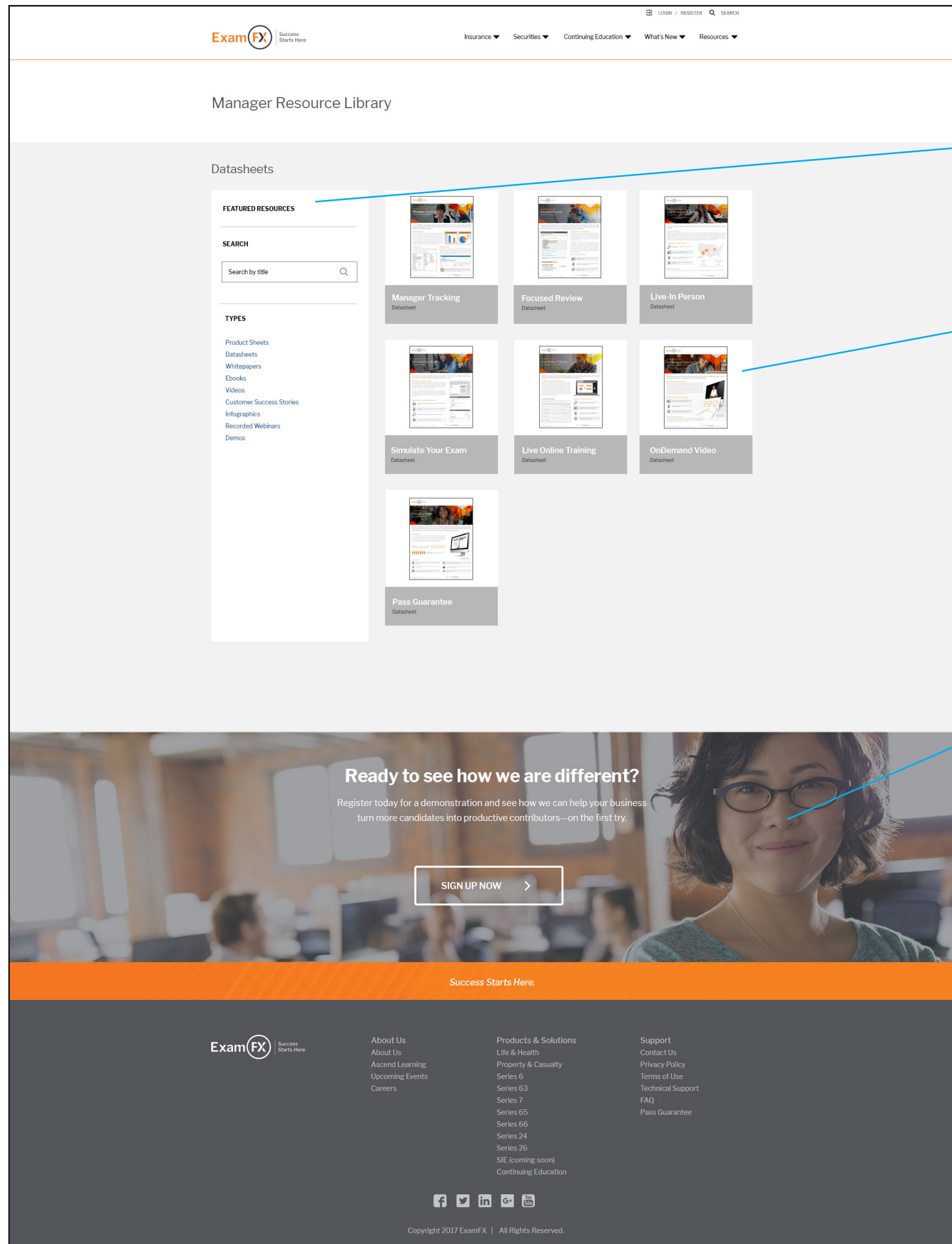
**Embed YouTube Channel Personal Testimonials**  
Use this area to embed our growing testimonial videos from our YouTube channel into the CMS framework. We ensure we can count the views through both our dedicated channel and our site embeds.

**Testimonials Blocks Using Pagination**  
Allow a dynamic area of growing testimonials and dates entered into the CMS that marketing can update frequently.

**Design Objectives**  
Utilize a crisp use of text and video elements to enhance the user perception of quality and mission.

**Action Orientation**  
The prospective student should be able to put themselves in the shoes of similar minded people. They should be excited about the prospect of what the future may hold for them and the success they can achieve. Compel them to begin the enrollment process.





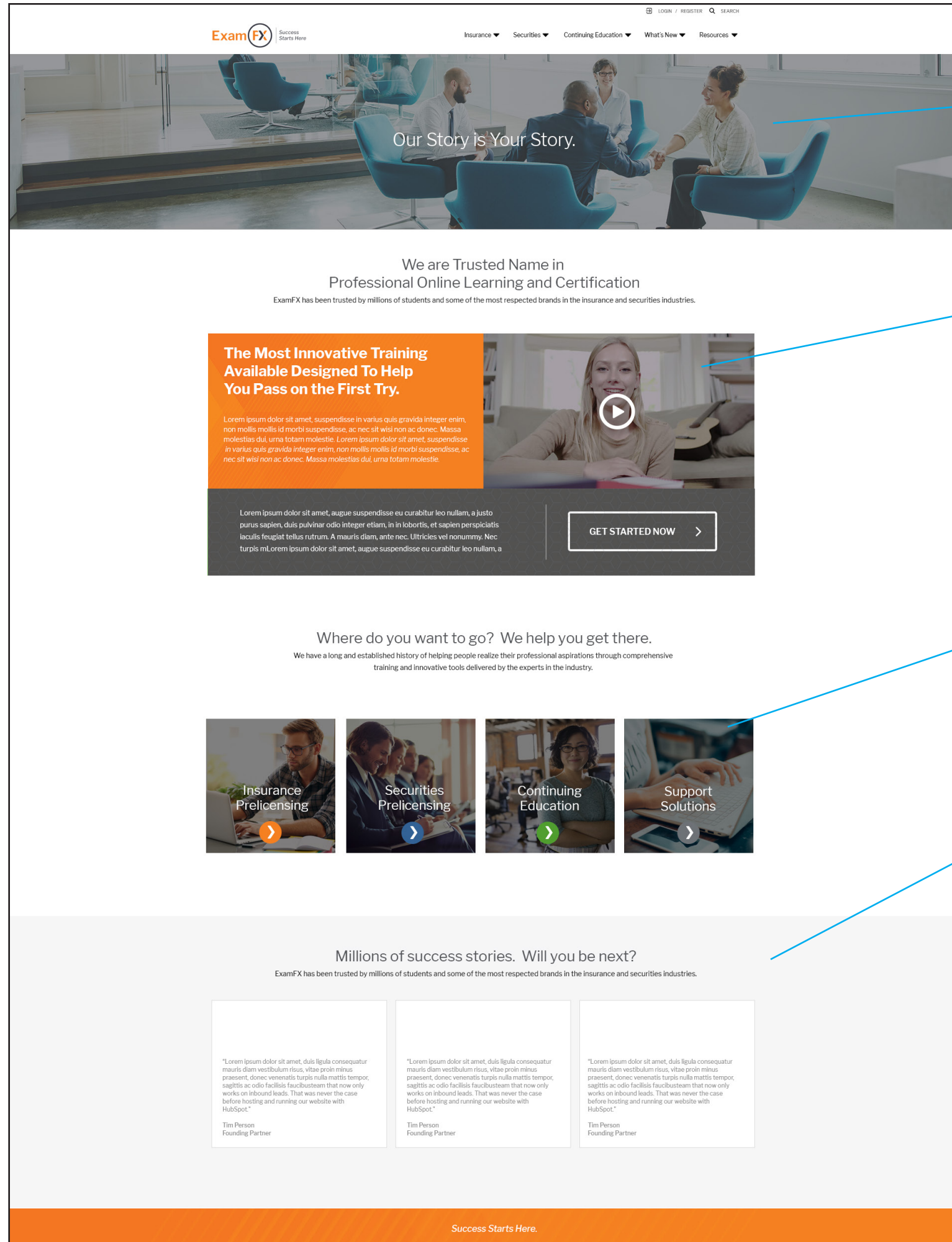
**Faceted Navigation for Resource Section**  
 Here we allow our B2B users the opportunity to browse our asset/content collection based on their specific needs. We can quickly direct them to relevant content.

**Asset Collection**  
 This area would contain specific content and also act as a B2B lead generation pipeline and encourage interaction. This interaction would be captured through our marketing automation platform and provide lead scoring and other business intelligence to sales.

**Call-to-Action for B2B**  
 On all download pages, appeal to the B2B buyer/influencer by offering registration for a demo call. This will help bolster lead generation and getting new prospects into the sales funnel and nurturing tracks.

**Design Objectives**  
 Easy organization and clean display of our content assets. Every download will have its own distinct landing page with embed Hubspot form.

**Action Orientation**  
 Offering content downloads help facilitate lead generation and determining where buyers are in the purchasing process. It also helps build perception and trust. The request for demo will expedite the process for those looking to learn more about ExamFX now.



**Banner Section**  
People in action, finding success.

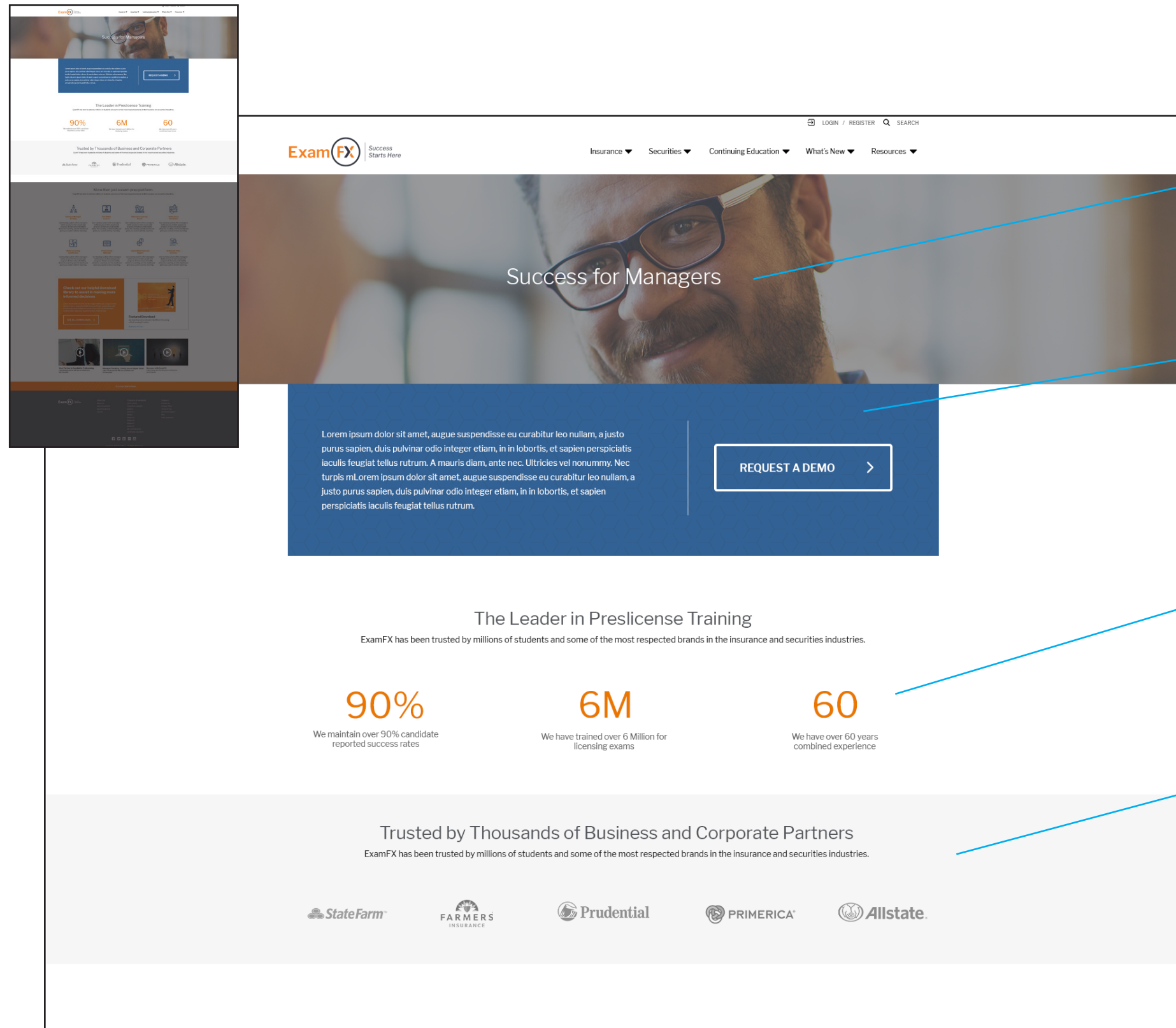
**Video Asset**  
Encourage interaction with our media assets by focusing on less text and more visual impact. Always utilize a strong CTA, in this case the get started now, in order to put them into the purchasing funnel.

**Visual Navigation Menu**  
Reuse menu from main page to help the user self-navigate if they have not already entered the purchasing funnel.

**Success Story Reinforcement**  
A smaller version of user success stories with a link to view the complete success page if they desire.

**Design Objectives**  
Just enough text to make a point and start a narrative. Capture their hearts and minds by emphasizing our mission and main corporate vision. Include a video to encourage interaction with our media assets to assist in telling our story.

**Action Orientation**  
We want the user to become familiar with us and what we represent. Encourage their interaction through button clicks and media views. Funnel them towards monetization channels by getting them into the purchasing funnel.



**Banner Section**  
Main page title and relevant image banner

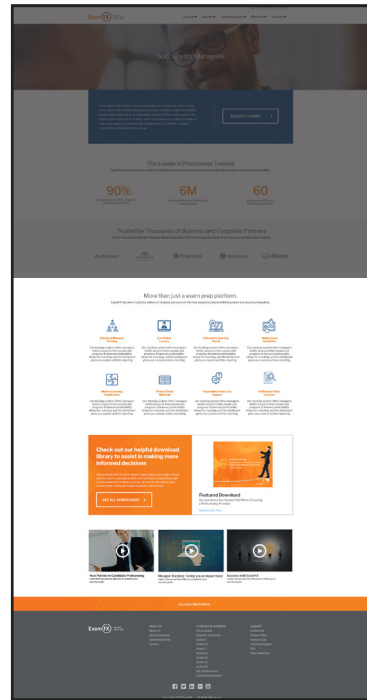
**Main CTA for B2B**  
Speak to the manager's needs through our text and drive them immediately towards a meaningful 1:1 conversation with us. The demo request will put them immediately in touch with a sales rep.

**Meaningful Metrics**  
What makes us special and stand apart in this crowded space? Use quantifiable metrics to help tell that story and drive the point home.

**Our Clients**  
In many cases, our B2B prospects are already part of the many organizations we have as clients. We want them to understand that we are partnered with the largest and most visible names in the business.

**Design Objectives**  
Help the B2B user navigate and become familiar with who we are and what we can do for them. We want to encourage them to take the next step and let us showcase a demo/ presentation and allow for a seamless transition from MQL to SQL.

**Action Orientation**  
Build trust, awareness, and credibility. Encourage 1:1 communication for identifying those prospects that are in a buying cycle or looking to switch vendors and need more information.



**More than just an exam prep platform.**  
ExamFX has been trusted by millions of students and some of the most respected brands in the insurance and securities industries.



**Enhanced Manager Tracking**

Our tracking system offers managers better access to their people and progress. Enhanced predictability allows for coaching, and the dashboard gives you custom activity reporting.



**Live Online Lecture**

Our tracking system offers managers better access to their people and progress. Enhanced predictability allows for coaching, and the dashboard gives you custom activity reporting.



**Interactive Learning Portal**

Our tracking system offers managers better access to their people and progress. Enhanced predictability allows for coaching, and the dashboard gives you custom activity reporting.



**Online Exam Simulation**

Our tracking system offers managers better access to their people and progress. Enhanced predictability allows for coaching, and the dashboard gives you custom activity reporting.



**Modern Learning Gamification**

Our tracking system offers managers better access to their people and progress. Enhanced predictability allows for coaching, and the dashboard gives you custom activity reporting.



**Printed Study Materials**

Our tracking system offers managers better access to their people and progress. Enhanced predictability allows for coaching, and the dashboard gives you custom activity reporting.



**Unparalleled Instructor Support**

Our tracking system offers managers better access to their people and progress. Enhanced predictability allows for coaching, and the dashboard gives you custom activity reporting.



**OnDemand Video Lectures**

Our tracking system offers managers better access to their people and progress. Enhanced predictability allows for coaching, and the dashboard gives you custom activity reporting.

**Check out our helpful download library to assist in making more informed decisions**

*Lorem ipsum dolor sit amet, tempor augue malesuada congue. Varius nascetur nec in, vulputate ut nibh. Viverra ultricies, suspendisse odio sodales maecenas in diam accumsan. Amet ante elit pellentesque semper amet, maecenas feugiat interdum, molestie sed.*

[SEE ALL DOWNLOADS >](#)



**Featured Download**  
Six Questions You Should Ask When Choosing a Prelicensing Provider

[Download for free >](#)



**Your Partner in Candidate Prelicensing**  
Learn how we partner with you to achieve your success goals.



**Manager Tracking: Giving you an Upper Hand**  
Learn how we partner with you to achieve your success goals.



**Success with ExamFX**  
Learn how we partner with you to achieve your success goals.

*Success Starts Here.*



Success Starts Here

About Us

Life & Health

Ascend Learning

Upcoming Events

Careers

Products & Solutions

Life & Health

Property & Casualty

Series 6

Series 63

Series 7

Series 65

Support

Contact Us

Privacy Policy

Terms of Use

Technical Support

FAQ

Pass Guarantee

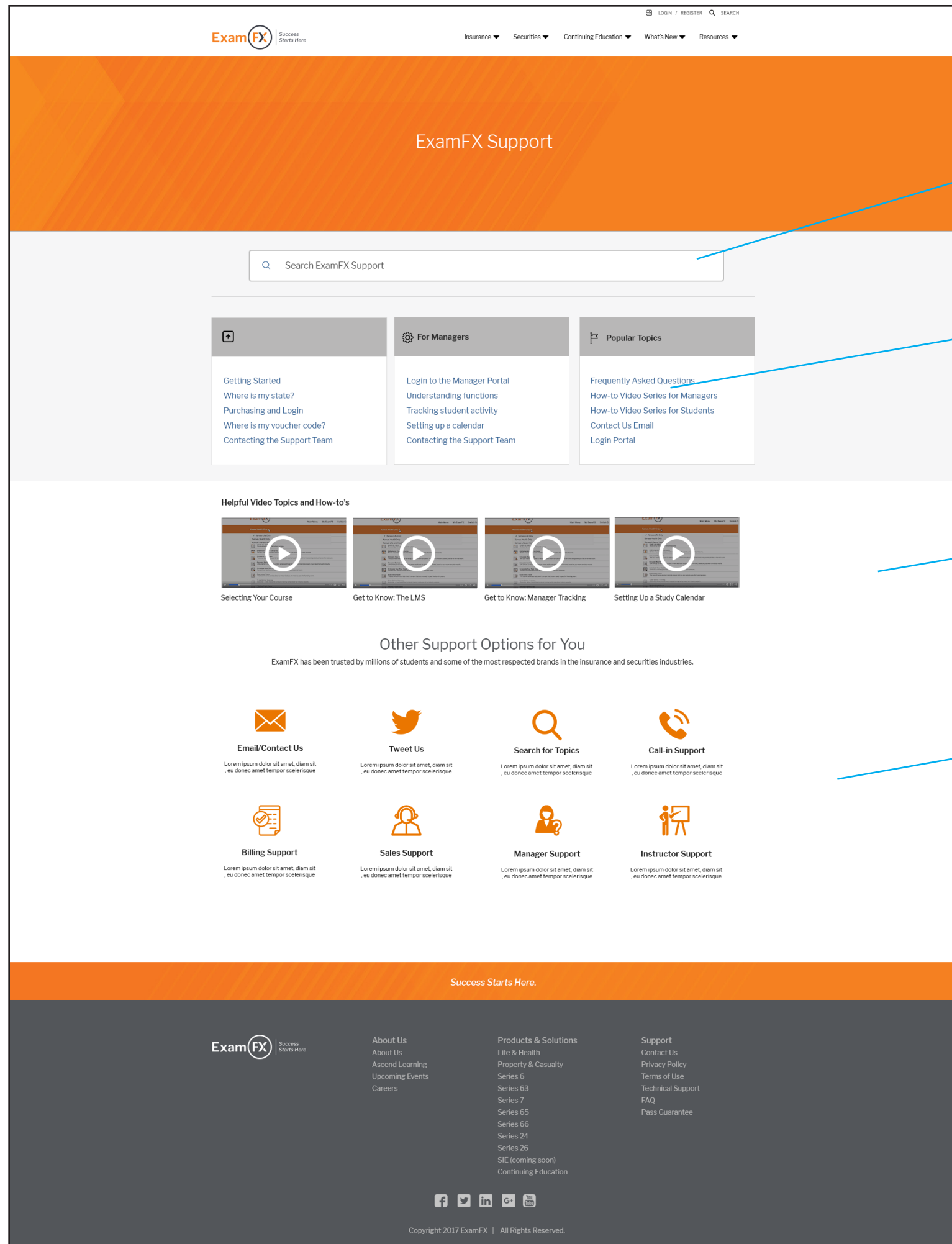
**Main Functionality Summary**  
Showcase our main platform functionalities that are key value components for managers.

**Featured Download and Links**  
Attract the manager with helpful, business-centric content and provide the ability to download contents asset to support lead generation goals.

**Manager B2B Video Assets**  
Provide video content around walkthroughs, highlights, quick snips, teasers on the platform and powerful functionality. This will highlight our differentiation and expert delivery.

**Design Objectives**  
Help the B2B user navigate and become familiar with who we are and what we can do for them. We want to encourage them to take the next step and let us showcase a demo/ presentation and allow for a seamless transition from MQL to SQL.

**Action Orientation**  
Build trust, awareness, and credibility. Encourage 1:1 communication for identifying those prospects that are in a buying cycle or looking to switch vendors and need more information.



**Support Section Dedicated Search**  
 Due to the wealth of information and assets in this section, it is recommended to provide them an easy way to find the answer quickly through the use of a search tool specific to this section.

**Organized Topics**  
 Showcase helpful links based on the type of user and help them find their answer quickly.

**Video Tutorials**  
 Provide quick access to various video assets that are the most frequent call-in support related issues. This will help reduce the number of calls for these various inquiries.

**Other Options Visual Menu**  
 Provide all other faceted options to the user via a graphical menu. Here they can quickly take the next and last step towards solving their questions. The emphasis on steering them away from call support.

**Design Objectives**  
 Easy to use and navigate. Help the user quickly find answers to their support related topic or questions.

**Action Orientation**  
 Offer multiple avenues to solve the support issue. Drive resolution through self-help first and human support second.