



CollegeBoxes.com Redesigns Student Storage Website for Increased Usability

Leading online student storage and shipping provider CollegeBoxes.com launches their new website which utilizes the latest web technology to make existing services more streamlined and user-friendly.

Boston, MA, March 06, 2007 --(PR.com)-- On-campus entrepreneurs Scott Neuberger and Josh Kowitt founded CollegeBoxes.com after recognizing a lack of dependable student storage and shipping options. Seven years later the need for the convenience of their service remains the same, but their customers have become more sophisticated and internet savvy. The site's recent re-envisioning has been driven by this paradigm shift in online business processes and the popularity of the company as a whole.

“As [CollegeBoxes](#) grows and develops as a company, it has become more important that our website reflects this maturation in both appearance and usability,” Said Katie Cohen, the new Director of Marketing. “College students are incredibly technologically savvy and represent a generation that has grown up on the internet. A more sophisticated design not only appeals to parents but to today's web-aware college students.”

The implementation of cutting-edge Ajax coding techniques has increased the speed and interactivity of the site, while user interface upgrades make navigation super-intuitive. First-time users are greeted by an upgraded sign-up wizard designed to get the [College Boxes](#) experience started as quickly as possible. Returning visitors will enjoy the enhanced account management capabilities now offered. Improved profile pages now allow users to print UPS labels, see the status of shipments and store a greater number of personal details to increase the ease of contact and follow-up business. More contextual help is available as users navigate the site including detailed step-by-step information on where to pick up supplies (boxes, trunks, etc.) how to schedule a pick up date and instructions for easily insuring your belongings.

CollegeBoxes.com's redesign is a direct response to an audience of students that, more than ever, expect added value from a business that conducts itself prominently on the web. The website is not simply a marketing tool but a living, breathing part of the business and the exemplary customer service that supports it. Services include summer storage, study abroad storage, national shipping and appliance rentals. For more information on the company's services, or to check out the spectacular new site design for yourself, please visit www.CollegeBoxes.com or call toll free 866-BOX-IT-UP.

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