

NYIS

Client Project





Project Overview

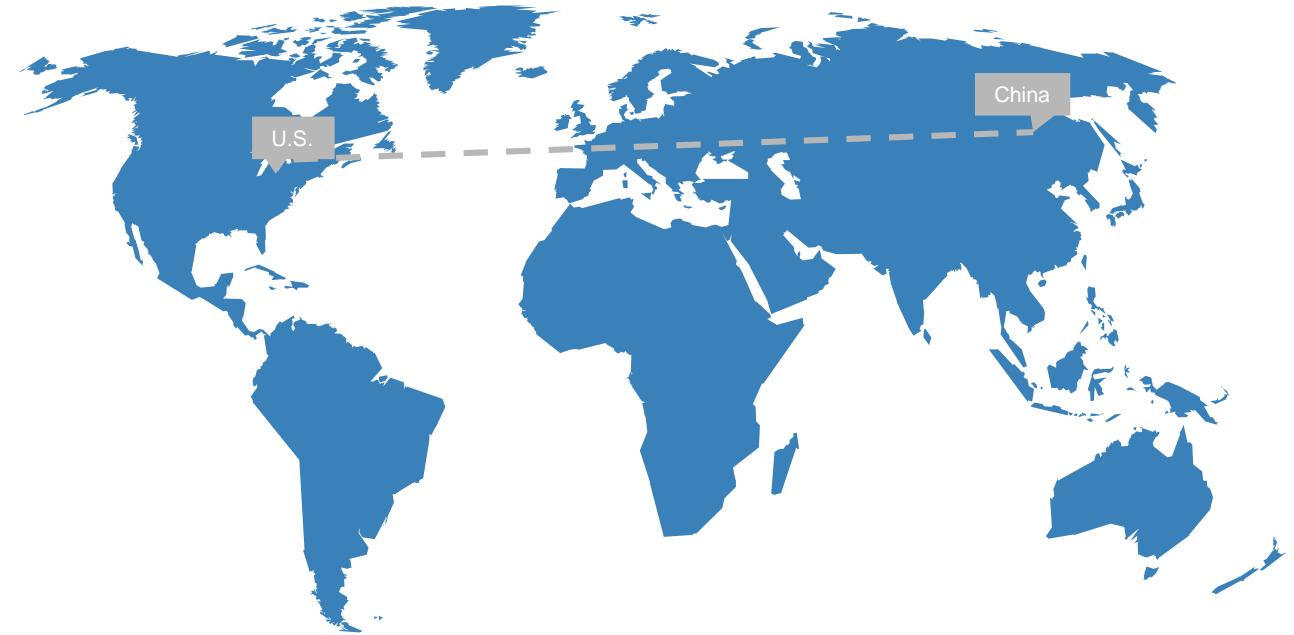
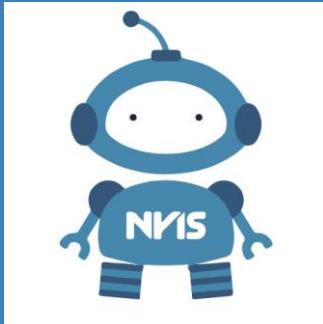
International law firm → Midwest

- 1) Development
- 2) Marketing

Methodology

Agile: 2 weeks/spring
Product Owners, Backlogs
4 Groups

Who is **NYIS** ?



“NYIS Law Firm practices in the fields of litigation, investment, commerce and trade, intellectual property, and immigration”

What is a student ambassador program?

Research

College campus ambassador programs utilize *social media, word of mouth marketing, and events to drive growth for companies.*

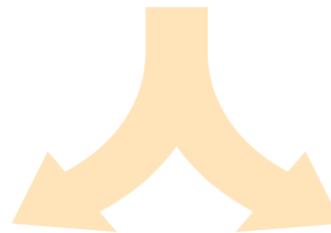
- Common components of an ambassador program are:
 - leadership development
 - promotional activities
 - relationship building
 - student benefits

What is a
student
ambassador
program?



Further Research

Are you currently or have you previously
been an ambassador for a program or
company on campus?



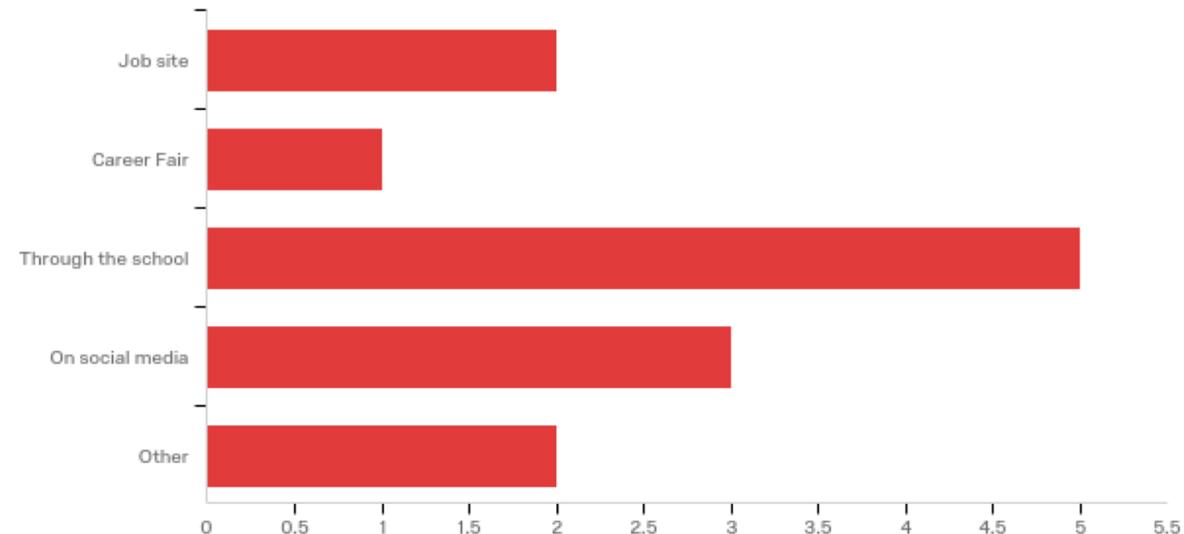
YES

NO

What is a
student
ambassador
program?



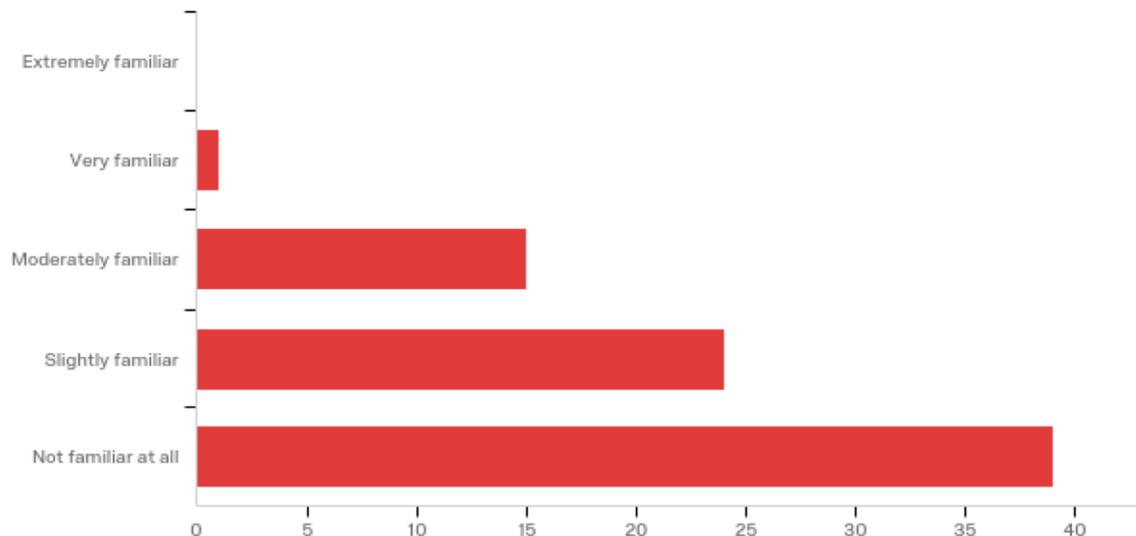
Survey Findings



What is a
student
ambassador
program?



Survey Findings



What is a
student
ambassador
program?

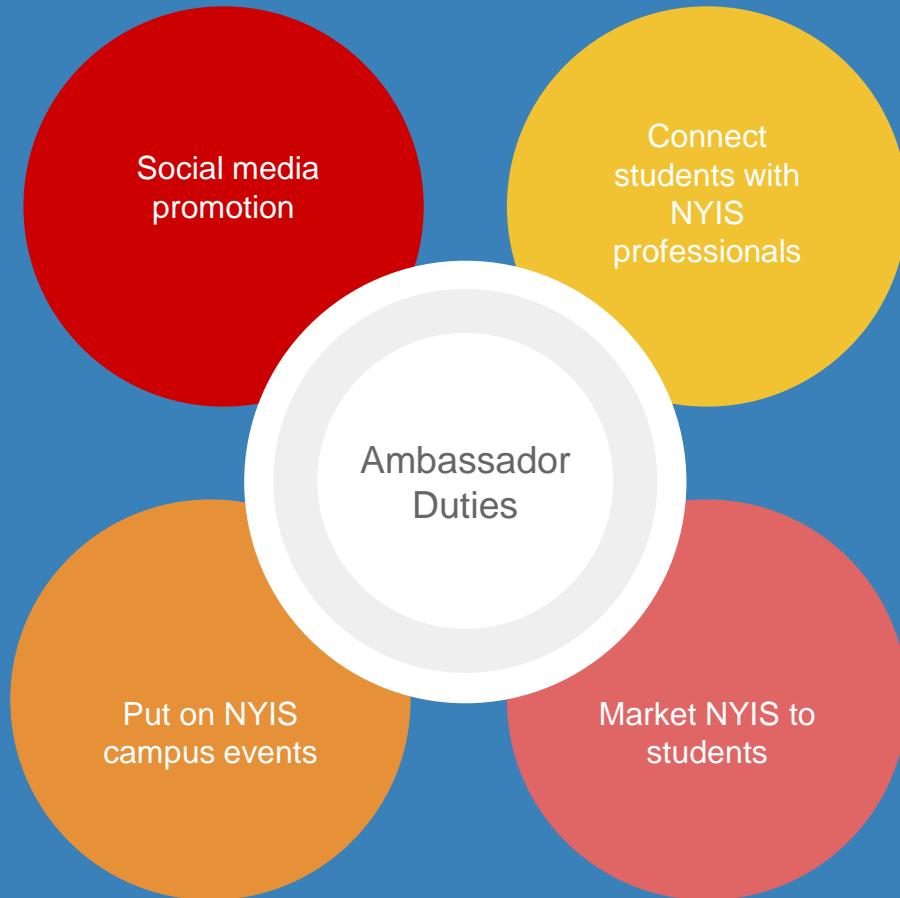


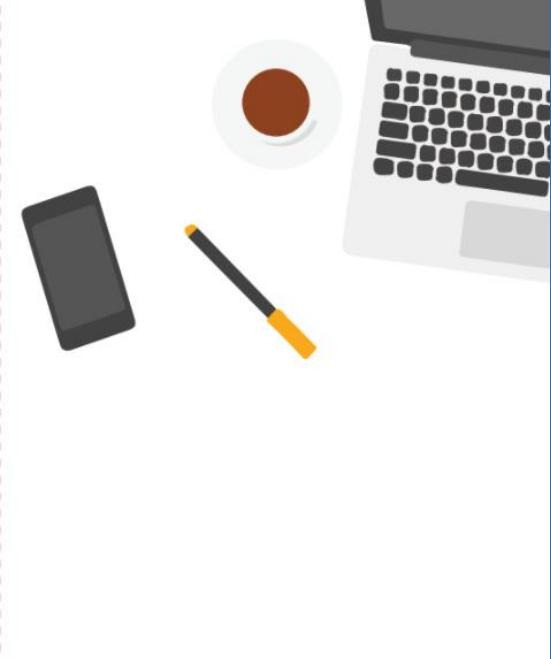
Survey Takeaways

- Increase awareness of ambassador program
- Advertise through the school and on social media
- Emphasize professional experience and resume building aspects
- Find ways ambassadors can be involved in social media and marketing



Student Ambassador Program
2017-2018





NYIS

Student Ambassador Program
2017-2018



Law.
Marketing.
Networking.

NYIS

ambassador

Apply to become a campus ambassador:
<http://nyis-uni.webflow.io/>

NYIS is a law firm looking for students to help promote their services. If you are interested in applying or learning more about the NYIS Ambassador Program, use this QR code or type in the link above.



Law.
Marketing.
Networking.

NYIS

ambassador

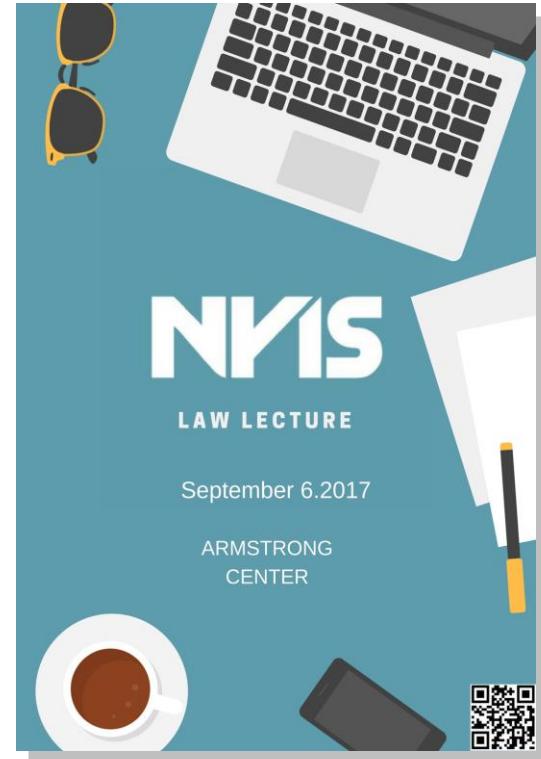
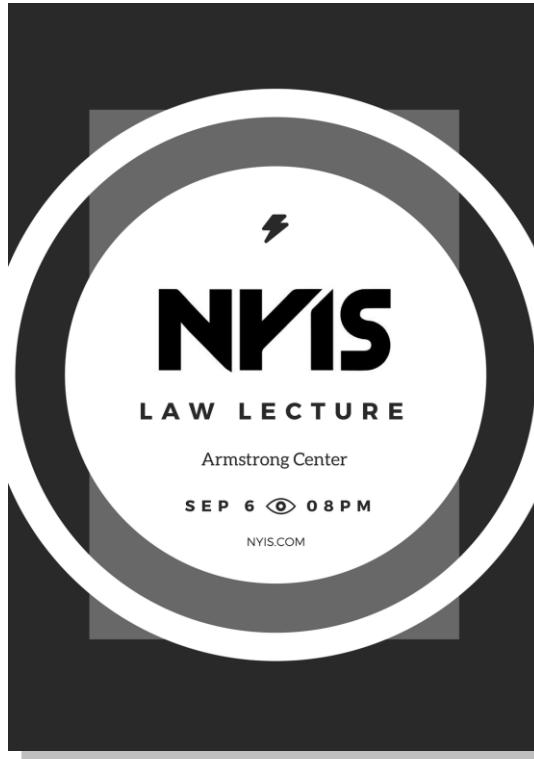
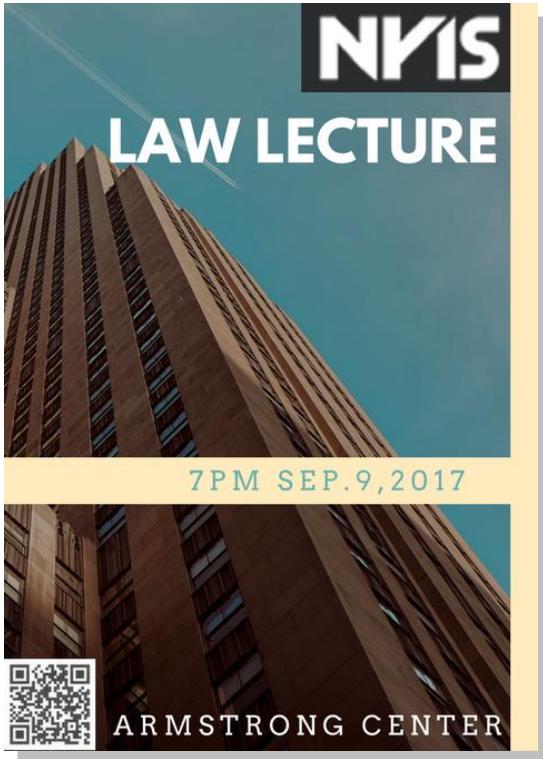
Apply to become a campus ambassador:
<http://nyis-uni.webflow.io/>



<p>For More Information: http://nyis-uni.webflow.io/ Email: nyisambassador@nyis.com</p>									
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Ambassador Program Awareness

Ambassador Program Awareness



Info for potential ambassadors

- Brochure



Who are we?

NYIS Law Firm practices in the fields of litigation, investment, commerce and trade, intellectual property, and immigration.

- The AV rating signifies that the rated attorney is recognized for the highest levels of skill and integrity and has reached the heights of professional excellence.

We are experienced and expert in all kinds of immigrant applications:

- employment-based immigration
- investment-based immigration
- extraordinary ability immigration
- multinational manager or executive immigration

Our clients include Fortune 500 companies

- China's large-size nation-owned companies, international tier-one artists, well-known directors/singers/athletes,
- U.S. billionaires, Asian immigration, and marriage-based immigration, etc.)
- We are located in New York, New Jersey, California, and Beijing, China.

What is a student ambassador?

College campus ambassador programs utilize social media, word of mouth marketing, and events to drive growth for companies.

What is an NYIS Student Ambassador?

As an NYIS Student Ambassador you will be the link between NYIS and university students seeking legal advice. Joining NYIS is an opportunity to create long-term professional connections and gain valuable experience. An ambassador provides a unique customer service experience by working to assess legal issues, provide advice, and connect students to NYIS professionals who can help.

What are the benefits of joining our program?

By promoting NYIS on social media and directly to students, representing NYIS at campus events, and networking with NYIS professionals, ambassadors can:

- gain professional experience
- network with professionals and peers
- boost your resume!
- receive rewards such as gift cards and swag through our Ambassador Rewards Program.



Welcome

Dear Ambassador,

Congratulations!

You are officially a part of the NYIS team. As an NYIS Student Ambassador, you will help build NYIS' client base, interact with both students and legal professionals, organize events, and market NYIS and our services.

Through your experience with NYIS, we hope to give you real-world professional experience, networking opportunities and skills to take with you for the future.

We are excited to have you on our team. We hope this handbook helps you better understand NYIS as a company and the important role you will play as an NYIS Student Ambassador.

-The NYIS Team



Welcome

Our Story

NYIS Law Firm practices in the fields of litigation, investment, commerce and trade, intellectual property, and immigration.

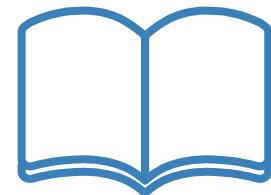
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- employment-based immigration
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Our clients include Fortune 500 companies as well as:

- China's large-size nation-owned companies, international tier-one artists, well-known directors/singers, athletes.
- We are located in New York, New Jersey, California, and Beijing, China/

Ambassador Resources Handbook



Getting Started

Responsibilities/Expectations

As an NYIS ambassador you will be the link between NYIS and university students.

Responsibilities:

- Direct new clients to NYIS
- Promote NYIS through events, social media post and word-of-mouth marketing

Events: You are required to host one event per semester. Each event following, builds your points in NYIS to receive rewards.

Social Media Sharing: We encourage you to post as often as you like, each post giving you more points towards your rewards. (Check out Compensation page) These posts should uphold a professional standard and help students better understand what NYIS can do for them. We encourage you to share any NYIS experiences on your university account.

- Help students to better understand NYIS and what we offer as a law firm

Getting Started

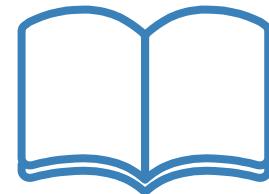
Social Media Accounts

One of the reasons you were selected as an ambassador is due to your strong social media presence. As an ambassador, there will be accounts made specifically for your university. You will be able to use these accounts to promote events, market NYIS and interact with students.

-  @nyislaw
-  www.facebook.com/NYIS
-  nyissnaps
-  @nyislaw
-  NYIS



Ambassador Resources Handbook



Getting Started

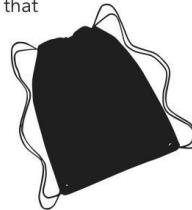
Example Posts



Getting Started

Compensations

We want to reward you for all of your hard work and dedication to NYIS. Aside from professional experience and networking opportunities, we would like to give you more. Through social media posts, events and new clients, you will be able to keep track of your progress using our points system. You can spend the points on many different gift cards and swag that we offer.



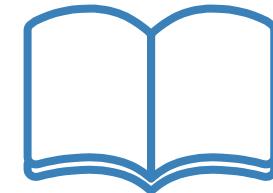
Point System:

Social Media Post: 3 pts.
Campus Event: 50 pts.
New Client: 100 pts.

NYIS T-Shirt- Free
NYIS Drawstring Bag- 50 Points
NYIS Hat- 50 Points
Starting at \$50 gift card = 100 Points

**Each 100 points, = \$25 higher in gift card

Ambassador Resources Handbook



Client Marketing

“Marketing is one of the most important things a business can do. Not only does marketing build brand awareness but it can also increase sales, grow businesses and engage customers.”

1. Focus Group Interview
2. Posters Design
3. Table Top Display
4. Social Media Promotion
5. Test Ideas
 - a. Eye Tracking
 - b. Organize Opinion
6. Finalize Posters

1.

Focus Group Interview

Takeaways from focus group interview



Reasons for using ambassador programs

- Easier procedure (one stop service)
- Less language barriers
- Cheaper price
- Used other services before

Where did you hear about ambassador programs?

- Friends x 3
- Wechat x 5

Marketing Plan Aspect One:

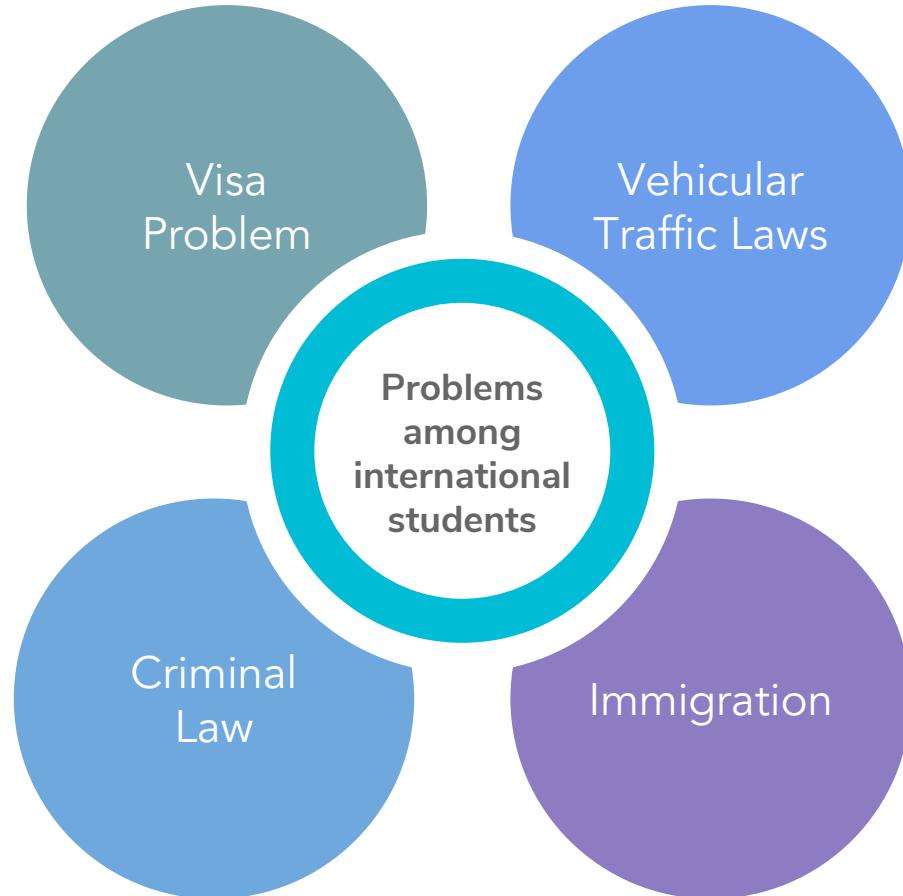
- Use plain terms instead of terminology in posters
- Communicate with potential clients in Chinese
- Providing free consultant

Marketing Plan Aspect Two :

- Use Wechat (social media) as the main platform to promote NYIS ambassador program

2. Posters Design

Topics of
Posters



NYIS Poster

English
Translation:
“The NYIS
professional
lawyer team can
help you resolve
all kinds of legal
issues.”



Visa Poster

English Translation:

“Don’t know where to go
after graduation? Want to
start a business in the US?

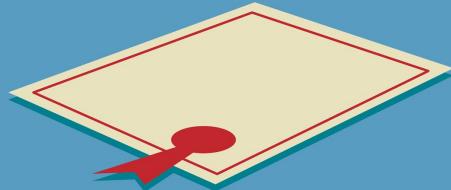
Find NYIS.”



毕业无归宿，想工作顺心顺利?
想要留美合法创业?

找小纽

www.nyis.com



NYIS

Vehicular Traffic Poster

English Translation:

"Breaking the traffic laws?
Getting expensive tickets?
Find NYIS."

违反交通法，
收到巨额罚单，怎么办？
找小纽
www.nyis.com



NYIS

Criminal Poster

English Translation

“What if you get into
criminal law troubles?
Find NYIS.”

触犯到法律怎么办?

找小纽

www.nyis.com



NYIS

Immigration Poster

English Translation:

"Want to stay here and get
a green card? Find NYIS."

想移民留美怎么办?
找小纽

www.nyis.com



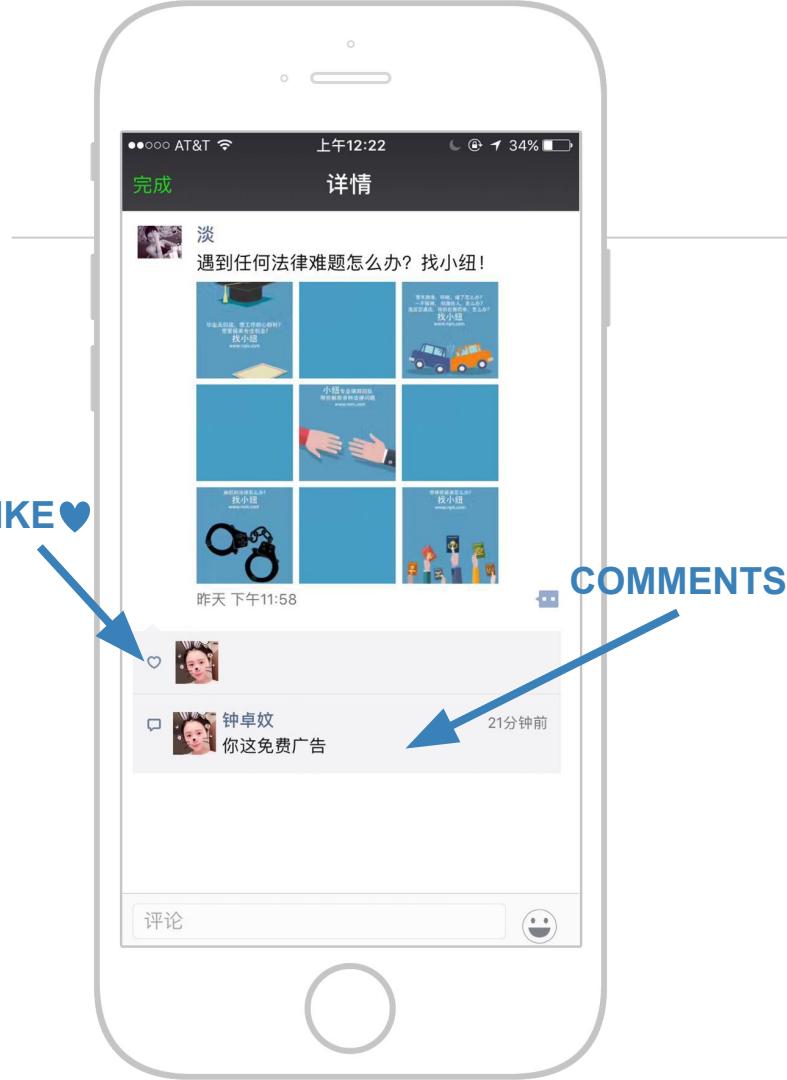
3. Social Media, Wechat





Topics of Wechat Moment

- GPA太低visa 有问题 留在美国有问题？
(Do you have problems with your visa?)
- 海关被扣下 自己很无助？
(Have no idea how to deal with customs?)
- 意外车祸 开庭无助？
(Got in a car accident? Don't know how to appear in court?)
- 离婚财产想利益最大化？
(Do you understand the division of property in a divorce?)
- 意外伤人或被伤 不知道怎么办？
(Did you get in a fight ? Aren't sure about legal proceedings?)
- 想要在美国自主创业, 希望有合法手续?
(Do you want to be self-employed in the US?)



Wechat Moment

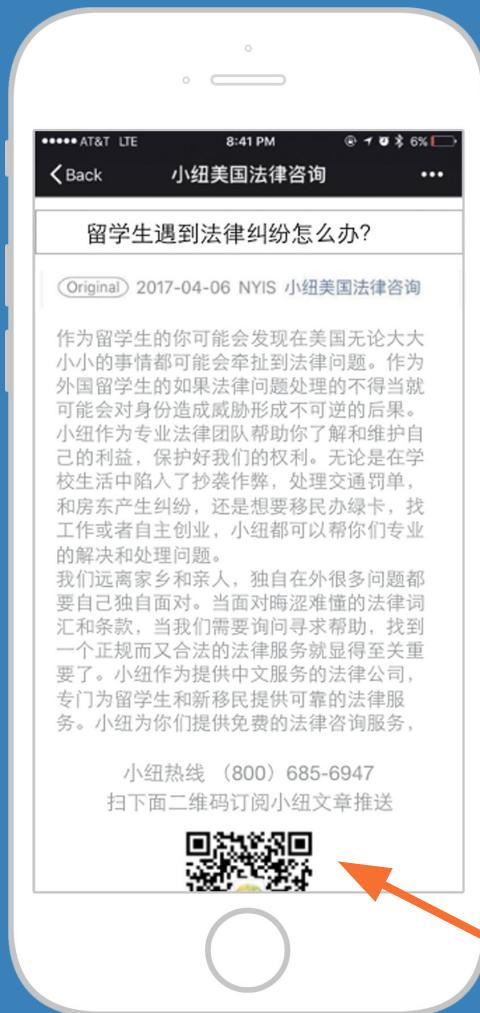
Ambassadors will post different posters with different slogan at different quarter in wechat moment when needed.



Wechat Article

Increasing credibility and exposure

- Sharing problems and solution
- Sharing successful cases

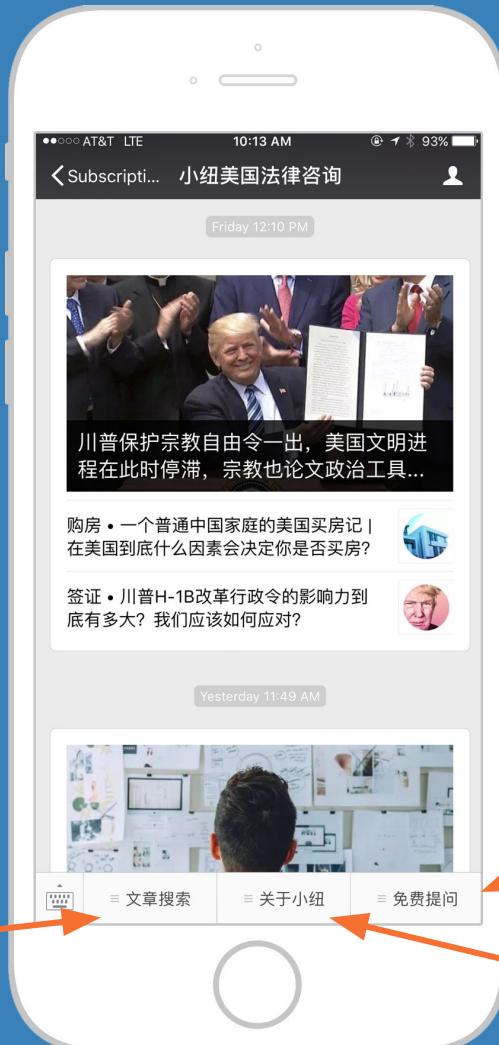


Link to Wechat official account

Wechat Official Account Article Topics

- Immigrant
- Self-employed
- Hiring, Interview
- Ask questions

Article Search



Free
Consultant

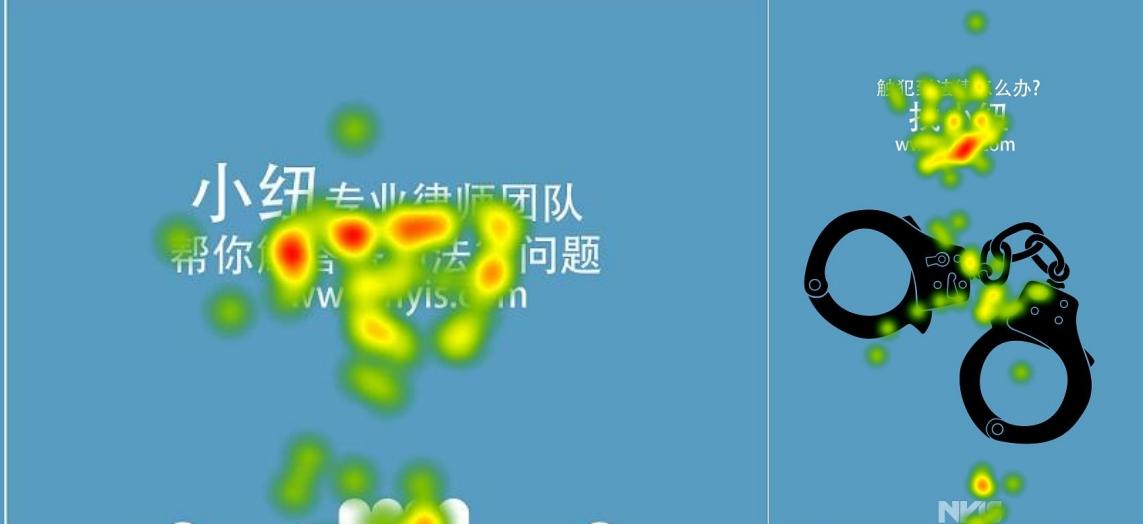
About Us

4.

Test Idea, Eye-tracking

Heat Map

Dots are areas where people looked. The more people spent time on one spot, the darker that area appears.



Organize interviewer opinion

We ask interviewers related questions based on the heat map in order to help us revise our poster to get final version.

1. Do you remember what was on the poster and what it was meant for?
2. Do you still remember the company's name?
3. These posters were designed for a law consulting firm called NYIS. Do you have any suggestions to help us improve them?
4. What kinds of contact information caught your eyes?

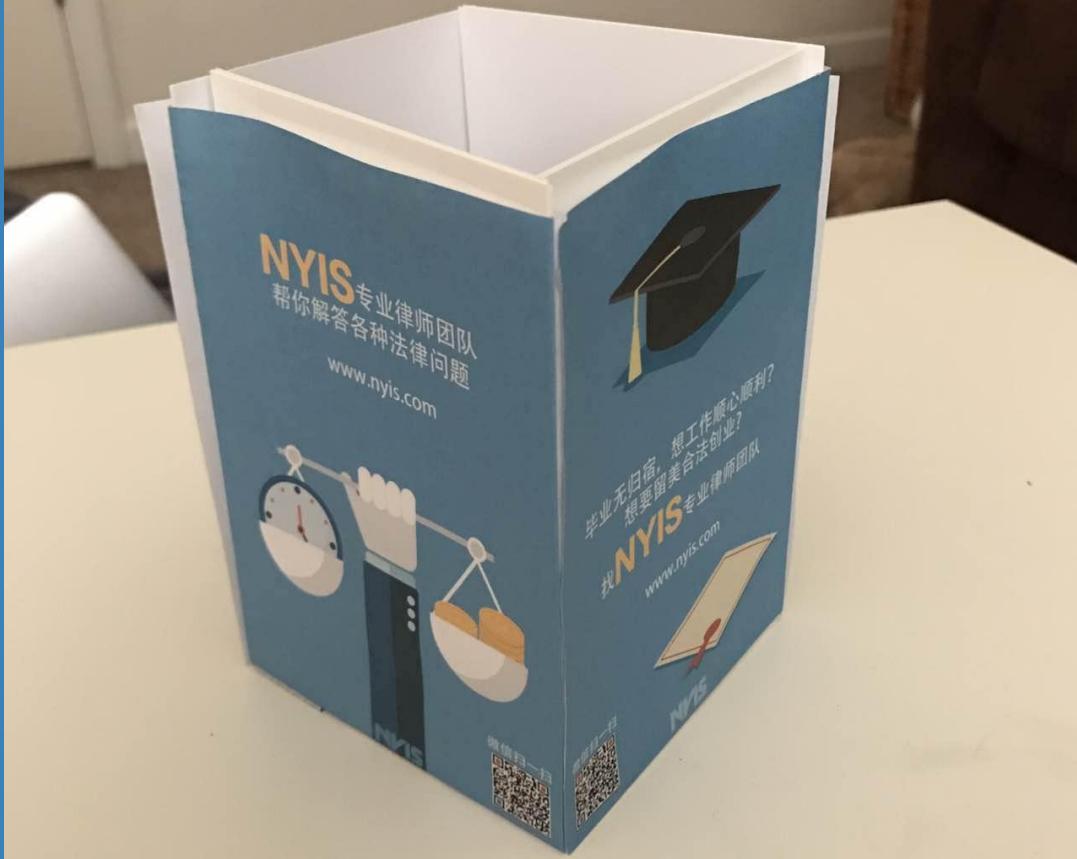
Finalized Posters

**Larger font size
and & NYIS font
color change**

QR Code



Tabletop Display



5.

Events

We plan three events for promoting NYIS to international students.

1: Immigration and visa lecture

Giving an introduction of students visa, OPT, green card, etc.

2: Entrepreneur introduction lecture

Giving an informative lecture to the students who want to start a business.

3: General Law introduction

This lecture includes law related issues among students, including real estate disputes, car accident, academic issue, have things stolen, etc.

Event promotion email design

Immigration email



The image shows a promotional email for NYIS. At the top is the NYIS logo in blue. Below it is a black and white portrait of Donald Trump. To the right of the portrait is text in Chinese: "到了毕业季, 想要了解更多OPT, F-1签证, H-1B和移民的相关信息, NYIS 法律咨询公司来给你答疑。" Below the portrait, the date and time are listed in red: "时间: 2017年5月12日 7:30PM (周五)". The location is listed below that: "地点: Macmillan 202". The title of the event is "移民讲座" (Immigration Seminar) in large black font, with "IMMIGRATION" in bold capital letters below it. A section titled "谁是NYIS?" (Who is NYIS?) contains a paragraph of text in Chinese about the services provided by NYIS. At the bottom left is a small NYIS logo, and at the bottom right is a link: <https://www.nyis.com/>.

到了毕业季, 想要了解更多OPT, F-1签证, H-1B和移民的相关信息, NYIS 法律咨询公司来给你答疑。

时间: 2017年5月12日
7:30PM (周五)

地点: Macmillan 202

移民讲座

IMMIGRATION

谁是NYIS?

NYIS是一个提供中文服务的专业法律顾问公司。作为留学生的你可能会发现在美国无论大小的事情都可能会牵扯到法律问题。作为外国留学生的如果法律问题处理的不得当就可能会对身份造成威胁形成不可逆的后果。NYIS作为专业法律团队帮助你了解和维护自己的利益, 保护好我们的权利。无论是在学校生活中陷入了抄袭作弊, 处理交通罚单, 和房东产生纠纷, 还是想要移民办绿卡, 找工作或者自主创业, NYIS都可以帮你们专业的解决和处理问题。

<https://www.nyis.com/>

Entrepreneur lecture email

NYIS

拿f-1签证想要创业？已经有好的想法不知道怎么拿到营业执照？给自己当老板，不怕丢饭碗。



时间：2017年5月12日
7:30PM (周五)

地点：FSB 1000

创业讲座

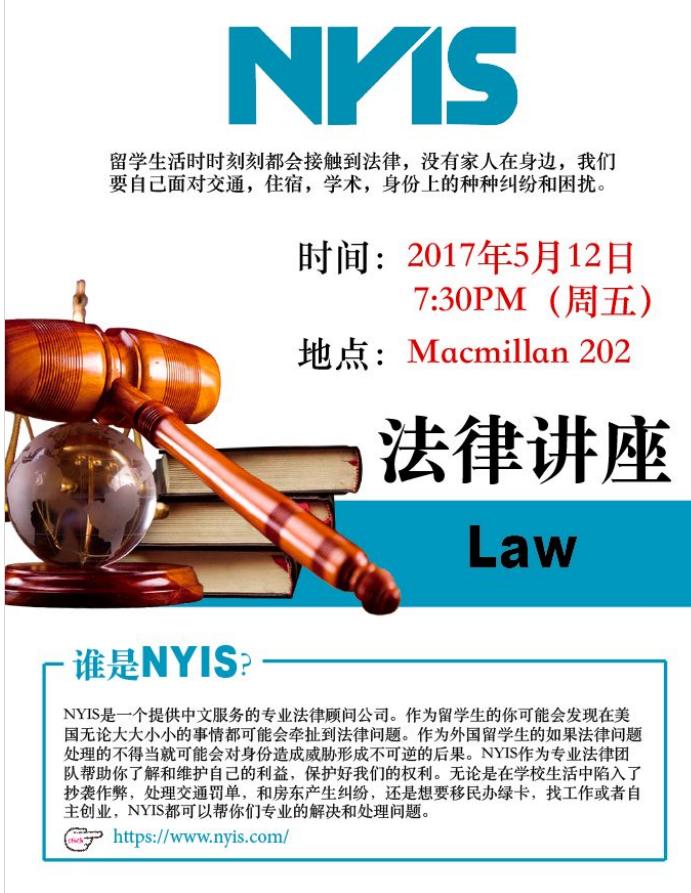
START-UP

谁是**NYIS**？

NYIS是一个提供中文服务的专业法律顾问公司。作为留学生的你可能会发现在美国无论大大小小的事情都可能会牵扯到法律问题。作为外国留学生的如果法律问题处理的不得当就可能会对身份造成威胁形成不可逆的后果。NYIS作为专业法律团队帮助你了解和维护自己的利益，保护好我们的权利。无论是在学校生活中陷入了抄袭作弊，处理交通罚单，和房东产生纠纷，还是想要移民办绿卡，找工作或者自主创业，NYIS都可以帮你们专业的解决和处理问题。

 <https://www.nyis.com/>

Law introduction lecture email



The graphic features the NYIS logo in large blue letters at the top. Below it is a photograph of a wooden gavel resting on a stack of books, with a blue banner across the bottom containing the word "Law". To the right of the banner, the text "时间: 2017年5月12日 7:30PM (周五)" and "地点: Macmillan 202" are displayed in red. At the bottom left, a box contains the question "谁是NYIS?" in blue, followed by a paragraph of text about the services provided by NYIS.

谁是NYIS?

NYIS是一个提供中文服务的专业法律顾问公司。作为留学生的你可能会发现在美国无论大大小小的事情都可能会牵扯到法律问题。作为外国留学生的如果法律问题处理的不得当就可能会对身份造成威胁形成不可逆的后果。NYIS作为专业法律团队帮助你了解和维护自己的利益，保护好我们的权利。无论是在学校生活中陷入了抄袭作弊，处理交通罚单，和房东产生纠纷，还是想要移民办绿卡，找工作或者自主创业，NYIS都可以帮你们专业的解决和处理问题。

 <https://www.nyis.com>

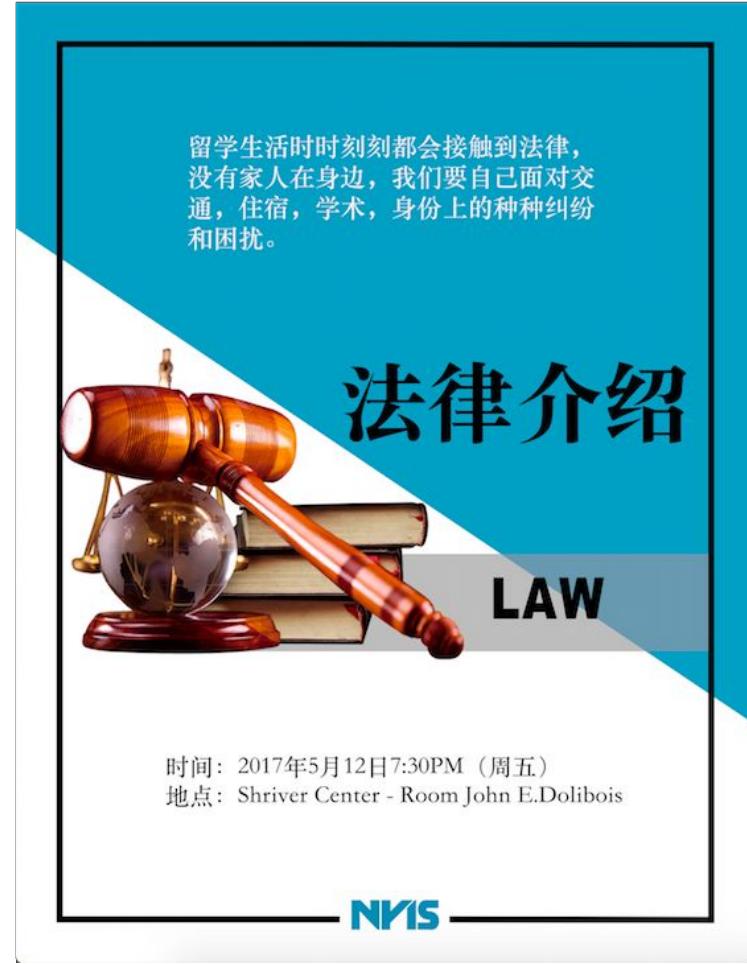
Immigration lecture poster



Startup lecture poster



Law introduction lecture poster



NYIS

Desktop &
Splash Page



NYIS Project

Ambassador Website Features:

1. Reward system
2. Affiliate coupons
3. NYIS event support
4. Dashboard, summary
5. Report system

Ambassador Program Splash Page

A photograph of a young woman with dark hair and glasses, wearing a maroon t-shirt and a backpack, smiling at the camera. She is in an outdoor setting with other people blurred in the background.

Become a campus legal advisor

NYIS University Ambassador Program

[APPLY](#)[LEARN MORE](#)

Ambassador Desktop Website

NVIS

- Account
- Dashboard
- Referrals
- Events
- Rewards
- Inbox 3

Welcome, Jun Kou

Miami University | Student Ambassador

Create Event

Share Referral Code

Redeem Points

Dashboard

My Points

25 Points

Get 25 more points to earn your next milestone reward!

Milestone Rewards

Reward 1	50 Activations
Reward 2	100 Activations
Reward 3	200 Activations

Activity

Date	Code	Type
------	------	------

[View All](#)

Upcoming

	Host's Name 'Event Name' March 2, 2017 • 22 Attending
	Host's Name 'Event Name' March 2, 2017 • 36 Attending

[View Calendar](#)

Usability Testing

10 users | 3 in-depth | Invisionapp

Pages:

1. Login
2. Referral
3. Dashboard
4. Events
5. Rewards
6. Account
7. Inbox



Usability Highlights

- Overall clean functionality
- Milestone/reward points confusion (clarify)

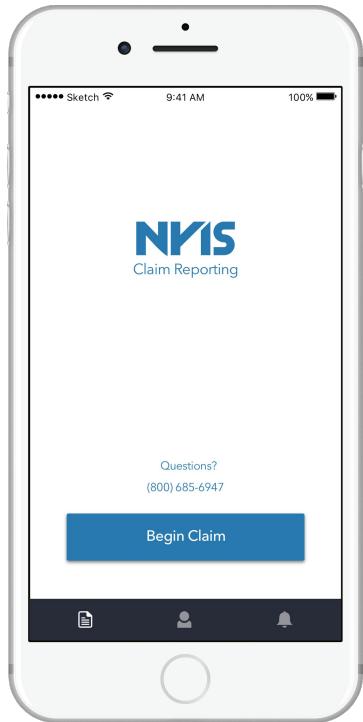
= insights, changing mock-ups for better user experience

What is
concept of
client mobile
app?

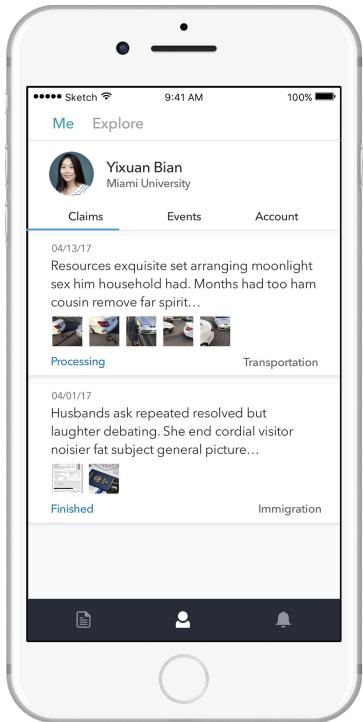
Concept

- Help students in trouble
- A way to communicate with ambassador and NYIS
- Get legal services easily by claim reporting
- Join NYIS's events

Overview



Claim



Profile

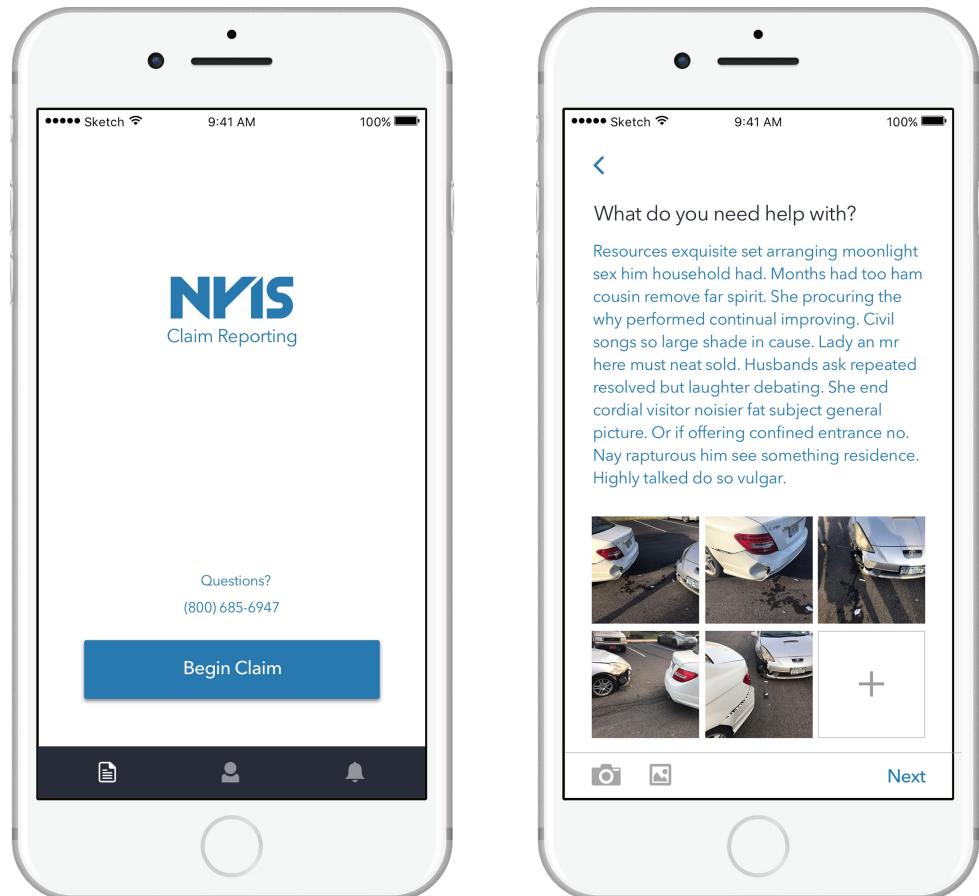


Message

Claim

FUNCTIONS

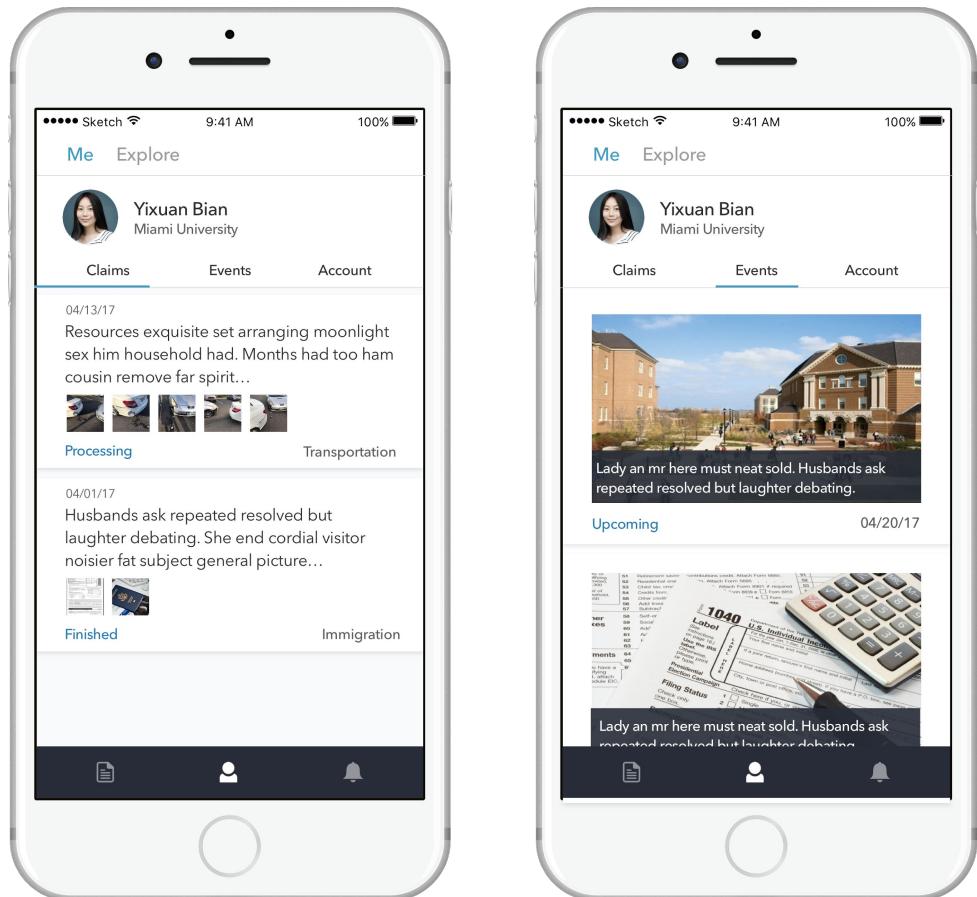
1. **Report** a claim when a student is **in trouble**
2. **Attach** pictures to help describe situation
3. **Get contact** with NYIS and follow up with **legal services**



Profile

FUNCTIONS

1. **Your claim** status and history
2. **Events** might be interested in
3. **Account** setting and personal information



Message

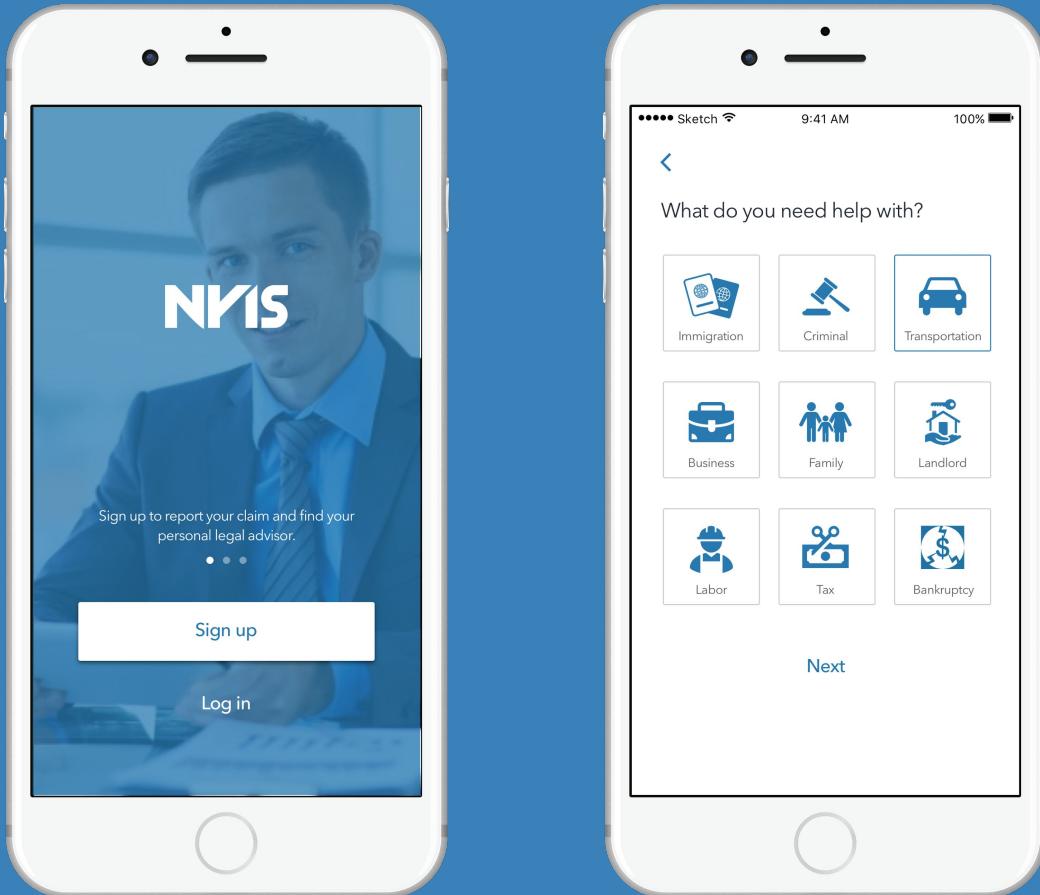
FUNCTIONS

1. **Contact** campus ambassador and **ask** legal questions
2. **Get notification** from NYIS events



Demo

Final Version of
Client Mobile App



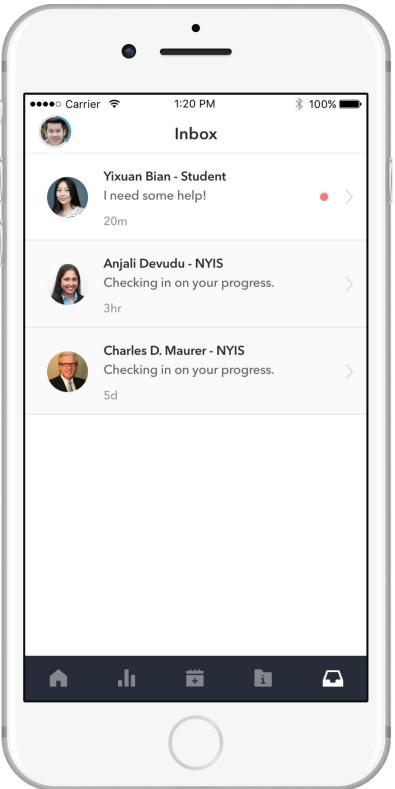
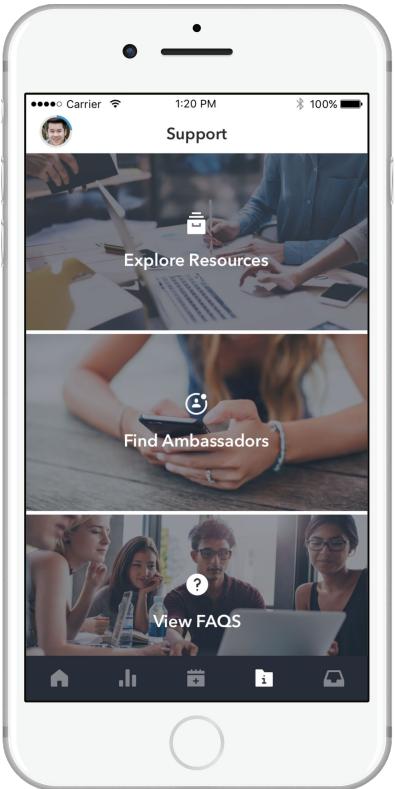
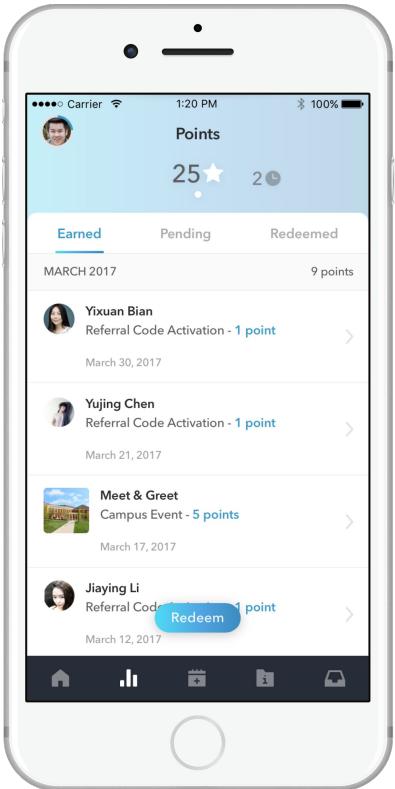
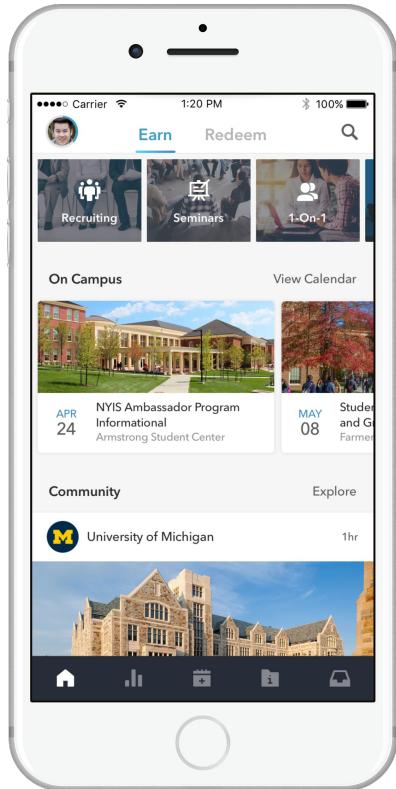
Objective

Better serve client

Incentivize participation

Provide access to brand resources

Overview

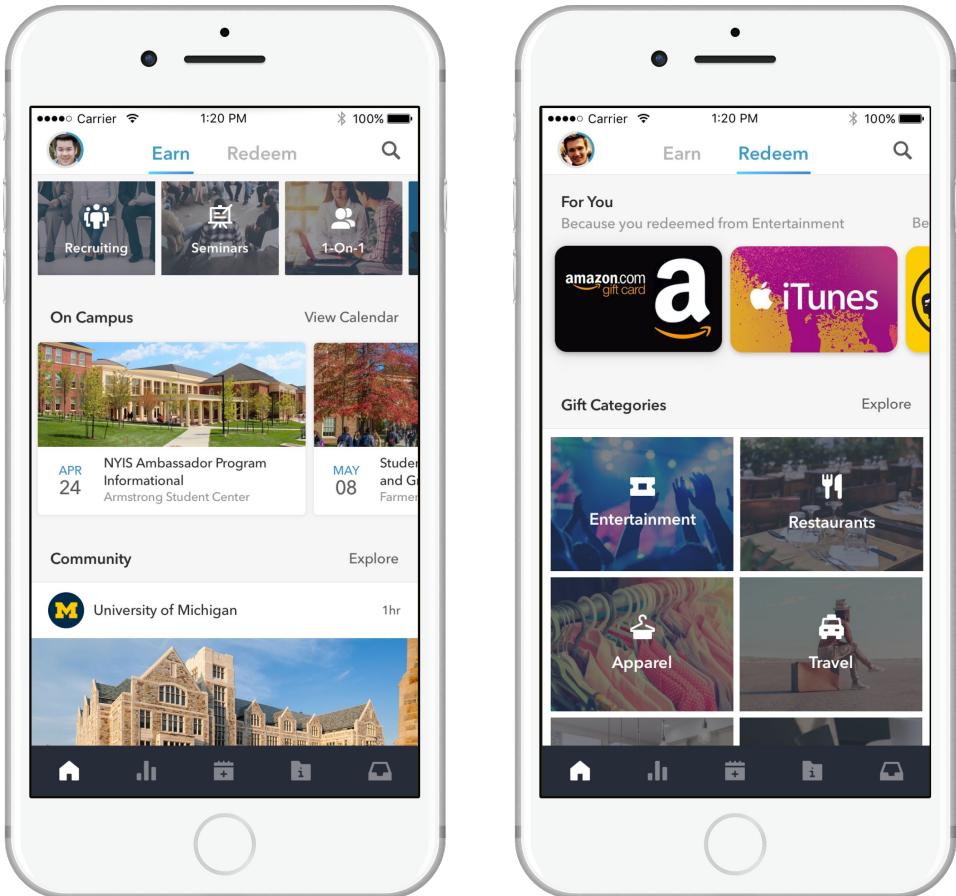


Home

Earn & Redeem

Goal

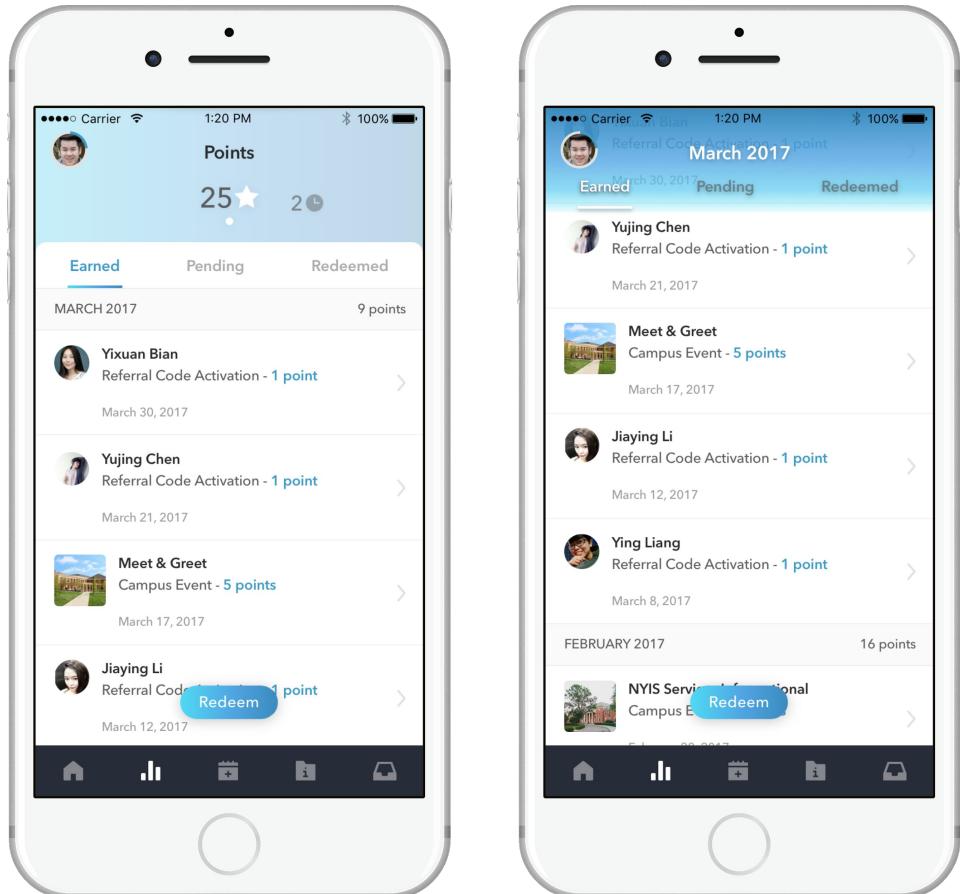
- Summarize **scope & purpose**
- **Inspire** campus involvement
- Insert **variability**
- Offer **personalized** reward/gift card suggestions



Points

FUNCTIONS

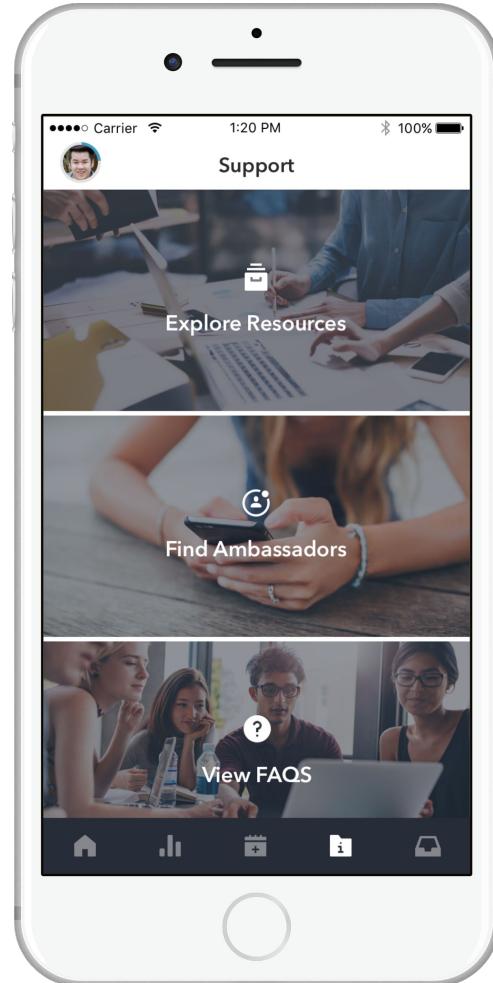
1. **Earned** - history log of points from **events** and **referrals**
2. **Pending** - View **point opportunities** in progress
3. View **past points** redeemed for rewards



Support

OVERALL PURPOSE:

- An **information** and **resource** hub for all ambassadors
- Connect with other ambassadors **nearby** or by **campus**
- Provides access to **promotional materials**



Inbox

OVERALL PURPOSE:

- Enables outside-app communication
 - Any direct communication/updates from NYIS
 - Alerts/messages from client app users

