

## Lowell School

---

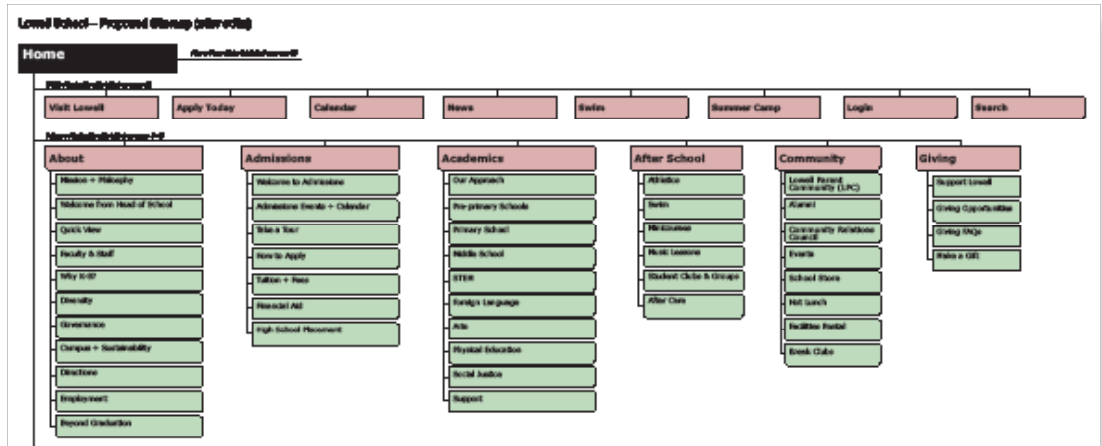
**Situation** Lowell School needed a major renovation of its website as part of a larger rebranding campaign we oversaw for the school. The current site, which had accumulated a number of add-on pages and functions over the years, lacked focus, had become increasingly complex, and was difficult to navigate. Additionally, because of the rebranding effort we conducted, the website needed to be redesigned to reflect the new brand messaging and look and feel we developed for Lowell.

**Solution** After Lowell selected TDC to help it achieve these objectives, we implemented a Phase 1 discovery initiative that included focus groups, phone interviews, and one-on-one discussions with a broad spectrum of the Lowell community. The findings from our research were synthesized into key takeaways that informed a new positioning statement, theme line, and message platform. Furthermore, we developed a revised brand identity, a new logo and signature line, a fresh brand look and feel, and a marketing strategy for a Phase 2 rollout.

The centerpiece of Phase 2 was the new website, for which we developed a host of assets and implementations. These included a new navigation and site map, wire frames, a comprehensive content assessment, additional copy development, content migration to the new site, as well as new home page and sub-page designs.

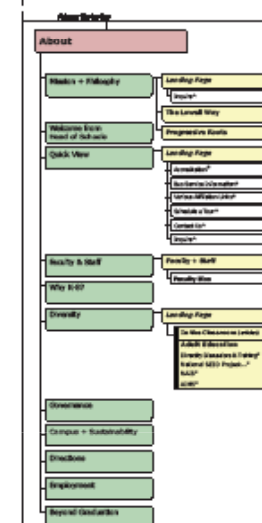
**Result** The resulting work was enthusiastically received by Lowell School's leadership and board members. It was also noted by a search firm working with Lowell that the new site was among the best it had ever seen for design and content. In addition, the website earned a Platinum MarCom Award.

- site plan



Level School - Proposed sitemap (simplified)

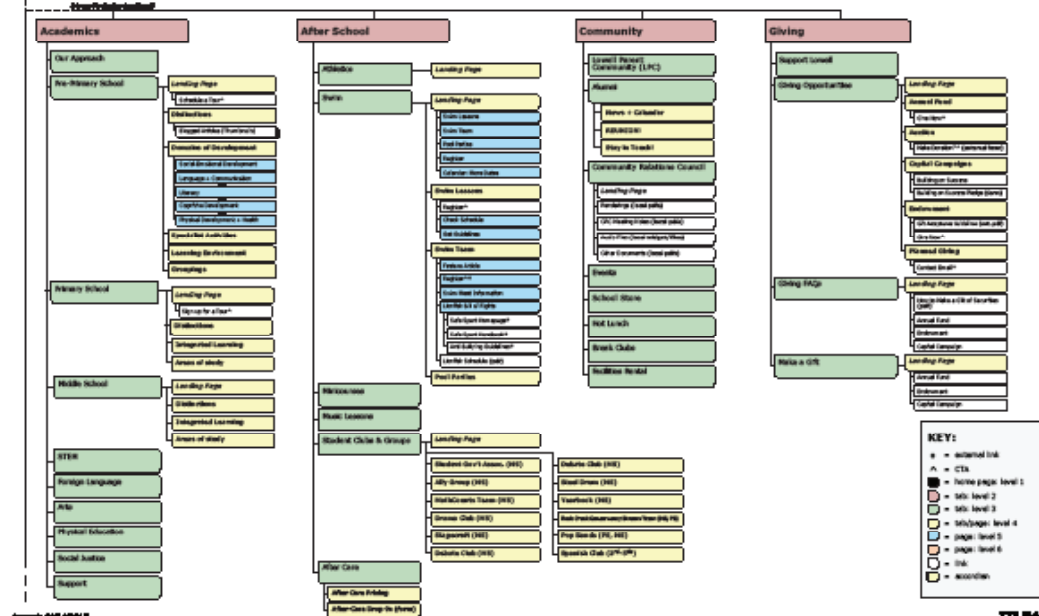
Detailed view: Home - Primary Navigation



Current 04/04/17

Level School - Proposed sitemap (simplified)

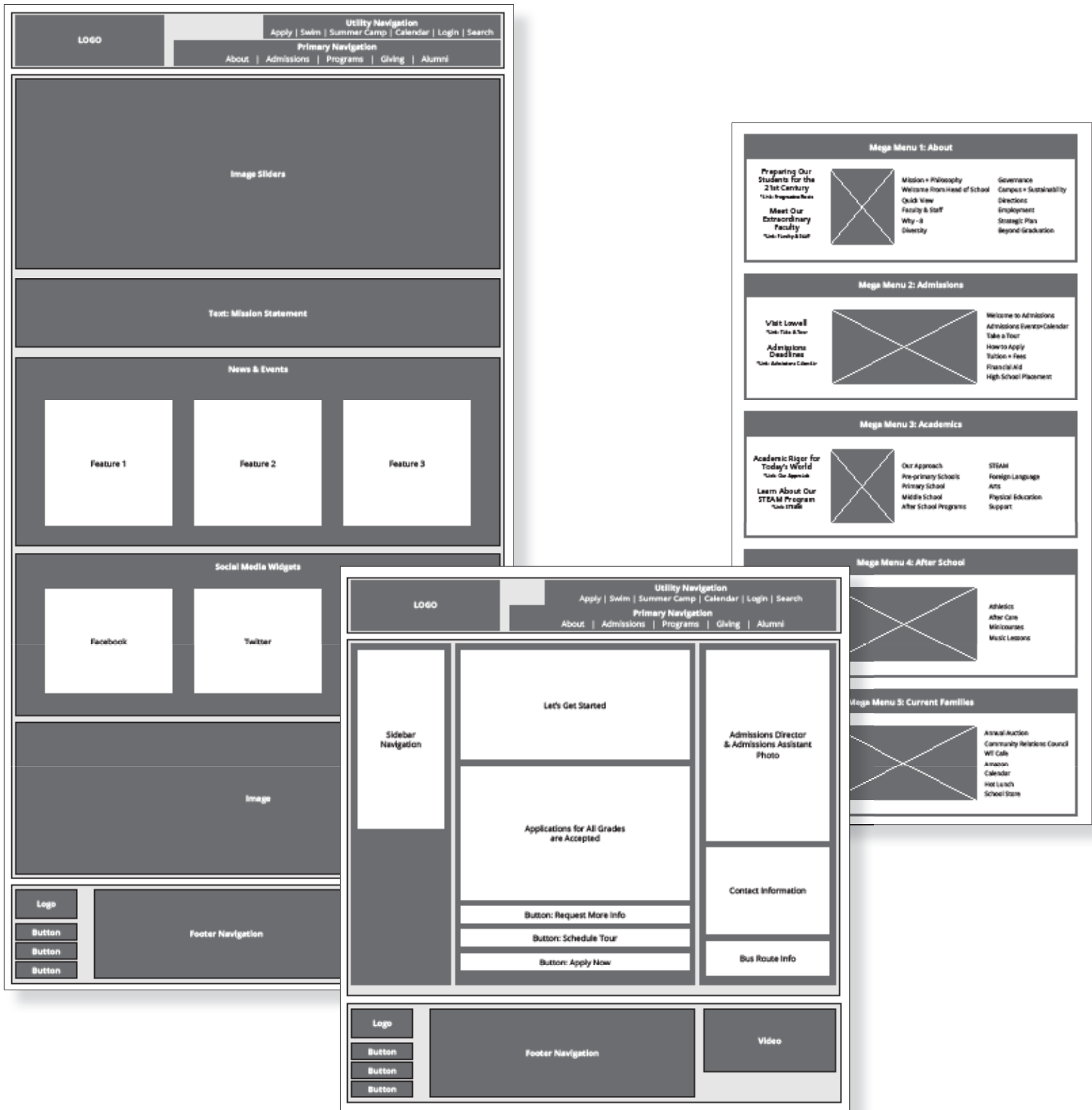
Detailed view: Home - Primary Navigation



Current 04/04/17

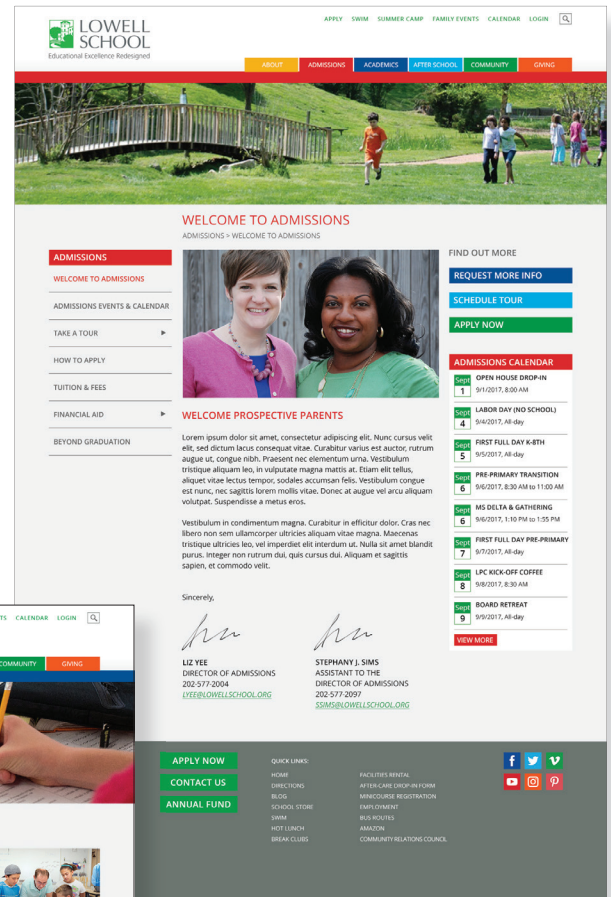
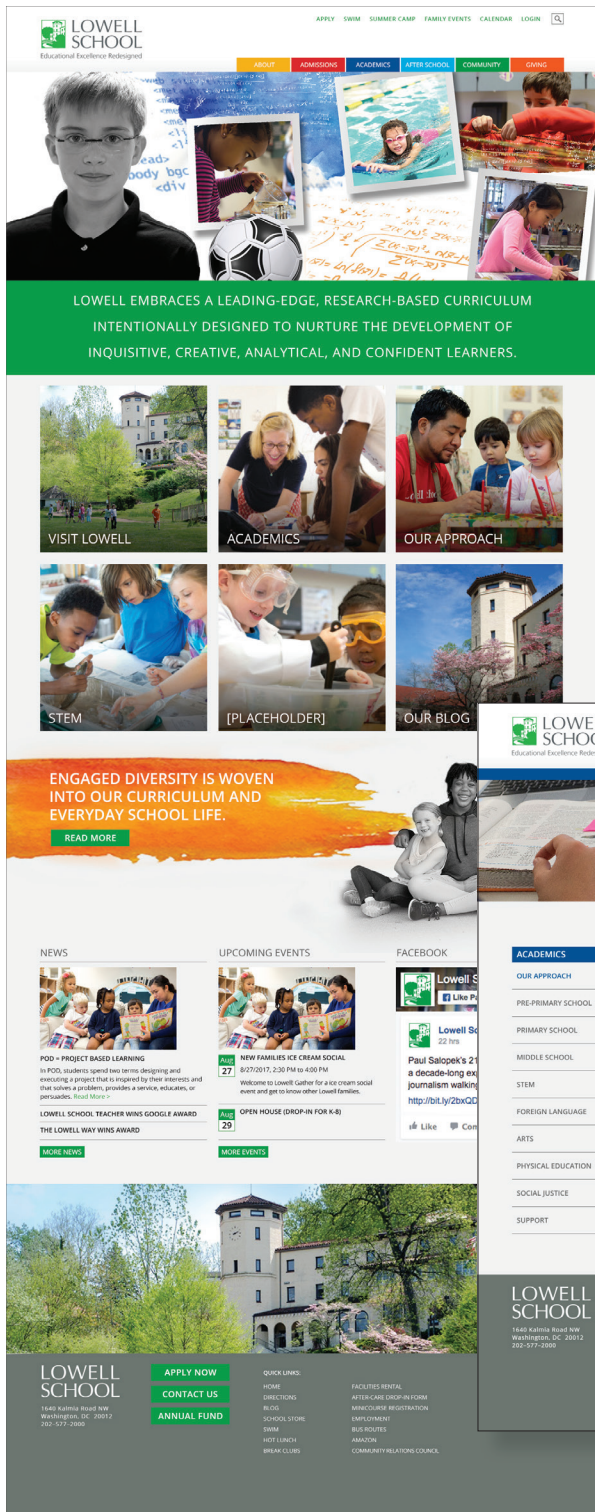
We developed a new site plan to create a more organized and easy-to-follow flow of information. The site plan was color-coded for easier identification of different levels of content.

- wire frames



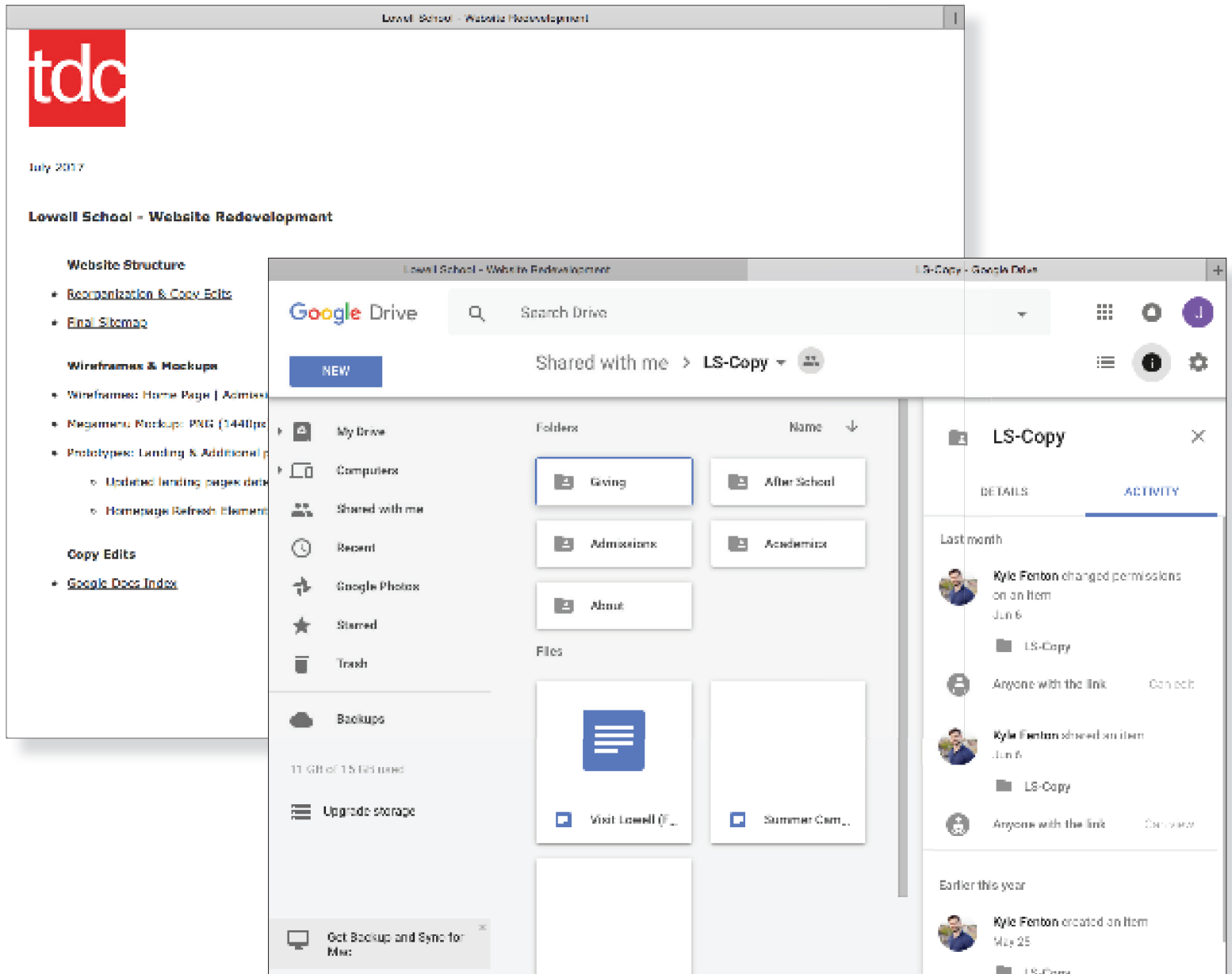
Wire frames helped define the organization of several unique pages as well as the content and structure of mega menus.

• prototype designs



We created a number of prototype page designs that reflected our design strategy and enabled Lowell to see the evolution from its existing website presentation.

- base camp
- content site



To ensure all website assets and components were available for quick reference by Lowell, we created an online “base camp” that housed these elements. In addition, we assembled a Google Docs-based site that facilitated the generation, migration, review, and editing of content by both Lowell and TDC.



