

## Product Vision:

An app where you can form groups along as pool resources for shared courses. Along with several studying options such as pop up quizzes similar to the B real system(called StudyB ), that would prompt users with content related questions and short quizzes. This would also have a social aspect that would encourage people to compete for the highest scores. This would maximize your time by dividing up studying into shorter increments throughout the day, helping prevent burnout and promoting an active learning experience.

## StakeHolder:

- Marketing departments - Due to the presence of a revenue generation service through adds and partnerships
- Course manufacturers - We utilize the revenue from the marketing to utilize course work directly into the app along as provide a platform to sell additional resources
- Career consultants - Would be a vital resource in reviewing cover letters and looking at cover letters. If we could not afford a career consultant we could refer links to the students schools career center. If one is not present then they will be referred to the online career forums
- Hr/Recruiters for integrated - will provide companies with a portal to students that are working hard to reach their next steps. Weather they are looking to hire them or give them advice on an application

## Student Issues:

### 17 Problems of College Students

## Customer Discovery Questions:

What are some everyday issues you run into on campus?

How or why did (insert topic) become an issue? (depends on the issue)

What are some of the issues that aren't talked out about among students?

What has already been done to address these issues?

Why do you think these issues still persist?

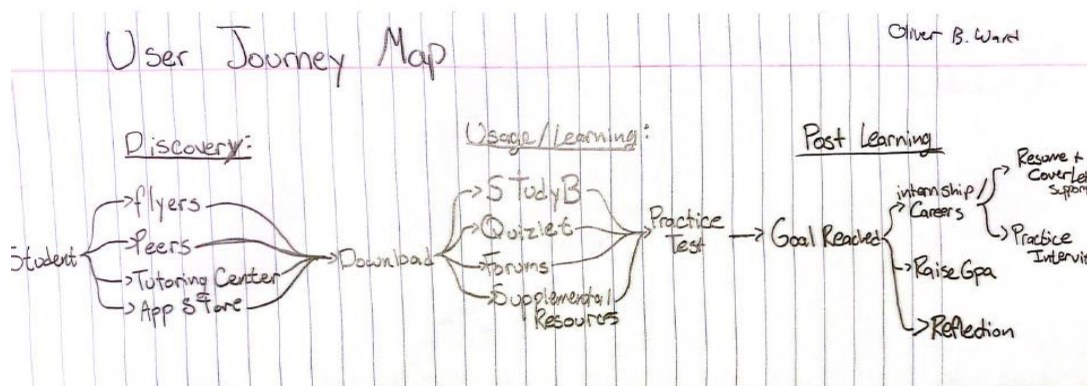
What does an ideal solution look like to you?

Is there anything I should have asked you? or any other thoughts you'd like to share

Personas:

1. John, a 20 year old , busy college student who can't afford school and works 30 hours a week to help pay for school along with managing debt. They are from a low income community in Gastonia. John's Father is a construction worker. His mother is a substitute teacher when she is able. John is having academic struggles in one of his high level classes. Although he is highly motivated, Due to a lack of time to study and maintain health there aren't many resources that cater to them.
2. Susan is a 19 year old student who works on campus and has a full ride through school. Her mother passed away when she was young, and father is an astrophysicist. They are doing fine in class but lack a local network at school. With their new integration into the school they are also having a mental health crisis. Although they are academically gifted they are not socially gifted. Susan wants to improve their soft skills but struggles to communicate or ask for help in person.

User Journey Map:



HMW Notes:

How might we better cater to our end users?

How might we generate revenue without the cost of user interaction?

How might we benefit from a more collaborative environment?