

Proposal of My Website

Nowadays more and more undergraduates or people who want to get back to school from work tend to get further study abroad. As a postgraduate student who major in Communication and just went through the process of application, I think I can build a website for those who want to get further study in the field of Journalism and Communication in universities abroad, providing information and help their application.

Website Name: CollegeBoard

Problem Statement:

How can my website help applicants who want to go abroad for further study in the field of Journalism and Communication to acquire information of diverse universities in different regions and specific programs? How can my website provide enough information for applicants to compare the universities basing on their location and ranking, compare the majors depending on the courses, duration of study, application requirement and admission rate, and know how to make full preparation before go to the university, so that they can make the best choice of university and the specific programs, and prepare well for the application?

Pain Points:

- conduct research on prospective programs
- find a website that can provide enough information but with less ads and better user experience
- hope to gain information and make comparison basing on different attributes easily
- look for real cases of previous applicants to refer to
- prepare the required materials following the instructions