

CSC 890 Milestone 1

Team 02

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Business Canvas Model for our Application

Topic: SFSU CSC Help Portal

Summary of our Product and Process:

- Basically our targeted audiences are the College students who are seeking advice on their course requirement, graduation requirement or those who need help in getting a quick connection in order to know if they are on their correct academic path.
- In order to do so, we decided to create a Chatbot using OpenAI which will instantly answer their questions with multiple references.
- This process will ease the work and reduce the effort of both department faculties and the students.
- In order to further get insights on the pain points and opinions regarding the current product, we reached out to our target audience and created a BCM out of it.
- Through this process, we came to know that different people had different expectations and hence we arrived at multiple BMC's with each version having improvised value propositions.

Questionnaire we prepared for our target audience:

(Interviewed almost 14 SFSU students)

- Why do you connect with your advisor ?
- How frequent do you attempt to meet your advisor ?
- How do you often get to know about prerequisites for a particular course ?
- How do you keep track of prerequisites?
- Advisors list and how to connect with them?
- What is your current pain point in knowing about your graduation progress?
- Do you know how to fill the PCE? Any modifications needed in filing for PCE? Where to find the form ?
- Do you know how to fill the ATC? Any modifications needed in filing for ATC? Where to find the form ?
- Regarding Graduate seminars, how do you get to know about these information and minimum required seminars to attend ? How would you like to track the number of attended seminars ?
- Do you know when and where the career events happen? (How would you like us to deliver that information to you?)
- Information on Hackathons, Projects(How would you like us to deliver that information to you?)
- Information on Scholarships(How would you like us to deliver that information to you?)
- Would you like us to notify you about TA or Grader positions.
- Do you need suggestions from us to know when you are eligible to apply for Graduation?

BMC 1:

Value Proposition	Customer Relationships	Customer Segments
Our OPENAI algorithm has 40% more processing rate than current implementations	<p>Customer Support team of every university</p> <hr/> <p>Channels</p> <hr/> <p>Website</p>	<ul style="list-style-type: none"> - University Students

- From the initial set of interviews, we noticed that most of the freshers in college were not able to seek basic information, which are actually straightforward and are readily available on the college website.
- Also, they were not aware of the available resources or who to react out to for such kind of information

BMC 2:

Value Proposition	Customer Relationships	Customer Segments
Eliminates the wait time and interacts via a live chat bot instantly, which will improve the processing rate.	Customer Support team of every university <hr/> Channels <hr/> Website	- University Students

- We noticed that few were not even aware of who their advisor is or how to gather the necessary departmental information.
- These sets of people tend to speak to their peers to get such information, which might often be incorrect.
- Instead they can use our product to get accurate answers

BMC 3:

Value Proposition	Customer Relationships	Customer Segments
We provide instant advising sessions via live chat bot to students	Customer Support team of every university <hr/> Channels <hr/> Website	- Students and faculty in specific departments in universities

- After a couple of interviews, we noticed that there are a set of questions being asked by each student repeatedly.
- Hence, our chatbot will answer these frequently asked questions with high accuracy and with additional resources to refer
- These answers will be verified by the faculty member.

BMC 4:

Value Proposition	Customer Relationships	Customer Segments
Reduces the wait time of students by 90% and work load of departments by 30%	Customer Support team of every university <hr/> Channels <hr/> Website	<ul style="list-style-type: none">- Students and faculty in specific departments in universities

- In order to connect with an advisor, currently we have to manually schedule an appointment with them a week ahead in time, which is tedious and time taking.
- Not only to the students but also the effort and time of the faculties/advisors will be saved as our chatbot will be available 24/7 to answer any queries.

BMC 5:

Value Proposition	Customer Relationships	Customer Segments
Advising sessions and information/sources required for students during their study program	<p>Customer Support team of every university</p> <hr/> <p>Channels</p> <hr/> <p>Website</p>	<ul style="list-style-type: none"> - Students and faculty in specific departments in universities

- There was one scenario we noticed while interviewing, where a student couldn't enroll in a class as at the last moment they were notified that they had to complete a prerequisite/ a requirement
- This entirely led them to a wrong track and they had to revise their course plan
- This problem can be eliminated as we will be notified with degree requirement and prerequisites to be satisfied, well ahead in time.

BMC 6:

Value Proposition	Customer Relationships	Customer Segments
Faster advising sessions and information makes students college life 2x easier	Customer Support team for every university Channels Website	- College students

BMC 7:

Value Proposition	Customer Relationships	Customer Segments
Curated advising and information specifically related to SFSU students from all departments	Curated page for each student with customizable dashboard and notifications service <hr/> Channels <hr/> Website	- SFSU students

BMC 8:

Value Proposition	Customer Relationships	Customer Segments
SFSU Students can get notifications for certain career events along with advising sessions	<p>Curated page for each student with customizable dashboard and notifications service</p> <hr/> <p>Channels</p> <hr/> <p>Website</p>	<ul style="list-style-type: none">- SFSU Students

BMC 9:

Value Proposition	Customer Relationships	Customer Segments
SFSU students could apply for TA jobs from website along with notifications and advising sessions	Curated page for each student with customizable dashboard and notifications service <hr/> Channels <hr/> Website	- SFSU Students

BMC 10:

Value Proposition	Customer Relationships	Customer Segments
SFSU students will have access to pre-filled PCE and ATC forms, with job details, advising session, and notification	Curated page for each student with customizable dashboard and notifications service <hr/> Channels <hr/> Website	- SFSU students

BMC 11:

Value Proposition	Customer Relationships	Customer Segments
SFSU students will get prerequisites for the asked course number along with other major information and advising sessions.	Curated page for each student with customizable dashboard and notifications service <hr/> Channels <hr/> Website	- SFSU students

BMC 12:

Value Proposition	Customer Relationships	Customer Segments
Aim to answer the frequently asked questions by SFSU CS department instantly and reducing the advising time by 99%	<p>Curated page for each student with customizable dashboard and notifications service</p> <hr/> <p>Channels</p> <hr/> <p>Website</p>	<ul style="list-style-type: none">- SFSU students in CS department

BMC 13:

Value Proposition	Customer Relationships	Customer Segments
We provide advising sessions in multiple languages with our chatbot which is new to the current market	<p>Curated page for each student with customizable dashboard and notifications service</p> <hr/> <p>Channels</p> <hr/> <p>Website</p>	<ul style="list-style-type: none">- SFSU students in CS department

BMC 14:

Value Proposition	Customer Relationships	Customer Segments
<p>Answering frequent questions about graduation of CS department students with 99% accuracy with references from external resources.</p> <p>This actually helps CS department to focus on other important aspects</p>	<p>Curated page for each student with customizable dashboard and notifications service</p> <hr/> <p>Channels</p> <hr/> <p>Website</p>	<ul style="list-style-type: none">- SFSU students in CS department- CS Department SFSU

BMC 15:

Value Proposition	Customer Relationships	Customer Segments
Reduces time and effort of both students and faculties in CS department, by having a one-on-one live session with chatbot with multilingual feature which makes their life 5x easier	Curated page for each student with customizable dashboard and notifications service <hr/> Channels <hr/> Website	<ul style="list-style-type: none">- SFSU students in CS department- Department

Lessons Learnt:

- While working on the Business Canvas model, we came across different opinions and expectations from the audience we interviewed, based on which we had to improvise our value propositions.
- Also, we were able to understand and observe the pain points and each individual's experience with the current implementations.
- We were in close contact with our target audience and got to know their insights and were able to gather multiple cross-functional features.
- Through our interviews we have discovered new needs of customers that helped us guide in planning the features of this application. One such need that students asked for was having the prefilled PCE and ATC forms with typical expected data

Customer Segment:

- Undergraduate and Graduate students of SFSU students in Computer Science department

Top 3 Biggest problem:

- Students cannot proceed further with their semester plan without an advising session, but often they have to wait for a longer period of time in order to have a one-on-one with the advisor.
- Students do not know the course requirements and prerequisites that they need to complete in order to graduate.
- Student's hassle and lack of knowledge to browse multiple websites and fetch information they tend to know about the department and their coursework.

Features:

S.No	Feature	Description
1	Advisor List	Based on the student database, On request, we will provide them with the list of advisors to reach out to. And also a link to schedule an appointment with them is provided.
2	Prerequisite	Once a student enters a course number under the prerequisite tab, they will be fetched with a list of prerequisites to be taken for that particular course number.
3	Course Plan	Based on the student database or the semester they are into, a complete course plan or roadmap for their present and future semesters are provided, which is editable/customizable based on their own interest.
4	Deadlines	List of deadlines per semester is given on request. For example, deadline to enroll a course, submit ATC/PCE, apply for graduation, etc
5	Downloadable Links	Links to download various forms within the CS department such as ATC, PTE, course waiver, transfer credit, etc are given.

6	Graduate Seminars	Based on the Student database, grad seminars they have attended are listed and upcoming seminars scheduled are also provided.
7	Instructor details	When a course number is entered, a list of all professor/ instructor names along with the section number they teach, office hours and email id is provided.
8	Past Class schedule	In order to get an idea of which courses were taught in which semesters, the past 2 year academic calendar or class schedule is provided to them. So, it will help in student's planning.
9	Multilingual Conversation	While chatting with our chatbot, people who are not fluent in English can change to their native language and start a conversation.
11	Syllabi Comparison	Downloadable link to the latest syllabus of a course number they enter. Also in order to know if a course credit is transferable, they can compare their previously taken syllabus with SFSU provided syllabus here.

Next Steps:

- Consider students needs before implementation
- Focus on one department (i.e. CS) first before expansion
- More features at one place is suitable for students, than students navigation various resources
- Finalize the features