

University of North Carolina at Chapel Hill Reimagines Campus Life with *Hello Heels* App Redesign



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

CASE STUDY

The University of North Carolina
at Chapel Hill

INDUSTRY

Higher Education

Identifying the Need for a Campus App Redesign

UNC-Chapel Hill is known for its vibrant campus community and commitment to student success. To keep pace with rising expectations for mobile-first access to services, the university identified the need to redesign the CarolinaGo app. While the app had served students for years, feedback revealed students wanted more personalization, design quality, and intuitive access to services that today's students expect.

The university wanted an app that would:

- Provide a modern, engaging look and feel aligned with UNC-Chapel Hill's brand.
- Personalize the student experience with dynamic content and quick links.
- Integrate with critical services like the LMS, career services, and campus recreation.
- Support onboarding for new students while also being a go-to resource for the full student body.

The Solution: Hello Heels

In partnership with Modo Labs, UNC-Chapel Hill rebranded and redesigned its app as *Hello Heels*. Using Modo 4.1, the Student Affairs team delivered:

- **A Fresh UI/UX:** Updated icons, screens, and navigation created a visually engaging, intuitive user experience.
- **Personalization:** Dynamic attributes and quick links surfaced relevant content for each student.

“The Modo team, and student input on the app redesign, have both been key to our success. I have really enjoyed working with Modo, and the app is an essential part of our campus culture in a way we haven’t seen before – all to enhance how we support student life at Carolina.”

Elizabeth Poindexter, Executive Director of Communications and Special Projects in Student Affairs
UNC-Chapel Hill

- **LMS Integration:** Canvas widgets on the home screen provided direct access to courses, assignments, and academic resources.
- **Marketing & Adoption Campaigns:** UNC launched *Hello Heels* during summer orientation with a wide-ranging marketing effort including digital displays, posters, yard signs, and even branded sidewalk stickers—making the app visible and accessible everywhere students went.

Results: Rapid Adoption and Student Excitement

The impact of *Hello Heels* was immediate:

- **Thousands of new users** onboarded during summer orientation
- **2.5 million page views** within the first two months of launch
- Positive student reception, including organic praise on **Reddit** highlighting *Hello Heels* as a “must-have” for navigating campus
- Eliminated a third-party software license—**saving the university \$40K annually**, while also cutting hundreds of planning hours and reducing reliance on printed schedules and maps.

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Future Impact

UNC-Chapel Hill plans to continue enhancing *Hello Heels* with more integrations, expanded use of push notifications, and targeted personas for students, faculty, and staff. By building on this strong foundation, the university is creating a future-ready digital experience where students can easily connect with the people, services, and opportunities that support their success.

[Explore Modo Campus](#) and learn how *Hello Heels* is shaping the student experience at UNC-Chapel Hill.

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