I want to drop this class!

helping students navigate the financial aid process

Enhance Usability
If users can’t quickly find what they’re looking for, they’re likely to give up. The goal of the website is to inform students. Analysis indicated an opportunity for improvement.

Findability
Our revised website navigation puts information where users expect to find it, leading to a more intuitive and useful website experience.

informing students of the impact of enrollment decisions through visualization

Improve Student Retention
Informed students are empowered students. Preventing accidental mishaps in the financial aid process keeps students in school.

Personalization
Our interactive, educational web experience provides students with personalized and relevant information as they navigate the complexity of financial aid rules, requirements, and timelines.

Western Washington University Financial Aid Website
Deborah Frost - Patrick McCall - Brian Smith - Jason Smith
Mid-Career MSIM

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