

PRODUSCOPE



E-CELL, IIT Guwahati



prodXperts

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 **Colledge**

Problem Statement:

CollEdge is a platform connecting students with colleges and financial aid. It involves three key stakeholders: **students, college admins, and financial lenders**. Students use two portals for college discovery and loan applications. College admins list their institutions and manage student applications, while financial lenders list loan options and handle student loan requests.

We need to create a personalized onboarding experience for each stakeholder. This involves designing **user-friendly signup, login, and registration processes tailored to each stakeholder's specific needs**. By doing so, we will ensure smooth access and engagement with the platform's features for all users.

Product Vision:

CollEdge is designed to simplify and streamline the college discovery and financial aid process for students, while enhancing operational efficiency for college admins and financial lenders. Our platform aims to unify these stakeholders into a cohesive ecosystem, offering personalized and efficient solutions.

- Students (B2C): Quick signup, secure login, notified updates regarding important dates, and guided registration with a personalized dashboard for tracking applications and loan offers.
- College Admins (B2B): Easy registration with college verification, secure institutional login, and a comprehensive dashboard for managing applications and updating college listings.
- Financial Lenders (B2B): Simple registration with credential verification, secure login, and a detailed dashboard for listing loan offers and processing applications.

Current Onboarding Practices



College Admins

- **Email Communication:** Colleges send application process details via email, which can be overlooked or unclear
- **Application Tracking:** Admins must monitor application progress and remind students to update their profiles.
- **Multi-Channel Updates:** Important application updates are shared across various media platforms to enhance outreach.

CHALLENGES

Managing High Volumes of Applications

College administrators frequently handle a substantial number of applications, requiring time-consuming manual review processes. Additionally, effectively reaching out to prospective students for college admissions poses a significant challenge.



Students

- **Multiple Applications:** Students apply to various colleges to improve admission chances, requiring multiple visits and managing numerous application deadlines.
- **Deadline Management:** Even with online applications, students must track important dates and updates, risking missed deadlines and repeated document submissions.
- **Complex Processes:** Students navigate 6-7 stages of application on each college website, adding complexity and time to the process.

CHALLENGES

Diverse Admission Criteria Across Colleges

Each college has distinct criteria and evaluation processes, making it challenging for students to manage and track the various requirements effectively.



Financial Lenders

- **Extensive Verification:** Lenders conduct multiple rounds of security checks and document verification, often outside their core expertise.
- **Targeted Outreach:** Significant marketing efforts are needed to effectively reach and appeal to students and parents, tailoring messaging to their interests.

CHALLENGES

Lack of Information on Financial Aid and scholarships

There is a significant shortage of accessible information on financial aid and scholarship opportunities for students. Additionally, financial lenders face challenges in verifying students' details, complicating the approval process.

Competitor Analysis

In India, several college admission platforms have become prominent, including Shiksha, Careers360, CollegeDekho, GetMyUni, Collegedunia, and UniApply. However, despite their utility, they exhibit various shortcomings that affect user experience, information accuracy, and overall accessibility.

Platform	User Interface	Personalization	Application Tracking	Search Functionality	Financial Aid Info
Shiksha	Out-dated, cluttered with ads	No personalization	No tracking	Limited filters, basic search	Basic and often outdated info
Careers360	Functional but complex	Minimal customization	No tracking	Decent search options, lacks advanced filters	Limited, not detailed
CollegeDekho	Modern but confusing	Some personalization	Yes, but not real-time	Good search, but overwhelming	Basic info, often outdated
Collegedunia	Simple but cluttered	No personalization	No tracking	Limited search, basic filters	Limited info, not comprehensive
GetMyUni	Simple but ad-heavy	No personalization	No tracking	Basic search, lacks advanced	Minimal, not updated

COLLEGE: ALL-IN-ONE PLATFORM

Why CollEdge?

CollEdge is designed to be the ultimate solution for students, college admins, and financial lenders, bringing everyone together on a single platform. It simplifies college applications, and student loan processes, and offers a competitive edge for institutions.

For Students

- **Single Profile, Multiple Applications:** Apply to various colleges with one profile, tailored to your scores and interests.
- **Deadline Alerts & Tips:** Receive timely updates on important deadlines and personalized tips to enhance your chances of selection.



For College Admins

- **Custom Filters:** We use advanced filter options to sort student portfolios based on specific institutional criteria.
- **Diverse Assessment:** Conducts interview rounds to shortlist a varied pool of students for better selection.



For Financial Lenders

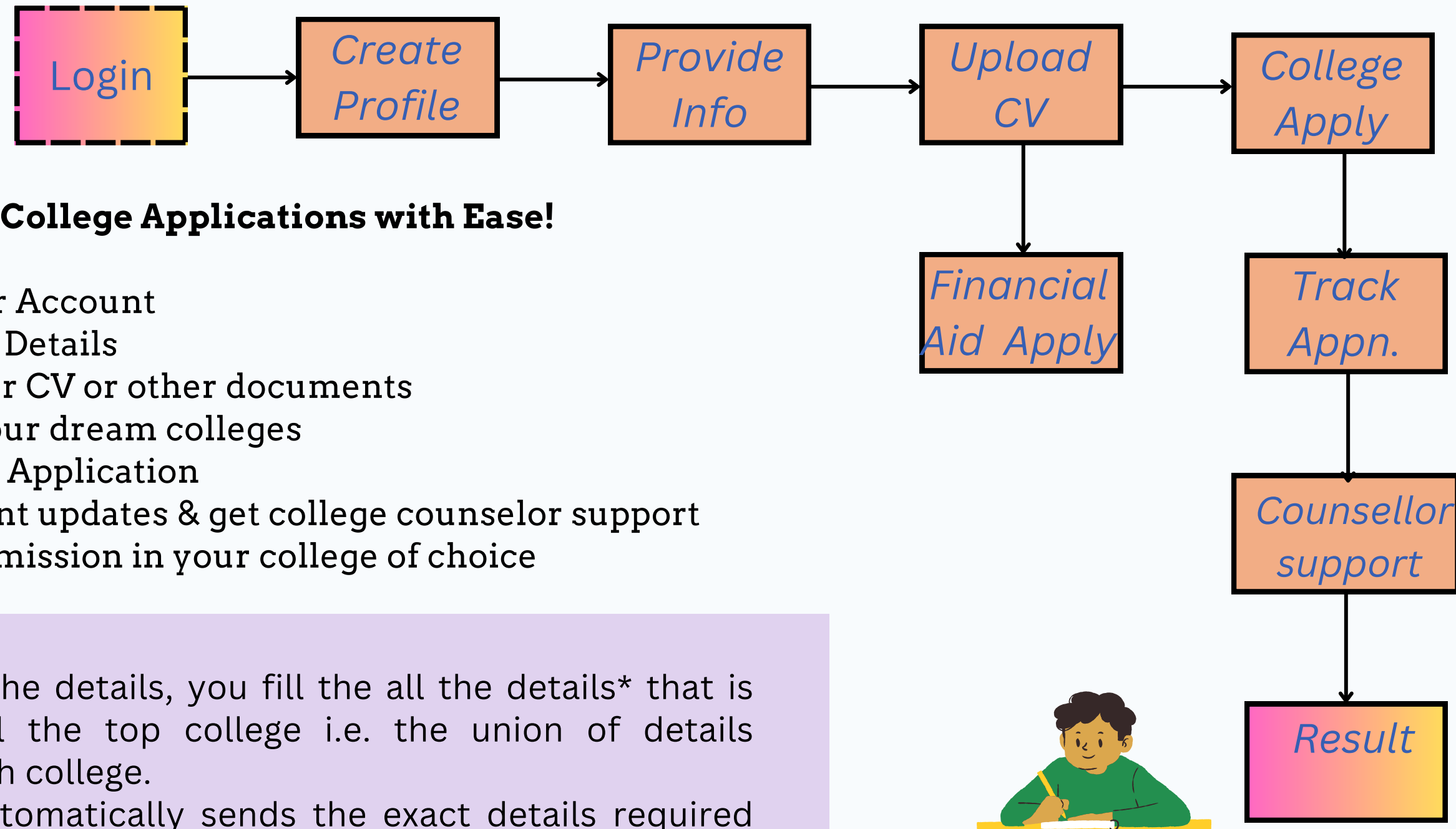
- **Verified Student Credibility:** We handle all verification of academic and extracurricular credentials.
- **Streamlined Approval:** Pre-verified profiles simplify the verification process and reduce lender workload.



"Streamline education and finance processes on a single platform!"

STUDENT: USER FLOW

5



Streamline Your College Applications with Ease!

Step 1: Create your Account

Step 2: Fill in your Details

Step 3: Upload your CV or other documents

Step 4: Apply to your dream colleges

Step 5: Track your Application

Step 6: Get constant updates & get college counselor support

Step 7: Receive admission in your college of choice

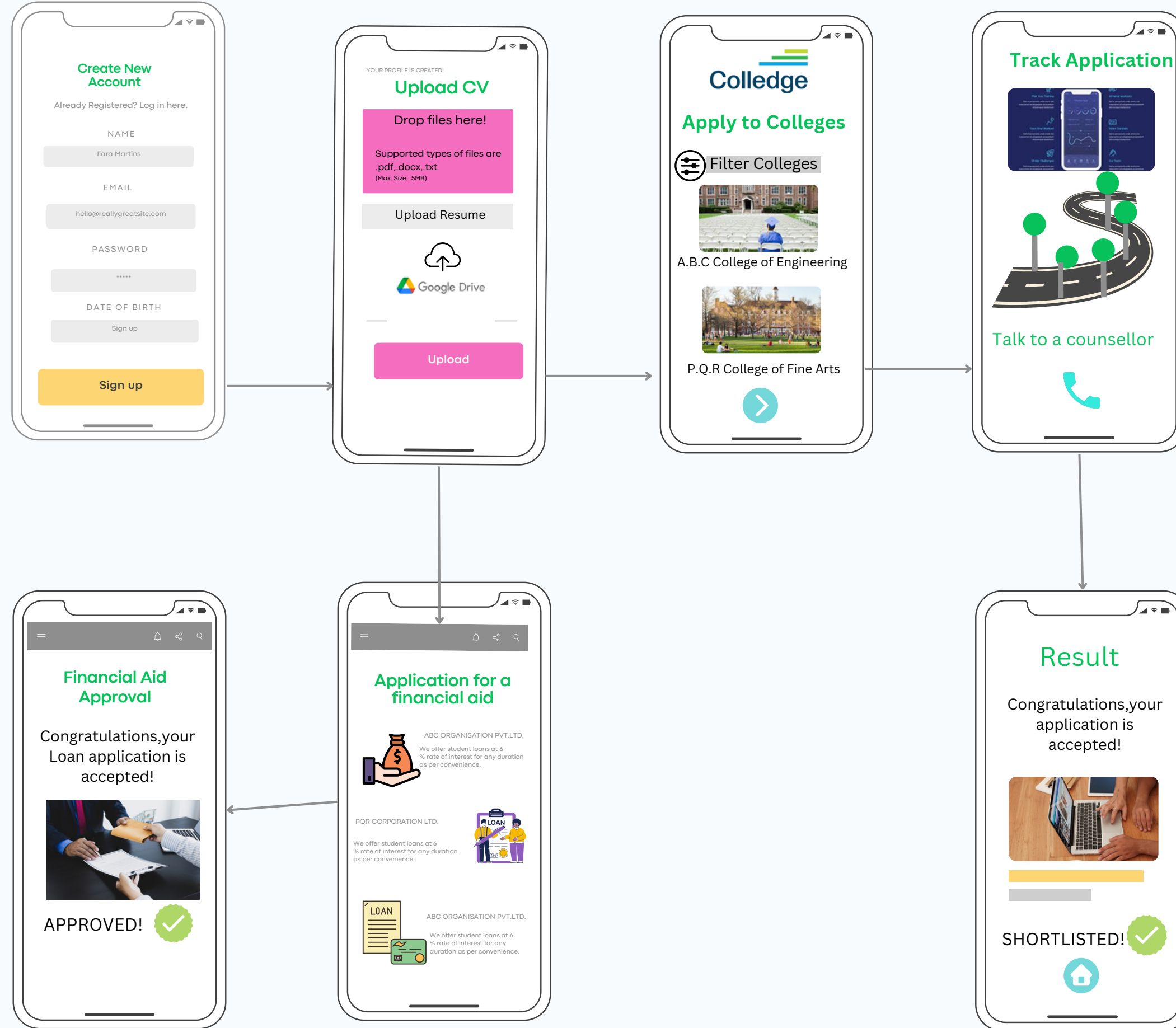
USPs:

- When you fill the details, you fill the all the details* that is required in all the top college i.e. the union of details required in each college.
- Our system automatically sends the exact details required by that particular college.
- The student don't have to file separate application for each college separately.
- Get constant updates on each step of the process. Access to experienced college counsellors.

Details*=(Detail)1U(Detail)2U(Detail)3U.....(Detail)n

Fill Details for once and we automatically select details to be send to each college separately.

STUDENT ONBOARDING



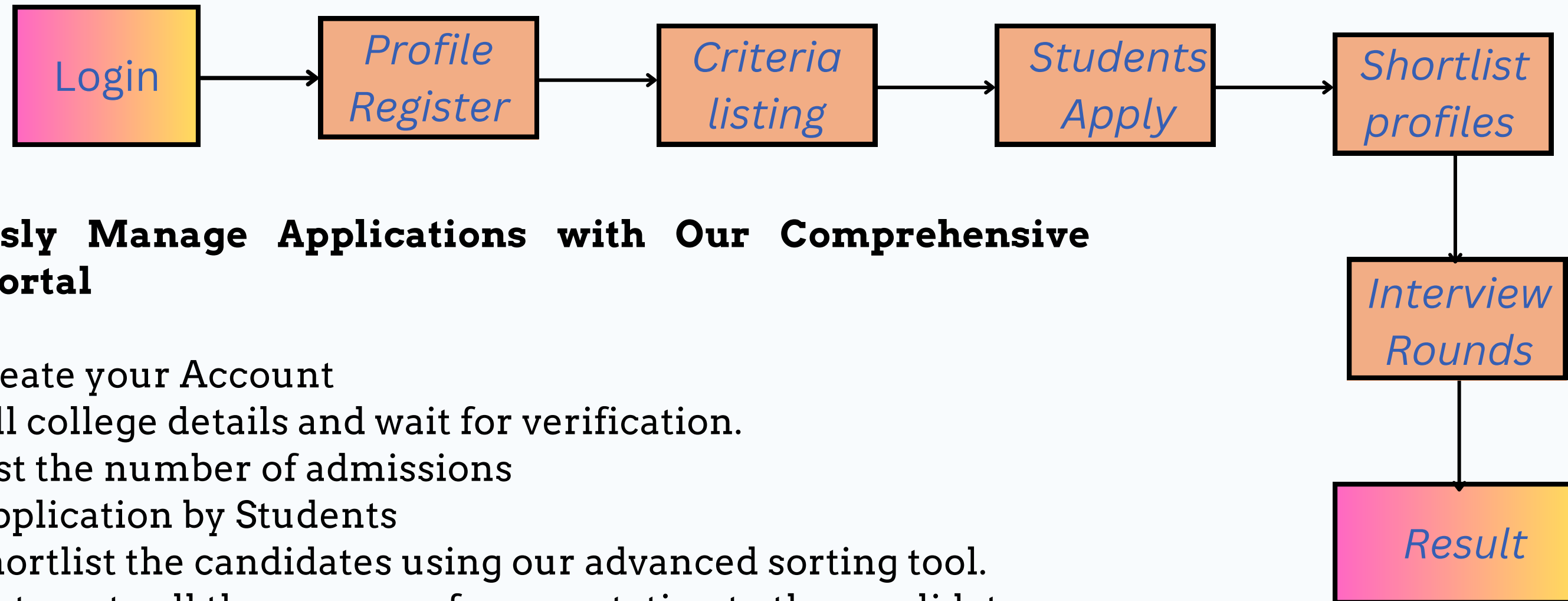
The student onboarding process is straightforward. Simply create a profile and enter all the necessary information once. Then, you can apply to colleges and also seek financial aid.

This is essentially a three-step process, thus simplifying the whole process. Just

- 1.Register**
- 2.Fill in details**
- 3.Apply**

COLLEGE ADMINS: USER FLOW

7



Effortlessly Manage Applications with Our Comprehensive Admin Portal

Step 1: Create your Account

Step 2: Fill college details and wait for verification.

Step 3: List the number of admissions

Step 4: Application by Students

Step 5: Shortlist the candidates using our advanced sorting tool.

Step 6: Automate all the process of communicating to the candidates.

Step 7: Organize Interview rounds on our platform itself.

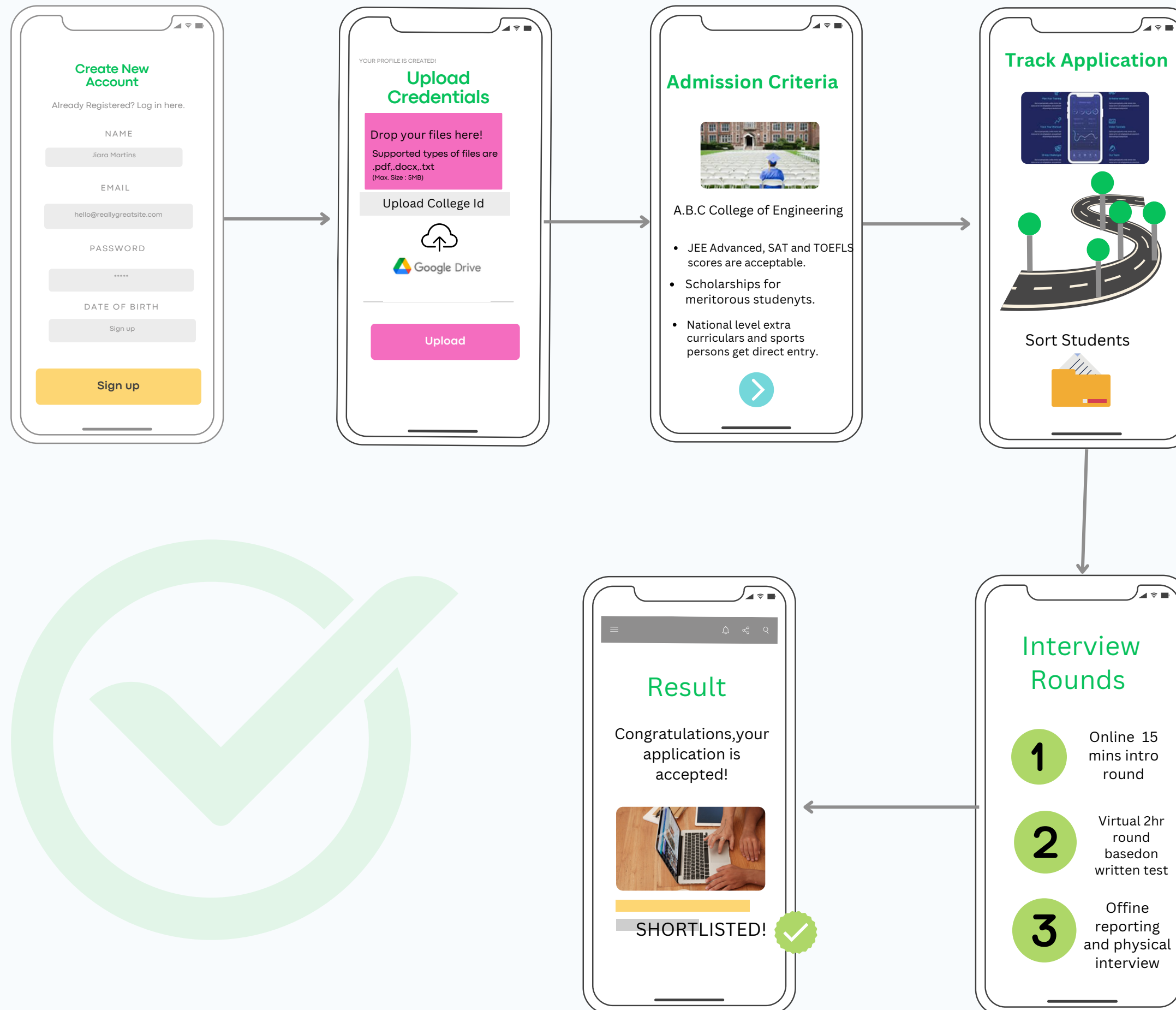
Step 8: Declare final results on website directly.

USPs:

- Sorting tool: This tool makes whole process of shortlisting candidates a lot easier. Use it to arrange candidates on the basis of exam scores. Also, assign priorities to each score.



COLLEGE ADMIN ONBOARDING



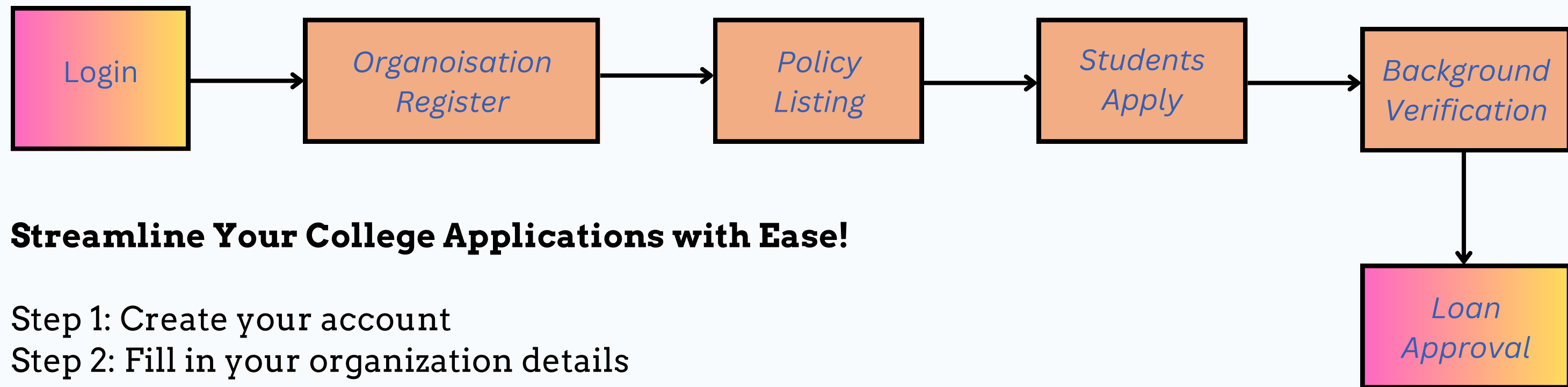
The on boarding for the college admin is very simple. Create a profile and list the admissions in your page. Sort on the basis of scores. Shortlist the top students and select them.

This is essentially a four-step process, thus simplifying the whole process. Just

- 1.Register**
- 2.Fill in institutional details**
- 3.Admission Criteria**
- 4.Shortlist using Sort tool**

FINANCIAL LENDERS: USER FLOW

9



Streamline Your College Applications with Ease!

Step 1: Create your account

Step 2: Fill in your organization details

Step 3: List all the policies

Step 4: Application by students.

Step 5: Background verification of student

Step 6: Get constant updates & get college counselor support

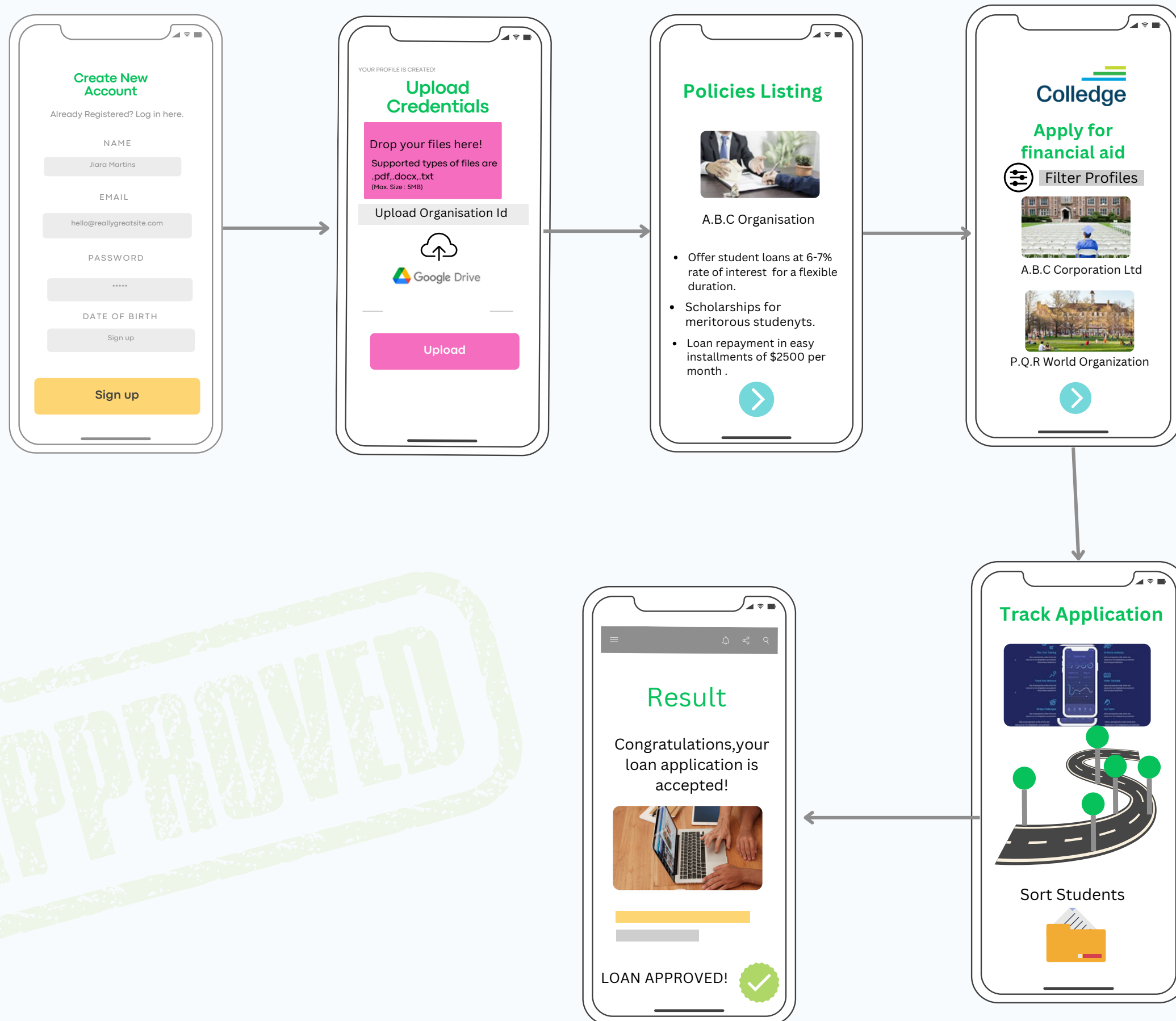
Step 7: Receive admission in your college of choice

USPs:

- Get a one-stop solution to all your financial aid problems for the students
- The lenders can get access to a large community of college students who are in need of financial loans.
- The verification done by college on the student's background saves the financial organizations a lot of time



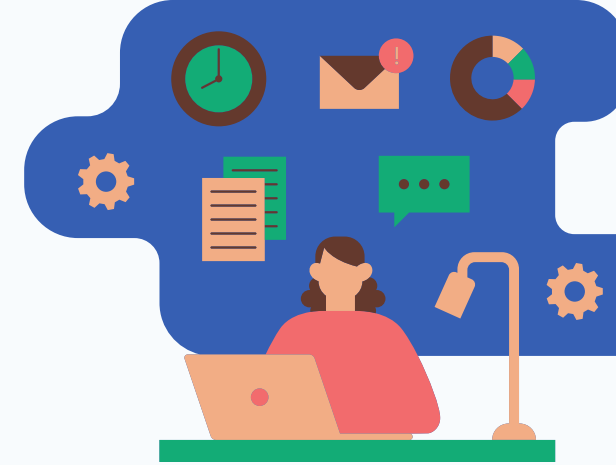
FINANCIAL LENDERS ONBOARDING



The on boarding for the lenders is very easy. Create a profile and list all the policies. Verify the students and Approve loan.

This is essentially a three-step process, thus simplifying the whole process. Just

- 1.Register**
- 2.Fill in policies**
- 3.Approve loans after verification through the portal.**



THANK YOU!



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References:

colledge:<https://www.colledge.in/>
shiksha:<https://www.shiksha.com/>
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getmyuni:<https://www.getmyuni.com/>

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