

TrojanNAV



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Ambition Without a Roadmap

Workshops

- Scattered information
- Unclear value on workshops

Courses

- Vague descriptions
- Syllabi are rarely available
- Choosing electives feels like guesswork

Alumni

- Hard to identify which alumni are most relevant to reach out as students often get no response

The image consists of several screenshots illustrating various aspects of university life and resources:

- LinkedIn Profile Screenshot:** A screenshot of a LinkedIn profile for a user named He/Him · 2nd. The profile includes a photo, a checkmark indicating verification, the title "Data Science", the company "Marshall School of Business, USC | Passion", and the degree "M.S.". It shows "500+ connections" and mutual connections with Rohit Nair, Phillip Nguyen, and others. A message button is highlighted with a red circle.
- USC Marshall School of Business LinkedIn Page Screenshot:** A screenshot of the USC Marshall School of Business LinkedIn page. It features a banner with the school's name and a "Program Director, Professor & SEP 16, 2024" post from Dat Nguyen. The post reads: "Hi, I'm Dat Nguyen from Atlanta, attending USC. I was referred to connect with you [REDACTED]". A note says "Left my message on read".
- Course Listing Screenshot:** A screenshot of a course listing page for Mercer. It shows a search bar, filters for "All Events" and "My Events", and a list of events:
 - OCT 21** Industry Insiders: Service (Law, Non-Profit & Social Justice) - Networking 101
 - OCT 23** Industry Insights - Graduate School Panel
 - OCT 28** Industry Insiders: Service (Law, Non-Profit & Social Justice) - Interviewing 101
 - OCT 29** Navigating Recruitment and the Workplace as a Person with a DisabilityEach event entry includes details like date, time, location, and a "REGISTRATION OPEN" button.
- Required Courses Section:** A section titled "Required Courses" listing courses with their units:
 - [DSO 510 Business Analytics](#) Units: 1.5, 3 (normally 3 units)
 - [DSO 530 Applied Modern Statistical Learning Methods](#) Units: 3
 - [DSO 545 Statistical Computing and Data Visualization](#) Units: 1.5, 3
 - [DSO 552 SQL Databases for Business Analysts](#) Units: 1.5
 - [DSO 553 NoSQL Databases in Big Data](#) Units: 1.5
 - [DSO 570 The Analytics Edge: Data, Models, and Effective Decisions](#) Units: 3
 - [DSO 595 Internship in Data Sciences or Operations](#) Units: 0.5, 1, 1.5, 2 (Curricular Practical Training) (maximum 1.5 units)
 - [GSBA 542 Communication for Management](#) Units: 1.5
 - [GSBA 545 Data Driven Decision Making](#) Units: 1.5
- Electives Section:** A section titled "Electives" stating "Complete courses from the following list sufficient to total the 33 units required." It lists electives with their units:
 - Any 500-level DSO course not completed as a requirement (above)
 - [DSCI 553 Foundations and Applications of Data Mining](#) Units: 4
 - [DSCI 556 User Experience Design and Strategy](#) Units: 4
 - [FBE 551 Quantitative Investing](#) Units: 3
 - [MKT 552 Customer Insights and Analysis](#) Units: 3
 - [MKT 553 Building Strategic Units](#) 3

Persona



Emily Hart

Age 23

Occupation 1st Year MSBA Student

Location Los Angeles, CA

Status Early-stage Career Explorer

About

Emily just started her MSBA journey at USC Marshall. She feels excited but also overwhelmed by the technical requirements and wide range of electives. Her goal is to maximize her time in order to establish a clear career path.

Frustrations

- Worries about missing key workshops and opportunities (events and alumni connections)
- Overwhelmed by scattered resources (LinkedIn, RateMyProfessor, course sites)
- Unsure which electives or professors align with her desired role
- Struggles to connect with the right alumni and expanding their social network

Personality

Anxious

Excited

Hopeful

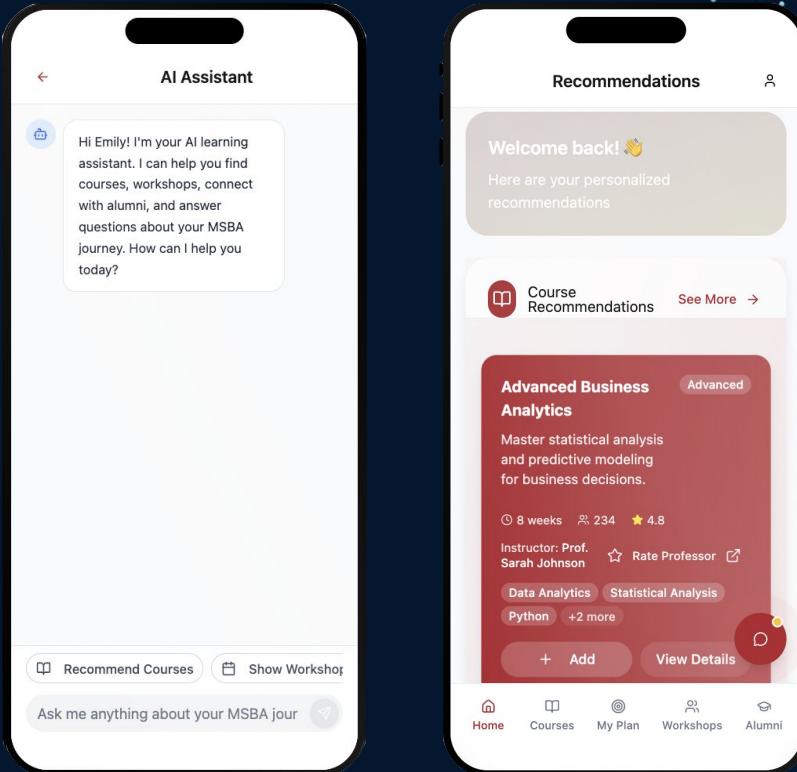
Confident

Solutions & Objectives



Technological Choices

- AI-driven recommendation engine
- Modular, scalable architecture (phased rollout)
- Data integration: workshop, course reviews, alumni



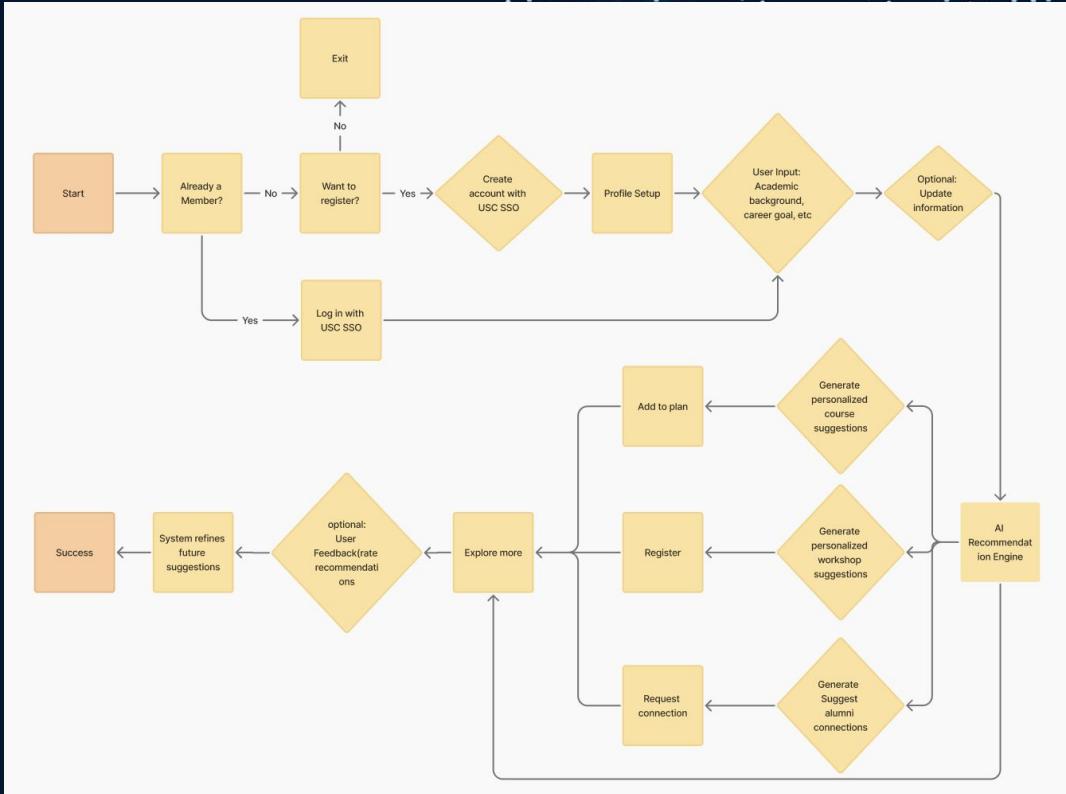
Product Requirements

- Core release: courses, workshops, alumni matching
- Intuitive dashboard + rationale for suggestions

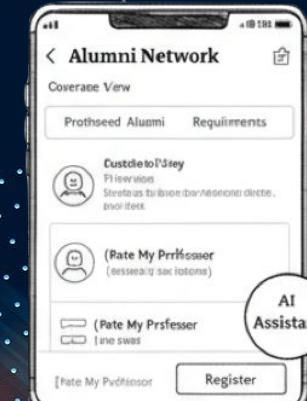
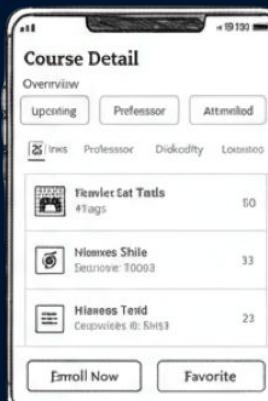
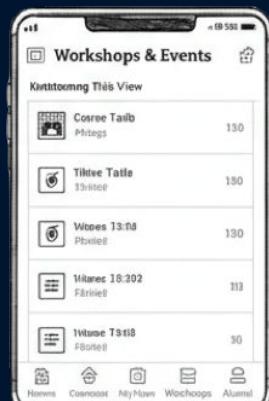
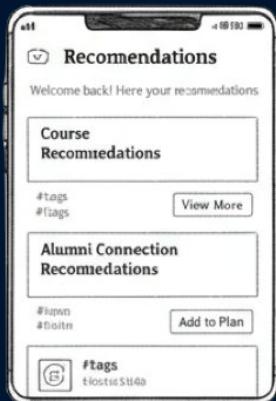
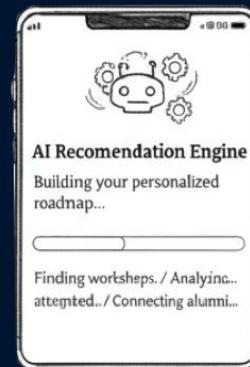
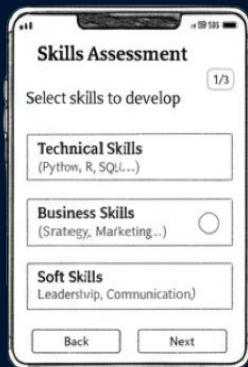


Design Strategy

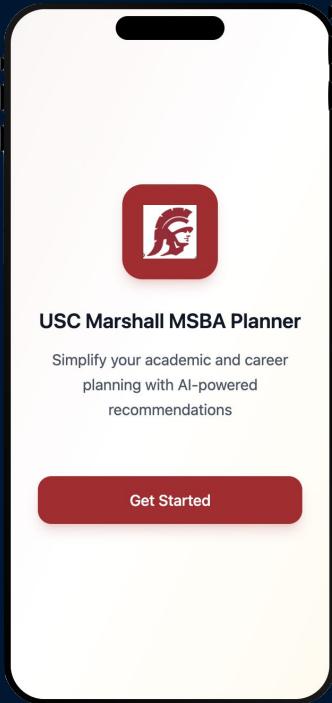
- User-centered flow (input → personalized pathways)
- Transparent recommendations to build trust
- Clean, actionable



Product WireFrame!!



Profile Setup



Skill Assessment

1 of 3

Select the skills you want to develop or strengthen

Technical Skills

Python R SQL Excel
Tableau Power BI
Machine Learning Data Analytics

Business Skills

Strategy Marketing Finance
Operations Consulting
Project Management

Soft Skills

Leadership Communication

Back Next

Career Goals

2 of 3

Tell us about your career aspirations

Target Industries

Technology Finance
Healthcare Consulting Retail
Media Government

Target Roles

Data Scientist Business Analyst
Product Manager Consultant
Marketing Manager
Financial Analyst

Back Next

AI Recommendation Engine

Creating your personalized academic and career roadmap

0% 100% 100%

Connecting you with alumni networks...

Courses Workshops Alumni



- Input skills, interests, and target role
- Combine skills with career goals for personalization

Course Recommendation

The mobile application interface features a navigation bar at the top with 'Recommendations' and a user icon. Below is a card for 'Advanced Business Analytics' (Advanced level) with a red background. It includes a summary, duration (8 weeks), student count (234), rating (4.8), instructor (Prof. Sarah Johnson), and a 'Rate Professor' button. It also lists 'Data Analytics' and 'Statistical Analysis' with Python as a skill. Buttons for '+ Add' and 'View Details' are at the bottom. Another card for 'Digital Marketing Strategy' (Intermediate level) is partially visible.

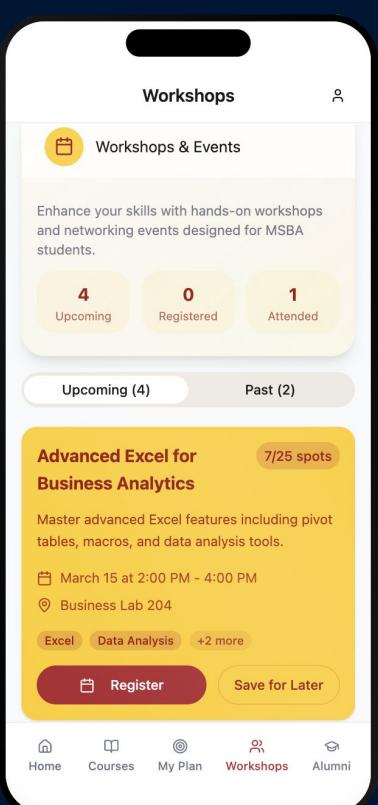
This screen shows the 'Advanced Business Analytics' course page. It includes a large image, course title, description ('Master statistical analysis and predictive modeling for business decisions.'), duration (8 weeks), student count (234), rating (4.8), and an 'Instructor' section for Prof. Sarah Johnson. A 'Rate Professor' button is present. Navigation tabs for Overview, Professor, Alumni, and Requirements are at the bottom.

The 'Meet Your Professor' section highlights Prof. Sarah Johnson, a Professor of Business Analytics with a 4.8 rating from 287 reviews. A 'Rate Professor' button is available. Below is the 'Education' section (PhD in Statistics, Stanford University). The 'Experience' section states 15+ years in data science and analytics. The 'Areas of Expertise' section lists Statistical Analysis, Machine Learning, Business Intelligence, and Data Visualization.

This screen displays the 'Course Requirements' and 'Prerequisites' sections. Requirements include Introduction to Statistics and Basic Excel Skills. Prerequisites are Business Fundamentals and Math (Calculus I). The 'Format' section indicates Hybrid (In-person + Online) with 8-10 hours per week. The 'Assessment Methods' section shows a breakdown: Weekly Quizzes (30%), Midterm Project (25%), Final Project (35%), and Participation (10%). An 'Enroll Now' button is at the bottom.

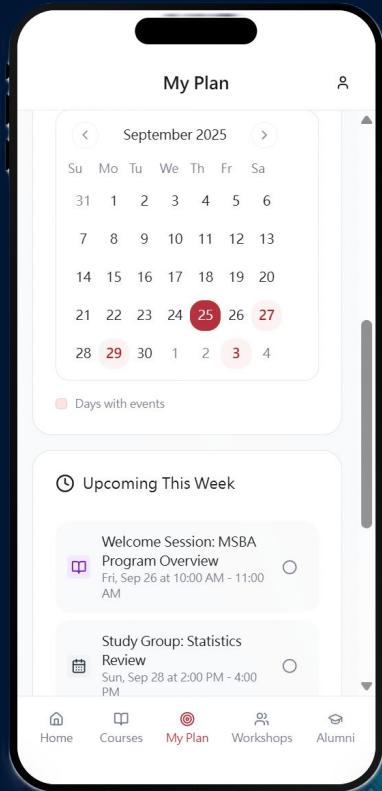
The 'Alumni Reviews' section shows a review by Jennifer Walsh (MSBA 2023) with a 4.8 rating. The review text is: 'Dr. Chen's course was transformational for my career. The practical approach and real-world case studies prepared me effectively for industry challenges.' Below is another review by Prof. Sarah Johnson (2022) with a 5-star rating: 'Analytics course in the program. The professor is incredibly knowledgeable and engaging.' A 'Rate Professor' button is also present.

Workshops Tailored to Skills & Goals



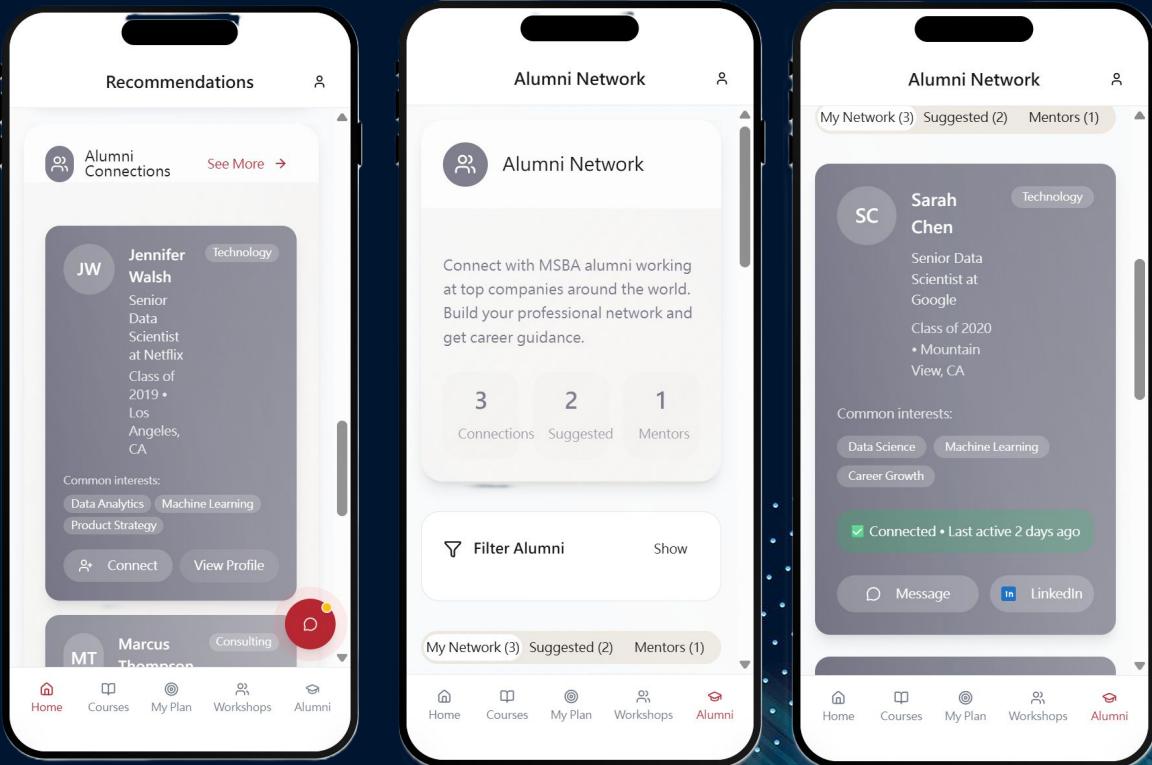
Workshop Recommendations

My Plan Calendar



Expanding Professional Networks with Alumni

- AI suggests **relevant alumni** based on Emily's background & goals
- Profiles highlight **career path, achievements, and common interests**
- Integrated contact options (**LinkedIn, Email**) for direct outreach



User Motivation



Efficiency = More Time

- Saves hours of trial-and-error research
- All-in-one hub for coursework, career goals, networking



Engagement

- Progress bars, milestones, and achievement tracking



Personalization

- Recommendations tailored to goals & profile
- The AI chatbot acts as a just-in-time career coach

Constraints & Rollout

- Data: No direct access to USC course/alumni/career datasets
 - Privacy: Student & alumni info may contain sensitive data
 - Scope: Limited timeframe → not production-ready
- 
- Data Integration: USC datasets + LinkedIn/Career Center
 - Pilot & Feedback: Test with MSBA; collect stars/comments to refine
 - Scale: Extend to MBA and other programs
 - Institutionalize: Officially integrate into Marshall systems and student onboarding