



COLLEGE LINE

BRAND CASE STUDY

BACKGROUND

NYC College Line is a free online community for students, families and professionals focused on providing insight and resources dedicated to the phases for college readiness and success – from exploration through completion.

Even with lots of meaningful ways to help students, families and teachers in the community, and a very large potential audience of users—which includes all NYC public high school students and all CUNY students across 17 campuses—the engagement of features and resources from NYC College Line remains low.

BRAND DEVELOPMENT

After working in-house with The City University of New York for 2 years within the Research Foundation, I had the opportunity to lead a rebranding effort in conjunction with an developing an app for the brand.

Original Logo:



The original logo felt dated and disconnected from the mission of NYC College Line.

GOALS

The goal of the rebranding and App for NYC College Line is to establish more engagement and provide more resources for the students of NYC.

STAKEHOLDERS

Program Director, NYC College Line

Program Director, Grad NYC!

RFCuny Senior Leadership

Advisor Team

TEAM

Marketing Director

Content Developer

Art Director, Project Lead (Me)

Junior Designer

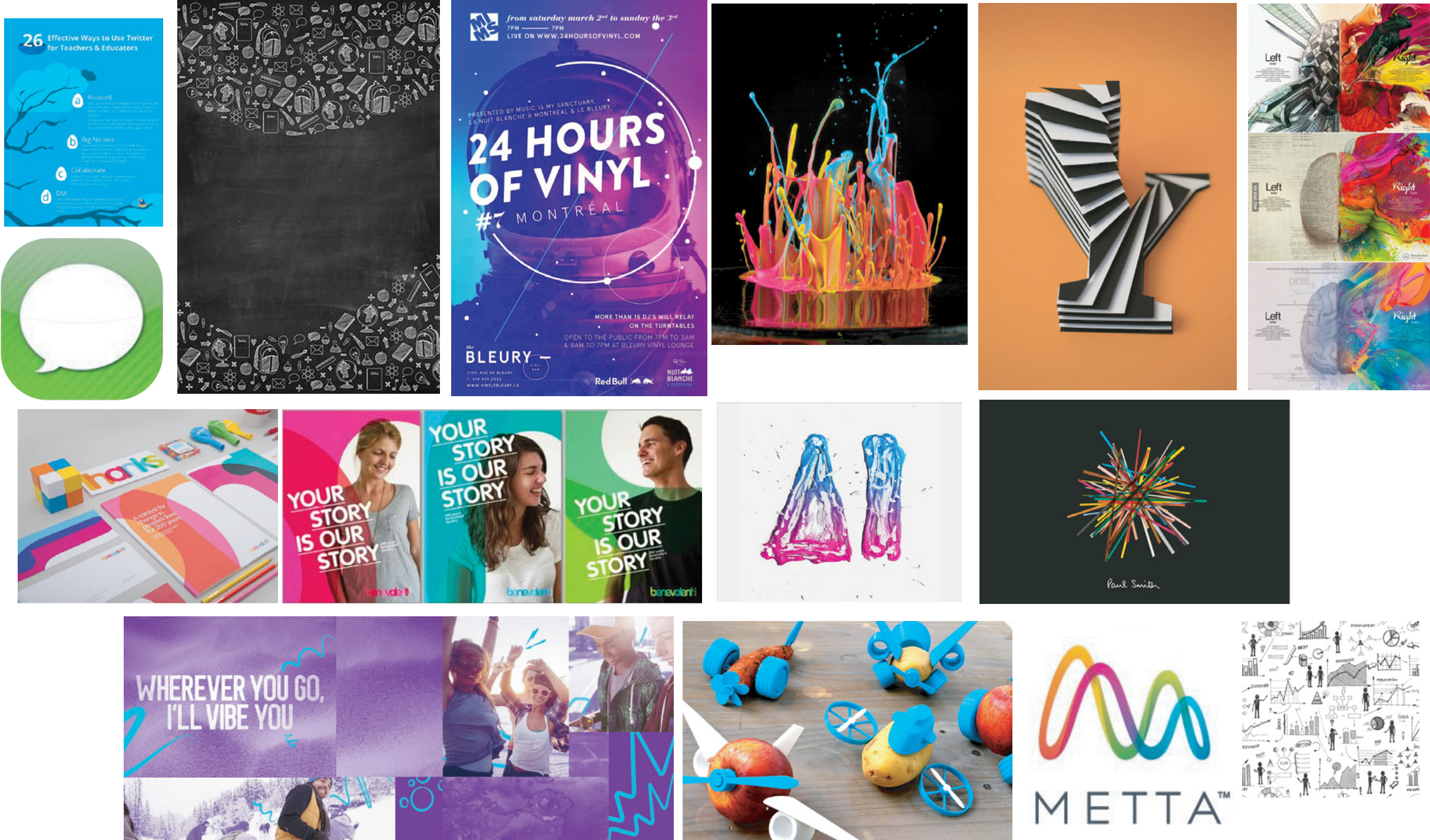
Design Intern

BRAND STATEMENT

NYC College Line helps New York City public high school students get to and through college, and to supports parents, teachers and advisors throughout this complex process.

CONCEPT DEVELOPMENT

The Gift of Getting Schooled



INITIAL PRESENTATION OF LOGO DESIGN DIRECTIONS



FINAL BRAND MARK



1 COLOR



DARK BACKGROUND



ICONS & PRIMARY COLOR PALETTE

BROOKLYN BLUE
CMYK 65, 20, 0, 0
RGB 0, 153, 255
HEX #0099FF



GREENWICH GREEN
CMYK 35, 0, 100, 0
RGB 163, 210, 0
HEX #A3D200

MIDTOWN MAJENTA
CMYK 15, 95, 0, 0
RGB 193, 19, 131
HEX #C11383



CENTRAL PARK SUN
CMYK 0, 25, 100, 0
RGB 254, 181, 0
HEX #FEB500

TYPOGRAPHY & COLOR

Primary Type Family: Futura

Futura Bold: NYC College Line helps New York City public high school students get to and through college, and to supports parents, teachers and advisors throughout this complex process.

Futura Book: NYC College Line helps New York City public high school students get to and through college, and to supports parents, teachers and advisors throughout this complex process.

Futura Medium Condensed: NYC College Line helps New York City public high school students get to and through college, and to supports parents, teachers and advisors throughout this complex process.

Secondary Type Families

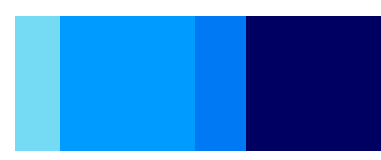
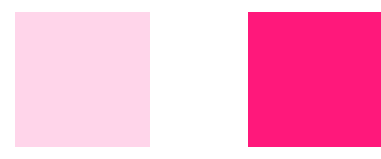
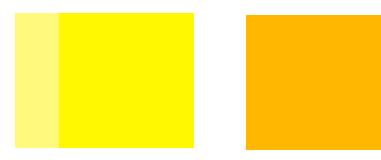
AMATIC: HELPING STUDENTS GET TO AND THROUGH COLLEGE.

Selfie: Helping Students Get To and Through College.

Primary



Primary + Secondary



Gradients



DIGITAL ASSETS





APP DEVELOPMENT

RESEARCH PHASE: GOALS



Understand how users currently find and implement educational resources.



Understand how users feel about navigating the financial landscape of higher education.



Understand how users feel when they can and cannot receive qualified advice about their process.



Understand how users feel about the matriculation process within the CUNY system from NYC public schools.

RESEARCH PHASE: METHODOLOGY

Primary Research:

Conduct Contextual Inquiries and perform a usability study of users interacting with the current NYC College Line website on both desktop and mobile.

Conduct surveys of 100+ high school students in their junior & senior years in NYC public schools about how they seek to achieve their personal goals, and understand how they feel about finding resources, and using NYC College Line.

Conduct surveys of 100+ CUNY college freshman and sophomores in their about how they seek to achieve their personal goals, and understand how they feel about finding resources, and using NYC College Line.

Secondary Research:

Market Research

Competitive Analysis

RESEARCH PHASE: RAPID ASSESSMENT

Page /Feature	Notes
Lack of Transparency	Students feel at a loss when trying to get even basic information. Their school counsellors and advisors are often unavailable, and students feel they are hard to approach, but would like their guidance, advice and help.
School is Expensive	Students feel overwhelmed with understanding how they are going to try to pay for classes.
Scholarships	Students feel like this is free money, even if they have to work for it. Scholarships that they think of as fun feel more engaging, and they want to participate when it is easy, or when they feel like they get to showcase their passions. Students also feel that they don't know of many scholarships, and wouldn't really know how to go about finding ones that they can participate in.
Internet Accessibility	Many students feel like they need to limit their data use for financial reasons. Most students have phones, but not all students have easy access to computers.
Diversity & Equity	Students feel like sometimes it is easier to find scholarships for specific groups doing searches, but this can also lead to a lack of inclusively for students when they find results that they are not of the right demographic or ethnic group.

USER PERSONA

JORDAN



“I take school pretty seriously, and I really want to go to college. Sometimes it feels like the world doesn’t want you to be successful, **but I will find a way!**”

ABOUT

Age: 17
Profession: NYC Public High School Student
Status: Applying for Schools
Children: One of Two in Family

Location: Brooklyn, NY
Parents Household Income: \$80k
Archetype: The Go-Getter

BIO

Jordan is going into her senior year, and super excited about her future, as well as the three years behind her. She live with her mom and dad, and her younger brother. Her mom went to school, and even has a Masters, but her dad didn’t go, and sometimes she feels conflicted about how expensive school is, and how long it is going to pay off, like her mom, versus looking at her dad’s successful career, and his more limited debt. Her parents can’t afford to help her pay for school, so she has a weekend job and has started trying to save. She loves writing, especially poetry, even if her friends don’t’ totally get it. Jordan feels like her advisor at school doesn’t know her at all, and gives her generic advice that doesn’t account for her love or writing. She and her friends take the MTA to and from school together, and get some studying in when they can get seats. She takes a lot of advice from her friends and they are very important to her.

WANTS

- » To understand the boxes she needs to check.
- » Find financial support
- » Make sense of FAFSA madness
- » Spend time with her friends

FRUSTRATIONS

- » Not knowing where to start, feeling overwhelmed.
- » Paying so much money for admissions fees when saving for classes is already hard enough.
- » Not having enough data on her phone

TECH

- Social Media
- Music Streaming
- Video Streaming
- Access to Wifi
- Access to Technology
- School Engagement

FAVORITE BRANDS



RESEARCH PHASE: PROBLEM STATEMENT

Users face emotional and social hurdles as well as technology setbacks to finding and using resources to help them through the higher education system.

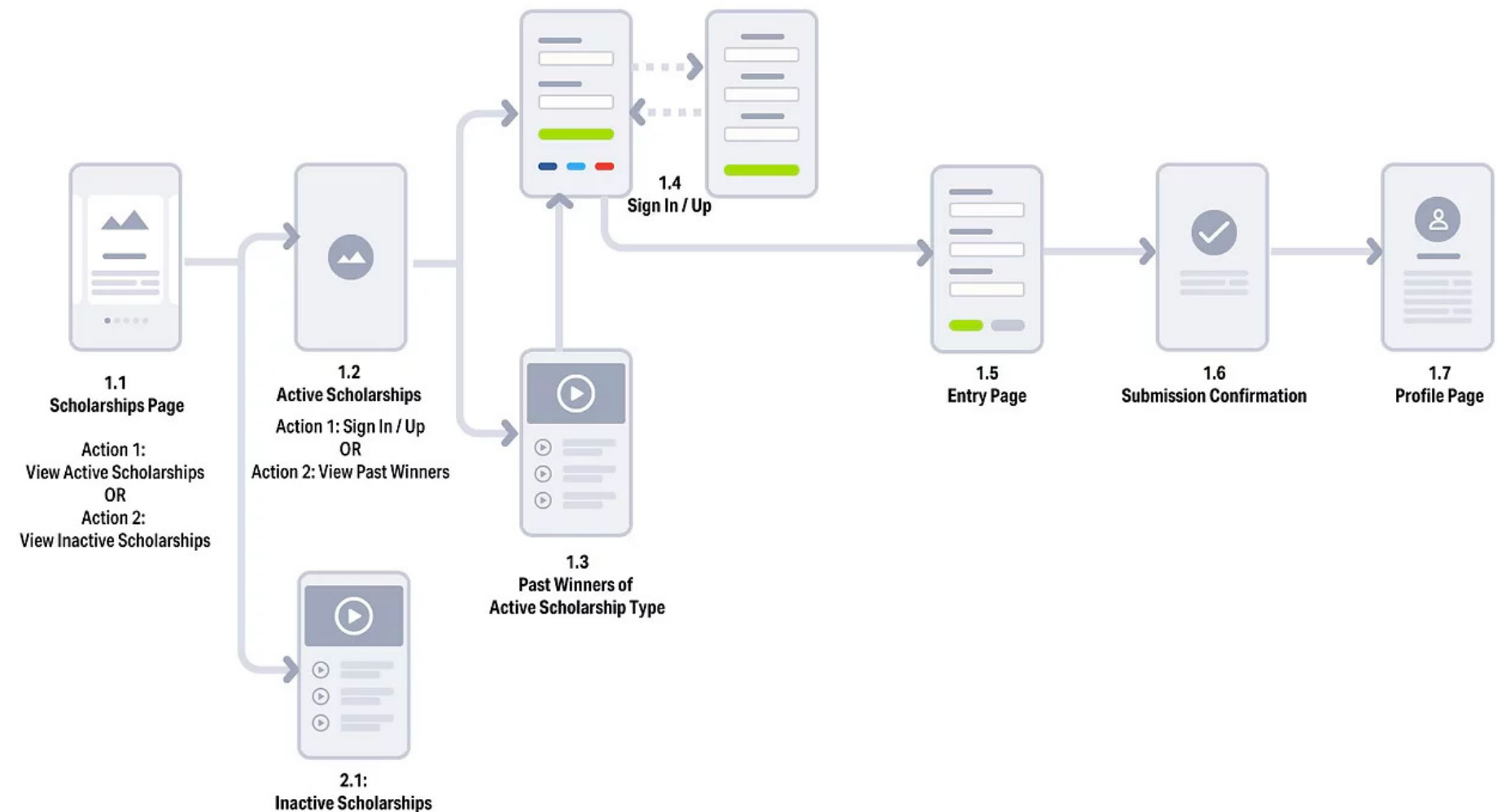
2. DEFINE PHASE: WIREFRAMES

Make It Accessible:

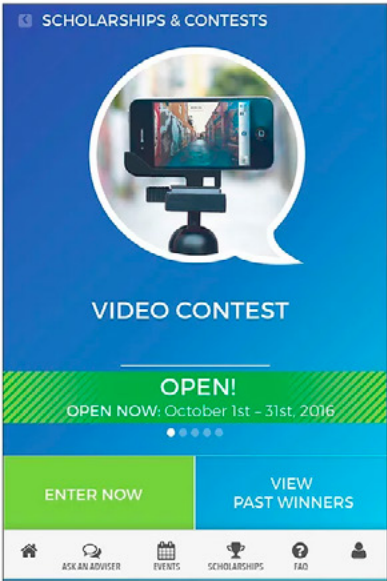
After synthesizing the data from the Research phase, NYC College Line defined the need for a mobile app—with limited data transfer needed—for users to:

1. Access Resources about matriculation
2. Get real-time free access and advice from certified education advisors
3. Become FAFSA fluent
4. Easily find and engage with scholarship opportunities.

We worked through numerous flows for the app. This particular flow contained the most sought after content provided by NYC College Line: Scholarships.



3. PROTOTYPE PHASE

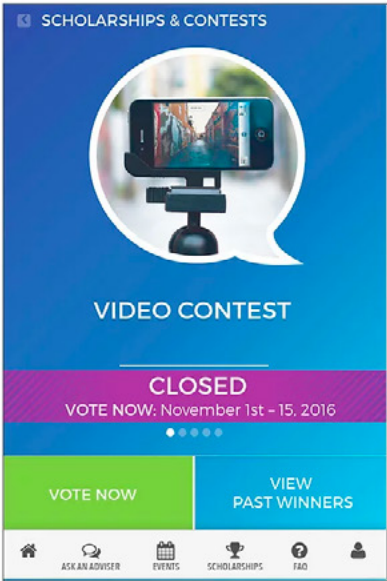


1.1 Scholarship Page
OPEN Scholarship

Page includes:
1. Introduction carousel to show current AND past scholarships
4. App navigation

Action: User selects scholarship >

Action: User selects current contest
Action: User selects past contest.

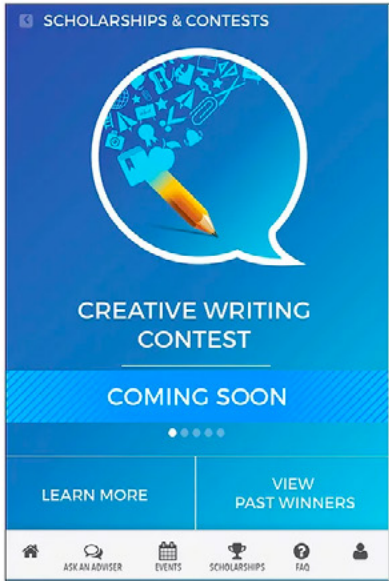


1.1 Scholarship Page
OPEN Scholarship

Page includes:
1. Introduction carousel to show current AND past scholarships
4. App navigation

Action: User selects scholarship >

Action: User selects current contest
Action: User selects past contest.

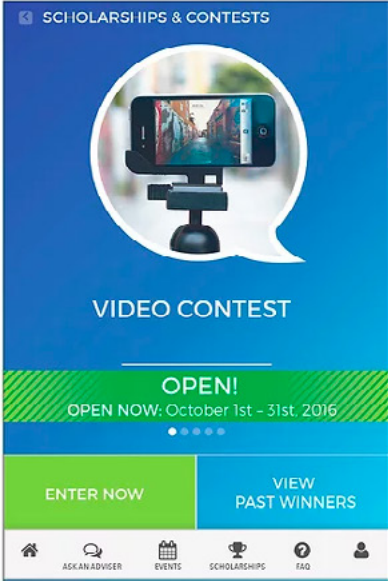


1.1 Scholarship Page
UPCOMING Scholarship

Page includes:
1. Introduction carousel to show current AND past scholarships
4. App navigation

Action: User selects scholarship >

Action: User selects current contest
Action: User selects past contest.

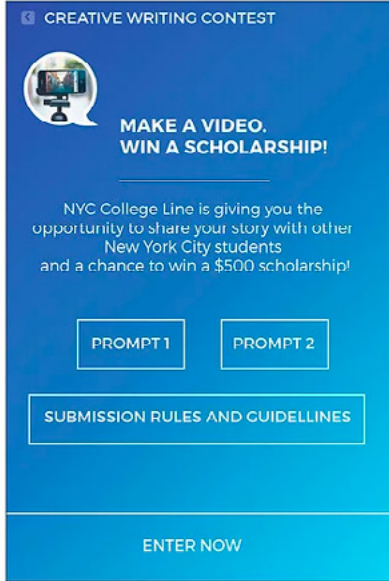


1.1 Scholarship Page

Page includes:
1. Introduction carousel to show current AND past scholarships
4. App navigation

Action: User selects scholarship >

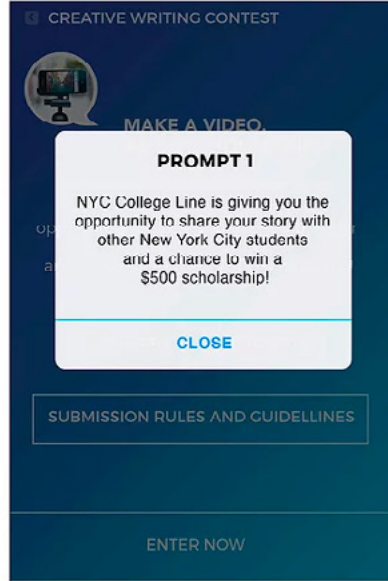
Action: User selects current contest
Action: User selects past contest.



1.2 CURRENT/ACTIVE SCHOLARSHIP PAGE

Page includes:
1. Contest info.
Prompts - Appear as "pop-up" see 1.2a
Rules - appear as "pop up" see 1.2b

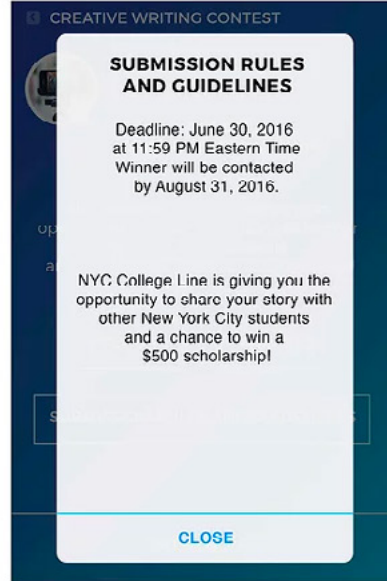
Action: Enter Now
Sign-up/Login Appears as "pop-up"



1.2a CURRENT/ACTIVE SCHOLARSHIP PAGE
Prompt

Page includes:
1. Contest info.
Prompts - Appear as "pop-up" see 1.2a
Rules - appear as "pop up" see 1.2b

Action: Enter Now
Sign-up/Login Appears as "pop-up"



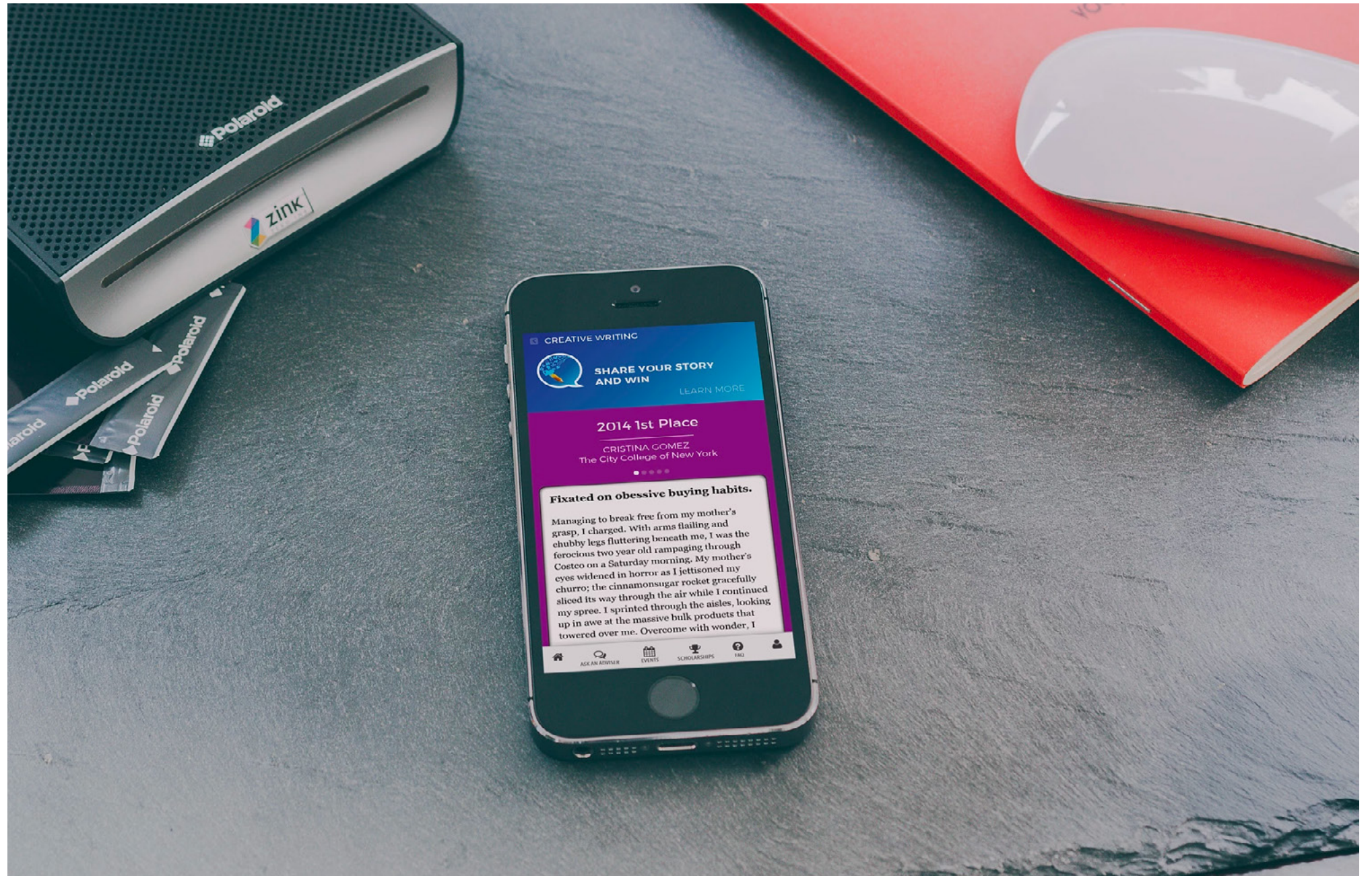
1.2b CURRENT/ACTIVE SCHOLARSHIP PAGE
Guidelines

Page includes:
1. Contest info.
Prompts - Appear as "pop-up" see 1.2a
Rules - appear as "pop up" see 1.2b

Action: Enter Now
Sign-up/Login Appears as "pop-up"

4. TESTING PHASE

We contacted our initial research participants to roll out the beta, and in the first two weeks of testing we saw an increase of 1700% engagement with the core features, while identifying new pain points and problem areas to address in the next iteration.





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