



Simple Design Tips to Generate the Most Engagement for Your Platform





Context is Key

Content without context is only half the battle – adding descriptions to communities, content, and widgets can make it clearer to students what the value / point is and inspire them to engage. Without context, it may not be clear to students how or why to engage, and therefore – won't.

Examples:

- Communities w/ Descriptions: [Drew University](#) »
- Widgets w/ Descriptions: [Isenberg School of Management](#) »
- Resources w/ Descriptions: [University of Washington](#) »





Keep Your Language Simple + Clear

Vague and programmatic language isn't immediately clear to most students. We've found that partners who use clear, simple language engage more students because students have a better idea of where to go, and where to click to find the information they need.

Examples:

- Main Navigation: [Berea College](#) »
- Career Planning Communities: [Fort Lewis](#) »





Eliminate Choice Paralysis

Keep your navigation short and sweet. Give people less of a chance to get confused / conflicted and make it easier for them to funnel into the dynamic areas of the platform that you want them to engage in. Make options easy to align with.

Examples:

- Main Navigation: [Arcadia University](#) »
- Main Navigation: [MIT](#) »





Eliminate Lists of Links

Linking tools and resources within static text isn't recommended. It needs to be updated in each space you link them (rather than updating once, as a resource or piece of dynamic content), and it isn't available via search. They also won't show up in resource (or other content) libraries and therefore fragmented from where your students are naturally searching for content.

Examples:

- Links Example: [Demo College](#) »





Use Imagery to Highlight Logos + Break Up Text

Use of featured images vs. logos. Images help to draw end-user focus and provide more context into what something is. Logos are also great in establishing brand recognition and drawing engagement that way.

Examples:

- Resource Logos: [Brandeis](#) »

