nurtuŔe
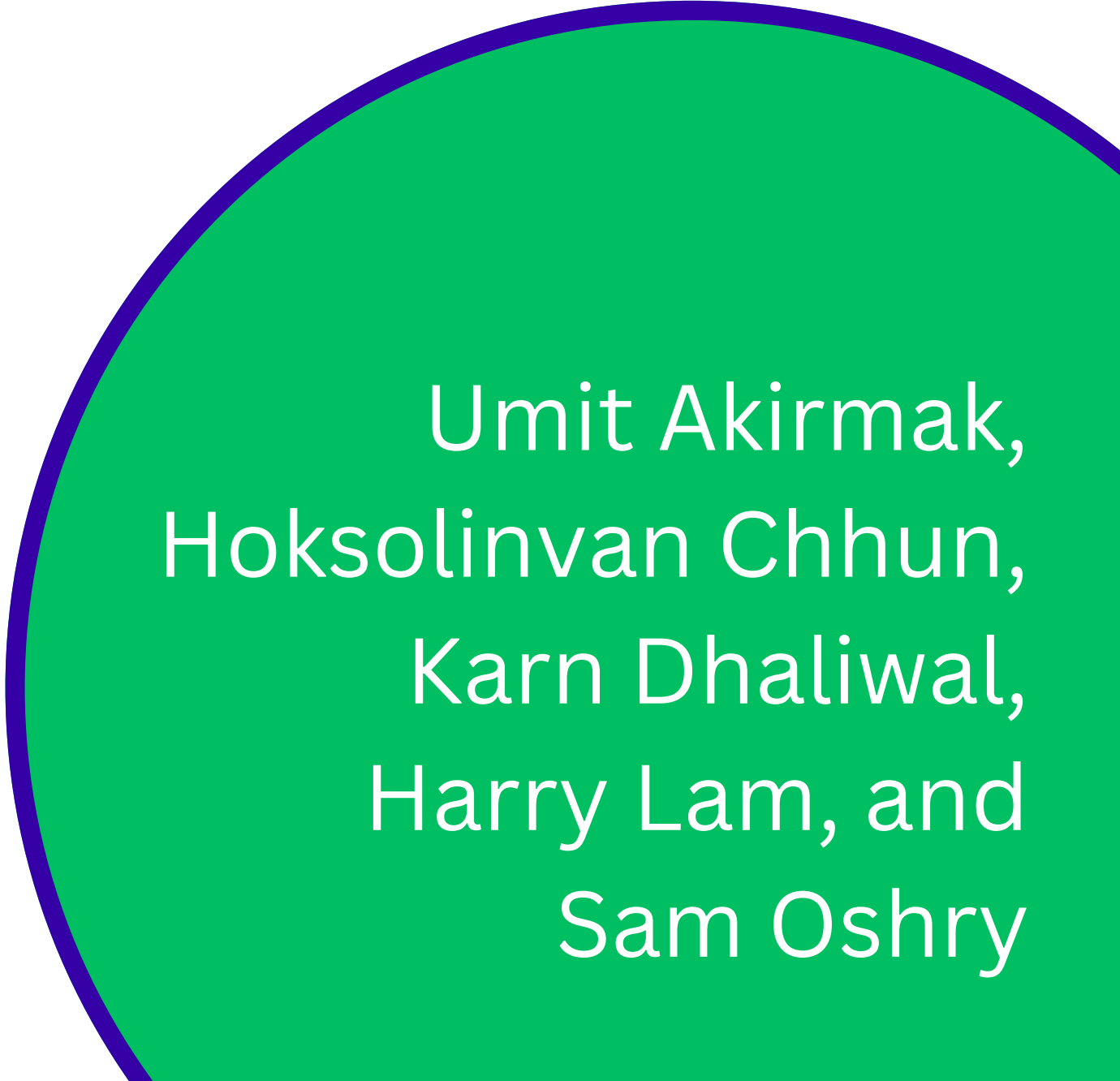
**Your future,
your fit.**

Umit Akirmak,
Hoksolinvan Chhun,
Karn Dhaliwal,
Harry Lam, and
Sam Oshry

Understanding Our Customers

Target Audience

High school students (grades 11-12) in Alberta and BC, seeking to plan and organize post-secondary applications

Key Challenges

Overwhelmed by information, difficulty finding relevant details, disorganized, and stressed by time constraints for various deadlines

Customer Requirements

Needs

- Centralized information
- Personalized guidance
- Deadline tracking
- Automated reminders
- User-friendly platform

Pain Points

- Information Overload
- Scattered Resources
- Disorganization
- Missed Deadlines
- Time Constraints

The Solution

Overview

Nurture simplifies the post-secondary application process by providing students with a centralized platform for planning and tracking deadlines ensuring they stay organized and on top of every important date with information

Benefits

- Simplified Planning
- Time Saving
- Increased Confidence
- Peace of Mind through deadline tracking
- Organized application management

46%

Less than half of high school students have chosen a post-graduation path.
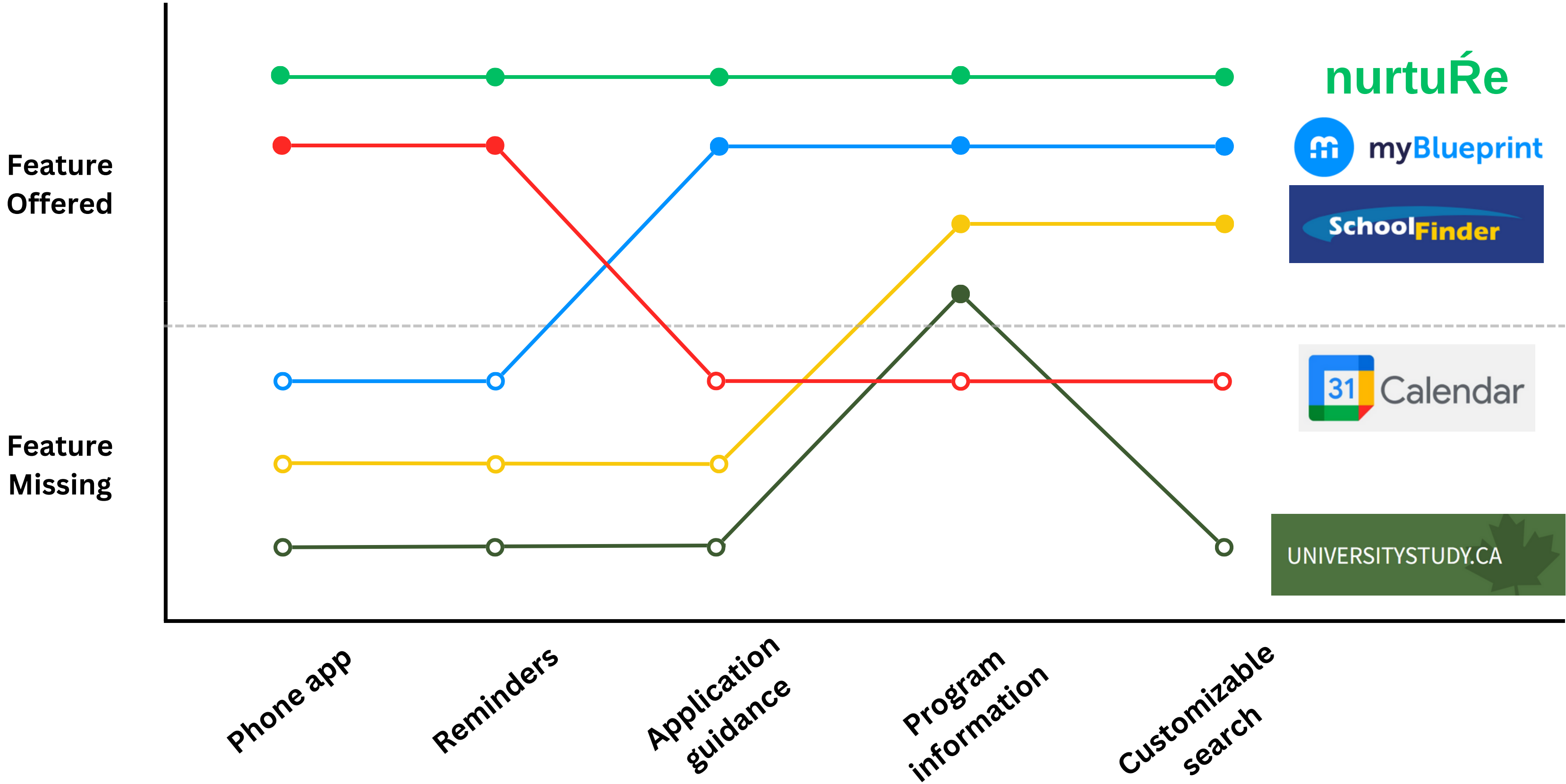
11%

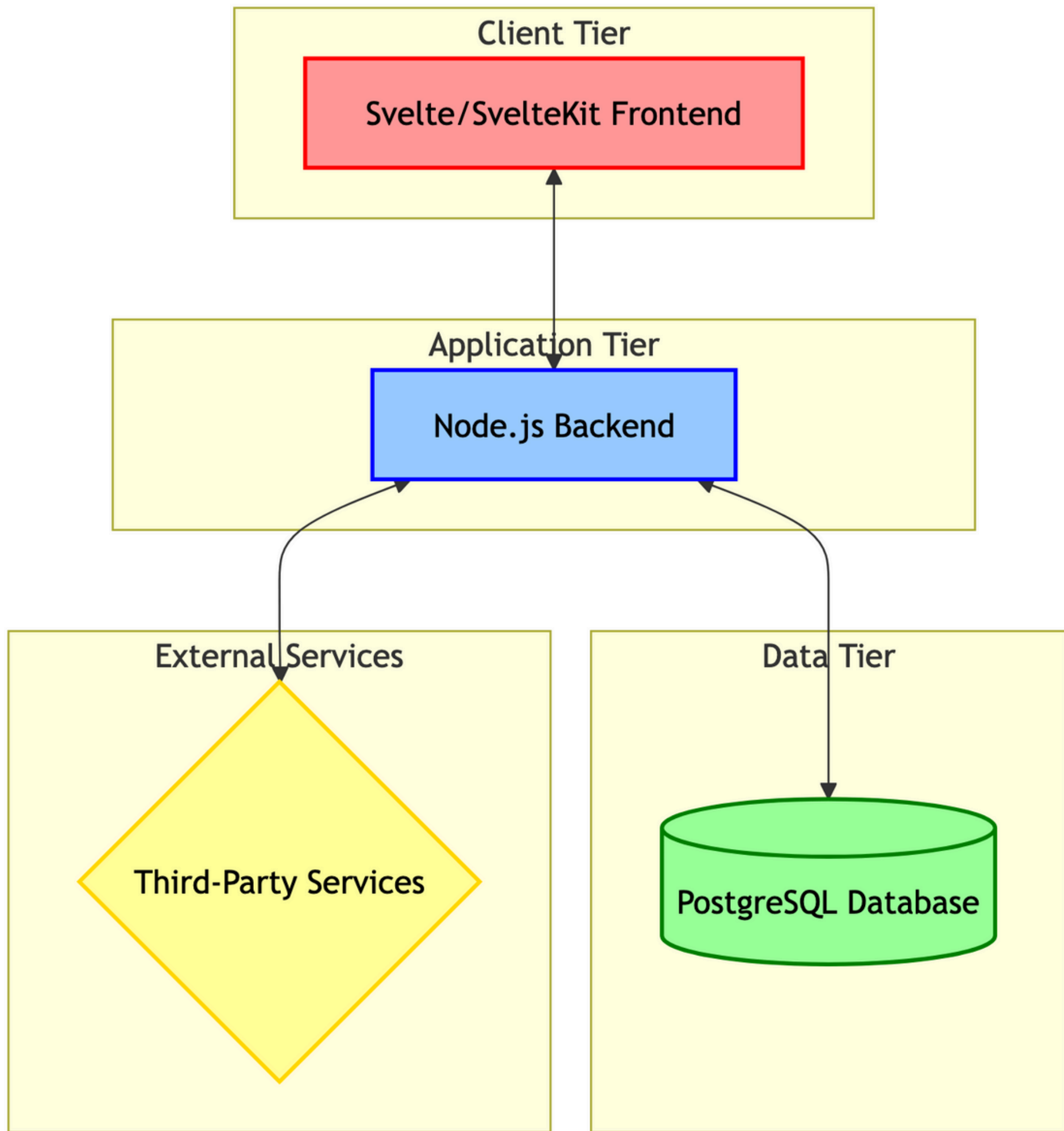Only one tenth of high school students feel confident in their post-graduation plans.

61%

Almost two thirds of high school students feel their current planning resources could be better.

Competitive Value Map

Feature Offered

Feature Missing

Phone app | Reminders | Application guidance | Program information | Customizable search

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myBlueprint

SchoolFinder

31 Calendar

UNIVERSITYSTUDY.CA

Client Tier

Svelte/SvelteKit Frontend

Application Tier

Node.js Backend

External Services

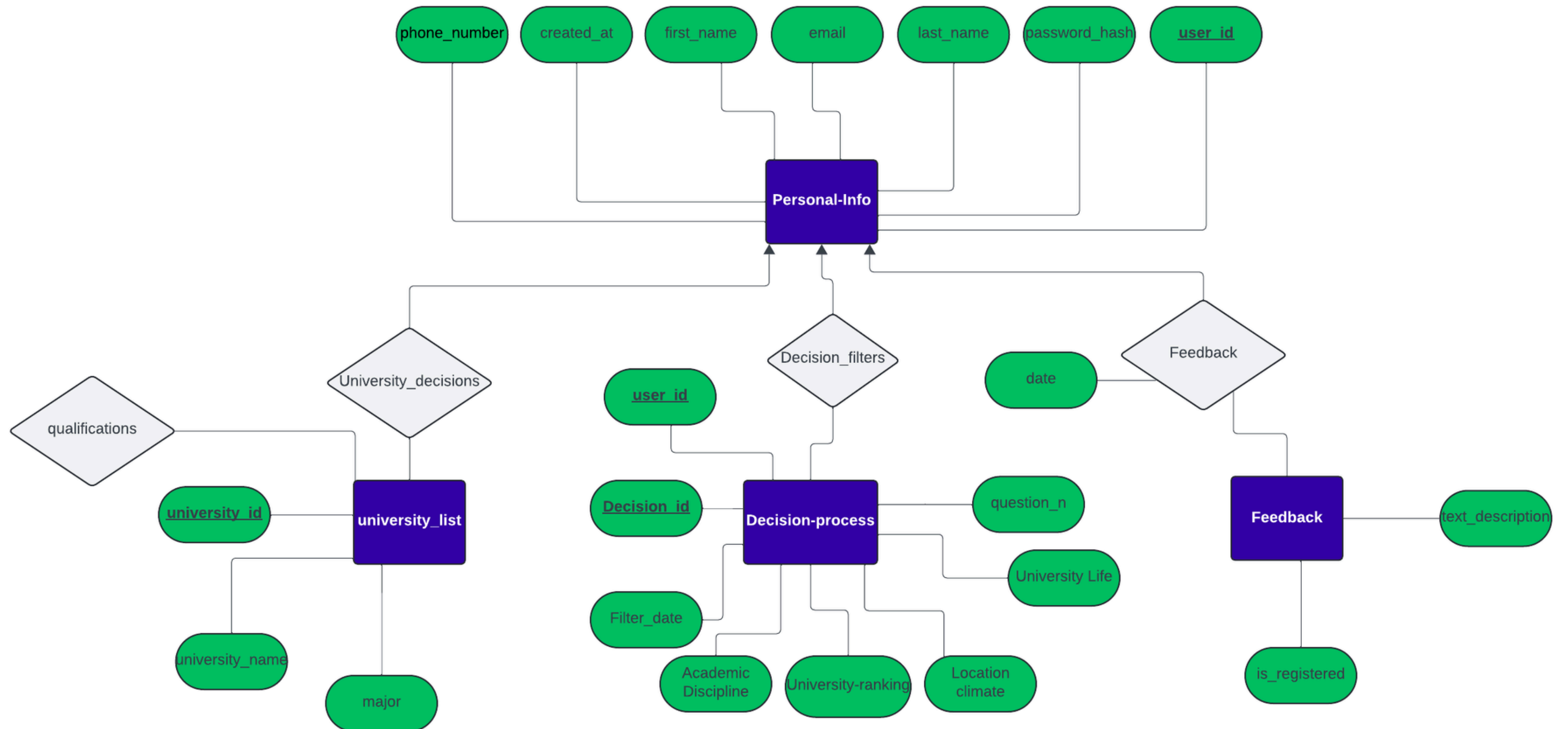**Third-Party Services**

Data Tier

PostgreSQL Database

Inchoate ERD Diagram

Target market

A clear target market has been established, and their needs have been identified.

Customer profiles

Specific user and buyer profiles have been established.

Customer discovery process

Effective customer discovery process underway via survey and semi-formal interviews.

Competitive value map

Competitors are analyzed, and a competitive map is created to illustrate differences.

Business Milestone 1

Basic Website Layout

Visually appealing, clean simple UI.

Back-end integration with the assessment algorithm

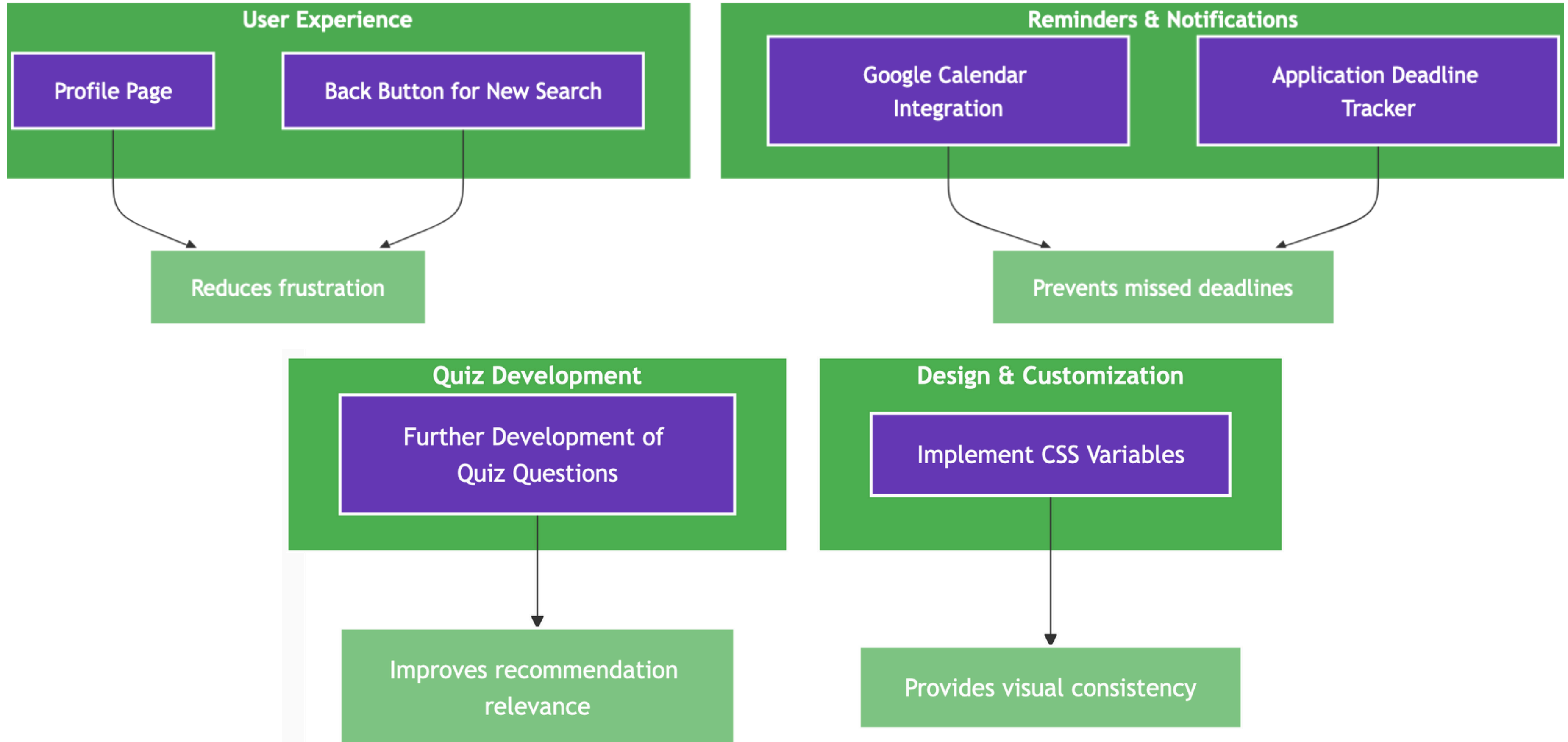Simplified program search process.

Technical Milestone 1

Display a few programs and their application deadlines

Eliminates the hassle of tracking multiple application deadlines.

Send an email notification

Keeps students informed with email alerts.

Technical Milestone 2

User Experience

Profile Page

Back Button for New Search

Reduces frustration

Reminders & Notifications

Google Calendar Integration

Application Deadline Tracker

Prevents missed deadlines

Quiz Development

Further Development of Quiz Questions

Improves recommendation relevance

Design & Customization

Implement CSS Variables

Provides visual consistency

Technical Milestone 3

Data Presentation &	Search & Filtering	Application Tracking
Fact Sheet of University & Program	Search Functionality and Filters	List of Institutions/ Programs Applied to

| Provides consolidated university data | Simplifies program discovery | Keeps track of application progress |

Business Milestone 2

Finalize branding

Name, logo, colour scheme, and app style.

Develop a monetization plan

Establish revenue model and pricing strategy.

Business Milestone 3

Intellectual property

Understand and apply basic IP concepts.

Develope go-to-market strategy

Establish marketing and sales strategy with testing.

Group Reflection

Learning experience

- Communication
- Task delegation
- Disagreements happen
- Agility & flexibility
- Collaboration built on individual strengths
- Discussions on the 'user' and their needs

Challenges

- Merging code / conflicts
- Regular meetings

Skills Gained

- Time management
- Learn New Frameworks

Areas of Improvement

- Bugs
- Testing

Responsibilities

	Hoksolinvan	Harry	Karn	Sam	Umit
Key Resp. 1	Backend logic management	Visual design	Target Profile	Competitive map	Set-up Svelte for the project
Key Resp. 2	Database design and management	Front-end (CSS)	VP Canvas	Customer discovery process	Front-end (skeleton & animations)
Key Resp. 3	Course Resource Review	Documentation	Presentation Slides	Facilitated front-end design (CSS)	Documentation and Lit. Review

Thank You

Having had the opportunity to work alongside students from different majors allowed for a wider perspective on establishing requirements of target customers. Additionally, gaining direct experience on an aspect of what other students did gave me a deeper understanding on the merits of how a business should function.

Working closely with team members who had different strengths allowed me to appreciate the significance of diverse skill sets in achieving a common goal (tech stack). The varied perspectives we brought to the table contributed to a more robust and well-rounded final product, proving that collaboration often leads to greater innovation.

Having had direct experience with various area of knowledge allowed me to realize the complex intricacies and difficulty in realizing the connection between different

Major Deliverables

https://docs.google.com/document/d/1I59FcMG_3F9YMetRmTvcldjNQTg3HbmPjJtBfW9rImg/edit?tab=t.0

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Find Your Ideal Program

Plan Your Academic Journey

Get Started

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Which major are you interested in?

Social Sciences

Engineering

Business

Arts

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How important is academic ranking to you?

Very Important

Somewhat Important

Not Important

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Recommendation Based on Your Answers

Based on your interest in **Engineering** and your **somewhat important** preference for academic ranking, we recommend: **University of Victoria (UVic) - Mechanical Engineering**

Application Deadline

January 31, 2025

Set Email Reminder

Don't miss the deadline! Enter your email to receive a reminder:

Enter your email | Send Reminder