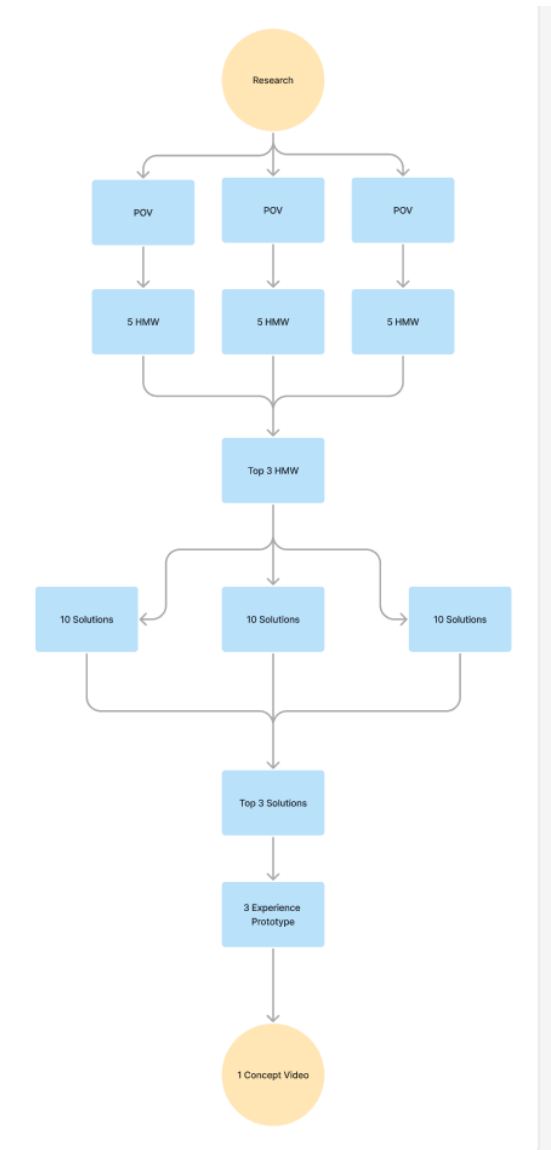


✨ Blog 3: Bringing Ideas to Life – Creating the PathFinder Concept Video

In my last blog, I shared insights from user interviews that revealed how students at SFSU struggle to choose courses that align with both their academic goals and research interests. In this stage, my goal was to bring those findings to life and visualize a solution through our **PathFinder concept video**. This part of our journey was all about creativity, collaboration, and storytelling, turning user needs into a clear, engaging design vision.



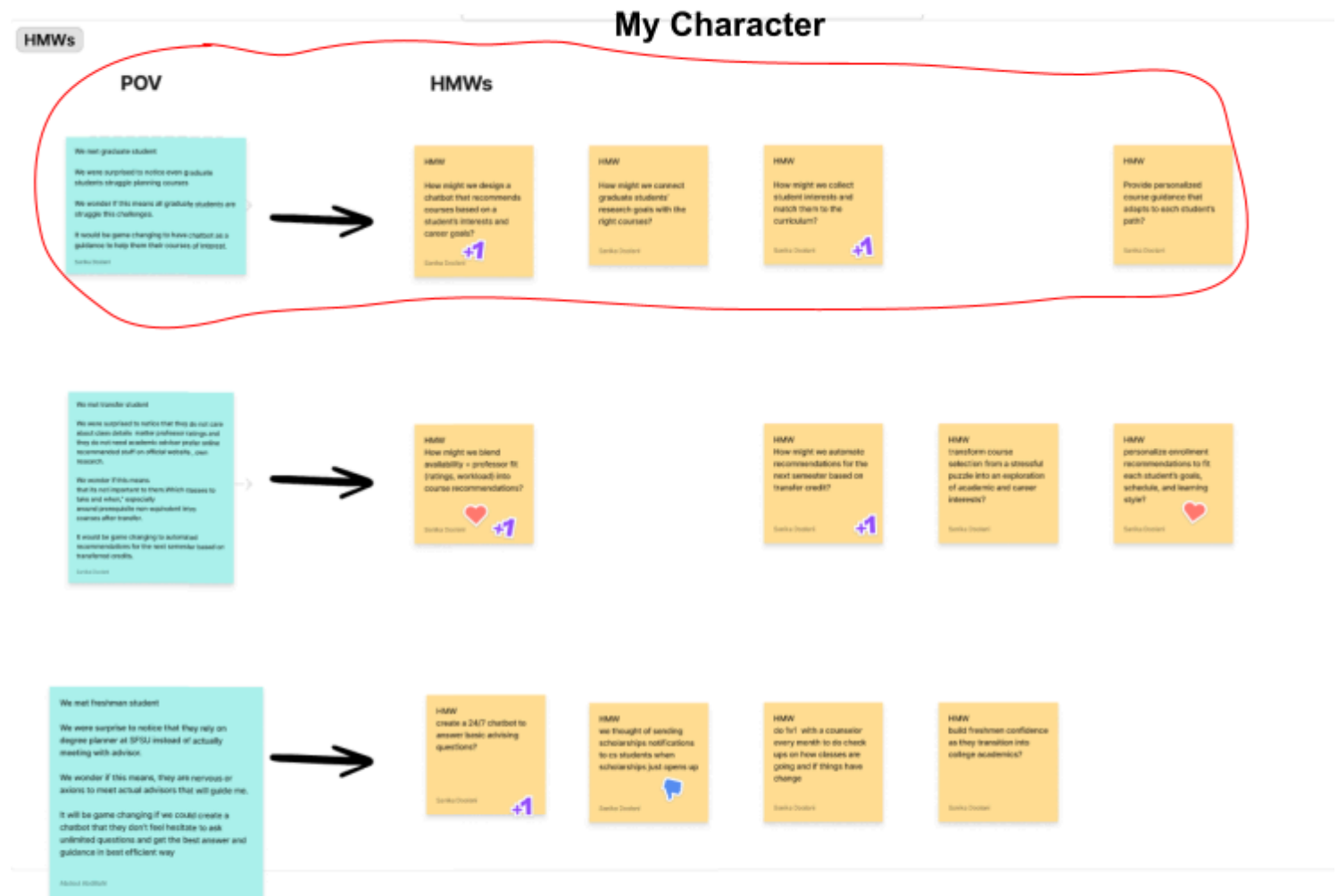
💡 From Idea to Solution: Defining the Concept

Our process began with defining **Points of View (POVs)** for three different student types: a graduate student, a transfer student, and a freshman. Each of us on the team took one character and explored their unique struggles.

- **Graduate students** often felt lost connecting courses to their research paths.
- **Transfer students** struggled with credit equivalencies and unclear prerequisites.
- **Freshmen** relied heavily on online roadmaps and sometimes made mistakes that delayed graduation.

These observations became the heart of our design direction. From my POV, I generated **five “How Might We” (HMW)** questions—creative prompts that helped us think of new ways to solve these problems. Later, we came

together, shared our lists, and voted on the **top three HMWs** that had the most potential impact. This was the turning point where our scattered ideas began forming a shared vision.



Brainstorming and Refinement

During our brainstorming with my team, we felt these are the top three pain points of our users, we further investigated to come up with 30 different solutions for each 10 solutions. We held several zoom meetings to refine the solutions and we picked the top three that are best suitable in our app. We highlighted the the three top and design a concept video.

C. Solution Brainstorming:

Possible Solutions HMW Graduate Students:

1. **AI-Powered Course Recommendation Engine** → Suggests courses that align with both research topics and degree requirements.
2. **Interactive Research–Course Map** → Visual dashboard showing how each course connects to research goals, requirements, and electives.
3. **Dynamic Timeline Planner** → “What-if” simulator that updates graduation timeline based on different course paths.
4. **Advisor + Student Shared Workspace** → A space where advisor notes, student research, and PathFinder recommendations integrate.
5. **Career Path Matching** → Suggests electives linked to industry roles (e.g., “AI Engineer” →



Example the top one we picked.

Behind the Scenes: Creating the Concept Video

Once the concept was finalized, we shifted our focus to telling the story visually. We thought about making a video about us being a character then we all live far each other. So we decided to write a script and use AI video creator. We plan storyboard in each scene from students struggling with confusing schedules to the satisfying reveal of PathFinder's interface...

The most challenging part was editing the video or coming up with a story telling with visuals, me and another teammate spend quiet time to refine our idea and we should generate the video and write a script.

Finally our video concept came out good, throughout the process, there were some up and down but i enjoyed the learning journey. Most interesting one was using AI to generate a video, there were a lot hallucinations but we were aware of that so we edited the script and prompt a clever way that our video come out good...

Here is the video walla : <https://youtu.be/fNt8e4DxcIA>