

16th Wave

1. Target Audience

Our target audience is prospective international students. They are people of all ages, with varied study/work/tech experience and backgrounds wanting to relocate, gain new skills, and have an extensive and comprehensive educational experience that will push them forward. Their goal is to start a tech-oriented career that will give them new life opportunities in Canada. Some setbacks they might face are language barriers, finances, time management, technological changes, and internal and external pressures, so they will need to have strong work ethics, be adaptable, and be brave to move to a new country with a different culture. Compared to other educational institutions, SAIT offers a variety of programs that are shorter and straighter to the point, smaller class sizes that allows more personal instruction, comprehensive course content, educational assistance, affordability, hands on work experience opportunities, and portfolio development.

2. Creative Concept

It is known that the first step in learning about a topic is research, and the Internet is the most anticipated search tool that a potential international NMPD student would use to learn about SAIT and the program, so probably a website or social media platforms are the options they will visit first. As this recruiting tool will be developed by NMPD students, we think that a friendly and interactive design is the best approach for showing prospective students what the program is all about and making their search experience satisfying.

To serve our purposes we have decided to provide reliable information coming from the primary sources: students, instructors, and administrative staff from the International Center can make a difference in deciding because they can give answers to the frequently asked questions about studying abroad as it is an important decision. We will also add emails and info to contact directly with the people of the International Center.

All the content produced will be added to an interactive prototype for a website using Adobe XD which will help students to have better and easy access to the information they are looking for.

3. Team Roles & Responsibilities

Team Member	Responsibilities	Role
Rachel	Tracking progress, submitting	Team Leader
Abby	Filming (classrooms, classes, campus), research	Content Creator
Colleen	Filming, research	Content Creator
Lidia	Editing videos, photos	Editor
Laura	UX Design, prototyping	Designer

16th Wave website link: <https://lauraslobodcicov.wixsite.com/nmpdsait>