

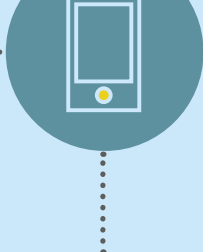
NEW International Education WEBSITE

The new structure capitalizes on the IE value proposition, “study, live and work in the heart of Canada,” to provide users with the following five menu categories: (1) Study at RRC, (2) Live in Manitoba, (3) Work and Immigration, (4) Student Support and (5) How to Apply. Specific pages for partners and agents are linked from the footer of the website.

Understanding that International Education is a subbrand of RRC and that it has its own visual identity, the layout of the website was redesigned following the IE brand book. Brand elements - such as four dots, four colours and rounded-shape icons - compose the new website.

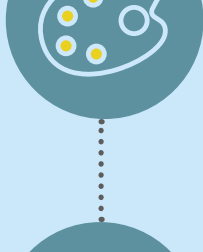
The focus of the new International Education (IE) website is to create a unique user experience and, ultimately, drive conversion by facilitating the application process. The structure of the website was redesigned to enhance user navigation. Before, the main menu categories were: (1) Future Students, (2) Accepted Students, (3) Current Students, (4) Agents and Partners and (5) Contact. That structure reflected how RRC as an institution sees its users rather than focusing on user experience.

RATIONALE



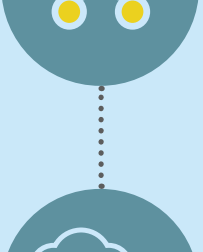
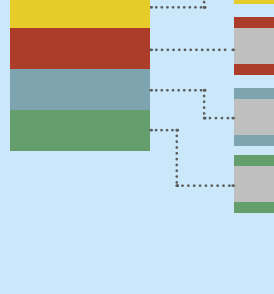
Mobile first

The content of the website was thought to focus on verticality, using “stackable” blocks to facilitate the optimization of the layout for mobile.



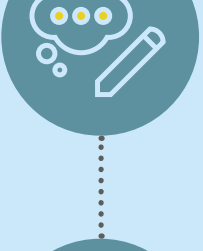
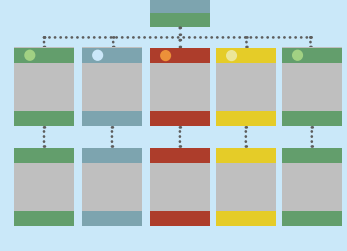
Colour functionality

One primary brand colour was attributed to each of the five categories, creating a logical flow between the front page and the categories.



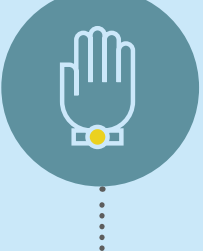
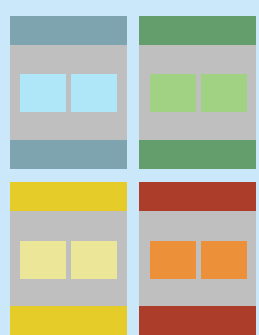
Page hierarchy

Three types of layout were used for different page levels: Level 0 (front page), Level 1 (five categories) and Level 2 (subpages under each category).



Brand consistency

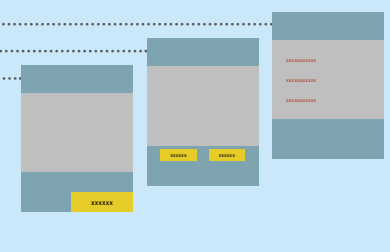
For Levels 1 and 2, the page layout starts and ends with the primary colour of the category. The layout of the middle of the page has a grey background and is composed by tiles in the secondary (lighter) colour of the category.



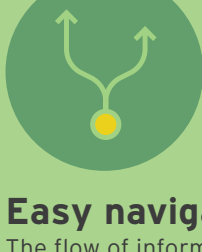
Calls to action (CTAs)

There are three types of CTAs:

- High-level: “Contact Us” button (floating at the bottom of the screen)
- Primary: yellow buttons (bottom of page)
- Secondary: hyperlinks (middle of page)



STRATEGIES



Easy navigation

The flow of information between pages is logical and easy-to-use. The front page directs to the five core categories. Level 1 pages (category pages) work as a hub of subpages. Level 2 pages direct to the next logical pages.



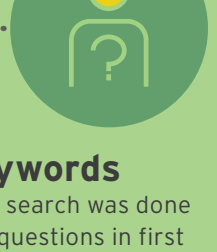
Content marketing

The website content was developed to be valuable, relevant, consistent and capable to attract and retain IE’s audiences. A complete range of information is available to prospective, accepted and current students, alumni, agents and partners.



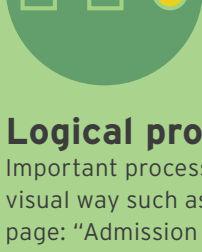
Testimonials

The use of testimonials help to create relatability and reinforce a positive decision process for users. Testimonials of international alumni and their respective high-quality photo or video is used on key pages.



Verbal search keywords

The optimization for verbal search was done through headings that use questions in first person (e.g., Can I Stay in Canada After Graduation?) to rank well for voice search (e.g., “Hey Siri, can I stay in Canada after graduation?”).



Logical processes

The use of logical processes were organized in a visual way such as on the Study at RRC page: “Admission requirements > Language requirements > Intensive English program > Academic programs”.



PDF-free website

The new IE website has new pages for content that were previously in PDF format. On the new website, the update of content can be done in a more streamlined and efficient way.

NEW CONTENT

Admissions

Explanation about the admission requirements, including Grade 12 equivalency per country.

Academic Programs

Information about the credentials, scholarships and differentiation points of RRC academic programs.

Immigration

Valuable content about common immigration streams for RRC graduates.

Experiences

Testimonials of successful international graduates about their RRC experiences.

Student support

A list of supports for Canada - from future students to graduates.

Campuses

Additional information about programs offering programs for international students.

Agent Portal

Agents are now able to submit invoices online and download promotional materials.

Health insurance

A complete description of the types of health insurance and coverage for international students.

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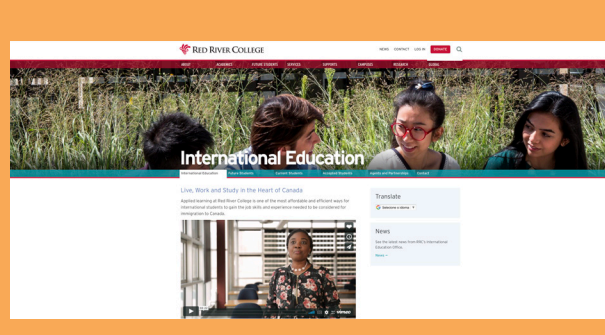
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Health insurance

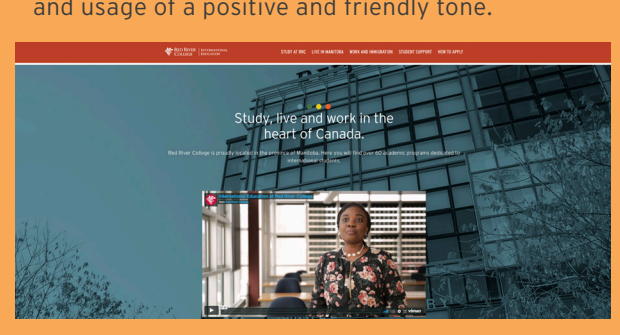
A complete description of the types of health insurance and coverage for international students.

BEFORE | AFTER

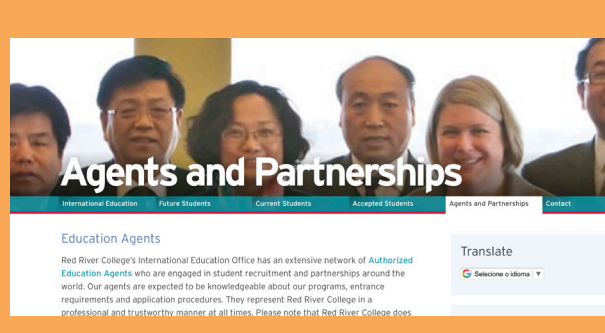
Front page



The new front page sets the tone for the rest of the website through the inclusion of brand elements and usage of a positive and friendly tone.



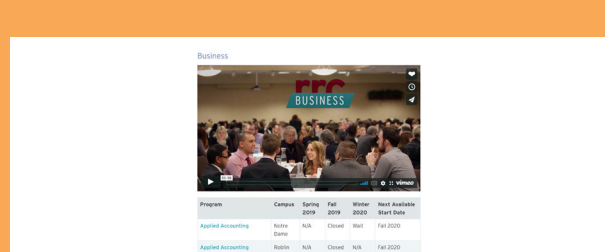
Well-defined audiences



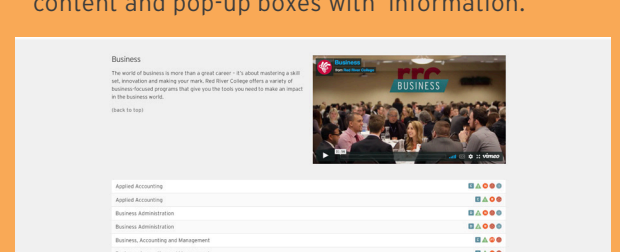
Previously, students, agents and partners were used in the menu structure; now, pages for agents and partners are located on the footer.



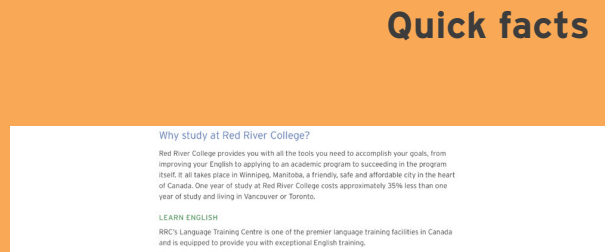
List of programs



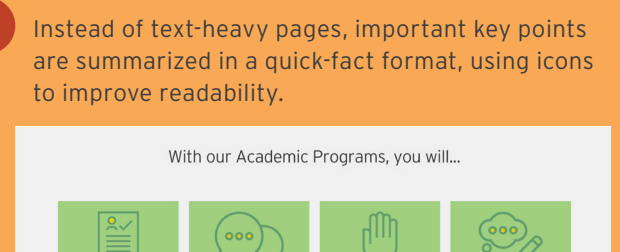
Following RRC’s Viewbook standards, the new list of programs uses icons to summarize high-level content and pop-up boxes with information.



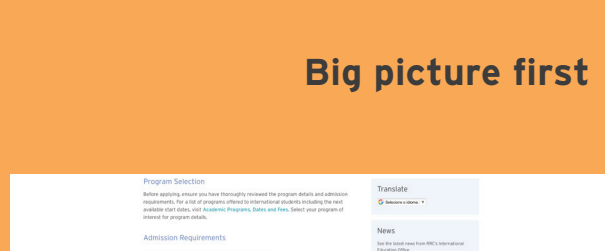
Quick facts



Instead of text-heavy pages, important key points are summarized in a quick-fact format, using icons to improve readability.



Big picture first



Text-heavy processes were converted into expandable lists. Users can understand the big picture first and then click for more information.



rrc.ca/international