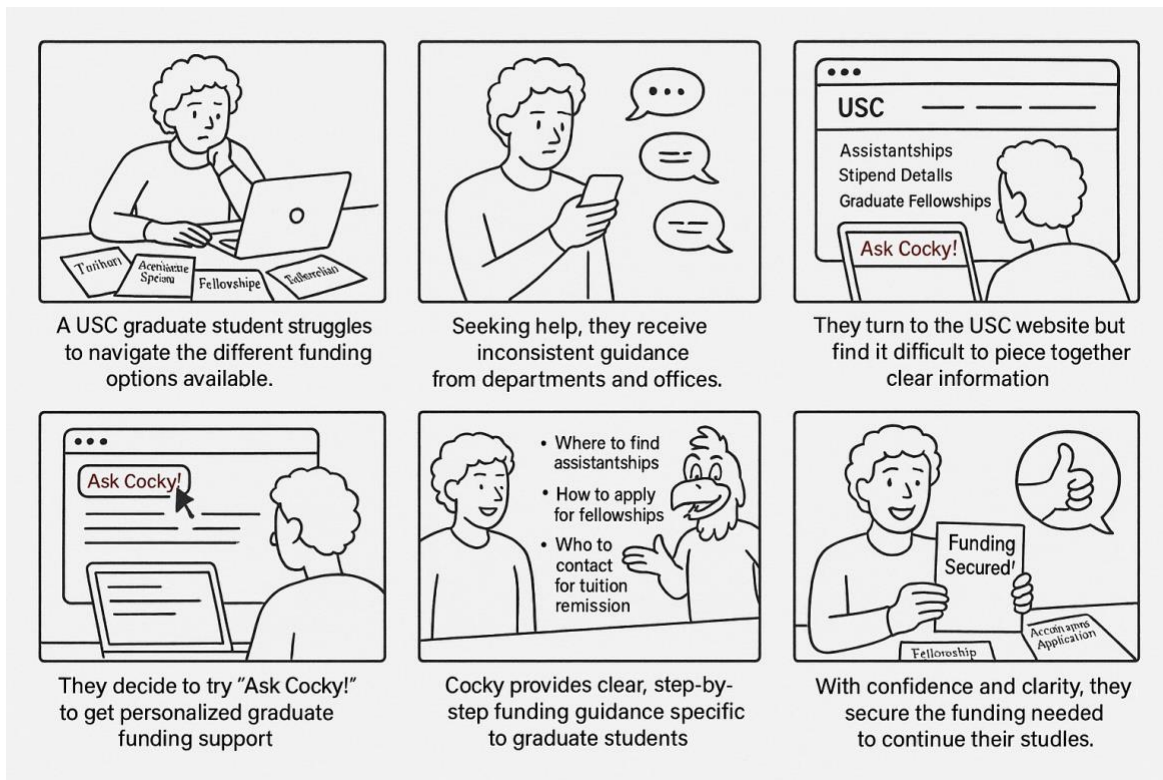**Problem Statement**

The USC financial aid page and office is hard to navigate and the chatbot on the page, Ask Cocky, isn't helpful to specific cases or for questions outside of the department's page. Four scenarios: current, prospective, grad, and professor, transfer

Here is a graduate student's persona:

A USC graduate student struggles to navigate the different funding options available.

Seeking help, they receive inconsistent guidance from departments and offices.

They turn to the USC website but find it difficult to piece together clear information

They decide to try "Ask Cocky!" to get personalized graduate funding support

Cocky provides clear, step-by-step funding guidance specific to graduate students

With confidence and clarity, they secure the funding needed to continue their studies.

Professor persona:

A USC professor juggles numerous tasks, including parking, payroll, TA support, research help, and

Unable to get clear answers from peers, they receive frustrating back-and-forth.

They try the USC website, but the vague options and information are hard to decipher.

In a last-ditch effort, they try "Ask Cocky!" for much-needed help.

Ask Cocky offers clear, bite-sized **instructions tailored specifically for professors.**

They efficiently complete their tasks and get back to what matters most: teaching.

Transfer student

A transfer student struggles to navigate the many options foclus, funding, self-service, parking.

Seeking help, they receive mixed and conflicting guidance from various departments.

They turn to the USC website, but the clutter makes it hard to find clear answers.
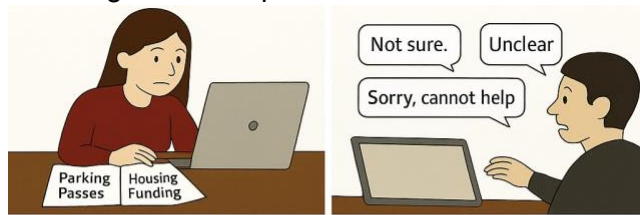
Ask Cocky provides customized, step-by-step guidance tailord for transfer students.

Ask Cocky provides customized, step-by-step guidance tailord for transfer students

With clear guidance and support, they confidently complete their applications and prepare for their USC journey.

Incoming freshman person

Here is my perspective as a current student. - Jasmine

A student at USC is having financial aid issues and needs help

They talk to financial aid, bursars, and advising but keep getting different answers

They go to the USC website looking for answers and a clear solution
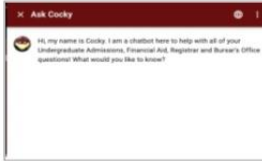
They go to "Ask Cocky!" to figure out a solution

Ask Cocky gives specific step by step instructions on where and who they need to talk to

Now with insight into the processes of USC they understand how to solve their problems!