

## **Problem Statement**

Problem Statement:

- The Ask Cocky chat is not a widely known service of the University of South Carolina. Most students do not know that it is operational, where to find it, and what questions are best answered by Ask Cocky. The students that have utilized the chat via the Financial Aid page on USC's website have expressed that the responses are not specific enough for the questions that are posed, offering little guidance, leading students to contact someone at the school, which negates the purpose of using the chat.

Who is experiencing the problem:

- Anyone who traffics the University of South Carolina Financial Aid page, students, parents

What is the problem:

- Ask Cocky is not a widely known tool to students, the students who have used the chat do not feel that the responses are specific to the student's questions, students feel they are routed to generalized pages that could have been found using a google search

Where does the problem present itself:

- The biggest problem is that it is an underutilized tool because student and/or parents are not aware of it. The lack of specific responses presents itself whenever a user asks the chat a question.

Why does it matter:

- The tool could greatly assist students with locating information to answer questions that they have throughout their educational experience. Since it is an A.I. chat, the more users that utilize it, in theory, the better the responses should become since it is a learning software.