MEDSCHOOLCOACH

A CASE STUDY

Cindy Hellen Adem

Redesigning the MedSchoolCoach Website

MEDSCHOOLCOACH
helping you achieve your medical school dreams

Why MSC?   Our Services   FAQ   Contact Us   Log In

We've helped over 10,000 students get
into medical school;
It's now your turn.

MedSchoolCoach provides pre-med and medical school
admissions consulting services, MCAT and USMLE/
COMLEX tutoring, and unique products and experiences
that help students become physicians.

Start Your Journey Here

Wondering what to expect? Click below:

MCATS   ADMISSIONS   USMLE/COMLEX   EXPERIENCES

Project introduction

Project	Name	Time frame
Web redesign	**MedSchoolCoach**	**10 hours**

What is MedSchoolCoach?

MedSchoolCoach is a pre-med to residency EdTech coaching platform based in the United States. It offers a variety of med school related coaching services and content; incluiding 1-1 and pre-recorded bundles. MedSchoolCoach also offers free learning resources relevant to their range of content (MCAT, USMLE/ COMLEX, BS/MD College Application)

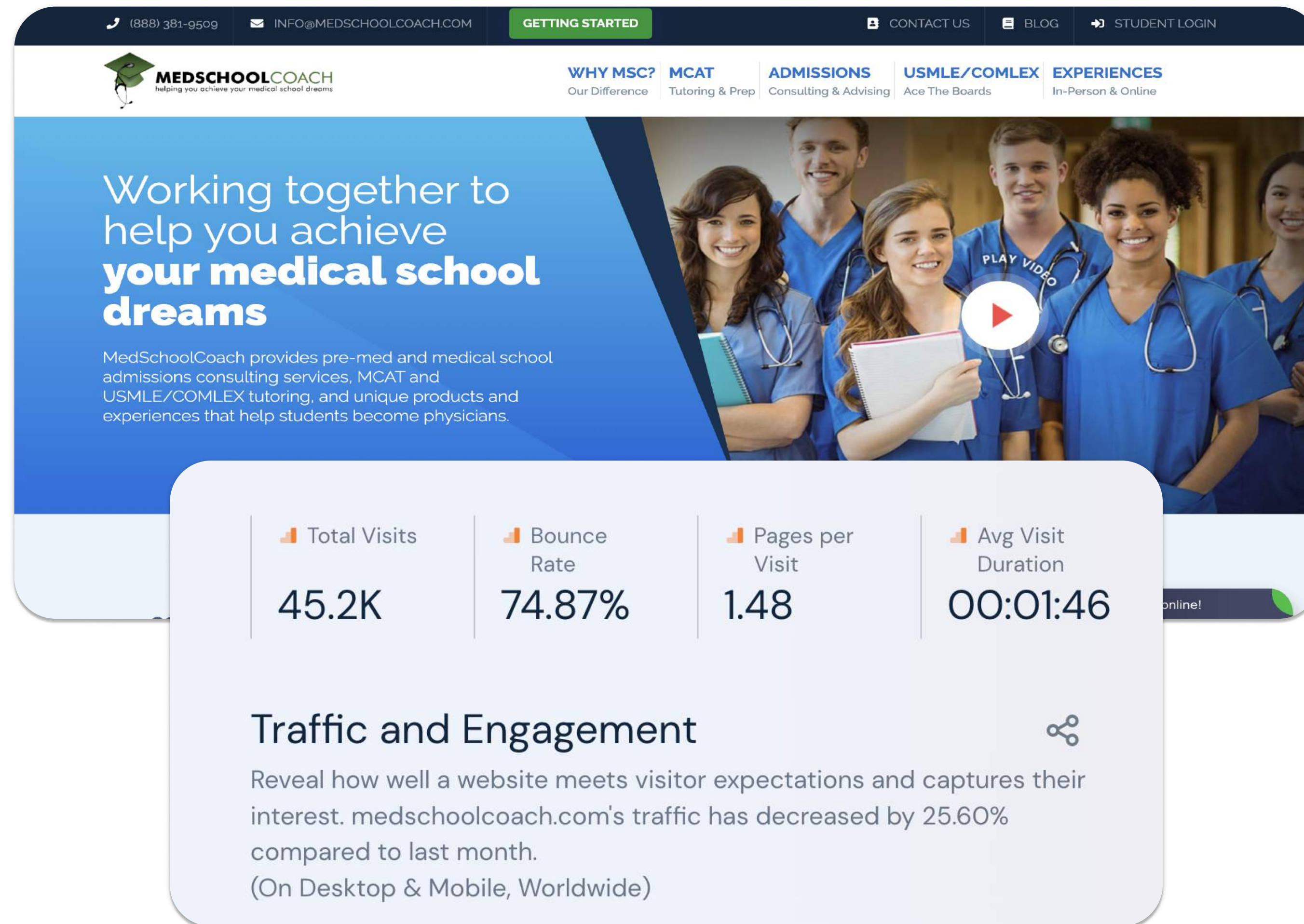Med-school prep · MCAT Prep · USMILE Prep · MCAT Tutoring · COMLEX Prep · Med School Interviews · BS/MD College Application · MCAT Practice · CASPer Prep · MedSchool Personal Statement

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Problem: High Bounce Rate; Minimal Duration per Visit

I evaluated the current website in totality before narrowing down on the landing page interface of the website and identified some existing problems:

Some key issues:

- Top ranking page fails the 'usability' and 'usefulness' test

- Outdated interface

- Too many calls-to-action on a page

- Overwhelming interface with too much information

While the focus of this case-study is a redesign, there is important information on competitor analysis and search ranking at the end.
When used in combination with an updated interface, that insight could reduce bounce rate, increase duration per visit and ultimately increase conversion rates.
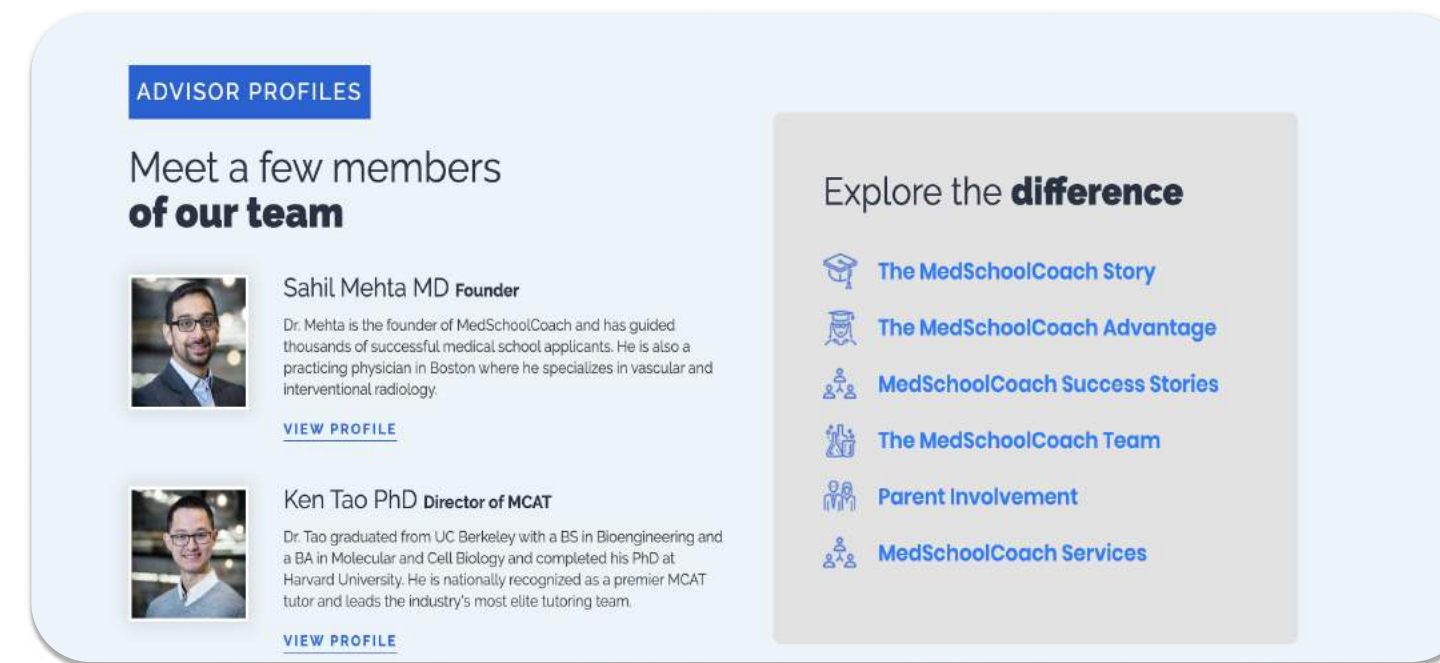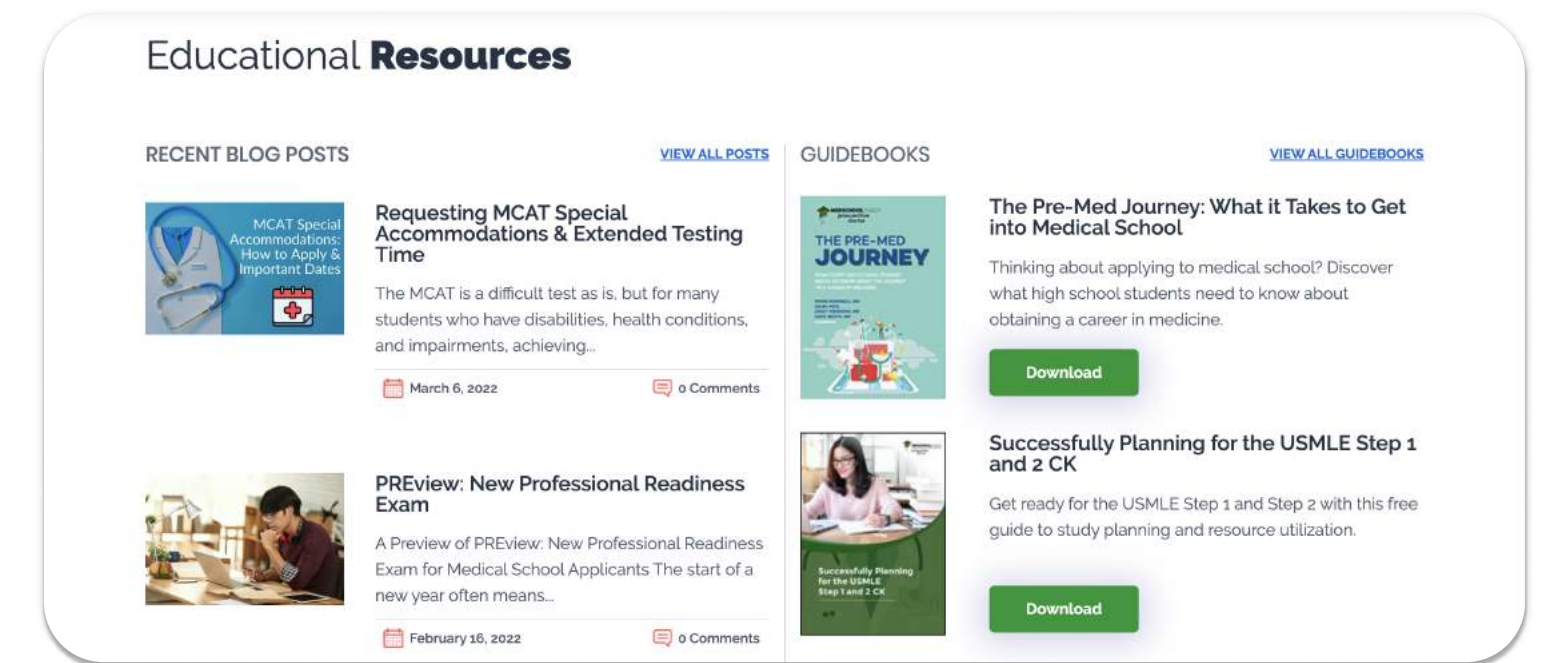
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Before redesign
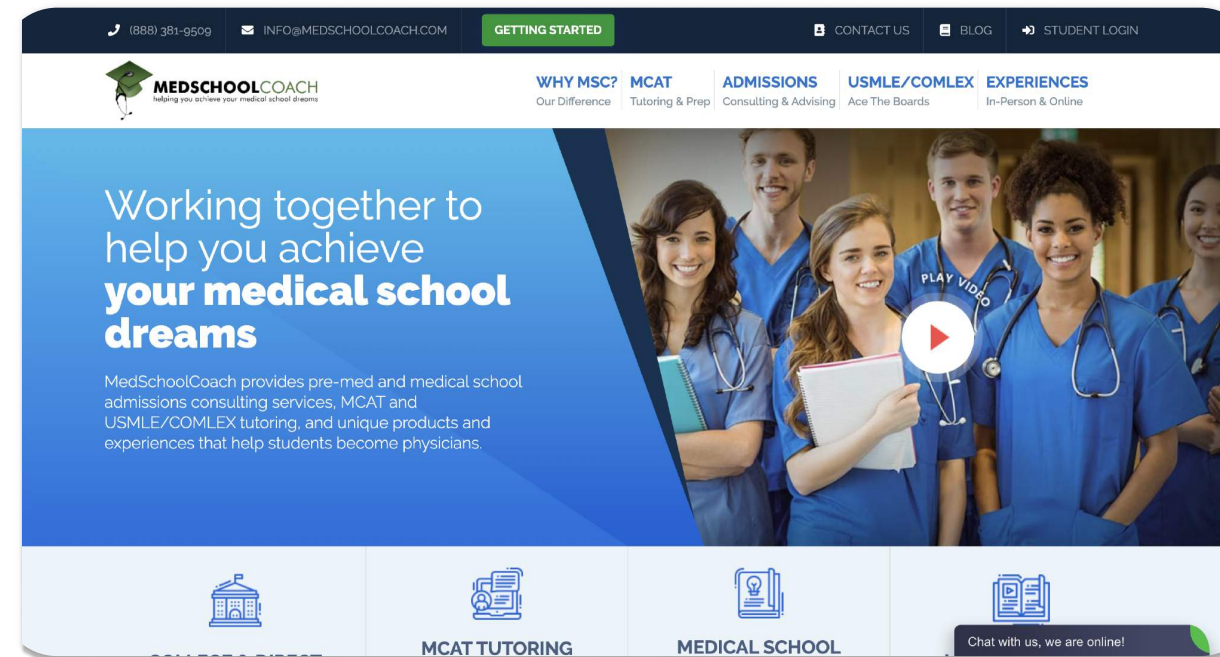
Hero

Too many links with similar hierachies. Crisis of choice

Team Zone
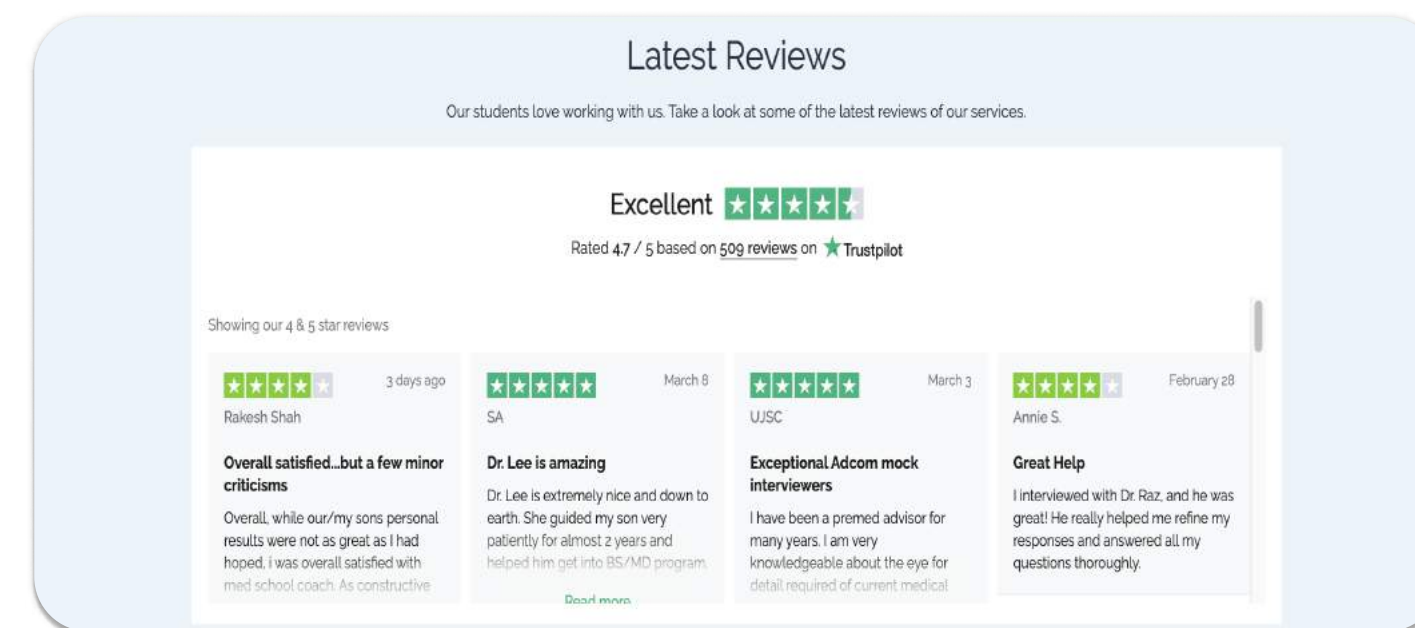
Excessive links and information overload

Resources Area

Some out-of-date content and an overwhelming amount of info
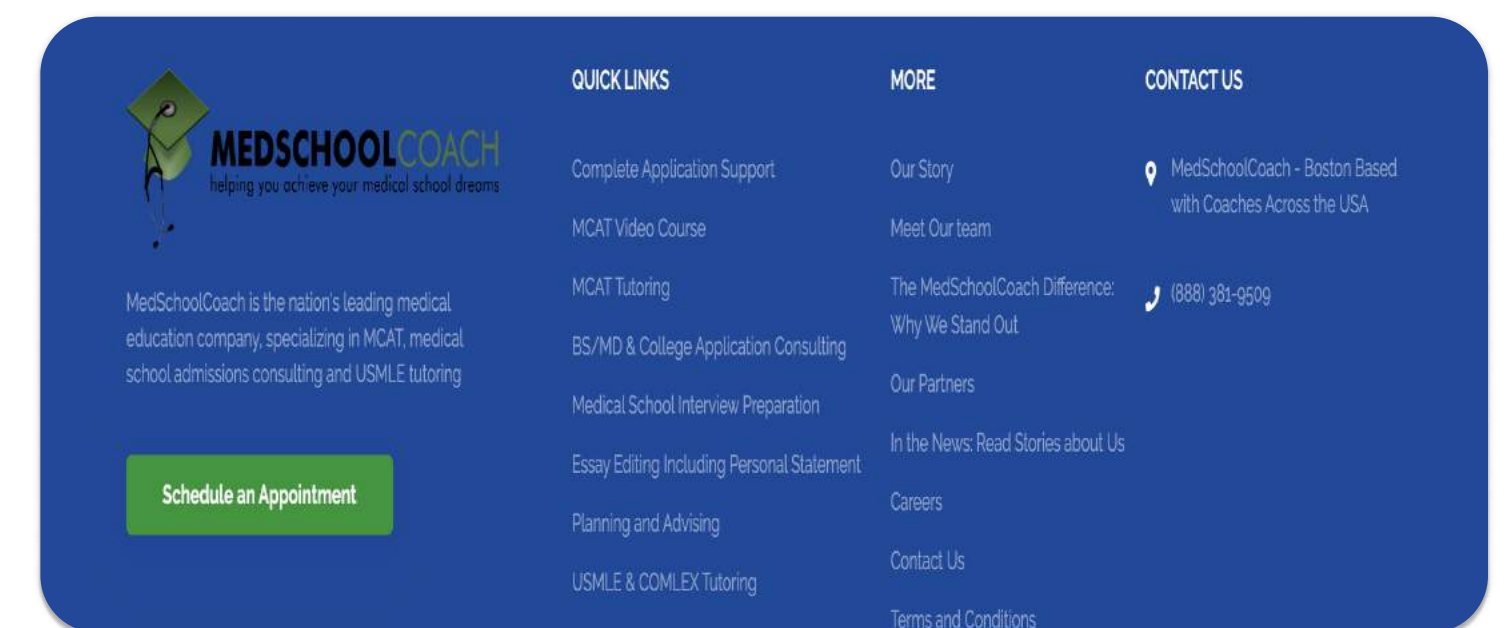

Featured affiliations

This is good with validation so works great

Reviews

The embedding of Trust Pilot was very well done

Footer

Dense content overwhelming content leading to crisis of choice

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Challenge

In the process of redesigning the interface, I needed to keep and convey the existing important content, consider visitors' goals, and restructure it in a clean, neat, and uniform way.

The most difficult thing is that during the evaluation process, I realized that the current website has too many important things to convey and highlight, leading to ineffective calls-to-action as everything looked important.

I also looked at data: Which is the most visited page on the MSC site and could we highlight that on the landing page?

So what did I choose to focus on?

I chose to focus on assumed customer intent: get informaition or get coaching. Or both

Discovery   Design   Delivery

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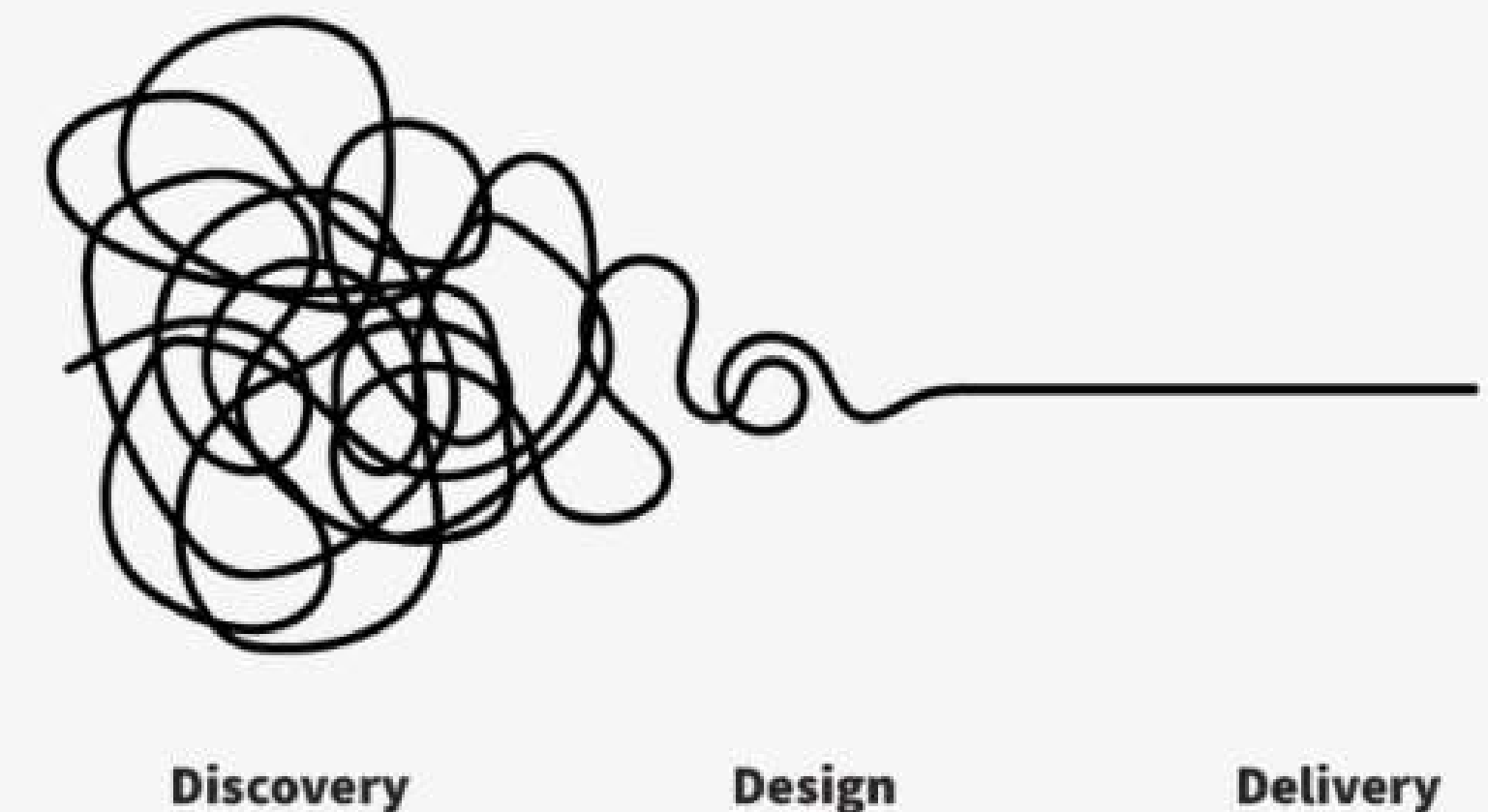
#assumptions

Assumptions on MSC's user journey per visit:

Because I did not have access to MSC insider info, I made a couple of assumptions and found design-related potential solutions for them:

1. There's too much information and too many links per page, visitors feel overwhelmed and leave.

2. Visitors don't know much about any of the processes relevant to pre-med/med school tests or MSC and they don't know where to begin when they land on MSC.

However; because I had data on the [highest traffic page on the MSC platform](), duration per visit (< 2mins) , and no. of pages per visit (1.48), I came up with two more non-design related assumptions:
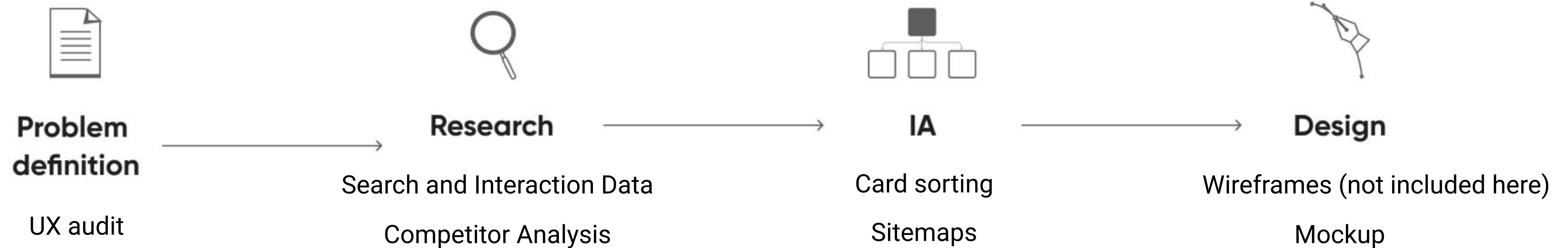
1. **Users were visiting this page, looking around, realizing that it doesn't solve their problem, and leaving.**

2. **Or, users were visiting the page, clicking on the link to what they wanted (a link that redirects to a 'competitor' website) and leaving.**

The competitor website has a 10% bounce rate, 100X traffic and a duration per visit of 25 mins.

*Happy to provide a robust competitor analysis upon request

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Design process

Problem definition

UX audit

Research

Search and Interaction Data

Competitor Analysis

IA

Card sorting

Sitemaps

Design

Wireframes (not included here)

Mockup

#problem definition

Top of mind during the redesign process was this: MSC has a high bounce rate, a low duration per visit and low ranking on search compared to its competitors.

I also acknowledged that a simple, delightful interface **cannot** solve all the above. SEO, optimization of key current acquistion channels and a robust marketing strategy would need to augment the redesign to improve valuable metrics.
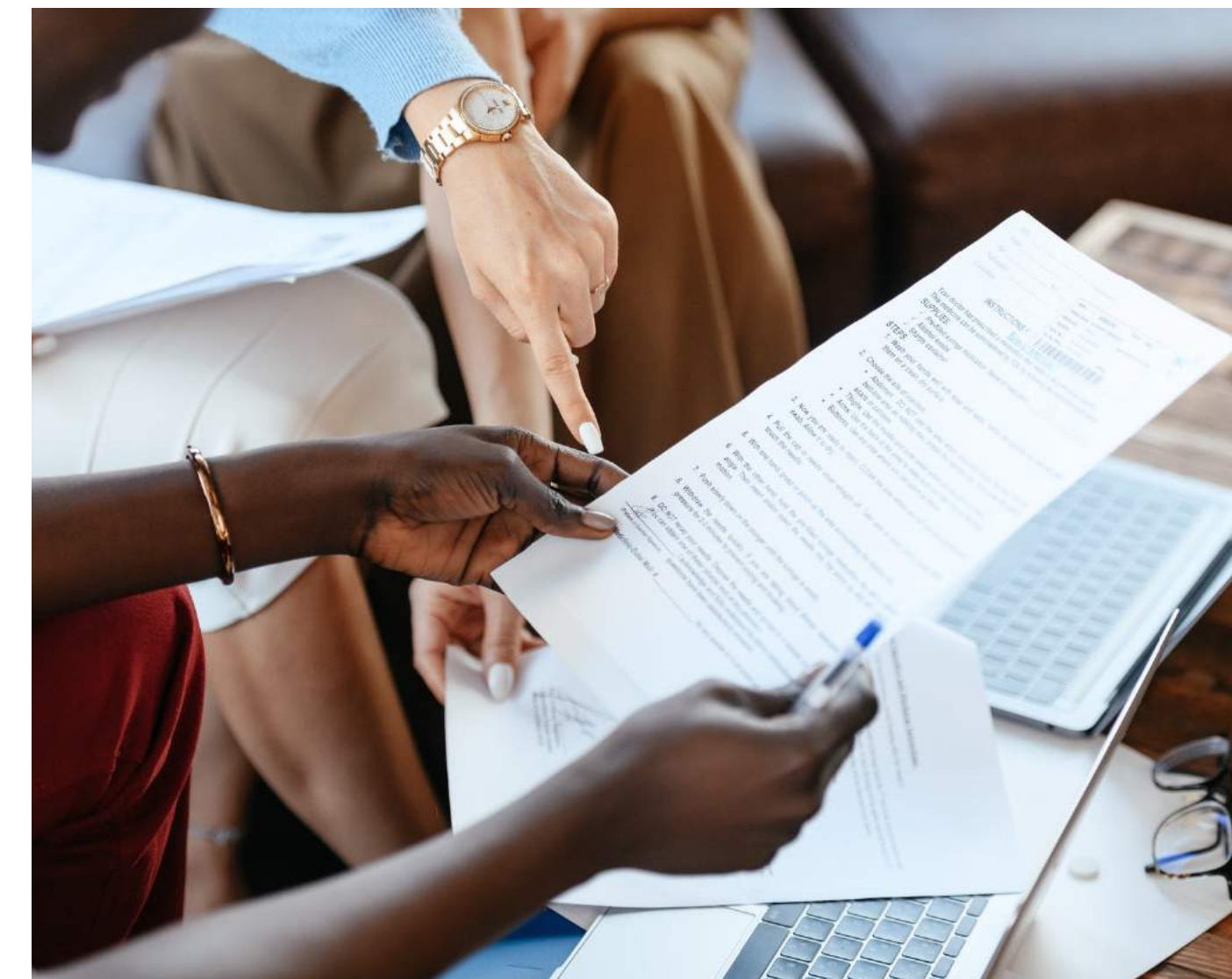
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Research on MedSchoolCoach's value prop

The assumed goal is to increase conversion rate of visitors to sign-ups.
A secondary [but important] goal is to be the platform anyone wanting to join medschool or become an MD chooses to engage with first, and consistently.

Personas

-Potential students looking for information on med

school/practice tests

-Current coachees

-Parents wanting to enroll their children into medical

school

**Mallory Roth**
23 years old | PreMed

Target:

I want to get into med school but everything feels overwhelming. I have an idea of what is needed but I don't know where to begin.

Need:

- An overview of what the MCAT process is like

- To calculate my results to see if they meet the threshold

- Someone who has been through this process before to guide me

- Guidance on my application papers

- Content I can use in my free time to prepare for MCAT
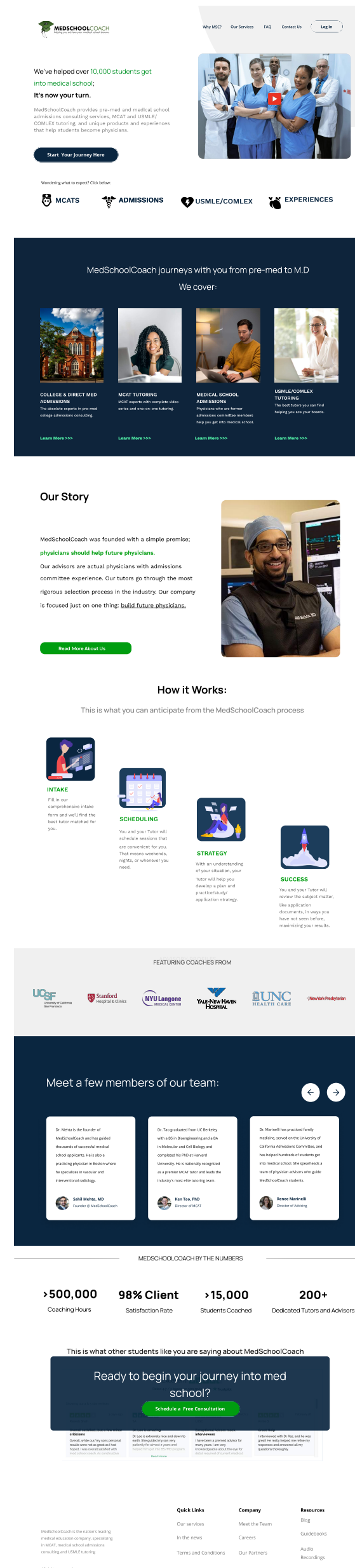
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![MEDSCHOOLCOACH - helping you achieve your medical school dreams]

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Outcome

Start strong by communicating success; including a conversational invitation to take a leap with MSC

The video could be done away with; but I included it as it doesn't interfere with user journey

Striking, clear CTA

Include buttons that give them the option of clicking if they want to, without being 'in their face'

Slider

The important content is on the Z-layout

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Using clear, friendly copy that communicates the intention of supporting learners through their growth process

Using crisp, clean imagery that delights the eye without the need to add a block of information

Services

MedSchoolCoach journeys with you from pre-med to M.D

We cover:

COLLEGE & DIRECT MED ADMISSIONS

The absolute experts in pre-med college admissions consulting.

Learn More >>>

MCAT TUTORING

MCAT experts with complete video series and one-on-one tutoring.

Learn More >>>

MEDICAL SCHOOL ADMISSIONS

Physicians who are former admissions committee members help you get into medical school.

Learn More >>>

USMLE/COMLEX TUTORING

The best tutors you can find helping you ace your boards.

Learn More >>>

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Process

This is what you can anticipate from the MedSchoolCoach process

INTAKE

Fill in our comprehensive intake form and we'll find the best tutor matched for you.

SCHEDULING

You and your Tutor will schedule sessions that are convenient for you. That means weekends, nights, or whenever you need.

STRATEGY

With an understanding of your situation, your Tutor will help you develop a plan and practice/study/ application strategy.

SUCCESS

You and your Tutor will review the subject matter, like application documents, in ways you

Contents are positioned in a step by step visual design that communicates transition from one part of the process to another

Simple clear overview that shows a visitor what their engagement with MedSchoolCoach will look like

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ADVISORY PROFILES

Meet a few members of our team:

← →

Dr. Mehta is the founder of MedSchoolCoach and has guided thousands of successful medical school applicants. He is also a practicing physician in Boston where he specializes in vascular and interventional radiology.

Sahil Mehta, MD
Founder @ MedSchoolCoach

Dr. Tao graduated from UC Berkeley with a BS in Bioengineering and a BA in Molecular and Cell Biology and completed his PhD at Harvard University. He is nationally recognized as a premier MCAT tutor and leads the industry's most elite tutoring team.

Ken Tao, PhD
Director of MCAT

Dr. Marinelli has practiced family medicine, served on the University of California Admissions Committee, and has helped hundreds of students get into medical school. She spearheads a team of physician advisors who guide MedSchoolCoach students.

Renee Marinelli
Director of Advising

Team

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Validation + CTA

Use appeals to increase credibility and stimulate interaction

This is what other students like you are saying about MedSchoolCoach

Excellent ★★★★★

Rated 4.7 / 5 based on 509 reviews on ★ Trustpilot

Showing our 4 & 5 star reviews

★★★★☆ 3 days ago
Rakesh Shah

Overall satisfied...but a few minor criticisms

Overall, while our/my sons personal results were not as great as I had hoped, i was overall satisfied with med school coach. As constructive

★★★★★ March 8
SA

Dr. Lee is amazing

Dr. Lee is extremely nice and down to earth. She guided my son very patiently for almost 2 years and helped him get into BS/MD program.

Read more

★★★★★ March 3
UJSC

Exceptional Adcom mock interviewers

I have been a premed advisor for many years. I am very knowledgeable about the eye for detail required of current medical

★★★★☆ February 28
Annie S.

Great Help

I interviewed with Dr. Raz, and he was great! He really helped me refine my responses and answered all my questions thoroughly.

Copy that invites the user tot take the next step

Ready to begin your journey into med school?

Schedule a Free Consultation

A clear CTA coming after a series ov validatory content

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Footer

A final reminder of MedSchool Coach's value offerings

A clean interface that allows the user to decide what they need without overwhelming them with information. Footer can be made darket

MEDSCHOOLCOACH

MedSchoolCoach is the nation's leading medical education company, specializing in MCAT, medical school admissions consulting and USMLE tutoring

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Click here to view complete prototype

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MSC Growth Areas: SEO

Growth Area 1

Find long-tail keywords for "medschoolcoach"

SEO Difficulty   100/100   Brand Query   Yes

Off-Page Difficulty   83/100   On-Page Difficulty   100/100

How these metrics are calculated   Detailed breakdown

▶ Latest Videos From Keywords Everywhere

○ Content Gap Analysis   ○ SEO Competitor Analysis
○ Moz Backlink Metrics   ○ Check Website Traffic
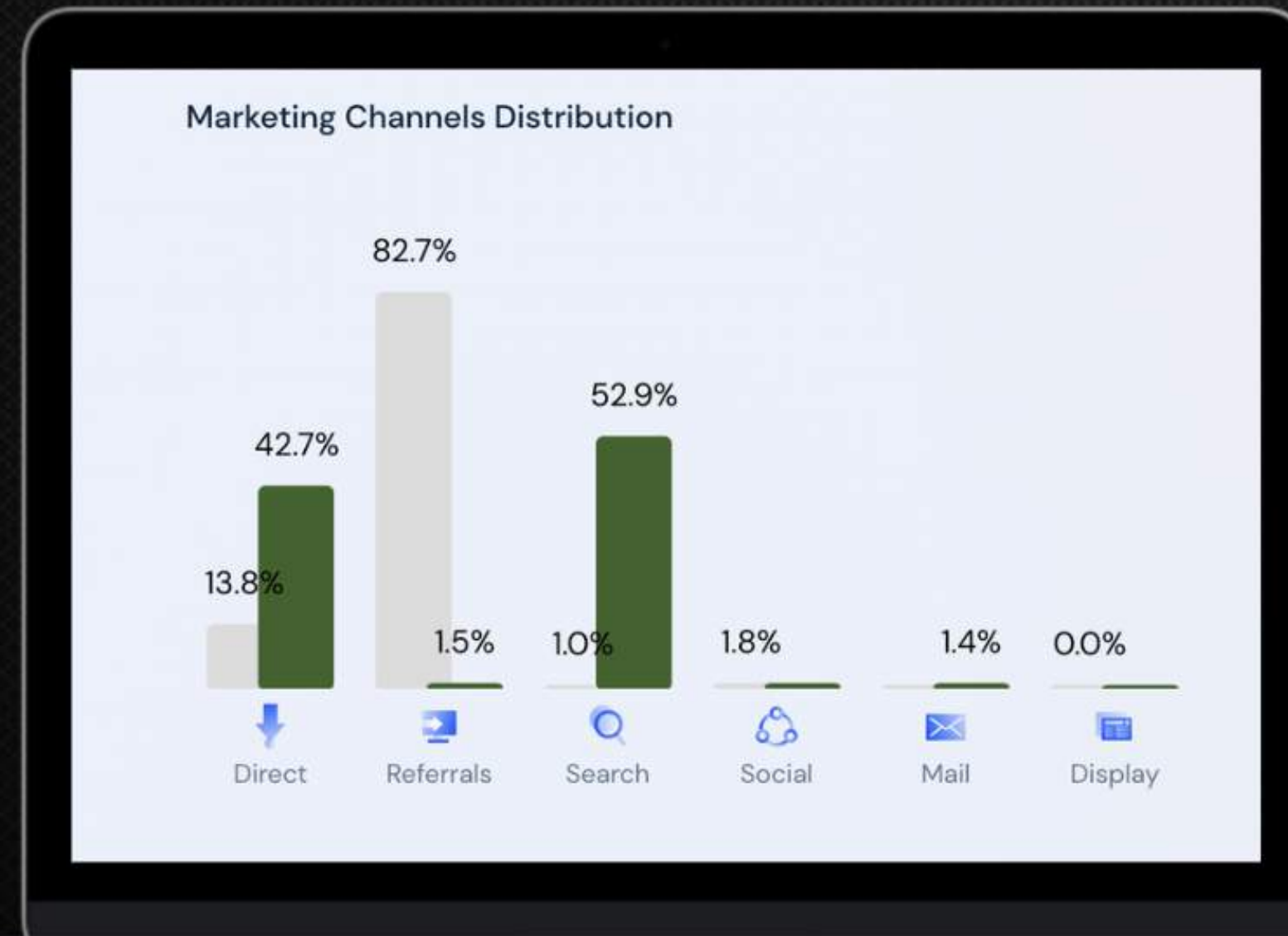○ SEO Difficulty Metrics   ○ Pinterest Competition Analysis

MSC doesn't rank on page one for business-critical keywords

The off-page and on-page difficulty search ratings are too high; meaning, for the keywords it ranked for, it was hard to be top of the list for them.
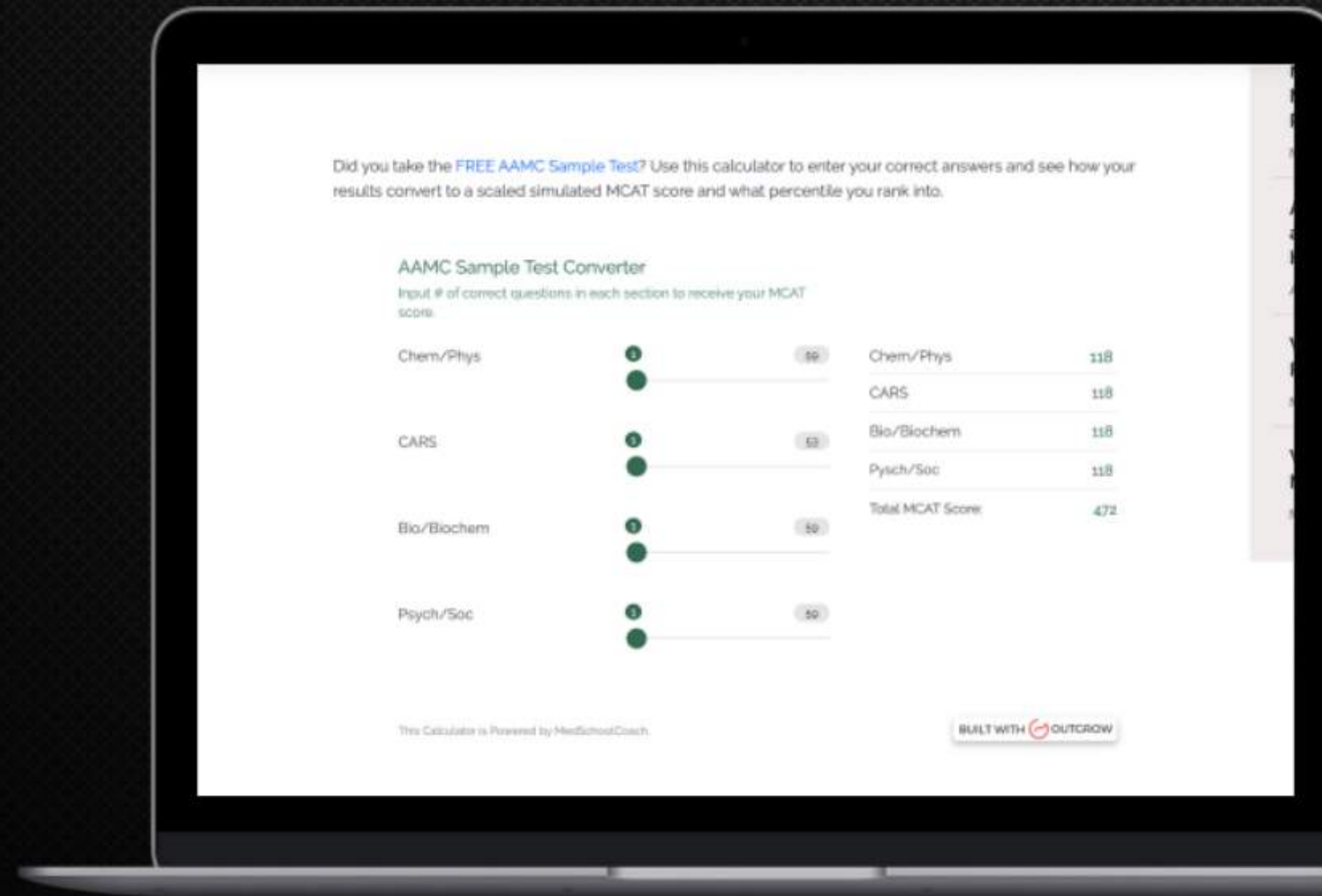
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MSC Growth Areas: Pages and Links Audit

Growth Area 3

Did you take the FREE AAMC Sample Test? Use this calculator to enter your correct answers and see how your results convert to a scaled simulated MCAT score and what percentile you rank into.

AAMC Sample Test Converter
Input # of correct questions in each section to receive your MCAT score

Chem/Phys		59	Chem/Phys	118
			CARS	118
CARS		53	Bio/Biochem	118
			Pysch/Soc	118
Bio/Biochem		59	Total MCAT Score:	472
Psych/Soc		59		

This Calculator is Powered by MedSchoolCoach.   BUILT WITH OUTGROW

This is the most visited page on MSC.

-The calculator is unresponsive [is it by design?]

-It redirects to at least 2 outside sites; one of which is a platform that provides some similar services to MSC.

-It is part of the reason why the bounce-rate and duration per visit is high.

Auditing pages ensures all links are updated and all integrated services are working,

Thank you.

Please let me know if this has been helpful to you in any way.

Email: adem.cindy@gmail.com

LinkedIn: https://www.linkedin.com/in/cindyadem/