Branding and Communications

LIFE, THE UNIVERSE, AND EVERYTHING

Ella Rae Grimaldi, Jennifer Chang, CTFO & a shifting symposium that needed to take, model & talk to take our passage, make new ideas, collaborate & inspire

UP NEXT
- Tech Lunch
- Tech Lounge
- Tech Workshop
- Tech Workshop

PROJECTS
- Brainstorming Workshop
- Tech Lounge
- Tech Workshop
- Tech Workshop

TOOLS USED
- Google Docs
- Google Sheets
- Google Slides
- Google Forms

THE CHALLENGE

The CTAP website and branding lacked cohesion, clarity, and ease of use – particularly for younger audiences. The redesign aimed to create a unified, recognizable identity and a more intuitive site experience that empowered visitors to make informed decisions.

Project Goals:
- Establish a recognizable and recognizable brand identity.
- Simplify navigation and structure for better access to information.
- Design an interface and zone that resonates with younger demographic.
- Present content in clear, concise, and accessible formats.

THE RESEARCH

The CTAP website and branding lacked cohesion, clarity, and ease of use – particularly for younger audiences. The redesign aimed to create a unified, recognizable identity and a more intuitive site experience that empowered visitors to make informed decisions.

USER INTERVIEWS

Interviewees: 4 students, 2 alumni, 2 staff, 2 faculty members, 1 prospective student, 1 parent, 1 high school counselor, 1 community partner, 1 Chamber of Commerce, 1 Indigenous Leadership Council member

Research Objectives:
- Understand how students, the current and prior, prospective students, and the community perceive CTAP and what they value in a post-secondary institution (academics, campus culture, community connection, contact channels, and learning preferences).
- Identify barriers to access and engagement (perceived barriers, knowledge gaps, and information needs).
- Gather insights into how students navigate decision-making, including what sources they trust and what influences their choices.

Participant Breakdown:
- **Prospective Students:** 2 prospective students (one parent, one future student)
- **Alumni:** 2 alumni (one working in a tech company, one working in a non-profit)
- **Community Partners:** 1 Chamber of Commerce, 1 Indigenous Leadership Council
- **Prospective Students:** 1 prospective student (currently exploring options)
- **Parents:** 1 parent (supporting a prospective student)
- **Faculty/Staff:** 2 faculty members, 2 staff members

RESEARCH FINDINGS

Registration Efficiency	Registration Efficiency	Registration Efficiency	Registration Efficiency
90%	**55%**	**70%**	**65%**
of users struggled throughout the registration process	of users revisited the site multiple times before completing registration	of users encountered unclear or confusing instructions	of users experienced software or technical issues

Key Takeaways:
- Identified navigation challenges across key user types, confirmed around center application & calendar embedding.
- Confirmed the need for a more intuitive, mobile-friendly registration process with clearer instructions and fewer technical issues.
- Surface level vs deep highlighted deeper information architecture and content accessibility problems, influencing the revised sitemap and content strategy.

This research directly informed the redesign strategy, leading to more intuitive navigation, clearer content hierarchies, and a more accessible and mobile-friendly experience for both new and returning users.

USER PERSONAS & JOURNEY MAPS

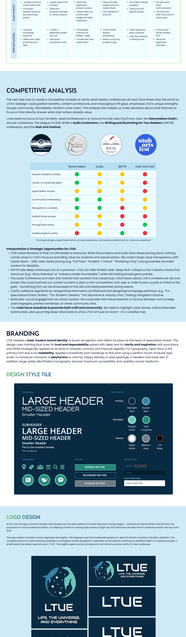
For the CTAP website, I conducted interviews and developed three personas mapped the entire user journey, revealing pain points like confusing content organization, unclear calendar functionality, and limited mobile accessibility. These insights directly informed the site redesign, ensuring it would better serve students, parents, and community partners, ultimately supporting their decision-making and engagement with CTAP.

Prospective Member
JORDAN LEE
Age Range: 20–25 **Tech Comfort Level:** Mid-level
Top Goal: Find a program that matches his interests and career goals
Top Fear: Feeling like he doesn't belong or that he wasn't cut out for post-secondary

Returning Alumni Member
TAYLOR MORGAN
Age Range: 25–35 **Tech Comfort Level:** Advanced
Top Goal: Find a mentor or a way to give back to the program that helped her
Top Fear: Being too busy to actually follow through on her intentions

Prospective Member
MORGAN REYES
Age Range: 20–25 **Tech Comfort Level:** Advanced
Top Goal: Find a program that feels like a community, not just a place to study
Top Fear: Not finding a program that feels like it was made for people like her

Returning Alumni Member
ALEX MARTINEZ
Age Range: 25–35 **Tech Comfort Level:** Advanced
Top Goal: Find a way to give back to the program that changed his life
Top Fear: Being too busy to actually follow through on his intentions



COMPETITIVE ANALYSIS

The next step was to examine competitors to identify what nearby conferences do best. Since CTAP shares many that exist as a collective, I focused on conferences in Canada, which comprise the majority of the pool, and selected a mix of large and small, regional and national, and high-performance and low-performance conferences. This analysis also helped us make decisions about what features to include, what to avoid, and what could set CTAP apart.

I conducted a SWOT analysis to find opportunities and potential threats to CTAP's digital presence. Based on the SWOT analysis, I created a Competitive Matrix to compare all eight conferences across six key criteria: **Quality Conferences**, **Free Writing and Illustrating for Your Readers** (SWFYR) conference, and the **Work Are Further** (WAF) conference.

Interpretation & Strategic Opportunities For CTAP

Quality Conferences and Free Writing and Illustrating for Your Readers. While Workshop Leaders and QuCo have tiered pricing plans, nothing comes close to CTAP's low-cost pricing and for students and educators alike. We could leverage value transparency and hybrid/asynchronous offerings to stand out. Free Writing and Illustrating for Your Readers's "Workshop Only" and guarantee recorded sessions are strong.

WAF's web design is impressive, but its organization, QuCo and Free Writing and Illustrating for Your Readers's clarity and ease of use, and Free Writing and Illustrating for Your Readers's "Stay Interested" or "Industry Insider Roundtables" forms with hosting lessons genre comics.

Free Writing and Illustrating for Your Readers's "Stay Interested" or "Industry Insider Roundtables" forms with hosting lessons genre comics are unique and leader. We could emulate and incorporate a similar concept into our programming. Free Writing and Illustrating for Your Readers's "Stay Interested" or "Industry Insider Roundtables" forms with hosting lessons genre comics. Free Writing and Illustrating for Your Readers's "Stay Interested" or "Industry Insider Roundtables" forms with hosting lessons genre comics. Free Writing and Illustrating for Your Readers's "Stay Interested" or "Industry Insider Roundtables" forms with hosting lessons genre comics.