

High school graduates: Where do we go from here?

A research following a graduate's most likely choices post-graduation

June 30, 2020

Executive Summary

Since our product is at an early stage, and due to the fact that no similar projects existed beforehand, we have conducted interviews with 8 High school graduates, to gather data on which paths are they most likely to pursue after their graduation.

Key Findings and Recommendations

Generally, our study points out that **students are Invested in programs they are interested to study (62.5%)**, rather than **programs which are prestigious / reputable or universities which are critically-acclaimed (37.5%)**. We have also found out that **75% are interested in the Program / Degree itself**, while **25% are interested in general information about the University as a whole**.

This data points out that our design should mainly be geared towards the Program / Degree itself, with filtration options for users with Different searching criteria

Who, How, and What?

Method Overview

We have recruited 8 High-school graduates for a short 20-30 minute interview, to ask them questions about where they want to go after graduation, why, and based on what criteria.

[Research Plan \(Google Docs\)](#)

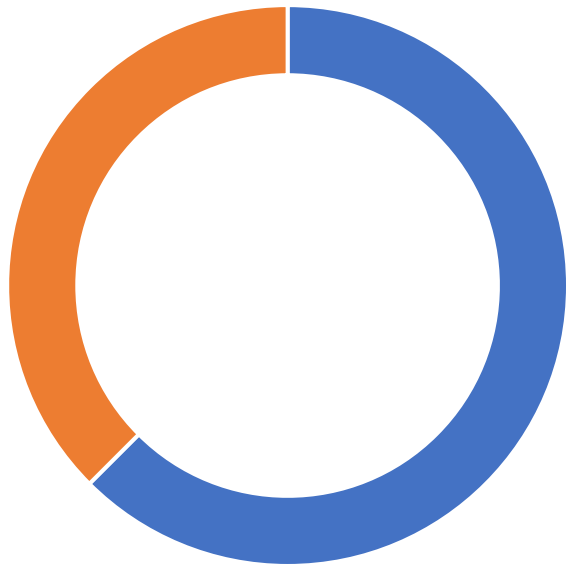
Research Questions

- What motivates students when looking at options? University Ranking? Their Major of choice? Other factors?
- Do these students prefer to apply to local universities, or take a chance with internationally-acclaimed universities?
- Is ranking the only factor that determines the universities these students apply to? Are there any other factors?

What did we find out? (Key Insights)

■ Students are Motivated by Interest

What motivates your search?



■ Purely Interested in Major ■ Motivated by other factors

Our study has shown that **62.5%** of students are motivated in their search by their pure interest in a Major / Degree, while **37.5%** have been searching based on criteria such as:

- University Ranking
- Program Reputation
- Influence by Family / Friends

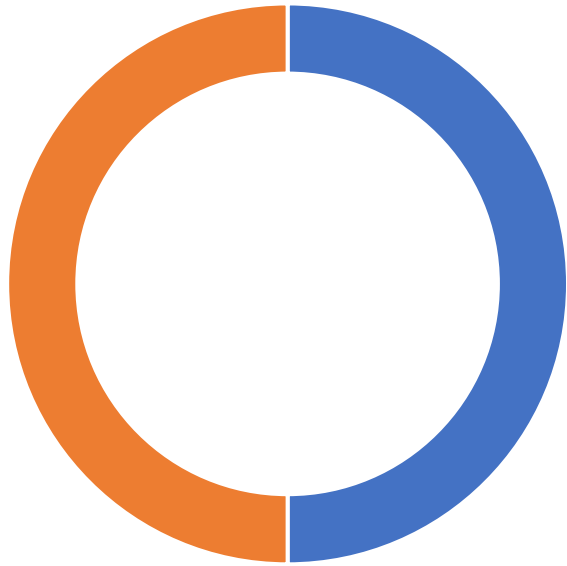
While these students might be motivated by interest, it is their least influential search criteria:

“my interest stems from the fact that my I come from a family of doctors”

Said one interviewee, after being asked about what motivates their search

■ Students believe studying abroad opens many doors

Where do you want to study?



■ Wants to study abroad ■ Wants to study locally

Out of 8 students we have interviewed, 4 students wanted to study their BSc abroad, while 1 wanted to study their MSc abroad. Reasons that were cited include:

- Education Quality
- Improving Lingual Capability
- Opens doors, due to better education

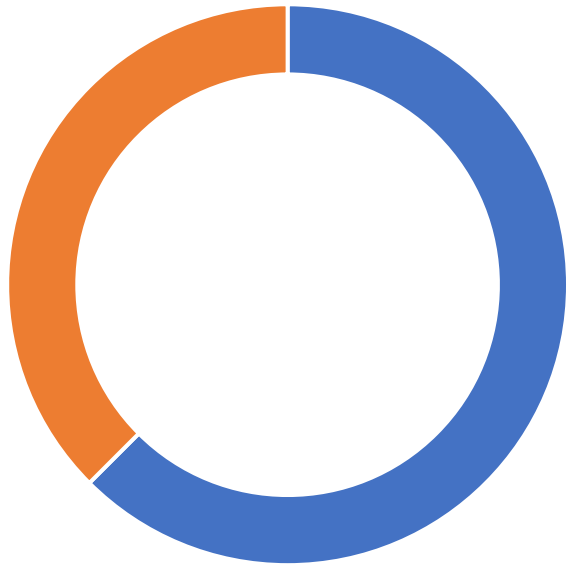
Students which preferred local universities usually cited adaptation to new environments and estrangement as a problem they will face, with one student citing education improvement in local universities in recent years

“I find it difficult to adapt to new environments, especially abroad”

Said one student, when asked why they chose to study in a local university

- **Students think Degrees are more important than University Ranking when looking at options**

Degree, or University Ranking?



■ Degree ■ University Ranking

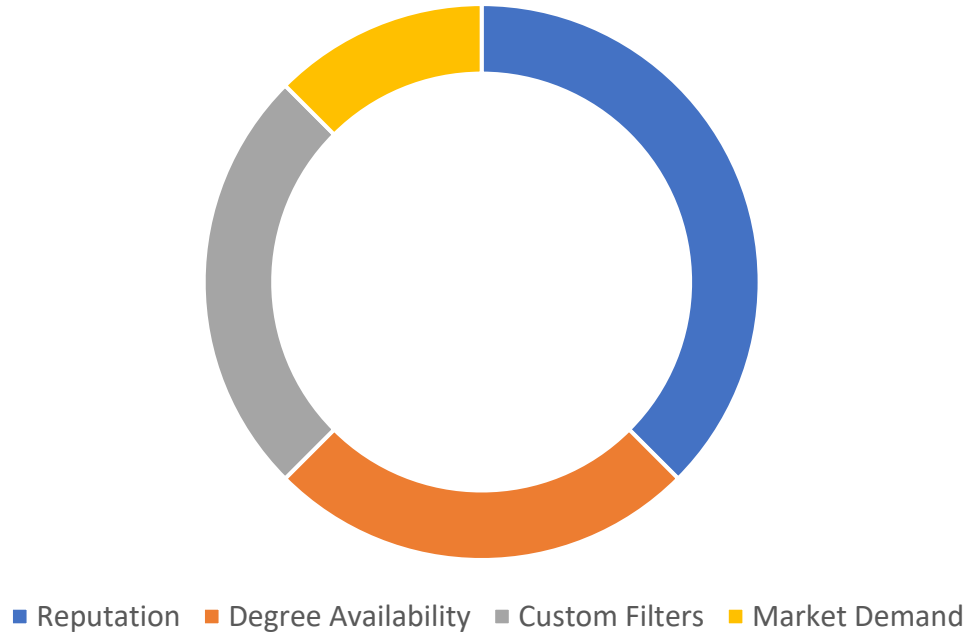
When asked which one outweighs the other when searching, students favored Degree Program (**62.5%**) rather than University Ranking (**37.5%**), which further supports that students are motivated by interest:

“I like browsing based on what I want to study”

As said by one of the interviewees.

▪ Students like to be given multiple criteria when browsing universities

Browse Criteria



When asked how they would like Universities displayed / sorted to them while browsing, students had varying answers:

- 37.5% Favored Reputation and International Acclaim
- 25% Favored Degree Availability
- 25% Wanted Custom Filters when searching
- 12.5% Favored Market Demand

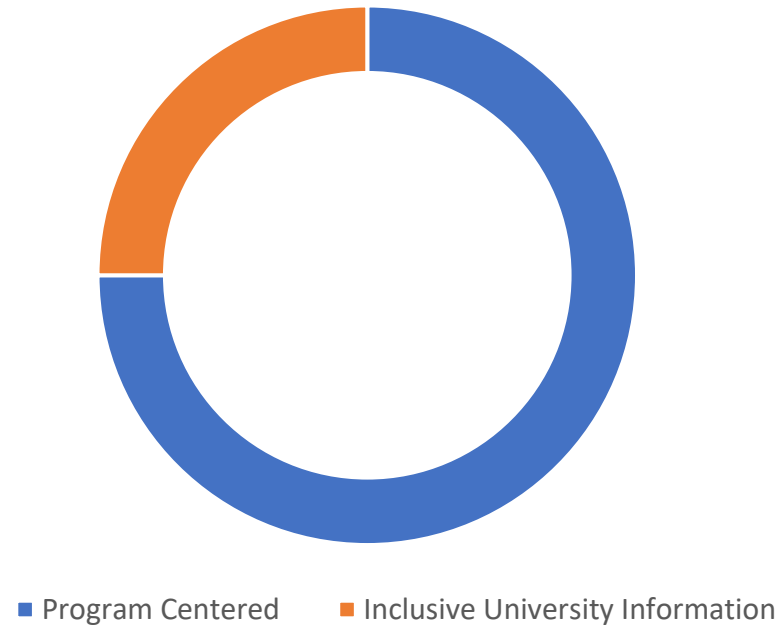
The main takeaway from this data is that a lot of students have multiple criteria when looking at Universities, in order to have a varying range of options.

“I believe it would give me a lot of insight that would help me decide on which path I’m going to take”

Said one student when asked for the reason behind their demanding of filters, citing convenience and insight

■ Most students want to be informed (in-detail) about Universities

Which University Information is more relevant to you?

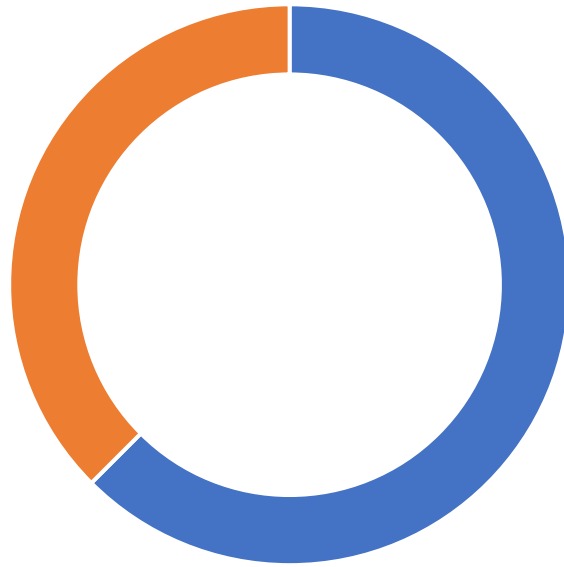


When asked what information they're interested in about Universities, answers were divided between interests which were Program-Centered, and interests which revolved around the University in general:

- 75% of Students wanted to be informed about the program itself
 - Courses
 - Acceptance Rate
 - Job Market
- 25% of Students wanted to be informed about the university in general
 - Student Opinion
 - University Architecture

■ Lack of detail in University Information inconveniences students

Satisfied with Information Presentation?



■ Satisfied ■ Unsatisfied

When asked about their most recent search, and the way information was presented to them:

- 62.5% were satisfied
- 37.5% were unsatisfied

Information was often presented in a textual form (**87.5%**), most students found it appropriate, **students who were unsatisfied complained mainly from lack of detail.**

“The way it was worded was great, it gives you a brief explanation about everything you need, but it didn’t provide sufficient information”

Said one student, who was complaining about the lack of information in the handbook they have read.

Recommendations and Next Steps

Recommendations

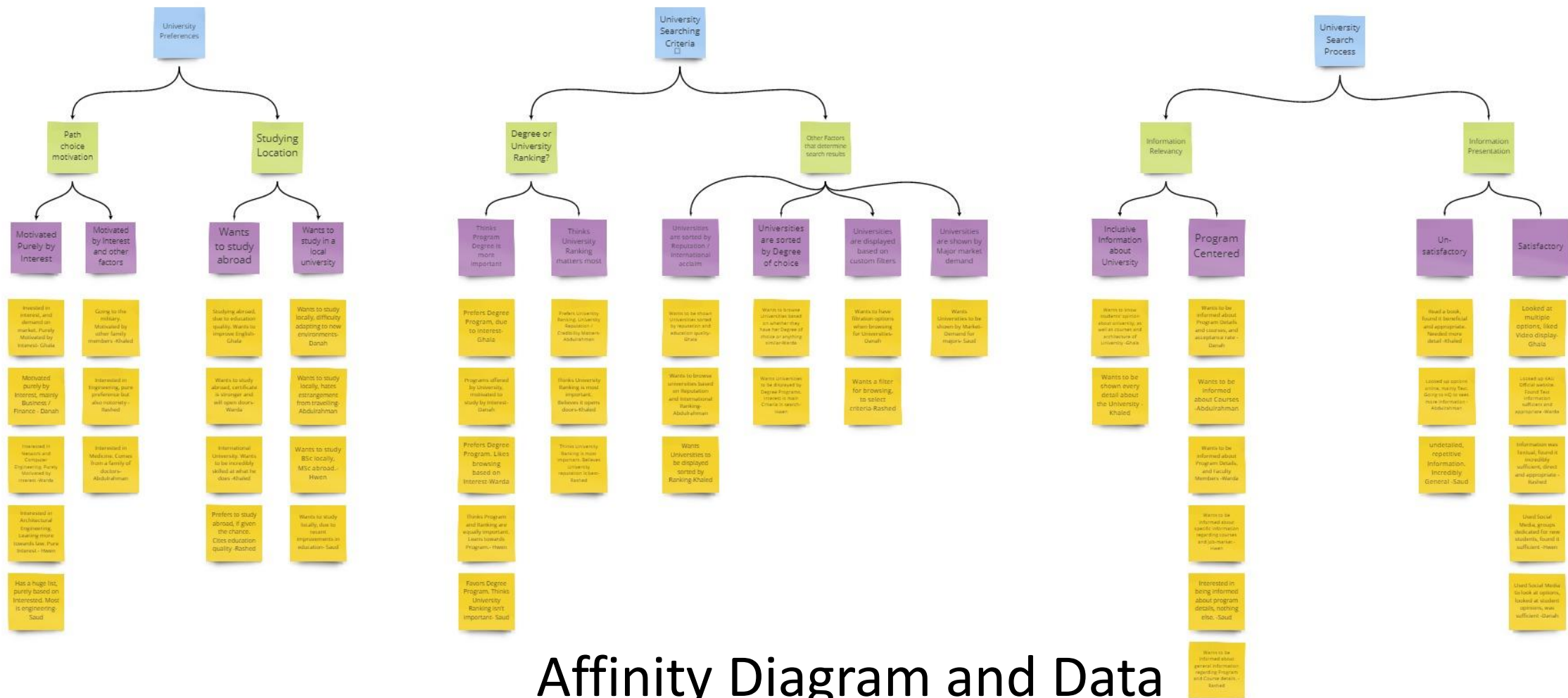
Based on the Data collected through interview, and the succeeding analysis, it is believed that the direction we should follow should be based on three main factors should be taken into consideration:

1. Convenience
2. Accessibility
3. Availability of Detailed Information, when needed

Next steps

- Run survey to back up data we have gathered
- Conduct design sprint to explore, validate, and refine ideas regarding our project

Appendix



Affinity Diagram and Data Analysis [\(Link to Fullsize Diagram\)](#)