



CHATBOT NAME

PROJECT

PROPOSAL

PREPARED BY

Group Name

Project Overview

We believe that proper guidance to the right information can make life a better experience and can lead to a brighter professional career.

Crowfessor a Victoria University chatbot for the current and future Victoria University students. The chatbot will be used by students at Victoria university who are looking for professional, personal and social advice. The chatbot will be able to function when the University is on session or on a break for the holidays. There are several security issues which need to be taken into consideration when designing the system. These include personal and sensitive information. The data should not be accessed without authorisation and authentication. Disclosure or leak of data should be protected against various types of attacks and be encrypted and password protected.

Objective Goal

The aim of this project is to contribute to the solution of the problem of direct communication in providing assistance on university enrolment, choosing subjects and providing information on events around the campus.

Process

Market research

Each year more than 200,000 international students from over 170 countries choose to come to Victoria to study (Study Melbourne, 2020). In 2018, Victoria university had more than 40,000 enrolled students and 12,600 of them are international students who come from more than 100 countries (Victoria University, 2020). In addition, the number of international students entering Australia has increased by 800,000

from 1994 to 2019 (Australian Government, 2019). The rising number of international students not only shows Australian institutions have been successful in recruiting and retaining international students, but also provides them with a big challenge about how to meet a growing need for international students' guidance and assistance.

Journey maps

To investigate the need further, interviews are conducted to determine the most common pain points for an international student whose name is Jaques Crow and there are several aspects of pain points for him.

The first one is to get acquainted to a new environment and a new culture. He might be confronted with issues of cultural shock. The second is to find the right place for accommodation with an acceptable budget. And then it is not easy to understand the enrollment process and contents for units as well as keep up with schedules and deadlines. The fourth aspect is that he lacks resources to seek support and gain information about all kinds of activities. Making new connections with others and finding opportunities in a competitive world is the last aspect of pain points for him.

Persona

Jaques is a former actor from France who wants to transition his career into Digital Media. He wanted to focus on Digital Marketing for his future plans of entrepreneurship. He wants to get acquainted with the university and its services. And for someone who recently moved to Australia, he wants to gain more connections. He is also in need of assistance regarding time and stress management.

Competitive analysis

The first university is Royal Melbourne Institute of Technology and its chatbot's name is Ask AIDA. Artificial Intelligence Digital Assistant is a digital assistant that help remove the need for students to queue and fill out forms to complete university admin. The unique aspect of it is to provide dynamic and personalized guidance to students to help and support them in navigating university life. The second one is University of Sydney and the name of its chatbot is Sydbot. If students' issues are more complex, the chatbot will help you get in touch with Student Centre to ensure queries are solved. Its unique aspect is the chatbot not only can become more intelligent as it receives more questions from users, it also lists the most commonly asked questions in the last 24 hours on the homepage. The last one is University of Technology Sydney and its name is Ask UTS. The goal of it is to support students in transitioning to university and its complex systems of learning and education when they need it and relieve some of administrative workload. The unique aspect of it is when users are using the chatbot, it gives them a clear guidance that users can know how to use in a right way and also chatbot can effectively solve their problems.

Project Scope

The chatbot is committed to provide assistance and help students with their personal and professional development. The deliverables need to be limited to those that can help users contribute to their personal and professional growth. The reason is that the proposal has limited schedule and budget so other aspects should not be considered as priority one. In terms of assumptions. The first is the chatbot is compatible with various mobile phone systems of customers. The second is to guarantee privacy of users. The next is that the chatbot can solve users' pain points. The last is the performance of the chatbot can be measured at regular intervals.

Project Design Brief

Crows have long been heralded for their high intelligence-They can remember faces, use tools and communicate in sophisticated ways. Recent studies also have shown that crows have cognitive abilities. This means they have the brainpower to solve higher order, relational-matching tasks, and they can do so spontaneously. With all these great facts in mind, we chose a crow to be our brand mascot. Our team also wanted to portray our hardworking professors who are always there to educate, lend a helping hand and guide us towards our professional life. Thus, the crowfessor was born.

The logo of the chatbot shows a crow mascot wearing a monacle and mortarboard for a smart and scholarly look.

Project Features

- As soon as you become part of VU community, you get the access to Crowfessor App link
- Crowfessor, helps you get enrolled to your units
- Get instant notification about events around Melbourne and University.
- Get acquainted to the places nearby your uni and living locality
- Crowfessor also enables the user to look for rented living nearby uni or any areas.
- Emotionally intelligent, personality trait, delivering personal like experience....
- Measuring the engagements- dashboard
- Secure the data from users

- It helps you to understand your semester calendar with google calendar, assessment timelines or due dates and even get acquainted to professors.
- Information about employment opportunities inside VU
(partner websites)
- Enable you to meet new people through meetups at UNI and around Melbourne
- Counselling and stress management
- Time management during assessment
- Information about services such as the Library, Learning Hub, Health Services, and Student Welfare will be beneficial to them.
- Another major problem that students are also facing is seeking opportunities for professional development. Because of this problem, I had an idea of a chatbot that can also give career advice or tips. Also, an additional feature it can have is to be a job/internship aggregator. Sending queries like "Are there part-time jobs/internship available for ____?" will make the chatbot list out available jobs/internship from a partner website.

Schedule & Timeline

Outline a project timeline to ensure that all stakeholders are aware of the deadline and important milestones along the way. What is the final deadline? What is the timeline for delivering specific requirements?

- Milestone 1
- Milestone 2
- Milestone 3

Success Measure

- - Student Satisfaction
- - New Students and Returning students
- - Completion Rates

Reference

Australian Government. (2019). International student enrolments in Australia 1994–2019. Retrieved from:

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Study Melbourne. (2020, April 14). International student experience. Retrieved from:

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