

## **Proposal - Dalphin**

### **Elevator Pitch:**

During the Dalphin project, I would like to create an online space for prospect students to find the most suitable option for their Undergraduate or Graduate education and location by completing a short questioners and filtering system. As an international student, I would also like to allow people with my background to be able to find resources without the stressful process of searching for what is required or having to read complicated school catalogs in non-native languages.

When I was 15, I was studying in the second to last year of high-school and had to figure out my university education. Fortunately, I have a very supportive family and I was encouraged to travel abroad to get my academic education with better resources, since the education level back home is no where close to the levels in the other parts of the world, including the Middle East, United States and etc. Therefore, as I was preparing my English levels, as well as trying to find a suitable university or, 2 years ago, the most efficient graduate school, I went through a very complicated process, as I was researching on my own. My first attempt on finding a Graphic Design major in a university in the Middle East resulted of me to study and compete for the Multimedia Design major instead of Visual Communications major, which is the more modern name for Graphic Design, due to the lack of language knowledge back when I was a teenager and a very challenging catalog language on the university website.

Additionally, I also had no clue on what type of study fields existed that would have made me have an idea which career to pick for the rest of my life, again due to the lack of recourses or education awareness back home. Therefore, I gravitated towards what was familiar to me and my family to decide my future path. In Dalphin, I would like to eliminate all this hassle for folks who go through the same experience.

## **Target User Group:**

The main user group for this project could be the prospect and current students in the academic education systems. Having the resources such as diverse friends and family from various locations/continents, I would like to focus on getting data from them and ease the process for future generation of students. I would also like to focus on the international students with, English not being their native language, to also be encouraged just like my family did, to get out of their limited resources and find a better future. Not only, I would like to help students find the most compatible institutions but also figure out which filed option actually would be beneficial for them and make them happy as well.

## **Versions:**

With Dalphin, I want to allow users to access the space with an online platform, especially mobile phone friendly access, since some population in underdeveloped countries don't have access to computers or laptops. Additionally, in some families, parents are also involved in the university match making process to help their kids. In this case, I would like to offer parent view as well, where they could also monitor which option would match with their family resources.

## **How this project meets the theme:**

While building this app, collecting data about which factors are mandatory in the application process, as well as the transition to certain campus is very crucial. By observing the needs of students, as well as universities from each other is another important point to satisfy the needs at the end. Further, using this app could also create a new set of data on which majors or universities rank in certain ways of user choice.

### 3 interaction design challenges:

The first potential design challenge would be how broad this app could offer match making services. Meaning, there are not only just undergraduate and graduate education, but also Doctorate, Research Doctorate Degrees, Postdoctoral Programs, different levels of Medical programs, and so on. Since, this project is a prototype of a platform, I would have to focus on the quality of the resources. Having a lot of educational branches might create further complications or general challenges to create an algorithm for.

The second challenge would potentially be simplifying one of the most tedious and stressful processes into a very simple, straight to the point information for people with lower language levels. Personally, preparation process for application and location requirements takes very long time, where making sure to find the right links with right information on the right time creates countless email or phone exchanges between students, parents and institutions. Sometimes families reach out to outside resources or companies to help fill out the applications for kids as well. Distilling this process into something way easier and shorter term is definitely a big goal and challenge at the same time.

And of course, the more advanced challenge is actually building a quiz-like algorithm for users to fill out in order to filter through personalized selections to achieve the goal of finding a major, as well as location in Dalphin. From a recent reading, with a topic about the “IKEA-Effect”, it is documented that people like and prefer customized processes and products. Therefore, customizing a crucial life choice through series of questions would bring a lot of challenges to figure out the outcomes.