

EasyPath



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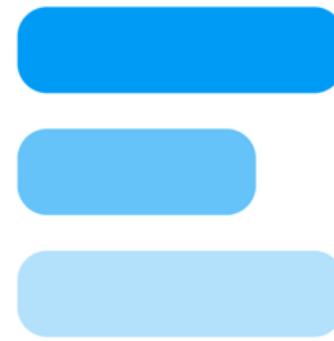
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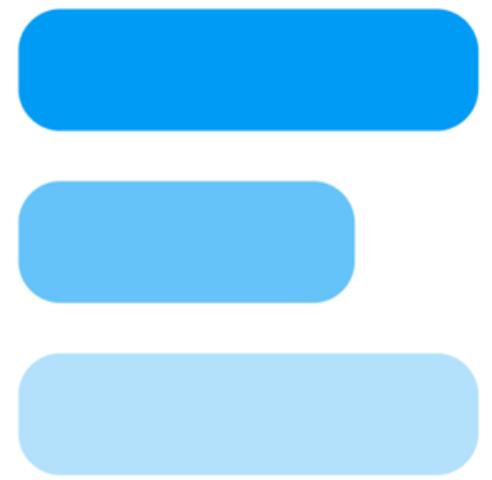
Simplifying University Applications for High School Students

What is it?

An all-in-one app that simplifies post-secondary planning for high school students by tracking application deadlines, scholarships, and providing reliable information and reminders—empowering students with confidence and control over their future

Purpose:

- Reduces stress for students and parents to stay organized
- Centralizes deadlines and cross-provincial scholarships
- Empowers users to make informed decisions with reliable info



Personas

🏆 Emma: The Driven Achiever

Core Values

Academic Excellence Responsibility Personal Growth Achievement

Key Goals

- Comprehensive progress tracker with task completion status
- Organized document storage for easy access
- Calendar integration to align with deadlines
- In-depth research access to campus insights

"Secure admission to a top-tier university by maintaining meticulous control over the application process"

Demographics

Age: 17

Gender: Female



Profile

Stage: High School Senior

Hobbies: Reading, Debate, Volunteering

Jake: The Procrastinating Dreamer

Core Values

Creativity Self-Expression Flexibility Authenticity

Key Goals

- Clear, easy-to-follow checklist to complete application tasks on time
- Automated reminders for approaching deadlines
- Guidance on key tasks like essays and document submissions
- Quick, accessible tips for staying focused

"Find a supportive tool that transforms the overwhelming application process into a manageable journey"

Demographics

Age: 17

Gender: Male



Profile

Stage: High School Senior

Hobbies: Music, Art, Friends

David: The Strategic Navigator

Core Values

Family Support Education Responsibility Long-term Success

Key Goals

- Organized information hub for all universities
- Clear, step-by-step checklist to track progress
- Simple user interface that is easy to navigate
- Cost-effective solution without hidden fees

"Navigate the complex post-secondary application landscape to support my child's future success"

Demographics

Age: ~45

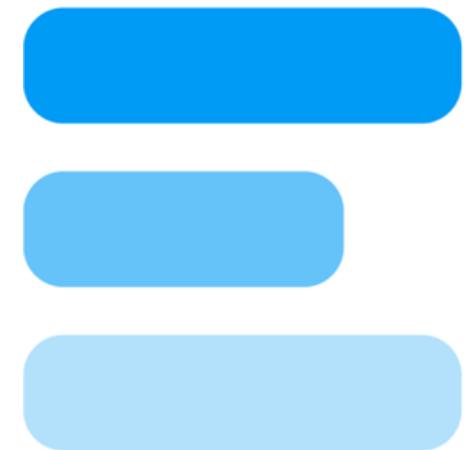
Gender: Male



Profile

Occupation: Architect

Education: University of Victoria



Demo

Overview of Key Strategic Business Decisions

1. Monetization Strategy
2. Branding Choices
3. User-focused Features

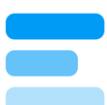
Monetization Strategy

Freemium model

- essential free features
- premium tier for advanced planning tools pending testing and validation

Partnerships

- guidance counselors
- universities
- scholarship providers



Branding Choices

Color palette

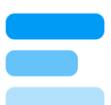
- blue, white, and gray to convey trust and calm

Name

- rebrand back to “EasyPath” for simplicity and alignment with mission

Logo

- modern, intuitive to represent clarity and guidance



User-focused features

Scholarships

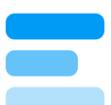
- planned integration of a comprehensive scholarship database

Parent involvement

- parent engagement tools and user option

Intuitive design

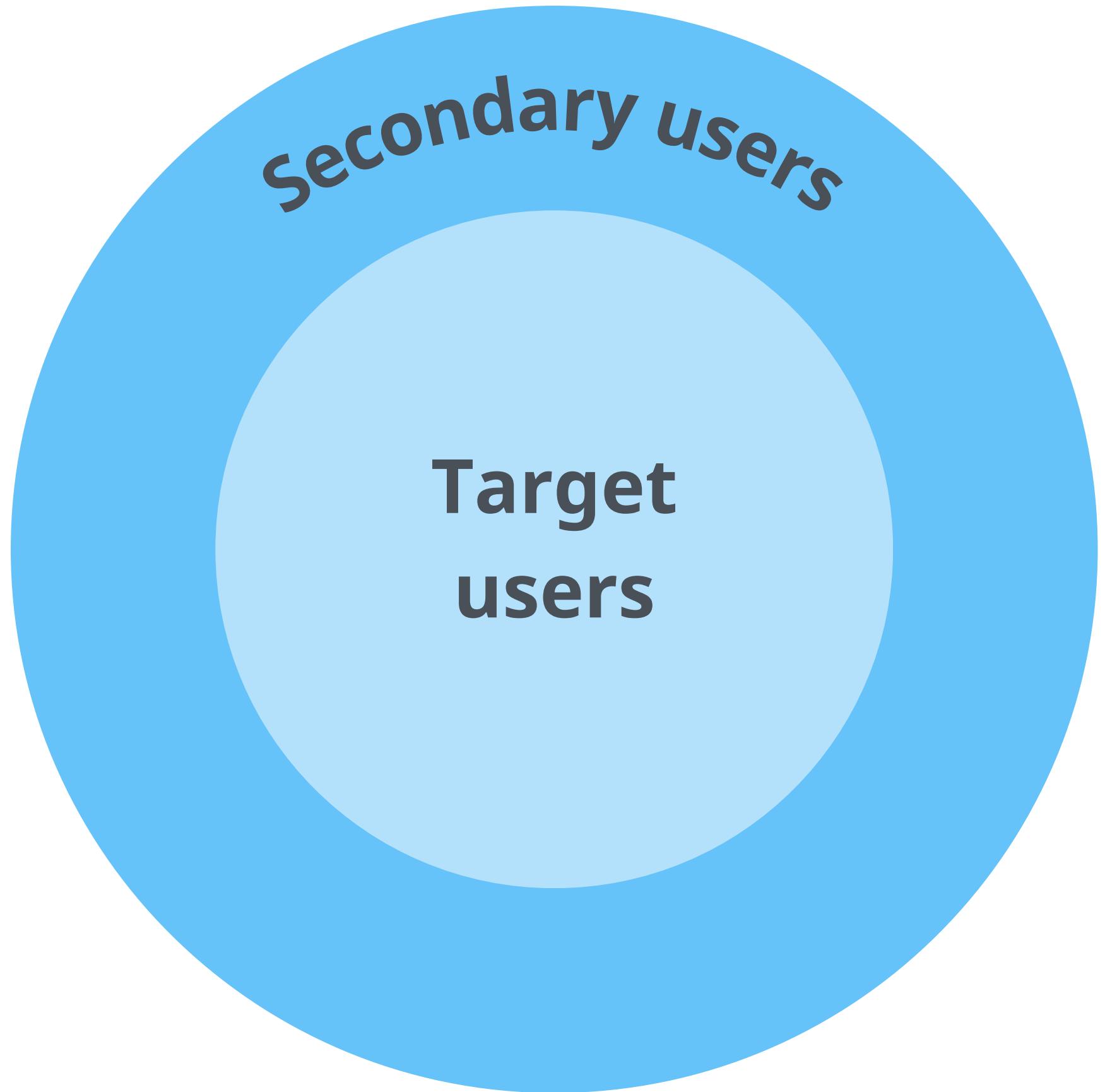
- User-friendly design and intuitive search engine



Dramatic Differences

- all in one platform
- application reminders
- cross-provincial scholarship list
- cost of living
- comparison tables
- intuitive design





Target users

- high school students
- parents of high school students

Secondary users

- high school principals
- guidance counsellors

Technical Milestone 2 (Revisited)

Transformed Quiz Application into a University Program Search Engine

Comprehensive Checklist
Integration, Project Management,
Advanced Query Capabilities, and
Comparison Tools.

Redesigned landing page with each feature allocated to its own dedicated webpage.

Enhanced website design with added quality-of-life features, including an automated email reminder.

Business Milestone 2 (Revisited)

Finalized Branding:

- **Brand Name:** EasyPath
- **Logo:** 
- **Color Palette:** Blue, White, Gray
- **App-style:** Modern, Open Layout



Monetization Plan:

- **Target Users:** Parents, High School Students (Grade 11 and 12)
- **Freemium Model:** Free basic features, premium features for personalized insights and planning

Technical Milestone 3



Business Milestone 3





Reflection

Team Reflection

"Growing Through Our Differences"



Diverse Backgrounds

Business, Marketing, Software
Engineering, Psychology, & Data
Science



Different Perspectives

Technical + Market Insights



Effective Collaboration

Embracing Constructive Disagreement



Shared Direction

Building on Different Ideas

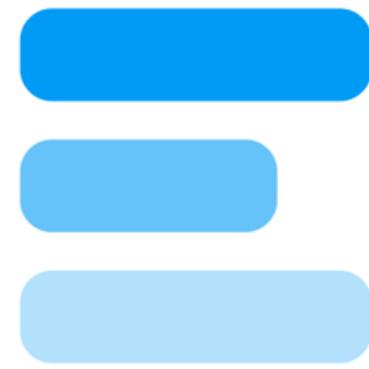


Key Challenges Overcome

- Balancing technical ambitions with market priorities
- Aligning different communication styles



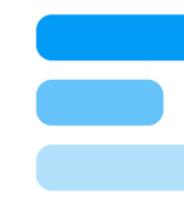
Our differences challenged us to grow, learn, and create something greater than we could have achieved alone



EasyPath

Your Future,
Your Fit,
Your Perfect Path.



 EasyPath Q+A

Value Proposition: reduce stress and empower students and parents to make informed post secondary decisions with confidence.

Personas: organized high school student, disorganized high school student, parent of high school student

Key business strategic decisions: monetization strategy, branding choices, and user-focused features

Dramatic difference from competitors: all in one platform, application reminders, cross-provincial scholarship list, cost of living, comparison tables, intuitive design

Secondary customer feedback: high school principals and guidance counsellors

Milestone 3: formal testing, data acquisition, scholarship seature and program requirements, user feedback, market research, additional revenue streams, and go-to-market strategy