



Team Members

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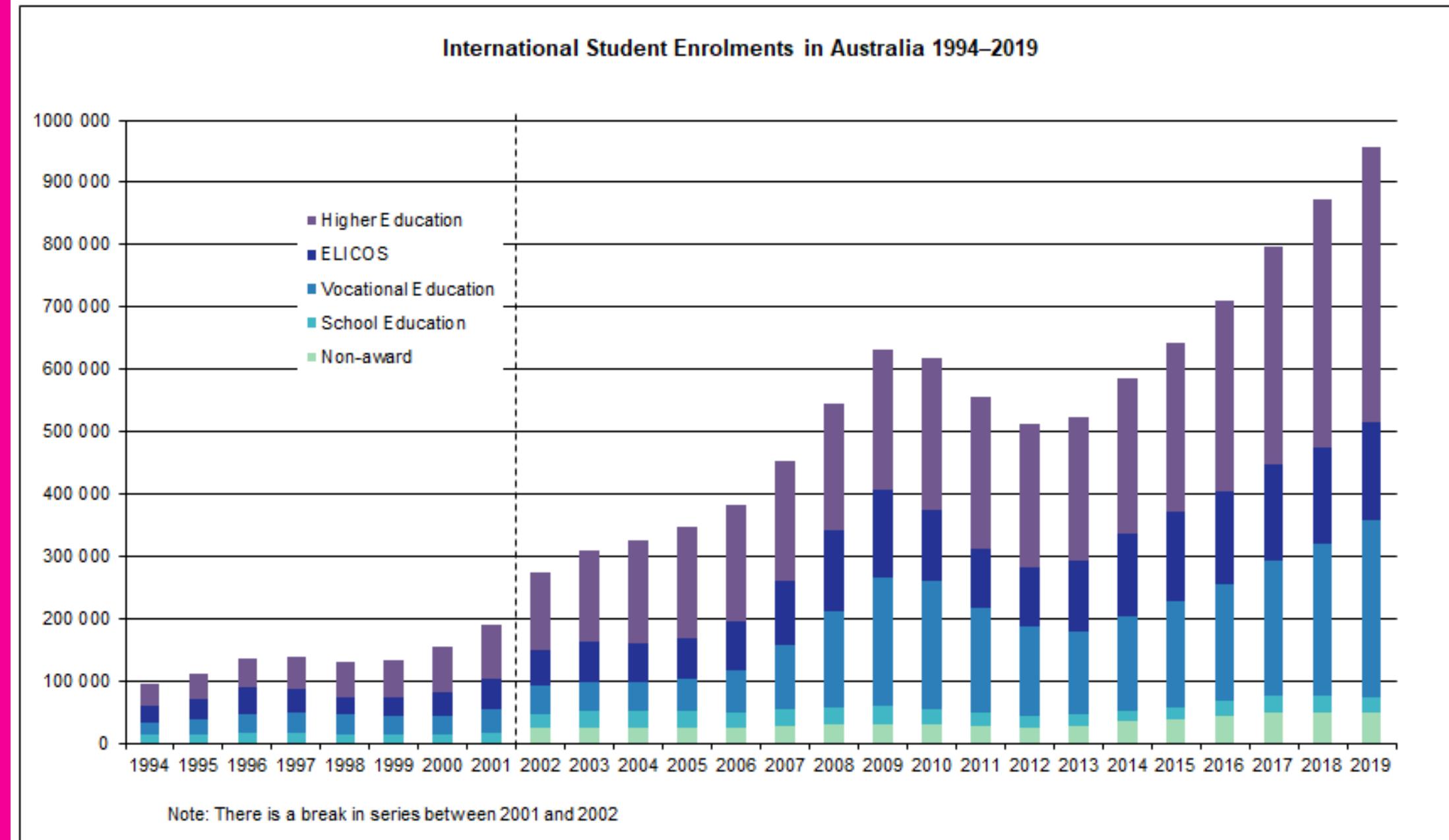
Presentation Outline

- 1 STATISTICAL DATA OF INTERNATIONAL STUDENTS IN MELBOURNE**
- 2 INTERNATIONAL STUDENT PAIN POINTS**
- 3 TONE OF CROWFESSOR**
- 4 COMPETITORS IN THE MARKET**
- 5 MARKET SIZE OF THE PRODUCT**

01 STATISTICAL DATA OF INTERNATIONAL STUDENTS IN MELBOURNE

- There are 200,000 International Students currently studying in Melbourne/Victoria
- In 2018, Victoria University had more than 12,600 international students (out of 40,000 enrolled)
- 3,600 studying in Melbourne from more than 100 countries
- 6,500 studying a VU course overseas.





Significant rise of the number of international students from 1994 with only less than a 100,000 to 2019 with over 900,000.

<https://internationaleducation.gov.au/research/International-Student-Data/Pages/InternationalStudentData2019.aspx>



GROWING NEED FOR GUIDANCE AND ASSISTANCE

- The rising numbers of International students also means a growing need for guidance and assistance.

USER PERSONA

Jaques Crow



Tall **Fit** **Art enthusiast** **Intelligent**
Creative/believer

Short Term Goals

- To upskill by finishing a Digital Masters Degree.
- To find a part-time job.
- Learning or adjust to the language.

Long Term Goals

- Getting an employment opportunity related to Digital Media.
- Being financially stable.
- Be healthy and live long.

Frustrations

- Hard time keeping up or adapting to new cultures.
- The standard of living is quite expensive.
- The pressure of keeping up with all the university assignments or assessments.
- Difficult to find part-time jobs.

Bio

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.

Motivation

Motivation Type	Score
Fear	Medium
Growth	High
Power	Medium
Social	High

Brands & Influencers



Preferred Channels

Channel Type	Score
Traditional Ads	Medium
Online & Social Media	High
Referral	Medium
Guerrilla Efforts & PR	Medium

Age: 38
Work: Student
Family: Married
Location: Melbourne, Victoria
Character:

Personality

Function	Score
Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Jaques Crow is an International student

Short Term Goals

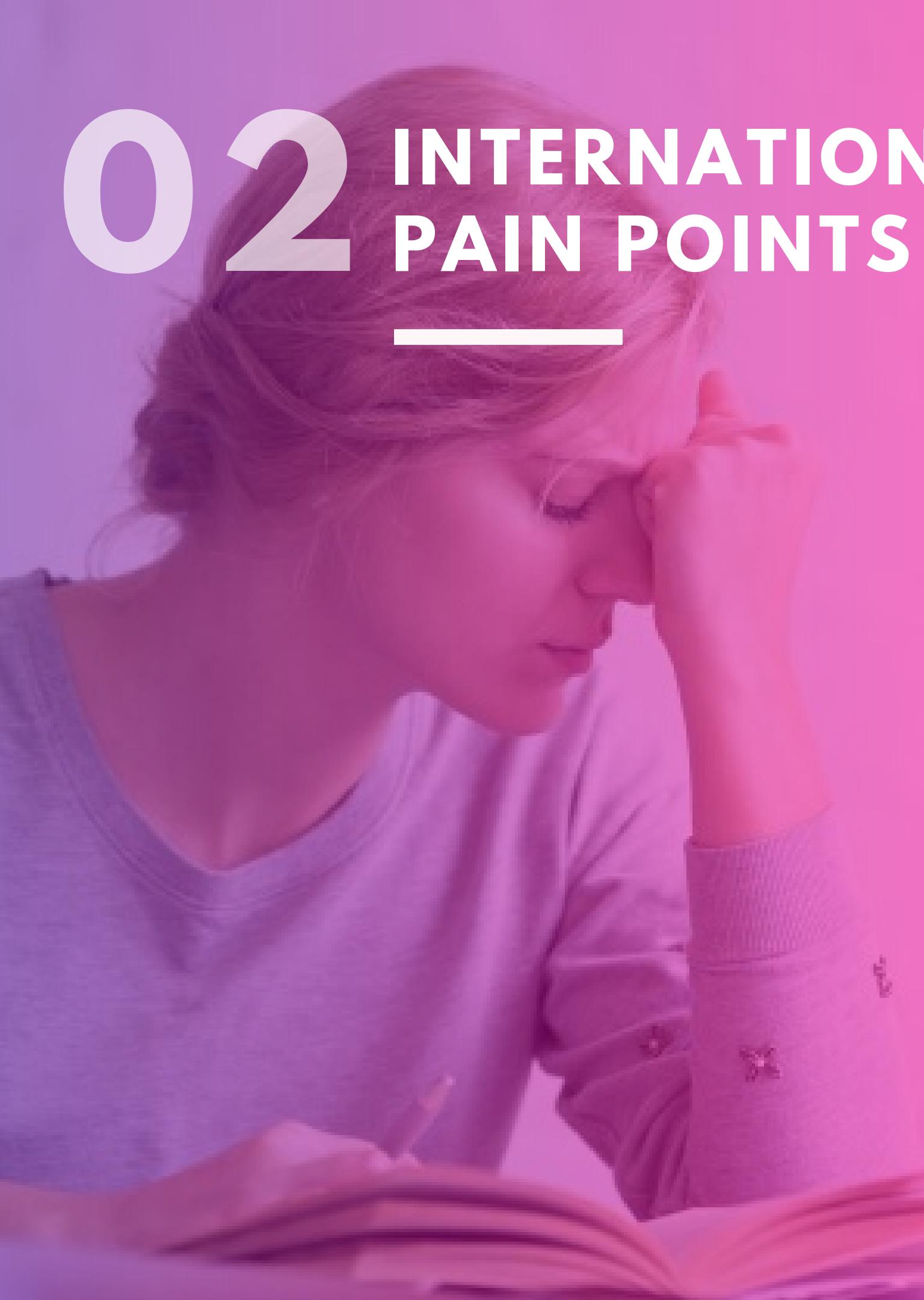
- To up-skill by finishing a Digital Masters Degree
- To find a part-time job
- Learning or adjust to the language

Long Term Goals

- Getting an employment opportunity related to Digital Media
- Being financially stable
- Be healthy and live long

USER JOURNEY MAP





02 INTERNATIONAL STUDENT PAIN POINTS

INTERNATIONAL STUDENT

- Getting acquainted to a new country and place
- Figuring out transportation system and routes
- Finding the right place for accommodation which is also within budget
- Difficulty understanding the enrollment process
- Keeping up with schedules and deadlines
- Seeking help and counseling
- Current student platform is confusing to use
- Not enough resources to gain info about activities, events, meet-ups, and clubs
- Making new connections and network
- Finding opportunities in a competitive world



Crowfessor, is a virtual professor application that will help students especially international students to be more informed about university life and help with personal development.

**we believe in creating
transformational
experience for
our students, which will
lead to a brighter
professional future**

the smartest way to explore University life

VISION OF CROWFESSOR

The vision of Crowfessor is to help current students of Victoria University to be more informed and assist them towards professional success. The chatbot is committed to provide assistance and help students with their personal and professional development.

03 BRAND TONE AND VOICE

- Brand Personality: Smart, Reliable, & Friendly
- Brand Tone of Voice: Friendly, Helpful & Knowledgeable.

REASON FOR OUR VOICE

Friendly

Helpful

Knowledgeable

Because

We radiate a feeling of warmth and make students comfortable

We want to make students feel that we are ready to listen, assist and guide them.

We will provide you the right answers to your queries and give you expert advice.

What we do

Speak with students in a friendly yet professional manner.

Treat everyone with respect and offer a helping hand whatever problems they have.

Give meaningful data from reliable sources and provide useful tips and information.

BOT PERSONA



Claude Corvus “The Crowfessor”

Friendly, Smart, Encouraging, Outgoing, Multi-lingual, Loves Technology, Bookworm

Calude Corvus a.k.a “The Crowfessor” he "migrated" to Australia with his flock/family 5 years ago. He is an alumni of VU and now enjoys working as a professor for the university. Being once a migrant student himself, he understands the pain-points of students. He is passionate about teaching and sharing his knowledge. He's a problem solver, knows how to use handy tools and technology, and goes an extra mile to help students who are in need. And as crows are well known for, he's highly intelligent and has great memory!



Frustrations: When students find it difficult to seek help, Seeking for a platform to extend necessary help to students.

DISTINCT FEATURES OF CROWFESSOR

PERSONAL DEVELOPMENT



Provide information about their new city, transportation, and accommodation



Provide information about the services and facilities of the university



Provide information about units and subjects



Guide students with their schedules and help with time management



Provide necessary information about counseling and stress management

Hi John, there are 2 possible **routes** based on your coordinates. Click the link below to open your map.

Hello John, yes, **library** is open today until 8pm. I might fly-by there myself and do some reading later!

I found Information about your subject **ADM6005** can on the following links below:

Heads up John, your assessment for **ADM5004** is due this week, May 30. Good luck! More details on the link below:

Hey cheer up, John! Are you feeling **stressed** lately? Here's a list of services that may help you feel better.

PROFESSIONAL DEVELOPMENT



Provide information about meet-ups and clubs



Hi John! I heard you are interested in UX. An event about this topic is taking place soon. Details on link below:



Assist with finding opportunities by providing tips and advice



A word of advice: When searching for a job, make sure you tailor your resume to each job post! Make yourself an obvious fit!



Aggregate a list of part-time jobs and internships from partner site



Hey John! Here are some UX positions available this week:

ANATOMY OF NAME AND LOGO

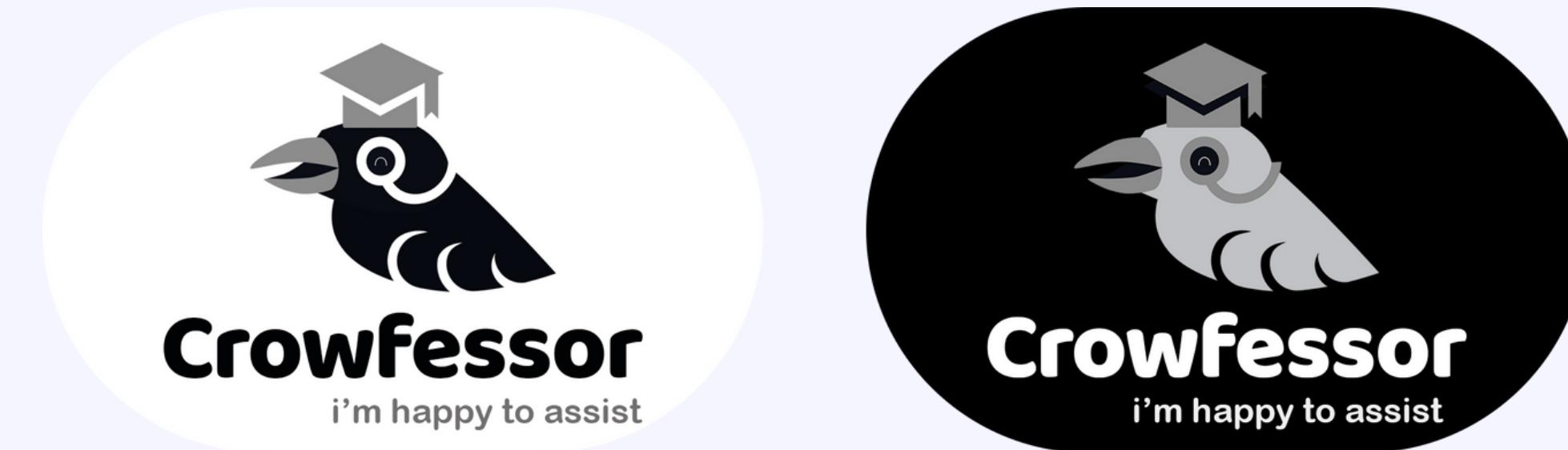
- Crows have long been heralded for their high intelligence - they can remember faces, use tools, and communicate in sophisticated ways
- Recent studies also have shown that crows have cognitive abilities. This means they have the brainpower to solve higher-order, relational-matching tasks, and they can do so spontaneously
- With all of 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 name crowfessor was born.

EVOLUTION OF LOGO



MONOCHROME VERSION



TYPOGRAPHY

Aa

A B C D E F H I J K L M N
O P Q R S T V W X Y Z

Aa

A B C D E F H I J K L M N
O P Q R S T V W X Y Z



Baloo
Main logo type



Glyph



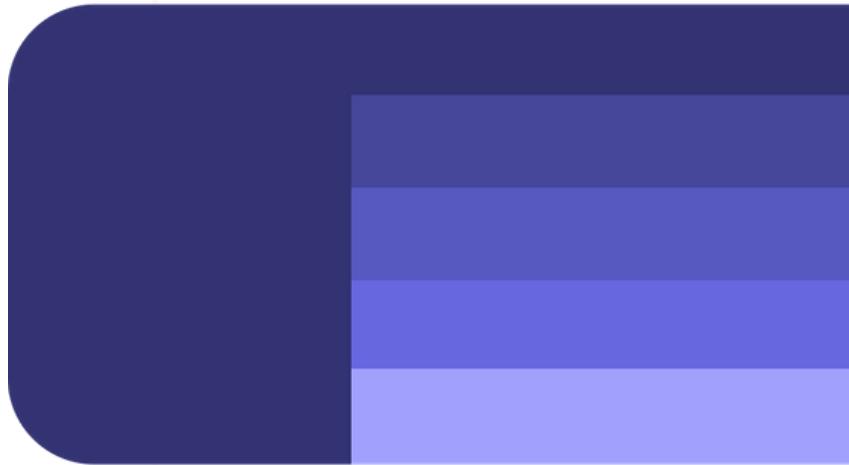
Arial Rounded
Mt Bold
Tagline type



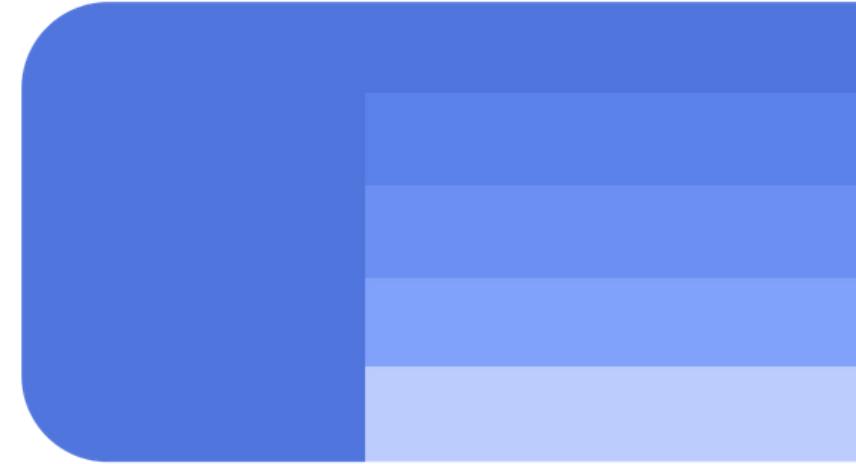
Glyph

COLOR PALETTE

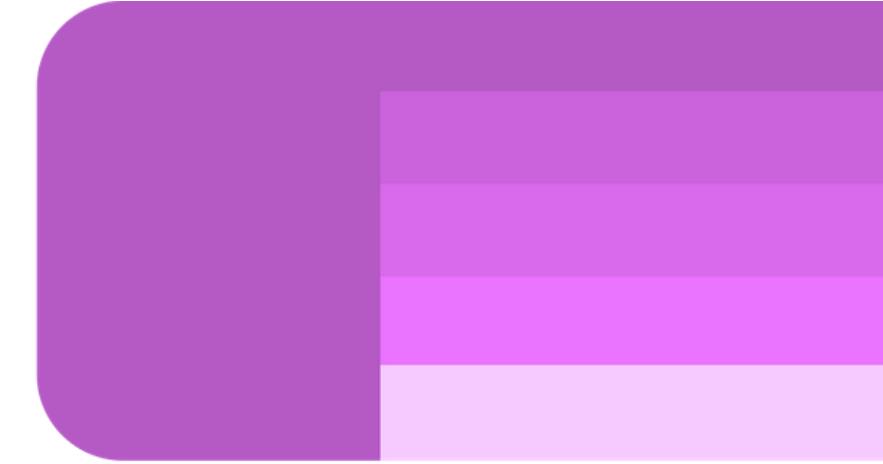
Shades of Purple: These colors are associated with Wisdom, Intelligence, and Creativity



Corporate color 1
#333373



Corporate color 2
#5075dc



Corporate color 3
#B559C5

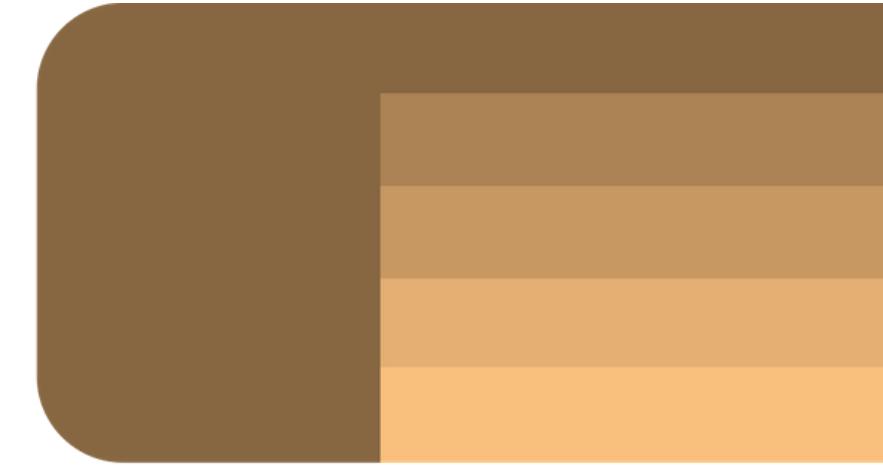
Shades of Yellow and Orange: These colors are associated with Warmth, Friendliness, and Happiness



Corporate color 4
#FFD338



Corporate color 5
#FFB054



Corporate color 6
#876742

O 4

COMPETITORS IN THE MARKET

RMIT University

Application Name - ASK AIDA



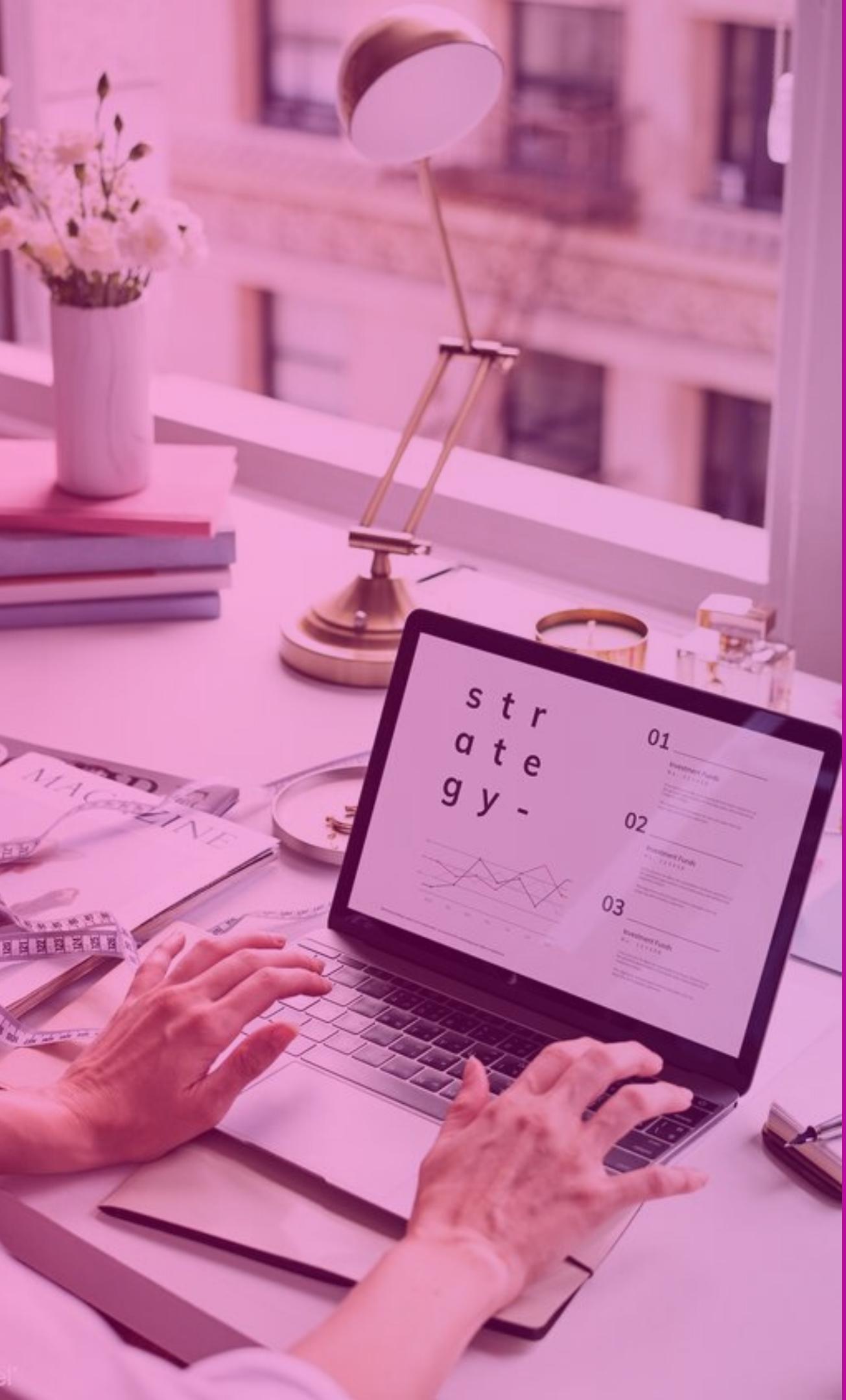
Unique Aspect - the chatbot can provide dynamic and personalized guidances.

Monash University

Application Name - Chat 365

Unique Aspect - Monash Chatbot can assist students for student service center and staff. Also, students can do live chat during business hours.



A photograph of a person's hands typing on a laptop keyboard. The laptop screen displays a document with the word "strategy" written vertically. The background shows a desk with a lamp, books, and other office supplies.

05 MARKET SIZE OF THE PRODUCT

- Aiming to test the product to one hundred students on first product iteration.
- Gather feedback from users.
- Conduct AB testing for second iteration based on user feedback.

SALES AND DISTRIBUTION CHANNEL

- Give handouts that provides information about the app during student orientation.
- A section on VU website that will promote the app and provide links to the iOS app store and Google play store.

Thank you :)
Questions ?



Crowfessor
I'm happy to assist!

REFERENCES

- <https://www.vu.edu.au/about-vu/international-engagement>
- <https://www.cio.com/article/3515307/rmit-pilots-digital-assistant-launches-ai-ar-and-vr-short-courses.html>
- <https://libraryblog.monash.edu/?p=74227>