

kanda
SOFTWARE

COLLEGE INTERACTIVE: Native iOS application development



CONTACT US

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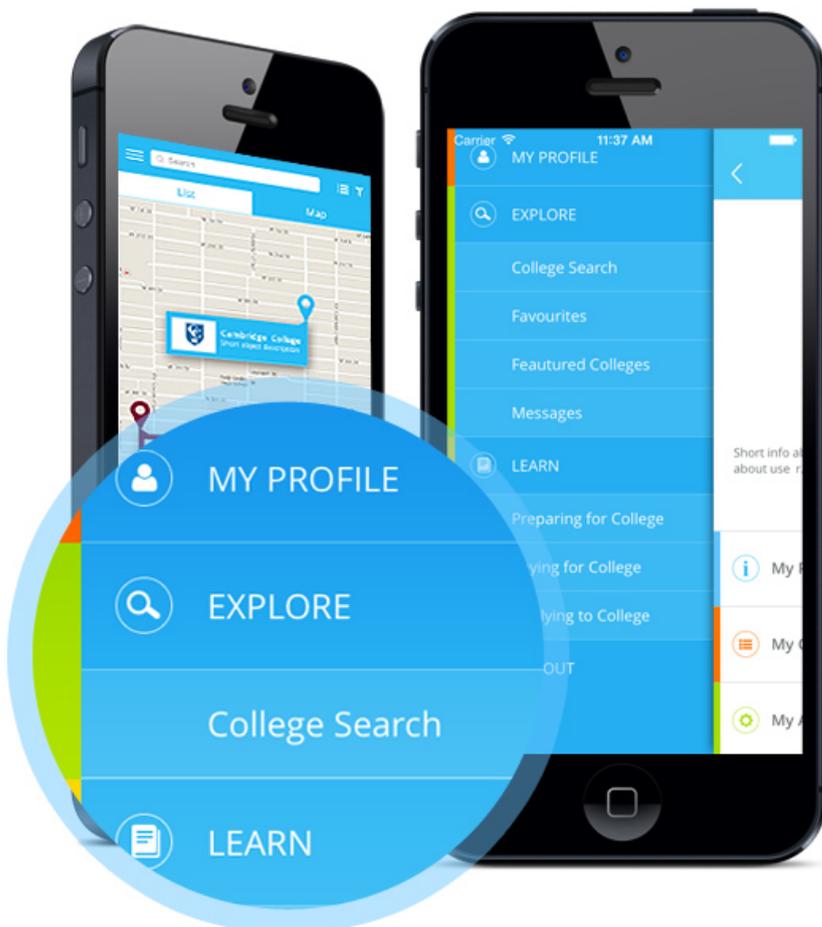


617-340-3850

PROJECT OVERVIEW

School recruiting is an art. Colleges and Universities entice students to enroll with colorful marketing packages, ultimate campus visits, special programs and student blogs. But these days, with the rise of mobile use and social media, schools are offered an opportunity to create personalized connections to potential students.

On the other hand, prospective students are bombarded with large amounts of information and the majority of them are having a hard time finding the college of their dreams and successfully maneuvering through a cumbersome application process.



Rob Feldman turned to Kanda with an idea to transform college-student connection through technology.

CollegeInteractive (CI) is an iOS-based mobile marketing and social media platform with advanced analytics capabilities aimed to connect Colleges and Universities with prospective students on their preferred communication platform.

SOLUTION

Kanda software has allocated one iOS developer skilled in native mobile app implementation, UI/UX designer, two server-side developers and a QA engineer to design, develop and test College Interactive mobile app.

Requirements:

- User-friendly modern design
- Flawless and streamlined user experience
- For colleges and universities: advanced mobile analytics for highly targeted marketing and recruitment.
- **For students:** Matching algorithm that will help students find colleges according to their interests, grades, location, etc.
- Scalable solution capable of supporting rapidly growing user base

Functionality:

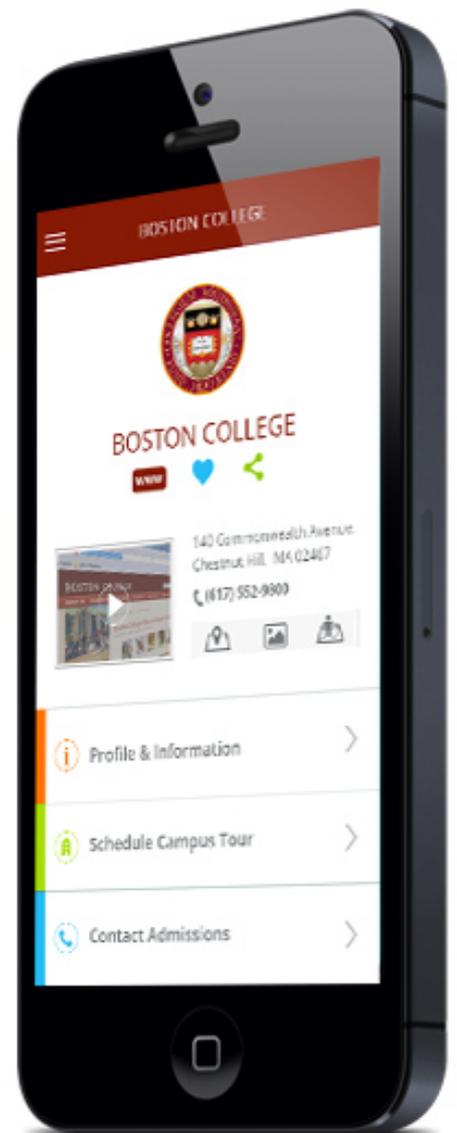
STUDENT MODULE

Learn: Link directly to all the resources from test prep and standardized testing, to financial aid, scholarship opportunities, the application process, and more.

Interact: Receive timely and relevant content from colleges you are interested in through the Ci mobile app. Communicate and engage with colleges right in the palm of your hand.

Explore: No more frustrating college website searches. Ci mobile app provides a fast, streamlined, concise college match, in one central resource. Research and visit over 4000 colleges.

Directly Connect: Colleges can find and recruit you directly through Ci. Let colleges know who YOU are through your profile and college preferences. Make yourself visible and accessible to colleges and universities.



College/University Module

Engage: Communicate one-to-one with students through our unique Ci Featured Site and CiNote messaging system. Build mobile based nurturing campaigns from first touch through enrollment.

Target: The Ci mobile platform provides access and direct connection to students who have expressed interest in your institution. Create highly refined and targeted campaigns based on student profiles and college preferences.

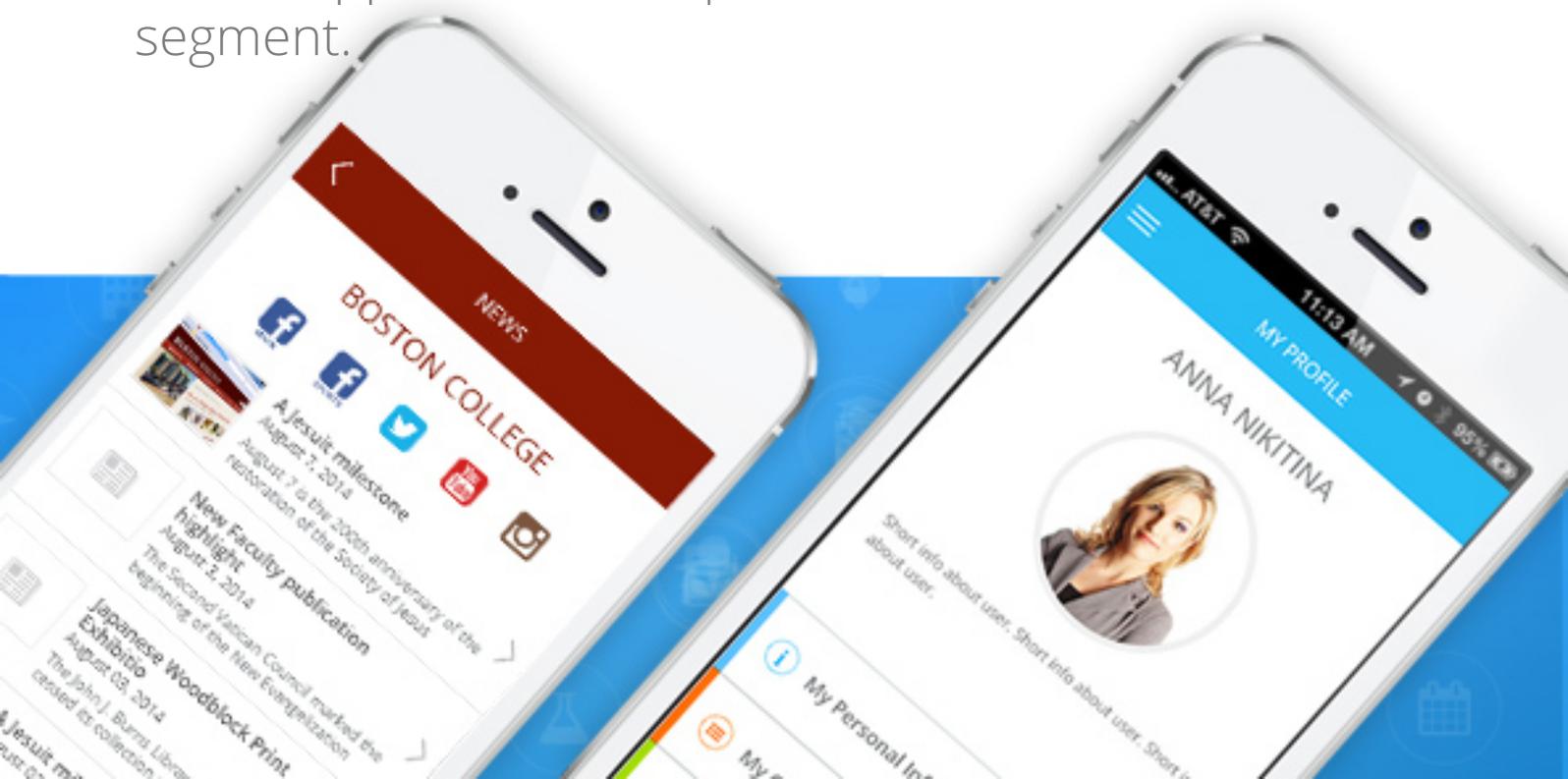
Measure: Leveraging our powerful analytics platform, measure all user data and interactions. Gather deeper student insight, identifying individual needs, aspirations and trends, and your highest probability candidates. Ci provides accurate ways to fully measure ROI.

Convert: Increase yield through mobile marketing and communications. Reach students on their preferred communication channel: MOBILE

RESULTS

College Interactive mobile app has revolutionized the way college and universities find, communicate, market and recruit prospective students. The app also helps students to simplify college or university search process based on their achievements and interests, to engage with admission offices, to learn about the application process, requirements and payment options. Within a year of it's launch CI was able to start partnerships with over 5000 institutions of higher learning and sign up a large community prospective students from 168 countries.

In 2016, College Interactive has reached Top 10 apps on the App Store iOS Top Charts in the Education segment.



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