



Timothy

Webmaster
Marketing and
Communications
Red Rock University

About

As the Webmaster at Red Rock University, Tim must monitor how his content is functioning and has to collect the data to understand why the viewer is experiencing the blog and the different pages the way they are. Tim also controls the modifications made to the website and other similar assets. He understands the importance of accessible design but didn't understand the difference a search bar could make, rather he focused on the page layout. He gets constant emails about functionality on the website and how to improve it, yet she just doesn't have the time because she is too busy fixing the bugs in the current programs. Recently, someone in the office made a suggestion to improve the site search and Tim explained that they already had a perfectly fine functioning search engine, Google Custom Search.

Profile

Age
Education
Salary
Chacteristics
Values

46
B.S. Computer Science
86K
Leader, Pessimist
Education, Contributing to
helping larger vision and goals
of the university

Career Path

Software engineer, Web
Devloper, Webmaster

Information
Channels

Peers, Email, Google Analytics,
Forrester, Gartner, Fast
Company, Ed Tech, Higher Ed
Forums, students
Uses an Apple 2017 Desktop

Goals

Managing content and day-to-day functions of the website, boost SEO and increased perspective of value based on the website. Keep maintaining the site, and fixing any problems that come up.

Challenges

Limited budget, Competing ideas with how to improve the website, difficult to implement any large changes. Not enough time to make all modifications.

Why Funnelback?

Easy to Implement: Funnelback's site search package was easy to understand and had support along the way that made it an easy, yet a large and positive change. Tim was also able to save his and his employee's time and make new adjustments to the website, without having to worry about their new search engine.

Analytics: Funnelback's site search was an enormous upgrade from Google Custom Search, where he had the control to see analytics from the search engine to find new solutions for the rest of the website and also tailor the digital experience.

Extremely User-friendly: Visitors can find exactly what they are looking for which increases the number of applicants, while the university also has the ability to guide the viewer's journey and creates greater satisfaction for both parties. Most of these visitors tend to be Gen Z, and Funnelback helps to keep up with growing expectations for a personalized and easy-to-navigate website.



Lucy
Senior IT Manager
Ted Anderson University

About

As the Senior IT Manager at Ted Anderson University, Lucy must oversee how all the programs are functioning and if there are any problems she must be the first to either assign an employee to fix it or solve the problem herself. With big website and network decisions, she has to arrange a time to meet with the webmaster, and he seems to always be booked. Her wife, who also is very involved in software and the digital world and happened to here about Funnelback at a local sales event in Minneapolis. She suggested that she take a look at a few out of the box solutions, like Funnelback to keep up with modern-day technology. She was intrigued by Funnelback for Higher Ed package but she was struggling with the lack of budget but knew that something had to be done to user experience and stay competitive to other similar universities. Lucy just didn't know where to start with this enormous project that has been weighing over her for the past few years.

Profile

Age 51
Education B.S. Computer Science
Salary 75K
Characteristics Values anxious, serious, passionate Education, family, technology, contributing to larger vision at the University
Career Path Software engineer, Junior IT specialist, Senior IT Manager
Information Channels Peers, Email, employees, NYT, Ed Tech, Higher Education forums, students. Desires to follow trends from different tech leaders without knowing where to start. Uses a Dell Desktop with multiple monitors.

Goals Eliminate problems, and longterm make school's programs more accessible because this will eliminate many questions and improve the overall experience of the school digitally. Gain more time to work on more meaningful projects.

Challenges Limited budget and time, not enough support. Lucy is lacking resources, the skill, and a large enough team to attack the problems at hand while also improving the software and programs.



Why Funnelback?

Improving the UX is important to Lucy because Ted Anderson University has an older website and was looking for quick modifications to improve accessibility for a more inclusive website.

Support, because her employees are student workers they are constantly learning how to use new programs. Funnelback patiently works with her so that she can guide her employees effortlessly to fully understand the elements of Funnelback's site search package. This way she doesn't have to go after the webmaster to work on small adjustments.

Customizable, this way Lucy can collectively work with other departments in the school administration so that everyone is on the same page, and they can collect the best possible approaches and analytics to run the site smoothly. The search will completely adapt to the school's website, to maintain the same look and feel. It also allows her and her team to make quick easy changes so that she can spend her time on other improvements.



Jennifer

Marketing and Communications Director

North Forest College

About

As the Marketing and Communications Director of North Forest College, Jennifer must manage branding, web operations, communication with students, alumni, prospective students and families, and design. She is also in charge of scheduling due dates and holding brainstorming sessions for content. She is very busy especially during the school year and doesn't have time for what she believes are unimportant changes. She already has enough on her plate overseeing all partner relationships while also pushing donor interest. But her main interest is building community amongst students on campus and maintaining alumni support by revamping the school's brand.

Profile

Age
Education
Salary
Characteristics

45
B.S. Marketing
90K
Excellent Communicator, often stressed, budget-aware, results motivated, decision-maker

Values

Education, Communication, branding, North Forest's College Reputation

Career Path

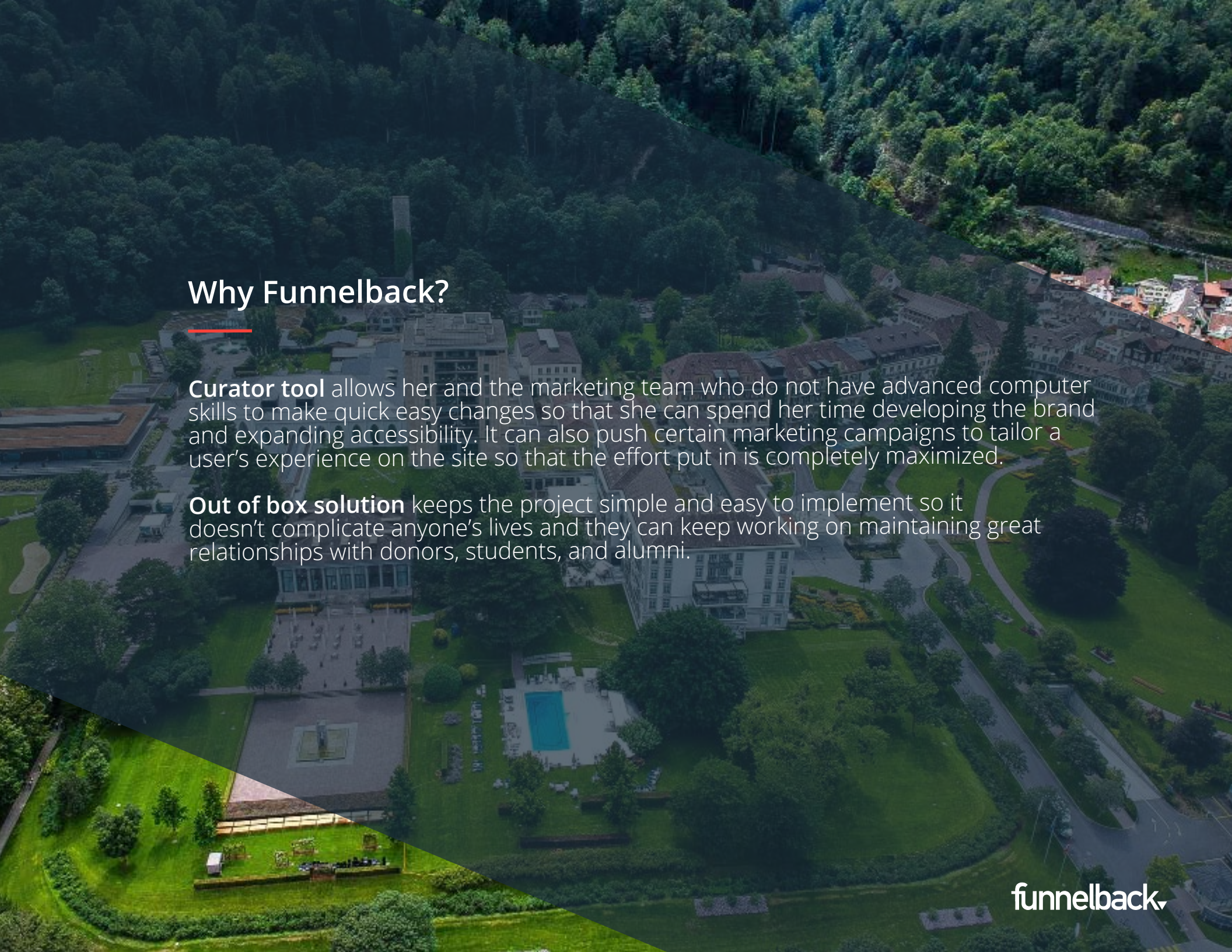
Marketing Coordinator, Digital Marketing Specialist, Communications Associate, Marketing Manager, Marketing Director
WSJ, New York Times, Education weekly, Higher Education Forums, students, peers, similar colleges. She uses a MacBook air because she likes to travel light and have all her information in one stylish device.

Goals

Develop the strength of the brand, and be up to date. She realizes the great loss of interest if her content or media seems generic. Keep up the school's reputation of being selective. Make the website accessible to increase interest in the school.

Challenges

Time is limited to Jennifer. She likes to be in control of all the projects and she is still learning how to delegate specific tasks to her employees. They also fear that their website doesn't strongly reflect the institutional values of academic excellence and diversity.

An aerial photograph of a university campus, showing various buildings, green spaces, and a swimming pool. The image is partially covered by a dark, semi-transparent overlay that contains text. The text is white and includes a section header and two paragraphs of body text. The 'funnelback' logo is located in the bottom right corner of the image.

Why Funnelback?

Curator tool allows her and the marketing team who do not have advanced computer skills to make quick easy changes so that she can spend her time developing the brand and expanding accessibility. It can also push certain marketing campaigns to tailor a user's experience on the site so that the effort put in is completely maximized.

Out of box solution keeps the project simple and easy to implement so it doesn't complicate anyone's lives and they can keep working on maintaining great relationships with donors, students, and alumni.



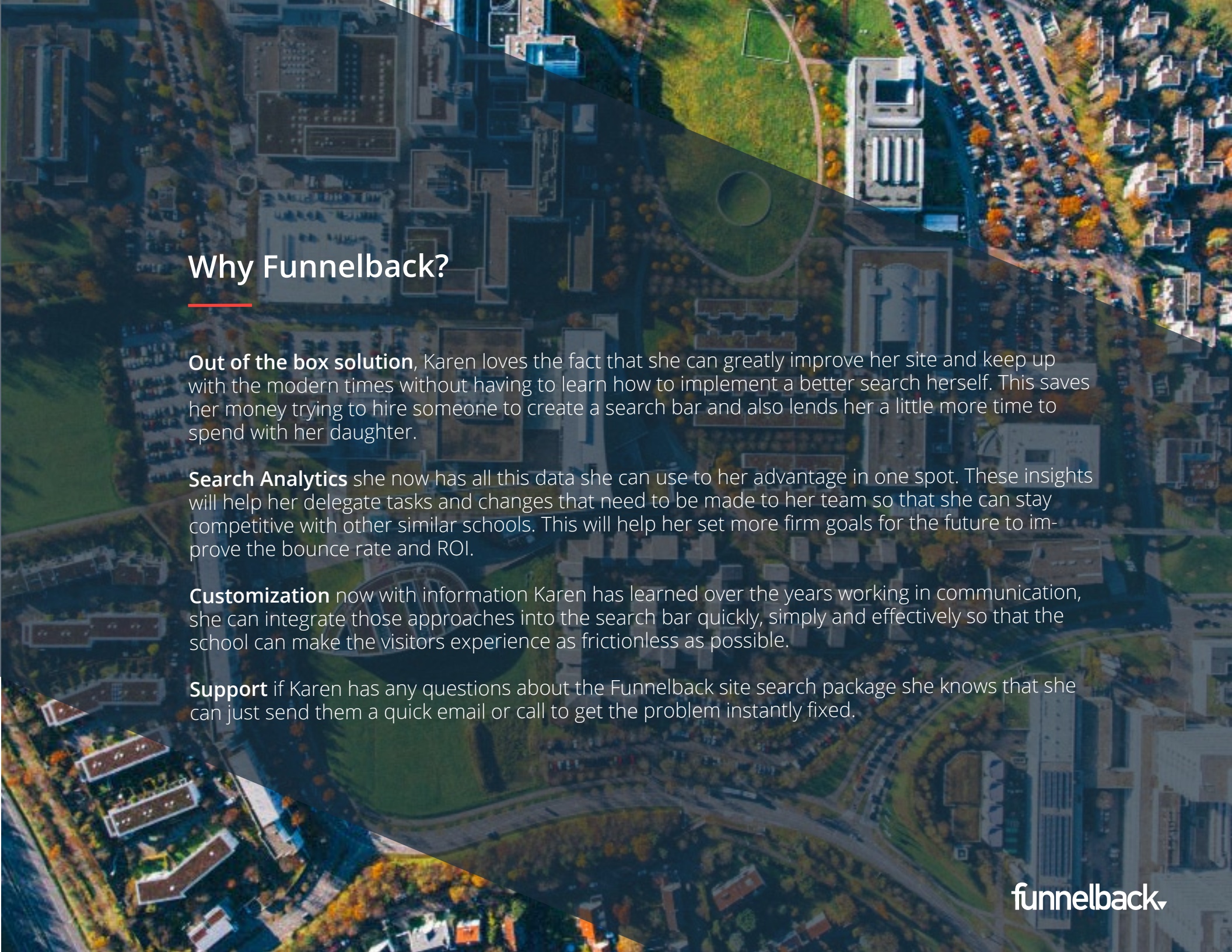
Karen
Associate Director of
Communications
University of Oarkansa

About

As the Communications Director of the University of Oarkansa, Karen has to oversee marketing operations day to day including the web, all the content, and brainstorming, maintaining the positive relationships the school has with alumni, donors and the students themselves. She must also manage her employees day to day and constantly outsources design projects to freelancers. She gets overwhelmed frequently by all the project due dates, and usually, these last-minute projects require late nights. She doesn't know a lot about user-friendly experiences and is trying to find a way to improve the site without much knowledge on the subject. She has focused a bit on navigation menus and the AI but has overlooked site search as a serious priority moving forward. Karen feels like she has more time to make bigger changes over the early summer months because there are fewer school activities, students are gone, and bigger project brainstorming meetings tend to push development on the school's assets such as the website.

Profile

Age	42	Goals	Stay up to date with other schools, create a reputation and brand that fully fits with the feel of the school, guide admissions, get the school's name out there. Karen's main focus is to increase the number of applications the school receives as a metric for awareness of the possibilities at Oarkansa. Her main interest is to support the education system because she believes it brings value to each student's life.
Education	B.S. Journalism		
Salary	85K		
Chacteristics	Family-oriented, humble, leader		
Values	Education, Communication, family, relationships with alumni, students and donors		
Career Path	Marketing Specialist, Communications Manager, Marketing Manager, Communcations Director		
Information Channels	ABC News, Education weekly, CNN, NYT, email, friends, and employees. She chats often with students on campus to understand their perspective on the college and thought leaders.	Challenges	Each minute is extremely precious to Karen, and she enjoys her work but sometimes finds it frustrating because it is difficult to keep up. There are a lot of different elements to marketing and communications that Karen still wants to keep learning but she doesn't feel she has the time and must prioritize her family.



Why Funnelback?

Out of the box solution, Karen loves the fact that she can greatly improve her site and keep up with the modern times without having to learn how to implement a better search herself. This saves her money trying to hire someone to create a search bar and also lends her a little more time to spend with her daughter.

Search Analytics she now has all this data she can use to her advantage in one spot. These insights will help her delegate tasks and changes that need to be made to her team so that she can stay competitive with other similar schools. This will help her set more firm goals for the future to improve the bounce rate and ROI.

Customization now with information Karen has learned over the years working in communication, she can integrate those approaches into the search bar quickly, simply and effectively so that the school can make the visitors experience as frictionless as possible.

Support if Karen has any questions about the Funnelback site search package she knows that she can just send them a quick email or call to get the problem instantly fixed.