



TribeAgency Revamps Brand Identity and Website for National Council of State Board of Nursing Online Learning Program



Market Outlook

Online learning is a platform that has experienced tremendous growth in recent years. The experience provides students with an environment that fits their lifestyle by offering convenience, customized content and a diverse student base. Plus it is typically a more affordable option. Learning institutions that provide an online experience that is interactive and inspirational, while offering courses in growing industries will have a competitive edge in the market.

Opportunity

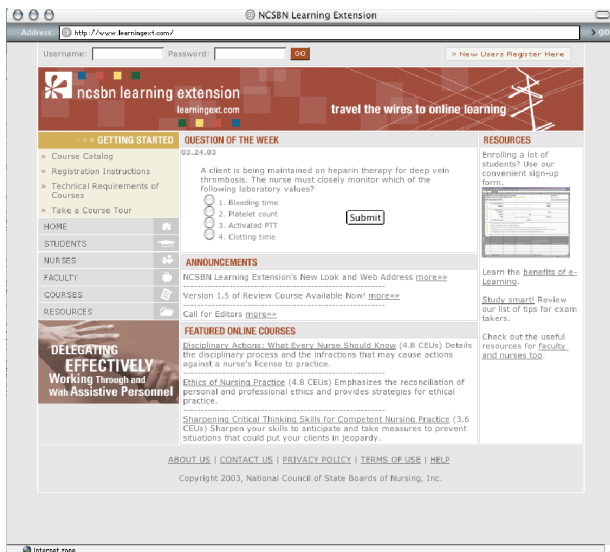
The National Council of State Boards of Nursing (NCSBN), an organization dedicated to promoting safety, regulation and effective practices in nursing, wanted to address the nursing shortage in the healthcare industry head-on with a re-branding campaign and a redesign of their learning extension Website. NCSBN approached TribeAgency with this project because of TribeAgency's suite of custom solutions that could address their needs.

Solutions

The NCSBN Learning Extension project began with a define phase to map out the goals and directions of the branding effort and the Website. TribeAgency's team along with the NCSBN staff collaborated to generate the desired architectural framework for the new site. The user-centric architecture needed to further the enrollment process for the site's continuing education and facilitate review courses for the nursing licensure exam.

With architecture process documents such as stack charts, flow diagrams, wireframes and blueprints in place, TribeAgency's creative team initiated the design process. The mission of the new design was to ensure the tone of the site complemented the new branding identity of NCSBN.

To enhance this new identity, TribeAgency focused on the target audience of the young professional seeking to advance their careers in nursing through an online learning environment.



NCSBN.CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

The new branding and Website for **NCSBN** provides a value-added resource for those in the nursing profession.



Results

To help NCSBN build strong and long-lasting relationships with their targets online, our team of designers worked to create an engaging interface that was easy to use and maintained a strong brand identity.

Once the creative tone was set, TribeAgency's designers went to work, applying the new look and feel throughout the numerous pages found within the site.

The third phase of TribeAgency's 4D process was initiated in the development phase. TribeAgency's team of technology experts began by utilizing a unique series of include files to generate the numerous templates that would house the site's content pages. ASP programming was utilized to dynamically generate the specified nursing class curriculums and online self-testing pages within the site's courses. In the final stage of development, a full e-commerce solution and shopping cart was created so that students could add and purchase various course review offerings to prepare for the nursing board exam.

Deployment, the final phase of TribeAgency's 4D process, was initiated directly with NCSBN's staff. TribeAgency's developers and strategists provided in-house training at the NCSBN's offices to demonstrate how to integrate the current site's content into the newly developed site, and how to manage and update the site as it continued to evolve after project handoff.

The new branding and Website for NCSBN provides a value-added resource for those in the nursing profession. The continuing education courses along with the state board exam reviews are packaged in an easy-to-use and engaging online experience. The site's ability to build lasting relationships with professionals in nursing will be the cornerstone advantage for the organization.



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