

Student 2.0

Week 4 | Concept Video

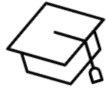


Aditi, Matthew, Radha, and Anna

Our Team: Student 2.0



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Matthew Stewart



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Today's Content:

Value Prop

3 Tasks

Storyboard &
Video

1

Value
Proposition



GENERATING
YOUR PLAN(S)



Choosing academic schedules can be a daunting task.

Advisr helps you optimize classes based on your interests and past students' experiences, and equips you with potential 4-year plans to accomplish your goals.

2

3 Tasks



3 Tasks (Abridged)

Task 1...

(complex)

Explore future paths based on your interests, skills, and values

Task 2...

(moderate)

View 4 year plans from students with similar interests, and choose aspects that work for you.

Task 3...

(simple)

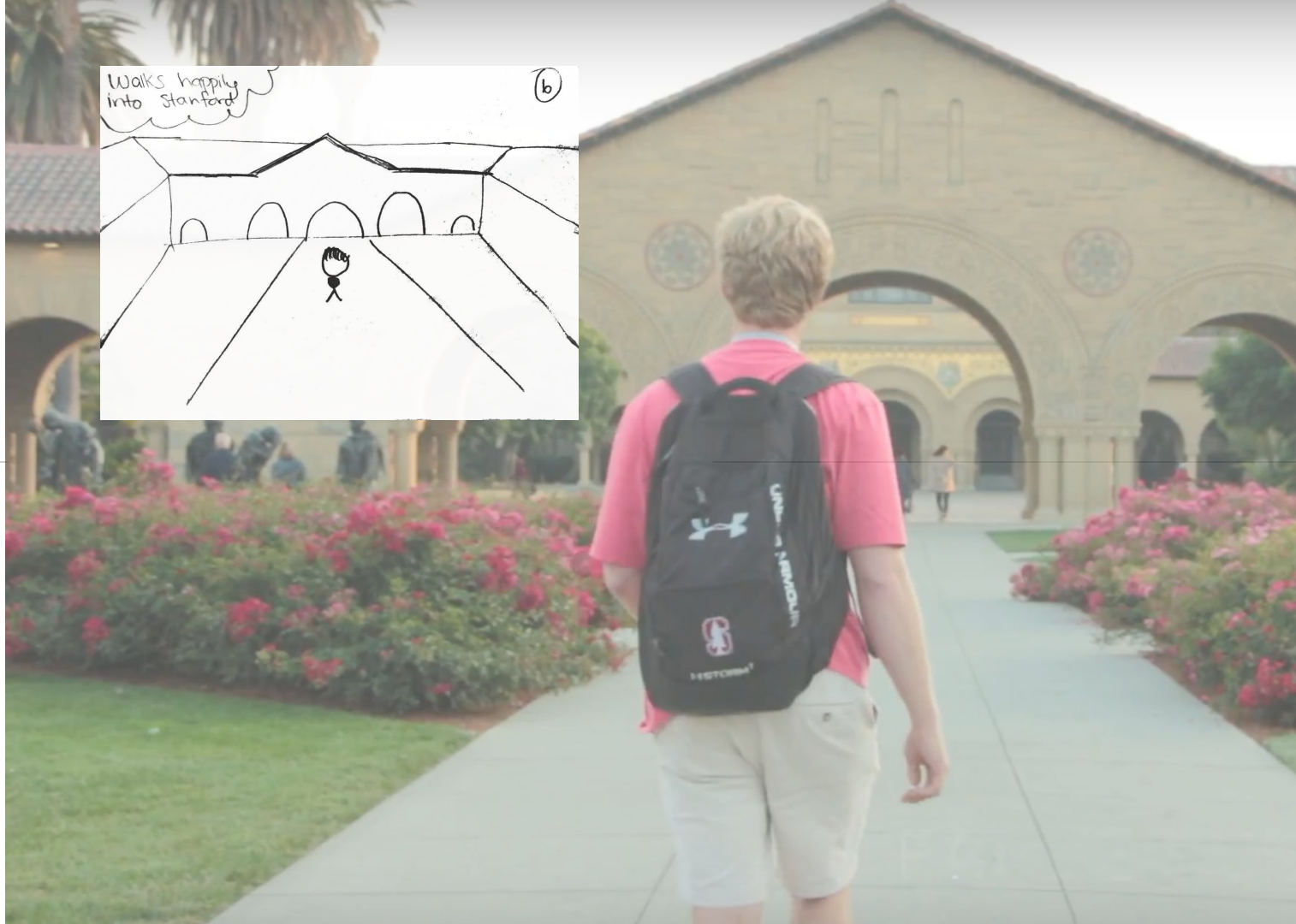
Generate personalized 4 year plan(s) that help you accomplish your long term goals.

Tasks

* See Appendix for longer versions.

3

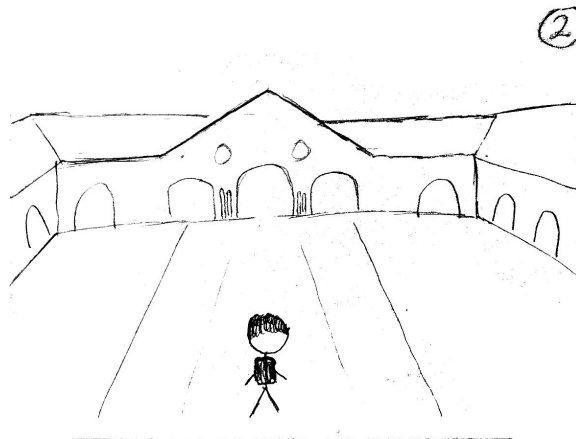
Storyboard & Video





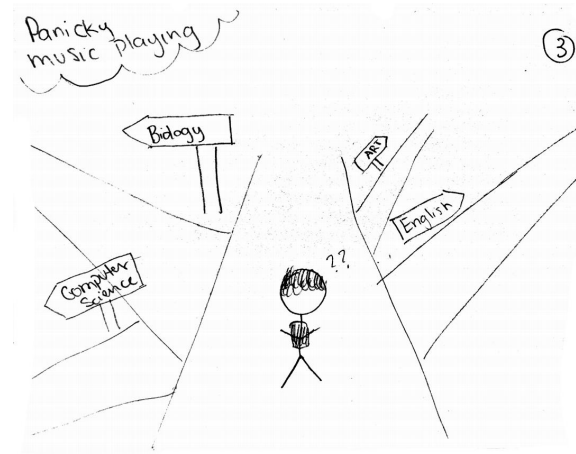
Scene 1 **shot 1**

Excited student bikes up palm drive



Scene 1 **shot 2**

Student walks up to the quad

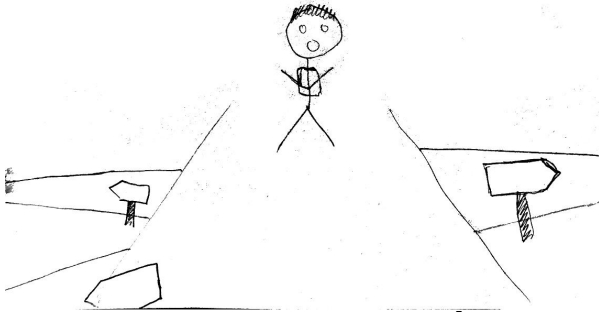


Scene 1 **shot 3**

Student is met with many **choices** of majors, **unsure** which path to take

Confusedly looking
at signs

4



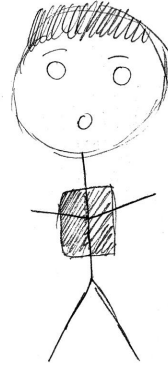
Scene 1

shot 4

Student is visibly
distressed

Panicked
face

5



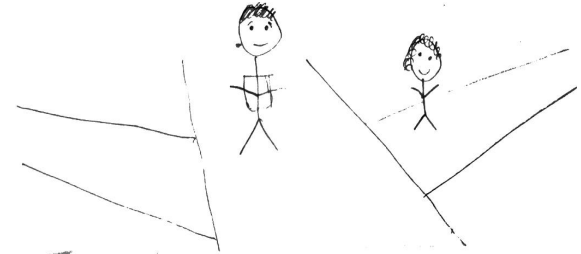
Scene 1

shot 5

Cuts to close up of
distressed face

Enter Advisr

6



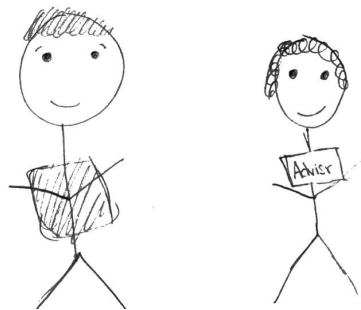
Scene 1

shot 6

Advisr enters the scene,
approaches distressed
student

Advisr gestures
to take deep
breath

7



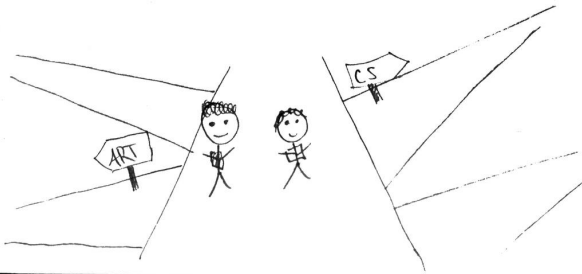
Scene 1

shot 7

Advisr gestures for
student to take a deep
breath

Advisr helps make
sense of confusing
signs. Student chooses
interests

8



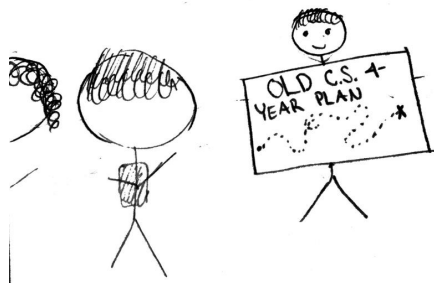
Scene 1

shot 8

Advisr **clarifies** confusing
signs by helping student
narrow down possible
paths to two majors

Scene 2

1



Scene 2

shot 1

Advisr takes student to
old student's 4 year plan



Scene 2

shot 2

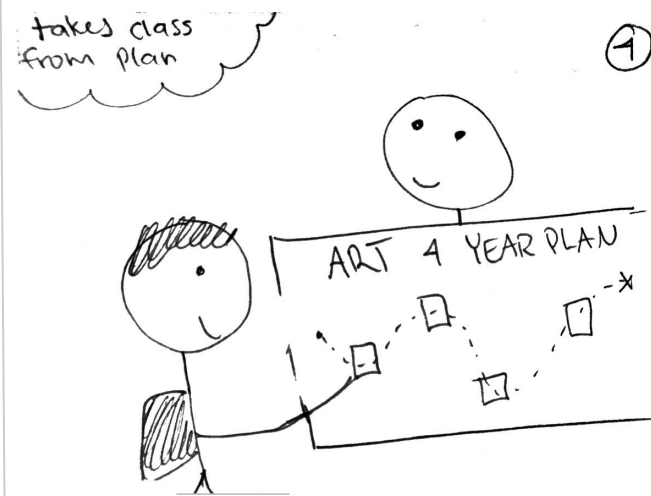
Student **chooses** class that they are interested in from 4 year plan



Scene 2

shot 3

Advisr takes student to another 4 year plan



Scene 2

shot 4

Student chooses another class that they are interested in

Scene 3)



Scene 3

shot 1

Student hands classes they are interested to Advisor

①

Advisor furiously scribbles on clipboard



Scene 3

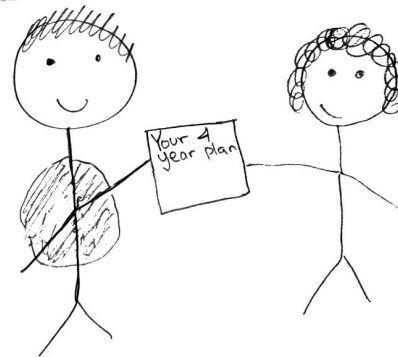
shot 2

Advisor furiously scribbling on notepad

②



Advisor hands 4 year plan to student

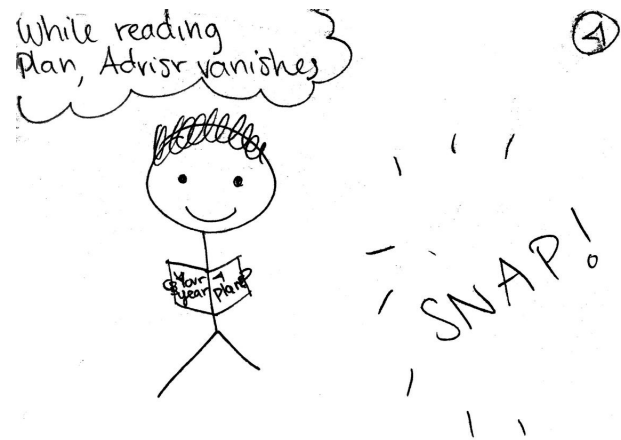


Scene 3

shot 3

Advisor hands student their own **personalized** 4 year plan

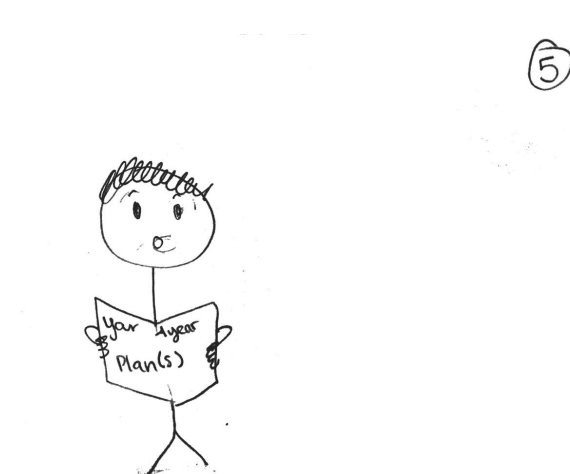
③



Scene 3

shot 4

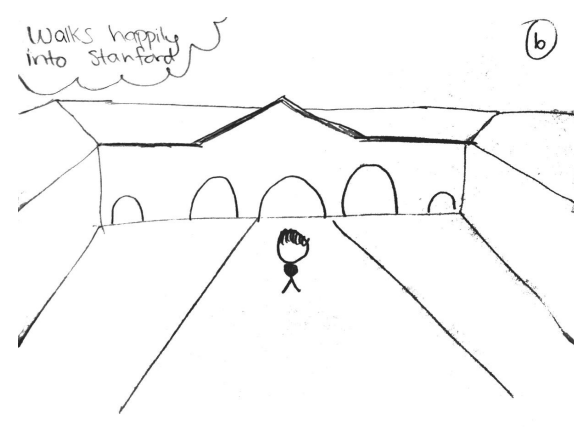
While student eagerly reads 4 year plan, Advsr vanishes



Scene 3

shot 5

Students face is shocked: confused where Advsr went.



Scene 3

shot 6

Student walks off into stanford feeling **prepared** and ready to achieve their **goals**

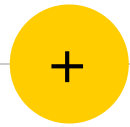
Our Video



Concept Video.
Length: 1:57 + credits



Feedback / Q&A



Appendix (Tasks Full Version)

Task 1...

(complex)

Max is a freshman excited to begin his Stanford journey. Upon arriving to campus, however, he realizes that there are many options he could pursue. He feels overwhelmed because he doesn't know how to move forward. Before settling on a major, he wants to **explore** possible future paths based on his **interests**, **skills**, and **values**.

Task 2...

(moderate)

Max is a freshman who has recently determined his general interest areas. He is in the process of trying to convert his exploration into an academic track. However, with limited access to upperclassmen, he feels uncertain. He wants to **learn** from the lessons of **students in the past**, specifically by **viewing their four year plans**.

Task 3...

(simple)

Max is a freshman who has interests that he wants to explore at Stanford, and long-term goals he wants to achieve. Trying to fit his interests and goals into an academic plan is daunting. There are too many permutations of majors and minors he could commit to, and it feels unrealistic to plan out over two options. He wants to **automatically generate** potential **4 year plans without the time and stress** necessary to manually coordinate his interests.