CLIOVIS

MARKETING TEAM FA 2022

ClioVis

MEET THE TEAM

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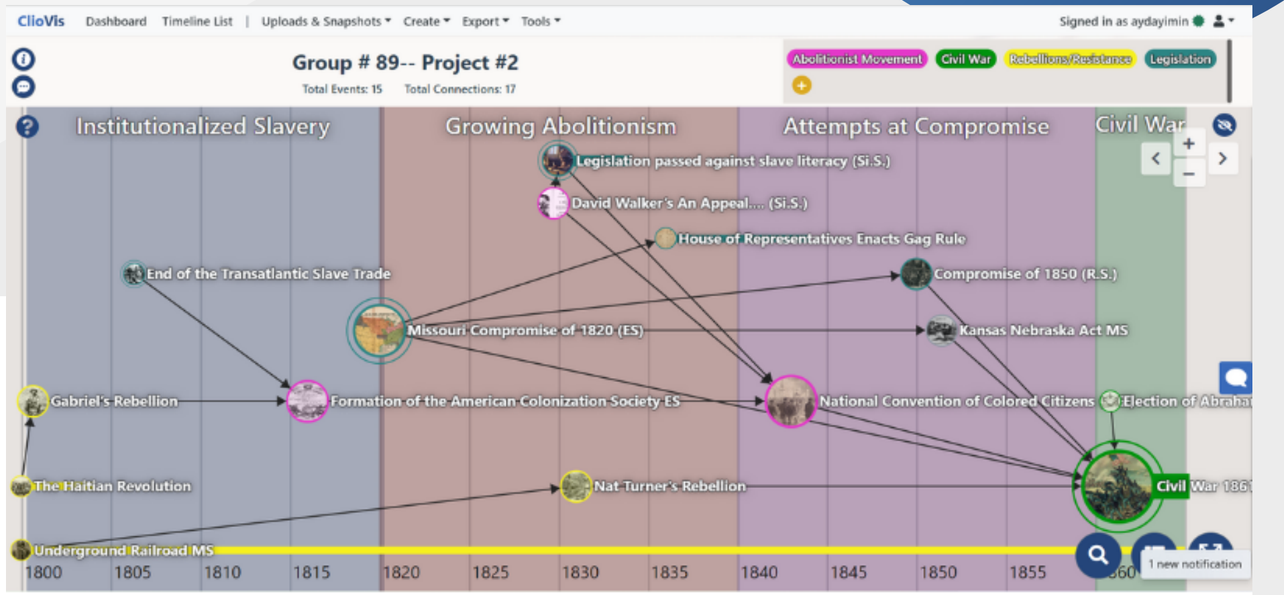
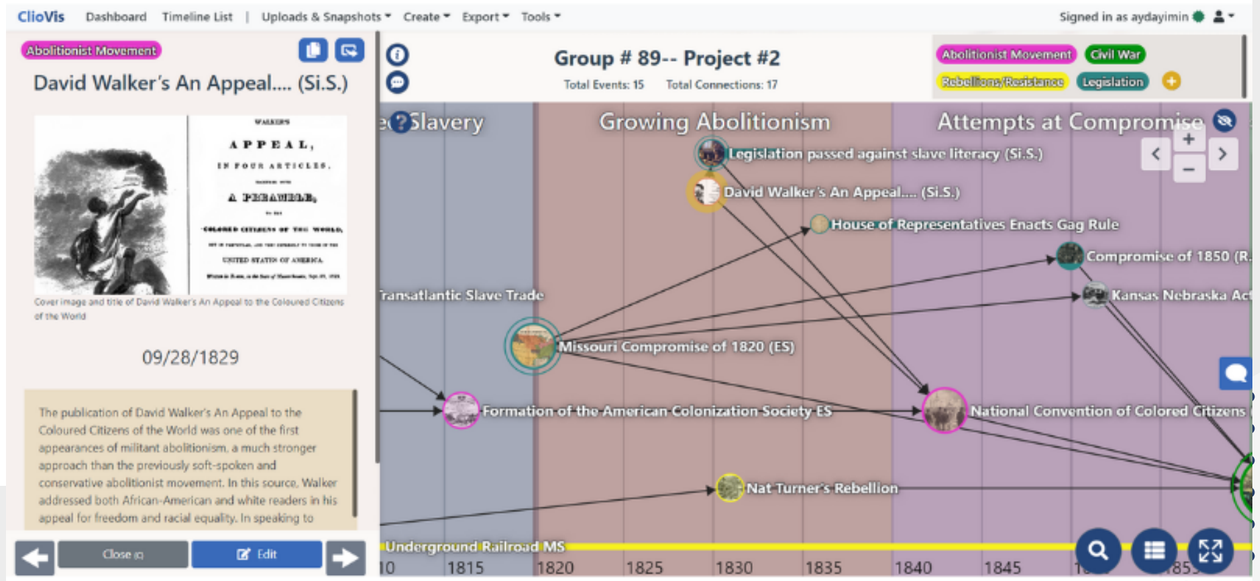
ClioVis

WHAT IS CLIOVIS?

ClioVis a digital, educational tool that allows educators, students, researchers, librarians, and more to visualize connections between many events.





OBJECTIVES

Project Objective

Develop an expansion plan to further increase number of users, sales, and profit while introducing new instructors to ClioVis in colleges throughout the nation.

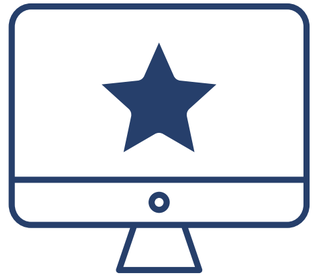
Objectives of Research

Understand how professors and students view similar digital tools, how they're used in a educational setting, and insights to their opinions on the ClioVis platform to plan a pricing and marketing strategy as well as improve the user experience.

OBJECTIVES

Pricing Strategy

Marketing Strategy



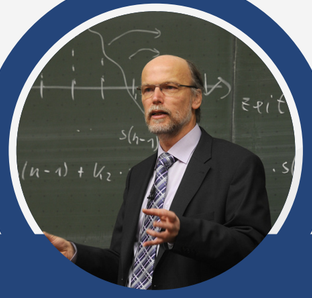
Customer Experience

PRIMARY RESEARCH

WHO WE INTERVIEWED

Professors that have used ClioVis

Included both UT and non-UT professors



Professors that don't use ClioVis

Professors teaching different subjects

Students that have used ClioVis

Gaining insight on their user experience

Students that haven't used ClioVis

Mainly UT Students and what their opinions of the interface are

Industry Professonals

Vice Provosts for Texas One Stop and Academic Technology

KEY FINDINGS: INTERVIEWS

Word of Mouth

Interface Suggestions

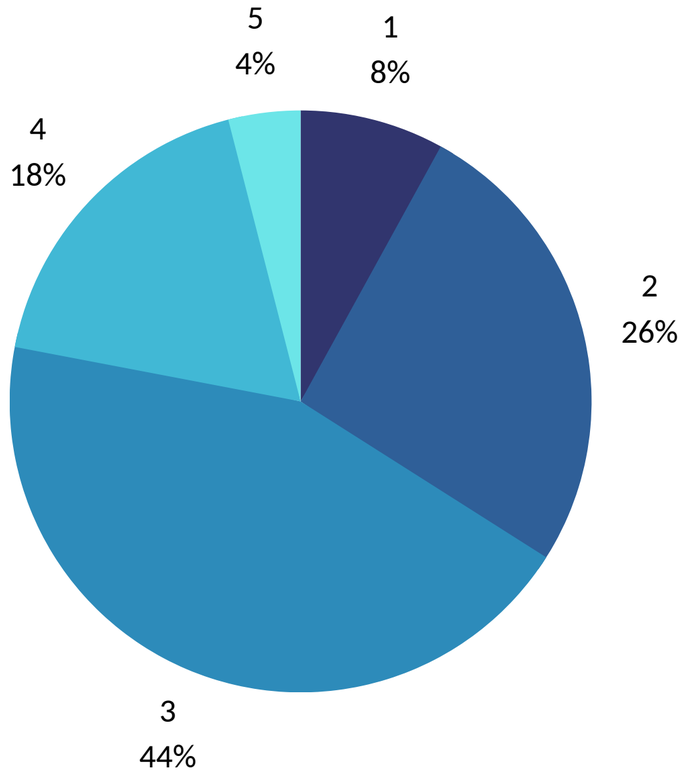
Affordability

Ease of Use & Aesthetic Interface

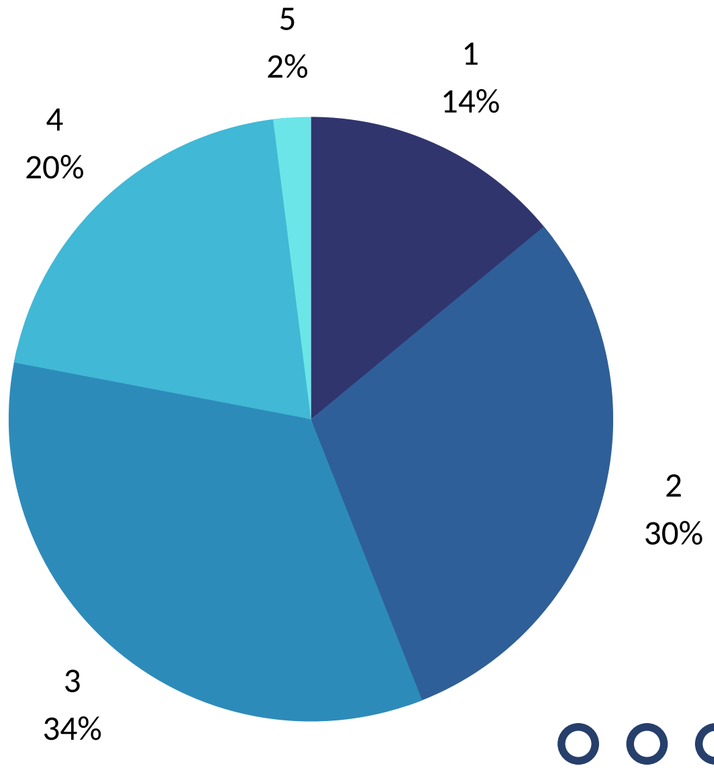
Advised to sell to institutions

KEY FINDINGS: SURVEYS

Now knowing more about ClioVis, would you find ClioVis to be useful in your academic career? (1 - not useful, 5 - extremely useful)



Based on these images, how easy do you find the ClioVis interface to navigate? (1 - not easy, 5 - extremely easy)



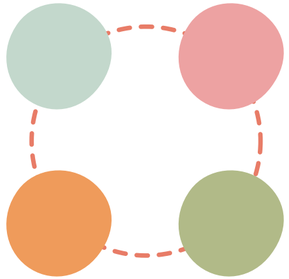
KEY FINDINGS: SURVEYS

1

Ease of Use & Navigation

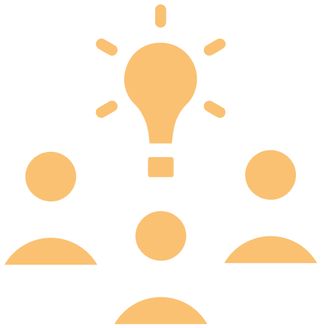
2

Easy to express individual creativity



3

Multi-Purposeful



4

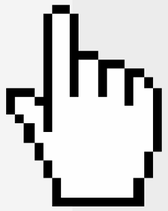
Easy to Collaborate

5

Aesthetic Interface

SECONDARY RESEARCH

COMPETITIVE LANDSCAPE



- Thousands of digital tools for public use
- Some set prices on their products, but many online platforms offer their services for free

INDUSTRY TRENDS

- Increased use of technology and digital tools in education
- Teachers and students prioritize ease of use and affordability

PROMOTIONS

- Targeting teachers with occasional discounts
- Offers students a discounted price for the semester as per the university they attend

PRODUCTS

- A visual, connection-making website with presentation software, multi-user collaboration, citation tools, and Canvas integration.

SWOT

STRENGTHS

- Easy to use, lots of tutorial videos
- Able to support large numbers of students within a class
- Low priced when compared to services that price their product

WEAKNESSES

- Students pay for ClioVis when instructors assign to them
- Hard to expand use to other subjects (history focused)
- Difficult for older professors
- Interface appears outdated

OPPORTUNITIES

- Almost all students are required to take 1+ history class as a requirement
- Expanding reach to science
- Longhorn Textbook Access

THREATS

- A decline in history majors overall
- Many competitors offer free design software services (Canva)
- Our interface is outdated

COMPETITORS

dedoose
Great Research Made Easy

Sutori

TIMEGRAPHICS

OUR RECOMMENDATIONS

OUR RECOMMENDATIONS

Pricing Strategy

- Bundle monthly fees into one semesterly fee
- Subsidization by institutions or charge instructors for student's access (group pricing plan)
- Allow professors to sell through the LTA program

Marketing Strategy

- Highlight the key unique value propositions to pitch to others
- Outreach recommendations can include more word of mouth, email marketing, and increased social media usage

Customer Experience

- Fix bugs within the Canvas integration and throughout the interface
- ClioVis re-branding for a more aesthetic and easy-to-use interface

PRICING STRATEGY

1

BUILD OFF THE CURRENT MODEL

$15 per semester

- Rationale: estimate current user base as 4000/semester
- User base increase by 25%, $15 x 5000 = $75,000

Subsidization by institution

- If $15 is too high, institution can subsidize costs
- By an institution basis

2

INSTITUTION / INSTRUCTOR BASED

- Charge instructors for ClioVis access for their students
- Must take student # into account
- Keep the current group pricing model

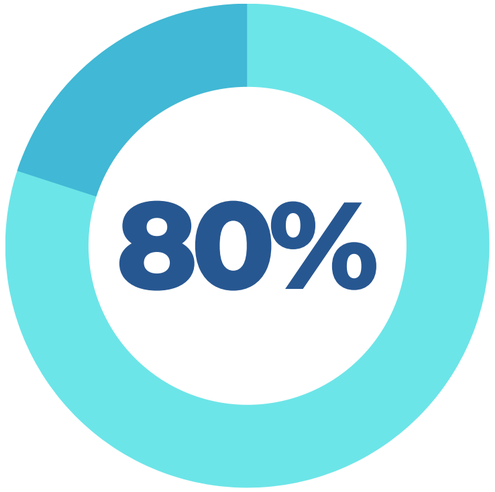
3

LTA AND LTA EQUIVALENTS

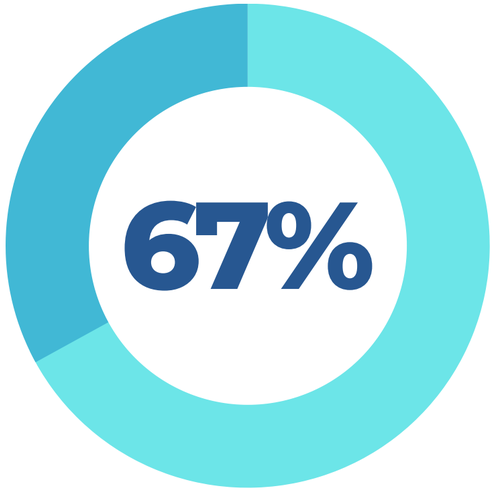
Professors that already require students to purchase textbooks or educational platforms from LTA can also have students purchase ClioVis through LTA.

MARKETING STRATEGY

KEY STATISTICS FOR MARKETING



of professors interviewed enjoyed the collaborative experience of ClioVis



of professors said ClioVis guides students' learning on overlapping timelines

subjects at UT

institutions affiliated with beyond UT

SUBJECTS THAT USE CLIOVIS AT UT

1. Biochemistry
2. Biology
3. History
4. American Studies
5. Rhetoric
6. Kinesiology
7. Ancient History and Classical
8. Curriculum and Instruction
9. Asian American Studies
10. English
11. Nursing
12. Social Work
13. UGS
14. Liberal Arts Honors
15. Government
16. Utell (UT Experiential Learning & Leadership)
17. Architecture
18. Music

INSTITUTIONAL AFFILIATIONS OF INSTRUCTORS USING CLIOVIS

1. Rice University
2. MIT
3. Southwestern University
4. Boston College
5. Illinois College
6. University of Florida
7. SUNY -Fredonia
8. Tulane University
9. Texas A&M
10. Humboldt State University
11. University of Texas Rio Grande Valley
12. Humboldt State University
13. University of Michigan
14. Salt Lake Community College
15. Mississippi State University
16. University of Arkansas – Little Rock
17. University of Texas San Antonio
18. University of California Berkeley
19. University of Texas Rio Grande Valley
20. University of Wisconsin

and more!

1

WORD OF MOUTH TO DEPARTMENTS

100% of the professors interviewed heard about ClioVis through word of mouth (Erika)

100% of students we interviewed hear about educational tools through word of mouth

Instead of focusing on individual professors, we suggest introducing ClioVis to an entire department in different universities through seminars

2

EMAIL OUTREACH

Teachers are almost 50% more likely than other audiences to be moved by an email promotion

64% of teachers said receiving an exclusive offer makes them feel valued

3

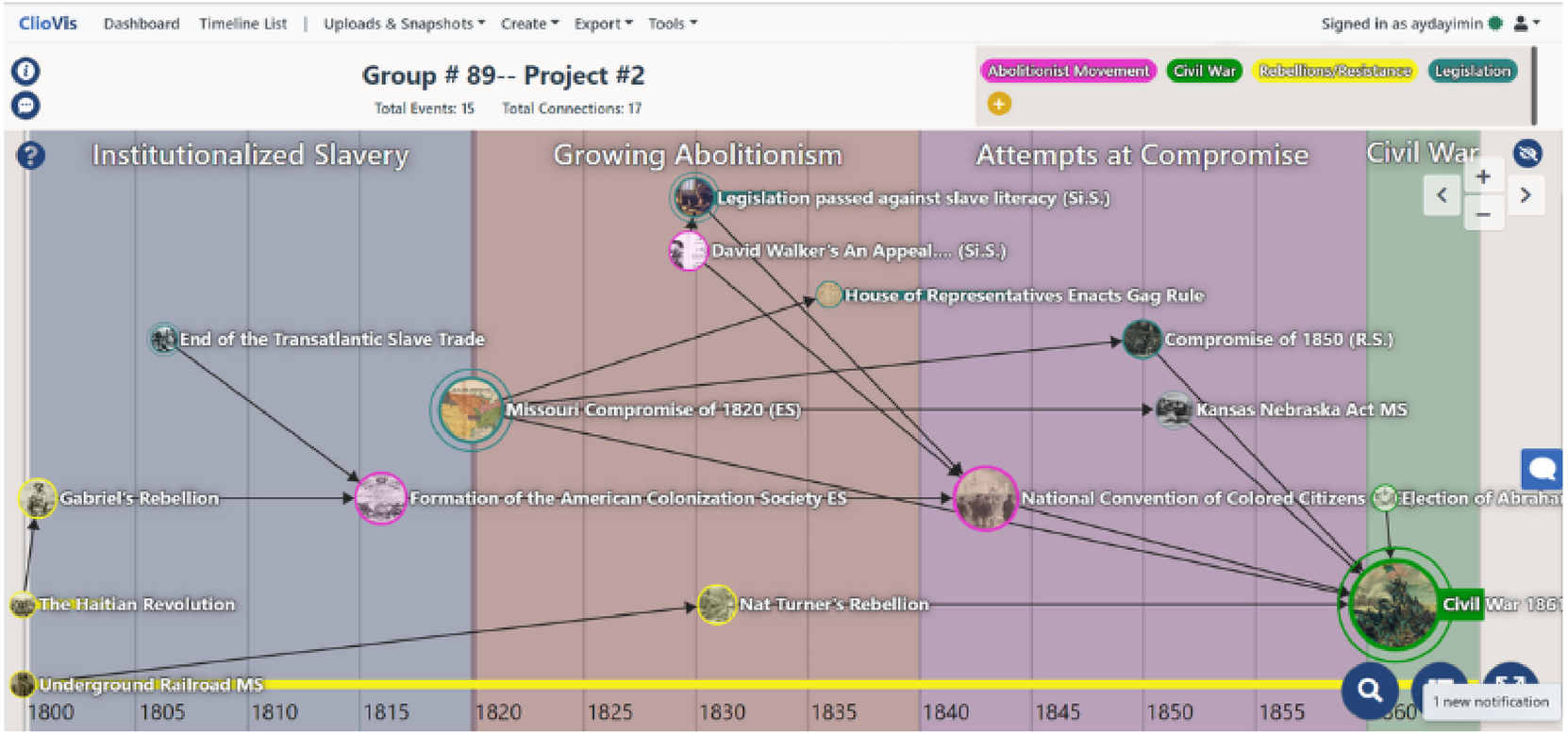
SOCIAL MEDIA

- 95% of teachers use Facebook
- 82% of teachers use Instagram
- Teachers use Instagram every day for 15-60 minutes per day
- 60% post once a week or more
- 90% follow other teachers on social media platforms

- 35% of teachers post content of themselves

CUSTOMER EXPERIENCE

MAIN RECOMMENDATIONS



Adjust timeline scrolling

More customization

More engaging UI

Presentation Mode

INTERFACE & BRAND IMAGE

ClioVis - Lora

ClioVis - Spectral

ClioVis - Mulish

ClioVis - Source Sans Pro

ClioVis - Calabri

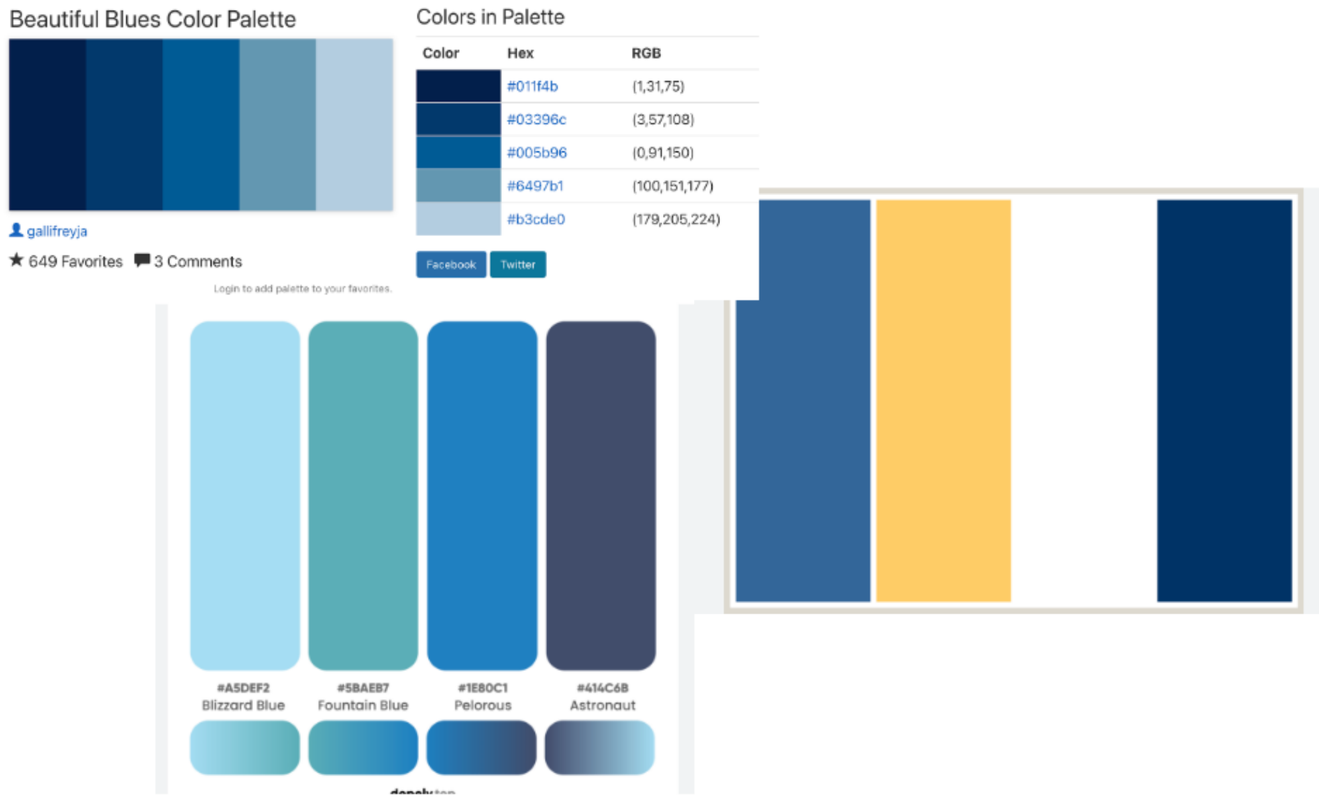
ClioVis - Oxygen

ClioVis - Josefin Sans

ClioVis - Nunito

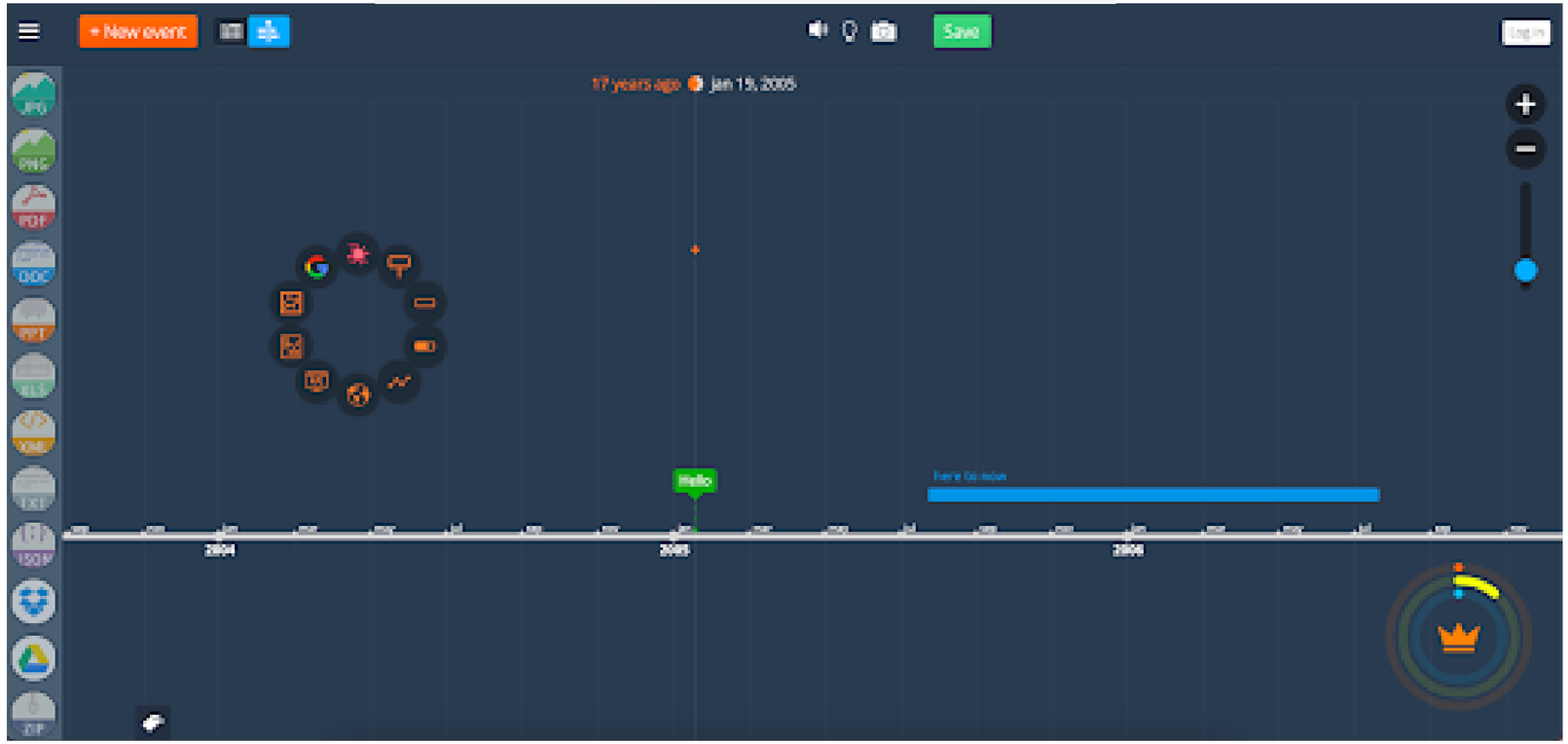
ClioVis - Raleway

ClioVis - Quicksand



INTERFACE EXAMPLES

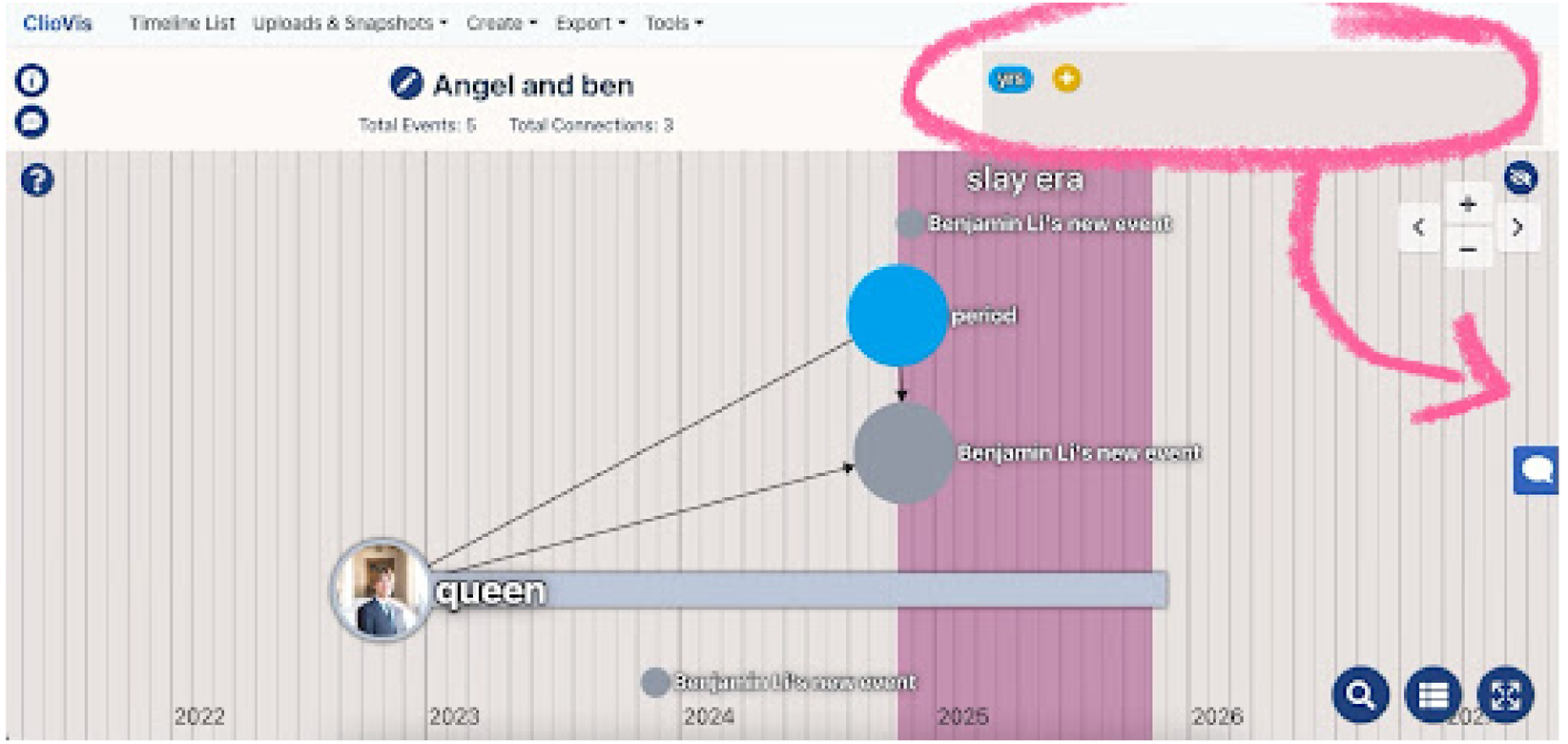
TIMEGRAPHICS



What to Adapt

- Click on the timeline to create an event
- Increased visibility with a larger canvas

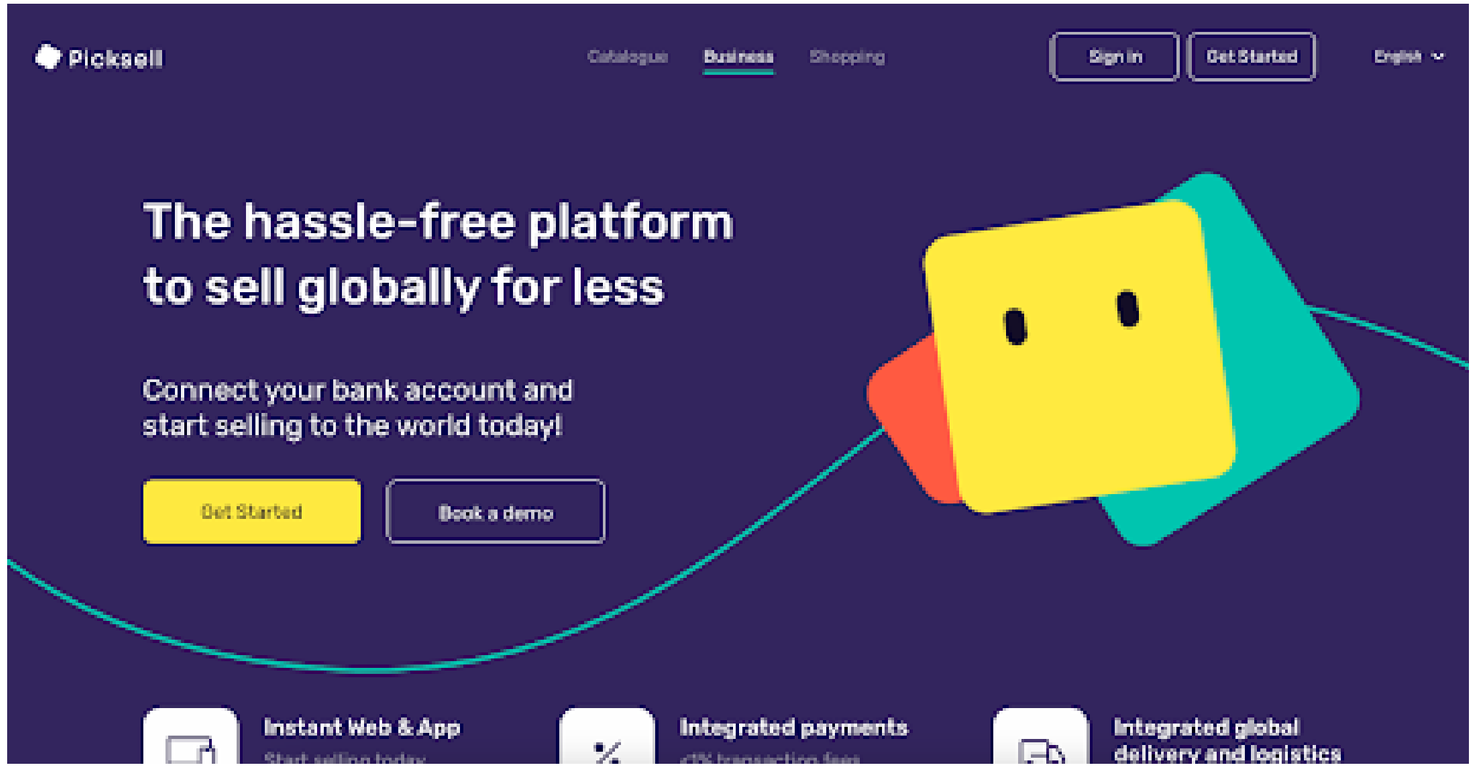
INTERFACE EXAMPLES



What to Adapt

- Decrease severity of vertical lines
- Font choices' effect on accessibility

MORE ON FONTS



Colors on a white background

#112e51 on #ffffff

#0071bc on #ffffff

#046b99 on #ffffff

#4c2c92 on #ffffff

#323a45 on #ffffff

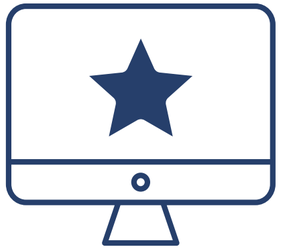
#494440 on #ffffff

#cd2026 on #ffffff

HOW IT IMPACTS THE FUTURE

Pricing Strategy

Marketing Strategy



Customer Experience

THANK YOU