

Program Explorer

AN ENHANCED EXPERIENCE FOR PROSPECTIVE STUDENTS. A GAME-CHANGING TOOL FOR RRC POLYTECH.

In September 2022, RRC Polytech launched the **Program Explorer**, a new microsite with all College programs, including revised program pages and a robust exploration tool. This allows prospective students to discover programs according to their specific needs and interests, while seeing what career success looks like for each program.



CLEAN DATA

The entire purpose of this new tool was to start fresh with clean program-specific data on the back-end, which allowed for robust functionalities such as searching tools, filters, comparison tables, and more!



IMPROVED CONTENT

While setting up clean data on the back end, the Marketing and Web Presence team engaged with the academic areas of the College to redesign program-specific landing pages with enhanced copy, varied program-related images and grad stats.



UX FOCUS

The Program Explorer microsite was created based on user experience (UX) best practices and followed a comprehensive usability test performed with several groups of prospective students.

Exploration Tool

FILTERS AND SEARCHABILITY

Our benchmark was the Airbnb experience. With Program Explorer, we wanted users to have a robust yet simple-to-use tool that allowed them to find programs according to their needs and interests - including careers - using filters and an intelligent search box. Just like Airbnb, on the Program Explorer homepage, only a couple of filter categories are available to users; on the **Results page**, however, users have the option to use 35+ different filters.



COMPARE PROGRAMS

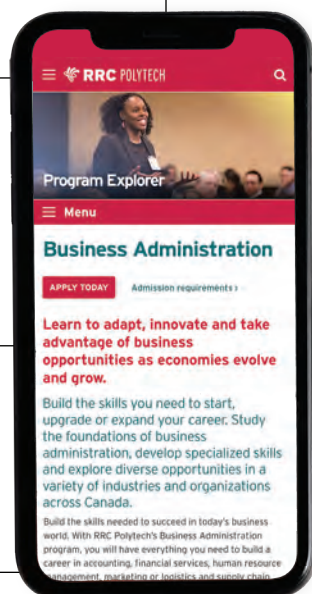
Based on benchmark websites and using clean data from the back end, the Program Explorer offers users the ability to compare two or three programs (on mobile and desktop, respectively) side-by-side. Using website cookies that identify the most recently visited pages in Program Explorer, the programs can be auto-populated for users on the **Compare Programs page**.

New Webpages

PROGRAM OVERVIEW With the newly revised program webpages, future students can now see a simple but comprehensive program overview box, which includes program type, credential, length, locations and more.

POTENTIAL CAREERS A list of prospective career pathways for future grads provides prospective students with more context for a confident program choice.

BENEFITS CAROUSEL Key program selling points were placed alongside a variety of images to help illustrate program-specific benefits, activities, events and facilities.



See example:
[Business Administration](#)

GRAD SUCCESS According to survey, our prospective students want proof of alumni success. We combined grad stats and key benefits to showcase alumni employment and satisfaction.

ALUMNI STORIES Our alumni have a lot to say about RRC Polytech. Their testimonials help enhance the perceived value of the program.

WHO SHOULD ENROL Also based on survey, future students want to see the ideal personality traits, skills and interests for a specific program - and now they can!

Success by the Numbers

September 2022 - December 2022

463K
UNIQUE VIEWS

Number of unique page views, which indicates the number of sessions any page on Program Explorer was viewed one or more times.

145K
USERS

Total number of users: 53% coming from organic search, 32% from ad campaigns and 15% from internal website linkage.

2m31s
TIME ON PAGE

Average time spent by a user on a single program webpage, which clearly indicates a high level of interest and engagement.

20K
CONVERSIONS

Number of soft conversions, which accounts for all users who visited Program Explorer and proceeded to our **application system**.