

French Embassy Hackathon

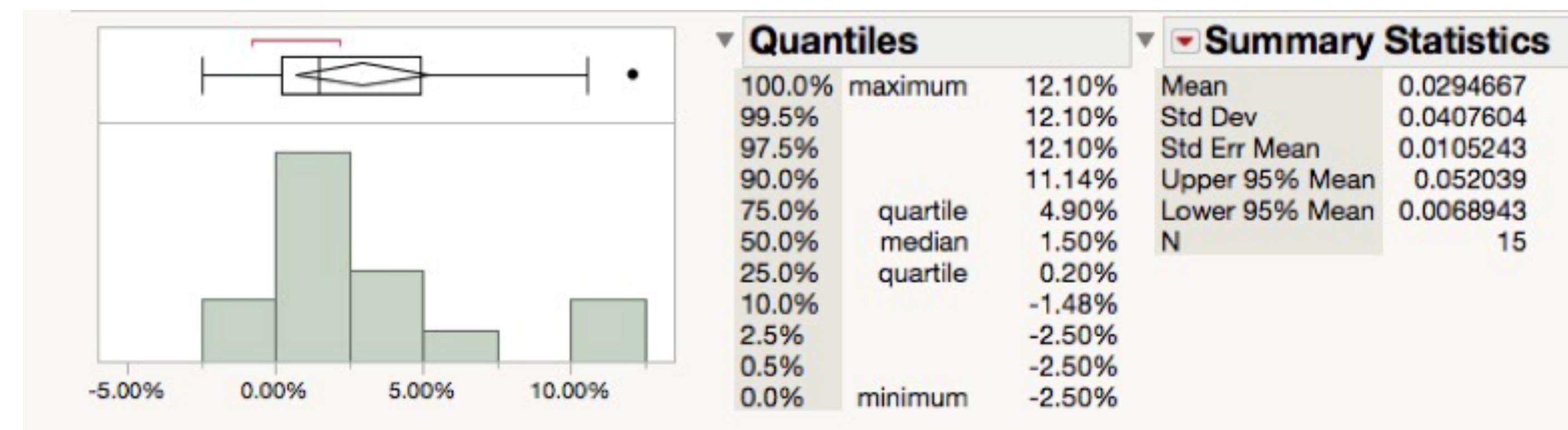
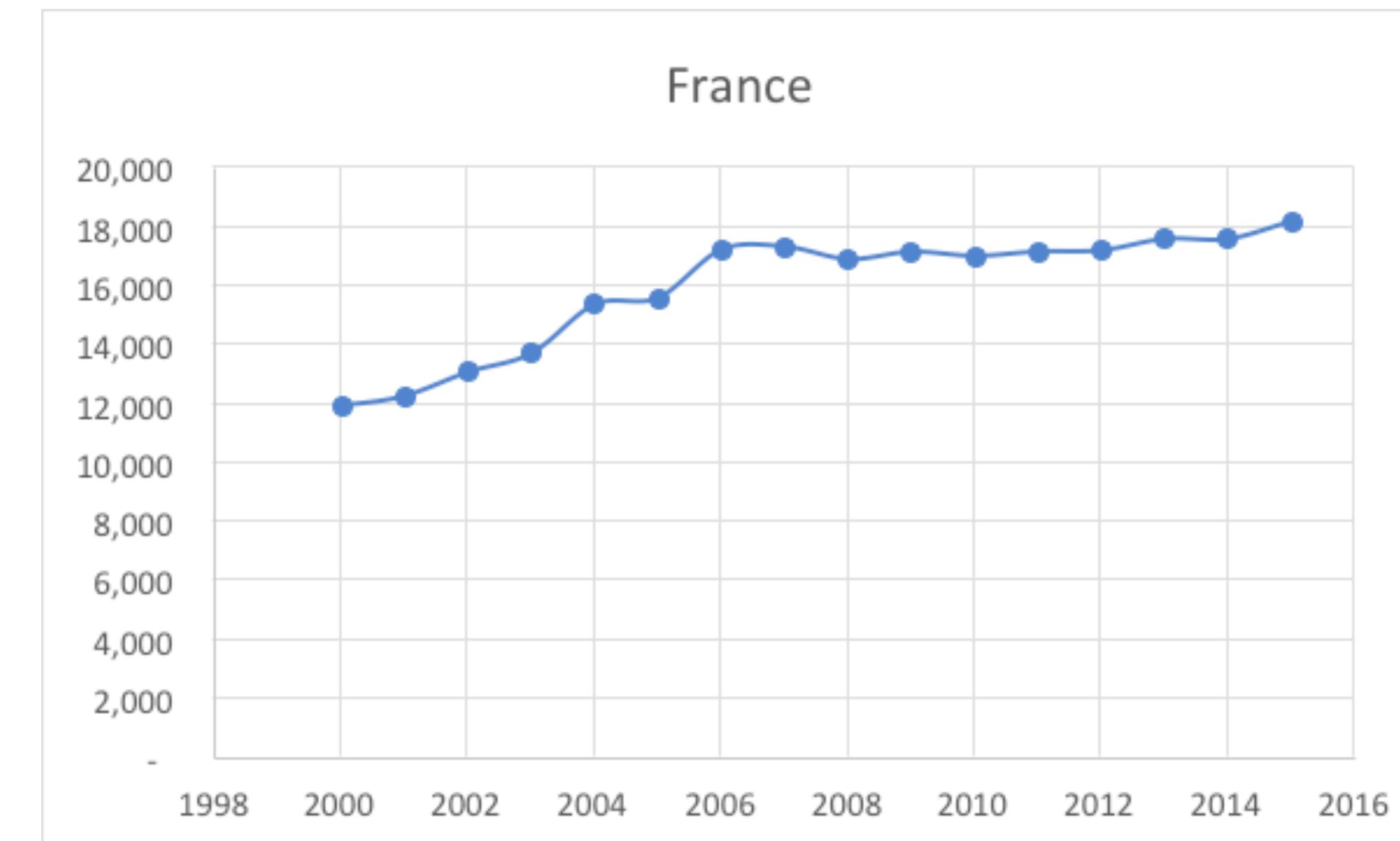
Team: KAMA
Kian, Ashley, Molly, and Ali



Problem: Reported 10% decline of US students studying in France. Where did this number come from?

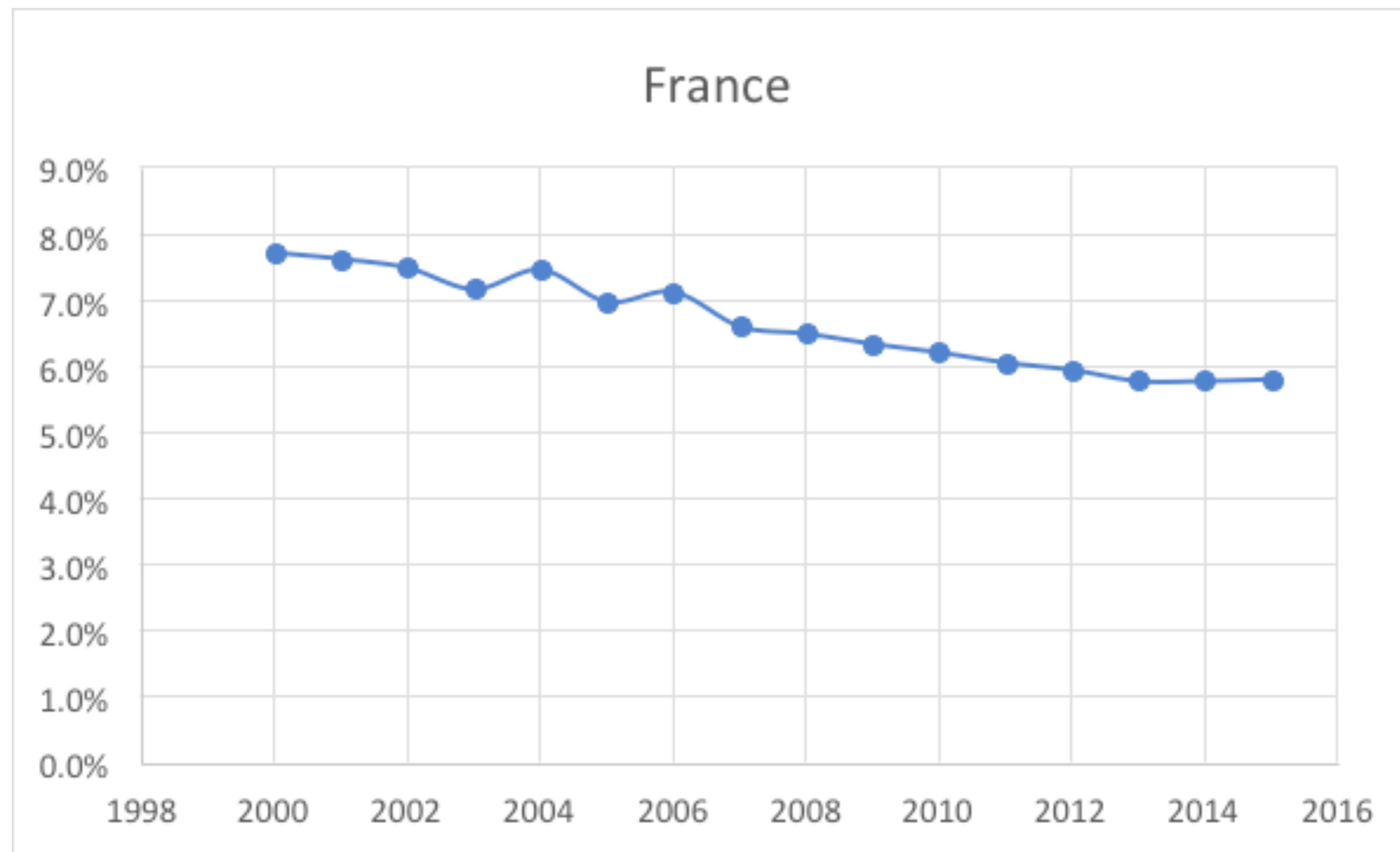
Upward trend between
2000 - 2015

Assumption: 10% drop
detected based on
recent and proprietary
data



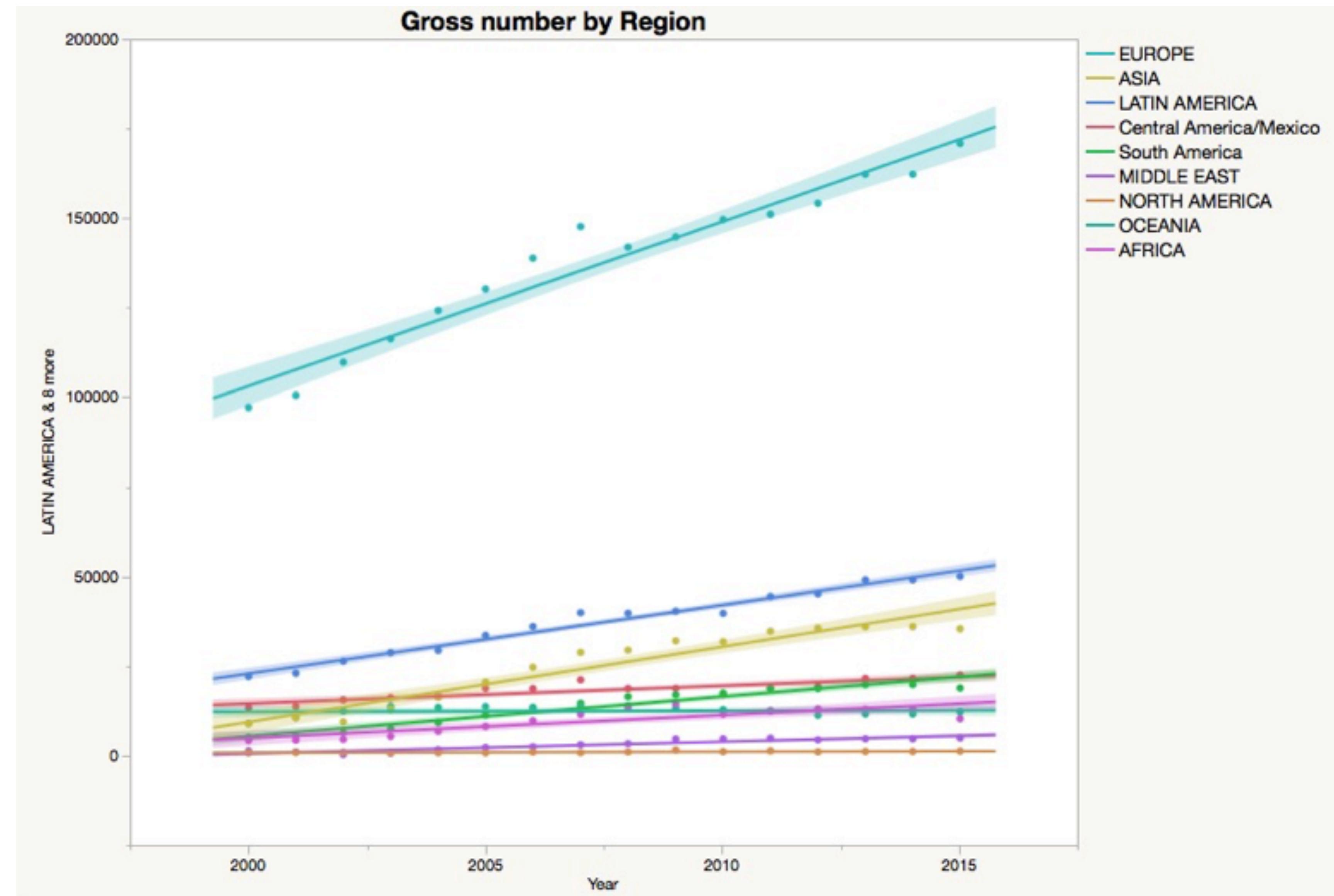
Due to standard deviation of 4% and mean of 3% — 10% drop raises red flags and should be addressed

Less US Students are Choosing France



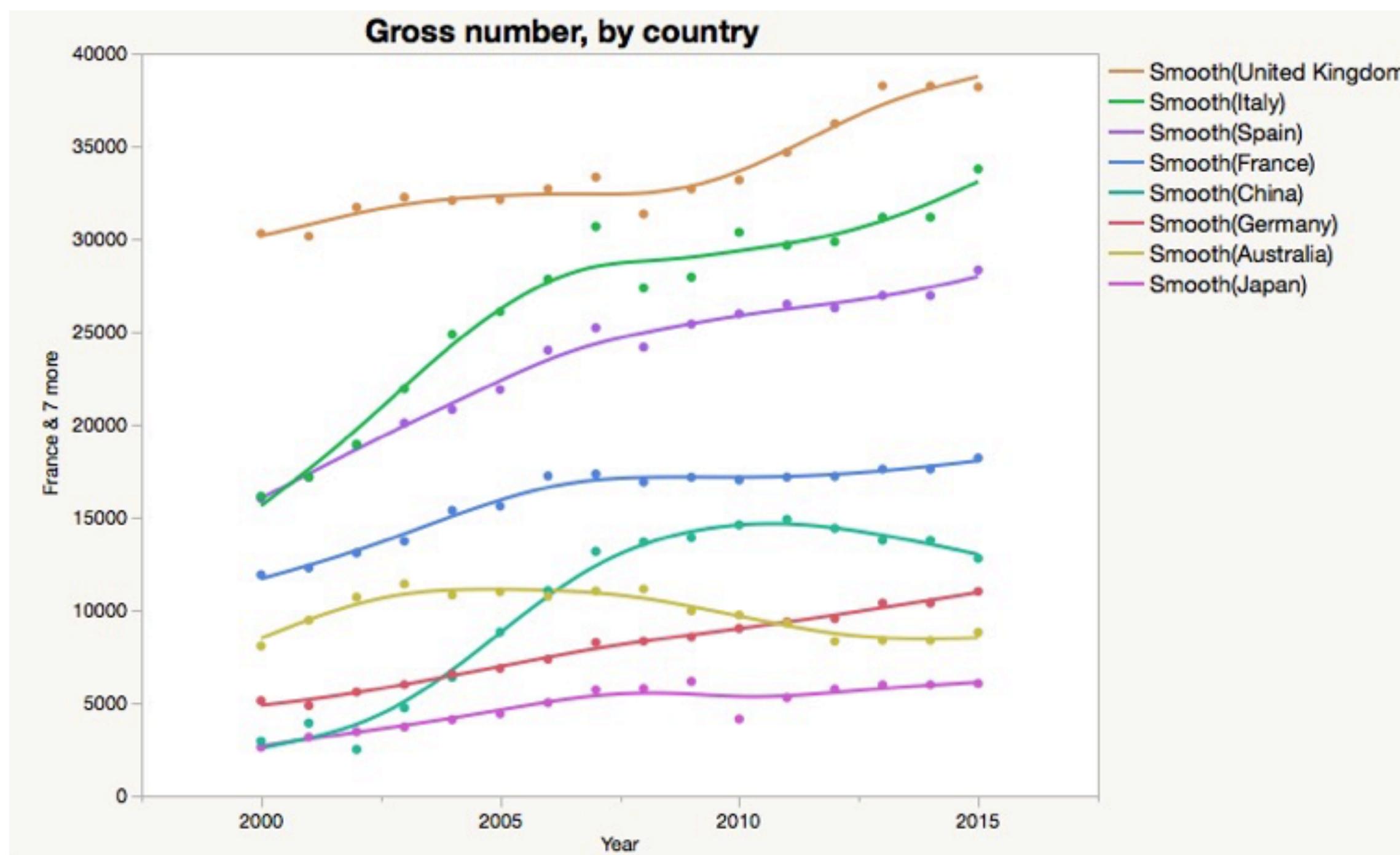
Data Comparison

Regions Attracting US Students

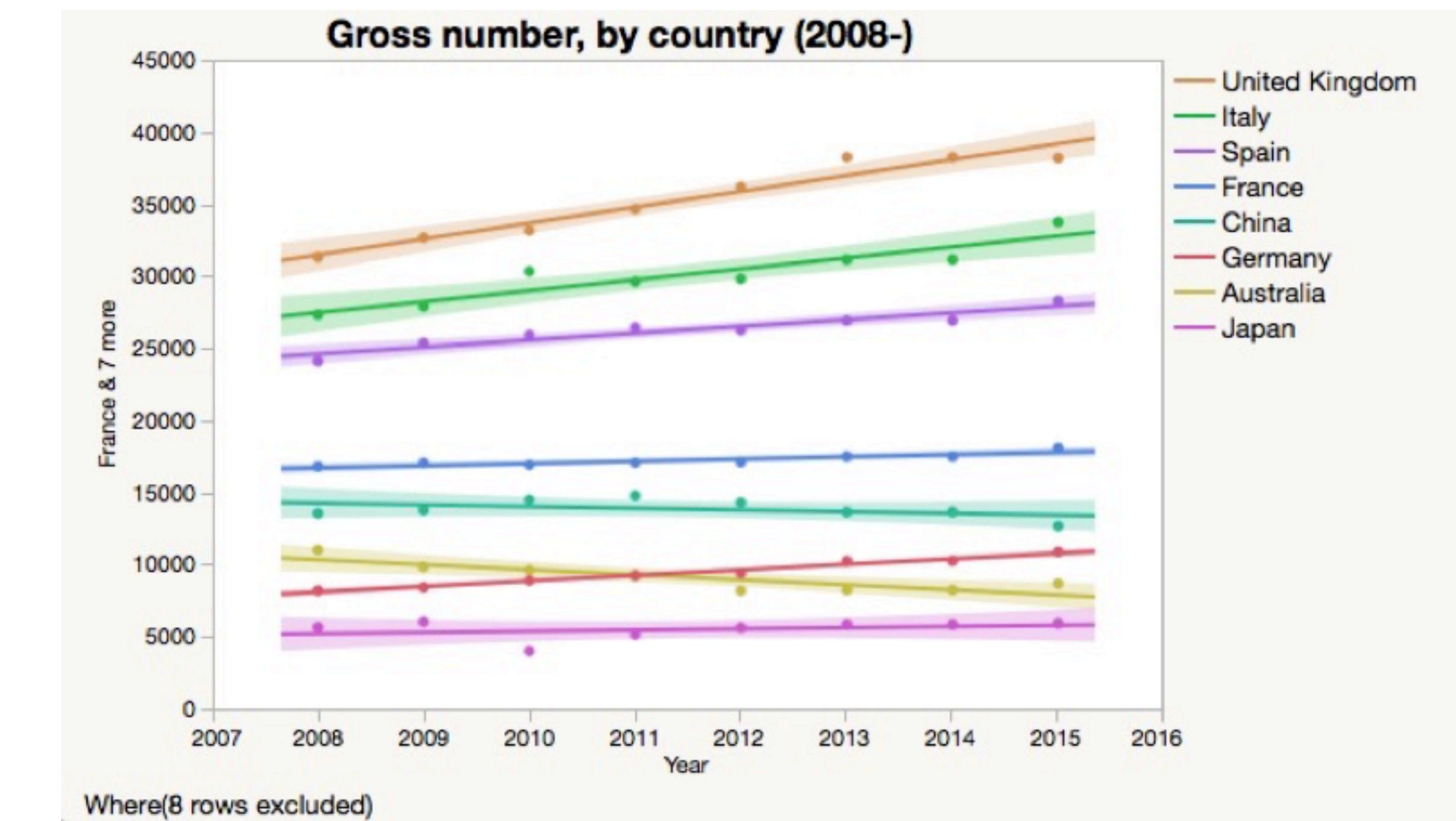


Country Specific Data

Gross Number by Country



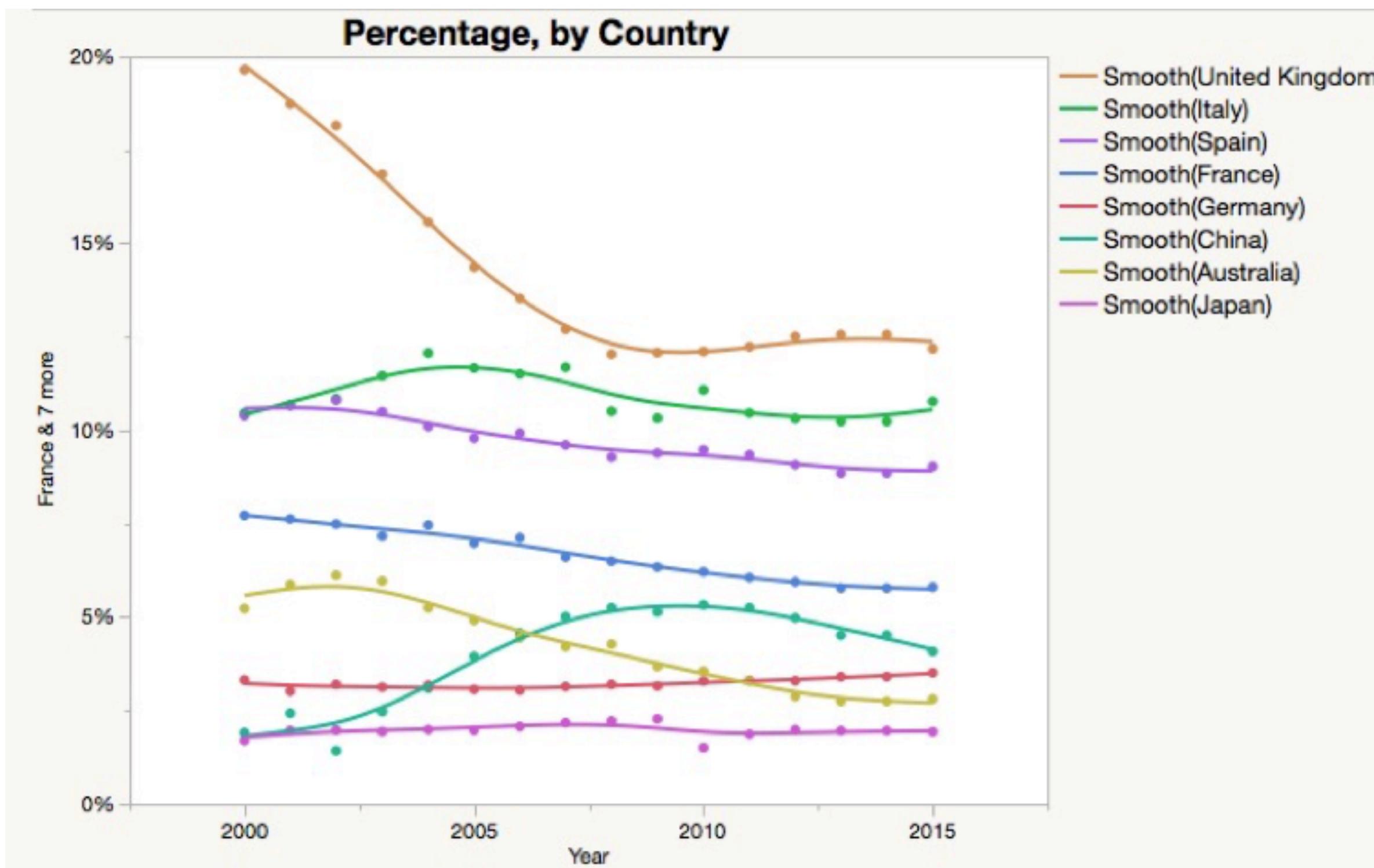
2000-2015



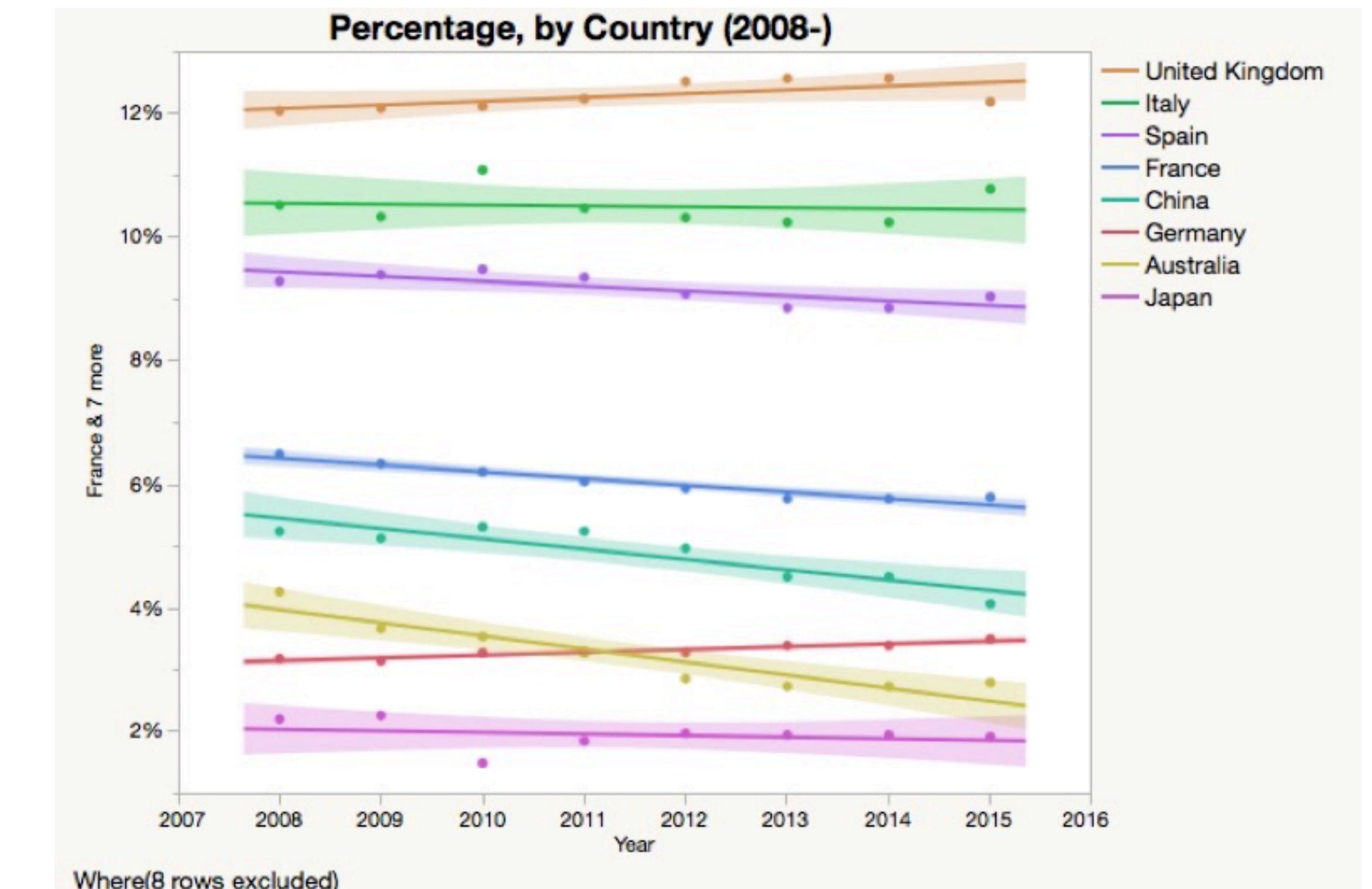
2008-2015

Country Specific Data

Percentage by Country

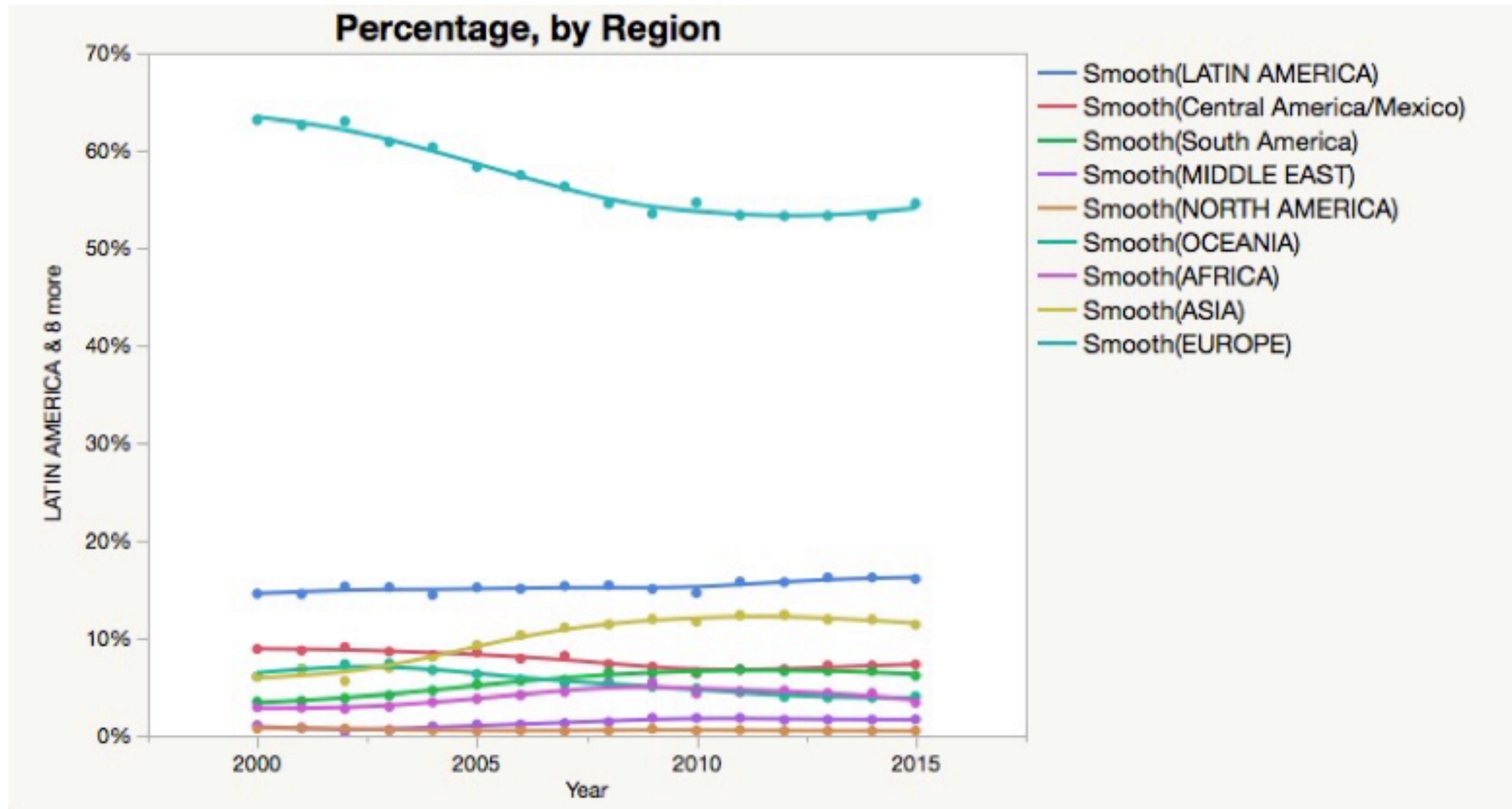


2000-2015



2008-2015

Percentage by Region



Explanation of Causes

- Immigration influencers
- Appreciation of Euro
- Job opportunities in other countries
- Website and digital process

Data Inspired Recommendations

Collection Data For Future Hackathons

- procure data over longer periods of time
- visa applicant data needs to cover longer period of time
- tourist data over similar period of time as proxy
- add more applicant information

Hypothesis: most popular destinations for US students in France are affiliates of American Universities. Explore targeting potential students and promoting studying in France on campuses across the US

Current Process

The Process

Embassy Website

French Culture Website

Campus France

Etudes En France

The Pain Points

no centralization

not actionable

lengthy unclear process

no clear CTA

website in French

Competitive Analysis

Features

- Search
- Navigation
- Compare Programs
- Responsive
- Accessible
- CTA
- Filter
- Contact
- Help/Chat
- Sign-up
- Subscription
- Calendar
- Resources
- Travel Requirements
- Cultural Info
- Prep
- US French Events
- Branding
- Academics
- Testimonials
- Imagery

The screenshot shows the homepage of [study-in.de](https://www.study-in.de/en/). The page is secure, as indicated by the padlock icon in the address bar. The header features the "Study in Germany" logo with the tagline "Land of Ideas" and a colorful circular graphic. Logos for DAAD and the Federal Ministry of Education and Research are present, along with a "INFORMATION FOR REFUGEES!" logo. A search bar with the placeholder "Search term" and a magnifying glass icon is located in the top right. The main navigation menu includes links for "HOME", "DISCOVER GERMANY", "PLAN YOUR STUDIES", "PLAN YOUR STAY", and "ON ARRIVAL". Below the menu is a large banner featuring a man and a woman smiling outdoors, with the text "STUDYING IN GERMANY IN 10 STEPS" and a "More" link. The background of the banner shows a silhouette of the Berlin skyline. At the bottom, there's a blue footer bar with the "INFORMATION FOR REFUGEES!" logo, the text "STUDYING AND LIVING IN GERMANY", and a "MORE INFORMATION" button.

Student Motivations

General Motivations

- Reputation
- Culture
- Scholarships
- Language
- Network

US Specific Motivations

- Need recognition
- Search for information
- Sources of information
- information processing
- Post-consumption evaluations

Design Process

Information Architecture

User Flows

Sketching

Wireframes

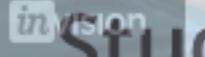
High-Fidelity Wireframes

Prototype

← → C **Secure** | https://projects.invisionapp.com/share/R3ABIHSK4#/screens/217523165/Desktop_HD

 [Discover France](#) [Find a program](#) [Plan your stay](#) [About us](#) [login | sign up](#)



MADE WITH  Study in France

?

0 / 0 Comments

OFF

Additional Recommendations

- Google Analytics
- SEO
- Targeted and Paid Advertising
- Digital Marketing Campaign - focus on campuses
- Navigation - Cultural Website
- Seamless and intuitive flow among websites

Thank you :)

Kian, Ashley, Ali, Molly