

REPORT

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Introduction – mission, vision, values

Seeking the optimal solution to a problem is something people encounter in their almost everyday life. Some of these situations may need experience however, in order to be solved properly. Decisions need to be made and certain ones may remain there, in that way, for a longer period of time or with a greater influence.

For these kind of considerations in life, the youth will always need more support. The information and research they need is crucial at some moments, as they lack experience itself, for such things as career path orientation, their own skills development and many others.

The *Prime* concept is developed as an online platform for university research and guidance, including livestream lectures from all around the world.

Mission:

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

Stream your future!

Vision:

We are aiming to be the ultimate (prime) online platform for future students from all around the world to use in order to decide towards college education abroad and for top universities, in a way that would make this a pleasant and not stressful experience.

It is not about making a decision feel easier, it is about engaging for the best one!

Values:

Knowledge

Firstly, 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.

Experiencing

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.

Quality

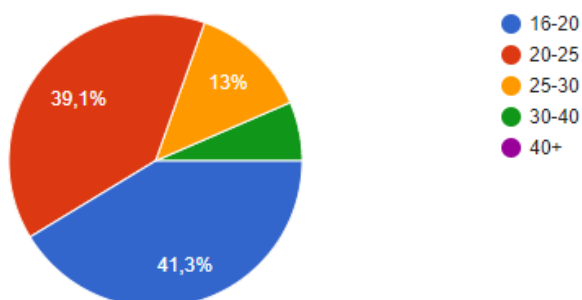
Believing in our users potential determinates us to provide them all the needed information, in one place, with professionalism.

Potential users

The digital service is developed for the young people that haven't made already the best decision for their study programme, especially abroad. The reference can be made for high school students that are about to start their upper studies in the following year or years, but also for college students that are thinking to change it or have an exchange experience.

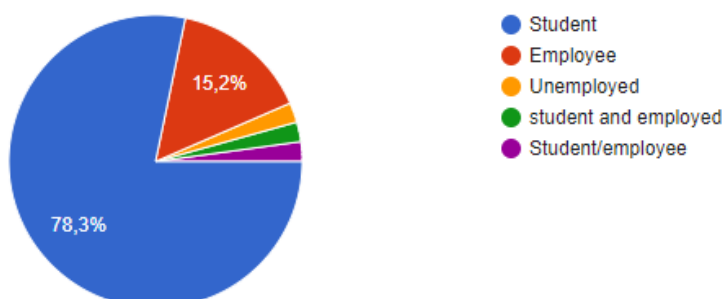
What is your age?

46 de răspunsuri



What is your occupation?

46 de răspunsuri



Taking into consideration the survey's results, this is how most of our potential users are like:

l. 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.

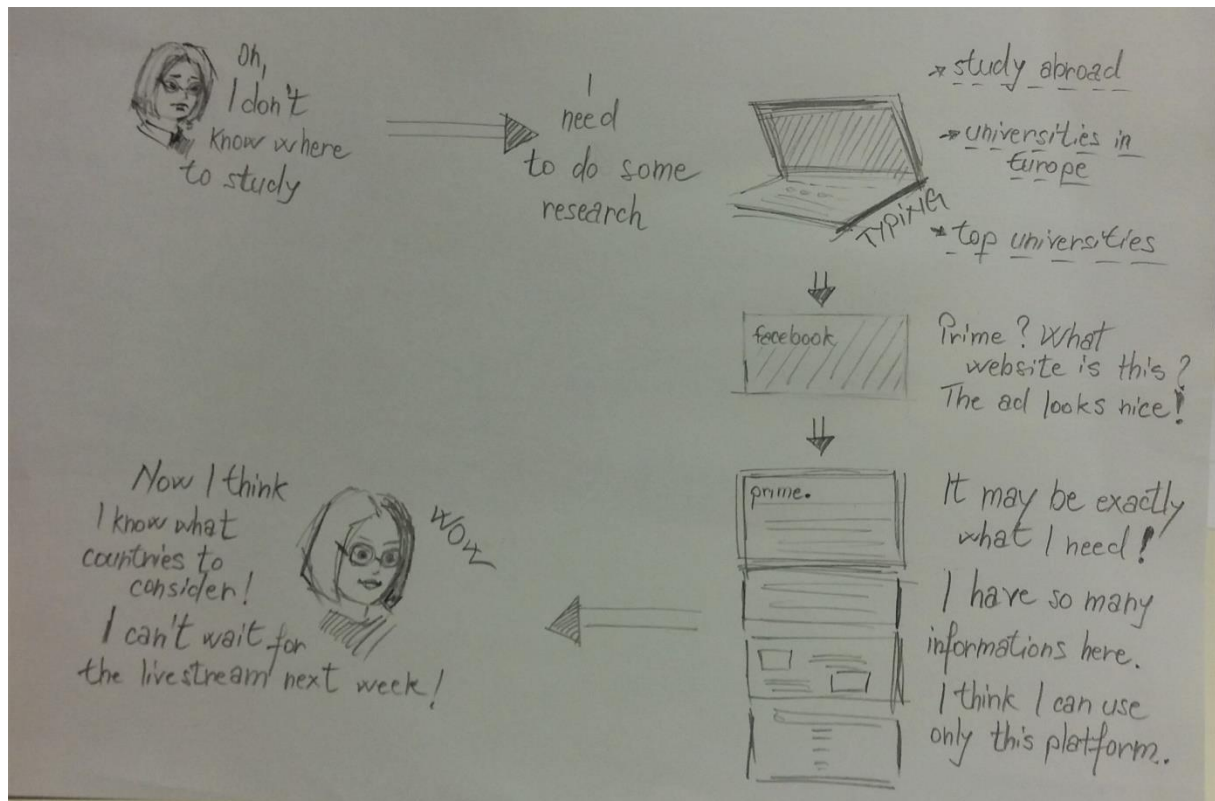


ANSEL

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.

Customer journey



Our digital service concept was developed around the idea of the user's need to have all the information for researching an university or discovering it even, disposed all together and in one place. Also, the point of novelty for the platform is the online livestream, which lets the person experience more of the university's atmosphere and even a lecture from there, while it is happening.

We expect our users to be excited by this and to not feel the need to browse through a lot of other websites and ask around too much.

Communication plan

- purpose

Our main purpose is to cover most of the needed information a future student abroad could use in his or her research, for making their decision easier and suitable. Our goal is also to decrease the dropout rate among students, once their programme of studies is better chosen for themselves from the beginning.

- effects

Our starting point is determined by the first universities we can collaborate with. First of all, we will address to the ones that are easier to get in contact with, then we will aim for the ones that are even more well-known, our ultimate goal being the most prestigious.

Our website needs to be well built and designed, for the receiver to feel comfortable using it for as long as he needs to do his research and go through all the information smoothly, without being confused or not sure. We want to be a reliable and handy source.

The livestream section is going to be a point of attraction. The other videos presenting lectures from all the universities should be made by actual students there, in a professional and practical manner. This is the way they could experience the atmosphere of that university way of teaching and lecture.

- message

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

- sender

Identity: The *Prime* concept is developed as an online platform for university research and guidance, including livestream lectures from all around the world.

Wanted identity: *Prime* aims to be the ultimate (prime) online platform for future students from all around the world to use in order to decide towards college education abroad and for top universities. It wishes to make a better world for

students and to improve their chances to apply and study at that university which suits each of them best.

Image: ultimate online experience about studying abroad; well-known; trustworthy and reliable platform; practical;

- target audience & receiving audience

The target audience is represented by the youth segment, both men and women, with the age range between 16-25, that are willing to travel for their studies. They should be open-minded and wish to experience new and various ways of living, as well as studying.

The receiving audience is formed by the people having curiosities about how the academic environment could be around the world, maybe without any serious intention of studying abroad. Their age range may vary, from teenagers to old people, meaning they could be friends of someone studying abroad, parents or even teachers, all of them having just the curiosity of seeing a livestream from a top university, for example.

- user scenario

Luiza is contacting an educational counselor, in order to find more information about what study options she should have abroad. After the first call, she receives the promised e-mail, in which one of the main suggested links where she could research more by herself is the *Prime* online platform. She remembers quickly that she saw something about this website on Facebook once. She accesses the platform and spends almost an half of hour figuring out what countries she would like to check out more for their educational systems and the way they present their lectures. She finds out about the livestreams service also, which makes her very excited for when she will be more decided.

The following day Luiza shares with some of her highschool colleagues the digital service the website has and also the things she liked about it. She also mentions some information she readed there, that thought could be useful for everyone trying to figure out which study place would fit them best.

Now she feels more confident, knowing where to find the answers to her curiosities and worries, along with her questions.

- communication environment

The internet is the place where everything happens, since our service it is a digital platform. The communication environment could be formal or informal. The information our website offers is large, various, but should also be well structured and easy to go through, but with a focused mind from the user's behalf. One could sit at home, in order to browse the website without any distraction, but also in a cafe, or at school, mainly if the people around have the same interests. The platform could be used also by users in groups, trying to find the same kind of information or having the same intentions.

- media elements

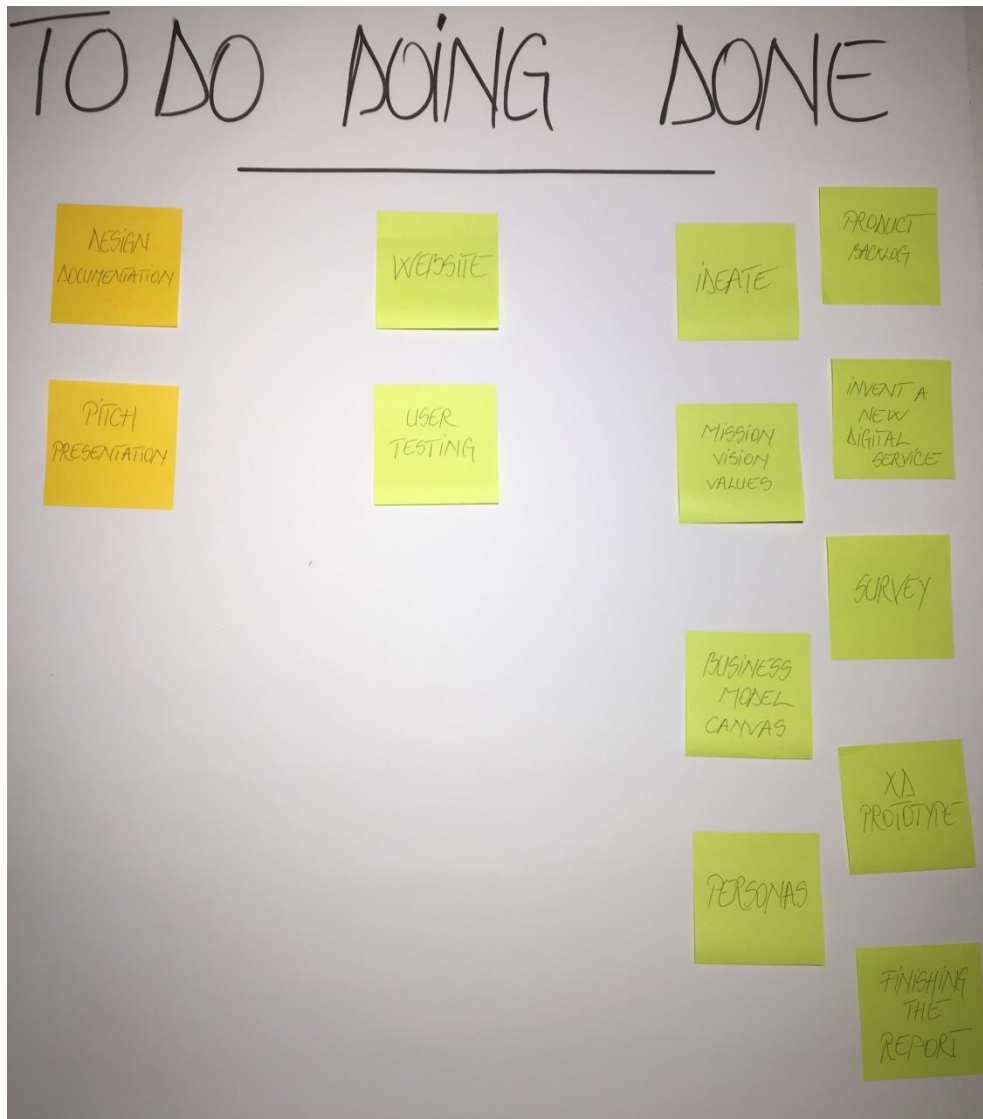
Our target group requires a lot of visually stimulating elements, such as graphical ones, bold text and strong colours. Also we want to have some interactivity, such as cover pictures changing with a click of the mouse. The interactive materials should show pictures with short messages of interest and captivating backgrounds or wallpapers, of the target group.

Selling propositions

Prime is more than a regular website. It is an online platform meant to introduce the youth to all their possibilities for studying. It offers the best online experience you can get from your desired study place, from as far as you can think of. The livestream service of the lectures from universities all around the world is an unique one and along with all the video information shared, the concept reaches its goal of making the future student more aware of the way an university would fit him or her.

While the USP refers at the livestream option on the website, the ESP elaborates on the young people's confidence in their decision, after experiencing more with our digital service, than anyhow and anywhere else they could search on the internet or with educational agencies. The user can get the satisfaction of having all the needed information for his research in one place and the feeling of knowledge is what we mean for them to gain.

+ Kanban Chart



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