



Portfolio

Lindsay E. Brine

Biltmore Estate

Biltmore.com and Biltmoreshop.com

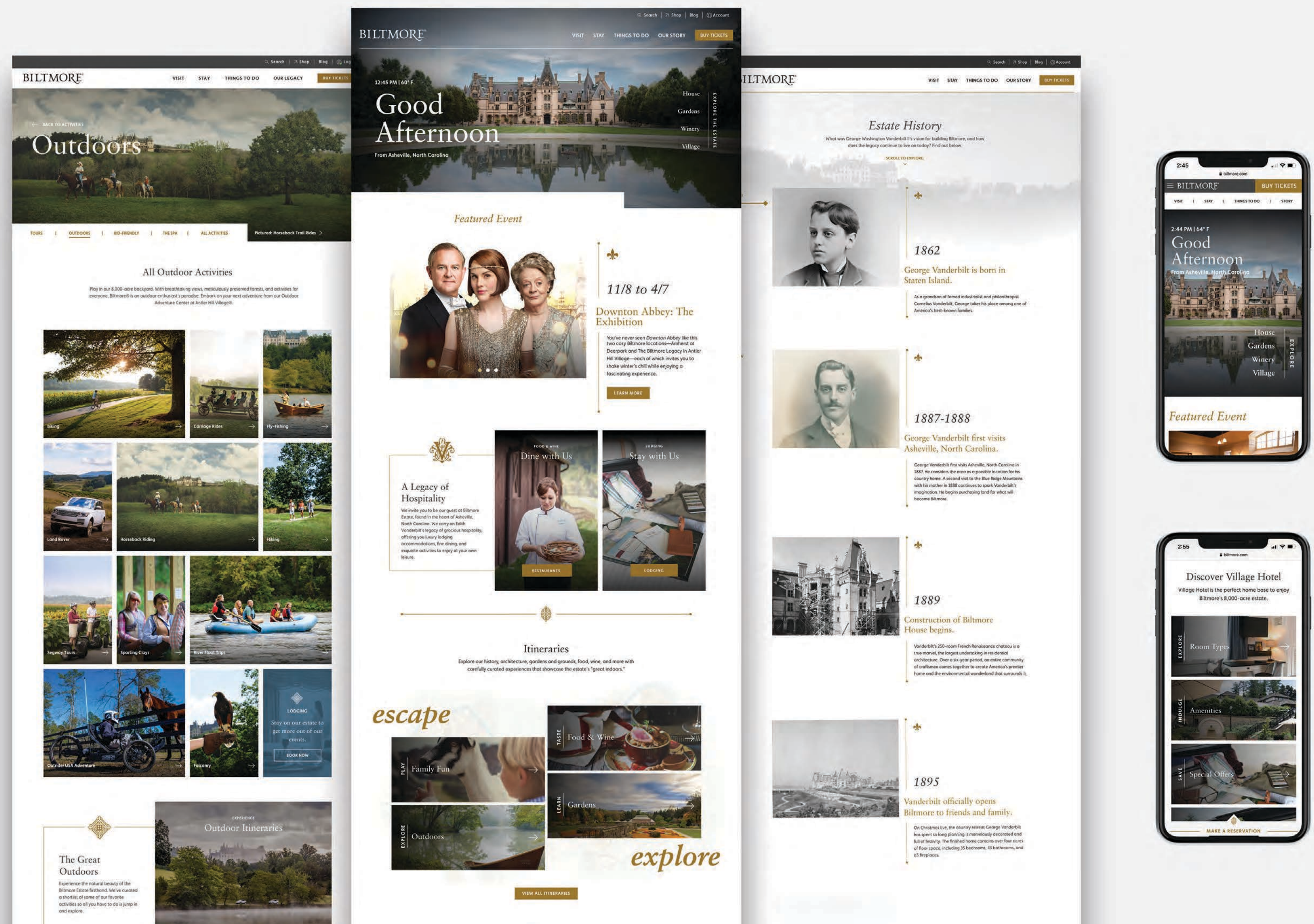
Biltmore Estate

Objective

Biltmore Estate needed a newly designed [biltmore.com](https://www.biltmore.com) digital ecosystem that seamlessly integrated third-party platforms into a single sign-on (SSO) account dashboard, mobile first design updates and enhanced user experience features. Our team was tasked to increase their guest satisfaction score, increase lodging and ticketing sales, create clearer visitor funnels and see improvements in website task completion rates.

Measuring Improvements

A system usability score (SUS) was measured prior to the redesign and post launch, yielding a 32.2% increase on mobile, from a SUS score grade of C (64.2%) to an A+ (84.0%) and on desktop increases from a B (75.2%) to an A (83.9%) score overall.



Biltmore Estate

Process

We went through a detailed and rigorous process of auditing, organizing and restructuring, user testing and validation, new design and content creation, site migration and management, technical implementation and staff training.

Research and Testing

Our User Experience Director conducted user testing on key task completion rates like booking a room, finding a retreat package, discovering daytime ticket rates, etc.

My Involvement

From the pitch win to the strategic planning, oversight and collaboration on all research and user tests, creative direction and implementation, client check-ins, cross-team collaboration and project management.

Ticketing

Key Goal

Aid users in the ticket buying process and their pre-trip experience.

MOBILE TICKET RATES



DESKTOP BUY TICKETS



Trip Planning

Key Goal

To help our users quickly and easily find all the information, they will need in planning a trip.

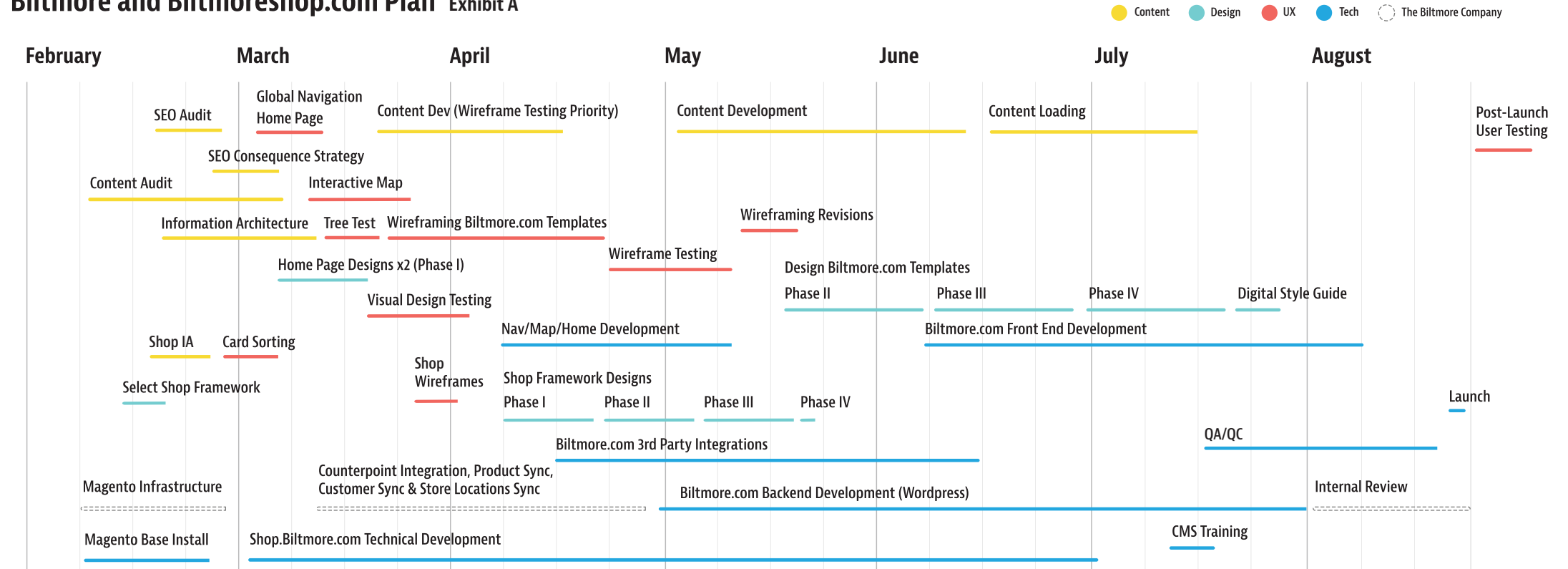
PARKING



MAPPING

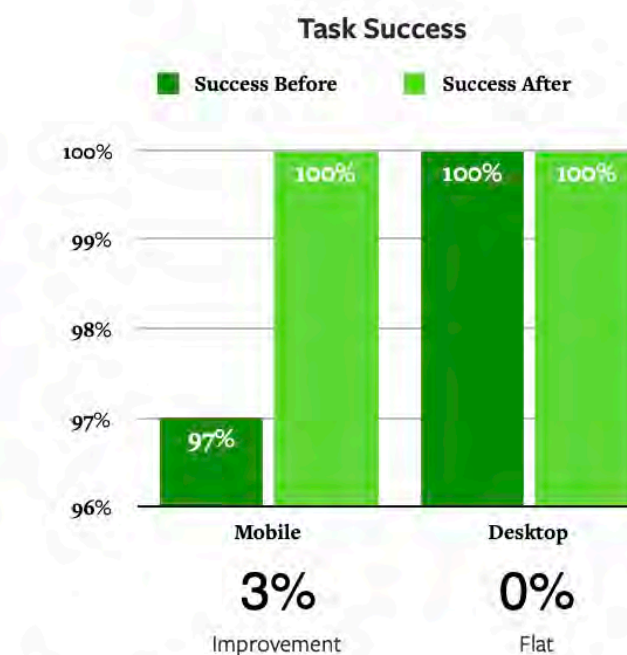
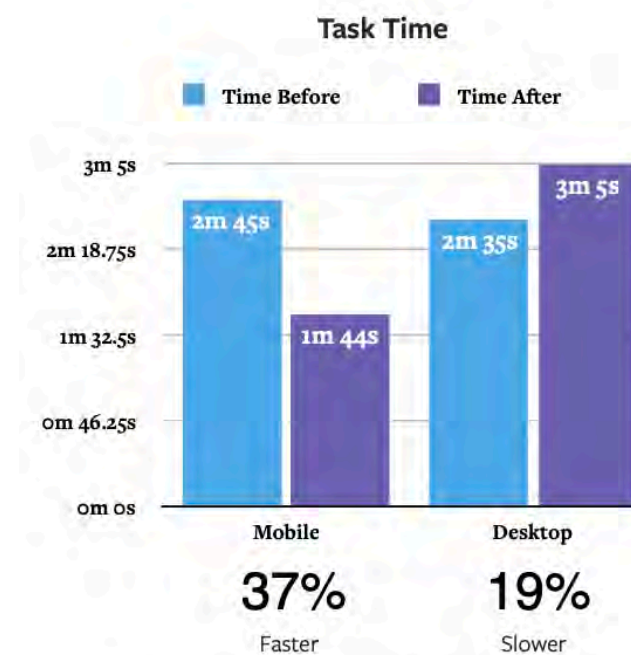


Biltmore and Biltmoreshop.com Plan Exhibit A



Biltmore Post Launch

Go through the process of buying a daytime ticket (stop at the billing and shipping information page).



Key Metric



Faster on Mobile

*There was an outlier of 8m 45s on desktop. The average time without the outlier was 2m 41s.

Biltmore Estate

Content and Features

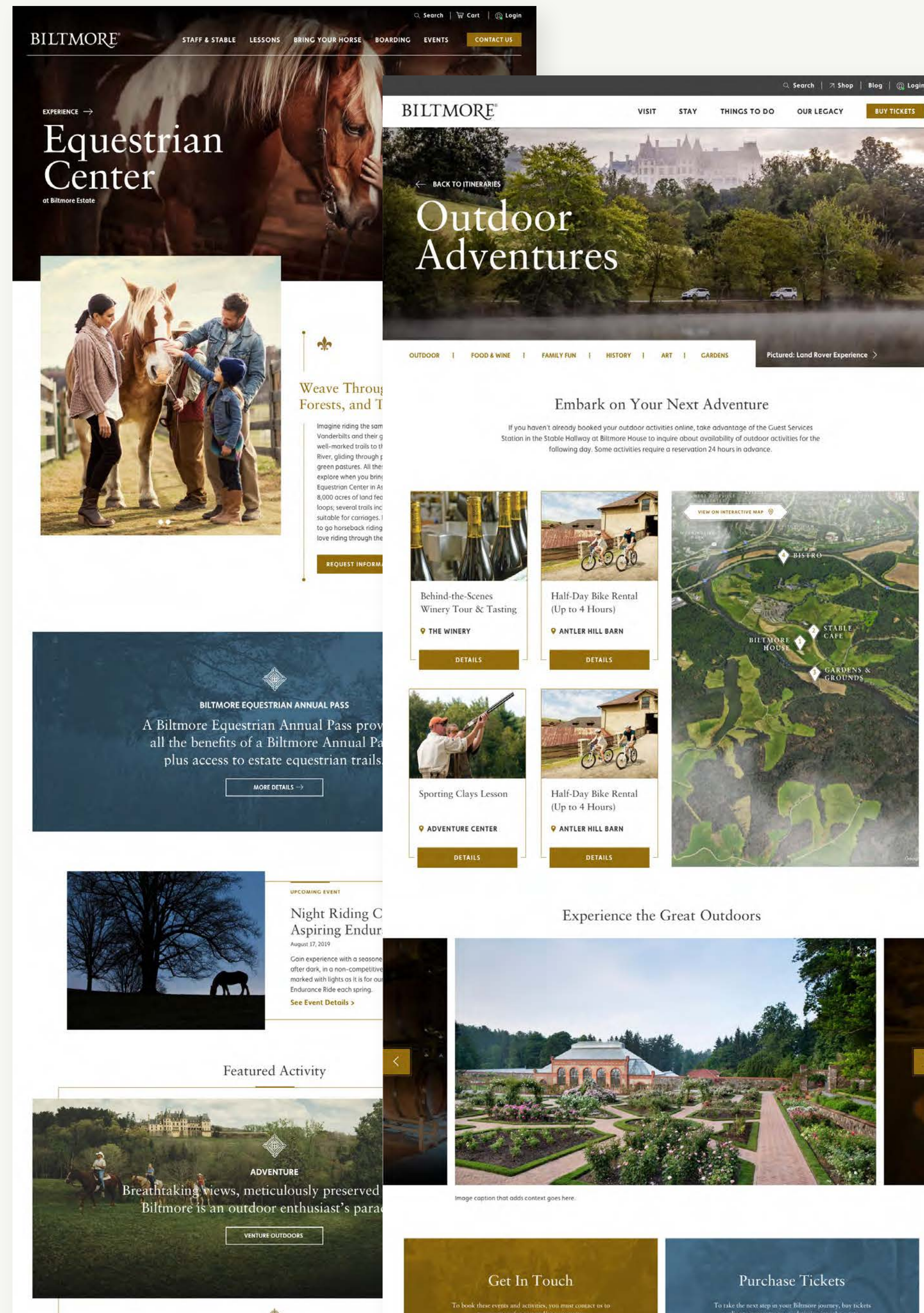
Content, features and functionality were antiquated, cumbersome and did not reflect the true brand experience. We worked to better showcase visitor experiences beyond touring the estate, and developed itineraries based on interests to encourage longer visits and overnights stays.

Digital Style Guide

We created a digital brand style guide to help ensure consistency for internal teams to continue to implement.

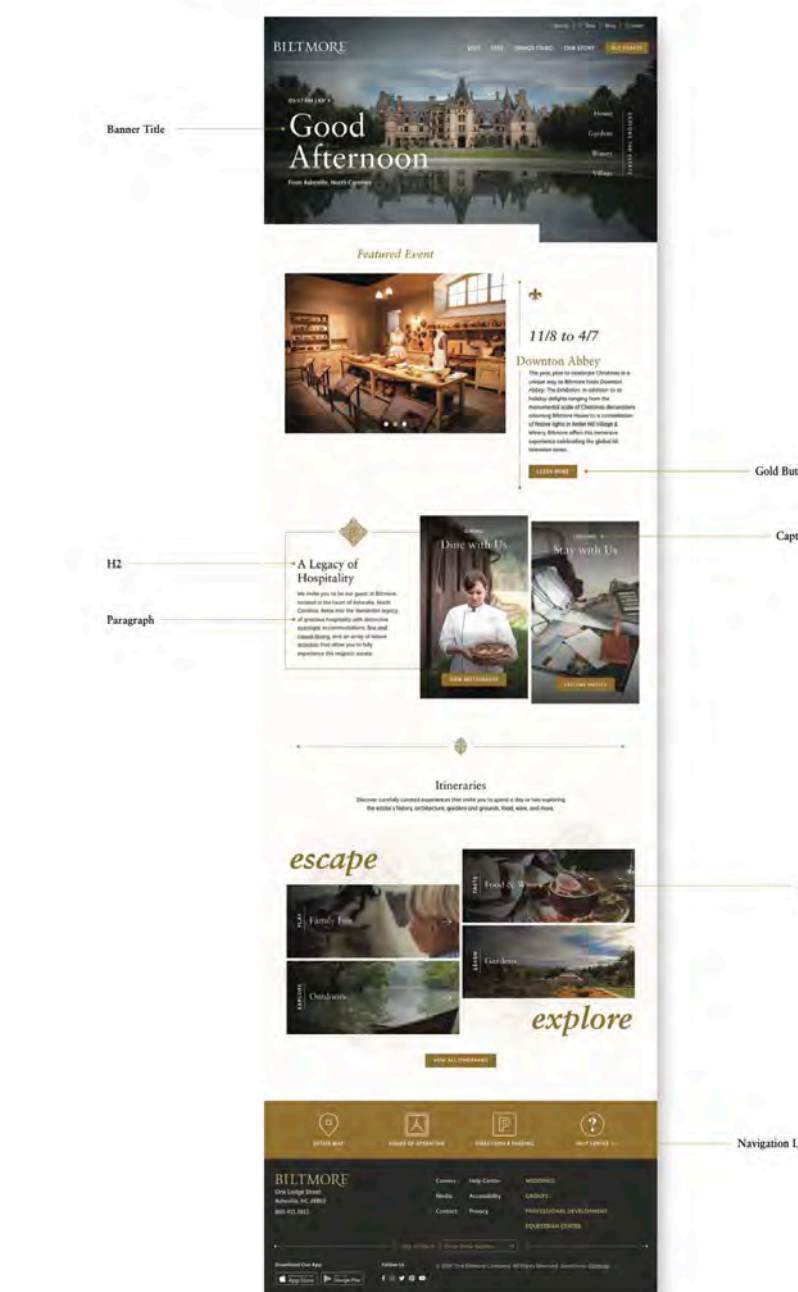
Team

Key team members: Matt Montgomery, User Experience Director; Stephan Zerambo, Technical Director; Seth Harris, Front End Developer; Tuyen Ho, Art Director; Brandon Rochelle, Executive Technical Director. Project by DesignSensory, Inc.



Digital Type & Module Styles

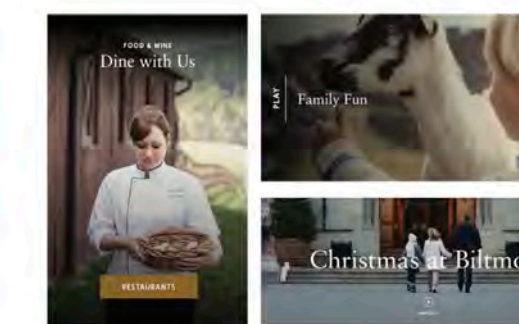
FOR DIGITAL SPECS: https://docs.google.com/document/d/1X2pSLF7J2x8PmoGevC_gVv40pggV4T6oX_wEYU/edit?usp=sharing



Color Palette

Biltmore Estate		
HEX: 01A2E2 CMYK: 36 52 100 18 RGB: 147 110 42	HEX: CAA11B CMYK: 0 17 94 27 RGB: 194 141 27	HEX: 000000 CMYK: 0 0 0 100 RGB: 0 0 0
Biltmore Shop Primary		
HEX: 01A2E2 CMYK: 36 52 100 18 RGB: 147 110 42	HEX: CAA11B CMYK: 0 17 94 27 RGB: 194 141 27	HEX: 000000 CMYK: 0 0 0 100 RGB: 0 0 0
Biltmore Shop Secondary		
HEX: 073444 CMYK: 95 69 51 48 RGB: 7 52 68	HEX: 035A79 CMYK: 96 64 33 14 RGB: 3 86 121	HEX: 000000 CMYK: 0 0 0 100 RGB: 0 0 0
HEX: 178959 CMYK: 85 23 82 8 RGB: 23 137 89	HEX: 2A5F49 CMYK: 82 40 74 32 RGB: 42 95 73	HEX: 000000 CMYK: 0 0 0 100 RGB: 0 0 0
HEX: 8D734C CMYK: 40 49 75 17 RGB: 141 114 76	HEX: 000000 CMYK: 0 0 0 100 RGB: 0 0 0	HEX: 000000 CMYK: 0 0 0 100 RGB: 0 0 0
HEX: 590C3C CMYK: 52 100 45 46 RGB: 89 12 60	HEX: 76384F CMYK: 47 100 41 28 RGB: 118 24 79	HEX: 000000 CMYK: 0 0 0 100 RGB: 0 0 0

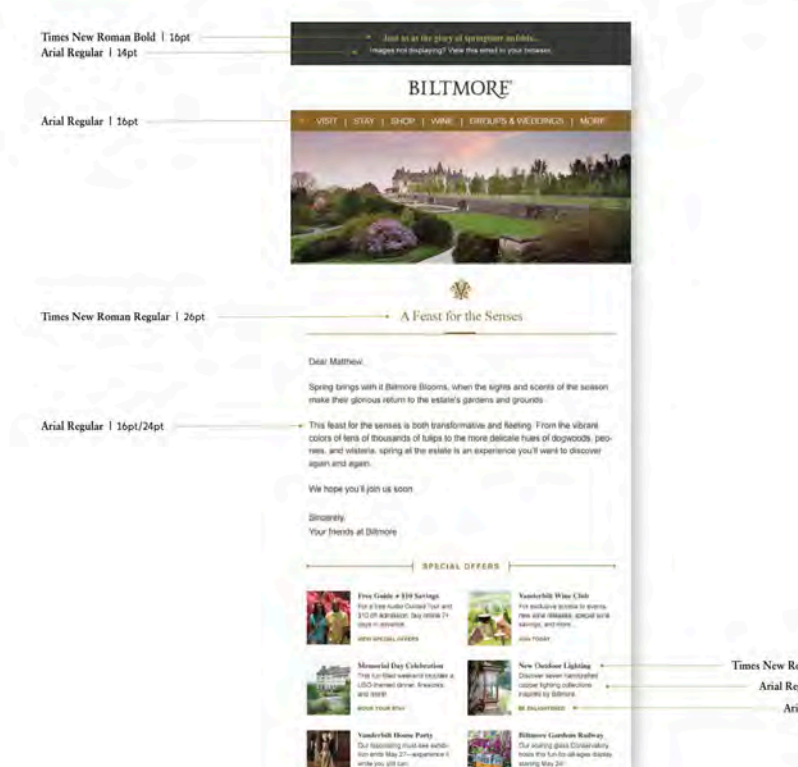
Photography



Gradient: Add a gradient overlay to images to aid in type legibility.

Application Sample

FOR MODULE SPECS: https://docs.google.com/document/d/1X2pSLF7J2x8PmoGevC_gVv40pggV4T6oX_wEYU/edit?usp=sharing



Icon Set



BILTMORE SHOP

WINE | GOURMET FOOD | CHRISTMAS | CLOTHING & JEWELRY | GIFTS

FREE SHIPPING WHEN YOU PURCHASE THREE OR MORE BOTTLES

Enjoy Free Shipping on orders of \$100 or more.

Search | Biltmore.com | Cart | Login

HOME | FURNITURE | SALE | NEW

North Carolina Wine Month

SHOP

Our Collections

Our Collections

Wine

Clothing & Jewelry

Gifts

Our Products

NEW ARRIVALS | FEATURED

Vanderbilt Wine Club

15% Off All Christmas Purchases

SPECIAL OFFER

SHOP NOW

Our Products

ESTD 1895

The Inn King Sheet Set
\$250.00

QUALITY + Blog

Biltmore Shop

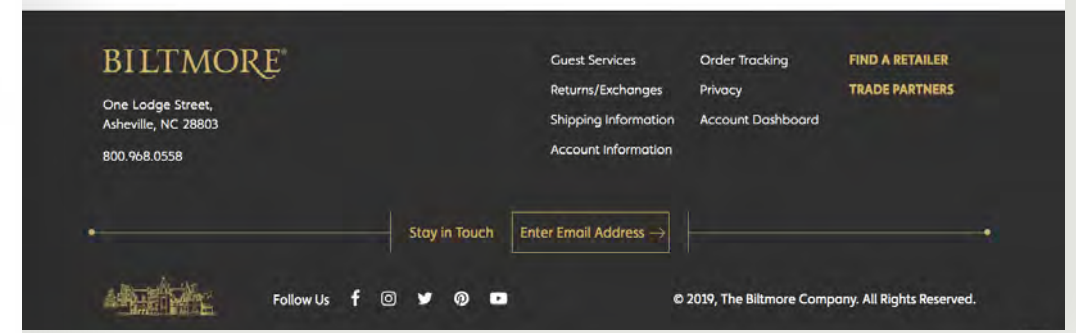
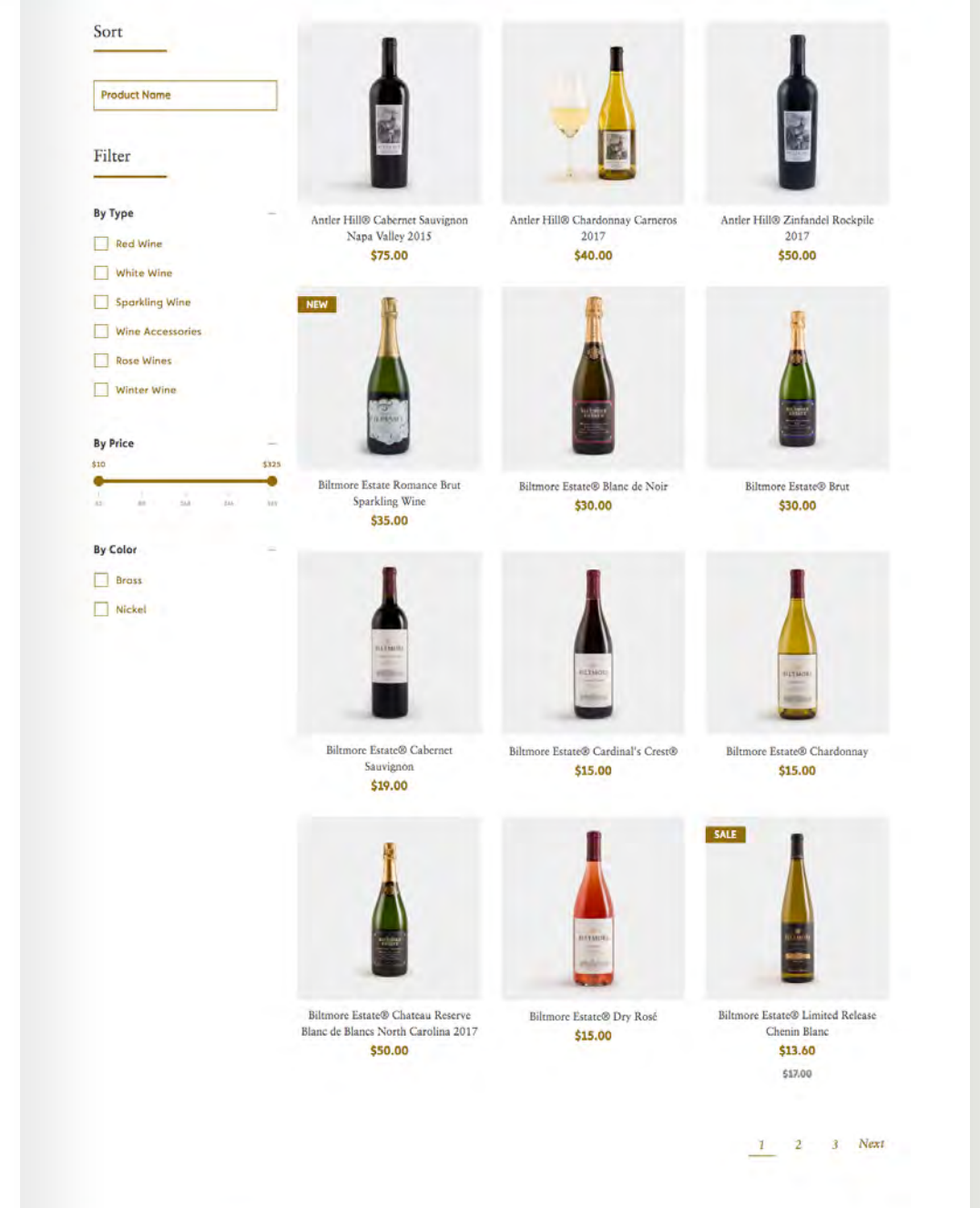
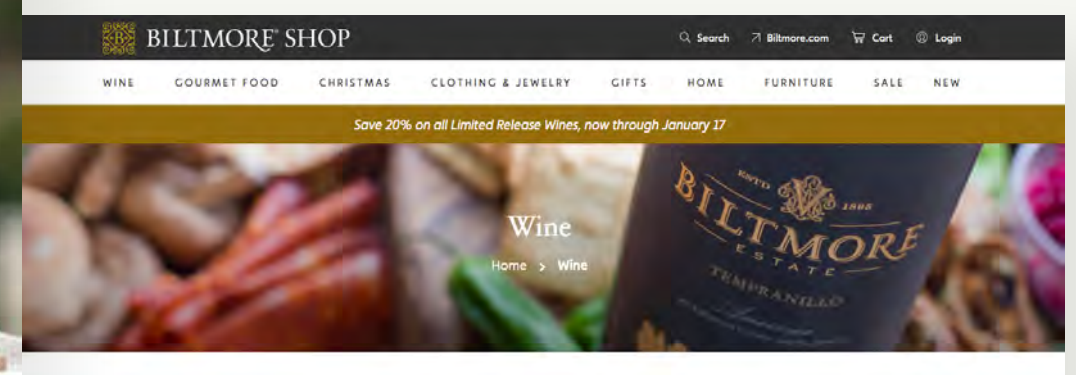
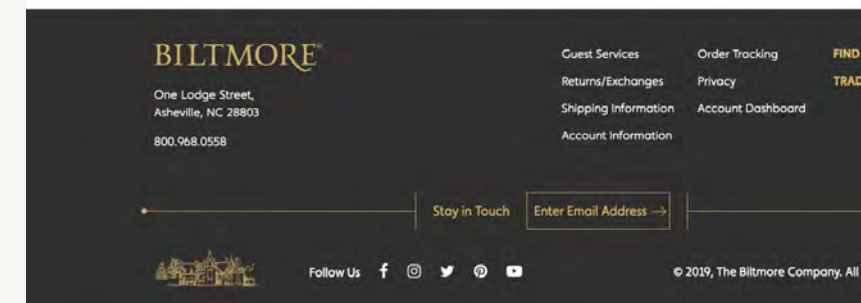
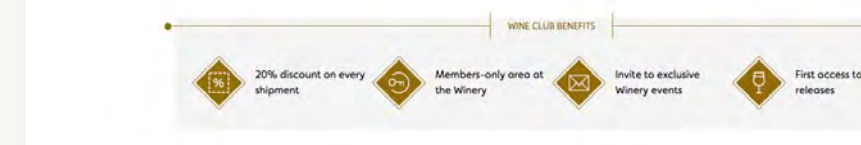
Objective

In addition to the redesign of Biltmore.com, Biltmore also needed a new e-commerce environment (biltmoreshop.com) to provide an omnichannel experience for guests.

Biltmore's online shopping, featuring 400+ products, lacked richly developed narrative descriptions in text and photography.

Solution

A complete overhaul in terms of visual execution and system upgrades to a Magento 2.0 platform yielded a 55% increase in YOY sales with new website launch.



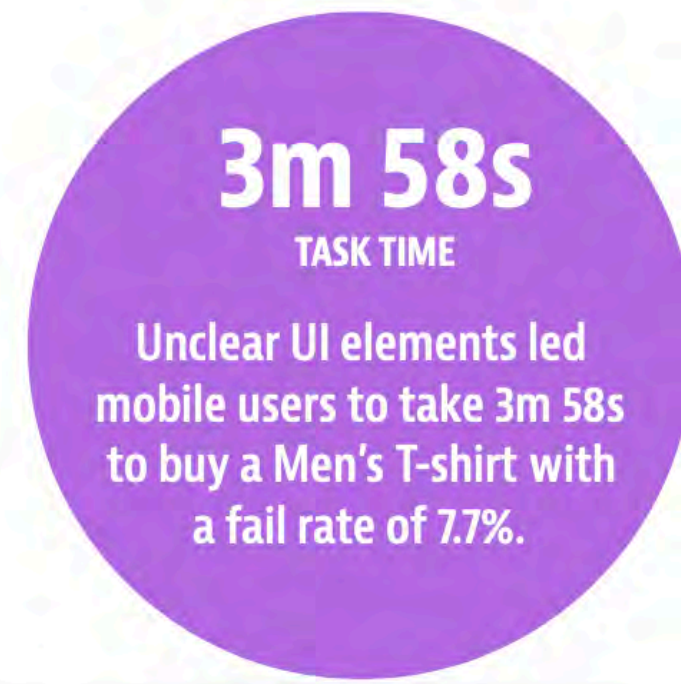
Biltmore Shop

Research

User testing in regards to quickest paths in order to reach checkout showed a users journey was oftentimes unclear and required too many clicks.

In order to restructure the navigation to provide clarity around product categories, we conducted a card sorting activity to help redefine the shopping categories and overall site navigation structure.

SHOPPING STRUGGLES

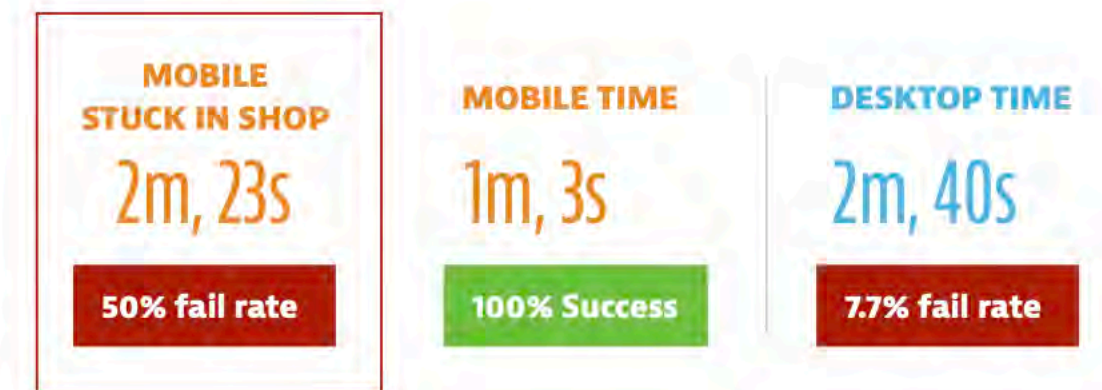
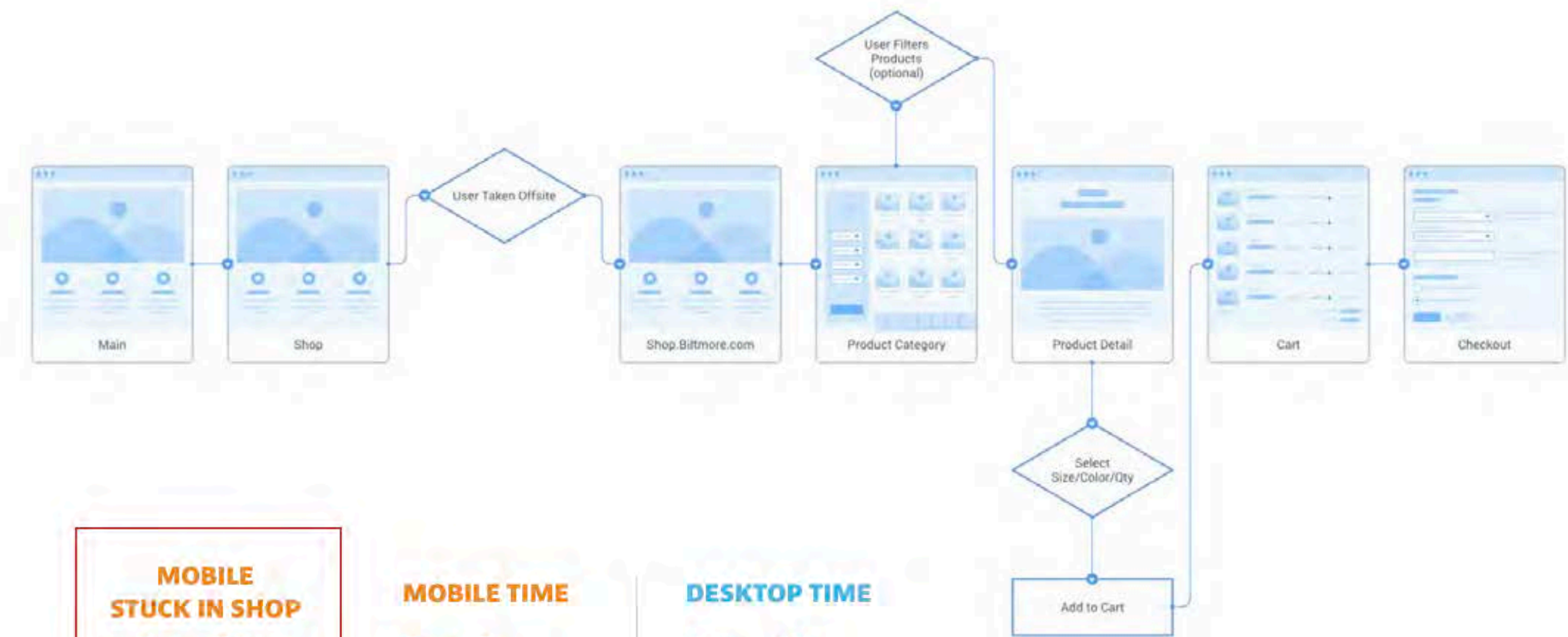


Discover how much Vanderbilt Wine Club members save when they buy 12 bottles of wine.

Discover if the Vanderbilt Wine Club ships wine to your state.

Shopping

User Flow - Buying a Retail Product

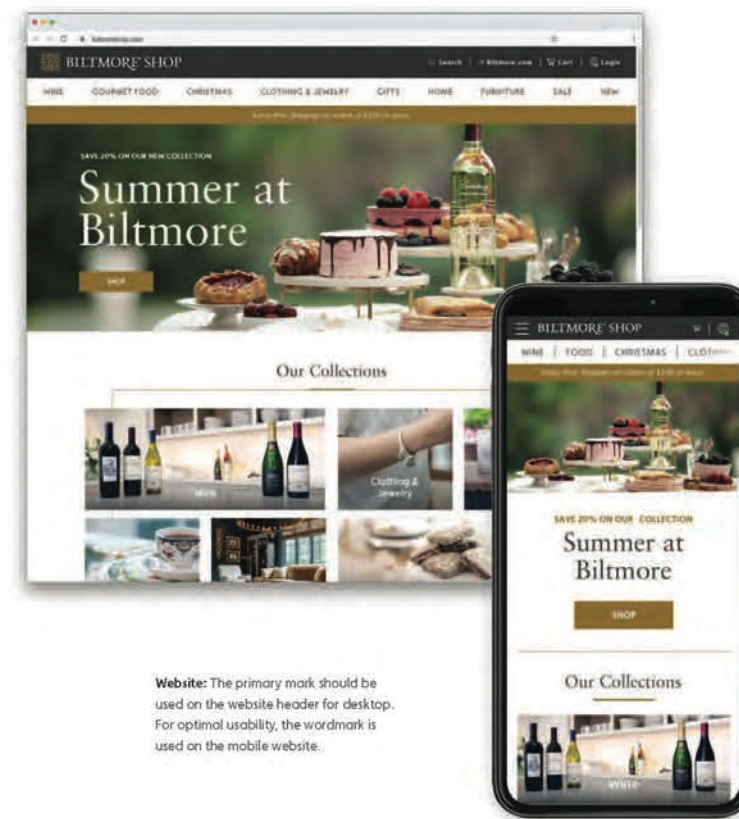


Biltmore Shop

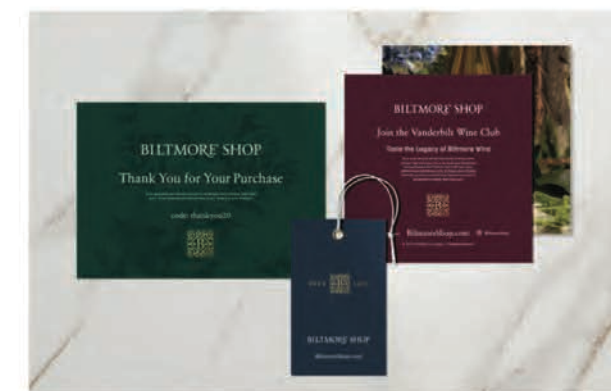
Branding

We created a new logo, brand system and guidelines for Biltmore Shop to outline all requirements for the new e-commerce experience, including brand messaging and tone, call to actions, product descriptions, photography and features throughout the site.

Applications



Website: The primary mark should be used on the website header for desktop. For optimal usability, the wordmark is used on the mobile website.



Print: The balance of images, typography and graphics should feel light and modern.

Copywriting for Biltmore Shop

General Grammar & Stylistic Guidelines

- Use serial comma.
- Do not abbreviate words.
- Use accent marks when necessary. For example, write "château, crème brûlée, entrée."
- When a guest comes to Biltmore, it is considered a Biltmore visit not a Biltmore trip or experience.
- When speaking about logos or styles, put the word Biltmore first. Biltmore® 1895 logo.

Word Choices

Be mindful of word choices. Choose descriptive words that are clear, concise, and meaningful to inform guests. When in doubt about a word, do not use it. For example, "wanderlust" is not brand appropriate. When possible, vary word choices, and do not repeat words within a paragraph. Do not overly describe a product or unnecessarily tie its description to Biltmore history. An elegant and straightforward focus on the product is all that is necessary.

Capitalization

When used in the description, the product's name should always be capitalized. Names of places within the house and on the grounds are capitalized, when used in conjunction with Biltmore. For example, write Biltmore Library and Biltmore's Garden and Grounds. Refer to the Biltmore Stewardship guide for more specific examples. However, Biltmore should always be capitalized; do not capitalize names of places when it is not tied to Biltmore. For example, write "Biltmore is the house where George lived."

Biltmore vs Biltmore House vs Biltmore Estate

Use "Biltmore," not "the Biltmore" or "Biltmore Estate." Biltmore House is acceptable when absolutely necessary and referring to the house in some way. Do not use Biltmore Estate unless it's part of the product name, as is the case for certain wine products and lodging names.

Vanderbilt Names

When referring to the man George Vanderbilt and his monogram, use George W. Vanderbilt. When referring to the family, use "Vanderbilt." When referring to the couple, use "George and Edith Vanderbilt."

Trademark

The correct trademark symbol should appear in both the product title and the first reference in the description and then dropped thereafter. Words and phrases that need trademark symbols include:

- America's Largest Home®
- Biltmore®
- Pils de Duex®
- Artier Hill®
- Biltmore Estate® (in reference to wine products)
- Vanderbilt Service®
- Biltmore House Exclusive Rosanna™

Exclusivity

Denote a product's exclusivity to Biltmore in the product description, never in the bulleted details and minimally in the intro sentence. See suggested phrases in the product-specific guidelines.

Product Disclaimers

Include necessary product disclaimers either in the bulleted details or at the end of product copy.

Measurements

When formulating measurements, use the following order: L x W x H, Z, dia, X H, 3 L x H.

URLs

When used in a sentence, URLs should not be capitalized and should not have http or www before it. For example, "Visit biltmoreshop.com for more information."

Product-Specific Guidelines

Wine

- Wine product descriptions should have a blended tone for the wine connoisseur and everyday user.
- Elevate word choices when writing wine product copy. For example, the word "fizz" is not brand appropriate.
- To denote exclusivity, use the phrases "handcrafted at Biltmore Estate Winery" or "handcrafted by Biltmore Estate Winery."
- Include the following in wine descriptions, when possible: Tasting notes, color, scent, food pairings, wine region, winemaker notes and practices, back-of-the-bottle label descriptions, and partner vineyard information.
- Capitalize names of wine, wine regions, and the type of grapes.

Wine bullets should include:

- Vintage
- Appellation
- Profile
- Cellar practices
- Alcohol
- Aging
- Awards

Gourmet Food

- List the ingredients in last paragraph of the description.
- Include uses and Biltmore wine pairings when possible.
- Biltmore exclusive gourmet food is "crafted especially for Biltmore."

Christmas

- Use the phrase "Christmas at Biltmore" rather than "Christmas at Biltmore" or "Biltmore Christmas."
- Include packaging details if it is a benefit to purchasing the product.
- To denote exclusivity, use the phrase "handcrafted especially for Biltmore."

Clothing & Jewelry

- Include materials and care instructions in the product copy in separate paragraphs if they are lengthy. More succinct versions can be included in the bulleted details.
- For clothing, do not include lengthy story details. Simply encourage guests to "take Biltmore home" or "add a touch of Biltmore to any wardrobe" or "give as gifts."
- For clothing (if care instructions and materials are longer, you can make them into separate paragraphs): Capitalize T-shirt.
- Clothing exclusive to Biltmore is "made especially for Biltmore."

Gifts & Home

- Use full names of artists.
- Italicize names of book titles, series titles, and artwork names.
- For artwork, use the phrase "Giclee print" where accurate.
- To denote an art piece's exclusivity to Biltmore, use "a high quality reproduction of a drawing created by Biltmore-commissioned artist."
- When appropriate, books are "created by Biltmore."
- For both art and body products, include fragrance notes in the bulleted details.

Silhouette Photography

Tone

The color and tone of Biltmore photography effectively conveys the timeless picturesque beauty of Biltmore, while feeling modern and fresh. In keeping with our brand personality, the colors and tone are cool and sophisticated. The shadows are soft.

Composition

All product branding should be clear in every photo. Relevant props and visual cues can be used in addition to the product, but should remain minimal in order to keep focus on the product. Props and styling should not obscure any branding information. Products can be photographed "in use" with neutral hands.

Details

Be mindful of the fine details of the products. Remove any environmental reflections from glass surfaces. While movement wrinkles and styled creases can make apparel look more authentic, try to minimize wrinkles set in the fabric. Lighting should provide a subtle shadow below the product to create dimension. The gray background (CMYK 5, 3, 3, 0 or RGB 236, 236, 237) must stay consistent from product to product.



Composition: (top) Product silhouette front shot and (bottom) product with light styling and props.



Styling: Apparel is flat and styled to look comfortable. Wrinkles have been minimized.



Hands: (right) Hands are used to show the product in use.

Lighting: (left) Reflections are natural and shadows are soft. The branding is clear and centered.

Lifestyle Photography

Tone

Lifestyle shots should feel natural and candid. When photos are too perfect, they can feel inaccessible. In order to capture Biltmore's hospitality and elegance, images should be styled with an element of realism and modernity.

Composition

As with silhouette shots, when paired with props, products should be the key focal point. The background should be secondary to the foreground, providing context without being too distracting.

Details

Be mindful of what mood and scene will quickly tell the story of the product. Do not add props that detract from the messaging.

Talent

When talent is used, he or she should be representative of Biltmore Shop's audience segments.



Styling: When products are shot in lifestyle photography, use props that provide a quick visual read of what the product is.

Composition: When styling products into a lifestyle shot, ensure that the product is the top focal point and the branding is unobscured.

Hands: A product that may be enhanced by showing the product in use with hands. Ensure that the hands feel natural and are not obscuring the product.

Biltmore Shop

Creative Direction and Photography

[Biltmore.com](https://www.biltmore.com) had a well curated digital asset manager for estate, property and guest experience photography. However, [biltoreshop.com](https://www.biltoreshop.com) needed new photo and video assets of all products. Our product photography matrix covered silhouette images, nutritional labels, products in use and lifestyle photography.

Organizing photos on set ensured all products photographed had SKU tagging embedded and naming convention guidelines to streamline CMS uploads for product pages.

Project by Designsensory, Inc.



Image 01 | Front
(File Name: SKU) All branding needs to be centered and straight.



Image 02 | Back
(File Name: SKU^Alt1) The product needs to be centered and straight.



Image 03 | Out of Package
(File Name: SKU^Alt2) Products need to be displayed using relevant props.



Image 04 | In Use
(File Name: SKU^Alt3) Products need to be shown in proper use.



Image 05 | Group
(File Name: SKU^Alt4) Make sure all branding is recognizable on all products.

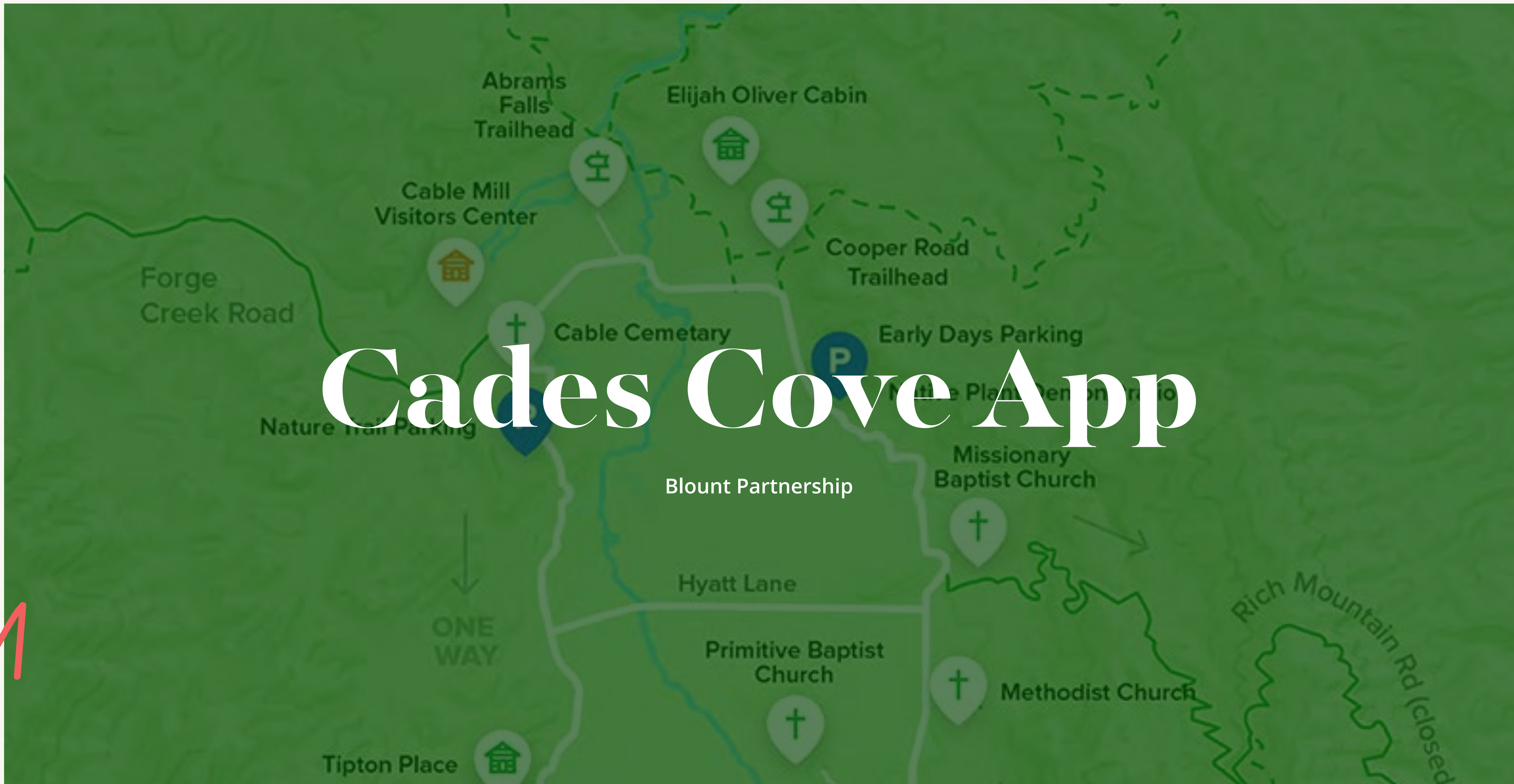


Image 06 | Lifestyle
(File Name: SKU^Alt5) Products need to be displayed using relevant props.



Cades Cove App

Blount Partnership



Cades Cove App

Objective

Create a content-driven, informational microsite and app to promote Cades Cove as a tourism driver in Blount County. Develop the app in a way that allows visitors to access the map when wi-fi is limited.

Solution

Create and build an app that acts as a Cades Cove personal tour guide and presents the history, nature, wildlife and trails through a customized interactive map with points of interest, quick facts and nature and wildlife information to enhance a visitor's experience in nature.



Your personal park guide.

The Cades Cove Guide puts the history, nature, wildlife and trails of the cove in the palm your hand. It provides a convenient, safe way to keep track of where you are in the Great Smoky Mountain National Park. Whether you're connected to Wi-Fi or exploring the scenic route, your personal park tour guide brings adventure up close.

FEATURES

- View points of interest as a list or in a map, both online or offline.
- Tap on a point of interest for photos, quick facts, descriptions and treasures.
- Share your experience in the 'Stories' section for others to enjoy.
- Filter points of interest by The Loop, Trails, Visitor Info and List View.
- View the full app navigation, including The Loop, Stories, Nature, Wildlife, History and Visitor Information.

Cades Cove
GUIDE

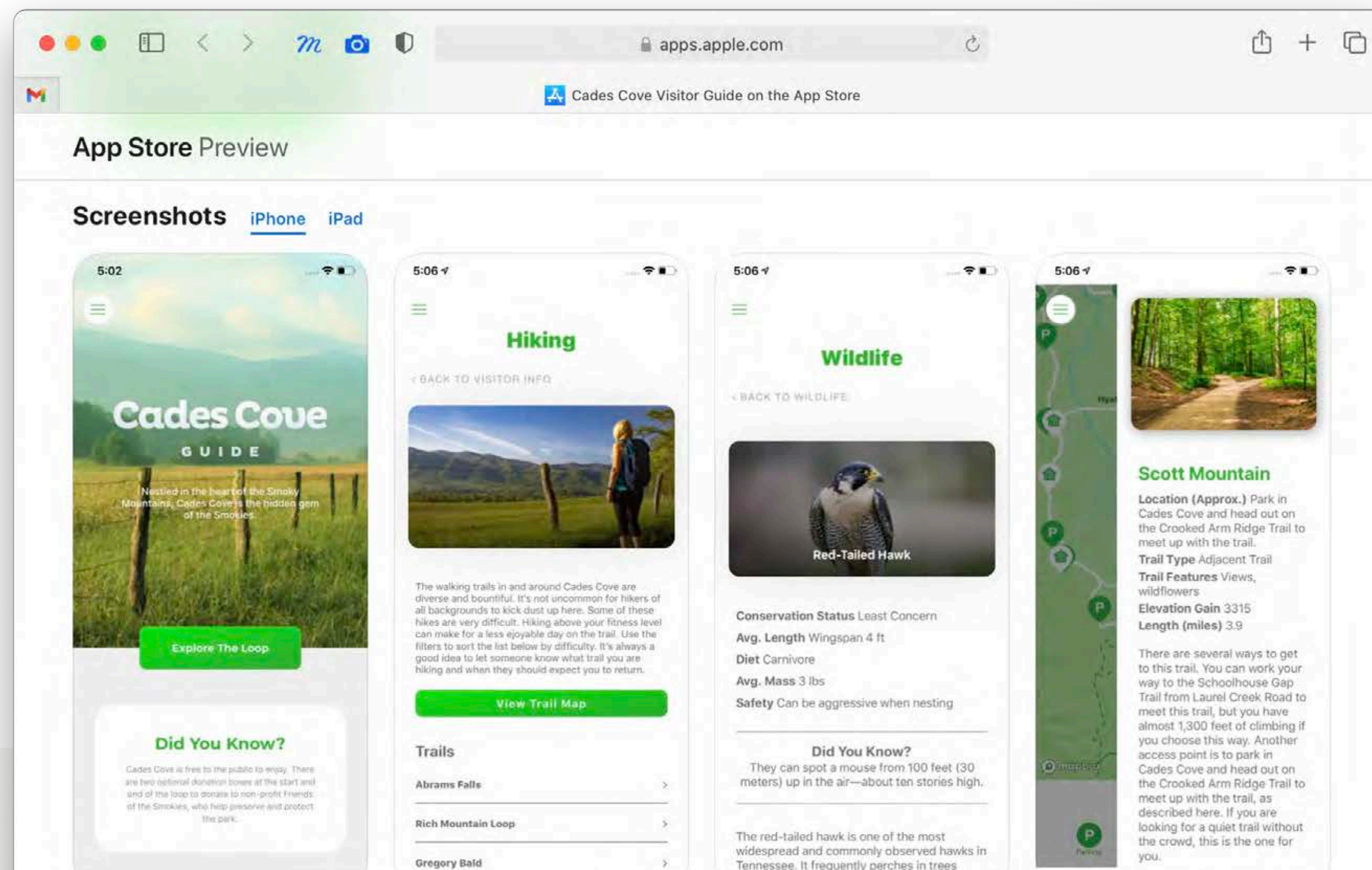
Cades Cove App

Wireframing

In order to pitch the idea to the client, we researched other apps in the market, outlined an overview of the feature set and provided a quick sketch to expedite the process and conceptually walk them through the benefits and structure for approval.

My Involvement

Long standing client relationship, involvement from the concept to the pitch document, strategic approach and plan to creative direction and oversight on implementation. Other key team members: Matt Montgomery, User Experience Director; Ben Maxey, Designer; Michael Pryfogle, Technical Director. Project by Designsensory, Inc.



Tennessee Fund

The University of Tennessee

Tennessee Fund

Challenge

Tennessee Fund is a longstanding client in which we design their annual printed membership guide sent to ticket holders each year to renew or upgrade their tickets for the University of Tennessee athletic events. Due to the increases in print production and mailing costs, they needed to update their website so information, especially during the unexpected year of COVID-19, was easy to change and direct members to for details.

Solution

A dynamic site design with season ticket information, membership tiers clearly defined and a new Fan Experience tool that allows a user to see available seating and parking options with pricing information prior to purchasing or upgrading their tickets.



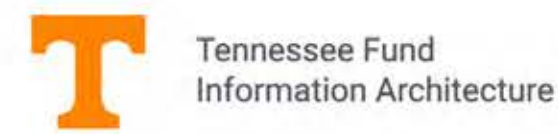
Tennessee Fund

Sitemap

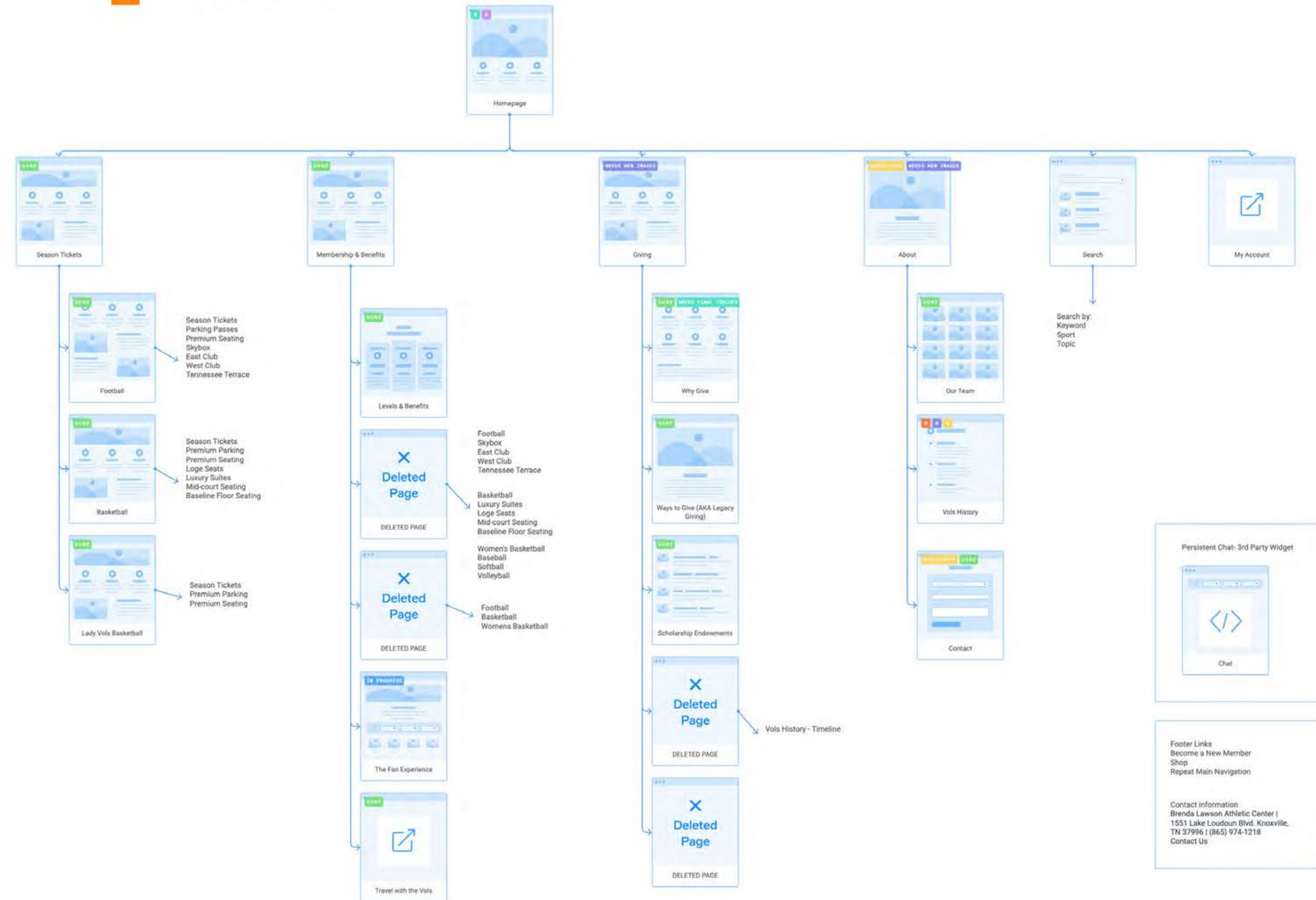
During the audit of the old site, we used FlowMapp to make site structure recommendations to better organize migrated content with new site pages and features.

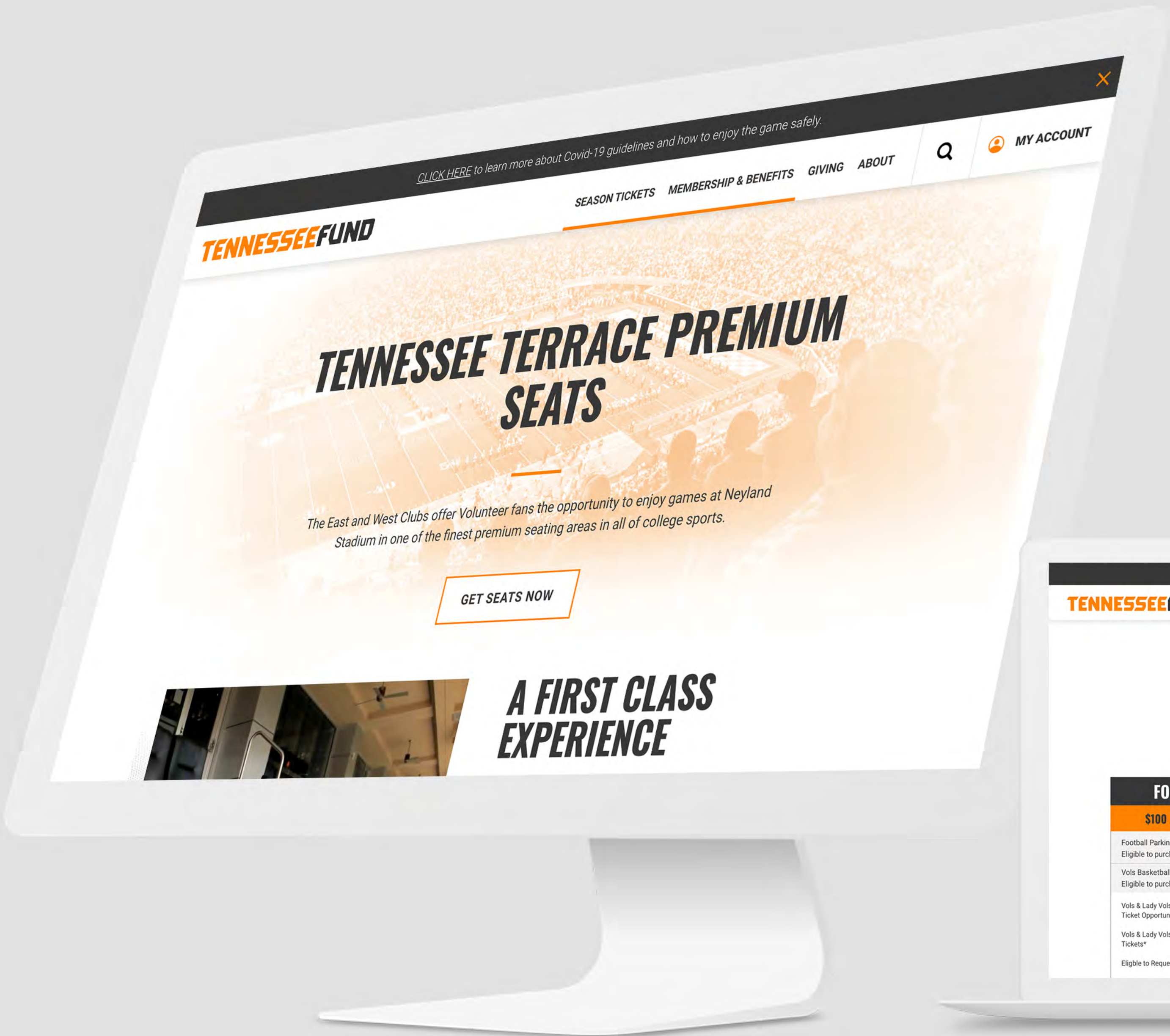
My Involvement

Creative direction on all account deliverables (print and digital).
Continuous involvement throughout the web design process during the information architecture and wireframing stages to the design and development, QA/QC and launch.



Sitemap





[CLICK HERE](#) to learn more about Covid-19 guidelines and how to enjoy the game safely.

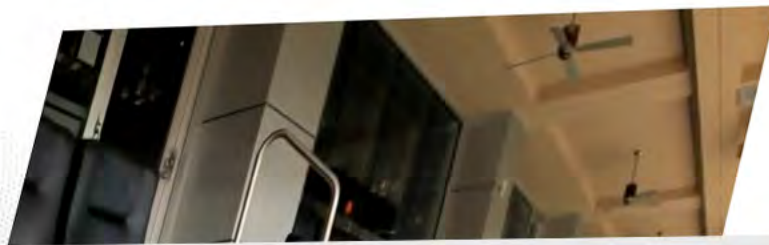
TENNESSEEFUND

SEASON TICKETS MEMBERSHIP & BENEFITS GIVING ABOUT MY ACCOUNT

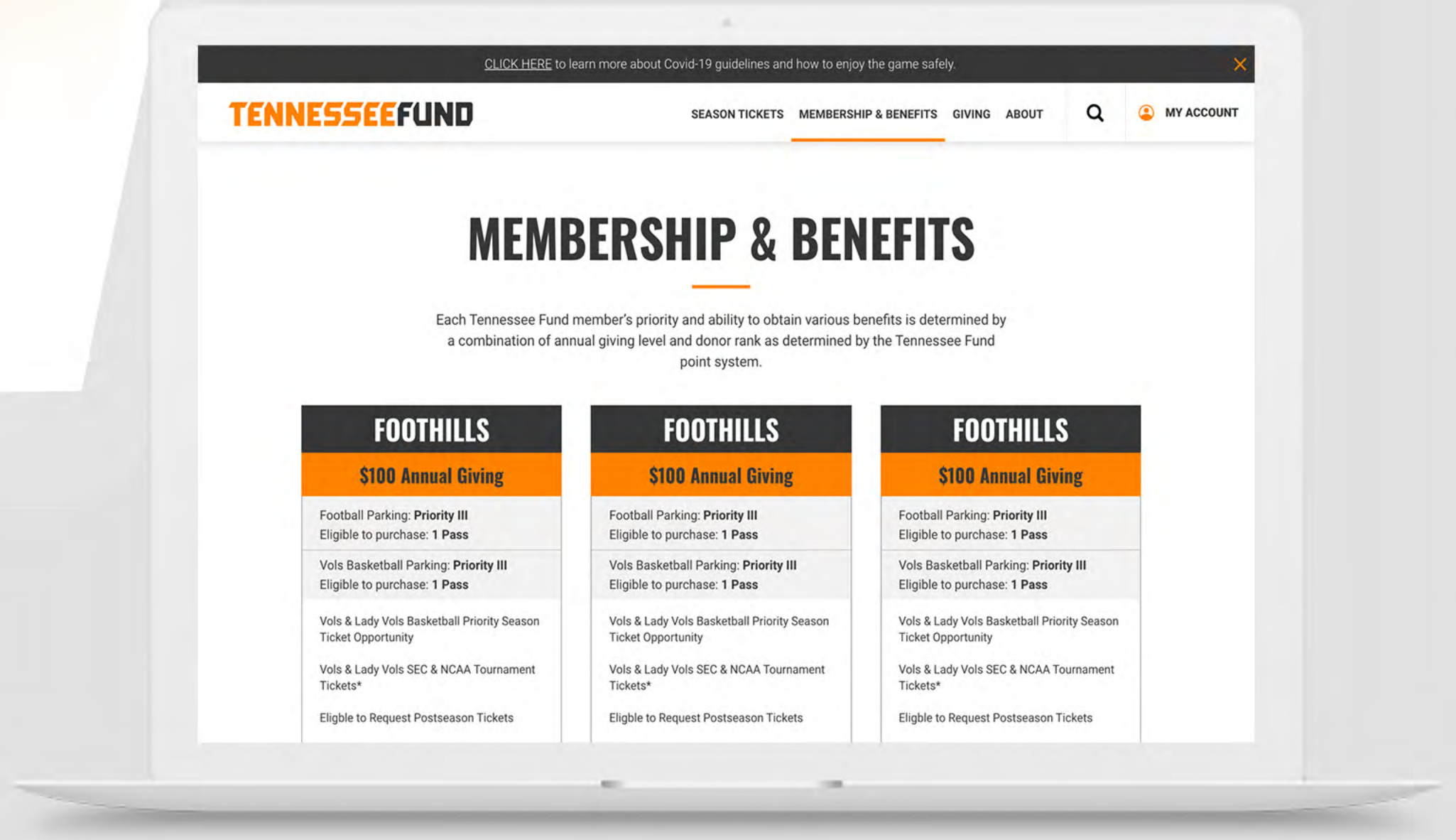
TENNESSEE TERRACE PREMIUM SEATS

The East and West Clubs offer Volunteer fans the opportunity to enjoy games at Neyland Stadium in one of the finest premium seating areas in all of college sports.

GET SEATS NOW



A FIRST CLASS EXPERIENCE



[CLICK HERE](#) to learn more about Covid-19 guidelines and how to enjoy the game safely.

TENNESSEEFUND

SEASON TICKETS MEMBERSHIP & BENEFITS GIVING ABOUT MY ACCOUNT

MEMBERSHIP & BENEFITS

Each Tennessee Fund member's priority and ability to obtain various benefits is determined by a combination of annual giving level and donor rank as determined by the Tennessee Fund point system.

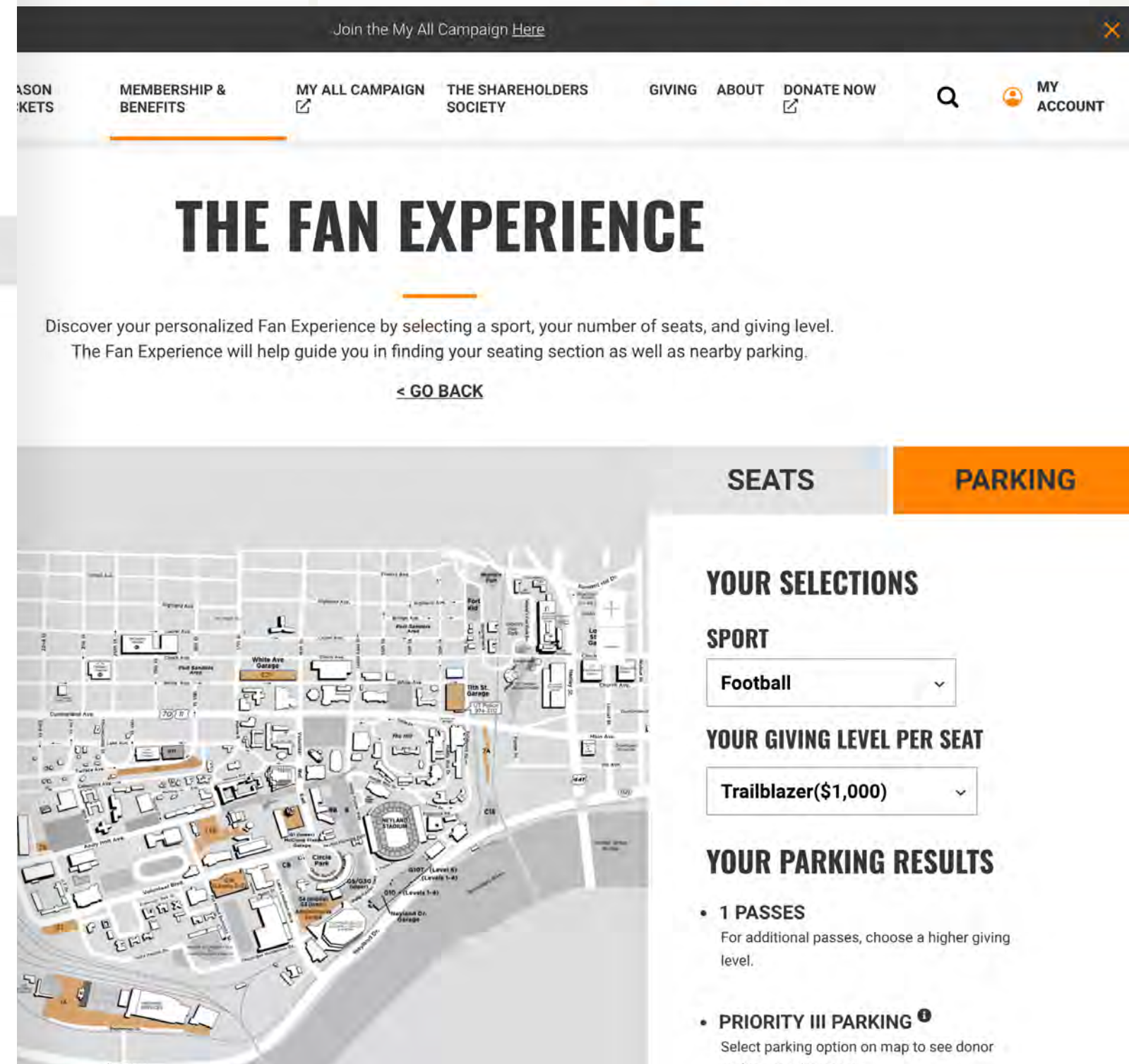
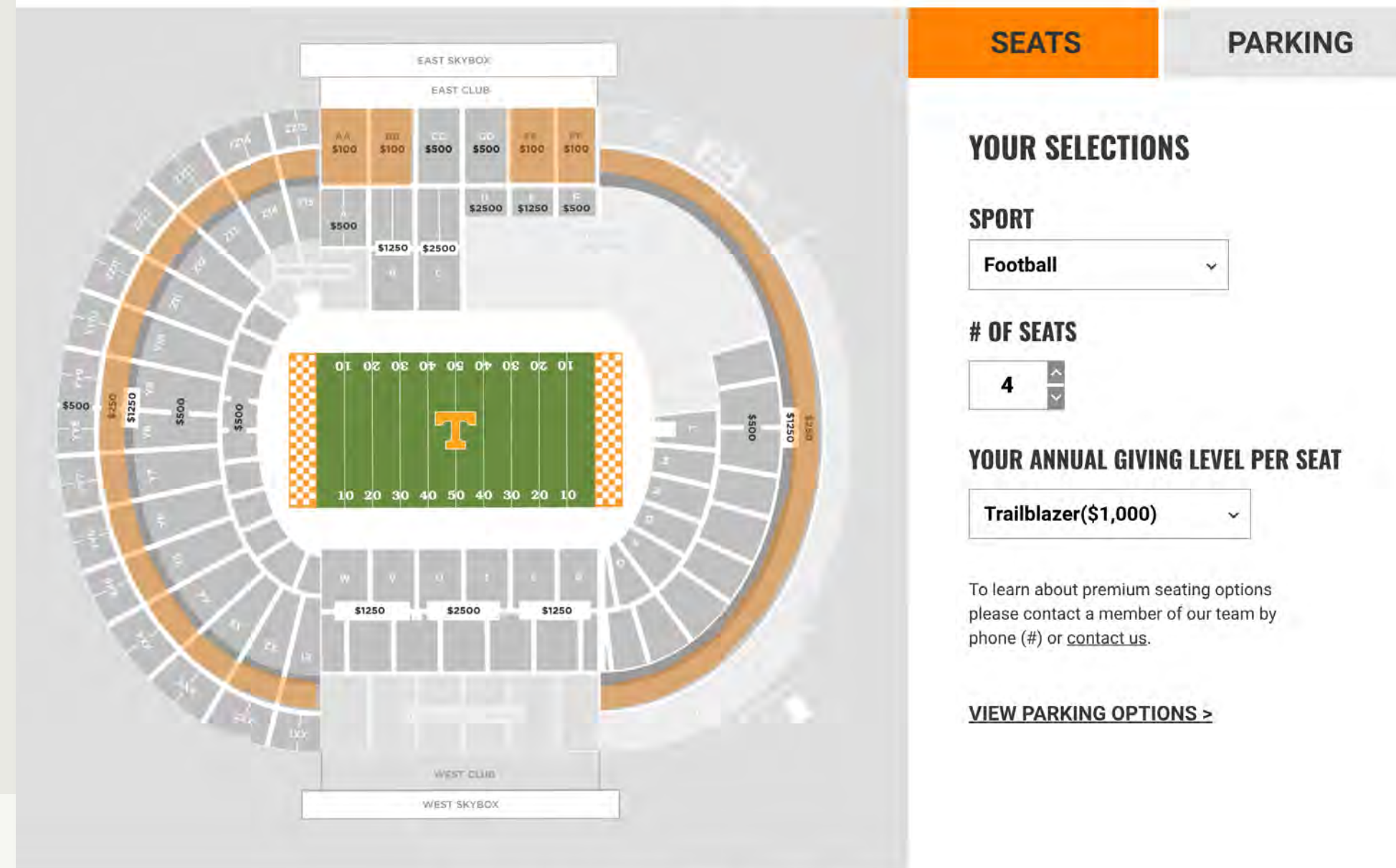
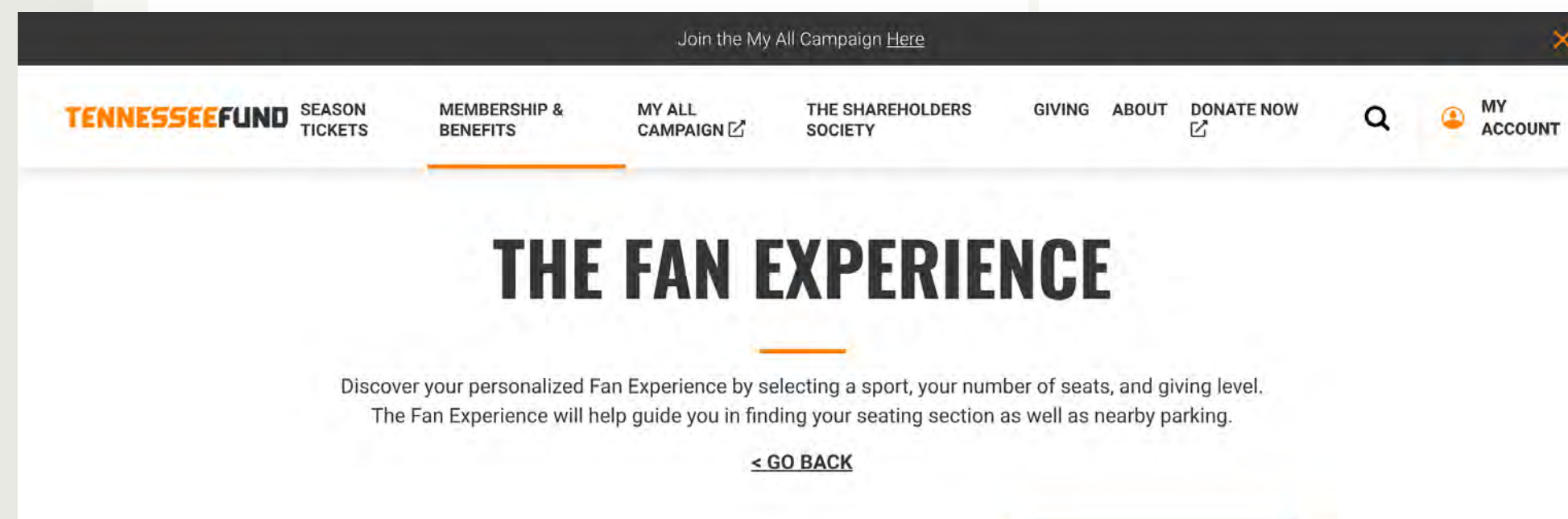
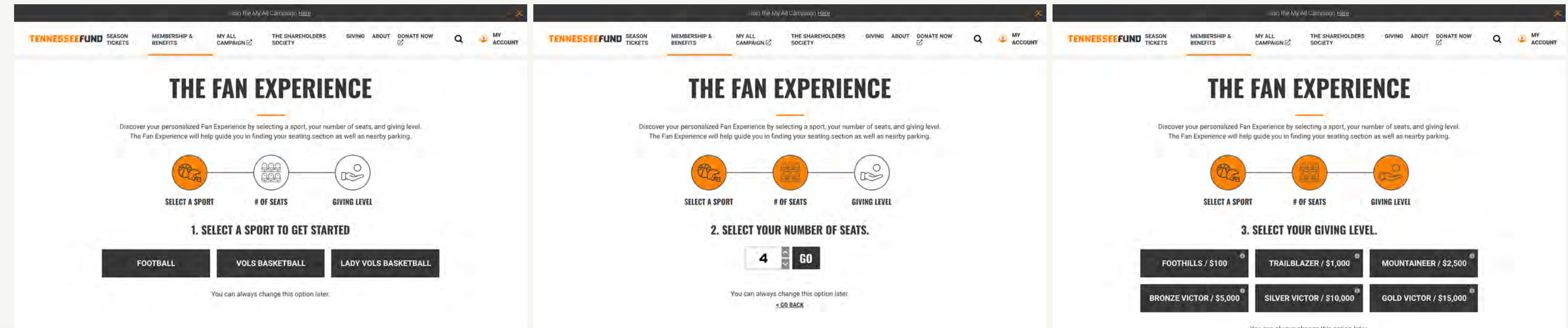
FOOTHILLS	FOOTHILLS	FOOTHILLS
\$100 Annual Giving	\$100 Annual Giving	\$100 Annual Giving
Football Parking: Priority III Eligible to purchase: 1 Pass	Football Parking: Priority III Eligible to purchase: 1 Pass	Football Parking: Priority III Eligible to purchase: 1 Pass
Vols Basketball Parking: Priority III Eligible to purchase: 1 Pass	Vols Basketball Parking: Priority III Eligible to purchase: 1 Pass	Vols Basketball Parking: Priority III Eligible to purchase: 1 Pass
Vols & Lady Vols Basketball Priority Season Ticket Opportunity	Vols & Lady Vols Basketball Priority Season Ticket Opportunity	Vols & Lady Vols Basketball Priority Season Ticket Opportunity
Vols & Lady Vols SEC & NCAA Tournament Tickets*	Vols & Lady Vols SEC & NCAA Tournament Tickets*	Vols & Lady Vols SEC & NCAA Tournament Tickets*
Eligible to Request Postseason Tickets	Eligible to Request Postseason Tickets	Eligible to Request Postseason Tickets

Tennessee Fund

The Fan Experience

This interactive tool serves as a sales consultation tool for Tennessee Fund staff members who can walk a member through the process of options available to upgrade their tickets.

This was a very manual process in the past and they had no way to provide a way for members to access this information on their own or upsell ticket packages to existing members.



RESERVE YOUR TICKETS

Tennessee Fund

Team

Key team members: Matt Montgomery, User Experience Director; Stephan Zerambo, Technical Director; Katie Marshall, Senior Designer. Project by Designsensory, Inc.

Join the My All Campaign List

TENNESSEEFUND SEASON TICKETS MEMBERSHIP & BENEFITS MY ALL CAMPAIGN THE SHAREHOLDERS SOCIETY GIVING ABOUT

MEMBERSHIP & BENEFITS

Each Tennessee Fund member's ability to obtain benefits is determined by a combination of annual giving level and donor rank as determined by the Tennessee Fund point system.

FOOTHILLS \$100 Annual Giving	TRAILBLAZER \$1000 Annual Giving	MOUNTEVEREST \$2500 Annual Giving
Football Parking: Priority III Eligible to purchase: 1 Pass	Football Parking: Priority III Eligible to purchase: 1 Pass	Football Parking: Priority I Eligible to purchase: 1 Pass
Basketball Parking: Priority III Eligible to purchase: 1 Pass	Basketball Parking: Priority III Eligible to purchase: 1 Pass	Basketball Parking: Priority I Eligible to purchase: 1 Pass
Vols & Lady Vols Basketball Priority (Renewable) Season Ticket Opportunity	Vols & Lady Vols Basketball Priority (Renewable) Season Ticket Opportunity	Vols & Lady Vols Basketball Priority (Renewable) Season Ticket Opportunity
Vols & Lady Vols SEC & NCAA Tournament Tickets	Vols & Lady Vols SEC & NCAA Tournament Tickets	Vols & Lady Vols SEC & NCAA Tournament Tickets
Eligible to Request Postseason Tickets	Eligible to Request Postseason Tickets	Eligible to Request Postseason Tickets
+ Football Away Game Ticket Opportunity	+ Football Away Game Ticket Opportunity	+ Football Away Game Ticket Opportunity
BECOME A MEMBER	BECOME A MEMBER	BECOME A MEMBER

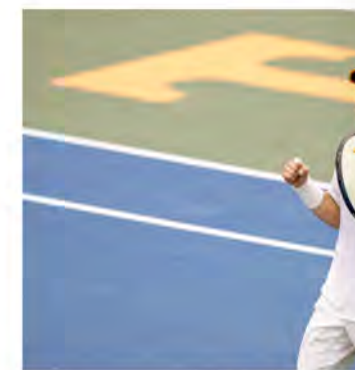
BRONZE VICTOR \$5000 Annual Giving	SILVER VICTOR \$10000 Annual Giving	GOLD VICTOR \$15000 Annual Giving
Football Parking: Priority II Eligible to purchase: 1 Pass	Football Parking: Priority I Eligible to purchase: 2 Passes	Football Parking: Priority I Eligible to purchase: 2 Passes
Basketball Parking: Priority II Eligible to purchase: 3 Passes	Basketball Parking: Priority I Eligible to purchase: 4 Passes	Basketball Parking: Priority I Eligible to purchase: 4 Passes
Vols & Lady Vols Basketball Priority (Renewable) Season Ticket Opportunity	Vols & Lady Vols Basketball Priority (Renewable) Season Ticket Opportunity	Vols & Lady Vols Basketball Priority (Renewable) Season Ticket Opportunity
Vols & Lady Vols SEC & NCAA Tournament Tickets	Vols & Lady Vols SEC & NCAA Tournament Tickets	Vols & Lady Vols SEC & NCAA Tournament Tickets
Eligible to Request Postseason Tickets	Eligible to Request Postseason Tickets	Eligible to Request Postseason Tickets
+ Football Away Game Ticket Opportunity	+ Football Away Game Ticket Opportunity	+ Football Away Game Ticket Opportunity
+ Invitation to VIP Events	+ Invitation to VIP Events	+ Invitation to VIP Events
BECOME A MEMBER	BECOME A MEMBER	BECOME A MEMBER

VIEW FULL COMPARISON

EXPERIENCE GAMEDAY

The Fan Experience tool will help you choose your seating section and parking in just three easy steps. Get started now!

THE FAN EXPERIENCE



CLICK HERE to learn more about Covid-19 guidelines and how to enjoy the game safely.

TENNESSEEFUND SEASON TICKETS MEMBERSHIP & BENEFITS GIVING ABOUT MY ACCOUNT

EXPERIENCE THE ACTION

FOOTBALL BASKETBALL LADY VOLS

MAKE AN IMPACT TODAY

To compete nationally, the University of Tennessee must ensure that the top in-state recruits are choosing to play for the Volunteers. The education and life lessons our student-athletes receive are priceless. Consider increasing your gift or referring a friend to the Tennessee Fund.

WAYS TO GIVE

EXPERIENCE GAMEDAY

The Fan Experience tool will help you choose your seating section and parking in just three easy steps. Get started now!

THE FAN EXPERIENCE



PREMIUM SEATING TENNESSEE TERRACE

LEARN MORE

PREV NEXT

CLICK HERE to learn more about Covid-19 guidelines and how to enjoy the game safely.

TENNESSEEFUND SEASON TICKETS MEMBERSHIP & BENEFITS GIVING ABOUT MY ACCOUNT

FOOTBALL



QUICK LINKS

- CHOOSE YOUR SEATS >
- FIND PARKING >
- TICKET FAQs >
- COVID GUIDELINES >
- BECOME A MEMBER >
- PREMIUM PARKING >

CONTACT US

Contact us toll free at: (865) 974-1218

CONTACT US

SEASON TICKETS

A majority of football season tickets in Neyland Stadium require an annual contribution to the Tennessee Fund. The below map displays the per seat donation for each section in Neyland Stadium.

The listed annual donation levels are to provide new Tennessee Fund members with an idea of the approximate amount required to sit in a specific section, based upon the current football season. All amounts are listed as a donation per seat and allow the donor to renew the same seats each year if the contribution is made annually. Seating locations are subject to change as needed due to future renovations of Neyland Stadium. In addition, the cost of season tickets may vary on an annual basis.

FIND PARKING

View parking maps, priority parking information, parking pass timelines, and more. Select a sport below to get started.

FIND FOOTBALL PARKING



FOOTBALL PREMIUM SEATING



NEYLAND SKYBOX



MID-COURT SEATING



Explore Georgia

Visitor Information Centers Disability, Inclusion and Equity Report

Explore Georgia

Objective

Explore Georgia wanted a disability, inclusion and accessibility audit and report of all Visitor Information Centers (VICs) across the state.

Our goal was to benchmark the current status of each VIC and create an action plan to better incorporate ways for disabled travelers to access memorable information and experiences during their travel to Georgia. Our plan looked at communication opportunities, programming and procedures, and facility updates.

Solution


A 78-page overview report and a detailed supplementary document outlining key steps for each individual VIC.

The Opportunity

Each VIC is at a different stage of inclusion and accessibility.

The opportunity is to make an **operational action plan** for greater disability inclusion at individual VICs and for the overall program.

Accessible Tourism is a game changer.


In the US from 2018-2019, 27 million disabled travelers took a total of 81 million trips and spent \$58.7 billion on just their own travel.

**EXPLORE
GEORGIA.**

Explore Georgia

My Involvement

Josh Loebner was the lead director and facilitator on the project. I worked closely with Josh to form communication strategies and research best practices to provide recommendations to Explore Georgia in regards to better welcoming disabled travelers through communication tactics. Additionally, I translated all of our research and findings into the final reports.

Team

Key team members: Josh Loebner, Director of Strategy, co-host of Explorable Podcast and Designsensory's lead on disability-inclusive strategies for clients; Mary Blair, Account Director.

Strategies, Goals and Tactics

The aim is to **welcome ALL** Georgia visitors and VIC staff and **create** a deeper **inclusive culture** for Explore Georgia. First, we must establish a starting point and roadmap to **enhance disability inclusion and accessibility** enhancements to VIC facilities, programs and services.

Goal 1

Welcome Through Communication

Create a welcoming environment before, during and after visits to VICs through communication that better serves travelers with disabilities, their families and friends.

Goal 2

Establish Programs and Procedures

Establish programs and procedures that continue to build momentum for welcoming travelers with disabilities, their families and friends.

Goal 3

Strategically Update Facilities

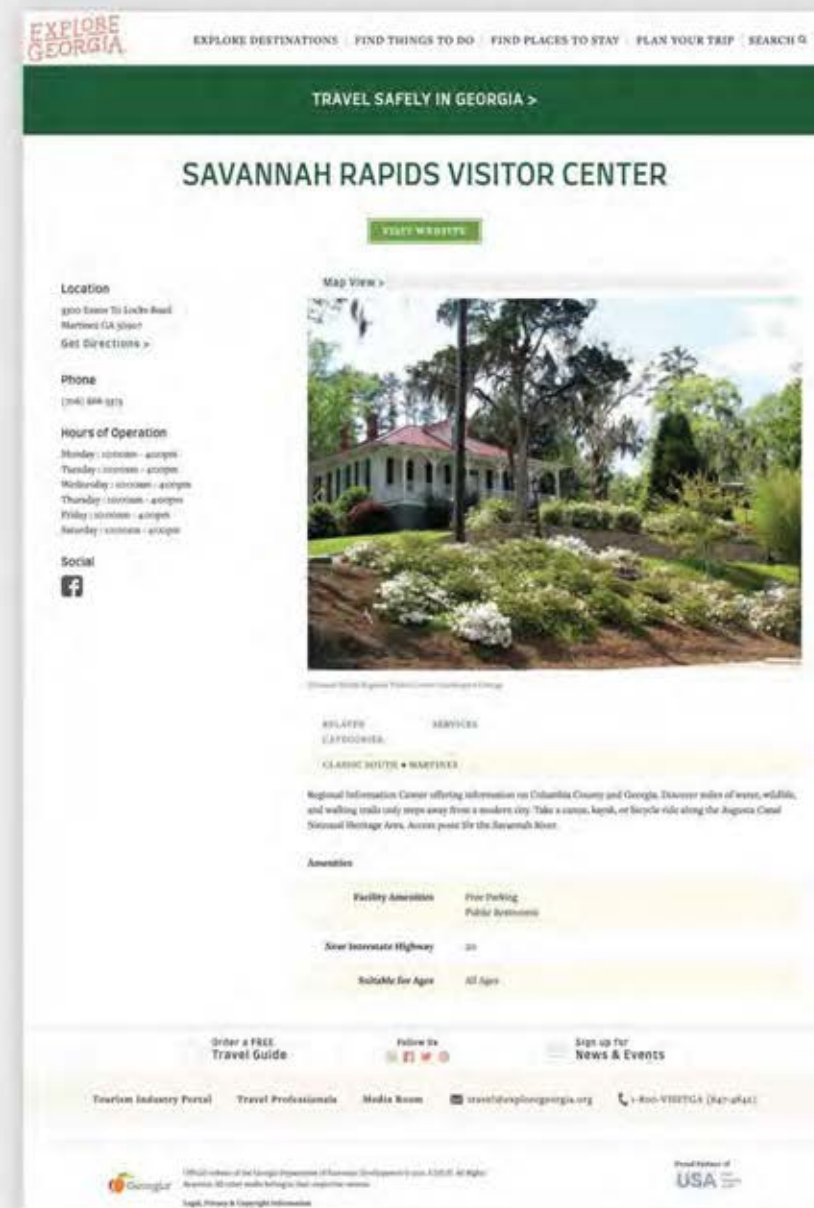
Strategically upgrade existing VIC facilities to be more inclusive and accessible for people with disabilities.

EXPLORE
GEORGIA.

Goal 1: Welcome Through Communications

Update ExploreGeorgia.org With VIC Accessibility Details

- Pet relief station accessibility
- Entry door information (automatic, push, pull, handle type)
- Number of accessible parking spaces for RVs and cars
- Service animals welcome
- Details on accessible bathrooms, including children's toilets
- Picnic area accessibility
- Details on ramps and stairs
- Tactile and sensory elements that can be touched (post-COVID)
- Accessible YouTube links of any videos being shown at each VIC

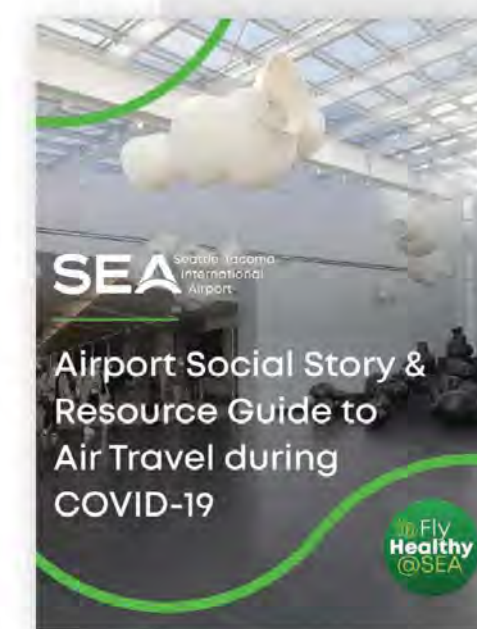
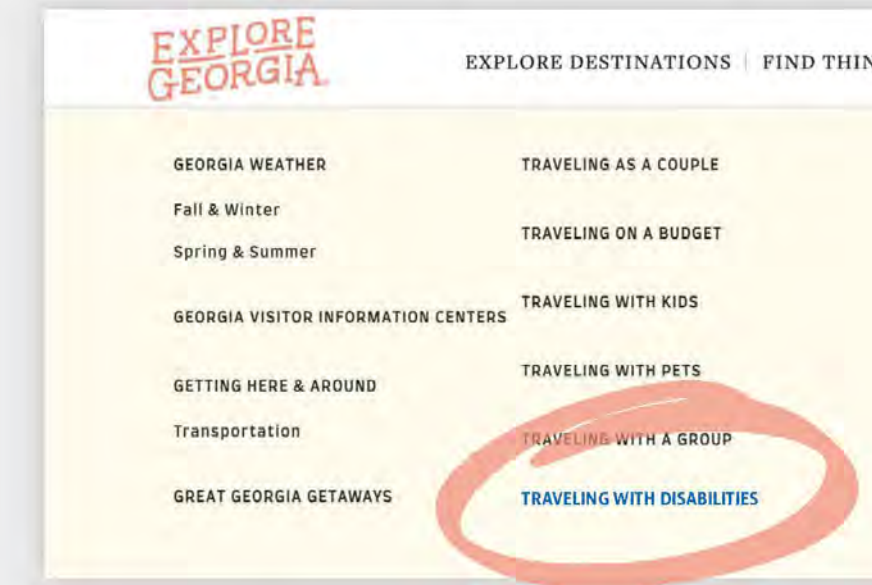


Goal 1: Welcome Through Communications

Update ExploreGeorgia.org With Visitor Experience Info

- Create a social narrative on the VICs information page that guides neurodiverse and autistic travelers through the VIC experience.
 - Social narratives, also known as social stories, present a walk-through of a destination experience for neurodiverse travelers using plain language and large images to inform and prepare for what to expect.
- Add a Traveling With Disabilities landing page to your Plan Your Trip section of website.

Link: [Seattle-Tacoma International Airport Social Story](#)



Goal 1: Welcome Through Communications

Enhance Explore Georgia Social Media Content

- Accessible posts dedicated to VIC accessibility and disability inclusion
 - Include disabled influencers
 - Use disabled traveler-generated content
 - Add accessibility tips and details

Link: [Curb Free with Cory Lee](#)



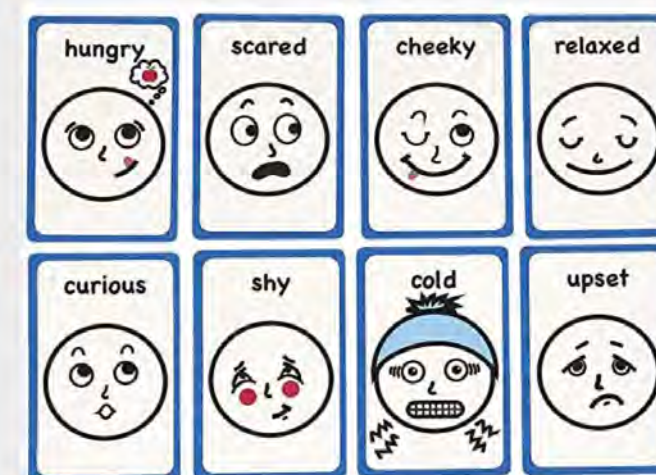
Goal 2: Establish Programs and Procedures

Welcome Neurodiverse Guests via Sensory Program

- Provide Explore Georgia branded sensory items and/or bags to neurodiverse, autistic and other travelers who request them for the long road trips.

Collaborate to Develop Audio Information for Blind and Low Vision Travelers to Easily Navigate VICs

- Provide Explore Georgia branded sensory items and/or bags to neurodiverse, autistic and other travelers that request them for the



Goal 2: Establish Programs and Procedures

Provide VIC Staff With Alternate Communication Materials

- Laminated "I need/I feel" cards easily shared with disabled travelers and families
- Dry erase board to allow for alternate communication

Develop a Plan for Including People With Disabilities Among VIC Staff

- Establish volunteer connections with the local community
- Consider avenues to hire staff with

Goal 3: Strategically Upgrade Facilities

Exterior Facility Recommendations

- Develop temporary and eventually permanent signage updates
- Develop consistency among accessible parking
- Ensure sidewalk accessibility is consistent
- Update entry door accessibility where possible
- Develop consistency among pet relief station accessibility where possible
- Update picnic area accessibility where possible



KultureCity. AutismTravel



So Everyone Can Enjoy the Aquarium

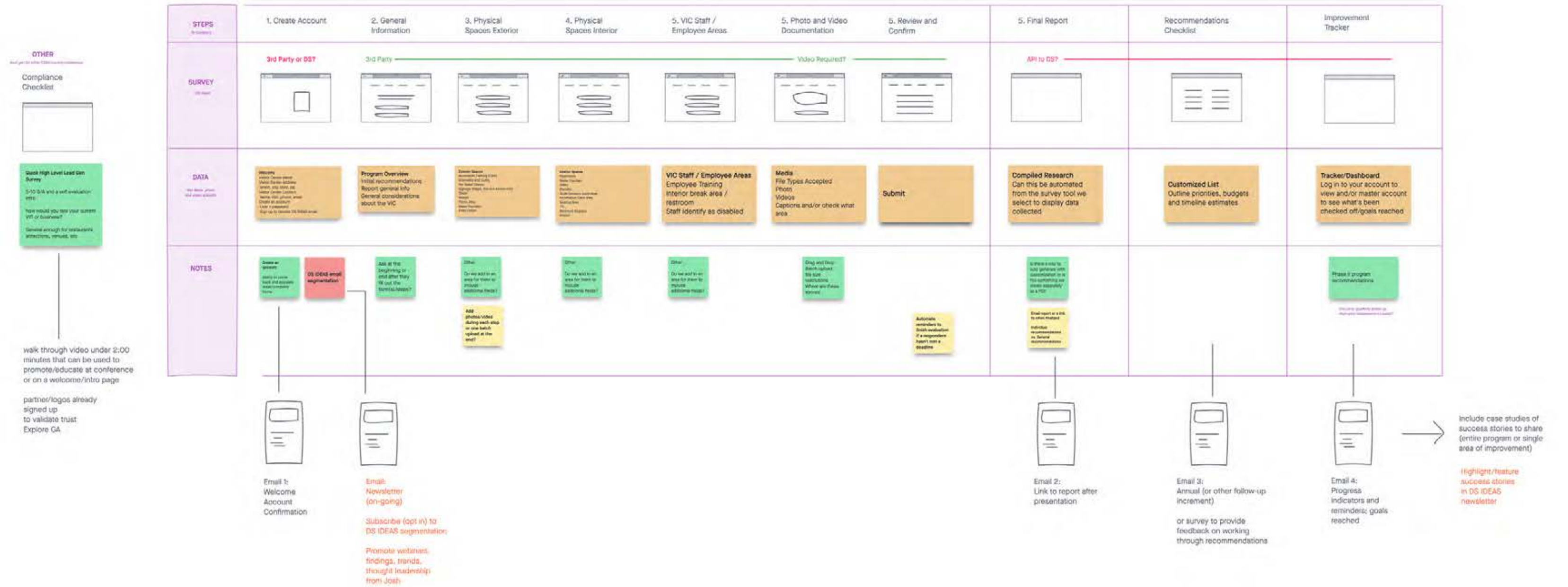


Explore Georgia

Product Development

Based on the success of the initial report and opportunity to engage other state or local visitor centers, Designsensory has started the process of evaluating the feasibility of an online platform that could serve as a compliance checklist, store audit information (photos and videos) of physical locations and provide the final report and recommendations in a digital format with the ability to track multi-year progress on improvements.

Project by Designsensory, Inc.



College for TN

State of Tennessee

College for TN

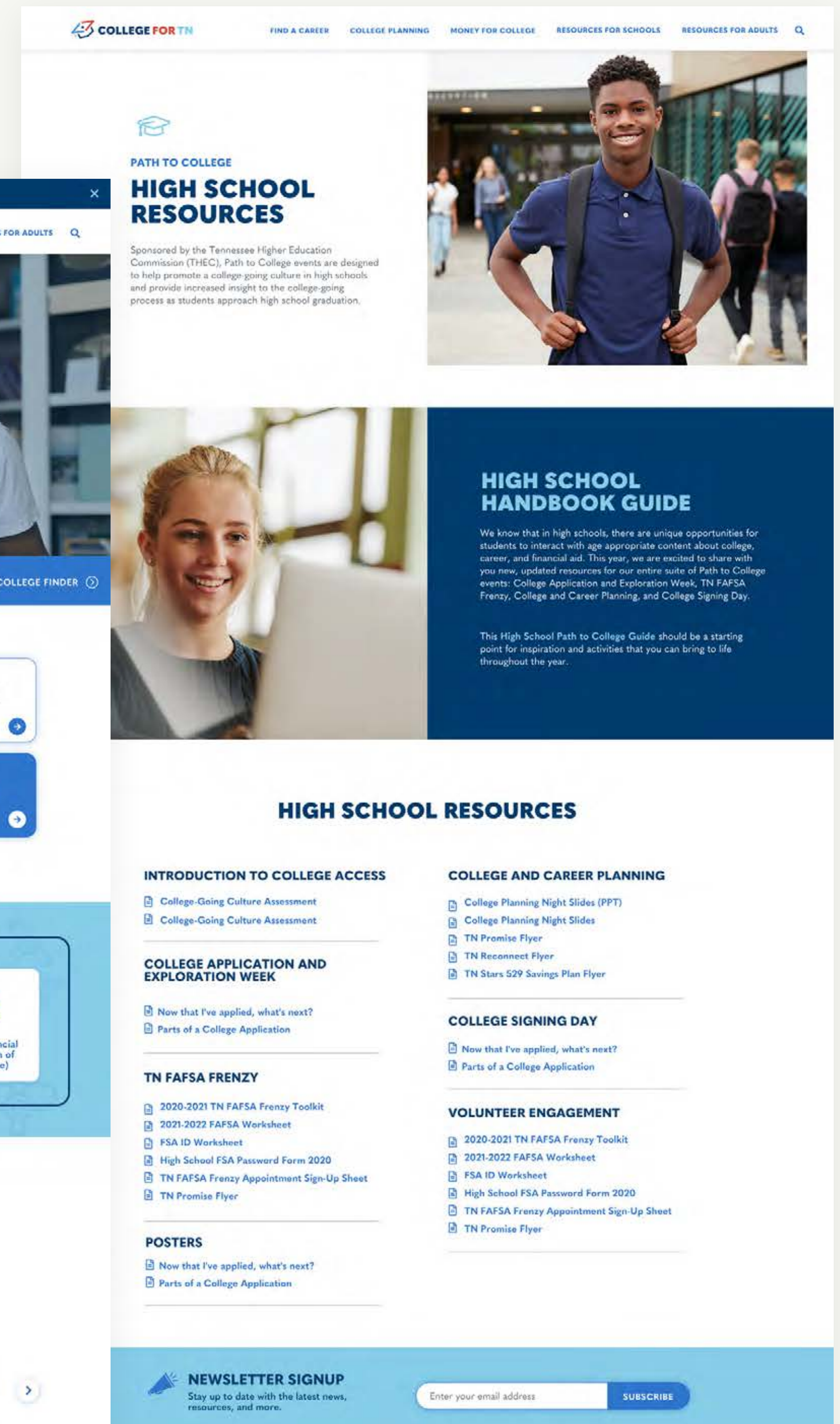
Objective

College for TN needed a new content management system that was easy to update after being limited by a proprietary solution that was difficult for their internal team to manage.

During the site migration process, they also wanted to better connect middle and high school students to career paths, colleges and scholarship opportunities.

Solution

Through a streamlined site structure and enhanced assessment tools, we combined information and evaluation methods to give students a personalized outlook for their future.



College for TN

Wireframes

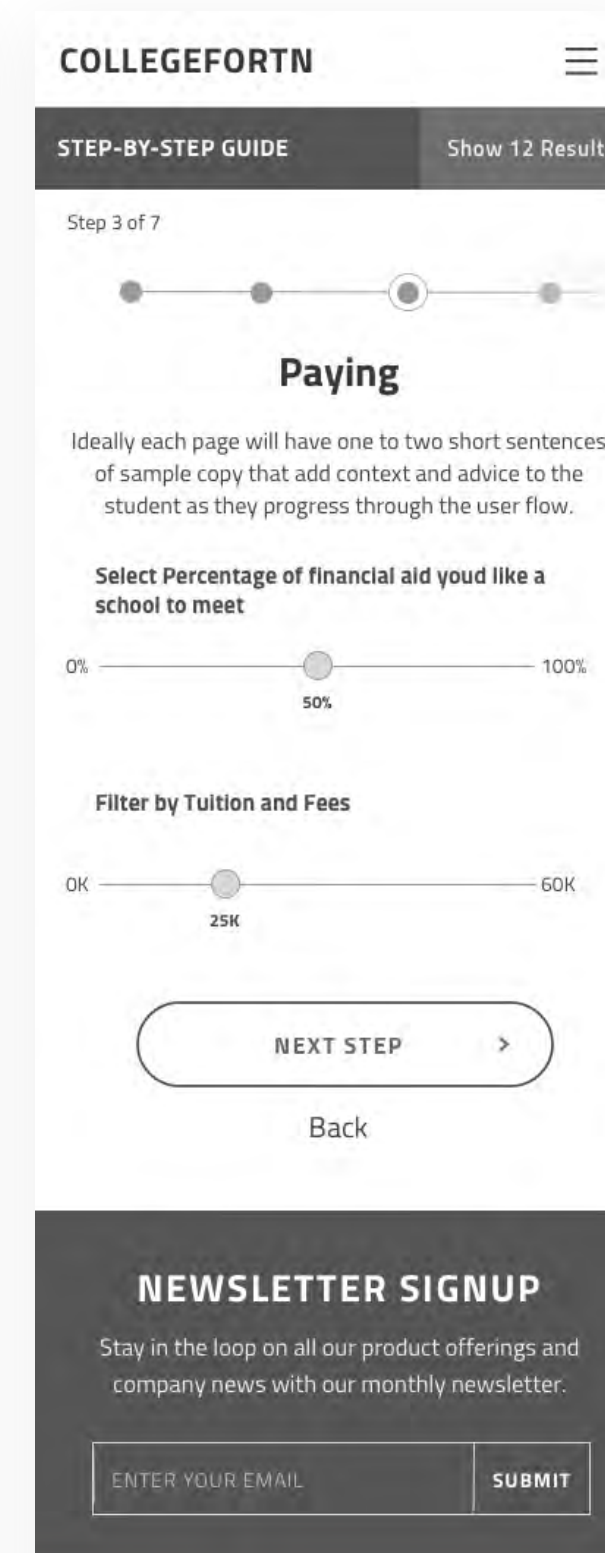
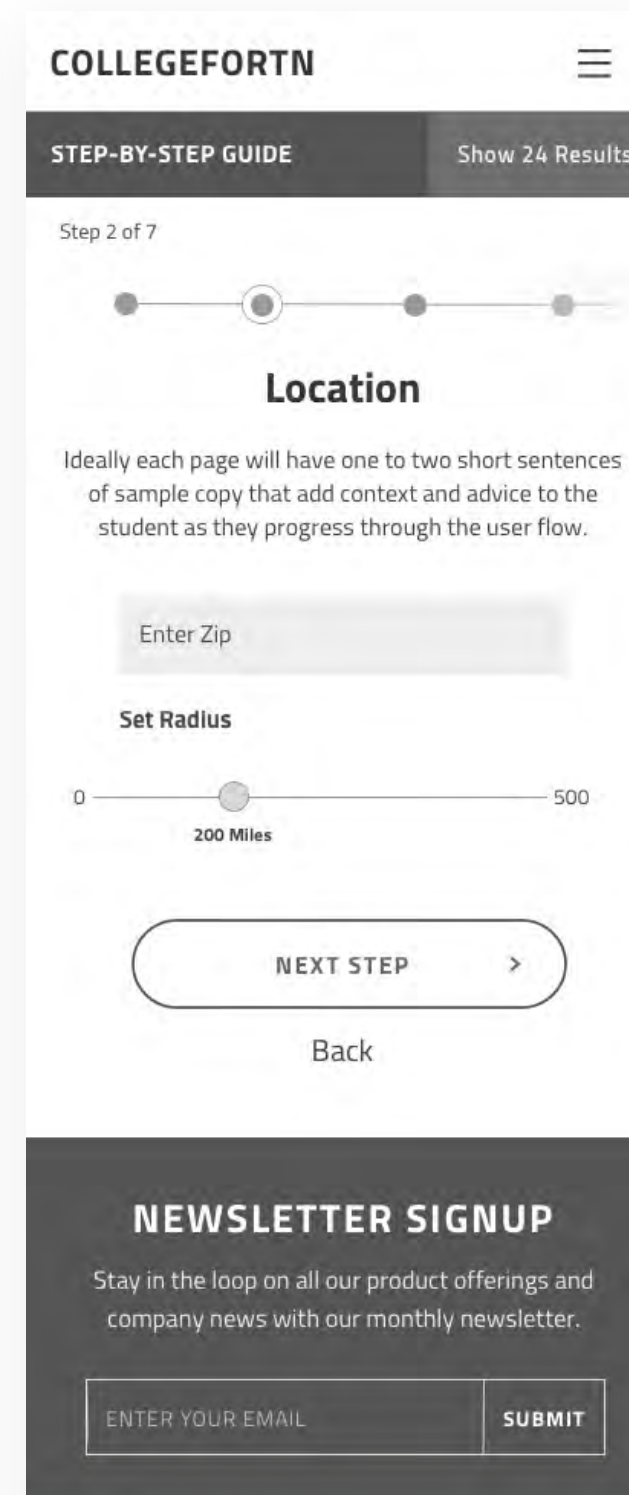
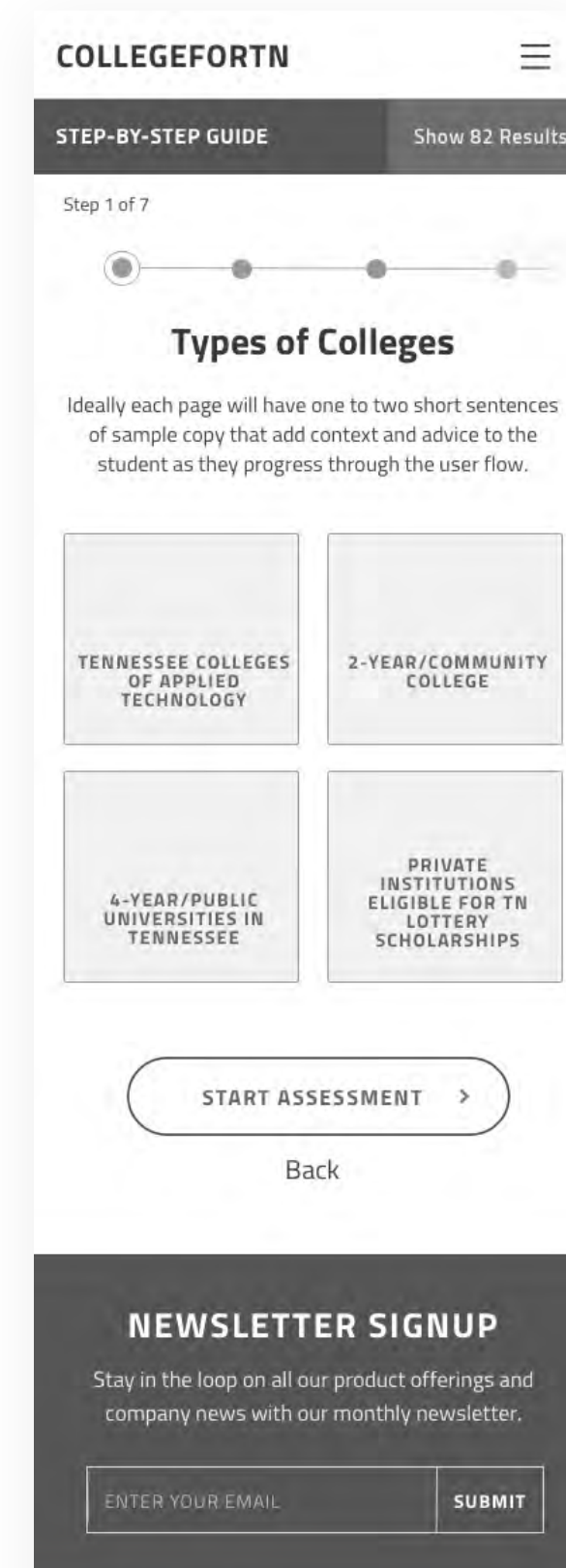
In order to ensure each tool matched data points provide by third party affiliates, we meticulously mapped each assessment tool and maintained a mobile first approach throughout so students could access these tools in classrooms alongside career counselors and at home.

My Involvement

From the onset of the project, I provided oversight and collaboration on planning, wireframing, creative direction and implementation, client check-ins and cross-team collaboration.

Team

Key team members: Matt Montgomery, User Experience Director; Stephan Zerambo, Technical Director; Katie Marshall, Senior Designer. Project by Designsensory, Inc.



COLLEGE FOR TN FIND A CAREER COLLEGE PLANNING MONEY FOR COLLEGE RESOURCES FOR SCHOOLS RESOURCES FOR ADULTS

FILTERS CLEAR FILTERS

Search
Search by Name, Keyword

Location
37922

Within
0 Miles 500 Miles
200 Miles

Field of Study
Select Field(s) of Study

Type of School

Technical College 2 Year Community 4 Year University

Historically Black College Public Private

Paying
Select Percentage of financial aid you'd like a school to meet:
0% 40% 100%

Filter by Total Tuition and Fees:
0k 25k 60k

Size
Small <2,000 Medium 2,000-15,000 Large >15,000

Campus & Housing
Rural Suburban Urban
Most Students On Campus Most Students Commute Caret Housing
Female-Only Housing Male-Only Housing Fraternity/Sorority Housing

Sports
Select as many as apply.
Men's Women's
Baseball Basketball Bowling

COLLEGE FINDER
Explore the Tennessee colleges that matched your interests.

37922 Public University Basketball

University of Tennessee Knoxville
22,653 Undergrads
★★★★☆
4 Year Public City Large
SALARY AFTER COMPLETING: \$20K-75K
AVERAGE ANNUAL COST: \$19K

Pellissippi State Community College
22,653 Undergrads
★★★★☆
4 Year Community City Large
SALARY AFTER COMPLETING: \$20K-75K
AVERAGE ANNUAL COST: \$19K

Southwest Tennessee Community College
22,653 Undergrads
★★★★☆
4 Year Community City Large
SALARY AFTER COMPLETING: \$20K-75K
AVERAGE ANNUAL COST: \$19K

University of Tennessee Health Science Center
22,653 Undergrads
★★★★☆
4 Year Public City Large
SALARY AFTER COMPLETING: \$20K-75K
AVERAGE ANNUAL COST: \$19K

Trevecca Nazarene University
22,653 Undergrads
★★★★☆
4 Year Private City Large
SALARY AFTER COMPLETING: \$20K-75K
AVERAGE ANNUAL COST: \$19K

Lane College
22,653 Undergrads
★★★★☆
4 Year Private City Large
SALARY AFTER COMPLETING: \$20K-75K
AVERAGE ANNUAL COST: \$19K

Carson-Newman University
22,653 Undergrads
★★★★☆
4 Year Private City Large
SALARY AFTER COMPLETING: \$20K-75K
AVERAGE ANNUAL COST: \$19K

King College
22,653 Undergrads
★★★★☆
4 Year Private City Large
SALARY AFTER COMPLETING: \$20K-75K
AVERAGE ANNUAL COST: \$19K

Belmont University
22,653 Undergrads
★★★★☆
4 Year Private City Large
SALARY AFTER COMPLETING: \$20K-75K
AVERAGE ANNUAL COST: \$19K

Tennessee Technological University
22,653 Undergrads
★★★★☆
4 Year Public City Large
SALARY AFTER COMPLETING: \$20K-75K
AVERAGE ANNUAL COST: \$19K

TCAT Morristown
22,653 Undergrads
★★★★☆
4 Year TCAT City Large
SALARY AFTER COMPLETING: \$20K-75K
AVERAGE ANNUAL COST: \$19K

East Tennessee State University
22,653 Undergrads
★★★★☆
4 Year Public City Large
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Trevecca Nazarene University
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AVERAGE ANNUAL COST: \$19K

COLLEGE FOR TN FIND A CAREER COLLEGE PLANNING MONEY FOR COLLEGE RESOURCES FOR SCHOOLS RESOURCES FOR ADULTS

INTEREST ASSESSMENT

Step 1 of 4
TELL US ABOUT YOURSELF
Tell us what you like and don't like to do and we'll show you career options that fit your interests, setting you up for long-term success.

Select Your Role Below:
 STUDENT ADULT LEARNER
 EDUCATOR PARENT/GUARDIAN

Select Your County

Select Your Grade

Select Your Field(s) of Interest

NEXT >

NEWSLETTER SIGNUP
Stay up to date with the latest news, resources, and more.
Enter your email address **SUBSCRIBE**

Connect With Us
If you have any questions, please do not hesitate to ask us.
CONTACT US

This site is brought to you by:
THEC↑TSAC

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COLLEGE FOR TN FIND A CAREER COLLEGE PLANNING MONEY FOR COLLEGE RESOURCES FOR SCHOOLS RESOURCES FOR ADULTS

INTEREST ASSESSMENT

Step 2 of 4
EVALUATE YOUR INTERESTS
Let us know your interest level for each activity below.

Activity	Strongly Dislike	Dislike	Unsure	Like	Strongly Like
Build kitchen cabinets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Develop a new medicine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Write books or plays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Help people with personal or emotional problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Manage a department within a large company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Install software across computers on a large network	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repair household appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Study ways to reduce water pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Compose or arrange music	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Give career guidance to people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

NEXT >

Launching September 2022



COLLEGE FOR TN FIND A CAREER COLLEGE PLANNING MONEY FOR COLLEGE RESOURCES FOR SCHOOLS RESOURCES FOR ADULTS

INTEREST ASSESSMENT

YOUR INTEREST PROFILE
Explore your interest profile below to discover possible career paths for you.

YOU ARE: ARTISTIC, SOCIAL, ENTERPRISING

Interest Area	Score
Realistic	5
Investigative	7
Artistic	17
Social	13
Enterprising	12
Conventional	4

VIEW CAREERS BASED ON YOUR INTERESTS >

YOUR INTEREST AREAS

More information about each interest area listed below.

(R) REALISTIC

Realistic people tend to have athletic interests, prefer to work with objects, machines, tools, plants or animals, and like to be outdoors.
At work and at home, you may:

- Be independent, practical, systematic, self-controlled, and straightforward
- Like to work outdoors, be physically active, work on electronic equipment, train animals, and build things
- Be able to play a sport, fix things, operate tools and machinery, plant a garden, camp outdoors

(I) INVESTIGATIVE

(A) ARTISTIC

(E) ENTERPRISING

College for TN

Branding

College for TN's original branding did not reflect the intention of the program. We designed three new logo candidates to better communicate their mission of helping all students find the directional path to lead them to higher education opportunities.

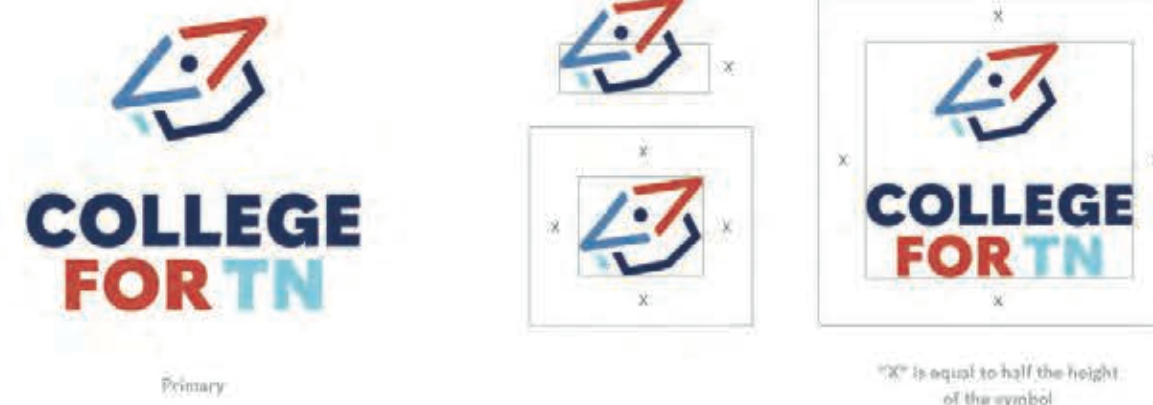
Upon selection of a final logo, we developed brand guidelines and included color specs to ensure ADA compliance when incorporated into a digital context.

College For TN

Brand Guidelines

Primary Logo

The full color logo should only be used on a light background, preferably white. All logos should keep proper clearspace (x)—equal to half the height of the symbol.



Secondary Lockups

An alternative to the primary logo when space prohibits its use.



Reverse & Single Color

For use on photo or color backgrounds and where the four color logo cannot be applied. Black, white, and the brand navy are acceptable for single-color marks.



URL Marks

For use if the web url version of the logo needs to be displayed in applications where the audience needs to be directed to the website.



Abbreviated Stacked

For use in cases of small, vertical formats to maximize symbol and wordmark size.

URL Wordmark

For use if the web url version of the logo needs to be displayed in cases when the CollegeForTN has already been established.



Primary Color Palette

Pantone Blue 0821 C C: 50% M: 0% Y: 5% K: 0% R: 134 G: 205 B: 232 #86cde8	Pantone 279 C C: 72% M: 37% Y: 0% K: 0% R: 80 G: 141 B: 215 #508dd7	Pantone 541 C C: 100% M: 78% Y: 32% K: 22% R: 0 G: 59 B: 109 #003bed	Pantone 179 C C: 4% M: 91% Y: 81% K: 0% R: 211 G: 75 B: 59 #d34b3b
C: 80% M: 53% Y: 0% R: 59 G: 115		C: 12% M: 88% Y: 90% R: 211 G: 68	

Secondary Color Palette

Pantone 1235 C C: 0 M: 25 Y: 94 K: 0 R: 255 G: 184 B: 28 #FFB31C	Pantone 3255 C C: 58 M: 0 Y: 30 K: 0 R: 44 G: 213 B: 196 #2CD5C4	Pantone 279 C (5%) C: 100 M: 78 Y: 32 K: 22 R: 0 G: 59 B: 113 #F2F5F7
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Thank You

Questions?

lindsayelainebrine@gmail.com • (865) 274 1902