

A dark, moody photograph of a person's hand holding a black smartphone. The phone is held vertically, suggesting it's being used for a live stream or video recording. In the background, there are some chess pieces on a board, and a large, open book is visible on a wooden surface.

# Livestream & video guidance

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**l.** prime.

## ABOUT

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Our purpose is to inspire young people's future choices, as well as making it easier for them to decide upon their further education.

A photograph of a silver MacBook Air laptop and a black smartphone resting on a light-colored wooden desk. The laptop is open, showing its screen and keyboard. A dark, horizontal bar is positioned across the top of the slide, partially obscuring the image.

## PROBLEM/OPPORTUNITY

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It is not about making a decision,  
it is about making the best one,  
for your future!

## WHY OUR DIGITAL SERVICE IT IS RELEVANT & NEEDED

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For some kind of considerations in life, the information and research the young people need it is crucial at some moments, as they lack experience itself.

We promote the knowledge that comes along with exploring the options someone can have. This is the way we want to broaden our users horizon when they are deciding for their study places.



# USERS

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## I. prime. Personas (Based on survey)



LUIZA

**Sex:** Female  
**Age:** 17  
**Nationality:** Romanian  
**City:** Cluj  
**Occupation:** Highschool student  
**Status:** Single

She is passionate about art, although she doesn't know if she would like to continue studying fine arts. She is not being sure of how this would work out in the real world for her. She feels the need of something more reliable from her studies in the future.

Luiza's desire is to study abroad for college, as she loves traveling. Her main dilemma is what programme to choose, that would fit her and what country would be the best place for her. This is the reason why she wants to start her research now, while she is still in highschool, in order to have enough time to make this decision.



ANSEL

**Sex:** Male  
**Age:** 23  
**Nationality:** American  
**City:** New York  
**Occupation:** College student / Bartender  
**Status:** Single

Ansel is studying economics and he is also working as a bartender. He wasn't sure about going to college at first. After graduating highschool and before starting his college education, he took two years off, just for working and traveling. Now he is in his senior year and he is thinking of trying an exchange programme for his studies. He would like to try studying a semester abroad, probably in Europe, so he can feel a bigger difference from his actual university. He would enjoy finding later an internship opportunity there, If he will decide he likes it better there than in the states. He is very open minded and willing to have new experiences, but not always sure of his decisions at first.



## VISUAL IDENTITY

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- Our digital service concept was developed around the idea of the user's need to have all the information for researching a study place or even discovering it, in one place
- The point of novelty for the platform is the online livestream
- Bright color scheme which focuses on young students (target audience)
- App prototype: <https://xd.adobe.com/view/2ff4a814-dd4c-4e94-8499-dc1af79a24cc/>

## LIVESTREAM & VIDEO GUIDANCE

It is not about making a decision, it is about making the best one, for your future! This is why we believe in having always a little experience for your wishes.



STREAM YOUR FUTURE I.

Prime aims to be the ultimate online platform for future students all around the world to use in order to decide towards college education abroad and for top universities, letting them experience more of the specific study place's atmosphere.

# DIGITAL SERVICES

## Livestream



### HARVARD

The livestream will start in: 1d 18h 41m 28s



### HONG KONG

The livestream will start in: 3d 12h 26m 16s



Experiencing it is an important factor before deciding upon anything. The livestream lectures are the samples the future students can use in order to experience and taste very little from what they may choose to encounter.

# Universities



United States



Europe



Asia

Denmark

Great Britain

Netherlands

Romania

Republic of Moldova

Hungary

Slovakia

France

Italy

Believing in our users potential determinates us to provide them all the needed information, in one place, in a reliable and "easy to search for" manner.

**THANK YOU FOR LISTENING!**

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