A CREATIVE PRESENTATION FOR

Baker College Typography and Color Development

PRESENTED BY

Traffic Digital Agency
ABOUT MELANIE

Melanie is a high-school senior trying to decide where she wants to go to college next year. She’s not sure what she wants to study, but she likes the programming class she’s taking this semester, so she’s considering a Computer Science Bachelor’s degree. She’s looking for a school with lots of hands-on tech classes, a great reputation, and reasonable tuition rates.

ABOUT

18, Female
Prospective Student
Location: Auburn Hills
Traits: Smart, Outgoing, and Enthusiastic

TOP CONSIDERATIONS
Quality Academics
Career Counseling
Financial Aid
Student Organizations

WEBSITE NEEDS
Scholarship Opportunities
Degree Path Plans
Application Instructions
Campus Activities

PAIN POINTS
Melanie doesn’t know where to start on college websites. She’s overwhelmed with information and wants to use the search bar to navigate, but it isn’t robust, so she has to click through page after page.

Melanie wants to be able to get a great, well-paying job after college.

Melanie wants to get involved in career-oriented clubs on campus.
Join the thousands of Baker students and alumni that are enjoying their well deserved success. Being proudly passionate about something can make you feel like an anomaly, but this is a community of people who are just as dedicated as you are. The meaningful relationships you make here will go far beyond graduation.