

# dService

*By DAfinity*

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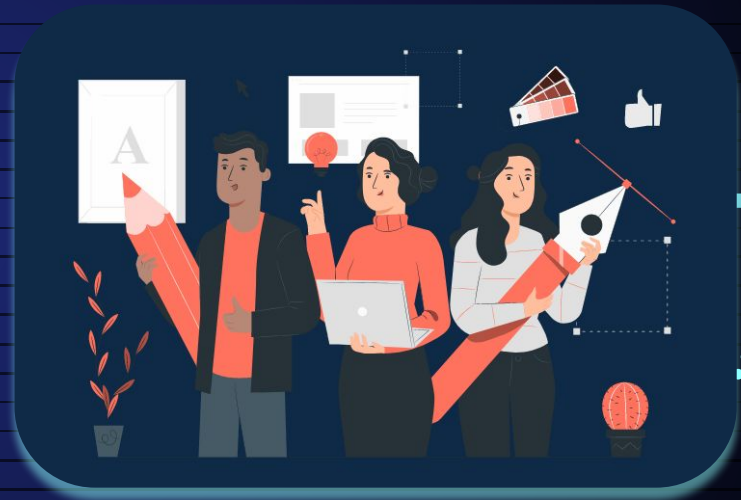
Runhan Chen

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# Problem Context

- Major tech companies have laid off more than 70,000 employees in the last year
- Unique needs and preferences of international students



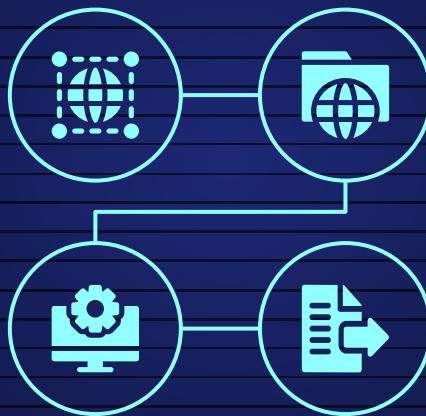
# Problem Statement

How might international students interested in data science explore detailed information of U.S. Data Science Master's programs so that they can find the most suitable program for themselves and make informed decisions.

# Key Research Insights

## User Research

We surveyed more than 20 international data science students, most of them are applying to master's programs.



## Market Research

Existing ranking sites lack:

- Interactive data visualization
- Specific information
- Filter tool

# Personas



## → Basic Info

- ◆ Age: 22
- ◆ Nationality: Italy
- ◆ Major: Information Science

## → Story

- ◆ Personalized graduate school recommendations
- ◆ Detailed information on data science programs

# Key Concepts

## → Interactive Map visualization

- ◆ Understand and identify patterns or trends based on location

## → Filter tool

- ◆ Choose their programs based on users' needs

# Concept Validation

## → Concepts to validate

- ◆ Design and Layout
- ◆ Map Visualization
- ◆ Filtering tools

## → Takeaways

- ◆ Size of Legend
- ◆ Color

## → Design direction

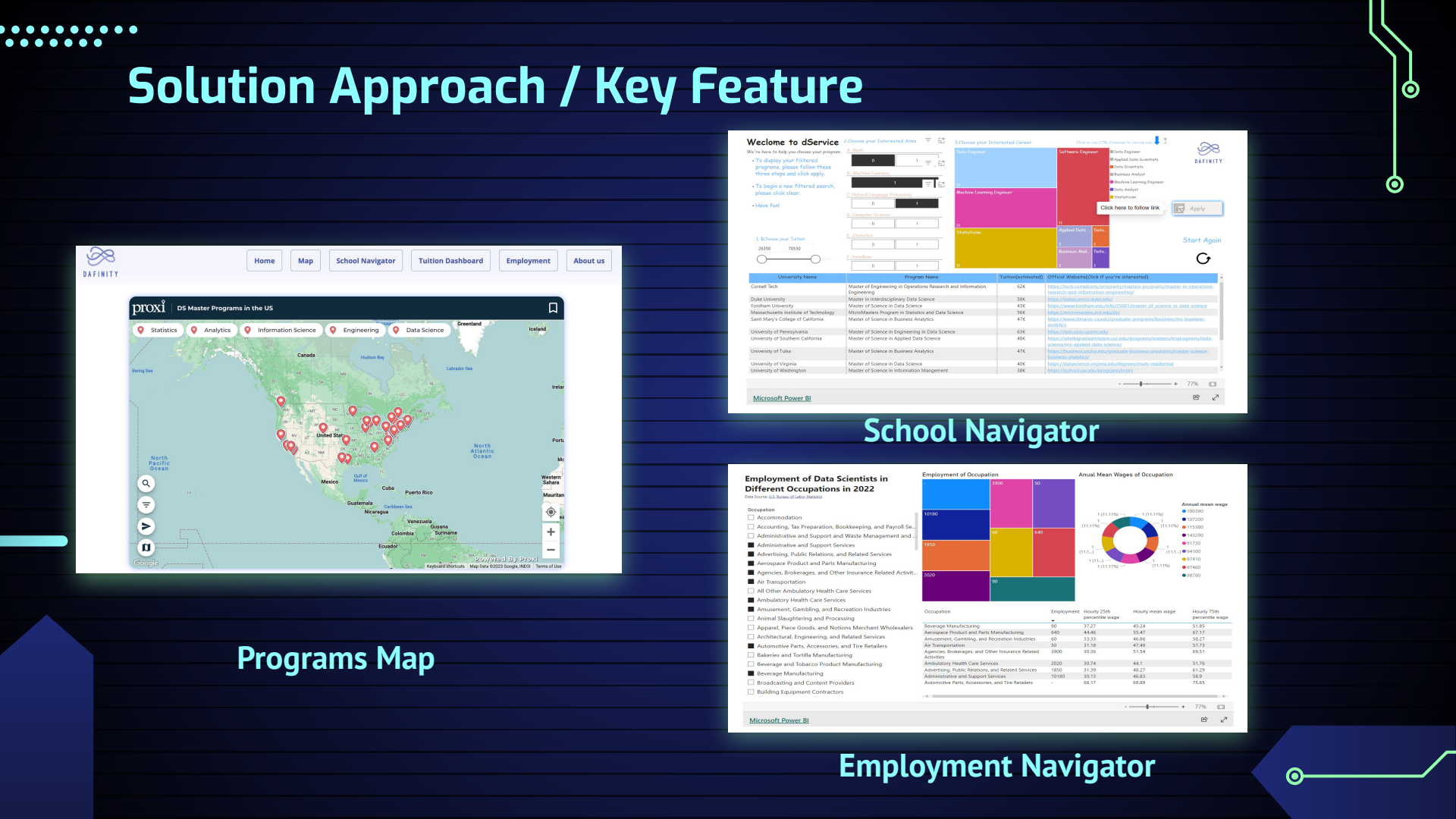
- ◆ Change the size of some legends
- ◆ Refine the color choice

# Solution Approach / Key Feature

### Programs Map

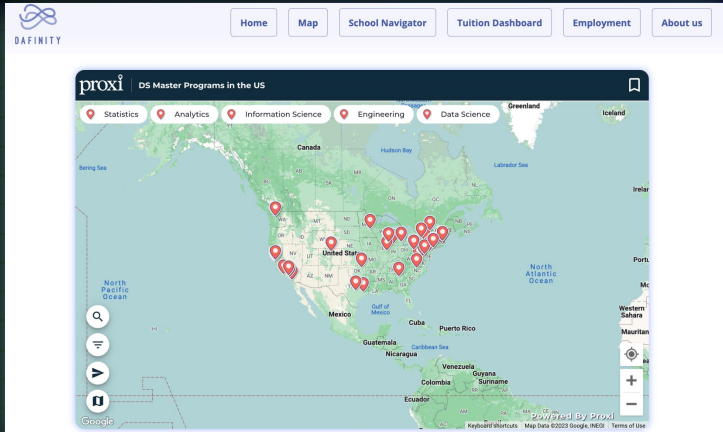
### School Navigator

### Employment Navigator



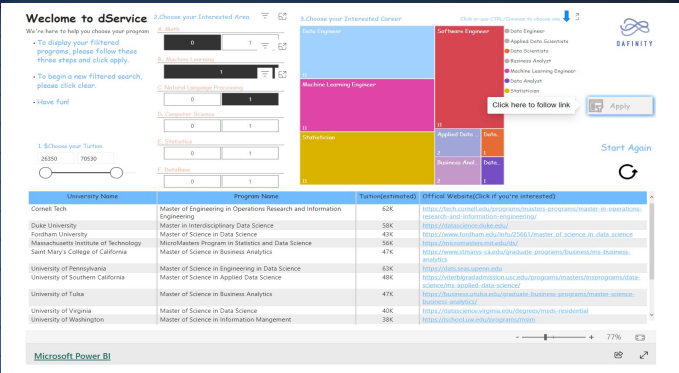
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### Programs Map



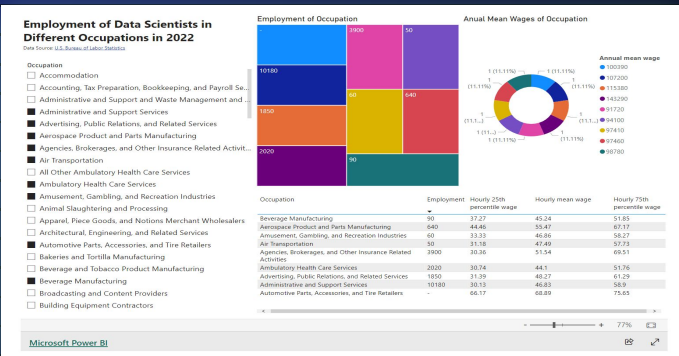
The Programs Map interface displays a map of the United States with red pins indicating the locations of various DS Master Programs. The map is titled "DS Master Programs in the US" and includes a search bar and a list of categories: Statistics, Analytics, Information Science, Engineering, and Data Science. The map is powered by Proxi and Google Maps.

### School Navigator

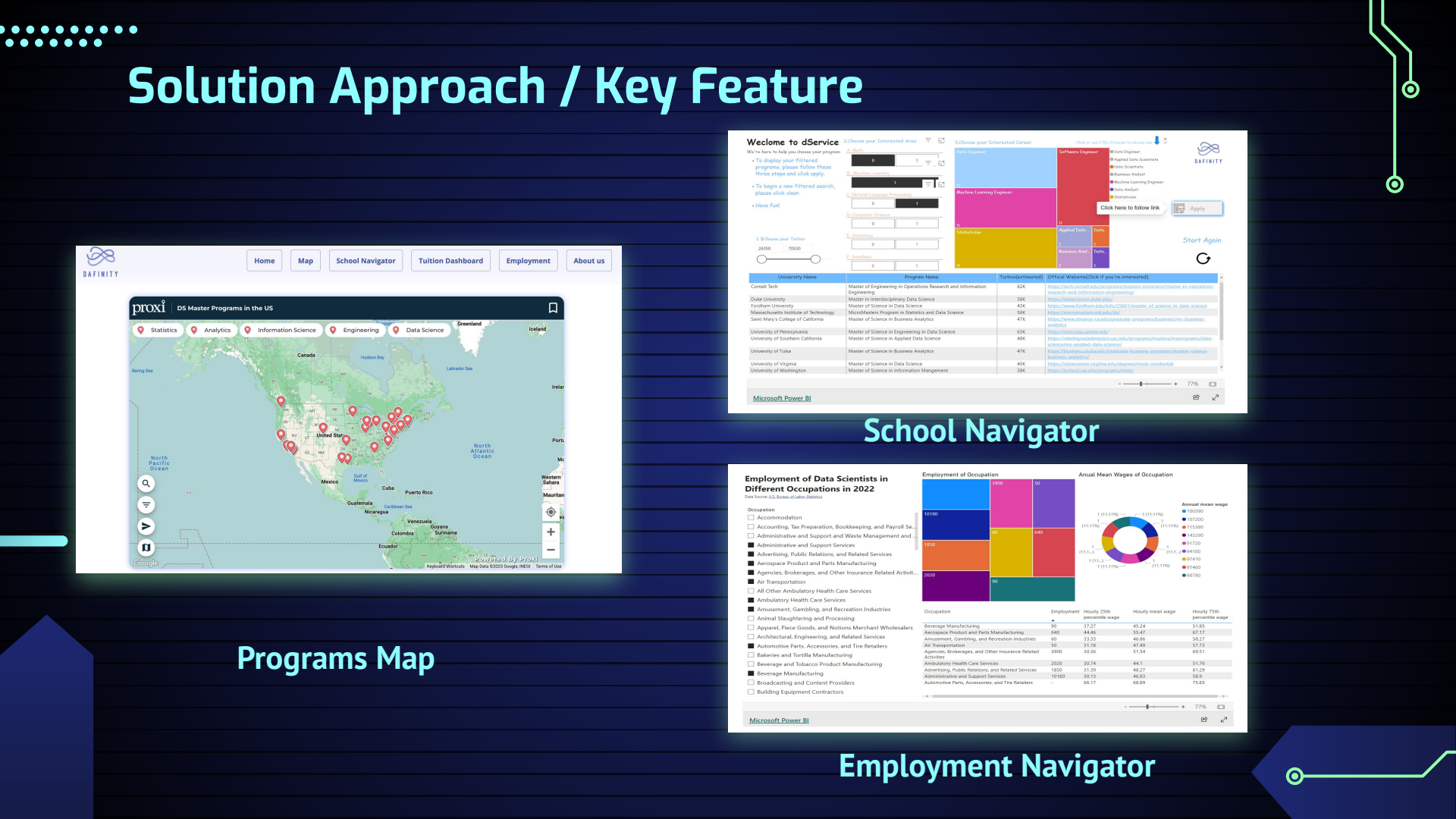


The School Navigator interface displays a list of schools and their corresponding DS Master Programs. The interface includes a search bar and a list of categories: Statistics, Analytics, Information Science, Engineering, and Data Science. The list of schools includes Cornell Tech, Duke University, Fordham University, Massachusetts Institute of Technology, Saint Mary's College of California, University of Pennsylvania, University of Southern California, University of Texas, University of Virginia, and University of Washington.

### Employment Navigator



The Employment Navigator interface displays a bar chart and a table of employment data for various occupations. The bar chart displays the number of jobs for each occupation, and the table provides detailed information about the occupations, including the number of jobs, the average salary, and the growth rate.

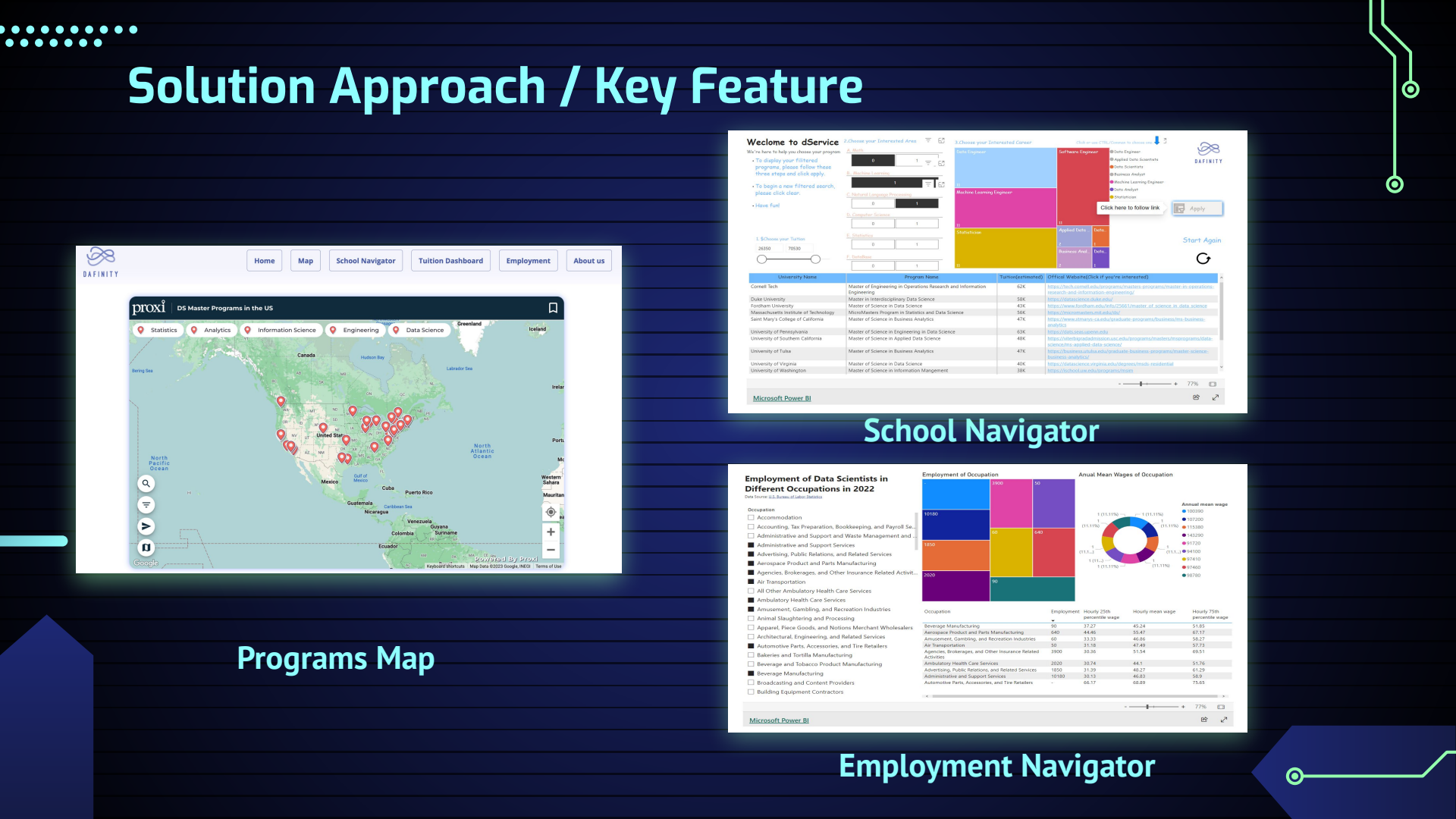


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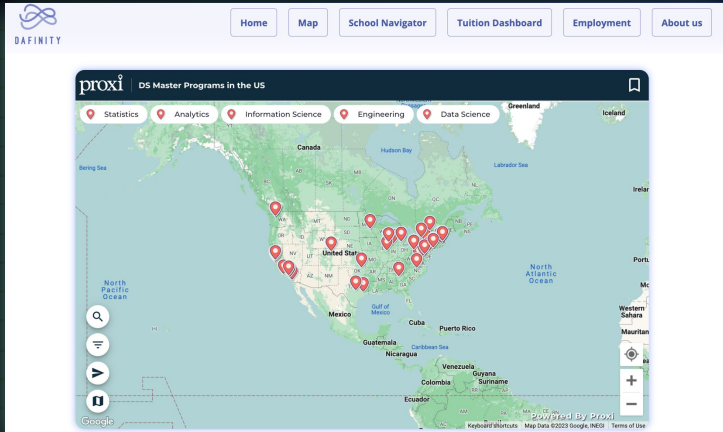
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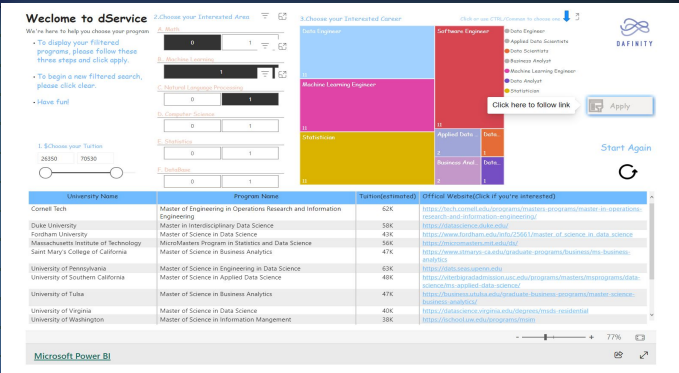
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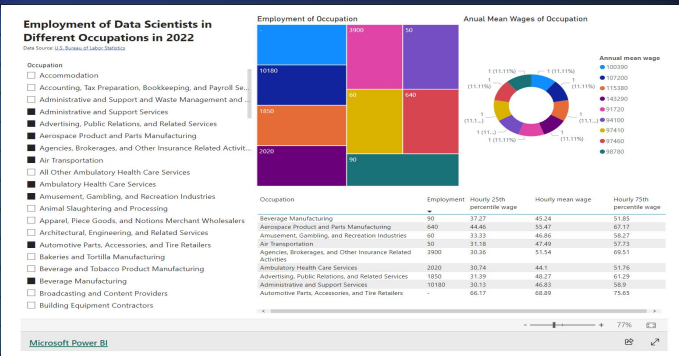
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# Ethical considerations

## Values

- Bridge information gap
- Organize data
- Help match fitable program

## Concerns

- Privacy
- Transparency
- Inclusion

## Decisions

- Prevent information misuse
- Disclose all research limitations.





# Next steps

- **Continue to work on our project**
  - ◆ Enriching our dataset and map
  - ◆ Keep information up-to-date
- **Diversify the visuals and contents**
- **Improve user experience**

