

CSC425 Deliverable 2: User Research & Problem Definition

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Target User Group

Junior College Students

Primarily college students in their 3rd+ year of college who are actively searching for internships, right when the pressure to start finding internships gets the heaviest.

Problem Description

The search for internships escalates in a student's junior year. However, internships are hard to come by without the right connections and overly specific qualifications nowadays. Then, even still, trends have shown that internship to full-time job conversions have decreased. These issues cause even heavier stress to older students.

Evidence of the Problem

- [NACE](#) reports lower offer/ conversion rates for 2022-23/2024 cohorts.
- *"It's been so difficult trying to secure an SWE internship at a mid or large company ... I've had more successes with working at startups around 5-20 employees ... I want better opportunities but I seem to be ghosted by so many companies."* – **anonymous student**
- *"...I applied to 200 internships for junior summer but I got only a few interviews and no callback."* – **anonymous college junior**

"How Might We" Statement

How might we increase the odds of the average college junior gaining a good internship and getting a full-time job after graduation.

User Persona

Name: Julie Scott

Age: 20

Occupation: Full-time college student, Junior

Location: Murray, KY

Goals: Complete as many internships as possible before graduation for an optimal resume.

Frustrations: Hard to find internships that match her major AND qualifications, rarely getting a call back from the internships she has applied to, hard time networking with potential coworkers and employers.

Technology Comfort Level: High (uses a laptop/smartphone daily, uses sites like LinkedIn, Handshake, Slack, etc. to look for internships/network).

Ethical Lens Applied

Principle: Equity of opportunity in professional advancement

- **Application:** This issue violates fairness by making career success less about merit and more about privilege.
- **Stakeholders Impacted:** Older college students (mainly juniors), careers services workers at universities, employers
- **Professional Standard:** Aligns with ACM Code of Ethics 1.4: *"Be fair and take action not to discriminate."*