**EDUSEARCH**

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**PROBLEM DEFINITION: NAVIGATING THE MAZE OF SCHOOL SELECTION IN KENYA.**

Choosing the right school is crucial for a child's future, but in Kenya, the process is riddled with challenges. This lack of transparency hinders informed decision-making by parents, guardians, and students.

No central platform exists for comprehensive and accessible school information across all levels (primary, secondary, university, college, TVET).

Parents rely on unreliable sources like individual school websites which sometimes are of inconsistent quality and outdated, unofficial rankings which are sometimes subjective, and word-of-mouth which have limited scope and are biased in many cases.

One can argue that the government has a placement process this process only provides basic details like location, hindering assessment of crucial aspects like curriculum or teacher qualifications.

This has consequences and some of them include:

* Inefficient Search: Gathering information from scattered sources is time-consuming and overwhelming for parents.
* Unsatisfactory Matches: Students may end up in schools that don't align with their needs, interests, or learning styles, leading to disengagement, underachievement, and missed opportunities.
* Parental Stress and Anxiety: The lack of transparent information creates stress and anxiety for parents struggling to make informed decisions.

**PROPOSED SOLUTION**

* Comprehensive School Database: The platform will house a comprehensive database of schools across all levels (primary, secondary, university) in Kenya.
* Standardized Information: Each school profile will include standardized information for easy comparison, including:
* Brief description and history of the school
* High-quality images showcasing the school environment.
* Academic performance data (overall results, past achievements, standardized test scores if available)
* Location and details on the school system (public, private, religious affiliation)
* Availability of vacancies and general school fee structure
* Listing of extracurricular activities offered.
* Amenities and facilities available (libraries, science labs, sports facilities, etc.)
* Verifiable contact information for the school
* User-generated reviews and ratings (with a moderation system to ensure accuracy)
* Advanced Search and Comparison Tools: Users can leverage powerful search functionalities to:
* Find schools based on specific criteria like location, level, school system, or keywords (e.g., STEM programs, language focus)
* Employ comparison tools to efficiently compare schools’ side-by-side based on user-defined preferences (e.g., fees, extracurricular activities, facilities)
* Benefits and Impact:
* Empowering Informed Decisions: By providing a central repository of transparent and standardized information, the platform empowers parents, guardians, and students to make informed school choices that align with individual needs and preferences.
* Enhanced Search Efficiency: Advanced search and comparison tools eliminate the need to navigate fragmented information sources, streamlining the search process and saving valuable time.
* Improved School-Student Match: Access to comprehensive and accurate information leads to better school-student matches, fostering student engagement and academic success.
* Promoting transparency and Accountability: The platform encourages transparency and accountability within the education system by holding schools accountable for providing accurate information.

**VALUE PROPOSITION**

The website’s main goal is to help students and parents find an appropriate school which will suite they specific wants and needs from a school.

The website has been structured with filters to help in picking what a person wants or expects to receive from a school. Filters are such as sports, drama festivals, top achievers etc. are there to help with whatever attracts a student to a school.

The website also includes reviews which might reveal hidden information about schools and what they offer. Insights and reviews from alumni, administration, parents and teachers help in making decision-making. For the parents, reviews are there to show if the decision they make will be impacting their children either positively or negatively.

In addition, contacts of the schools are available on the website which makes networking and connections between the parents and the schools easy and reliable.

**MONETIZATION**

There are three ways to ensure the website provides the best possible services for users but can generate revenue as well:

* 1. The main source of revenue would come from schools that would want to be featured in the home page of the website and highlighted profiles.
  2. The second source of revenue would come from users wishing to have a premium experience of the site, where they can do things, such as give specific preferences they have for schools and their child’s needs and have a list of schools recommended to them that fits their needs, see articles from schools etc.
  3. Thirdly would be google ad revenue.

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