

Helping students find education & work abroad

Soar

Problem Statement

Having discussed the topic of studying abroad with fellow students, they all shared their frustrations and anxiety with the process. **My goal is to make the planning and preparation process of traveling abroad simpler, easier, and more reassuring.**

Solutions

Through our app, students can access travel documents, book meetings with counselors, explore program options and work opportunities, apply for traveling scholarships, and more.

Roles

- UX Researcher
- UI Designer

Time Frame

3 months

Tools

- Figma
- Adobe Illustrator

# My Design Process

## UX Research

To conduct my research I decided to make use of various methods. First I curated a **persona** to help paint a clear picture of the app's ideal user. Next I conducted a **SWOT analysis** to help develop my ideas for the app and to pinpoint possible problem areas early on. Lastly I conducted a **Competitive Analysis** to help me determine what already exists and how I can differentiate my product apart from its competitors.

**Alexa Thomas**

Age: 23

Major: **Business**

Academic Level: **4th year**

Status: **Full-time student**

Skills

- Great communicator
- Leadership skills
- Ability to adapt

Creative

Hard Working

Adaptable

Goals

- To travel
- Gain life experience
- Get a full-time job

Frustrations

- Finding jobs abroad
- Finding programs for her major
- Finding resources

Bio

Alex is a 4th year student majoring in Business. She has been living in Oklahoma for a few years now and would like to travel after she graduates. She has experience interning for few companies in her local city, but she is now ready for change. She loves meeting new people and learning about different cultures. One of her goals is to travel the world. She has looked into internships abroad that the program at her school provides but they didn't have options for her major. She has also looked for programs outside her school, but they were difficult to find.

Personality

IntrovertExtrovert

ThinkingFeeling

SensingIntuition

JudgingPerceiving

Areas of Interest

Tech

Online & Social Media

Marketing

Health

Engineering

Business

## SWOT Analysis

Strength

- Easier experience for the student.
- Offer all the resources students will need all in one app/platform.

Weakness

- Too many features (checklist, currency converter, counseling, etc.)
- up-keeping (ensuring documents and info is up to date)

Opportunities

- Build partnerships with businesses around the world
- Can be promoted on schools

Threats

- Traveling/Visa changes or complications
- Competitors has a lot of well organized packaged programs

## Comparative Analysis

WWOOF

Strengths:

- many locations

Weakness:

- focuses on farms and agriculture

CIEE

Strengths:

- Personal meetings with counselor

Weakness:

- Limited programs
- Limited locations
- Limited majors
- Expensive

School Programs

Strengths:

- well known
- organized
- offers study and jobs
- easy application

Weakness:

- application fee
- expensive
- focuses on study
- advising is offered after applying
- have to use website

What Soar offers:

- Include both study and work abroad opportunities
- Many location options
- Programs that matches their needs
- Can talk to counselors and advisors prior to deciding on a program.

This helped me determine which features to include and what solutions I should prioritize moving forward.

## Findings

Through my research, I was able to narrow down the **3 key functions** of my app:

- Document checklist** - A section with documents users need to fill to travel to their program's location. (each document is checked off once it is completed)
- Virtual Advising Appointments** - Students could schedule meetings with advisors prior to committing to a specific program.
- Filtering the programs** - Student will be able to apply filters to help them narrow down their options.

Task #1

Task #3

## User Flow

PERMURU L...

Android L...

select program / location you are interested in

Android L...

Program

2 ways to see the Budgeting Breakdown

Android L...

Account

Programs

Resources

Meetings

Settings

Android L...

Account

Programs

Resources

Meetings

Settings

Android L...

My Programs

My Programs

My Programs

## User Interface

The overseas process can feel overwhelming, so I designed the app to be both professional and cheerful with graphics and vibrant colors. I want users to be excited rather than anxious when they apply, aiming for an experience that reassures and motivates them to explore.

### Typeface

Familjen Grotesk

Designed by Familjen STHLM AB

- uses **Familjen Grotesk** as the main typeface
- Creates a professional yet playful feel.
- A user mentioned that it reminded them of airport signage (which plays into the app's travel theme)

### Colors

#011F26

#1FBFA2

#0FF29F

#D98E04

#F2CE16

- Blues and greens resembles land and sea
- Yellows resembles architecture and the sun.