

### What areas are you interested in?

Humanities Business Economics 

Enter Answer Here or Click Below

Arts

Political Science

Accounting

Communications

Health and Medicine

Public and Social Services

Math and Statistics

Environmental Science

Computer Technologies

Science

Education

Engineering

English

History

Psychology

### How important is your major to you?

☐ Most Important☒ Very Important☐ Important☐ Less Important☐ Least Important

### Will you play sports?

☐ Yes☒ No☐ Maybe

SkillsUSA: Champions at Work

# Web Design Challenge

## GREAT FIT



Houghton College  
Houghton, NY



Yeshiva University  
New York, NY



Canisius College  
Buffalo, NY



West Virginia University  
Morgantown, WV

## REACH



University of Pennsylvania  
Philadelphia, PA



Stanford University  
Stanford, CA

## SAFETY



Cairn University - Langhorne  
Langhorne, PA



University of Toledo

# CollegeAI - Creative Brief

CollegeAI automatically recommends colleges to high school students based on the results of a short questionnaire/survey.

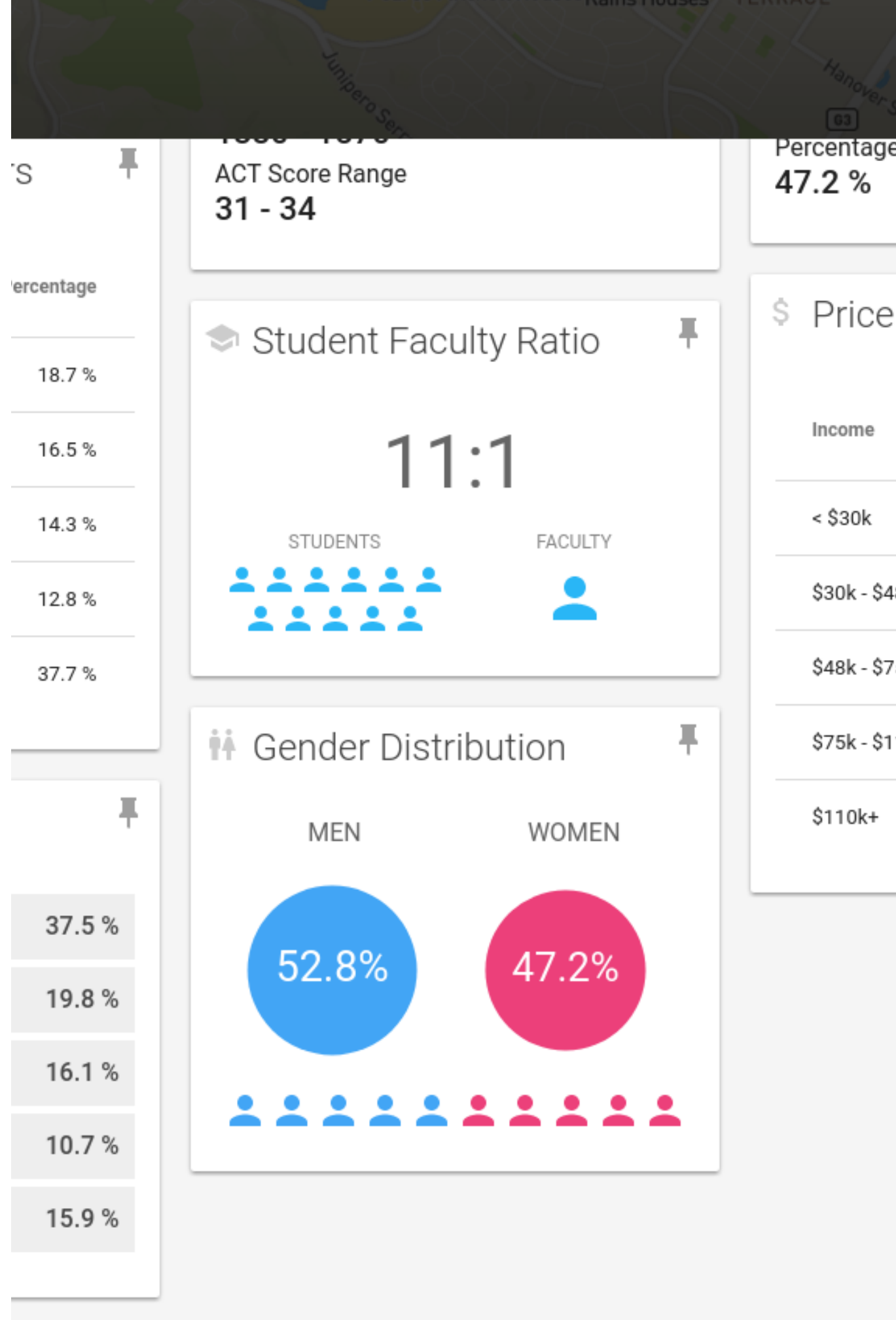
# Description of the organization and its target audience

A student first comes to the site and hits Get Started. After that, they take a 5 minute survey. The survey assesses things like their academic performance, personality, preferences, financial situation, and much more. We then use an advanced artificial intelligence engine, based off years of research, to recommend the optimal colleges for that student. We give each student highly personalized reasons why they might like or dislike each college. We also give students tools for comparing and analyzing their college choices.

We've helped over 20,000 students make their college decision.

CollegeAI will ask deep questions that other sites don't, such as "Would you like to date in college?" And assesses a student's aesthetic preferences by showing them photos of different college campuses.

We're the simplest way to perform college research, and have developed the most advanced college recommendation platform in the world.



## We do things like:

- Estimate financial aid packages
- Estimate merit-based aid packages
- Provide rankings for majors and different areas as they apply to a student
- Hear what other students are saying about a college. Comments from other students who visited or are thinking about applying each school.
- Exclusive data from visits, prospective students, admissions pages
- CollegeAI analyzes each college for each student individually
- Advanced comparison tools and graphs representing colleges strengths and weaknesses
- A full college planner with over 200 objectives and video courses to make sure you're prepared to apply and decide between colleges.
- Help make your final college decision
- Estimate your probability of acceptance from all over the United States

The screenshot displays the 'Explore and Discover Colleges' section of the CollegeAI website. It features a grid of college profiles, each with a ranking, name, location, a photo, a brief description, and action buttons. The colleges shown are University of Pennsylvania, Stanford University, Massachusetts Institute of Technology, Cornell University, Yale University, and Williams College. Each profile includes a 'Details' button, a 'Remove from List' button, and the college's website URL. A blue 'IN LIST' button is visible on the top right of the first three profiles. The University of Pennsylvania profile is partially cut off on the right.

| Rank | College Name                          | Location         | Description  | Website             |
|------|---------------------------------------|------------------|--|---------------------|
| 93   | University of Pennsylvania            | Philadelphia, PA | The University of Pennsylvania (commonly known as Penn or UPenn) is a private Ivy League research university located in Philadelphia, Pennsylvania, United States. Incorporated as The Trustees of the University of Pennsylvania, Penn is one of 14 founding members of the Associat... | UPENN.EDU           |
| 93   | Stanford University                   | Stanford, CA     | Stanford University, officially Leland Stanford Junior University, is a private research university in Stanford, California, adjacent to Palo Alto and between San Jose and San Francisco. Its 8,180-acre (12.8 sq mi; 33.1 km2) campus is one of the largest in the United States. S... | STANFORD.EDU        |
| 93   | Massachusetts Institute of Technology | Cambridge, MA    | The Massachusetts Institute of Technology (MIT) is a private research university in Cambridge, Massachusetts, often cited as one of the world's most prestigious universities. Founded in 1861 in response to the increasing industrialization of the United States, MIT adopted a Eu... | WEB.MIT.EDU/STUDENT |
| 93   | Cornell University                    | Ithaca, NY       |  |                     |
| 91   | Yale University                       | New Haven, CT    |  |                     |
| 91   | Williams College                      | Williamstown, MA |  |                     |

*The entire platform is FREE. CollegePICK believes that every student should have access to top-tier college counseling.*

Our main goal with this landing page is to get students to get excited about college, get excited that the platform is going to solve their problems, and click the get started button. The students that use our platform are primarily in the United States, in high school (15-19 years old). Many of them

are unsure or not confident in the college search process, their counselors/parents aren't helpful and they need help.

# Industry

Technology

# Primary objective of the landing page

To click through (e.g. app downloads, promotions

# Existing website

[collegeai.com](https://collegeai.com)

# Visual style

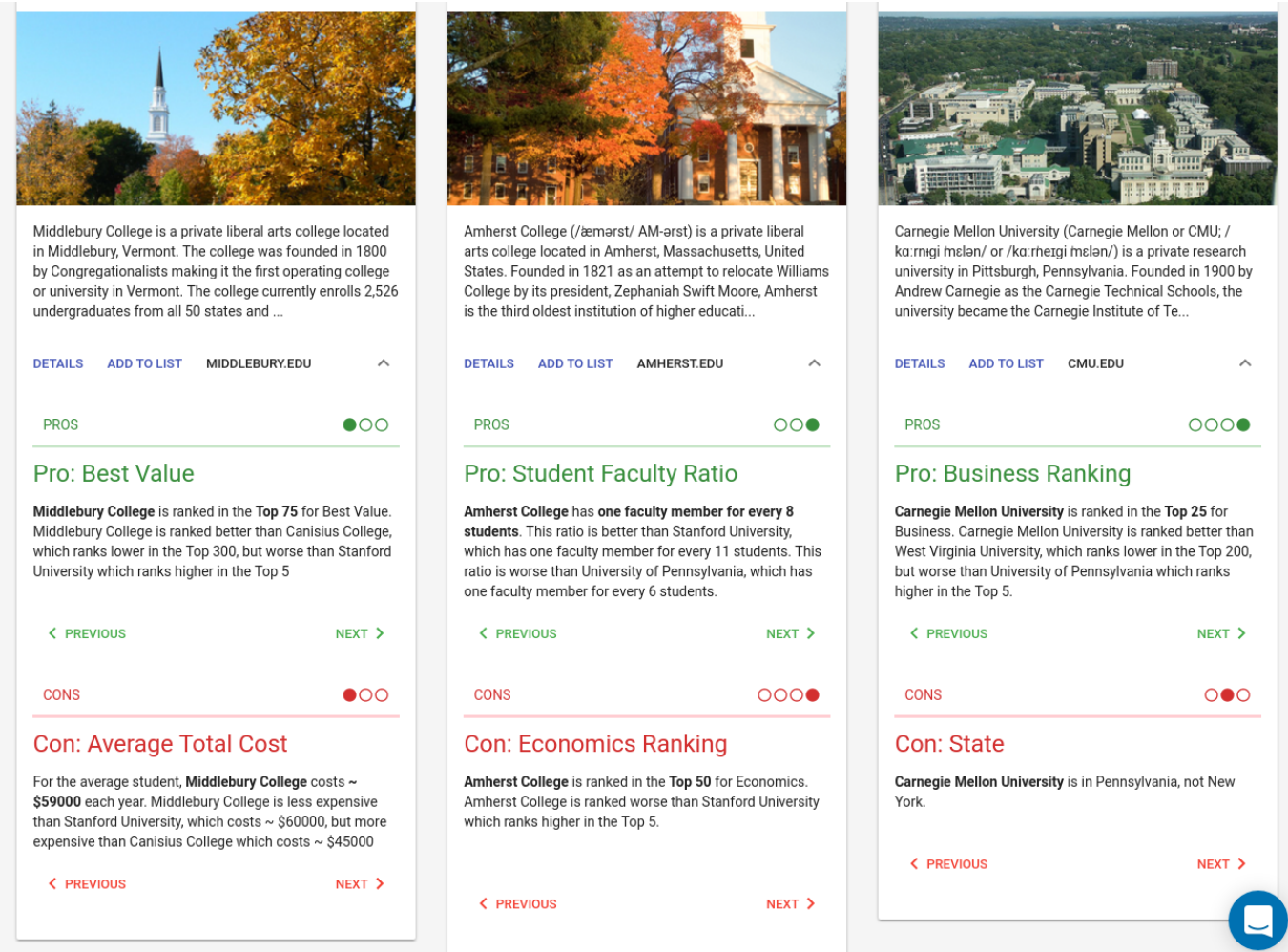
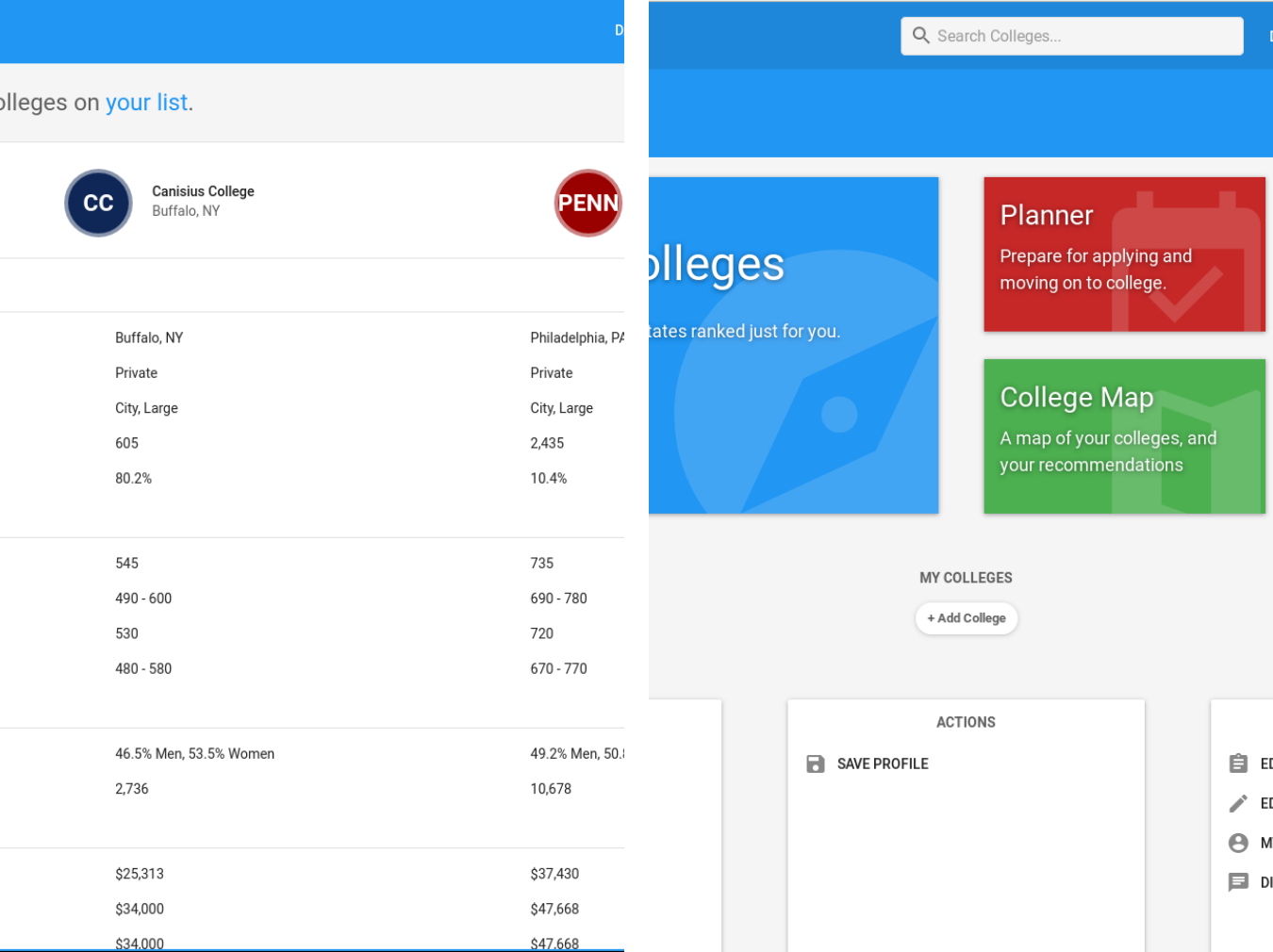
## Style/theme ideas

Our main color is blue, see our current homepage.

## Inspirational websites

[stripe.com](https://stripe.com)

I like the use of colors, the tablets/mobile apps showing some views a use might see.





## Planner

Prepare for applying and moving on to college.

## Compare Stats

Compare stats for all your colleges.

## College Map

A map of your colleges, and your recommendations

## Final Choice

Recommendation for your final college choice.

COLLEGES

College

ACTIONS

OTHER



EDIT SURVEY



EDIT COLLEGE LIST



MY ACCOUNT



DISCUSS COLLEGEAI

# Content Details

Elements to include in the landing page

There should be a “Get Started” button (text may change) at the top, and a get started button at the bottom (there can be more at your discretion).

Please don’t make anything similar to our current homepage, we don’t like it.

# Other notes

This page should primarily be oriented at high schools students and parents who need a website that will assist them with their college search.

The images I've included show some different parts of the site, these images may be useful for creating simple vector images that represent each page. They may also help you understand how our site works.

Our press page has additional information:  
[press.collegeai.com](https://press.collegeai.com)

What areas are you interested in?

Humanities

Business

Economics

Enter Answer Here or Click Below

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Math and Statistics

Environmental Science

Computer Technologies

Science

Education

Engineering

English

History

Psychology

How important is your major to you?

☐ Most Important

☒ Very Important

☐ Important

☐ Less Important

☐ Least Important

Will you play sports?

☐ Yes

☒ No

☐ Maybe

# Deliverables

## Digital Design and Coded Pages

You will provide a JPG of your Landing Page design

You will provide a folder with your coded website using validated HTML and CSS

You will provide a text file listing all fonts used in your website design.

[DASHBOARD](#)[LOGIN](#)

more information. If a college interests you, add it to your list of colleges in your list.

University  
CA

[IN LIST](#)

y, officially Leland Stanford Junior  
rate research university in Stanford,  
it to Palo Alto and between San Jose and  
8,180-acre (12.8 sq mi; 33.1 km2)  
the largest in the United States. S...

[REMOVE FROM LIST](#)[STANFORD.EDU](#)

93

Massachusetts Institute of Tec  
Cambridge, MA



The Massachusetts Institute of Technolo  
private research university in Cambridge,  
often cited as one of the world's most pr  
universities. Founded in 1861 in respons  
industrialization of the United States, MIT

[DETAILS](#)[ADD TO LIST](#)[WEB.MIT.EDU/](#)

iversity  
en, CT



91

Williams College  
Williamstown, MA

