

## CASE STUDY:

# Digital Strategy, Mobile Apps Drive Sustained Student Engagement



## THE CHALLENGE:

One of the largest online higher education Universities in the world was looking for a partner for a multi-year digital transformation project – one designed to support and drive student admissions, retention, and engagement. With the goals of providing:

- Targeted, relevant content to current and prospective students and faculty
- A Facebook-like social community for enhanced connections
- Grade visibility and retrieval
- Assignment scheduling and coursework management
- Integration to the Blackboard Learning Management System
- Informed decision-making and ease of admissions

## THE SOLUTION:

PointClear Solutions worked with the University to deliver a comprehensive, engaging online presence. The project called for strategy, design, and development of an iOS and Android mobile application, admissions portal, and marketing website. The PointClear team also built an API in the AWS Cloud environment to integrate the mobile app with several third-party enterprise systems, including PeopleSoft, Blackboard, and Salesforce.

### KEY PROJECT DELIVERABLES INCLUDED:

- User Research
- Digital Strategy
- Product Roadmap
- Information Architecture
- User Personas & Flows
- Content Strategy
- UX Design Audit
- Application Map
- Mapping, Wireframes, & Clickable Prototypes
- iOS & Android Native Applications
- Backend API in AWS
- Analytics
- Chat Capabilities
- Targeted Messaging
- Financial Dashboard
- Admissions Portal
- Marketing Website

## THE RESULTS:

The University's online presence now supports its mission of making a quality education accessible for anyone wanting to finish their degree and expand their career. The app equips busy students with a single source of truth to efficiently stay informed by consolidating communications, assignments, schedules, and the University's academic, IT, and financial services. The mobile app received positive feedback from students and administrators and has a 4.5 out of 5-star rating in the app store.

The app, portal, and website enable the University to raise market awareness, expand its reach, better engage with the student population, enhance correspondence between students and faculty, and encourage community.