497 Project Concept Document

Project Idea Description
- Our idea is a website that offers "authentic" Michigan tours to prospective students. Currently, we feel that official Michigan campus tours are too structured and offer a very formulaic glimpse of student life on campus—failing to provide tailored information to prospective students about what their *unique* campus experience could look like and glossing over some of the school's potential drawbacks. Our platform would allow prospective students and their parents to book a physical tour (or Zoom call) with a current Michigan student. We would have a variety of different Michigan tour guides on our platform and prospective students can select a guide that shares similar interests. For example, a prospective student that intends to major in MechE and also wants to play intramural soccer could select a current MechE student on the club soccer team as their tour guide. We feel that our platform would provide a much more tailored and authentic glimpse of life at Michigan to prospective students while operating as a low-commitment way for current students to earn money.

"Not You" Mindset
- The goal of our project is to help prospective college students learn more about the schools they are interested in and provide them with the ability to ask questions and receive a unique perspective from students who have similar majors, extracurriculars, and career goals. Our project will adhere to the "Not You" mindset because we aim to help students younger than us. The prospective student element of the project will cater to their needs allowing them to select aspects of college they are curious about with the goal that a current college student will be able to answer their questions and allow them to make a more informed decision when making final decisions. Most college tours are bland and not completely honest and we plan to provide a completely different user experience. A lot has happened since us three have applied to college so to help put us in prospective students' shoes we plan to sample a wide range of majors and interests and if their questions are being answered by the information and tours the university provides. Additionally, us three are from different hometowns so tapping into our local communities will allow us to get a diverse group of high schoolers whose response data will help us cater our project to be as helpful as possible.

Interface
- We anticipate that our user interface will be similar to a website like Cameo. It will feature different tour guide profiles that users can explore. We will support filtering tour guides by certain criteria such as major and age (among others). Once a user clicks on a specific tour guide's listing, it will take them to a more detailed profile where they can read more biographical information, reviews, and an option to book a tour (or Zoom)

with that individual. The booking form will have the user submit contact and payment information in addition to handling scheduling.