



MONTANA
UNIVERSITY SYSTEM

Apply Montana/Portal

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OCHE – Academic, Research, and Student Affairs

Overview

- Purpose
 - Two large Apply Montana Initiatives
 - Central Application for Montana (CAS)
 - Career and College Readiness Portal
 - Increased transparency for the value of PSE
 - Career outcomes
 - Students, Parents, & Educators
 - Unified resource for Montana residents
- Progress on Apply Montana Portal
 - Over 50% complete
 - Design, discovery and audit



Apply Montana



Apply Montana

Your launchpad to college & career



OCHE – Academic, Research, and Student Affairs

Awareness Campaign

Our streamlined college application process helps you light the fuse. It's FREE. It's easy. Start right now.



[START HERE](#)



Your launchpad to college & career



Help **YOUR** students find their **PATH** to life after high school.



[START HERE](#)



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Continued

Our streamlined college application process helps you light the fuse. It's FREE. It's easy. Start right now.

START HERE



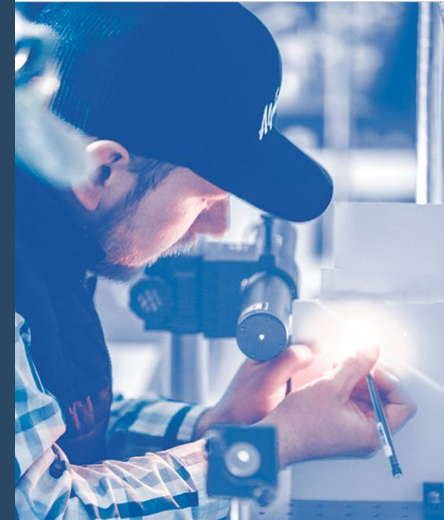
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Apply
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Your launchpad to college & career

START HERE



Help YOUR students find their PATH to life after high school.



APPLY MONTANA PORTAL PROJECT SCOPE

Discovery

- *Project Kickoff*
- *Strategy Questionnaire*
- *Documentation & Analytics Review*
- *Stakeholder Interviews*
- *Focus Groups*
- *Review of one Competitor*
- *Strategy Report*

Content

- *Persona Content Matrix*
- *Content Outlines*
- *Content Planner*
- *Content Inventory + Audit*
- *SEO Audit*
- *Writing Workshop*
- *Taxonomy Development -> Changed out for SEO & Keyword Workshop*

IA/UX

- *User Personas*
- *Sitemap*
- *Three unique full page wireframes*
- *BPS Screen, Pattern Template*
- *Functional Spec*

Visual Design

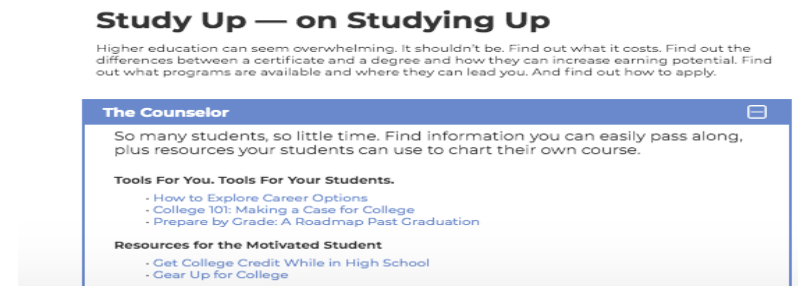
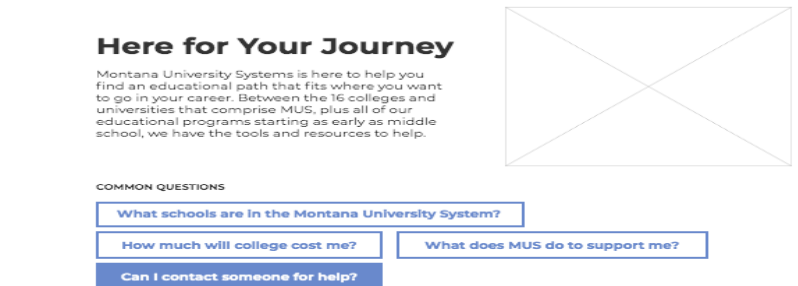
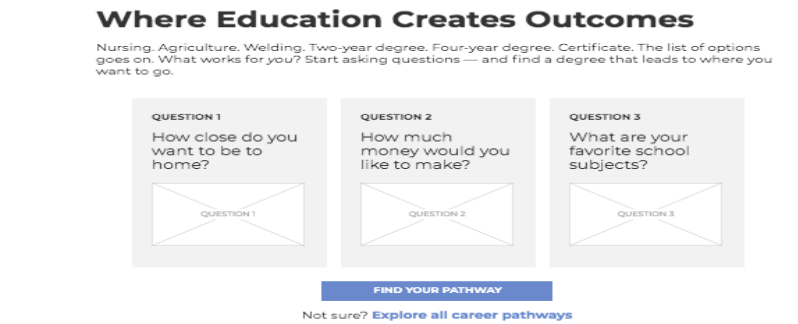
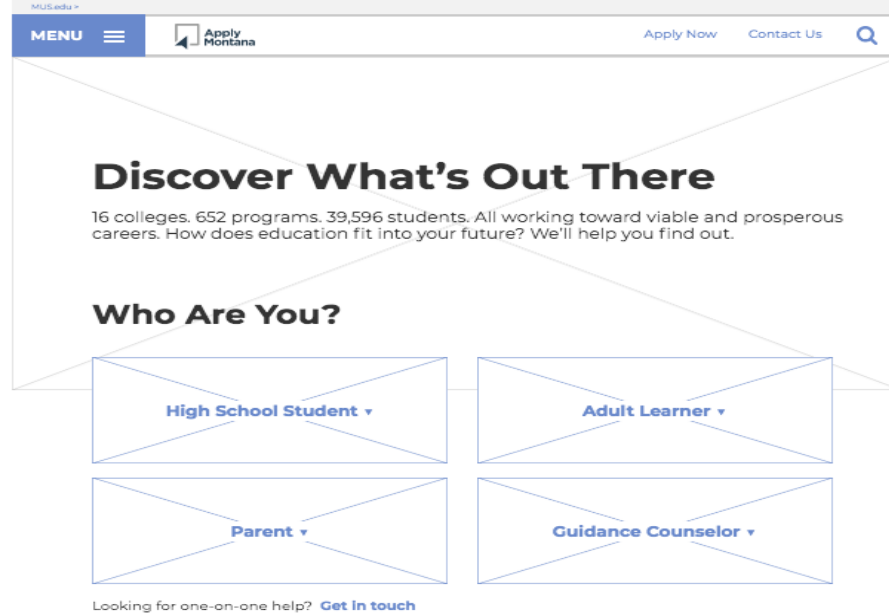
- *Art Direction*
- *Design Strategy*
- *Homepage Design*
- *Key-screen design for 2 additional unique screens*
- *BPS Pattern Template screen*
- *Design Documentation*
- *Clickable InVision design prototype (due in June) of homepage + subpage designs*

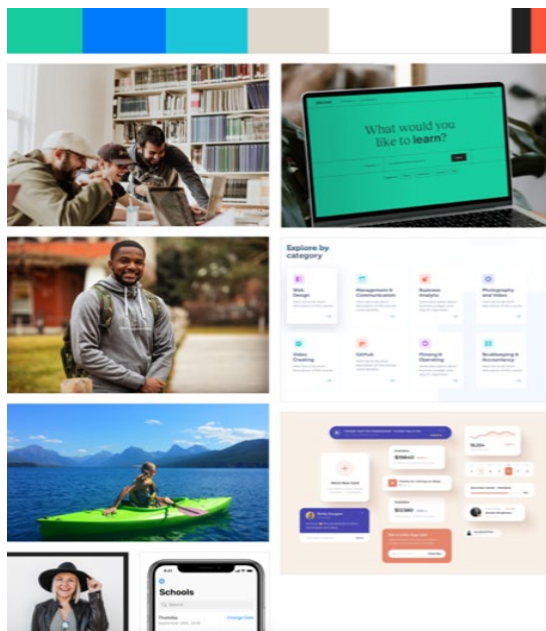
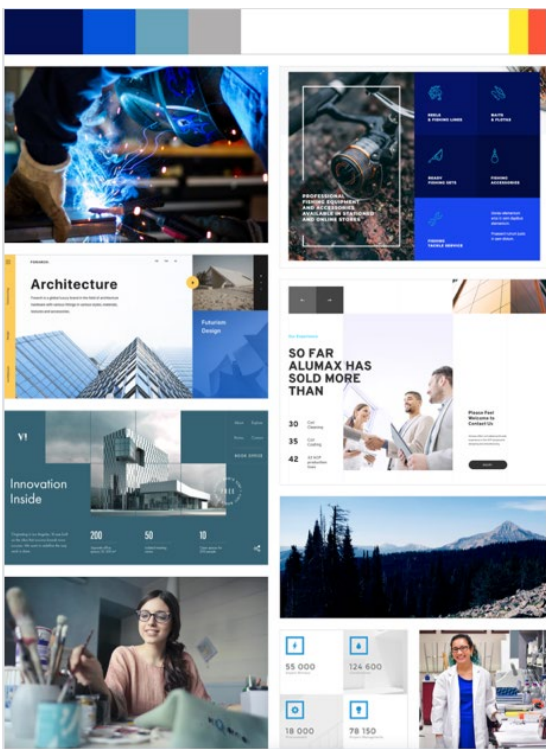
HTML5 with CSS Development

- *HTML with CSS and Javascript for all designs*
- *QA / Bug Fix*
- *Browser Testing*
- *Handoff to OmniUpdate for Implementation*

Wireframes

IA / UX





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Design Process

art direction: moodboarding

