

Project Milestone: Problem Statement Refinement and Solution Ideation for Transfer Student Persona

Part 1: Problem Statement Refinement

Problem Statement 1: Clear Credit Transfer Information

Refined Problem Statement:

Transfer students, like David Luiz, face uncertainty regarding which previous courses will transfer and how they will be applied to their new degree program. This lack of clear, accessible credit transfer information creates frustration and confusion, hindering students' ability to plan their academic path effectively.

Problem Statement 2: Personalized Financial Aid Resources

Refined Problem Statement:

Transfer students struggle to find financial aid resources that are tailored to their specific needs. There is a lack of clear information on scholarships, loans, and other financial support options available for transfer students. A personalized financial aid guide that takes into account the unique needs of transfer students would significantly improve the user experience.

Problem Statement 3: Website Usability for Transfer Students

Refined Problem Statement:

The website is not optimized for transfer students, causing navigation issues and difficulty in finding key resources. Transfer students need a more organized and user-friendly experience, with clear sections dedicated to the transfer process, credit transfers, and financial aid resources.

Part 2: Solution Ideation and Wireframing

For each of the above problem statements, I've ideated 2-3 distinct solutions and created wireframes to visualize how these solutions might be implemented on the UNC Charlotte Admissions & Financial Aid website.

Problem Statement 1: Clear Credit Transfer Information

Solution 1: Interactive Credit Transfer Calculator

Idea:

An **interactive tool** where transfer students can input their **current courses** and get an estimated list of **transferable credits** at UNC Charlotte. The tool will show which courses will transfer, and how they map to the required courses in the new program.

Solution 2: Credit Transfer Guide with Transfer Equivalency Chart

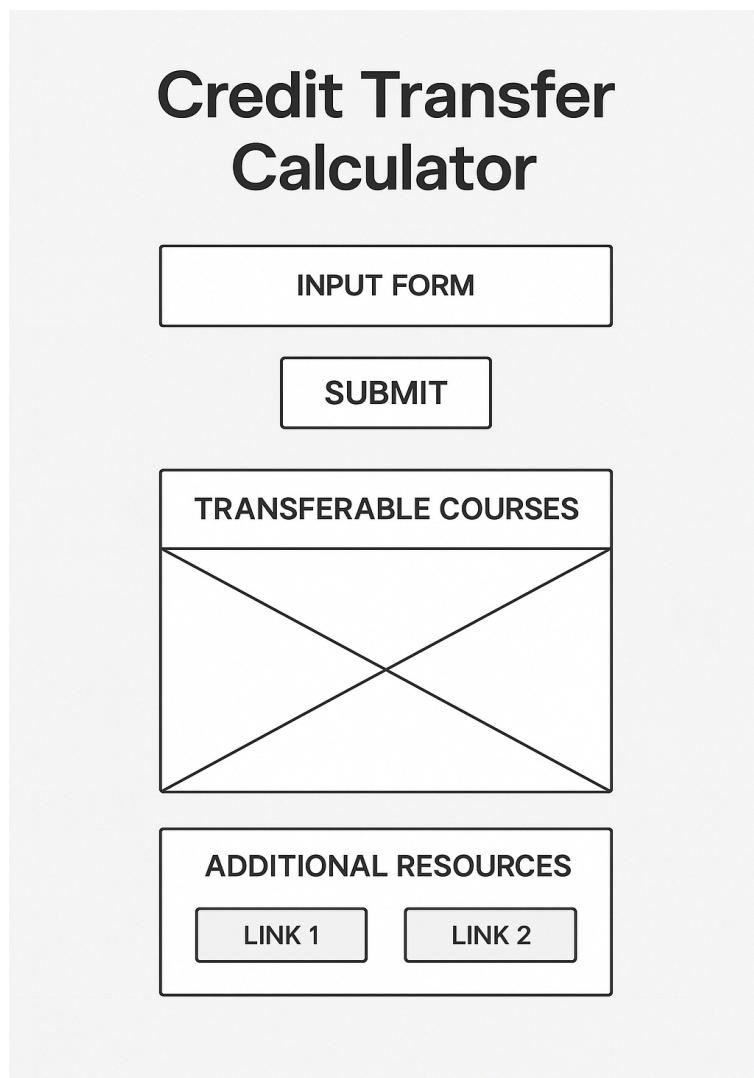
Idea:

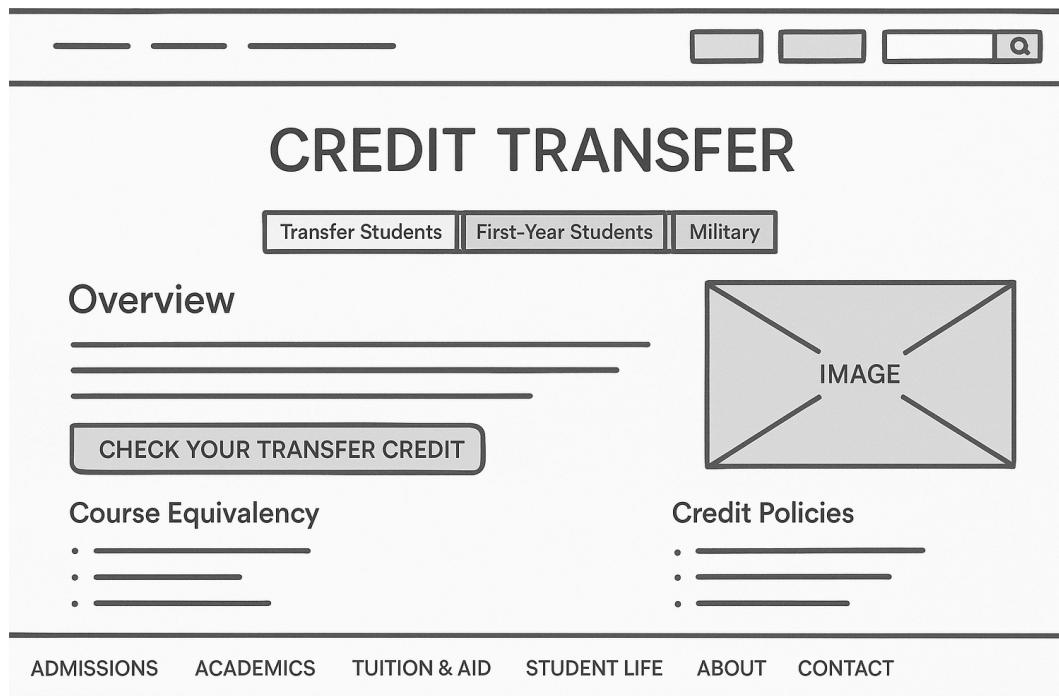
A **step-by-step guide** that explains how transfer credits are evaluated. It includes a **transfer equivalency chart** that outlines which courses from different universities are accepted, and how they apply to the desired program at UNC Charlotte.

Wireframe for Solution:

Features:

- Interactive form where users can select their current courses.
- Real-time results showing equivalent courses at UNC Charlotte.
- A section with **additional resources** on how to submit transcripts and request evaluation





Problem Statement 2: Personalized Financial Aid Resources

Solution 1: Financial Aid Dashboard for Transfer Students

Idea:

Create a personalized dashboard that shows financial aid options based on the student's eligibility (transfer-specific). The dashboard would include scholarship opportunities, loan options, and expected financial aid based on the transfer student's profile.

Solution 2: Financial Aid Pathway with Estimated Costs

Idea:

A financial aid pathway tool that helps students see the step-by-step process of applying for aid. It shows estimated costs, scholarship opportunities, and links to external financial aid resources. The pathway includes guidance specific to transfer students.

Wireframe for Solution:

Features:

- Personalized overview of the user's **financial aid options**.
- **Real-time updates** of available scholarships and loans.
- A clear breakdown of estimated tuition and aid, including **transfer-specific grants**.

FINANCIAL AID ESTIMATOR

Estimate your financial aid and scholarships

Estimated Tuition \$

CALCULATE

ESTIMATED AID
\$ 0

ESTIMATED SCHOLARSHIPS
\$ 0

Steps to Apply

The wireframe shows a header with a logo and navigation links. The main section is titled "Financial Aid Estimator". It contains input fields for "HOUSEHOLD INCOME", "HOUSEHOLD SIZE" (with a dropdown arrow), "RESIDENCY STATUS" (with a dropdown arrow), and "GPA". Below these are "CALCULATE" and "CLEAR" buttons. At the bottom, there is a large button with a large X, a smaller empty box, and the text "Estimated Aid".

Problem Statement 3: Website Usability for Transfer Students

Solution 1: Dedicated Transfer Student Hub

Idea:

A centralized hub for transfer students that provides easy access to resources related to credit transfer, admissions, financial aid, and orientation. The hub will have a simplified layout with sections tailored to transfer students.

Solution 2: Interactive Navigation Bar with Transfer-Specific Sections

Idea:

An updated navigation bar with clear categories for transfer students. Each section will contain interactive dropdowns for key areas like admissions, credit transfer, financial aid, and orientation programs. The goal is to make these sections easily accessible from any page.

Wireframe for Solution:

Features:

- A **dedicated transfer student section** in the main navigation.
- **Quick links** to important resources like transfer credit evaluation, financial aid, and orientations.
- **Simple, easy-to-use interface** that guides students to their next step in the transfer process.

TRANSFER ADMISSIONS

Home Academics Contact

Transfer Admissions Overview

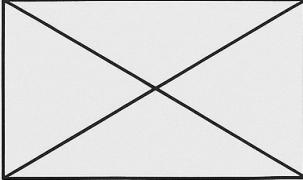
STEPS TO APPLY

- Step one
- Step two
- Step three

IMPORTANT DATES

- Item one
- Item two
- Item three

ADMISSIONS VIDEO



TRANSFER REQUIREMENTS

FAQ

Part 3: Report Submission

The report contains the following sections:

1. Problem Statement Refinement:

Detailed descriptions of the refined problem statements for credit transfer clarity, personalized financial aid, and website usability.

2. Solution Ideation and Wireframes:

Three solution ideas for each of the problem statements, along with wireframes to visualize how these solutions could be implemented. Each wireframe ensures that the user experience is optimized for transfer students.

3. Integrated Prioritized List:

A list of prioritized needs and improvement areas based on the interviews and the problem statements. The highest priority areas are credit transfer clarity, personalized financial aid, and improved website usability for transfer students.

4. Problem Statements:

The three problem statements selected for the design project, which focus on clear credit transfer information, personalized financial aid resources, and website usability for transfer students.