



Problem: Primary research

"Poor leadership management of cohorts"

"An effective way to meet new people"

"No matter the age, people seek recognition and belonging"

"Driving force and incentive are not there"









Secondary research

Other universities:

- Hogwarts
- Caltech
- Harvard
- Yale
- Oxford
- University of Toronto

Other countries*:

- Philippines
- New Zealand
- Indonesia
- Papua New Guinea



*depending on academic curriculum

https://www.reddit.com/r/harrypotter/comments/49xh3o/did your school have houses like hogwarts/

Our process is easy



A download link will be **emailed** to the Student



The Student is to **download** the app

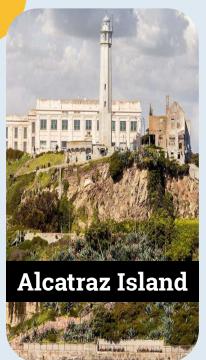


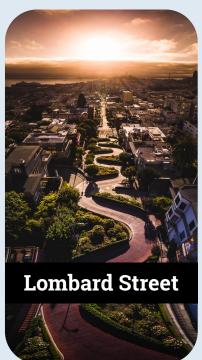
Prompted to **Sign-Up** + Create a profile

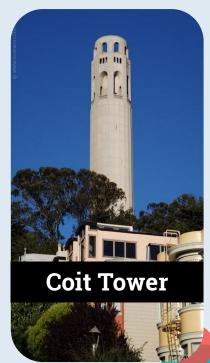
















Collected through:

- Attending Hult
 Events planned by:
 Clubs, Cohorts,
 Student Services
- In-app Trivia
 Quizzes: enhance
 cultural awareness





Events Directory



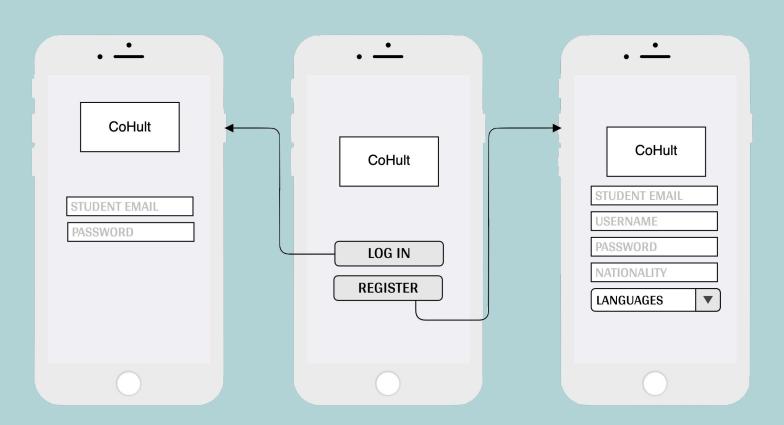




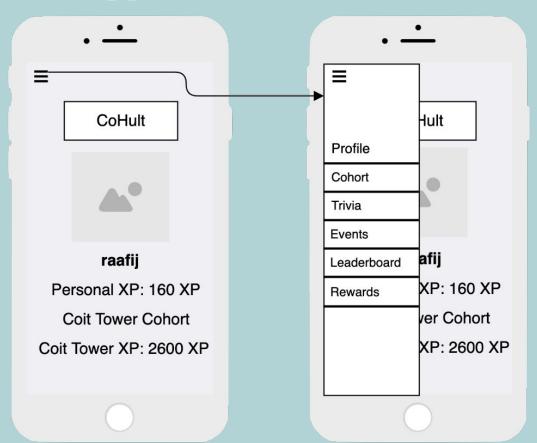




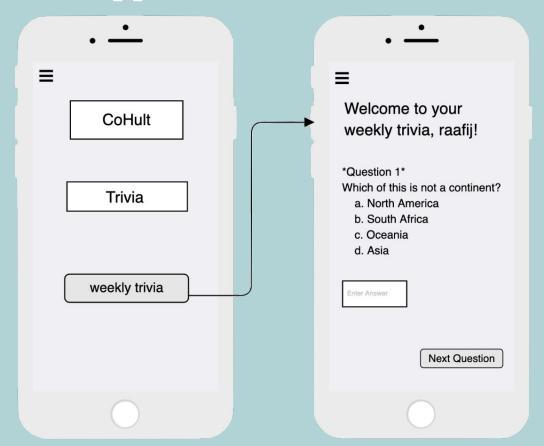
Application Wire Frame



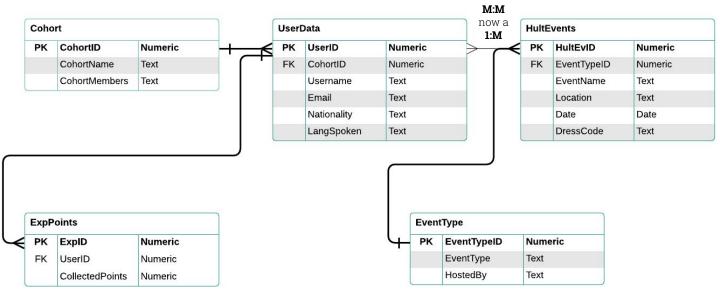
Application Wire Frame



Application Wire Frame











Development Plan

Phase 1

Encourage Socialization Redeem Personal + Cohort Points

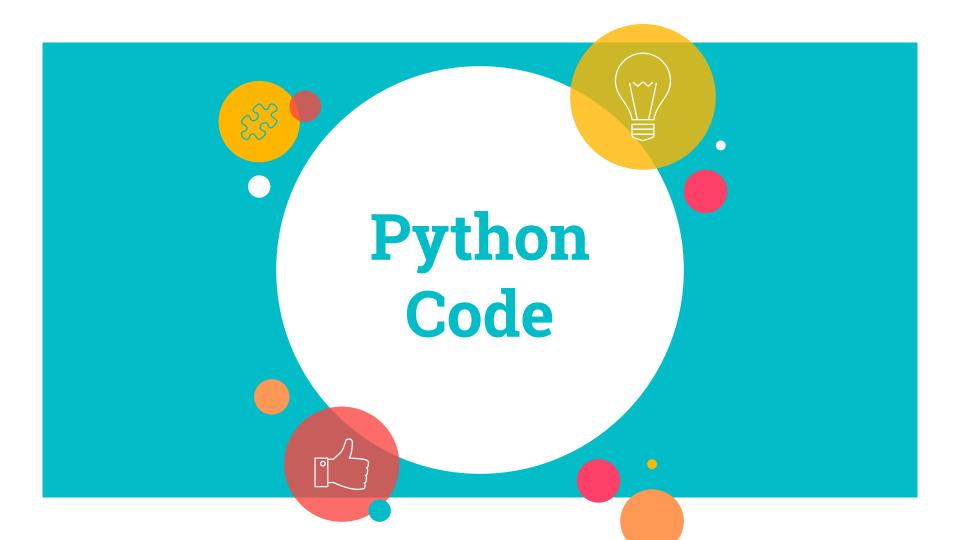
Phase 2

Integrate Entire Student Body

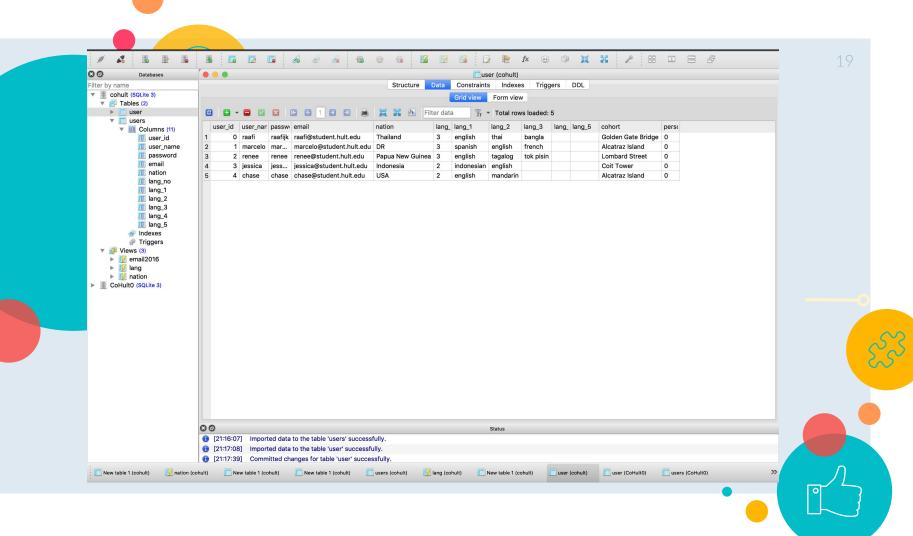
Phase 3













References

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Thank You! Any questions?

